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
  - PDAs 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
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
Proposed Project – Purpose and Need

3.1 STREET TYPOLOGIES

Distinct are the hallmark of a vibrant community providing a civic space for pedestrians to mingle, shop and reenergize while enjoying the local businesses. The purpose of Chapters 3 and 4 is to identify, enhance and support this feature.

To serve as a framework to form and identify streets, the District streets are organized by following their intended character and use. Refers to Exhibit 3.1.2 for the boundaries of the streets described hereafter. The District’s five street typologies include:

Downtown Scene

As the District’s organizing square or main street, Capital Avenue will be an urban icon connecting to Fremont Boulevard, landmarked locations, and rich urban density. Attractive streetscape will set the stage for the heart of Downtown. Connecting to Second Street, First Street, Fremont Boulevard, E Civic Center, and First Street.

Downtown’s Main Street

- Capital Avenue

- Fremont Boulevard

- Second Street

- First Street

- E Civic Center

- First Street

- BART Station

- Shopping Center

- BART Station

- Shopping Center

Proposed Project – Purpose and Need
Improvements

1. Install new curb & gutter, sidewalk, tree state, bike paths & street lights
2. Install storm water treatment planters
3. Install AC pavement
4. Install tree & tree planters
5. Install landscaped medians
6. Install traffic signal modification
7. Bike lane
Improvements

Thank you!
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.

Acheson Commons

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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

Pilot Timeline
On-Street Implementation: Oct. 15, 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