

Bay Area Downtowns: Place Types and Policy Directions

The Economics of Land Use



BAPDA

BAY AREA PLANNING DIRECTORS ASSOCIATION

presented by

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Oakland
Sacramento
Denver
Los Angeles

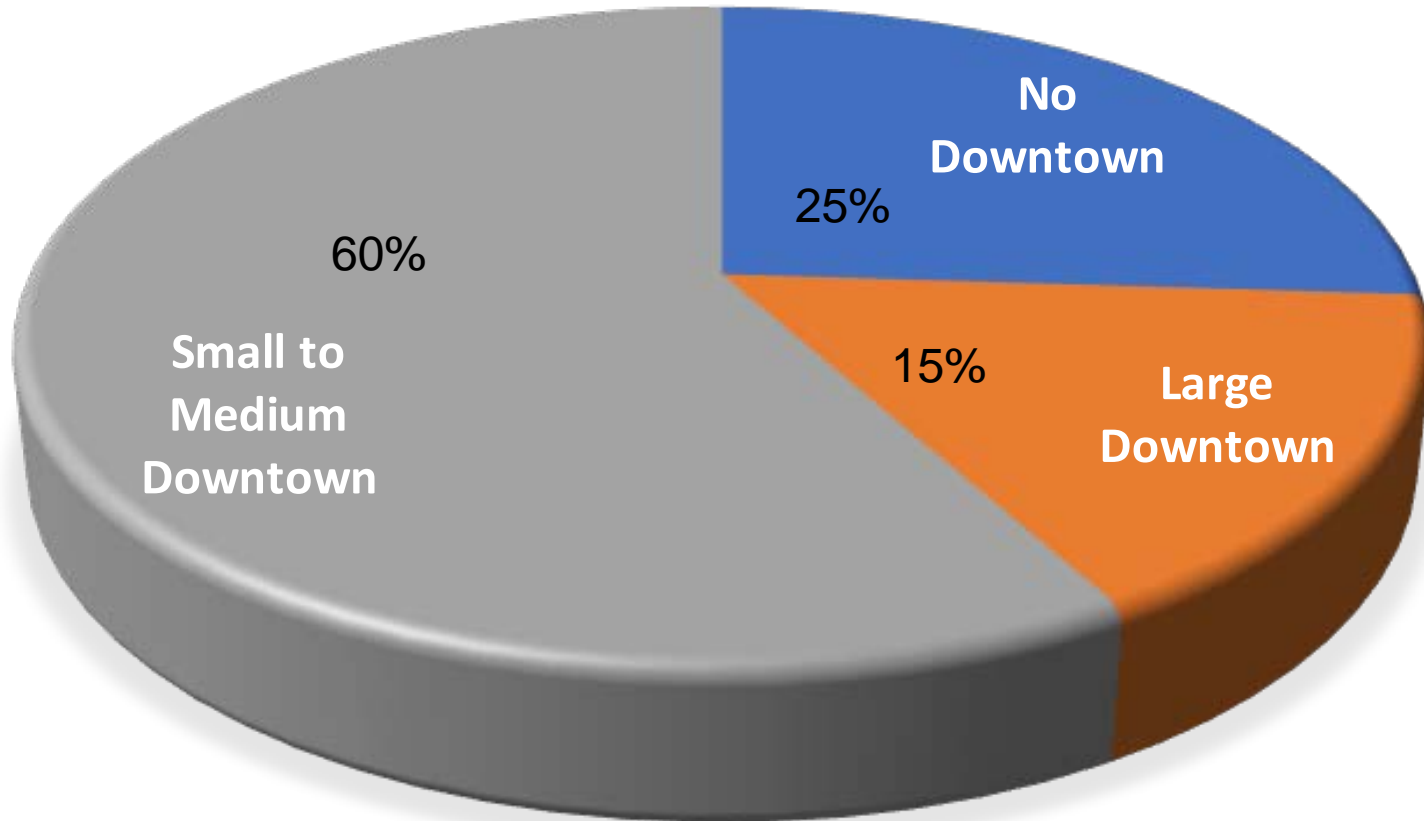
Presentation Overview

- Overview of Bay Area Downtowns
- Overview of Downtown “place-types”
- Overview of Downtown Policy goals and tools

Introductory Observations

- Not all cities have, or want, a “Downtown”
 - But you only get one
- Success is in the eye of the beholder
 - But you know it when you see it
- Look to aspiration models for success
 - But San Francisco doesn't count

