

CHAPTER

3

PLANNING AND  
DEVELOPMENT



COMMUNITY DEVELOPMENT  
GROWTH MANAGEMENT  
HISTORIC PRESERVATION  
ECONOMIC DEVELOPMENT

COMMUNITY DEVELOPMENT

A. SETTING

This section of the General Plan addresses issues typically included in the land use element of general plans, including the type and distribution of urban development and the compatibility of different uses.

The Town of Danville encompasses approximately 11,600 acres (18.1 square miles), and is characterized by suburban and rural density residential neighborhoods. Commercial development is located primarily in the Downtown area, with a limited number of additional locations east of Interstate 680.

When the Danville 2010 General Plan was prepared in 1999, Danville had reached 93 percent of its projected horizon year population of 42,600. The 2030 Plan anticipates a slower rate of growth for the next 17 years. The current population for the Town of Danville still stands at about 93 percent of the horizon year projection. As Danville approaches build out, the focus of new development

will continue to shift toward infill sites rather than sites on the outer edges of the Town.

As of 2012, there is very little land remaining in Danville which is considered “vacant.” Most vacant sites consist of small, scattered parcels or previously subdivided lots designated for single family residential use. Elsewhere in Danville, a number of already developed sites have the potential to be further subdivided, or redeveloped with more intense uses. The General Plan provides policy guidance to the Town as it evaluates requests for such development. The Town’s Zoning Ordinance strictly regulates the level of development activity that may occur on these sites.

*Planning Subareas*

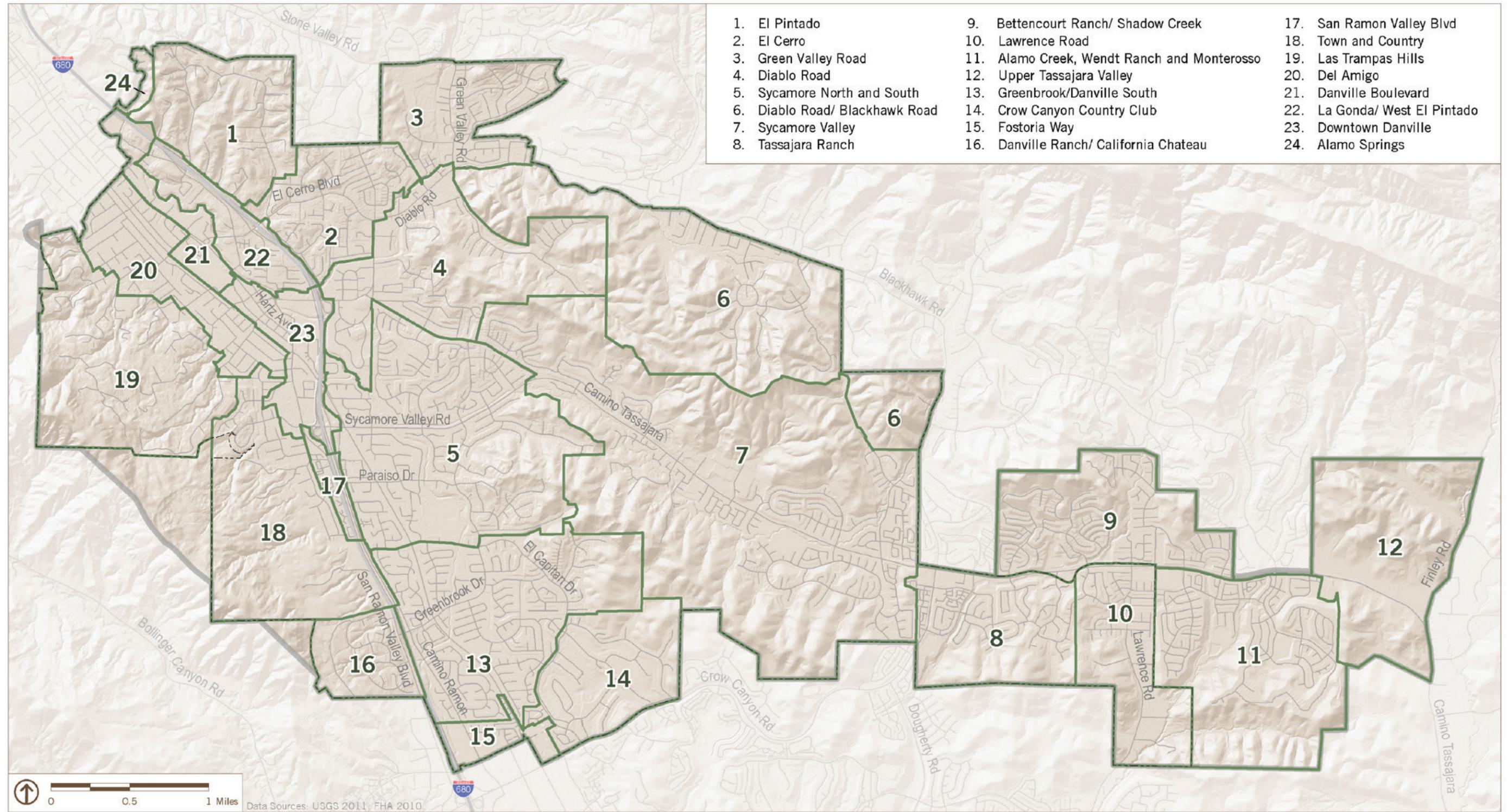
Danville is divided into 24 Planning Subareas, each distinguished by their location, unique characteristics, age, and natural or constructed boundaries. These areas typically include one or more neighborhoods. Each neighborhood typically has one or more homeowner’s associations which may provide services and a focus for community



*Magee Ranch neighborhood. Photo courtesy of Alex Lopez.*

involvement. For the purposes of this General Plan, the neighborhoods have been consolidated into a set of Planning Subareas which serve as a basis for analysis and policy formulation.

**Figure 3** presents a map of the Planning Subareas in Danville.



  Town Limit  
   Planning Area Boundary  
   Danville Planning Subareas

**FIGURE 3**  
**PLANNING SUBAREAS 2013**

The following section presents a discussion of the land use and planning issues in each Planning Subarea. This discussion is intended to describe and characterize each area, and not to establish land use policies. Subsequent Planning and Development Goals and Policies and the associated Implementation Measures express the land use policies that will affect the Planning Subareas.

### **1. El Pintado**

The El Pintado Planning Subarea is situated along Alamo Ridge at the Town's northern limits. The neighborhood is located immediately east of Interstate 680 and is accessed by El Pintado and El Pinto Roads. Characterized by oak studded hillsides, narrow and rural roads, this residential neighborhood is Danville's largest semi-rural area. Nestled on either side of the "El Pintado Loop," many properties in this area have dramatic views of Mt. Diablo and/or Las Trampas Ridge. Large minimum lot size requirements and the absence of major subdivisions have helped the area maintain its rural character.

Since incorporation, steady infill development has introduced small subdivisions with custom estates into the neighborhood. Its current mixture of older modest ranchettes, often equipped with horse setups, and the new custom estate homes with diverse architectural styles, represent a transition from the more rural nature of the neighborhood's past. El Pintado was designated a Special Concern Area (SCA) in the 2010 Danville General Plan to express the Town's intent to preserve the area's rural character as the remaining lots were developed. Although it is not listed as an SCA in the 2030 Plan since it is now almost fully built out, maintaining rural character is still a high priority.

A number of additional custom estate homes, accompanied by a small number of minor subdivision requests, are anticipated for the area. Zoning for the area should continue to maintain lot sizes in the 40,000 (R-40), 65,000 (R-65), and 100,000 (R-100) square foot ranges, and new homes and remodels should preserve the ambiance of the neighborhood. To the extent feasible, new homes should blend with the natural landscape, conserve

the privacy of adjacent neighbors, and minimize visual impacts. "Hobby farming", livestock, and equestrian activities are considered appropriate in this area and should be allowed to continue.

Road and infrastructure standards for the El Pintado area should continue to reflect the desire to retain the "country lane" character of the area's roads. Water and sewer extensions should be designed based on the existing development potential of the area and should not be "oversized" or otherwise designed in a way that might induce additional growth.

### **2. El Cerro**

The El Cerro Planning Subarea encompasses the primarily residential neighborhoods located north and south of El Cerro Blvd, defined by Interstate 680 on the west and Diablo Road on the east. Established in the 1960s, this area is characterized by gently rolling hills and homes generally ranging from 20 to 40 years of age. The lot sizes in this area range from under one-quarter acre to over one acre in size. The larger lots are located along the northern edge of the area, where split rail fences and rolling terrain allude to the semi-rural nature of the area's past. To the east along Matadera Way, and to the south in the Oakcrest and Woodbine neighborhoods, development is newer and consists of attractively landscaped homes built during the 1970s and 1980s. Development along the El Cerro Blvd and Diablo Road corridors occurred a bit earlier, consisting primarily of ranch style homes dating from the 1960s and early 1970s.

Fees and assessments paid by developments further east of this Planning Subarea funded a number of major capital improvement projects in this area during the 1990s. These projects included the installation of the El Cerro Blvd landscape median (refurbished in 2009), the installation of bike lanes, the signalization of the Diablo Road/Green Valley Road and Diablo Road/Matadera Way intersections, as well as the frontage improvements and sidewalks adjacent to the public schools in the area.

While this area is primarily residential, two commercial uses are located along El Cerro Blvd.

One is the office building initially established as the Ward Chiropractic Center, located on corner of El Cerro Blvd and El Pintado Road. The other is the Sloat Garden Center, located at the corner of El Cerro Blvd and Diablo Road. The El Cerro area is mostly built-out and is expected to remain stable through 2030, although these two commercial sites could redevelop in the future.

### **3. Green Valley Road**

The Green Valley Road area is located in the northeastern part of Danville. This area is defined by Oak Hill Park to the west, Stone Valley Road and the unincorporated community of Alamo to the north, the unincorporated community of Diablo to the east, and Diablo Road to the south. Stone Valley, Green Valley and Diablo Roads provide the main access into the area.

This area contains a mix of the oldest and some relatively newer homes in Danville. A number of homes along the west side of Green Valley Road exceed 60 years of age, while some housing along Blemer Road and Waingarath Way is less than twenty years old.

In the eastern half of this area is the Cameo Acres neighborhood, developed with simple ranch and “Cape Cod” style homes. Many of the original homes in this neighborhood are approaching 60 years of age. Primarily as a result of the age and size of the residences in this area, the neighborhood has been experiencing a trend of renovation, expansion, and to a lesser degree, replacement. The newer homes in this area are typically larger and of a more modern design, giving the neighborhood an eclectic character.

The area continues to retain its country atmosphere with its absence of sidewalks, mature tree canopies, and picturesque views to the surrounding hills. In general, this area is mostly built out without potential for much additional development.

This area also contains a large number of the Town’s major community, recreation, and institutional facilities. This list of facilities includes Monte Vista High School and Los Cerros Middle School. Oak Hill Park, a community park which

features a man-made pond and undeveloped open space areas, is a favorite area for joggers, picnickers and strollers. The children’s play area in this park was renovated in 1999 and the All Wars Memorial was added. A major Town-sponsored capital improvement program resulted in the construction of the 6,370 square foot multi-purpose community building which opened in Oak Hill Park in 2007. St. Timothy’s and Rolling Hills Churches are also located in this neighborhood.

Because of the number of existing schools located within this area and in the adjacent Diablo Road Planning Subarea, the Green Valley Road and Diablo Road corridors carry a high volume of traffic during school starting and ending times. To minimize the impact of the non-residential uses, past planning actions have established the intent to retain the residential nature of this area as additional development occurs (see also Special Concern Area text, p. 3-51). Development fees and assessments from projects to the east of this Planning Subarea have funded a number of improvements within this area, including traffic signals and sidewalks along Diablo Road.

The Green Valley Planning Subarea includes a 15-acre parcel known as the Weber property. In 2011, the Town approved 22 single family homes on the site. The project includes a new through-street between Blemer Road and Matadera Way, as prescribed by the 2010 General Plan. This will provide a new means of access to Hill Road, which should alleviate congestion at the Green Valley/Diablo intersection. The project also provides an opportunity for a future connection to Oak Hill Park. An adjacent site on Hill Road was under development with an 8-lot subdivision at the time of adoption of the 2030 General Plan. These are the last sizeable vacant parcels in the Planning Subarea.

### **4. Diablo Road**

This area encompasses the neighborhoods located along the Diablo Road corridor. The natural physical features of this area include rolling hills, a creek corridor (Green Valley Creek), and numerous heritage oak trees, including the dramatic canopy of oaks gracing both sides of Diablo Road near its

intersection with Interstate 680.

This area has residential neighborhoods of various ages, including homes which date back to the early 1950s. Mature established neighborhoods are located within the western and southern parts of the area. These neighborhoods are located along La Questa Drive, Alamos Drive, and between Ramona Road and Camino Tassajara. The semi-rural character of this area is evidenced by the presence of ranch style homes, mature vegetation, ample sized lots, and narrow and curbsless streets. The area north of Ramona Road and east of Diablo Road contains newer residential neighborhoods, established between the late 1960s through the early 1980s. Most of the development in the El Cajon Drive/Santiago Drive area was completed approximately 35 years ago, with the addition of some infill development within the last twenty years.

Hidden Valley, a planned unit development project with over 200 homes completed in the late 1990s, is nestled in an isolated valley, tucked away from the Diablo Road corridor. A number of smaller subdivisions have resulted in pockets of newer residential development along Diablo Road.

While mostly residential, this area has a strong presence of local serving commercial and institutional uses. The primary neighborhood commercial use is the Green Valley Shopping Center, which historically has consisted of a grocery store and a complement of supporting businesses. The major tenant space in the center was vacant for a brief period and then split into two tenant spaces which were subsequently occupied by a pharmacy and a grocery store.

Vista Grande Elementary School, Green Valley Elementary School, the Grange Hall (a privately owned facility), several child care facilities, and a fire station are all located along Diablo Road, extending from the intersection of Green Valley Road to the intersection of Camino Tassajara. Other institutional uses include the Diablo Lodge senior housing complex and the Sunrise senior assisted living facility located on opposite sides of Diablo Road, near Green Valley Elementary School. Development fees and assessments from projects

further east financed a number of improvements in this area, including traffic signals and sidewalks along Diablo Road.

This area is expected to remain stable during the life of this Plan. There are limited opportunities for infill housing and redevelopment on underutilized parcels throughout the area and along the Diablo Road corridor. As indicated in the Special Concern Area text later in this Chapter, additional commercial or institutional uses are discouraged.

### ***5. Sycamore North and South***

This area is bounded by Camino Tassajara on the north, Interstate 680 on the west, and El Capitan Drive on the south. Sycamore Valley Road bisects this area, providing the most direct access into the area's neighborhoods as well as to the large residential areas lying to the east. This area includes the Sycamore Homes, Diablo West, Danville Woods, Danville Crest, Dansborough and Sycamore/Laurel neighborhoods.

Characterized by well-maintained homes, many with dramatic views of Las Trampas Ridge, these established neighborhoods feature an abundance of mature tree cover, a highly desirable system of linear private open space developed between neighborhoods and along Sycamore Creek, and private swimming and recreational facilities. This area also contains a variety of housing types, densities, and architectural styles.

Older homes in the area can be found along Willow Drive, north of Laurel Drive. Homes in the Sycamore Homes and Dansborough areas are approximately 30-40 years of age. The Sycamore Homes area has the distinction of being one of the first large scale planned unit developments (PUDs) in the state, combining single and multifamily units and linear open space elements into a cohesive project. Unique street lighting, signage and landscaping add to the character of this area.

While primarily residential, non-residential uses also are present and provide for a small range of the resident needs in this area. These uses include the San Ramon Valley Unified School District Education Center (District Offices), the Best Western Danville Sycamore Inn, Denny's

restaurant, and the Shell service station backing up to Interstate 680 at Camino Ramon. The former Navlet's Garden Center, a long tenured commercial occupant at the corner of Camino Ramon and Sycamore Road, was redeveloped in the late 2000s with a new mixed use commercial center (the Rose Garden Shopping Center) and a 55-unit multifamily residential project (the Rose Garden Village Apartments). The area also contains several child care centers along Camino Ramon.

Osage Station Park, one of Danville's most heavily used parks, is located at the southern end of Brookside Drive. This community park shares space with Charlotte Wood Middle School and features a popular "dinosaur skeleton" in the children's sand box. With the exception of small areas along Camino Ramon and the end of Bolero Drive, this area is essentially built out, with minimal development potential. Overall, this is a well-established area, and is expected to remain stable through the life of this Plan.

## 6. *Diablo Road/Blackhawk Road*

This area features some of the most prominent and scenic ridgelines of eastern Danville. It is defined by Diablo Road and Blackhawk Road on the north and east, and one of Danville's most prominent scenic ridgelines (i.e., Short Ridge) on the south. The east branch of Green Valley Creek meanders through the area on both the north and south sides of Diablo Road. The creek features a string of handsome oak trees along its banks. The area includes a significant land holding belonging to the Magee family, which has historically been used for agricultural purposes. The community generally perceives this area of privately owned land, with its grazing cattle and stately oaks, as a scenic resource and an idealized symbol of the Town's rural past.

Development in this area is characterized by large custom homes on lots averaging one-half acre in size. The area includes the existing Magee Ranch residential development, a 259 home planned unit development nestled within a series of narrow valleys and surrounded by permanent private and public open space. Magee Ranch consists



*Sycamore Valley. Photo courtesy of Karl Nielson.*

of contemporary Craftsman style homes as well as custom homes ranging in style from French Chateau to Southern Colonial. Other relatively recent subdivisions, such as Diablo Creek and Woodcreek, also offer executive housing on large lots. Many of these homes feature traditional design elements such as wraparound front porches, columns, dormers, and turrets.

This area contains some of the most spectacular specimen oak trees in Danville. Diablo Road is particularly scenic as it winds through this area, providing picturesque views of the oak studded hillsides as well as Mt. Diablo. Trees within this valley have been given precedence over pavement, as several key intersections and sections of roadway are designed around well-established oaks.

Much of the development potential in this area has already been realized. However, there are a few properties where additional housing is possible. Recognizing the visually sensitive character of the area, the Town has designated most of the remaining vacant land as a Special Concern Area, with additional policy guidance provided later in this Chapter.

### **7. Sycamore Valley**

At over 2,500 acres, the Sycamore Valley area is the largest Planning Subarea in Danville. The area is bounded by Short Ridge on the north, Sherburne Hills on the south, the Sycamore Valley Road/Camino Tassajara intersection on the west and the Tassajara Crossing, Village at Tassajara and Blackhawk Plaza commercial areas on the east.

Most of this area has been developed in accordance with the Sycamore Valley Specific Plan, adopted by Contra Costa County prior to the Town's incorporation in 1982, and the Old Blackhawk Road Specific Plan, adopted by the Town in 1988. The vast majority of the homes developed in this area have been built since the adoption of the two Plans. Through the planning process, development has been generally restricted to the valley floor, retaining the upper slopes along Sherburne Hills and Short Ridge as permanent open space. The Old Blackhawk Road Specific Plan is adopted by reference into the Danville 2030

General Plan. Land use and development decisions in this area should conform to the provisions of the Specific Plan, which contains more detailed development and design standards than the General Plan.

In its geography and development context, the character of the Sycamore Valley differs from the older neighborhoods of Danville. This area features a series of self-contained neighborhoods planned along the base of the valley and accessed only from Camino Tassajara, a four-lane arterial linking the eastern and the western ends of the Town. As envisioned in the Sycamore Valley Specific Plan, Camino Tassajara features a significant landscape buffer of meandering paths along its northern and southern border ranging from 10 feet to 100 feet in width. Camino Tassajara also features fully landscaped and tree lined center medians.

The individual neighborhoods in this area include large single family communities such as Wood Ranch, Northridge Hills, Northridge Estates, Anderson Ranch, and Diablo Highlands Estates, "duet" or patio home communities such as Belleterre, Meadowcreek, and Diablo Highlands Villas, and townhomes such as Meridian Place.

These self-contained residential enclaves, set against the backdrop of rolling hills and distant ridges, are linked together by pedestrian paths and bike lanes along Camino Tassajara and a trail corridor along the meandering Sycamore Creek. Through the planning process, access easements have been attained over private property to develop and connect a public trail along the creek.

### **8. Tassajara Ranch**

This area is located east of Sycamore Valley, along the south side of Camino Tassajara. It features a commercial district as well as large scale residential developments ranging from townhomes to single family detached homes. Virtually all of the development in this area has occurred during the last 25 years. This area was outside the boundaries originally established for Danville but was annexed into the Town in the late 1980s. This area is virtually built out, with only a small number of potential infill sites available for additional

development.

Residential development in this area includes single family homes in the Tassajara Ranch and Vista Tassajara neighborhoods as well as townhomes at the California Shadowhawk and Heritage Park developments. As in the Sycamore Valley, these neighborhoods have private recreation centers, club houses, swimming pools and other amenities that supplement the facilities provided by the adjoining community park.

Commercial development includes the Tassajara Crossings Shopping Center, with about 146,000 square feet of leasable space, including a Safeway grocery store. The Village at Tassajara shopping center on the southwest corner of Camino Tassajara and Crow Canyon Road includes retail and office space. Other commercial uses, including a veterinary clinic and a self-storage facility, are located in the area. The commercial activity center around the intersection of Crow Canyon and Camino Tassajara is the only major commercial area in the eastern portion of Danville.

Development in this area has occurred mostly along the valley floor, with much of the gently rolling hillsides set aside as permanent open space through the planning efforts that authorized development. The west branch of Alamo Creek meanders through both the commercial and residential areas. Formerly a seasonal creek, Alamo Creek is now a year round stream fed by the landscape irrigation water of golf courses and surrounding residential developments. Ongoing efforts to establish a creekside trail system through this area to link the neighborhoods and to provide access to Diablo Vista Park recently led to development of a 3/4 mile section of trail extending from Zenith Ridge Drive at Tassajara Ranch Drive to Jasmine Way at Camino Tassajara.

### **9. Bettencourt Ranch/ Shadow Creek**

This Planning Subarea is located on the northern side of Camino Tassajara east of the Blackhawk Plaza Shopping Center. It is located entirely in unincorporated Contra Costa County and is surrounded on three sides by the community of Blackhawk. The area includes the unincorporated

planned unit development communities of Bettencourt Ranch, Shadow Creek and Somerset, each developed following County approvals in the 1990s. It also includes older large lot residential development accessed via Hansen Lane and Oak Gate Drive. There are approximately 950 homes in the area. The unincorporated area also contains The Reutlinger Community Jewish Living life care facility, completed in 1998.

The Bettencourt/Shadow Creek area is considered mostly built out, with relatively low potential for new development in the next 20 years. While the area is outside the Danville Town limits, its residents utilize many Danville services, roads, and public facilities. Many identify as Danville residents. As of 2012, the Town was working with residents to assess the feasibility of annexing this area.

### **10. Lawrence Road**

Lawrence Road is a rural residential/suburban neighborhood located south of Camino Tassajara in the easternmost portion of Danville. Reflective of the Town's agricultural past, the land uses in the area include a mix of horse ranches, boarding kennels, orchards, and ranchettes, along with newer country estates. Much of the area's original rural uses were developed under Contra Costa County's agricultural zoning standards, giving the undeveloped southern portion of the Planning Subarea a rural quality which distinguishes it from the emerging suburban character in the northern section. The area's long-term residents have expressed a desire to retain this rural quality in the future.

In 1989, a group of area property owners approached the Town seeking help in securing public water service from East Bay Municipal Utility District (EBMUD) through annexation to the Town. Prior to its annexation to the Town in 1991, all properties on this road relied upon on-site wells for water and septic systems for sewage disposal. At the time, the area was rural and included about 60 parcels ranging in size from one acre to 17 acres.

Paralleling the annexation process, the

Lawrence/Leema Road Specific Plan was established for the area (adopted in 1992 and amended in 1994). The Plan guided development of the area, directing the highest densities to the northernmost portion of the area while transitioning to very low densities at the southernmost portion. The Plan established minimum lot sizes and other development standards which effectively limit the number of new homes that may be established.

The Plan also established a mechanism to fund the extension of public water, sewer, storm drainage, and roadway improvements to the Lawrence Road area (i.e., the Lawrence Road Benefit District). Phase One of public infrastructure improvements was completed in 1997. The second phase, which extended improvements to the southern terminus of Lawrence Road, was completed in 2000. Consistent with the policy directives of the 2010 General Plan, Lawrence Road should continue to terminate at the southern end of this area and should not be extended to accommodate additional development or link to the Dougherty Valley. Trail links to the Dougherty Valley are encouraged, however, provided that the design and alignment are compatible with existing development patterns and habitat conservation goals.

Most of the major subdivision activity in this area has been completed. A small amount of lot splitting and minor subdivision may occur in the coming years. The southern and middle parts of the area contain many development constraints, including steep slopes, landslide hazards, limited access, and a fragmented land ownership pattern. The General Plan designation for this area is “Country Estates,” which reflects these constraints. Any future development in this area should be at the low end of the density range for this category and should conform to the provisions of the Scenic Hillside and Major Ridgeline Development Ordinance.

Although it was not within the boundaries of the Specific Plan area, the County-approved 195-unit California Meadows subdivision (annexed into Danville prior to construction) is located within the Lawrence Road area. The project was developed by KB homes in 1998-2000. Consistent

with the Lawrence/Leema Road Specific Plan, Lawrence Road was realigned in the late 1990s to bisect the California Meadows development. California Meadows included the dedication of an eight acre site to the San Ramon Valley Unified School District that led to the construction of Diablo Vista Middle School.

The Lawrence/Leema Road Specific Plan is adopted by reference in the Danville 2030 General Plan. Land use and development decisions in this area should conform to the provisions of the Specific Plan, which contains more detailed development and design standards than the General Plan.

### ***11. Alamo Creek, Wendt Ranch, and Monterosso***

From the Lawrence Road area, a number of residential subdivisions extend eastward along the south side of Camino Tassajara. As of 2012, this area was unincorporated and under the planning jurisdiction of Contra Costa County. Prior to 2000, the area was largely agricultural. By 2010, it was almost entirely subdivided, although the easternmost portions still included platted lots yet to be developed.

Residential communities in this area include Monterosso, Wendt Ranch, Ponderosa Colony, and Alamo Creek. Alamo Creek is the largest of these communities. Lots tend to be smaller than in other parts of Danville, and average home sizes range from 1,700 square feet to over 4,000 square feet. The area also includes the Willows Townhomes, an 87-unit complex which includes affordable and market rate for-sale units, and the 96-unit Villas at Monterosso Apartment complex.

This area includes a number of public and quasi-public uses. Creekside Elementary School was recently constructed in Alamo Creek and the Tassajara Learning Center pre-school was built on Casablanca Street. In 2007, the Mustang Soccer League constructed two turf artificial turf fields and a field house on the south side of Camino Tassajara. The site is adjoined by SRVFPD Station 36, a new fire station on Lusitano Street serving the far east side of Danville, Blackhawk and Tassajara Valley.



*Greenbrook neighborhood open space. Photo courtesy of Alex Lopez.*

## **12. Upper Tassajara Valley**

Upper Tassajara Valley is the easternmost part of the Planning Area. Like Planning Subarea 11, it is entirely outside the Town limits and beyond the Danville sphere of influence in place at the time of General Plan adoption. The Planning Subarea is located on both sides of Camino Tassajara and extends east from Alamo Creek and Blackhawk. The eastern edge of the Area is defined by Finley Road (north of Camino Tassajara) and by Camino Tassajara itself, which bends to the south about one-half mile east of Alamo Creek.

This area is entirely agricultural and is beyond the County's Urban Limit Line. There are a few rural homesteads, but in general the landscape is characterized by grassy rolling hills with scattered oak trees. Parcels are generally between 10 and 80 acres in size and are governed by County A-80 exclusive agricultural zoning (one dwelling unit per 80 acres) and agricultural General Plan designations. The prevailing activity is grazing. Finley Road itself includes rural residences and orchards, although most of this activity is beyond

the Planning Subarea boundary.

The Town of Danville expects this area to remain in agricultural and open space uses through the horizon year of this General Plan. However, the Contra Costa County Board of Supervisors authorized a General Plan Amendment Study for a portion of this area in 2007, and an application to facilitate rural residential uses is presently under consideration by the County. For this reason, the Upper Tassajara Valley has been designated a Special Concern Area by the Danville 2030 General Plan, and is addressed in greater detail later in this Chapter.

## **13. Greenbrook/Danville South**

The area located south of El Capitan Drive, set between Interstate 680 and the Sherburne Hills, is identified as the Greenbrook and Danville South area. Set against the backdrop of Sherburne Hills, the vegetative cover and residential character of this area has matured over the past three decades. While the western portions of the area are flat, the eastern portion slopes up to the Sherburne Hills

and affords panoramic vistas of Las Trampas Ridge. This area has relatively wide streets, underground utilities, sidewalks, curbs and gutters.

This area includes a range of housing densities but consists primarily of single family detached homes, ranging from two to four units per acre. Higher densities are limited to Greenbrook Drive just east of Camino Ramon and the area immediately south along Mission Drive and Greenlawn Circle. The housing stock includes a mix of one and two story homes, many with shake or tile roofs.

The larger residential subdivisions in this area, such as Greenbrook and Danville Station, are planned unit developments, with residences generally ranging in age from 30 to 40 years. The provision of common recreation facilities, a network of linear open space, and mixed housing densities all point to the early successes of the planned unit development process. San Ramon Creek and Cow Creek meander through this area, providing two linear open space corridors. The Iron Horse Trail also runs through the area, providing a trail connection to other sections of Danville. Greenbrook School provides a focal point for the neighborhood and is the major non-residential use.

