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OFFICE OF THE CITY CLERK  
OAKLAND

# CITY OF OAKLAND

## AGENDA REPORT

2010 JAN 28 PM 4:38

TO: Office of the City Administrator

ATTN: Dan Lindheim

FROM: Community and Economic Development Agency

DATE: February 9, 2010

RE: **Resolution Designating Planned Priority Development Areas at Six Established Transit-Oriented Development (TOD) Centers In Oakland, To Include 1) Downtown at 12<sup>th</sup>/19<sup>th</sup> Streets, 2) MacArthur, 3) West Oakland, 4) Fruitvale, and 5) Coliseum BART Stations and 6) Eastmont Transit Center, That Will Enable The City To Better Compete For Future Planning, Technical Assistance, And Capital Funding For Transportation, Infrastructure, And Housing**

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### SUMMARY

Staff recommends that City Council approve a resolution designating Planned Priority Development Areas (PDAs) at six established Transit-Oriented Development (TOD) centers, specifically: Downtown at 12<sup>th</sup>/19<sup>th</sup> Street, MacArthur, West Oakland, Fruitvale, and Coliseum BART Stations and the Eastmont Transit Center in Oakland. Designation of these areas will enable the City to better compete for future planning, technical assistance, and capital funding for transportation, infrastructure, and housing.

PDA designation is awarded through the FOCUS Program (a regional development and conservation strategy), led by four regional agencies: the Association of Bay Area Governments (ABAG), Metropolitan Transportation Commission (MTC), Bay Area Air Quality Management District (BAAQMD) and the Bay Conservation and Development Commission (BCDC). The FOCUS Program and the PDA designation have the primary goal of encouraging growth near transit and in the existing communities that surround transit by enhancing existing neighborhoods and providing good housing and transportation choices for all residents. Oakland is the recognized transportation hub of the East Bay with eight BART stations and numerous bus rapid transit lines, and our policies for livable, walkable, and sustainable communities are consistent with those of the FOCUS program. Past development and planning for Transit Villages, the City's "Transit First" policy and the General Plan policy for location of additional housing development along the major transportation corridors, demonstrate the City's commitment to Transit-Oriented Development (TOD) in planning and implementation.

Designated PDAs will become eligible to receive not only planning and technical assistance but capital funding from various sources including the Station Area Planning Grant Program, the Regional Transportation Plan (Transportation 2035), the Transportation for Livable Communities Program, Environmental Justice grants, Green Infill - Clean Storm water grants, the Proposition 1C: TOD Housing Program and Infill Infrastructure Grant Program, the

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Transportation Fund for Clean Air grant program, and other State and regional programs. There is no cost in applying for designation.

The areas in Oakland that are eligible for designation are those which the General Plan has already shown as a Transit Oriented Development node or Key Transit Corridor and that have also completed neighborhood planning efforts that allow increased housing densities in these areas. Many of the areas are within established Redevelopment Project Areas. This report and application recommends the designation of Planned PDAs primarily around Transit Station areas, in order to ensure that some areas of Oakland become immediately eligible for infrastructure funding in the coming year.

Subsequent reports will recommend additional locations where specific planning efforts and/or corridor studies are either underway or are needed to qualify as PDAs. Applications are accepted by the FOCUS program on a rolling basis. Once these additional areas are designated as Planned PDAs, they will also become eligible to apply for all of the funding sources described further in the Policy Description section of this report.

## **FISCAL IMPACT**

There is no direct fiscal impact in designating Planned Priority Development Areas. The application process is free and there are no maintenance fees for the designation. The designation requires no matching funds. Limited City funds have been expended in the work completed by City staff to collect information and documentation for the application process.

Designation of PDAs within the City of Oakland will better position the City to compete successfully for federal, State, and regionally allocated funding. The City annually budgets funding within the Measure B program to support minimal costs for later application fees and/or matching funds, if necessary.

## **BACKGROUND**

On December 11, 2007, the Oakland City Council adopted Resolution No. 80994 C.M.S. authorizing the submittal of an application to designate a single large priority development area for Oakland as a part of the "Focusing Our Vision" planning initiative undertaken by the Association of Bay Area Governments (ABAG) and The Metropolitan Transportation Commission (MTC). The City submitted the application and all of the city's Redevelopment Areas were accepted as "Potential" Priority Development Areas, because the necessary planning work to support designation as a Planned Priority Development Area was not yet in place. While the "Potential" status has been adequate to compete for planning funding in the past, only areas with a Planned Priority Development Area status will be well-considered in the regional funding

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applications process for planning funds, technical assistance, and capital infrastructure funds from now on. The City's current designation limits it to competing for small scale planning grants only.

During the development of the Regional Housing Needs Allocation (RHNA) for the current (2009-2014) Housing Element cycle, ABAG adopted a formula that put a significantly higher housing share for areas expected to have growth in transit-oriented housing or transit-oriented jobs. The result was that the housing share for the three largest cities in the Bay Area (Oakland, San Francisco and San Jose) increased from 26 percent in the previous round to 38 percent in the current round.

In response to this shift, Oakland's representatives on the ABAG Executive Board successfully introduced language into the resolution that adopted the RHNA that committed ABAG to support greater allocation of transportation and infrastructure funding to areas with the largest growth. The FOCUS program and PDA process is part of ABAG's efforts to implement that commitment, and it has been generally expected that the three cities with the largest housing allocations would all be able to designate large portions of the city as PDAs. Both San Francisco and San Jose have already established Planned Priority Development Areas, but, as discussed, Oakland currently has only a single large Potential area designation.

The proposed Planned Priority Development Areas for Oakland were identified based on studying areas of Oakland that meet the three primary criteria required by the FOCUS program:

- 1) The area is within an existing community.
- 2) The area is accessible from an existing rail station or ferry terminal (typically a half-mile around the station), or the area is served by a bus or bus rapid transit corridor with minimum headways of 20 minutes during peak weekday commute periods.
- 3) The area is planned or is being planned for more housing.

Additionally, all proposed Planned Priority Development Areas must have had prior community planning efforts (not just the General Plan or specific development projects), and must have begun to establish a list of infrastructure needs that the program could help address. The areas proposed for designation in this report as Planned Priority Development Areas do not include all of the existing Potential Development Area, as many of these locations require further planning before they qualify as Planned Priority Development Areas.

Nearly 60 Bay Area jurisdictions (plus several Congestion Management Agencies) have submitted applications for over 100 PDAs in the past two years. Since the introduction of this program, MTC has allocated \$10 million to station area planning through its Station Area Planning Grant Program, and approximately \$2 billion for capital infrastructure projects through its Transportation for Livable Communities program. Staff is now working to make sure that Oakland is in the pipeline for its share of these future grant monies.

## KEY ISSUES AND IMPACTS

Oakland has substantial unmet needs for transportation and infrastructure improvements, particularly if the City wants to attract and encourage new development. Because the City has extremely limited funding for such improvements, it is essential that the City be able to successfully compete for regional, State and federal funding opportunities.

The key issue for Oakland is establishing its competitiveness to win regionally allocated funding. Oakland needs assistance in order to implement plans and projects that are in keeping with its Transit-Oriented Development policy approach. Many other cities have already successfully designated areas as Planned PDAs, which will give these cities an advantage for project applications within these areas. To remain competitive, and to be able to fund future planning and funding for implementation of infrastructure improvements, Oakland must follow suit.

Because Oakland took early steps in establishing TOD policy and plans, relatively minimal effort has been required to compose the necessary applications for planned PDA designation. Passage of the Resolution will allow applications for designation to be submitted prior to the deadline for Transportation for Livable Communities funding for specific plans or projects in August of 2010.

## POLICY DESCRIPTION

### Phased Applications

Staff proposes to build upon the base of successful work that was completed in the 2007 designation of all Redevelopment Areas as Potential Development Areas. The areas proposed for immediate designation as Planned Priority Development Areas are listed below (see *Exhibit A* to the proposed resolution for maps and descriptions). In these areas, additional planning efforts beyond the General Plan and Redevelopment efforts *have already been completed* to qualify them for designation as Planned Priority Development Areas.

### **Phase I**

Following City Council adoption of the proposed resolution, Planned PDA Applications for these Station/Transit Center areas and adjacent key corridors will be submitted to the FOCUS program for acceptance:

- a. Downtown: 12th and 19th Street BART Station areas
- b. West Oakland BART Station area
- c. MacArthur BART Station area
- d. Fruitvale BART Station area and key corridor to the Dimond area
- e. Coliseum BART Station area
- f. Eastmont Transit Center and key corridors

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**Phase 2**

Planned PDA Applications will be submitted to the FOCUS program for the following existing Potential Development Areas *upon City Council adoption of the Specific Plans currently underway*. A new application does not need to be submitted to change the status of these areas; this is an administrative process handled at the staff level. Each of these planning efforts is expected to be completed within the next one to two years. The three Specific Plans underway are:

- a. Lake Merritt BART Station Area Specific Plan
- b. Central Estuary Specific Plan
- c. Upper Broadway/Valdez Area Specific Plan

**Final Phase**

In order to move forward with the designation of the BART and Transit Station areas of the City, staff proposes that the corridors listed below be studied after adoption of the current Resolution. Specific boundaries for all of these corridors will be based on further analysis of planning that has already occurred or is occurring in those areas.

Planned PDA applications will then be submitted to City Council and to the FOCUS program after completion of appropriate research and planning documentation.

- a. San Pablo Avenue, north of the City of Emeryville to the City of Berkeley border
- b. Telegraph Avenue from I-580 to the City of Berkeley border
- c. International Boulevard and East 12<sup>th</sup> Street between Lake Merritt and 22<sup>nd</sup> Avenue
- d. Grand Avenue, Lakeshore, and MacArthur Boulevard area
- e. San Leandro Boulevard from the Coliseum area to the City of San Leandro
- f. MacArthur Boulevard between the Dimond and Laurel Districts
- g. Bancroft Avenue between 73<sup>rd</sup> Avenue and the City of San Leandro border
- h. East 18<sup>th</sup> Street between Lake Merritt and Park Boulevard
- i. 14<sup>th</sup> Avenue between East 8<sup>th</sup> Street and East 21<sup>st</sup> Street
- j. Park Boulevard between East 18<sup>th</sup> Street and MacArthur Boulevard
- k. 98th Avenue from MacArthur Boulevard to the I-880 Freeway
- l. International Boulevard from Hegenberger Road to the City of San Leandro border

**Potential Funding Sources available for Areas Designated as Planned PDAs**

The following funding sources are examples of programs that have placed a premium on areas designated as Planned PDAs for grant awards:

1. Capital funding for PDAs is available through Transportation 2035, the regional transportation plan, which doubles funding to \$2.2 billion for the Metropolitan Transportation Commission's (MTC's) Transportation for Livable Communities Program.

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MTC recently approved expanding the program eligibility for the TLC program; eligible program categories now include streetscapes, as well as non-transportation infrastructure improvements, transportation demand management, and density incentives. MTC will be issuing a call for projects for an upcoming TLC funding cycle in early 2010 (The City's proposed Planned Priority Development Areas, if approved by City Council and accepted by the FOCUS program, will be eligible for this funding).

2. The 2007/2008 Station Area Planning Grant Program expanded eligibility requirements to include PDAs. \$7.5 million was made available to PDAs for Station Area Planning grants, and over \$10 million in additional grants should be available in coming years.
3. Through a California Department of Transportation (Caltrans) Environmental Justice grant, ABAG was able to award \$100,000 each to several PDAs seeking to engage community members on the topic of displacement due to development in their community.
4. Given that regional agencies understand the infrastructure needs of Priority Development Areas, ABAG has been able to connect PDAs to other funding opportunities. One such example is including Planned PDA jurisdictions in grant application criteria, such as for "Green Infill - Clean Stormwater" grants that were funded by the U.S. Environmental Protection Agency's West Coast Estuaries Initiative.
5. The California Housing and Community Development Department allocated grant funds from Proposition 1C for the TOD Housing Program and Infill Infrastructure Grant Program this year. The guidelines for each of these programs awards points based upon PDA status. Additional Proposition 1C funds will be awarded in the future for park creation, development, or rehabilitation to encourage infill development.
6. The Bay Area Air Quality Management District coordinates the Transportation Fund for Clean Air grant program. This Regional Fund awards points for projects that reduce emissions in regionally approved Priority Development Areas.

## SUSTAINABLE OPPORTUNITIES

***Economic:*** The FOCUS Planned PDA program supports the growth of dense, dynamic mixed-use districts, which spur private investment and create valuable retail and housing markets. The program supports this growth by giving priority to funding applications within these areas for regional transportation and other funding sources. Regional transportation, infrastructure, and housing funds would directly translate into local jobs and overall economic growth in Oakland.

**Environmental:** Planned PDA designation will support the further creation of compact neighborhoods with concentrations of housing, shopping, jobs, and neighborhood services near transit. This will allow people to walk, bicycle, or take transit to daily destinations, reducing vehicle-miles traveled and other negative impacts on the environment.

**Social Equity:** Designation of Planned PDAs will enable Oakland to advance its goals of improving neighborhoods. Access to the following is an essential ingredient for economic and social success: living-wage jobs, viable housing choices, public transportation, good schools, strong social networks, safe and walkable streets, services, parks, and healthy food. The Alameda County Health Department advocates the development of transit-friendly, walkable, and bike-able communities to address existing health inequities. Ensuring that Oakland remains competitive for the funding that will provide greater access, mobility, and housing is one key to establishing social equity.

## **DISABILITY AND SENIOR CITIZEN ACCESS**

Oakland's opportunities for gaining financial support for projects that increase access and mobility will be improved by adoption of the Resolution designating these areas as Planned PDAs. Should City areas be designated as Planned PDAs, and future funding for specific projects or plans be identified for support, all new infrastructure and other improvement projects will be required to meet ADA requirements and other applicable laws.

## **RECOMMENDATION AND RATIONALE**

Staff recommends that the City Council approve the resolution designating Planned Priority Development Areas in Oakland as described in this report and delineated in *Exhibit A* to the proposed resolution. Planned PDA designation will make Oakland more competitive in regional transportation, infrastructure, and housing funding applications. The Planned PDA designation entails no new costs to the City. Current Oakland plans and policies meet the guidelines for designation.

The likely consequence of the City Council taking no action puts Oakland at a significant disadvantage in seeking in regional transportation, infrastructure, and housing grant funding.

**ACTION REQUESTED OF THE CITY COUNCIL**

Staff recommends that City Council approve the resolution.

Respectfully submitted,



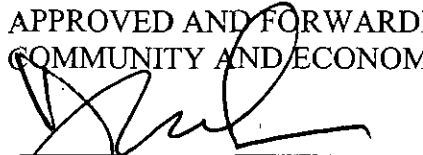
Walter S. Cohen, Director  
Community & Economic Development Agency

Reviewed by:  
Michael J. Neary, P.E.  
Deputy Director  
Department of Engineering and Construction

Wladimir Wlassowsky, P.E., Manager  
Transportation Services Division.

Prepared by:  
Iris Starr, AICP  
Senior Transportation Planner

APPROVED AND FORWARDED TO THE  
COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE:

  
\_\_\_\_\_  
Office of the City Administrator



  
Oakland City Attorney's Office

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## OAKLAND CITY COUNCIL

Resolution No. \_\_\_\_\_ C.M.S.

Introduced by Councilmember \_\_\_\_\_

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**RESOLUTION DESIGNATING PLANNED PRIORITY DEVELOPMENT AREAS AT SIX ESTABLISHED TRANSIT-ORIENTED DEVELOPMENT (TOD) CENTERS IN OAKLAND, TO INCLUDE 1) DOWNTOWN AT 12<sup>TH</sup>/19<sup>TH</sup> STREETS, 2) MACARTHUR, 3) WEST OAKLAND, 4) FRUITVALE, AND 5) COLISEUM BART STATIONS AND 6) EASTMONT TRANSIT CENTER, THAT WILL ENABLE THE CITY TO BETTER COMPETE FOR FUTURE PLANNING, TECHNICAL ASSISTANCE, AND CAPITAL FUNDING FOR TRANSPORTATION, INFRASTRUCTURE, AND HOUSING**

**WHEREAS**, the Association of Bay Area Governments and the Metropolitan Transportation Commission in coordination with the Bay Area Air Quality Management District and Bay Conservation and Development Commission (collectively, the "regional agencies") are undertaking a regional planning initiative called FOCUS; and

**WHEREAS**, FOCUS program goals support a future regional development pattern that is compact and connected; and

**WHEREAS**, the regional agencies seek local government partners to create a specific and shared concept of where growth can be accommodated (priority development area) and what areas need protection (priority conservation area) in the region; and

**WHEREAS**, a priority development area must meet all of the following criteria: (a) within an existing community, (b) near existing or planned fixed transit (or served by comparable bus service) and (c) is planned, or is planning, for more housing; and

**WHEREAS**, the General Plan designates transit station areas and key transit corridors for transit oriented development which meet the standards for designation as priority development areas; and

**WHEREAS**, local governments in the nine county San Francisco Bay Area are eligible to apply for designation of an area within their community as a priority development area; and

**WHEREAS**, the regional agencies are committed to securing incentives and providing technical assistance to designated priority development areas so that positive change can be achieved in communities working to advance focused growth; and

**WHEREAS**, the actions authorized by this Resolution are exempt from review under the California Environmental Quality Act, without limitation, each as a separate and independent basis, under sections 15061(b)(3); 15183, 15378(b(4); now therefore be it;

**RESOLVED:** That the Oakland City Council authorizes submitting applications to designate specific areas of Oakland as Planned Priority Development Areas, which are depicted on *Exhibit A* attached hereto and herein incorporated by reference; and be it

**FURTHER RESOLVED:** That the City Council hereby appoints the City Administrator as agent of the City to conduct all negotiations and execute and submit all documents, including, but not limited to, applications, agreements, amendments, and so on which may be necessary to designated Oakland areas as Planned Priority Development Areas under the FOCUS program.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

AYES - BROOKS, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, QUAN, REID, AND  
PRESIDENT BRUNNER

NOES -

ABSENT -

ABSTENTION -

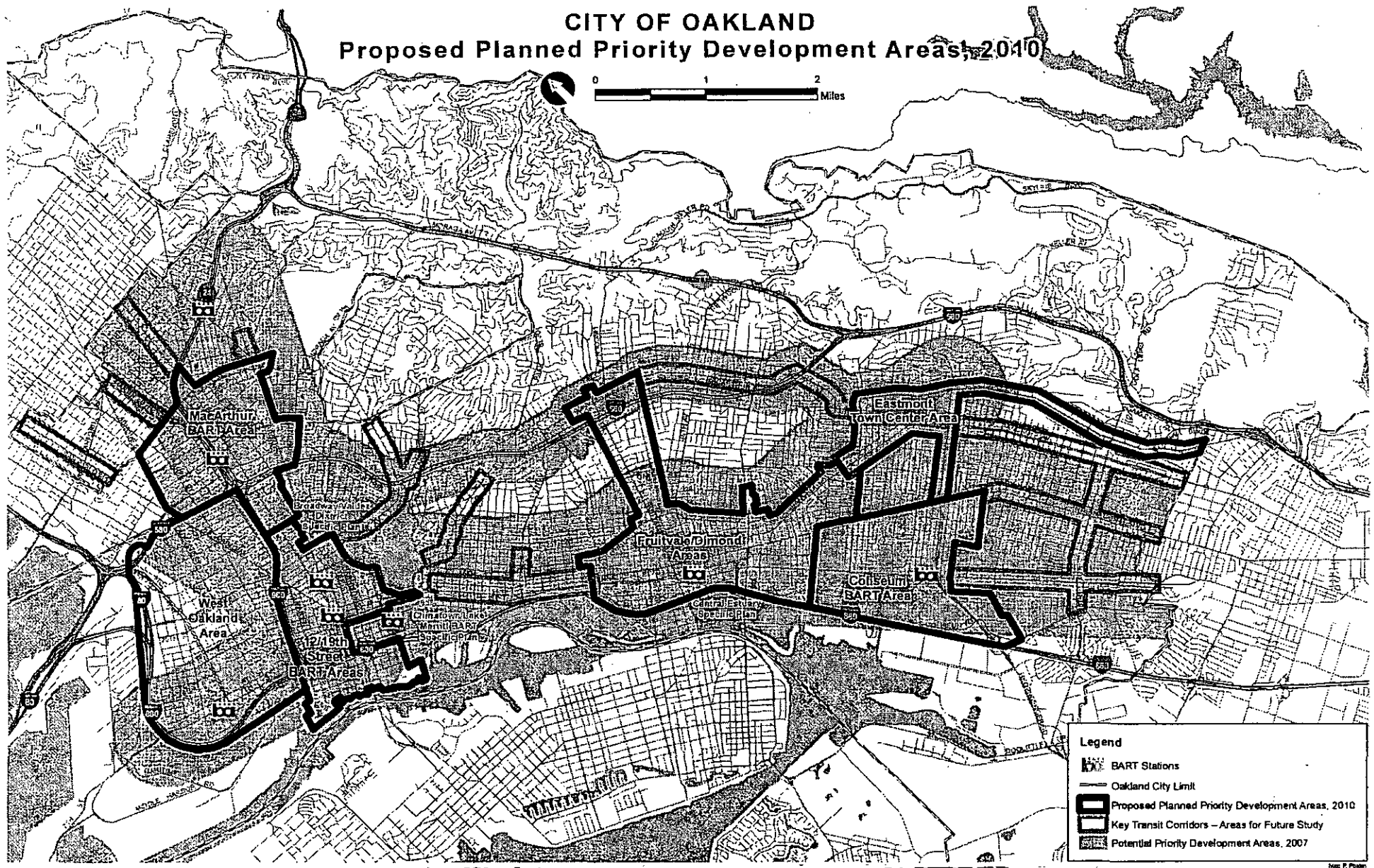
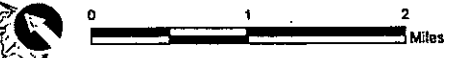
ATTEST:

\_\_\_\_\_  
LATONDA SIMMONS  
City Clerk and Clerk of the Council of  
the City of Oakland, California

**EXHIBIT A**  
**Proposed Priority Development Areas**

# CITY OF OAKLAND

## Proposed Planned Priority Development Areas, 2010



**Legend**

- BART Stations
- Oakland City Limit
- Proposed Planned Priority Development Areas, 2010
- Key Transit Corridors – Areas for Future Study
- Potential Priority Development Areas, 2007

# FOCUS

a development and conservation strategy  
for the San Francisco Bay Area

## Application for Priority Development Area Designation

Enter information in the spaces provided and submit the requested attachments.