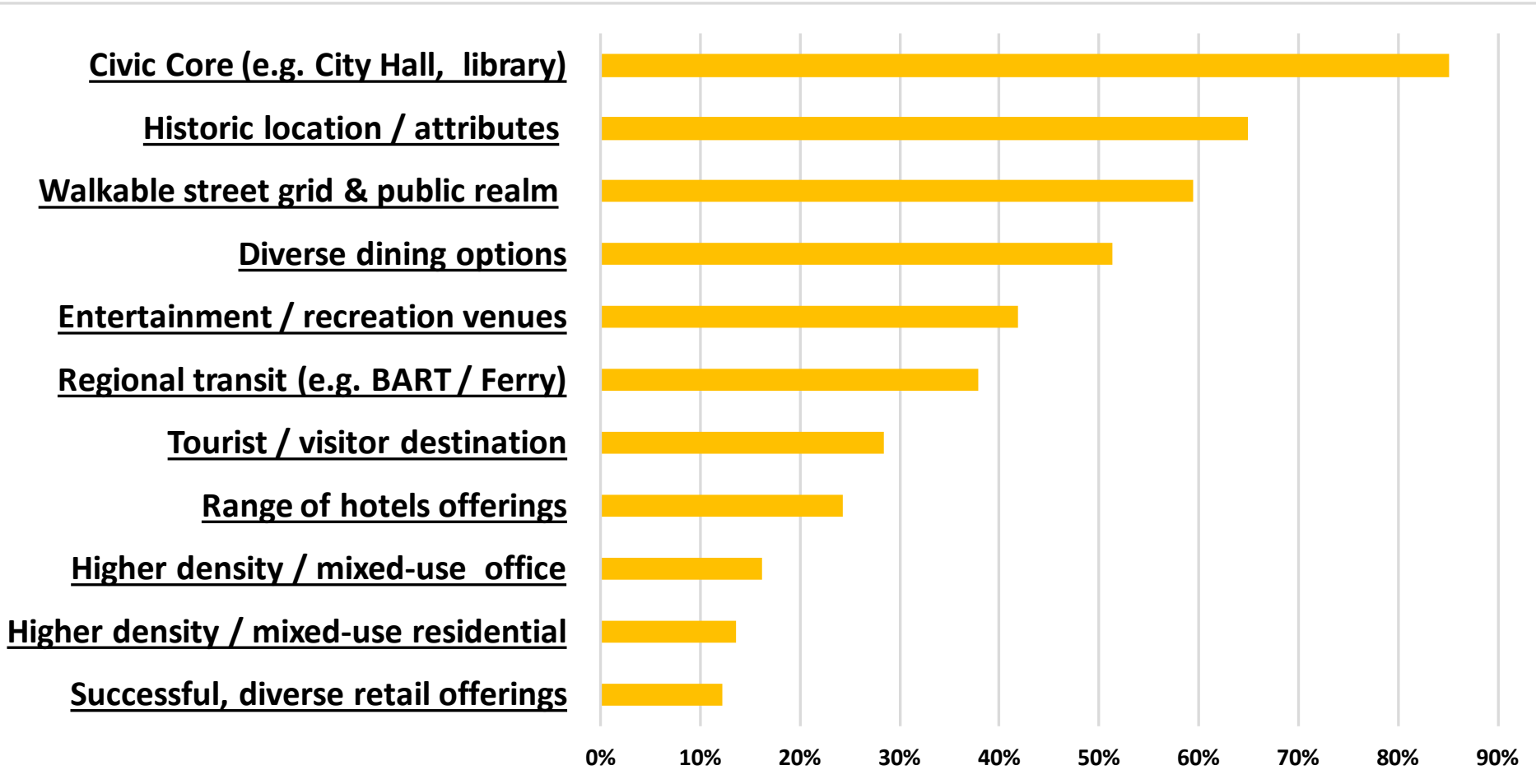
100 Cities in 9 County Bay Area



Basic Downtown Building Blocks



Significant Attribute of Bay Area Downtowns



Downtown “Place Types”

Key Features

Examples

Employment Center

- office workers / space
- Direct Hwy. / transit access
- Business amenities

- Oakland
- San Jose
- Fremont
- Concord

Destination Retail

- Credit retailers
- Major Hwy. / transit access
- Parking structures

- WInt. Creek
- Burlingame
- Palo Alto
- Los Gatos

Small Town 'Main Street'

- Mom & Pop retailers
- Small parcels / store fronts
- Historic landmarks / buildings

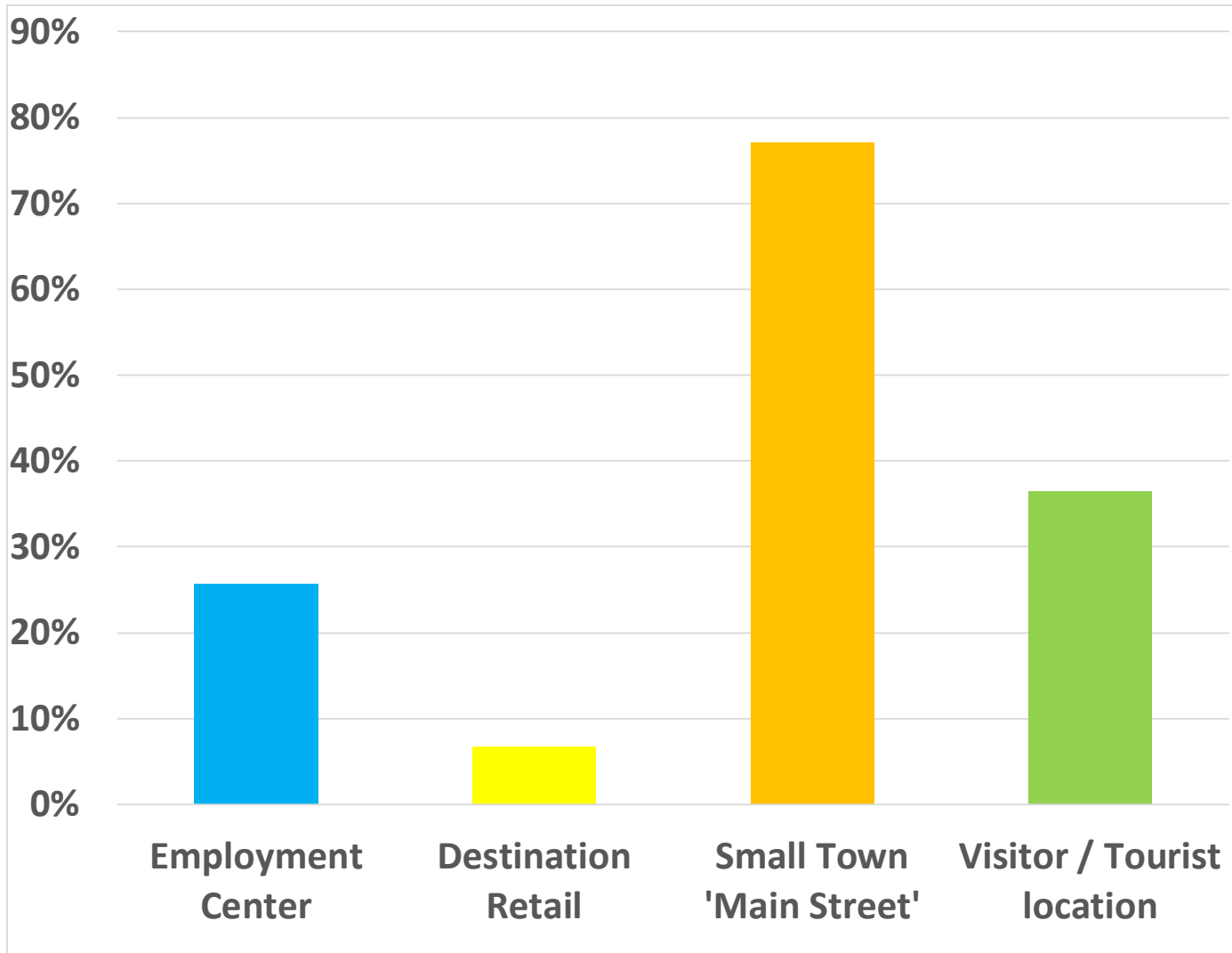
- Livermore
- Pleasanton
- Fairfield
- San Bruno

