

# Moraga 2040 General Plan Community Workshop

## MEETING CONTENT

### TOWN OF MORAGA GENERAL PLAN UPDATE

April 30, 2024  
5-7 PM  
Hagerty Lounge at De La Salle Hall, Saint Mary's College  
Moraga California

**To Readers:**

The Meeting Summary Report is a separate document and may be consulted for a description of meeting outcomes.

Town of Moraga Planning Department  
*in collaboration with*  
Barry Miller Consulting

# Transportation

## *How will we get around Moraga in 2040?*

The Transportation Element includes the Town's policies for roads, intersections, bike paths, sidewalks, and trails. It also addresses issues such as public transit, access to BART, traffic safety, parking, and technology. While the Plan addresses current issues, its purpose is to look forward to the Year 2040 and evaluate our future travel needs.

Our transportation system will be affected by the choices we make about growth and development. Intuition tells us that more homes will mean more cars and more traffic. We can't simply widen roads and build bypasses—it's not good for the environment or the town, and it's unaffordable. So how will we handle traffic?

We need to think about practical and environmentally sustainable solutions. For example, providing better shopping choices in Moraga can reduce the need to drive in and out of town every day. Providing housing for our workforce—and making it easier to work from home—can reduce commute traffic. Focusing new housing in our town centers can help support safer walking and bicycling to stores, parks, and school. Moraga can also support improvements to public transit and connections to BART.

We also need to think about how technology will change the way we travel. For example, on-line delivery services and ride-sharing apps create new opportunities and challenges. In the future, more of us will drive electric vehicles. We'll need charging stations and infrastructure. By 2040, we're likely to see driverless vehicles on Moraga's roads. With strategic investment, technology can make transportation "smarter," safer and more efficient.

Please take a moment to weigh in on some of the transportation choices facing the town. What are your priorities for Moraga's transportation future?



# TRANSPORTATION



Please use the post-it notes to share your thoughts and ideas

Take a 2-minute survey!



**What's working well?**

**What needs improvement?**



# Priorities for 2040



*These two posters contain 15 future transportation priorities for Moraga. Do you agree with these priorities? Is there anything you would add or remove? Use your green dots to pick your top five.*

Priorities (not in ranked order)	Pick Your Top Five
1. Work with Lafayette and Orinda to improve traffic flow and reduce congestion on Moraga Way and Moraga Road.	
2. Work with County Connection to improve bus service to Moraga, including more frequent service to the Lafayette and Orinda BART stations.	
3. Reduce traffic fatalities and injuries through local road safety measures, including improvements at high collision locations, as well as more education and enforcement.	
4. Reduce the number of vehicle miles traveled (VMT) by Moraga households as a way to lower the greenhouse gas emissions that contribute to climate change. This means making it easier to walk and bicycle, use public transit, and work, shop, and play without driving out of Moraga.	
5. Maintain free parking in the town's two commercial centers.	
6. Encourage the use of electric vehicles and other forms of travel that reduce air pollution, noise, and greenhouse gases. This should include more electric vehicle charging stations.	
7. Ensure the safety of children walking or bicycling to and from school through "safe routes to school" programs, including improvements to sidewalks, crosswalks, and bike lanes near schools.	



# Priorities for 2040



*Page 2*

Priorities (not in ranked order)	Pick Your Top Five
8. Improve connections between Moraga's two commercial centers and nearby neighborhoods, making it easier to get to these areas without driving.	
9. Ensure that new development "pays its way" and addresses its impacts on roads and traffic.	
10. Take steps to reduce speeding, including traffic "calming" measures such as speed humps, stop signs, special pavement, signage, digital speed indicators, and narrower streets.	
11. Create an interconnected network of bike routes in Moraga, including better connections to Lafayette and Orinda.	
12. Modernize Moraga's transportation system over time to address new technologies such as driverless vehicles.	
13. Consider the use of shuttles to connect Saint Mary's College to the town's commercial centers, and to connect the Moraga and Rheem Centers to BART.	
14. Maintain roads and pavement in excellent condition. Pursue additional funding sources to ensure road maintenance.	
15. Support County transportation services such as "dial-a-ride" for seniors, disabled persons, and others needing assistance in getting around.	

# Community Design

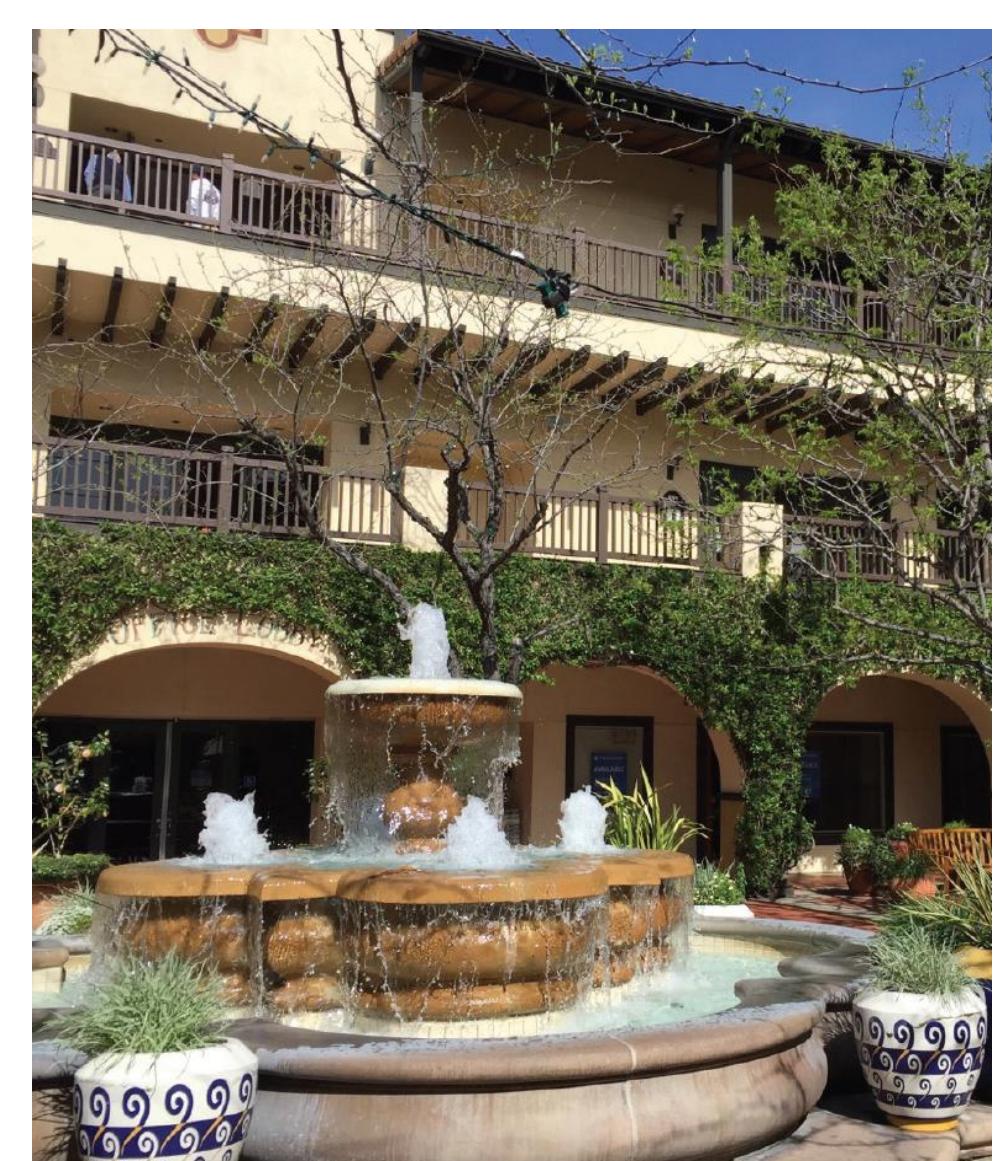
## ***What will Moraga look like in 2040? What's our vision and how will it be achieved?***

Moraga is a beautiful community. Its identity is shaped by topography, vegetation, scenic vistas, the built environment, and its agricultural heritage. Collectively these features create a “semi-rural character” that is cherished by residents.

