



## Introducing the Danville 2010 General Plan

Our Town is a very special place. It is blessed by a beautiful natural setting, a rich sense of history, and a small town ambiance seldom found in the Bay Area. Danville's distinctive qualities are cherished by all—from those who were born here to the newest arrivals. The preservation of these qualities was the driving force behind the Town's incorporation in 1982. Today, nearly 20 years later, the Town remains committed to preserving and enhancing the characteristics that make Danville unique.

One of the most important tools for preserving the quality of life in Danville is the General Plan. The Plan is a State-required document that guides land use, transportation, community services, and the protection of natural resources. It expresses the values of our community and outlines priorities for the future. In addition to providing a long-range vision for the Town, the Plan provides guidance for decisions affecting change. This Special Edition of the *Danville Today* is a summary of our new General Plan.

The outstanding quality of life enjoyed by Danville residents today did not happen by accident — it has been carefully planned.

The previous General Plan, adopted in 1987, laid the groundwork for successful projects like an expanded parks and trail system, the Town Library and community center, and the Sycamore Valley Regional Open Space.

That Plan successfully guided the Town's actions for more than a decade, ensuring that new neighborhoods reflected a commitment to quality and a high aesthetic standard. However, the "future" as envisioned by the 1987 Plan, is now behind us. The new plan ensures a carefully guarded process for any future changes.

In August 1999, the Town Council adopted a new Danville General Plan, looking ahead to the year 2010. The new Plan is the culmination of an 18-month process involving hundreds of Danville residents and more than 40 public meetings. The Plan captures the same basic principles and themes embodied by the 1987 Plan. Several new goals and policies have been added to address important issues such as historic preservation, recreational services, open space and growth management.



SMALL TOWN ATMOSPHERE  
OUTSTANDING QUALITY OF LIFE

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Visit our website at: [www.ci.danville.ca.us](http://www.ci.danville.ca.us)

Envision Danville in 2010. From your vantage point on a ridgeline trail high above the Sycamore Valley, a tapestry of neighborhoods, parks, and open spaces unfolds before you.