The area is virtually built out, with little or no capacity for additional development. No major changes are expected between now and 2030.

#### **14. Crow Canyon Country Club**

Built in the mid-1970s, this gated country club community is located at the southeastern corner of Danville, and shares its southern boundary with the City of San Ramon. A mixture of townhomes, patio homes, and single family residences are oriented around the fairways of a private 18 hole golf course. Undeveloped hillside open space areas define the eastern and southern limits of the community. In addition to the golf course, recreational facilities available to members include a swimming pool complex, tennis courts, driving range and a club house. Access to this community comes from two major collector roads: Crow Canyon Road and El Capitan Drive.

This unique, private gated community is separated from adjacent neighborhoods by a fenced and landscaped buffer zone. The Crow Canyon Country Club Planning Subarea is completely built out and, other than possible future upgrades to the shared recreational facilities, is unlikely to change through 2030.

#### **15. Fostoria Way**

The Fostoria Way area occupies the northeast quadrant of the Crow Canyon Road/Interstate 680 interchange. Residential uses include a mix of single family homes and duets along Camino Ramon Place, single family homes along Silverwood Terrace, and the Fostoria Terrace condominiums along Fostoria Way, all developed during the late 1980s and early 1990s.

The area's commercial development (i.e., Castle Square, Costco and Marshalls), constituting destination retail uses, were developed during the late 1980s and early 1990s. The area's development followed a Town-initiated General Plan Amendment which encompassed the land lying between Interstate 680 and the Iron Horse Trail. The General Plan Amendment also accommodated the construction of an Interstate 680 overpass on Fostoria Way (a City of San Ramon and Measure C-1988 project). Camino Ramon was extended south to Fostoria Way after a citizen initiative to extend the road was approved by popular vote. The Fostoria Way area includes the only light industrial uses in Danville.

A 1.75-acre site formerly designated for light industrial use was authorized through a General Plan Amendment to develop as the 38-unit Iron Horse Crossing multifamily residential project, which was completed in 2009. The area is also the home to the tallest office building in Danville, a five story medical office building occupying the converted Electro Test light industrial facility. PG&E also operates a research facility in this area, which includes the highly recognized geodesic dome along Crow Canyon Road.

The Fostoria Way Planning Subarea includes a number of sites with the potential for change during the next two decades. The largest of

these sites is the 17-acre Armand Borel Property along Interstate 680. The Borel Property has been identified as a Special Concern Area in this General Plan, as it was in the previous General Plan. Additional guidance on future land uses on this site may be found later in this Chapter.

### **16. Danville Ranch/California Chateau**

Located at the foothills of Las Trampas Ridge, this area is located west of Interstate 680 and at the southwestern quadrant of Danville. This area consists of a planned unit development with more than 350 units and a rural subdivision (i.e., Peters Ranch Estates) located on the slopes above this development.

The first phase of the planned unit development, Danville Ranch, consists primarily of clustered duets with common open space. The second phase, California Chateau, includes a mix of patio homes and more traditional single family homes. Both phases include recreational amenities, including greenbelts, a swimming pool, tennis courts, and a clubhouse. The area's setting on the east facing slopes of Las Trampas Ridge provides most of the homes with dramatic views across the San Ramon Valley to the Sherburne Hills and Mt. Diablo. While there is some potential for additional development on the remaining vacant home sites at Peters Ranch, the area is built out and is not expected to change significantly through 2030.

### **17. San Ramon Valley Blvd**

The San Ramon Valley Blvd corridor lies along the west side of Interstate 680 and south of Town and Country Drive.

This mixed use area consists of medium density residential, office, retail, and institutional uses. Serving as the southerly entrance into Downtown Danville, commercial centers in this area include the popular rustic style Danville Livery and Mercantile Shopping Center, the Sycamore Square Shopping Center, the Village Shopping Center, and the Town and Country Shopping Center. The corridor also consists of a number of freestanding commercial buildings, mostly dating from the 1960s and 1970s.

A San Ramon Valley Fire Protection District fire station is located in this area, sandwiched between San Ramon Valley Blvd and Interstate 680. The San Ramon Valley Medical Office Complex and the Danville Congregational Church are also located in this area.

Although it is virtually built out, some of the parcels have the potential to redevelop by 2030. Existing uses include many single story commercial buildings with low floor area ratios, minimal landscaping, and large parking lots.

### **18. Town & Country**

The Town & Country Area is an established residential area west of the commercial development along San Ramon Valley Blvd and located southwest of Downtown Danville. Situated at the foothills of Las Trampas Ridge, this area offers a suburban/rural character within walking distance of Downtown.

The area is comprised of single family residences generally dating from the 1950s to the 1980s which are typically located on one-quarter to one-half acre lots. It includes the Ocho Rios neighborhood. Denser residential projects in the area include the townhome developments of Danville Green and Diablo View along San Ramon Valley Blvd and the Sequoia Grove apartment project. The Town & Country, Morris Ranch, and Podva Homeowners Associations are active organizations in this area.

Land in the south and west part of this area, including the 458-acre Elworthy property and the 108-acre Podva property, remains largely undeveloped. These properties represent two of the largest remaining private landholdings in Danville. The Elworthy property has secured planning entitlements for a 97-unit mixed single family and apartment condominium project. It was in the early stages of development as of the adoption of the 2030 Plan. The Town approved a Development Agreement associated with the Elworthy entitlement in 2010, adding certainty for both the developer and the Town regarding the site's development. The future of both sites is addressed later in this Chapter in the discussion of Special Concern Areas.

### 19. Las Trampas Hills

The Las Trampas Hills Area encompasses the dramatic slopes of Las Trampas Ridge along Danville’s western boundary. The area is characterized by dense oak woodland and panoramic views of Mt. Diablo and the San Ramon Valley. A number of narrow rural streets, many of which are privately owned and maintained, reach into the hills and provide access to neighborhoods comprised of mid- to large-lot country estates. This unique area of Danville simultaneously offers residential privacy with dramatic and unimpeded views of the valley.

While some of the homes in the area have been recently built, most were built in the 1960s and 1970s, with a few constructed in the 1940s and 50s. The Eugene O’Neill National Historic Site is located immediately northwest of this area, just outside of the Town boundaries. The area also includes the San Damiano Retreat Center, as well as a large East Bay Municipal Utility District (EBMUD) water storage facility. The EBMUD

facility was structurally upgraded in 2009 after having been closed for several years.

The Las Trampas Hills Area consists of a series of neighborhoods, including Starmont, Montair, and Sky Terrace. While the character of each neighborhood is unique, they share common elements such as large lots, a mix of older ranch style homes and newer hillside estates, private amenities such as tennis courts and swimming pools, and a dense tree canopy.

Beyond the Town boundaries, more than 1,000 acres at, and west of, the ridgeline lie both within Danville’s Sphere of Influence (SOI) and the East Bay Regional Park District’s (EBMUD) Las Trampas Regional Wilderness. The Wilderness area consists of 5,342 acres of land at the northern limits of the Bollinger Canyon area, the area lying west of the Las Trampas ridgeline. Preservation of this steep and scenic area is an important goal of the 2030 Plan.

In conjunction with the Municipal Services Review (MSR) for the Danville area, the Local Area Formation Commission (LAFCO) has received



Starview Drive. Photo courtesy of Alex Lopez.

a recommendation to modify the Danville SOI along its western boundary to coincide with the voter approved Urban Growth Boundary (UGB). Final action on the MSR recommendation had not been taken as of the adoption of the 2030 Plan. Since most of the lands in question are in public ownership, this readjustment would not conflict with the Town's goals.

### **20. Del Amigo**

Del Amigo is an established neighborhood characterized by single family homes located between Danville Blvd and the base of Las Trampas Ridge. Many of the streets in this area are rural in character with tree lined lanes, an abundance of mature landscaping, and views of Las Trampas Ridge.

Most of the area consists of very well maintained ranch style homes. While a majority of the residences in this area were built in the 1950s or 1960s, a growing number of the properties in the area are seeing original residences replaced by new construction. Since the 1970s, some multifamily housing and townhomes have been developed along El Dorado Avenue adjacent to Downtown. The Danville Estates, Danville Glen, and Glenwood Homeowners Associations are active in this area. Non-residential uses are limited to child care, public uses including Montair Elementary School and the Danville Women's Club, and the Del Amigo Pool Association. Access to the National Park Service's Eugene O'Neill National Historic Site (the "Tao House") is through this area.

The area is largely built out. Additional development capacity is limited and the area is expected to remain stable through 2030.

### **21. Danville Blvd**

This area is located along Danville Blvd north of the La Gonda Way intersection. San Ramon Creek generally defines the eastern boundary of this area and lends a unique characteristic to this neighborhood. Alamo Cemetery, which is located on El Portal and La Gonda Way, is a local historic landmark just east of San Ramon

Creek. Hap Magee Ranch Park, a former working ranch located near the end of La Gonda Way, also provides a visible reminder of local history. The park straddles the Town's northern border and is co-owned and managed, under a joint exercise of powers agreement (JEPA), by Danville and Contra Costa County. Past improvements to the park include upgrades to the ranch houses on the property, development of the dog park and expansion and refurbishment of the children's play area. A community garden was being developed in the park at the time the 2030 General Plan was adopted. The park has an internal trail system and provides a key link in the EBRPD Las Trampas to Mt. Diablo Regional Trail.

The area features a variety of housing types, including older, single family homes along Danville Blvd and newer townhomes located near San Ramon Valley High School along Danville Blvd. Most of the higher density projects, including Garden Creek and Rubicon, are approaching 40 years in age. The homes along La Gonda Way north of El Portal are situated on large rural lots, many with horse pastures and remnants of the orchards that once existed throughout the San Ramon Valley.

A small amount of infill development and replacement of older construction may occur on the east side of Danville Blvd north of El Cerro Blvd. Otherwise, this well established residential area is anticipated to experience little or no change through 2030.

### **22. La Gonda/West El Pintado**

The La Gonda/West El Pintado Area is a mixed use area located west of Interstate 680 and east of San Ramon Creek. This area contains a combination of residential, professional, public, and institutional uses. During the past 30 years, portions of the area have undergone a transition from being semi-rural to more suburban in character.

The La Gonda Way/West El Pintado Road area was the focus of a 1986 General Plan Amendment which created additional potential for office development. Virtually none of this

potential was actually realized, as the principal effect of the General Plan Amendment was the sanctioning of general offices in five projects that had originally been developed as medical/dental complexes through pre-incorporation County land use approvals. Significant public and institutional uses in this area include St. Isidores Church on La Gonda Way and the Community Presbyterian Church on West El Pintado Road.

Most of the new construction since the mid-1980s has consisted of single family residences built at medium densities, including the Westbriar Knolls subdivision along La Gonda Way and the Redwoods subdivision along West El Pintado Road. Some older multifamily housing exists in the area. Assisted senior housing was more recently developed along West El Pintado Road. Portions of the West El Pintado area retain a rural character, with remnants of former orchards, large lots, single family homes, and street sections without curb, gutter or sidewalks.

This area includes several sites with the capacity for additional development. Among them is the vacant 1.7-acre GMMC property on West El Pintado Road (see also Special Concern Area text, p. 63). Other sites in this area are developed at lower densities than is permitted by zoning, and could potentially redevelop in the future.

### **23. Downtown Danville**

Viewed as the heart and soul of the community, the core of historic Downtown Danville extends along Hartz Avenue from Diablo Road to Sycamore Valley Road. Danville's Old Town District is a unique asset and a historic treasure for the entire San Ramon Valley as it retains much of its historic, small town charm, even in the face of extensive new commercial development and redevelopment. The Downtown reflects the feel of yesterday while still responding to contemporary shopping, dining and entertainment trends.

Downtown Danville boasts specialty stores, cafes and first rate restaurants. The retail corridor along Hartz Avenue, with its historic buildings and attractive street environment, epitomizes

Danville's small town character.

Railroad Avenue features sites that are occupied by newer shopping centers and groupings of smaller, independent sites whose land use pattern more closely reflects that seen along Hartz Avenue. Downtown Business District (DBD) regulations were amended in 2005 to encourage future development activity along Railroad Avenue to more closely follow the pedestrian-oriented retail/restaurant model that is in place along Hartz Avenue.

Much of the Town's office space in Danville is located along Diablo Road between Hartz Avenue and Interstate 680. Competition from newer office space in other cities, coupled with economic conditions, have led to higher vacancy rates in recent years.

The venerable Danville Oak Tree, a natural landmark and the inspiration for the Town's symbol, is located within this area. Many of the Town's civic landmarks are also located Downtown, including the Danville Library and Community Center (completed in 1996), the renovated Town Meeting Hall, and the Village Theatre and Art Gallery, all located along Front Street. The Veterans Memorial Building and Senior Center is located on Hartz Avenue. It has been renovated and doubled in size by way of a unique partnership between the Town and local veteran groups. The restored Railroad Depot, which serves as the home of the Museum of the San Ramon Valley, is located on Railroad Avenue. One of the municipal parking lots located in the area (the Railroad Avenue Lot) doubles as the home for the year-round Danville Farmers' Market.

Since the mid-1980s, development in the Downtown area has been guided by a Downtown Master Plan. The intent of the Master Plan was to establish a reasonable estimate of the future growth necessary in the commercial core to induce and sustain long-term economic vitality. It also identified the circulation and parking programs needed to accommodate this growth. The Downtown Business District Ordinance has implemented the Master Plan by establishing a series of "Districts" within Downtown and

identifying permitted uses, conditional uses, development standards, parking requirements, and maximum intensities within each District.

Over 1.4 million square feet of commercial and office development currently exist in the Downtown in buildings which date from the late 1860s to the present. Additional new commercial development is anticipated and encouraged under the Downtown Master Plan. Much of this development is expected to occur within the 17-year horizon period of the 2030 Plan. Recognizing the ongoing importance of managing development in Downtown Danville, the area continues to be identified as a “Special Concern Area” in the General Plan. More specific discussion of the area’s opportunities and challenges are contained later in this Chapter.

#### **24. Alamo Springs**

Featuring some of the most panoramic views of the valley, and accessed from La Gonda Way, the 53-lot Alamo Springs residential development is located within the former 148-acre Chase equestrian boarding and training facility. This development is also a unique by product of a joint land use review and approval process by both the Town of Danville and Contra Costa County. Eleven of the homes are located within the Town of Danville, while the remaining 42 homes are located within the unincorporated community of Alamo.

During the planning process for Alamo Springs, it was determined that the Town would provide police, street maintenance, roadside landscape and park maintenance services to the entire subdivision, including the homes in Alamo. Given that the Town would not receive any tax revenues from the Alamo portion, the developer was required create a funding mechanism (i.e., County Service Area CSA M-30 Alamo) so that the owners of the Alamo lots would be able to compensate the Town directly for the provision of these services.

## **COMMUNITY DESIGN**

A major theme of planning activities in Danville since incorporation has been the protection and enhancement of the community’s aesthetic features. These features include the scenic hillsides, the charming Old Town area, native vegetation along streams, stands of large trees, and pleasant established residential neighborhoods.

Danville has protected these features through a number of actions, including preparation of design guidelines and adoption of a Scenic Hillside and Major Ridgeline Development Ordinance, a Tree Preservation Ordinance, and a Downtown Business District Ordinance, among others. Application of the design principles and standards contained in these documents is a major aspect of project review and approval in Danville.

Visual and physical access to Danville’s aesthetic features is facilitated by Scenic Routes. A Scenic Route is a road, street, or freeway which transects an area characterized by its high visual character, vistas, or cultural significance. A Scenic Corridor is comprised of the area adjacent to and visible from the Scenic Route. Designated scenic routes in Danville include:

- Danville Blvd
- San Ramon Valley Blvd
- Green Valley Road
- Diablo Road between Interstate 680 and its transition to Blackhawk Road
- Blackhawk Road
- Sycamore Valley Road
- Camino Tassajara
- Crow Canyon Road
- Interstate 680

Interstate 680 through Danville, is also designated as a Scenic Highway by the State of California.

The locations of key aesthetic features in Danville and the Scenic Routes are presented on the Scenic Hillside and Major Ridgeline Development Areas Map later in the General Plan (refer to **Figure 11**).

## B. FORECAST

Danville expects limited growth between 2010 and 2030. Forecasts prepared as part of this General Plan Update indicate that the Town is expected to add 1,050 households, 3,170 residents, and 1,900 jobs during this interval. Additional growth is expected in the unincorporated area east of Danville due to the buildout of existing subdivisions such as Alamo Creek, which were previously approved by Contra Costa County. (see **Figure 4**). About 60 percent of the 2010-2030 household increase is associated with land within the Town limits and about 40 percent is associated with land in the unincorporated Planning Area on the east side of Danville.

The forecasts for the Town represent an average annualized household growth rate of 0.35 percent and an average annualized job growth rate of 0.6 percent. The forecast also translates to approximately 55 new housing units a year.



Hartz Avenue. Photo courtesy of Candice Rana.

Development between 2013 and 2030 will include the completion of approved projects as well as the development of projects yet to be approved or conceived on vacant and underutilized sites. These projects are likely to include single family, multifamily, and mixed use developments, and commercial development including retail and office space. Some of the multifamily development will be a direct outgrowth of the ongoing state mandate that each city and town in the Bay Area accommodate its fair share of the region's affordable housing needs. Danville will also be impacted by past development approvals in unincorporated Contra Costa County, including areas that may someday be annexed into the Town.

It is likely that the Danville will continue growing after 2030, although estimating the rate and character of growth that far in the future is extremely difficult. Although Danville may appear to be fully developed by 2030, some older properties and underutilized lands may redevelop with more intense uses beyond that time. The Town will continue to maintain zoning regulations which establish limits on the maximum number of dwelling units and/or non-residential square footage that can be built on each parcel of land.

Consistent with previous trends and the character of the community, Danville will continue to be a predominantly residential community during the lifetime of this General Plan. New commercial and office development will be concentrated in and around Downtown on a limited number of vacant or underdeveloped sites within established commercial areas. This development should reinforce the traditional character of Downtown as a "village" center. New commercial activity may also occur on the Historic Wood Family Ranch Headquarters property, and on a portion of the Borel property.

**FIGURE 4**

**TOTAL JOBS, HOUSEHOLDS AND POPULATION (1980-2010)  
AND FORECASTS (2010-2030)**

**TOWN OF DANVILLE AND UNINCORPORATED DANVILLE PLANNING AREA<sup>(1)</sup>**

FORECAST CATEGORY <sup>(2)</sup>	YEAR					
	1980	1990	2000	2010	2020 <sup>(2)</sup>	2030
TOTAL JOBS	6,785	8,800	14,800 <sup>(4)</sup>	15,020	16,130	17,210
HOUSEHOLDS	9,455	12,028	15,600	17,240	18,070	18,900
POPULATIONS	29,385	34,136	42,985	47,130	49,560	52,000

**Footnotes:** (1) The Danville Planning Area includes the Town of Danville, plus unincorporated subdivisions along Camino Tassajara on the east side of the Town. This is a larger geographic area than was covered by the Danville 2010 Plan.  
 (2) Preparation of the Danville 2030 Plan used data from ABAG Projections 2009  
 (3) 2020 figures are based on mid-point of 2010-2030 growth.  
 (4) A change in methodology on counting total jobs (closer accounting of home based jobs) resulted in a jump in jobs count. As of the 2000 Census, 6.6 percent of Danville’s employed residents (1,370 people) worked from home. This represented almost 10 percent of Danville’s job base.

**Sources:** Town of Danville, 2011.

### C. GOALS AND POLICIES

Community Development Goals and Policies are divided into five categories:

- Quality Development
- Community Design
- Commercial and Office Development
- Downtown Danville
- Housing

A complete list of implementation measures may be found at the end of this Chapter.

Responsibility for implementation of General Plan policies lies with the Town Council, assisted by the Planning Commission and staff. Although other implementation measures may be considered or added, the measures listed for each policy serve as a basis for carrying out the General Plan. For more detailed housing policies and programs, consult the Danville Housing Element under separate cover.

As noted in Chapter 1 of the General Plan, some of the goals and policies are followed by text in italicized font. This text is not part of the policy, but is included to provide context, clarify the policy’s intent, and/or explain how the policy should be applied.

---



---

## GOAL: QUALITY DEVELOPMENT

**Goal 1:** *Assure that future development complements Danville’s existing small town character and established quality of life.*

POLICIES: QUALITY DEVELOPMENT		IMPLEMENTATION MEASURES
1.01	Recognize Danville’s predominantly single family residential character and distinctive, historic Downtown retail core in planning and development decisions.	<ul style="list-style-type: none"> <li>• Zoning Ordinance</li> <li>• Development Review</li> </ul>
1.02	<p>Require that new development be generally consistent with the scale, appearance, and small town character of Danville.</p> <p><i>The development review process provides an opportunity for the Planning Commission and Town Council to evaluate the merits of each project and determine whether it is consistent with this policy. Other policies in the General Plan indicate where differences in scale may be acceptable in order to meet State-mandated housing requirements and other community development goals. The Town has developed design guidelines and zoning regulations to help make these determinations.</i></p>	<ul style="list-style-type: none"> <li>• Design Review Procedures</li> <li>• Zoning Ordinance</li> <li>• Development Review</li> <li>• Environmental Review</li> </ul>

POLICIES: QUALITY DEVELOPMENT		IMPLEMENTATION MEASURES
1.03	Recognize the need for suitably located housing, civic facilities, and services for all age groups within the community.	<ul style="list-style-type: none"> <li>• Housing Element</li> <li>• Capital Improvement Program</li> </ul>
1.04	Generally guide higher density residential development to locations within convenient walking distance of shopping centers and public transportation.	<ul style="list-style-type: none"> <li>• Zoning Ordinance</li> <li>• Downtown Plan/ Ordinance</li> </ul>
1.05	<p>Retain the limited areas planned for multifamily residential development and discourage General Plan amendments and rezonings of such areas to office or other uses. Areas zoned for multifamily residential use should not be developed with single family detached homes.</p> <p><i>This will enable the Town to maintain sufficient land to comply with its state-mandated Regional Housing Needs Allocation.</i></p>	<ul style="list-style-type: none"> <li>• Zoning Ordinance (minimum densities)</li> <li>• Housing Element</li> </ul>
1.06	Consider the cumulative effects of development on community facilities and services, such as transportation and schools, throughout the planning process.	<ul style="list-style-type: none"> <li>• CEQA</li> <li>• Development Review</li> </ul>
1.07	<p>Balance development with the preservation of land for open space uses in appropriate areas.</p> <p><i>This policy is intended to protect Danville’s hillsides, ridgelines, creeks, and other important scenic or natural resources. Consistent with the policies under Goal 2, development on visually or environmentally sensitive sites should set aside substantial areas as open space.</i></p>	<ul style="list-style-type: none"> <li>• Zoning Ordinance (P-1 District)</li> <li>• Hillside/Ridgeline Ordinance</li> </ul>
1.08	Protect existing residential neighborhoods from intrusion of incompatible land uses and excessive traffic to the extent reasonably possible.	<ul style="list-style-type: none"> <li>• Zoning Ordinance</li> <li>• RV Storage Ordinance</li> <li>• Code Enforcement</li> <li>• Traffic Studies</li> <li>• Satellite Dish/ Wireless Communication Ordinances</li> </ul>

<b>POLICIES: QUALITY DEVELOPMENT</b>		<b>IMPLEMENTATION MEASURES</b>
<b>1.09</b>	In areas where different land uses abut one another, mitigate potential negative impacts through buffering techniques such as landscaping, setbacks, and screening. Similar methods also may be used between higher-density residential uses and less dense residential uses nearby.	<ul style="list-style-type: none"> <li>• Development Review</li> <li>• Design Guidelines</li> <li>• Zoning Ordinance</li> </ul>
<b>1.10</b>	In accordance with the Americans with Disabilities Act, establish policies and standards that facilitate the free movement of disabled persons.	<ul style="list-style-type: none"> <li>• Building Code</li> <li>• Public Works Design Standards</li> <li>• Capital Improvement Program</li> </ul>
<b>1.11</b>	Accept General Plan amendment applications or development applications for lands under Agricultural Preserve Contract only after a Notice of Non-Renewal has been filed.	<ul style="list-style-type: none"> <li>• Development Review</li> </ul>
<b>1.12</b>	Consider utilizing historic or unique homes easily accessed by major streets for limited restaurant or bed and breakfast uses where safe vehicular access, effective buffering, and neighborhood compatibility can be achieved.	<ul style="list-style-type: none"> <li>• Development Review</li> <li>• Zoning Ordinance</li> <li>• Design Review Board</li> </ul>
<b>1.13</b>	Unless overriding public safety considerations exist, prohibit the development of “gated” communities in Danville.	<ul style="list-style-type: none"> <li>• Zoning Ordinance</li> <li>• Development Review</li> </ul>
<b>1.14</b>	Allow home occupations, provided that neighborhood impacts are minimized, and the residential nature of structures and their surroundings is maintained.	<ul style="list-style-type: none"> <li>• Zoning Ordinance</li> </ul>

POLICIES: QUALITY DEVELOPMENT	IMPLEMENTATION MEASURES
<p>1.15 The Land Use Designations of Agricultural, General Open Space and Parks and Recreation contained in the Town of Danville General Plan in effect on November 7, 2000, were reaffirmed and readopted by the voters of the Town in an election held on November 7, 2000. The lands with those Land Use Designations are graphically depicted on the Land Use map contained in the General Plan. Until November 7, 2020, the Land Use Designations for those properties may be amended only by one of the following two procedures:</p> <p>a) By a vote of the people at an election, or</p> <p>b) By a 4/5 vote of the Town Council if the Town Council, after a public hearing, makes one of the following findings that is supported by substantial evidence in the record:</p> <p>(i) That approval of the land use amendment is necessary to avoid an unconstitutional taking of a landowner’s property rights and that the new land use is only the minimum necessary to avoid the unconstitutional taking of the landowner’s property rights.</p> <p>(ii) That approval of the land use amendment is necessary to comply with state or federal law and that the new land use is only the minimum necessary to comply with such laws.</p> <p>Prior to amending the General Plan to redesignate land pursuant to subparagraphs (i) or (ii) above, the Town Council shall hold at least two noticed public hearings for the purposes of receiving testimony and evidence from the applicant and the public on the proposed amendment and any findings proposed in connection with such an amendment. This hearing shall be in addition to any other public hearings regularly required for a General Plan amendment.</p>	<ul style="list-style-type: none"> <li>• Zoning Ordinance</li> <li>• Development Review</li> </ul>

## GOAL: COMMUNITY DESIGN

**Goal 2:** *Integrate new development in a manner that is visually and functionally compatible with the physical character of the surrounding community.*

POLICIES: COMMUNITY DESIGN		IMPLEMENTATION MEASURES
2.01	Achieve a high standard of residential design through project review and approval for all new residential developments.	<ul style="list-style-type: none"> <li>• Design Review Board</li> <li>• Design Review Procedures</li> <li>• Development Review</li> </ul>
2.02	Preserve Danville’s visual qualities and the identity of its neighborhoods by restricting development on visible ridges and hillsides, protecting trees and riparian areas, and maintaining open space in the community.	<ul style="list-style-type: none"> <li>• Hillside/Ridgeline Ordinance</li> <li>• Tree Preservation Ordinance</li> <li>• Grading Ordinance</li> <li>• Subdivision Ordinance</li> </ul>
2.03	Where development is allowed on existing legal lots within Scenic Hillside or Major Ridgeline areas, require the preservation of the undeveloped remainder of the parcel in its natural state through the dedication of scenic easements to the Town of Danville.	<ul style="list-style-type: none"> <li>• Development Review</li> <li>• Hillside/Ridgeline Ordinance</li> </ul>
2.04	Where hillside development occurs, require that project design be sensitive to visual impacts. Design guidelines for hillside sites should address mass, color, materials, and screening requirements, and should discourage excessive grading and flat pad construction.	<ul style="list-style-type: none"> <li>• Design Guidelines</li> <li>• Grading Ordinance</li> </ul>
2.05	On developable properties with steep hillsides, encourage clustering in the flatter parts, conservation of open space on the steeper parts, and the protection of natural features such as trees, creeks, knolls, ridgelines, and rock outcroppings.	<ul style="list-style-type: none"> <li>• Hillside/Ridgeline Ordinance</li> <li>• Development Review</li> <li>• Design Guidelines</li> <li>• Grading Ordinance</li> </ul>
2.06	Improve the appearance of the community by abating negative elements such as non-conforming signs and, where feasible and desirable, overhead utility lines.	<ul style="list-style-type: none"> <li>• Code Enforcement</li> <li>• Design Review Procedures</li> <li>• Public Works Standards</li> </ul>

POLICIES: COMMUNITY DESIGN		IMPLEMENTATION MEASURES
2.07	Improve the appearance of the community by encouraging aesthetically designed buildings, screening, adequate setbacks, and landscaping.	<ul style="list-style-type: none"> <li>• Design Guidelines</li> <li>• Zoning Ordinance</li> <li>• Design Review Procedures</li> <li>• Street Tree Program</li> </ul>
2.08	Protect the visual qualities of designated scenic routes by reviewing proposed projects with respect to their visual impacts.	<ul style="list-style-type: none"> <li>• Development Review</li> <li>• Hillside/Ridgeline Ordinance</li> <li>• Design Guidelines</li> </ul>

**GOAL: COMMERCIAL AND OFFICE DEVELOPMENT**

**Goal 3:** *Maintain and enhance commercial and office uses which serve the needs of Danville residents, provide local job opportunities, improve fiscal stability, and contribute positively to the identity and character of the Town.*

POLICIES: COMMERCIAL AND OFFICE DEVELOPMENT		IMPLEMENTATION MEASURES
3.01	Maintain attractive neighborhood-oriented shopping areas in a variety of locations around Danville. These centers should meet the needs of residents for goods and services and should foster a sense of identity and community in surrounding neighborhoods.	<ul style="list-style-type: none"> <li>• Zoning Ordinance</li> </ul>
3.02	Provide business areas with adequate pedestrian, bicycle, and parking facilities.	<ul style="list-style-type: none"> <li>• Downtown Plan/ Ordinance</li> <li>• Parking Management Program</li> </ul>
3.03	Implement Design Guidelines for retail and office areas which help maintain a small town character.	<ul style="list-style-type: none"> <li>• Design Guidelines</li> <li>• Design Review Procedures</li> <li>• Downtown Plan/ Ordinance</li> <li>• Street Tree Program</li> </ul>

POLICIES: COMMERCIAL AND OFFICE DEVELOPMENT		IMPLEMENTATION MEASURES
3.04	<p>Consider major regional scale shopping centers as inappropriate in Danville.</p> <p><i>Regional shopping centers include large “malls”, such as Sun Valley in Concord and Stoneridge in Pleasanton. Other forms of retail, including “destination” businesses such as Costco may be appropriate in Danville, provided they are consistent with other General Plan policies.</i></p>	<ul style="list-style-type: none"> <li>• Zoning Ordinance</li> </ul>
3.05	<p>Establish, where practical, the physical boundaries of business areas through the use of buffers such as creeks, major roads, topography, other physical features, and density gradients, to separate commercial and residential uses.</p>	<ul style="list-style-type: none"> <li>• Development Review</li> <li>• Hillside/Ridgeline Ordinance</li> <li>• Zoning Ordinance (P-1 District)</li> </ul>
3.06	<p>Discourage development of new small convenience retail centers in residential areas.</p>	<ul style="list-style-type: none"> <li>• Zoning Ordinance</li> <li>• Development Review</li> </ul>
3.07	<p>Where appropriate, encourage the use of shared circulation and parking.</p>	<ul style="list-style-type: none"> <li>• Downtown Plan/ Ordinance</li> <li>• Parking Management Program</li> <li>• Development Review</li> </ul>



Railroad Plaza. Photo courtesy of Candice Rana.

