

FOCUS



APPLICATION GUIDELINES FOR PRIORITY DEVELOPMENT AREA DESIGNATION

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FOCUS, short for Focusing Our Vision, is a multi-agency, regional planning initiative spearheaded 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.



Association of Bay Area Governments



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CONSERVATION
AND
DEVELOPMENT COMMISSION

FOCUSING OUR VISION (FOCUS) PROGRAM

Application Guidelines for Priority Development Area Designation

I. Program Overview

FOCUS, short for Focusing Our Vision, is a multi-agency, regional planning initiative spearheaded by 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. It builds upon regionally adopted smart growth policies and related programs and is one of several projects funded by the State's Regional Blueprint Planning Program. Regional agencies, working with local governments and partners, will create a specific and shared concept of where growth can be accommodated and what areas need protection in the region.

FOCUS goals support a future development pattern that is compact and connected. Identifying priority development areas with local governments and partners can help focus the region's growth. Priority development areas seek to accommodate growth as mixed use, infill development near transit and job centers, with an emphasis on housing.

Visit www.bayareavision.org/focus for more FOCUS information.

Call for Applications

Applications are now being accepted for priority development area designation under the FOCUS program. Local governments in the nine county San Francisco Bay Area are invited to apply for regional designation of an area within their community as a priority development area. Designation informs regional agencies which areas want and need assistance and expresses the region's priorities for growth, which can help connect with state efforts and programs. The deadline for submitting an application is June 29, 2007.

Applications will be reviewed and evaluated, and areas that meet the designation criteria will be recommended for regional adoption as designated priority development areas. Jurisdictions that choose not to submit applications at this time will have periodic opportunities to apply for designation. Although, specific incentives are not yet available, regional agencies are committed to securing incentives and providing technical assistance to designated priority areas so that positive change can be achieved in communities working to advance smart growth goals. In return, the expectation is that local jurisdictions will commit to expedite development and support local policies that advance smart growth goals and local community aspirations in these areas. Once regional incentives for designated priority development areas are established, a separate incentives application will be made available.

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 reviewed by staff. The review will check for completeness and eligibility. Second, applications will be categorized by the planning status for the area's development vision. Third, a broad based committee will evaluate applications and provide comments. Lastly, areas that meet the designation criteria will be recommended as priority development areas to ABAG's General Assembly 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

Applications made available	April 19, 2007
Application workshops for interested applicants	May 2007
Application deadline	June 29, 2007
Regional agency staff review applications	July 2007
Broad based committee evaluates applications	August 2007
Draft recommendations released for public comment and presented at regional outreach meetings	September 2007
Recommendations presented to ABAG's General Assembly for regional adoption	October 2007

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 Bay Area Vision website:
www.bayareavision.org/focus
2. Fill out an application and compile the documents requested in the application form for **each** area.
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
Metropolitan Transportation Commission
Bay Area Air Quality Management District
Bay Conservation and Development Commission
P.O. Box 2050
Oakland, CA 94604-2050
Attn: Jaqueline Guzman

The application submission deadline is 5:00 p.m. on Friday, June 29, 2007.

VII. Contact Information

For questions regarding the application, please contact Jaqueline Guzman, ABAG Regional Planner, at JackieG@abag.ca.gov or 510.464.7994 or Doug Johnson, MTC Transportation Planner, at djohnson@mtc.ca.gov or 510-817-5846.