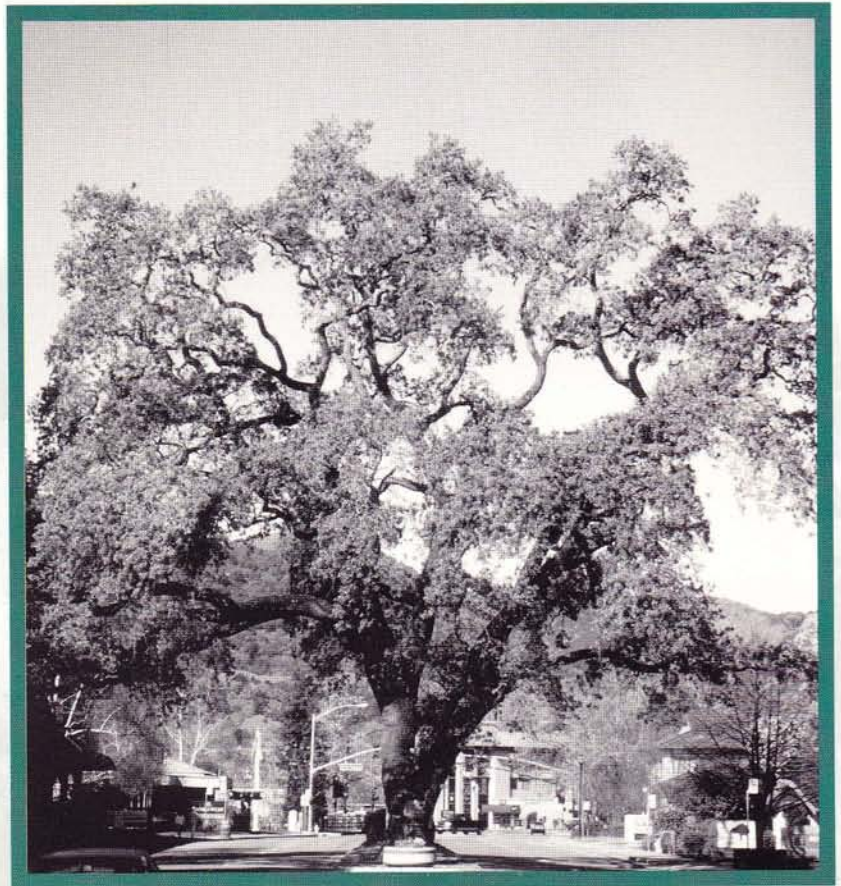
# VISION

## for Danville's Future

**E**nvision Danville in 2010. From your vantage point on a ridgeline trail high above the Sycamore Valley, a tapestry of neighborhoods, parks, and open spaces unfolds before you. The hillsides remain natural and undeveloped, offering oak tree-framed views of Mt. Diablo and Las Trampas Ridge in the distance. A new school and park are visible on the eastern horizon, and beyond, the farms and ranches of the Tassajara Valley provide a living reminder of Danville's heritage

From a sidewalk cafe in Downtown Danville, you observe that the shops, offices, and restaurants are even more vibrant than when you last visited. Historic buildings have been carefully restored. Pedestrians of all ages stroll past storefronts and through shaded courtyards. Downtown now extends north along Hartz and Railroad Avenues, with attractive new shops and civic spaces where vacant land and older shopping centers once stood. As you approach the high school, banners herald an upcoming community fair and parade. In 2010, such events continue to be a central part of life in Danville.

From the air, you see that the shape and form of the community have changed little since the turn of the 21st century. Creeks and streams appear as ribbons of blue meandering across the valley floor. Thoroughfares are lined with trees and attractive, landscaped medians. Neighborhoods remain distinct and are easily recognized, with bicycle trails linking one to the next. You notice that commercial development remains concentrated in just a handful of areas, with landscaped buffers separating these areas from nearby homes.



A commitment to quality design is evident as you travel through the community. New homes are attractive and older homes have been tastefully maintained. A variety of housing types provide opportunities for seniors and a new generation of young Danville families. Danville remains a special place to live, work, and visit.

## Danville 2010

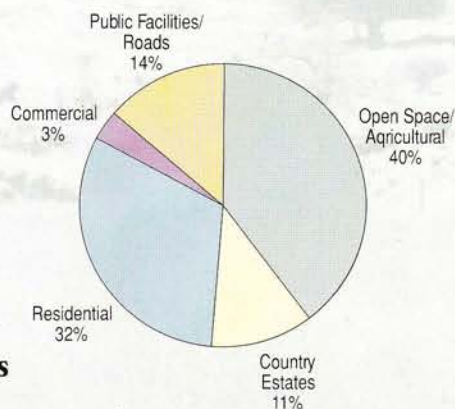
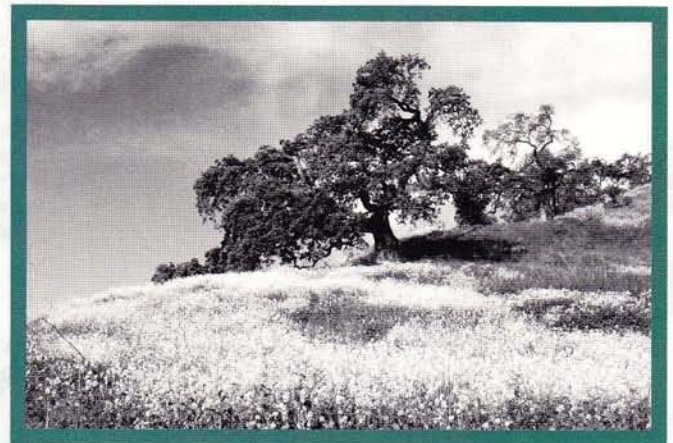
# LAND USE

## Map

**T**he Land Use Map, pictured on the next page, shows the pattern of land uses envisioned for our community in the Year 2010. The Map is a central part of the General Plan and can be described as the "blueprint" for Danville's future.

Most of the designations on the Land Use Map reflect existing conditions. The Plan provides a very small number of areas where limited new development may take place, whereas the vast majority of sites will remain unchanged. Specific policies in the General Plan offer additional guidelines as to how land may be used and the types of improvements that will be required before development is considered.

