

FOCUS

a development and conservation strategy
for the San Francisco Bay Area



Places and Choices for All

The nine counties of the San Francisco Bay Area are home to a diversity of world-class communities and spectacular natural beauty. A leader in innovation and a global center for new ideas, the region offers much to both those who live here and those who visit.

We also have our challenges. Many of our region's residents deal with long commutes, and very high housing costs. Our open lands and natural resources have been diminished by sprawl development and we now face the potential impacts of climate change. In the face of these and other challenges, we are working together as a region to find solutions that transcend city and county boundaries. Through a voluntary, incentive-based program known as FOCUS, local governments and regional agencies are making a difference in how our region grows and develops.

What Is FOCUS?

FOCUS is a regional development and conservation strategy that promotes a more compact land use pattern for the Bay Area. It unites the efforts of four regional agencies into a single program that links land use and transportation by encouraging the development of complete, livable communities in areas served by transit, and promotes conservation of the region's most significant resource lands. FOCUS directs financial assistance and other resources to Priority Development Areas (PDAs) and Priority Conservation Areas (PCAs).

FOCUS is led by the Association of Bay Area Governments (ABAG) and the Metropolitan Transportation

Commission, with support from the Bay Area Air Quality Management District and the Bay Conservation and Development Commission — in partnership with congestion management agencies, transit providers, and local governments throughout the Bay Area.

Key Concepts:

Priority Development Areas and Priority Conservation Areas

Central to FOCUS are: 1) Priority Development Areas, which are locally-identified, infill development opportunity areas near transit; and 2) Priority Conservation Areas, which are regionally significant open spaces for which there exists a broad consensus for long-term protection.

Priority Development Areas are generally areas of at least 100 acres where amenities and services can be developed to meet the day-to-day needs of residents in a pedestrian-friendly environment served by transit. The compact growth envisioned through these PDAs is based in large part on local aspirations and community context. The Bay Area has a range of existing communities and the PDAs reflect this diversity.

For all of the PDAs, FOCUS promotes planning for and developing complete communities. The planning principles behind complete communities are not new — indeed they represent a return to development patterns common to older cities and towns throughout the world.

The flexibility offered by complete and compact communities prepares these areas for future changes in population, job locations, or consumer preferences. For

Complete Communities

These places welcome more residents and are committed to offering options for everyone: a variety of homes, jobs, shops, services and amenities close to rail stations, ferry terminals, or bus stops. People then have the option to walk, bike, or take transit rather than getting in a car to run errands, visit friends, exercise, or get to work.

Benefits

- **Provide choices:** a range of housing options provides for people with different needs
- **Encourage accessibility:** people can walk, bike, or take transit for short trips and for commuting
- **Offer connections:** people are linked to jobs, health care, parks, services, and stores
- **Promote health:** aids quality of life for individuals, families, communities, and the environment
- **Improve social and economic equity:** meeting the needs of current and future residents

example, the Bay Area's population is aging, and apartments or condominiums near shopping, restaurants, parks, and services provide options to seniors who no longer want, or are unable, to live in a single-family home. There are also more households without children, many of which are attracted to PDAs that combine entertainment and vitality with easy access to employment. And by planning and



developing walkable neighborhoods with amenities such as shopping, parks, schools, and childcare, PDAs are also attractive to families who want to limit driving and be a part of a well-planned community.

Over 50 local-government entities stepped forward and proposed well over 100 PDAs, which were adopted by the ABAG Executive Board in November 2007. Together, these areas comprise about 115,000 acres of urban and suburban land — approximately three percent of the Bay Area’s total land area. However, based upon local plans, the PDAs could accommodate over half of the Bay Area’s projected housing growth to the year 2035, mostly at relatively moderate densities.

Priority Conservation Areas are areas of regional significance that have broad community support and an urgent need for protection. A total of 98 PCAs were adopted by the ABAG Executive Board in July 2008. These areas provide important agricultural, natural resource, historical, scenic, cultural, recreational, and/or ecological values and ecosystem functions. The PCAs represent opportunities for land conservation within the next five years, and regional agencies are working with state agencies and funding entities to protect PCAs



through purchase or conservation easements with willing landowners.

