



Visions for  
Priority Development Areas  
**Jobs-Housing  
Connection  
Strategy**

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**BayArea  
Plan**



ASSOCIATION OF BAY AREA GOVERNMENTS



METROPOLITAN  
TRANSPORTATION  
COMMISSION



## Table of Contents

<b>Section</b>	<b>Page</b>
<b>Alameda County</b>	<b>2</b>
<b>Contra Costa County</b>	<b>16</b>
<b>Marin County</b>	<b>26</b>
<b>Napa County</b>	<b>28</b>
<b>City and County of San Francisco</b>	<b>29</b>
<b>San Mateo County</b>	<b>34</b>
<b>Santa Clara County</b>	<b>41</b>
<b>Solano County</b>	<b>47</b>
<b>Sonoma County</b>	<b>51</b>

## Visions for Priority Development Areas

The Jobs-Housing Connection Strategy builds upon a rich legacy of integrated planning in the Bay Area. For over a decade, the region and its local governments have been working together to encourage growth of jobs and housing production in areas supported by amenities and infrastructure. In 2008, ABAG and MTC created a regional initiative to support these local efforts called FOCUS. Through FOCUS, local governments identified Priority Development Areas (PDAs) and Priority Conservation Areas (PCAs). These Priority Development and Conservation Areas are the implementation framework for the Jobs-Housing Connection Land Use Strategy.

In PDAs, new development would support the needs of residents and contribute to a pedestrian and-transit friendly environment. While PDAs were originally established to address housing needs in urban settings, they were later broadened to address employment centers and rural settings. Local jurisdictions have defined the character of their PDAs according to existing conditions and future expectations as regional centers, city centers, suburban centers, transit town centers or rural centers, among other place types. PCAs are regionally significant open spaces for which there exists a broad consensus for long-term protection. PDAs and PCAs complement one another because promoting compact development within PDAs takes development pressure off the region's open space and agricultural lands.

The planning processes for these key infill, transit-oriented neighborhoods are local efforts informed by a range of community members that involve hard work to address a unique and complex range of local goals and issues. The Jobs-Housing Connection Strategy is designed to connect these efforts and advance dialogue around a sustainable regional growth pattern that recognizes local aspirations and the distinctive characteristics of our region's neighborhoods and communities. This is not a simple compilation of local proposals; rather it is the result of an ongoing dialogue on enhancing community and regional qualities for future generations.

The following narratives provide a brief description of Priority Development Areas in the future as envisioned by local jurisdictions through their specific plans. They are organized by county and place-type.

## ALAMEDA COUNTY

Located just across the bay from San Francisco, Alameda County is the most centrally located county in the region. Its location provides good access to jobs and a diverse array of natural amenities make it an attractive choice for residents and business. The University of California, Berkeley, Lawrence Livermore Laboratory, and Disney Pixar Studio are some notable employers located within its boundaries.

Alameda County is home to the City of Oakland, the third largest city in the region, the Port of Oakland, one of the country's busiest container ports, nineteen BART stations, and an enviable park system. Alameda County has long been a major hub of economic activity in the Bay Area and is projected to grow significantly by taking on 23% of total regional household growth, or 154,000 additional units, and 21% of total regional job growth or 253,000 jobs. The Jobs-Housing Connection Strategy envisions these new homes and jobs primarily in neighborhoods along major transportation corridors in Oakland, Emeryville, Dublin, and Fremont, where they will be served by rapid bus, Bus Rapid Transit (BRT) and BART.

### REGIONAL CENTER

#### **Oakland - Downtown & Jack London Square**

Downtown and Jack London Square constitute premier central districts of the East Bay. Broadway, the main street of Oakland and downtown gateway to Jack London Square, is a critical corridor in downtown, as well as other adjacent residential neighborhoods and the "Pill Hill" medical campuses. This transit rich environment is served by two BART stations, bus routes and shuttle services. Oakland endeavors to make downtown and Jack London Square centers of culture, night life, business, innovation, shopping and civic life. It is envisioned that transit oriented development paired with a retail strategy will connect developments along Broadway. Development projects tied to key Oakland BART stations along the Broadway corridor will create a mix of housing, commercial uses and open space designed to encourage compact infill and efficient use of land capacity within the existing communities. Infrastructure improvements will include utility services, access



improvements and amenities for pedestrians, bicycles, and buses making it an ideal location to live, work and play.

## CITY CENTER

### **Berkeley - Downtown Berkeley**

The Downtown Berkeley Priority Development Area is centered on the Downtown Berkeley BART station in the heart of the city immediately adjacent to the campus of UC Berkeley

The vision for the downtown is to build on the area's cultural, educational, and historic assets to ensure that downtown is truly healthy, livable, and economically vital. The plans call for adding new higher-intensity, mixed-use development in the core area near BART and the AC Transit hub in ways that respect the area's existing historic character.

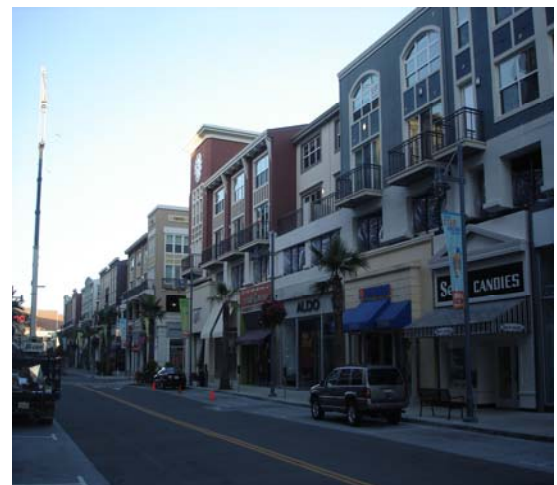


To foster this sense of downtown as a complete neighborhood, the downtown land use pattern will encourage more residential development, promote a wide variety of restaurants, small shops, and business to create a thriving and diverse retail environment as well as add more open spaces and landscaping and streetscape improvements throughout the downtown core. Over time, the addition of more residents, promotion of a vibrant mix of uses, and improvements to the public realm will help to create a vital and appealing neighborhood that make streets more safe and comfortable to encourage walking, bicycling, and transit use as alternatives to driving.

### **Emeryville - Mixed Use Core**

The goals for this area include the creation of an urban, diverse and inclusive city that offers distinctive districts and livable neighborhoods; an enhanced and connected open space network and green streets; a walkable, fine-grained street network that emphasizes pedestrians; a diversity of transportation modes and choices; and sustainability and innovation, with respect for the past.

Emeryville is planning to continue to expand housing options over the next 20 years. The highest intensity uses will primarily be around the Amtrak station and the nearby Powell/Christie core area. Development of new homes in mixed-use areas will provide residents with easy access to nearby shops, services, and jobs. To





complement this new development, the City is working to develop new parks and greenways and a Center for Community Life, which will combine social, education, and recreation resources in a single location.

### **Fremont - Central Business District**

The vision for the Central Business District and Fremont BART Station PDA is a core area of vibrant commercial and office uses integrated with residential mixed-use development. The core area is surrounded by high- and medium-density residential developments that take advantage of existing infrastructure, including the Fremont BART Station and bus connections. The Fremont BART Station acts as a public-use anchor for the north end of the PDA, which has the greatest concentration of housing. Commercial retail development with the potential for residential units on the floors above will anchor the south end of the PDA. Between these two anchors, the City envisions a public realm that encourages pedestrian activity and safely and conveniently connects the major destinations and gateways in the PDA.



The plan for the Central Business District envisions a complete downtown center in Fremont, with a mix of housing, retail, medical, and office uses. The plan creates a central, urban environment within the City of Fremont that helps to accommodate regional housing needs, supports transit ridership and retail tenants, reduces automobile dependence and vehicle miles traveled, and provides for livable neighborhoods that also serve as an asset to the community at large.

### **Hayward - Downtown**

The downtown plan calls for new housing clustered around an easily accessible transit hub for BART and buses, revitalized retail connecting directly to the transit center and housing, and civic buildings re-assuming their traditional stature as monuments within the town fabric. Hayward envisions an additional new housing units and jobs through future downtown development. Plans for Downtown Hayward envision the transformation of the area into a focal point for the Hayward community. This neighborhood offers a wide range of housing choices, including affordable housing options, stores and services in close proximity to BART and other public transit services.



### **San Leandro - Downtown**

In the future, retail mixed-use development, with pedestrian-oriented retail on the ground floor and housing above, will rise around San Leandro's existing retail downtown core along East 14<sup>th</sup> Street and Washington Avenue. Residential densities in these areas range from a medium to high with a minimum height of two stories for buildings along East 14<sup>th</sup> Street. The growth calls for mixed-use office development near Davis Street and San Leandro Boulevard to complement existing office buildings in the area. Transit-oriented development is particularly encouraged in the areas around BART and between the BART station and downtown core. Development to the east of the BART station, closest to downtown, will include a mix of uses with residential densities.



### **Union City - Intermodal Station District**

Union City's vision is to transform this underutilized area into community focal point that would take advantage of the numerous transit services available. The city envisions a dynamic pedestrian-and transit-oriented neighborhood with housing, jobs, shopping, and community facilities surrounding a regional transit hub and a mixed-use district that will create a neighborhood for people to live and work. Retail and childcare will also be available. To encourage people to choose transit, the plan establishes a new development pattern that incorporates more intensive land uses and reduces dependence on automobile access. It will provide easy pedestrian access to the station as well as connections to surrounding residential areas and community amenities.

## **SUBURBAN CENTER**

### **Dublin - Dublin Transit Center**

Plans for the Dublin Transit Center call for the creation of a vibrant, pedestrian-friendly and high-density mix of office, residential, and retail uses within easy walking distance of the BART station. The area accommodates office buildings up to ten stories high. The plan also includes ancillary retail located in the ground floors of the buildings along Iron Horse Parkway and locates a village green at the center of the residential areas, at the western end of Digital Drive.

### **Dublin - Town Center**

The Dublin Town Center Priority includes a mix of housing types—including single-family detached, town homes, condominiums, and apartments. It is intended to become a visually distinctive central business district and



community center. The city envisions the Town Center as a walkable area with locally-serving businesses within walking distance or a short ride from residential neighborhoods, conveniently served by transit. Mixed-use development with retail and service uses on the ground level and office or residential uses above is encouraged in existing commercial areas. Landscaped parkways provide attractive, tree canopied sidewalks to enhance the pedestrian experience and encourage greater pedestrian activity. These will be complemented by the addition of two elementary schools, a local trail, four neighborhood parks, and a community park all within walking distance of residential neighborhoods. The City is also planning for community uses, with the potential for a performing arts center, library, community center, or post office, and a public plaza.

### **Dublin - West Dublin BART Station Area**

The plan for this area promotes a mix of uses, including high-density residential, mid-rise office buildings, specialty retail uses, and lodging around the future BART station. This development pattern would be supported by a variety of infrastructure improvements and creation of a cohesive pedestrian- and bicycle-oriented network. The plan calls for buildings up to eight stories tall. According to the plan, retail/office uses will be to the east of Golden Gate Drive, while Amador Plaza Road would be lined by commercial uses. Housing would be located adjacent to the BART station, with a hotel to the south of the housing. Land along Interstate 580 is designated for mixed-use, office, commercial, and lodging while there would be commercial and office uses along the south side of Dublin Boulevard. The plan calls for a bike lane along Dublin Boulevard to link the BART station to downtown Dublin and other employment and recreation areas throughout the city.

### **Livermore - Downtown**

Plans for Downtown Livermore envision a mixed-use district that includes affordable infill housing, streetscape and pathway enhancements, improved bicycle and pedestrian connections to transit, significant live-work opportunities, employment, shopping, and a variety of cultural and entertainment venues. More specifically, the vision involves the creation of an arts and cultural district with a well-defined retail core and additional housing within the core and gateway districts. The plan involves substantial increases in moderate-to high-density housing, as well as commercial, office, and performing arts square footage. Plans also include a pedestrian link between the downtown core and the transit center, a public plaza, and improved signage and wayfinding.



### **Livermore - Vasco Road**

This area is next to a major employment center in the city, the National Laboratories, as well as an existing regional transit connection, the ACE rail station. The overall vision for the area integrates a revitalized research and technology center, accessible by both the regional transportation corridor and local transit with affordable housing of varied types and commercial services close by serving both the daytime population and the residential community. A proposed BART extension, along the I-580 corridor eastward to the proposed PDA, provides a complete transit corridor connection for regional commuters and local residents. The i-GATE/i-Hub designation, along with the proposed BART to Livermore extension, broadens the vision to establish this area as a growing research center generating new technology, services and jobs accessible by both ACE and BART.

### **Livermore - Isabel Avenue/BART Station**

The vision for this area is a transit oriented, neighborhood scale community with a mix of housing types in close proximity to transit and multi-use trail connections, and existing and expanding employment center, including a major employer and a regional educational institution. Bus transit will provide local and regional transit connections for residents, commuters, college students and faculty. This area will serve commuters, new residential development, and the college while minimizing traffic, noise and other impacts on centrally located neighborhoods.

