


PDA Investment and Growth Strategy Implementation

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Overview

- Background and Context
- PDA Investment and Growth Strategy Development
- Alameda County's OBAG Investments
- Future PDA Planning and Implementation
- Key Issues Going Forward
- Next Steps

Local-Regional Partnerships

- Long-range planning is an interdependent process
- Local decisions made in a regional context
 - *Local land use decisions*
 - *Complete streets planned, built and maintained locally*
 - *PDA's identified and implemented locally*
 - *Local sales taxes and other funding*
 - *CMA boards made of local elected officials*
- CMAs participated in developing regional plans:
 - *Coordination through committees, working groups and regular meetings*
 - *CMP*
 - *Countywide Transportation Plans feed into Regional Transportation Plan (Plan Bay Area)*
- Local decisions form the foundation for moving plans into reality



One Bay Area Grant Program

- PDA Investment & Growth Strategy required by MTC One Bay Area Grant (OBAG) Policy Resolution (No. 4035)
- Main purpose is to established a process for prioritizing OBAG funds in a way that supports and encourages PDA development
- New approach to regional federal transportation funding program:
 - *Integrate region's federal transportation program with CA climate law (SB 375) and the Sustainable Communities Strategy*
 - *Use transportation funding to reward jurisdictions that accept Regional Housing Needs Allocations and locate jobs near transit*
 - *Link land use and transportation by promoting transportation investment in Priority Development Areas (PDAs)*



PDA Investment & Growth Strategies

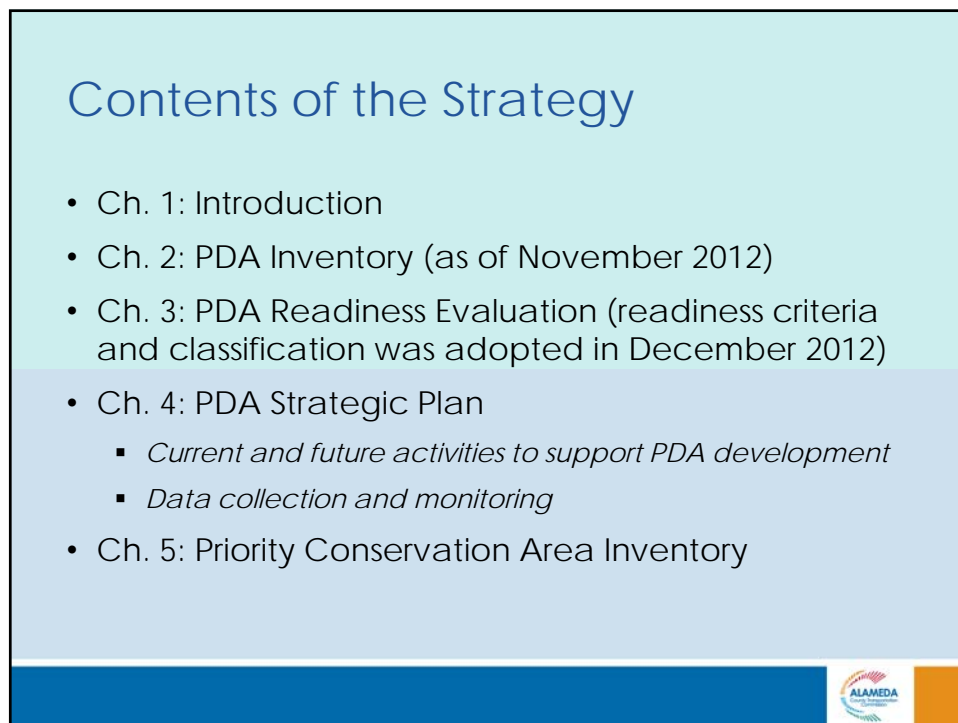
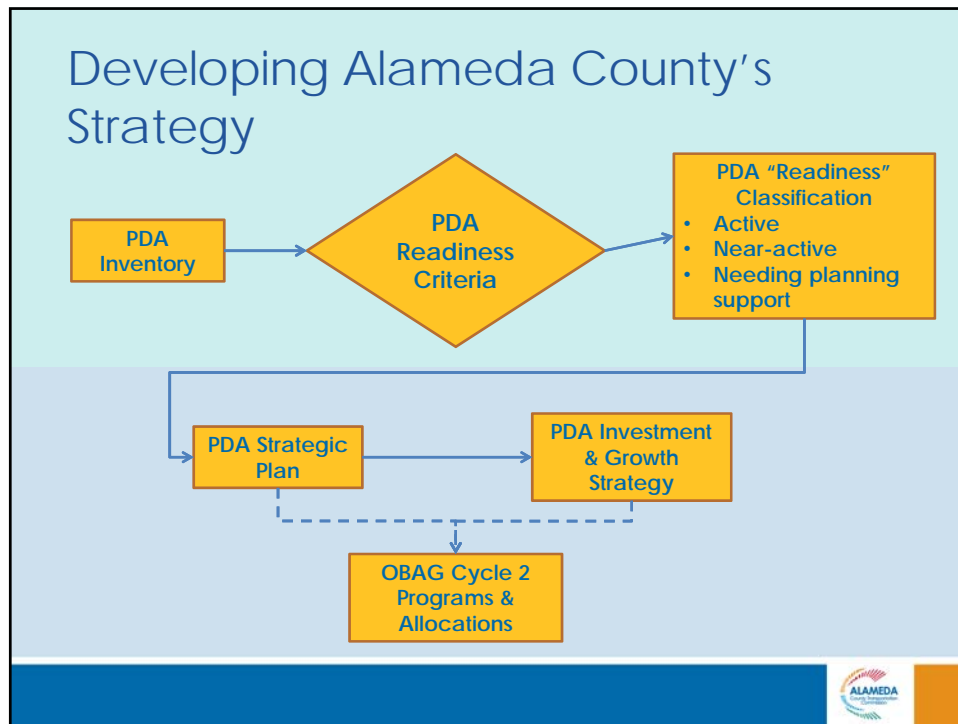
- One of the first steps in Plan Bay Area implementation
 - *Establish a baseline*
 - *Identify needs and priorities for capital investment and planning*
 - *Set a course for monitoring progress*
 - *Identify opportunities for coordination across multiple jurisdictions and PDAs*
 - *Focus on locally significant issues and obstacles to implementation*