POLICIES: COMMERCIAL AND OFFICE DEVELOPMENT		IMPLEMENTATION MEASURES
3.08	Encourage the reuse of vacant and underutilized commercial buildings for more economically productive purposes, including new businesses, housing, and mixed use development.	<ul style="list-style-type: none"> <li>• Zoning Ordinance</li> <li>• Downtown Plan/ Ordinance</li> <li>• Development Review</li> </ul>
3.09	Establish design standards and guidelines which ensure the compatibility of uses within mixed use development projects and between mixed use projects and adjacent development.	<ul style="list-style-type: none"> <li>• Design Guidelines</li> <li>• Zoning Ordinance</li> <li>• Downtown Plan/ Ordinance</li> </ul>
3.10	<p>Attract clean, environmentally-friendly businesses such as software development, consulting, or technical support.</p> <p><i>Such businesses include “green technology” firms and other businesses focused on sustainability, energy conservation, and environmental quality.</i></p>	<ul style="list-style-type: none"> <li>• Zoning Ordinance</li> <li>• Development Review</li> </ul>

**GOAL: DOWNTOWN DANVILLE**

**Goal 4:** *Enhance Downtown Danville and its environs as the center of town, with a mix of retail, office, residential, civic, and open space uses. Downtown should be a more vibrant and successful center, with more walkable streets, opportunities to live and work close to public transportation and shopping, and new housing for persons of all incomes and ages.*

POLICIES: DOWNTOWN DANVILLE		IMPLEMENTATION MEASURES
4.01	Encourage the development of a strong retail core in the Old Town area of the Downtown with ground floor uses dominated by the presence of retail and restaurant uses. Encourage business and professional office uses, along with other non-retail uses, to occupy spaces other than ground floor spaces in the Old Town area.	<ul style="list-style-type: none"> <li>• Downtown Plan/ Ordinance</li> <li>• Zoning Ordinance</li> <li>• Development Review</li> <li>• Design Review Procedures</li> </ul>
4.02	Ensure the provision of sufficient and adequately distributed parking within the Downtown area to help promote an economically viable Downtown business district.	<ul style="list-style-type: none"> <li>• Parking Management Program</li> <li>• Development Review</li> </ul>

POLICIES: DOWNTOWN DANVILLE		IMPLEMENTATION MEASURES
4.03	<p>Encourage continued improvement of the North Hartz Avenue area to create a village like retail and commercial area with a character complementary to the Old Town Area.</p> <p><i>The North Hartz Avenue area is discussed in the “Special Concern Area” discussion later in this Chapter.</i></p>	<ul style="list-style-type: none"> <li>• Downtown Plan/ Ordinance</li> <li>• Design Guidelines</li> <li>• Design Review Board</li> </ul>
4.04	<p>Work with local transit agencies to maintain bus headways (i.e., frequencies) of no more than 20 minutes during the peak commute hours. Buses should provide connections between Downtown Danville and other destinations in the Tri-Valley area, including BART.</p>	<ul style="list-style-type: none"> <li>• Housing Element</li> </ul>
4.05	<p>Continue to invest in streetscape improvements such as street trees, landscaping, lighting, crosswalks, and street furniture to encourage pedestrian and bicycle circulation and expand the ambiance of Old Town Danville to developing or redeveloping areas on its perimeter.</p>	<ul style="list-style-type: none"> <li>• Capital Improvement Program</li> </ul>
4.06	<p>Encourage Downtown Danville’s continued growth as a business district that meets the needs of Danville residents and workers.</p>	<ul style="list-style-type: none"> <li>• Downtown Plan/ Ordinance</li> <li>• Zoning Ordinance</li> <li>• Development Review</li> </ul>



Downtown street faire. Photo courtesy of Paige Green.

## GOAL: HOUSING

**Goal 5:** *Protect the quality and character of Danville’s residential neighborhoods while providing opportunities for new housing that meets community needs.*

POLICIES: HOUSING		IMPLEMENTATION MEASURES
5.01	<p>Preserve and enhance existing residential neighborhoods by maintaining public facilities, ensuring that infill development is complementary to existing development, and encouraging home improvements.</p> <p><i>Danville’s neighborhoods are the essence of the community. Most of the Town’s neighborhoods will experience minimal change during the next 20 years, but will continue to mature and evolve. Continued reinvestment in the housing stock is strongly supported. The positive qualities that define each neighborhood should be maintained and enhanced, thus enabling the Town to retain its outstanding quality of life.</i></p>	<ul style="list-style-type: none"> <li>• Housing Element</li> <li>• Zoning Ordinance</li> <li>• Development Review</li> <li>• Code Enforcement</li> </ul>
5.02	<p>Ensure that residential alterations and additions are sensitive to architectural character, complementary to surrounding properties, and designed to minimize off-site impacts (on privacy, shadows, parking, etc.).</p>	<ul style="list-style-type: none"> <li>• Development Review</li> <li>• Zoning Ordinance</li> <li>• Design Review Procedures</li> </ul>

*The policies below help implement State housing law and reinforce the Housing Element of the General Plan. All communities in California are required by State law to provide for their share of regional housing needs. The Town is obligated to plan for sufficient land zoned at sufficient densities to meet its assigned needs.*

*For more information on local housing policies, see the Danville Housing Element (a separate document).*

5.03	<p>Through the development and implementation of various housing programs, enable the development of affordable housing at a wide range of densities in a variety of locations.</p>	<ul style="list-style-type: none"> <li>• Housing Element</li> <li>• Zoning Ordinance</li> <li>• Development Review</li> </ul>
5.04	<p>Work with local financial institutions and builders to promote home ownership opportunities for first time buyers.</p>	<ul style="list-style-type: none"> <li>• Housing Element</li> </ul>
5.05	<p>Expand local financial resources for affordable housing, including, where feasible, use of tax increments, grants, and mortgage revenue bonds.</p>	<ul style="list-style-type: none"> <li>• Housing Element</li> <li>• Intergovernmental Coordination</li> </ul>

POLICIES: HOUSING		IMPLEMENTATION MEASURES
5.06	Protect the long-term affordability of existing housing units built through the Town’s affordable housing programs.	<ul style="list-style-type: none"> <li>• Housing Element</li> <li>• Zoning Ordinance</li> </ul>
5.07	Support the development of affordable housing through intergovernmental coordination.	<ul style="list-style-type: none"> <li>• Intergovernmental Coordination</li> </ul>
5.08	Encourage mixed use residential development above ground floor commercial uses as a means of providing affordable housing opportunities within existing commercial areas.	<ul style="list-style-type: none"> <li>• Housing Element</li> <li>• Zoning Ordinance</li> </ul>



Stony Brook neighborhood. Photo courtesy of Alex Lopez.

## D. LAND USE MAP AND DESIGNATIONS

The Land Use map (see **Figure 5**) is a graphic expression of General Plan goals and policies, including those related to Planning and Development as well as other policy areas. **Figure 6** is a detail of the Land Use map for the Downtown area.

Descriptions of the specific designations in each of these land use types are provided below. **Figure 7** summarizes the acreage in each land use category. The summary includes data for two geographic areas: (a) the Town of Danville; and (b) the Danville Planning Area, a portion of which is unincorporated.

The Land Use map indicates five basic land use types: residential, commercial, mixed use, public, and open space. The land use descriptions indicate the range of permitted densities or intensities of use and the consistent zoning districts. For property in the unincorporated areas, additional compatible zoning districts apply consistent with County General Plan designations. The land use category descriptions also include a narrative addressing general characteristics, special restrictions designed to avoid inappropriate or conflicting uses, and the extent of needed public facilities and services.

### RESIDENTIAL AREAS

In keeping with the general residential character of Danville, the preservation and enhancement of existing single family residential areas is of paramount importance. New residential areas should be compatible with and complement the existing pattern of residential neighborhoods.

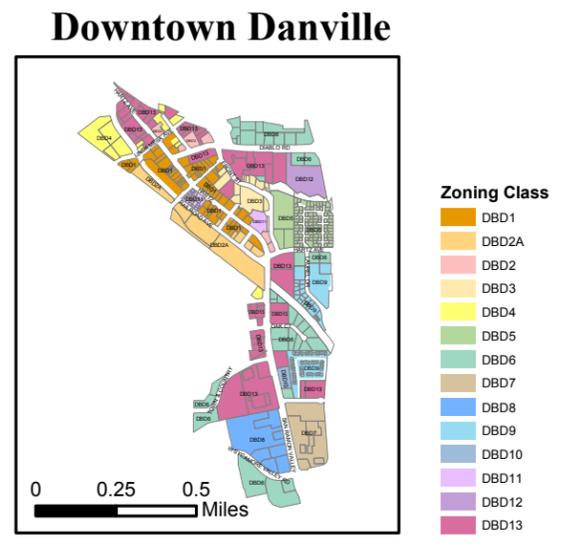
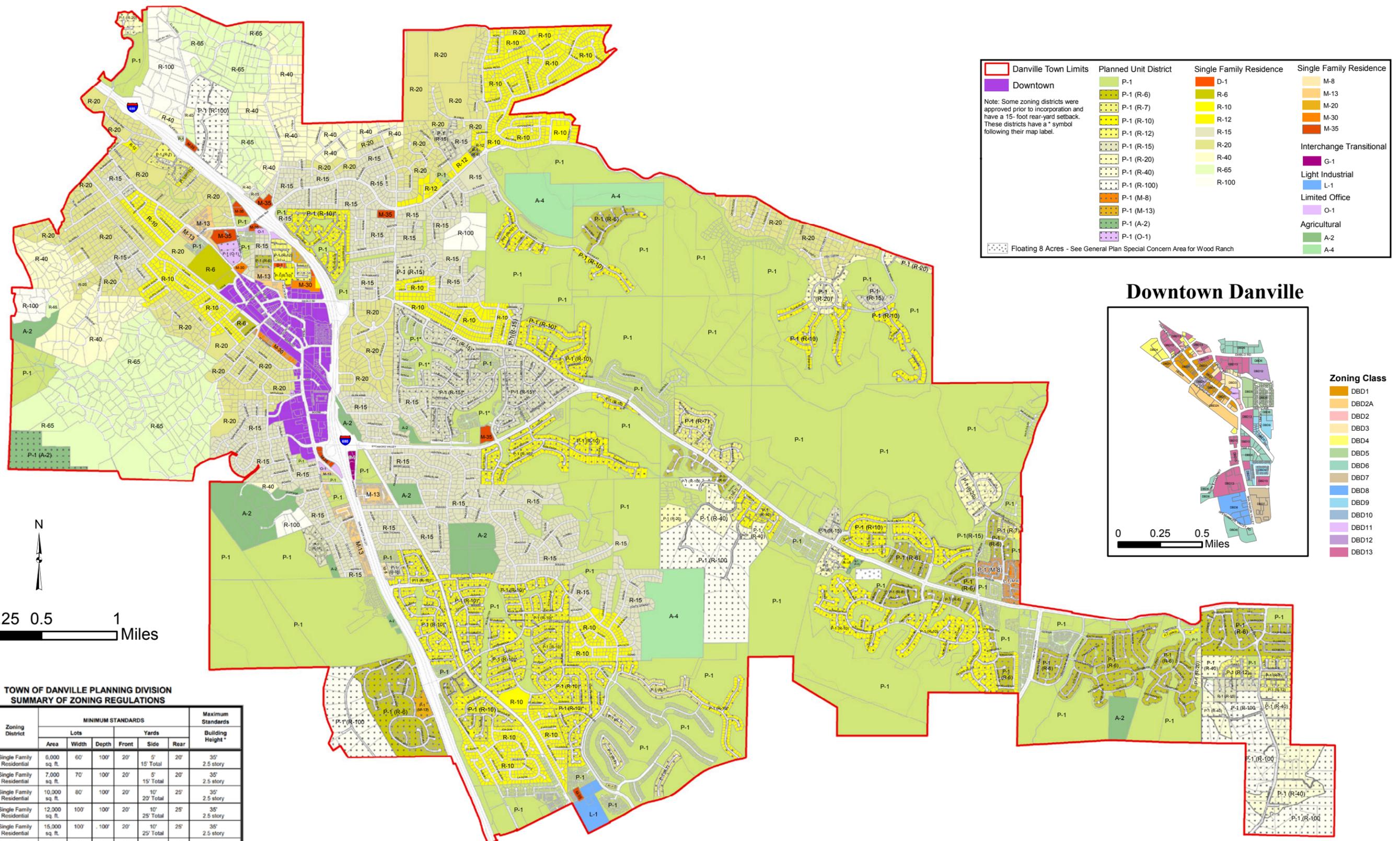
Densities on the Land Use map range from Rural Residential to Multifamily High. Densities are expressed as the number of dwelling units per “net” acre of land (this is referred to as “net density”). For all residential land use designations except the Residential – Single Family – Low Density (1 to 3 units per acre) and the Residential – Single Family – Medium Density (3 to 5 units per acre) land use designations, net acreage shall exclude

street rights-of-way. Except for the Residential – High Density – Special land use designation, all residential land use designations net area shall also exclude drainage channels and other areas that cannot be developed due to geologic and other natural factors (e.g., creeks, floodplains, etc.). If a project includes a subdivision, very steep slopes may also be excluded. However, for the sites with the Residential – Multifamily – High Density – Special or Downtown Business District (DBD) Area 13; Multifamily - Residential - High Special land use designation, densities are expressed as the number of units per “gross” acre of land. Gross acreage includes all portions of the site.

Each residential designation provides for variations in land use density and housing type. Except where authorized through the provisions of the Town’s Density Bonus Ordinance or where existing densities already exceed the ranges stated herein, densities on a given parcel shall not exceed the ranges authorized by this plan. Conversely, except as dictated by site-specific development constraints, densities of new projects with a Residential - Multifamily land use designation shall not be below the range-specific minimum density authorized by this Plan. Within all residentially designated areas, the planned unit development concept is encouraged to allow clustered housing and preservation of open space areas.

In some areas on the Land Use map, existing development exceeds the corresponding density ranges specified by the General Plan category. For example, the Residential - Single Family - Low category has a maximum density of three units per net acre, which roughly corresponds to a 14,500 square foot minimum lot size. Previously developed areas with this General Plan designation include many existing lots which are smaller than that. Such lots would not be permitted in the future unless they occurred within planned developments, where substantial areas have been set aside as open space, enabling the overall density to remain within the General Plan range.

For the purpose of calculating General Plan densities, secondary units (e.g., in-law apartments) are not included.



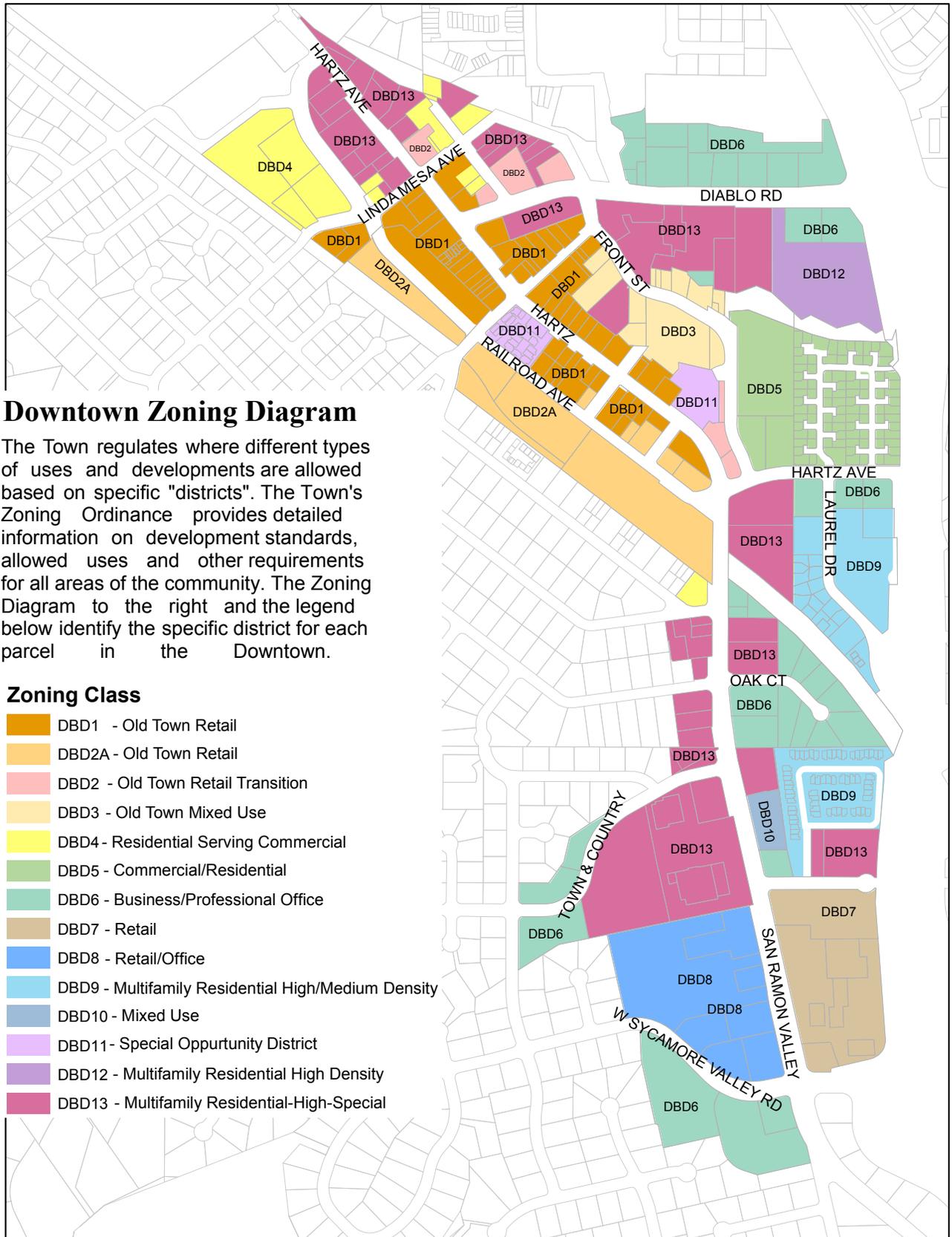
**TOWN OF DANVILLE PLANNING DIVISION  
SUMMARY OF ZONING REGULATIONS**

Chapter Number	Zoning Symbol	Zoning District	MINIMUM STANDARDS						Maximum Standards Building Height *		
			Lots			Yards					
			Area	Width	Depth	Front	Side	Rear			
32-22	R-6	Single Family Residential	6,000 sq. ft.	60'	100'	20'	5'	15' Total	20'	35'	2.5 story
32-22	R-7	Single Family Residential	7,000 sq. ft.	70'	100'	20'	5'	15' Total	20'	35'	2.5 story
32-22	R-10	Single Family Residential	10,000 sq. ft.	80'	100'	20'	10'	20' Total	25'	35'	2.5 story
32-22	R-12	Single Family Residential	12,000 sq. ft.	100'	100'	20'	10'	25' Total	25'	35'	2.5 story
32-22	R-15	Single Family Residential	15,000 sq. ft.	100'	100'	20'	10'	25' Total	25'	35'	2.5 story
32-22	R-20	Single Family Residential	20,000 sq. ft.	120'	120'	25'	15'	35' Total	30'	35'	2.5 story
32-22	R-40	Single Family Residential	40,000 sq. ft.	140'	140'	25'	20'	40' Total	30'	35'	2.5 story
32-22	R-65	Single Family Residential	65,000 sq. ft.	140'	140'	25'	20'	40' Total	30'	35'	2.5 story
32-22	R-100	Single Family Residential	100,000 sq. ft.	200'	200'	30'	30'	60' Total	30'	35'	2.5 story

Map Prepared July 20, 2023  
By the Town of Danville Planning Division  
Data Source: Town of Danville and Contra Costa County  
This map has NOT been adopted by the Town Council.  
Map is for informational purposes only and does not imply any specific right or entitlement. Determinations of zoning may only be made by the Town of Danville Planning Division.

\* Homes located within a Town-identified Scenic Hillside/Major Ridgeline Area may be subject to a 28' average height limit.

**FIGURE 5  
LAND USE (2030)**



**FIGURE 6**  
**DOWNTOWN DANVILLE LAND USE DISTRICTS**

**FIGURE 7**  
**LAND USE DESIGNATIONS**  
**TOWN OF DANVILLE AND PLANNING AREA <sup>(1)</sup>**

LAND USE CATEGORY	TOWN OF DANVILLE		DANVILLE PLANNING AREA	
	ACREAGE	PERCENT OF TOTAL	ACREAGE	PERCENT OF TOTAL
Residential-Single Family-Rural Residential	755.1	6.5%	755.1	5.4%
Residential-Single Family-Country Estates	1,319.8	11.4%	1320.3	9.5%
Residential-Single Family-Low Density	2,269.2	19.6%	2,467.1	17.7%
Residential-Single Family-Medium Density	1,157.0	10.0%	1,398.1	10.0%
Residential-Single/Multiple Family	134.0	1.2%	134.2	1.0%
Residential-Multifamily-Low/Medium Density	67.5	0.6%	76.8	0.5%
Residential-Multifamily-Low/Medium Density	86.7	0.7%	86.7	0.6%
Residential-Multifamily-High/Medium Density	6.2	<0.1%	6.2	<0.1%
Residential-Multifamily-High Density	5.0	<0.1%	12.2	<0.1%
Generalized Commercial	58.2	0.5%	58.2	0.4%
Specialized Commercial	3.4	<0.1%	3.4	<0.1%
Limited Office	29.2	0.2%	29.2	0.2%
Controlled Manufacturing	18.1	0.1%	18,1	0.1%
Mixed Use	28.8	0.3%	28.8	0.2%
Downtown Master Plan	143.1	1.2%	143.1	1.0%
Public Facilities	209.4	1.8%	250.1	1.8%
General Open Space	3,070.0	26.5%	4,099.6	29.4%
Agricultural	721.4	6.2%	1,388.5	10.0%
Parks and Recreation	186.1	1.6%	186.1	1.6%
Road Right-of-way <sup>(1)</sup>	1,301.3	11.3%	1,489.0	10.7%
<b>TOTAL</b>	<b>11,600</b>	<b>100.0%</b>	<b>13,950.0</b>	<b>100.0 %</b>

Footnotes: (1) Acreage total for road right-of-way are provided for analysis purposes but do not constitute a separate General Plan land use category.

Sources: Town of Danville, 2012.

### **Single Family Residential**

There are four single family residential designations shown on the Land Use map, with a fifth designation for single/multifamily residential. The four single family designations provide for a range of densities and encourage diversification of the housing stock. The single/multifamily residential designation is intended as a transitional designation permitting development of higher density single family homes such as patio or zero lot line homes and duplexes.

#### **Residential – Single Family – Rural Residential**

**Density:** One unit per five or more acres.

**Zoning:** Zoning districts of P-1 and A-2 are considered to be consistent with the Residential - Single Family - Rural Residential designation.

**Description:** Rural Residential areas are located in outlying areas of Danville and are intended as transitional areas between lower density single family development and significant agricultural or open space resources. Areas designated Rural Residential are generally moderately to severely constrained by topographic and/or soil conditions, have accessibility issues, and/or are subject to special development standards such as those set forth by the Scenic Hillside and Major Ridgeline Development Ordinance.

While this land use designation permits large lot, “ranchette” type development, clustering is encouraged to permit the development of suitable building sites and preservation of open space areas. Keeping of livestock may be appropriate in the Rural Residential areas if permitted by topographic or soil conditions. The character of these areas should relate more closely to open space lands than to lands developed for residential use.

#### **Residential – Single Family – Country Estates**

**Density:** One unit per acre to one unit per five acres.

**Zoning:** Zoning districts of P-1, R-100, R-65, and R 40 are consistent with the Residential - Single Family - Country Estate designation.

**Description:** Country Estate areas are located in topographically difficult areas and/or areas where water, sanitary sewer, and other necessary services are not generally available. The character of these areas is rural. The keeping of livestock may be appropriate in these areas if permitted by topographic conditions. Lots larger than one acre are desirable and considered appropriate for properties with average slopes over 15 percent, where hazardous conditions are found, and/or where deemed appropriate to meet other General Plan policies.

#### **Residential – Single Family – Low Density**

**Density:** 1 to 3 units per net acre.

**Zoning:** Zoning districts of P-1, R-40, R-20, and R-15 are consistent with the Residential - Single Family Low Density designation.

**Description:** A substantial portion of the land designated for residential uses in Danville is assigned to the Single Family - Low Density designation. The allowable range of one to three units per net acre provides flexibility for designing projects to reflect variations in topography, proximity to existing development, and the ability to provide facilities and services. The P-1; Planned Unit Development District approach is encouraged for use in these areas so that lower densities can be placed on steeper or outlying portions of the site with higher densities located on the more suitable terrain.

#### **Residential – Single Family – Medium Density**

**Density:** 3 to 5 units per net acre.

**Zoning:** Zoning districts of P 1, R-12, and R-10 are consistent with the Residential - Single Family Medium Density designation.

**Description:** The Single Family Residential -

Medium Density designation encourages flexibility in project design with a permissible range of three to five units per net acre. This density provides for traditional suburban single family homes with room for gardens and yards, and is characterized by neighborhoods that are attractive to suburban families. Clustering in these areas should be considered to some extent, but development will normally consist of detached homes.

### ***Residential – Single/Multiple Family***

**Density:** 4 to 8 units per net acre.

**Zoning:** Zoning districts of P-1, D-1, R-6, and M-6 are consistent with the Residential - Single/Multifamily designation.

**Description:** The Residential - Single/ Multifamily designation reflects residential development which may be appropriate as a buffer between single family and multifamily areas and/or to provide a measure of flexibility on constrained sites. Housing in these areas will be primarily single family in character but may include the use of patio, zero lot line, attached, duet, or duplex units. Lower density townhouse projects with recreational and open space amenities are also appropriate in this designation. Such amenities would be included as part of the “net” acreage calculation unless they are environmentally constrained and would otherwise be unbuildable. Planning for these areas should be reviewed under the P-1 Planned Unit Development District format to ensure provisions for outdoor living areas and common open space and/or recreational areas and facilities.

### ***Multifamily Residential***

Multifamily residential areas are considered as an appropriate transition from commercial and office areas to single family neighborhoods. Such areas are particularly appropriate near shopping and transportation corridors. Multifamily residential areas are generally located in close proximity to the Downtown area or other satellite commercial areas. The objective of this designation is to integrate

higher density owner occupied and rental housing within Danville’s suburban texture. Such housing should provide convenience and affordability and be attractive to a broad demographic range of buyers and renters, including seniors, young couples, single parents, and singles.

### ***Residential – Multifamily – Low Density***

**Density:** 8 to 13 units per net acre. Development below the minimum range of the density scale is not permitted.

**Zoning:** Zoning districts of P-1, M-12, and M-6 are consistent with the Multifamily - Low Density designation. Adjustments to these zones may be made following General Plan adoption to establish a closer correspondence to General Plan densities.

**Description:** The Multifamily Low Density designation provides for a moderate density which is still compatible with the suburban lifestyle. Housing in these areas will be townhouse, motor court, or similar housing product types developed to address market demand. The emphasis here is on convenient location, transition from residential to commercial uses, and a suburban atmosphere through landscaped setbacks, buffers, and open space areas. Conversion of these areas to lower density residential or to non-residential land uses is strongly discouraged and new development or redevelopment at densities below the lower end of the allowable density range is not permitted.

Community recreational facilities are considered to be desirable and appropriate amenities for new development which occurs within this land use designation.

