



Memorandum

DATE: September 26, 2012

TO: Alameda County Technical Advisory Committee (ACTAC)

FROM: Beth Walukas, Deputy Director of Planning
Cathleen Sullivan, Planning Support
Matt Bomberg, Assistant Transportation Planner

SUBJECT: Approval of Priority Development Area (PDA) Readiness Criteria

Recommendation

It is recommended that the Commission approve the proposed PDA readiness criteria to be used in the development of the PDA Investment and Growth Strategy/Strategic Plan. These criteria will be used to group Alameda County's 43 PDAs into three readiness categories: active, borderline active, and in need of planning support.

Summary

Resolution 4035, approved by MTC and ABAG on May 17, 2012, provides guidance for the allocation of the Cycle 2 Federal Surface Transportation Program (STP) and Congestion Mitigation and Air Quality (CMAQ) funds for the next four fiscal years (FY 2012-13 through FY 2015-16). It includes specific policy objectives and implementation requirements that Bay Area congestion management agencies must meet as a condition for the receipt of OBAG funds. In large counties, such as Alameda County, 70 percent of the OBAG funding must be programmed to transportation projects that support PDAs and 30 percent of the OBAG funds may be programmed for transportation projects elsewhere in the county. Currently, there are 43 PDAs in Alameda County approved by ABAG.

To ensure that CMAs have a transportation project priority setting process for OBAG funding that supports and encourages development in the region's PDAs, MTC requires that Alameda CTC work with Alameda County jurisdictions to develop a PDA Investment and Growth Strategy. The PDA Investment and Growth Strategy must be adopted by the Alameda CTC and submitted to MTC/ABAG by May 1, 2013.

Alameda CTC has been working with local jurisdictions to understand the parameters and status of development in the County's PDAs. This effort has resulted in the development of a PDA inventory that will be used to develop Alameda County's PDA Investment and Growth Strategy, which will include a PDA Strategic Plan. This memo proposes criteria for defining PDA "readiness" to receive funding for transportation projects based on the type of planning that has

been done, the status of housing and commercial development and the housing and development policies in place. The results of the inventory are being evaluated currently. The PDA Strategic Plan, which classifies Alameda County's 43 PDAs by readiness status using the criteria presented in this memo, will be presented to the committees in November. The Strategic Plan is one component of the PDA Investment and Growth Strategy which will be presented to the Committee in February and March 2013. Other OBAG requirements, including Complete Streets and Programming Guidelines, are discussed under separate agenda items.

Discussion

PDAs are envisioned to be vibrant places with adequate housing for all income levels, a mix of uses, access to jobs and multi-modal transportation infrastructure. However, development and implementation of a PDA is a complex long-term process; it can easily take 10, 20 or 30 years for market support, city support, and community support to align to enable this vision to come to fruition. There are many factors that make development of a PDA complex.

PDA success hinges on general plan and zoning updates, public process, environmental review, and upgrades to infrastructure to provide basic public services such as police, fire, schools, sewer and water. Perhaps most importantly, however, market demand for housing and/or commercial space in a PDA must be strong for development to take place; this market demand may take time to mature.

Development of a PDA is planned by the public sector, but is really driven by the private sector. Before proposing a real estate development project, a developer will evaluate the factors mentioned above, such as if zoning is in place, if there is sufficient water and sewer capacity, and how difficult entitlements are to get. But they will look most closely at the strength of the market for their proposed use (e.g. housing, commercial, retail) which determines whether their financial return is going to be sufficient to balance the risk and cost of the project. Market analysis takes into consideration factors such as demographics (e.g., basic demand trends, current and projected population and age, employment levels), median household income, number and type of jobs, new housing values/home re-sale values, apartment rental rates, and permit activity. Market strength can be impacted by public sector actions, but is also impacted by many factors outside a city's control.

In addition, PDA development relies primarily on infill development opportunities, which can be uniquely complex. Although every land-use development project can be risky, infill development often has its own set of challenges including:

- More expensive product type
- Need for higher than currently zoned height limits
- Small and/or narrow parcels
- Difficulty redeveloping existing uses
- Lack of community support, particularly in existing neighborhoods that are primarily composed of single-family homes
- Expensive infrastructure upgrades (due to the economic downturn in 2008 and the loss of redevelopment funds, local jurisdictions are facing challenges in providing this basic infrastructure to support PDA development)

As a result of these challenges, it can sometimes be more difficult to attract financing for infill development. In summary, PDA development is a long and complex process and Alameda County's PDAs may take decades to be fully "built out."

The PDA Investment and Growth Strategy Development Process

Currently, Alameda County's 43 PDAs vary greatly in terms of progress in the development process. See Attachment A for a preliminary evaluation of the PDA Inventory information. Some PDAs have relatively strong markets and significant development activity, while others are far less active. As part of the PDA Investment and Growth Strategy, the Alameda CTC is developing a long term strategy to support PDA development called the "PDA Strategic Plan." This Plan aims to identify specific investment strategies and other actions to support the development of active PDAs; to strengthen the development markets in less-active PDAs in order to move them towards becoming "active"; and to provide a road map for creating new PDAs from Growth Opportunity Areas (GOAs). See Figure 1 for a summary of the PDA Investment and Growth Strategy process and how it informs the programming process. See Attachment B for the outline of the PDA Investment and Growth Strategy document.

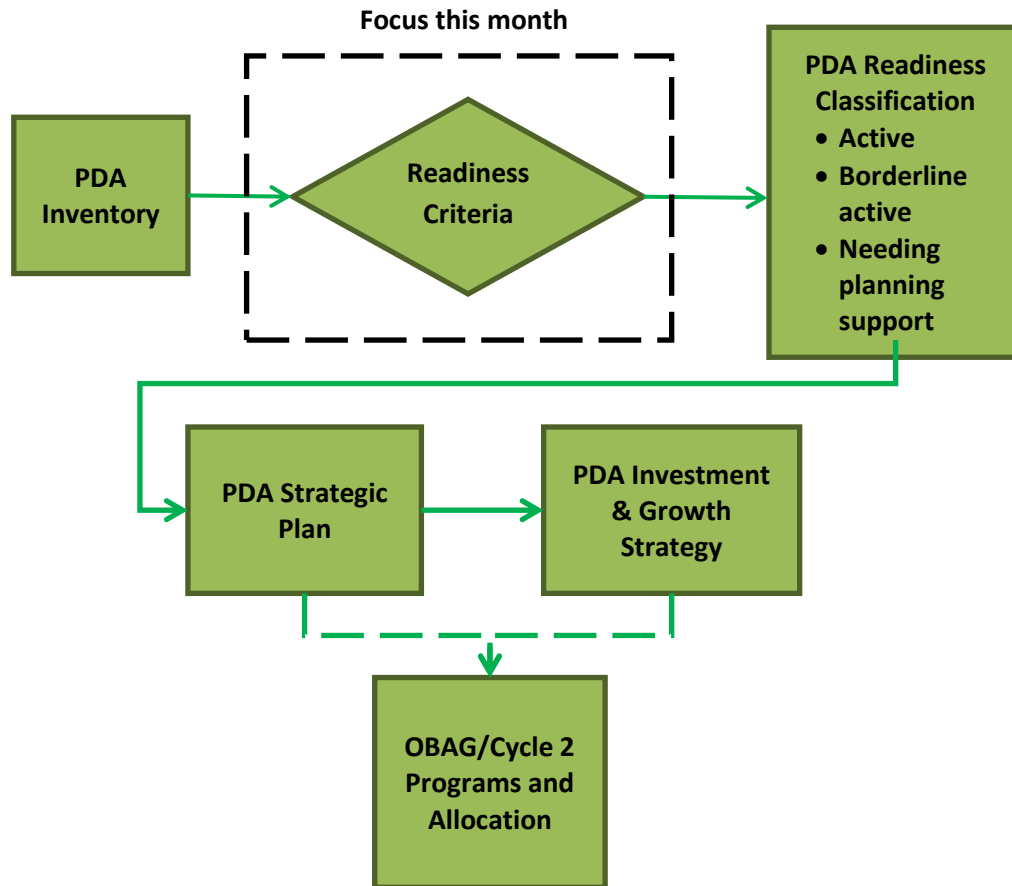


Figure 1: PDA Investment and Growth Strategy Process

In the short term, in order to meet OBAG requirements, it is recommended that this OBAG cycle focus on those PDAs that are active and can begin constructing transportation projects by January 2017, with the Strategic Plan specifying how OBAG and other potential funding can be used to support less active PDAs.

PDA Readiness Criteria

It is recommended that PDAs be divided into three groups: active, borderline active, and in need of planning support defined as follows:

- **Active PDAs** have a higher level of planning completed, a strong history of development activity as well as development activity currently underway; OBAG funds will play a pivotal role in continuing the development momentum in these PDAs.
- **Borderline Active PDAs** have completed most planning milestones and are ready for development, but have seen less development activity to date than active PDAs. Borderline active PDAs could use OBAG funds used as a catalyst to spur developer interest. A public investment in one of these PDAs could signal to the private market that the area is ready for development. In these cases, use of public funds must be carefully evaluated to ensure that these public funds are leveraging new private investments not merely replacing already committed private funds.

- **PDA in need of planning support** would be identified to receive additional resources for planning and preparation while the development market matures, especially if these PDAs play an important role in supporting regional goals for infill development or are otherwise high priority in the County.

