HISTORY of DOWNTOWN SPECIFIC PLANS

Concord grew rapidly after World War II

1940 – 1,400
1950 – 7,000
1960 – 36,000
1963 – 60,000

In 1963 –

- Park and Shop (1955) was just a few years old
- Crossroad Shopping Center in Pleasant Hill had just opened
- Freeways were just being built
- Sun Valley Mall was just being proposed
Faced with so much change, Concord needed a plan. In 1963, the *Central Concord Development Plan* was created with the intention of obtaining “the maximum efficiency, beauty, amenity, and monetary profit from private and public investments.”
By 1970, BART was on its way and a new form of transportation needed to be integrated into the existing pattern of Concord. The City’s elongated central core which extended from the Civic Center to Sun Valley Mall was planned to integrate commerce, employment, transportation, government, entertainment and culture.
In 1984, after 15 years of continued growth, the Redevelopment Agency wanted to help guide future growth towards a high quality image. To do this they developed the *Central Concord Redevelopment Area Street Beautification Plan* to reinforce the City identity through the beautification of the major streets and entrances of the Redevelopment Area.
By 2000, Concord was once again facing significant development pressure. In order to maximize Downtown assets, the **Central Concord Redevelopment Strategy and Implementation Action Plan** was prepared. The purpose was to set forth a vision, clear goals, and objectives for downtown development.
Today, redevelopment is gone. What steps do we take to make sure that Downtown Concord remains strong and vibrant and continues to attract investment?

WE MAKE A PLAN.