### **Pleasanton - Hacienda**

In this area, several vacant and underutilized parcels are planned for mixed-use development to enhance the connectivity between jobs, housing, and transit in the area immediately adjacent to and to the south of the Dublin/Pleasanton BART station. Improvements envisioned include replacement parking structures for BART, intermodal facilities, BART station pedestrian improvements, station area pedestrian improvements, and placemaking/plaza and wayfinding improvements.



## **TRANSIT TOWN CENTER**

### **Alameda - Alameda Naval Air Station**

This area includes substantial acres of underutilized land. The overall vision for the redevelopment of the Alameda's former Naval Air Station lands and Fleet Industrial Supply Center is to create a transit-oriented, mixed-use, sustainable development that provides homes for a variety of family sizes and income levels, jobs for the region to replace those lost by the closure of the base, as well as parks and open spaces for conservation and regional recreation.

### **Fremont - Irvington District**

The overall vision for the Irvington area is for a walkable neighborhood of residential uses mixed with shopping and dining opportunities centered around Five Corners. As a result of its historic character, commercial activity, existing bus transit, future BART station and pedestrian scale, the Irvington District offers immediate room for infill housing within a traditional/historic neighborhood area. With the large amount of infill housing planned around the future BART station, new commercial development in Irvington will include unique shops and restaurants offering a range of choices to the existing and future residents of the area and the city. The proximity of these new homes to existing stores and services, along with the complementary streetscape and connectivity improvements, will make it easier for people to take care of their daily needs by walking or bicycling, rather than driving.

### **Newark - Dumbarton Rail Station Area**

The vision for the Newark Dumbarton Rail station area is an urban village with transit access to thousands of jobs that embraces the natural beauty of the Bay a few footsteps away. It is intended as a pedestrian area by design that incorporates green building and sustainable living. The project area includes property that is of high habitat value that could be conserved as an element of the project. The area will provide housing, access to new rail transit, connections to open space, and possibly community amenities such as a performing arts facility. As planned, it will attract a variety of residents and retail and has the potential to become a new destination within Newark that will draw visitors from within the city, neighboring communities, and across the Bay.

### **Oakland - Coliseum BART Station**

The Coliseum area is home to a sports arena, industrial, commercial, and residential uses. The vision for the area includes creating a Coliseum Transit Village comprised of mixed-use development that capitalizes on proximity to BART, Amtrak, and AC Transit services. The area will include mixed income housing, new streets, a city park and restoration of a portion of Lion Creek. The BART parking lot will be replaced with housing and neighborhood serving retail. The plan calls for improved streets and pedestrian linkages between transit areas, schools and activity centers, parks and libraries.

### **Oakland - West Oakland**

Known for its rich history and importance to immigrant populations at the turn of the century, West Oakland is regaining significance in the region. The vision for this area includes replacing the BART parking lot with a mixed-use residential development complemented by streetscape improvements along 7<sup>th</sup> Street to make the area more pedestrian-friendly and to help revitalize the retail district by reconfiguring traffic



lanes to calm truck and vehicle traffic. The 7<sup>th</sup> Street Streetscape Improvement Plan also calls for new pedestrian and bicycle amenities for this historic thoroughfare, improved transit stops, and enhanced connections from the local neighborhood to the main BART entry and the Seventh Street commercial historic district.

### **San Leandro - Bay Fair BART Station Area**

Plans for the area include creating a place that is attractive and safe; improving connections to jobs, services, and transit; providing a range of housing options; fostering fiscal and economic growth that favors the creation of a higher-density; and mixed-use district that promotes walking, biking, and transit use. Strategies to achieve these urban design goals include; circulation and access for pedestrians, bicyclists, drivers, and transit users; parking management; market and financial feasibility; and design guidelines for higher-density development and ensuring appropriate transitions to existing neighborhoods. In particular, these strategies focus on adding more housing in the area while improving the circulation network between the BART site, Bayfair Center, and surrounding areas.



## **URBAN NEIGHBORHOOD**

### **Hayward - South Hayward BART Station**

The city is looking to create a vibrant, livable neighborhood by encouraging the highest-intensity residential uses and essential community services to be located within walking distance to BART. Plans for the area around the South Hayward BART station include conversion of older commercial uses that are no longer economically feasible into a state-of-the-art, urban-scale residential neighborhood. Mobility improvements include: a pedestrian and bicycle bridge over Tennyson Road to improve access to BART from the north; pedestrian and bicycle improvements in the vicinity of the South Hayward BART Station including a pedestrian plaza, improved bus transfer facility, bike routes, bike lanes, and signage; and improvements to the Valle Vista Community Center and adjacent park.

### **Oakland - Fruitvale & Dimond Area**

This area lies between the Lake Merritt and Coliseum areas and is currently largely residential with local serving commercial and retail. Fruitvale Village, one of the nation's earliest and best examples of successful transit-oriented development, includes a health clinic, community resource center and library. This area is envisioned to become a bustling community with abundant housing choices, offices, restaurants, and more local serving commercial and retail. The new structures will feature state-of-the-art green building and energy savings systems



### **Oakland - MacArthur Transit Village**

Located near “Pill Hill” medical campuses and a BART station, this site is well poised to become one of Oakland's premier transit villages. Planned improvements include attractive streetscapes, abundant housing choices, ground floor neighborhood serving retail, a new public place adjacent to retail, community space, a new BART plaza, and improved shuttle service. The planned improvements will result in a vibrant hub of transit, housing, shopping and recreation that reduces dependency vehicles by placing new residents near both transit and employment opportunities. This transit village aims to be a regional model of a complete community.

## **TRANSIT NEIGHBORHOOD**

### **Alameda County - Castro Valley BART**

The vision for the development of the area surrounding the Castro Valley BART station is well established as the County has long recognized the area's redevelopment potential. The county believes that promoting compact, mixed residential and commercial development near the Castro Valley BART station will help to create an activity center that will support anticipated growth in unincorporated Alameda County. In support of this project, street infrastructure will be improved in a manner that supports and promotes pedestrian activity, multi-modal transit options, and a reduced reliance on private motor vehicles.

### **Alameda County - East 14<sup>th</sup> and Mission Street**

These major commercial corridors have the potential to be thriving centers for economic development, but are currently an underutilized resource. Alameda County envisions this area as one of the most livable communities in the region – with accessible and flexible transportation options and housing opportunities within walking distance to transit stations transforming these corridors from features that divide the community into areas that bring people together, featuring shops, housing and offices. The area will be an attractive and vibrant place, enhanced by the creation of lively districts where residents can live, shop, walk, eat, gather, and play with housing choices



that fit the needs of all residents and investment in the economic development of the community to revitalize underutilized districts and transportation corridors.

### **Alameda County - Hesperian Boulevard**

The vision for the area supports the economic, commercial and cultural heart of San Lorenzo. A diversity of small and large shops and retail services in an attractive landscaped setting will provide essential household and specialty shopping needs for residents and adjoining communities. Integral to the planned vision of the community will be a revitalized community center featuring a renovated library, meeting spaces, childcare center, and accommodations for social, recreational, and educational programs for people of all ages. New housing options will also be available throughout the corridor. The arrangement of distinct, high quality buildings will create well-proportioned public spaces for a thriving commercial and community oriented environment.

### **Alameda - Northern Waterfront**

The City of Alameda envisions this area being redeveloped as a series of mixed use, waterfront and transit oriented neighborhoods that will provide a mix of jobs and transit oriented housing types to serve the next generation of Alameda residents. The plans propose that a mix of uses are developed on former industrial and auto-oriented lands and preserve former railroad right of way for future bus rapid transit or light rail improvements. The Clement Avenue corridor through the Northern Waterfront is a designated transit priority right of way. The plans emphasize the importance of a mix of uses and a diversity of housing types for all income and household types.

### **Alameda County - Meekland Avenue Corridor**

The vision for the Meekland Avenue Corridor is a revitalized community that will assist in making the Eden Area a livable community where people will want to live, shop, work, and gather. This project envisions creating a more walkable community with access to services, parks, schools, and employment and shopping sectors, and to increasing access to alternative modes of transportation. A critical component of the plan is the development of its corridors. The Meekland Avenue corridor will feature transit oriented development comprised of commercial, mixed-use, residential and civic land uses compatible with existing land uses and linked to established public transportation served by Amtrak, BART, and bus transit.

### **Fremont - Centerville**

The vision for the Centerville Priority Development Area is to create a vibrant, mixed-use, traditional-style downtown centered around the historic train station. Fremont envisions redevelopment of most of the existing commercial property in the area with a mix of uses at higher densities. The vision also calls for the relinquishing

of Peralta and Fremont Boulevards by Caltrans so the streets can be redesigned to facilitate local usage rather than regional traffic. Improvement priorities include: a second platform for the train depot to accommodate more riders, construction of a community park, and improving streetscapes and pedestrian connections. The vision for Centerville will provide a dense, urban core to support community-serving retail uses.

### **Hayward - The Cannery**

The Cannery Priority Development Area is moving forward in its transformation from an outdated industrial area into a complete community, with a range of housing and transportation choices. The proposed residential communities are walkable neighborhoods, inclusive of affordable and market-rate units, and clustered around open spaces. These new communities also have direct ties to surrounding residential areas, a new elementary school, and public transit. In addition, the Cannery area is within a half mile of the downtown area where residents of the Cannery will have access to services such as grocery stores, the post office, restaurants, and entertainment.

### **Newark - Old Town**

The vision for the area includes reinvigorating the district by improving its appearance, encouraging a mix of uses, and transforming it into a vibrant, pedestrian-friendly, mixed-use neighborhood that provides residents with a range of housing and transportation choices. Proposed revitalization strategies include new streetscape improvements to make the area more walkable; an emphasis on neighborhood-serving and specialty retail; and increasing the range of housing types available in the area, including affordable options.

## **MIXED-USE CORRIDOR**

### **Albany - San Pablo/Solano**

The overall vision for this area is to implement functional infill development projects that maintain traditional residential character of the city, expand the city's housing stock, include affordable units, capture sustainable economic development opportunities, and improve neighborhood-serving businesses. This area will accommodate a wide range of commercial retail and related services both to the adjacent neighborhoods and the surrounding communities, within an attractive pedestrian-oriented shopping environment. It also provides opportunities for office development and residential serving a citywide or larger market in a boulevard environment.



### **Berkeley - Adeline Street**

The vision for this community is to build on its strengths and achieve a renaissance – to realize appropriate scale of development for the area, to make Adeline Street a more appealing and pedestrian-friendly connector within the neighborhood, and to manage the commercial revitalization in a way that retains its historic role for both the community as a whole and for the African-American community in particular which has deep roots in the area.



### **Berkeley - San Pablo Avenue**

The vision for San Pablo Avenue is a great boulevard – a vibrant corridor that links residential areas and commercial clusters that meet the needs of surrounding neighborhoods. Projected landscape and improved streetscape designs will reduce the emphasis on automobile traffic and make the street safer and more attractive for pedestrians and bicyclists. The City expects to add new homes along San Pablo Avenue over the next few decades. The addition of more residents along San Pablo Avenue will help to support a diverse range of stores, restaurants, and services and add vitality to the corridor’s commercial nodes and significant investments in streetscape design and improvements.

### **Berkeley - South Shattuck**

This area is planned to become “a thriving and dynamic neighborhood, home to a diversified business environment, serving the needs of the local and regional community, and to new residents living along Shattuck Avenue.” The plan calls for economic revitalization and enhancement, primarily through mixed-use residential development that provides predominantly neighborhood-serving uses. Streetscape improvements, in particular, could help spur additional development activity and help make the corridor more pedestrian/bicycle-friendly and the construction of new homes that will help provide new residents to support a diverse range of stores, restaurants, and services that meet people’s everyday needs.

### **Berkeley – Telegraph Avenue**

The vision for Telegraph Avenue includes continued mix of commercial, residential, and mixed use land uses. Improved landscape and streetscapes and replacing underutilized commercial space with new residential and mixed-use development will add vitality to the corridor and help support activity nodes that provide surrounding neighborhoods with the stores, services, and amenities



to meet their daily needs. The City of Berkeley anticipates the corridor will be transformed from its current status as a largely underutilized strip to a great boulevard lined by mid-rise (four- to five-story) mixed-use buildings and serviced by Bus Rapid Transit.

### **Berkeley - University Avenue**

The University Avenue Strategic Plan envisions the transformation of University Avenue from an underutilized commercial strip to a boulevard lined by mid-rise (four-story) mixed-use buildings, with somewhat higher-intensity (five-story) commercial “nodes” at key intersections. New retail activity and small-scale offices will be concentrated in the high-density, mixed-use, pedestrian-oriented nodes, rather than spread throughout the corridor. Commercial development in these areas will be accompanied by housing with ground-floor retail or office space between commercial nodes to replace low-density, underutilized commercial space. Residents along University Avenue will have easy walking access to transit and convenient local-serving shopping. New homes along the corridor will provide additional consumers to support a diverse range of stores, restaurants, and services.