The specific criteria or “screens” that are recommended to determine which PDAs are “active” are described below in Table 1. These “screens” are simple, measurable, and provide the best indication of market strength of any information available in the PDA inventory. They are: past residential and commercial development activity, residential and commercial development activity currently underway, and achievement of key planning milestones. The 43 PDAs in Alameda County will each be evaluated by whether they meet these screens. The evaluation will take into account the following:

- Constructed units will be weighted more heavily than units currently moving through the development process as these demonstrate that the PDA can overcome the numerous barriers to infill development.
- PDAs with past development activity will be checked for current development activity to ensure ongoing strength of the development market.
- Housing production will be the primary factor considered, but significant commercial activity will also be used to determine PDA readiness. The development of both housing and commercial development indicates a mix of uses which is a goal for PDA development.
- Natural breakpoints in the PDA Inventory data will determine the cut-off for “active” PDAs. This allows our definition of “active” PDAs to be tailored to Alameda County as it will be based on the actual levels of planning and development activity in the county today.

This process sets the stage for future rounds of funding. In 2014, additional information gathered over coming years can be used to better assess how cities are progressing towards PDA build out and at that time the criteria can be adjusted to better reward those jurisdictions taking on the bulk of the growth.

Table 1 : PDA Readiness Criteria

PDA Readiness Category	Description	Planning and Development Screen
Active	PDA has a higher level of planning complete with a history of development and development activity currently underway	Has at least 3 of 5 planning screens completed or in progress (1) Meets at least 3 of 4 development screens (2)
Borderline Active	PDA has some planning complete and moderate market strength. Although the PDA is “ready” for development in terms of planning, it has not seen much development activity. In these PDAs, a catalyst may be needed for market demand to mature.	Has at least 2 of 5 planning screens completed or in progress* Meets at least 2 of 4 development screens (2)
Needing Planning Support	PDA has experienced no construction activity in recent years and has little to no development activity underway. PDA may still need planning support or zoning updates to accommodate level of envisioned growth	Has 1 or less of 5 Planning screens completed or in progress* Meets at less than 1 of 4 development screens(2)

Definitions (Based on information available in the PDA Inventory):

(1) Planning screens: Has completed or is making progress on General Plan Update, Specific Plan/Other Area Plan, Redevelopment Plan, Zoning Code Amendments, and Programmatic EIR

(2) Development screens: Has significant development activity in

- a) The number of units constructed since 2007
- b) The number of units underway (3)
- c) The amount of commercial square footage constructed since 2007
- d) The amount of commercial square footage underway (3)

(3) Underway a.k.a. “in the pipeline” is defined as units or commercial square footage that is in one of the following stages of the approvals process: building permits, entitlements, CEQA document completed, under review.

Attachments

Attachment A: Initial Summary of Alameda County’s PDA Inventory

Attachment B: PDA Growth and Investment Strategy Outline

The PDA Inventory: Understanding Alameda County's PDAs

Purpose of PDA Inventory

Alameda CTC worked closely with local jurisdictions to develop the Alameda County PDA inventory. After compiling existing data, Alameda CTC surveyed the jurisdictions to fill in information gaps in the inventory. This “survey” consisted of distributing the partially completed inventory to the Planning Director, housing representative (if appropriate) and the ACTAC (Alameda County Transportation Advisory Committee) representative of every jurisdiction in Alameda County. These agencies were encouraged to work together to complete the inventory.

This inventory is intended to serve multiple purposes:

- To develop a “high level picture” of the 43 Alameda County PDAs
- To compile detailed information on each PDA to determine which are “ready” for funding and which need planning assistance
- To get a sense for the strength of the development market in each PDA including level of development activity historically and currently, level of support from elected officials and the public, and whether there are barriers to development in the PDA. In some cases, certain parts of a PDA are more ready for development than others. Jurisdictions were requested to provide as much detail in the comments section as possible.
- To collect basic information on transportation projects associated with each PDA, why each project is supportive of PDA development and which of these are ready for implementation in the next 4 years. Eventually, project sponsors will need to provide additional, more detailed information about any project that receives funding.
- To collect data on citywide housing production since 2007 and about housing policies in each jurisdiction. Not all policies are necessary or even appropriate in all locations; jurisdictions were encouraged to provide detail about their housing policies in the comments section.

Surveys were received from all jurisdictions in Alameda County and the data is being finalized and compiled. Data received by September 14 has been compiled and an initial summary of what was received is found below. The data is still being reviewed and refined for use in the PDA Strategic Plan.

Preliminary Draft Overview of Alameda County's PDAs

Basic Description

Alameda County has 43 PDAs which vary significantly across the county. Different PDAs have different urban characters, will attract different types of development and will require different types of infrastructure investments. Many PDAs are smaller than 100 acres while several exceed 5,000 acres in size. Similarly, some PDAs currently contain no housing or jobs, while others are relatively built out, with thousands of residents and workers. PDAs also vary in terms of level of

current development activity, market strength and “readiness” for development. Supporting development in these diverse areas will require different strategies in different places.

Table 1 below provides a table showing basic characteristics of Alameda County’s PDAs. This table is populated based on the PDA inventory data received from city and county staff.

Figure 1 shows a map of Alameda County’s PDAs. Figures 2 and 3 provide a breakdown of these PDAs by place type and transit service, and Figure 4 provides a summary of the place type categorization.

Alameda County’s PDAs span a range of place types; these place types correspond to different levels of density, land use types and mixing, regional/local orientation, and transit service. North and Central County PDAs span the widest wide range of place types including Regional and City centers and Mixed Use Corridors, while East County has only Suburban Centers and Transit Town Centers and the diversity of South County falls somewhere in between.

All of Alameda County’s PDAs are accessible by bus, and more than two-thirds are or will be accessible by BART. A few PDAs are accessible by other forms of transit.

Figures 5 and 6 summarize the level of planning completed and in progres in Alameda County PDAs as well as stated community receptiveness to growth in PDAs (as judged by city planning staff). Encouragingly, nearly all PDAs have completed general plan Updates and/or specific area plans, and between half and two-thirds have completed zoning code updates and/or certified a programmatic environmental impact report (EIR). Overall, community receptiveness to growth in PDAs is strong, though there is important variation across planning areas.

Table 1: Description of Priority Development Areas (PDAs) in Alameda County

	Sponsoring Jurisdiction	Name of PDA	Location Description	Planning Area	PDA status	Place Type	Size (acres)	Current Population	Pop. Density (ppl/acre)	Current Housing Units	Current Jobs	Existing Transit
1	Alameda County	Castro Valley BART	Castro Valley BART surface parking lot	Central	Planned	Transit Neighborhood	200	4,883	24.4	1,480	2,020	BART, AC Transit
2		Hesperian Blvd	Commercial corridor between San Leandro and Hayward	Central	Planned	Transit Neighborhood	100	5,650	56.5	2,860	1,860	BART, AC Transit
3		E 14th St and Mission Blvd Mixed Use Corridor	Major thoroughfare between San Leandro and Hayward	Central	Planned	Transit Neighborhood/ Mixed Use Corridor	110	14,085	128.0	7,190	2,730	BART, AC Transit
4		Meekland Ave Corridor	Commercial/Industrial area in San Lorenzo	Central	Planned	Transit Neighborhood	165	4,185	25.4	1,400	900	Amtrak, AC Transit, BART
5	City of Alameda	Naval Air Station	Includes Alameda Point, Bayport, Alameda Landing, North Housing areas	North	Planned	Transit Town Center	960	500	0.5	700	1,220	Ferry, AC Transit
6		Northern Waterfront	Area from Coast Guard Island to Fruitvale Ave bridge	North	Potential	Transit Neighborhood	918	N/A	N/A	1,070	2,430	N/R
7	City of Albany	San Pablo Ave/Solano Ave Mixed Use Neighborhood	Bounded by El Cerrito and Berkeley borders and Tulare Ave.	North	Potential	Mixed-Use Corridor/ Neighborhood	81	500	6.2	1,810	1,910	Bus
8	City of Berkeley	Adeline Street	From Shattuck Avenue to Oakland border	North	Potential	Mixed-Use Corridor	24	N/A	N/A	690	950	BART, AC Transit
9		Downtown	Area bounded by Hearst Ave, Oxford/Fulton St, Dwight Way, and MLK, Jr. Way	North	Planned	City Center	170	N/A	N/A	2,690	15,200	BART, AC Transit, UC Shuttle, LBNL Shuttle
10		San Pablo Avenue	San Pablo Ave from Oakland to Albany	North	Planned	Mixed-Use Corridor	74	N/A	N/A	1,630	2,390	AC Transit Rapid and standard routes
11		South Shattuck	Shattuck Avenue from Dwight Way to Ward Street	North	Planned	Mixed-Use Corridor	10	N/A	N/A	340	1,140	AC Transit
12		Telegraph Avenue	Telegraph Avenue from Parker Street to Woolsey Street	North	Potential	Mixed-Use Corridor	24	N/A	N/A	1,110	1,730	AC Transit Rapid bus
13		University Avenue	University Avenue from 3rd Street to Martin Luther King, Jr. Way	North	Planned	Mixed-Use Corridor	54	N/A	N/A	1,660	1,410	AC Transit rapid and standard routes, Amtrak

Note: N/R = Not reported in survey; N/A = Reported as not available in survey; Population number of 0 indicates no current residents in PDA

