

Moraga Center Specific Plan Implementation Project
Steering Committee Meeting #2 Notes
June 25, 2015

- Problem with developers trying to maximize their number of units, then only adding open space as an afterthought. Should consider an open space plan for the entire area first – then perhaps developers can buy into this open space
- Missing the “big picture” for this area. Aspects of the SP area are coming in piece-meal. Hard to make decisions on what is appropriate for small portions of the SP area, when there isn’t a clear vision of what could happen overall
 - o Opportunities in the scope of this project to address this need:
 1. “40,000 ft view” of area, finding guiding principles for new development
 2. Design studies to explore range of development that could be possible/appropriate
- Changing procedures is important policy change for the Town Council to decide; but would be reasonable goal to try to streamline approval process for individual projects
- Can School Street (and its extension) be used as a study area for form-based zoning?
 - o Doubt whether FBC may only be appropriate for School St., not other SP areas?
 - o Agreement that showing community exactly what is envisioned for the School Street and creek frontage area would be helpful at this time
- Policy question to raise about nonconformities: most cities take a “hard line,” requiring full conformity with any major property improvement. Can property owners in Moraga be encouraged to incrementally move closer to compliance by reusing an existing building, rather than requiring to tear down and build new?
- Moraga Center based on Town and Country Center in Palo Alto
- Virginia Beach offers two different review processes: more prescriptive option, and more discretionary option
 - o Allows developers to choose whether they want more streamlined review process, or more flexibility in their plans
 - o Strikes balance between flexibility for developers and predictability for community
- This project could also explore using graphic guidance to clarify scenic corridors in the SP area. What are appropriate interpretations for this area?
- What is the downside of looking at form-based zoning outside of the community center?
 - o Could look at different levels of prescriptivity for different areas of the SP. (e.g. could start just with parking siting standards in Mixed Office/Residential along Moraga Way)
 - o Could use School Street as a case study, with guiding design principles to introduce other possibilities

- Looking at Community Commercial designation along School Street (across from Moraga Ranch), does this have potential to change to also be mixed-use? Including housing would be the most likely way to get this area developed.
- Request for consultant team to consider places within 60 mi. that could be interesting precedents, that SC members could go visit over the summer (e.g. Petaluma, Blackhawk)