

FOCUS

a development and conservation strategy
for the San Francisco Bay Area



Application Guidelines for Priority Development Area Designation

Released: April 6, 2009

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.

FOCUS is a partnership of four regional agencies.

www.bayareavision.org • FOCUS@abag.ca.gov • 510-464-7993



I. FOCUS Overview

FOCUS is a regional incentive-based development and conservation strategy for the San Francisco Bay Area. Regional agencies address climate change, transportation, housing, the economy, and other issues that transcend city boundaries but impact all members of the region. FOCUS unites the efforts of four regional agencies into a single program that encourages future population growth in areas near transit and within the communities that surround the San Francisco Bay. Concentrating housing in these areas offers housing and transportation choices for all residents, while helping to reduce traffic, protect the environment, and enhance existing neighborhoods. FOCUS also guides conservation efforts towards the region's most important natural resources.

FOCUS is led by the Association of Bay Area Governments (ABAG) and the Metropolitan Transportation Commission (MTC), with support from the Bay Area Air Quality Management District (BAAQMD) and the Bay Conservation and Development Commission (BCDC)—in partnership with congestion management agencies, transit providers and local governments throughout the Bay Area. It is partially funded by a Blueprint Grant from the State of California Business, Transportation, and Housing Agency.

Applications are now being accepted for Priority Development Area designation. Priority Development Areas support focused growth by accommodating growth as mixed use, infill development near transit and job centers, with an emphasis on housing. Local governments who meet the application criteria are invited to submit an application for an area within their jurisdiction. Participation in this designation process is voluntary. This application period is the third time local governments have been invited to submit applications.

The designation of Priority Development Areas informs regional agencies where incentives and assistance are needed to support local efforts in creating complete communities. Regional agencies have been developing programs for technical assistance, planning grants, and capital infrastructure funding that these areas will be eligible to apply for. This designation helps connect those jurisdictions with funding opportunities, but many of the funding programs are still highly competitive. Those jurisdictions with Priority Development Area goals closely aligned with program criteria can be more successful than other areas. Over 100 Priority Development Areas have been adopted by the ABAG Executive Board. To learn more about the FOCUS Initiative and adopted Priority Development Areas, visit the Focused Growth website at www.bayareavision.org.

II. Eligibility for Applicants and Areas

Any town, city, or county government 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. As part of the application, the lead applicant will need to provide a copy of a resolution adopted by the town/city council or board of supervisors showing support for involvement in the FOCUS process. Private and other public entities cannot be lead applicants but can partner with or show support for the lead applicant. In the case of a multiple jurisdiction

application for designation of an area, a transit agency or county congestion management agency may be the lead applicant. The lead transit agency or congestion management agency will need to contact regional agency staff for approval, and a resolution from each participating jurisdiction will still be required as part of the application.

Applicants must demonstrate that an area proposed for designation as a priority development area meets all of the following criteria:

- The area is within an existing community.
- The area is near existing or planned fixed transit (or served by comparable bus service).
- The area is planned or is planning for more housing.

III. Designation Criteria Definitions

The following definitions are intended to clarify the designation criteria.

Area - means the planning area being proposed for designation as a priority development area under the FOCUS program. Since the program seeks to support area planning, the recommended area size is 100 acres, which is approximately a ¼ mile radius.

- A *planned area* is part of an existing plan that is more specific than a general plan, such as a specific plan or an area plan.
- A *potential area* may be envisioned as a potential planning area that is not currently identified in a plan or may be part of an existing plan that needs changes.

Existing Community – means that the area is within an existing urbanized area, lies within an urban growth boundary or limit line if one is established, and has existing or planned infrastructure to support development that will provide or connect to a range of services and amenities that meet the daily needs of residents making non motorized modes of transportation an option.

Housing – means the area has plans for a significant increase in housing units, including affordable units, which can also be a part of a mixed use development that provides other daily services, maximizes alternative modes of travel, and makes appropriate land use connections.

Near Transit – means that the area is typically a half mile from rail stations and ferry terminals, high frequency bus or bus rapid transit corridors.

