

ASSOCIATION OF BAY AREA GOVERNMENTS

Representing City and County Governments of the San Francisco Bay Area

MEMO

March 25, 2010

TO: ABAG Regional Planning Committee

FR: Gillian Adams, Regional Planner

RE: Proposed Planned Priority Development Areas in the City of Oakland

Recommended Action

At the April 7th Regional Planning Committee (RPC) meeting, staff will seek committee approval of six new Priority Development Areas (PDAs) submitted by the City of Oakland. With RPC support, these recommendations will be forwarded to ABAG's Executive Board at its May 20, 2010 meeting for adoption of these areas as part of FOCUS, the San Francisco Bay Area's Regional Blueprint Plan.

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 well over 100 PDAs, which have been adopted by the ABAG Executive Board. Working in partnership with local jurisdictions and its partner regional agencies, ABAG seeks 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.

Proposed City of Oakland Priority Development Areas

The City of Oakland has proposed six PDAs that would be designated as “Planned” PDAs. The six proposed Planned PDAs are (see attached maps for proposed boundaries):

- a. **Coliseum BART Station Area:** including the area around the Coliseum BART and Amtrak stations
- b. **Downtown and Jack London Square:** including the central business district and areas around the 12th Street and 19th Street BART stations and the Oakland Ferry Terminal
- c. **Eastmont Town Center:** including the area around the Eastmont Town Center (a hub for AC Transit buses) and extending along MacArthur Boulevard to the city boundary
- d. **Fruitvale/Diamond Areas:** including the area around the Fruitvale BART Station and extending along Fruitvale Avenue to the Diamond neighborhood near Interstate 580
- e. **MacArthur Transit Village:** including the area around the MacArthur BART Station
- f. **West Oakland:** including the area around the West Oakland BART Station, extending between Interstates 880, 580, and 980

These areas were identified in the City’s General Plan as a Transit Oriented Development node or Key Transit Corridor and have also completed neighborhood planning efforts that allow increased housing densities in these areas. Many of the areas are within established Redevelopment Project Areas.

Submittal of these six Planned PDAs for adoption is the result of efforts by Oakland city staff to refine its existing PDA, which was originally submitted with the first round of PDA applications in 2007. This PDA was designated a Potential PDA because the necessary planning work to support designation as a Planned Priority Development Area was not yet in place.

Next Steps

The six areas identified in this report have completed the necessary planning efforts to qualify for Planned status. Some additional information about the areas may be required, and ABAG staff will work to gather the necessary details through the PDA Assessment process.

There are still portions of the City’s Potential PDA that require further planning before they qualify as Planned PDAs. The City proposes to submit additional Planned PDAs as planning work in these areas is completed. Planning processes are currently underway for the Lake Merritt BART Station Area, Broadway/Valdez District, and the Central Estuary. Planned PDA Applications will be submitted to the FOCUS program for these areas upon City Council adoption of the Specific Plans (expected to be completed within the next two years). The City is also studying additional areas within the existing Potential PDA that may qualify for Planned PDA status (particularly transit corridors), and will submit applications to FOCUS as these areas are identified.

Recommendation

Staff is seeking the endorsement of the following recommendation for adoption by the Executive Board on May 20, 2010:

- Designate the six areas as proposed by the City of Oakland as Planned Priority Development Areas.

ATTACHMENTS:

Maps of the proposed Coliseum BART; Downtown/Jack London; Eastmont Town Center; Fruitvale/Dimond; MacArthur Transit Village; and West Oakland Priority Development Areas