### **Hayward - Mission Boulevard**

The overall vision for the Mission Boulevard Corridor along the northern portion of Mission Boulevard, from Harder Road to the northern City limit is to transform the existing commercial corridor to a mixed-use corridor that has a variety of commercial functions, a mix of housing types and a transportation network that facilitates non-automobile modes of travel.

### **Oakland - Transit Oriented Development Corridors**

The City of Oakland will capitalize on its excellent transit service and encourage an efficient use of land by promoting compact, infill development in broad range of transit-rich areas. Encouraging development of healthy communities with a diversity of housing, jobs, activities, services, and transit will help spur economic development and promote transit ridership.

The areas adjacent to BART stations will be transformed into transit-oriented villages, with a mix of housing, commercial uses, open space, and community amenities. All of the stations serve as transit hubs that bring together BART, AC transit, and shuttle services. It is envisioned that each transit-oriented district will connect with others by way of common transportation corridors, including San Pablo Avenue, Telegraph Avenue, and International Boulevard, that will be developed with higher-density, commercial, residential, and mixed-use projects. New development along these corridors would be supported by infrastructure improvements, such as enhanced utility services, access improvements, and amenities for pedestrians, bicycles, and buses.

### **San Leandro - East 14<sup>th</sup> Street**

Future plans include pedestrian, sidewalk, and streetscape improvements and transformation of what currently exists as a relatively unbroken strip of commercial land uses into a series of mixed-use districts, each with a different character and focus. These districts will include a mix of local-serving retail, restaurants, and services, and will be linked by residential areas with high-quality, multi-family housing

The changes envisioned for the East 14<sup>th</sup> Street corridor would transform a major transportation route in San Leandro from an auto-oriented commercial strip into an attractive boulevard, lined with higher-density housing between activity nodes that offer a mix of uses, including shops, restaurants, offices, and services. These proposed changes, when accompanied by planned streetscape improvements, would make the corridor more pedestrian-, bicycle-, and transit-friendly. As a result, residents will have a wider range of housing choices and will be able to take care of their daily needs without relying on a car.



## CONTRA COSTA COUNTY

Located across from San Francisco and Marin County, Contra Costa has grown over the last few decades to be the third most populous county in the Bay Area region, surpassing San Francisco. The county's natural beauty and its strategic location between the San Francisco Bay and California's Central Valley have long attracted residents and businesses, as has the relative affordability of housing. Auto-oriented growth spurts during the 1940s and then again from the 1980s through early 2000 pushed development eastward. Over one-third of Contra Costa County's most recent population growth took place in the eastern portion of the county.

The Jobs–Housing Connection recognizes these areas and the need for increased employment near new homes, while also encouraging growth along the county's major transit thoroughfares and BART. The new eBART line will connect city centers, employment centers, transit neighborhoods, and transit town centers to regional employment hubs and affordable housing options. From 2010 to 2040, Contra Costa County is projected to experience 12% of the total regional housing growth, or an estimated 93,390 additional households. The County will also take 11% of the region's job growth, or 70,300 new jobs, the majority of which will be in PDAs. Both job and housing growth will cluster along San Pablo Avenue in the western part of the County, including Richmond, as well as in the suburbs of Antioch, Pittsburgh, Walnut Creek, and San Ramon. The most transformative growth will occur at the former Concord Naval Weapons station, where a new Regional Center with over 17,000 jobs and 12,000 homes will rise near BART.

### REGIONAL CENTER

#### **Concord - Community Reuse Area**

The Concord Community Reuse Project is an extremely unique Priority Development Area due to its setting in the Inland Area of the Concord Naval Weapons Station (CNWS). The size of the site leaves an abundance of space to accommodate development as well as a significant amount of parks and open space.

The recently adopted plan for the Concord Community Reuse Project represents a broad range of interests that share the goal of creating an exceptional place that fosters a vibrant and diverse community, economy, and environment, and embraces principles of smart growth, transit-oriented development and sustainability. The plan centers around the desire for transit-oriented development around the North Concord BART Station, which is adjacent to the northwestern portion of the site. Transit villages around the



BART Station will incorporate retail uses that will benefit long-time residents of neighboring communities, transit riders, and new residents and employees of the area. A cluster of transit villages throughout the CNWS has been embraced as a means to facilitate accessibility among live-work uses, transportation networks, recreation, and open spaces in the area.

## CITY CENTER

### Concord - Downtown

The vision for the area focuses on both new and revived developments within walking distance of the Downtown BART station including affordable housing, pedestrian-oriented development and flexible parking requirements to support use of mass transit. This includes providing a stronger connection between Downtown BART and Todos Santos Plaza, three blocks north of BART.



### Richmond - Central Richmond

The goals for the area include economic development and neighborhood revitalization that will make this district a significant commercial and business hub for the East Bay. The focal point of this revitalization is the Richmond Transit Village – a pedestrian-friendly urban village located at the Intermodal Transit Station which unites BART, Capitol Corridor, and bus transit under one roof. The City hopes to capitalize on the wealth of transportation options at the station, expand home-ownership opportunities and increase transit ridership by creating a vibrant, walkable neighborhood with high-density housing, neighborhood serving-retail, and office uses around the station. Changes at the station include a parking garage to replace the surface parking, a new transit station building, and elevated walkways to improve access to the station.



## SUBURBAN CENTER

### Antioch - Hillcrest BART Station Area

The City of Antioch envisions the Hillcrest Station Area as a high-quality development, with a mix of uses and amenities that will make it a signature area of Antioch. It will be a place easily accessible by BART, with many jobs and residential units within walking distance of the station. The City plans to capitalize on the future eBART by building a transit village with an assortment of high-density housing options, a business district with high-density office space to generate jobs, and a mix of retail uses to attract employers and residents to the area. The

future transit connection will provide a key alternative to mitigate the long commute times that have been exacerbated by recent population growth in the area. A pedestrian-oriented streetscape with restaurants, shops, and entertainment will create a desirable place for people to live and visit and generate the eBART ridership necessary to support public investment in the system. The PDA will incorporate the vital attributes of a complete community, creating a residential mixed-use pattern of development that can be effectively served by transit, advantageously located in the center of Antioch

### **Oakley - Employment Focus**

The Employment Focus Priority Development Area is envisioned to be a significant source of employment and community identify for the City of Oakley and Eastern Contra Costa County. The idea is to redevelop the neighborhood to support the City's economic development goals, generate employment opportunities, encourage private investment, create quality affordable housing, and provide enhanced access to the Delta. This will create a better jobs/housing balance for the community, in line with the City's General Plan goals. Additionally, improved pedestrian and bicycle circulation, enhanced streetscaping, and the addition of public plazas in the area will serve to encourage non-vehicular travel to neighborhood retail services.

### **San Ramon - City Center**

Future development within the City Center Mixed Use District will provide new residential units, including workforce housing. These new homes will be in the core of the proposed lifestyle center that will include retail space, flex office space, hotel space, as well as three Bishop Ranch Class A office buildings. The District will also see the addition of a new City Hall/Civic Center with new City offices, Council Chamber and a new library.

### **Walnut Creek – Downtown**

The Walnut Creek Core Area Priority Development Area includes a walkable downtown that is a thriving shopping, restaurant, and entertainment destination. The transit-oriented vision for the Walnut Creek Core Area encourages housing and commercial mixed-use



development near the Walnut Creek BART station, seeks to reduce traffic congestion, permits multi-family housing in almost all commercial districts, and requires that new office development in the Walnut Creek BART station area include housing. Four key locations within the area have been designated for additional housing. The vision for the Core Area also includes park and placemaking components, including a linear park and a pocket park along the pedestrian/bicycle path from the BART station to Mt. Diablo Boulevard.

## **TRANSIT TOWN CENTER**

### **Antioch - Rivertown Waterfront**

The vision of Rivertown Waterfront is to restore downtown as a vibrant community gathering place and to reestablish the key physical and economic link between the waterfront and the downtown. With the San Joaquin River as the visual centerpiece, the Rivertown Waterfront provides the city with a fitting setting to offer higher-density housing, and encourage mixed uses with an array of retail, services, and restaurants. To establish the strong connection with downtown, the City will ensure the land use strategy draws a critical mass of restaurants, retail, services, recreation, and other attractions to support residents and visitors. With attractive features such as views of the San Joaquin River and a great number of parks, it is expected that the natural benefits and character of the waterfront will play a major role in attracting the residents and businesses necessary to establish a complete downtown community.

### **Contra Costa County - Pittsburg/Bay Point BART Station**

Redevelopment of the area is focused on transforming the end of the BART Concord line into a sustainable and cohesive transit-oriented community built around the premise of supporting the region's short- and long-term growth through neighborhood balance, energy efficiency, and the reduction of greenhouse gases. The goal is to stimulate revitalization through a mix of residential, office and commercial uses, which will link jobs and housing, provide vital community services and encourage the use of transit and other non-automotive forms of transportation. Ultimately, the redevelopment of the Station Area will enhance the livability of residents and establish Pittsburg/Bay Point's sense of place and identity within the region.

### **Hercules - Waterfront District**

The overall vision for Hercules is for a series of pedestrian-friendly, mixed-use districts with higher-density housing, employment, retail, and civic uses on an interconnected grid of streets, arranged around transit terminals, restored wetlands and creeks. A range of housing options will support wide choices for household needs and incomes. Whether a third-story apartment above a retail-lined street with easy access to shops, a single-family townhome with space to raise a family, or a quiet unit for live-work space, the housing options in the Waterfront District will provide a range of affordability, form, and density choices. Additional uses in the Waterfront District will include office and retail. In addition to transit access to many Bay Area destinations, Waterfront District residents will live in a complete community with high-quality public plazas, vibrant streets, parks and schools, and access to neighborhood services and local and regional job centers. Across the railroad and directly on the shoreline, Hercules Point will undergo further environmental cleanup to allow for future recreational use.

### **Lafayette - Downtown**

Lafayette strives to establish the Downtown Core as the center of commercial and cultural life, with a mix of retail, office, commercial, and residential uses to meet all needs of the community and visitors. The city's goal for the 290-acre area is to encourage infill suburban development to stimulate an already active city center. The Downtown Core will have a mix of multi-family residential, retail, office, and public uses, including the new Library and Lifelong Learning Center. The East and West End Districts will be largely focused on office and retail uses, with some multi-family housing allowed as well. The plan encourages growth and a new direction for the Downtown and Redevelopment Area, while preserving and enhancing the center of Lafayette as a place where residents, employees, and visitors can congregate, take part in civic activities, and enjoy the ambiance of small town life. To ensure a vibrant Downtown that is the community's commercial, civic, and cultural center, the city encourages a mix of uses, creating a pedestrian-oriented environment, improving the appearance and function of the commercial areas, promoting multi-family residential uses and mixed use development, and preserving historic sites and structures. Lafayette strives to establish the Downtown Core as the center of commercial and cultural life, with a mix of retail, office, commercial, and residential uses to meet all needs of the community and visitors.

### **Moraga – Moraga Center**

The area is currently underutilized and approximately 50 percent is vacant land. The vision for Moraga Center is that of a mixed-use, walkable “Town Center” that serves as a hub for local services and a link to regional transit. Moraga Center will consist of a community-serving commercial core that is supported and enhanced by new and existing residential development. New residential areas surrounding the core will be realized at various densities and types, providing a range of housing options for residents. The complementary retail and residential land uses to be developed in the central part of the Priority Development Area will create an attractive, pedestrian-friendly, village-like environment. As envisioned, Moraga Center will enhance non-vehicular circulation in order to facilitate bicycle and pedestrian use in the town for transportation and recreation, and to encourage alternatives to single-occupancy motor vehicles on roadways leading to Highway 24 and BART.

### **Oakley - Downtown Oakley Focus Area**

As envisioned, Downtown Oakley will consist of a mix of neighborhood-serving uses and high-density residential development. Attractive streets, public spaces, and civic facilities will encourage residents and visitors to leave their cars behind and walk to destinations throughout the district. Street improvements will create an attractive and memorable Downtown character, and complement the retail businesses, cafes, and restaurants that will contribute to a vibrant street life. Development of curbs and streetwall guidelines, as well as shared parking and rear-parking standards will help establish consistency and a pedestrian-scale within the Downtown. Seven



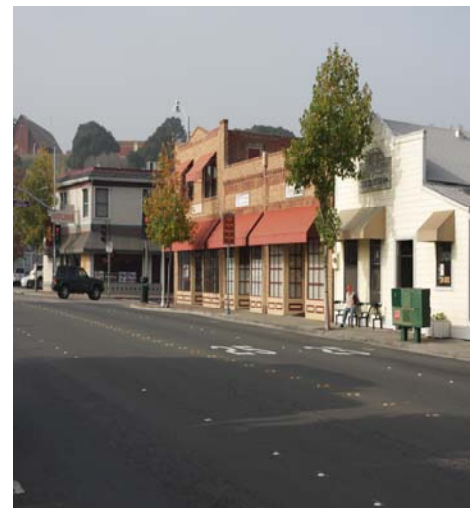
important capital improvement projects will make the Downtown more pedestrian- and bicycle-friendly, including streetscape improvements, gateway signage, utility enhancements, and the addition of bike lanes on key streets.