The General Plan also identifies 14 "Special Concern Areas" within the Town. These areas require consideration of additional issues that are unique to each particular location. The Plan discusses these issues and provides specific direction on land use, public services, and resource management for each area

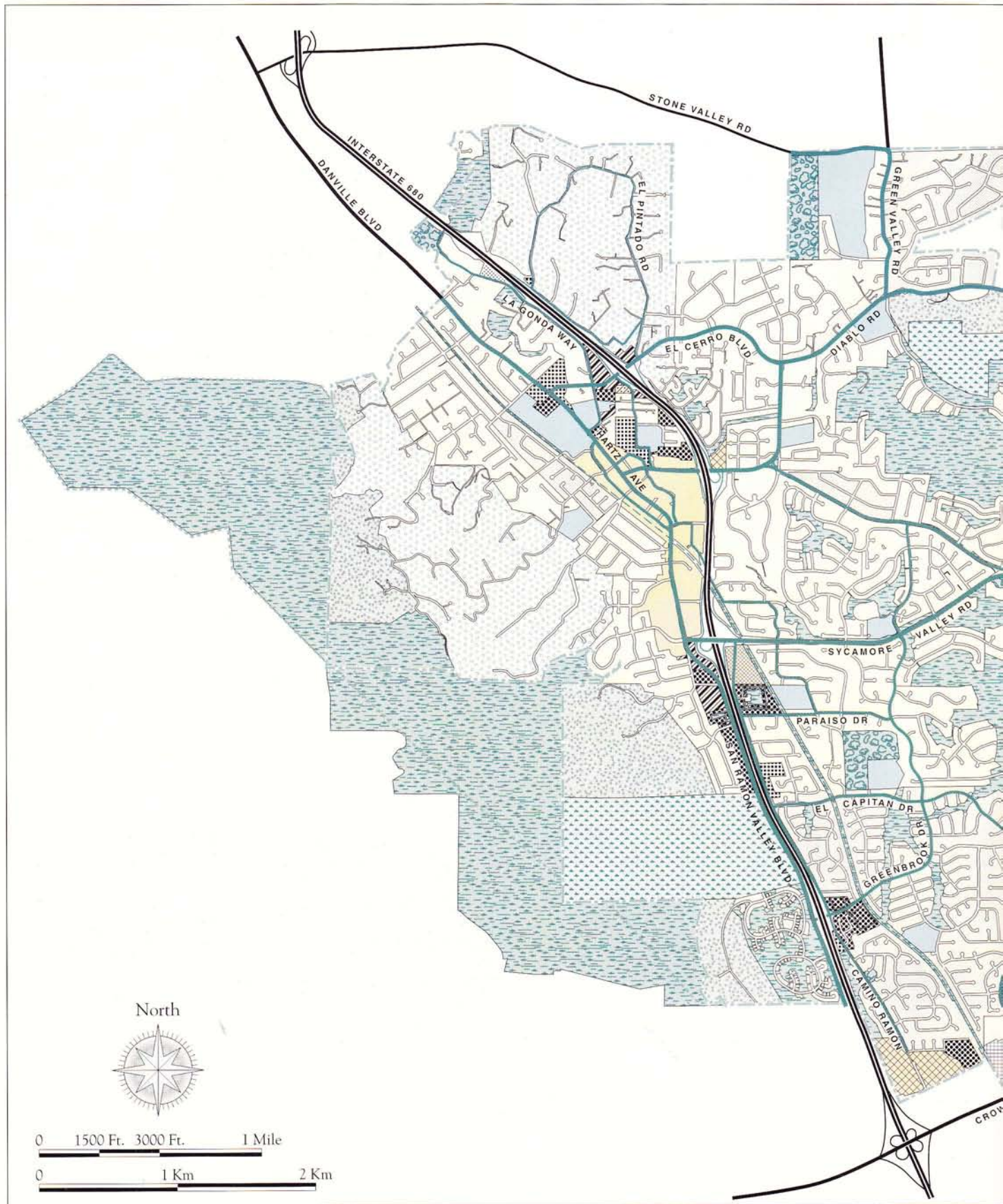


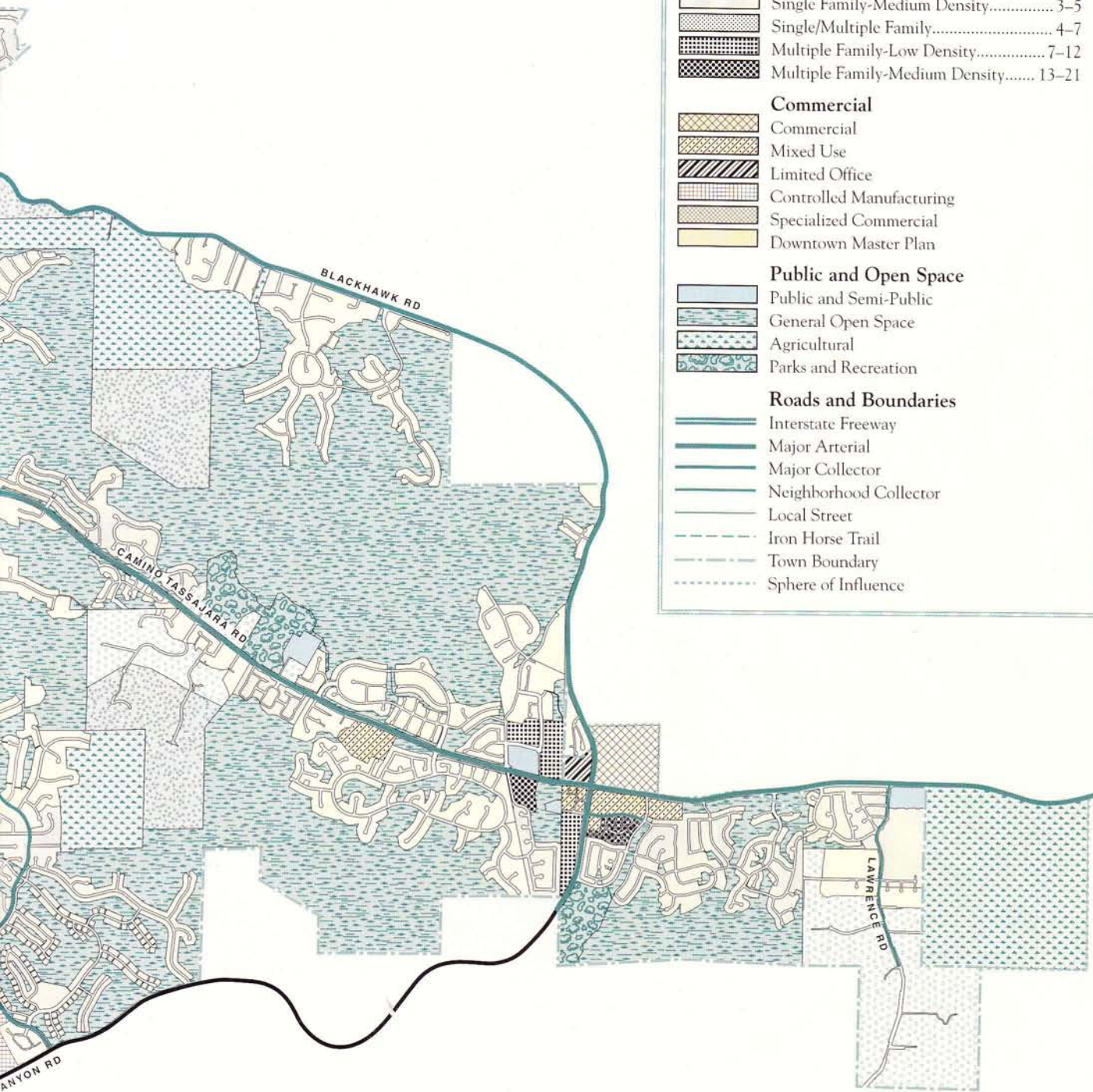
**Danville  
Land Uses  
in 2010**

### Special Concern Areas

- El Pintado Loop
- Diablo/Green Valley / Stone Valley Corridor
- Weber Property
- Magee Ranch
- Tassajara Valley
- Middle and Southern Lawrence Road
- Wood Ranch Headquarters
- Tassajara Lane / Sherburne Hills Road
- Elworthy East/Bolero
- Borel Property
- Navlet's Site
- Elworthy West
- Downtown Danville
- Thiessen Property







**Land Use Map**

# The ESSENCE

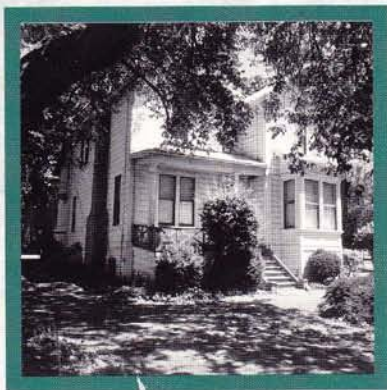
## of our General Plan

**T**he theme of the 2010 General Plan is the preservation of Danville's small town character and outstanding quality of life. The primary challenge facing the Town is how to maintain this character as the surrounding regions continue to grow. With the community now 95% built out, the General Plan provides for very limited change. Rather than growth, the emphasis is on enhancing the quality of our neighborhoods, protecting our open space and natural resources, and improving our community services and transportation facilities.