### ***Residential – Multifamily – Low/ Medium Density***

**Density:** 13 to 20 dwelling units per net acre. Development below the minimum range of the density scale is not permitted.

**Zoning:** Zoning districts of P-1, M-17, and M-12 are consistent with the Residential - Multifamily - Low/Medium Density designation. Adjustments to

these zones may be made following General Plan adoption to establish a closer correspondence to General Plan densities.

**Description:** This designation is applied to existing multifamily residential projects built within this density range and to vacant or underutilized land suitable for multifamily residential development at, or below, densities of 20 units per net acre. Although proximity to transit and commercial uses is desirable, sites with this designation may be less proximate to transit, shopping, and employment than those designated for higher residential densities.

Central recreational and open space amenities should be an integral part of projects in Low/Medium Density areas. The development of senior and affordable housing should be encouraged within these areas. Conversion of these areas to other residential land uses or to non-residential land uses is strongly discouraged. As with other multifamily residential designations, development below the minimum range of the density scale is not permitted.

### **Residential – Multifamily – High/ Medium Density**

**Density:** 20 to 25 dwelling units per net acre. Development below the minimum range of the density scale is not permitted.

**Zoning:** Zoning districts of P-1, M-29, and M-17 are consistent with the Residential - Multifamily - High/Medium Density designation. Adjustments to these zones may be made following General Plan adoption to establish a closer correspondence to General Plan densities.

**Description:** Several projects in the Town have been built in this density range. These areas are typically located near public transportation, shopping, and local employment centers. This designation permits the development of condominiums, apartments, and senior housing combined with varying amounts of open space and landscaping.

Central recreational and open space amenities

should be an integral part of higher density projects. The development of senior and affordable housing should be encouraged within these areas. Market-rate multifamily housing is also permitted. Conversion of these areas to other residential land uses or to non-residential land uses is strongly discouraged.

### **Residential - Multifamily - High Density**

**Density:** 25 to 30 dwelling units per net acre. Development below the minimum range of the density scale is not permitted.

**Zoning:** Zoning districts of P-1 and M-29 are consistent with the Residential - Multifamily - High Density designation. Adjustments to these zones may be made following General Plan adoption to establish a closer correspondence to General Plan densities.

**Description:** Projects in Danville built in this density range in recent years include the Sycamore Place senior housing development. There are also a few older projects built to these densities. Land carrying this designation would typically be in close proximity to shopping and local employment centers. This designation permits the development of condominiums, apartments, and senior housing combined with varying amounts of open space and landscaping.

Central recreational and open space amenities should be an integral part of higher density projects. The development of affordable rental housing should be encouraged within these areas. Market-rate multifamily housing is also permitted. Conversion of these areas to other residential land uses or to non-residential land uses is strongly discouraged.

### **Residential - Multifamily - High Density Special**

**Density:** 30 to 35 dwelling units per gross acre. Development below the minimum density is not permitted.

**Zoning:** The Town's M-35; Residential - Multifamily

–High Density Special and P-1; Planned Unit Development District is consistent with the Residential – Multifamily – High Density Special land use designation.

**Description:** All initial sites with this designation received this designation as part of the Town’s 2023-2031 Housing Element adoption and are intended to provide sufficient residential development density to meet the Town’s Regional Housing Needs Allocation. All these sites have received an M-35; Residential – Multifamily – High Density Special zoning designation, which establishes land use and development standards.

Any future General Plan land use amendments creating additional lands with this land use designation, will require rezoning to either the M-35 or P-1 District.

This designation permits the development of condominiums, apartments, and senior housing combined with varying amounts of open space and landscaping. Central recreational and open space amenities should be an integral part of higher density projects. The development of affordable rental housing should be encouraged within these areas. Market-rate multifamily housing is also permitted. Conversion of these areas to other residential land uses or to non-residential land uses is strongly discouraged

## COMMERCIAL AREAS

Commercial land uses are divided into four land use designations: Commercial, Specialized Commercial, Limited Office, and Controlled Manufacturing. Building intensity in these areas is expressed using floor area ratio, or FAR. The FAR is calculated by dividing the square footage of habitable floor space on a site by the square footage of the site itself. For example, a 5,000 square foot parcel with a 2,500 square foot building has an FAR of 0.5.

The Commercial and Specialized Commercial designations provide for local shopping and business needs and help to meet a segment of the

regional demand for specialty retail. The Limited Office designation is appropriate for development with smaller, locally oriented office and service uses, as opposed to larger office developments involving regional users. This designation is used where services to residents can be conveniently provided. It is generally located adjacent to other commercial areas. The Controlled Manufacturing designation implies environmentally-friendly light industrial and manufacturing businesses. Basic industries such as food processing and foundries are not permitted. Additional commercial activities are permitted in the Mixed Use category, described in the next section of this Chapter.

This Plan encourages the orderly development of businesses and local employment within the framework of an overarching goal to retain the natural beauty and amenities of Danville. The major commercial area of the Town will continue to be Downtown Danville, along the Hartz Avenue/ San Ramon Valley Blvd corridor south of Love Lane to Sycamore Valley Road.

With a few exceptions, new commercial development east of Interstate 680 will be limited to those areas where it already exists, such as the Green Valley Center on Diablo Road, the Rose Garden Shopping Center on Camino Ramon, the Tassajara Crossing Shopping Center on Camino Tassajara at Crow Canyon, and the Castle Square/ Costco/ Marshalls area on Fostoria Way at Camino Ramon.

### *General Commercial*

**Intensity:** Building intensity on lands with a General Commercial designation varies. Within the Downtown area, the Downtown Business District Ordinance identifies appropriate densities. In other areas, height limitations, parking requirements, and setback and landscaping requirements tend to limit floor area ratios to 0.35 or less.

**Zoning:** Zoning districts of P-1 and R-B are consistent with the General Commercial designation.

**Description:** The General Plan encourages the

expansion and development of commercial and retail uses within appropriate areas to meet the needs of the local population and maintain a viable commercial base. The General Plan does not envision large scale regional shopping facilities such as Sun Valley in Concord or Stoneridge in Pleasanton. Smaller centers which meet some regional needs while focusing on local needs may be appropriate if designed within the context of local character.

### **Specialized Commercial**

**Density:** Building intensity in Specialized Commercial areas is limited by height restrictions, parking requirements, and setback and landscaping requirements. Floor area ratios are generally 0.40 or below.

**Zoning:** The P-1 zoning district is consistent with the Specialized Commercial designation.

**Description:** This designation is intended for special cases where it is necessary to restrict or regulate uses beyond those allowed within the General Commercial district. Typically, this district limits development to specific types of low intensity, low traffic generating commercial uses. It is essential that activities in areas with this designation are scaled and designed to protect surrounding uses from commercial activity. Examples include the Rose Garden Center on the former Navlet's Nursery site. Conventional "shopping centers" are not considered appropriate in Specialized Commercial areas.

### **Limited Office**

**Density:** Building intensity in Commercial - Limited Office designated areas is controlled by height restrictions, parking requirements, and setback and landscaping requirements. These factors tend to limit floor area ratios to a range of 0.40 to 0.65, depending upon whether underground parking is utilized. Building intensity near Downtown will occur toward the higher end of this range because of special design features and the availability of shared parking and public transportation.

**Zoning:** Zoning districts of P-1 and O-1 are consistent with the Limited Office designation.

**Description:** The Limited Office designation is presently used on only a few sites in the Town, primarily on the edges of Downtown Danville. This designation is intended to permit general office uses on a minimum lot size of approximately one-third acre. Office development on such sites should be compatible in scale and character with nearby residential areas, with a low visual profile and limited traffic impacts.

### **Controlled Manufacturing**

**Density:** Building intensity in Commercial - Controlled Manufacturing designated areas is controlled by height, setback, landscaping, and parking requirements. These collectively limit the maximum allowable floor area ratio to 0.40.

**Zoning:** The L-1 zoning district is consistent with the Commercial - Controlled Manufacturing designation.

**Description:** The Controlled Manufacturing designation provides for a limited number of research and development and light industrial uses. Its application is limited to a small area of existing research and development and general business uses just north of Crow Canyon Road east of the Iron Horse Trail.

## **MIXED USE**

There are two mixed use designations on the Land Use map: (1) Mixed Use; and (2) Downtown Master Plan. The Mixed Use category applies to areas where a mix of commercial and residential uses may be appropriate, or where the flexibility to build one use or the other (e.g., commercial OR residential) is appropriate. The Downtown Master Plan category corresponds to a series of more fine-grained districts corresponding to Downtown Danville. Some of these districts are primarily retail in emphasis, some primarily contain offices, some are primarily residential, and others encourage "vertical mixing" of residential uses or offices above

retail shops. The districts recognize the eclectic nature of Downtown Danville, and the multiple activities that take place within its boundaries. Collectively, the Downtown districts allow for a synergy between different land uses that make the area more vibrant and memorable.

Mixed Use areas are generally identified in the General Plan as “Special Concern Areas,” and have narrative text to guide future land use decisions. The Special Concern Area text provides more specific information about the types and intensities of uses that are acceptable in each area. An example is the historic Wood Family Ranch Headquarters. A variety of low profile mixed uses, including housing, offices, and a limited range of specialty commercial uses such as bed and breakfast lodging,

may be considered there. **Mixed Use**

**Density:** Density and intensity in Mixed Use areas varies depending upon the type or range of uses and will be determined on a site-specific basis. On those mixed use sites where office, commercial and/or retail uses are permitted, height, parking, setback and landscaping requirements will tend to limit floor area ratios to a range of 0.25 to 0.70. On those mixed use sites where residential uses are allowed, densities of up to 25 dwelling units per net acre may be permitted. If residential uses are located above commercial or office uses, floor area ratio and height requirements will tend to result in residential densities which are below this maximum, although densities in the 20 to 25 unit per acre range are possible.

**Zoning:** The P 1 zoning district is consistent with the Commercial - Mixed Use designation.

**Description:** The Mixed Use designation provides opportunities for residential development within established commercial areas or particular Special Concern Areas. Where site-specific direction as to the mix of uses and type of development acceptable for a site has been established, such direction is described elsewhere in the General Plan.

### **Downtown Master Plan**

**Density:** There are 13 individual sub-categories within the Downtown Master Plan designation, each corresponding to a specific zoning district. Building intensity on any given site will vary depending on the zoning district. The standards for these districts are shown in **Figure 8**. Twelve of these sub-categories (including Area “2A”) existed at the time the 2030 Plan was adopted in 2013; one additional category (Area “12”) was created through adoption of the 2030 Plan.

On those sites without rights to use municipal parking facilities (i.e., Areas 4, 5, 7, 8, 9 and 10), parking, height, setback and landscaping requirements will tend to limit floor area ratios to a range of 0.35 to 0.50. Full on-site parking is also required in Area 6 (office), but some of this parking could be provided in basement level garages. This could allow floor area ratios to extend up to 0.65.

For those sites with rights to use municipal parking facilities (i.e., Areas 1, 2A, 2 and 3), parking, height, setback and landscaping requirements will tend to limit floor area ratios to a range of 0.65 to 0.80. The highest potential floor area ratios are in DBD Area 11 (Special Opportunity District). Floor area ratios in excess of 0.80 may be considered for projects handling a larger portion of their on-site parking demand. Such projects would likely need to develop basement or structured parking in conjunction with some amount of on-site, at-grade parking, supplemented by space in municipal parking facilities.

**Zoning:** The DBD zoning district (1 through 12) is consistent with the Downtown Master Plan designation.

**Description:** This designation facilitates the development and implementation of land use and development standards for the continued physical and economic growth of the Downtown area. Future growth and change in the area must maintain the existing character through use of compatible materials, scale and massing.

## PUBLIC AND SEMI-PUBLIC AREAS

### *Public and Semi-Public*

**Density:** Determined by the underlying zoning district.

**Zoning:** Multiple zones are compatible with the Public and Semi Public category.

**Description:** The Public and Semi-Public designation covers substantial land areas now used for public purposes including schools, libraries, churches, and other community facilities.

## OPEN SPACE AREAS

There are three open space land use categories shown on the Land Use map. Consistent with State General Plan law, the intent of these categories is to identify open space needed for the:

- protection of natural resources (e.g., hillsides, creeks, wildlife habitat, etc.).
- mitigation of hazards to life and property (e.g., flood plains, earthquake faults, landslide zones, etc.).
- provision of recreational services (e.g., parks).
- managed production of resources (e.g., agriculture).



*Sycamore Creek Trail and Open Space (lone Oak)*

**FIGURE 8**

**DOWNTOWN DANVILLE LAND USE DISTRICT SUMMARY (2012)**

DISTRICT	CHARACTER	MAXIMUM INTENSITY	KEY DEVELOPMENT REQUIREMENTS <sup>(1)</sup>
<b>1 Old Town</b>	Intensely developed, pedestrian-oriented core area of retail, service commercial, and service office uses	FAR: 0.8 (2)	75 % of total ground floor space must be retail/restaurant.
<b>2 Old Town Retail Transition</b>	Transitional area between Old Town and adjacent mixed use and commercial areas. Needs of pedestrians/autos are balanced.	FAR: 0.8	25 % of the total ground floor space must be retail/restaurant/service and service commercial.
<b>2A Old Town Retail</b>	Same development standards as Area 1, but applied primarily to less fine-grained areas west of Railroad Av	FAR: 0.8	75 % of total ground floor space must be retail/restaurant.
<b>3 Old Town Mixed Use</b>	Similar to Area 1, but a broader range of uses are permitted.	FAR: 0.65	—
<b>4 Resident-Serving Commercial</b>	General commercial uses serving the community which are not compatible with a traditional downtown setting.	FAR: 0.5	—
<b>5 Commercial – Residential Mixed Use</b>	Applies to former school site, subsequently developed with the library, community center, and residential project.	FAR: 0.5	—
<b>6 Offices</b>	Professional and business offices, generally not associated with retail sales.	FAR: 0.65	—
<b>7 Retail</b>	General retail services, more auto-oriented than Areas 1 and 2, larger parcels than Area 4. Includes traditional shopping centers.	FAR: 0.35	—
<b>8 Retail-Office</b>	Applies to the Livery and Mercantile Shopping Center only.	FAR: 0.35	—
<b>9 Multifamily Residential: High/Medium Density</b>	Medium-high density residential areas.	Up to 25 units per net acre, excluding density bonuses	
<b>10 Commercial – Mixed Use</b>	Allows for the development of office and/or retail uses. Site-specific uses to be established through the site’s rezoning.		Site-specific development criteria to be established through rezoning.
<b>11 Special Opportunity District</b>	Applies flexible development standards to meet the needs of larger downtown sites while maintaining compatible land uses.	FAR: 0.8 with allowances to increase	75% ground floor must be retail or restaurant. Residential on upper floor only.
<b>12 Multifamily Residential: High Density</b>	High-density residential area	Up to 30 units per net acre, excluding density bonus	

Footnotes: (1) This is only a partial list of the development requirements for the Downtown area. Each area is subject to additional requirements, including but not limited to height, setback, and parking requirements. Development in the Downtown area is also subject to design guidelines set forth by the DBD: Downtown Business District. Permitted and conditional uses in each Area are established in the Ordinance.  
 (2) “FAR” refers to floor area ratio, in this case showing the maximum allowable habitable floor area permitted on a site divided by the total net area of the site and expressed in decimal format.

Source: Town of Danville, 2012.

### **General Open Space**

**Density:** General Open Space areas are largely dedicated open space areas, with no development permitted.

**Zoning:** Zoning districts of P-1 and A-4 are consistent with the General Open Space designation.

**Description:** General Open Space lands are those areas permanently protected as open space either through public ownership or enforceable restrictions. The General Open Space areas in Danville have been largely created through dedications as a part of the planned unit development approach used for large residential projects throughout the Town.

Publicly owned parks and open spaces, recreational uses, and agriculture are considered to be appropriate within this land use category.

### **Agricultural**

The definition of “Agriculture” in the Danville 2010 General Plan has been carried forward verbatim below, consistent with Measure S, which was adopted by Danville voters in 2000. Measure S is presented in its entirety on Page 3-25 of this chapter.

**Density:** Because properties with this designation are bound by Williamson Act contract to remain in agricultural use, a density range is not applicable. In the event that Williamson Act contracts are not renewed, continued agricultural use is encouraged and the underlying zoning density (one unit per 20 acres or one unit per five acres) would apply upon contract expiration.

**Zoning:** The A-2 zoning district is consistent with the Agricultural designation.

**Description:** This land use designation is applied to lands which are currently under Williamson Act contract or in agricultural use. Generally these lands include steep and/or unstable slopes and have limited potential for development. Agricultural uses, including grazing, are permitted

and encouraged. In the event that Williamson Act contracts for sites with this designation are not renewed, General Plan amendments to permit other uses may be requested. Any changes to the Agricultural designation shall be based on a comprehensive planning study which identifies all constraints associated with development of the site as well as opportunities for continued agricultural, resource management, and open space use.

The Town has implemented this definition through operating procedures that are described below (Measure S and Agriculturally Designated Land). For those portions of the Planning Area outside the Town of Danville, the corresponding Agricultural designations in the Contra Costa County General Plan apply.

### **Parks and Recreation**

**Density:** Determined by the underlying zoning district.

**Zoning:** Multiple zones are compatible with the Park and Recreation category.

**Description:** These include land areas now used, or planned, for community and neighborhood parks and other forms of active recreation.

## **MEASURE “S” AND AGRICULTURALLY DESIGNATED LAND**

In November 2000, Danville voters approved Measure S and created a new process for approving changes to the Danville General Plan for all properties designated “Agricultural,” “General Open Space,” and “Parks and Recreation.” For the effective life of Measure S such changes require approval by the Town’s voters. Limited provisions for changes by a 4/5 majority of the Town Council also were provided. Measure S also added Policy 1.15 to the General Plan (see P. 3-25).

Of the three categories of land affected by Measure S, the “General Open Space” and “Parks and Recreation” categories are considered to have

no development potential. The “Agricultural” designation consists of private property with a limited amount of development potential.

At the time Measure S was adopted, most of the properties designated for “Agriculture” were under Williamson Act contracts. These properties could not be subdivided while they were under contract. However, their owners are permitted to exercise their development rights in the event the contracts are not renewed. This can take the form of a rezoning or subdivision at a density consistent with the Agricultural designation, or a General Plan Amendment which would allow for increased density. With the adoption of Measure S, a developer may still apply for a General Plan Amendment for increased density, but a Town-wide vote is required.

## E. SPECIAL CONCERN AREAS

Special Concern Areas are particular geographic areas or subareas of Danville that require more detailed discussion of long-range planning issues. The text below provides direction for these areas that supplements the Land Use map and the policies and narrative in other parts of the General Plan. The text in this section also provides direction for sites designated “Mixed Use” on the Land Use map.

**Figure 9** illustrates the location of each area. Eleven Special Concern Areas have been identified. Of these, three are located west of Interstate 680 and eight are located east of Interstate 680. All 11 Special Concern Areas present unique planning challenges related to land use, transportation, urban design, public services, and growth.

Special Concern Areas are an important tool for supplementing the community-wide recommendations of the General Plan with more focused, place-based recommendations. The text box to the right provides an example, drawing on the 30-year experience of planning for Danville’s Sycamore Valley.

## SYCAMORE VALLEY AND THE GENERAL PLAN

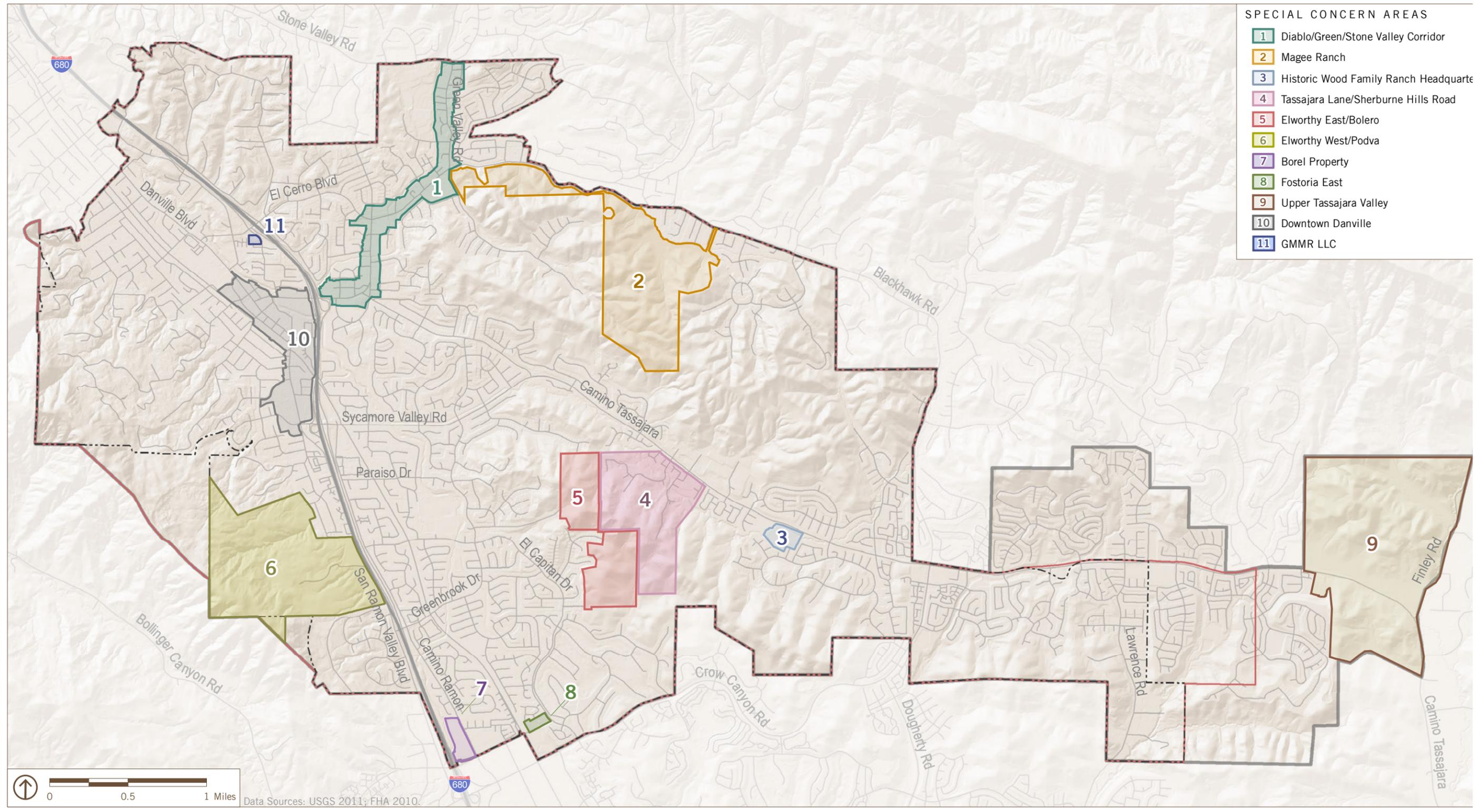
Prior to Danville’s incorporation, a Specific Plan for the Sycamore Valley was prepared by Contra Costa County. At the time, the 2,500 acre area generally lying along Camino Tassajara between Sycamore Valley Road and Crow Canyon Road was largely undeveloped. The Specific Plan was reaffirmed by the Town shortly following incorporation in 1982, and was incorporated by reference into the Town’s first General Plan in 1987.

Today, the area is largely built out, with many areas set aside as permanent open space and other areas developed with residential neighborhoods. There is limited potential for infill development, and some of the older properties in the valley could be considered underutilized based on their current zoning. All development standards contained in the Sycamore Valley Specific Plan remain appropriate and shall continue to apply to any further development in this area.

Any project which increases the number of allowable units within the area would be subject to special conditions. First, the project would need to provide funding for necessary area-wide improvements that were either unfunded or only partially funded through the Sycamore Valley Assessment District. Second, dedication of easements for trails or trail staging areas would be required. Third, such projects would be required to participate in Town-wide Landscape and Lighting Assessment Districts.



Sycamore Valley. Photo courtesy of Alex Lopez.



- SPECIAL CONCERN AREAS**
- 1 Diablo/Green/Stone Valley Corridor
  - 2 Magee Ranch
  - 3 Historic Wood Family Ranch Headquarte
  - 4 Tassajara Lane/Sherburne Hills Road
  - 5 Elworthy East/Bolero
  - 6 Elworthy West/Podva
  - 7 Borel Property
  - 8 Fostoria East
  - 9 Upper Tassajara Valley
  - 10 Downtown Danville
  - 11 GMMR LLC

  Town Limit   
   Planning Area Boundary   
   Sphere of Influence

**FIGURE 9  
SPECIAL CONCERN AREAS**

## **DIABLO / GREEN VALLEY / STONE VALLEY CORRIDOR**

This corridor extends more than two miles from the Diablo Road interchange at Interstate 680 to the Town limits at the intersection of Green Valley Road and Stone Valley Road. There are approximately 140 parcels that either front Diablo Road or Green Valley Road or back up to these roads. The majority of these parcels contain single family residences on lots of one-quarter to one-half acre. Substantial areas along the corridor have been developed with institutional uses, including four public schools, several senior care facilities, several child care facilities, a church, and a fire station.

The corridor includes several distinct segments as it winds in a northeasterly direction from the freeway to Alamo. The short east-west segment east of the Green Valley Shopping Center to Camino Tassajara is essentially built out, with little potential for change on either side of the road. The wooded, residential character of this area should be retained.

The north-south segment of Diablo Road between its intersections with Camino Tassajara and El Cerro Blvd includes a number of parcels with development potential, particularly near the El Cerro Blvd intersection. The General Plan designated this entire segment for Residential - Single Family - Low Density (1-3 units per acre) uses with the initial adoption of the 2030 General Plan. The 2.72 acre nursery site at 828 Diablo Road was redesignated to Residential – Multifamily – High Density Special (30-35 units per gross acre) as part of the Town adoption of the 2023-2031 Housing Element of the General Plan. This site was one of the sites re-designated to allow for multiple family housing to help the meet its Regional Housing Need Assignment (RHNA). Future development of this site is subject to the development standards contained within the site’s M-35; Residential -Multi Family – High Density Special District zoning. In addition, development of the site would need to be designed to minimize impacts on surrounding residential properties. If development is proposed on other vacant or underutilized parcels in this area, it must occur in a manner that is compatible

with nearby residential uses. To the extent feasible, development on such parcels should not increase the number of ingress and egress points to Diablo Road. New commercial or institutional uses are not considered appropriate in this area, nor are medium or high density residential uses.

The east-west segment of Diablo Road between its intersections with El Cerro Blvd and Green Valley Road includes the most congested link of the corridor, as well as the sites of its most recent residential developments. The area provides direct access to Green Valley School, a fire station, and two senior care facilities. This segment of the corridor is largely built out. Further intensification of uses is discouraged due to the congested conditions and concentration of traffic-generating uses. Additional driveway access or road cuts to Diablo Road are also strongly discouraged.

The north-south section of Green Valley Road from Diablo Road to Stone Valley Road is the longest segment of the corridor. This segment provides access to Los Cerros Middle School and includes a large number of older single family residences fronting directly on Green Valley Road. Some of the parcels are quite large and have the potential for subdivision. If such projects occur, care should be taken to preserve the semi-rural character of the area and to avoid residences which are inappropriately dense or large relative to lot size.

Potential solutions to ease congestion in the corridor should continue to be explored, with an emphasis on solutions that do not widen the road or otherwise increase its carrying capacity. This stretch of Diablo Road carried upwards of 19,500 vehicles per day as of 2010/11, an increase of approximately 77 percent since 1987. Programs which appropriately stagger hours at the schools, shift student-related traffic to buses, consider changes to school service area boundaries, and/or divert through traffic to less congested routes should be considered and encouraged in the future. To the extent consistent with State law, additional child care facilities and other quasi-public uses should be discouraged along this corridor.

## MAGEE RANCH

The undeveloped portion of the Magee Ranch was designated a Special Concern Area in the 2010 General Plan and remains designated as such in the 2030 General Plan. The language in the 2010 Plan remains applicable to the site at the time of General Plan adoption and is carried forward below.

The Magee Ranch Special Concern Area encompasses 410 acres along the south side of Diablo Road extending about two miles east from the Green Valley/ Diablo Road intersection.

Magee Ranch contains some of the most spectacular and unique scenery in Danville, including oak-covered hillsides, ravines and creeks, and pastoral grazing land. As the gateway to Mount Diablo State Park, Diablo Road itself is an important scenic corridor. Despite the considerable volumes of traffic carried by the two-lane roadway, it retains the character of a country road. The Town strongly supports retention of this character and protection of the views and vistas from the road.

The ranch itself includes a variety of settings, ranging from relatively flat pasture near Diablo Road to very steep hillsides and ridgelines. A substantial portion of the Special Concern Area contains slopes exceeding 30 percent. Portions of the ranch are characterized by unstable soils and landslide hazards. The ranch also contains important plant and animal habitat, including extensive stands of valley oak and riparian areas along Green Valley Creek. Future development will be further constrained by traffic congestion along nearby roads, particularly in the Green Valley Road/Diablo corridor to the west.

The 2030 Plan retains the designation of a majority of Magee Ranch, including most of the hillside areas, for agricultural use. Application of the Williamson Act to retain these areas for grazing is strongly supported. Consistent with previous General Plans, nearly half of the site has been designated for rural residential uses, with maximum densities of one unit per five acres. About five acres of the ranch located immediately opposite and south of St. Timothy's Church continues to be designated for Residential - Single Family - Low

Density, also consistent with the previous Plan. Development proposals that would increase the overall development potential of the site beyond this level are discouraged. However, proposals which transfer the allowable number of homes to the least sensitive and obtrusive parts of the site are encouraged. If future General Plan Amendments are considered, the parkland development standard applied should be consistent with the directive of the Dougherty Valley Settlement Agreement (i.e., a minimum of 6.5 improved parkland acres per 1,000 residents).

