



# Service Matters

## PDAs Are Critical Components of Sustainable Communities Strategy Implementation

The Association of Bay Area Governments and the Metropolitan Transportation Commission in May adopted “The Jobs-Housing Connection Strategy,” which represents the land use component of Plan Bay Area, the Bay Area’s integrated land use and transportation plan. A critical component for implementing the region’s proposed long term growth strategy are Priority Development Areas (PDAs), which are prime locations for an array of infill opportunities identified by local governments. These designated Priority Development Areas represent 5% of the regional land mass, but have the capacity to accommodate 80% of projected housing growth and 66% of new employment in the Bay Area over the next 25 years.

Priority Development Areas are locally identified areas near transit that are considered appropriate for growth. They are areas where new development will support the day-to-day needs of residents and workers in a pedestrian-friendly environment served by transit. While PDAs were originally established to address housing needs in infill communities, they have been broadened to advance focused employment growth.

Approximately 200 PDAs have been identified in recent years, representing a wide range of places. Some will accommodate a few additional stores and services, while others are expected to accommodate high rise office buildings. The level of growth in each PDA reflects its role in achieving regional objectives and how it fits into locally designated priority growth plans. All communities with PDAs are seeking to move away from an unplanned “project-by-project” piecemeal approach, and move toward the creation of compatible, attractive complete communities that meet the needs of existing and new residents and workers.

Local jurisdictions have defined the character of the PDAs according to existing conditions and future expectations as regional centers, city centers, suburban centers or transit town centers, among other place types. These selected place types provide a general set of guidelines for the character, scale, and density of future growth and best matches the local vision for the areas. Highlighted below are examples of PDAs from around the region that capture the wide diversity in PDA appearance, size and character.

**REGIONAL CENTER: Oakland’s Downtown & Jack London Square** constitute premier central districts of the East Bay. Broadway, the main street of Oakland and downtown gateway to Jack London Square, is a critical corridor in Oakland downtown, as well as other adjacent residential neighborhoods and the “Pill Hill”



medical campuses. This transit rich environment is served by two BART stations, bus routes and shuttle services. Development projects tied to key the stations along the Broadway corridor will create a mix of housing, commercial uses, and open space designed to encourage compact infill and efficient use of land capacity within the existing communities. The infrastructure improvements include services, access improvements, and amenities for pedestrians, bicycles, and buses, making it an ideal location to live, work and play.

### CITY CENTER: Central Richmond

The goals for this area include economic development and neighborhood revitalization to make this district a significant commercial and business hub for the East Bay. The revitalization focal point is the Richmond Transit Village – a pedestrian-friendly urban village located at the Intermodal Transit Station which unites BART, Capitol Corridor, and bus transit under one roof. The City hopes to expand home-ownership opportunities and increase transit ridership by creating a vibrant, walkable neighborhood with high-density housing, neighborhood serving-retail, and office uses around the station. Changes at the station include a parking garage to replace the surface parking, a new transit station building, and elevated walkways to improve access to the station.



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**PDA's cont. from pg. 1**

**MIXED-USE CORRIDOR: American Canyon - Highway 29 Corridor** is a thriving retail service and residential hub for the community, with new open space and gathering places, and well-integrated circulation for pedestrians, bicyclists and vehicles planned. With traffic calming measures and an increase in pedestrian and cycling opportunities and safety, this corridor can serve as primary north/south automobile route for residents and commuters, providing well-integrated travel lanes and pathways for pedestrians and cyclists. The vacant and underutilized property which, when combined with mixed-use zoning and its proximity to the East Bay and Solano County, provides an opportunity for mixed-use and higher density residential projects.



**URBAN NEIGHBORHOOD: San Francisco - Eastern Neighborhoods** encompass the Mission, East South of Market, Showplace Square, Potrero Hill, and the Central Waterfront neighborhoods of San Francisco. While home to substantial residential areas and vibrant commercial streets with neighborhood-serving retail, the area also contains much of the city's industrial land. Transit service in the area is excellent, with BART stations, Muni, and Caltrain stops. Key changes to the neighborhood include transit improvements for better connections to downtown and Mission Bay. Infrastructure improvements include street repaving, sidewalk, signal, and lighting for several streets in the area.