The Community Design Element seeks to retain these qualities while planning for changes in Moraga’s commercial centers. It establishes a framework for protecting open space and hillsides, maintaining neighborhood character, conserving historic resources, and creating more dynamic, attractive centers. The Element also addresses the quality of public spaces in Moraga, including our roads, parks, public buildings, and community gateways.

Historically Moraga’s Community Design Element focused on preserving the low-density character of residential areas, as well as protecting hillsides and scenic corridors. These remain very high priorities. However, the updated element also envisions changes in the Rheem and Moraga Center commercial areas. New multi-family housing, mixed use, and commercial development are planned for these areas. The Town has a unique opportunity to guide this development so that it is cohesive, connected, inviting, and “feels” like Moraga.

Creating attractive town centers in Moraga requires a clear vision for how these areas should develop, as well as specific development standards. The Community Design Element provides this vision through an overall policy framework. Separate documents provide more detailed standards and regulations for the Rheem and Moraga Center areas.



# Community Design

## Moraga's existing community design policies (abridged)

- Concentrate new development in areas that are flat, already developed, or in the two commercial centers.
- Retain natural topography through sensitive site planning, design, and landscaping. Blend structures with their natural setting.
- Protect the natural setting, including ridgelines, hillsides, native tree groupings, and views along roadways.
- Protect canyon and valley areas and linear open spaces.
- On hillsides, require any development to conform to natural landforms and minimize visual impacts.
- Plant trees at town entries, along major corridors, in commercial areas, and in new development.
- Convert overhead utilities to underground wherever feasible.
- Maintain public parks and schools as community gathering places.
- Create a town center that can serve as a community activity center.
- Add amenities to the Rheem and Moraga Shopping Centers so they are more pedestrian oriented.
- Develop paths and trails to connect public places with nearby neighborhoods.
- Designate key arterials as scenic corridors and protect their visual character.
- Improve key gateways into Moraga.
- Improve landscaping along scenic roadways and create standards for development to enhance their appearance.
- Preserve the scale and character of residential neighborhoods.
- Ensure that new single family infill homes respect the scale and character of existing neighborhoods.
- Create high quality pedestrian environments in our neighborhoods and shopping areas.
- Locate multi-family development near services and shopping.
- Ensure that multi-family design standards result in projects that are not overly massive and are varied in design, with landscaping and attractive architecture.
- Require open space in new development.
- Improve the design of the town's commercial areas.
- Encourage high quality office development in the town's commercial areas.
- Protect important historical resources.
- Ensure that infill development next to historic resources is complementary to historic context.
- Protect the Spanish Heritage architectural motif at Saint Mary's College and the Hacienda.
- Increase awareness of Moraga's history and historic resources.

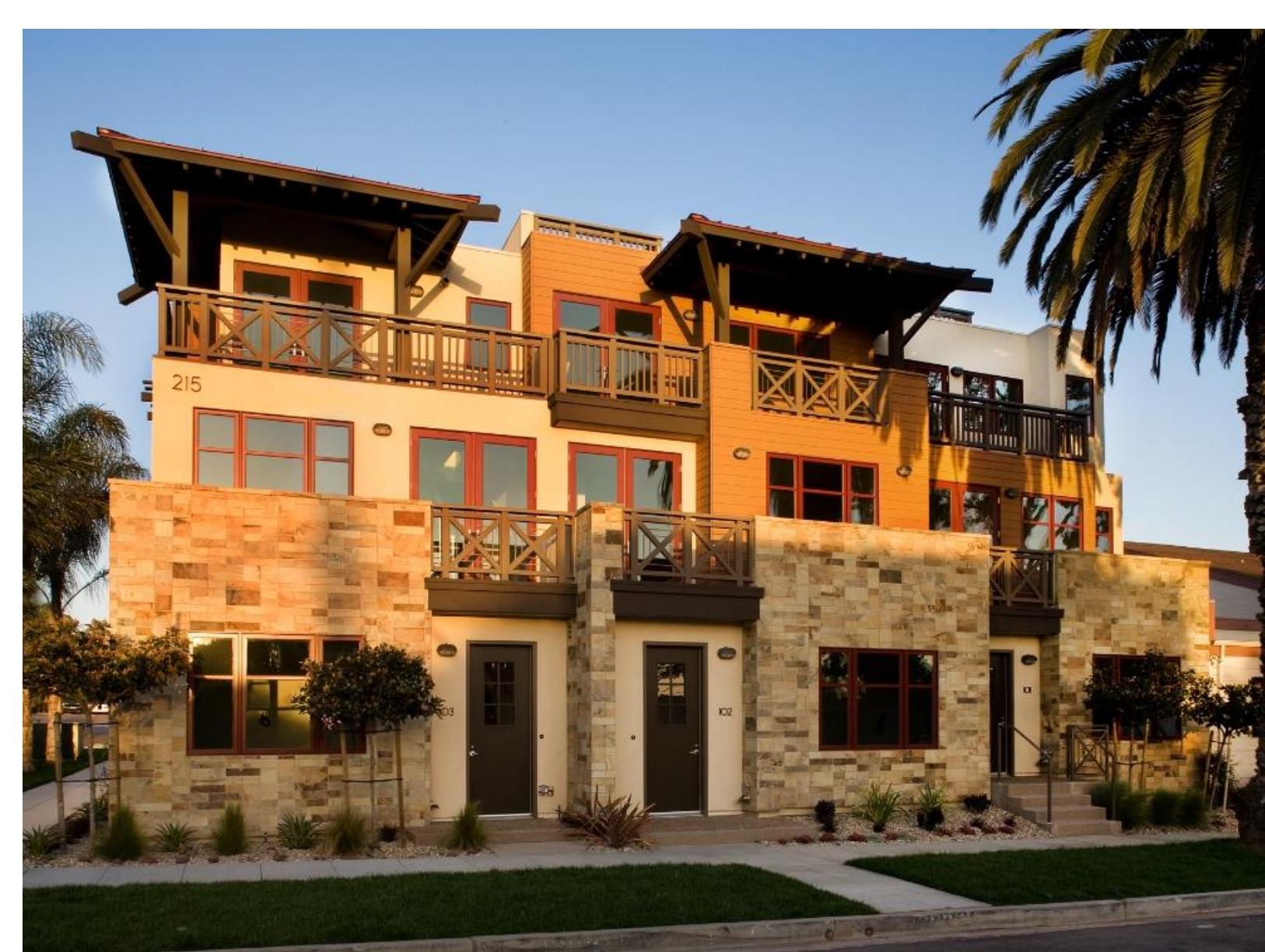


Use a post-it note to add any comments, modifications, or suggestions for new policies.