Major themes of the Plan include:

### Maintaining the Low-Density Single Family Character of the Town

Low-density single family neighborhoods currently make up the majority of Danville's developed land area. The General Plan ensures that the qualities that make these neighborhoods attractive and desirable will be retained in the future. Policies in the Plan protect neighborhoods from incompatible uses and ensure that any future changes are compatible with the existing character; the Plan also requires that new development be in harmony with the natural environment; retaining creeks and large trees and protecting views and vistas.



### Preserving Our Legacy of Historic Resources

Danville is fortunate to have a legacy of fine historic buildings. From the frontier-style storefronts and California bungalows of Old Town to early homesteads such as Wood Ranch, historic buildings contribute to the character and heritage of Danville.

The General Plan renews and strengthens the Town's commitment to preserving its historic buildings and sites. Not only does the Plan promote restoration and reuse of older buildings, it also ensures that new buildings respect the integrity and character of nearby historic buildings.



### Maintaining a Lively and Attractive Downtown Area

Once a trade center for surrounding farms and orchards, Downtown Danville is still the heart of the community. Today, its shops, restaurants, and pleasant ambiance draw visitors from throughout the East Bay. The General Plan establishes

policies and standards to support the continued success of Downtown. It encourages the same type of intimate, pedestrian-oriented development found in the Old Town area, to be cultivated in other parts of Downtown, particularly along North Hartz Avenue. It calls for new strategies to address parking, circulation, historic preservation, and design issues within the Downtown area.

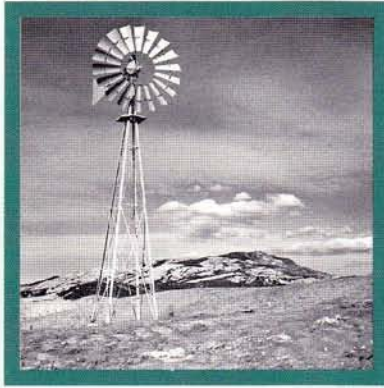


# The Essence of our General Plan (continued)

## Preserving Open Space and Natural Resources

Open space and agricultural lands make up about 40 percent of Danville's land area. The picturesque hills and ranches that surround our neighborhoods not only provide beauty and a visual frame for the community; they contain a

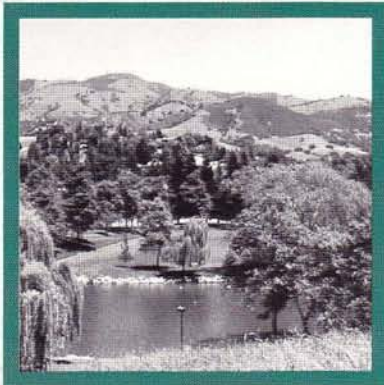
wealth of natural resources, including agricultural land and habitats for plants and animals. The General Plan promotes the continued protection of our local ecosystems, with special emphasis on creek conservation and restoration, the protection of scenic hillsides, and tree preservation. It also promotes practices such as recycling and water conservation to ensure that our natural resources are used wisely.



## Expanding Our Park, Recreation, and Trail System

Outstanding parks and extensive recreational activities are an important part of why people choose to live in Danville. In 1999, the Town had about 6.5 acres of parkland for every 1,000 residents in the community. The General Plan establishes

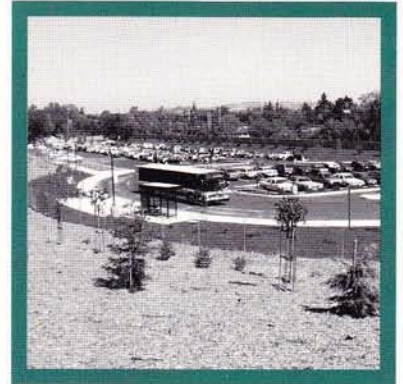
standards to ensure that this ratio is maintained and possibly even expanded in the future. Opportunities to expand our community parks and to create new neighborhood parks and mini-parks will be considered during the coming years. Our trail system will become even more extensive in the future, with improvements that benefit hikers, pedestrians, and bicyclists alike. The General Plan acknowledges the benefits of recreational programs, ranging from sports activities to cultural arts and self-improvement.