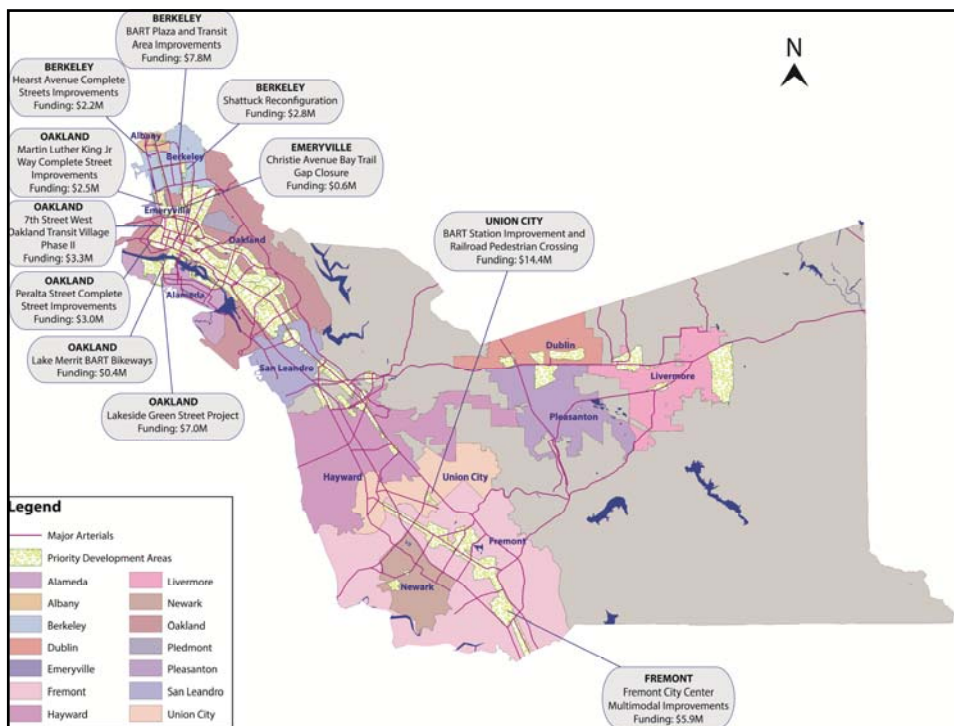


Developing Alameda County's Strategy

- Involved extensive work with local city and county planning staff
 - *Ad hoc committee*
 - *Survey of all jurisdictions during summer 2012*
- Significant outreach and education during Strategy development
 - *Discussed at Committee and Commission meetings from September 2012 through March 2013*
 - *Meetings and interviews with community organizations and developers*
- Two-pronged approach
 - *OBAG grant*
 - *Sustainable Communities Technical Assistance Program*

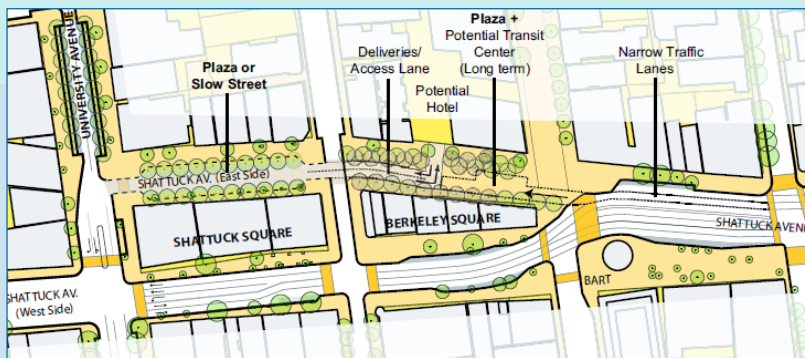






Downtown Berkeley

- 1,000-1,500 new units in the pipeline
- Recently completed specific plan and zoning update



Downtown Berkeley

- Multimodal: BART, AC Transit, bike station, “walkable” environment
- Active parking management and TDM



Fremont City Center Multi-Modal Improvements

- **Community Vision**
- **Proposed Project**
 - Purpose and Need
 - Connections
 - Improvements

Community Vision

“Fremont will serve as a National model of how an auto-oriented suburb can evolve into a sustainable, strategically urban, modern city.”



Downtown

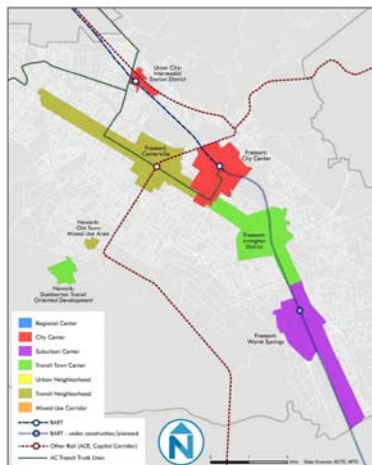


Warm Springs

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Proposed Project – Purpose and Need

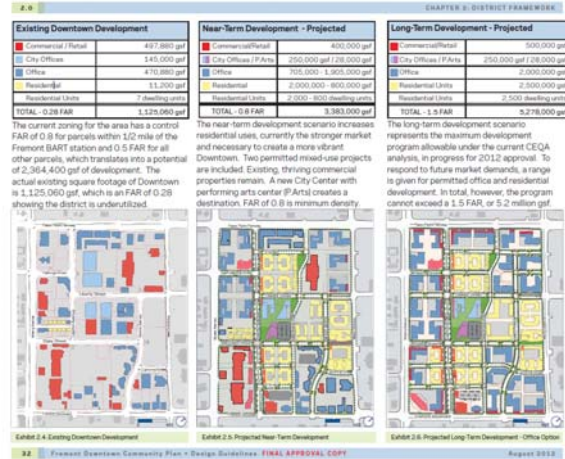


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Proposed Project – Purpose and Need