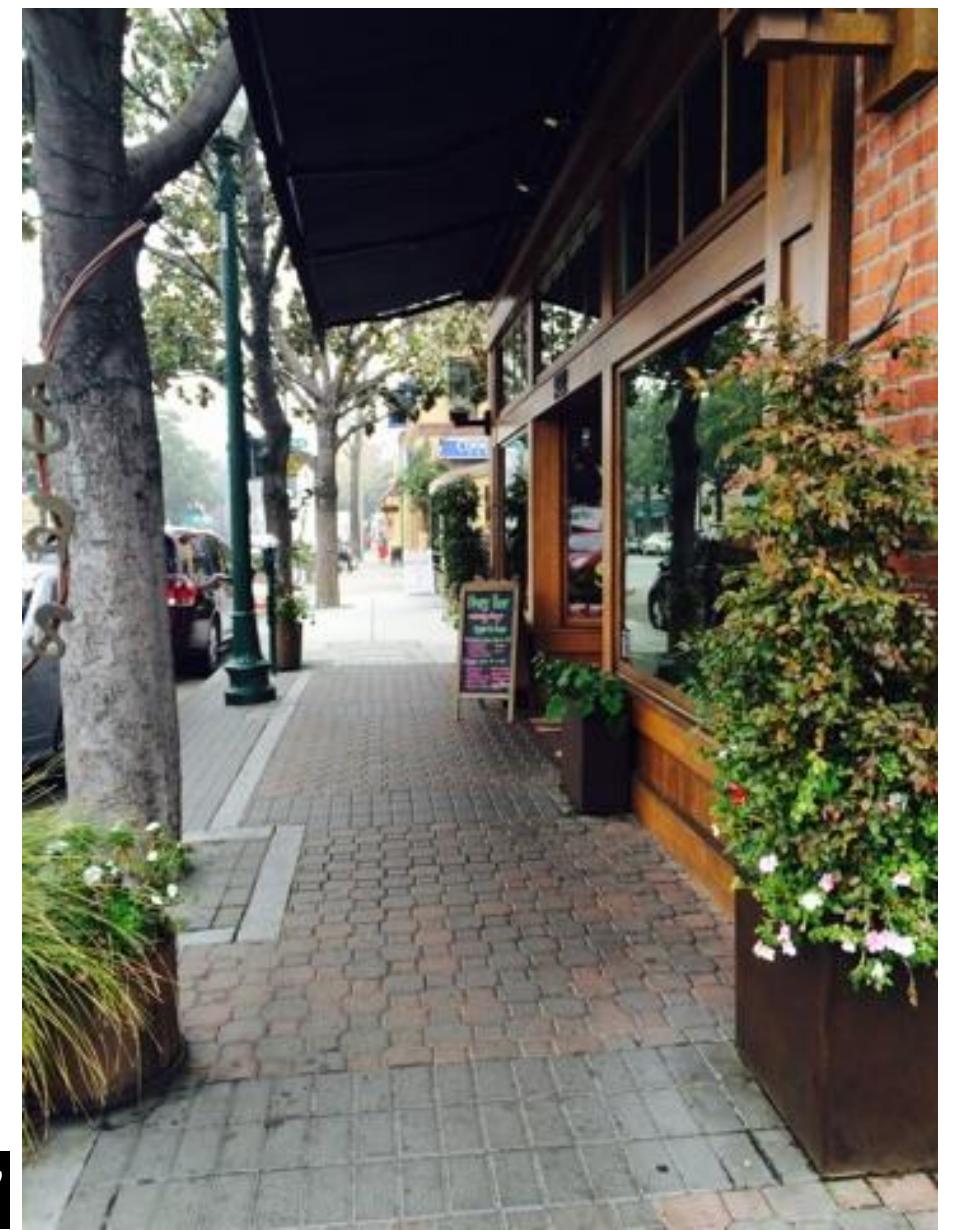
Take a  
2-minute  
survey!







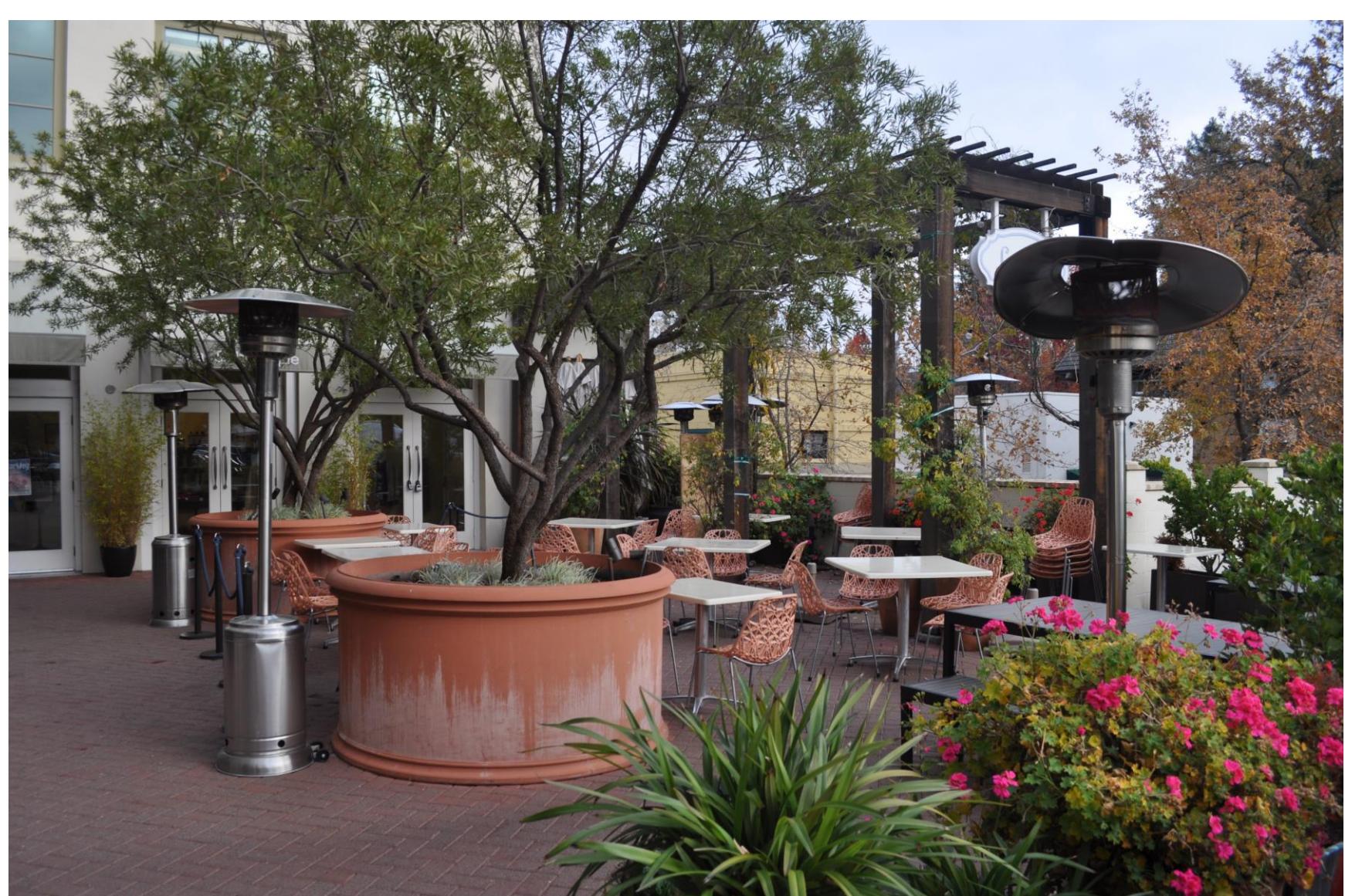




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# Sustainability and Resilience



***What steps can Moraga take to reduce greenhouse gas emissions and be prepared for the effects of climate change?***

**Sustainability is defined as the ability to meet the needs of the current generation without compromising the ability of future generations to meet their needs. In practical terms, this means less natural resource consumption, along with measures to protect the environment, reduce greenhouse gas emissions, and increase resilience.**

**Our buildings must become more energy efficient. Our transportation system must become less reliant on fossil fuels. Our land use and economic development choices should make it easier to get around without a car and allow us to live closer to where we work.**

**Most of Moraga was developed during a time when fossil fuels were cheap and climate change was not a concern. The downside of “semi-rural” character is that our community is heavily dependent on cars, with few opportunities to walk to basic amenities. In addition, many Moraga homes are large and were not designed with energy efficiency in mind.**

**Today, we face the challenge of reducing our collective carbon footprint while adapting to the effects of a changing climate. In the Bay Area, these effects include warmer weather, rising sea level, longer droughts, more severe storms, less biodiversity, and an increased threat of wildfire.**