	Sponsoring Jurisdiction	Name of PDA	Location Description	Planning Area	PDA status	Place Type	Size (acres)	Current Population	Pop. Density (ppl/acre)	Current Housing Units	Current Jobs	Existing Transit
14	City of Dublin	Downtown Specific Plan Area	West Dublin BART Area; between San Ramon Rd and Village Pkwy, N of I-580, S of Amador Valley Blvd	East	Planned	Suburban Center	260	902	3.5	334	4,440	BART, LAVTA
15		Town Center	Town Center Planning Sub Area of the Eastern Dublin Specific Plan	East	Planned	Suburban Center	694	10,781	15.5	4,130	310	LAVTA
16		Transit Center/Dublin Crossing	Area N of I-580, S of 5th St. between the Iron Horse Trail and Arnold Road	East	Planned	Suburban Center	277	1,820	6.6	670	0	BART, LAVTA
17	City of Emeryville	Mixed Use Core	Most of Emeryville between I-80 and San Pablo Ave	North	Planned	City Center	600	10,200	17.0	4,150	11,260	Emery Go-Round, AC Transit, Amtrak
18	City of Fremont	Centerville	Area east of I-880, between Decoto Road and Mowry Avenue	South	Planned	Transit Neighborhood/ Mixed Use Corridor	1,700	N/R	N/R	10,850	4,020	ACE train, Amtrak, AC Transit, commuter shuttles
19		City Center (Central Business District)	Area southwest of the Fremont BART station between Mowry Ave and Stevenson Blvd to Fremont Blvd	South	Planned	City Center	1,100	N/R	N/R	7,310	18,750	BART, AC Transit, VTA
20		Irvington District	Area east of Grimmer Blvd, between Paseo Padre Pkwy and Blacow Rd and Osgood Rd	South	Planned	Transit Town Center	1,300	N/R	N/R	7,280	5,460	AC Transit
21		South Fremont/Warm Springs	Area generally bounded by I-680, I-880, SR-262, and Auto Mall Pkwy	South	Potential	Suburban Center	1,600	N/R	N/R	2,330	12,880	AC Transit
22	City of Hayward	Mission Boulevard Corridor	Two segments along Mission Blvd from Harder Rd to the city limits, excluding the downtown core.	Central	Potential	Mixed-Use Corridor	240	2,754	11.5	1,480	1,690	BART, AC Transit
23		Downtown	Area bounded by Alice St, Jackson St, 4th St, & Hazel Ave	Central	Planned	City Center	196	4,541	23.2	2,290	7,350	BART, AC Transit
24		South Hayward BART Mixed Use Corridor	Area generally bounded by Harder Rd, Mission Blvd., Jefferson St and the BART ROW.	Central	Planned	Mixed-Use Corridor	54	420	7.9	180	320	BART, AC Transit

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	Sponsoring Jurisdiction	Name of PDA	Location Description	Planning Area	PDA status	Place Type	Size (acres)	Current Population	Pop. Density (ppl/acre)	Current Housing Units	Current Jobs	Existing Transit
25	City of Hayward	South Hayward BART Urban Neighborhood	Area generally bounded by Harder Rd, Mission Blvd., Jefferson St and the BART ROW.	Central	Planned	Urban Neighborhood	183	2,171	11.9	1,800	470	BART, AC Transit
26		The Cannery	Area bounded by A St, Alice St, Winton Ave and Centennial Park	Central	Planned	Transit Neighborhood	114	841	7.4	340	1,450	BART, AC Transit, Amtrak
27	City of Livermore	Downtown	Area along First St./Railroad Ave./Stanley Blvd roughly between Murietta Blvd. and Scott St.	East	Planned	Transit Town Center	272	N/A	N/A	1,020	2,870	LAVTA, ACE train, Greyhound bus
28		East Side Priority Development Area	Area south of I-580 bounded by Vasco Rd., Greenville Rd., and existing growth extents to south	East	Planned	Suburban Center	2,339	1,042	0.4	100	16,360	ACE Train, LAVTA "Wheels"
29		Isabel Avenue/BART Station Planning Area	Area bounded by Portola Ave, Doolan Rd, the City's Urban Growth Boundary, and Airway Blvd.	East	Planned	Suburban Center	1,132	N/A	N/A	530	3,290	LAVTA
30	City of Newark	Dumbarton Transit Area TOD	Area bounded by Thornton Ave, Enterprise Dr. and Willow St, Perrin Ave, and salt production facilities	South	Potential	Transit Town Center	143	0	0.0	0	40	AC Transit
31		Old Town Mixed Use Area	Thornton and Sycamore	South	Potential	Transit Neighborhood	45	N/R	N/R	100	100	AC Transit
32	City of Oakland	Coliseum BART station area	Area roughly bounded by International Blvd., 54th Ave., 77th Ave., and I-880.	North	Planned	Transit Town Center	1,014	9,323	9.2	3,870	5,150	BART, AC Transit, Amtrak
33		Downtown and Jack London Square	Area bounded by 29th St., the Oakland estuary, I-980, and Lake Merritt, excluding much of Chinatown.	North	Planned	Regional Center	750	12,992	17.3	11,910	88,180	BART, AC Transit, Ferry, Downtown Shuttle, Amtrak
34		Eastmont Town Center	Corridor along MacArthur Blvd. from the southern Oakland border to Seminary Ave., and including 73rd Ave. from MacArthur Blvd. to International Blvd.	North	Planned	Urban Neighborhood	578	25,359	43.9	6,850	3,450	AC Transit

Note: Note: N/R = Not reported in survey; N/A = Reported as not available in survey; Population number of 0 indicates no current residents in PDA

	Sponsoring Jurisdiction	Name of PDA	Location Description	Planning Area	PDA status	Place Type	Size (acres)	Current Population	Pop. Density (ppl/acre)	Current Housing Units	Current Jobs	Existing Transit
35	City of Oakland	Fruitvale and Dimond areas	The Dimond district at Fruitvale Ave. and MacArthur Blvd. along Fruitvale Ave. to International Blvd. from 23rd Ave. to Seminary Ave.	North	Planned	Urban Neighborhood	1,511	38,068	25.2	14,210	8,130	BART, AC Transit
36		MacArthur Transit Village	Area bounded by Adeline St., 5th St, Piedmont Ave., and I-580, with an extra section surrounding Telegraph Avenue to the south.	North	Planned	Urban Neighborhood	940	9,380	10.0	8,820	10,580	BART, AC Transit, Emery Go-Round, Hospital Shuttles
37		TOD Corridors	Half-mile radius around BART stations in Oakland and within a quarter mile of the major transportation corridors in and along BART tracks and AC Transit routes on major arterials	North	Potential	Mixed-Use Corridor	14,345	190,825	13.3	67,370	33,490	BART, AC Transit, Amtrak
38		West Oakland	West Oakland, bounded by I-980, I-580, and I-880	North	Planned	Transit Town Center	1,630	24,576	15.1	10,830	7,430	BART, AC Transit
39	City of Pleasanton	Hacienda	Area south of Highway 580 and east of Hopyard Road	East	Potential	Suburban Center	873	71,269	81.6	1,310	9,910	BART, WHEELS, County Connection, MAX, SMART, Tri-Delta, Amtrak
40	City of San Leandro	Bay Fair BART Transit Village	Area bounded by East 14th St, Thornally Dr. and the BART station, Hesperian Blvd., and Bayfair Dr.	Central	Potential	Transit Town Center	55	N/R	N/R	660	1,430	AC Transit, BART
41		Downtown TOD	Half-mile radius around the intersection of East 14th and Davis Streets	Central	Planned	City Center	502	N/R	N/R	4,210	2,790	AC Transit, BART, LINKS
42		East 14th Street	East 14th Street within San Leandro	Central	Planned	Mixed-Use Corridor	240	N/R	N/R	4,920	9,000	AC Transit, BART
43	City of Union City	Intermodal Station District	Area SE of Decoto Rd, between Alvarado-Niles Rd and Mission Blvd (includes Pacific States Steel Corporation remediation site)	South	Planned	City Center	105	N/R	N/R	1,060	340	BART, Union City Transit, AC Transit, Dumbarton Express

