



Priority  
Development  
Area (PDA)  
Investment  
and  
Growth Strategy  
Implementation

Presented to the Alameda CTC  
December 5, 2013



## Overview

- PDA Investment and Growth Strategy Development
- Featured PDAs:
  - *Fremont City Center*
  - *Downtown Berkeley*
- Key Issues Going Forward
- Next Steps

## Planning through Local-Regional Partnerships

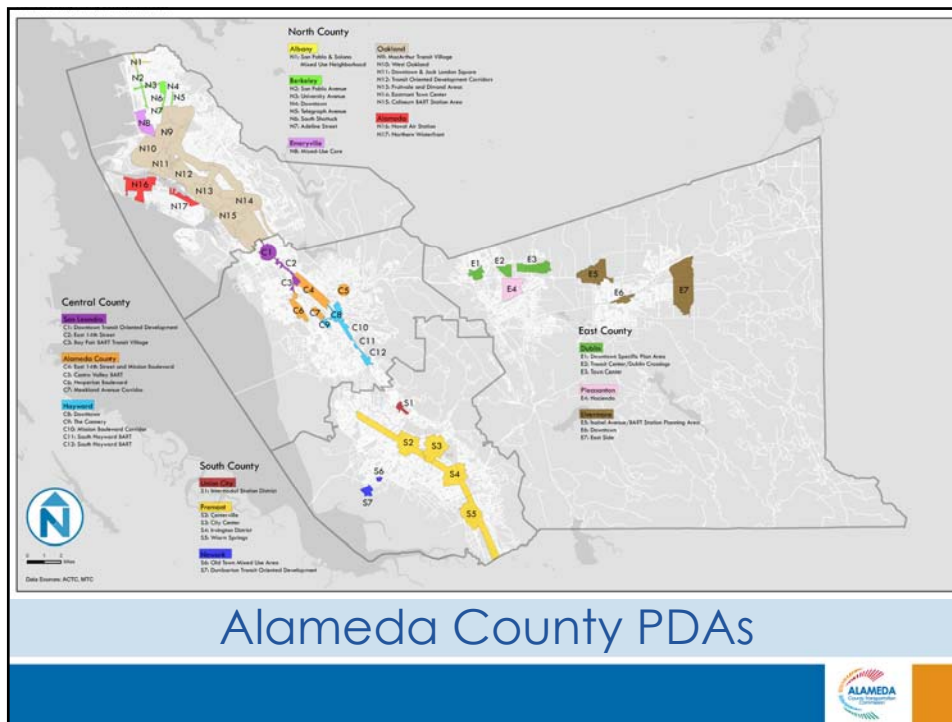
- Long-range planning is an interdependent process
- Local decisions made in a regional context
  - *Local land use decisions*
  - *Complete streets planned, built and maintained locally*
  - *PDA's identified and implemented locally*
  - *Local sales taxes and other funding*
  - *Congestion Management Agency (CMA) boards comprised of local elected officials*
  - *CMAs participated in developing regional plans*
- 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)
- Established a process for prioritizing OBAG funds in a way that supports and encourages PDA development and Plan Bay Area implementation
- 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*

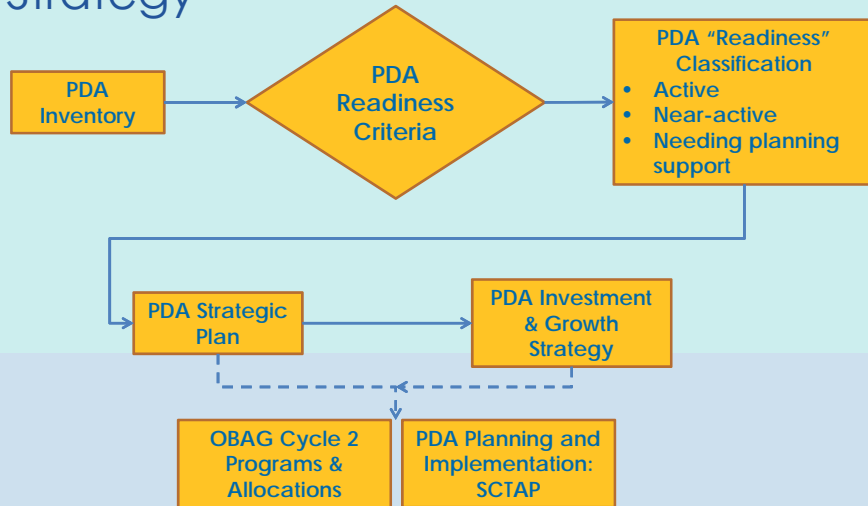




## PDA Investment & Growth Strategies

- One of the first steps in Plan Bay Area implementation
  - Establishes a baseline
  - Identifies needs and priorities for capital investment and planning
  - Sets a course for monitoring progress
  - Identifies opportunities for coordination across multiple jurisdictions and PDAs
  - Focuses on locally significant issues and obstacles to implementation