**San Mateo - Downtown:** new development will focus on high-intensity commercial projects and transit-oriented development near the renovated train, incorporating multi-family housing into mixed-use developments. Served by both SamTrans and Caltrain, the area offers prime housing opportunities, commercial uses, services, and a growing employment center. Improved walkability and lighting, street trees, pedestrian connections, and streetscapes will visually enhance the area, provide safe and easy access for visitors and residents, and make city amenities such as recreational activities at Central Park more accessible to residents.



**REGIONAL CENTER: Greater Downtown San Jose**  
The area has recently undergone significant improvements, but the ultimate vision is to transform downtown into an even more vibrant area. When complete, the area will include new office space, abundant choices of urban residential, retail, and four hotels. Plans include attractive streetscaping, addressing traffic barriers to allow better mobility, encouraging high density infill development, while not detracting from the pedestrian experience in the area.



**TRANSIT TOWN CENTER: Suisun City - Downtown Waterfront District** goal is to reduce the number of vehicle trips within the City, while implementing its vision. The vision includes waterfront recreation, retail uses, dining and entertainment, and expansion of existing transit opportunities and bicycle path systems. The revitalized downtown would feature a modern transit center with connections to completed bicycle/pedestrian paths, cultural and business gathering spaces, and high-density, compact housing. A multi-family and mixed use residential community is envisioned within a quarter-mile of transit. Preserved open space is another element of the vision, with natural and cultural activity sites, such as a downtown promenade, plazas, and public parks. A connection to county and regional trails is also envisioned.



**SUBURBAN CENTER: Windsor - Redevelopment Project Area** is planned as a city-centered, high-density, transit-oriented, culture hub of town. The Sonoma County Transit intermodal rail station will also accommodate SMART, providing the area with regular commuter rail service between Cloverdale and Larkspur, with a bus link to San Francisco and the greater Bay Area. Surrounding the new intermodal station, mixed use, high-density housing and commercial uses are planned. The area can provide residents with a variety of diverse housing and transportation choices, and create an environment that is walkable with access to parks and other amenities.



## New Bay Trail Dedicated in American Canyon

The completion of four new miles of Bay Trail along the Napa River was celebrated on June 4<sup>th</sup>. The City of American Canyon, Napa County Regional Park and Open Space District, and the California Department of Fish & Game joined many local officials, community members, and special guest Congressman Mike Thompson to recognize the achievement. 2.1-miles of the riverfront Bay Trail stretch north from the landfill along more than 2,000 acres of restored wetlands, with the new 1.8-mile loop trail around the city's former landfill named in honor of Congressman Thompson. American Canyon has embraced their riverfront Bay Trail and has worked hard to expand it. This project serves as a model of collaboration between multiple agencies to reach a common goal and demonstrates how essential and important partnerships are for completing the Bay Trail. The Bay Trail now consists of 330 miles of paths, bike lanes and sidewalks around the shoreline of San Francisco Bay, a significant portion of the 500-mile goal.



### OTHER RECENT TRAIL OPENINGS:

The Greater Vallejo Recreation District opened ½ mile of new Bay Trail on June 16 in Glen Cove Waterfront Park along the Vallejo shoreline, connecting to the Benicia State Recreation Area.



The Golden Gate National Parks Conservancy unveiled improved trail access to the Golden Gate Bridge in the Presidio on May 25 as part of the Golden Gate Bridge 75<sup>th</sup> Anniversary celebration.



On May 26, the Port of Richmond officially opened two miles of Bay Trail in the Rosie the Riveter WW II / Home Front National Historical Park with access to historic Shipyard 3. The city of Richmond now has 31 miles of complete Bay Trail – more than any other shoreline city along the Bay.



## Workshops Offered to Help Jumpstart Local Government Energy Efficiency Projects

Does your community have energy efficiency projects, but you are not sure how to get them done? The Association of Bay Area Governments (ABAG), funded by Pacific Gas and Electric Company's (PG&E) Green Communities Program, is conducting **free workshops** for local governments offering strategies, hands-on exercises, and a walk-away toolkit to help jumpstart those projects. Presentations will focus on such topics as mapping decision-making; developing an effective project message; covering the basics: crafting a business case with financial analysis; and creating an easily understandable project proposal.

