



CITY OF HAYWARD
AGENDA REPORT

AGENDA DATE 06/12/07

AGENDA ITEM _____

WORK SESSION ITEM WS#2

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

RECOMMENDATION:

It is recommended that the City Council review and comment on 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 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.

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

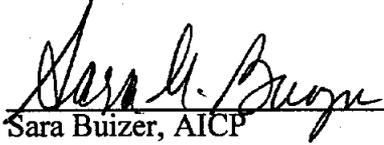
Downtown

- **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

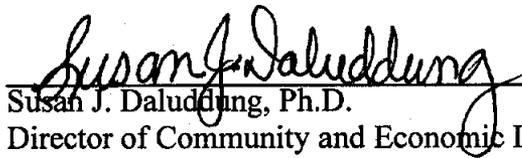
- **Pedestrian bridge over the AMTRAK tracks:** To facilitate movement from the established neighborhoods on the west side of the tracks to the east side where the Cannery area residential developments, new Cannery Park, and new Burbank School will be constructed
- **C Street pedestrian and bike improvements:**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

Prepared by:



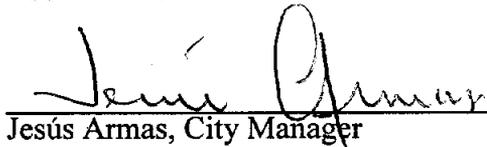
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Recommended by:



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

Approved by:



Jesús Armas, City Manager

Attachments: Exhibit A: FOCUS Program FAQ
Exhibit B: Maps of Area

6/7/07

FOCUS

Application for Priority Development Area Designation Frequently Asked Questions

May 2007

Eligibility Questions

Who can submit an application for priority development area designation?

Any town, city, or county government, transit agency, or congestion management agency within the nine county San Francisco Bay Area can apply as the lead applicant for priority area designation. Multiple jurisdictions can submit a joint application for an area. When a transit agency or county congestion management agency is the lead applicant, the local jurisdiction(s) must agree to participation and still need to provide a resolution adopted by the local legislative body. Private and other public entities cannot be lead applicants but can partner with or show support for the lead applicant.

What is meant by comparable bus service?

Comparable bus service is referenced as part of the transit criteria for areas eligible for consideration as priority development areas. Comparable bus service means that bus service in the area is or is planned to be frequent enough to support the need of current and future residents. Frequency will vary by community, but a target, given examples of frequent bus service in this region, is headways of approximately 5 to 15 minutes.

Is the 100 acre recommended minimum area size a requirement?

The recommended minimum area size is intended to emphasize that applications are for "areas" and not "projects." The identification of areas facilitates area planning which provides a broader lens through which to look at land uses, potential connections and opportunities, and resident needs over the long term.

Is there a limit to the size of the area or the number of areas submitted by an individual jurisdiction?

No, a priority development area can be as large as the local government determines is necessary to fit their planning needs. Additionally, no limit exists on the number of areas that can be submitted as part of the application for priority development area designation.

Application Submission Questions

Is a resolution adopted by the local legislative body required as part of the application?

Yes, a copy of an adopted resolution is required as part of the application for priority development area designation, but it need not be submitted simultaneously. If the lead applicant is not a local government, but instead a transit agency or congestion management agency, a resolution is still required from each participating jurisdiction as part of the application.

NOTICE: Resolutions will be accepted until Friday, September 7, 2007 to provide applicants extra time to request these from their local legislative body. A sample resolution is posted online at

<http://www.bayareavision.org/focus/applicationprocess.html>.

For more information, visit

<http://www.bayareavision.org/focus/applicationprocess.html>.

What is the deadline for submitting applications?

The deadline for application submission is 5:00 p.m. on Friday, June 29, 2007. Resolutions will be accepted until Friday, September 7, 2007.

Application Review Questions

How and by whom will applications be reviewed?

After the application deadline, applications will be reviewed by staff for completeness and eligibility. Staff and a broad based committee composed of local government peers from the FOCUS Technical Advisory Committee and Congestion Management Agencies and stakeholder representatives will review plans to see how they address regional goals and policies. Staff will work with applicants to answer the following questions to summarize the areas submitted:

1. Community Improvement
How were the plans developed with community members to build upon existing assets, address existing needs, forestall displacement, and improve the area for both present and future residents?
2. Housing Choice
How do the plans help expand housing tenure, affordability, form and density choices for the area and for the region?
3. Transportation Choice
How do the plans, through the provision of infrastructure and through the location of land uses, facilitate walking, bicycling and transit alternatives to automobile travel?
4. Land-use compatibility
How do the plans address adjacency issues and respect potentially conflicting but essential land-use and circulation functions?
5. Sustainability
How do the plans address and balance each of the three e's—economy, equity, and environment—to ensure net positive benefits for each?