As on the other large undeveloped hillside sites in Danville, protection of scenic slopes and ridgelines is imperative. Despite the A-2 (General Agricultural) zoning on much of the site, subdivision of this Special Concern Area into five acre "ranchette" sites similar to those in the Tassajara Lane/Sherburne Hills area is strongly discouraged. Such development would require grading and road construction that could substantially diminish the visual qualities of the area. Transferring allowable densities to a limited number of areas within the ranch would enable the bulk of the site to be set aside as permanent open space. This would also provide opportunities to establish park and trail connections and to preserve wildlife corridors between this area and the Sycamore Valley Open Space.

## HISTORIC WOOD FAMILY RANCH HEADQUARTERS

The 17-acre Historic Wood Family Ranch Headquarters has served as the center of the Wood family farming business since 1862. The property includes a dwelling built in 1853, plus several other buildings with potential historic value. In the past, the idea of building a museum on the site has been suggested. The Wood family previously indicated a willingness, under certain conditions, to donate a portion of the site for such a facility.

The Town encourages the planned unit development approach in this area. Future development should seek to preserve some of the historic buildings in the site plan and, to the extent there is support by the Wood family,



Wood Ranch Headquarters. Photo courtesy of Paige Green.

incorporate a museum component in the project. Inclusion of a museum should be contingent on the identification of a government agency or a local nonprofit organization capable of and willing to operate such a facility. The remainder of the site may be developed with a variety of low profile mixed uses, including housing, offices, and a limited range of specialty commercial uses, such as bed and breakfast lodging, or an event center and associated uses.

Because of the proximity of the site to established residential areas and its unique and historic qualities, large scale community retail or general commercial uses are not considered appropriate. Proposals which accommodate mixed uses such as housing and smaller-scale commercial development may be considered, provided that the uses are compatible with adjacent land uses. In any event, the project as a whole should incorporate building and landscape designs that are compatible with surrounding uses.

Uses which capitalize on the site's historic ambiance and natural features should be

encouraged.

As part of the Town's adoption of the 2023-2031 Housing Element, an eight acre portion of the site is allowed a density range of 30-35 units per gross acre. In order to accommodate other uses of the remainder of the site, and to provide flexibility to facilitate preservation of the historic structures on the site, the exact location and configuration of the eight-acre 30-35 units per acre portion of the site is not defined and shall be determined based on future development applications. While the eight-acre area is undefined, any future development on the site not related to development of the eight acres designated for multifamily housing should demonstrate the continued availability of a minimum of eight gross acres for the multifamily (30-35 units per gross acre) housing. aesthetic quality of future development on the site.

### **TASSAJARA LANE / SHERBURNE HILLS ROAD**

This is an area of existing ranchettes south of Camino Tassajara, situated about one mile east of

Sycamore Valley Road. It contains approximately 250 acres of parcels varying in size from one-fifth of an acre to over 45 acres. Tassajara Lane provides access to the western part of the area while Sherburne Hills Road provides primary access to the east. Sycamore Creek further divides this area into a flatter, northern section along Camino Tassajara and a steeper southern section backing up to, and over, the crest of the Sherburne Hills.

The area was subdivided into large, rural residential homesites before Danville incorporated and before the surrounding portions of the Sycamore Valley were developed. Past development of the area has been complicated by the many development constraints that are present, including steep terrain, landslide hazards, access limitations, the fragmented ownership pattern, and water and sewer service limitations. Prior to incorporation, a pattern of piecemeal development with minor subdivisions occurred in parts of the area, exacerbating the access and service problems. In spite of these constraints, the area has remained desirable due to its rural character, large homesites, and sweeping vistas.

The Danville 2005 and 2010 General Plans included a strategy for transferring densities in this area from the steeper parcels to the flatter lands along Camino Tassajara. A master planned unit development approach was promoted, with cluster development recommended to conserve the hillsides as open space. After the 2005 Plan was adopted in 1987, three major subdivisions were constructed on the flatter lands and much of the area's ultimate development potential was realized. After the 2010 Plan was adopted in 1999, two additional major subdivisions were constructed, with the larger of the two (the 26-unit Tassajara Lane/Braddock & Logan project) developed upslope of Sycamore Creek.

The steeper areas continue to develop incrementally at Country Estate or Rural Residential densities. General Plan designations in the area allow Rural Residential densities at the higher elevations (above 650 feet), Country Estate densities between the creek and the 650-foot

contour, and Residential - Single Family - Low Density (1-3 units per acre) between Sycamore Creek and Camino Tassajara. The maximum densities for the Rural Residential and Country Estate lands will most likely not be realized due to terrain and geologic constraints. Subdivision and development of the remaining vacant land should maintain the character of the area, conserve the steeper slopes as open space, and minimize grading and vegetation removal.

Earlier plans for this area identified the need for specific capital improvements. A majority of these needs have been addressed through development requirements imposed on previously authorized development and through use of fee benefit districts. For example, a fee benefit district set up for the Sherburne Hills area provided funds for a traffic signal at Sherburne Hills Road and Camino Tassajara. A similar fee benefit district for the Tassajara Lane area provided funds for a signal at Tassajara Lane and Camino Tassajara. That fee benefit district also funded a bridge across Sycamore Creek, flood control improvements, widening of Tassajara Lane up to the bridge, architectural sound walls along Camino Tassajara, and sewer, water, and drainage improvements south of the creek.

Some of the infrastructure needs identified in the 2005 Plan and the 2010 Plan still need to be satisfied. Subdivision approvals in the area resulted in two temporary vehicular connections to Camino Tassajara. These connections should eventually be closed, and replaced with a consolidated point of ingress and egress to Camino Tassajara. A new bridge across Sycamore Creek is anticipated to be necessary to provide a second point of access to the Sherburne Hills portion of the area. Additional fee benefit districts may be necessary to complete circulation improvements, upgrade water lines and storm drainage, provide additional landscaping along Camino Tassajara, fill "gaps" in the system of creek side trails, and/or to undertake other basic public service improvements.

## ELWORTHY EAST / BOLERO

This Special Concern Area contains about 175 acres and is located north and east of the Greenbrook area and west of the Sherburne Hills ridgeline. The area is made up of two separate properties that are presently used for grazing. The northerly property (Bolero) encompasses about 80 acres and is located at the eastern terminus of Bolero Drive and south of Tunbridge Road. The southerly property (Elworthy East) encompasses about 100 acres and is located at the eastern terminus of Borica Drive and to the north of Crow Canyon Country Club. The two properties are connected at a narrow point just north of Borica Drive. The parcels in this Special Concern Area are remnants of former ranchlands that were left behind when the flatter areas to the west were subdivided.

Development of the two properties will be constrained by the presence of steep terrain, access limitations, landslide hazards, natural springs and seepages, drainage problems and visual sensitivity concerns. A substantial part of the area contains slopes that exceed a gradient of 30 percent. Roughly two-thirds of the Bolero property is designated as a Major Ridgeline Area, with the rest of the property designated as a Scenic Hillside Area. The northeastern corner of the Elworthy East property is a Town-identified Major Ridgeline Area and the remainder, with the exception of a narrow band of land along the western edge of the property, is designated as a Scenic Hillside Area. As such, virtually the entire 175 acres making up the Special Concern Area is subject to development regulations/limitations set forth by the Town's Scenic Hillside and Major Ridgeline Development Ordinance. These open hillsides help define the character of nearby neighborhoods and provide a natural separator between the Greenbrook area on one side of the ridge and Sycamore Valley on the other. Approval of new homesites leading to placement of structures within the Major Ridgeline Area would not be allowed under the Ordinance.

With these factors in mind, a majority of this Special Concern Area has been designated for continued agricultural and open space use in the

General Plan. A small area at the end of Bolero Drive, previously zoned to allow lots as small as 15,000 square feet, continues to be designated for Residential - Single Family - Low Density (1-3 units per acre) use. However, as indicated in previously submitted engineering reports covering this area, there is very limited development potential due to soil and geotechnical considerations.

Any development entitlements pursued on this site shall be subject to comprehensive environmental review to further identify site opportunities and constraints. The development potential of these properties is considered to be severely limited because of the potential for significant adverse effects on the surrounding areas, fire hazards, and the environmental constraints inherent to the sites. Existing regulations and General Plan policies also will limit the total number of residences that could be considered on these properties.

While the current General Plan designations substantially limit development, they do not preclude it altogether. If a limited amount of development is proposed in the future, mitigation of drainage, access, and urban service impacts will be required. Such proposals should only be considered if substantial portions of the site, including the steeper slopes and ridgelines, are designated as permanent open space.

The visual sensitivity of these lands should be a paramount consideration in the review of any future plan. Future development of the sites should be as unobtrusive as possible and should preserve the unique qualities of these sites. Opportunities for trail linkages to the Sycamore Valley area are strongly encouraged and should be incorporated in any proposals for future development.

## ELWORTHY WEST / PODVA

The Elworthy West/Podva area includes two of the largest undeveloped properties in Danville. The area encompasses approximately 531 acres extending from San Ramon Valley Blvd west to the Town boundary. The larger of the properties, referred to as Elworthy West, was subject to a Williamson Act contract from February 1969 through February 2000.

Elworthy West/Podva consists of gentle to steep grassy hillsides, with mature oaks and other trees along the ravines that cross the site. The open hillsides are an important resource for the Town of Danville, providing a scenic backdrop for many neighborhoods and habitat for a diverse array of wildlife. The area retains its designations for agricultural and rural residential uses set forth by prior Danville General Plans. The possibilities for development are constrained by geologic hazards, including unstable slopes and seismic zones on the Elworthy West property.

A development entitlement request for the 458-acre Elworthy West property was approved in 2008 following preparation and certification of an Environmental Impact Report (EIR). A development agreement was approved that extends the project's entitlement period from 2015 to 2018. Construction of the project was in its early stages at the time of circulation of the Draft 2030 Plan. The approved plan reflects Danville's primary goal in this area, which is to ensure that future development occurs with minimal visual impact and that very little change is made to the site's natural setting.

Approved plans for the Elworthy West property will lead to construction of 84 single family homes and two multifamily apartment structures (13 total units). The development will be clustered on approximately 12 acres along San Ramon Valley Blvd, forming a link between the California Chateau neighborhood to the south and the Ocho Rios and Town and Country neighborhoods to the north. With development limited to a small portion of the site, the property's natural features will continue to define views of Danville's west side. Widening of San Ramon Valley Blvd to four lanes and installation of a traffic signal at the project entry will be required to improve this collector road to its ultimate planned cross-section.

More than 95 percent of the Elworthy West site will be retained as permanent open space. An existing road will be improved to provide access to a planned trail staging area and parking lot. Additional improvements to facilitate pedestrian trail access have been incorporated into the

development entitlement and are an essential part of the site plan. The open space provides an important link to Las Trampas Regional Wilderness and watershed lands beyond the ridge. It also offers opportunities for habitat restoration and enhancement, as well as the required trail connection.

To the north of Elworthy West, the Podva site encompasses slightly more than 100 acres of undeveloped land. Much of this area is considered unsuitable for development and should be retained as permanent open space or permitted to develop at very low residential densities only. The higher elevations, the steeper slopes and ravines, areas of potential geologic instability, and the most visually prominent parts of the site should remain undeveloped.

Any future decisions involving the Podva property should reflect the area's environmental constraints and should acknowledge the importance of this area as a visual and open space resource for the entire town. As on the Elworthy West site, extensive cut and fill to accommodate development of the steeper areas of the Podva site is considered inappropriate. The limited amount of development potential that exists on the site should be clustered to the extent feasible. Any lots that are not part of a clustered development project must include a buildable homesite that can be developed with minimal visual impact and made accessible without substantial grading or site disturbance. Trails from the Podva site to Elworthy West also should be provided, enabling a connection to Las Trampas Ridge Regional Park.

### **BOREL PROPERTY**

The Borel Property is a 17-acre Special Concern Area located along the north side of Fostoria Way between Camino Ramon and Interstate 680. The site is the undeveloped remainder of the 66-acre Borel Family property, which was partially developed with retail and residential uses during the late 1980s and early 1990s. The Special Concern Area is currently an inactive walnut orchard, including a single family residence, a large barn, and associated agricultural out-buildings.

Specific development standards for the original 66-acre property were set forth in the late 1980s as part of a General Plan Amendment (GPA) and Planned Unit Development (PUD) approval. The GPA/PUD provided for the inclusion of hotel/motel uses on up to five acres of the site, while the northern 2.5 to 3.5 acres was to have been developed with Residential - Single family - Medium Density (3-5 units per acre) uses. Neither of these uses had been established as of the adoption of the 2030 General Plan. The 17-acre property was placed under a Williamson Act contract after the GPA/PUD approval, providing a temporary tax incentive for its preservation in agricultural use.

The long-term owner of the site, Armand Borel, passed away in 2009. At the time the 2030 Danville General Plan was adopted, there was ongoing litigation over the property's future use. East Bay Regional Park District (EBRPD) has expressed interest in developing a historic agricultural park on the site, preserving its vintage structures and providing public access. Conceptual proposals for residential and commercial development have also been considered.

Through adoption of the 2030 Plan, the northern seven acres of the Borel Property are designated for residential use, including five acres of Residential - Multifamily - High Density (25-30 units per acre) and two acres of Residential - Multifamily High/Medium Density (20-25 units per acre) abutting the northern property line. Several developments of comparable density have recently been built in the area.

Densities, heights, and building mass should step down toward the northern part of the site, providing a transition to the existing single family residences lying to the north. A minimum density of 25 units per acre is required on five acres of the site, transitioning to a minimum density of 20 units per acre around the north and northeastern edges of the site. These densities may be averaged across the entire seven acres if the result is a superior site plan.

Site planning and buffering should ensure that visual impacts on the area to the north are minimized, and that the Camino Ramon frontage

is attractive and inviting. Setbacks and landscaping should enhance the compatibility of new uses with nearby uses. Development on portions of the site specified for 25-30 units per acre should be no more 35 feet tall, while residential development along the northern perimeter should be no more than two stories tall (2-1/2 stories may be acceptable if the units are developed in a townhouse format).

The southern 10 acres of the site continue to be designated for Specialized Commercial use. The property provides an important opportunity for long-term economic and fiscal benefits for the Town of Danville and Danville residents. Because of the site's high visibility from Interstate 680 and its proximity to adjacent commercial development, the area continues to be a viable location for "destination" commercial uses. Ancillary uses such as local-serving offices also may be considered, but the primary activity should be retail.

Traffic studies should be conducted to determine appropriate provisions for ingress and egress on Fostoria Way and Camino Ramon. Access points into the site should be coordinated with the access points into commercial development on the east side of Camino Ramon. Cross-access easements between future developments within the site should be provided to minimize impacts on Camino Ramon.

## **FOSTORIA EAST**

The 6.6-acre Fostoria East Special Concern Area consists of four adjoining non-residential properties at the east end of Fostoria Way, including the three properties comprising the Crow Canyon Executive Park. The area includes a five-story office building and two low-rise office/light industrial buildings, as well as surface parking serving the development. The area is bordered on the south by a large PG&E research facility, on the east by the Crow Canyon Country Club, on the north and south by the two halves of the Crow Canyon Heights multifamily development, and on the west by new multifamily residential development (The Preserves at Iron Horse Trail). While the area is generally accessed via Fostoria Way, the office building occupies a

sloped site with a “lower parking lot” accessed via Fostoria and an “upper” parking lot on El Capitan Drive.

This Special Concern Area was designated Commercial-Controlled Manufacturing by the Danville 2010 General Plan. The designation recognized the character of the existing buildings and provided an opportunity for light industrial activities.

A high-bay light industrial structure, constructed in the mid-1970’s, was converted into the mid-rise office building in 1979. Today, this structure contains about 63,000 square feet of floor space. The abutting support structure is approximately 9,600 square feet in size. A building-wide upgrade was started in 2012, with extensive tenant improvements to convert it into medical offices. The recent investment in the mid-rise building diminishes the likelihood of its future use for “controlled manufacturing.” Continued use of the property as office space is envisioned during the 20-year planning period of the General Plan.

The remainder of Fostoria East, comprising approximately 2.6 acres, retained its Commercial - Controlled Manufacturing designation in the initial adoption of the 2030 General Plan. The site was redesignated to Residential – Multifamily – High Density Special (30-35 units per gross acre) as part of the Town adoption of the 2023-2031 Housing Element of the General Plan. This site was one of the sites re-designated to allow for multiple family housing to help the meet its Regional Housing Need Assignment (RHNA).

Future development of this site is subject to the development standards contained within the site’s M-35; Residential – Multifamily – High Density Special District zoning. In addition, development of the site would need to be designed to minimize impacts on surrounding residential properties. Buffering and screening to adjacent development on the north will be critical. Ingress and egress should be limited to Fostoria Way.

### UPPER TASSAJARA VALLEY

The Upper Tassajara Valley Special Concern Area includes approximately 665 acres of unincorporated

agricultural land located east of Blackhawk and the Alamo Creek subdivision. It includes land on the north and south sides of Camino Tassajara to Finley Road, and along the west side of Camino Tassajara to a point opposite Penny Lane. This Special Concern Area includes agricultural lands that have been historically used for grazing or developed into smaller ranchettes, reflective of the lot sizes that were in place at the time the County rezoned the Tassajara Valley in the 1970s.

Following the 2009 Municipal Services Reviews (MSR) conducted by LAFCO for all Contra Costa cities, the Town met with the City of San Ramon and Contra Costa County to discuss how to coordinate potential future Sphere of Influence (SOI) expansion requests in the Tassajara Valley. Danville’s involvement was motivated by concerns over prior development approvals and land use conflicts with Contra Costa County, as well as a 2009 request by San Ramon to include the entire Tassajara Valley within their SOI.

The Town has included the Upper Tassajara Valley in its Planning Area to provide Danville with a greater voice in future land use changes that might be considered by Contra Costa County. However, the Town has not proposed adding this area to the Danville SOI, nor has it proposed modifying the Contra Costa County Urban Limit Line (ULL) or the Town of Danville Urban Growth Boundary (UGB). The Town supports retention of the UGB in its current location and proposes no modifications to the current UGB as part of the General Plan Update process.

Danville supports maintaining the agricultural uses and agricultural character of the Tassajara Valley. Land uses outside the UGB should be consistent with existing County General Plan designations for this area.

### DOWNTOWN DANVILLE

Downtown Danville includes the geographic area which lies west of Interstate 680 and extends from San Ramon Valley High School on the north to Sycamore Valley Road on the south. It contains Danville’s largest concentration of retail and office uses, including its historic “Old Town”

commercial district along Hartz Avenue. More contemporary shopping centers such as Sycamore Square, Danville Square, Town and Country, the Danville Livery and Mercantile, and Crossroads of Danville, are also located in this area.

In 1986, the Town of Danville created a Redevelopment Area (RDA) which encompassed the Downtown Core (about 180 acres). Over a 25 year period, some \$53 million of public funding was invested into the area, including the extension of Railroad Avenue, construction and expansion of public parking lots, construction of the Danville Library and Community Center, acquisition and renovation of the Town Meeting Hall and Village Theatre, acquisition of land for affordable senior housing, and installation of streetscape and infrastructure improvements. These improvements served as a catalyst for private investment, historic preservation, and economic vitality within Danville.

The same year the Redevelopment Area was created, the Town adopted a Downtown Master Plan. This Plan was implemented in part by a Downtown Business District (DBD) Zoning Ordinance which established nine subareas, each with unique development standards and use regulations.

The intent of the DBD Ordinance was to stimulate new development and attract business, provide more flexibility in the type of development that could occur, enhance the area's architectural character, and promote Downtown Danville as the Town's center of economic activity and community life. The Ordinance further included architectural development standards and landscaping standards aimed at preserving and enhancing the area's character. Height, setback, and lot area requirements were also established. Parking standards included requirements for specific land uses and allowances for reductions in certain areas where municipal parking was available.

Additional Downtown zoning subareas (i.e., DBD Areas 2A, 10, and 11) were subsequently added to accommodate higher density development and encourage mixed land uses. With the adoption of the 2030 Plan, another subarea (i.e., DBD Area

12) was created for the property designated for multifamily residential use in the 25-30 units per acre density range. With the adoption of the Town's 2023-2031 General Plan Housing Element, an additional DBD Area 13 was added. DBD Area 13 allows 30-35 units per gross acre and was added to allow for additional multifamily housing to help the Town meet its Regional Housing Needs Assignment (RHNA).

The heart of Downtown, extending along Hartz Avenue from Diablo Road on the north to the Iron Horse Trail on the south, has a walkable, village-like character. Much of the remaining area is more suburban and auto-oriented, with a mix of newer high-quality development and older uses that pre-date incorporation. Part of the vision for Downtown is to expand the pedestrian-oriented development scale found along Hartz Avenue to new areas, creating more walkable streets and gathering places. Mixed use projects, which might include housing or office space above retail uses, may be encouraged in this area. Development of new or expanded municipal parking facilities and other provisions for improved parking will be pursued. Streetscape improvements, including street trees, landscaping, and pedestrian and bicycle facilities, should accompany plans to improve this area.

Any future growth should be compatible in scale with existing development in Danville, with buildings that respect the Town's architectural heritage and character. Design review is a particularly important tool for achieving the desired form of development, preserving the area's historic buildings, and extending the pedestrian-oriented qualities that make Downtown a desirable destination.

Improvements to the "public realm" - in other words, the streets, parks, and other public spaces that reinforce the image of Downtown Danville - also are important. The Town has invested heavily in amenities such as bike racks, street trees, crosswalks, and public art within this area. Projects such as the recent renovation of the Veterans Memorial Building help make Downtown a destination, and have catalyzed complementary

projects such as the renovation and expansion of the historic Danville Hotel property. Further improvements such as benches and pocket parks, upgrades of existing streets and sidewalks, new crosswalks, and links to the Iron Horse Trail, will be pursued in the coming years.

Downtown Danville also provides opportunities for job growth during the 17-year planning period of the General Plan. This could include incubator space for start-ups, technology firms, information and communication firms, and other businesses in emerging sectors of the economy. Office buildings already exist along Diablo Road, on Oak Court, at the Rose Garden, near the Livery and Mercantile, and along San Ramon Valley Blvd south of Sycamore Valley Road. Vacant retail space also provides opportunities for new and expanded businesses, enabling Danville to achieve its economic development goals and support local entrepreneurs.

The Downtown Master Plan is incorporated by reference into the Danville 2030 General Plan. The Plan itself should be consulted for further guidance on the development of sites within the Downtown area. At the same time, an update to this Plan is recommended to reflect updated parking management programs, and current land use issues.

During the preparation of the 2030 General Plan, several areas within Downtown Danville were identified as needing additional direction. These include the North Hartz Avenue area, the area along Diablo Road between Hartz Avenue and Interstate 680, and the San Ramon Valley Blvd corridor south of Downtown. Each of these areas is addressed below.

### ***North Hartz Avenue***

The North Hartz Area is bounded by Railroad Avenue on the west, San Ramon Creek on the east, San Ramon Valley High School on the north, and Linda Mesa Avenue on the south. Hartz Avenue bisects the area. This 8-acre area includes a mix of retail, office, and residential uses which have been developed incrementally over many decades.

Parcels vary in size and shape compared to the more standardized lot pattern in the Downtown core.

While the North Hartz Area is part of Downtown Danville, the area lacks the fine-grained, pedestrian-friendly character of the Old Town area to the south. Whereas Old Town is characterized by continuous storefronts, interesting facades, historic buildings, and pedestrian-friendly streets, the North Hartz Area is less cohesive in building placement, size and orientation. The Town's vision is to extend the walkable character of Old Town into the area over the next 20 years through a combination of streetscape improvements, infill development, and rehabilitation of older structures.

Property owners in this area may propose improvements or new structures in the coming decades. As this occurs, high-quality development is strongly supported, with parcels aggregated to create larger development sites wherever possible. Parcels along San Ramon Creek should include a conservation easement along the creek bank, anticipating the possibility of a future public trail. An update of the Downtown Master Plan is recommended to identify new strategies for enhancing this area.

As part of the adoption of the Town's 2023-2031 General Plan Housing Element, many parcels within the North Hartz Avenue area were redesignated to DBD Area 13, allowing 30-35 residential units per gross acre. Land use and development standards contained within the Town Downtown Business District Ordinance have been established and should be strictly followed. The standards include a requirement for mixed use, with ground floor retail adjacent to the major commercial corridors. In addition, where larger projects occur in the North Hartz area, buildings should be articulated into smaller components, creating a scale and rhythm that effectively extends Old Town Danville. The eclectic, finely detailed, and architecturally diverse character of Old Town should be carried forward to the blocks north of Linda Mesa Avenue.

Historic structures should be conserved and adaptively reused where feasible.



Northern Hartz Avenue. Photo courtesy of Alex Lopez.

At the time of adoption of the 2030 Plan, the Town was implementing a street beautification project along North Hartz Avenue to encourage private investment in the area. The project includes widening of the right-of-way for new pedestrian amenities and new diagonal, public curbside parking spaces. It also includes landscaping, sidewalks, street furniture, and tree planting. A portion of the new parking may be “credited” to offset the parking spaces that would otherwise be required as new development takes place here. Additional opportunities for off-street municipal parking should be pursued. Other strategies for managing parking demand, such as encouraging uses with different peak parking demand times, should be encouraged.

### ***Diablo Gateway***

The Diablo Gateway extends along Diablo Road between Hartz Avenue and Interstate 680. Diablo Road is the major point of entry to Downtown Danville from I-680, with some 21,850 vehicles a day estimated to be using the roadway as of 2010/11. The area is characterized by one and two

story office buildings, providing space for banks, real estate and title companies, insurance agencies, financial service institutions, medical and dental practices, and similar local-serving businesses. Other uses, including the 46-unit Danville Court apartments, are located in this area.

The Diablo Road corridor also includes natural landmarks such as the Danville Oak Tree (in the center of Diablo Road) and San Ramon Creek, which runs along the southern edge of the area. Most properties are attractively landscaped, with ornamental plants and many mature trees.

The Town’s vision is to maintain and enhance the Diablo Gateway corridor as an attractive entryway to Downtown Danville. The existing character of this corridor will be retained. In the 2010 General Plan, this area was designated Downtown Master Plan/Downtown Business District (DBD) - Area 6 (Offices). The 2030 General Plan retains this designation, with the exception of a 4.26 acre site located along the north side of San Ramon Creek immediately west of Interstate 680, which is discussed below.

The 4.26-acre “Diablo Partners/ Stanley

Property” is located in the southeastern part of this corridor. It currently occupies offices constructed in 1979. The site is located to the rear of an existing office building and bank building on separate parcels facing Diablo Road—these parcels are not part of the site. Approximately 0.5 acres of the site is considered unusable due to its proximity to San Ramon Creek, yielding a net area of 3.75 acres. Through adoption of the 2030 Plan, the designation of the Diablo Partners/ Stanley site is changed to Downtown Business District Area 12, which permits multifamily uses up to 30 units per acre. The existing office building may continue to operate under this designation. The new designation provides the property owner with the opportunity to redevelop this site for housing in the future. In the event this option is pursued, the following principles should be applied to future development:

- **Reduction of noise and air quality impacts.** The eastern edge of this area abuts Interstate 680. Future development along this edge should be set back from the freeway to the extent feasible, in conjunction with other measures to mitigate impacts associated with freeway noise, vibration, and air quality.
- **Scale, mass and height of new development.** Buildings shall generally be limited to a maximum height of 35 feet.
- **Articulation of development.** Structures should be designed to appear as a series of smaller, separate buildings rather than a single large building. Façades and setbacks should respect and complement the fine-grained design character of nearby Downtown Danville. Porches, stoops, courtyards, and other features should be incorporated to create a pedestrian-friendly scale and environment.
- **Parking.** Residential development is expected to include some combination of surface parking, at-grade structure parking and/or basement parking. Reduction of the applicable DBD parking requirements for multifamily units may be considered where housing is provided for seniors, or where it can otherwise be demonstrated that a reduced dependency on

vehicles will be experienced. Shared parking agreements with adjacent office buildings in this area also could be considered as a way to reduce on-site requirements.

- **Conservation of San Ramon Creek.** An open space area should be preserved along San Ramon Creek, providing room for a pedestrian path.
- **Pedestrian Bridge.** A pedestrian bridge across the creek should be provided to connect this area to the Danville Library and Community Center, and Old Town Danville.
- **Provisions for shared ingress and egress.** As there are multiple parcels along the south side of Diablo Road, coordinating access into contiguous properties and cross access between these properties should be pursued. Future traffic studies should determine the optimal location of ingress and egress points and the need for turning lanes and other improvements along Diablo Road. Interim solutions may be considered if development is phased.
- **Integration of Commercial Uses.** Provisions to integrate a limited amount of residential-supportive commercial uses may be made in the processing of future residential development applications.

### **San Ramon Valley Blvd Gateway**

The San Ramon Valley Blvd Gateway area includes the area between the Iron Horse Trail and Sycamore Valley Road. This area includes shopping centers, office buildings, and free-standing commercial uses. Over the next 20 years, the Town anticipates additional private investment in this area, as property owners may choose to replace older commercial structures with more contemporary, higher-value activities.

Updates to the Downtown Master Plan should explore opportunities for enhancing the character of San Ramon Valley Blvd in this area. At minimum, this should include plans to make the street more pedestrian-friendly, particularly for persons traveling north-south along the Blvd. Looking further to the future, General Plan and zoning changes could be considered to ensure

that this area contributes positively to Danville’s character and follows high aesthetic standards.