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Proposed Project – Purpose and Need

3.1 STREET TYPOLOGIES

Streets are the lifeblood of a vibrant community, providing a civic space for pedestrians to mingle, shop and recreate while providing bicycles and vehicles routes to, through, and within the District.

To create a network of district and identifiable streets, the District streets are organized by type to reveal their intended character and use. Refer to Exhibit 3.2 for the location of the streets described here after. The District's five street typologies are:

Downtown Spine

As the District's organizing spine or "main street," Capitol Avenue with its new extension connecting to Fremont Boulevard, landscaped medians, diagonal street parking, and wider amenity-rich sidewalks sets the stage for the heart of Downtown. Connecting the Fremont Hub Shopping Center to the west, the new Civic Center at midpoint, and then Gateway Plaza Shopping Center to the east with the BART station beyond, the thoroughfare will be the primary pedestrian spine between these destinations.

Downtown's "main street" is:

- Capitol Avenue

Exhibit 3.1 Street Typologies

- Downtown Spine
- Edge Streets
- Gateway Streets
- East-West Streets
- North-South Streets
- Esplanades



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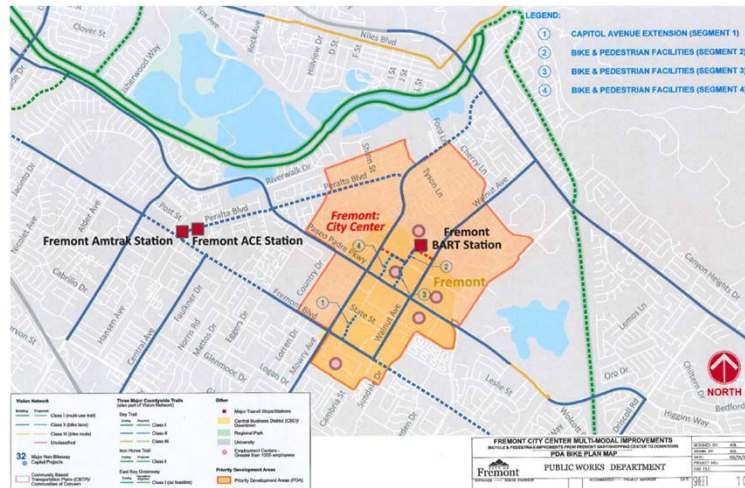
Proposed Project – Purpose and Need



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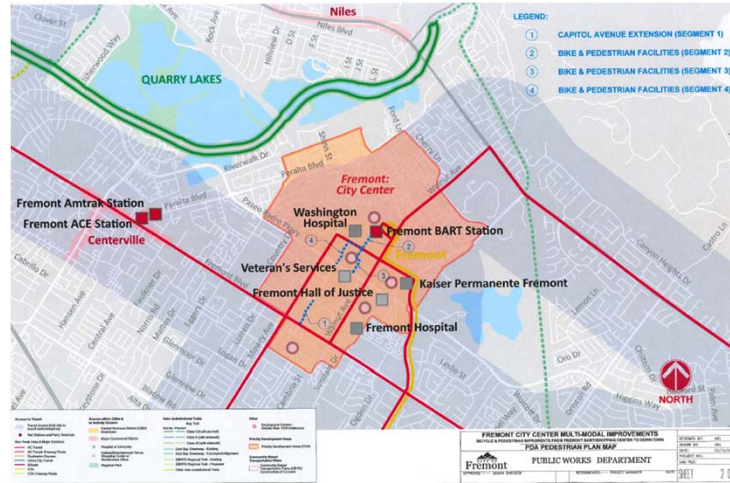
Connections