Feedback provided to applicants based on these summaries is only intended to help prepare jurisdictions that will have designated priority development areas with the next application for financial incentives and technical assistance. These questions will not affect designation status.

When will an applicant be notified that the area(s) submitted will be recommended for regional designation as priority development areas?

Applicants will be notified after comments from staff and the review committee are compiled in August 2007.

Designation Questions

What are the benefits of designating priority development areas?

Several benefits exist. First of all, the identification of priority areas forms a foundation for a coordinated regional planning strategy for where growth should go and where incentives should follow. Secondly, designation informs regional agencies of jurisdictions that want and need assistance in these areas. Additionally, a regional expression of priorities can help connect with State efforts and programs.

Who will designate priority development areas and when will they be adopted regionally?

Designation of priority development areas is a voluntary process. Only those areas submitted by local governments in their application for priority development area designation will be considered for designation by regional agencies. The areas recommended by the review committee will be presented in Fall 2007 to ABAG for regional adoption as designated priority development areas.

What will it mean to be designated a planned or a potential priority development area?

Through the application review process, areas will be categorized based on where they are in a planning process and be recommended for designation as a planned or potential priority development area. This distinction will enable planned areas to be eligible to apply for capital and planning grants, and potential areas to be eligible to apply for planning grants when an application for funding is available. Potential areas are areas that have not yet completed sufficient planning work to establish capital needs, while planned areas have.

Incentive Questions

What types of grants and technical assistance will be available through the next incentives application process for designated priority development areas?

Designated priority development areas will be able to apply for planning grants and capital grants, depending on the area's planning status. Examples of planning grants include funding for new area-wide specific plans or precise plans, to update one of these plans, for an EIR to implement a plan, etc. Examples of capital grants are funding for transportation projects, including bicycle & pedestrian projects, housing projects, water/sewer capacity, parks/urban greening, streetscape improvements, etc. A suite of technical assistance services are being developed by regional agencies. Examples of technical assistance include assistance with policy development to implement existing plans, model ordinances, economic analysis, photosimulations to depict future conditions, local workshops and tours, etc. Feedback provided on the application for priority development area designation regarding these types of grants and technical assistance will allow regional agencies to develop an incentives package that can truly be tailored to the needs of local governments.

How much funding will be available through the next application process for designated priority development areas?

Jurisdictions with designated priority development areas should expect to be able to apply for funding and technical assistance soon after designation in Fall 2007. It is uncertain how much funding will be available at this time. However, this is a long-term regional planning process, and regional agencies are committed to securing financial incentives for designated priority development areas. Several incentive sources are being explored to establish a grant program for designated priority development areas, such as existing regional agency programs and state level funding sources. Examples of programmatic sources under review include MTC's 2009 Regional Transportation Plan Update, Transportation for Livable Communities, and Housing Incentives Program. State level funds, such as Propositions 1C and 84, may also be tied to FOCUS.

General Program Questions

How often will a call for applications for priority development area designation be made?

Once the first round of priority development areas are designated in Fall 2007, jurisdictions that chose not to submit applications will have periodic opportunities to apply for designation. The next opportunity to apply for designation is expected to be about this time next year.

Will there be a similar application process to designate priority conservation areas?

Yes, the priority conservation area designation process will be similar to the process for designation of priority development areas. Local governments will have the opportunity to designate priority conservation areas through a nomination process. Local jurisdictions can expect to see a notice regarding priority conservation areas in late June 2007. Priority conservation areas will be adopted along with priority development areas by ABAG in Fall 2007.

Does designation as a priority development area effect a jurisdiction's current Regional Housing Needs Allocation requirements?

No, the Regional Housing Needs Allocation is a State mandated process, while designation as a priority development area is a voluntary process for local jurisdictions and the region to develop a regional planning strategy. The San Francisco Bay Area is required to develop a methodology for distributing the State's regional housing need number among the region's jurisdictions, and this methodology has already been determined for the 2006-2014 RHNA cycle.

DUE TO THE LENGTH OR COLOR OF
THE REFERENCED EXHIBITS, THEY
HAVE BEEN ATTACHED AS SEPARATE
LINKS.