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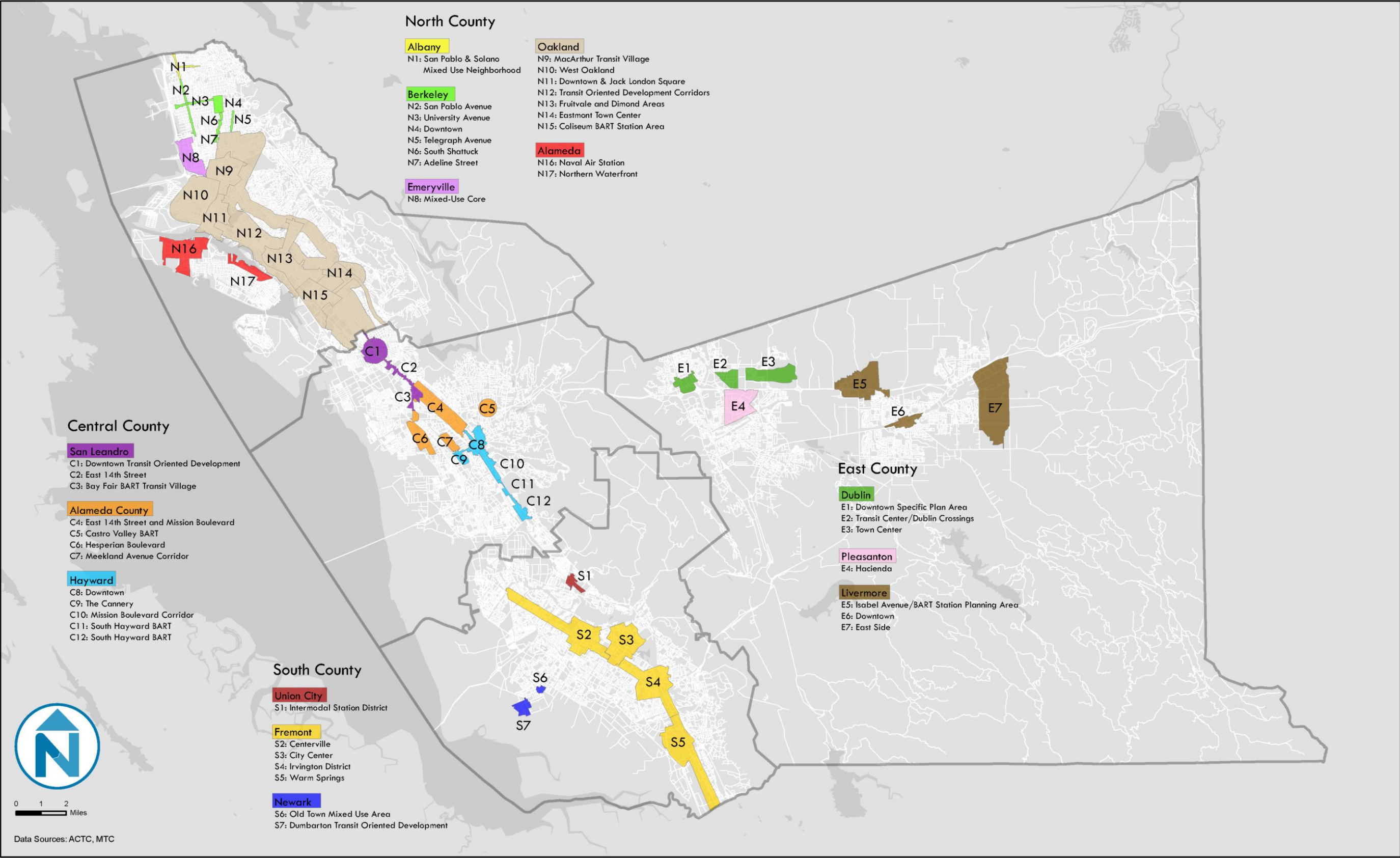