Visitor / Tourist location

- Links to recreational amenities
- Diverse hospitality sector
- Dining and personal services

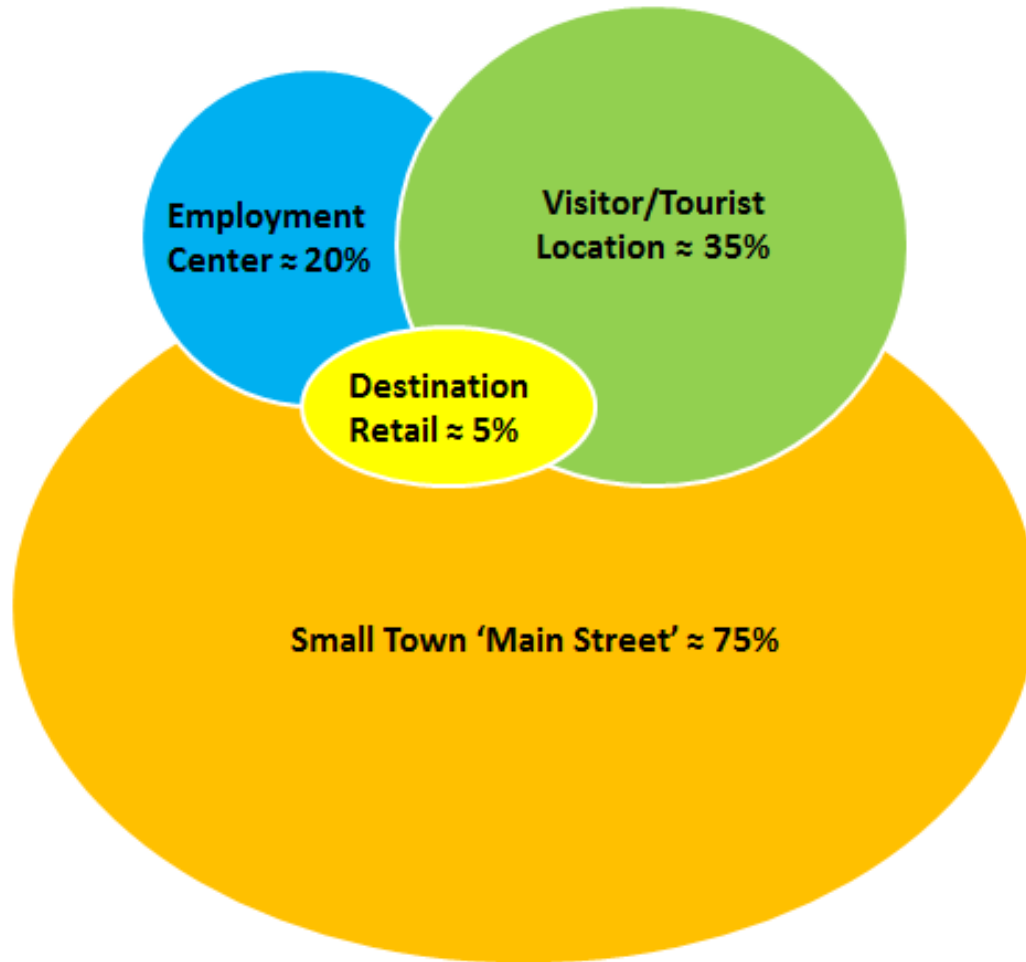
- Sausalito
- Sonoma
- St. Helena
- Healdsburg