Part 1 - APPLICANT INFORMATION & AREA DETAILS Attach resolution showing local support for involvement in FOCUS	
a. Lead Applicant -City/County	OAKLAND ALAMEDA COUNTY
Contact Person	IRIS STARR
Title	SENIOR TRANSPORTATION PLANNER
Department	TRANSPORTATION SERVICES
Street Address	250 FRANK OGAWA
City	OAKLAND
Zip Code	94612
Phone Number	510-238-6229
Fax Number	510-238-7419
Email	ISTARR@OAKLAND.NET
b. Area Name and Location	COLISEUM BART Station Area
c. Area Size (minimum acreage = 100)	1014
d. Public Transit Serving the Area (existing and planned)	BART, AC TRANSIT
e. Place Type (Identify based on the Station Area Planning Manual)	REGIONAL CENTER

Part 2 - AREA INFORMATION
A spreadsheet for entering area information on demographics, housing, and land use is provided. Please complete these worksheets with all currently available information and <u>attach</u> .

Part 3 - ADDITIONAL AREA INFORMATION		
	Yes	No
a. Is the proposed priority area currently recognized in the General Plan (i.e., called out as TOD, infill etc.)?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Have other plans (any targeted planning efforts including specific plans, precise plans, area plans, and supporting environmental studies) been developed within the last 15 years that cover the priority area? Note: If yes, please <u>attach</u> brief list of individual planning efforts and date completed.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Is the proposed priority area within the boundaries of a redevelopment area?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

FOCUS is a regional, incentive-based development and conservation strategy for the San Francisco Bay Area. FOCUS is led by the Association of Bay Area Governments and the Metropolitan Transportation Commission in coordination with the Bay Area Air Quality Management District and the Bay Conservation and Development Commission. It is partially funded by a regional blueprint planning grant from the State of California Business, Transportation, and Housing Agency.

**Part 4 – MAP OF PRIORITY DEVELOPMENT AREA**

Attach a map showing the proposed boundaries of the potential priority area and any other relevant information for land uses, transit, etc. Photos of current conditions in the priority area are optional.

**Part 5 – NARRATIVE**

Attach separately a maximum two-page (8½ x 11 with 12 point font) narrative that addresses the following questions and provides any other relevant information.

- What is the overall vision for this area?
- What has to occur in order to fully realize this vision? What has occurred there recently (past 5 years)? Describe relevant planning processes, and how the needs of community members were addressed.
- Describe how this priority area has the potential to be a leading example of smart growth for the Bay Area.

**Part 6 – POTENTIAL ASSISTANCE REQUESTED (check all that apply)**

Note: Assistance is not being offered at this time. This information will aid the development of a tools and incentives package for designated areas.

TECHNICAL ASSISTANCE	REQUEST FOR PLANNING GRANTS	REQUEST FOR CAPITAL GRANTS
<input checked="" type="checkbox"/> Assistance with policies to implement existing plan <input checked="" type="checkbox"/> Assistance with photo- simulations to depict future conditions <input type="checkbox"/> Assistance with local workshops and tours <input checked="" type="checkbox"/> Other: STAFF SUPPORT	<input checked="" type="checkbox"/> Funding for new area-wide specific plan or precise plan <input checked="" type="checkbox"/> Funding to update existing area-wide specific plan or precise plan <input checked="" type="checkbox"/> Funding for EIR to implement existing area-wide plan <input checked="" type="checkbox"/> Other: Brownfields remediation, clean up, Business assistance	<input checked="" type="checkbox"/> Funding for transportation projects (including pedestrian/bicycle) <input checked="" type="checkbox"/> Funding for housing projects <input type="checkbox"/> Funding for water/sewer capacity <input checked="" type="checkbox"/> Funding for parks/urban greening <input checked="" type="checkbox"/> Funding for streetscape improvements <input checked="" type="checkbox"/> Other: Community Facilities, Foreclosures assistance

**Part 7 – INFRASTRUCTURE BUDGET FOR PRIORITY AREA**

Please attach a budget that details the types of infrastructure improvements that will be needed in order to realize the vision for the priority area. This budget can include transportation, housing, road repairs, water/sewer capacity, parks and other critical amenities. A sample budget is provided for guidance.

E-mail this completed application form and attachments requested to [FOCUS@abag.ca.gov](mailto:FOCUS@abag.ca.gov). In addition to electronic submission, mail one hard copy of this application and attachments requested in this application form to the following address:

Association of Bay Area Governments  
 P.O. Box 2050  
 Oakland, CA 94604-2050  
 Attn: Jackie Guzman

For questions regarding the application, please contact Jackie Guzman, ABAG Regional Planner, at [JackieG@abag.ca.gov](mailto:JackieG@abag.ca.gov) or 510-464-7994.

PDA Name: Oakland Coliseum  
PDA Jurisdiction: City of Oakland

<b>Data for the PDA</b>	<b>2009</b>	<b>2035 ~ Local Planning Assumptions</b>
<b>Population</b>	9,323	13,249
<b>Households</b>	2,705	5,919
<b>Total Housing Units</b>	2,976	
<b>Single-Family</b>		
<b>Multi-Family</b>		
<b>Persons per Unit</b>		
<b>Employed Residents</b>	2,796	
<b>Mean Household Income</b>	45,744	
<b>Total Jobs</b>	5,327	13,256

Data Sources: DemographicsNow! and ABAG Projections 2009

PDA Name: Oakland Coliseum

PDA Jurisdiction: City of Oakland

Housing Units			2007- 2014 Jurisdiction Allocation
	Existing in PDA	Planned in PDA	
	2010		
Very Low	1,093		1,900
Low	52		2,098
Moderate	4		3,142
Above (n/a)			7,489
Total	1,149	0	14,629

Data Sources: Oakland Housing & Community Development  
*\*(including 650 OHA units as of Nov 08 - most current data)*



PDA Name: Oakland Coliseum

PDA Jurisdiction: City of Oakland

Data for the PDA	Existing	Planned
	2010	From 2011-2013
<b>Zoning</b>		
<b>Designations</b>	<p><u>Residential:</u> Single-Family, Medium-Density, Medium-High Density, High Density</p> <p><u>Commercial:</u> Office, Gateway Boulevard Housing &amp; Business Mix</p> <p><u>Industrial:</u> Light Industrial, General Industrial, Heavy Industrial Commercial-Industrial Mix</p> <p><u>Special Zones:</u> Open Space Zone</p> <p><u>Overlay Zones:</u> Design Review</p>	<p><u>New Low- to Medium Density Residential Zones:</u> To be similar to existing</p> <p><u>New Commercial/Corridor Zones:</u> To allow for greater density along commercial corridors To allow for more flexibility in uses and a wider range of uses To be more form-based</p> <p><u>Existing Zones to be Retained:</u> Recently created or updated zones, including: Commercial/Industrial Mix</p>
<b>Densities/FARs</b>	<p><u>Low- to Medium-Density Residential Zones:</u> Max residential density: 21.8 units/acre</p> <p><u>High-density Residential Zone:</u> Max residential density: 96.8 units/acre</p> <p><u>Neighborhood Commercial Zones:</u> Max residential density: 21.8 units/acre Max non-residential density: FAR 2.0-3.0</p> <p><u>Major Commercial Corridor Zones:</u> Max residential density: 96.8 units/acre Max non-residential density: FAR 3.0-7.0</p> <p><u>Commercial-Industrial Zone:</u> Max non-residential density: FAR 2.0-4.0</p>	<p><u>Low- to Medium-Density Residential Zones:</u> Max residential density: Up to 30.0 units/acre</p> <p><u>High-Density Residential Zones:</u> Max residential density: Up to 125.0 units/acre</p> <p><u>Major Commercial Corridor Zones:</u> Max residential density: Up to 125.0 units/acre Max non-residential density: Up to FAR 5.0</p>

<b>Total Commercial (sq. ft.)</b>		
Office		
Retail		

<b>Total Industrial (sq. ft.)</b>		
Heavy Industrial		
Light Industrial		
Other Industrial		

<b>Total Schools</b>		
Pre-K Schools		
Elementary Schools		
Middle Schools		
High Schools		
Colleges/Universities		

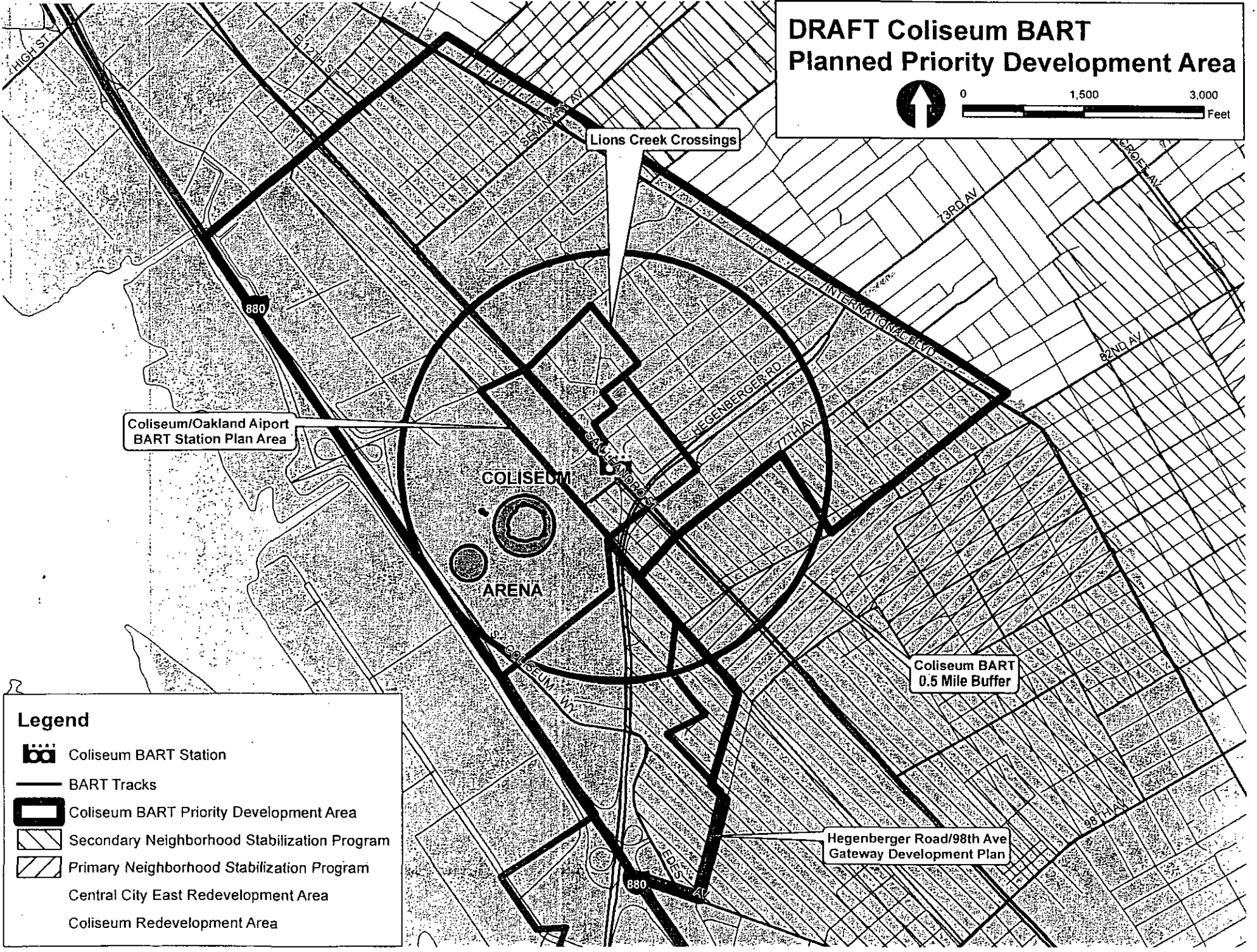
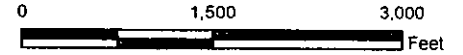
<b>Parks</b>		
Total Number		1
Total Acreage		4.85

<b>Parking (# Structures)</b>		
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Data Sources:

Oakland Planning  
Ordinance,  
Oakland Parks &  
Recreation

# DRAFT Coliseum BART Planned Priority Development Area










Coliseum/Oakland Airport  
BART Station Plan Area

Lions Creek Crossings

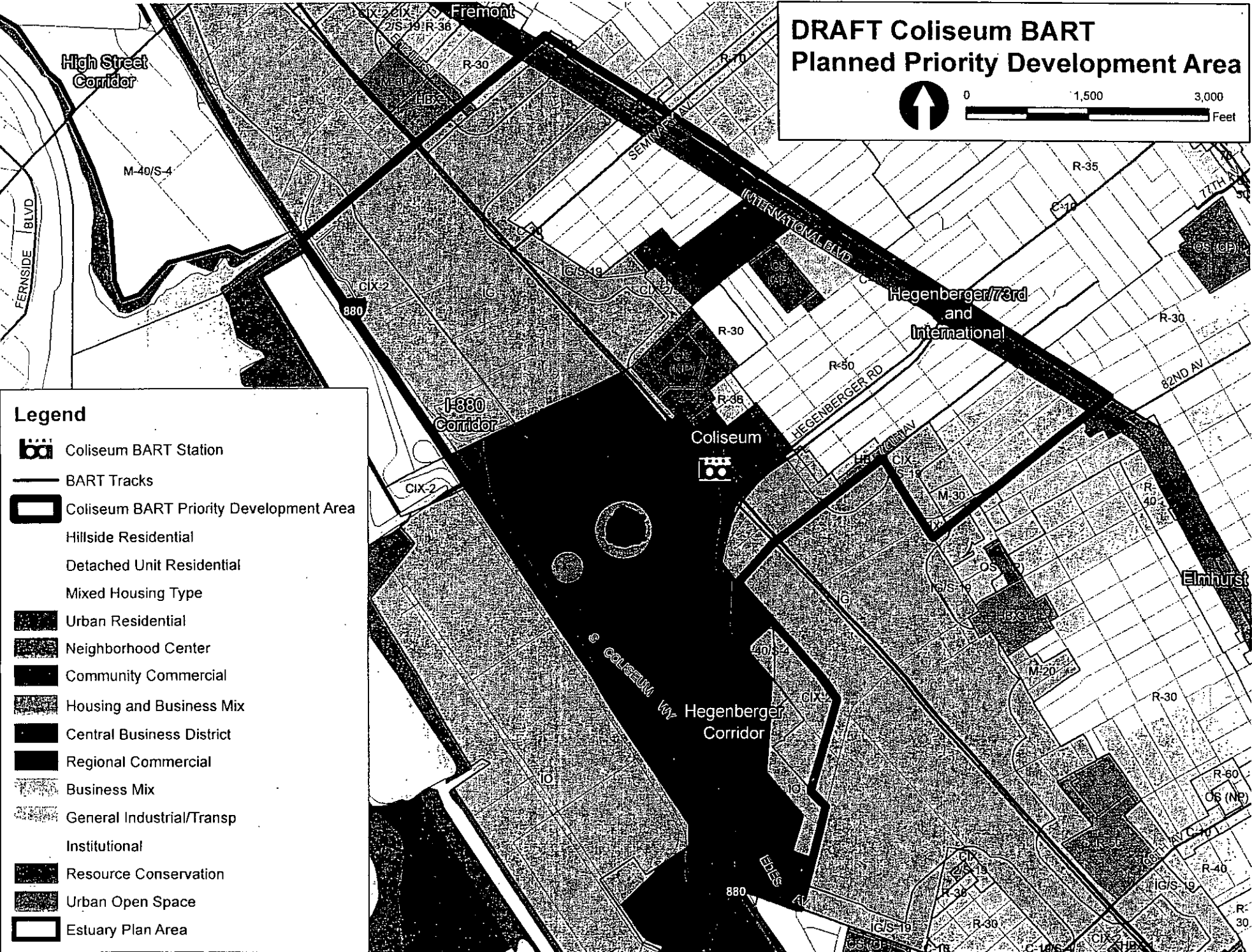
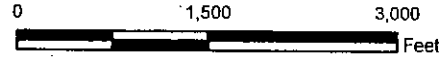
Coliseum BART  
0.5 Mile Buffer

Hegenberger Road/98th Ave  
Gateway Development Plan














## Legend

-  Coliseum BART Station
-  BART Tracks
-  Coliseum BART Priority Development Area
-  Secondary Neighborhood Stabilization Program
-  Primary Neighborhood Stabilization Program
-  Central City East Redevelopment Area
-  Coliseum Redevelopment Area

# DRAFT Coliseum BART Planned Priority Development Area



## Legend

-  Coliseum BART Station
-  BART Tracks
-  Coliseum BART Priority Development Area
-  Hillside Residential
-  Detached Unit Residential
-  Mixed Housing Type
-  Urban Residential
-  Neighborhood Center
-  Community Commercial
-  Housing and Business Mix
-  Central Business District
-  Regional Commercial
-  Business Mix
-  General Industrial/Transp
-  Institutional
-  Resource Conservation
-  Urban Open Space
-  Estuary Plan Area

## **COLISEUM BART AREA PDA**

### **Overall Vision**

The Coliseum area is a major transportation hub, offering convenient and numerous transportation options centering on the Coliseum BART Station, which provides access to the Fremont and Richmond lines, as well as bus transit service to the Oakland International Airport, and the InterCity Rail Platform for Amtrak and the Capitol Corridor Rail Service. In addition, this area is a major employment center with a high concentration of Oakland's largest employers, such as the Oakland Sports Arena Complex and the Oakland Airport.

In addition to the center for our major sports teams, the Coliseum area is part of a master planned community which includes the creation of a transit village around the Coliseum BART station, AC Transit Bus depot, Oakland Airport/BART rail link, and the Amtrak California commuter rail station, located one block from the Project. The City and BART envision the Coliseum Transit Village as a mixed use development that features retail and housing that can utilize this inter-modal mass transit hub infrastructure. The City and BART have entered into an Exclusive Negotiating Agreement (ENA) with OEDC/ MacFarlane Partners for the development, which will replace the existing BART parking lot and provide 600-800 units of housing and approximately 20,000 to 30,000 sq. ft. of ground floor, neighborhood-serving retail.

Good transportation access is essential to reaching economic, social and recreational activities in the area. Oakland wants residents and visitors to travel safely and effectively, on their commute to work, or traveling to sports, entertainment, or recreational activities. We need better, safer and friendlier streets for pedestrians and bicycle riders as well as protection of the nearby natural environment of the Oakland Estuary.

### **REALIZING THE VISION**

The proposed PDA is located in East Oakland (Census Tract 4088), one of the areas with the highest concentration of poverty and crime in the City, with 33.3% of its residents living below poverty level, according to the 2000 Census. The community's housing stock is predominantly renter-occupied, with only 35.7% of households owning their homes in 2000, below the City-wide ownership rate of 41.4%. The crime rate is high, and the neighborhood has experienced crime rates exceeding the City-wide norm, with violent crimes, active gangs and drug dealing remaining as problems that must be addressed on an on-going basis.

While the neighboring BART and Amtrak station, as well as the Coliseum ballpark and stadium, provide some numerous amenities and employment opportunities for area residents, the railroad/BART tracks and stadium traffic, and neighboring industrial and commercial uses also create a sometimes unwelcoming feel within the neighborhood. The Redevelopment Project Area has many underutilized industrial sites, and a lack of affordable, high quality housing options.

There is a great need for quality affordable housing units for very low and low income families in the community. A significant number of houses in the area were built in the late-19<sup>th</sup> and early 20<sup>th</sup> centuries, and many of these buildings have not been well maintained, given the long

period of economic decline in East Oakland. Many houses in the neighborhood appear to be blighted. At the same time, lack of retail establishments in the area has long been a concern of the community, although this is gradually being addressed.

The Lion Creek Crossings is an example of how dense, well planned development near the Coliseum BART Station is thriving. The Project's Master Plan was initiated by the Oakland Housing Authority (OHA) as a HOPE VI revitalization project to demolish the existing 178-unit Coliseum Gardens public housing project. It has successfully eliminated blight by replacing the outdated public housing development with new housing, community service space, and the relocation of a 5.7 acres City park on vacant and underutilized U.S. EPA Brownfield sites. This mixed-income Project's 115 units are the first component of a larger development that will include four distinct rental phases culminating in the creation of 434 units, (including 157 replacement units on-site), 28 homeownership units, and the day lighting of Lion Creek. The City and BART envision the Coliseum Transit Village as a mixed use development that features retail and housing that can utilize this inter-modal mass transit hub infrastructure. The City and BART have entered into an Exclusive Negotiating Agreement (ENA) with OEDC/ MacFarlane Partners for the development, which will replace the existing BART parking lot and provide 600-800 units of housing and approximately 20,000 to 30,000 sq. ft. of ground floor, neighborhood-serving retail.