Figure 1: Map of Alameda County PDAs

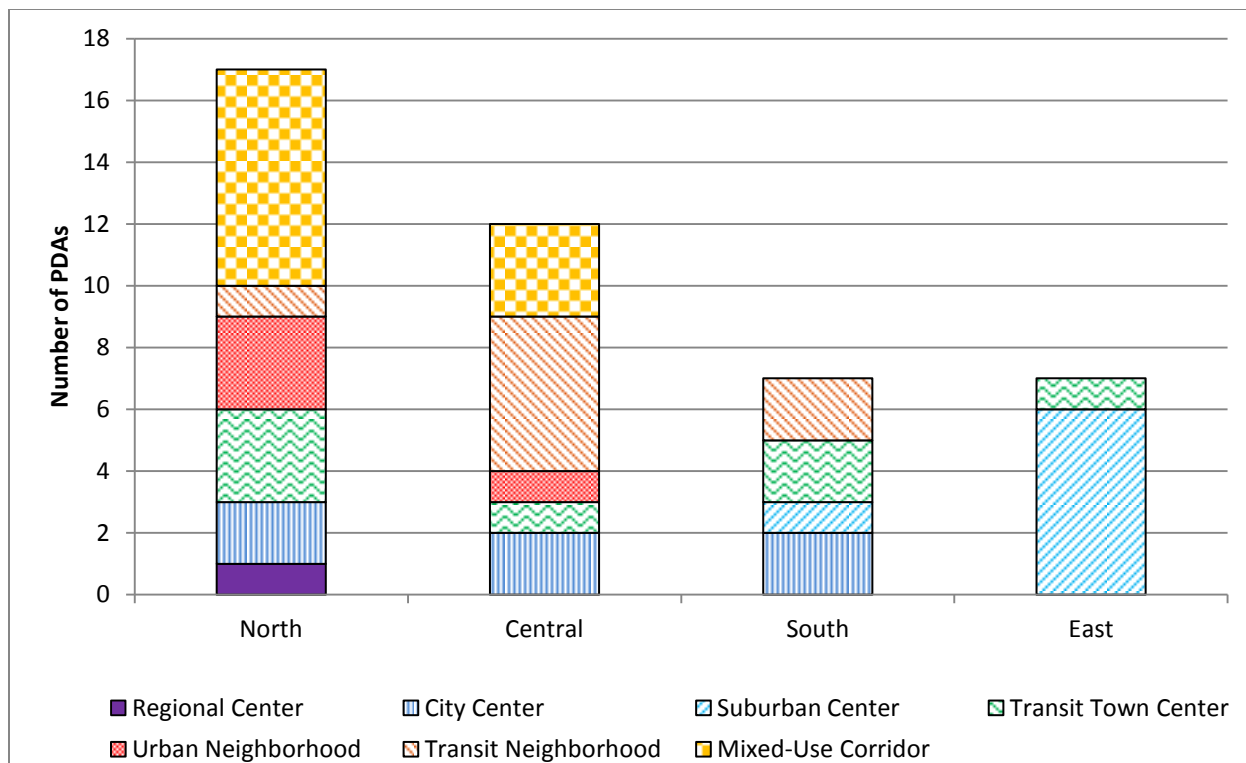


Figure 2: Alameda County PDAs by Place Type and Planning Area

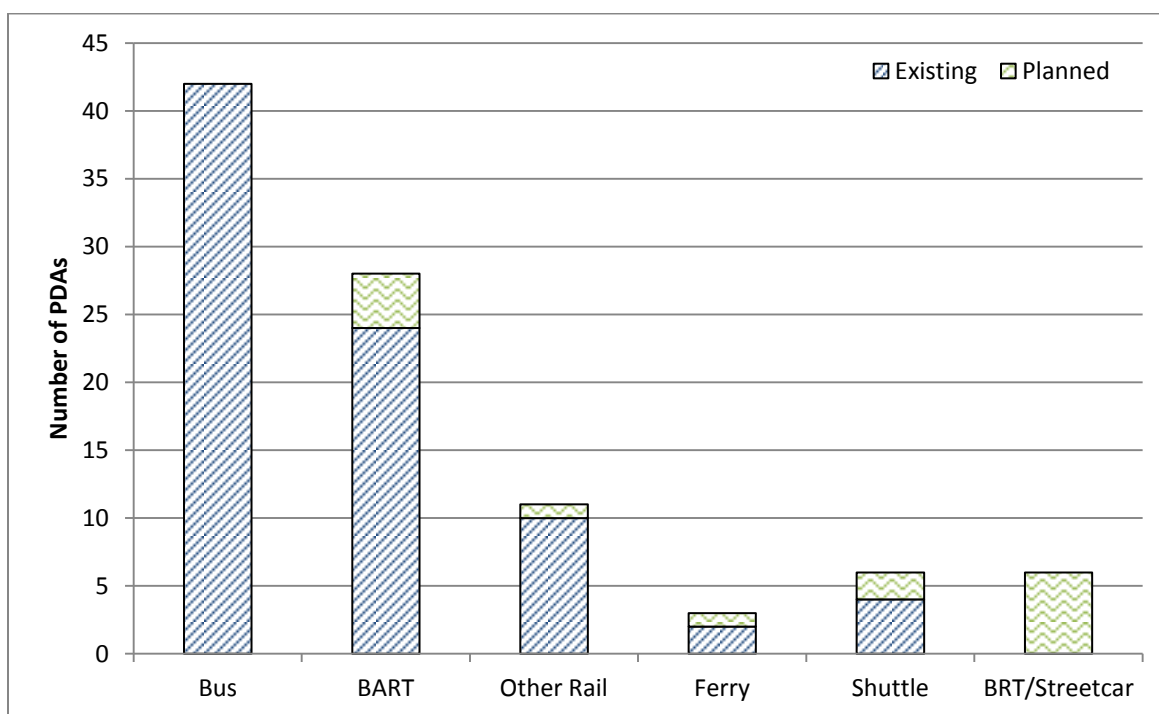


Figure 3: Existing and Planned Transit Access in Alameda County PDAs

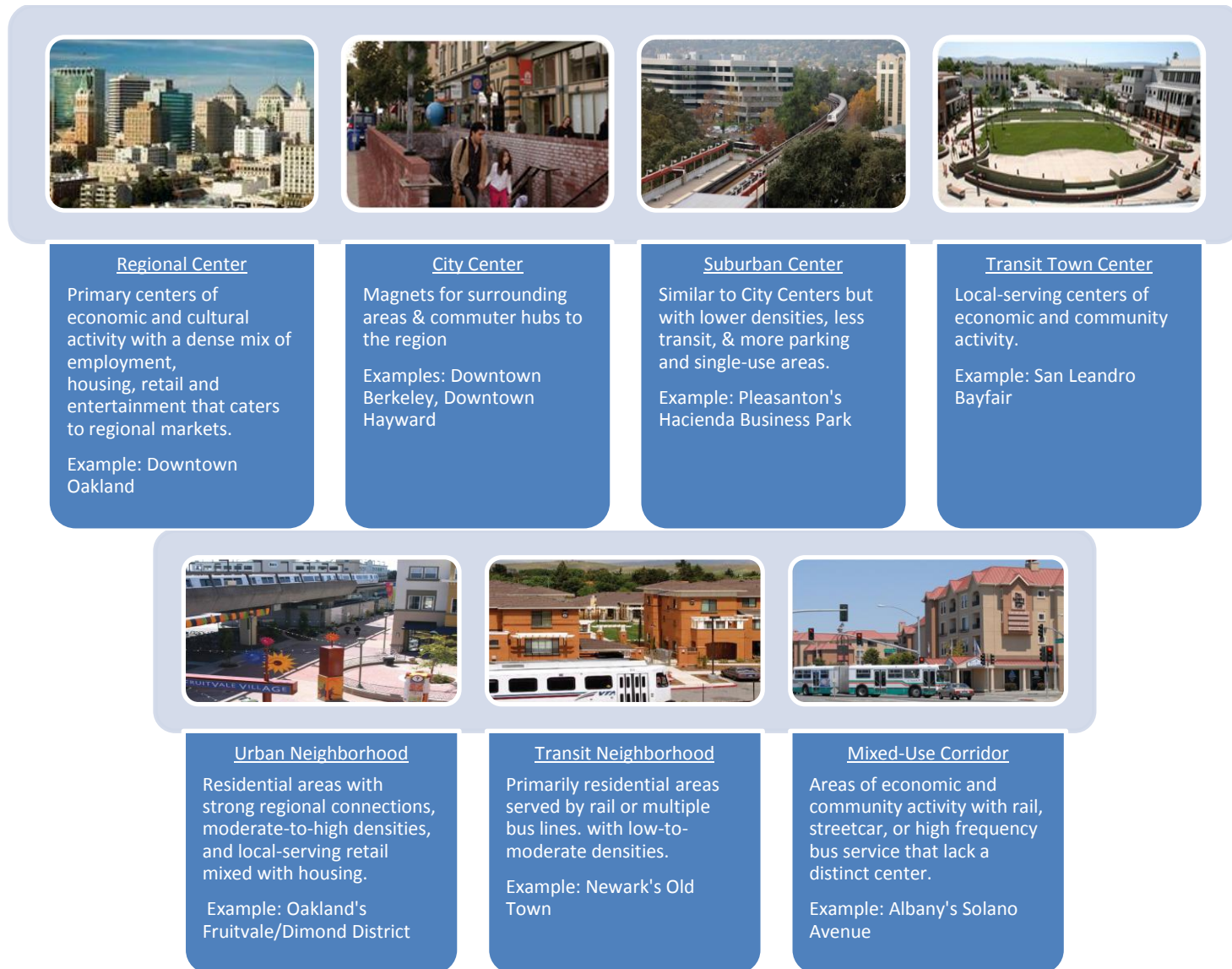


Figure 4: PDA Place Types

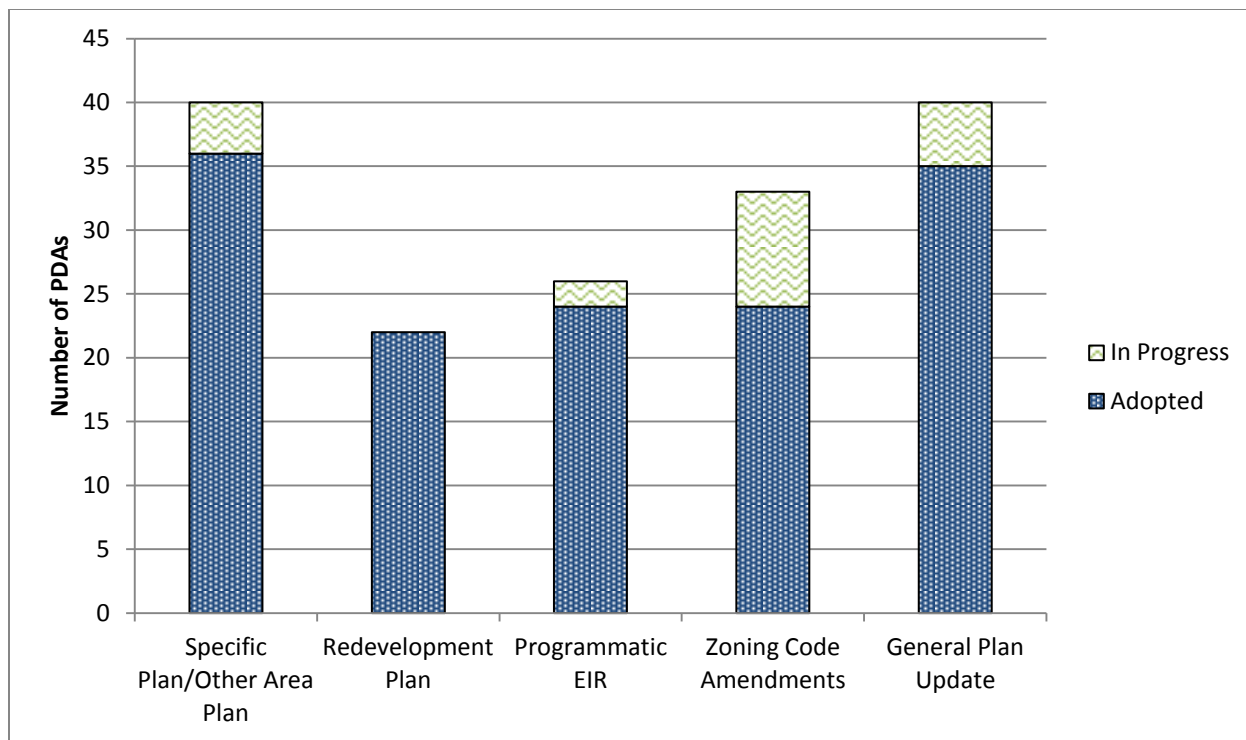


Figure 5: Status of Key Planning Milestones

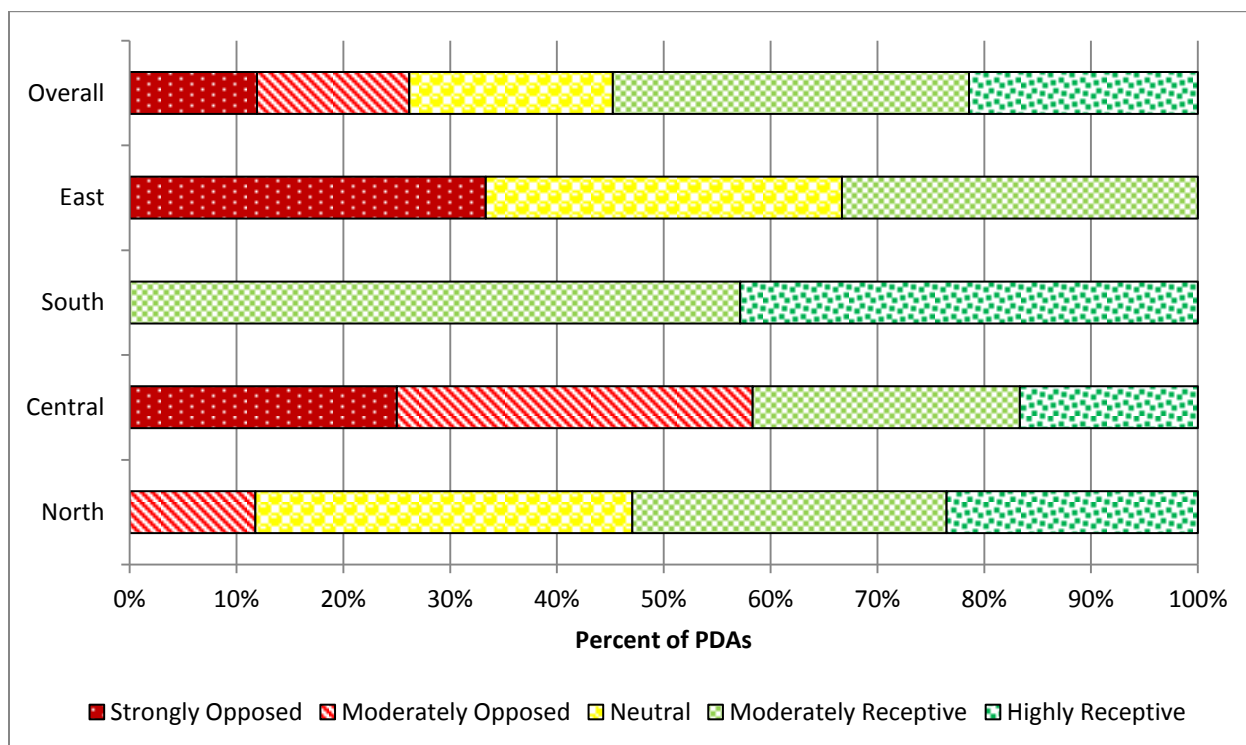


Figure 6: Community Receptiveness of Growth in PDAs by Planning Area

Housing and Job Growth Projections

By 2040, Alameda County is projected to have a population of approximately 1.9 million people and is expected to increase from approximately 580,000 housing units in 2010 to approximately 730,000 housing units in 2040 (a 25-30 percent increase) and from approximately 695,000 jobs in 2010 to 950,000 jobs in 2040 (a 36 percent increase).