Distribution of Downtown "Place Types" in Bay Area*



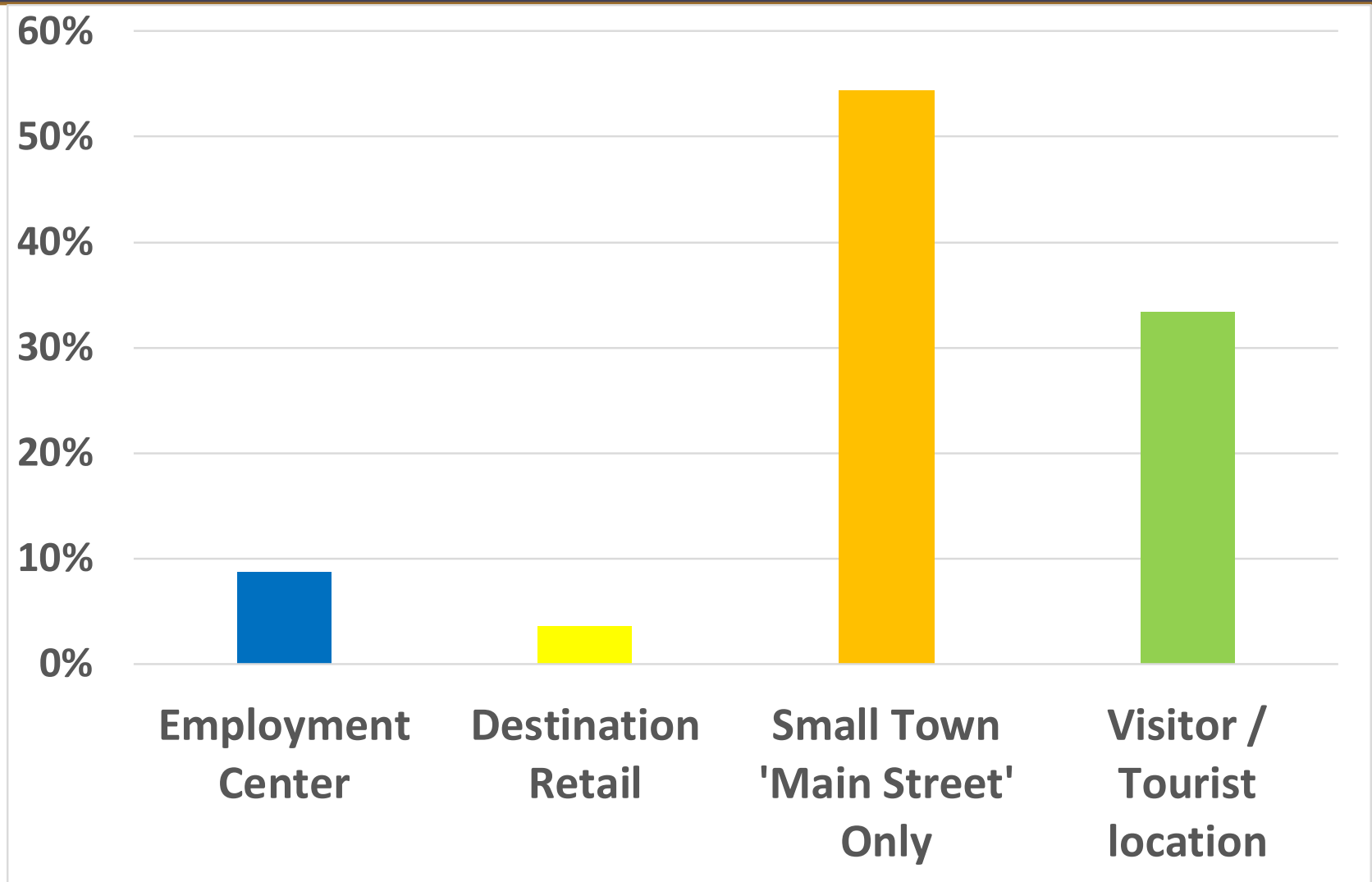
*Total ≈ 150%

“Place Types” Not Mutually Exclusive*

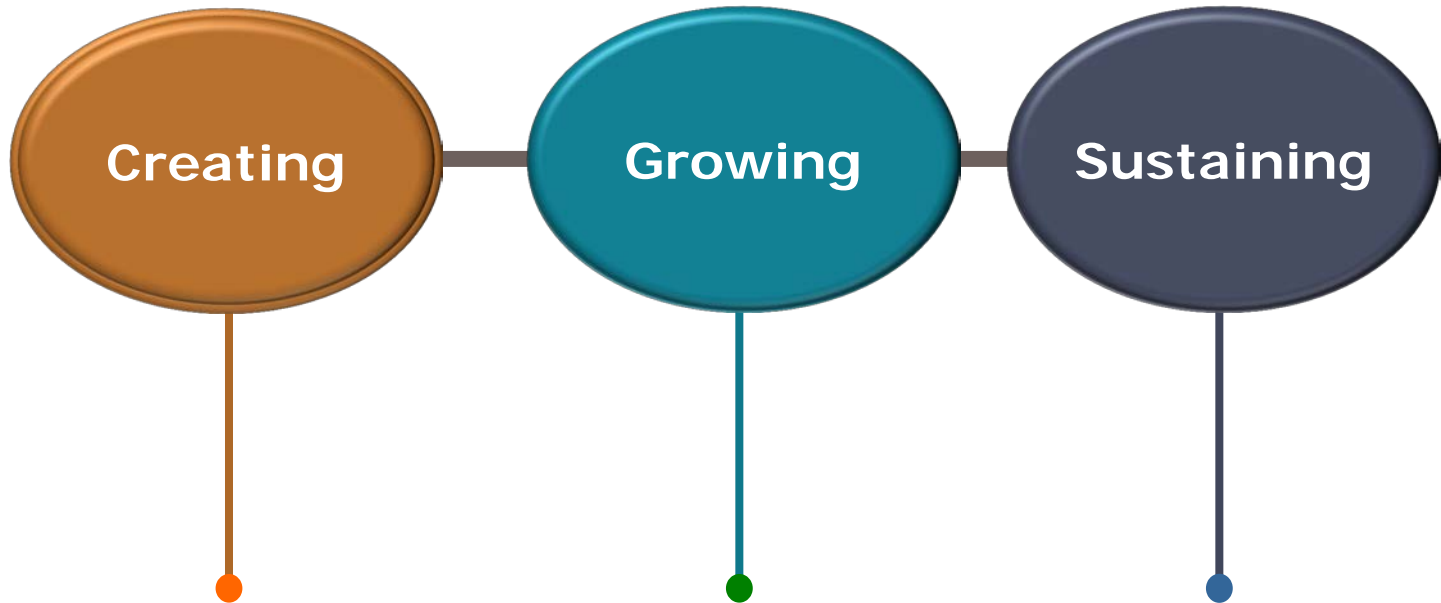


*Not to scale