These two projects the Lion Creek Crossings and the Coliseum Transit Village project are strategically located adjacent to the Coliseum BART Station; very close to the 73<sup>rd</sup> Avenue-Hegenberger corridor that is key for the connection between hwy-880 and hwy-580; close to Amtrak Station on San Leandro Avenue and the to the current BART-OAKLAND airport shuttle and eventually to the Oakland International Airport Connector (OIAC)

Designation of the Coliseum area as a Planned Priority Development Area is crucial to support implementation of a series of planning efforts that have focused on the construction of new housing units, commercial space, transportation improvements, and open space for recreation. The redevelopment plan documents, including the Implementation Strategy, were developed with considerable community input, led by the Coliseum Area Redevelopment Advisory Committee ("CARAC"), comprising representatives from the business, residential, faith and non-profit communities. The following range of planning efforts has already been completed in the Coliseum area:

- Infinity of Oakland, space for dealership with 25,000 sq. ft.
- Hegenberger Gateway, a retail shopping center with 240,000 sq. ft. anchored by Wal-Mart
- Rainin Instruments, a biomedical instrument production facility with 200,000 sq. ft.
- Home depot store with 160,000 sq. ft.
- Zhone Technologies phased 14.5 acre campus housing headquarters, research and production facilities
- Continued utility undergrounding along San Leandro Street
- Completed four major roads of the Airport Gateway Streetscape Improvements as part of the Airport Gateway Urban Design Concept, Hegenberger Road, 98<sup>th</sup> Avenue as part of the Airport Roadway project

- Airport Access Road, and Doolittle Drive Streetscape Improvements
- Completed the Hegenberger East Streetscape, Coliseum Transit Hub along San Leandro Street at the Coliseum BART Station and the 29th Avenue Street Improvement
- Developed the design for the 66th Avenue Streetscape Project from San Leandro Street to International Boulevard to implement the MTC Housing Incentive Program grant
- Constructed the Coliseum InterCity Rail Platform for Amtrak and Capitol Corridor rail service complementing the Coliseum Oakland Airport BART Station and AC Transit intermodal transportation hub
- Developed the design and launched the San Leandro Street Utility Under Ground project with PG & E and City of Oakland PWA Electrical Division as part of the overall Coliseum Transit Village project
- Constructed Railroad Avenue Improvements and designed Railroad Avenue Phase II street improvements
- Provided funding support for the administration, construction monitoring and plan review during construction of proposed Oakland Airport Connector project
- Supported and completed designs and environmental reviews for the Fruitvale Alive Streetscape Project (portions in the Coliseum Project Area)
- Allocated funds to support the construction of the East Oakland Sports Complex
- Substantially constructed the 81st Avenue Branch of the Oakland Public Library

**Describe how this area has the potential to be a leading example of smart growth**

The Coliseum area has great potential to be a model example of smart growth because there is an established mix of retail companies offering employment for local area residents like Wal-Mart, Home depot, Oakland Airport, BART, the Auto Mile, Starbucks, Hotels, Rental Car agencies, Amtrak, Oakland Arena and the Oakland Coliseum. Residents in the area will enjoy a variety of entertainment provided by the Oakland Arena and the Coliseum presenting concerts and major league sports teams, as well as parks and bicycle paths. Residents at the Lion Creek Crossings development with 434 units and the Coliseum Transit Village with 800 units of new housing will generate the necessary density to propel more economic development in the area with the creation of new local owned businesses that would serve the community. New housing opportunities and new businesses would encourage residents to identify themselves with the area and avoid displacement and prevent the increase of foreclosures. Transportation will be available for residents, tourists and workers all of them served by AMTRAK, BART, ACT buses, and several Airlines.

The city of Oakland and its agencies, along with their residents have organized around faith based organizations, non-profits, senior organizations, schools, and businesses and they have been able to create a very active coalition that it is very involved on the solutions of the problems that affect Oakland. Residents in the proposed areas have the vision of working together to reduce crime, to improve public transportation to and from low income communities, to support the construction of affordable housing, the creation of jobs for adults and youth, the reduction on the increasing number of foreclosures, the opening of new businesses, and keeping in mind to produce sustainable growth with equality and protecting the environment.

ACTION	TIMELINE	COST capital	COST operating	RESPONSIBILITY	POTENTIAL FUNDING SOURCE
<u>Street and Transportation Improvements</u>					
Oakland Airport Connector	Medium term	\$ 550		Public	CIP, Sales tax, redevelopment, TLC/HIP, etc.
Railroad Ave Improvement	Short term			Public	5 years operations TDA, Sales Tax, Developer
South Coliseum Way/ Edes Ave. Streetscape	Short term				
66th Avenue Streetscape	Short term				
UPRR Corridor improvements	Medium term	\$ 30	\$ 0	Public	BART, Redevelopment
<u>Utility Improvements</u>					
Stormwater improvements	All			Public/Private	Utility fees, Developer, etc.
Utility undergrounding					
<u>Recreation and Parks</u>					
Damon Slough Trail	Short Term				CIP, Redevelopment, ACTIA, grants, Caltrans
Access to Waterfront from 55th Ave	Long term	\$ 55		Public	Redevelopment, ACTIA, grants, Caltrans
East Oakland Sports Center- Measure DD	Medium term	\$ 32		Public	Redevelopment, CIP, Measure DD, grants
<u>Housing</u>					
Support for Addressing Foreclosures	short term	\$ 8		Public/Private	Redevelopment, grants
<u>Community Amenities</u>					
Tassafaronga Rec. Center Expansion	Short term	\$ 3.3		Public	CIP, Redevelopment, Grants
<b>TOTAL ESTIMATED BUDGET</b>		<b>\$ 678</b>	<b>\$ 0</b>		

Listed in order of priority  
Short term 0-5 years; Medium term 5-10; Long term 10+  
Costs in Millions, Operating Costs Annual (20 year)



# FOCUS

a development and conservation strategy  
for the San Francisco Bay Area

## Application for Priority Development Area Designation

Enter information in the spaces provided and submit the requested attachments.

Part 1 - APPLICANT INFORMATION & AREA DETAILS	
Attach resolution showing local support for involvement in FOCUS	
a. Lead Applicant - City/County	City of Oakland - Alameda
Contact Person	Iris Starr, AICP
Title	Senior Transportation Planner
Department	Community & Economic Development - Transportation Services
Street Address	250 Frank Ogawa Plaza, Suite 4344
City	Oakland
Zip Code	94612
Phone Number	510-238-6229
Fax Number	
Email	istarr@oaklandnet.com
b. Area Name and Location	Eastmont Town Center
c. Area Size (minimum acreage = 100)	578
d. Public Transit Serving the Area (existing and planned)	AC Transit lines 40, 50, 57, 805, 840 and NX3
e. Place Type (Identify based on the Station Area Planning Manual)	Urban Neighborhood

Part 2 - AREA INFORMATION
A spreadsheet for entering area information on demographics, housing, and land use is provided. Please complete these worksheets with all currently available information and <u>attach</u> .

Part 3 - ADDITIONAL AREA INFORMATION		
	Yes	No
a. Is the proposed priority area currently recognized in the General Plan (i.e., called out as TOD, infill etc.)?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Have other plans (any targeted planning efforts including specific plans, precise plans, area plans, and supporting environmental studies) been developed within the last 15 years that cover the priority area? Note: If yes, please <u>attach</u> brief list of individual planning efforts and date completed.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Is the proposed priority area within the boundaries of a redevelopment area?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

FOCUS is a regional, incentive-based development and conservation strategy for the San Francisco Bay Area. FOCUS is led by the Association of Bay Area Governments and the Metropolitan Transportation Commission in coordination with the Bay Area Air Quality Management District and the Bay Conservation and Development Commission. It is partially funded by a regional blueprint planning grant from the State of California Business, Transportation, and Housing Agency.

**Part 4 - MAP OF PRIORITY DEVELOPMENT AREA**

Attach a map showing the proposed boundaries of the potential priority area and any other relevant information for land uses, transit, etc. Photos of current conditions in the priority area are optional.

**Part 5 - NARRATIVE**

Attach separately a maximum two-page (8½ x 11 with 12 point font) narrative that addresses the following questions and provides any other relevant information.

- What is the overall vision for this area?
- What has to occur in order to fully realize this vision? What has occurred there recently (past 5 years)? Describe relevant planning processes, and how the needs of community members were addressed.
- Describe how this priority area has the potential to be a leading example of smart growth for the Bay Area.

**Part 6 - POTENTIAL ASSISTANCE REQUESTED (check all that apply)**

Note: Assistance is not being offered at this time. This information will aid the development of a tools and incentives package for designated areas.

TECHNICAL ASSISTANCE	REQUEST FOR PLANNING GRANTS	REQUEST FOR CAPITAL GRANTS
<input type="checkbox"/> Assistance with policies to implement existing plan <input checked="" type="checkbox"/> Assistance with photo- simulations to depict future conditions <input checked="" type="checkbox"/> Assistance with local workshops and tours <input type="checkbox"/> Other:	<input checked="" type="checkbox"/> Funding for new area-wide specific plan or precise plan <input checked="" type="checkbox"/> Funding to update existing area-wide specific plan or precise plan <input checked="" type="checkbox"/> Funding for EIR to implement existing area-wide plan <input checked="" type="checkbox"/> Other: Funding for Business Attraction and Development	<input checked="" type="checkbox"/> Funding for transportation projects (including pedestrian/bicycle) <input checked="" type="checkbox"/> Funding for housing projects <input type="checkbox"/> Funding for water/sewer capacity <input checked="" type="checkbox"/> Funding for parks/urban greening <input checked="" type="checkbox"/> Funding for streetscape improvements <input checked="" type="checkbox"/> Other: Funding for community center improvements

**Part 7 - INFRASTRUCTURE BUDGET FOR PRIORITY AREA**

Please attach a budget that details the types of infrastructure improvements that will be needed in order to realize the vision for the priority area. This budget can include transportation, housing, road repairs, water/sewer capacity, parks and other critical amenities. A sample budget is provided for guidance.

E-mail this completed application form and attachments requested to [FOCUS@abag.ca.gov](mailto:FOCUS@abag.ca.gov). In addition to electronic submission, mail one hard copy of this application and attachments requested in this application form to the following address:

Association of Bay Area Governments  
 P.O. Box 2050  
 Oakland, CA 94604-2050  
 Attn: Jackie Guzman

For questions regarding the application, please contact Jackie Guzman, ABAG Regional Planner, at [JackieG@abag.ca.gov](mailto:JackieG@abag.ca.gov) or 510-464-7994.

PDA Name: Eastmont Town Center PDA Area

PDA Jurisdiction: City of Oakland, Alameda County

Data for the PDA	2008	2035 – Local Planning Assumptions
Population	25,359	11,654
Household Population	7,420	
Total Housing Units	7,867	
Single Family	5,038	
Multi-Family	2,805	
Persons per Unit	3	
Employed Residents	8,048	
Mean Household Income	48,537 (median 39,690)	
Total Jobs	2,390	4,883

Data Sources: Conley Consulting Group, JRDV Architects, Claritas Inc. January 2009  
ABAG Projections

PDA Name: Eastmont Town Center PDA Area  
 PDA Jurisdiction: City of Oakland, Alameda County

Housing Units			
	Existing in PDA	Planned in PDA	2007- 2014 Jurisdiction Allocation
	At what time?	Through what year?	
Very Low			
Low			
Moderate			
Above			
Total	0	0	0

Data Sources:

PDA Name: Eastmont Town Center PDA Area

PDA Jurisdiction: City of Oakland, Alameda County

Data for the PDA	Existing	Planned
	At what time?	Through what year?
<b>Zoning</b>		
Designations		
Densities/FARs		

Total Commercial (sq. ft.)		
Office		
Retail		

Total Industrial (sq. ft.)		
Heavy Industrial		
Light Industrial		
Other Industrial		

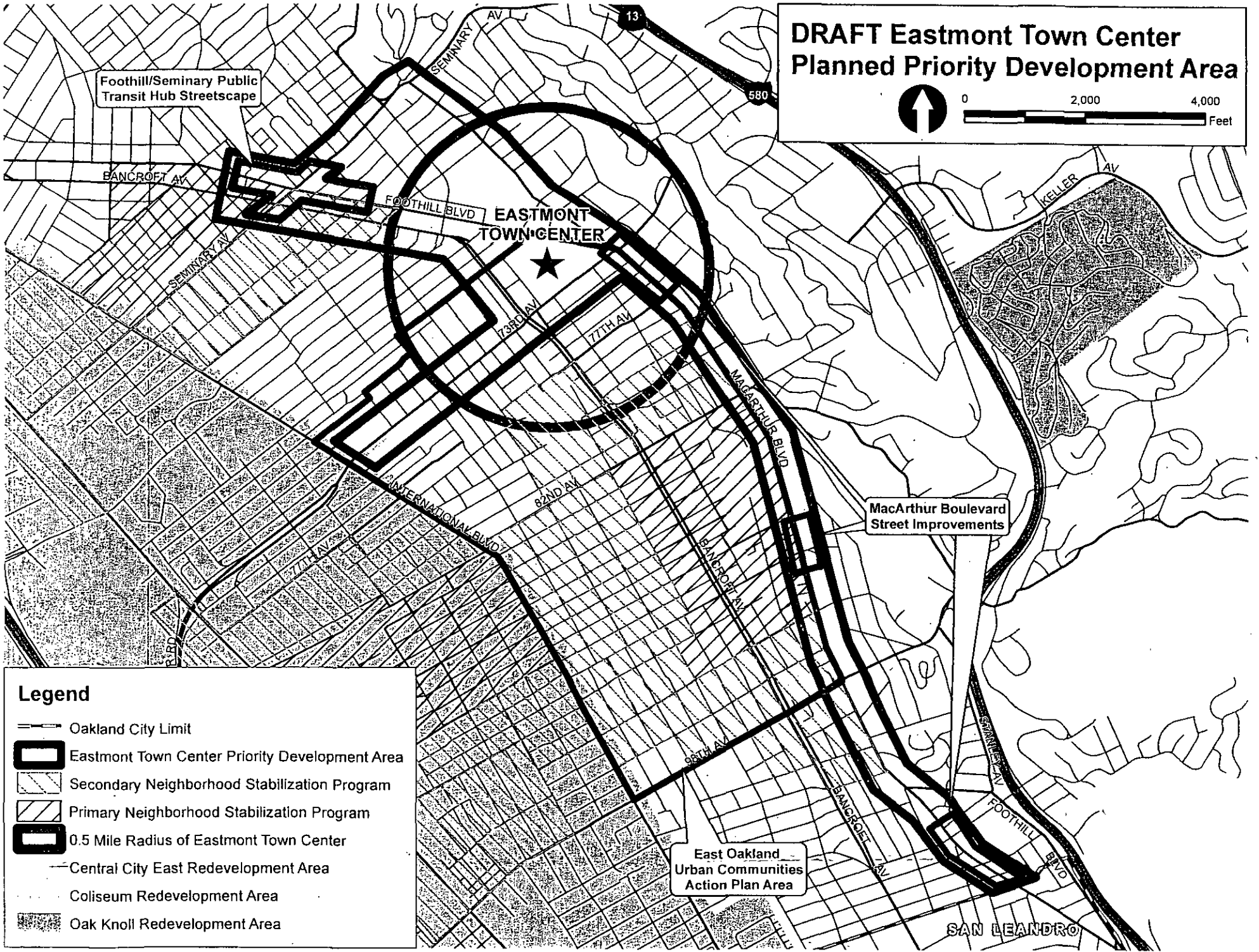
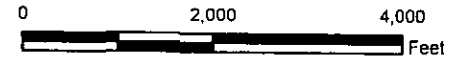
Total Schools		
Pre-K Schools		
Elementary Schools		
Middle Schools		
High Schools		
Colleges/Universities		

Parks		
Total Number		
Total Acreage		

Parking (# Structures)		

Data Sources:

# DRAFT Eastmont Town Center Planned Priority Development Area



Foothill/Seminary Public Transit Hub Streetscape

EASTMONT TOWN CENTER

MacArthur Boulevard Street Improvements

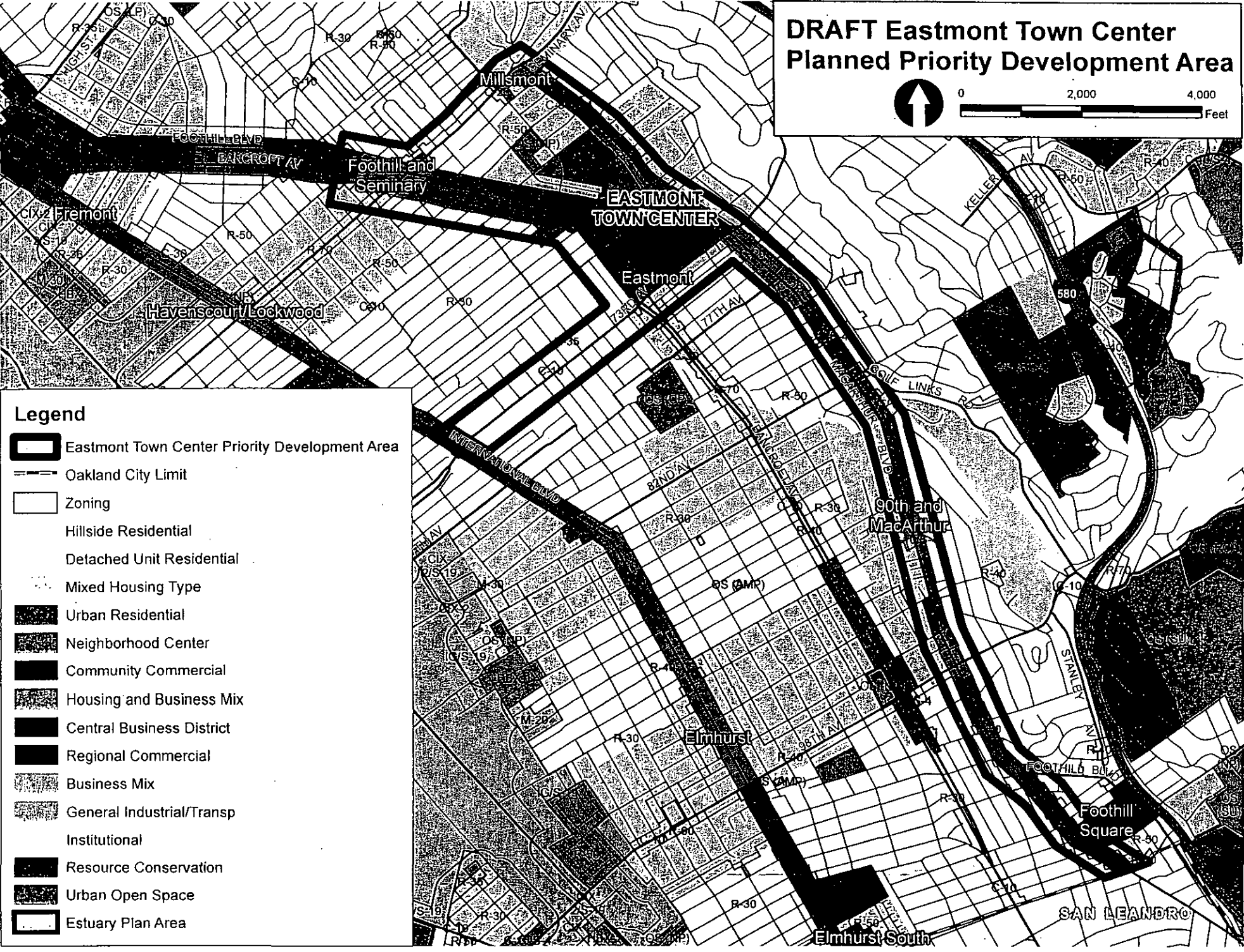
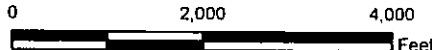
East Oakland Urban Communities Action Plan Area

SAN LEANDRO



















## Legend

- Oakland City Limit
- Eastmont Town Center Priority Development Area
- Secondary Neighborhood Stabilization Program
- Primary Neighborhood Stabilization Program
- 0.5 Mile Radius of Eastmont Town Center
- Central City East Redevelopment Area
- Coliseum Redevelopment Area
- Oak Knoll Redevelopment Area

# DRAFT Eastmont Town Center Planned Priority Development Area



## Legend

-  Eastmont Town Center Priority Development Area
-  Oakland City Limit
-  Zoning
-  Hillside Residential
-  Detached Unit Residential
-  Mixed Housing Type
-  Urban Residential
-  Neighborhood Center
-  Community Commercial
-  Housing and Business Mix
-  Central Business District
-  Regional Commercial
-  Business Mix
-  General Industrial/Transp
-  Institutional
-  Resource Conservation
-  Urban Open Space
-  Estuary Plan Area

SAN LEANDRO

Elmhurst South

## **Eastmont Town Center Planned Priority Development Area**

### **Overall Vision**

Eastmont Town Center is the only Transit Oriented District in Oakland that relies on a convergence of major bus routes (73<sup>rd</sup> Avenue, MacArthur Boulevard, Foothill Boulevard, and Bancroft Avenue) to form a compact, transit-oriented development area. The AC Transit bus network provides accessible transportation for neighborhood residents, business employees, social service recipients, retail customers, and others interested in traveling to the Eastmont Town Center and its immediate neighborhood. It is slowly emerging as a lively location of mixed-use development.

The Eastmont Town Center PDA proposal supports improvement of neighborhood qualities and an integration of the neighborhood with the rest of the city and the region. Public transit and street improvements combined with additional housing, strengthening existing retail on major corridors and providing services have been central elements of the development efforts. All of these plans and projects were created with extensive community input from local Project Advisory Councils, AC Transit, East Oakland community organizations (neighborhood, merchant groups and churches), and local non-profits such as OCCUR (Oakland Concerned Citizens for Urban Renewal), Healthy East Oakland, United Seniors, and East Oakland Youth Development Center. The Redevelopment Agency holds ongoing public meetings to discuss the concerns of the community and to prepare, revise, and implement plans as funding becomes available.

The addition of well-designed, dense, generously landscaped, and compatible housing and neighborhood services to the area would strengthen this neighborhood and provide a revitalized activity center for the wider East Oakland area. The common vision that all stakeholders agree on is that the Eastmont Town Center PDA needs to improve transportation accessibility, affordability, safety, and effectiveness. People in this neighborhood want to better be able to shop and take advantage of public services offered such as parks, swimming pools, public libraries, and schools. The ability to more effectively access services in the neighborhood strengthens the sense of place and community.

### **What Has to Occur to Realize the TOD Vision?**

In order to achieve this vision, improving access by bus, walking, bicycling and transit is needed. A large number of specific planning efforts have occurred over the past five years that indicate what these improvements should be, however funding and coordination efforts to implement many of these improvements is needed. These plans include: the East Oakland Community-Based Transportation Plan (2007), Central City East Vision & Strategy (2009), Neighborhood Market Drill Down (2005), Foothill/Seminary Public Transit Hub Streetscape Plan (2006), Foothill Boulevard Streetscape Improvements, MacArthur Boulevard Street Improvements, District 6 Neighborhood Revitalization- Main Street Project (2004), and the General Plan Housing Element's Affordable Housing Strategy.