### **Orinda - Downtown**

The City's vision for the area is a downtown with a vibrant mix of transit-oriented retail, residential, office and entertainment uses. Mixed-use development that combines housing and shopping near the BART station is increasingly popular as Orinda's population ages and as growing families move into the area seeking more local shopping options and alternatives to large-lot single-family homes. Significant opportunity exists for redeveloping existing underutilized properties to create higher-density infill developments with street-front retail and upper-story multi-family residential or commercial office uses.

### **Pinole - Old Town**

Creating a clear sense of place for the community that will serve as a gateway to a revitalized cultural, civic, and historic heart of the city is the vision for Old Town. The plan calls for a transition in use and character from a small-scale network of specialty stores and services along the edges, to a mixed-use district with diverse residential and employment opportunities at its core. The goal is a diversified mix of uses that complement and support one another and effectively cater to the needs of local residents and visitors. Land uses that have been identified for Old Town include residential, specialty retail, restaurants, arts and cultural services and entertainment businesses, as well as live-work and commercial office uses.



San Pablo Avenue will serve as a hub for a system of well-maintained streets, sidewalks, walking paths, and bicycle trails that connect with San Pablo Bay, public transportation, surrounding neighborhoods, and other area parks, landmarks, and attractions. The circulation system is intended to encourage significant pedestrian and bicycle use. High-quality streetscape improvements and clearly defined walkways within the area are intended to identify Old Town as a regional destination.

### **Pittsburg - Railroad Avenue eBART Station**

The City of Pittsburg envisions the Railroad Avenue eBART Station Area as a mixed-use, pedestrian-oriented village with a variety of amenities and neighborhood-serving retail uses. Its strategic setting around the transit station will facilitate development of a vibrant activity center with improved linkages to the adjacent downtown and surrounding neighborhoods of Pittsburg. An appropriate mix of open space will create recreation opportunities within the community for residents and workers in the area. As a whole, the Station Area will

comprise a complete community which meets the needs of residents and connects the city and greater region via a safe, efficient, and accessible transportation network that embraces pedestrians, bicyclists, buses, autos, and eBART.

### **San Ramon - North Camino Ramon**

The North Camino Ramon Plan Area is proposed as a pedestrian- and bicycle-friendly, mixed-use, transit-oriented neighborhood. A new transit center is proposed in the City Center Mixed Use Priority Development Area and the existing transit center on Executive Parkway will be relocated approximately three-quarters of a mile north to the North Camino Ramon area. This proposed location, along Crow Canyon Road and the Iron Horse Trail, relates directly to the North Camino Ramon Plan Area and will encourage transit ridership and ensure greater connectivity to planned and existing BART stations in the region. A future pedestrian over-crossing at Crow Canyon Road and the Iron Horse Trail will increase pedestrian and bicycle connectivity to the relocated transit center, and to the increased carpooling opportunities made possible by the construction of the planned Norris Canyon Road/Interstate 680 High Occupancy Vehicle on/off ramps.

## **TRANSIT NEIGHBORHOOD**

### **Contra Costa County - North Richmond**

The vision for this community located within both the City of Richmond and unincorporated Contra Costa County, includes development of a neighborhood commercial district, new parks and open space, expanded community facilities, infill housing development, and improved streetscapes (including pedestrian and bicycle connections) that will reinforce residential neighborhoods in the southern portion of the PDA. Light industrial infrastructure improvements and land use changes in the northern portion will strengthen the economic base of North Richmond and create new commercial and industrial jobs for local as well as regional residents. Upgrading the deteriorated housing stock in the area will stimulate the construction of new affordable housing, and initiating a commercial/retail development program for specific sites will provide for needed neighborhood services.

### **Hercules - Central Hercules**

The Central Hercules Priority Development Area is comprised of two future urban districts; the New Town Center District and the Hilltown District located astride the regional crossroads of Interstate 80 and State Route 4. Central Hercules is to become a transit-oriented urban center in a suburban sub-region. The overall vision is of a series of pedestrian-friendly, mixed-use districts. In the two PDA districts, housing, employment, retail, and civic uses are envisioned for multi-story buildings on an interconnected grid of streets, arranged around transit terminals, restored wetlands and creeks. The physical character will be defined by a network of walkable streets

with attractive public spaces, organized around a regional transit facility, and the interior thoroughfares will be designed for very low automobile speeds and high pedestrian amenity.

### **Martinez - Downtown Martinez Intermodal Station District**

The Downtown Martinez plan encourages mixed-use development as a way to revitalize and strengthen the commercial core of Martinez into a town-center destination that will attract residents and visitors to shop, eat, and recreate. To encourage retail growth and draw residents and visitors downtown, the plan calls for new high-density housing close to transit, new cultural resources, and development of the Martinez Marina. The downtown core will allow for the highest densities and a mix of uses, including retail, office, multi-family residential, entertainment and cultural uses, as well as visitor-serving uses. The goal for the downtown core is to create a concentration of uses that generate activity during evenings and weekends as well as on weekdays. The retail uses in this area are intended to serve many of the daily shopping needs of downtown residents and employees, as well as the specialty shopping needs of citywide residents, regional shoppers, and tourists.

### **Oakley - Potential PDA**

The Oakley Potential Planning Area Priority Development Area consists of 235 acres along the eastern portion of Highway 4/Main Street, in the vicinity of Main Street and Delta Road in Eastern Contra Costa County. The Potential Planning Area is characterized primarily by low-density uses and underutilized property with significant potential for infill development. The area is envisioned to have a mix of commercial and residential uses that would create a commercial core with increased housing opportunities within the southern part of the city along a major residential corridor and existing transit route.

### **Pittsburg - Downtown**

Pittsburg's vision for redevelopment of its downtown is to transform the underutilized district at the center of the city into a vibrant mixed-use core with an array of amenities that support the continued revival of the community. A wide spectrum of housing options will be offered to create an inclusive, safe, and sustainable environment for residents of all incomes to live, work, shop, and recreate. The revitalized district will be tied together by a multi-modal transportation network that capitalizes on the valuable connections provided by regional transit arteries, and will feature a dynamic streetscape with planned landscaping improvements, widened sidewalks, traffic calming, and improved bicycle access.

### **Pleasant Hill - Diablo Valley College Area**

The overall vision for the PDA is to create a small-scale transit village centered on the future Transit Center that provides neighborhood commercial services and greater housing opportunities to local employees, residents, and students while encouraging non-vehicular modes of travel within and around the area. The Contra Costa Transportation Authority has committed to establishing a state-of-the-art bus transit and commute alternatives center at the Pleasant Hill campus of Diablo Valley College. The new transit center would include much-improved passenger waiting areas, lighted loading islands, better access for persons with disabilities, and separation of buses and personal vehicles at access and egress. The transit center would also contain a “commute store” where students, faculty, and employees of the college may purchase bus and BART passes, sign up for carpool partners, and explore alternative ways to get to school and work. In addition to the transit center, the project will improve access and stops for paratransit vehicles serving students with disabilities.

### **Richmond - South Richmond**

The primary focus of this 1,350-acre redevelopment area is on the shoreline at Marina Bay. The vision includes mixed-use revitalization of a former Kaiser Shipyard on Richmond’s southern shoreline and attracting business to the area, especially retail and commercial uses to serve the growing population. Redevelopment of older, light industrial buildings, will yield mixed-use development incorporating both commercial and residential uses. An example will be transforming the Nystrom Village housing project to a transit-oriented district with a mix of uses. Future investments include additional public transit in the area and enhancements of street level pedestrian/bicycle access to allow greater mobility among residents, and to create better connections to services and amenities in and around South Richmond.

## **MIXED USE CORRIDOR**

### **Contra Costa County - Contra Costa Centre Transit Village**

Contra Costa Centre Transit Village is a planned development situated adjacent to the Pleasant Hill BART station on a small unincorporated portion of Contra Costa County between the cities of Pleasant Hill and Walnut Creek. The key component of the vision is to transform the area into a vibrant, active, and accessible community that is an asset to its surrounding neighbors. The transit village will provide economic growth, new jobs, and affordable housing, while also expanding transportation options. Development will include office space, hotel rooms, and multi-family residential units and will be tied together by a well-designed streetscape, scaled to fit the needs of pedestrians and bicyclists. Additional street-level activity will bring life and energy to the transit village. The result of the design and development process will be a walkable mixed-use community where workers and residents have easy access to vital retail services and parks and recreation opportunities immediately within the district including the Iron-Horse Trail. People in the area currently enjoy a high level of regional mobility, and the new

development proposed in the area will reaffirm and strengthen the Contra Costa Centre's role as a residential and employment center in the heart of Contra Costa County.

### **Contra Costa County - Downtown El Sobrante**

Downtown El Sobrante Priority Development Area is a district in western Contra Costa County near San Pablo Dam Road has a vision to create a mix of retail, commercial and residential uses along a four-block section of San Pablo Dam Road between El Portal Drive and Appian Way. This will enhance the economic vitality of the area and better accommodate bus transit, pedestrian use, and bicycle travel. The proposed new mixed-use land use designations in Downtown El Sobrante would allow for multi-family units and commercial space for restaurants, cafes, neighborhood retail, entertainment centers, and offices.

A key focus of future revitalization efforts is to establish a new Village Center along San Pablo Dam Road which would become the pedestrian core of the community including retail businesses, services, a public plaza or park, as well as some housing. These areas will promote pedestrian activity and create a transition between outlying residential areas and the downtown business district.

### **El Cerrito - San Pablo**

The overall vision for the entire San Pablo Avenue corridor is to develop an attractive, thriving, vibrant, mixed-use transportation corridor with nodes of medium- to high-density residential uses supported by a complete spectrum of local and regional civic and cultural opportunities and professional, retail, and services jobs. In all, the El Cerrito PDA is anticipated to result in new housing units at all levels of affordability, as well as new jobs (through the provision of new office and commercial space) along the corridor within El Cerrito alone.

### **Pleasant Hill - Buskirk Avenue Corridor**

The overall vision for this area identifies higher-density and mixed-use development in appropriate locations within the city such as along transit corridors. Given its close proximity to active local and regional transit corridors and the Pleasant Hill BART station, the Buskirk Avenue Corridor PDA represents a significant opportunity for focused growth that encourages transit use and other forms of alternative transportation and creates a better local and regional jobs/housing balance. The overall goal for the area is to encourage infill development and redevelopment where appropriate, and to incorporate a mix of uses at greater intensities along a corridor that has traditionally been characterized by low-density commercial and single-family residential development. Infrastructure improvements such as streetscaping and development of pedestrian and bicycle paths will help to establish the corridor as a walkable and complete community



## MARIN COUNTY

Located north of San Francisco and south of Sonoma County, Marin County is recognized for its natural and agricultural landscapes, which support local farming and ranching, tourism, recreation, wildlife habitat, and water supply. More than 50 percent of the county is protected open space and the Marin Agricultural Land Trust and the Marin County Department of Parks and Open Space have worked for decades to protect and preserve the county's iconic landscapes. Plan Bay Area will support continued protection of the many Priority Conservation Areas in Marin County.

The Jobs-Housing Connection Strategy recognizes Marin County's relatively limited role in the region's growth and focuses Marin's growth along the already urbanized Highway 101 corridor. Marin County takes one percent of the regional housing growth by 2040, or 7,510 homes, and two percent of the region's job growth, with 18,390 jobs. Growth will be managed through city-centric policies around Golden Gate Transit bus service along Highway 101, future Sonoma-Marín Area Rail Transit (SMART) stations such as Novato and San Rafael, and in ferry-served locations like Larkspur and Sausalito.

### CITY CENTER

#### **San Rafael - Downtown City of San Rafael**

The San Rafael Transit Center PDA is the heart of downtown and provides shopping; residential, commercial and mixed use neighborhoods, as well as numerous public facilities. The area is served by both local and regional bus service. SMART service is also planned.

This area provides a healthy economic center, a wonderful place to live, and a flourishing social, cultural, recreational and entertainment center, among many others uses. Street and utility improvements will be made in addition to improvements to park facilities and community amenities.



### TRANSIT TOWN CENTER

#### **San Rafael - City of San Rafael Civic Center / North San Rafael Town Center**

The Civic Center/North San Rafael Town Center PDA is a half-mile radius area around the proposed Civic Center SMART rail station. The area is home to the Marin County Civic Center, a state and National Historic Landmark, and government and corporate offices, shopping centers, a hotel, condominiums,



apartments, single-family homes, a post office and a lagoon park. The County's weekly Farmer's Market and annual Marin County Fair also take place on Civic Center grounds. The Marin Center complex offers a broad range of programs, including performance art, educational and cultural events.