Benefits of a Compact Growth Strategy

Priority Development Areas and Priority Conservation Areas are inextricably linked. For the region’s economy to prosper, and to conserve more open space, future housing demand must be accommodated within the Bay Area’s developed communities. Otherwise, inevitable growth will continue to eat up farmland and natural habitats and will continue to spill out into the Central Valley and other surrounding regions. This growth will strain the transportation system, drain energy and water resources, and thwart efforts to reduce the carbon emissions that contribute to climate change.

The benefits of a compact growth strategy are felt both locally and regionally. PDAs enhance existing neighborhoods and give people choices, while helping reduce traffic congestion, provide more affordable homes, and protect the environment. PCAs protect natural resources that help offset greenhouse gases as well as provide for wetlands restoration, migration habitat, and watershed protection.

Climate Protection

A significant benefit of a more compact growth pattern is climate protection. With housing, jobs, shops and services in close proximity to one another and to transit services, we can reduce our contribution to transportation-related carbon emissions and associated global climate change. Studies show that 50 percent of our carbon emissions come from the transportation sector with 85 percent of these emissions from on-road vehicles. Complete and compact

communities reduce the need for residential driving by 20 to 40 percent. In recent years the Bay Area has had a “drive ’til you qualify” development pattern, where residents have had to move away from the communities closest to the Bay in order to find affordable homes. As a result, much of the region’s growth has been at the edges or in the Central Valley. Building more housing in the core of the Bay Area reduces the amount of energy needed to cool and heat our homes because temperatures in these areas are more moderate.

What Does FOCUS Do?

Incentives

FOCUS is a long-term strategy and regional agencies are working to direct many existing and future financial incentives to PDAs and PCAs. For example, \$7.5 million has been made available to Priority Development Areas for Station Area Planning grants and \$15 million in additional grants will be available in the next two to three years.

In addition to planning funds, regional agencies are working to develop sources of capital infrastructure funding to support PDAs in the creation of complete and compact communities. One potential source is discretionary transportation funding from the Metropolitan Transportation Commission’s long-range Transportation 2035 Plan. In allocating funding from the recently-passed housing and resource bonds, the state of California has also shown support for regional priorities, including FOCUS PDAs.

Additional Assistance

FOCUS includes programs for technical assistance, sharing of best practices, and other resources to assist local governments with planning and development activities in PDAs. ABAG has also been able to provide support to local planning processes to address issues of potential displacement from new development in PDAs.

Further, regional agencies held stakeholder conferences, a series of county-wide local government forums, and policy-based discussions around the economy, the environment, and social equity. PDA representatives meet regularly to share best practices information, and FOCUS staff continue to be engaged in a variety of outreach meetings throughout the region.

Priority Development Areas by County

Alameda County

Alameda County: *Urban Unincorporated Area*
City of Alameda: *Alameda Naval Air Station*
City of Berkeley: *Adeline Street*
City of Berkeley: *Downtown Berkeley*
City of Berkeley: *San Pablo Avenue*
City of Berkeley: *South Shattuck*
City of Berkeley: *Telegraph Avenue*
City of Berkeley: *University Avenue*
City of Dublin: *Dublin Transit Center*
City of Dublin: *Town Center*
City of Dublin: *West Dublin BART Station Area*
City of Emeryville: *Emeryville Mixed Use Core*
City of Fremont: *Centerville*
City of Fremont: *Central Business District*
City of Fremont: *Irvington District*
City of Hayward: *Downtown*
City of Hayward: *South Hayward BART Station Area*
City of Hayward: *The Cannery*
City of Livermore: *Downtown*
City of Newark: *Dumbarton Rail Station Area*
City of Newark: *Old Town*
City of Oakland: *Corridors and Station Areas*
City of Pleasanton: *Hacienda*
City of San Leandro: *Bay Fair BART Station Area*
City of San Leandro: *Downtown*
City of San Leandro: *East 14th Street*
City of Union City: *Intermodal Station District*