For example, the 2006 Foothill/Seminary Public Transit Hub and streetscape plan was initiated with the vision to financially revitalize the area by bridging the higher income neighborhoods north of Foothill Boulevard, which includes Mills College and the historic 1920s Picardy Avenue neighborhood, with the generally lower income neighborhood located south of Foothill Boulevard, where a large number of residents use public transit. This proposed Transit Hub is connected to the Eastmont Town Center, just a half-mile east from the proposed area. Buses running through this Transit Hub also connect the Foothill/Seminary neighborhoods to the Fruitvale neighborhood along Fruitvale Avenue. When implemented, the streetscape plan will calm traffic, improve pedestrian safety, enhance transit facilities and improve connections to local schools.

The MacArthur Boulevard Street Improvements envision creating safe neighborhood conditions by reducing traffic speeds and improving building facades by redesigning storefronts and carefully reviewing new development proposals for currently blighted buildings. Traffic improvements include a reduction of traffic lanes from two in each direction to one in each direction with a continuous turn lane, the widening of sidewalks to at least 10 feet, the provision of bulb-outs at major pedestrian crossings, new lighting and street trees that give MacArthur Boulevard a distinct look. This project also includes bicycle lanes in the right of way with public transit and other modes of transit. The three target areas proposed in this plan extend southward on MacArthur Boulevard to the Oakland/San Leandro Border.

OCCUR proposes that several pedestrian overpass be built on 73<sup>rd</sup> Avenue to connect pedestrians and cyclists to the other side of the street. 73<sup>rd</sup> Avenue is used by motorists to link 580 Freeway to 880 Freeway and therefore, drivers travel fast on this wide lane street. Building a few overpasses on 73<sup>rd</sup> Avenue for pedestrians and cyclists to connect to the neighborhoods on both sides of 73<sup>rd</sup> Avenue, will provide pedestrians and cyclists safer access to the ACT Transit Station at Eastmont Town Center and further down west to the Coliseum BART Station.

A deteriorating four-story office building located at Eastmont Town Center was transformed into 69 unit affordable housing for the elderly named the Nathan A. Miley Senior Housing Community in 2006. The Community was named after former Oakland City Council member and current County Supervisor Nathan Miley, an advocate for rights of the elderly.

Additional efforts are pending on comprehensive planning for a complete community that integrates the multiple transit and street improvement efforts with economic development strategies and community social needs and cultural activities. Comprehensive neighborhood planning will also allow for an effective coordination of the multiple efforts initiated by a wide range of agencies and organizations in the area.

**Describe how this area has the potential to be a leading example of smart growth**

The combination of dense housing development, good public transit, ongoing street improvements, and the strengthening of retail and service businesses define a good

platform for a strong pattern of sustainable and equitable development. The 2008 population of this area was 25,359, with 7,420 households and an expectation to grow. The median income was \$39,690, with 8,048 people actively employed in the labor force and 1,350 unemployed. The area is also extremely racially diverse with 12,925 persons of Latino ethnicity, 10,330 African Americans, 5,128 Whites and 821 Asians. Addressing equity issues will be very important, given the income, social and cultural diversity of the neighborhood. The engagement of community and faith-based organizations will be critical in this process.

Eastmont Town Center itself is ideally located on a 30-acre site originally occupied by a General Motors manufacturing facility from 1916 until 1963. In 1970, the site was transformed into Eastmont Mall and housed retailers like J.C. Pennys, Mervyns, Roos/Atkins Men's Wear, Hallmark Cards and Kinney Shoes, and entertainment with the Eastmont 4 movie theater and restaurants. In the 1980s, it was named it as a top urban retail and entertainment spot in the country. However, international and national economic trends and conditions forced the closure of the mall in 1992. Eastmont Properties Company, LLC acquired the property in 1993 and, with the input of community organizations, steadily transformed the commercial center into a community center. The property was sold in 2007 to Scanlan Kemper Bard Cos and Praedium Group, who have an interest in increasing the retail and shopping opportunities in the area based on local demographics and its central location.

The Eastmont Town Center PDA Area, with the AC Transit bus station located on its north side and key transit corridors leading to and from the site, contains all the seeds to flourish as a Transit Oriented District. Multiple stakeholders, where community organizations take a lead role, utilize innovative adaptive reuse plans to transform the Center each time it has evolved from a GM Plant, to a retail mall and now to a community center and retail hub. This area contains potential for diversification and the provision of additional public amenities. There are specific plans for what transportation and housing improvements need to be made.

ACTION	TIMELINE	COST capital	COST operating	RESPONSIBILITY	POTENTIAL FUNDING SOURCE
<u>Street and Transportation Improvements</u>					
Foothill/Seminary Public Transit Hub Streetscape	Medium term	\$ 3.8	\$ -	Public	Redevelopment, grants
MacArthur Boulevard Streetscape Improvements	Long term	\$ 3.4	\$ -	Public	Redevelopment, grants
<u>Utility Improvements</u>					
MacArthur Undergrounding Project	Long term	\$ 20	\$ -	Public/Private	CIP, public utilities franchise agreement, PG&E, AT&T, Comcast, developers
<u>Recreation and Parks</u>					
Arroyo Viejo Park Soccer Field	TBD			Public	
Rainbow Recreation Center Expansion/Teen Center	TBD			Public	
Concordia Park	TBD			Public	
<u>Housing</u>					
Support for Addressing Foreclosures	short-medium term	\$ 8		Public/Private	Redevelopment, grants, HUD assistance
<u>Community Amenities</u>					
Foothill/Seminary Property Acquisition	Medium term	\$ 4.1	\$ -	Public	Redevelopment
73rd/MacArthur/Foothill Property Acquisition	Medium term	\$ 2.1	\$ -	Public/Private	Redevelopment tax increment fund, leveraging an application from a developer for 5.5 million and another developer for 38 million
<b>TOTAL ESTIMATED BUDGET</b>		<b>\$ 41</b>	<b>\$ -</b>		

Listed in order of priority  
Short term 0-5 years; Medium term 5-10; Long term 10+  
Costs in Millions, Operating Costs Annual (20 year)

# FOCUS

a development and conservation strategy  
for the San Francisco Bay Area

## Application for Priority Development Area Designation

Enter information in the spaces provided and submit the requested attachments.

Part 1 - APPLICANT INFORMATION & AREA DETAILS	
Attach resolution showing local support for involvement in FOCUS	
a. Lead Applicant - City/County	Oakland, Alameda County
Contact Person	Iris Starr
Title	Sr. Transportation Planner
Department	Transportation Services, CEDA
Street Address	250 Frank Ogawa Plaza #4344
City	Oakland
Zip Code	94612
Phone Number	510-238-6229
Fax Number	510-238-7419
Email	istarr@oaklandnet.com
b. Area Name and Location	Downtown and Jack London Square, Oakland, CA
c. Area Size (minimum acreage = 100)	750
d. Public Transit Serving the Area (existing and planned)	BART, AC Transit, WETA Ferry, Downtown Area Shuttle(planned)
e. Place Type (Identify based on the Station Area Planning Manual)	Regional Center

Part 2 - AREA INFORMATION
A spreadsheet for entering area information on demographics, housing, and land use is provided. Please complete these worksheets with all currently available information and <u>attach</u> .

Part 3 - ADDITIONAL AREA INFORMATION		
	Yes	No
a. Is the proposed priority area currently recognized in the General Plan (i.e., called out as TOD, infill etc.)?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Have other plans (any targeted planning efforts including specific plans, precise plans, area plans, and supporting environmental studies) been developed within the last 15 years that cover the priority area? Note: If yes, please <u>attach</u> brief list of individual planning efforts and date completed.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Is the proposed priority area within the boundaries of a redevelopment area?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

FOCUS is a regional, incentive-based development and conservation strategy for the San Francisco Bay Area. FOCUS is led by the Association of Bay Area Governments and the Metropolitan Transportation Commission in coordination with the Bay Area Air Quality Management District and the Bay Conservation and Development Commission. It is partially funded by a regional blueprint planning grant from the State of California Business, Transportation, and Housing Agency.

**Part 4 - MAP OF PRIORITY DEVELOPMENT AREA**

Attach a map showing the proposed boundaries of the potential priority area and any other relevant information for land uses, transit, etc. Photos of current conditions in the priority area are optional.

**Part 5 - NARRATIVE**

Attach separately a maximum two-page (8½ x 11 with 12 point font) narrative that addresses the following questions and provides any other relevant information.

- What is the overall vision for this area?
- What has to occur in order to fully realize this vision? What has occurred there recently (past 5 years)? Describe relevant planning processes, and how the needs of community members were addressed.
- Describe how this priority area has the potential to be a leading example of smart growth for the Bay Area.

**Part 6 - POTENTIAL ASSISTANCE REQUESTED (check all that apply)**

Note: Assistance is not being offered at this time. This information will aid the development of a tools and incentives package for designated areas.

TECHNICAL ASSISTANCE	REQUEST FOR PLANNING GRANTS	REQUEST FOR CAPITAL GRANTS
<input type="checkbox"/> Assistance with policies to implement existing plan <input checked="" type="checkbox"/> Assistance with photo- simulations to depict future conditions <input type="checkbox"/> Assistance with local workshops and tours <input type="checkbox"/> Other: Business Development Assistance, schools and libraries to be used as community centers, safe routes to school	<input type="checkbox"/> Funding for new area-wide specific plan or precise plan <input checked="" type="checkbox"/> Funding to update existing area-wide specific plan or precise plan <input checked="" type="checkbox"/> Funding for EIR to implement existing area-wide plan <input checked="" type="checkbox"/> Other: Business Attraction and Retention	<input checked="" type="checkbox"/> Funding for transportation projects (including pedestrian/bicycle) <input checked="" type="checkbox"/> Funding for housing projects <input type="checkbox"/> Funding for water/sewer capacity <input checked="" type="checkbox"/> Funding for parks/urban greening <input checked="" type="checkbox"/> Funding for streetscape improvements <input checked="" type="checkbox"/> Other: Funding for basement infrastructure program

**Part 7 - INFRASTRUCTURE BUDGET FOR PRIORITY AREA**

Please attach a budget that details the types of infrastructure improvements that will be needed in order to realize the vision for the priority area. This budget can include transportation, housing, road repairs, water/sewer capacity, parks and other critical amenities. A sample budget is provided for guidance.

E-mail this completed application form and attachments requested to [FOCUS@abag.ca.gov](mailto:FOCUS@abag.ca.gov). In addition to electronic submission, mail one hard copy of this application and attachments requested in this application form to the following address:

Association of Bay Area Governments  
 P.O. Box 2050  
 Oakland, CA 94604-2050  
 Attn: Jackie Guzman

For questions regarding the application, please contact Jackie Guzman, ABAG Regional Planner, at [JackieG@abag.ca.gov](mailto:JackieG@abag.ca.gov) or 510-464-7994.

PDA Name: Downtown and Jack London Square  
 PDA Jurisdiction: City of Oakland

<b>Data for the PDA</b>	<b>2009</b>	<b>2035 – Local Planning Assumptions</b>
<b>Population</b>	12,992	24,214
<b>Household Population</b>		
<b>Total Housing Units</b>	7,590	
<b>Single Family</b>		
<b>Multi Family</b>		
<b>Persons per Unit</b>	1.92	
<b>Employed Residents</b>	5,292	
<b>Mean Household Income</b>	\$37,945	
<b>Total Employees (Daytime Pop.)</b>	57,899	165,507

Data Sources: Demographics Now!; ABAG Projections 2009

**PDA Name:** Downtown and Jack London Square

**PDA Jurisdiction:** City of Oakland

<b>Housing Units</b>			
	<b>Existing in PDA</b>	<b>Planned in PDA</b>	<b>2007- 2014 Jurisdiction Allocation</b>
	<i>2010 Through what year?</i>		
<b>Very Low</b>	2,115 (including 253 OHA units as of Nov 08 - most current data)		1,900
<b>Low</b>	250		2,098
<b>Moderate</b>	44		3,142
<b>Above</b>			7,489
<b>Total</b>	294	0	14,629

**Data Sources:** 2007 Housing Element Update

PDA Name: Downtown and Jack London Square

PDA Jurisdiction: City of Oakland

Data for the PDA	Existing	Planned
	<i>At what time?</i>	<i>Through what year?</i>
<b>Zoning</b>	2010	
<b>Designations</b>	<u>Residential:</u> High Density  <u>Commercial:</u> Community Thoroughfare, Community Shopping,  <u>Industrial:</u> General Industrial  <u>Special Zones:</u> Central Business District Zones: Residential Commercial Mixed Commercial Pedestrian Retail  <u>Overlay Zones:</u> Design Review Historic Preservation District	Updated 2009
<b>Densities/FARs</b>	<u>High-density Residential Zone:</u> Max residential density: 96.8 units/acre  <u>Major Commercial Corridor Zones:</u> Max residential density: 96.8 units/acre Max non-residential density: FAR 3.0-7.0  <u>General Industrial Zone:</u> No Residential Uses; No max height; No FAR  <u>Central Business District Zones:</u> See Addendum for CBD Heights	Updated 2009

Total Commercial (sq. ft.)		
Office		
Retail		

Total Industrial (sq. ft.)		
Heavy Industrial		
Light Industrial		
Other Industrial		



<b>Total Schools</b>		
Pre-K Schools		6
Elementary Schools		1
Middle Schools		0
High Schools		0
Colleges/Universities		0






<b>Parks</b>		
Total Number		7
Total Acreage	14.07+7.25(est.)=	21.32

<b>Parking (# Structures)</b>	13,445 (including surface parking) (56 structures and lots)	
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

Data Sources:

Redevelopment Agency June 2008 Parking Update;  
 Oakland Unified School District; Yelp.com  
 (preschools); Oakland Planning Code; Oakland  
 Economic Development

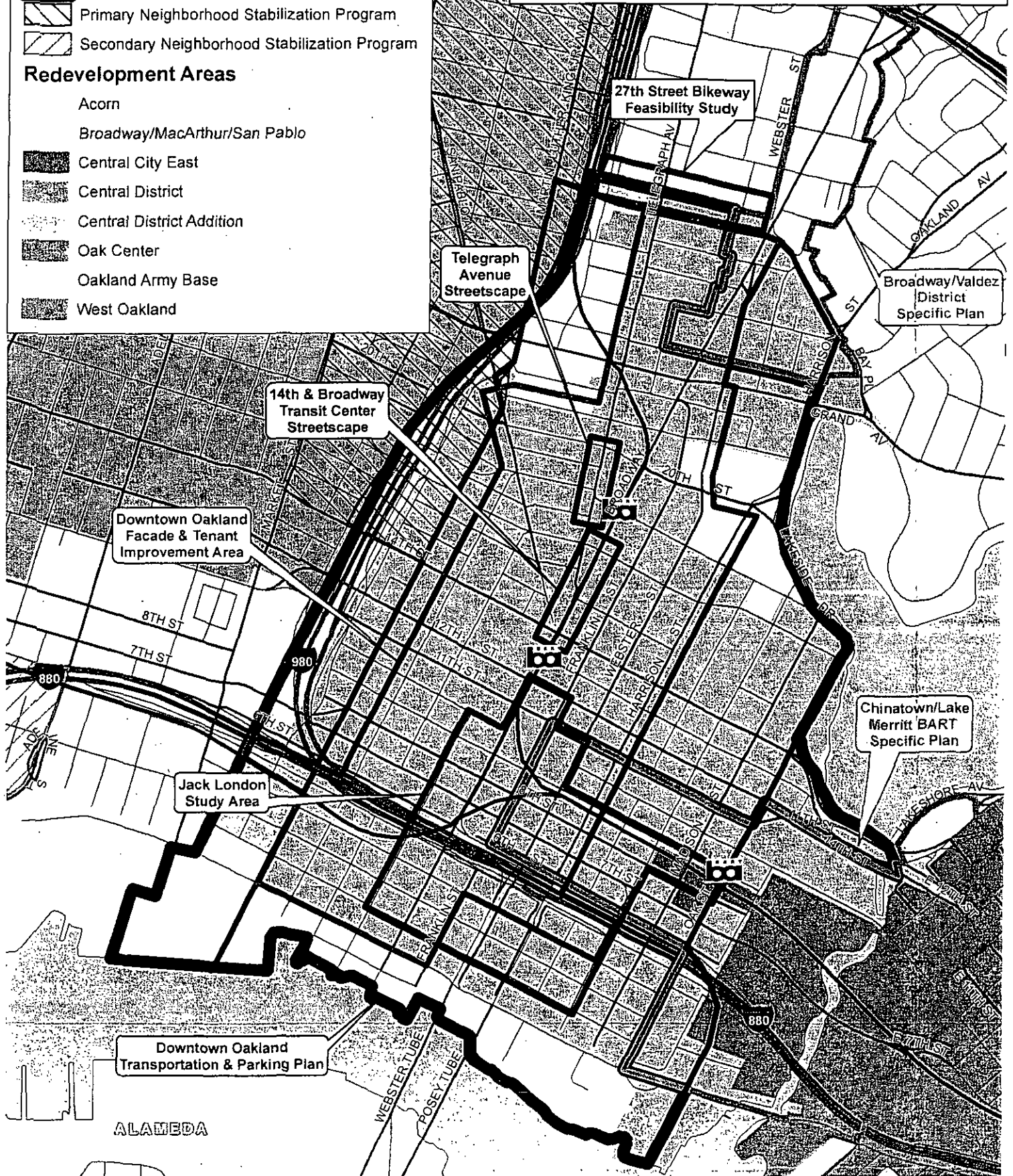
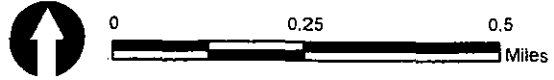
**Legend**

-  BART Stations
-  BART Tracks
-  12/19th Street BART Priority Development Area
-  Primary Neighborhood Stabilization Program
-  Secondary Neighborhood Stabilization Program




















**Redevelopment Areas**

- Acorn
- Broadway/MacArthur/San Pablo
-  Central City East
-  Central District
-  Central District Addition
-  Oak Center
- Oakland Army Base
-  West Oakland

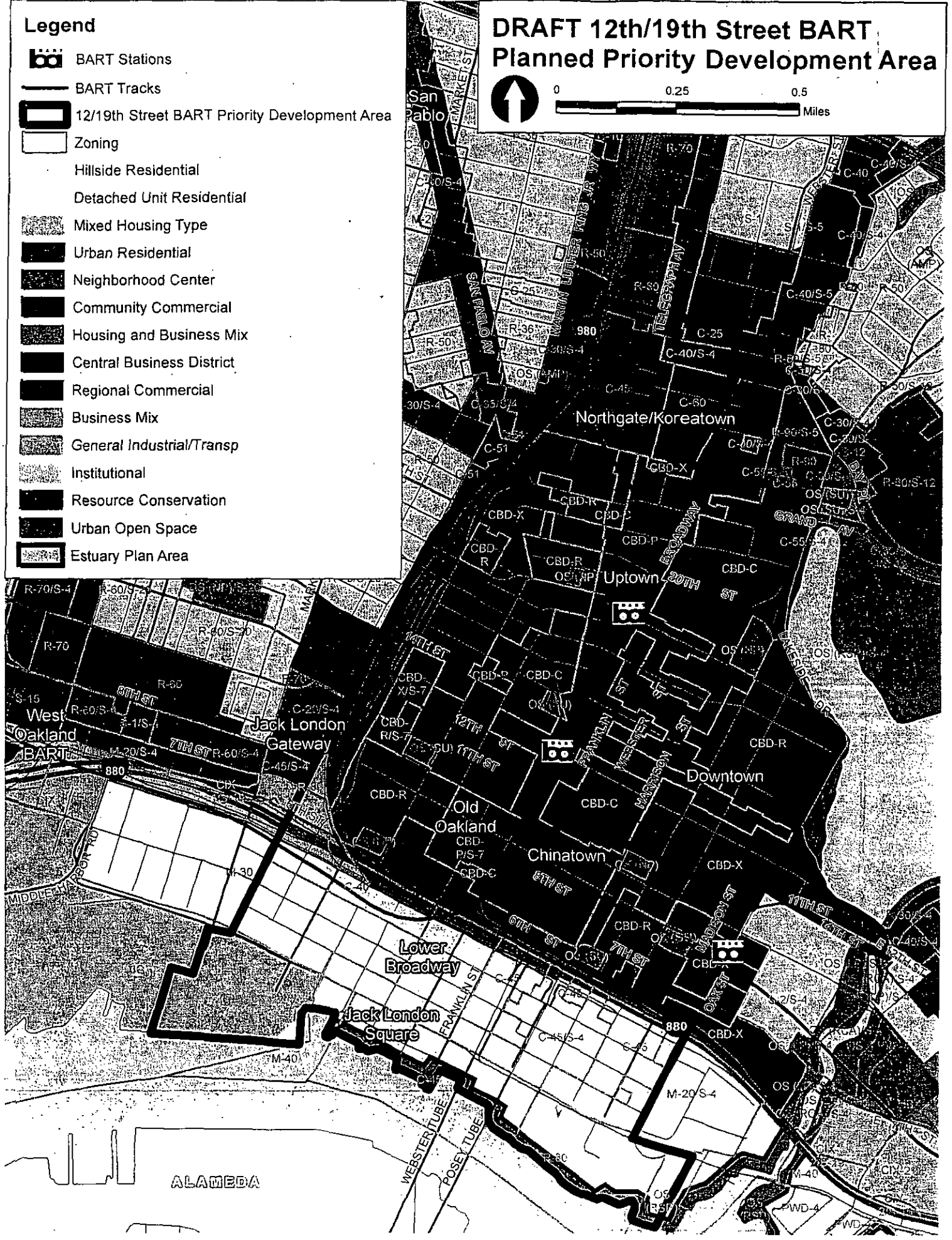
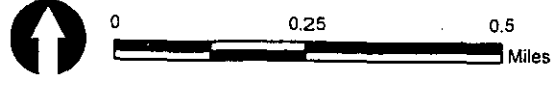
**DRAFT 12th/19th Street BART  
Planned Priority Development Area**



**Legend**

-  BART Stations
-  BART Tracks
-  12/19th Street BART Priority Development Area
-  Zoning
-  Hillside Residential
-  Detached Unit Residential
-  Mixed Housing Type
-  Urban Residential
-  Neighborhood Center
-  Community Commercial
-  Housing and Business Mix
-  Central Business District
-  Regional Commercial
-  Business Mix
-  General Industrial/Transp
-  Institutional
-  Resource Conservation
-  Urban Open Space
-  Estuary Plan Area

**DRAFT 12th/19th Street BART  
Planned Priority Development Area**



ALAMEDA

## **Downtown Oakland And Jack London Square Vision**

Downtown Oakland is the premier central district of the East Bay. Like other urban downtowns, Oakland endeavors to make downtown a center of cultures, night life, business, innovation, shopping, and civic life. The essential development pattern of any urban core is Transit Oriented Development. Only transit can support the density necessary to realize Oakland's plans for an urban downtown. Supporting TOD in downtown Oakland are:

- Three of five BART Lines
- Ferry Service
- Approximately 40 AC Transit bus lines
- Amtrak passenger rail service
- Major freight rail operations
- Four major freeways and several major inter-city arterials

Downtown Oakland is the hub of the East Bay and the Bay Area's transportation system and thus, it is a prime location for increased Transit Oriented Development.