Large retail shopping stores, schools and services and a wide variety of businesses are also in this area. The Center will be a livable and walkable mixed-use neighborhood near transit and services. The area also provides an excellent opportunity construct approximately 200 affordable units.

San Rafael's Civic Center station will bring the SMART train to within walking distance of one of Marin County's largest employers – the County of Marin – and several other large office buildings. Other transportation improvements include a new landscaped multi-modal path that links to other bike paths.

## **TRANSIT NEIGHBORHOOD**

### **Marin County - Marin County Unincorporated 101 Corridor**

The highly urbanized and commercial 101 Corridor Priority Development Area is transforming into a mixed-use, sustainable corridor with connections to transportation hubs and recreational opportunities. The corridor includes Marin County land within a half mile of US Highway 101. When complete, this area will provide a mix of housing, offer a range of jobs, focus intensive developments in nodes, enhance existing commercial and industrial areas, and expand workforce housing.

The corridor is served by a variety of transit services including Golden Gate Transit regional connections and local bus service, and local shuttles. Sonoma Marin Area Rail Transit (SMART) service is also planned for the area, with a connection linking to the Larkspur Ferry Terminal. Both commercial and residential development are encouraged on commercially zoned sites, which will generate fewer commercial vehicle trips and allow residents to live close to jobs. Affordable housing is also encouraged; the county grant and loan funds support high levels of affordable housing development and related infrastructure. Transforming the commercial corridor is projected to increase pedestrian connections as well.

## NAPA COUNTY

Napa County is internationally acclaimed for its winemaking, and the picturesque Napa Valley wine region is a major draw for San Francisco Bay Area visitors. The valley is bounded by mountains, and the Napa River empties into San Pablo Bay through the narrow Mare Island Strait. Napa County has strong policies to prioritize agricultural uses and to protect farmlands, watersheds, and open space. Consequently, more than 90 percent of unincorporated county land falls within those designations. The County seeks to continue to protect these lands and encourage recreation through its ten Priority Conservation Areas. Most non-agricultural development is clustered in the four cities and one town connected by Highway 29, which parallels the Napa River in the western part of the county.

The Jobs-Housing Connection Strategy recognizes the focus on agricultural and watershed protection in the County by allocating only one percent of the region's housing growth, with just over 6000 homes, and two percent of the region's job growth, or 18,880 jobs. The Cities of Napa and American Canyon assume most of the County's household growth, while the City of Napa and unincorporated Napa County assume most of the job growth in the County.

### MIXED-USE CORRIDOR

#### **American Canyon - Highway 29 Corridor, City of American Canyon**

The corridor is a thriving retail service and residential hub for the community, with new open space and gathering places, and well-integrated circulation for pedestrians, bicyclists and vehicles.

There are opportunities for new and unique businesses and catalyst projects. With traffic calming measures and an increase in pedestrian and cycling opportunities and safety, this corridor can serve as primary north/south automobile route for residents and commuters. It can also provide well-integrated travel lanes and pathways for pedestrians and cyclists.



There is a significant amount of vacant and underutilized property which, when combined with mixed-use zoning and its proximity to the East Bay and Solano County, provides an opportunity for mixed-use and higher density residential projects. These developments could also boost transit ridership to East Bay BART stations, the Vallejo Ferry to San Francisco, and transit to local Wine Country jobs.

## SAN FRANCISCO COUNTY

San Francisco is one of California's largest cities and home to many of the region's landmarks. Like many port cities, the convergence of cultures in one location has resulted in a diverse population, and over time the city has emerged as a major financial and cultural center, as well as a primary tourist destination in North America. In recent years San Francisco has also emerged as a leading center for innovative companies and enterprises. Surrounded by water, San Francisco's population and employment growth over the decades was accommodated with more intense development throughout the city's varied neighborhoods. As a result, the city has the highest residential and commercial densities in the region. Demand to live in the city continues to be high.

San Francisco is one of the region's largest employment hubs, and accommodates nearly one half million commuters each day, many of whom travel using the region's most extensive public transit system. The concentration of jobs and transit make it a leader in regional sustainability and a key location to focus growth. From 2010 to 2040 housing and jobs projection, San Francisco is estimated to absorb 92,410 additional households, or 14% of the total regional household growth. In terms of employment, the projections estimate an increase of 190,740 additional jobs, or 17% of total regional growth. This growth will cluster in PDAs with adopted plans on the Eastern side of the City, as well as in Downtown and along future BRT lines on Van Ness Avenue and Geary Street. Both the new Transbay Terminal and a new Intermodal station at the southern border of the city will greatly improve transit commutes for current and future residents.

### REGIONAL CENTER

#### **San Francisco, Transbay Terminal Area**

The Transbay Terminal Area houses the Transbay Terminal, a modern regional transit hub currently under construction. This site includes office, high density housing, and hotel uses within short walking distance of San Francisco's Financial District.

When completed, the Terminal will be a dynamic regional transportation hub that finally unites the 11 different transit systems in the area and accommodates 45 million passengers annually. The area will be a center of activity with shopping, restaurants, and retail services. It will also offer a new public park, new pedestrian-oriented alleyways, and widened sidewalks.

#### **Downtown and Transit Rich Corridors**

The large, very urban San Francisco downtown and transit-rich corridors include many evolving and interconnected neighborhoods



that are well-covered by rail, bus and ferry service. This area also includes the new Transbay Terminal and the Central Subway.

The former industrial zones surrounding downtown will convert to mixed residential, neighborhood commercial, and light industrial uses. Housing development is expected along new rapid bus corridors on Geary Boulevard and Van Ness Avenue.

Transit service will continually expand and improve to keep pace with the growing population, and to make transit a primary driver of location choice. Housing in the area consists of apartments, condominiums and residential hotels. When complete, these areas will include substantial new housing, including planned affordable housing.

The area will continue to be a regional and local job center, with several million square feet of additional office space. In addition to yielding enormous benefits to the region's economy, the downtown area will also have environmental and equity benefits. Seventy-seven percent of commuters to downtown San Francisco take transit, and new jobs are expected to provide opportunities at all skill and wage levels.

## **TRANSIT TOWN CENTER**

### **19th Avenue Corridor**

Neighborhood transportation improvements in this area are closely linked with new development, to both accommodate future residents and improve pedestrian safety. The existing neighborhood along the corridor crosses from San Francisco County into San Mateo County, and includes a regional retail shopping center, San Francisco State University (SFSU) and Park Merced, a large multi-family residential development. When complete, new residential development at Brotherhood Way, Park Merced and Chumasero Drive, and new development around the Daly City BART Station will increase the diversity of housing, both in terms of affordability and housing type. The SFSU campus expansion will include new education and residential buildings, while a rebuilt Stonestown Shopping Center will offer new retail. The 19<sup>th</sup> Avenue Corridor will add to the mix of housing and transit, benefiting both the city and the region.

### **Treasure Island**

Treasure Island, once a Naval and Coast Guard base, is located in San Francisco Bay and is a "Ferry-Oriented Development." When complete, it will offer new, dense housing and commercial development centered on a ferry connection to downtown San Francisco. The development is planned as the most environmentally sustainable large development project in U.S. history. It includes planning for jobs, housing, food production, transit access, water treatment, energy conservation and production, schools and open space.



A few of the naval buildings are historic and are re-used for commercial, office and cultural purposes. New “neighborhood tower” homes are clustered around the ferry terminal, surrounded by open space, and townhomes are planned for the outer edges of the community and on adjacent Yerba Buena Island.

The housing will include below-market affordable rates, specifically units for formerly homeless individuals and families. Eighty percent of all residences will be within a 12-minute walk of the Ferry terminal. An elementary school will serve the areas youth. In addition, a residential job-training program will be included on a portion of the Island and include construction, culinary training and an urban farm. The transportation infrastructure is designed to encourage residents to use public transit as a primary mode of travel.

### **San Francisco /San Mateo Bi-County Watershed Area**

The Joint San Francisco / San Mateo Bi-County Watershed Area PDA includes the San Francisco neighborhoods of Visitacion Valley, Little Hollywood, Executive Park, Sunnydale, the former industrial Schlage Lock site, and the Brisbane Baylands. This plan calls for the development of a mixed-use, transit-orient development with residential and neighborhood-serving commercial uses, accompanied by open space and pedestrian-oriented street designs. The concept plan also calls for the revitalization of Leland Avenue, which has historically served as the neighborhood commercial street for Visitacion Valley, and the west side of Bayshore Boulevard.

Development on currently vacant lands will reinvigorate the neighborhood with over a thousand new housing units, new open spaces and a street network integrated into the fabric of the neighborhood. Nearby, Executive Park will transform into San Francisco’s newest residential neighborhood. The plan envisions a mixed-used residential neighborhood with a street and open space system that knits all the various neighborhood components together. Little Hollywood is not expected to undergo significant growth, but its addition makes the PDA a contiguous land area and a coherent set of neighborhoods

## **URBAN NEIGHBORHOOD**

### **Bayview - Hunters Point**

The Bayview – Hunters Point neighborhood (including Candlestick Point and Hunters Point Shipyard) is a large urban area with housing, commercial and industrial uses served by several transit agencies (MUNI, Caltrain and SamTrans) that provide connections throughout the city and the region.

When complete, the Bayview neighborhood will have new housing and public improvements including lighting, landscaping and rehabilitation of existing single-family homes. The existing commercial Third Street corridor will

have additional commercial and other infill development. Industrial uses will continue around Highway 280 and within the South Basin area.

The more comprehensive change will occur at Hungers Point Shipyard, with housing especially affordable housing, and job creation. Candlestick Point, with a diverse mix of industrial, residential and other uses, can also accommodate new green technology uses. The new housing will be complemented by new community facilities, a teen center, commercial space and parks.

### **Eastern Neighborhoods**

This area encompasses the Mission, East South of Market (SOMA), Showplace Square, Potrero Hill, and the Central Waterfront neighborhoods of San Francisco. These communities are diverse in both population and business types. While home to substantial residential areas and vibrant commercial streets with neighborhood-serving retail, the area also contains much of the city's industrial land. Transit service in the area is excellent, with BART stations, Muni, and Caltrain stops.

Key changes to the neighborhood include transit improvements for better connections to downtown and Mission Bay. Infrastructure improvements include street repaving, sidewalk, signal, and lighting for several streets in the area. The development of multimodal streets also preserves current and supports the growth of new homes and affordable rentals.

When complete, these areas will be more transit-, bicycle-, and pedestrian-friendly. They will also contain denser development near transit corridors and vibrant neighborhood-serving commercial areas; ensure neighborhood livability; and increase both the supply and variety of housing for residents, including both affordable and middle-income housing opportunities.

### **Market-Octavia**

When complete, this area will add attractive high-density housing opportunities in transit-oriented neighborhoods and a new residential center in the SOMA West/South Van Ness area. The neighborhood's existing fabric allows residents to access most of their needs by foot. Changes to street circulation, including area-wide streetscape and traffic calming improvements,



continue to restore the urban fabric that a now demolished freeway had previously disrupted. The neighborhood provides attractive high-density housing opportunities in transit-oriented neighborhoods, accommodating people of many different lifestyles, ages and ethnicities.

### **Mission Bay**

Mission Bay is a new, large-scale, mixed-use redevelopment on the city's central Bay waterfront. When complete, the Mission Bay community will include jobs, housing, schools, a supermarket, and police and fire stations. The jobs created in this area are easily accessible to residents along San Francisco's Third Street corridor and beyond. Additional private office/life science/technology commercial space is planned. A new specialty hospital in Mission Bay South will serve women, children, and cancer patients. The area will also include city- and neighborhood-serving retail space, and a hotel that includes retail and entertainment uses all enhanced by street, lighting, sidewalk improvements and additional transit. At completion, Mission Bay could include significant new housing units with more than 30 percent affordable for households with moderate, low, and very low incomes.

## **TRANSIT NEIGHBORHOOD**

### **Balboa Park**

The classic, 1950s-style suburban area of Balboa Park will have additional housing in character with the surrounding neighborhoods, along the main streets of Geneva, Ocean and San Jose Avenues as well as in the area by the Balboa Park BART station. A dramatic re-do of the streets, transit systems, and open spaces will create a network that is comfortable for people, not just for cars and transit storage. When complete, there will be more rental and affordable housing units, commercial space and improved public uses. This will revitalize main streets, and provide new neighborhoods and a new center. The large investments in transit will improve the transit service connection to the whole city.

## **MIXED-USE CORRIDOR**

### **Port of San Francisco**

The historic waterfront is a maritime, cultural and recreational area for the city of San Francisco that continues to support fishing and other water dependent uses. When complete, this area will have a mix of uses that respect and enhance its maritime character. There will be a special emphasis on creating more open spaces and recreational. This area can provide urban mixed-use development, and industrial integrated with mixed use and open space with rehabilitated nationally-important historic buildings to house 21st-century industry and technology.



