



# Service Matters

Issue No. 127

Association of Bay Area Governments

JUNE • JULY • AUGUST 2014

## Special Feature

*Showcasing PDA's On the Ground*

Pages 4-5



Foundry Wharf:  
a mixed use  
creative and Class A  
development in the  
historic Riverfront  
Warehouse District,  
Petaluma PDA

# ABOUT THIS ISSUE

## CREATING OPPORTUNITIES AND ACCESS

This summer issue of *Service Matters* illustrates concrete projects locally and regionally that are creating economic and environmental sustainability. Local Priority Development Areas (PDAs) in motion and on the ground are profiled from the cities of Richmond, Petaluma, Fremont, and Redwood City (second in a series). These PDAs capture how local communities are tapping into economic growth/job diversity—translating into action the interconnection of jobs and housing. Check out the snapshots of recent winners of ABAG’s Eighth Annual Growing Smarter Together Awards, and via the video link provided, experience the cities’ innovative collaborative efforts in revitalization, planning, innovation and technology to create sustainable communities and promote conservation and green community. Bay Area Housing and Community Vulnerability Assessment and BayREN’s Multifamily Program are regional initiatives also spotlighted that showcase ABAG’s three dimensional approach to supporting regional resilience and sustainability.

## Sharing Opportunity in the Bay Area: Access to Jobs and Housing SPRING GENERAL ASSEMBLY

Exploring creative strategies for advancing prosperity in the region’s diverse communities was the focus of ABAG’s Spring General Assembly held at the Oakland Marriott Convention Center this past April. Expert economists, business leaders, and elected officials from urban, suburban and rural communities showcased innovative ways to enhance jobs and housing

opportunities in their various communities. They discussed with the 200 attendees the challenges of creating opportunity and prosperity for all residents with benefits reaching working families, young people and seniors. Economists presented insights into Bay Area economic trends “from recovery to prosperity,”



noting that an issue critical to economic competitiveness is the shortage of affordable housing, a chronic condition dating back to the 90s.

While recognizing that the Bay Area is poised for significant growth and innovation in the coming years, keynote speakers and panels discussed the ongoing challenges of persistent poverty and rising rents, and related employment and workforce education-training needs. One of the solutions

presented was the efficacy of a sustained economic prosperity plan as we have laid out in our next steps for implementing Plan Bay Area. Special breakout session on connecting jobs to people and new affordable housing strategies were praised as practical, problem solving examinations of projects and initiatives in action that can be replicated. **For more detailed insights provided during the conference, view speakers’ powerpoint presentations at <http://www.abag.ca.gov/events/ga/>**



# Growing Smarter Together Awards

2014 8th Annual

View video showcasing these groundbreaking projects

at <http://www.abag.ca.gov/smarter.html>.



## Public Private Partnership Award

**City of Campbell**, Santa Clara Valley Water District, and Summerhill Homes for Maravilla Affordable Workforce Housing

## Sharing the Benefits Award

### South San Francisco

636 El Camino with recognition to MidPen Housing for transformation of a mobile home park into a vibrant, mixed-use, affordable housing community



## Public Private Partnership Award

**City of Walnut Creek** for Pleasant Creek Homes for Habitat Humanity-East Bay/Silicon Valley. Exemplary collaboration and development of affordable for-sale housing

## Urban Design Award

**City of Vallejo** in partnership with Domus Development for Temple Arts Loft that reflects adaptive reuse and creation of innovative housing for artists, supporting downtown revitalization



## On the Ground—Getting It Done Award

**City of Fremont**, Downtown Fremont that supports General Plan Community Plan transforming Downtown Fremont into a mixed-use urban core

## Preserving and Protecting the Environment Award

**City of Richmond** and Marin Clean Energy (MCE) Community Choice Aggregator (CCA) Provides clean and renewable energy alternatives and engages community participation

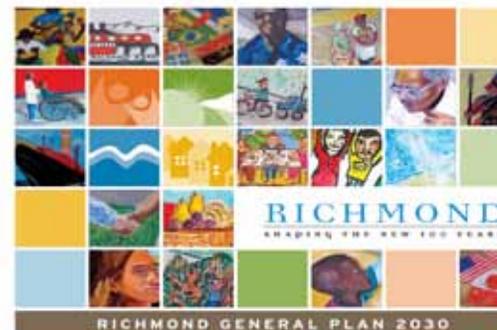


## Powering Forward—Innovation and Technology Award (first recipient)

**City of Redwood City** Police Department Social Media Milestone: Police public safety campaign to better engage the community and serve their safety needs

## Start it Up Award

**City of Richmond** General Plan 2030 Comprehensive framework for developing sustainable/city and healthy neighborhoods



## Profile of Priority Development Areas: Industry-Commercial-Jobs and Housing

Priority Development Areas (PDAs) are selected by the Bay Area's local governments as places for potential growth. These areas are existing neighborhoods nominated as appropriate places to concentrate future growth that will support the day-to-day needs of residents and workers in a pedestrian-friendly environment served by transit. A key part of the PDA strategy is to move away from an unplanned "project-by-project" approach to growth, and move toward the creation of complete communities that meet the needs of existing and new residents and workers. Emphasizing higher levels of growth in specifically designated locations also means that many neighborhoods, particularly in established single-family home neighborhoods, will see minimal future change.