Not only is the downtown a large, regionally-focused Transit Oriented Development and the East Bay destination for businesses and individuals seeking access to a diverse, dynamic, vibrant district, but it is also a sustainable district where residents and visitors can more easily work and live a low-impact lifestyle. Supporting this lifestyle are:

- Good transit access
- Growing bicycle infrastructure
- Walkable street grid
- Dense mix of businesses serving everyday needs
- Wide variety of jobs opportunities for residents and the region

## **Realizing the Vision**

To further realize this vision of downtown Oakland, the multitude of plans for downtown must be implemented:

- The most recent Five-year Implementation Plan Redevelopment programs (2009) including the completion of all projects that are part of the 10K program – the plan to bring 10,000 new residents to downtown into all new housing. The Façade Improvement Program and Tenant Improvement Program, affordable housing replacement and funding for new construction from the redevelopment agency, and other economic development programs in downtown that support the public arts, the Fox Theater, the Oakland Ice Arena, and other programs.
- The General Plan: Land Use and Transportation Element (1998) , which calls on the city to promote TOD around the 12<sup>th</sup> Street BART for new and existing civic, governmental, and residential uses, and TOD at the 19<sup>th</sup> Street BART station for financial, office, and residential uses. These TODs support the General Plan's designation of downtown as a "Showcase" district for the whole city and region. The city and agency are also promoting TOD around the new 20<sup>th</sup> Street Rapid Bus terminal between Broadway and Telegraph in addition to the BART station at 19<sup>th</sup> Street.

- Central Business District Zoning Update (2009), from the 1998 General Plan.
- Bike Plan (2007), was developed to create a city-wide, regionally integrated bike-way system for Oakland contains significant improvements through most major arterials in downtown.
- 2009 Housing Element Update, which includes goals and strategies to meet demand for affordable housing.
- *Downtown Parking and Transportation Plan (2004)* which focuses on the confusing and low-level of freeway access to downtown along with managing parking resources, one-way to two-way conversions, and pedestrian improvements.
- Jack London Square BART Feasibility Study (2004) calls for the study of a downtown trolley system or a shuttle bus, and increasing freeway access to Jack London Square. A Jack London-Downtown Oakland shuttle is being implemented with a grant from the Alameda County Air Quality Management Board grant for this year.
- Broadway and Telegraph Avenue streetscape plans call for rehabilitation of deteriorated portions of each street within downtown.
- Downtown Retail Strategy (2001)
- Measure DD (2002) which funds improvements to parks throughout the downtown area, with notable success in the rehabilitation of Lake Merritt and the Estuary Waterfront.
- The Estuary Plan which calls for the completion of portions of the Bay Trail which passes through Jack London Square, development along the waterfront, and continued investment in waterfront parks.

Meanwhile, Oakland must do more to address the 24% poverty rate in the district (census 2000), and dramatic income disparity between census tracts (lowest median income: \$10,268; highest: \$104,385). The economic vitality brought in by new residents through the 10K plan could be a start. Along with diversity in income, downtown's residents are widely distributed among many racial and ethnic groups. Likewise, downtown has a foreign-born population of just over 45%. Programs begun by the Redevelopment Agency to assist low-income and moderate-income residents affected by the redevelopment projects in the district must continue, as well as development of affordable housing projects and affordable units within market rate developments. While not all displacement can be prevented, focusing on bringing new residents into new units and assisting current residents in adapting to their changing neighborhood can help mitigate some of the negative impacts of rehabilitation and redevelopment. Balancing the need to grow and improve the district while addressing the issues of equity and maintaining racial and ethnic diversity will be the most difficult task for continuing development of downtown.

New members of the private sector have also been attracted to Oakland, especially in the form of high-end and 'slow food'-type outlets. With the addition of new residents to downtown, high-end restaurants have been attracted. Also, notable slow food or slower food restaurants, which are attracted by the nearby and growing customer base and lower rents in Oakland (compared to the traditional slow food hubs of San Francisco and Berkeley) have made the move to downtown and Jack London Square.

### **Leading the Way to Smart Growth**

Downtown Oakland's continuing transit-favorable mode split, the dense and diverse community of residents and businesses, and the commitment to improving the lives of current residents while attracting new ones are the core of smart growth.

As of Census 2000, downtown Oakland has over 22% of people walking to work, over 25% riding transit, and 13% carpooling. BART has two stations within this PDA boundary. Dozens of AC Transit bus lines cross the district. Jack London Square, at the foot of Broadway, is the site of ferry service to San Francisco. Downtown is already an example of a highly transit connected district.

As mentioned above, the district contains a strong mix of racial and ethnic groups. The incomes of the residents vary widely also. The businesses in downtown range from large corporations such as Clorox and Kaiser Permanente, to small local food restaurants, national and locally owned retail, manufacturing, and more. Maintaining this dense mix of uses will provide the unique opportunities that spur innovations, while the close proximity of these uses will increase efficiencies in transportation.

Finally, the investments in local infrastructure and the addition of the new residents will improve the lives of current residents. However, care taken to ensure current residents are not displaced is also part of leading the way to smart growth. To lose the current residents and their contributions to downtown while bringing in new growth would diminish what defines so much of downtown Oakland. This displacement is part of an older paradigm of urban development that smart growth in Oakland is leaving behind.

ACTION	TIMELINE	COST capital	COST operating	RESPON- SIBILITY	POTENTIAL FUNDING SOURCE
<b>Street and Transportation Improvements</b>					
Telegraph Plaza Garage Operations			\$ 0.4	Public	Redevelopment, CIP, grants
Uptown Garage (21st and Telegraph)		\$ 3.0		Public	Redevelopment, CIP, grants
Central District Parking Garage Dev.		\$ 23.0		Public	Redevelopment, CIP, grants
14th & Broadway Transit Center			\$ 0.3	Public	Redevelopment, AC Transit
Small Business Retail (Broadway) Loan Program		\$ 0.6		Public	Redevelopment, CIP, grants
Downtown Capital Project Support	Short to Long	\$ 3.2		Public	Redevelopment, CIP, grants
Downtown Façade Improvement Program	Short to Long	\$ 2.0		Public	Redevelopment, CIP, grants
Downtown Streetscape Master Plan		\$ 3.0		Public	Redevelopment, CIP, grants
Franklin 88 Garage Operations			\$ 0.4	Public	Redevelopment, CIP, grants
City Center West Garage Operations			\$ 4.2	Public	Redevelopment, CIP, grants
UCOP Garage Operations			\$ 0.4	Public	Redevelopment, CIP, grants
<b>Auto/Bus Circulation Improvements</b>					
Provide Channelization: 6th and Jackson; 7th and Harrison	Short to Long	-	-	-	Redevelopment, CalTrans, ACTIA
Widen I-980 off-ramp at 12th and Brush	Medium	\$ 0.2		Public	Redevelopment, CalTrans, ACTIA
Broadway/Jackson, Market/5th St off ramps fr I-880	Long	\$ 100.0		Public	Redevelopment, CalTrans, ACTIA Oakland, Alameda, ACTIA
AC Transit Bus Signal Priority on Broadway	Medium	\$ 0.2		Public	Redevelopment, AC Transit
One-Way to Two-Way Conversions				Public/Private	Redevelopment, Developers, grants
Franklin - 4th to Embarcadero					
10th St - Madison to Webster					
- Broadway to Castro					
15th St - Castro to Jefferson					
- Harrison to Broadway					
Lakeside Dr. - 14th to Madison					
17th St. - Harrison to Lakeside Dr.					
19th St. - Harrison to Lakeside/Madison	Long	\$ 0.7			
8th St. - Broadway to Castro				Public	Redevelopment
9th St. - Broadway to Castro					
16th St. - Telegraph to Castro	Long	\$ 0.3			
Improve Pedestrian signage and install countdown signals	Short	\$ 1.2		Public/Private	Redevelopment, Developers, Bike and Ped grants
<b>Bikeway Improvements</b>					
Class 2 Bikeway - Approx. 4.08 miles	Short	\$ 0.4		Public/Private	Redevelopment, Developers, Bike and Ped grants
Class 3A Bikeway - Approx 3.75 miles	Short	\$ 0.3		Public/Private	Redevelopment, Developers, Bike and Ped grants

Recreation and Parks

Oakland Ice Center	Short		\$	4.5	Public	Redevelopment, CIP, grants
Oakland Ice Center Capital Improvements	Short	\$	0.2		Public	Redevelopment, CIP, grants
Central District Public Facilities	Short		\$	5.0	Public	Redevelopment, CIP, grants
- Madison Square Park	Short	\$	2.9	\$	0.5	Public Redevelopment, CIP, grants
- Lincoln Rec Center Pub Facility	Short	\$	2.0	\$	0.5	Public Redevelopment, CIP, grants
- Malonga Public Facility	Short		\$	0.5	Public	Redevelopment, CIP, grants
- Jefferson Sq. Public Facility	Short		\$	0.5	Public	Redevelopment, CIP, grants
- Chinese Garden Public Facility	Short	\$	1.3	\$	0.2	Public Redevelopment, CIP, grants
Central District Site Acquisition	Short to Long	\$	7.5		Public	Redevelopment, CIP, grants
Development Assistance Program	Short to Long	\$	1.5		Public	Redevelopment, CIP, grants
Measure DD: Lake Merritt Park		\$	130.0		Public	Redevelopment, CIP, grants, Measure DD

Community Amenities

Fox Theater Master Plan & Development	Short	\$	2.7		Public/Private	Redevelopment, CIP, grants
Fox Theater Master Plan, Maintenance, Retail/Office	Short		\$	0.2	Public/Private	Redevelopment, CIP, grants
Fox - GASS Grant	Short		\$	0.9	Public	Redevelopment, CIP, grants
1-1/2% Public Art	Short to Long		\$	1.9	Public	Redevelopment, CIP, grants
Merchant Promo District 2 & 9	Short to Long		\$	0.1	Public	Redevelopment, CIP, grants
Retail/Entertainment Catalyst Project	Short		\$	1.6	Public	Redevelopment, CIP, grants
Touraine Hotel/HRMSC	Short	\$	0.2		Public	Redevelopment, CIP, grants
Telegraph Phase I ORA	Short	\$	1.7		Public/Private	Redevelopment, CIP, grants
Broadway - West Grand - ORA	Short	\$	0.4		Public/Private	Redevelopment, CIP, grants
Uptown - Retail Entertainment Catalyst Proj	Short		\$	0.2	Public/Private	Redevelopment, CIP, grants
Uptown Forest City Residential	Short	\$	0.3		Public/Private	Redevelopment, CIP, grants
Uptown - Forest City DDA	Short		\$	0.2	Public/Private	Redevelopment, CIP, grants
Fox Courts DDA	Short		\$	0.2	Public/Private	Redevelopment, CIP, grants
Uptown- Forest City Residential	Short	\$	0.7		Public/Private	Redevelopment, CIP, grants

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**TOTAL ESTIMATED BUDGET** \$ 289.7 \$ 22.6

Listed in order of priority Short term 0-5 years; Medium term 5-10; Long term 10+ Costs in Millions, Operating Costs Annual (20 year)
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# FOCUS

a development and conservation strategy  
for the San Francisco Bay Area

## Application for Priority Development Area Designation

Enter information in the spaces provided and submit the requested attachments.

Part 1 - APPLICANT INFORMATION & AREA DETAILS	
Attach resolution showing local support for involvement in FOCUS	
a. Lead Applicant -City/County	City of Oakland
Contact Person	Kathy Kleinbaum
Title	Project Manager
Department	CEDA Redevelopment
Street Address	250 Frank Ogawa Plaza, Suite 5313
City	Oakland
Zip Code	94612
Phone Number	(510) 238-7185
Fax Number	(510) 238-3691
Email	kkleinbaum@oaklandnet.com
b. Area Name and Location	MacArthur Transit Village, Oakland
c. Area Size (minimum acreage = 100)	Approximately 940 acres
d. Public Transit Serving the Area (existing and planned)	BART, AC Transit, AC Transit Rapid, AC Transit BRT, Emery-Go-Round, Hospital Shuttles (Kaiser, Summit and Children's Hospital)
e. Place Type (Identify based on the Station Area Planning Manual)	Urban Neighborhood

Part 2 - AREA INFORMATION
A spreadsheet for entering area information on demographics, housing, and land use is provided. Please complete these worksheets with all currently available information and <u>attach</u> .

Part 3 - ADDITIONAL AREA INFORMATION		
	Yes	No
a. Is the proposed priority area currently recognized in the General Plan (i.e., called out as TOD, infill etc.)?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Have other plans (any targeted planning efforts including specific plans, precise plans, area plans, and supporting environmental studies) been developed within the last 15 years that cover the priority area? Note: If yes, please <u>attach</u> brief list of individual planning efforts and date completed.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Is the proposed priority area within the boundaries of a redevelopment area?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

FOCUS is a regional, incentive-based development and conservation strategy for the San Francisco Bay Area. FOCUS is led by the Association of Bay Area Governments and the Metropolitan Transportation Commission in coordination with the Bay Area Air Quality Management District and the Bay Conservation and Development Commission. It is partially funded by a regional blueprint planning grant from the State of California Business, Transportation, and Housing Agency.

**Part 4 – MAP OF PRIORITY DEVELOPMENT AREA**

Attach a map showing the proposed boundaries of the potential priority area and any other relevant information for land uses, transit, etc. Photos of current conditions in the priority area are optional.

**Part 5 – NARRATIVE**

Attach separately a maximum two-page (8½ x 11 with 12 point font) narrative that addresses the following questions and provides any other relevant information.

- What is the overall vision for this area?
- What has to occur in order to fully realize this vision? What has occurred there recently (past 5 years)? Describe relevant planning processes, and how the needs of community members were addressed.
- Describe how this priority area has the potential to be a leading example of smart growth for the Bay Area.

**Part 6 – POTENTIAL ASSISTANCE REQUESTED (check all that apply)**  
(Note: Assistance is not being offered at this time. This information will aid the development of a tools and incentives package for designated areas.)

TECHNICAL ASSISTANCE	REQUEST FOR PLANNING GRANTS	REQUEST FOR CAPITAL GRANTS
<input type="checkbox"/> Assistance with policies to implement existing plan <input checked="" type="checkbox"/> Assistance with photo- simulations to depict future conditions <input type="checkbox"/> Assistance with local workshops and tours <input type="checkbox"/> Other:	<input type="checkbox"/> Funding for new area-wide specific plan or precise plan <input checked="" type="checkbox"/> Funding to update existing area-wide specific plan or precise plan <input checked="" type="checkbox"/> Funding for EIR to implement existing area-wide plan <input type="checkbox"/> Other:	<input checked="" type="checkbox"/> Funding for transportation projects (including pedestrian/bicycle) <input checked="" type="checkbox"/> Funding for housing projects <input checked="" type="checkbox"/> Funding for water/sewer capacity <input checked="" type="checkbox"/> Funding for parks/urban greening <input checked="" type="checkbox"/> Funding for streetscape improvements <input type="checkbox"/> Other:

**Part 7 – INFRASTRUCTURE BUDGET FOR PRIORITY AREA**

Please attach a budget that details the types of infrastructure improvements that will be needed in order to realize the vision for the priority area. This budget can include transportation, housing, road repairs, water/sewer capacity, parks and other critical amenities. A sample budget is provided for guidance.

E-mail this completed application form and attachments requested to [FOCUS@abag.ca.gov](mailto:FOCUS@abag.ca.gov). In addition to electronic submission, mail one hard copy of this application and attachments requested in this application form to the following address:

Association of Bay Area Governments  
 P.O. Box 2050  
 Oakland, CA 94604-2050  
 Attn: Jackie Guzman

For questions regarding the application, please contact Jackie Guzman, ABAG Regional Planner, at [JackieG@abag.ca.gov](mailto:JackieG@abag.ca.gov) or 510-464-7994.

**PDA Name:** MacArthur Transit Village

**PDA Jurisdiction:** Oakland

<b>Data for the PDA</b>	<b>2008</b>	<b>2035 – Local Planning Assumptions</b>
<b>Population</b>	9,380	14,240
<b>Household Population</b>		
<b>Total Housing Units</b>		
<b>Single Family</b>		
<b>Multi Family</b>		
<b>Persons per Unit</b>		
<b>Employed Residents</b>	5,660	8,530
<b>Mean Household Income</b>		
<b>Total Jobs</b>	7,806	26,294

*Data Sources:* Census 2000 and ABAG Projections 2009

PDA Name: MacArthur Transit Village

PDA Jurisdiction: Oakland

Housing Units			
	Existing in PDA	Planned in PDA	2007- 2014 Jurisdiction Allocation
	2010	Through what year?	
Very Low	728		
Low	227		
Moderate	3		
Above (not included)			
<b>Affordable Total</b>	<b>958</b>	<b>0</b>	<b>0</b>

Data Sources: Oakland Housing & Community Development  
\*(including 212 OHA units as of Nov 08 - most current data)

PDA Name: MacArthur Transit Village  
 PDA Jurisdiction: Oakland

Data for the PDA	Existing	Planned
	2010	From 2011-2013
Zoning		
<p><b>Designations</b></p>	<p><u>Residential:</u>            Special One-Family Residential, Garden Apartments, Medium-Density, High Density, High-Rise Apartment</p> <p><u>Commercial:</u>            Local Retail, Office, Commercial Shopping, District Thoroughfare, Community Thoroughfare, etc            Housing &amp; Business Mix</p> <p><u>Industrial:</u>            General Industrial</p> <p><u>Special Zones:</u>            Transit Oriented Development Zone            Open Space Zone</p> <p><u>Overlay Zones:</u>            Design Review            Historic Preservation District</p>	<p><u>New Low- to Medium Density Residential Zones:</u>            To be similar to existing</p> <p><u>New Commercial/Corridor Zones:</u>            To allow for greater density along commercial corridors            To allow for more flexibility in uses and a wider range of uses            To be more form-based</p> <p><u>Existing Zones to be Retained:</u>            Recently created or updated zones, including:            Housing/Business Mix Commercial            Transit Oriented Development Zone</p>

<b>Densities/FARs</b>	<u>Low- to Medium-Density Residential Zones:</u> Max residential density: 21.8 units/acre	<u>Low- to Medium-Density Residential Zones:</u> Max residential density: Up to 30.0 units/acre
	<u>High-density Residential Zone:</u> Max residential density: 96.8 units/acre	<u>High-Density Residential Zones:</u> Max residential density: Up to 125.0 units/acre
	<u>High-Rise Apartment Residential Zone:</u> Max residential density: 217.8	
	<u>Neighborhood Commercial Zones:</u> Max residential density: 21.8 units/acre Max non-residential density: FAR 2.0–3.0	<u>Major Commercial Corridor Zones:</u> Max residential density: Up to 125.0 units/acre Max non-residential density: Up to FAR 5.0
	<u>Major Commercial Corridor Zones:</u> Max residential density: 96.8 units/acre Max non-residential density: FAR 3.0–7.0	
	<u>Housing-Business Mix:</u>	
	<u>Transit-Oriented Development Zone:</u> Max residential density: 96.8 units/acre Max non-residential density: FAR 4.0 (up to 6.0 conditionally permitted)	

<b>Total Commercial (sq. ft.)</b>		
Office	85,210	
Retail	397,020	450,000
Other	227,070	

<b>Total Industrial (sq. ft.)</b>		
Heavy Industrial	13,560	
Light Industrial	35,400	
Other Industrial	118,510	

<b>Total Schools</b>		
Pre-K Schools	0	
Elementary Schools	2	
Middle Schools	1	
High Schools	0	
Colleges/Universities	0	