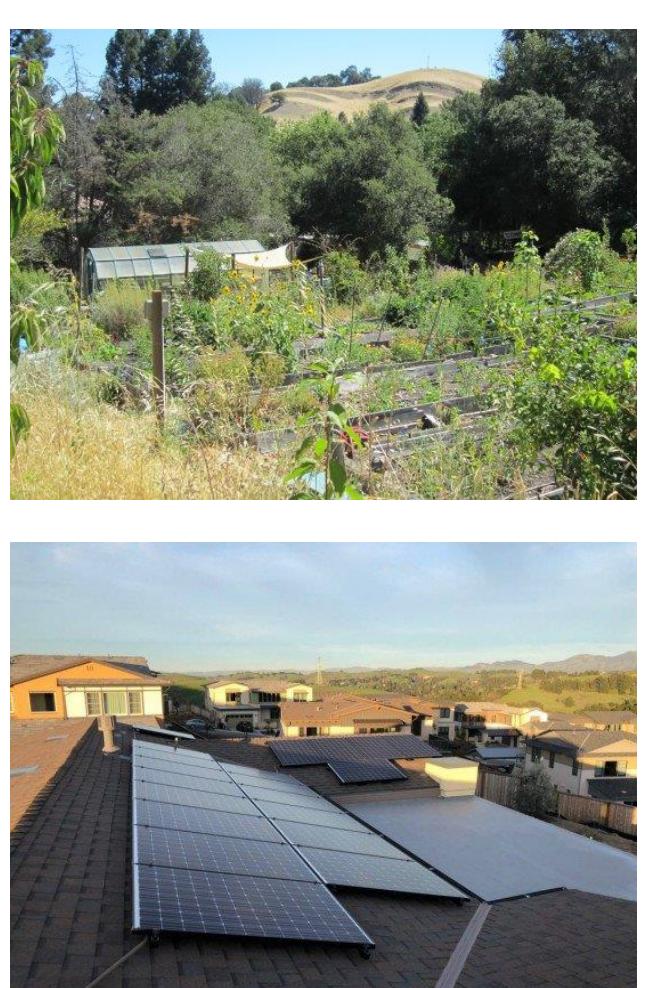
**The State of California now requires cities and towns to address climate change in their general plans.. Cities and towns must also address climate-related hazards and become more resilient. We also must grow in ways that are less dependent on automobiles, while shifting to cleaner energy, reduced water use, and less waste. These mandates are addressed throughout the General Plan and affect how we grow, how we travel, how we work, and how we live.**



# Potential General Plan 2040

## Sustainability Measures

- Prepare and adopt “Climate Action Plan 2.0”
- Concentrate new development in “town centers” that include housing and commercial uses and are less car-dependent
- A continuous and connected network of bicycle and pedestrian routes
- Reduce car trips to school (safe routes to school)
- Support shuttle service to BART
- Improve County Connection service to Moraga
- Promote car share/ ride share programs
- Support electric vehicle use and charging infrastructure
- Increase transportation demand management programs
- Implement Green building code requirements
- Support clean energy programs (MCE, microgrids, etc.)
- Support appliance/ efficiency upgrades
- Education on energy efficiency/ awareness of rebates
- Encourage solar (streamline permitting, etc.)
- Consider energy upgrade mandates for renovation permits
- Shift from natural gas to renewable electricity
- Weatherization programs
- Water conservation and native/drought-tolerant landscaping
- Recycling and waste reduction



Take a  
2-minute  
survey!



# SETTING PRIORITIES

How should Moraga move toward a more sustainable, resilient future?

Place a colored dot in each row to let us know which of these measures is most important to you.

Action	Not a priority/ don't support	LOW	MEDIUM	HIGH	HIGHEST
<b>SUSTAINABILITY MEASURES</b>					
1 Increase public education and awareness of climate change and climate-related hazards.					
2 Require water-efficient landscaping and encourage the conversion of lawns to drought-tolerant planting.					
3 Support more renewable energy use, especially solar energy and/or battery storage.					
4 Encourage denser housing in the center of town, where residents can walk to basic services instead of driving.					
5 Expand electric vehicle infrastructure (charging stations, etc.)					
6 Support more energy efficiency and energy conservation measures.					
7 Require “green building” measures that go beyond standard State building codes.					

	Action	Not a priority/ don't support	LOW	MEDIUM	HIGH	HIGHEST
8	Decarbonize buildings (i.e., shift from natural gas to clean energy).					
9	Support sustainable businesses and sustainable business practices.					
10	Support better public transportation and shuttle service to BART.					
11	Encourage telecommuting/working from home.					
12	Reduce solid waste volumes by promoting recycling, composting, and less consumption.					
13	Allow recycled wastewater and “graywater” for household use.					
14	Update Moraga’s Climate Action Plan.					
15	Pursue grants that help homeowners and businesses become more energy independent and shift to renewable energy.					
16	Improve bicycle and pedestrian facilities and safety so Moraga is less car-dependent.					

## YOUR IDEAS

(place a post it note here!)

	Action	Not a priority/ don't support	LOW	MEDIUM	HIGH	HIGHEST
<b>RESILIENCE MEASURES</b>						
1	Conduct additional planning for evacuation in the event of a wildfire or other natural disaster.					
2	Limit development in areas with the highest fire hazards.					
3	Provide cooling centers for extreme heat events and power outages.					
4	Support utility undergrounding initiatives.					
5	Create “microgrids” that make Moraga less dependent on the electrical grid for electricity.					
6	Provide additional focus on vulnerable populations in the event of an emergency, particularly seniors and persons with disabilities.					
7	Plant more trees.					
8	Undertake vegetation management and brush clearing programs in open space areas.					
9	Lobby for increased access to fire insurance.					
10	Enforce defensible space requirements around all homes to reduce fire risks.					

	Action	Not a priority/ don't support	LOW	MEDIUM	HIGH	HIGHEST
11	Support PGE in efforts to make transmission lines safer and more resilient.					
12	Coordinate with Police and the Fire District to develop “shelter in place” plans for emergencies.					
13	Prioritize capital improvement projects that make Moraga more resilient.					
14	Capture stormwater runoff to reduce flooding.					
15	Promote neighborhood-level disaster drills, training, and preparedness events, including the CERT program.					

## YOUR IDEAS

(place a post it note here!)

# Economic Vitality

## *How can we make Moraga a more economically vibrant community?*

Economic vitality refers to the vibrancy of a community's businesses and the quality of its workplaces and shopping areas. It shapes our quality of life, our sense of civic pride, and the way we carry out daily activities like dining out, grocery shopping, and meeting friends. It also affects Town revenues and our ability to provide municipal services.

Moraga has two commercial hubs—Rheem Valley Center and Moraga Center. Our residents and businesses have told us they'd like these centers to become more vibrant and attractive in the future.

One of the strategies for revitalizing our centers is to add denser housing. Some of the vacant sites could support multi-family buildings, townhomes, or even development with housing above new ground floor shops and restaurants. Another strategy is to redesign our shopping centers to create outdoor spaces with amenities, landscaping, and features that make them more walkable and fun.