Small Town 'Main Street' Overlap Others



Downtown Policy Orientations



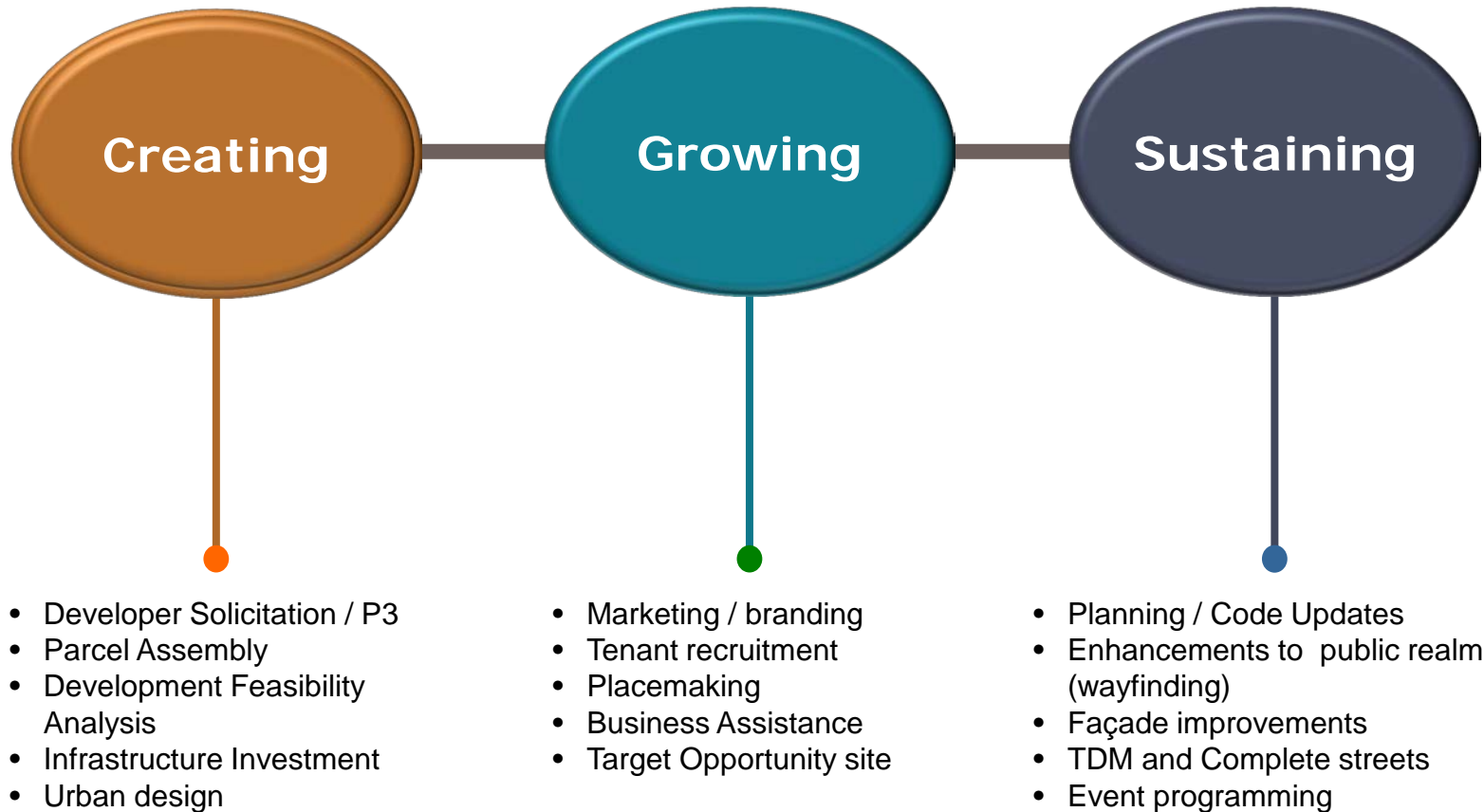
Examples

San Ramon
Dublin
Windsor
Milpitas

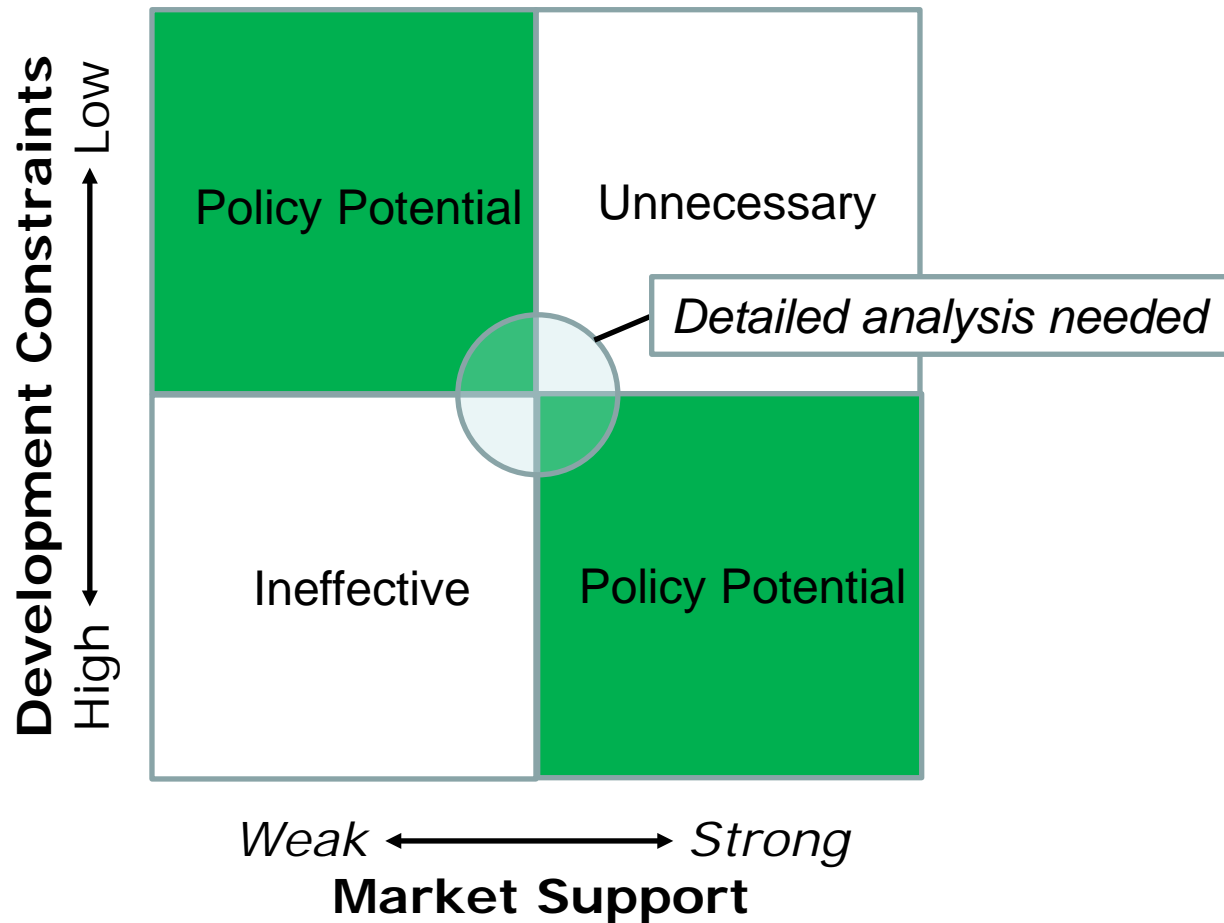