## San Mateo County

San Mateo County is strategically located between San Francisco and Silicon Valley. The Coast Range divides the county into two distinct parts: the bayside and coast. Ninety percent of development in the county is located on the bayside. The communities along the bayside of the Peninsula are home to Fortune 500 headquarters, globally significant firms and research entities, as well as many charming town centers and residential neighborhoods. The downtowns of many of the county's cities, including South San Francisco, San Bruno, Millbrae, Burlingame, San Mateo, Belmont, San Carlos, Redwood City, and Menlo Park, are clustered near a Caltrain station, often encompassing or bordering El Camino Real. The coast is primarily agricultural and open space.

The downtown areas and transit-served neighborhoods will continue to be the primary focus for incremental growth in San Mateo County. Local governments along El Camino Real are working together to transform the corridor from an auto-oriented commercial strip into a walkable Grand Boulevard that includes a mix of homes, stores, parks, and services. Frequent bus service links the transit town centers and city center nodes along its length. The Jobs-Housing Connection Strategy projects 55,700 additional housing units in San Mateo County through 2040, or 8% of the total regional housing unit growth. The County is expected to add just over 100,000 jobs, or 9% of the total employment growth for the region. Importantly, 60% of these jobs will be in transit-served PDAs. San Mateo and Redwood City are expected to house the largest concentration of jobs and housing in the County, and nearly 70% of the new housing will be in PDAs along El Camino. Focused growth in these bayside communities will reduce development pressures on the hills, coast and mountains, including many lower density residential neighborhoods and Priority Conservation Areas.

### CITY CENTER

#### **Redwood City - Downtown**

This vibrant urban PDA has a mix of activity centers and building styles from different decades. It will become an entertainment capital, a dense residential neighborhood, a destination for shopping and dining, a cultural center, a major transit hub, and a dynamic workplace district. The downtown supports small, independent businesses and encourages both civic interaction and entertainment. Public transportation is provided by the Caltrain station and bus service with SamTrans.



This area can accommodate substantial new housing and retail development. Housing will make transit more viable by placing large numbers of potential riders in close proximity to the station. The addition of housing will also help to support existing businesses and attract new ones by putting more people on the sidewalks.

The downtown streets are pedestrian-friendly and attractive, and function as public gathering spots, including small piazzas for concerts and outdoor dining, and grand spaces like Courthouse Square. As the civic heart of the area, Courthouse Square features fountains, pavilions, tree-shaded seating areas, and a large central plaza with a custom-designed concrete pattern. Plans for a grand boulevard along El Camino Real and an elevated transit corridor for Caltrain will complete the critical integration of transit and land use planning. By creating a walkable environment, great public spaces, new housing options, and entertainment destinations, Downtown Redwood City will continue to serve as a model of well-designed urban growth.

### **San Mateo - Downtown**

New development in downtown San Mateo will focus on high-intensity commercial projects and transit-oriented development near the renovated train incorporating multi-family housing into mixed-use developments.

Served by both SamTrans and Caltrain, the area a prime housing opportunity given its proximity to the train station, commercial uses, services, and a growing employment center. Improved walkability and lighting, street trees, pedestrian connections, and streetscapes will visually enhance the area and provide safe and easy access for visitors and residents. In addition, improved pedestrian access will make city amenities such as recreational activities at Central Park more accessible to residents. New development will help to create a livable community while ensuring safe and easy access to Downtown San Mateo from the train station.



## **TRANSIT TOWN CENTER**

### **Burlingame El Camino Real**

Already a vibrant and pedestrian-friendly community, Burlingame has several neighborhoods where new infill development and additional improvements are on the horizon. The Burlingame Downtown area is anchored by the historic Burlingame Train station, which is served by Caltrain. The Burlingame Downtown Specific Plan proposes to increase higher density residential development and mixed use to create a more vibrant downtown. El Camino Real will continue to evolve as part of a Grand Boulevard through San Mateo County. In addition, new development is also planned for California Drive, which is



also a primary Samtrans transit corridor with two Caltrain stations and access to the Millbrae Intermodal station. The North Burlingame/Rollins Road Specific Plan encourages higher density residential and mixed use opportunities in those areas closest to the Millbrae station.

#### **Daly City - Bayshore Neighborhood**

This area will have higher residential densities in close proximity to existing public transportation, which will help to increase pedestrian activity along Geneva Avenue. New housing will be built primarily on smaller infill sites, with the possibility of a large-scale development at the Cow Palace. An innovative and creative re-use of the Cow Palace site could provide a large number of additional dwelling units in an area where the potential for large additions to the housing stock are rare or non-existent. There is also an opportunity to increase the number of jobs in the area. These changes will help to reinvigorate the community by providing new housing, shops, and services. Residents in the area will also be able to take advantage of expanded housing and transportation choices.

#### **East Palo Alto - Ravenswood Business District**

The vision for development in this area is to provide jobs for both local residents and the regional labor market, along with housing at a range of affordability levels, increased parks and access to the Bay shoreline, and a positive net effect on the City's general fund, so that the City can continue to provide services for all residents. Improved transit services along the Dumbarton Rail corridor, along with buses and shuttles, will enhance accessibility for current and future residents.

#### **Menlo Park - El Camino Real Corridor and Downtown**

New mixed-use projects along El Camino Real will house residents with minimal impact on the existing single-family residential neighborhoods. Senior and certain underserved sections of the city's working population will have new housing opportunities. Development of a vibrant, mixed-use area will benefit the independent businesses in downtown by building a consumer base and supporting evening activities and public outdoor events. Locating new housing near the downtown, in close proximity to transit options, will also reduce the city's per capita auto use and climate impact. New development will make Caltrain and local buses a convenient option for more workers and residents.

#### **San Carlos - Railroad Area Corridor**

The Railroad Corridor development can stimulate San Carlos' local, neighborhood-oriented economy; provide much-needed new housing for the city and county; and improve walking conditions around the transit station. This area will promote transit-oriented development and will include landscape and traffic improvements.

Including housing throughout the downtown core will enable transit-oriented living and provide more people to shop in the downtown, supporting both the local economy and regional goals. Development can also help to bridge the communities on the east and west side of the tracks and create a unified corridor.

## **TRANSIT NEIGHBORHOOD**

### **San Mateo - Rail Corridor**

The Rail Corridor PDA, bounded by the Hayward Park and the Hillsdale Caltrain stations, includes land along El Camino Real and the Caltrain tracks that run parallel to it, between Hillsdale Boulevard and State Route 92, and between El Camino Real and US Highway 101. This area is largely commercial in nature and includes the Hillsdale Shopping Center, restaurants, large specialty stores, personal service centers, grocery stores, financial institutions, and small “mom and pop” businesses. Most of these businesses rely heavily on automobile traffic along El Camino Real.

Higher density, mixed-use development will help to revitalize underutilized land within walking distance of the transit stations and will increase housing opportunities, reduce dependence on single occupancy vehicles, and promote transit ridership. New transit-oriented development will be located on the site of the former Bay Meadows Racetrack. Substantial infrastructure improvements, including three grade-separated crossings of the Caltrain line and an upgraded sewer line, will also help to support new development and improve walkability in the area.

## **MIXED-USE CORRIDOR**

### **El Camino Corridor**

This multi-city PDA encompasses a quarter-mile buffer along El Camino Real (State Highway 82) through San Mateo County, including the cities of Menlo Park, Redwood City, San Carlos, Belmont, San Mateo, Burlingame, Millbrae, San Bruno, South San Francisco, Colma, Daly City, and neighborhoods in unincorporated San Mateo County. El Camino Real crosses through and connects areas around the downtowns and commercial streets in Menlo Park, Redwood City, San Mateo, Millbrae, San Bruno, and Daly City. Though narrow, the total area covers approximately ten square miles.

The El Camino Corridor will be transformed into denser, mixed-use neighborhoods, where new residents will reinvigorate the commercial areas and civic spaces can replace parking lots. BART and Caltrain stations are within walking distance from El Camino Real and the San Mateo County Transit District (SamTrans) provides bus service along the corridor San Francisco to Menlo Park. Each city will have a bicycle- and pedestrian-friendly connection between mixed-use communities with shopping centers and downtowns while maintaining the

elements that give each area its sense of place. New homes and retail along the corridor will be able to use Caltrain and bus transit service, which in turn, will also justify increased frequency. The new streetscape and retail will encourage walking.

With denser housing, retail, and a more inviting streetscape, the highway corridor will become a series of neighborhoods, or a “grand boulevard of meaningful destinations.” A re -design of El Camino Real to a walkable urban boulevard will make this possible.

### **Daly City - Mission Street Corridor**

The convergence of Muni and SamTrans bus lines make easy access to transit a draw for new development and redevelopment. Development around the Colma BART station will provide a mix of moderate and high density housing, local and community shopping, and offices. The Mission Street commercial corridor will meet the community’s retail needs, create employment opportunities, and increase the customer base by creating more housing in mixed-use developments. Infrastructure improvements will support new development. New residential development will include housing that is affordable for moderate, low, and very low income households. The increased job opportunities and services along the corridor will also benefit residents and reduce their transportation costs. An improved pedestrian environment and new buildings near the BART stations will greatly improve the on-the-ground walking experience for all.

### **Belmont - Villages of Belmont**

The Belmont PDA is located near the Belmont Caltrain station along the El Camino Real corridor. New development will transform traditional modes of transportation and revitalize Downtown Belmont to stimulate economic development and enhance livability for residents, workers, and visitors. Belmont will become a sustainable community that is walkable and transit-oriented with a safe, efficient multi-modal transportation network. New development will be energy-efficient and focused on clean, renewable forms of energy; affordable and desirable for a variety of household types; and a key component in increasing the supply and improving the balance of employment and housing opportunities.



### **Millbrae - Transit Station Area**

When complete, the Millbrae Station Area will expand the vibrant, pedestrian-friendly nature of Downtown and integrate such diverse uses as single-family residential and mixed-use residential of the surrounding communities. There will be a mix of office and retail between the transit station and US Highway 101, and hotels, theaters, and mixed-use residential buildings are planned along El Camino Real and close to downtown. High-density housing near transit will enhance housing and transportation options, while providing local consumers to support the area's stores and services. New parks will provide improved recreational opportunities. Residents will continue to enjoy a high level of transit access, with BART, Caltrain, and SamTrans bus service at the station. Walking will be encouraged with a variety of streetscape improvements.

### **Redwood City - Broadway/Veterans Boulevard Corridor**

The Broadway/Veterans Boulevard Corridor is home to four of Redwood City's largest employers in Redwood City and is planned for further job growth. This PDA will be a diverse, multifunctional growth area in central Redwood City. There are several land use components, including high density mixed use areas, walkable workplace areas, light industrial incubator area, and healthcare workplace area. Pedestrian-friendly design with buildings facing public streets will help to make the area a pleasant place to walk.

### **San Bruno - Transit Corridors**

Development around the station area will provide transit-oriented housing and services, and a grade separation will enhance pedestrian safety. Along El Camino Real and San Bruno Avenue, new housing in the commercial districts will dramatically change the area. Downtown will see more retail and existing residential neighborhoods will remain the same or add a few more homes. New development may occur at the Tanforan and the Towne Center shopping centers or on smaller parcels in redevelopment areas. Transit, pedestrian, and bicycle connections, particularly to and from the BART and Caltrain stations and surrounding residential neighborhoods, will be improved and enhanced, as will several traffic intersections. A new baseball diamond and other public parks will make the area a more pleasant place to play. Residents will be able to take advantage of a range of housing and transportation choices located in a reinvigorated Downtown and along major corridors. The creation of a distinctive, transit-oriented development district will not only promote walking and access to downtown, but will also boost a sense of community.

### **San Mateo - El Camino Real**

Most of the land along the corridor is devoted to commercial uses, including Hillsdale Shopping Center, financial institutions, goods and services centers, other small businesses, and restaurants. Improvements to public and private spaces along the corridor will include improved lighting, design guidelines for public and private spaces fronting the corridor, natural streetscape designs, and improved pedestrian connections to rail stations. These

enhancements will spur redevelopment of private properties along the corridor with mixed-use projects that include residential uses above first-floor commercial uses. The improvements will enhance the corridor for pedestrians, businesses, and residents. Pedestrians will have a safe, accessible, and visually appealing area to walk while shopping and patronizing the businesses along the corridor. New residents will add vitality to the corridor, while helping to support local businesses and increase transit ridership. Transit riders will also benefit from improved bike and pedestrian connections to rail stations.

### **South San Francisco - South San Francisco Downtown**

The South San Francisco Downtown PDA is a unique commercial center that is home to the oldest commercial and residential areas of the city. Almost all non-residential areas are built to the street, resulting in a pedestrian-friendly scale. There is also a wide range of housing types, from single-family detached to three-story apartment buildings with tuck under parking. This area is a regional employment center with a biotechnology cluster and is served by BART, Caltrain, SamTrans and the San Francisco Airport. As Downtown grows, the unique character of the established and vibrant downtown will be maintained as the pedestrian scale, character, and broad mix of uses are expanded to the entire PDA. The historic street pattern also lends itself to creating more walkable neighborhoods, which will make the area more appealing to pedestrians.