Contra Costa County

City of Antioch: *Hillcrest eBART Station Area*
City of Antioch: *Rivertown Waterfront*
City of Concord: *Community Reuse Area*
City of El Cerrito: *San Pablo Avenue*
City of Hercules: *Central Hercules*
City of Hercules: *Waterfront District*
City of Lafayette: *Downtown*
City of Martinez: *Downtown Martinez Intermodal Station Area*
City of Oakley: *Downtown Focus Area*
City of Oakley: *Employment Focus Area*
City of Oakley: *Potential Planning Area*
City of Orinda: *Downtown Orinda*
City of Pinole: *Old Town Pinole*
City of Pittsburg: *Downtown*
City of Pittsburg: *Railroad Avenue eBART Station Area*
City of Pleasant Hill: *Buskirk Avenue Corridor*
City of Pleasant Hill: *Diablo Valley College Area*
City of Richmond (with Contra Costa County): *North Richmond*
City of Richmond: *Central Richmond/ Transit Village*
City of Richmond: *South Richmond*
City of San Ramon: *City Center*
City of San Ramon: *North Camino Ramon Plan Area*
City of Walnut Creek: *Walnut Creek BART Station Area*
Contra Costa County: *El Sobrante*
Contra Costa County: *Pittsburg/ Bay Point BART Station Area*
Contra Costa County: *Pleasant Hill BART Station Area*

Town of Moraga: *Moraga Center*
West Contra Costa Transportation Advisory Committee:
San Pablo Avenue

Marin County

City of San Rafael: *Downtown San Rafael*
Marin County: *Unincorporated 101 Corridor*

San Francisco City and County

19th Avenue Corridor: County Line to Eucalyptus Drive
Better Neighborhoods: Balboa Park/Market & Octavia
Bayview/Hunters Point/Candlestick Point
Downtown Neighborhoods/Transit Infill
Eastern Neighborhoods
Mission Bay
Port of San Francisco
San Francisco/San Mateo Bi-County Area
Transbay Terminal Area
Treasure Island

San Mateo County

City/County Association of Governments: *El Camino Corridor*
City of Daly City: *Bayshore*
City of Daly City: *Mission Street Corridor*
City of Menlo Park: *El Camino Real Corridor and Downtown*
City of Millbrae: *Transit Station Area*
City of Redwood City: *Downtown*
City of San Bruno: *Transit Corridors*
City of San Carlos: *Railroad Area Corridor*
City of San Mateo: *Downtown*
City of San Mateo: *El Camino Real*
City of San Mateo: *Rail Corridor*