## Developing Alameda County's Strategy



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► Downtown Fremont – On the Rise

Alameda County Transportation  
Commission

December 5, 2013

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## Fremont City Center Multi-Modal Improvements

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

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## Community Vision

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



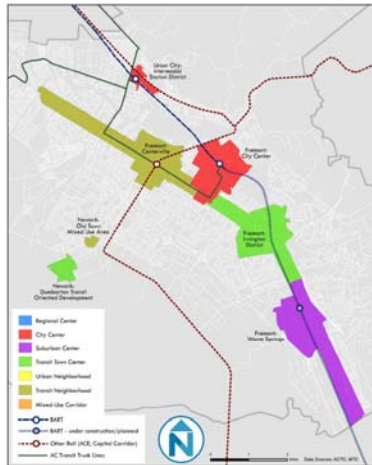
Downtown



Warm Springs

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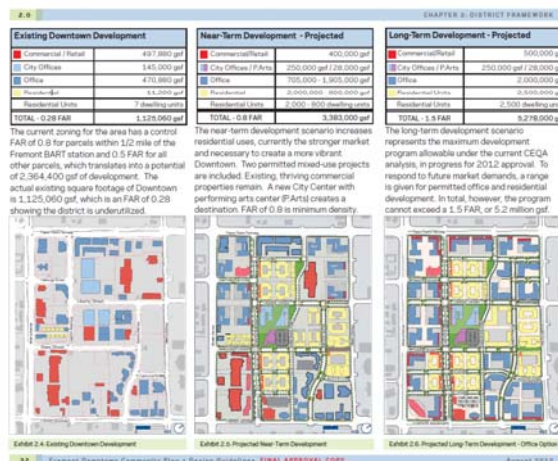
# Proposed Project – Purpose and Need



ALAMEDA COUNTY POA INVESTMENT AND GROWTH STRATEGY | 3-18

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# Proposed Project – Purpose and Need



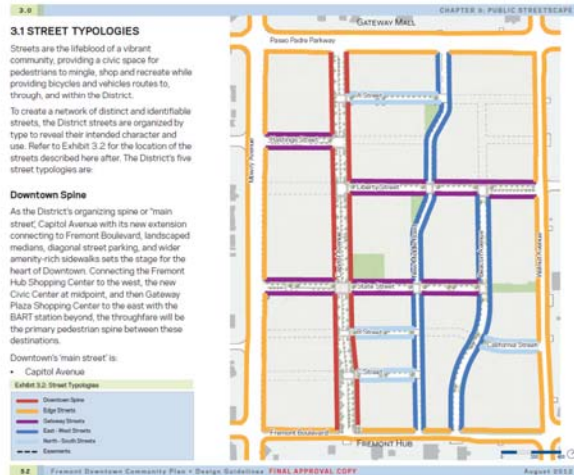
32 Fremont Downtown Community Plan - Design Guidelines, FINAL APPROVAL COPY

August 2012

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## Proposed Project — Purpose and Need



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## Proposed Project — Purpose and Need



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# Connections



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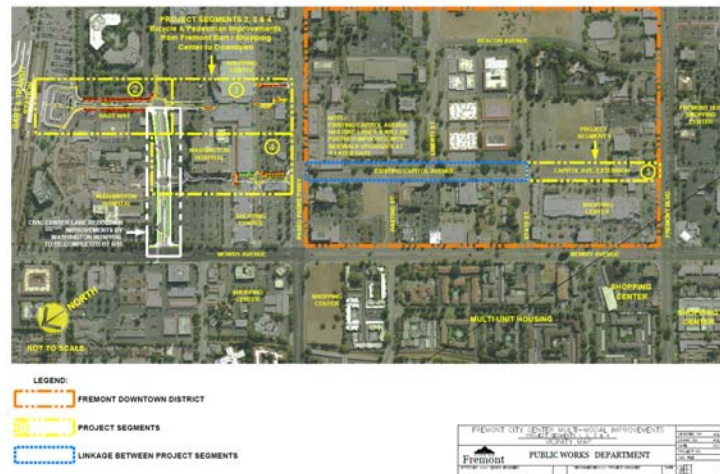
# Connections