## SANTA CLARA COUNTY

Santa Clara County is the home of Santa Clara Valley, known to the world as Silicon Valley, the birthplace and now global capital of the high-technology revolution. Today, with over 1.8 million residents and 900,000 jobs, Santa Clara County is the most populous and job-rich county in the San Francisco Bay Area. The communities within Santa Clara County represent the full spectrum of urban to rural places found around the Bay Area, including both the region's largest city, San Jose, and the highest number of Priority Conservation Areas of any county.

Over the past decade, there has been an increased emphasis on transit-supportive land use planning and infrastructure improvements to keep pace with the new economy and protect open space. Many communities in the county have looked to future growth near Caltrain stations, VTA light rail stations, and along the El Camino Real corridor. Communities and businesses have also looked at reinvesting in office parks along the Highway 101 corridor, providing a wider range of services and amenities, and improving transit, bicycle, and pedestrian connections to these areas. The Jobs-Housing Connection Strategy supports these efforts and prioritizes growth in the County into existing downtowns, employment centers, town centers, and major mixed-use transit corridors.

The County has experienced explosive growth in the last 40 years and is projected to lead the region in both new jobs and housing. From 2010 to 2040 Santa Clara is expected to account for 32% of the total regional household growth in the Bay Area, or 211,190 additional housing units, and 27% of the total employment, or 303,530 new jobs. While historically jobs in Santa Clara County have been in suburban areas, 71% of the new growth will be in transit-served PDAs. The City of San Jose will have the largest share of both jobs and housing, followed by PDAs in Milpitas, Santa Clara, and Sunnyvale.

## REGIONAL CENTER

### **San Jose - Greater Downtown San Jose**

The downtown area has recently undergone significant improvements but the ultimate vision is to transform downtown into an even more vibrant area. When complete the area will include new office space, abundant choices of urban residential, retail, and four hotels. Plans include attractive streetscape and addressing traffic barriers to allow better mobility, encourage high density infill development and not detract from the pedestrian experience in the area.





### **San Jose - North San Jose**

The vision for North San Jose includes new residential units, retail development, and the creation of new jobs with leading technology industries. Key components include establishing an Industrial Core Area along the Guadalupe light rail corridor by reserving development capacity and enabling transit-oriented development along an existing light rail corridor by increasing maximum building heights to allow 12-story buildings with structured parking for projects providing enhanced transit and pedestrian facilities. Included in the vision are direct industrial-to-residential conversions to appropriate sites and new neighborhoods that incorporate residential amenities, including at least 35 acres of new neighborhood-serving parks.

## **SUBURBAN CENTER**

### **Milpitas - Transit Area**

The Milpitas Transit Area has high-density residential, mixed-use, and transit oriented land uses that provide housing, employment and transportation options. This development helps to promote a compact urban form by allowing increased heights, mixes of uses, and growth focused on infill and redevelopment opportunities. The new higher density housing will be in close proximity to employment centers and transit hubs, which promotes increased transit use and intermodal commuting options. To further establish the Transit Area as a walkable, transit-supportive community, pedestrian, bicycle and transit systems will be supported with pedestrian amenities, wider sidewalks, traffic calming, streetscape improvements, pedestrian routes to transit stations, and improvements to the city-wide trail network.

### **San Jose - Cottle Transit Village and Shopping Center**

The Cottle Transit Village is planned for a mix of new residential market rate units and is intended to link residents to a strong pedestrian circulation system with new sidewalks and substantial landscaping near transit rail station. The mixed-use housing area will include row houses, stacked townhouses, flats, and lofts. Commercial space is planned around the Blossom Hill Caltrain Station, the Cottle Road Light Rail Transit Station and the Hitachi campus. The transit village will take advantage of multiple transit opportunities.

## **TRANSIT TOWN CENTER**

### **Gilroy - Downtown Specific Plan**

The City of Gilroy's PDA will unite the unique scale and architecture of Downtown Gilroy with urban design that embraces mixed-use and transit-oriented development to create the foundation for a specialty retail district

distinct from other modern shopping centers. The area will have compact urban residential and commercial development within close walking distance of the Caltrain multi-modal station. Pedestrian-scale treatments in the area will include outdoor dining, public plazas, lower vehicle speeds, midblock crosswalks, diagonal parking, and wide sidewalks with shade street trees, benches, and public art work will enhance and emphasize downtown Gilroy. Mixed-use development, incorporating residential and/or office uses above retail shops, will create a 24-hour atmosphere and will inject new life into Downtown to help solidify Downtown Gilroy as the civic, commercial, urban residential and cultural central focal point of the city.

As Downtown grows, the unique character of the established and vibrant downtown will be maintained as the pedestrian scale, character, and broad mix of uses are expanded to the entire PDA. The historic street pattern also lends itself to creating more walkable neighborhoods, which will make the area more appealing to pedestrians.

### **Morgan Hill - Downtown**

The focus of this effort is to strengthen Downtown, making it the social and activity heart of Morgan Hill – a place where residents from all segments of the community can live, work, meet, shop, participate in public celebrations and share in the richness of Morgan Hill’s community life. Downtown is a place like nowhere else – a place with its own scale, character and uses. Development in the city center will create new residential, retail, restaurant, office and entertainment uses supported by pedestrian-friendly landscaping and infrastructure improvements. Downtown Morgan Hill will be a distinct, attractive community with a strong sense of place: a walkable neighborhood connecting residents, employees and visitors to a wide variety of retail, commercial and entertainment uses.

### **San Jose – Communications Hill, Evergreen**

When complete, the area will incorporate residential amenities, such as new neighborhood-serving parks and calls for housing units in a very urban form near the Curtner Light Rail Station. Transit and transportation improvements including Amtrak, ACE, and VTA service, streetscape improvements, recycled water, parks, community centers, libraries, life-safety facilities, and other public facilities will also be expanded in the area. New office space, housing, retail, and hotel space will be developed and new jobs are anticipated.

### **Sunnyvale - Downtown & Caltrain Station Area**

The downtown core of Sunnyvale is a hub of activity with a number of large, mixed-use redevelopment projects currently underway. These projects include significant increase in office space, retail, one-bedroom and two-bedroom condominium units and townhomes, a hotel. Development focuses on enhancing the traditional downtown district to provide the community with a variety of destinations in a pedestrian-friendly environment. There will be an increase in the total number of residential units with emphasis on reconnection to the Town Center area, and a sense of arrival along Mathilda Avenue with wider sidewalks and taller buildings will be

achieved. When completed, the revitalization will take advantage of the multimodal transit station that consists of Caltrain, Santa Clara Valley Transportation Authority (VTA) buses and area shuttles. The station incorporates a parking structure, a Caltrain ticket office, surface parking and a shuttle plaza. The station provides a gateway to Sunnyvale's shopping and entertainment center, as well as providing important commuter access to Santa Clara County and the peninsula.

## TRANSIT NEIGHBORHOOD

### Campbell - Central Redevelopment Area

The City of Campbell's Priority Development Area (PDA) centers on areas adjacent to Campbell's three Valley Transit Authority (VTA) light rail stations and historic downtown. In recent years, new residential homes, mixed-use projects, and a new public parking facility have been built in Downtown Campbell, and numerous public works and related capital improvement projects have also been completed.

The Central Redevelopment Area will be walkable, with mixed-use design, affordable housing, and transit accessibility. The community will retain and respect Campbell's heritage of small-town connectedness that gives the city its charm while promoting smart growth planning and encouraging additional housing. The existing development standards and reconfiguration of the street layout will support and inform future development to create a pedestrian-friendly, mixed use environment.



### Mountain View - Whisman Station Area

Formerly an industrial, office, and research site, this area has undergone significant change, with high-quality development and a new mix of uses including a multi-family development next to the light rail station. A variety of housing types, a new public park, and neighborhood retail uses will help shape the area into as a compact, sustainable community. New public streets and pedestrian/bicycle pathways will connect new and existing residential areas. Housing will be small-lot single-family and multi-family residential uses with a variety of densities and a ground-floor retail component will provide services to local residents.



### **Palo Alto - California Avenue Pedestrian Transit Oriented Development Combining District**

When complete, the area will serve as a vibrant, pedestrian-oriented neighborhood with a diversity of uses that supports the economic vitality of California Avenue and nearby businesses while encouraging the use of public transportation and other non-vehicular transportation modes. A mix of local jobs and services are envisioned including will include expansion of retail, personal services, neighborhood office, and public open space and help create a self-supporting, transit-oriented community and reduce the need for cars. Three housing opportunity sites with multiple parcels within the California Avenue area have been identified. The development strategy supports the vision of the Grand Boulevard Initiative, which focuses on the corridor's potential for housing and retail development, balancing the need for cars and parking with viable options for transit, walking, and biking.

## **MIXED-USE CORRIDOR**

### **Sunnyvale - El Camino Real Corridor**

The El Camino Real Corridor in Sunnyvale builds on the long range Grand Boulevard Initiative that links 19 cities in San Mateo and Santa Clara Counties along the El Camino Real Corridor to create more urban, pedestrian friendly areas. The area will serve as a local street and main retail corridor with the Grand Boulevard Initiative's guiding principles to encourage housing and job growth, compact high quality design mixed-use developments, pedestrian-oriented environments and improved streetscapes. The area encompasses has been identified for intense mixed-use projects. It is located at the city's four busiest intersections along El Camino Real, where bus lines, pedestrians, and commercial and recreational opportunities converge. When complete, the area will feature expansive housing within walking distance of neighborhood restaurants, an organic fruit stand, coffee shops and a bookstore, all of which were absent in the area before. Enhancement of the public streetscape to improve the visual quality of El Camino Real and the pedestrian experience are planned.

### **Sunnyvale - Lawrence Station Transit Village**

The Lawrence Station Transit Village is a core station area and corridor where future residential and employment growth will be focused. When completed, the area will provide major transit corridors and station areas with proximity to Valley Transportation Authority, Light Rail Transit, Caltrain, and future BART stations where future residential and employment will be focused. The emphasis of development will be on improved transit service, a concentration of residential growth in the area, and additional neighborhood services including parks and local grocery stores. Infrastructure improvements to the overall transportation experience within the surrounding neighborhoods are also planned. Plans include improvements such as adding transit queue jump lanes on

highways, improving traffic circulation on arterial streets, enhancing transit service frequency as demand increases, and creating direct pedestrian and bicycle paths from local neighborhoods and the transit facility. The vision is to redevelop the Lawrence Station area as a compact and walkable neighborhood with continuous wide sidewalks, bike lanes, neighborhood parks, grocery stores, retail establishments, and high density housing.

## **Valley Transportation Authority – Santa Clara County**

### **Cores, Corridors & Station Areas**

The Cores, Corridors & Station Areas in Santa Clara County include transit-rich areas within the cities of Campbell, Cupertino, Gilroy, Los Altos, Los Gatos, Milpitas, Morgan Hill, Mountain View, Palo Alto, San Jose, Santa Clara, Saratoga, Sunnyvale, and in unincorporated Santa Clara County. Within these cities, a mix of housing and job growth is planned. Core areas within the county that contain concentrations of residential areas, employment sites, and other destinations such as retail and cultural facilities will also expand. These areas have urban characteristics, including residential and commercial land uses and/or downtown center attractions combined with transit connectivity. Corridors will include transit service that functions as the “transit spine” of the surrounding community. When complete, these communities will have expansive Station Areas adjacent to VTA light rail, Caltrain, and future BRT stations that will serve as focal points for new and future residential and employment infill.

The Cores, Corridors, and Station Areas present tremendous opportunities to meet Silicon Valley’s housing needs while providing viable transit alternatives. The areas support the vision for pedestrian- and transit-oriented development. Encouraging residential, commercial, and recreational development in these key areas of the county meets the smart growth practice of increasing the live-work-play balance within walking distance or within walking distance of a transit route that connects these land use types together.

## SOLANO COUNTY

Solano County has the distinction of containing nearly half the San Francisco Bay Area's important farmland and more than half the region's wetlands, according to the State Farmland Mapping and Monitoring Program. The Sacramento River flows along the southeastern portion of Solano County, emptying into the Sacramento-San Joaquin River Delta, the largest estuary on the U.S.'s West Coast, and into the Suisun Bay. Five Priority Conservation Areas have been identified in the county to protect important natural resources across all eight cities.

The Jobs-Housing Connection Strategy for Solano County recognizes Suburban and Town Centers, focusing the majority of household and job growth in the cities of Fairfield, Vacaville, and Vallejo. These cities, connected via the Capitol Corridor train to Sacramento and Bay Area job locations, will remain the most populous in the County. The Strategy also recognizes existing greenfield development capacity within urban growth boundaries in a few communities, including Fairfield. Solano County takes 5% of the region's housing growth, or 22,820 homes, and 5% of the region's job growth, or 47,560 jobs. The PDAs in Solano County jurisdictions help focus 43% of the County's household growth and a third of the job growth.