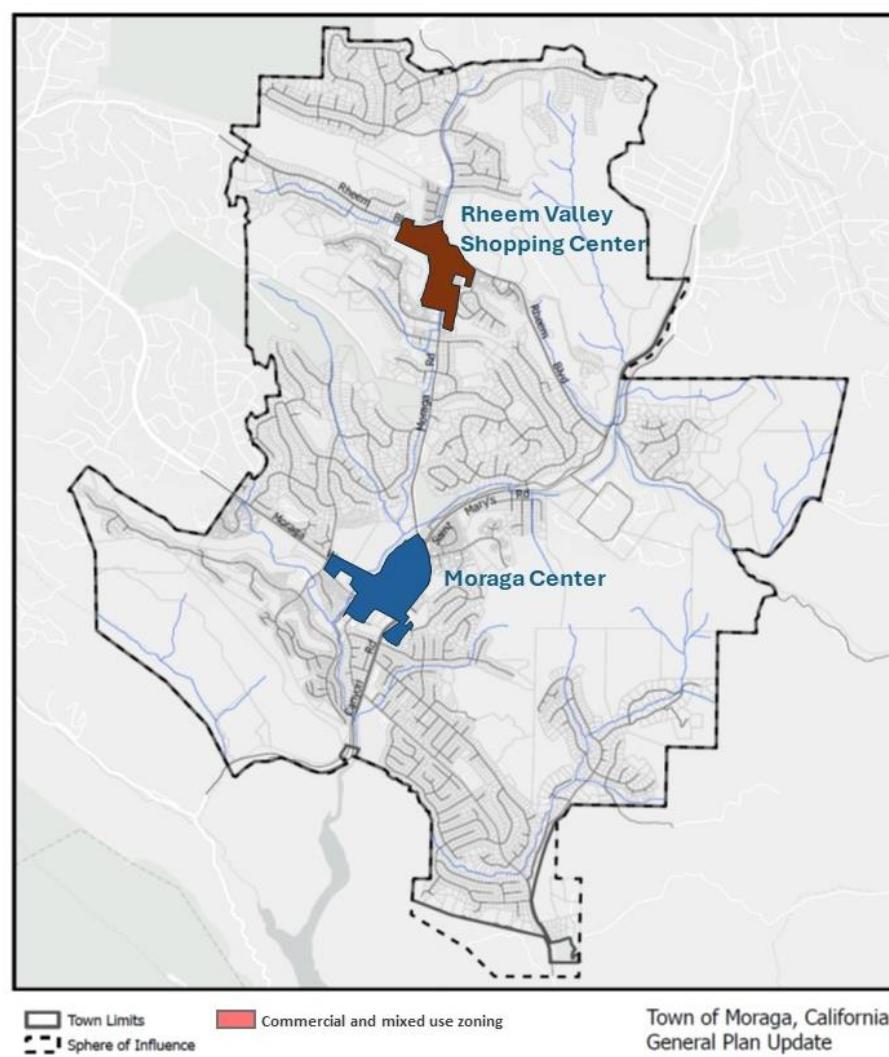
The Economic Vitality Element also recognizes the opportunity to make Moraga more of a "college town." We're the home of Saint Mary's College, an esteemed institution with about 3,000 students. The college is a potential economic engine and civic partner, yet its students, staff, faculty, and visitors are less connected to the community than they could be. Building stronger economic ties can benefit the college and the town, as well as our local business community.

As you visit this station, think about the kinds of businesses you'd like to see in Moraga, and the features you'd like to see in our commercial centers. What's missing? What steps can the Town take to make these centers places we can all enjoy?

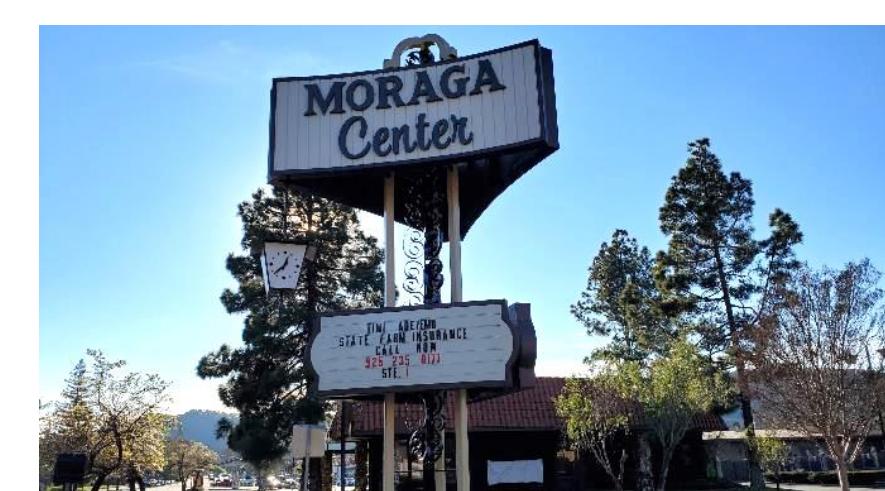


# Economic Vitality

## Fun Facts About Moraga's Economy



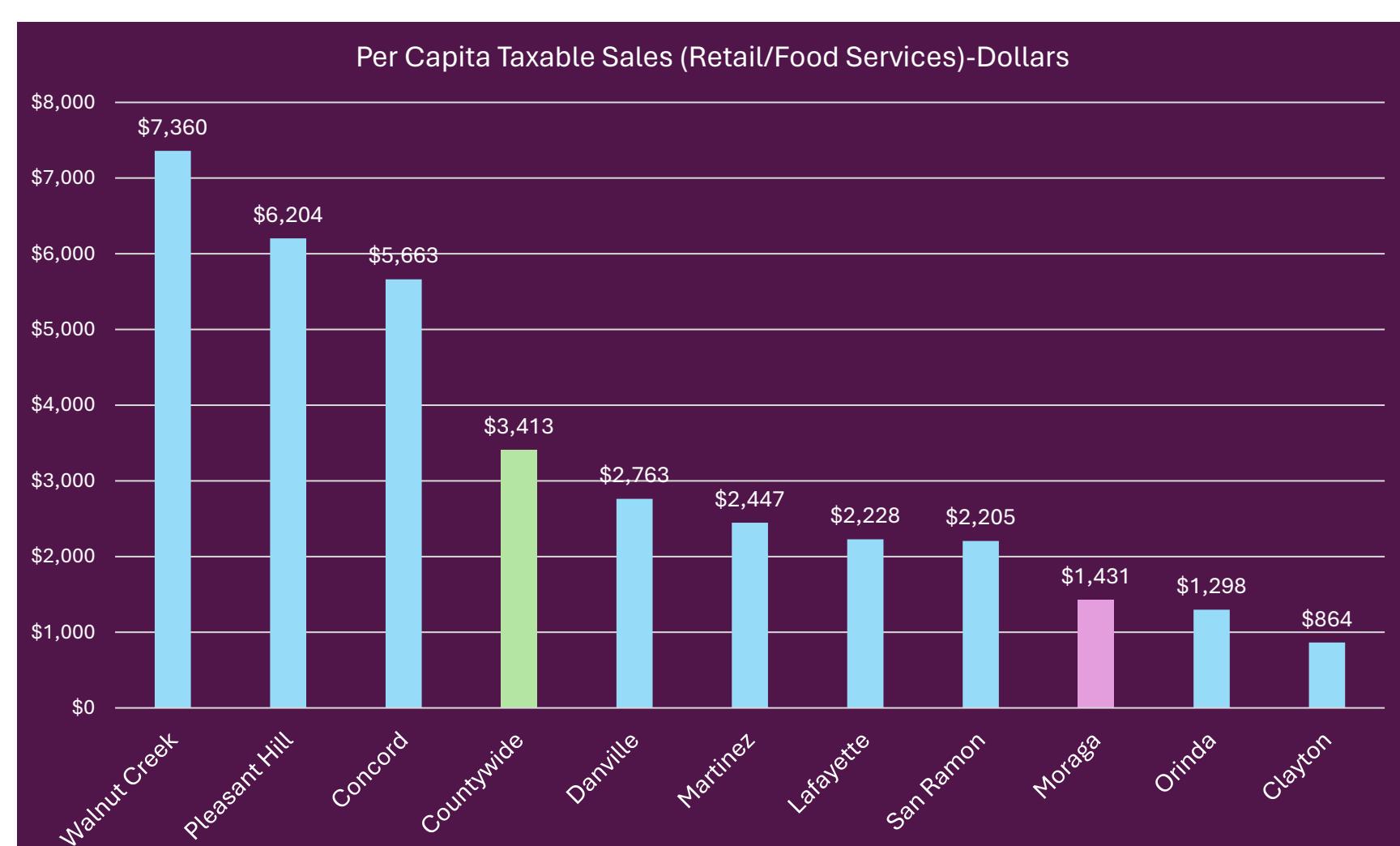
- Rheem Valley Shopping Center was initially developed in 1955
- Moraga Shopping Center was initially developed in 1964
- Commercial uses comprise 4% of Moraga's land area
- Moraga is only capturing 33% of its retail sales potential. Residents generally travel outside the town for shopping and services.
- Only 27% of restaurant spending by Moraga residents is locally captured.