According to the regional Jobs-Housing Connection Strategy, these 43 PDAs are expected to accommodate approximately 75-80 percent of the growth in housing units and 65-70 percent of the jobs. Over two-thirds of the PDAs are located in the north and central areas of the county, which together are expected to accommodate just under half the growth in housing units and in jobs (approximately 45 percent). The south and east areas of the county are projected to accommodate approximately 30 percent of the growth in housing and 20 percent of the growth in jobs. The remaining housing growth (approximately 26 percent) and growth in jobs (approximately 34 percent) is projected to occur in non-PDA areas.

Figures 7 and 8 present both job and housing projections from ABAG/MTC and from the Alameda CTC Locally Preferred Land Use Scenario Concept for informational purposes. The Alameda CTC projections were developed as part of the Countywide Transportation Plan. They were prepared through an iterative process that used input from local governments and residents to adjust regional projections to be more reflective of conditions in Alameda County. Ultimately, the Alameda CTC is required by statute to comply with ABAG/MTC land use projections, but both versions are presented for this initial summary for informational purposes.

All of the PDAs in Alameda County are projected to experience significant housing and employment growth, but there is wide variation across the county in absolute numbers of dwelling units and jobs added as well as how much of a change this growth represents over existing development.

Figures 9 and 10 present job and housing projections by city according to ABAG/MTC forecasts. As these figures illustrate, some cities' PDAs are projected to add many more units and jobs than others in absolute numbers (e.g. Oakland and Fremont for housing and jobs), while other cities' PDAs are projected to have more moderate growth in housing and jobs but this growth represents a major change over existing development levels (e.g. Livermore and Newark for housing and Newark and Union City for employment).