## Managing Traffic Congestion

Traffic congestion is often cited as the greatest threat to the quality of life in Danville and poses some of the greatest challenges in planning for the Town's future. Even though the General Plan strictly limits the amount of new growth that may

take place in the Town, Danville's roads will be affected by development taking place outside our boundaries. The Plan recommends a number of strategies to combat congestion, including several aimed at making alternatives to driving more viable. Expansion of the bikeway system is proposed, along with coordination with public transit agencies to upgrade service throughout the San Ramon Valley. Where new development occurs, improvements to the road system will be required to address future congestion problems. A variety of measures to slow and reduce traffic on neighborhood streets have also been incorporated into the plan.



## Celebrating Community, Youth and Family

The General Plan recognizes Danville's appeal as a community of diverse activities oriented around youth and family. It promotes a continued emphasis on events and activities that build a sense of community and provide a healthy

environment for children and teens. The Plan calls for high quality library services and community meeting facilities. It supports new opportunities for quality child care services and pre-school facilities. It calls for ongoing coordination with the School District to promote superior schools and excellence in education. The Plan also emphasizes coordination with a wide range of organizations that provide cultural, art, sports, and similar activities.

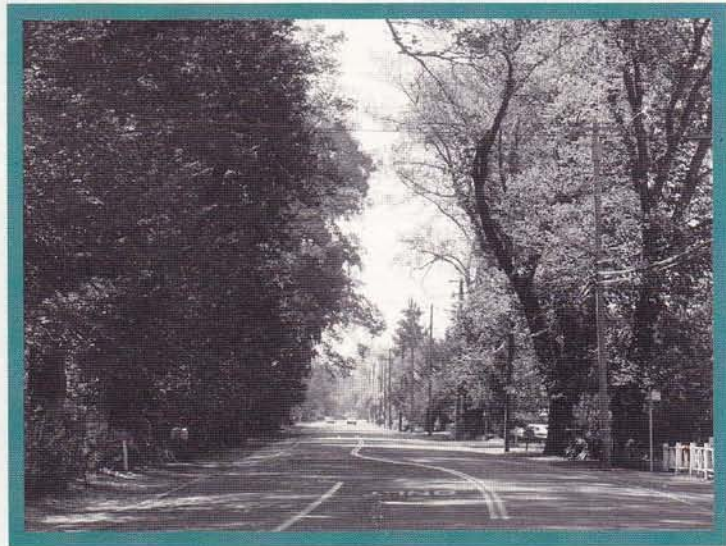


# What's NEXT?

**N**ow that the General Plan has been adopted, the task of implementing its recommendations has begun. The Plan identifies a number of specific actions to be taken in the near future, including updates of the Town's Parks, Recreation and Open Space Master Plan, Trails Master Plan, and Housing Element. It also calls for revisions to several Town ordinances (such as the zoning ordinance), an update of design guidelines, and continuing efforts to permanently preserve open space within our community and along its borders.

Plan implementation will also occur through the day to day activities of the Town Council, Town Commissions, and staff. These groups use the General Plan when reviewing development applications and site plans, identifying capital improvements, and developing programs for Danville residents. Ongoing implementation of the Plan also occurs through the Town's participation in regional planning activities and communication with other local governments.

The overall framework that has guided long-range planning in Danville is not expected to change. Future Plan updates will continue to pursue the vision that has defined the community's history since its incorporation.



...the "future" as envisioned by the  
1987 Plan, is now behind us.

The new century brings new challenges  
and new opportunities.

FROM:



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Danville, CA 94526-1740

 SMALL TOWN ATMOSPHERE   
OUTSTANDING QUALITY OF LIFE

For more information on the Danville General Plan, or to obtain a copy of the full Plan document, contact the Town of Danville Planning Department at (925) 314-3310. The Plan is also available on the Town's website at [www.ci.danville.ca.us](http://www.ci.danville.ca.us)

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