The Bay Area has many areas under construction through this PDA process that includes reusing buildings, renovation and/or new construction. Four examples of projects occurring now in PDAs are profiled below.



### *Downtown Redwood City: Entertainment and Knowledge Based Industries PDA*

**City Center+**  
**3,640 more jobs by 2040\***  
**5,240 more housing units\***

Redwood City has taken a multi-faceted approach to creating a successful downtown. The City spurred private investment through public catalyst projects that improved infrastructure, created public spaces, and restored key historic buildings. These have paved the way for private retail, entertainment, office, and residential development. In addition to the catalyst projects, the City adopted the Downtown Precise Plan in 2011. The plan created a predictable development process and incentives to provide public benefits.

As the demand for transit-oriented workplaces with nearby amenities increased, Downtown has gained a competitive advantage as a location for knowledge-based businesses on the Peninsula. With the addition of housing and offices, Downtown has gained the critical mass necessary to achieve vibrancy in multiple sectors. Catalyst projects include:

1. Public: Courthouse Square and San Mateo County History Museum
2. Public/Private: Renovation of Historic Fox Theater
3. Public/Private: Theatre Way: Extended pedestrian network, shops and cinemas.
4. Private Office: Crossing 900: Tech office and retail mixed-use at the CalTrain Station. 100% leased prior to construction.
5. Private Residential/Retail: 1,200 dwelling units entitled throughout the Downtown.

### *Warm Springs: Advanced Manufacturing, Innovation Cluster PDA*

**Suburban Center+**  
**10,000-25,000 more jobs\***  
**2,700-4,000 more housing units\***

The City of Fremont is building upon Warm Springs' long history in auto manufacturing and other industrial activities to support the emergence of advanced manufacturing, research and development, and knowledge industries.



The planned arrival of BART service provided the impetus for the Warm Springs Community Plan. The Plan is a framework for a mixed-use district where creative people can intermingle, share ideas and innovate. To take advantage of proximity to regional transit service, areas around BART will include housing and office space, as well as major public gathering spaces. Land further from BART, which will be served by shuttle service and a pedestrian and bicycle network, will be home to larger manufacturing and R&D facilities, building upon the presence of TESLA and other innovative companies. A robust network of open spaces and public facilities, including a school, will create a complete community for workers, residents and visitors.



*Central Petaluma: Commercial and Industrial—Food and Beverage PDA*  
**Suburban Center+**  
**5,220 more jobs\***  
**1,760 more housing units\***

The City of Petaluma’s historical evolution is closely tied to development along the Petaluma River. Petaluma’s location just north of Marin County and east of the Marin/Sonoma coastline provides economic advantages. It is far enough north of San Francisco to provide relatively affordable commercial, industrial and residential land, yet provides easy

access to the rest of the Bay Area. Its central location relative to the farm and ranch lands in Marin and Sonoma Counties make it an advantageous location for food processing, especially for milk and poultry products.

Petaluma has a PDA Designation for the Central Petaluma Specific Plan (CPSP) and the land within a 1/4 mile radius from the proposed Downtown Petaluma SMART Station. As part of the CPSP, the SmartCode, a unified land development ordinance template for planning and urban design, applies for development and new land uses within the specific plan area. The SmartCode is intended to ensure that all new buildings are harmonious with each other and within the character of Petaluma. The SmartCode is further intended to ensure that the plan area evolves into new, mixed-use neighborhoods with the following characteristics:

- The size of neighborhoods reflects a five-minute walking distance from edge to center (center meaning a railroad transit stop or the existing Downtown).
- The mixture of land uses includes shops, workplaces, residences, and civic buildings in proximity.
- A variety of thoroughfares that serve the needs of the pedestrian, the cyclist, and the automobile equitably.
- Public open spaces that provide places for informal social activity and recreation; and
- Building frontages that define the public space of each street.

In Petaluma, the Food and Beverage cluster currently includes 190 establishments employing 2,608 workers in 2008. These include food and beverage manufacturing and processing. Major employers in this area include: Clover-Stornetta, Petaluma Poultry, Cowgirl Creamery, Straus Dairy, Barbara’s Bakery, Alvarado Street Bakery, and Lagunitas Brewery.