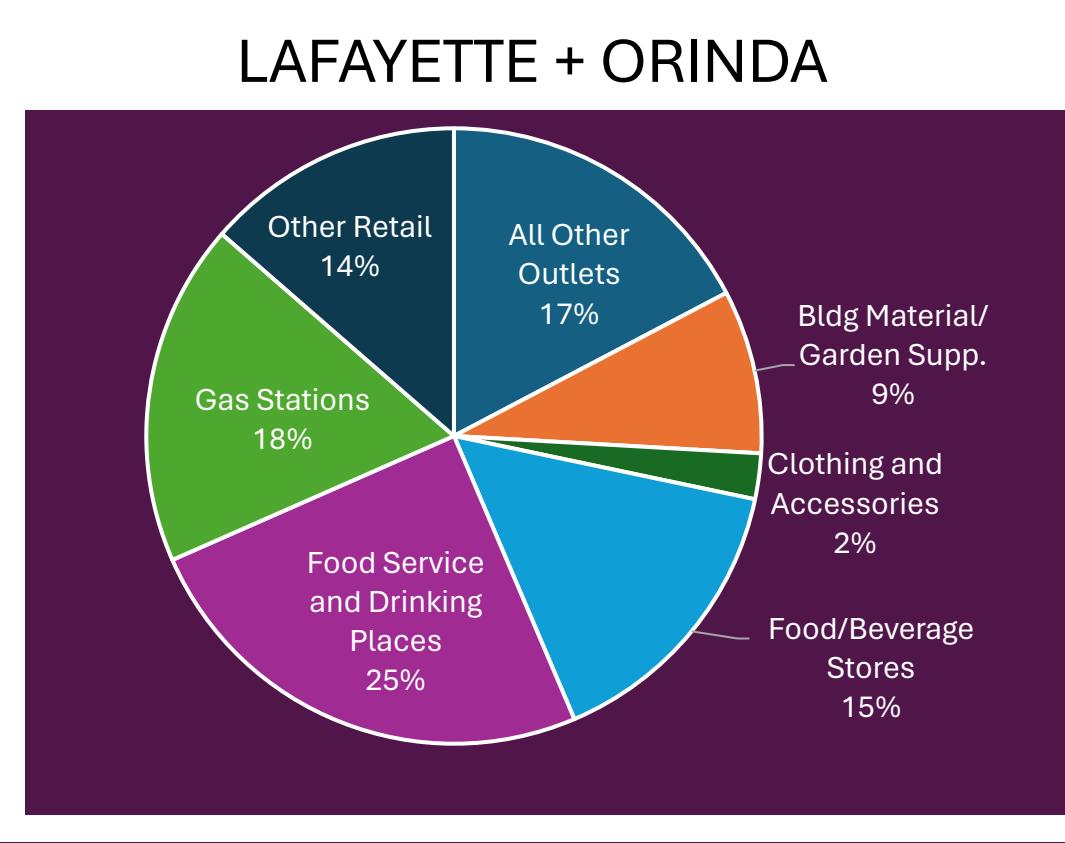
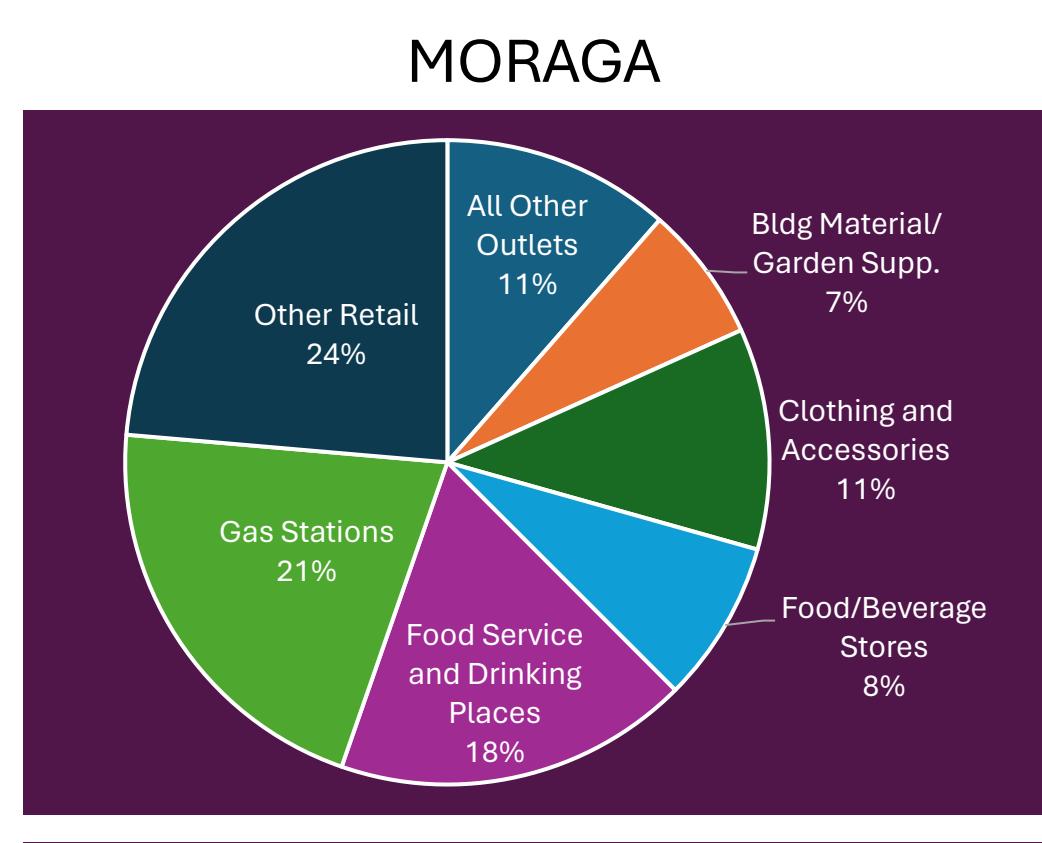
Basic Statistics	Moraga Shopping Center *	Rheem Valley Center *
Size (square feet)	83,400	163,600
Total Annual Visits	330,800	1,800,000
Visits Per Square Foot	3.97	10.87
Average Visit Time	47 minutes	51 minutes
Number of Annual Visitors	84,400	267,600

- The average home value in Moraga is \$1,834,200 in April 2024. This is a 43 percent increase in five years.
- Purchasing such a home would likely require an annual income of around \$400,000.
- Most local jobs in Moraga pay less than \$75,000 a year.

\* Includes the shopping centers only, and not perimeter uses such as Safeway, OSH, 24-hour Fitness, etc.



This bar chart shows per capita retail sales in Central Contra Costa County cities and towns during the third quarter of 2023. For every Moraga resident, about \$1,431 was spent on goods and services in the town boundaries.



The pie on the left shows sales tax returns from different activities in Moraga during 2022. The pie on the right provides the same information for Lafayette and Orinda (combined).

<b>41.3</b> Median Age	<b>\$194K</b> Median Household Income	<b>800</b> Homes built, 1980-2000	<b>172</b> Homes built, 2000-2020
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Take a 2-minute survey!



### PROPOSED GENERAL PLAN 2040 ECONOMIC VITALITY GOALS

1. Maintain a business-friendly environment that supports investment in Moraga.
2. Attract new businesses that meet the needs of residents and enhance the town's character.
3. Strengthen Moraga's identity as a college town.
4. Modernize Moraga's two commercial districts so that they become more vibrant town centers and gathering places.
5. Promote Moraga's fiscal stability and capacity to provide essential services and infrastructure.

