



CITY OF HAYWARD
AGENDA REPORT

AGENDA DATE 06/19/07
AGENDA ITEM 2
WORK SESSION ITEM _____

TO: Mayor and City Council
FROM: Director of Community and Economic Development
SUBJECT: Authorization to Submit FOCUS Priority Development Area Designation Application

RECOMMENDATION:

It is recommended that the City Council adopt the attached resolution authorizing the City Manager to submit an application for FOCUS Priority Development Area designation, as noted in this report.

DISCUSSION:

In 2002, regional agencies, local governments, and community groups in the San Francisco Bay Area created a vision for the region to collaboratively address housing and traffic problems while improving the quality of life for all residents. The goal of the vision is to concentrate future growth near transit and within existing communities. FOCUS, short for *Focusing Our Vision*, is an initiative aimed at advancing the vision. FOCUS is a regional planning initiative spearheaded by the Association of Bay Area Governments (ABAG) and the Metropolitan Transportation Commission (MTC) in coordination with the Bay Area Air Quality Management District (BAAQMD) and the Bay Conservation and Development Commission (BCDC).

As noted at the June 12 work session, as part of the FOCUS process, regional agencies are working together with local agencies to help define areas within their communities where growth can best be accommodated. Local agencies are invited to apply to the regional agencies for Priority Development Area (PDA) designations. This is a voluntary, incentives-based program with an open application process that allows each jurisdiction to nominate areas that fit the three basic criteria: (1) areas are within an existing community; (2) areas are near existing or planned fixed transit or served by comparable bus capacity; and (3) areas are planned or in the planning process for more housing. Although process will be open again in 2008, the deadline for city's applications is June 29.

Incentives for applying for the PDA designation include funding for identified projects within the designated PDA. Although sources of funding have yet to be identified, regional agencies are in the process of securing funding from such sources as MTC's Transportation for Livable Communities and Housing Incentive Program, as well as additional discretionary funds from MTC's Regional Transportation Plan 2009 Update. FOCUS is a long-term strategy and new sources of incentives are likely to arise in the future that will be available to PDA's. In return for the designation, it is expected that local jurisdictions will commit to expedite development and support local policies that advance smart growth goals and local community aspirations in these areas. In summary, there does

not appear to be any consequences for applying for designation at this time and our competitive advantage for infrastructure improvements may be increased.

Each jurisdiction must submit a separate application for each area within their community for which they wish to seek designation. The application must include information about the area, a map of the area, a narrative explaining the overall vision for the area and a resolution from the City Council showing support for involvement in the FOCUS process.

Staff is proposing to apply for this designation in three areas within the City: (1) South Hayward BART; (2) Downtown; and (3) the Cannery. These three areas of Hayward are located within ½ mile of transit, either BART stations or AMTRAK, and all are areas where additional housing development is planned. The South Hayward BART Concept Design Plan calls for up to 1,000 additional residential units around the South Hayward BART Station. Although limited, the Downtown area offers additional housing opportunities at C and Main Streets, as well as opportunities for housing above ground-floor retail within the core downtown area. The Cannery Area Design Plan indicates a total of 786 to 962 residential units of which 800 units have been entitled. Staff believes these areas meet the program's criteria and will benefit the City in the long-term.

Once an area is designated as a PDA, the area will be able to apply for planning and capital grants. Examples of planning grants include funding for new area-wide specific plans or precise plans. Examples of capital grants include funding for transportation projects, including bicycle and pedestrian projects, housing projects, water/sewer capacity, parks and urban greening, and streetscape improvements. Applications for PDA designation will be reviewed to see how they address regional goals and policies. The regional policies and goals include but are not limited to community improvements that improve the area for residents, expansion of housing opportunities, providing infrastructure and land uses that facilitate walking, bicycling, and transit alternatives as well as sustainability. The following projects have been chosen for each area based upon their attention to those regional goals and policies. Based on the discussion at the June 12 work session, the list of projects for the South Hayward BART area has been modified to incorporate pedestrian and bicycle improvements on Dixon Street.

South Hayward BART

- **Pedestrian/bicycle bridge over Tennyson Road:** To facilitate north-south pedestrian and bike movement around the BART station area
- **BART parking structure adjacent to station:** Although the City does not have a specific proposal at this time, there is interest from BART to construct one in conjunction with development of its property
- **Improvements for pedestrians and bicyclists:** General improvements within the vicinity of the BART station in accordance with the South Hayward BART/Mission Boulevard Concept Design Plan
- **Valle Vista Community Center and Park:** 4.5 acres at the southeast corner of Mission Boulevard/Valle Vista Avenue; potential funding could be used for acquisition of land and/or improvements within the park
- **Dixon Street Improvements:** Modifications to Dixon Street to better accommodate pedestrians and bicyclists

Downtown

- **Enhanced decorative street lighting in the downtown core:** To unify the area architecturally
- **Enhancement of pedestrian facilities:** Wider sidewalks along Foothill Boulevard and additional landscaping
- **Enhancement of bicycle facilities:** Creation of additional bicycle routes within the downtown core area per the Route 238 Corridor Improvement Project

The Cannery

- **Pedestrian bridge over the AMTRAK tracks:** To facilitate movement from the established neighborhoods on the west side of the tracks to the east side where the Cannery area residential developments, new Cannery Park, and new Burbank School will be constructed
- **C Street pedestrian and bike improvements:** including reduced lane widths, an added bike lane, and additional landscaping between the Cannery area and downtown BART

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Recommended by:



Susan J. Daluddung, Ph.D.
Director of Community and Economic Development

Approved by:



Jesús Armas, City Manager

Attachment: Draft Resolution

6/14/07

DRAFT

HAYWARD CITY COUNCIL

RESOLUTION NO. _____

Introduced by Council Member _____

**RESOLUTION AUTHORIZING THE CITY MANAGER TO
SUBMIT AN APPLICATION TO THE REGIONAL
AGENCIES FOR PRIORITY DEVELOPMENT AREA
DESIGNATIONS**

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, 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.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Hayward, in conjunction with the Association of Bay Area Governments (ABAG), the Metropolitan Transportation Commission (MTC) in coordination with the Bay Area Air Quality Management District (BAAQMD) and the Bay Conservation and Development Commission (BCDC), authorizes submitting an application to designate the South Hayward BART station area, the Downtown area, and the Cannery within the City as part of a priority development area comprised of areas from each of the other jurisdictions and authorizes City of Hayward to act as the lead applicant.