*South Richmond: Biotech Research and Development PDA*  
**Transit Neighborhood+**  
**2,330 more jobs\***  
**1,370 more housing units\***

The South Richmond PDA includes some of the region’s most historic, scenic, and economical land uses. Anchored by UC Berkeley’s 195-acre Richmond Field Station, the PDA’s South Shoreline Specific Plan



# Bay Area Housing and Community Vulnerability Assessed

A new Regional Multi-hazard Assessment of housing and community vulnerability was developed by the Association of Bay Area Governments (ABAG) and the Bay Conservation and Development Commission (BCDC). The assessment is significant because the resilience of the region depends on the capacity of its housing and communities to recover quickly from hazards such as earthquakes. The assessment indicates that much of the region's housing is vulnerable and in many communities there are members such as the elderly, people with special mobility or medical needs, people without automobiles, and others that may lack access to information or the financial means to prepare for and respond to hazards.

ABAG and BCDC worked with a diverse stakeholder group representing various Bay Area nonprofits, jurisdictions, and subject matter experts to develop ways of measuring the region's housing and community vulnerability. Throughout the summer of 2014, the team will continue to meet with stakeholders in conjunction with a project team from AECOM. The vulnerability assessment will be used to develop a suite of planning strategies that help guide how future development will respond to both existing and future vulnerabilities.

## Housing and Community Vulnerability Indicators

As part of the Regional Multi-hazard Assessment, characteristics of fragile housing types were identified based on known combinations of hazards, location, number of units, stories, and building age. The assessment of ground shaking hazards included cripple wall homes, house over garage, weak story, or open front buildings, unreinforced masonry, or non-ductile concrete buildings. For liquefaction, this included any building below 10 stories; for flooding this included any homes exposed to current or projected flood hazards. Just as important as the housing components of the assessment, the community vulnerability component identified specific community needs.

## The ten indicators of community vulnerability that were identified, included housing and transportation cost burden, home ownership

versus renting, household income, level of education, racial/cultural composition, transit dependence, non-English speakers, and the elderly or young children. Community and housing characteristics were mapped across the region to identify areas of overlap, allowing the project team to zoom into parts of the Bay Area with unique vulnerability profiles that need targeted strategies to ensure that the area grows safely and in a way that considers its context.

The Regional Multi-hazard Assessment's findings are critical for future planning given that the first step in improving regional resilience is to better understand the vulnerability of existing housing. In addition, the historic response to disasters has demonstrated that the needs of community members must be considered in order to build resilience and protect public health and safety.



*The Richmond Priority Development Area (PDA) with its new development (as shown above) is one of the selected community profile areas that will help inform the development of strategies and test feasibility of implementation in a real world setting. Michael Germeraad*

PDA Cont. from pg. 5

is currently underway. The plan proposes to transform the currently underutilized industrial waterfront into a revitalized, mixed-use, pedestrian-friendly district. The UC Richmond Bay Campus Long Range Development Plan suggests the site could accommodate 10,000 new jobs, which could catalyze the creation of a biotech cluster of co-located research and development (R&D) ventures. This synergy could potentially yield 5.6 million in additional office and research and development square feet, and up to 13,000 additional jobs.

Richmond's deepwater port was ground-zero for shipbuilding during WWII. The Kaiser Shipyards produced nearly 750 vessels during the war, earning Richmond a place in history, and creating the feminist iconography of Rosie the Riveter, paying tribute to the women factory workers of WWII. The adaptive reuse of 500,000 square foot Ford Motor Plant now includes several green businesses, retail space, restaurants, and the large Craneway Pavilion event space. A ferry terminal connecting to SF and other ports is also proposed for this location.

The Pt. Isabel peninsula in Richmond Annex houses the regionally popular dog park as well as the Business/Light Industrial uses of "big-box" retailer, Costco, and the USPS Bulk Mail Center for San Francisco.

**\*data taken from Plan Bay Area – projected to 2040**

**+Place types – full descriptions can be found at [www.onebayarea.org/pdf/Initial\\_Vision\\_Scenario\\_Report.pdf](http://www.onebayarea.org/pdf/Initial_Vision_Scenario_Report.pdf)**

# San Francisco Bay Trail Smartphone Audio Tours Released

## Bay Trail Celebrates 25th Anniversary with Special Events through October

Marking the beginning of the San Francisco Bay Trail's 25th Anniversary, the first smartphone audio tour for the Bay Trail was released during the Rosie the Riveter Visitor Education Center Rededication and San Francisco Bay Trail 25th Anniversary celebration at the Rosie the Riveter WWII/Home Front National Historical Park in Richmond. The Richmond Bay Trail smartphone audio tour covers up to 2.5 miles and features 17 points of interest along the Bay Trail starting at the Rosie the Riveter Visitor Education Center and ending at the Shimada Friendship Park. Developed by Canogle and Doug McConnell of Convergence Media, and funded by the State Coastal Conservancy, the interpretative Bay Trail audio tour consists of curated short stories associated with points of interest. These Bay Trail audio tours can be accessed by using the Point by Canogle app.