<b>Parks</b>		
Total Number	3	
Total Acreage	17	

<b>Parking (# Structures)</b>	0	
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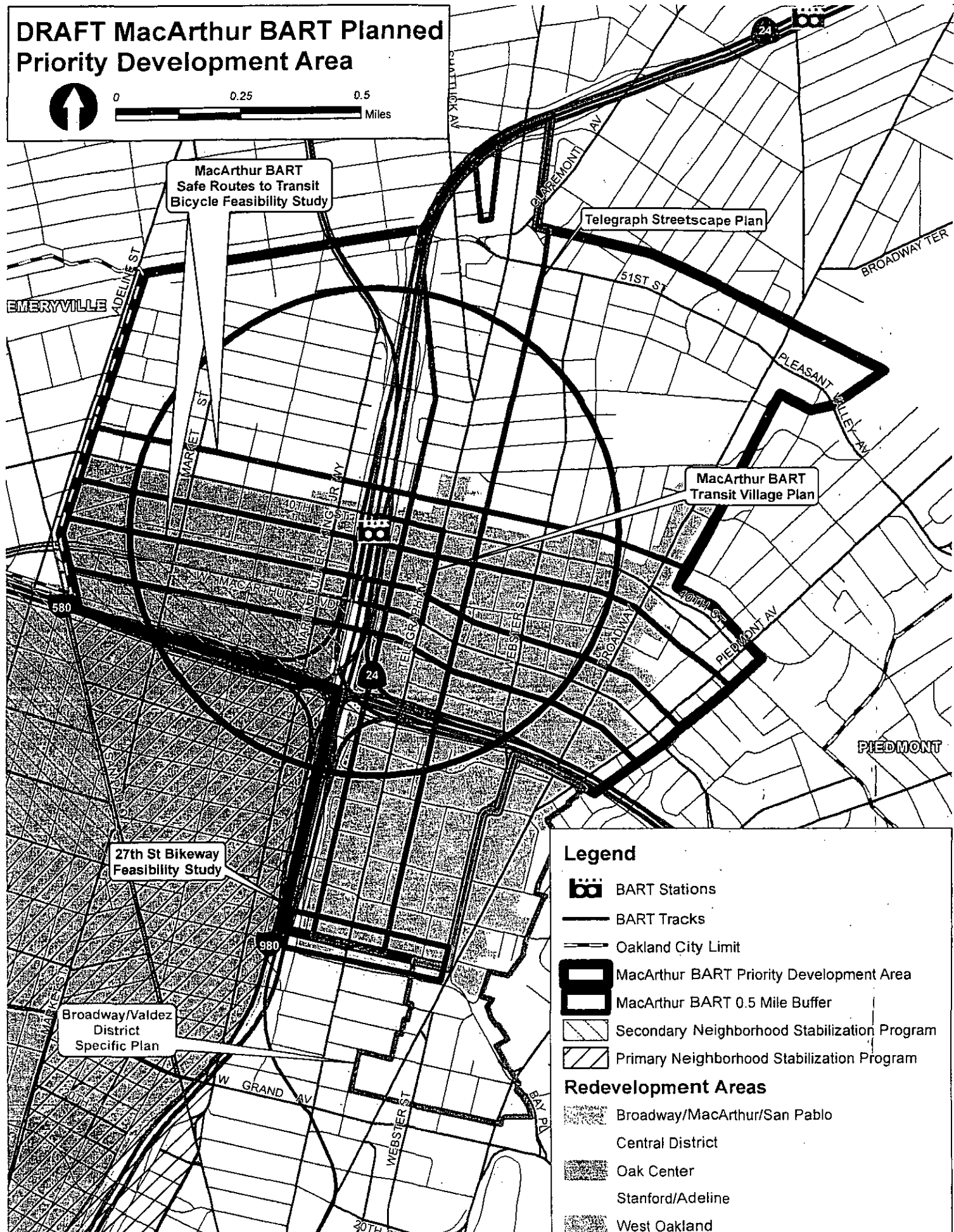
Oakland Planning Ordinance,  
MacArthur BART Accessibility Study,  
Oakland Unified School District

Data Sources:

# DRAFT MacArthur BART Planned Priority Development Area



0 0.25 0.5 Miles



MacArthur BART Safe Routes to Transit Bicycle Feasibility Study

Telegraph Streetscape Plan

MacArthur BART Transit Village Plan

27th St Bikeway Feasibility Study

Broadway/Valdez District Specific Plan

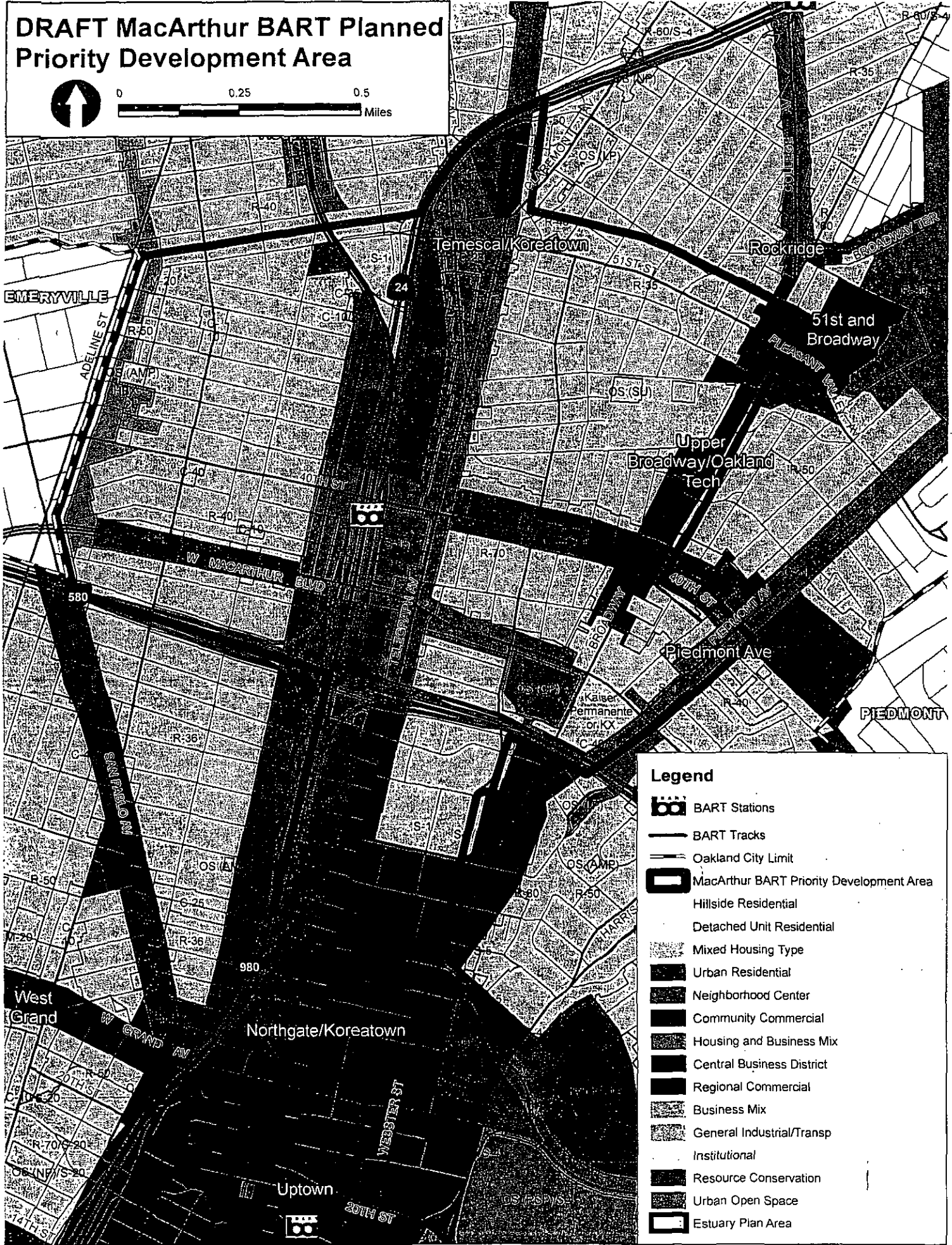
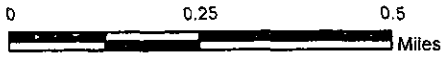
## Legend

- BART Stations
- BART Tracks
- Oakland City Limit
- MacArthur BART Priority Development Area
- MacArthur BART 0.5 Mile Buffer
- Secondary Neighborhood Stabilization Program
- Primary Neighborhood Stabilization Program




















## Redevelopment Areas

- Broadway/MacArthur/San Pablo
- Central District
- Oak Center
- Stanford/Adeline
- West Oakland

# DRAFT MacArthur BART Planned Priority Development Area



## Legend

-  BART Stations
-  BART Tracks
-  Oakland City Limit
-  MacArthur BART Priority Development Area
-  Hillside Residential
-  Detached Unit Residential
-  Mixed Housing Type
-  Urban Residential
-  Neighborhood Center
-  Community Commercial
-  Housing and Business Mix
-  Central Business District
-  Regional Commercial
-  Business Mix
-  General Industrial/Transp
-  Institutional
-  Resource Conservation
-  Urban Open Space
-  Estuary Plan Area



## **Part 5: Narrative**

### **Overall Vision**

The MacArthur Transit Village Planned Development Area has the potential to be a model area for the Bay Area region. The recently approved MacArthur Transit Village Project is a classic example of Transit Oriented Development, placing 624 mixed-income housing units directly adjacent to the central hub and transfer point of the entire BART system and within easy access of the major employment centers of Downtown Oakland, Emeryville, and Kaiser, Summit and Children's Hospitals. The MacArthur BART Station is a true transit hub that is served by three of the five BART lines, four Alameda-Contra Costa Transit District (AC Transit) bus lines, and 5 shuttle services, including three hospital shuttles and the Emery-Go-Round shuttle.

Since 1993, the City of Oakland has been working with BART and the MacArthur BART Citizens Planning Committee (CPC), comprised of community residents and representatives of neighborhood organizations, in a planning process for the development of a transit village at the BART Station and for improvements in the surrounding neighborhood. The community vision for this area, adopted by the CPC in 2004, is for the development of high density mixed-income housing near the BART Station to re-integrate the BART Station into the surrounding neighborhood. In addition, the community vision includes enhancing transportation and circulation patterns around the BART station to encourage the use of public transportation and other non-auto modes of transportation.

### **Realizing the Vision**

Many planning efforts have come out of the extensive community process over the past 16 years, the most significant of which is the plan for the MacArthur Transit Village project itself. After years of extensive work with the community, the MacArthur Transit Village project received its Preliminary Development Plan entitlements from the Oakland Planning Commission and City Council in July 2008. These entitlements approve the master plan for the site, including circulation, infrastructure, building heights, and massing. The project includes the following components:

- 624 residential units (516 market rate units and 108 below market rate units)
- 42,500 square feet of commercial/neighborhood serving retail space
- 5,000 square feet of community space
- 400 replacement parking spaces for BART in a new parking structure and a commitment to park an addition 110 BART patrons through other options
- Two new public roads through the BART parking lot and the reconfiguration of the existing BART Frontage Road
- Renovation of the existing BART plaza, including a covered waiting area for shuttle patrons, and a new public plaza within the development

The MacArthur Transit Village Project was awarded \$37 million State Proposition 1C funds and has received a commitment of \$34 million in Redevelopment Agency funds to

complete the public infrastructure and affordable housing components of the project. The project will be built in multiple phases, the first of which will start construction in 2012.

In addition to the master plan for the site, the City, BART, and the development team developed the MacArthur BART Station Access Feasibility Study which is intended to guide infrastructure investment in the area surrounding the BART Station. The primary focus of the Access Feasibility Study is to improve connectivity to the surrounding neighborhood and increase non-auto access to the station. The Access Feasibility Study will serve as the blueprint for future the City of Oakland and BART efforts to prioritize and obtain funding for improvements in this Priority Development Area.

Other community-driven area plans that have been completed within the past five years (and which are incorporated into the Access Study) include:

- Telegraph Streetscape Plan (which designs pedestrian improvements for *Telegraph from Downtown through to the Temescal District*)
- MacArthur BART Safe Routes to Transit Bicycle Facility Feasibility Study (which analyzes possible alignments for east-west bicycle connections near the MacArthur BART Station).
- Broadway/MacArthur/San Pablo 5-Year Implementation Plan (which identifies redevelopment priorities in the area).

In the past five years, significant accomplishments have been made in realizing the vision developed by the Citizen's Planning Committee (CPC). In 2004, the City, in partnership with the CPC, developed the West Side Pedestrian Enhancement Project which consisted of a design for streetscape improvements on 40<sup>th</sup> Street, directly adjacent to the BART Station. Based on the plan, the City was able to pull together \$2.8 million in grant and Redevelopment Agency funding to construct the streetscape improvements, which include a new traffic signal and crosswalk, pedestrian lighting, and underpass renovation. This project was completed in May 2009.

In 2006, the Redevelopment Agency entered into a Disposition and Development Agreement with a local developer to develop 34 housing units on the Agency-owned site directly west of the BART station on Martin Luther King, Jr Way. Construction of the project was completed in June 2009 and the building is fully occupied. A second phase of the project is entitled for 40 housing units and will likely start construction within the next couple of years.

The work that remains includes implementing the Access strategies in the surrounding community to improve access to and from the BART Station. Planned improvements that need capital funding to proceed include pedestrian focused streetscape improvements on surrounding streets such as Telegraph, Martin Luther King, Jr. Way, and West MacArthur Boulevard, bicycle lane connectivity from the BART Station to the nearby employment centers and surrounding neighborhood, and capital upgrades to the existing neighborhood parks to increase livability in the area.

### **Leadership in Smart Growth**

The MacArthur Transit Village Priority Development Area aims to be a regional model for smart growth. The MacArthur BART Station is unique in that it is a central transit hub located within a diverse, pre-existing residential neighborhood with connections to several major regional employment centers. As a result, the Transit Village and surrounding improvements have the potential to have a major impact on reducing regional auto dependency by both placing new residents near to both transit and employment opportunities and improving transit connections for existing residents and employees.

The planned improvements at the MacArthur Transit Village and in the surrounding area will provide a significant base of high density infill housing to meet regional housing needs, increase transit ridership, and enhance the well-being of the overall community by improving connectivity and access from the BART Station to the existing neighborhood and to the major employment centers. As a result, the success of the Transit Village depends not just on the on-site improvements but also on the investment in improved transportation infrastructure in the surrounding area.

The planning process for the MacArthur Transit Village and the surrounding community has been an inclusive, community-driven process. The diverse community, represented by all races, ethnicities, and income levels have come together to rally around the concept of welcoming increased density and transit in their community. The community support is in place, the Transit Village project itself is entitled and funded; all that is needed is planning, technical, and capital funding assistance to ensure that the Transit Village is integrated into the surrounding community.

ACTION	TIMELINE	COST capital	COST operating	RESPONSIBILITY	POTENTIAL FUNDING SOURCE
<u>Street and Transportation Improvements</u>					
West MacArthur Underpass	Short term	\$ 2.0		Public/Private	Proposition 1C, Developer
BART Plaza Remodel	Short term	\$ 2.0		Public/Private	Proposition 1C, TE, Developer
Telegraph Streetscape	Short term	\$ 5.0		Public	Redevelopment, TLC/HIP
40th Street Bike Lanes	Short term	\$ 0.5		Public	Redevelopment, RBPP, ACTIA, Grants
West MacArthur Streetscape	Medium Term	\$ 3.0		Public	Redevelopment, TLC/HIP, Grants
Martin Luther King, Jr Way Streetscape	Medium Term	\$ 3.0		Public	Redevelopment, TLC/HIP, Grants
<u>Utility Improvements</u>					
Sewer/Storm Basin Upgrades for Transit Village	Medium Term	\$ 1.0		Private	Utility fees, Developer
<u>Recreation and Parks</u>					
Mosswood Park Improvements (playground, teen center)	Short term	\$ 0.5		Public/Private	Redevelopment, Kaiser Permanente, CIP
Grove Shafter Park Improvements (dog park, refurbishment)	Short term	\$ 0.1		Public/Private	Redevelopment, CIP, Developer
<u>Community Amenities</u>					
Day Care Center at MacArthur Transit Village	Medium Term	\$ 0.5		Private	Developer, Grants
Public Plaza at Transit Village	Medium Term	\$ 1.5		Private	CIP, Private, Grants
<b>TOTAL ESTIMATED BUDGET</b>		<b>\$ 19.1</b>	<b>\$ -</b>		
Listed in order of priority Short term 0-5 years; Medium term 5-10; Long term 10+ Costs in Millions, Operating Costs Annual (20 year)		All short term costs are covered by Public funding at this time.			

# FOCUS

a development and conservation strategy  
for the San Francisco Bay Area

## Application for Priority Development Area Designation

Enter information in the spaces provided and submit the requested attachments.

Part 1 - APPLICANT INFORMATION & AREA DETAILS	
Attach resolution showing local support for involvement in FOCUS	
a. Lead Applicant - City/County	City of Oakland/ Alameda County
Contact Person	Iris Starr, AICP / Patrick Lane
Title	Senior Transportation Planner/ Redevelopment Manager
Department	Community and Economic Development Agency
Street Address	250 Frank Ogawa Plaza, 4 <sup>th</sup> and 5 <sup>th</sup> Floors
City	Oakland, CA
Zip Code	94612
Phone Number	510-238-6229
Fax Number	
Email	istarr@oaklandnet.com or plane@oaklandnet.com
b. Area Name and Location	West Oakland
c. Area Size (minimum acreage = 100)	1630
d. Public Transit Serving the Area (existing and planned)	West Oakland BART, AC Transit lines 13, 14, 19, 62, 800 (TransBay)
e. Place Type (Identify based on the Station Area Planning Manual)	Transit Town Center

Part 2 - AREA INFORMATION
A spreadsheet for entering area information on demographics, housing, and land use is provided. Please complete these worksheets with all currently available information and <u>attach</u> .

Part 3 - ADDITIONAL AREA INFORMATION		
	Yes	No
a. Is the proposed priority area currently recognized in the General Plan (i.e., called out as TOD, infill etc.)?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Have other plans (any targeted planning efforts including specific plans, precise plans, area plans, and supporting environmental studies) been developed within the last 15 years that cover the priority area? Note: If yes, please <u>attach</u> brief list of individual planning efforts and date completed.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Is the proposed priority area within the boundaries of a redevelopment area?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

FOCUS is a regional, incentive-based development and conservation strategy for the San Francisco Bay Area. FOCUS is led by the Association of Bay Area Governments and the Metropolitan Transportation Commission in coordination with the Bay Area Air Quality Management District and the Bay Conservation and Development Commission. It is partially funded by a regional blueprint planning grant from the State of California Business, Transportation, and Housing Agency.

**Part 4 – MAP OF PRIORITY DEVELOPMENT AREA**

Attach a map showing the proposed boundaries of the potential priority area and any other relevant information for land uses, transit, etc. Photos of current conditions in the priority area are optional.

**Part 5 – NARRATIVE**

Attach separately a maximum two-page (8½ x 11 with 12 point font) narrative that addresses the following questions and provides any other relevant information.

- What is the overall vision for this area?
- What has to occur in order to fully realize this vision? What has occurred there recently (past 5 years)? Describe relevant planning processes, and how the needs of community members were addressed.
- Describe how this priority area has the potential to be a leading example of smart growth for the Bay Area.

**Part 6 – POTENTIAL ASSISTANCE REQUESTED (check all that apply)**  
Note: Assistance is not being offered at this time. This information will aid the development of a tools and incentives package for designated areas.

TECHNICAL ASSISTANCE	REQUEST FOR PLANNING GRANTS	REQUEST FOR CAPITAL GRANTS
<input checked="" type="checkbox"/> Assistance with policies to implement existing plan <input checked="" type="checkbox"/> Assistance with photo- simulations to depict future conditions <input type="checkbox"/> Assistance with local workshops and tours <input checked="" type="checkbox"/> Other: Business development assistance, schools and libraries to be used as community centers, safe routes to school	<input checked="" type="checkbox"/> Funding for new area-wide specific plan or precise plan <input checked="" type="checkbox"/> Funding to update existing area-wide specific plan or precise plan <input checked="" type="checkbox"/> Funding for EIR to implement existing area-wide plan <input checked="" type="checkbox"/> Other: Environmental assessment and remediation	<input checked="" type="checkbox"/> Funding for transportation projects (including pedestrian/bicycle) <input checked="" type="checkbox"/> Funding for housing projects <input checked="" type="checkbox"/> Funding for water/sewer capacity <input checked="" type="checkbox"/> Funding for parks/urban greening <input checked="" type="checkbox"/> Funding for streetscape improvements <input checked="" type="checkbox"/> Other: Brownfield remediation, rail line removal, street, sidewalk, and lighting improvements

**Part 7 – INFRASTRUCTURE BUDGET FOR PRIORITY AREA**

Please attach a budget that details the types of infrastructure improvements that will be needed in order to realize the vision for the priority area. This budget can include transportation, housing, road repairs, water/sewer capacity, parks and other critical amenities. A sample budget is provided for guidance.

E-mail this completed application form and attachments requested to [FOCUS@abag.ca.gov](mailto:FOCUS@abag.ca.gov). In addition to electronic submission, mail one hard copy of this application and attachments requested in this application form to the following address:

Association of Bay Area Governments  
 P.O. Box 2050  
 Oakland, CA 94604-2050  
 Attn: Jackie Guzman

PDA Name: West Oakland  
 PDA Jurisdiction: City of Oakland

Data for the PDA	2009	2035 – Local Planning Assumptions
Population	24,576	34,716
Household Population	8,122	12,844
Total Housing Units	9,888	
Single-Family		
Multi-Family		
Persons per Unit	3.03	
Employed Residents	10,671	
Median Household Income	\$28,085	
Total Jobs	7,806	18,291

Data Sources: Demographics Now, ABAG Projections 2009

PDA Name: West Oakland

PDA Jurisdiction: City of Oakland

<b>Housing Units</b>			
	<b>Existing in PDA</b>	<b>Planned in PDA</b>	<b>2007- 2014 Jurisdiction Allocation</b>
	<i>At what time?</i>	<i>Through what year?</i>	
<b>Very Low</b>	2,473	315	
<b>Low</b>	614	44	
<b>Moderate</b>	22	11	
<b>Above</b>	6,779		
<b>Total</b>	9,888	370	0

Data Sources: City of Oakland, Housing & Community Development Division



PDA Name: West Oakland  
PDA Jurisdiction: City of Oakland

Data for the PDA	Existing	Planned
	As of January 2010	New zoning designations to be adopted approx. 2010-2011
<b>Zoning Designations</b>	<u>Residential:</u> Small Lot Single-Family, Medium-Density, High Density  <u>Commercial:</u> Local Retail, Office, District Thoroughfare, Community Thoroughfare, etc Housing & Business Mix  <u>Industrial:</u> Light Industrial, General Industrial Commercial-Industrial Mix  <u>Special Zones:</u> Transit Oriented Development Zone Wood Street Zone (medium to high density, mixed use) Open Space Zone  <u>Overlay Zones:</u> Industrial-Residential Transition, Health and Safety Protection Historic Preservation District	<u>New Low- to Medium Density Residential Zones:</u> To be similar to existing  <u>New Commercial/Corridor Zones:</u> To allow for greater density along commercial corridors To allow for more flexibility and a wider range of uses To be more form-based  <u>Existing Zones to be Retained:</u> Recently created or updated zones, including: Housing/Business Mix Commercial Commercial/Industrial Mix Transit Oriented Development Zone Wood Street Zone
<b>Densities/FARs</b>	<u>Low- to Medium-Density Residential Zones:</u> Max residential density: 21.8 units/acre  <u>High-density Residential Zone:</u> Max residential density: 96.8 units/acre  <u>Neighborhood Commercial Zones:</u> Max residential density: 21.8 units/acre Max non-residential density: FAR 2.0-3.0  <u>Major Commercial Corridor Zones:</u> Max residential density: 96.8 units/acre Max non-residential density: FAR 3.0-7.0  <u>Commercial-Industrial Zone:</u> Max non-residential density: FAR 2.0-4.0  <u>Transit-Oriented Development Zone:</u> Max residential density: 96.8 units/acre Max non-residential density: FAR 4.0 (up to 6.0 conditionally permitted)  <u>Wood Street Mixed Use Zone:</u> Max residential density: 28.4-131.3 units/acre Max non-residential density: FAR 1.4-3.0	<u>Low- to Medium-Density Residential Zones:</u> Max residential density: Up to 30.0 units/acre  <u>High-Density Residential Zones:</u> Max residential density: Up to 125.0 units/acre  <u>Major Commercial Corridor Zones:</u> Max residential density: Up to 125.0 units/acre Max non-residential density: Up to FAR 5.0
<b>Total Commercial (sq. ft.)</b>	2,068,887	
Office	634,359	
Retail	1,434,528	
<b>Total Industrial (sq. ft.)</b>	1,027,834	
Heavy Industrial	?	
Light Industrial	?	
Other Industrial	?	