Santa Clara County

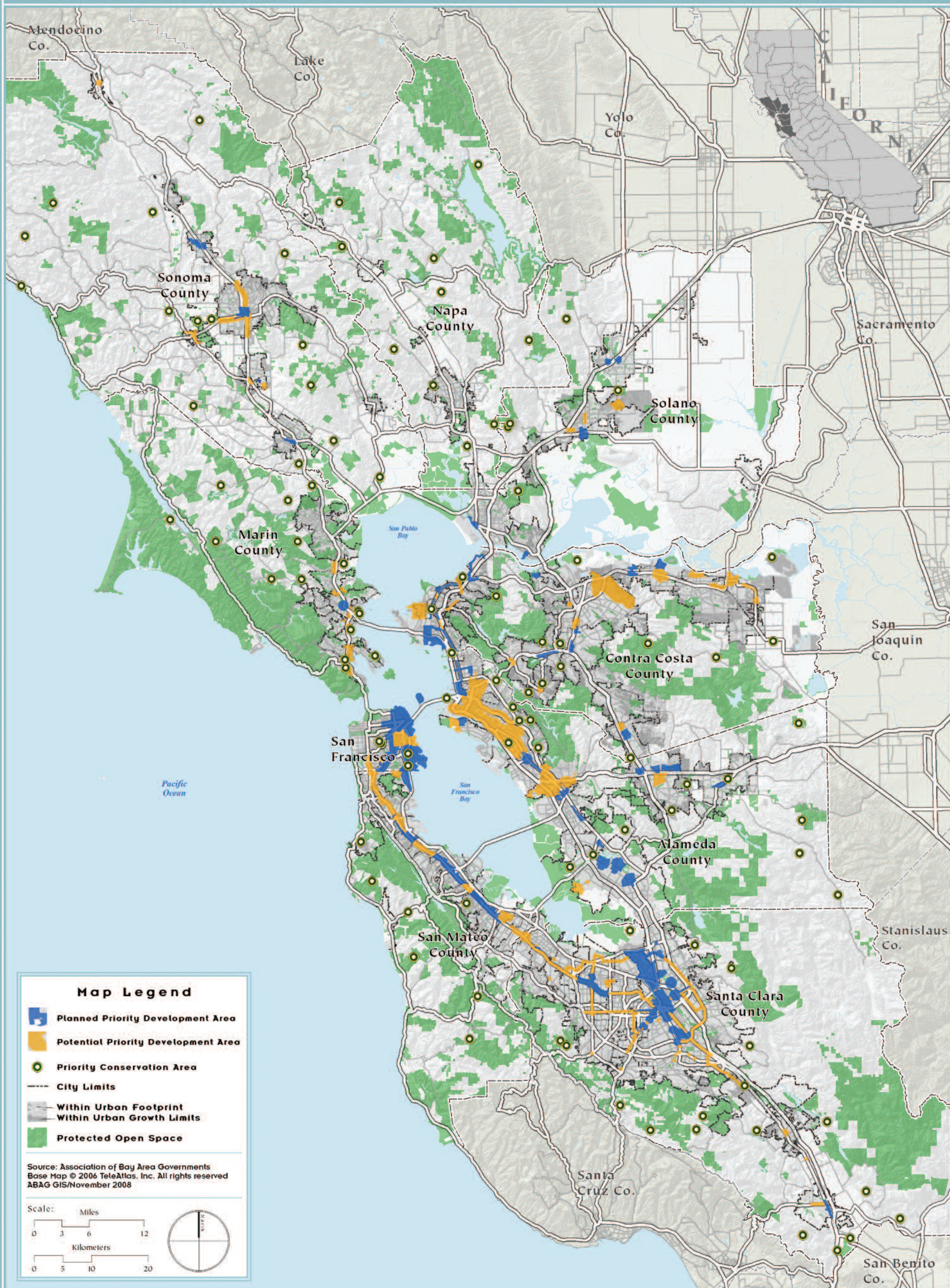
City of Campbell: *Central Redevelopment Area*
City of Gilroy: *Gilroy Downtown Specific Plan*
City of Morgan Hill: *Downtown Morgan Hill*
City of Mountain View: *Whisman Station Area*
City of Palo Alto: *California Avenue*
City of San Jose:
Central & North
San Jose –
Communications
Hill, Evergreen
City of Sunnyvale:
Downtown Sunnyvale
and Sunnyvale Caltrain
Station Area
City of Sunnyvale:
El Camino Real
Corridor
City of Sunnyvale:
Lawrence Station
Transit Village
Valley Transportation
Authority: *City Cores,*
Corridors & Station
Areas



(continued on page 6)

FOCUS

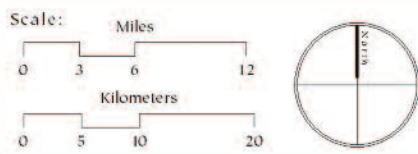
a development and conservation strategy for the San Francisco Bay Area



Map Legend

- Planned Priority Development Area
- Potential Priority Development Area
- Priority Conservation Area
- City Limits
- Within Urban Footprint
- Within Urban Growth Limits
- Protected Open Space

Source: Association of Bay Area Governments
Base Map © 2006 TeleAtlas, Inc. All rights reserved
ABAG GIS/November 2008



Priority Development Areas and Priority Conservation Areas



Priority Development Areas by County (continued)

Solano County

City of Benicia: *Downtown Benicia*
City of Fairfield: *Downtown South, Jefferson Street/Union Avenue*
City of Fairfield: *Fairfield/Vacaville Train Station Area*
City of Fairfield: *North Texas Street Core*
City of Fairfield: *West Texas Street Gateway*
City of Suisun City: *Downtown Waterfront District*
City of Vacaville: *Allison Policy Plan Area*
City of Vacaville: *Downtown Vacaville*
City of Vallejo: *Waterfront & Downtown*