This first smartphone tour is one of a series of Bay Trail tours being released in 2014 for Richmond, Novato, Alviso, and American Canyon.



Find out more about the Bay Trail celebrating its 25th anniversary at [www.baytrail.org](http://www.baytrail.org) or call (510) 464-7900.



## Multifamily Program - BayREN

As part of our ongoing energy program series, we are spotlighting the Multifamily Program from the portfolio of offerings by the San Francisco Bay Area Regional Energy Network ("BayREN"), administered by ABAG. Bay Area Multifamily Building Enhancements (BAMBE) is designed to provide a "middle of the road" participation path in the hard-to-reach multifamily sector. The multifamily market has responded favorably to this new program, and the pipeline of eligible properties has already exceeded the program's projections. The program, led by StopWaste, is on track to incentivize efficiency upgrades in approximately 12,500 units throughout the region, which is more than double the original goal of 5,000 units. PG&E recently authorized additional funds to allow continuation of the program through 2014 with

the request for 2015 funding for all BayREN programs currently pending before the California Public Utilities Commission.

**BAMBE provides the following assistance to property owners of five or more attached dwelling unit buildings:**

- **Free customized technical assistance to identify and prioritize potential upgrade measures, connect to appropriate programs, and define an eligible scope for BAMBE rebates using EnergyPro Lite modeling software.**
- **Rebate incentive of \$750 per dwelling unit in the structure, for projects that install multiple measures and have a modeled estimated savings of 10% or greater.**

Recruitment to date has demonstrated that the program appeals to the wide variety of the Bay Area multifamily housing stock. The distribution of interest has been evenly distributed among the nine BayREN counties, and closely mirrors the actual distribution of multifamily units across the region. The recruited buildings represent a well-distributed mix of small to large buildings, and their ages are reflective of the distribution among the existing stock. Approximately 80% are market rate (non-deed-restricted; can include low-income tenants), with more representative distribution than similar programs that have historically



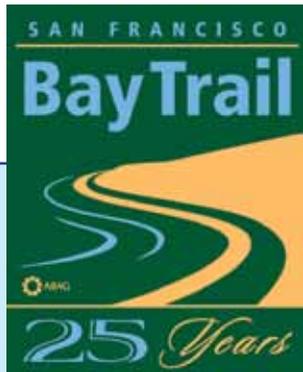
recruited mostly affordable housing.

# Calendar of Events

## June 2014

June 26

**Hamilton Bay Trail Ribbon-Cutting/  
Opening Ceremony**  
5 Hamilton Landing #200, Novato



*San Francisco Bay Trail celebrates the 25th Anniversary of the Bay Trail Plan and recognizes the outstanding support of Bay Trail champion Cargill, Kaiser Permanente, Comcast, and Pacific Gas and Electric Company.*

## July 2014

July 10

**Bay Trail Steering Committee**  
1:30 p.m., ABAG Conference Room B

July 11

**Bay Area Regional Prosperity Plan Steering Committee**  
12 noon, MetroCenter, Auditorium

July 17

**Legislation & Governmental Organization Committee**  
3:30 p.m., ABAG Conference Room B

**Finance & Personnel Committee**  
5:00 p.m., ABAG Conference Room B

**ABAG Executive Board**  
7 p.m., MetroCenter, Auditorium

July 18

**ABAG/BAAQMD/MTC Joint Policy Committee**  
10:00 a.m., MetroCenter, Auditorium

July 23

**San Francisco Restoration Authority Governing Board**  
1 p.m., MetroCenter, Room 171

## Notable Numbers

**Snapshot of Projected Bay Area Jobs by Industry/Sector by 2040**

### 22 percent

Of all Bay Area jobs will be in the professional services industry sector in 2040, a 63 percent increase from 2010.

### 16 percent

Of total jobs will be in the health and education sector in 2040, a 56 percent increase from 2010.

### 15 percent

Of jobs will be in leisure and hospitality sector, a 40 percent increase from 2010.

### 10 percent

Of jobs will be in the manufacturing and wholesale sector, a less than one percent decrease from 2010.

### 9 Percent

Of jobs will be in the retail sector, a 14 percent increase from 2010.

### 0.5 percent

Of jobs will be in the agriculture and natural resources sector in 2040, a less than one percent decrease from 2010.

**California Center for Continuing Study of California and ABAG**