# RHEEM VALLEY



*Think about the Rheem Valley commercial district in 2040. What would you change if you could? New stores? New uses? New features? Better public transit? Connections to nearby neighborhoods, and improved biking and walking access?*

*Use the post-it notes to jot down the things you'd like to see.*

# MORAGA CENTER

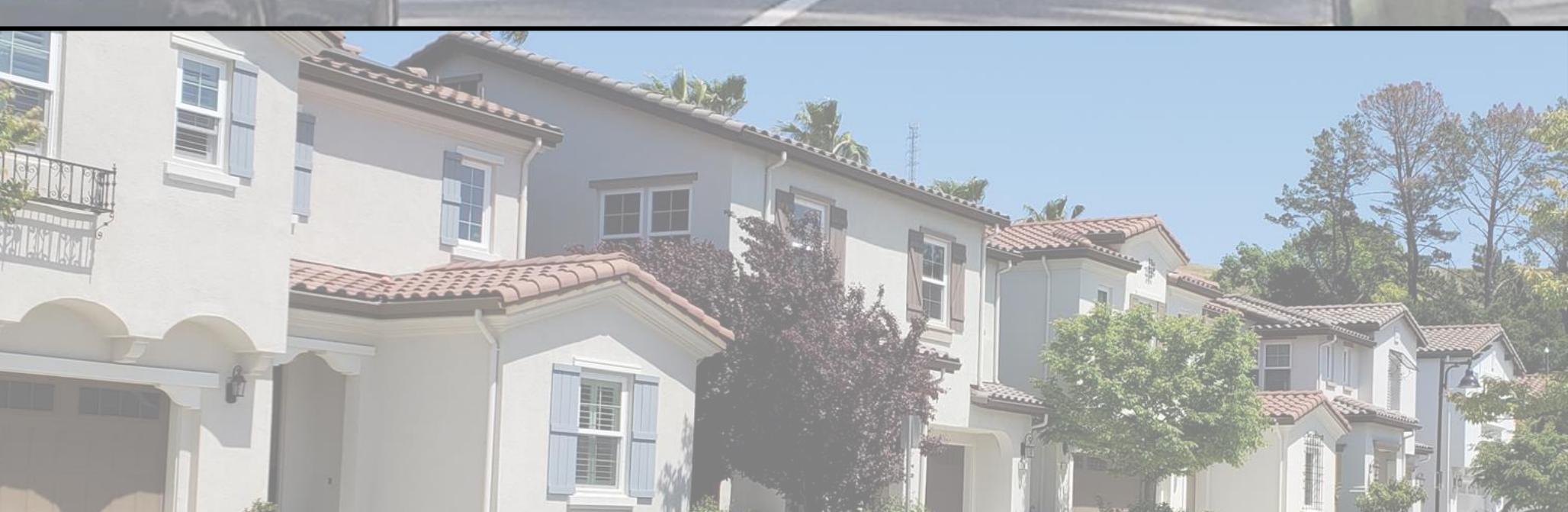
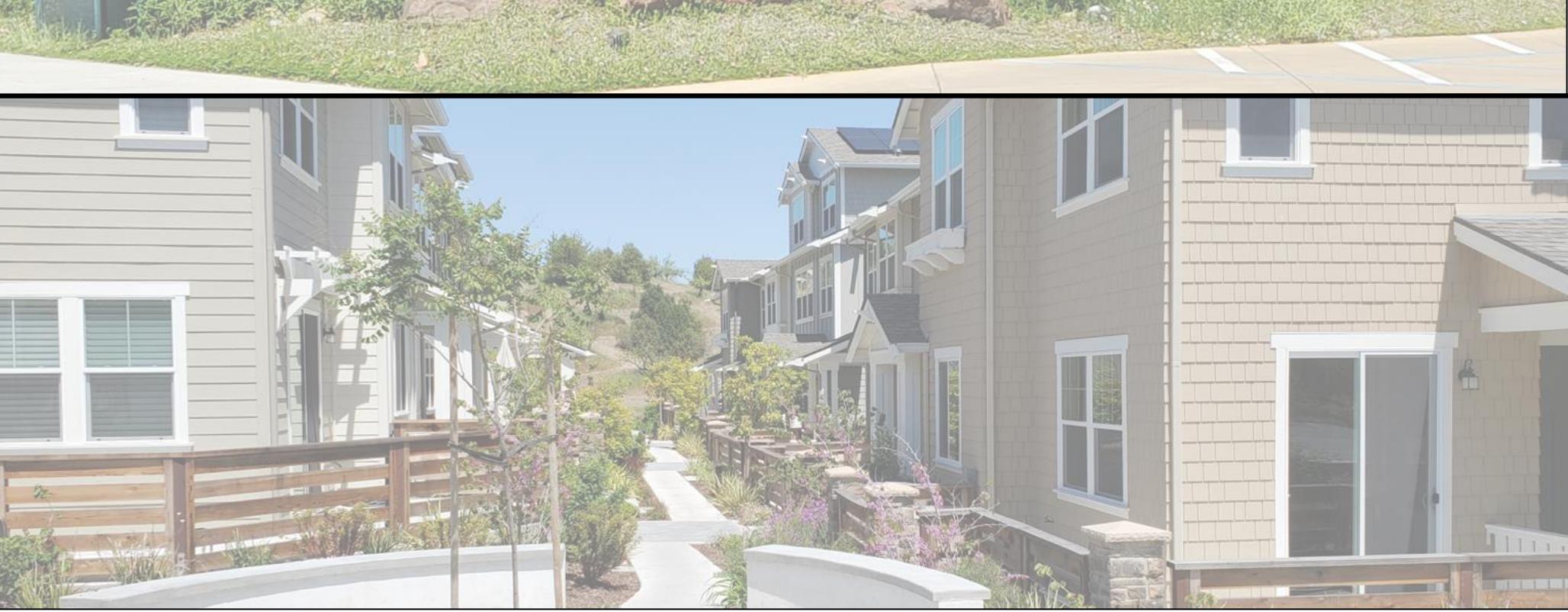


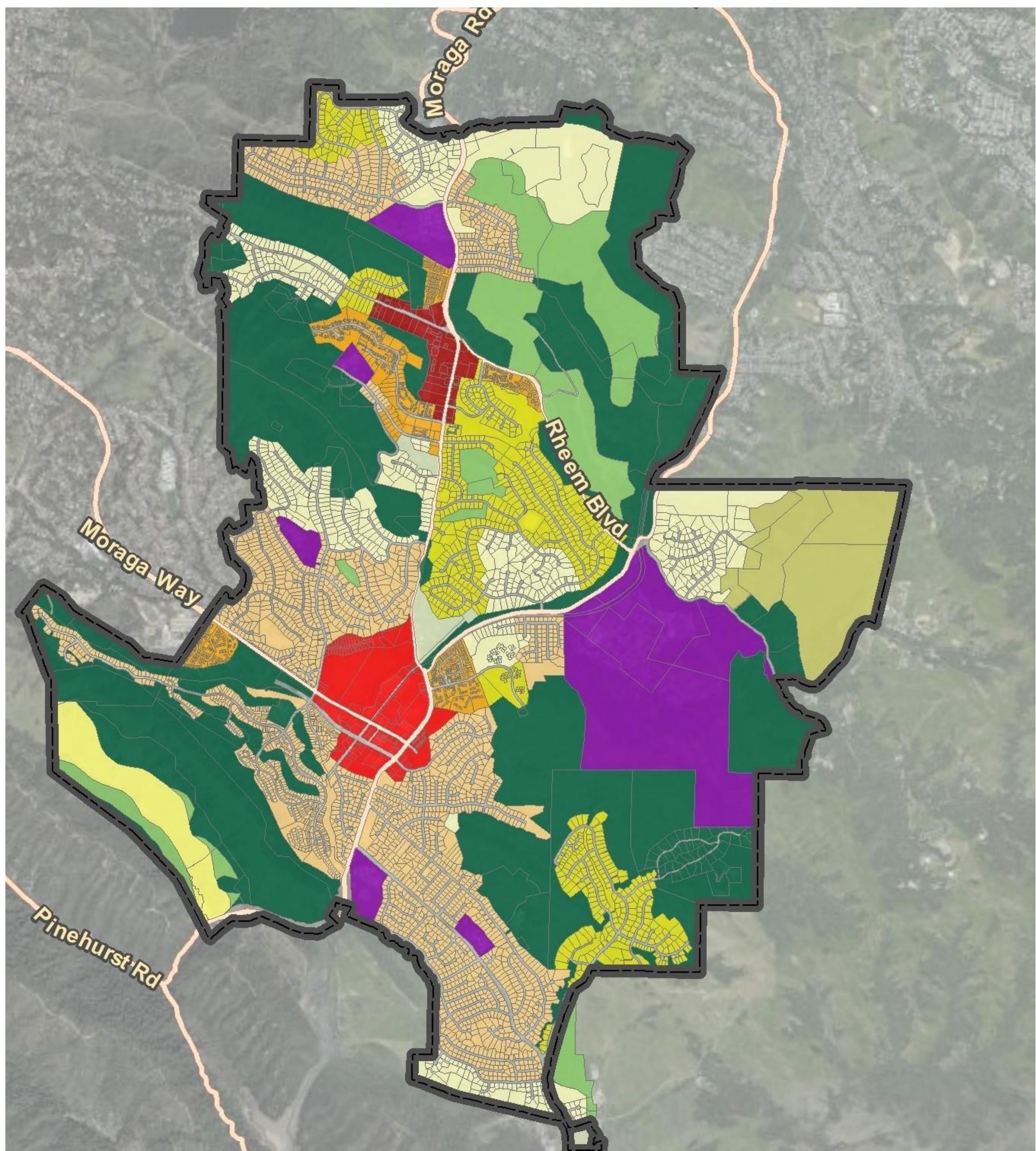
*Think about the Moraga Center commercial district in 2040. What would you change if you could? New stores? New uses? New features? Better public transit? Connections to nearby neighborhoods, and improved biking and walking access?*