### GMMR LLC PROPERTY

This Area of Interest consists of a 1.6-acre parcel located along West El Pintado Road just south of El Cerro Blvd. In the 2010 General Plan, this site was identified as the Thiessen property Special Concern Area.

The 1.6-acre parcel is one of the last remaining vacant sites within the El Cerro Study Area, a 68-acre area of mixed office and multifamily residential development that was the subject of a 1986 General Plan Amendment. The parcel was approved for offices in 1989, and again in 1999, but all previous entitlements have lapsed. This parcel was designated a Special Concern Area in the 2010 General Plan and was designated as “Mixed Use”

on the Land Use map. This provided the option to develop housing at densities of up to 22 units per acre, or office uses up to 0.6 FAR. The site is abutted by three single family lots on the south, the 39-unit Ryland Cottages project on the west, and a medical/dental office on the north.

The 2030 General Plan retains the Mixed Use designation and specifies that any residential use developed on the site shall be in the 20-25 dwelling unit/acre net density range (aligning the Residential – Multifamily – High/Medium land use category). Development on the site will need to incorporate design measures to provide an appropriate transition to the single family uses to the south. Development on the southerly 50 feet of the parcel should be no more than two stories in height and a 20-foot minimum setback from the southerly property line should be maintained.



Danville Livery & Mercantile. Photo courtesy of Candice Rana.

## GROWTH MANAGEMENT

### A. SETTING

The premise of growth management is that development pays its own way and sufficient public services and facilities are committed and/or in place before additional development is approved. The Danville 2010 General Plan supported this concept and the 2030 Plan continues to include goals and policies that reinforce the Town's commitment to managed growth.

The intent of Danville's growth management policies is to establish a comprehensive, long range program that matches the demand for new development with capital improvement programs, development mitigation, and financing mechanisms. Danville's growth management policies also reflect the requirements of Contra Costa County Measure C and its successor Measure J. Danville's Measure S, local development agreements, and various regional plans also affect General Plan policies. These are described below.

#### *Measure C (Sunsetted In 2009)*

In 1988, Contra Costa County voters approved Measure C, the Contra Costa Transportation Improvement and Growth Management Initiative. The Measure responded to concerns throughout the County about the ability of local governments and service providers to mitigate the impacts of development.

Measure C required all jurisdictions in Contra Costa County to adopt a variety of growth management strategies. The goal of these strategies was to maintain the quality of life by reducing congestion on streets and highways, balancing growth with infrastructure and public service capacity, and ensuring that development pays its way through impact fees and mitigation. The Town of Danville implemented these strategies in cooperation with the Contra Costa Transportation Authority (CCTA), the legislative body charged with overseeing the County Growth Management Program (GMP).

Measure C increased the countywide sales tax by

one-half cent, with the additional revenue allocated to a list of specific transportation improvements. Measure C stipulated that 18 percent of the revenue generated by this tax be returned to jurisdictions to implement local growth management programs. Implementation of the Measure C program led to a mandate that the benefitting jurisdictions adopt a General Plan "Growth Management Element" containing traffic level of service standards and performance standards for parks, fire, police, sanitary sewer, water, and flood control facilities. Danville adopted its first Growth Management Element in 1991, consistent with these requirements.

Under Measure C, Contra Costa County jurisdictions were also required to adopt a Transportation Demand Management (TDM) Program and maintain a five year Capital Improvement Program. Danville adopted its first TDM Program in the early 1990s and has consistently maintained and annually updated a five year Capital Improvement Plan (CIP). In addition, Measure C required Contra Costa County jurisdictions to address job opportunities and housing options, and participate in regional transportation planning. Danville addressed this requirement through participation in various transportation committees and sub-committees (e.g., the Southwest Area Transportation Committee, etc.) and by biannually completing a Compliance Checklist, as required by CCTA.

#### *Measure J*

In 2004, Contra Costa County voters approved a 25-year extension of growth management requirements through Measure J. Measure C expired in March 2009, and Measure J became effective on April 1 of that year. In general terms, Measure J extended the one-half percent sales tax established by Measure C. It also extended, with minor revisions, the various transportation and Growth Management Programs (GMP) established to implement Measure C.

On a policy level Measure J renewed a commitment to manage and mitigate the impacts of future growth and development within Contra

Costa County. On an administrative level, the performance standards set forth under Measure C were replaced by different, generally less restrictive standards. Mandatory standards now only apply to regional transportation routes, and the delineation of an urban limit line (or urban growth boundary) around each jurisdiction. Local governments may retain performance standards related to local streets, parks, police, sewer, water, and other facilities, but are no longer required to do so.

Measure J also continued the requirement that local governments participate in multi-jurisdictional planning, especially related to transportation. This includes working with regional transportation planning agencies to identify Routes of Regional Significance and to develop Action Plans for these Routes which include objectives for multi-modal transportation service. The Measure also requires that communities demonstrate their progress in providing housing opportunities for all income groups, and that they adopt a development mitigation program.

Compliance with GMP requirements continues to be necessary in order to qualify for Local Street Maintenance and Improvement Funds and

Transportation for Livable Community funds (the equivalent of the return-to-source funds under the Measure C programs). The Contra Costa Transportation Authority (CCTA) continues to be the agency administering growth management requirements.

Although Measure J eliminated the previous Measure C requirements for local performance standards and level of service (LOS) standards for non-regional routes, Danville has chosen to retain its own transportation LOS standards in its General Plan. As such, Danville's growth management standards comply with the requisite Measure J policies, while augmenting them with more stringent local controls. Transportation LOS standards are in Chapter 4 of this document.

With the Town Council action in 2007 to adopt Resolution No. 8-2007, pursuant to the requirements of the Measure J program, Danville adopted the County Urban Limit Line (ULL) as its Urban Growth Boundary.

### ***Measure S***

The General Plan was amended by Danville voters in November 2000 through adoption of Measure



Camino Tassajara. Photo courtesy of Paige Green.

S—the Danville Open Space Preservation Initiative. The Initiative added a new general plan policy affecting properties designated by the General Plan as Agricultural, General Open Space, or Parks and Recreation. Properties with these designations represented 40 percent of the total Town’s land area at the time. As defined by the General Plan, properties with these designations have very limited development potential.

Measure S requires that any General Plan Amendment which would change the designation of property in these land use categories to another use be put to the voters at a townwide election. Without voter approval, the proposed land use designation change would not become effective. Provisions have been developed to enable some level of economic return for owners of land designated private open space, consistent with state and federal law. The number of allowable units is based on the underlying agricultural zoning. Taking this approach on such sites as Elworthy West has enabled hundreds of acres of open space to be preserved, while providing opportunities for a small number of new homes adjacent to existing development.

The measure provides one exception to the voter approval requirement. If the proposed general plan amendment is the minimum necessary to avoid an unconstitutional taking of the affected landowner’s property rights or the minimum necessary to comply with state or federal law, the amendment may be approved by a 4/5ths majority vote of the Town Council. Such action must be based on specific findings supported by substantial evidence and may only occur after two public hearings. This Measure may only be amended by the Town’s voters and will remain in effect until October 2020.

### ***Dougherty Valley And Alamo Creek Settlement Agreements***

Growth management provisions are also contained in the Dougherty Valley and Alamo Creek Settlement Agreements.

The Dougherty Valley Settlement Agreement (DVSA) was executed between the Town of Danville, the City of San Ramon, and Contra

Costa County in 1994. The Agreement followed the County’s approval of a Specific Plan that allowed development of up to 11,000 homes on the Gale and Windemere Ranches southeast of Danville. It allowed the development of up to 8,500 homes if specific performance standards for facilities and services such as parks, roads, and police were met. Residential development beyond this limit was to require additional environmental studies.

Although it is envisioned that the City of San Ramon will eventually annex the entirety of Dougherty Valley, the DVSA recognized that development in this area would impact Danville’s roads and services. Consequently, the Agreement included provisions for sub-regional transportation impact fees and other measures which more completely mitigated development impacts. The DVSA remains applicable until the entire Dougherty Valley is built out, and thus affects the performance standards in this General Plan.

Among the DVSA’s provisions is a requirement that any general plan amendment approved by Contra Costa County, Danville, or San Ramon in this area meet the most stringent performance standards of the three jurisdictions in place when the Settlement Agreement was executed. For example, the parkland dedication requirement for projects receiving general plan amendments is based on the City of San Ramon’s standard of 6.5 acres per 1,000 residents rather than Danville’s previously adopted standard of 5.0 acres per 1,000 residents. The intent of this provision was to create a level playing field for developers and to ensure that projects outside Dougherty Valley did not use up the infrastructure and service capacity that had been planned for projects within Dougherty Valley.

A subsequent Settlement Agreement was executed when the Alamo Creek subdivision was approved by Contra Costa County east of the Town boundary. The Agreement included a special methodology for measuring traffic for any future development in the Tassajara Valley. However, that requirement expired on December 31, 2010. Provisions of the Alamo Creek Settlement Agreement should not substantively affect the

Town's growth management programs during the lifetime of the 2030 General Plan.

### ***Tri-Valley Subregional Planning Strategy***

In 1995, several years after the initial adoption of Danville's Growth Management Element, the Association of Bay Area Governments and the Bay Area Air Quality Management District funded a sub-regional planning effort involving the Town of Danville, the cities of Dublin, Livermore, Pleasanton, San Ramon, and the counties of Alameda and Contra Costa. These seven jurisdictions had a history of working collaboratively to address transportation issues and expanded their efforts to address a broader range of topics concerning the future of the Tri-Valley area.

These efforts culminated in the preparation of the "Tri-Valley Subregional Planning Strategy." The Strategy included objectives and policies addressing the following five subjects:

- Location and Intensity of Urban Development
- Natural Resources
- Transportation
- Housing
- Economic Development

One of the Subregional Planning Strategy's goals was that local governments incorporate the sub-regional objectives and policies into their own general plans. Consequently, during preparation of its 2010 General Plan in 1998-1999, the Town of Danville identified relevant parts of the Strategy that were not already covered in its own General Plan. Several goals and policies, primarily dealing with environmental quality, transportation, jobs-housing balance issues, and regional cooperation, were added to the 2010 Plan in response. Most of those goals and policies continue to be relevant and have been carried forward in the 2030 Plan.

### ***Traffic Service Standards and Programs***

Under Measure C, the Contra Costa Transportation Authority (CCTA) established acceptable traffic

levels of service for rural, semi-rural, suburban, urban and central business district land use designations. These were adopted in modified form by Danville in 1989. As of that year, all roads in Danville were classified as "Urban" and were assigned a Level of Service (LOS) Standard of "D" (definitions of levels of service may be found in Chapter 4, in the section on Transportation).

## **B. FORECAST**

The Town of Danville is committed to upholding the high quality of life presently enjoyed by local residents. It will continue to carefully manage growth and development so that its local roadways operate at acceptable service levels and Town facilities are not overburdened. Some of the future impacts to public facilities in Danville will result from development beyond the Town limits. Consequently, intergovernmental coordination will remain critical to the future well being of the Town. Coordination with the County, other cities, East Bay Municipal Utility District, Contra Costa County Flood Control and Water Conservation District, San Ramon Valley Unified School District, San Ramon Valley Fire Protection District, and various regional transportation and land use planning agencies will remain an essential part of the Town's growth management strategy. Danville will remain an active participant in the CCTA, the Southwest Area Transportation Committee, the Tri-Valley Transportation Council, and other organizations dedicated to sub-regional coordination.

Consistent with Measure J requirements, the Town will work with these entities to: (a) Identify Routes of Regional Significance and Multi-modal Transportation Service Objectives; (b) Apply the CCTA travel demand model and technical procedures to the analysis of General Plan Amendments and development exceeding specified thresholds for their effect on the regional transportation system; (c) Create development mitigation programs; and (d) Help develop other plans, programs, and studies to address other transportation and growth management issues.

Continued implementation of the Dougherty Valley Settlement Agreement, maintenance of an urban growth boundary, and adherence to Measure J traffic standards, will help minimize the adverse impacts of growth on Danville residents.

Additional information on the performance

standards for transportation may be found in Chapter 4, while policies relating to the adequacy of parks, police, fire, water, sewer, and flood control facilities may be found in Chapter 5.



*Interstate 680*

### C. GOALS AND POLICIES

The goals and policies in this section are organized under two headings:

- Growth Management
- Intergovernmental Coordination

A complete description of the implementation measures may be found at the end of this Chapter. Cross-references to other sections of the General Plan (e.g., transportation) are included as appropriate, thereby ensuring that all growth management policies required under Contra Costa County Measure J are referenced in this section.

---



---

## GOAL: GROWTH MANAGEMENT

**Goal 6:** *Ensure that new development occurs in a logical, orderly manner linked to the provision of needed services, mobility improvements, natural resource protection, and minimization of public infrastructure costs.*

POLICIES: GROWTH MANAGEMENT		IMPLEMENTATION MEASURES
6.01	<p>Continue to maintain an Urban Growth Boundary which defines the maximum extent of development within and adjacent to Danville.</p> <p><i>As defined by Contra Costa County, the Urban Growth Boundary provides an adequate amount, range, and density of land to meet the projected needs of the community for housing, jobs, and services.</i></p>	<ul style="list-style-type: none"> <li>• Urban Growth Boundary</li> </ul>
6.02	<p>Give priority to developing vacant or underused land within the Town limits prior to extending development outside, unless the needs for housing and economic vitality require development that is difficult to achieve on an infill basis.</p>	<ul style="list-style-type: none"> <li>• Development Review</li> <li>• Capital Improvement Program</li> </ul>
6.03	<p>Allow new development based on the project’s demonstration of a plan for full public services (such as road, parks, fire, police, sanitary sewer, water, and flood control facilities) to which all providers are committed and where service can be assured in a timely manner.</p>	<ul style="list-style-type: none"> <li>• Development Review</li> <li>• CEQA</li> <li>• Intergovernmental Coordination</li> </ul>

POLICIES: GROWTH MANAGEMENT		IMPLEMENTATION MEASURES
6.04	Maintain level of service standards for transportation and parks, and Town policies and programs which ensure that these standards are maintained, within the parameters allowed by state law, as future development occurs.	<ul style="list-style-type: none"> <li>• Measure J Compliance Programs</li> </ul>
6.05	Maintain a five-year capital improvement program which identifies the projects needed to sustain adopted level of service standards and secure the funding necessary for those projects.	<ul style="list-style-type: none"> <li>• Capital Improvement Program</li> </ul>
6.06	<p>Implement the programs necessary to ensure that the Town of Danville receives its “return-to-source” funds from the sales tax revenues collected through County Measure J.</p> <p><i>The return-to-source funds include Local Street Maintenance and Improvement Funds and Transportation for Livable Communities funds. This revenue is an important part of the funding stream for the Town’s road maintenance and improvement projects. Revenue provided from Measure J and any other Town-secured transportation funds will not be used to replace any developer funding that has or would have been committed to any transportation project.</i></p>	<ul style="list-style-type: none"> <li>• Measure J Compliance Programs</li> </ul>
6.07	<p>Pursuant to County Measure J-2004, continue to implement a development mitigation program which ensures that development projects pay the costs necessary to mitigate impacts on the regional transportation system. The Town shall require traffic impact analysis, mitigation, and findings of consistency as appropriate for new development projects in accordance with this program.</p> <p><i>The threshold for determining when a proposed project triggers a required analysis of its impacts on the regional transportation network will be consistent with CCTA requirements. These requirements are outlined by Measure J, the Implementation Documents, and the Southwest Area Transportation (SWAT) Action Plan.</i></p>	<ul style="list-style-type: none"> <li>• Measure J Compliance Programs</li> <li>• CEQA</li> <li>• Development Review</li> <li>• Transportation Systems Management Ordinance</li> <li>• Traffic Studies</li> </ul>

POLICIES: GROWTH MANAGEMENT		IMPLEMENTATION MEASURES
6.08	<p>Continue to implement a development mitigation program which ensures that development projects pay their share of the costs of local services (such as roads, parks, fire, police, sanitary sewer, water, and flood control facilities) associated with that development. New development projects may only be approved where the Town finds that adopted minimum performance standards will be observed.</p> <p><i>Minimum performance standards may be waived under certain circumstances (for example, for projects which preserve historic buildings or provide housing for senior citizens).</i></p>	<ul style="list-style-type: none"> <li>• Measure J Compliance Programs</li> <li>• CEQA</li> <li>• Development Review</li> </ul>
6.09	<p>Encourage other jurisdictions and special districts in the Tri-Valley area to require that services are committed or in place prior to approving new development.</p>	<ul style="list-style-type: none"> <li>• Intergovernmental Coordination</li> </ul>

*(See also Chapter 4 [Mobility Element] for additional policies on growth management, including improvements to public transportation, bicycle, and pedestrian facilities; and coordination with transportation agencies in the Tri-Valley area. Information on the Implementation Measures listed for the policies under for Goal 6 may be found at the end of this Chapter.)*

## GOAL: INTERGOVERNMENTAL COORDINATION

**Goal 7:** *Promote intergovernmental coordination and cooperative planning in the Tri-Valley area to better address regional issues, promote conservation of the Tassajara Valley and other open space lands, exert maximum influence on land use decisions in surrounding areas, and preserve the quality of life currently enjoyed by Danville residents.*

POLICIES: INTERGOVERNMENTAL COORDINATION		IMPLEMENTATION MEASURES
7.01	<p>Work closely with the City of San Ramon and Contra Costa County on future planning and development decisions in the Tassajara and Dougherty Valleys. Any land use changes in these areas beyond those reflected in approved General Plans should be linked to a rational growth management plan which establishes acceptable levels of service for infrastructure and public services and provides for the financing and maintenance of these facilities and services.</p>	<ul style="list-style-type: none"> <li>• Dougherty Valley Settlement Agreement</li> <li>• Intergovernmental Coordination</li> </ul>

<b>POLICIES: INTERGOVERNMENTAL COORDINATION</b>		<b>IMPLEMENTATION MEASURES</b>
7.02	Work to ensure maximum control over land use decisions that directly affect the existing community, including the Tassajara Valley. Seek to establish a Sphere of Influence that encompasses all areas the Town may potentially annex through the year 2030.	<ul style="list-style-type: none"> <li>• Intergovernmental Coordination</li> </ul>
7.03	Where the County processes development applications outside the Town of Danville but within Danville’s Sphere of Influence, work to ensure that urban services will be provided, that development will not adversely affect the Town, and that development standards are consistent with those of the Town.	<ul style="list-style-type: none"> <li>• Intergovernmental Coordination</li> <li>• Public Works Standards</li> </ul>
7.04	Support the continued implementation of the goals and policies of the Tri-Valley Regional Planning Strategy by the seven member jurisdictions.	<ul style="list-style-type: none"> <li>• Intergovernmental Coordination</li> </ul>
7.05	Support the Urban Growth Boundaries adopted by other cities in the Tri-Valley area and the maintenance of an Urban Limit Line by Contra Costa County which ensures that at least 65 percent of the County remains in non-urban uses.	<ul style="list-style-type: none"> <li>• Intergovernmental Coordination</li> <li>• Urban Growth Boundary</li> </ul>
7.06	Support and promote actions that improve the long-term economic viability of agriculture in the Tri-Valley region, including the Tassajara Valley. Encourage the use of “right-to-farm” ordinances and/or buffer zones between urban and rural areas in the Tri-Valley area in order to preserve the long-term viability of agriculture.	<ul style="list-style-type: none"> <li>• Intergovernmental Coordination</li> </ul>
7.07	Take an active role in coordinating land use decisions with regional agencies, Contra Costa County, special districts, and surrounding cities.	<ul style="list-style-type: none"> <li>• Intergovernmental Coordination</li> </ul>
7.08	Participate in regional and sub-regional efforts to improve the jobs-housing balance in the San Francisco Bay Area.	<ul style="list-style-type: none"> <li>• Intergovernmental Coordination</li> </ul>

POLICIES: INTERGOVERNMENTAL COORDINATION		IMPLEMENTATION MEASURES
7.09	<p>Continue to take an active role in the Dougherty Valley Oversight Committee (DVOC) to ensure that all terms and conditions of the Dougherty Valley Settlement Agreement are met.</p> <p><i>As of 2011, about one-third of the housing units approved by the Dougherty Valley Specific Plan had yet to be built. The Town’s participation in the DVOC will be essential as these units are constructed.</i></p>	<ul style="list-style-type: none"> <li>• Intergovernmental Coordination</li> <li>• Dougherty Valley Settlement Agreement</li> </ul>
7.10	<p>Consistent with the Housing Element of the General Plan, continue to expand housing opportunities for all income groups. As required by County Measure J, the Town will biannually report to the CCTA on its progress in providing housing opportunities, and its efforts to reduce the impacts of such housing on the transportation system.</p> <p><i>(See also policies in Chapter 4 that address the relationship between land use and transportation decisions.)</i></p>	<ul style="list-style-type: none"> <li>• Housing Element</li> <li>• CCTA Reporting Process</li> <li>• Measure J Compliance Programs</li> </ul>
7.11	<p>As required by County Measure J, participate in an ongoing multi-jurisdictional planning process with other jurisdiction and agencies, especially those with jurisdiction over transportation, to create a balanced, safe, and efficient transportation system and to manage the impacts of growth.</p> <p><i>This process includes working with CCTA and the Southwest Area Transportation Committee (SWAT) to develop mitigation programs, review traffic studies, develop the Countywide Transportation Plan, and provide data for the countywide traffic model.</i></p>	<ul style="list-style-type: none"> <li>• Intergovernmental Coordination</li> </ul>

## HISTORIC PRESERVATION

### A. SETTING

Historic resources refer to the artifacts and examples of historical human occupation of an area. They encompass archaeological sites as well as sites and buildings from early European-American settlements and subsequent periods of history. Archaeological sites include the remains of Native American villages and burial grounds. Historic sites include old farmhouses, barns, homes, and commercial buildings from early history. Because Danville was an early commercial center in the San Ramon Valley, it has a rich historical heritage.

Several State laws (most notably the California Environmental Quality Act and the Public Resources Code) protect archeological and historical resources. Senate Bill 18, signed into law in 2004, requires all local governments to consult with Native American tribes about land use decisions that could affect cultural places, including archaeological sites. A consultation process has been established by the State of California for General Plans and General Plan Amendments. To protect historic resources, the State has formed the State Historical Resources Committee. The Committee conducts the State Historic Resource Inventory and maintains the California Register of Historic Resources, which identifies historic landmarks and points of interest. The Committee also provides recommendations for the National Register of Historic Places.

#### *Archaeology*

The inland valleys of Contra Costa and Alameda counties were the setting of a relatively sparse population of Native Americans, who lived as hunters and gatherers and depended on native plants and wildlife for their sustenance. Native American archeological sites in this portion of Contra Costa County tend to be situated along ridge tops, mid-slope terraces, alluvial flats, at the base of hills, between saddles, and near sources of water including springs. Numerous recorded Native American archeological sites have been

documented in the area.

Spanish missionaries recorded the names by which the Native Americans of the area were known to their neighbors, including the Tatcan, the Seunen and the Souyen. The Tadcans, part of the Bay Miwok linguistic group, were closely related to the Saclans and probably lived in the Alamo-Danville area. Their territory was the San Ramon Creek watershed, which extends from around Crow Canyon Road north to Walnut Creek.

Native American consultation was conducted as part of the 2030 General Plan Update and records searches through the California Historic Information System were conducted.

#### *Early Danville History*

Spanish explorers first traveled through the San Ramon Valley in 1772. Franciscan missionaries arrived in the Valley some years later, seeking to convert the Native American population. The first settlers of European origin were residents of the Rancho San Ramon, one of several large Mexican land grants established in the 1830s. The Ranchos remained intact until the 1850s, when increasing immigration into California led to their subdivision. Little physical evidence of the Ranchos remains. During the early 1850s, pioneer settlers arrived in the present-day Sycamore Valley, planting grain, onions, and orchards of peaches, apples, and cherries. Rural settlement continued through the 1850s and 1860s, with a commercial area emerging along present-day Front Street.

The Danville post office opened in 1858 and by 1860, Danville had become an established center of trade. It was during this early period of development when the frontier Victorian character of the community was established. In 1891, John Hartz subdivided his farm near the Town center and laid out Hartz Avenue. Within a few years, Hartz Avenue became the new central business district, replacing Front Street which was crumbling into San Ramon Creek from winter rains. The local branch of the San Ramon Valley Bank was the first business on Hartz Avenue, followed soon after by a drug store, a doctor's

office, a saloon, and a laundry. The Grange became the social and cultural hub of the community and its members became the Town's early civic leaders. Rail service was provided to Danville in 1891, after local farmers donated land and money for the right-of-way.

Several examples of this early period remain in Downtown Danville today. These include the Southern Pacific Railroad Depot (built in 1891) at 205 Railroad Avenue, the Danville Hotel (built in 1891) at 411 Hartz, and the Village Theatre (a portion of which was built in 1873 as a farmer's lodge and was subsequently used as the Grange Hall), which originally stood at 223 Front Street.

Between 1900 and World War II, Danville continued to evolve as a small, agriculturally oriented town. Many of the Town's most memorable and important structures were constructed during this era, including the Town Meeting Hall (originally built as a church in 1933) at 201 Front Street, the Veterans Memorial Building (built in 1925) at 400 Hartz Avenue, and the old firehouse (built in 1924) at 340-356 Hartz Avenue. This period in Danville's history was characterized by a variety of architectural styles and materials, creating the eclectic character that defines Old Town Danville today.

Reminders of early Danville history also can be found beyond Downtown on former farms and ranches. Notable examples include the Podva Farmhouse on Podva Road, the Mendenhall/Wood House on Camino Tassajara, the Historic Wood Family Ranch Headquarters, the Baldwin/Elworthy/Livermore Houses on San Ramon Valley Blvd, and the Osborn House off of Diablo Road. Other historic features are the National Park Service's Eugene O'Neill National Historic Site (Tao House, lying just north of the Town limits) and the Alamo Cemetery at the end of La Gonda Way.

### ***Current Preservation Efforts***

Protecting historic resources was one of the major themes of the 1986 Downtown Master Plan and the Downtown Business District Ordinance. The

Town created a Heritage Resource Commission (HRC) in 1987 and adopted a Historic Preservation Ordinance in 1989 to provide further protection to such resources. The HRC reviews development applications impacting historic structures, advises property owners on the physical and financial aspects of preservation and maintenance of historic resources, and promotes historic preservation through a variety of incentive programs.

Development pressures in the Town during the mid- to late 1990's led to changes in the preservation program, including strengthening the role of the HRC in the development review process. In 1999, procedural changes were made to involve the HRC more directly in the Design Review Board and project approval processes for historic properties in Old Town Danville. This was further facilitated by amendments to the Historic Preservation Ordinance which switched the program from an incentive based/voluntary program to a more structured program that sets forth thresholds for mandatory participation. The Town concurrently updated its inventory of historic sites, and identified additional incentives that could be made available to owners of historic properties. Architectural design guidelines for historic buildings were developed to supplement the Historic Preservation Ordinance.

### **B. FORECAST**

The Town of Danville will continue to work with property owners to protect and enhance local historic resources. The inventory of historic sites should be regularly updated and expanded as appropriate. The benchmark for what is considered "historic" will change over time. Under the National Historic Preservation Act, structures that are 50 years or older may be eligible for recognition although there are other factors, such as architectural and historic significance, which also must be considered. During the coming decades, greater attention may be paid to structures from the post-war and "mid-century" period (1945-1965), in addition to those from the early 20th Century.

Ongoing efforts should be made to educate and inform the public about Danville history, through markers, plaques, exhibits, walking tours, and special events. The adoption of Design Guidelines for Heritage Resources in 2001 serves to assist property owners and provides review criteria for the Heritage Resource Commission as they evaluate development and building alteration proposals. These guidelines should be reviewed and updated on a regular basis. Other measures to expand the Town's preservation program may be considered in the future, as resources become available.

As mentioned earlier, archaeological sites are also known to exist within Danville. Where

significant sites are discovered, they should be conserved as open space and protected through such measures as capping, fencing, or other physical barriers which restrict access to the site and assure long-term resource preservation. Other, less significant sites that are discovered should be reviewed by a qualified archeologist to evaluate the significance of the find and to outline mitigation measures as needed. If prehistoric archaeological deposits are discovered during development of any sites, local Native American organizations should be consulted and involved in making resource management decisions. This is further addressed in the policies below.



*Podva House*

**C. GOALS AND POLICIES**

The goals and policies for Historic Preservation are listed below. A complete description of the implementation measures may be found at the end of this Chapter.