<b>Total Schools</b>	<b>10</b>	
Pre-K Schools	7	
Elementary Schools	5	
Middle Schools	1	
High Schools	4	
Colleges/Universities	0	

<b>Parks</b>		
Total Number	14	14
Total Acreage	55	55







<b>Parking (# Structures)</b>	<b>0</b>	
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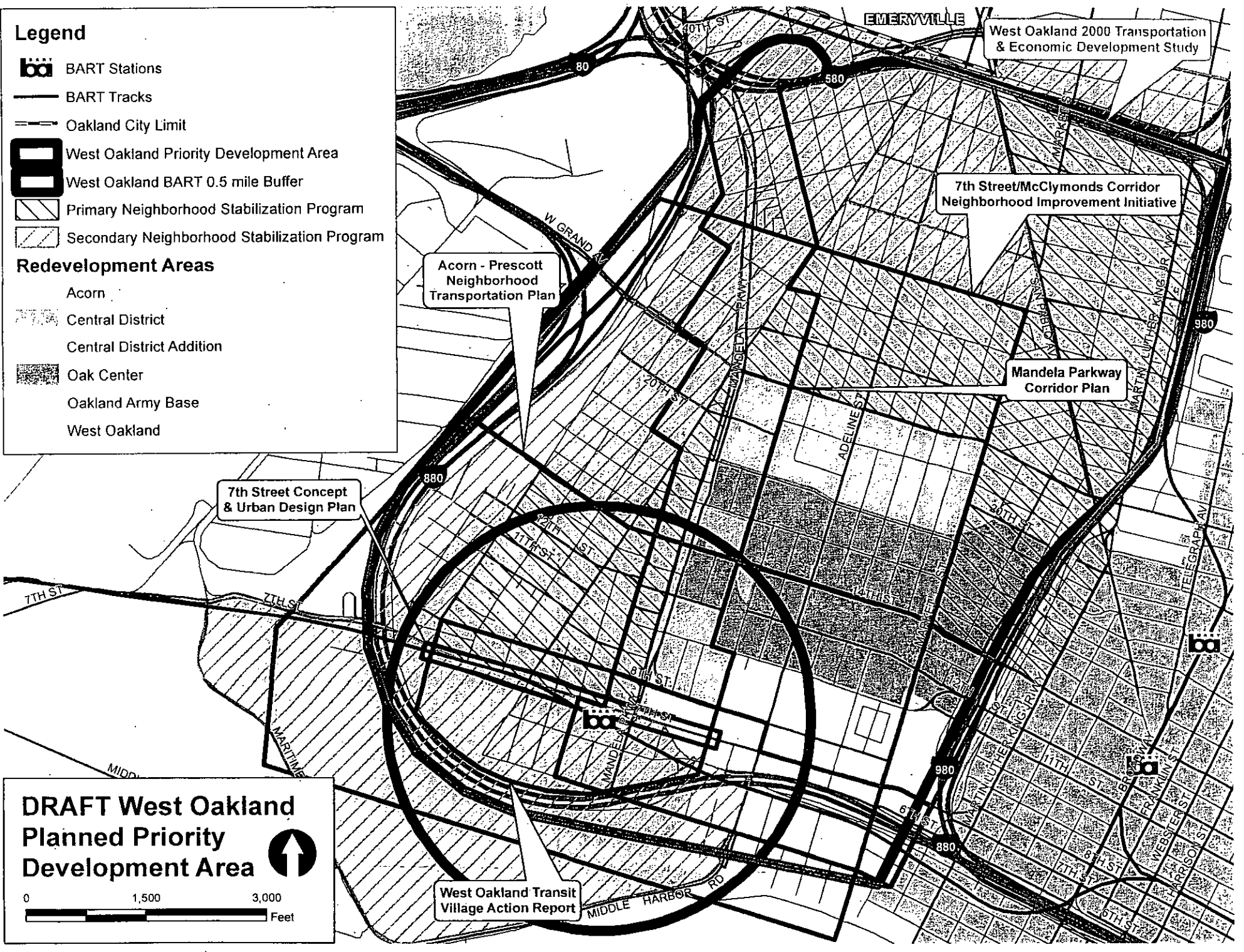
*Data Sources:* City of Oakland Planning & Zoning, Economic Development, Parks & Recreation Departments; Oakland Unified School District

**Legend**

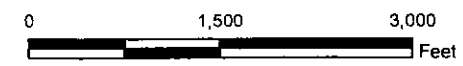
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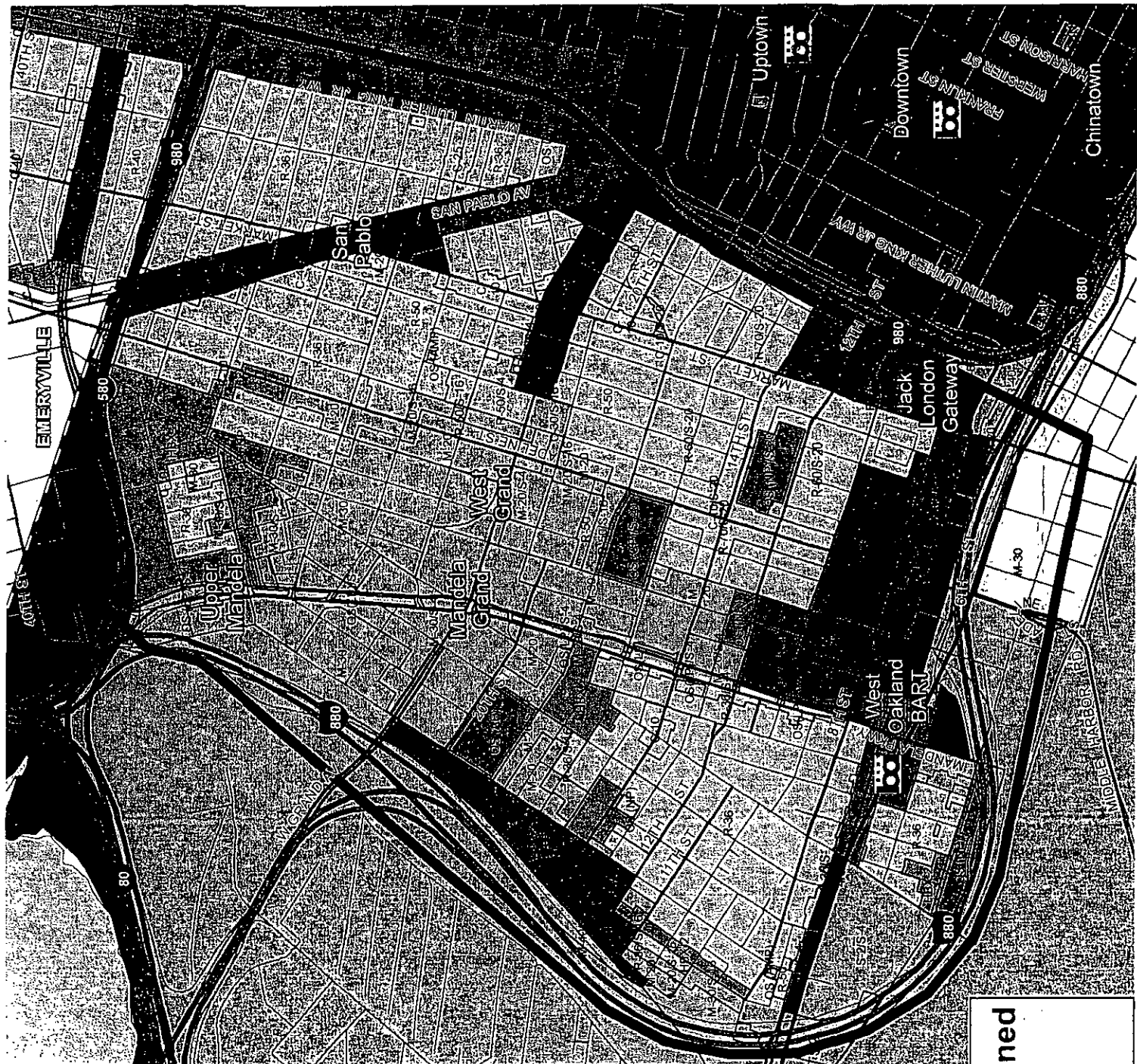
**Redevelopment Areas**

-  Acorn
-  Central District
-  Central District Addition
-  Oak Center
-  Oakland Army Base
-  West Oakland























**DRAFT West Oakland  
Planned Priority  
Development Area**





**Legend**

-  BART Stations
-  BART Tracks
-  Oakland City Limit
-  West Oakland Priority Development Area
-  Zoning
-  Hillside Residential
-  Detached Unit Residential
-  Mixed Housing Type
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-  Resource Conservation
-  Urban Open Space
-  Estuary Plan Area

**DRAFT West Oakland Planned  
Priority Development Area**



## PART 5 – NARRATIVE

### WEST OAKLAND PLANNED PRIORITY DEVELOPMENT AREA

The proposed West Oakland Planned Priority Development Area (PDA) is located within the westernmost portion of the city of Oakland, and incorporates the Acorn, Oak Center, and West Oakland Redevelopment Areas. Centrally located within the Bay Area and well served by regional transit systems, including four out of five BART lines and AC Transit transbay bus service, the West Oakland PDA is uniquely and exceptionally well sited to become a regional model for transit-oriented smart growth.

The vision for the future of West Oakland is for the reinforcement of its historical identity as a highly diverse community in terms of ethnicity, income, and social characteristics, while capitalizing on the area's proximity to the city centers of Oakland and San Francisco and its easy accessibility by transit. West Oakland is only 10 minutes from downtown San Francisco via BART, and is the first station to link the East Bay to BART stations in San Francisco and on the Peninsula. Infill development of dense housing is encouraged at key nodes, including around the BART station and the former Amtrak historic 16<sup>th</sup> Street train station. When this station is restored, there is also potential for future connections to the Amtrak Capitol Corridor train service within the West Oakland PDA.

West Oakland is envisioned as an area with strong potential for job growth, including "clean" industrial development (biotech, green tech, etc) that is more compatible with existing nearby residential and commercial land uses than the heavy industry that has historically located there. The community also seeks to attract a greater number and range of neighborhood-serving retail businesses and services, providing opportunities for residents to meet their daily needs within a short distance of their homes. Finally, maintenance and rehabilitation of historic resources, particularly the Victorian housing stock, is an important goal of the area.

The West Oakland neighborhood has a rich social and cultural history, and today is home to a racially diverse population that is actively engaged in improving the business and residential community. West Oakland's current population of 24,576 is roughly 5 percent of the city's population, and its percentage of African American residents is 51.6 percent, compared with 29.2 percent for the city as a whole.<sup>1</sup> Among the community's long-standing challenges are its generally lower income levels and higher unemployment rates as compared to the city and region.

The City of Oakland has engaged in a large number of planning studies and initiatives in West Oakland over the past two decades, including efforts focused specifically on transit-oriented development, or TOD (*West Oakland Transit Village Plan*); transportation (*West Oakland 2000 Transportation and Economic Development Study*, *Acorn-Prescott Neighborhood Transportation Plan*); physical and economic neighborhood revitalization (*West Oakland Redevelopment Plan*, *Seventh Street Neighborhood Revitalization Plan*); and urban design and streetscape improvements (*Mandela Parkway Corridor Plan*, *Seventh Street Concept and Urban Design Plan*). In these efforts, the City has collaborated with the West Oakland community, Bay Area Rapid Transit District (BART), the Metropolitan Transportation Commission (MTC), the California Department of Transportation (CalTrans), and other local and regional agencies.

In 2003 the City of Oakland adopted the West Oakland Redevelopment Project Area. The West Oakland Project Area Committee (WOPAC) is active in supplying feedback to City staff on the guidance of the planning for West Oakland. A number of developments and transit services in the area are currently being assisted through Redevelopment funding.

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<sup>1</sup> Source: Demographic Detail Summary Report, 2009 Estimate, retrieved from CBSAMET database January 8, 2010.

In addition, several in-depth community-based planning efforts have taken place in recent years, most notably the *7<sup>th</sup> Street/McClymonds Corridor Neighborhood Improvement Initiative*, *West Oakland Visions & Strategies* by the Coalition for West Oakland Revitalization, and the *Village Bottoms Cultural District Conceptual Plan* by EcoCity Builders and the Village Bottoms Neighborhood Association. These initiatives call for an equitable and ecologically sustainable approach to neighborhood development that benefits existing residents and minimizes or avoids displacement. There is currently a strong grassroots community planning movement in West Oakland, and there is great potential for the City to connect and collaborate with these efforts.

Current City land use policies for West Oakland call for high-density, mixed use development around the BART station, along the area's commercial corridors (7<sup>th</sup> Street, West Grand Avenue, San Pablo Avenue), and in the vicinity of Wood Street along the western edge of the neighborhood. The S-15 Transit Oriented Development zoning designation was enacted in 1996 for the area surrounding the BART station, and several TOD-style developments have already been built or entitled. The nearby Wood Street Zoning district allows for a total of 1,557 housing units and 13,000 square feet of commercial space; in this area 293 market-rate housing units and 99 affordable housing units are currently under construction and 301 additional housing units have been approved. Existing low- to medium-density residential neighborhoods in West Oakland, many of which have a high concentration of historically significant properties, are generally to be maintained and protected, while encouraging compatible infill development of similar scale. Zoning for the industrial areas of West Oakland was updated and modernized in 2008, and aims to support Oakland's economic base, provide employment opportunities, and maximize Oakland's regional role as a transportation, distribution, and communications hub.

While the West Oakland BART station currently experiences high levels of ridership, a large majority of the passengers who board at West Oakland come from other East Bay communities rather than from the local neighborhood.<sup>2</sup> In addition to the goal of increasing the supply of housing near the West Oakland BART station, there is much potential to better link and integrate the station with the existing community, making it more accessible to, and more of an asset for, neighborhood residents. Better linkages between different transportation modes within the PDA area, including BART, AC Transit, bicycle, pedestrian, and private automobiles, are a key factor in the realization of a complete, transit-oriented community.

The development of this area as a smart growth hub parallel to the historic districts is reinforced through the City's *West Oakland Transit Village Streetscape Plan*. Nearly \$3 million in funding was recently used to improve 8<sup>th</sup> Street as a pedestrian/bicycle thoroughfare, while \$4.5 million has been allocated for the West Oakland Transit Village 7<sup>th</sup> Street Streetscape, scheduled for construction beginning in April 2010. A private, developer-financed shuttle connecting the Wood Street development to the West Oakland BART station is presently in operation. Early discussions with Emery Go Round are taking place regarding the opportunity for collaboration with them and/or AC Transit on shuttle services to augment or substitute for public bus routes that are suffering cut backs in the current economic recession.

Despite these recent investments and prospects, there are still some significant challenges to achieving the PDA vision in West Oakland. Basic infrastructure, such as sidewalks, curbs, gutters, and street lighting, is still lacking or inadequate in some areas. Street trees and other streetscape improvements, as well as improved pedestrian and bicycle amenities and facilities, are needed in many portions of the proposed PDA. Ongoing public safety concerns need to be addressed through a combination of community policing, design (e.g. Crime Prevention through Environmental Design, or CPTED), and social and economic development strategies. Further efforts are needed to resolve conflicts between industrial and residential land uses, such as mitigation of environmental impacts from existing businesses and industries and relocation of certain high-impact activities. Finally, cleanup and remediation of contaminated properties will most likely be required in order to prepare many key sites for new development.

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<sup>2</sup> Source: West Oakland BART Station Access Plan, Bay Area Rapid Transit District (BART) Planning Department, August 2002

ACTION	TIMELINE	COST capital	COST operating	RESPONSIBILITY	POTENTIAL FUNDING SOURCE
<u>Street and Transportation Improvements</u>					
Street paving, sidewalk, curb and gutter improvements	Short term	\$ 4.4	\$	- Public/Private	Redevelopment, TLC/HIP, Grants
Street lighting, street trees, other streetscape improvements	Short term		\$	- Public/Private	Redevelopment, TLC/HIP, Grants
Transit, bicycle and pedestrian facilities improvements	Short term		\$	- Public/Private	Redevelopment, TLC/HIP, ACTIA
Traffic and circulation improvements	Medium term	\$ 0.5	\$	- Public	CIP, Redevelopment, Grants
Removal of defunct rail lines	Long term	\$ 10	\$	- Public/Private	Redevelopment, Developer, Grants
BART / AC Transit Multi-Modal facility and plaza	Long term	\$ -	\$	- Public	BART, AC Transit, ACTIA
BART visual and noise mitigation (engineering, landscaping)	Long term	\$ -	\$	- Public	BART
BART station parking structure	Long term	\$ -	\$	- Public	BART
BART Station access and safety improvements	Medium term	\$ -	\$	- Public	BART
Neighborhood shuttle service	Medium term	\$ 0.5	\$ 0.5	Private	Developers
Improved local transit frequency (AC Transit routes 13, 14, 19, 62) 10 min. headways	Short term	\$ -	\$ 1.0	Public	AC Transit, TLC/HIP, ACTIA
<u>Utility Improvements</u>					
Sewer and storm drain improvements	Short term	\$ 2.0	\$	- Public/Private	Utility fees, Developer
Utility undergrounding	Medium term	\$ 9.0	\$	- Public/Private	Utility fees, Developer
<u>Recreation and Parks</u>					
Durant Mini-park	Short term	\$ 0.5	\$	- Public/Private	CIP, Redevelopment, Developer
Raimondi Field Phase 2	Medium	\$ 5.0			
<u>Community Amenities</u>					
Improvements to existing community facilities	Medium term			Public	CIP, Redevelopment, Developers
West Oakland Teen Center	Short term	\$ 4.5	\$	- Public	CIP, Redevelopment, Developers
Moss House Rehabilitation	Medium term	\$ 1.8		Public	
<u>Other</u>					
Acquisition & rehabilitation of foreclosed units	Short term	\$ -	\$	- Public/Private	Redevelopment, Developer, grants
16th/Wood St Train Station Rehab, Cmty Cnter/Event Space		\$ 30.0		Public/Private	Redevelopment, CIP, Developer, grants
<b>TOTAL ESTIMATED BUDGET</b>		<b>\$ 68.1</b>	<b>\$ 1.5</b>		

Listed in order of priority  
Short term 0-5 years; Medium term 5-10; Long term 10+  
Costs in Millions, Operating Costs Annual (20 year)



# FOCUS

a development and conservation strategy  
for the San Francisco Bay Area

## Application for Priority Development Area Designation

Enter information in the spaces provided and submit the requested attachments.

Part 1 - APPLICANT INFORMATION & AREA DETAILS	
Attach resolution showing local support for involvement in FOCUS	
a. Lead Applicant -City/County	City of Oakland / Alameda County
Contact Person	Iris Starr, AICP
Title	Senior Transportation Planner
Department	Community and Economic Development - Transportation Services
Street Address	250 Frank Ogawa Plaza, Suite 4344
City	Oakland
Zip Code	94612
Phone Number	510-238-6229
Fax Number	
Email	istarr@oaklandnet.com
b. Area Name and Location	Fruitvale/Diamond areas of Oakland
c. Area Size (minimum acreage = 100)	1,511
d. Public Transit Serving the Area (existing and planned)	BART, AC Transit: 19, 63, 50, 53, 57, 14, 47, 1R, 801, NX1, NX2. Bus Rapid Transit planned.
e. Place Type (Identify based on the Station Area Planning Manual)	Urban Neighborhood

Part 2 - AREA INFORMATION
A spreadsheet for entering area information on demographics, housing, and land use is provided. Please complete these worksheets with all currently available information and <u>attach</u> .

Part 3 - ADDITIONAL AREA INFORMATION		
	Yes	No
a. Is the proposed priority area currently recognized in the General Plan (i.e., called out as TOD, infill etc.)?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Have other plans (any targeted planning efforts including specific plans, precise plans, area plans, and supporting environmental studies) been developed within the last 15 years that cover the priority area? Note: If yes, please <u>attach</u> brief list of individual planning efforts and date completed.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Is the proposed priority area within the boundaries of a redevelopment area?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

FOCUS is a regional, incentive-based development and conservation strategy for the San Francisco Bay Area. FOCUS is led by the Association of Bay Area Governments and the Metropolitan Transportation Commission in coordination with the Bay Area Air Quality Management District and the Bay Conservation and Development Commission. It is partially funded by a regional blueprint planning grant from the State of California Business, Transportation, and Housing Agency.