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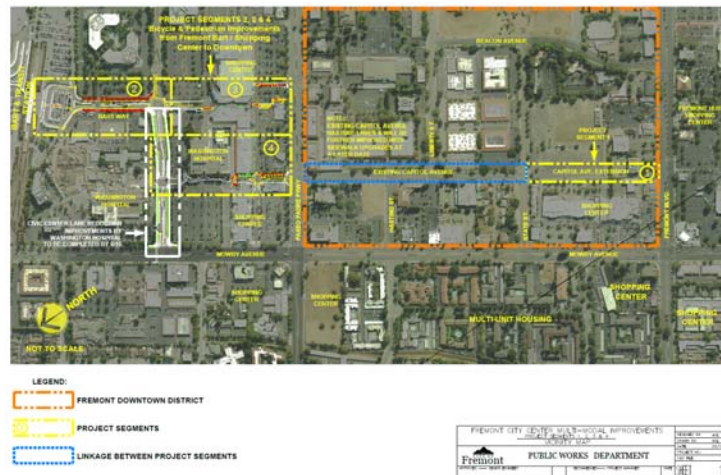
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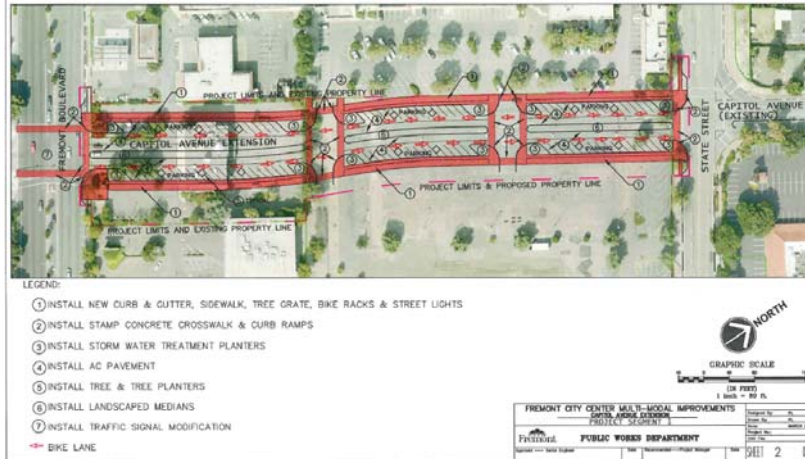
Improvements



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Improvements



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Improvements



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Thank you!



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Think
Fremont

Key Issues

- Significant infrastructure and O&M needs and insufficient/diminishing financial resources
- Loss of redevelopment was a huge blow:
 - *Significant source of funding for affordable housing and infrastructure improvements lost*
 - *RDA was a tool for catalyzing market investment with strategic public subsidies and land assembly*
- Focusing transportation funds on infrastructure improvements can help facilitate and reduce development costs for both affordable and market rate projects



Key Issues (cont'd)

- Facilitating development where we want it to happen: thoughtful planning, design and regulatory streamlining
- Need to incorporate Growth Opportunity Areas more fully, especially employment locations
- Cannot forget investments to support jobs not located in PDAs
- Further develop a strategy for sustainable development in suburban locations need a context sensitive approach
- PCAs: need to revisit and develop a more comprehensive strategy



West Dublin BART Station



Next Steps

- Alameda CTC has made a commitment to supporting Plan Bay Area implementation through integration into our:
 - *Congestion Management Plan*
 - *Countywide Transportation Plan*
 - *Sales Tax Expenditure Plan*
 - *Programming policy and approach*
- Our PDA Investment and Growth Strategy builds on and informs these efforts



Next Steps (cont'd)

- Seek clarity on data collection and monitoring
- Determine timeframe for next update
 - *Longer-term horizon for development does not support annual reporting*
- Building on the PDA Investment & Growth Strategies for the next SCS update
- Roundtable with developers, planners, and community organizations on moving forward with implementation