**GOAL: HISTORIC PRESERVATION**

**Goal 8:** *Ensure the preservation and rehabilitation of historic and cultural resources and recognize such resources as an essential part of the Town’s heritage.*

POLICIES: HISTORIC PRESERVATION		IMPLEMENTATION MEASURES
8.01	<p>Ensure that the remodeling and renovation of historic buildings respects the character of the building and its setting.</p>	<ul style="list-style-type: none"> <li>• Design Review Procedures</li> <li>• Historic Preservation Ordinance</li> <li>• Design Guidelines for Heritage Resources</li> <li>• Historic Design Review Committee</li> </ul>
8.02	<p>Encourage new projects in the Downtown area to be compatible with nearby historic buildings, the historic Downtown street pattern, and the area’s historic, pedestrian-oriented character.</p> <p><i>The Design Guidelines for Heritage Resources provide guidance on how compatibility with nearby buildings may be achieved.</i></p>	<ul style="list-style-type: none"> <li>• Design Review Procedures</li> <li>• Downtown Master Plan/Business District Ordinance</li> <li>• Design Guidelines for Heritage Resources</li> </ul>
8.03	<p>Discourage the demolition of historically important buildings. Where it is no longer feasible to continue using an older building for its originally intended use, the reuse of the buildings for contemporary purposes should be encouraged.</p> <p><i>The Town has adopted an ordinance which protects historically significant buildings from demolition and inappropriate alterations. The ordinance outlines the process for modifying historic buildings, as well as the process for listing (and removing) buildings from the Town’s register of heritage resources.</i></p>	<ul style="list-style-type: none"> <li>• Historic Preservation Ordinance</li> </ul>

<b>POLICIES: HISTORIC PRESERVATION</b>		<b>IMPLEMENTATION MEASURES</b>
8.04	Encourage the use of the State Historic Building Code for historic buildings and other structures that contribute to the Town’s historic character. Use flexibility when applying zoning regulations to historic sites and buildings.	<ul style="list-style-type: none"> <li>• Design Review Procedures</li> <li>• Historic Preservation Ordinance</li> <li>• Zoning Ordinance</li> </ul>
8.05	Where appropriate and feasible, retain physical elements of Danville that contribute to the aesthetic and historic character of agricultural areas and former agricultural areas, such as barns, outbuildings, bridges, heritage trees, and fences.	<ul style="list-style-type: none"> <li>• Development Review</li> <li>• Design Review Procedures</li> </ul>
8.06	Recognize heritage trees, landscapes, and other outdoor features as potential contributors to historic character, and afford protection to such features where appropriate.	<ul style="list-style-type: none"> <li>• Tree Preservation Ordinance</li> <li>• Development Review</li> </ul>
8.07	Encourage the design of public improvements such as street furniture, streetlights, and signage to be consistent with historic character, particularly in Old Town Danville and nearby areas.	<ul style="list-style-type: none"> <li>• Heritage Resources Commission</li> <li>• Historic Design Review Committee</li> <li>• Capital Improvement Program</li> </ul>
8.08	Where feasible and relevant, ensure that the Town’s historic preservation program meets state and federal standards.	<ul style="list-style-type: none"> <li>• Historic Preservation Ordinance</li> </ul>
8.09	Develop, support, and publicize financial incentive and tax relief programs to promote historic preservation.	<ul style="list-style-type: none"> <li>• Heritage Resource Commission</li> </ul>
8.10	Coordinate Town historic preservation activities with all appropriate community groups and state and federal agencies.	<ul style="list-style-type: none"> <li>• Heritage Resource Commission</li> <li>• Intergovernmental Coordination</li> </ul>
8.11	Promote public awareness and enjoyment of Town historic resources through tours, special events, historic markers, plaques, and other visitor attractions that showcase the Town’s history.	<ul style="list-style-type: none"> <li>• Public Information and Education</li> </ul>

POLICIES: HISTORIC PRESERVATION		IMPLEMENTATION MEASURES
8.12	Recognize the value of Danville’s historic resources as an economic development tool.	<ul style="list-style-type: none"> <li>Public Information and Education</li> </ul>
8.13	Continue to survey and inventory historic resources in Danville, using criteria that are consistent with the U.S. Secretary of the Interior standards.	<ul style="list-style-type: none"> <li>Heritage Resource Commission</li> </ul>
8.14	<p>Ensure that development approvals do not result in the loss of significant archaeological resources by requiring full compliance with state and federal laws regarding the assessment and recovery of such resources.</p> <p><i>This includes consultation with the California Native American Heritage Commission as required by State law, and retention of a professional archaeologist in the event archaeological deposits of features are discovered or disturbed. A procedure has been established by the Town to ensure that significant archaeological resources are properly managed.</i></p>	<ul style="list-style-type: none"> <li>CEQA</li> <li>Development Review</li> <li>Archaeological Recovery Procedures</li> <li>California Health and Safety Code</li> <li>California Public Resources Code</li> <li>California Register of Historical Resources</li> </ul>



Eugene O’Neill National Historic Site. Photo courtesy of Candice Rana.

## ECONOMIC DEVELOPMENT

### A. SETTING

Like other communities in the San Ramon Valley, Danville transitioned from an agriculturally-based economy to a service-oriented economy after World War II. While nearby communities aggressively pursued business parks, corporate headquarters, and regional shopping centers, Danville established an economic niche that leveraged its small town charm and historic ambiance. Today, the Town's economic base reflects that emphasis. It is characterized by neighborhood and specialty shopping, hospitality uses such as food service and lodging, and local-serving offices and service providers.

Danville offers a number of competitive advantages for businesses. The Town is centrally located on the I-680 corridor and within 40 miles of three international airports. It is a short drive from two BART stations and some of the region's largest employment centers, including Bishop Ranch (San Ramon) and Hacienda Business Park (Pleasanton). Danville has high quality schools, a low crime rate, an excellent park system, a historic and walkable Downtown, diverse office space choices, and a business-friendly reputation. The Town has a highly educated workforce, with 64 percent of all adults holding college degrees as of 2008, compared to 27 percent nationwide. Danville is also relatively affluent, with a median household income that is 60 percent higher than Contra Costa County. More than 85 percent of its households are homeowners and its unemployment rate was half the state average in 2010.

The employment profile of those who work in Danville is somewhat different than the profile of those who live in Danville. In 2010, the largest single employment sector in the Town was education. Nearly 30 percent of Danville's jobs were affiliated with schools. About 12 percent of the Town's jobs were in retail trade, 11 percent were in hospitality, and 10 percent were in health care and social assistance.<sup>1</sup> Smaller percentages were in construction (7 percent); professional, scientific,

and technical services (6 percent); and finance, insurance and real estate (4 percent). Approximately half of the sales tax revenue generated in the Town was from retail trade, while another one-quarter was generated by restaurants and grocery stores.

Much of Danville's economic activity occurs Downtown. Based on 2012 business license data, Downtown Danville had 828 businesses, including 128 retail stores. Vacancy rates were below 5 percent and turnover rates were relatively low. Beyond Downtown, the Town has several neighborhood and community shopping centers. These centers generate sales tax revenue, provide essential goods and services to Danville residents and visitors, and are an important part of the local economy. Danville also has about 560,000 square feet of leasable office space. Vacancy rates were higher than has historically been the case at the adoption of the 2030 Plan, reflecting the impact of the economic downturn.

Historically, the Town's economic development efforts have focused on the physical revitalization of the Downtown area. A strong emphasis has been placed on the development of public facilities, capital expenditures, land acquisition, historic preservation, and public-private partnerships. These changes have enhanced Danville's historic character and led to substantial private investment. Downtown Danville has emerged as a regional destination and is highly regarded as a place to shop, dine, stroll, and visit.

Danville's Redevelopment Agency (known as the Community Development Agency, or CDA) was particularly important in carrying out the Town's economic development initiatives. Between 1986 and 2011, the Agency invested over \$53 million in public improvements, including the extension of Railroad Avenue, construction of municipal parking lots, construction of the Danville Library and Community Center, acquisition and renovation of the Village Theatre, the Town Meeting Hall, and

<sup>1</sup> California Employment Development Department, 2011

the Veterans Memorial Building, acquisition of land for affordable housing, funding for construction of the 75-unit Sycamore Place senior housing development, and beautification of downtown streets and sidewalks. These improvements have improved the image of Downtown Danville and been a catalyst for private reinvestment in the area. In the aftermath of the State's 2012 mandate to dissolve all of California's redevelopment agencies, the Town will seek to identify and implement new ways to ensure continued reinvestment and economic growth in Downtown Danville.

In 2006, the Town's economic development efforts were coalesced into an Economic Development Strategy, which was updated in 2008. A number of action items listed in the Strategy have been implemented, including:

- A branding, marketing and publicity plan for Danville businesses (the "Blueprint for Action").
- A retail retention and expansion (retail incentives) program.
- A "Business Concierge" (technical assistance) program.
- A Downtown Parking Assessment and Parking Management Program.
- A marketing program to attract residents and visitors.

Implementation of these programs during the 2008-2011 economic downturn underscored the Town's commitment to the business community and elicited positive feedback.

## B. FORECAST

Based on the General Plan projections, the Danville Planning Area is projected to add about 1,900 jobs between 2010 and 2030. Areas of projected job gain include Downtown, the southern edge of the Town near Fostoria Way and Camino Ramon, Wood Ranch Headquarters, and the Tassajara Crossings area. Danville's job growth is projected to be almost entirely in the retail and service sectors, with no growth or negative growth forecast in the wholesale trade, manufacturing, agriculture,

and "other" (e.g., government and miscellaneous) sectors. The forecasts suggest continued demand for retail and office space in the Town.

Technology has had a major impact on Danville's economy and is reshaping the traditional workplace. A growing number of residents are working from home or working in small office spaces in Downtown Danville and environs. As this trend continues, it could drive demand for new businesses (such as cafes) serving the daytime population. The trend is also likely to drive demand for incubator space for new small businesses and start-up enterprises.

Looking to the future, the Town's economic development efforts will continue to focus on business retention and expansion, business creation, and business attraction. Business creation is particularly important in the Tri-Valley area. The area's economic role has evolved from one of bedroom communities and back-office operations to an "innovation economy" driven by a surge in homegrown entrepreneurship. Programs such as California's Innovation Hub (iHub) Initiative have been created to support entrepreneurship and keep California competitive in the national and global economies (see the Implementation section of this Chapter for additional information).

As outlined in an economic report produced by the Tri-Valley Business Council, the rate of entrepreneurship in the Tri-Valley was 15.7 percent in the decade between 1993 and 2003, compared to the national average of 5.9 percent.<sup>2,3</sup> The growth in homegrown firms and start-up businesses in the tech sector, at least in the mid-2000s, was the most important source of job growth in the Tri-Valley economy.

The report also found that the role of very small firms (five or fewer employees) in the regional economy has grown substantially and accounted for 80 percent of total businesses, 22 percent of the jobs, and 35 percent of the revenue for the Tri-

<sup>2</sup> *Wellspring for Entrepreneurship and Innovation: The Changing Economic Role and Responsibilities of the Tri-Valley Region, July 2005*

<sup>3</sup> *NETS Database, US Census Bureau*

Valley region in 2003. Approximately 19 percent of these very small firms were determined to be located in Danville. Danville's rate of 16.3 new firm starts per 1,000 residents was the highest among Tri-Valley cities. The Town will continue to create an environment where local entrepreneurs can thrive. Local assets can be leveraged to bring new revenue to the community.

Investment in infrastructure is an especially important part of the Town's economic development strategy. This includes not only physical infrastructure such as utilities and Downtown beautification projects but also civic infrastructure such as government services. Danville is committed

to interactive government. The Town is moving toward instantaneous access to information about local government via its website; its communication strategies are being tailored to meet the unique demographic profile of Danville's residents. Continued efforts also will be made to help local businesses organize, exchange ideas, and work collaboratively. The Town has developed a variety of performance indicators to measure the success of its economic development initiatives and will adjust its programs to achieve the most effective results possible.



*Prospector Square. Photo courtesy of Candice Rana.*

**C. GOALS AND POLICIES**

**GOAL: ECONOMIC DEVELOPMENT**

**Goal 9:** *Strengthen Danville’s economic and fiscal vitality as a means of supporting an outstanding quality of life for all Town businesses and residents.*

**Goal 10:** *Develop a unique role for Danville in the regional economy which capitalizes on the Town’s location and demographics, responds to emerging technologies and economic trends, retains the essential character of the Town, and fosters the prosperity of Danville residents and businesses.*

<b>POLICIES: ECONOMIC DEVELOPMENT</b>		<b>IMPLEMENTATION MEASURES</b>
9.01	Support a diverse mix of local-serving businesses which reinforce the identity of the community and reduce the need for residents to travel outside of Danville for goods and services.	<ul style="list-style-type: none"> <li>• Economic Development Strategy</li> <li>• Zoning Ordinance</li> <li>• Blueprint for Action</li> </ul>
9.02	Sustain Downtown Danville as the retail center of the community. Provide opportunities to extend the pedestrian-oriented retail character of Old Town Danville to other parts of Downtown.  <i>(See also Goal 4 and related policies for more information on Downtown.)</i>	<ul style="list-style-type: none"> <li>• Downtown Plan/ Ordinance</li> <li>• Zoning Ordinance</li> <li>• Design Guidelines</li> <li>• Shop Danville First</li> </ul>
9.03	Promote a mix of retail and service uses in shopping centers outside of Downtown Danville which meet the needs of residents while improving the fiscal stability of the Town.	<ul style="list-style-type: none"> <li>• Economic Development Strategy</li> <li>• Retail Incentives Program</li> </ul>
9.04	Create a positive environment for local businesses through programs designed to streamline permitting and approval processes, provide technical assistance and support, improve business capacity, and enhance communication within the business community.	<ul style="list-style-type: none"> <li>• Business Concierge Program</li> <li>• Resource Guides</li> </ul>
9.05	Maintain business retention, creation and attraction programs. These programs should encourage the success of existing businesses, support the development of new businesses, and attract existing businesses from outside the Town by promoting Danville’s assets and amenities.	<ul style="list-style-type: none"> <li>• Economic Development Strategy</li> <li>• Blueprint for Action</li> </ul>

POLICIES: ECONOMIC DEVELOPMENT		IMPLEMENTATION MEASURES
9.06	<p>Build and maintain strong relationships with the business community and local business organizations. Seek feedback from businesses on their needs and priorities, marketing and promotional efforts, and the effectiveness of the Town’s business development programs.</p> <p><i>The Town will work with organizations such as the East Bay Economic Development Alliance, Discover Danville, the Tri-Valley Visitors Bureau, and the Chamber of Commerce to identify local business needs and physical space requirements, and to get feedback on the kinds of services the Town can provide to assist local businesses.</i></p>	<ul style="list-style-type: none"> <li>• Economic Development Strategy</li> <li>• Business Concierge Program</li> <li>• Shop Danville First</li> </ul>
9.07	<p>Ensure that parking management programs for Downtown Danville are consistent with—and help advance—economic development objectives. Downtown parking programs should improve resources for patrons and support the success of local businesses.</p> <p><i>(See also Policies 11.09, 14.07, and 15.07 regarding parking management, shared parking, and Downtown parking.)</i></p>	<ul style="list-style-type: none"> <li>• Development Review</li> <li>• Downtown Parking Management Program</li> </ul>
9.08	<p>Undertake infrastructure, streetscape, and beautification projects that benefit the business community and facilitate economic development.</p> <p><i>These improvements include, but are not limited to, the beautification of the North Hartz Avenue area; installation of street furniture, wayfinding signage and banners; and street lighting and landscaping projects in Downtown Danville.</i></p>	<ul style="list-style-type: none"> <li>• Capital Improvement Program</li> <li>• Downtown Beautification Plan</li> <li>• iHub Initiative</li> </ul>
9.09	<p>Plan for future growth in home-based employment, including home-based businesses and home offices for Danville residents who are formally employed in other cities but telecommute on a full- or part-time basis.</p>	<ul style="list-style-type: none"> <li>• Zoning Ordinance</li> <li>• iHub Initiative</li> </ul>

POLICIES: ECONOMIC DEVELOPMENT		IMPLEMENTATION MEASURES
9.10	Maintain a town-wide perspective when undertaking economic development programs and strategies. This perspective should recognize the unique roles of the Downtown Business District, neighborhood shopping areas, service commercial areas, and employment uses in other parts of Danville.	<ul style="list-style-type: none"> <li>Economic Development Strategy</li> <li>Blueprint for Action</li> </ul>
9.11	Explore opportunities to reuse underperforming or underutilized commercial uses with more economically productive uses that are compatible in scale and character with their surroundings.	<ul style="list-style-type: none"> <li>Zoning Ordinance</li> <li>Development Review</li> </ul>
10.01	<p>Create a strong local identity or brand which capitalizes on Danville’s history, character, architecture, culture, and natural features. Branding campaigns should be targeted to attract both residents and visitors and should reduce retail leakage from Danville to other communities.</p> <p><i>The Town will promote Danville businesses and seek to avoid the loss of sales tax dollars to other communities. Examples include the “Shop Danville First” campaign which developed a logo, tagline, and website promoting local retailers.</i></p>	<ul style="list-style-type: none"> <li>Economic Development Strategy</li> <li>Blueprint for Action</li> <li>Shop Danville First</li> </ul>
10.02	Leverage local assets and attractions to define a unique retail niche for Danville within the Tri-Valley area, and enhance the Town’s position as a highly desirable shopping and dining destination.	<ul style="list-style-type: none"> <li>Economic Development Strategy</li> <li>Blueprint for Action</li> <li>Shop Danville First</li> </ul>
10.03	<p>Periodically assess Danville’s economic base and market conditions in order to identify underserved sectors, growth opportunities, and future business development strategies.</p> <p><i>Business license data can be used to solicit feedback on the types of services the Town can provide and the types of businesses the Town attracts. Similarly, sales tax collection data is useful in assessing trends and underserved sectors. Data collection efforts could also include marketing workshops, focus groups and shopper surveys to assess why people shop (or don’t shop) in Danville.</i></p>	<ul style="list-style-type: none"> <li>Economic Development Strategy</li> </ul>

POLICIES: ECONOMIC DEVELOPMENT		IMPLEMENTATION MEASURES
10.04	<p>Maintain an economic development presence on the Town’s website to promote Danville businesses, provide information on business development programs, and promote the Town as a desirable business location.</p> <p><i>In addition to providing information for businesses on the municipal government website, the Town promotes local commerce through the “Shop Danville First” website.</i></p>	<ul style="list-style-type: none"> <li>• Economic Development Strategy</li> <li>• Resource Guides</li> </ul>
10.05	<p>Capitalize on large events such as sports tournaments, the Danville Fine Arts Faire, the Art and Wine Stroll, the Fall Crafts Festival, and the Farmers Market to encourage people to patronize Danville businesses and return to Danville in the future.</p>	<ul style="list-style-type: none"> <li>• Economic Development Strategy</li> <li>• Blueprint for Action</li> </ul>
10.06	<p>Expand Danville’s hospitality and tourism sectors, including heritage tourism, culinary tourism, and celebration tourism.</p> <p><i>Danville has pioneered the concept of the “Danville daycation,” leveraging assets such as the historic Eugene O’Neil House to promote day trips to Danville. The Town is also uniquely positioned to capitalize on culinary tourism, an emerging travel niche based on unique restaurants and fine dining experiences. A complementary niche in the travel industry is celebration travel, which focuses on special events such as weddings, reunions, and birthdays.</i></p>	<ul style="list-style-type: none"> <li>• Economic Development Strategy</li> <li>• Blueprint for Action</li> </ul>
10.07	<p>Leverage local assets and attractions to define a unique retail niche for Danville within the Tri-Valley area, and enhance the Town’s position as a highly desirable shopping and dining destination.</p>	<ul style="list-style-type: none"> <li>• Economic Development Strategy</li> <li>• Blueprint for Action</li> <li>• Shop Danville First</li> </ul>
10.08	<p>Support workforce development and educational programs that prepare the local labor pool to meet the needs of new and evolving employment sectors.</p>	<ul style="list-style-type: none"> <li>• Intergovernmental Coordination</li> <li>• iHub Initiative</li> </ul>
10.09	<p>Encourage collaborative relationships between local businesses, residents, and organizations to exchange ideas, promote innovation, and sustain the region’s economic health.</p>	<ul style="list-style-type: none"> <li>• Economic Development Strategy</li> <li>• iHub Initiative</li> </ul>

POLICIES: ECONOMIC DEVELOPMENT		IMPLEMENTATION MEASURES
10.10	<p>Ensure that the Town’s development regulations facilitate the development of incubator space for start-up enterprises and new businesses in emerging sectors of the regional economy.</p> <p><i>Incubator space is similar to conventional office space but is designed to facilitate synergistic relationships between different enterprises. Such space is often marketed to start-up firms in technology, communication, and the “knowledge economy,” with shared meeting facilities and support services. Appropriate locations could include those areas where office uses are currently permitted, such as the upper floors of multi-story buildings in Downtown Danville, vacant retail space in older shopping centers, service commercial areas, and the controlled manufacturing area near Crow Canyon and Camino Ramon. Zoning provisions which facilitate these activities may be considered in the future. Incubator facilities would not be appropriate as a ground floor activity in areas of high pedestrian traffic such as Old Town Danville.</i></p>	<ul style="list-style-type: none"> <li>• Zoning Regulations</li> <li>• Development Review</li> <li>• iHub Initiative</li> </ul>
10.11	<p>Promote Danville as a location for environmentally sustainable businesses, clean technology, and green jobs.</p>	<ul style="list-style-type: none"> <li>• Economic Development Strategy</li> </ul>



Prospect Lane. Photo courtesy of Paige Green.

## IMPLEMENTATION STRATEGY

The Planning and Development goals and policies will be implemented with a variety of techniques. The key implementation measures are listed below. These measures correspond to the bulleted lists that appear next to the policies in the preceding sections of this Chapter. Implementation measures that apply to Community Development policies are listed first, followed by those that apply to Growth Management policies, Historic Preservation policies, and Economic Development policies. The measures are listed in alphabetical order in each section. Recommended revisions or actions are described at the end of each entry, where applicable.

### A. COMMUNITY DEVELOPMENT

#### ***Building Code***

The Town of Danville has adopted the California Building Code, including the California electrical, mechanical, plumbing and fire codes, as well as the Residential Building Code and the California Green Code. The California Building Standards Commission periodically updates the Code in response to new technology, federal requirements, energy conservation and efficiency initiatives, new seismic standards, green building objectives, and other factors. The Town Council generally adopts the new codes as these updates occur. Building codes ensure the safety of structures, promote environmentally sustainable construction, and ensure that structures are accessible to persons with disabilities. Local amendments to the State codes may be adopted and are periodically considered by Danville.

#### ***Capital Improvement Program***

The Town prepares an annual five-year Capital Improvement Program (CIP) listing all major public facility, road, and infrastructure improvements planned for the next five years. The CIP helps implement the General Plan by ensuring that

Town revenues are invested in projects that are consistent with the Land Use map, the Circulation Plan, and other Town plans and policies. The CIP is also mandated by Contra Costa County Measure J. It identifies the projects needed to maintain and improve traffic operations, as well as the funding sources to support those projects.

Additional information on the CIP, including a map of proposed improvements, is included in the Public Facilities Element of this Plan.

#### ***California Environmental Quality Act***

The Town will continue to follow all mandated environmental review procedures as established by the California Environmental Quality Act (CEQA). In addition to the mandatory requirements of CEQA, Danville has developed local CEQA guidelines.

#### **Proposed Revisions or Actions:**

The Town should consider updating its local CEQA guidelines in acknowledgement of the time that has elapsed since the last update. There have been substantial changes to CEQA in recent years associated with stormwater pollution control, toxic air contaminants, and greenhouse gas emissions.

#### ***Code Enforcement and Nuisance Abatement***

The Town will continue to maintain Planning and Building Code enforcement programs, and will take the necessary measures to abate nuisances and violations.

*(See the Implementation section of General Plan Chapter 6 for information on the noise ordinance.)*

#### ***Design Guidelines***

Because Danville is a unique and special place to live, it is vital that its character and unique features be preserved and enhanced. A high level of design consciousness and effective development regulation is required to achieve this objective. To this end, the Town has developed several sets of design guidelines which augment the land use regulations contained in the General Plan and the Zoning Ordinance.

The Town's residential design guidelines provide assurance that new housing will be consistent with the Town's character and respectful of the natural and man-made landscape. More specific guidelines have been adopted for the development of scenic hillside and major ridgeline sites. The Town's Downtown Business District Ordinance and the Downtown Beautification Guidelines include architectural standards that help implement the Town's community character and historic preservation policies.

The design guidelines for the Downtown Business District were amended in 2008 following earlier amendments to the zoning regulations. The Downtown Beautification Guidelines address the improvement of streetscapes and entry points. In 2001 the Town adopted Design Guidelines for Heritage Resources. Those Guidelines provide direction for designated Heritage Resources, contributing properties in historic districts, and all those properties listed in the Town's Survey of Historically Significant Properties.

#### **Proposed Revisions or Actions:**

The General Plan Update process has provided the Town with an opportunity to assess its design guidelines and determine where changes may be beneficial. The following changes are recommended:

- Updating of the Downtown Beautification Guidelines to reflect current issues and conditions.
- Guidelines for the development of higher density housing (i.e., over 25 units per acre) and mixed use development (i.e., residential over retail).
- Measures to encourage house size and mass that is compatible with existing neighborhood context, where appropriate.

In addition, the Town will continue to consistently administer and enforce residential design guidelines during the development review process.

### ***Design Review Board***

The Design Review Board (DRB) assists the Town Council and Planning Commission in reviewing and evaluating proposed site design, architecture, signs, and landscaping. The scope of the DRB's review and approval authority was formalized by the Town Council in 1999. The criteria for appointment and number of members were refined in 2004. For major development entitlement requests, the DRB makes a recommendation to the hearing body—typically the Planning Commission or the Town Council. For minor development entitlement requests, DRB has both review and approval authority. For processing and review continuity purposes, DRB's membership overlaps with the membership of the Planning Commission. Currently, DRB may be comprised of one or two Planning Commissioners and either two or three at-large members.

*(See also the discussion of the "Historic Design Review Committee" later in this Chapter.)*

### ***Design Review Procedures***

Design Review procedures are used to apply the Design Guidelines during the development review process. Proposed projects requiring Development Review, including projects in scenic hillside or major ridgeline areas, Downtown Danville, and commercial areas, are reviewed by staff for consistency with the Guidelines.

#### **Proposed Revisions or Actions:**

Following adoption of the 2030 General Plan, the Town will explore options for addressing issues associated with residential building scale and mass to improve the compatibility of new development with existing development.

### ***Development Review***

Development Review is the process through which development applications are received, evaluated, and approved. Danville stresses an efficient and comprehensive approach to Development Review which provides an effective means of implementing specific General Plan goals and policies. As part of

its sustainability efforts, the Town has emphasized on-line application procedures as a way to reduce unnecessary driving (and related greenhouse gas emissions) for applicants.

This implementation measure includes the day-to-day activities of Planning, Building, and Engineering staffs, and the activities of the Town Council, the Planning Commission, and the Design Review Board. Procedures for land use permits, variances, Design Review, and site plan approval are generally outlined in the Zoning and Subdivision Ordinances.

### ***Downtown Beautification Plan***

The Downtown Beautification Plan was adopted as the Old Town Beautification Plan in 1990. It called for specific improvements to the public rights of way in Old Town Danville to enhance the area's character, improve its general appearance, and direct future development. Many of the Plan's recommendations have been implemented, but many of its objectives and principles remain relevant.

### ***Downtown Master Plan and Downtown Business District Ordinance***

The Downtown Master Plan and the Downtown Business District (DBD) Ordinance are the key land use policy and regulatory documents for the Downtown area. The Master Plan includes special land use regulations that augment the General Plan and establishes design standards to preserve the village like character of the Downtown area. It also establishes "districts" within the area, each with a unique set of land use issues. The DBD Ordinance implements the Plan and establishes allowable uses and development standards within each of these districts.

### **Proposed Revisions or Actions:**

The Downtown Business District Ordinance should be reviewed on a regular basis to ensure that the regulations contained in the Ordinance are reflective of the overarching goals and policies for the Downtown Area. As a result of a Land Use map

change made through adoption of the 2030 Plan, the District boundaries defined by the Ordinance will need to be updated. A new DBD 12 district will need to be created for high density (25-30 units per acre) multifamily areas, consistent with the General Plan.

### ***Downtown Parking Management Program***

In the late 1990s, a Downtown Parking Management Task Force developed recommendations to improve parking enforcement and public education about parking laws. In parallel, the Town added a significant number of municipal parking spaces distributed throughout the Downtown. By the late 2000s, there were approximately 2,900 private and public parking spaces in place, of which public parking accounted for 46 percent of the total supply (i.e., approximately 1,350 of the total parking spaces).

The additional parking facilities shifted consumer parking habits and merchant parking needs. As a part of an Economic Development Strategy, the Town Council authorized a study to assess the impacts of these changes and determine potential changes to parking policies. The key findings of that assessment study were:

- While there are areas with high parking demand during peak periods, the level of public parking supply in the Downtown is sufficient for the current consumer needs.
- A comprehensive parking strategy is necessary to more efficiently and effectively manage this parking supply.

In light of these findings, the Downtown Parking Management Plan was adopted in January 2010. Its overarching goal is to ensure the availability of public parking for consumers in high demand areas. This can be achieved through such means as identifying a larger supply of all-day employee parking at the periphery of the Downtown where demand is lower. With adoption of the Plan, the Town Council provided direction on top priorities.

**Proposed Revisions or Actions:**

The action items listed below are the most significant implementation measures identified through the 2010 Parking Management Study:

- Adjust parking time limit zones on a periodic basis to match patron needs.
- Enhance the permit parking program to address a variety of permit parking requests (such as all-day employee parking), purchasing options, and permit management needs.
- Adopt a valet parking program for licensed operators and identify the most appropriate locations for valet parking, as necessary and appropriate.
- Adopt a curb marking policy to address requests for a variety of special parking designations, including short-term parking and commercial loading zones.
- Adopt parking enforcement strategies to ensure the successful implementation of a comprehensive permit parking program.

(See also the *Implementation section of Chapter 4 (Mobility)*).

**Environmental Review**

Consistent with the California Environmental Quality Act (CEQA), the Town performs environmental review for all non-exempt projects to identify the potential for significant impacts on the environment, and to identify measures to avoid or mitigate those impacts. Environmental review is part of the development review process and may lead to requirements for Environmental Impact Reports (EIRs), other environmental studies, or more focused analyses such as traffic and parking studies. The cost of environmental review is normally recovered through developer fees.