Oakland
San Jose
Concord
Redwood City

Palo Alto
Lafayette
Sausalito
Danville

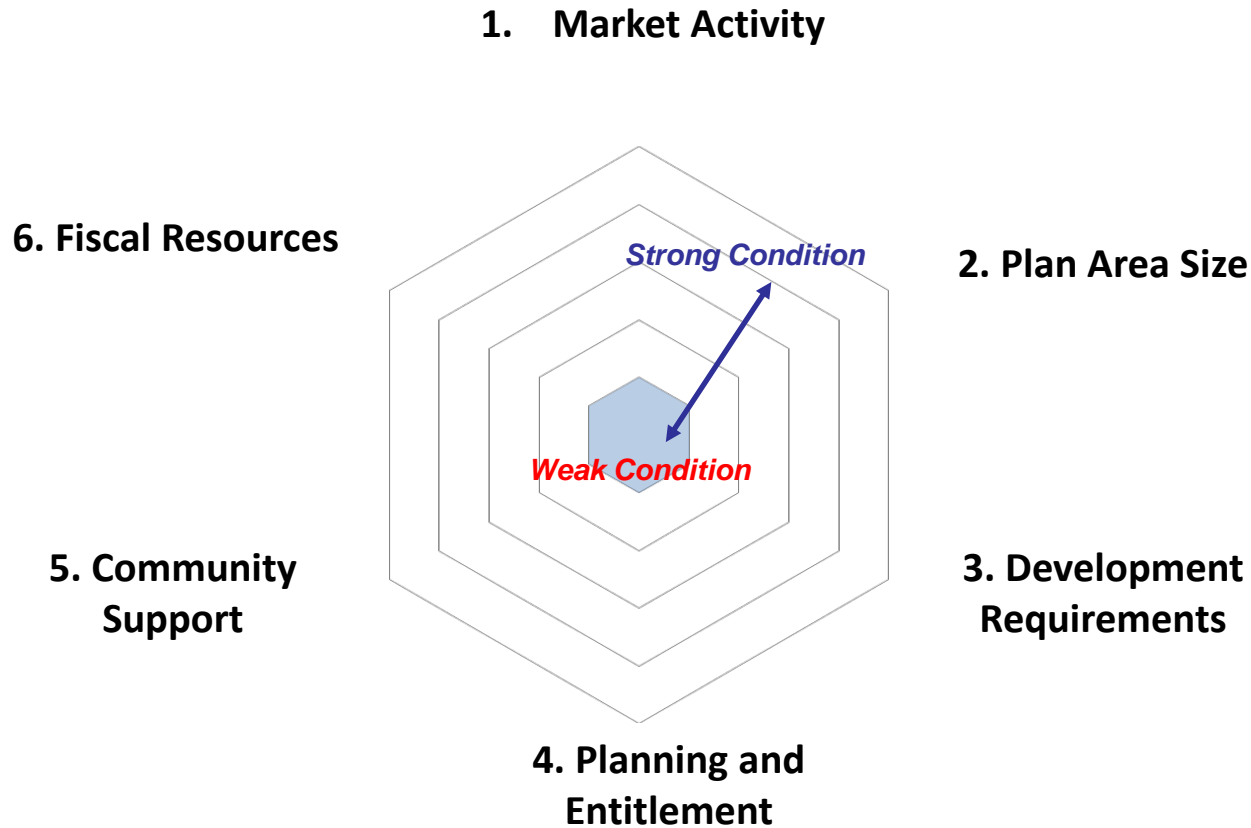
Implementation Tools and Strategies



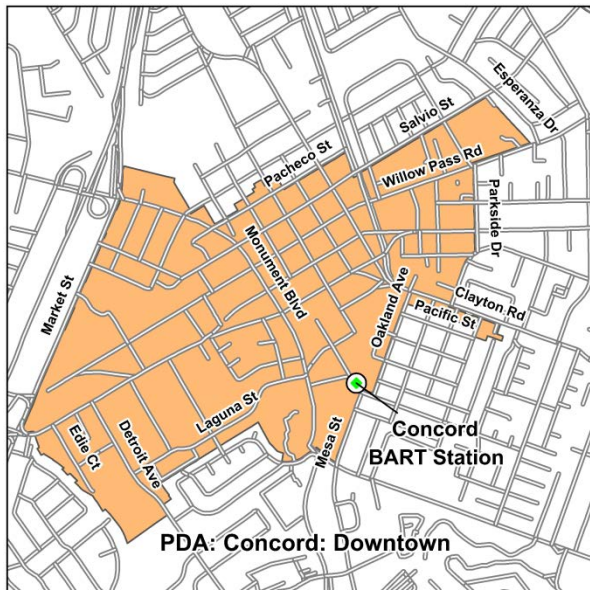