**Part 4 – MAP OF PRIORITY DEVELOPMENT AREA**

Attach a map showing the proposed boundaries of the potential priority area and any other relevant information for land uses, transit, etc. Photos of current conditions in the priority area are optional.

**Part 5 – NARRATIVE**

Attach separately a maximum two-page (8½ x 11 with 12 point font) narrative that addresses the following questions and provides any other relevant information.

- What is the overall vision for this area?
- What has to occur in order to fully realize this vision? What has occurred there recently (past 5 years)? Describe relevant planning processes, and how the needs of community members were addressed.
- Describe how this priority area has the potential to be a leading example of smart growth for the Bay Area.

**Part 6 – POTENTIAL ASSISTANCE REQUESTED (check all that apply)**

Note: Assistance is not being offered at this time. This information will aid the development of a tools and incentives package for designated areas.

TECHNICAL ASSISTANCE	REQUEST FOR PLANNING GRANTS	REQUEST FOR CAPITAL GRANTS
<input type="checkbox"/> Assistance with policies to implement existing plan <input checked="" type="checkbox"/> Assistance with photo- simulations to depict future conditions <input checked="" type="checkbox"/> Assistance with local workshops and tours <input checked="" type="checkbox"/> Other: Safe routes to school	<input type="checkbox"/> Funding for new area-wide specific plan or precise plan <input checked="" type="checkbox"/> Funding to update existing area-wide specific plan or precise plan <input checked="" type="checkbox"/> Funding for EIR to implement existing area-wide plan <input type="checkbox"/> Other:	<input checked="" type="checkbox"/> Funding for transportation projects (including pedestrian/bicycle) <input checked="" type="checkbox"/> Funding for housing projects <input type="checkbox"/> Funding for water/sewer capacity <input checked="" type="checkbox"/> Funding for parks/urban greening <input checked="" type="checkbox"/> Funding for streetscape improvements <input checked="" type="checkbox"/> Other: Community facilities, foreclosure assistance

**Part 7 – INFRASTRUCTURE BUDGET FOR PRIORITY AREA**

Please attach a budget that details the types of infrastructure improvements that will be needed in order to realize the vision for the priority area. This budget can include transportation, housing, road repairs, water/sewer capacity, parks and other critical amenities. A sample budget is provided for guidance.

E-mail this completed application form and attachments requested to [FOCUS@abag.ca.gov](mailto:FOCUS@abag.ca.gov). In addition to electronic submission, mail one hard copy of this application and attachments requested in this application form to the following address:

Association of Bay Area Governments  
 P.O. Box 2050  
 Oakland, CA 94604-2050  
 Attn: Jackie Guzman

For questions regarding the application, please contact Jackie Guzman, ABAG Regional Planner, at [JackieG@abag.ca.gov](mailto:JackieG@abag.ca.gov) or 510-464-7994.

PDA Name: Fruitvale/Dimond

PDA Jurisdiction: City of Oakland

Data for the PDA	2008	2035 – Local Planning Assumptions
Population	38,068	48,253
Household Population		
Total Housing Units	10973	
Single-Family		
Multi-Family		
Persons per Unit		
Employed Residents	12,618	
Mean Household Income	49,973	
Total Jobs	11,137	20,227

Data Sources: DemographicsNow and ABAG Projections 2009

PDA Name: Fruitvale/Diamond

PDA Jurisdiction: City of Oakland

Housing Units			
	Existing in PDA		2007-2014 Jurisdiction Allocation
	At what time?	Planned in PDA Through what year?	
Very Low	725		1,900
Low	240		2,098
Moderate	45		3,142
Above (n/a)			7,489
Total	1,010	0	14,629

Data Sources: Oakland Housing & Community Development

\*(including 230 OHA  
units as of Nov 08 -  
most current data)

PDA Name: Fruitvale/Diamond

PDA Jurisdiction: City of Oakland

Data for the PDA	Existing	Planned
	2010	From 2011-2013
Zoning		
<p><b>Designations</b></p>	<p><u>Residential:</u> Small Lot Single-Family, Garden Apartments, Medium-Density, High Density</p> <p><u>Commercial:</u> Local Retail, Office, District Thoroughfare, Community Thoroughfare, etc Housing &amp; Business Mix</p> <p><u>Industrial:</u> Light Industrial, General Industrial Commercial-Industrial Mix</p> <p><u>Special Zones:</u> Transit Oriented Development Zone Transit Oriented Development Open Space Zone</p> <p><u>Overlay Zones:</u> Design Review</p>	<p><u>New Low- to Medium Density Residential Zones:</u> To be similar to existing</p> <p><u>New Commercial/Corridor Zones:</u> To allow for greater density along commercial corridors To allow for more flexibility in uses and a wider range of uses To be more form-based</p> <p><u>Existing Zones to be Retained:</u> Recently created or updated zones, including: Housing/Business Mix Commercial Commercial/Industrial Mix Transit Oriented Development Zone</p>
<p><b>Densities/FARs</b></p>	<p><u>Low- to Medium-Density Residential Zones:</u> Max residential density: 21.8 units/acre</p> <p><u>High-density Residential Zone:</u> Max residential density: 96.8 units/acre</p> <p><u>Neighborhood Commercial Zones:</u> Max residential density: 21.8 units/acre Max non-residential density: FAR 2.0-3.0</p> <p><u>Major Commercial Corridor Zones:</u> Max residential density: 96.8 units/acre Max non-residential density: FAR 3.0-7.0</p> <p><u>Commercial-Industrial Zone:</u> Max non-residential density: FAR 2.0-4.0</p> <p><u>Transit-Oriented Development Zone:</u> Max residential density: 96.8 units/acre Max non-residential density: FAR 4.0 (up to 6.0 conditionally permitted)</p> <p><u>Housing-Business Mix Zone:</u></p>	<p><u>Low- to Medium-Density Residential Zones:</u> Max residential density: Up to 30.0 units/acre</p> <p><u>High-Density Residential Zones:</u> Max residential density: Up to 125.0 units/acre</p> <p><u>Major Commercial Corridor Zones:</u> Max residential density: Up to 125.0 units/acre Max non-residential density: Up to FAR 5.0</p>

Total Commercial (sq. ft.)		
Office		
Retail		

Total Industrial (sq. ft.)		
Heavy Industrial		
Light Industrial		
Other Industrial		

Total Schools		
Pre-K Schools	3	
Elementary Schools		
Middle Schools		
High Schools		
Colleges/Universities		

Parks		
Total Number	3	
Total Acreage	7.87	

Parking (# Structures)		








Data Sources:

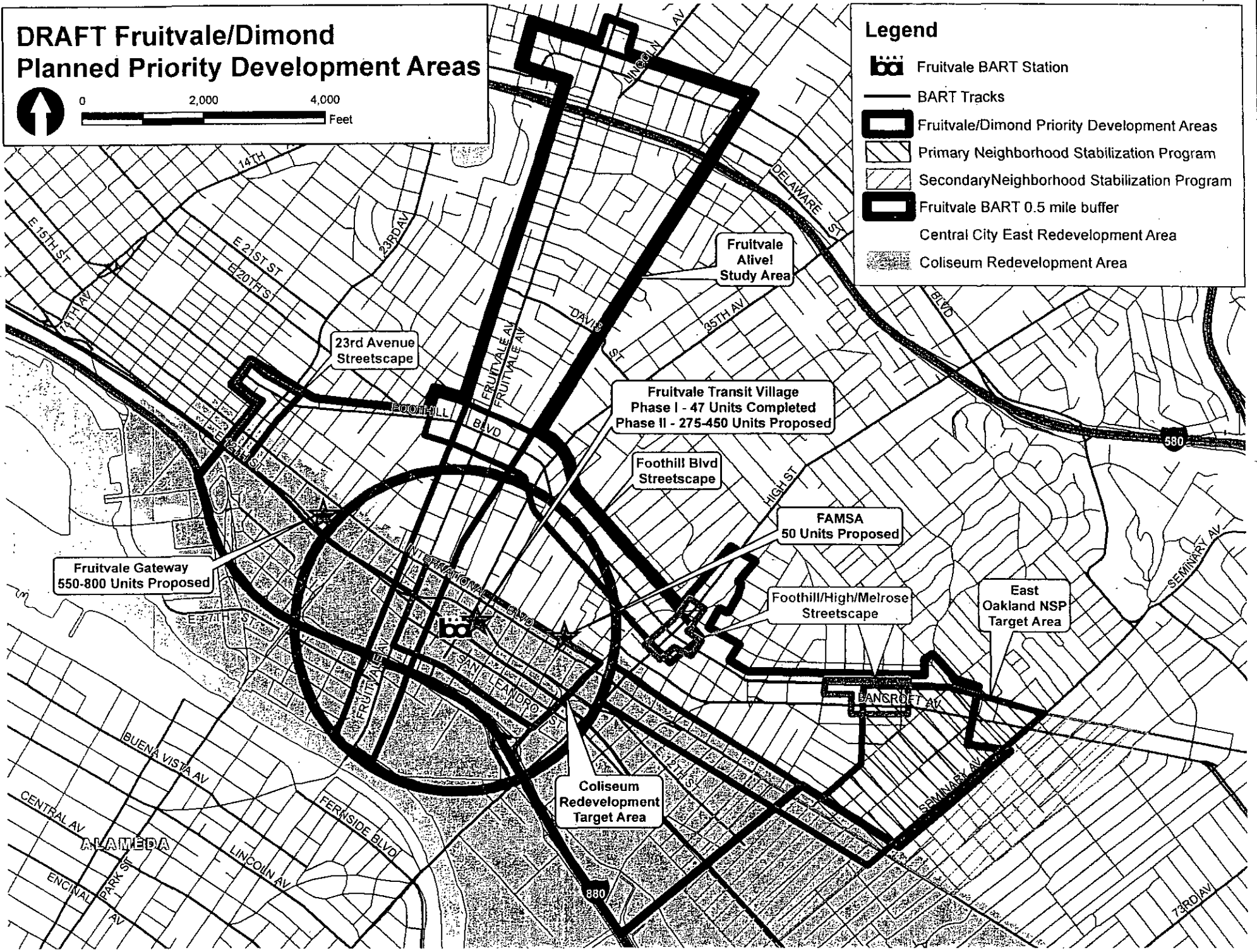
# DRAFT Fruitvale/Dimond Planned Priority Development Areas






















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Feet

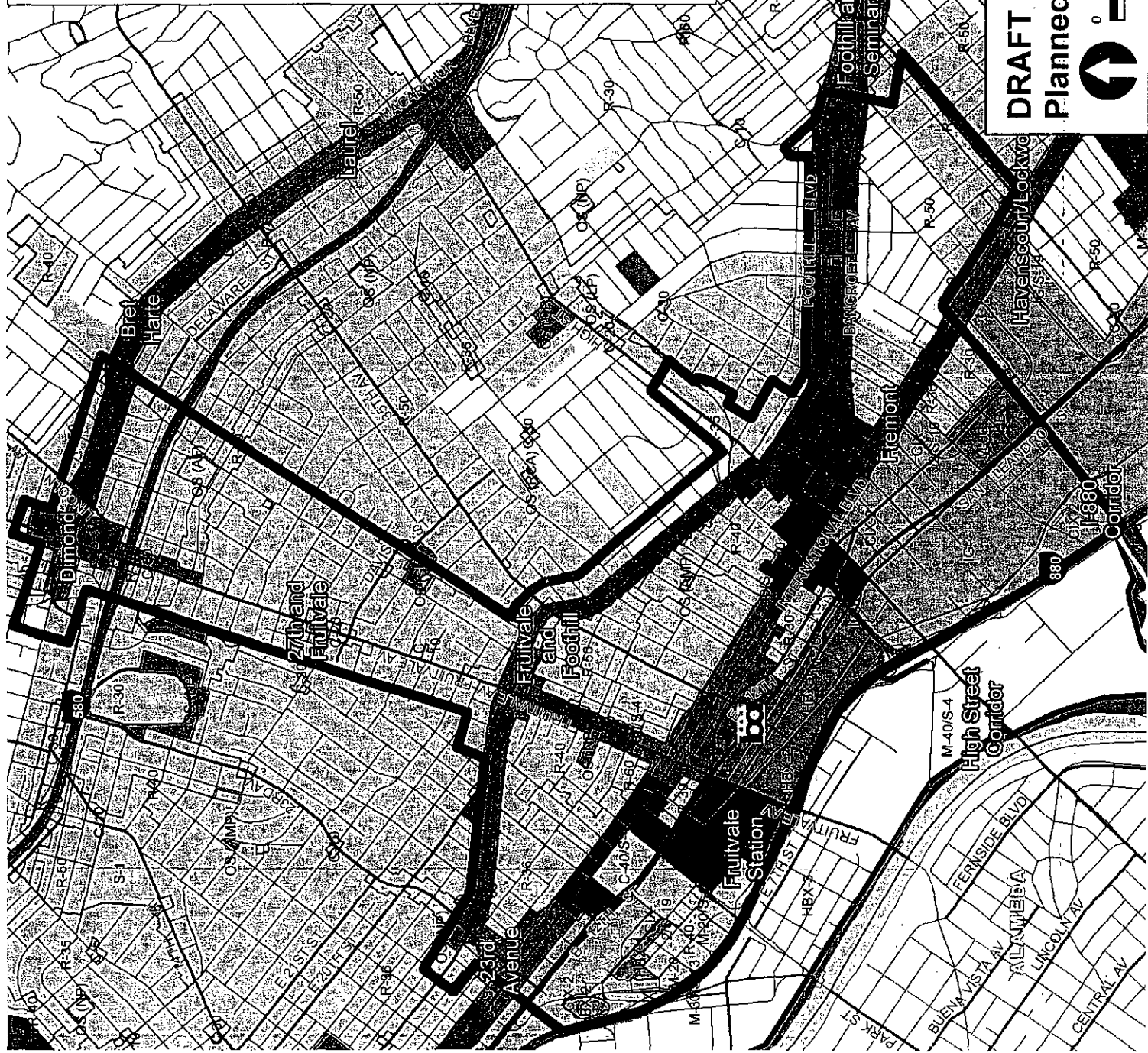
## Legend

-  Fruitvale BART Station
-  BART Tracks
-  Fruitvale/Dimond Priority Development Areas
-  Primary Neighborhood Stabilization Program
-  Secondary Neighborhood Stabilization Program
-  Fruitvale BART 0.5 mile buffer
-  Central City East Redevelopment Area
-  Coliseum Redevelopment Area

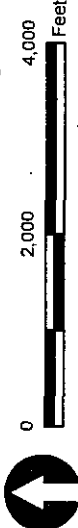


**Legend**

-  Fruitvale BART Station
-  BART Tracks
-  Fruitvale/Dimond Priority Development Areas
-  Zoning
-  Hillside Residential
-  Detached Unit Residential
-  Mixed Housing Type
-  Urban Residential
-  Neighborhood Center
-  Community Commercial
-  Housing and Business Mix
-  Central Business District
-  Regional Commercial
-  Business Mix
-  General Industrial/Transp
-  Institutional
-  Resource Conservation
-  Urban Open Space
-  Estuary Plan Area



**DRAFT Fruitvale/Dimond  
Planned-Priority Development Areas**



## The Overall Vision for Fruitvale/Dimond PDA

The current vision for the Fruitvale BART Station Area developed beginning with a community protest of a 1991 BART parking structure proposal. This resistance was transformed into an extensive community development process that resulted in BART withdrawing its plans and collaborating with the Spanish Speaking Unity Council, the City of Oakland, and the University of California at Berkeley's National Transit Access Center to develop a plan that better served the community by integrating the BART station with the commercial district. Since the construction of the resulting Fruitvale Transit Village, the crime rate around BART has dropped to one of the lowest in the system, and transit use is at an all-time high. In this area, increased building heights are permitted and residential parking requirements are reduced to maximize land use and encourage transit ridership.

The vision for the Fruitvale/Dimond PDA is based on the model of transit-oriented development exemplified in the area near the station. There are several locations in Fruitvale and Dimond Districts that are well-served by multiple nodes of transportation with a concentration of high-density mixed-use residential and commercial developments with community services, public space for cultural events, and pedestrian-oriented design. Additional opportunities for creating holistic, distinctive community places and mixed-use infill development on International Boulevard, Fruitvale Avenue, and MacArthur Boulevard are identified as keys to increased economic and community development.

## Realizing the Vision

The Fruitvale/Dimond area has a long history of rich cultural activities and a high volume of small neighborhood serving retail. In 2009, the Fruitvale/Dimond area was estimated to have a total population of 38,068, making this the most densely populated neighborhood in Oakland. The predominant ethnicities are Latino and Asian, and the median household income is estimated at \$39,757, well below the citywide median of \$48,699.

To set strategies for preservation and enhancement of Fruitvale's cultural resources and neighborhood quality of life, the Redevelopment Agency and its Central City East Project Advisory Committee (PAC) held a visioning and strategic planning workshop in February of 2008 to gain community input on the Five Year Implementation Plan. Through this workshop, the *Livable Community Priorities* was developed. Priorities for the Fruitvale area, in order of importance, were comprehensive planning, streetscape improvements, pedestrian safety and traffic calming measures, façade improvements, more open space, and increased community resources.

The City of Oakland is also taking major steps to address the need for quality low income housing in the Fruitvale area. The Redevelopment Agency has adopted a resolution to allocate 25 percent of the gross tax increment to the construction of affordable housing in redevelopment areas. However, part of the Fruitvale area (bounded by 55<sup>th</sup> Avenue, Seminary Avenue, Foothill Boulevard, and International Boulevard) has seen a high rate of foreclosures in the recent years. The area has been identified by Housing and Urban Development's (HUD) foreclosure data as a target for increased foreclosure assistance programs. The City has received \$8,250,668 in



Neighborhood Stabilization Program funds is working with HUD to implement these programs. There are currently 188 new affordable units, and 182 affordable units being rehabilitated, in predevelopment or under construction in the proposed Fruitvale/Diamond PDA. Additional proposed mixed-income housing projects include up to 1,320 new residential units, significantly adding to the potential of meeting growth projections, increasing transit ridership, and providing employment opportunities.

The Fruitvale/Diamond area has a high portion of transit-reliant residents and a retail economy that thrives on the heavy pedestrian traffic. However, many streets in the area lack continuity, pedestrian lighting, safe crossings, street trees, landscaping, bus shelters, and functional sidewalks. Extensive streetscape planning efforts have been made in this area, but few have been implemented due to lack of funding. Completed streetscape and transportation plans include the Fruitvale Alive Community Transportation Plan, the Foothill Boulevard Streetscape Design Project, the Foothill/High/Melrose Streetscape Design Master Plan, the International Boulevard Streetscape Plan, and the 23<sup>rd</sup> Avenue Streetscape Plan. Streetscape plans include recommendations that will improve safety, aesthetics, pedestrian and bicycle connections to transit, and foster neighborhood identity. Plans also aim to improve pedestrian connections between business districts and neighborhoods.

All streetscape plans were developed through community development processes that included stakeholder interviews, community meetings, and other third party input. Funding is still needed for preparation of feasibility studies, planning documents, environmental documents, engineering drawings, and construction.

### **Leadership in Smart Growth**

The Fruitvale Transit Village was the first true transit-oriented development in the Bay Area and has become a national model for smart growth. Fruitvale Transit Village Phase I converted a BART parking lot into a mixed-use transit-oriented development. It included 47 units of mixed income housing, 114,000 square feet of community services, 40,000 square feet of neighborhood retail, a 150 space parking garage, and a pedestrian plaza. Construction of the plaza and pedestrian improvements increased the connectivity between International Boulevard and the BART station, creating easy pedestrian access to the station. Since construction of the project, property values have increased, crime has dropped significantly, and retail vacancy has decreased around the station area.

Implementation of many facets of this project have successfully improved public safety and stimulated the local economy. The planned streetscape and transportation projects, when implemented, will create a cohesive network of safe pedestrian and bicycle paths, allowing more people access to transportation. Additional mixed-use developments, streetscape projects, and transportation enhancements in the area should further improve transit ridership and walkability, which will in turn promote retail and service activities that are supported by pedestrian patrons and provide jobs.

ACTION	TIMELINE	COST capital	COST operating	RESPONSIBILITY	POTENTIAL FUNDING SOURCE
<u>Street and Transportation Improvements</u>					
Fruitvale Alive Community Transportation Project (2005)	Short term	\$15.0		Public	Redevelopment, TLC/HIP, CIP, RTIP, Measure B, Measure 2, PHD
Foothill Boulevard Streetscape Project (2007)	Short term	\$8.8		Public	Redevelopment, TLC/HIP, Grants, BID, CCE Façade Improvement Program
Foothill/High/Melrose Streetscape Improvements (2009)	Short term	\$3.3		Public	Redevelopment, TLC/HIP, Grants
23rd Avenue Streetscape Improvement (2006)	Short term	\$3.7	(2 yrs. operating costs incl.)	Public	Redevelopment, TLC/HIP, Grants
International Boulevard Streetscape Project (2001)	Short term	\$0.7		Public	Redevelopment, TLC/HIP, Grants
Bulb outs, new sidewalks, crosswalks at intersections around Gateway Community Development Project (located at 29th Ave. and East 12th St.)	Short term	\$0.1		Private	Developer
<u>Recreation and Parks</u>					
Peralta Hacienda Park- Historic Core	Medium term	\$6.1		Public/private	Redevelopment, CIP, grants
Josie De La Cruz Park - Field/Masterplan	Medium term	\$0.7		Public/private	Redevelopment, CIP, grants
Cesar Chavez Park Improvements/Expansion	Medium term	\$2.5		Public/private	Redevelopment, CIP, grants
<u>Affordable Housing</u>					
Gateway Community Development Project - First-Time Homebuyer Assistance Program			\$	12 Private	Development agreement
<u>Foreclosures</u>					
Neighborhood Stabilization Program			\$	33 Public	HUD Neighborhood Stabilization Program
<b>TOTAL ESTIMATED BUDGET</b>		\$	41	\$	45
<div style="border: 1px solid black; padding: 5px;"> <p>Listed in order of priority Short term 0-5 years; Medium term 5-10; Long term 10+ Costs in Millions, Operating Costs Annual (20 year)</p> </div>					