

Moraga Center Specific Plan Implementation Project
Steering Committee Meeting #1 Notes
June 3, 2015

- Check topo lines with SP land use boundaries (esp. residential areas on hillside)
 - some boundaries meant to align with topo changes
- Could benefit to move regional trail to alongside creek, even though would take effort of coordinating between property owner(s) and park district
 - o Would be catalyst for creek-fronting businesses and properties
 - o Dave Bruzzone not supportive of moving trail
 - o Response: reality is that trail is not popularly used today along this stretch (“nothing there”) – trail itself may not attract ped/cycle traffic through new center without a compelling new draw
 - o Would like public space to walk along creek
- Ideas for precedents:
 - o Agricultural, semi-rural, village style includes examples in Danville, Napa, Yountville
 - o Clayton – destination, “go-to” place for all ages to gather and hang out
- What are the community’s objectives for this place?
 - o Ellen mentioned recent meeting discussing this – desired facilities and amenities
- Strong synergy possible with proximity to Moraga Commons – how to make this connection?
- Biggest issue with commercial spaces today: all car-oriented. – which is why a new Main St. spine would be great for this area
- Keys to success: 1) new School Street connection; 2) Ped. route along creek
 - o Just making a Main Street may not be enough – need to draw/get people there somehow. Not using creek as a pedestrian connection would be a missed opportunity
- Opportunity: parallel routes of creek and Main Street – activity of creek frontage and street frontage could support each other, while being their own distinct characters
- How does FBC impact the entitlement process?
 - o Response: streamlines the process, by more prescriptive standards, helping to provide more predictable results
- What is the vacancy rate in the current Moraga Shopping Center?
 - o Chamber of Commerce does not know; but there is some vacancy, and others are behind on rent by years
 - o Dave Bruzzone comment: has been vocal throughout the process that area needs more rooftops there first, in order to support new commercial
- Discussion of meetings schedule for upcoming months – Ellen to coordinate