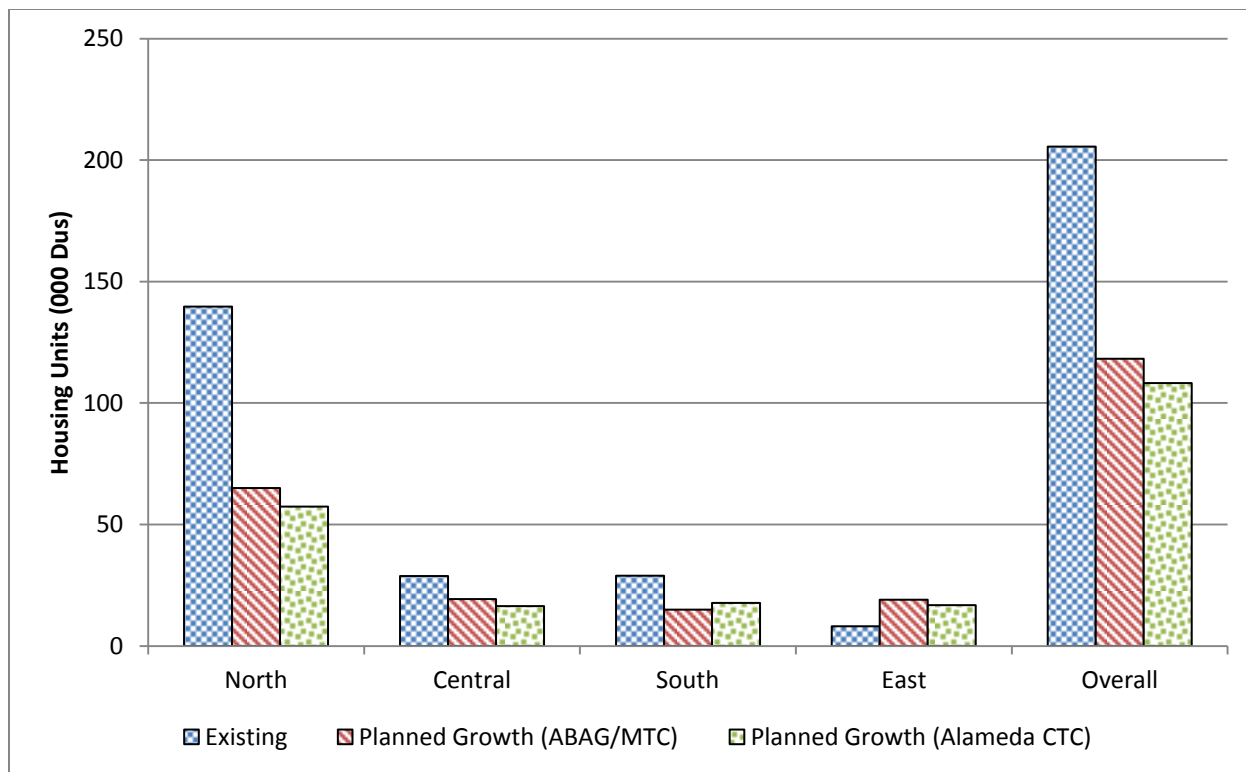


Figure 7: Growth in Housing Units within PDAs by Planning Area

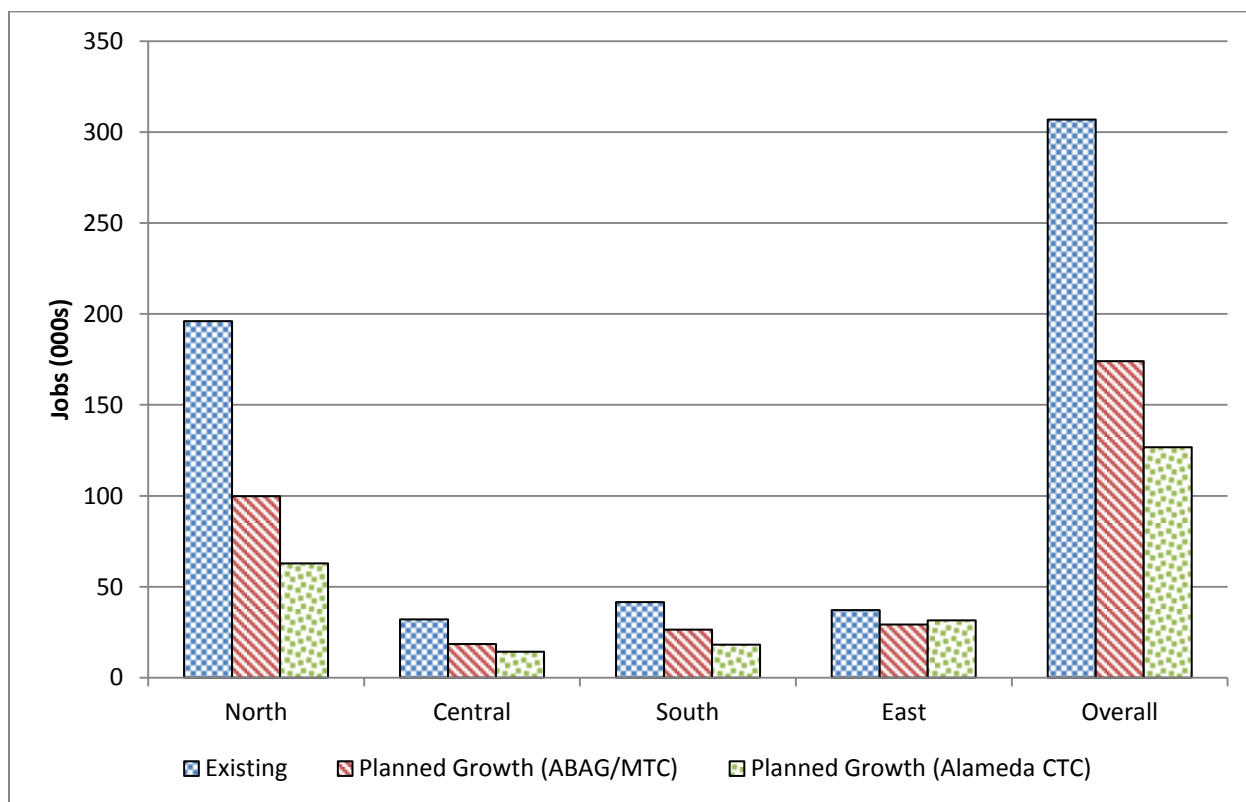


Figure 8: Growth in Jobs within PDAs by Planning Area

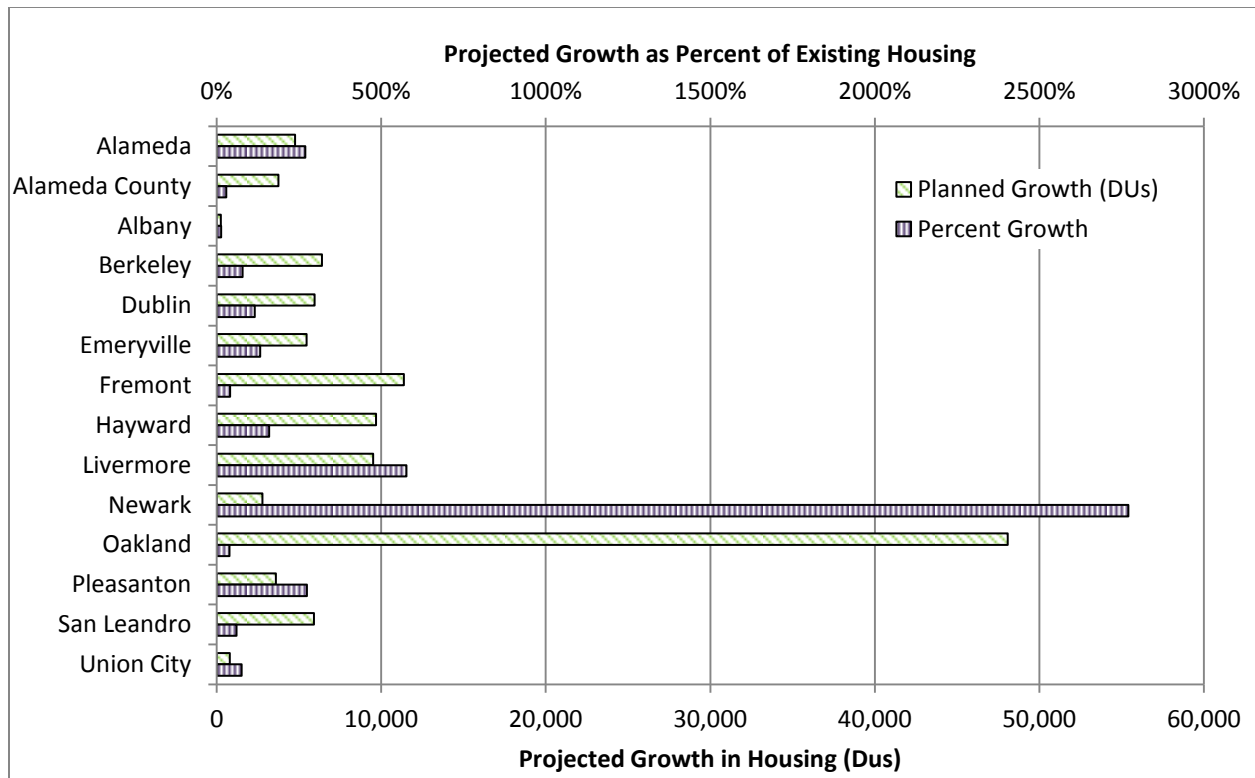


Figure 9: Projected Growth in Housing Units within PDAs by City (ABAG/MTC Forecasts)

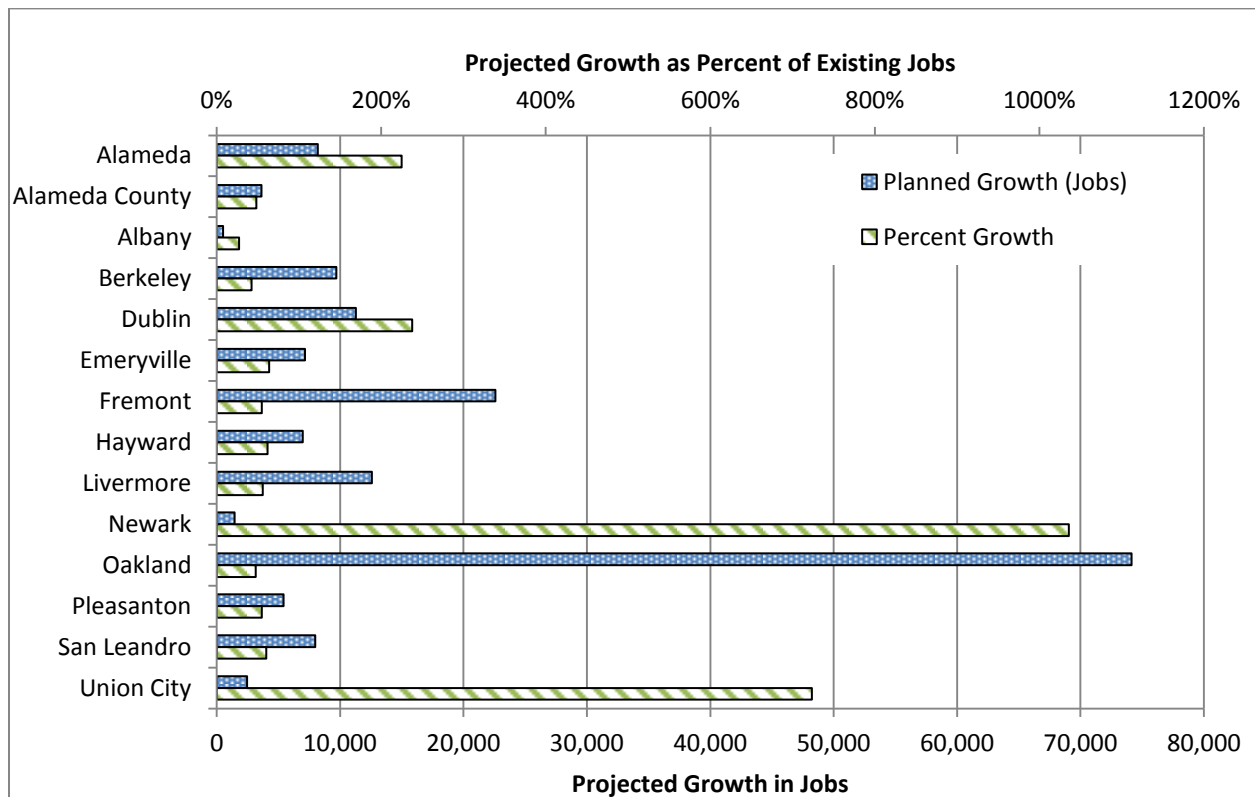


Figure 10: Projected Growth in Jobs within PDAs by City (ABAG/MTC Forecasts)

Table 2 presents ABAG/MTC housing and job projections by city; it shows growth within PDAs and outside PDAs. In most cities, the percent of housing and employment growth that is projected to be added within PDAs is near or above the county average (80% of dwelling units and 69% of jobs in PDAs). In some cities where the level of projected housing within PDAs is lower than the county average, the level of jobs expected to be added within PDAs exceeds the county average (e.g. Dublin and Fremont). In only a handful of cities are both the projected level of projected housing and employment within PDAs below average (Albany, Berkeley, Newark and Pleasanton); this may be partially explained by the size or number of designated PDAs in these jurisdictions. Some of these cities may be interested in establishing new PDAs to accommodate more growth which they are currently prevented from doing due to an ABAG-imposed moratorium on new PDA designations.

Table 2: Housing and Employment Allocations by City

	ABAG/MTC Projections							
	Housing (DUs)				Jobs			
	Overall	PDA	Non PDA	% in PDAs	Overall	PDA	Non PDA	% in PDAs
Alameda	5,890	4,770	1,120	81%	9,150	8,200	950	90%
Albany	1,170	240	930	21%	1,400	520	880	37%
Berkeley	9,280	6,390	2,890	69%	22,210	9,700	12,510	44%
Dublin	8,530	5,950	2,580	70%	12,540	11,280	1,260	90%
Emeryville	5,470	5,470	0	100%	7,540	7,160	380	95%
Fremont	17,620	11,370	6,250	65%	29,970	22,590	7,380	75%
Hayward	12,290	9,680	2,610	79%	20,800	6,970	13,830	34%
Livermore	9,670	9,420	250	97%	13,250	12,580	670	95%
Newark	3,670	2,770	900	75%	5,210	1,450	3,760	28%
Oakland	51,490	48,080	3,410	93%	85,240	74,140	11,100	87%
Piedmont	90	0	90	0%	480	0	480	0%
Pleasanton	7,150	3,590	3,560	50%	15,300	5,410	9,890	35%
San Leandro	7,210	5,900	1,310	82%	12,930	7,980	4,950	62%
Union City	3,010	800	2,210	27%	5,100	2,460	2,640	48%
Unincorporated	5,430	3,750	1,680	69%	12,080	3,620	8,460	30%
County Total	147,970	118,180	29,790	80%	253,200	174,060	79,140	69%

Finally, Table 3 presents projected housing and jobs by PDA according to the ABAG/MTC Jobs-Housing Connection Strategy. This table also presents development activity – both construction since 2007 and development “in the pipeline” – as reported by planning staff completing the PDA survey.