*Use the post-it notes to jot down the things you'd like to see.*

# Moraga General Plan 2040

Every city and town in California is required to have a “General Plan” to guide its future growth. Moraga’s plan is more than 20 years old and it’s time for an update! The new plan is looking ahead to the year 2040. It’s organized into chapters (called “elements”) that contain policies and actions on different topics. The Town has completed an update of its Housing Element, which was required by State law. It’s now updating the other elements of the Plan. Please take a moment to share your thoughts on each topic with us!

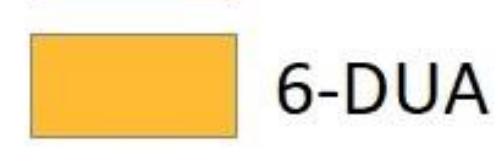
ELEMENT	WHAT IT COVERS	SHARE YOUR IDEAS
Land Use	<ul style="list-style-type: none"> <li>• Location and densities of different land uses</li> <li>• Potential development locations</li> <li>• Conditions for new projects</li> <li>• Compatibility between uses</li> <li>• Making commercial centers more vibrant, walkable, and attractive</li> </ul>	
Community Design	<ul style="list-style-type: none"> <li>• Look and feel of new development</li> <li>• Scenic views and streetscapes</li> <li>• Historic resources</li> <li>• Maintaining semi-rural character</li> <li>• Public art</li> </ul>	
Transportation	<ul style="list-style-type: none"> <li>• Congestion management and traffic</li> <li>• Bicycle and pedestrian travel</li> <li>• Public transportation</li> <li>• Transportation safety and hazards</li> <li>• Reducing vehicle miles traveled</li> <li>• Parking</li> </ul>	
Housing (adopted 2023)	<ul style="list-style-type: none"> <li>• Meeting local and regional housing needs, including senior housing and student housing</li> <li>• Identifying potential housing sites</li> <li>• Removing constraints to housing development</li> <li>• Promoting fair housing</li> </ul>	
Economic Vitality	<ul style="list-style-type: none"> <li>• Supporting local business success</li> <li>• Creating revenue to sustain local services</li> <li>• Increasing shopping, dining, and entertainment options</li> <li>• Supporting community partnerships</li> <li>• Adapting to new technology</li> </ul>	
Open Space & Conservation	<ul style="list-style-type: none"> <li>• Protecting hillsides and ridgelines</li> <li>• Managing open space and sensitive lands</li> <li>• Improving air and water quality</li> <li>• Conserving resources and living more sustainably</li> </ul>	
Safety & Noise	<ul style="list-style-type: none"> <li>• Adapting to climate change</li> <li>• Managing wildfire, flooding, and geologic risks</li> <li>• Improving emergency preparedness and evacuation capacity</li> <li>• Maintaining neighborhood peace and quiet</li> </ul>	
Services & Facilities	<ul style="list-style-type: none"> <li>• Supporting quality schools/ education</li> <li>• Sustaining our library and information services</li> <li>• Maintaining parks/ recreational programs</li> <li>• Providing excellent public safety, fire, and EMS services</li> </ul>	
Growth Management	<ul style="list-style-type: none"> <li>• Investing in Infrastructure</li> <li>• Setting standards for new growth</li> <li>• Intergovernmental coordination</li> </ul>	



Town Limits



3-DUA



6-DUA



MOSO Open Space



Parks

#### General Plan Land Use

##### Residential Designation

- Rural Residential
- 1-DUA
- 1.5-DUA
- 2-DUA

##### Commercial Designation

- Rheem Center
- Moraga Center

##### Parks/Open Space Designation

- Open Space (OS)

##### Other Designations

- Community Facilities

0 0.5 1  
Miles



## Moraga General Plan 2040 Land Use Map

# Hazard Risk Ranking

Hazard Event	Probability Factor	Sum of Weighted Extent Factors	Sum of Weighted Vulnerability Factors	Sum of Weighted Impact Factors	Consequence Score	Total Risk Score (Probability x Consequence)
Earthquake	2	18	17	36	71	68
Landslide	3	12	11	20	43	62
Wildfire	2	15	17	27	59	58
Heavy Rainfall (Severe Weather)	3	9	14	15	38	56
Flood (Urban/Flash Flood)	2	15	12	29	56	55
Severe Thunderstorm (Severe Weather)	3	6	16	14	36	54
Strong Winds/ Damaging Winds (Severe Weather)	3	9	11	16	36	54
Heat Wave/Extreme Heat	3	9	10	15	34	51
Utility Interruptions	3	9	7	18	34	51
Drought	2	18	12	20	50	50
Flood (Riverine/Creek)	2	12	7	27	46	47
Hazardous Materials Incidents	2	15	9	16	40	41
Climate Change	2	9	12	15	36	38
Cybersecurity Threats	2	12	7	13	32	34
Active Shooter Incidents	2	9	5	15	29	32
Dam and Levee Failure	1	15	11	32	58	32
Terrorism (Weapons of Mass Destruction)	1	18	11	27	56	31
Tornado (Severe Weather)	1	6	6	14	26	16
Sea Level Rise	0	0	0	3	3	0
Tsunami	0	0	0	1	1	0

**Consequence:** Sum of all weighted factors.

**Extent:** Sum of the weighted Extent factors.

**Vulnerability:** Sum of the weighted Vulnerability factors.

**Impact:** Sum of the weighted Impact factors.

**Total Risk Score\*** = Probability x Consequence

\* Normalized to 100

## Total Risk Score Legend

Classification	Probability Factor	Extent	Vulnerability	Impact	Consequence Score	Total Risk Score
Low (L)	1	0 – 6	0 – 6	0 – 12	0 – 24	0 – 24
Medium (M)	2	7 – 12	7 – 12	13 – 26	25 – 50	25 – 54
High (H)	3	13 – 18	13 – 18	27 – 39	51 – 75	55 and above

The legend—specifically the assignment of low, medium, and high—provides an additional means to qualitatively assess the probability factor, sum of weighted factors, and the total risk scores for each hazard. The **Consequence Score** represents the sum of the Extent, Vulnerability, and Impact Factors. The **Total Risk Score** is a measure of Probability and Consequence.

# Local Hazard Mitigation Plan Update

## Hazard Risk Rankings in Moraga



Contra Costa  
County

# County-Wide Hazards



## Natural Hazards *(Required)*

- Climate Change
- Dam and Levee Failure
- Drought
- Earthquake
- Flood
- Landslide
- Sea Level Rise (new)
- Severe Weather
- Tsunami
- Wildfire

## Human-Caused / Technological Hazards

- Cybersecurity Threats
- Hazardous Materials Incidents
- Utility Interruptions
- Active Shooter Incidents
- Terrorism