**Grading Ordinance**

The Town's Grading Ordinance was first adopted in 1989. The Ordinance establishes controls on grading to address aesthetic, soil conservation, and water quality issues. Grading permits from the City Engineer are required for all forms of grading

involving more than 100 cubic yards of soil and for certain types of grading involving less than 100 cubic yards of soil.

**Proposed Revision or Action:**

The Grading Ordinance should be amended to be consistent with General Plan policies related to the maximum slope on which development is permitted, and to align the Ordinance with the Town's Stormwater Pollution Control Program.

**Hillside/ Ridgeline Ordinance**

(See "*Scenic Hillside and Major Ridgeline Development Ordinance*")

**Housing Element**

The Danville Housing Element is the Town's policy document regarding housing. It addresses housing needs in the Town and the specific programs required to meet these needs. Having a certified Housing Element is necessary to remain eligible for certain types of government grants and to avoid potential litigation.

The Housing Element includes state-mandated provisions for second units and density bonuses, along with a variety of local measures which help achieve the Town's housing goals (for example, the Town's inclusionary housing requirements). A key implementation program in the Danville 2007-2014 Housing Element responds to the state-mandated "Adequate Sites" analysis. That program called for the rezoning of at least 9.6 acres of land to higher densities to ensure the Town can meet its fair share of the Bay Area's housing needs, as required by State law. The 2030 General Plan provides the foundation for these zoning changes through changes to the Town's Land Use map.

**Proposed Revisions or Actions:**

In December 2010, the State Department of Housing and Community Development certified the Danville 2007-2014 Housing Element. The certification was predicated on a commitment to rezone various "housing opportunity sites" following adoption of the 2030 General Plan.

With adoption of the General Plan and subsequent rezoning for General Plan consistency, this commitment is fulfilled. Multifamily housing will be permitted on these sites “by right”, meaning that neither a legislative action nor a conditional use permit will be required.

The Housing Element itself includes an extensive implementation program with many actions and ongoing programs. These will continue to be carried out throughout the life of the General Plan, and may be supplemented by new actions as a result of future Housing Element revisions.

### ***Intergovernmental Coordination***

The complex overlay of jurisdictions providing public services and controlling land use in the Tri-Valley area make effective intergovernmental coordination essential to the Town of Danville. To ensure coordination between land use decisions and infrastructure planning, the Town must maintain liaison with a wide range of government agencies and public service providers. To ensure coordination with Contra Costa County and other cities, the Town monitors the actions of regional and sub-regional planning agencies, the County Planning Commission, the County Board of Supervisors, and the Planning Commissions and City Councils of other cities in the Tri-Valley area. The Town participates when issues affecting Danville are being considered and when broader regional and sub-regional issues such as housing, transportation, and air quality are addressed.

Intergovernmental coordination is a mandatory component of the Town’s growth management program. The Town serves on several sub-regional and regional planning committees and coordinates with the Contra Costa Transportation Authority and others in long-range transportation planning. The Town also coordinates with the San Ramon Valley Unified School District on issues such as the joint use of school and park facilities (discussed further in Chapter 5 of the General Plan). Coordination with East Bay Municipal Utility District, Central Contra Costa Sanitary District, and the County Flood Control and Water Conservation District on water, sewer, and drainage

issues also is critical.

The Town also works closely with the Local Agency Formation Commission (LAFCO) on issues related to annexation and changes to Danville’s Sphere of Influence (SOI). The SOI encompasses all land within the Town limits and areas outside the Town where urban services may potentially be provided in the future.

Since the Town’s incorporation in 1982, the SOI has been expanded several times to accommodate annexations. The SOI has also been reduced to exclude permanent open space areas that were outside the County’s Urban Limit Line. In the early 2000s, the SOI was also reduced to remove lands lying north of Camino Tassajara and east of the Blackhawk Plaza Shopping Center. These areas were removed from Danville’s sphere of influence because Contra Costa County granted approval to several residential subdivisions with the expectation that services would be provided by entities other than the Town of Danville.

### **Proposed Revisions or Actions:**

During recent years, the Town has studied the costs and benefits of modifying its sphere of influence (SOI) to again include the residential areas on the north side of Camino Tassajara east of the Blackhawk Plaza Shopping Center. As noted above, these areas were in the SOI at one time. With the completion of County-approved projects in this area (Bettencourt Ranch, Shadow Creek, etc.), there may be benefits to placing them back in the SOI and working toward their eventual annexation. The 2030 General Plan shows these developments as being within the Danville Planning Area, which would provide the flexibility for a future application to LAFCO for a SOI amendment.

Lands to the east of Alamo Creek subdivision (on the south side of Camino Tassajara east of Danville) are currently beyond Danville’s SOI and also beyond the Town’s Urban Growth Boundary. An application for subdivision of a portion of this area into rural (5+ acre) homesites was under consideration by Contra Costa County at the time of adoption of the 2030 Danville General Plan. This area is not proposed for addition to the Town’s

SOI through the 2030 General Plan, since the Town supports the existing County General Plan agricultural designations for this area.

*(See the Implementation sections of Chapters 4, 5, and 6 for additional information on Intergovernmental Coordination).*

### **Planning Commission**

The Town of Danville has a Planning Commission responsible for various aspects of the development review process. The Commission makes recommendations to the Town Council on matters pertaining to the General Plan, Zoning Ordinance, and Capital Improvement Program. Among their responsibilities are the review of proposed development plans, land use permits, major and minor subdivisions, rezoning actions, and related public hearings and environmental reviews. The Commission reviews projects in the context of General Plan goals and policies and determines project conformance with established land use and design standards.

### **Public Works and Engineering Design Standards**

The Town has adopted various engineering and design standards for streets, curbs, utilities, and other public works. Proposed subdivisions and other private and public projects are reviewed by the Town Engineer and Engineering Division staff to ensure compliance with these standards. Engineering design standards help ensure safe, well designed improvements and compliance with state and federal codes.

#### **Proposed Revisions or Actions:**

The Town's Engineering Division routinely reviews, and revises as necessary, the "Standard Plan" submittal requirements for new development. These requirements address street width, curve radii, diameter of utility lines, and other engineering parameters applying to new construction. With the next round of reviews/revisions, the Division should consider changes to reflect the requirements of the Town's Stormwater Pollution Control

Program. Future revisions will be made as needed in response to best practices, new environmental requirements, and state and/or federal law.

### **RV Storage Ordinance**

The Outdoor Parking and Storage of Vehicles, Equipment, and Materials Ordinance was adopted by the Town Council in 1984 (Ord. 41 84). The Ordinance regulates the storage of vehicles, boats, equipment, or materials on private property. The Ordinance was amended in 2005 to provide clarity on the parking and storage regulations and to improve the Town's enforcement abilities.

### **Satellite Dish/Wireless Communication Ordinances**

The Satellite Antennas and Microwave Equipment Ordinance was adopted by the Town Council in 1985 (Ord. 66 85). The Ordinance established setbacks, design criteria, and design review procedures for satellite antennas in the Town. Danville's Wireless Communication Ordinance was adopted in 1996. It regulates the placement of wireless communication and transmission facilities in the Town to minimize potential visual impacts.

#### **Proposed Revisions or Actions:**

The Satellite Antennas and Microwave Equipment Ordinance is very dated given changes in technology since 1985. This Ordinance will be reviewed following adoption of the General Plan to decide whether it should be revised or rescinded. The Wireless Communication Ordinance continues to be relevant but will be updated to address areas where State law has preempted local control and to address changes in technology. Such changes may have a bearing on the nature and extent of potential visual impacts associated with wireless communication facilities as well as their locational requirements and design characteristics.

### ***Scenic Hillside and Major Ridgeline Development Ordinance***

The Scenic Hillside and Major Ridgeline Development Ordinance was first adopted by the Town in 1984. It implements planning and development goals by placing strict limits on the development of Town-identified major ridgeline areas. It establishes requirements for special permits for development within scenic hillside areas and mandatory design standards for hillside projects.

Through two rounds of updates, the first in 2002 and the second in 2008, the Ordinance was strengthened and refined to provide additional design standards for residential projects in visually sensitive hillside and ridgeline areas. Additional and/or refined design standards addressing such factors as grading, landscaping, building colors and materials, landscaping, and building massing and height were added to the Ordinance through the updates.

Areas covered by the Scenic Hillside and Major Ridgeline Development Ordinance are shown in **Figure 10**.

#### **Proposed Revisions or Actions:**

The mapping associated with the Scenic Hillside and Major Ridgeline Development Ordinance should be reviewed and adjusted if necessary to reflect the visual sensitivity of scenic hillside and/or major ridgeline areas. Updated mapping is appropriate given the annexations that have occurred since 1984 and the nature and scope of residential development that has occurred.

### ***Street Tree Planting Program***

The Town installs and maintains landscaping and street trees on public properties and within specified public rights-of-way. The Town should continue to evaluate and select the tree species appropriate for various settings and should continue to implement the tree planting recommendations of the Downtown Beautification Guidelines. As development occurs, the Town should continue to provide guidance to developers regarding the selection of appropriate street trees.

### ***Subdivision Ordinance***

The Subdivision Ordinance regulates the subdivision of land in the Town. The precise design standards imposed by the Town must be reflected in Tentative Subdivision Maps, the key document addressed in the Subdivision Ordinance. Approval of a proposed subdivision is discretionary and dependent upon, but not assured by, the applicant meeting all relevant land use regulations (i.e., zoning, General Plan, CEQA, design standards, etc.).

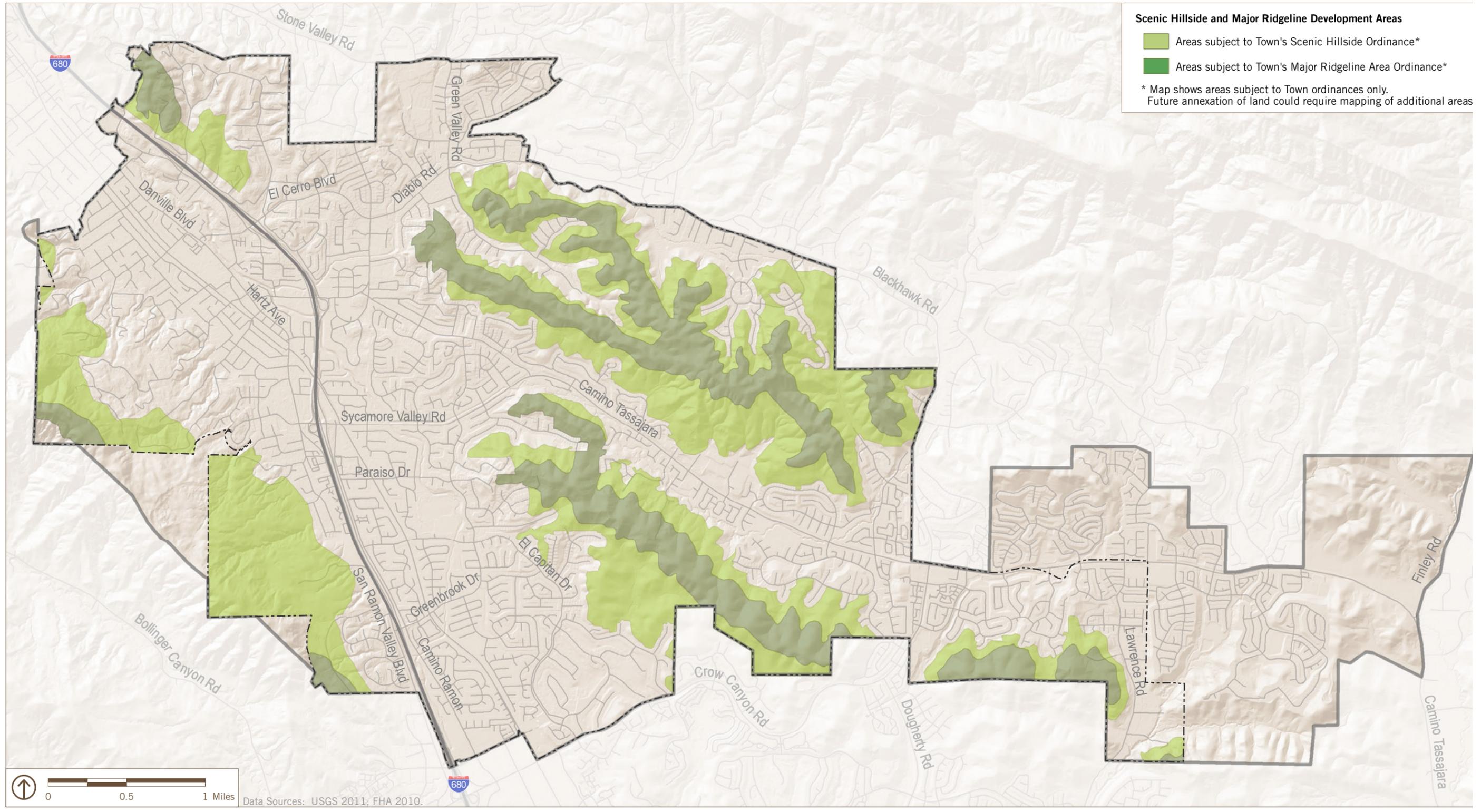
#### **Proposed Revisions or Actions:**

The Ordinance should be periodically reviewed and revised as needed based on changes in construction methods, changes in design standards, and/or changes necessary to reflect the Town's Stormwater Pollution Control Program and similar requirements.

### ***Tree Preservation Ordinance***

The Tree Preservation Ordinance was initially adopted in 1989. It established criteria for preserving mature trees and tree stands within the Town, with an emphasis on indigenous species. The Ordinance identifies species, size, and location of protected trees; procedures for Development Review; and permit requirements for the removal of protected trees. Conditions under which native specimen trees may be removed (such as disease or threats to structures or utilities) are also addressed.

Significant changes to the Ordinance were made in 2001, including adjusting the list of protected trees, creating a Heritage Tree category, refining the process for security deposits and penalties, and expanding the range of mitigation measures available when protected trees are removed. Additional changes to the Ordinance occurred in 2009. The list of protected trees was further adjusted, and redwoods were removed from protected status. The changes also clarified when an arborist report must be prepared for a Tree Removal Permit, and the findings that must be made to authorize the removal of protected trees.



**Scenic Hillside and Major Ridgeline Development Areas**

- Areas subject to Town's Scenic Hillside Ordinance\*
- Areas subject to Town's Major Ridgeline Area Ordinance\*

\* Map shows areas subject to Town ordinances only.  
Future annexation of land could require mapping of additional areas

Town Limit     Planning Area Boundary

**FIGURE 10**  
**SCENIC HILLSIDE AND MAJOR RIDGELINE DEVELOPMENT AREAS**

## **Zoning Ordinance**

The Danville Zoning Ordinance translates the General Plan Land Use map into precise regulations affecting specific parcels of land. State law requires that the zoning ordinance and map be consistent with the general plan—specifically, with the Land Use map and land use designations. Because of the consistency requirement, the Danville Zoning Ordinance is one of the most important tools for the ongoing implementation of General Plan policies. Regulations and development standards (e.g., minimum yards, building mass, height, parking, etc.) have been developed for each zoning district.

The Zoning Ordinance includes provisions for Planned Unit Development District (P-1) zoning. P-1 zoning permits more flexible development standards on appropriate sites as a means of conserving open space, enhancing project aesthetics and amenities, and ensuring continued high quality development. The Danville Zoning Ordinance also includes provisions for land use permits and variances where specific findings can be made.

The Zoning Ordinance is periodically amended in response to changing conditions and issues. Among the changes made between 1999 and 2010 were updates to the home occupation regulations, revisions to the residential density ranges (splitting an existing district in two to create the multifamily low/medium and high/medium ranges), creation of minimum densities for the multifamily districts, creation of a mixed use designation for the Downtown area that accommodates a mix of commercial and residential uses (i.e., DBD – Area 11 Special Opportunity District), and revisions to the single family regulations to address bulk/massing considerations on undersized lots.

### **Proposed Revisions or Actions:**

The following actions should be undertaken following adoption of the General Plan:

- Creation of a new zoning category which permits densities up to 30 units per acre, consistent with the Land Use map.

- Update of the Density Bonus Ordinance to align with the SB 1818 requirements approved the State of California in 2005.
- Revisions to the Zoning Map to reflect changes to the Land Use map made through adoption of the 2030 General Plan.
- Various changes to reflect implementation measures contained in the Danville 2007-2014 Housing Element (e.g., the creation of new and recalibrated multifamily residential districts, update of the inclusionary housing ordinance, amendments consistent with the intent and requirements of SB 2 relative to emergency shelters, DBD ordinance revisions for single room occupancy (SRO) units, changes to facilitate the location and development of supportive housing and transitional housing, and adoption of a condominium conversion ordinance).
- Updates as needed in response to changes in home-based business activity, changes in technology, and other trends affecting home occupations.
- Review and update of existing zoning regulations as needed to ensure that they are amenable to incubator businesses, small information economy firms and start-ups, and other uses which enable Danville to achieve its economic development objectives (with one possible mechanism being an “Innovation Overlay District” which accommodates or provides incentives for these types of business activities).

## **B. GROWTH MANAGEMENT**

Many of the implementation measures listed above, particularly intergovernmental coordination and Development Review, will help the Town implement its Growth Management policies. Three additional implementation measures, listed below, are specifically aimed at Growth Management.

### ***Dougherty Valley Settlement Agreement***

This Agreement was executed by the Town of Danville, Contra Costa County, the City of San

Ramon, and the Dougherty Valley developers in 1994 in conjunction with the approval of the Dougherty Valley General Plan Amendment by the County. The legally binding Agreement requires full mitigation for any subsequent General Plan amendments within the three jurisdictions and contains provisions for future growth management which must be met, including traffic level of service standards and performance standards for other facilities and services.

### ***Measure J Compliance Programs***

Measure J includes a number of specific implementation requirements, including the General Plan Growth Management Element. The Town will continue to enforce its Growth Management Element to assist in providing orderly growth throughout Contra Costa County. The Town will also maintain an Urban Growth Boundary, a five-year capital improvement program, a transportation systems management program, and programs to mitigate local and regional development impacts. Consistent with Measure J, the Town will also participate in multi-jurisdictional planning efforts and periodically report on its progress in providing housing opportunities for all income levels.

Under Measure J, the Town is required to submit a biennial Growth Management Program Compliance Checklist. Among other things, this report must demonstrate the Town's progress in meeting its affordable housing targets, and address how the Town is planning to meet projected housing needs through its plans and regulations. The Town also participates in the development and implementation of Action Plans for Routes of Regional Significance, as defined by the Southwest Area Transportation Committee and adopted by CCTA. Additional information on transportation-related implementation measures may be found in Chapter 4 of the General Plan.

### ***Urban Growth Boundary***

The Urban Growth Boundary (UGB) is an important tool for protecting open space and is

also required under Contra Costa County Measure J. Contra Costa County has adopted an Urban Limit Line (ULL) which delineates the ultimate extent of development in the county, including Danville. Danville has adopted the ULL line as its Urban Growth Boundary. Given the requirements of Measure J and Danville's own Measure S, a voter initiative would be required to change this boundary if it resulted in the re-designation of land from open space to an urban land use.

## **C. HISTORIC PRESERVATION**

Many of the Community Development implementation measures listed earlier in this Chapter will help the Town carry out its historic preservation policies. For instance, the Downtown Master Plan and Downtown Business District Ordinance include development policies and standards that encompass the Town's greatest concentration of historic structures. Similarly, the CEQA process provides an opportunity to evaluate a project's impact on historic and archaeological resources.

The Town has identified several additional measures that are specifically aimed at historic preservation. Collectively, these measures comprise the Town's historic preservation "program." The components of the program are listed below:

### ***Archaeological Recovery Procedures***

Specific procedures must be followed if archaeological deposits or features are discovered during an excavation, grading, or construction project. Work within 50 feet of the discovery typically must cease until the find is flagged, secured, and assessed by a qualified archaeologist. If the find is determined to be isolated or recent, then construction may resume. If it is potentially significant, appropriate mitigation measures must be developed and the Town and the affected property owner must be notified. Following resolution, a report documenting the methods, findings and recommendations of the archaeologist should be prepared.

### ***California Health and Safety Code***

Section 7050.5 of the California Health and Safety Code states that in the event of discovery or recognition of any human remains in any location other than a dedicated cemetery, there must be no further excavation or disturbance of the site or any nearby area reasonably suspected to overlie adjacent remains until the County coroner has determined whether the remains are subject to the coroner's authority. If the human remains are of Native American origin, the coroner is required to notify the Native American Heritage Commission within 24 hours of this identification. The Native American Heritage Commission would then typically identify a Native American Most Likely Descendent (MLD) to inspect the site and provide recommendations for the proper treatment of the remains and associated burial goods.

### ***California Public Resources Code***

California Public Resources Code Section 5097.5 prohibits excavation or removal of any "vertebrate paleontological site... or any other archaeological, paleontological or historical feature, situated on public lands, except with express permission of the public agency having jurisdiction over such lands." Section 5097.5 establishes that any unauthorized disturbance or removal of archaeological, historical, or paleontological materials or sites located on public lands is a misdemeanor.

### ***California Register of Historical Resources***

The California Register of Historic Resources program was developed by the State Historical Resource Commission for use by state and local agencies, private groups and citizens to identify, evaluate, register and protect California's historical resources. The California Register is the authoritative guide to the state's significant historical and archeological resources. The program encourages public recognition and protection of resources of architectural, historical, archeological and cultural significance, identifies historical resources for state and local planning

purposes, determines eligibility for state historic preservation grant funding and affords certain protections under the California Environmental Quality Act.

Any resource listed in, or eligible for listing in, the California Register is to be considered during the CEQA process. A cultural resource is evaluated under four California Register criteria to determine its historical significance. These include:

- Events that made a significant contribution to California's history and cultural heritage.
- Association with the lives of persons important in our past.
- Embodiment of distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic value.
- The extent to which the resource has yielded, or may be likely to yield, information important in prehistory or history.

Age of the potential resource is also a factor. The State of California Office of Historic Preservation recommends documenting and taking into consideration in the planning process, any cultural resource that is 45 years or older. The comparable federal criteria is 50 years or older.

A final consideration of a potential cultural resource is the degree to which the resource possesses "integrity", which is defined as "the authenticity of a historical resource's physical identity evidenced by the survival of characteristics that existed during the resource's period of significance." Resources that are significant, meet the age guidelines, and possess integrity will generally be considered eligible for listing in the California Register.

### ***Heritage Resource Commission***

The Danville Heritage Resource Commission (HRC) is a Town board responsible for establishing criteria for identifying historic sites, inventorying and protecting these sites, and developing preservation incentives for property owners. The HRC has the authority to recommend standards to

the Town Council for the alteration, construction, rehabilitation, restoration, or removal of designated improvements and to enforce these standards through the review of building permits and development applications. The review process provides an opportunity for public comment on proposed changes to structures that have either been designated as Heritage Resources or, because of some combination of the structure's age, design, historic use, or location, may be subject to aspects of the heritage resource program. The review process also affords HRC with the opportunity to review and comment on the design of new buildings in the historic Downtown area.

### ***Historic Design Review Committee***

The Historic Design Review Committee (HDRC) is a standing committee that includes members of the Heritage Resources Commission (HRC) and members of the Design Review Board. The HDRC is convened to review development plans and make recommendations to the HRC, with a focus on project design.

### ***Historic Preservation Ordinance***

Danville adopted a Historic Preservation Ordinance in 1989 as a means of identifying and preserving historic resources. The Ordinance required an ongoing survey of historic resources, established criteria for designating such resources, and listed incentives for preservation. Survey efforts have occurred since that time, but additional survey efforts are still needed. The Ordinance was amended in 2001 to clarify its intent, refine the criteria for eligibility, establish a mechanism for creating historic districts, and provide additional opportunities for comment by the owners of nominated properties. The changes also clarified the procedure for reviewing alterations, building on the U.S. Secretary of the Interior Standards. In addition, the amendment took preservation incentives out of the Ordinance and placed them in a Resolution instead, creating more flexibility to modify the list in the future.

### **Proposed Revisions or Actions:**

Ongoing regular review of the Ordinance and the historic preservation incentive "tool box" should occur to further refine and strengthen the overall historic preservation program.

### ***Public Information and Education***

In addition to its Historic Preservation Ordinance, Danville has undertaken a variety of activities in support of historic preservation. The Town promotes exhibits, programs, fairs, and special events which celebrate Danville's heritage and history and has collaborated with the Museum of the San Ramon Valley to publish a guided walk highlighting the Town's designated Heritage Resources and a book celebrating Danville's sesquicentennial in 2008. The activities of nonprofit preservation groups and historical societies are supported. Financial support for historic preservation efforts is provided and grants for preservation are pursued.

### **Proposed Revisions or Actions:**

The following specific actions are recommended to enhance the Town's historic preservation program:

- Further develop the historic preservation resource library, including the addition of publications from state and federal governments and nonprofit organizations.

## **D. ECONOMIC DEVELOPMENT**

The Town has already taken many steps to support the success of local businesses and to expedite business creation and expansion. In addition to the implementation measures previously listed in this Chapter, the following specific programs will help support the Town's economic development policies:

### ***Blueprint for Action***

The Blueprint is a Town-commissioned marketing strategy designed to promote Danville as a shopping destination. Its goal is to raise the Town's profile as a shopping "destination of choice" within the region, thereby reducing the loss of sales tax dollars to other communities. The Blueprint

includes an evaluation of Danville’s strengths, a summary of market conditions and target markets, and a series of short-term, mid-term and long-term implementing actions. The actions generally encompass marketing strategies, promotional efforts, organizational strategies, and a toolbox of communication measures.

### ***Business Concierge Program***

Danville’s Business Concierge Program provides one-on-one consultation by Town Staff with new and existing businesses. The program’s intent is to help businesses navigate the planning, building, and engineering processes, and inform businesses about economic resources and technical assistance programs. The program is tailored to meet the unique requirements of each business, including applicable codes and permitting requirements. Staff provides insight and assistance to businesses on how to meet the requirements of other regulatory agencies, such as the County Health Department and the San Ramon Valley Fire Protection District. The service also provides a clearinghouse for business assistance programs, including grants, workshops, and advertising opportunities.

### ***Economic Development Strategy***

The Town adopted an Economic Development Strategy in 2006, and updated that Strategy in 2008 to reflect progress during the prior two years. The Strategy identified a number of specific goals and action items to promote business retention, creation and attraction, and to market Danville as a business “location of choice.”

#### **Proposed Revisions or Actions:**

The Town should broaden the scope of its Economic Development Strategy so it functions as an Economic Development Plan. The Plan should include a vision for Danville’s position within the Tri-Valley area and should be based on an inventory of assets, analysis of trends, focused interviews, and surveys. Various strategic initiatives would be identified, carrying forward relevant parts of the

2008 Strategy but adding new strategies to meet the challenges of the 21st Century economy.

### ***Innovation Hub Initiative (iHub)***

The iHub Initiative was launched by the State of California to harness and enhance California’s innovative spirit and improve the state’s national and global competitiveness. The idea is to leverage assets such as research parks, technology incubators, universities, and federal laboratories to enhance business development and provide a platform for start-up companies, economic development organizations, business groups, and venture capitalists. The iHub initiative will stimulate partnerships, economic development, and job creation in specific industry clusters.

Twelve iHubs have been designated in the state thus far, including the i-GATE (Innovation for Green Advanced Transportation Excellence) area which includes Danville south to Fremont and east to Livermore. This area includes national research institutions such as Lawrence Livermore National Laboratory and Sandia National Laboratory, as well as corporate industry and technology offices. i-GATE’s focus is on creating jobs and regional economic growth in green transportation, clean energy, and high performance computing. While Danville does not have the land resources to support manufacturing or wholesaling activities in this sector, it has the human capital to incubate new ideas and forge partnerships which can advance this sector of the regional economy. At the local level, this could mean new office or research facilities in underutilized commercial spaces, or additional home occupations in such areas as the green technology sector.

### ***Resource Guides***

Danville has created a number of resource guides to assist local businesses and to inform patrons of shopping, dining, and leisure opportunities. The Town has developed a Business Resource Guide, which addresses the needs of existing businesses as well as new businesses that wish to locate in Danville. It has also developed a

Downtown Walking Map for business patrons, and a Downtown Parking Map to assist those arriving by car.

### ***Retail Incentives Program***

This is an interim program which provides grants to help local retailers weather the 2008-2012 economic downturn. In 2010 alone, the program provided 45 retail marketing and promotional grants, 27 retail façade improvement and fee waiver grants, 5 cooperative advertising grants, and two retail marketing workshops. By the beginning of 2011, approximately \$370,000 had been injected into the local business community through this effort. Other programs such as this one could be considered in the event of future economic downturns.

### ***Shop Danville First***

This is a promotional campaign which emphasizes Danville as the Tri-Valley's most desirable niche shopping and dining destination. The campaign led to the development of a new all-inclusive commercial website promoting all Danville businesses, including business profiles and promotional specials ("hot deals") for individual vendors.

## **INTRODUCING iHub**

California's iHub program is designed to spur economic recovery and growth by showcasing and supporting California's most promising hubs of innovation. One such hub is the Tri-Valley area, the core of an energy research cluster that includes national laboratories and burgeoning technology firms. One of the goals of iHub is to leverage technology from the labs to enhance business development throughout the region. Research by the Tri-Valley Business Council indicates that Danville can benefit from this initiative due its high concentration of start-ups and entrepreneurs in the tech sector. While the Town itself does not have large business parks or industrial campuses, its residents and small businesses are part of an innovation web that helps drive the regional economy.



*Virtual Conference Room*



*“Since 1857, when Daniel Inman built a blacksmith shop on the west bank of San Ramon Creek, Danville has attracted business people of energy and vision.”*

