

# ASSOCIATION OF BAY AREA GOVERNMENTS

Representing City and County Governments of the San Francisco Bay Area



**ABAG**

Date: July 8, 2015

To: ABAG Executive Board

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Subject: **Placemaking in the Bay Area**

## Summary

Staff requests that the Executive Board take action to accept the recommendation of the Regional Planning Committee to include *placemaking*—the process of shaping streets, buildings and public spaces to enhance community identity, promote appreciation of cultural and economic diversity, and support local commerce—as a component of Plan Bay Area 2040, and to accept the attached report as a basis for discussion of placemaking during the Plan development process.

## Background

At its December 2014 meeting, the Regional Planning Committee (RPC) adopted a recommendation to include placemaking in the update of Plan Bay Area. The meeting followed months of consultation with a subcommittee led by Supervisor David Rabbitt, RPC chair Anu Natarajan and planning directors, urban designers, and real estate developers from across the Bay Area. The December RPC meeting was held in workshop format to facilitate discussion among Committee members and members of a panel of technical advisors who had presented their perspectives earlier in the session. Responding to feedback provided at that meeting and additional consultation with the subcommittee, staff created a report for the Executive Board defining placemaking in the regional context and providing a framework for integrating placemaking into Plan Bay Area 2040 and future regional planning efforts.

The attached report discusses the role of placemaking in implementing community-based visions for the Bay Area's diverse neighborhoods, downtowns and corridors. The report proposes a set of actions to support local staff, elected officials, and stakeholders to create successful shared places such as parks, plazas and main streets, and to ensure that growth in

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our priority development areas (PDAs) contributes to high-quality living environments for all community members. This provides the basis for ongoing discussion as part of the Plan Bay Area update process—including public forums, local consultations, and Executive Board meetings—and for integration of placemaking priorities into the final Plan document.

### Recommended Action

The Executive Board is requested to accept the report, *Placemaking in the Bay Area*, and to include placemaking in Plan Bay Area 2040 as a component of Priority Development Area implementation.

### Attachment

*Placemaking in the Bay Area*