Sonoma County

City of Cloverdale: *Downtown/SMART Transit Area*
City of Cotati: *Downtown Cotati and Cotati Depot*
City of Petaluma: *Central, Turning Basin/Lower Reach*
City of Rohnert Park: *Sonoma Mountain Village*
City of Santa Rosa: *Downtown Station Area*
City of Santa Rosa: *Mendocino/Santa Rosa Corridor*
City of Santa Rosa: *Sebastopol Road Corridor*
City of Sebastopol: *Nexus Area*
Town of Windsor: *Redevelopment Project Area*

Priority Conservation Areas by County

Alameda County

Nominating Agency: Name

Butters Land Trust: *Butters Canyon/Headwaters of Peralta Creek*
City of Albany: *Albany Hill*
City of Fremont: *Site 1 – Coyote Hills*
City of Livermore: *North Livermore, South Livermore Valley*
City of Oakland:

- ♦ *East Bay Greenway*
- ♦ *Leona Canyon Creek Tributaries*
- ♦ *Ridgemont West*
- ♦ *South Hills, San Leandro Creek*
- ♦ *Temescal Creek/North Oakland*

City of Union City: *Union City Hillside Area*
East Bay Regional Park District:

- ♦ *Bethany Reservoir Area*
- ♦ *Cedar Mountain Area*
- ♦ *Chain of Lakes Area*
- ♦ *Duarte Canyon Area*
- ♦ *Potential Oakland Gateway Area*
- ♦ *Potential Tesla Area*
- ♦ *Regional Trails System Gaps*

Contra Costa County

Nominating Agency: Name

City of Hercules: *Central Hercules and Waterfront District*
City of Lafayette: *Burton Ridge*
City of Lafayette: *Lafayette Ridge*
City of San Ramon: *Big Canyon Preserve*
City of Walnut Creek: *Acalanes Ridge Open Space*
Contra Costa County:

- ♦ *Contra Costa County Agricultural Core*
- ♦ *East Contra Costa County Habitat Conservation Plan/Natural Community Conservation Plan*

East Bay Municipal Utility District: *Indian Valley*
East Bay Regional Park District:

- ♦ *Point Edith Wetlands Area*
- ♦ *Potential Pinole Watershed Area*
- ♦ *Regional Trails System Gaps*

Town of Moraga: *MOSO and Non-MOSO Open Space*

Marin County

Nominating Agency: Name

Marin Agricultural Land Trust: *Marin County Agricultural Lands*
Marin Audubon Society: *Central Marin Bayfront, Canalways*



Marin Audubon Society/Marin Baylands Advocates:

- ♦ *Central Marin Bayfront, Madera Bay Park*
 - ♦ *St. Vincent's and Silveira Properties*
- Marin Conservation League: *Bowman Canyon*

Marin County Parks and Open Space:

- ♦ *Big Rock Ridge Lands*
 - ♦ *Bothin Waterfront*
 - ♦ *Central Marin Ridge Lands*
- Marin County Parks and Open Space:
- ♦ *North County Gateway*
 - ♦ *Tiburon Ridge Lands*

National Park Service, Golden Gate National Recreation Area:

- ♦ *Marin City Ridge*
- ♦ *North GGNRA Lagunitas Creek Parcels*

Salmon Protection and Watershed Network: *San Geronimo Valley Headwaters of the Lagunitas Watershed and Shore of Tomales Bay*
Tomales Bay Watershed Council: *3rd Valley Creek/Chicken Ranch Beach Conservation Area*

Napa County

Nominating Agency: Name

County of Napa: *Napa County Agricultural Lands and Watersheds*
Land Trust of Napa County: *Napa Valley – Napa River Corridor*
Napa County Regional Park and Open Space District:

- ♦ *Blue Oak Woodlands of the Lake District*
- ♦ *Interior Mountains – Moore Creek to Milliken Creek*
- ♦ *Lake Curry/Suisun Creek Watershed*
- ♦ *Palisades – Mt. St. Helena to Angwin*
- ♦ *Southern Mountains – Skyline Park to Newell Preserve*

(continued)

Priority Conservation Areas by County (continued)

Save-the-Redwoods League:

- ◆ *Bothe-Napa Valley State Park to Sugarloaf Ridge State Park Priority Conservation Area*
- ◆ *Redwood & Dry Creek Watersheds Priority Conservation Area*

■ San Francisco City and County

Nominating Agency: Name

California Native Plant Society Yerba Buena Chapter:

- ◆ *Bayview Hill Radio Property*
- ◆ *Sutro Tower, Inc.*

City of San Francisco Planning Department:

- ◆ *Aquavista/Twin Peaks*
- ◆ *Palou-Phelps, Bayview*

■ San Mateo County

Nominating Agency: Name

Midpeninsula Regional Open Space District:

- ◆ *Gateway to the San Mateo County Coast*
- ◆ *Upper San Gregorio Creek Headwaters*

National Park Service, Golden Gate National Recreation Area:
Pacifica Conservation Area: South of Mussel Rock to McNeé Ranch State Park

Peninsula Open Space Trust:

- ◆ *Lobitos Ridge Corridor*
- ◆ *Montara Mountain Complex*

Save-the-Redwoods League: *San Francisco Watershed Lands to Wilder Ranch State Park Priority Conservation Area*

■ Santa Clara County

Nominating Agency: Name

Midpeninsula Regional Open Space District:

- ◆ *Upper Los Gatos Creek Watershed*
- ◆ *Upper Stevens Creek Watershed Area*

Santa Clara County Open Space Authority:

- ◆ *Rancho Cañada*
- ◆ *South County Agriculture*

Santa Clara County Parks & Recreation:

- ◆ *Alum Rock Foothills*
- ◆ *Anderson/Coyote Connection*
- ◆ *Baylands*
- ◆ *East Berryessa Foothills*
- ◆ *East Coyote Foothills to Almaden Quicksilver*
- ◆ *East Gilroy Foothills*
- ◆ *Joseph D. Grant to Coyote Ridge*
- ◆ *Lexington Hills*
- ◆ *Paradise Valley to Calero*
- ◆ *Pescadero/Tar Creek*
- ◆ *Sanborn Skyline*
- ◆ *South County Regional Trail Connection*

The Nature Conservancy: *Soap Lake*

■ Solano County

Nominating Agency: Name

City of Fairfield: *Vacaville-Fairfield-Solano Greenbelt and Cement Hill*

Solano County:

- ◆ *Blue Ridge Hills (Vaca Mountains)*

- ◆ *Tri City and County Cooperative Planning Area*
- ◆ *Western Hills (including part of the Vallejo Lakes Property)*

■ Sonoma County

Nominating Agency: Name

Laguna de Santa Rosa Foundation:

- ◆ *Laguna de Santa Rosa*
- ◆ *Santa Rosa Plain*

Save-the-Redwoods League: *Coastal Sonoma to Armstrong Redwoods*

Sonoma County Agricultural Preservation and Open Space District:

- ◆ *Coastal Access and Resource Protection*
- ◆ *Coastal Agriculture*
- ◆ *Sonoma County Gateway*
- ◆ *Sonoma Mountain*

Sonoma County Regional Parks Department: *Russian River Access*

Sonoma Land Trust:

- ◆ *Northern Mayacamas*
- ◆ *Pitkin Marsh – Atascadero Creek Watershed*
- ◆ *Sonoma Baylands*
- ◆ *The Cedars*

Sotoyome Resource Conservation District: *Upper Mark West Watershed*

Southern Sonoma County Resource Conservation District:
Petaluma Watershed Southeastern Portion

■ All Counties

Nominating Agency: Name

San Francisco Bay Trail Project: *San Francisco Bay Trail – Bay Area Ridge Trail*





More Information

FOCUS PDAs and PCAs will be targeted for incentives in the next few decades. Additional information is available on the FOCUS website at www.bayareavision.org, by email at FOCUS@abag.ca.gov or by phone at 510-464-7993.

FOCUS is a regional planning initiative spearheaded by the Association of Bay Area Governments and the Metropolitan Transportation Commission, in coordination with the Bay Area Air Quality Management District and the Bay Conservation and Development Commission. It is partially funded by a Blueprint Grant from the State of California Business, Transportation, and Housing Agency.