### SUBURBAN CENTER

#### **Fairfield - Downtown South, Jefferson Street/Union Avenue**

A new multimodal train station will serve residents of eastern Fairfield as well as Vacaville, provide a hub for regional and local bus services to and from Fairfield-Suisun and Vacaville, and support higher-density development in the area. The train station is planned as part of Amtrak's Capitol Corridor route, an intercity passenger train system.

The area is currently characterized by industrial and commercial uses such as auto dismantlers, rock crushing operations, concrete batch plants, and workshops. The proposed development will take advantage of the planned transportation facility with a transit-oriented, pedestrian-friendly, mixed-use community.

When complete, the area will have a mix of residential, commercial, and office uses. New homes in the area would range from small-lot single-family to apartments with podium parking. Commercial and office uses would include a neighborhood-serving retail center with offices across the street from the station and retail on the station site itself.

#### **Vacaville - Allison Policy Plan Area**



The area is bordered by Interstate 80 and in the vicinity of Allison Drive and served by several transit options but currently, there are no jobs or housing in the area. Commercial, residential, and public uses and the use of alternative modes of transportation are envisioned for the future. The Ulatis Creek corridor will be used as a natural open space linear park to encourage bicycle and pedestrian use. A planned regional and intermodal transit facility will provide transit for existing and future residents of high density housing. The facility will include a bus terminal that will accommodate multiple buses at one time, a park and ride area with surface parking for over two hundred cars, bicycle lockers, and a van pool. When complete, Vacaville's City Coach, which serves the Solano Mall, Solano Community College, and Solano Express routes will be accessible from the new intermodal transit facility. Signal light improvements and street improvements are also envisioned. An additional multi-level parking structure is envisioned after the initial intermodal transit facility is completed.

### **Vallejo - Waterfront & Downtown**

When complete, the waterfront area will have a mixed-use development with new high density homes. Land near the existing ferry terminal and planned bus transfer station will be used for higher-density residential, commercial, and open space development. The intended result is to provide a high-density, mixed-use environment within walking distance of multiple transit opportunities, waterfront open space, and the historic downtown. The overall vision of the Downtown Vallejo Specific Plan is to significantly intensify development in the historic downtown area within walking distance to the existing Vallejo ferry terminal and planned bus transfer station while retaining the historic character of the downtown.

## **TRANSIT TOWN CENTER**

### **Fairfield - Fairfield-Vacaville Train Station**

Much of the area is characterized by industrial and service commercial uses such as auto dismantlers, rock crushing operations, concrete batch plants, and workshops incompatible with regional transportation nodes like a train station.

The proposed development vision will, by contrast, take advantage of the planned transportation facility.

The Fairfield-Vacaville Train Station is envisioned as an example of a transit-oriented, pedestrian-friendly, mixed-use community. The plan proposes a mix of residential, commercial, and office uses. New homes in the area would range in medium to high density. There will also be new commercial and office uses would total - this includes a neighborhood-serving retail center with offices across the street from the station and retail on the station site itself.



### **Suisun City - Downtown Waterfront District**

The goal is to reduce the number of vehicle trips within the City, while implementing the downtown waterfront vision. The vision includes waterfront recreation, retail uses, dining and entertainment and expansion of existing transit opportunities and bicycle path systems. The revitalized downtown would feature a modern transit center with connections to completed bicycle/pedestrian paths, cultural and business gathering spaces, and high-density, compact housing. A multi-family and mixed use residential community is envisioned within a quarter-mile of transit. Preserved open space is another element of the vision, with natural and cultural activity sites, such as a downtown promenade, plazas, and public parks. A connection to county and regional trails is also envisioned.



### **Vacaville - Downtown**

Downtown Vacaville's Town Square includes a library, two privately owned and developed commercial buildings with a restaurant, retail, office space, parking, and a pedestrian plaza. The area is envisioned for mixed use residential and retail projects in the downtown and includes goals for improving linkages and connections to transportation sites. Major roadway improvement projects are envisioned. Projects include a capital improvement project to one of the Gateways to Downtown Vacaville and widening the traffic intersection and the Ulatis Creek Bridge to accommodate projected increases in traffic. Improved parking is also envisioned in the downtown area. Improvements to walkability in the downtown area would include the addition of a playground and public restroom facilities at the existing Ulatis Creek Walk. These improvements will be made while maintaining the historic downtown features.



## **TRANSIT NEIGHBORHOOD**

### **Benicia - Downtown**

Downtown Benicia is envisioned as a walkable transit town center that will serve a mix of uses, including a wide range of housing types, retail and professional offices, along with churches, libraries, public spaces, and recreation opportunities. New growth and development should be in walkable areas accessible by bus. First Street pedestrian safety improvements are planned as is the addition of parking facilities. Bus usage would expand with a park and ride at Military and First Street.

## **MIXED USE CORRIDOR**

### **Fairfield - North Texas Street Core**

The area, when complete, will highlight successful redevelopment focused around infill, mixed used development with moderate density housing with access to a major transportation alternatives and to public. Under consideration is the creation of a new street, providing better visibility and access to businesses. The city also envisions preserving the two neighborhood serving retail clusters. A portion of North Texas Street, north of East Tabor Avenue to Air Base Parkway, could be a mixed-use corridor with some residential development and compatible commercial and office uses filled in on vacant or underutilized sites. This portion of the corridor will also retain a neighborhood serving retail cluster. A new park and streetscape improvements, such as planting street trees, widening sidewalks, and landscaping will be completed. A new Central Transfer Facility will also provide enhanced transit access to regional transit and the core Bay Area.

### **Fairfield - West Texas Street Gateway**

This area encompasses a portion of the one-mile West Texas Street corridor that serves as a gateway to downtown Fairfield at Interstate 80. The area includes a variety of land uses with new shopping centers, a regional transportation center, and new higher density housing near I-80. Much of the corridor, however, is aging, with small commercial structures, vacant rear parcels, mobile home parks, and older motels. This area is served by local, inter-city, and regional bus connections.

## SONOMA COUNTY

Sonoma County is the largest, northernmost county in the San Francisco Bay Area and contains coastal areas, redwood forests, wetlands, and small farms. Urban development in Sonoma County is concentrated within cities along the U.S. 101 corridor, which has been supported by voter-approved urban growth boundaries and other policies that encourage separation between cities and scenic landscapes. The existing bus service in the county will be enhanced by the introduction of Sonoma-Marín Area Rail Transit (SMART). The stations planned in Cloverdale, Healdsburg, Windsor, Santa Rosa, Rohnert Park, Cotati, and Petaluma are largely located within Priority Development Areas and will provide improved connections among the cities in the county and to employment opportunities in San Francisco.

The Jobs-Housing Connection Strategy for Sonoma County recognizes growth along the proposed transit corridor, focusing the majority of household and job growth in the central cities. Sonoma County assumes 6% of regional housing unit growth by 2040, or 31,870 homes, and 6% percent of the total regional job growth, or 65,430 jobs. Household and job growth are focused in Santa Rosa, the largest jurisdiction in the county, and other jurisdictions along the SMART corridor, with about half the growth located in PDAs.

## CITY CENTER

### **Santa Rosa - Downtown Station Area**

This area is centered on a proposed SMART station site in downtown Santa Rosa. Existing transit includes Santa Rosa City Bus, Sonoma County Transit, and Golden Gate Transit bus lines. There are also primary dedicated pedestrian and bicycle paths in the area. The area's existing land uses are retail and office in the core, with residential and industrial along the edges.

A new framework for development downtown is a healthy, vibrant regional center with a mix of shopping and jobs, new higher-density housing, parks and open space—with opportunities for bicyclists, pedestrians, transit users, and drivers to travel on an attractive, safe network of streets.

Diverse development will include a variety of types and sizes of streets, heights and densities of development, and ages of structures, all adding to the area's visual character. Industrial areas near the rail right-of-way are opportunity sites for development, with new housing units concentrated in the Railroad Square, Railroad Corridor, and Courthouse Square sub-areas.



Other key changes and investments are planned to improve easy circulation for automobiles, bicycles, and pedestrians in the area. Additional new community amenities include a new civic center and performing arts center, and the daylighting of Santa Rosa Creek. With these changes and investments, the new mix of land uses and travel choices can create a vibrant community.

## SUBURBAN CENTER

### **Petaluma - Central Petaluma**

Development in this area seeks to reinvigorate the city's historic downtown core in underutilized land and redirects development away from the city's fringes to the central core. The area also provides for a greater diversity, affordability and intensity of development. The mix of uses and activities within this area will give it identity and interest. Golden Gate Transit, Sonoma County Transit and Petaluma Transit provide bus service to the area, and SMART rail is planned. There are opportunities for transportation options, including a station site on the SMART corridor and the City's bus transit mall. The area is near the Petaluma River and the plan focuses on reconnecting the city to and along the river, to promote walkability and access to open space.



### **Rohnert Park - Sonoma Mountain Village**

The area will be transformed from an office park to a community centered on a village square with amenities for people to eat, gather, stroll, and enjoy other activities. Residences will be available in a variety of densities to appeal to a wide range of homebuyers and renters, with some of the units being affordable by design. Densities would be highest in the mixed-use core and would decrease appropriately as one travels away from the center toward the existing neighborhoods in the vicinity and the city's edge. Recreational opportunities, located throughout the community, are easily accessible to all residents and visitors. This new community aims to set the pace for sustainable development in the Bay Area—it will become a benchmark for conservation and environmentally sensitive standards for years to come.



### **Windsor - Redevelopment Project Area**

This area is planned as a city-centered, high-density, transit-oriented, culture hub of town. The Sonoma County Transit intermodal rail station will also accommodate SMART, providing the area with regular commuter rail service between Cloverdale and Larkspur, with a bus link to San Francisco and the greater Bay Area. Surrounding the new intermodal station is planned mixed use, high-density housing and commercial uses. The area can provide residents with a variety of diverse housing and transportation choices, and create an environment that is walkable with access to parks and other amenities. Other projects are underway to continue advancing the vision for the area.



## **TRANSIT TOWN CENTER**

### **Cloverdale - Downtown/SMART Transit Area**

When complete, transit connections will be improved and provide an active, livable downtown where residents, employees and visitors can take advantage of rail and bus service. The major objectives are to initiate SMART passenger rail and to provide bicycle and pedestrian access from the downtown to the transit station. There are opportunities at Citrus Fair for mixed-use housing, transit-oriented development (TOD) projects and also in downtown east of the freeway, where there are a few available sites for high-density housing. There are also opportunities for job creation in the existing industrial area east of the freeway. Collectively, these changes can contribute to an increased quality of life for residents in this community by providing housing and transportation choices and proximity to local services.

### **Cotati - Downtown & Cotati Depot**

The downtown and the Cotati Depot are planned for a SMART station. The development in the northern section of Old Redwood Highway will result in a denser, pedestrian “small-town” downtown with commercial and housing. This development will be multifamily housing, either on top of commercial or on the residentially designated streets, along with new commercial uses. The future downtown development is pedestrian-oriented, enhances vehicle and pedestrian connectivity and strengthens the local economy with environmentally responsible development. The plan calls for high-density mixed-use, transit-oriented development such as multi-family housing units, commercial spaces, and a new transit station and park and ride lot.



### **Sebastapol - Nexus Area**

New development in the Northeast envisions a wide variety of high-density residential, commercial, and civic uses in a lively downtown district. Sebastapol's core would be strengthened, circulation improved, facilitate alternatives transportation, expand goods and services for the community, improve open space access, and support the concepts of sustainable development and a sustainable local economy. Supportive projects include infrastructure, park, housing, circulation, and streetscape improvements. Implementation of the plan will also include ensuring green building techniques, housing affordability, and environmental sustainability.

## **MIXED-USE CORRIDOR**

### **Santa Rosa - Mendocino – Santa Rosa Corridor**

The intent is to develop “gateways” into the downtown, create a “sense of place,” and connect Santa Rosa Junior College in a substantial way to downtown. The routes served by the bus project should also be considered for transit-oriented development, which could spur commercial infill and reduce the number of auto trips. Improvements to the street include improved safety and functionality, providing a pedestrian friendly environment, and addressing aesthetic issues.

### **Santa Rosa - Sebastopol Road Corridor**

This area is a planned Rapid Bus Corridor and future SMART station. The goal is to create a unique, pedestrian-oriented street, including a revitalized neighborhood center. New development envisioned includes small businesses, affordable housing and parks, all oriented toward the street. The eastern part of Sebastopol Road, within a half mile of the future downtown SMART station, is currently designated for transit-supportive land uses. The bus project routes may also be considered for transit-oriented development, which could also spur commercial infill and reduce the number of auto trips.