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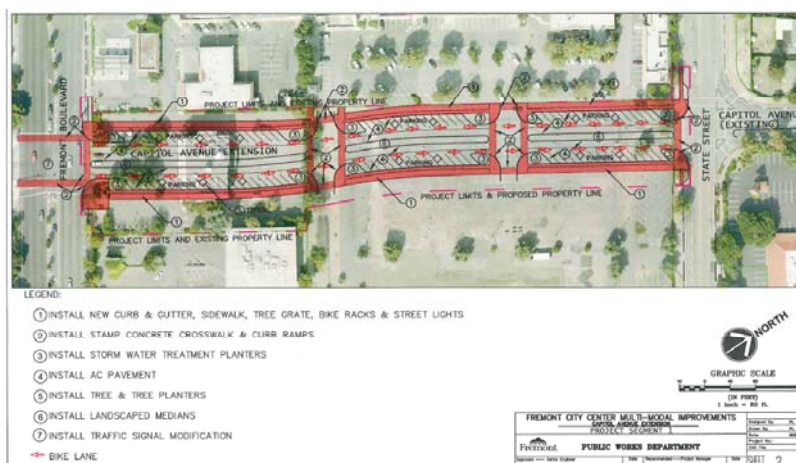


# Improvements



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# Improvements



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# Improvements



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# Thank you!



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## **Berkeley's Downtown Priority Development Area**

Matt Nichols  
Principal Transportation Planner,  
City of Berkeley, California



## **2012 Downtown Area Plan**

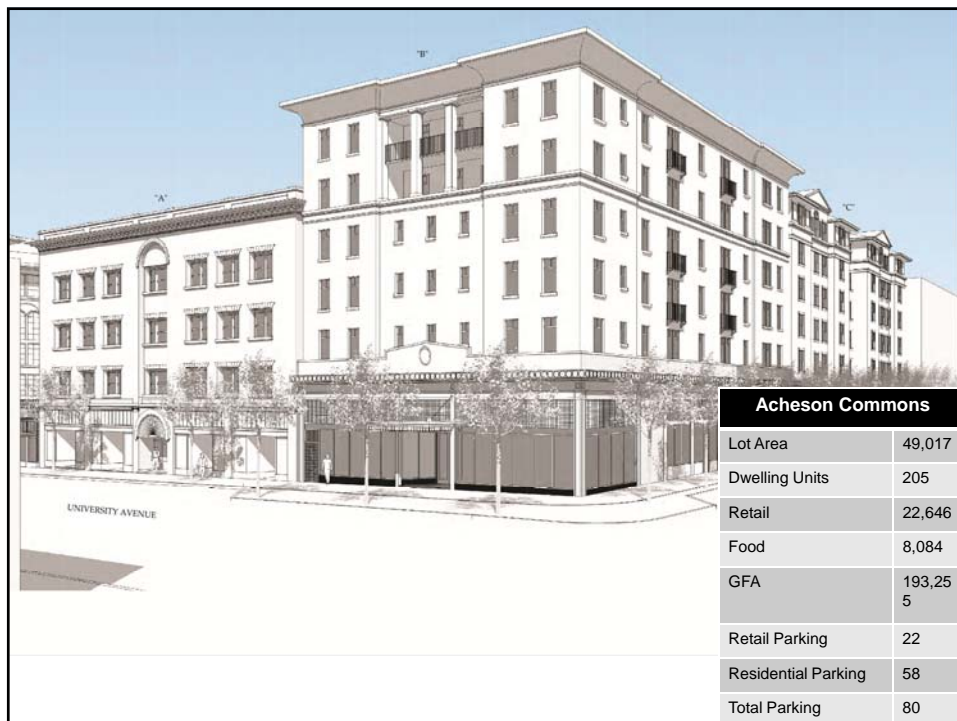
- 2000-2010: 900+ units built within ¼-mile of Downtown BART (25% affordable)
- 800+ more dwelling units approved or in pipeline.
- DAP: 3,100 new housing units by 2030.
- DAP: 3,300 new jobs by 2030.
- DAP includes Streets & Open Space Improvement Plan and strong Parking/TDM