### A Bonus Session: Deep-Dive Financial Analysis

Local government staff members and energy efficiency implementers are invited to stay for a bonus session to dive into detailed financial analysis and craft a case for action based on the numbers. Attendees are welcome to stay, or leave, for this bonus session.

Conducted by Mark Jewell, an energy-efficiency and benchmarking expert, the **free workshops** are offered in several locations in the San Francisco Bay Area.

- Napa and Sonoma Counties, July 19<sup>th</sup> – Petaluma (*online registration now available*)
- Alameda, Contra Costa, and Solano Counties, October 11<sup>th</sup> – Location TBD
- Marin and San Francisco Counties, November 15<sup>th</sup> – Location TBD

**On-line registration is available at <http://www.abag.ca.gov/greencommunities/benchmarking.html> until the day before the scheduled workshop. For further information, contact Leah Zippert at [Leahz@abag.ca.gov](mailto:Leahz@abag.ca.gov).**

## Mark Your Calendar!

### JULY 2012

**July 10**  
**Regional Advisory Working Group** 9:30 AM  
MetroCenter, Auditorium

**\*SPECIAL MEETING:**  
**Regional Planning Committee** 1:00 PM  
*Environmental Impact Report Alternatives Discussion*  
MetroCenter, Auditorium

**July 12**  
**Coastal Regional Sediment Management Plan Public Meeting** 6:00 PM  
SPUR, 654 Mission Street, 2<sup>nd</sup> Floor  
San Francisco

**July 19**  
**Legislation & Governmental Organization Committee** 3:30 PM  
ABAG Conference Room B

**Finance & Personnel Committee** 5:00 PM  
ABAG Conference Room B

**ABAG Executive Board/MTC Commission Joint Meeting** 7:00 PM  
Scottish Rite Center  
1547 Lakeside Drive, Oakland

**Coastal Regional Sediment Management Plan Public Meeting** 7:00 PM  
City Council Chambers,  
170 Santa Maria Ave, Pacifica

**July 20**  
**ABAG/BAAQMD/MTC Joint Policy Committee** 10:00 AM  
MetroCenter, Auditorium

**July 25**  
**San Francisco Restoration Authority Governing Board** 12:00 PM  
MetroCenter, Room 171

### AUGUST 2012

**August 1**  
**Regional Planning Committee Meeting** 1:00 PM  
MetroCenter, Auditorium

**August 7**  
**Regional Advisory Working Group** 9:30 AM  
MetroCenter, Auditorium

**August 9**  
**Bay Trail Steering Committee** 1:30 PM  
ABAG Conference Room B

**August 15**  
**ABAG POWER Executive Committee** 12:00 PM  
ABAG Conference Room B

**August 22**  
**San Francisco Estuary Partnership Implementation Committee** 9:30 AM  
1515 Clay Street, 2nd Floor,  
Room 10, Oakland

## Notable Numbers

### TRANSPORTATION, INCOME AND JOBS

**14 percent**  
Of the income of all Bay Area households goes toward transportation costs. 27 percent of the income of low income households goes toward transportation costs (2007 dollars).

**52 percent**  
Of the income of households earning between \$35,000 and \$50,000 is spent on housing and transportation costs. In comparison families earning over \$100,000 annually spend only 24 percent of their income on housing and transportation. (Center for Housing Policy 2006)

**74 percent**  
Of users of bus systems and 25 percent of users of rail systems earn less than \$40,000 according to the U.S. Census Bureau, American Community Survey 2006-2008, three-year estimate.

**67 percent**  
Of job growth will be created by jobs paying between \$25,000 and \$49,000 annually in Santa Clara and San Mateo Counties. This job growth will create a new pool of low-income workers who will put more pressure on the housing market according to California Employment Development Department projections for 2008-2018.

*Moving Silicon Valley Forward 2012, a Report by The Non-Profit Housing Association of Northern California and Urban Habitat*

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