Public Investment Decision Matrix



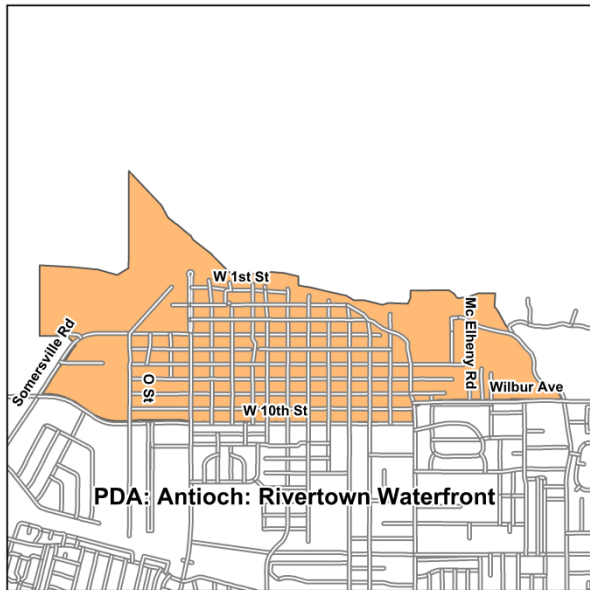
Assessing Development Readiness



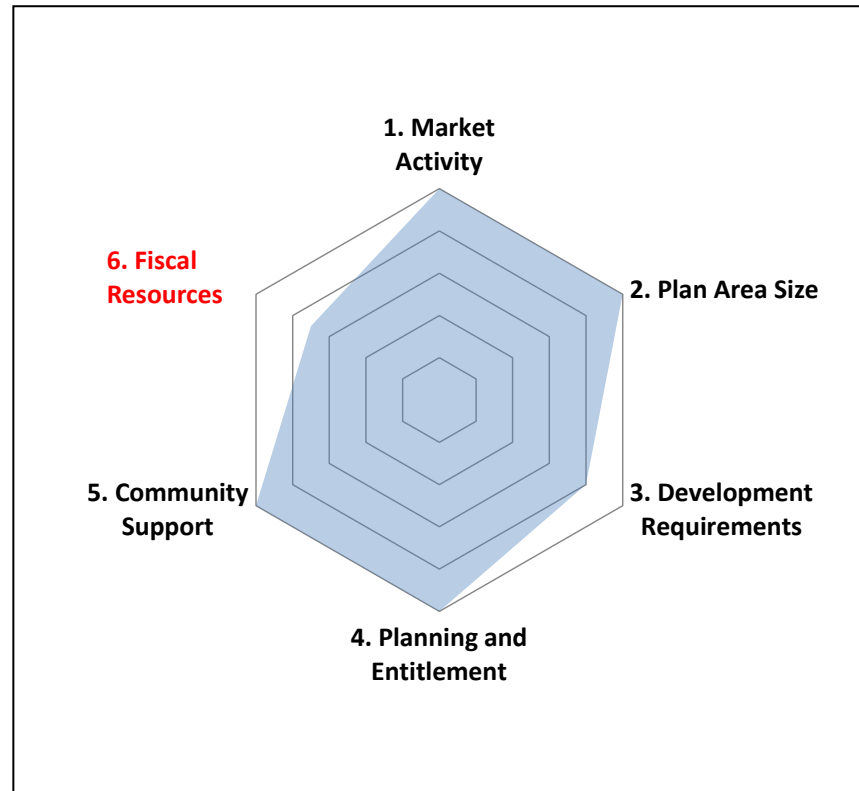
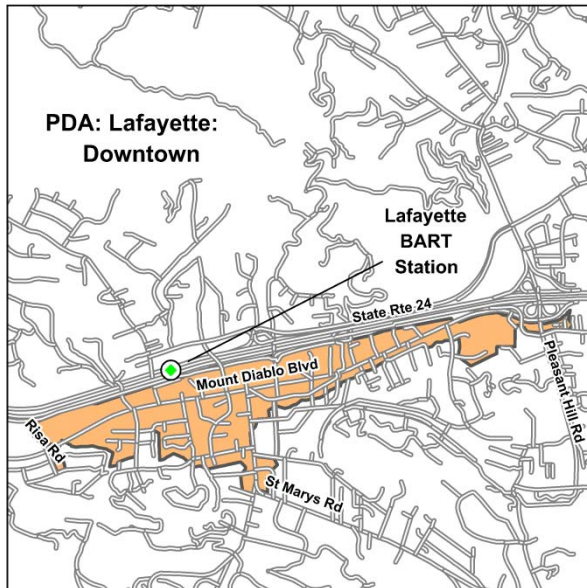
Concord Downtown