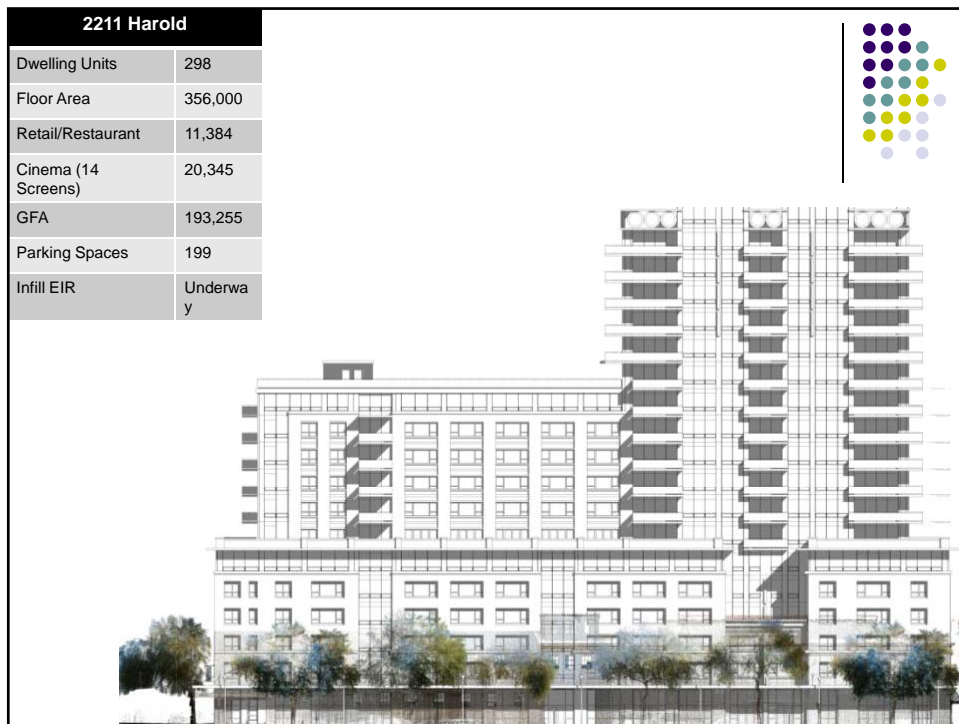


## Downtown Area Plan: Strong Parking and TDM



- Property owner shall provide a pass for unlimited local bus transit service at no cost to every employee and residential unit.
- Required parking spaces shall be leased or sold separate from the rental or purchase of dwelling units for the life of the dwelling unit.
- 1 parking space for every 3 dwelling units
- Car-share parking must be provided in projects with 10+ parking spaces.





**Goals:**

- Coordinate with TDM
- Reduce congestion and VMT

**Community Outreach:**

- Council & Commissions
- Open Houses & Surveys

**Data Needs:**

- Meter & manual data
- Questionnaires

**Technology Pilot: LPR**

**Lessons Learned (so far):**

- Zone system / Sign design

**2hr Max Parking**  
Premium Rate  
1st hour: \$1.50  
2nd hour: \$1.50  
3rd hour: \$2.00

**4hr Max Parking**  
Value Rate  
1st hr: \$1.50  
2nd hr: \$1.50  
3rd hr: \$2.00

**8hr Max Parking**  
Value Rate  
1st hr: \$1.50  
2nd hr: \$1.50  
3rd hr: \$2.00

**3hr Max Parking**  
Premium Rate  
1st hour: \$1.50  
2nd hour: \$1.50  
3rd hour: \$2.00

**Pilot Timeline**

On-Street Implementation: Oct. 15, 2013

Garage Implementation: Dec. 2, 2013

Next adjustment: April 2014

2nd adjustment: Aug. 2014

Pilot results and present: Nov. 2014

## Priority Development Area Transportation Investments:



1. \$11.5M: BART Plaza & Transit Area Improvement
2. \$3M: Downtown Shattuck Reconfiguration & Pedestrian Safety Improvements
3. \$4M: Hearst Avenue Complete Streets





## Key Issues

- Significant infrastructure, operations and maintenance needs and insufficient or diminishing financial resources
- Creating sustainable, complete communities with a context sensitive approach
- Incorporate Growth Opportunity Areas and new employment locations
- Continue to address Priority Conservation Areas



## Next Steps

- Alameda CTC is committed to supporting Plan Bay Area implementation
- Data collection and monitoring
- Timeframe for next update
- Building on the PDA Investment & Growth Strategies for the next SCS update
- Roundtable with developers, planners, and community organizations on moving forward with implementation