Table 3: Job and Housing Projections and Development Activity by PDA

Jurisdiction	PDA	Existing		ABAG/MTC Projected Growth 2010-2040		Constructed since 2007		Development in Pipeline	
		DUs	Jobs	DUs	Jobs	DUs	Comm. Sq. Ft.	DUs	Comm. Sq. Ft.
Alameda County Unincorporated	Castro Valley BART	1,480	2,020	670	950	19	2,280	40	25,000
	East 14th Street and Mission Street	7,190	2,730	1,930	1,500	13	0	0	16,700
	Hesperian Boulevard	2,860	1,860	690	740	135	0	0	20,000
	Meekland Avenue Corridor	1,400	900	460	430	0	0	0	0
City of Alameda	Naval Air Station	1,460	1,220	4,010	7,200	200	0	300	140,000
	Northern Waterfront	1,070	2,430	760	1,000	45	25,000	67	0
City of Albany	San Pablo Avenue & Solano Avenue	1,810	1,910	240	520	25	0	175	85,000
City of Berkeley	Adeline Street	690	950	250	680	0	0	42	1,900
	Downtown	2,690	15,200	4,150	6,380	240	60,000	437	32,200
	San Pablo Avenue	1,630	2,390	870	940	81	14,000	238	33,500
	South Shattuck	340	1,140	110	300	0	0	150	23,000
	Telegraph Avenue	1,110	1,730	360	820	0	0	38	4,000
	University Avenue	1,660	1,410	650	580	400	20,000	110	5,000
City of Dublin	Downtown Specific Plan Area	830	4,440	960	3,900	0	24,580	1,300	3,059,784
	Town Center	4,130	310	1,860	1,010	953	0	1,661	1,565,000
	Transit Center	670	0	3,130	6,370	674	15,000	2,726	1,850,000
City of Emeryville	Mixed-Use Core	4,150	11,260	5,470	7,160	739	522,780	978	244,650
City of Fremont	Centerville	10,850	4,020	2,510	430	308	61,000	224	25,000
	City Center	7,310	18,750	2,900	5,890	0	15,000	329	91,000
	Irvington District	7,280	5,460	2,980	180	447	5,800	260	0
	South Fremont/Warm Springs	2,330	12,880	2,980	16,090	0	0	0	0
City of Hayward	Mission Corridor	1,480	1,690	1,840	1,150	0	0	0	75,350
	Downtown	2,290	7,350	3,220	3,240	60	78,277	433	39,158
	South Hayward BART (MUC)	180	320	1,170	490	0	0	0	1,391
	South Hayward BART (UN)	1,800	470	2,700	1,160	0	0	857	78,484
	The Cannery	340	1,450	750	930	427	0	340	4,000
City of Livermore	Downtown	1,020	2,870	1,680	690	124	4,061	105	23,350
	East Side	100	16,360	4,270	8,080	0	0	510	637,401
	Isabel Avenue/BART Station Planning Area	530	3,290	3,470	3,810	406	379,045	566	190,000
City of Newark	Dumbarton Transit Oriented Development	140	860	2,400	1,240	0	0	1,066	0
	Old Town Mixed Use Area	600	180	370	210	0	0	2	0
City of Oakland	Coliseum BART Station Area	3,870	5,150	6,850	7,270	355	0	928	139,000
	Downtown & Jack London Square	11,910	88,180	14,290	39,440	2,106	218,000	1,395	3,007,885
	Eastmont Town Center	6,850	3,450	410	1,860	0	0	0	72,000
	Fruitvale & Dimond Areas	14,210	8,130	4,370	7,540	38	20,115	1,248	41,000
	MacArthur Transit Village	8,820	10,580	5,090	2,280	34	165,000	1,138	1,775,500
	Transit Oriented Development Corridors	67,370	33,490	10,200	8,280	511	56,000	4,531	285,750
	West Oakland	10,830	7,430	6,870	7,470	994	64,512	2,539	338,500
City of Pleasanton	Hacienda	1,310	9,910	3,590	5,410	0	680,580	811	125,220
City of San Leandro	Bay Fair BART Transit Village	660	1,430	900	1,260	0	0	0	0
	Downtown Transit Oriented Development	4,210	2,790	3,690	50	0	0	200	0
	East 14th Street	4,920	9,000	1,310	6,670	119	0	0	0
City of Union City	Intermodal Station District	1,060	340	800	2,460	654	9,000	1,130	43,700
County Total		207,440	307,730	118,180	174,060	10,107	2,440,030	26,874	14,099,423

Overview of Transportation Projects

The PDA inventory survey also included a call for example transportation projects within or providing proximate access to a PDA. Projects were received from all jurisdictions and the data is still be evaluated for eligibility. The total request submitted was \$4.3 billion. Further information on the inventory results for transportation projects will be presented in November.

Growth Opportunity Areas (GOAs)

Growth Opportunity Areas (GOAs) were identified by local jurisdictions at ABAG's request during the development of the Sustainable Communities Strategy. These are non-PDA areas that may also be able to accommodate growth.

Alameda CTC built on the regional GOA process in our development of the Alameda County Preferred Land Use Scenario Concept. In addition to refining the GOAs in Alameda County, the Alameda CTC also designated new GOAs in Alameda County that will be focused on job growth.

Job development is a critical element in the success of PDA development. Commute mode choice depends on both ends of the trip: home location and job location. Originally, PDAs and GOAs focused on housing production, but increasingly the region is recognizing the importance of job development in the regional planning process. Figure 12 shows a map of the GOAs in Alameda County.

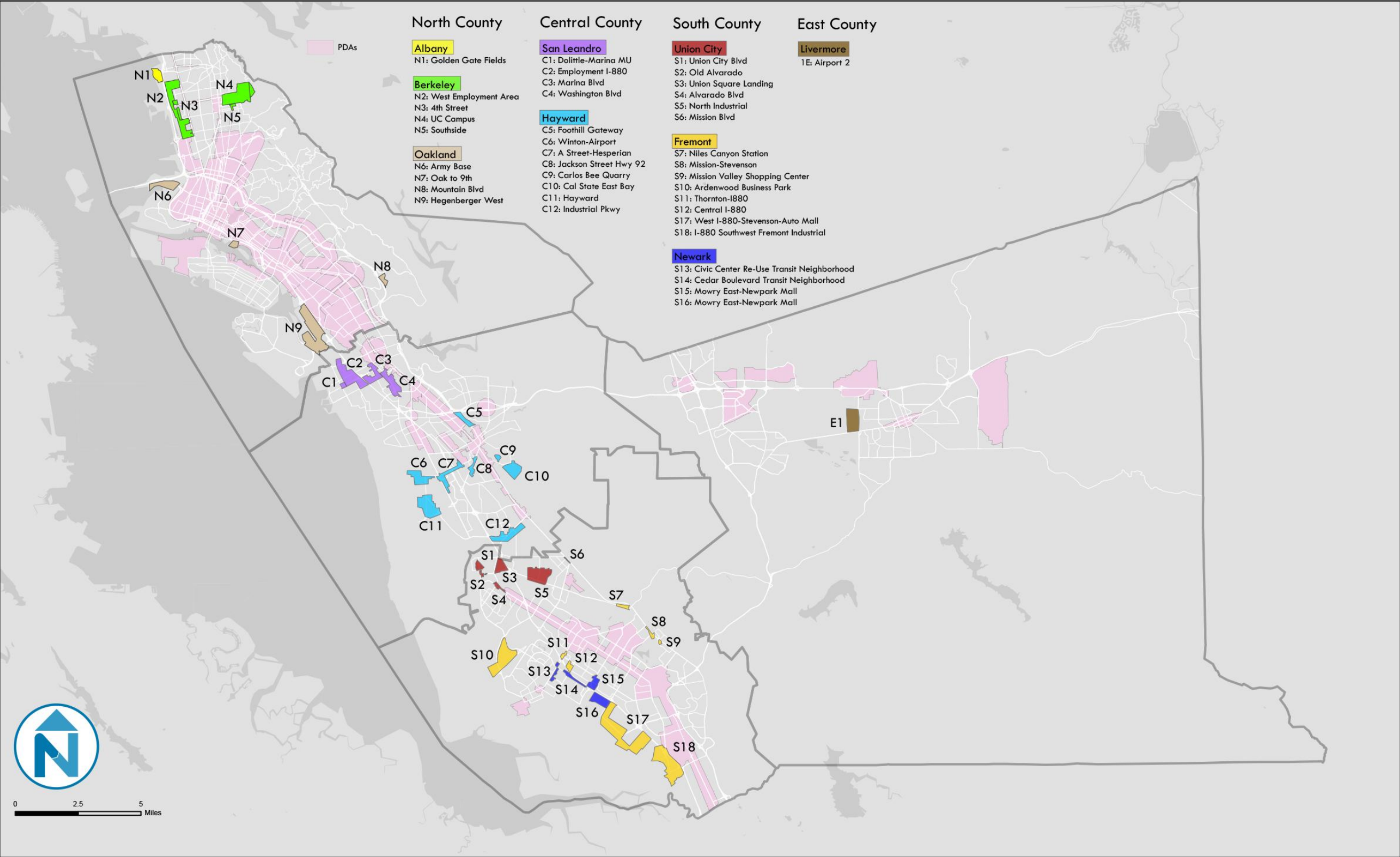


Figure 11: Map of Growth Opportunity Areas in Alameda County

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PDA Investment and Growth Strategy DRAFT OUTLINE

1. Introduction/Overview
 - a. Introduction to OBAG
 - b. What are PDAs?
SIDEBAR: FOCUS Program
SIDEBAR: SB 375 and Sustainable Communities Strategy
 - c. Overview of PDA Growth and Investment Strategy
2. The PDA Inventory: Understanding Alameda County's PDAs
 - a. PDAs: A complex, long-term process
 - i. PDA Development Factors/Challenges
 - b. Overview of PDA Inventory & survey
 - c. Describe Alameda County's PDAs
 - i. Description of PDAs (projected housing units and jobs, map of PDAs in Alameda County, summary charts describing PDAs in Alameda County, etc.)
 - d. Growth Opportunity Areas (GOAs)
 - i. What are GOAs?
 - ii. Describe GOAs in Alameda County
3. PDA Strategic Plan
 - a. Introduction
 - b. Evaluation criteria/factors provided by MTC in Resolution 4035
 - c. PDA Readiness Criteria
 - d. Supporting PDA "readiness"
 - e. Alameda County PDA Evaluation
4. OBAG Investment Strategy
 - a. List of projects proposed for funding
5. Alameda County Inventory of PCAs
 - a. What are PCAs?
 - b. Describe PCAs in Alameda County
 - c. Criteria for funding
 - d. Eligible projects for funding in PCAs
6. Monitoring
 - a. Describe ongoing strategies to monitor PDA development over time
7. Summary/Next Steps

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