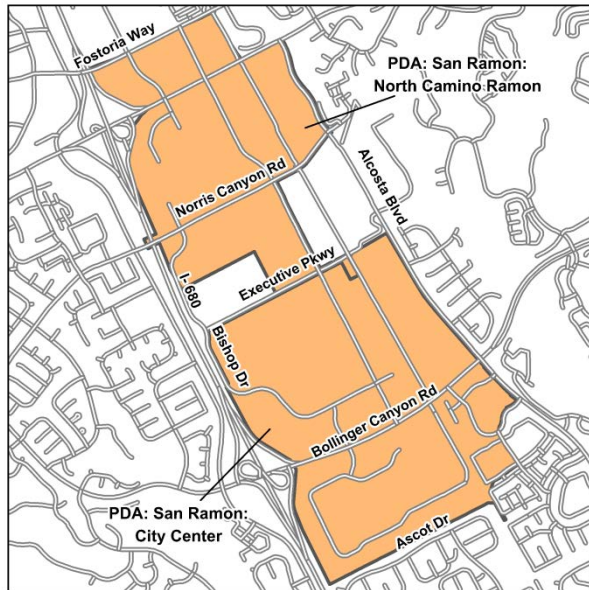
Antioch Rivertown Waterfront



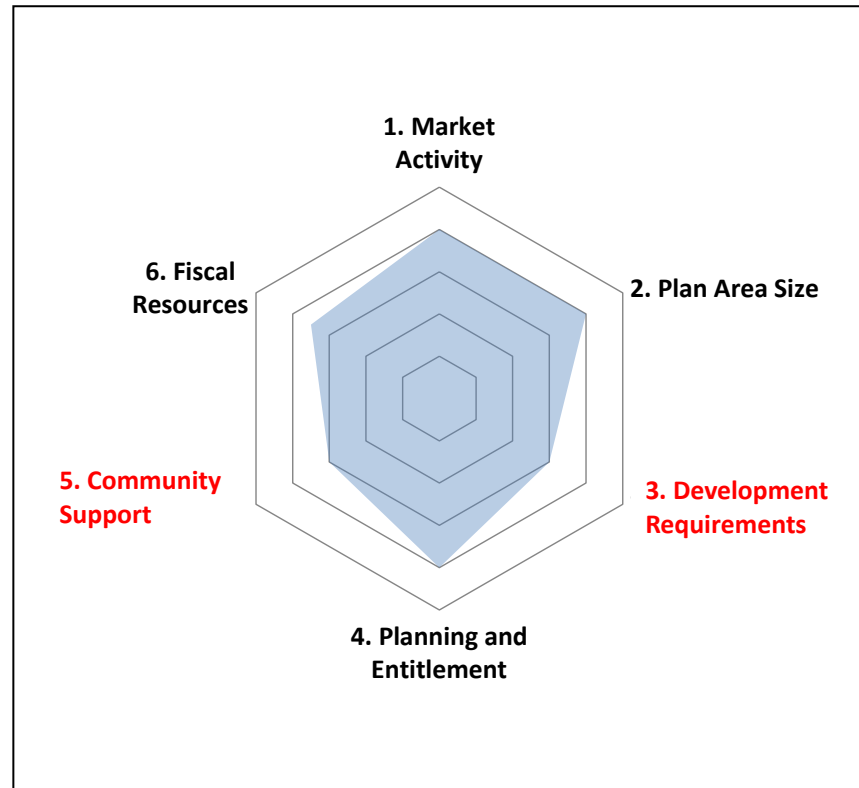
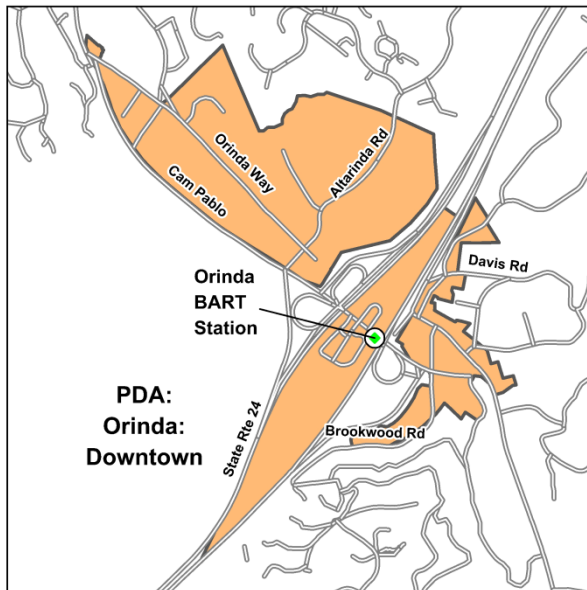
Lafayette Downtown



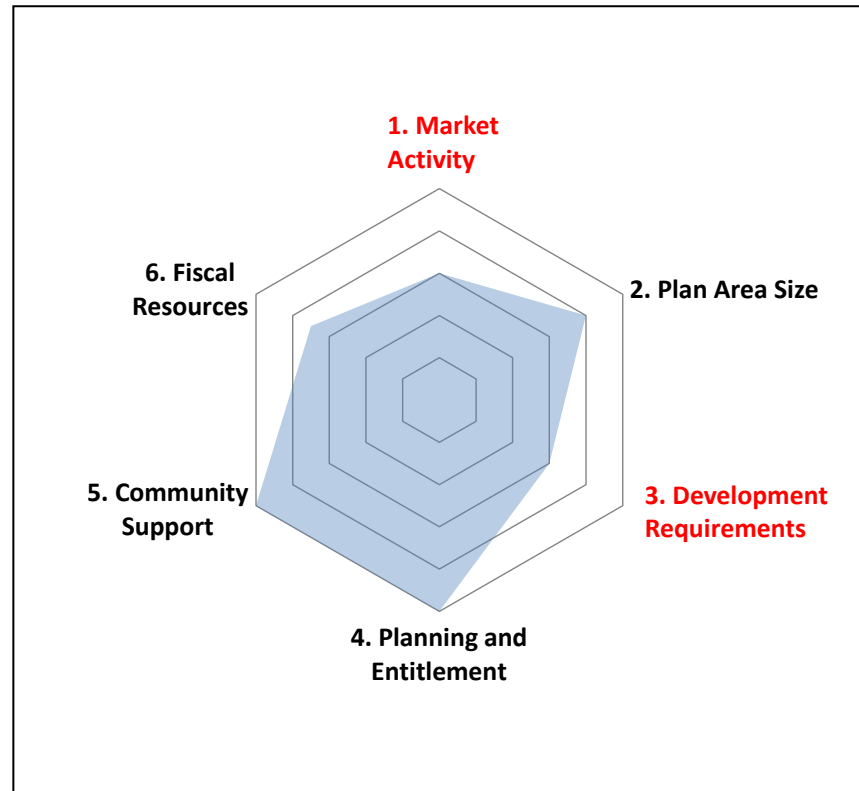
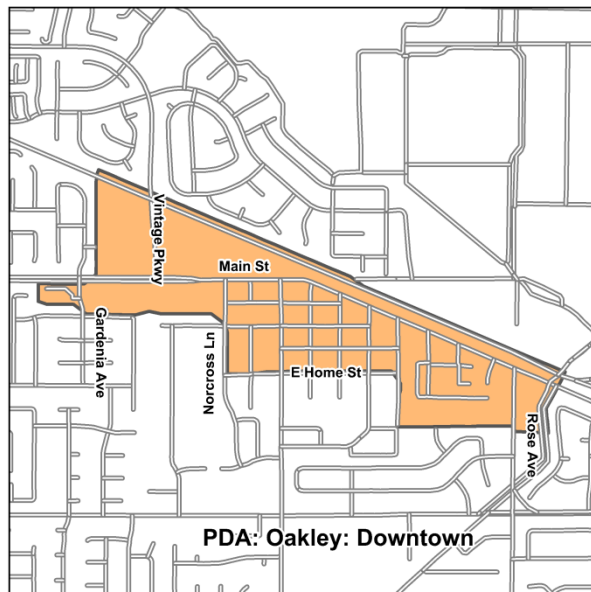
San Ramon City Center



Orinda Downtown



Oakley Downtown



Pittsburg Downtown