IV. Application Review Process

The application review process involves four steps. First, upon receipt, applications will be checked for completeness and eligibility. Second, staff recommendations will be made for designation of eligible areas as a Planned or Potential Priority Development Area based on the planning status for the area's development vision and submission of the supporting local government resolution. In general, these categories relate to readiness for funding: a Planned area would be eligible for capital infrastructure funds, planning grants, and technical assistance while a Potential area would be eligible for planning grants and technical assistance, but not capital infrastructure funds. Lastly, the staff recommendations will be presented to ABAG's

Regional Planning Committee for approval and then to ABAG's Executive Board for regional adoption. Regional agency staff will be in communication with applicants throughout the application process to discuss their application.

V. Timeline for Priority Development Area Designation

Application made available	April 6, 2009
Application workshops for interested applicants	May 2009
Application deadline	June 12, 2009
Resolution deadline	July 17, 2009
Staff review of applications	July 2009
Recommendations presented to ABAG's Regional Planning Committee for endorsement to Executive Board	August 5, 2009
Recommendations presented to ABAG's Executive Board for regional adoption	September 17, 2009

VI. Application Form and Submission Instructions

The following are the basic steps in accessing and submitting an application:

1. Download an electronic version of the application (Application for Priority Development Area Designation) from the FOCUS website: www.bayareavision.org
2. Fill out an application and compile the documents requested in the application form for **each** area. A sample local government resolution, Excel files for entering additional PDA information and budget information, and the Station Area Planning Manual are also available on the FOCUS website.
3. Submit an electronic version of the application form and associated documents requested in the application for each area to FOCUS@abag.ca.gov.
4. Mail one hard copy of the application and attachments for each area to the following mailing address:

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

The application submission deadline is 5:00 p.m. on Friday, June 12, 2009. The local government resolution can be submitted by Friday, July 17, 2009.

VII. Contact Information

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

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

Part 1 - APPLICANT INFORMATION & AREA DETAILS	
<u>Attach</u> resolution showing local support for involvement in FOCUS	
a. Lead Applicant -City/County	
Contact Person	
Title	
Department	
Street Address	
City	
Zip Code	
Phone Number	
Fax Number	
Email	
b. Area Name and Location	
c. Area Size (<i>minimum acreage = 100</i>)	
d. Public Transit Serving the Area (existing and planned)	
e. Place Type (Identify based on the Station Area Planning Manual)	

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 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 type="checkbox"/>	<input type="checkbox"/>
c. Is the proposed priority area within the boundaries of a redevelopment area?	<input type="checkbox"/>	<input type="checkbox"/>

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Part 4 – MAP OF PRIORITY DEVELOPMENT AREA
<u>Attach</u> 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
<u>Attach</u> separately a maximum two-page (8½ x 11 with 12 point font) narrative that addresses the following questions and provides any other relevant information.
<ul style="list-style-type: none"> ▪ 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)		
<small>Note: Assistance is not being offered at this time. This information will aid the development of a tools and incentives package for designated areas.</small>		
TECHNICAL ASSISTANCE	REQUEST FOR PLANNING GRANTS	REQUEST FOR CAPITAL GRANTS
<input type="checkbox"/> Assistance with policies to implement existing plan <input 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 type="checkbox"/> Funding to update existing area-wide specific plan or precise plan <input type="checkbox"/> Funding for EIR to implement existing area-wide plan <input type="checkbox"/> Other:	<input type="checkbox"/> Funding for transportation projects (including pedestrian/bicycle) <input type="checkbox"/> Funding for housing projects <input type="checkbox"/> Funding for water/sewer capacity <input type="checkbox"/> Funding for parks/urban greening <input type="checkbox"/> Funding for streetscape improvements <input type="checkbox"/> Other:

Part 7 – INFRASTRUCTURE BUDGET FOR PRIORITY AREA
Please <u>attach</u> 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 by 5:00 p.m. Friday, June 12, 2009. The local government resolution can be submitted by Friday, July 17, 2009. 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

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