

## MEMO

**Submitted by:** Ken Kirkey, Planning Director

**Subject:** Proposed Potential Priority Development Area in the City of Fremont

**Date:** March 3, 2011

### Executive Summary

FOCUS is a voluntary, incentive-based, multi-agency development and conservation strategy for the San Francisco Bay Area. As part of FOCUS, over 60 local government entities have stepped forward and proposed over 120 Priority Development Areas, which have been adopted by the ABAG Executive Board.

The proposed Priority Development Area submitted by the City of Fremont is for Warm Springs, the area surrounding a future BART station and encompassing the former NUMMI auto manufacturing plant.

### Recommended Action

Staff is seeking Executive Board adoption of a new Priority Development Area (PDA) submitted by the City of Fremont as part of FOCUS, the San Francisco Bay Area's Regional Blueprint Plan. Staff is further recommending 'Potential' status for this area.

### Next Steps

This area, if adopted as a 'Potential' Priority Development Area, will receive corresponding eligibility and/or scoring for FOCUS planning, capital, and technical assistance programs. Once additional land use planning is performed, the area will be eligible for 'Planned' status.

### Attachments:

Location Map

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**TO:** ABAG Executive Board  
**FROM:** Ken Kirkey, ABAG Planning Director  
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### **Recommended Action**

At the March 17, 2011 ABAG Executive Board meeting, staff will seek approval for designating Warm Springs in Fremont as proposed by the City of Fremont as a Priority Development Area. The recommendation was endorsed by the ABAG Regional Planning Committee on February 2, 2011 for consideration by the Executive Board.

### **Background**

FOCUS is a voluntary, incentive-based, multi-agency development and conservation strategy for the San Francisco Bay Area. As part of FOCUS, over 60 local government entities have stepped forward and proposed over 120 Priority Development Areas (PDAs), which have been adopted by the ABAG Executive Board. Working in partnership with local jurisdictions and partner regional agencies, ABAG and the Metropolitan Transportation Commission (MTC) seek to support the development of the PDAs as complete communities. Complete communities are mixed-use neighborhoods served by transit with shops, parks and other amenities to provide for the day-to-day needs of residents. PDAs are within an existing community, near transit, and are either planned for more housing or there is a vision to create such a plan.

PDAs are designated as either “Planned” or “Potential.” The primary difference between these two designations is that a Planned PDA has both an adopted land use plan and a resolution of support from the city council or county board, while Potential PDAs may be lacking either of these. In general, these categories relate to readiness for funding: Planned PDAs are eligible for capital infrastructure funds, planning grants, and technical assistance, while Potential PDAs are eligible for planning grants and technical assistance, but not capital infrastructure funds. The first set of PDAs was adopted by the Executive Board in November 2007 followed by the adoption of additional PDAs in November 2008 and in September 2009. Priority Development Areas encompass the vast majority of transit-served neighborhoods in the nine-county Bay Area.

The Regional Planning Committee at its meeting on February 2, 2011 discussed the industrial nature and economic significance of the area, the role of housing, and the appropriateness of the current PDA framework for major employment areas.

***Proposed City of Fremont Priority Development Area***

The City of Fremont has proposed 'Warm Springs' as a new area that would be designated as a "Potential" PDA. The area consists of current industrial-zoned land surrounding the future BART Warm Springs station (see attached map for proposed boundary).

The area is currently served by AC Transit lines 212, 215, and 239. The BART station is scheduled to open in 2015, and is planned to have intermodal transit service to AC Transit and VTA buses. The Silicon Valley Rapid Transit Corridor Project is intended to extend BART service southward from the Warm Springs station to Milpitas, San Jose and Santa Clara.

The City of Fremont has conducted several years of community dialogue and analysis of development alternatives for the Warm Springs area in conjunction with the BART extension. More recently, the General Plan Update and a market analysis (funded by the United States Economic Development Administration following the closing of the NUMMI auto manufacturing plant) have further developed the City's priorities for the Warm Springs area. In its application, the city indicated a vision for a transit-oriented high technology office center with some mix of residential and commercial uses to create a complete community around the transit station.

The City of Fremont still has studies underway for different uses around the transit station and reuse options for the NUMMI site, and is interested in securing funding to complete a specific plan for development of the station area.

***Next Steps***

As a Potential Priority Development Area, Warm Springs would be eligible for planning funds. Upon completion of a specific plan, the area would be eligible for designation as a 'Planned Priority Development Area'.

**RECOMMENDATION**

Staff recommends that the Executive Board:

- Designate Warm Springs as proposed by the City of Fremont as a Potential Priority Development Area.

ATTACHMENT: Map of the proposed Warm Springs Priority Development Area

