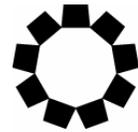


ASSOCIATION OF BAY AREA GOVERNMENTS

Representing City and County Governments of the San Francisco Bay Area



ABAG

Date: 11/27/13

To: ABAG Regional Planning Committee

From: Miriam Chion, ABAG Planning & Research Director

Subject: **Addressing Placemaking in Priority Development Areas**

This memo provides a general framework for the discussion on Placemaking in Priority Development Areas. To stimulate dialogue on placemaking in a wide range of Bay Area neighborhoods and business districts, we will have a panel of experts present their work on urban design, infill development, and civic engagement.

Background

With the adoption of Plan Bay Area, ABAG and its member jurisdictions turn to the challenge of stimulating the development of housing for 2 million new residents and offices, shops and factories for 1 million new jobs over the next 30 years. Most new development is expected to take place in locally designated Priority Development Areas—places within the region’s urban footprint with access to frequent transit and local amenities. This focused growth and increasing preference for urban neighborhoods is triggering questions about the character of the changing places, the qualities of the street, the forms of the buildings and the importance of public gathering places for those communities.

Implementation of the regional and local plans will take place in diverse communities with unique social and economic networks, infrastructure conditions, architectural identities, and levels of access to opportunity. Making the plans a reality will depend upon successful placemaking strategies that build upon a community’s assets and potential, creating public and private spaces to promote economic vitality and people’s health, happiness and well-being.

Plan Bay Area recognizes the importance of placemaking in advancing regional sustainability. In addition to funding affordable housing and focusing transportation investment and planning grants in Priority Development Areas, it calls for the regional agencies to support “place-based strategies to support the growth of different types of PDAs and job centers.” Efforts already underway across the region can help inform this task. These range from planning for the transformation of surface parking lots into a civic core around the Fremont BART station to strengthening the historic character of Downtown Petaluma as it takes on focused commercial and residential development.

Regional Planning Committee Placemaking Panel

To stimulate discussion about placemaking in the Bay Area's neighborhoods and business districts, the RPC is convening a panel of experts on urban design, infill development, and civic engagement. The panel will involve two presentations followed by a moderated discussion and a question and answer period. A brief biography of each panelist and their contribution to the panel is provided below.

Panelists

Gregory Tung, Principal, Freedman, Tung and Sasaki Design

Gregory Tung will discuss the physical and social dimensions of placemaking, drawing upon projects he designed across the Bay Area. He draws on his extremely wide range of architectural and urban design expertise to formulate urban design strategies and plans that enhance city identity and draw investment to our project areas. He is a national leader in creating innovative designs for streets & boulevards and landmarks, as well as state of the art design standards. His district and corridor revitalization plans combine sensitive infill development master planning with catalytic capital improvement designs. Mr. Tung is also well known for his community participation processes, and insightful workshop seminars that add an education component to the public participation process. Weblink: <http://www.ftscities.com/principals#tung>

Meea Kang, President, Domus Development

Meea Kang will present successful strategies for overcoming obstacles to infill development in a variety of communities. She will provide examples of Bay Area developments that utilized innovative finance, design, and community involvement strategies. Ms. Kang is a founding partner of Domus, bringing over seventeen years of professional experience to the field of housing development. Her background in art, design, architecture, construction, housing and community development provides her with a rich source of insight to make the projects she develops unique. Weblink: <http://www.domusd.com/about/team>