



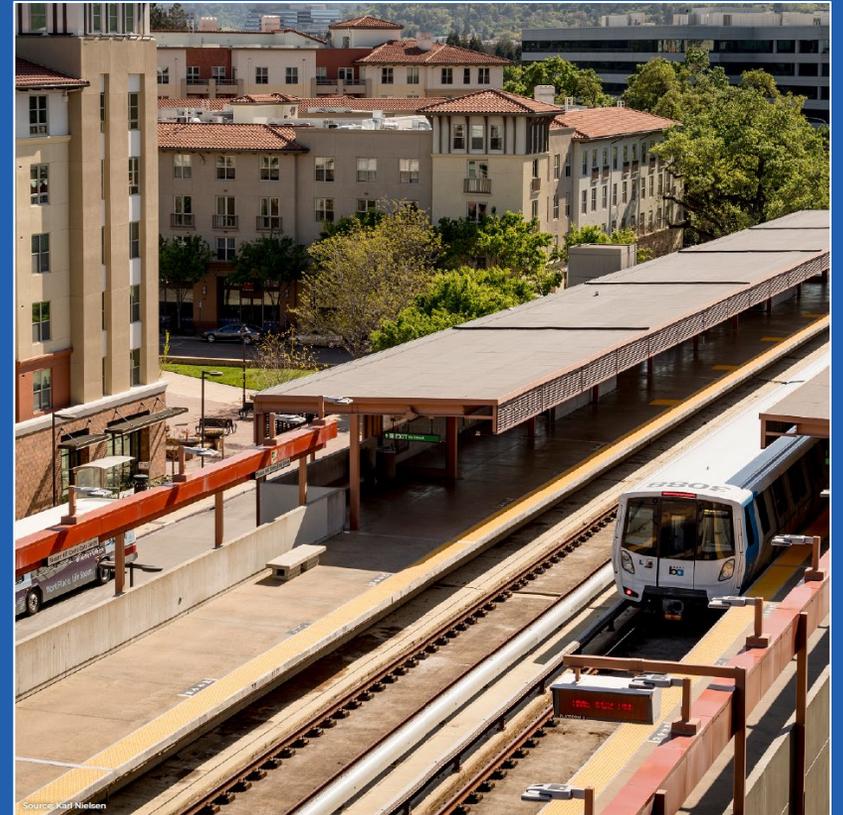
Priority Sites Pilot Program

Webinar

September 21, 2022

Welcome

Thank you for joining us



PRIORITY SITES CONCEPT PAPER

A proposal to transform public land and aging malls & office parks into neighborhoods



An implementation
initiative of Plan Bay
Area 2050



METROPOLITAN
TRANSPORTATION
COMMISSION



Association of
Bay Area Governments

[Read the paper](#)

<https://mtc.ca.gov/digital-library/5023219-priority-sites-concept-paper>

Setting the Context

Plan Bay Area 2050

- Region's most comprehensive plan to date
- Adopted: October 2021
- Focus: planning for an uncertain future, while advancing more equitable outcomes for all residents
- Built on deep community engagement:
 - 234,000+ public comments
 - 23,000+ direct participants
- 5-year Implementation Plan

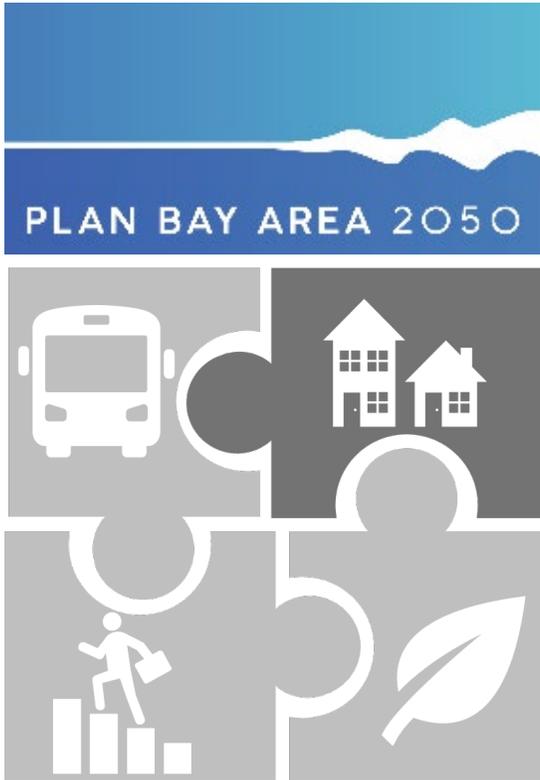


VISION: *Ensure by the year 2050 that the Bay Area is*
affordable, connected,
diverse, healthy and
vibrant for all.

Plan Bay Area 2050's Housing Strategies



Meeting Housing Needs on Priority Sites



Transform aging malls and office parks into neighborhoods

MTC/ABAG
Implementation



Partner
Role



Accelerate reuse of public and community-owned land for mixed-income housing and essential services.



Lead

Moving from Plan to Implementation

Adopted
October 2021



Completed

Fall-Winter 2021

Context Analysis & Consultation



Winter 2021-
Summer 2022

Priority Sites Concept Paper



Winter 2022-
Ongoing

TA

Pilot Program & Projects

TA

Implementing the Strategies

Opportunities, Challenges, & Actions

Approach to Identifying Key Issues

 Surveys of Bay Area cities to identify shared challenges and needs

 Literature review of academic research, plans, industry reports, news articles

 Interviews with local staff, researchers, developers, industry experts, consultants

 National and international case studies

Top 5 Opportunities

1. Advance Affordability and Equity through Reuse
2. Build on Successful Approaches from Beyond the Bay Area
3. Reimagine Malls and Office Parks as Centers of Community
4. Unlock Publicly Owned Sites Primed for Reuse
5. Bay Area Regional Agencies are Uniquely Positioned to Coordinate Implementation

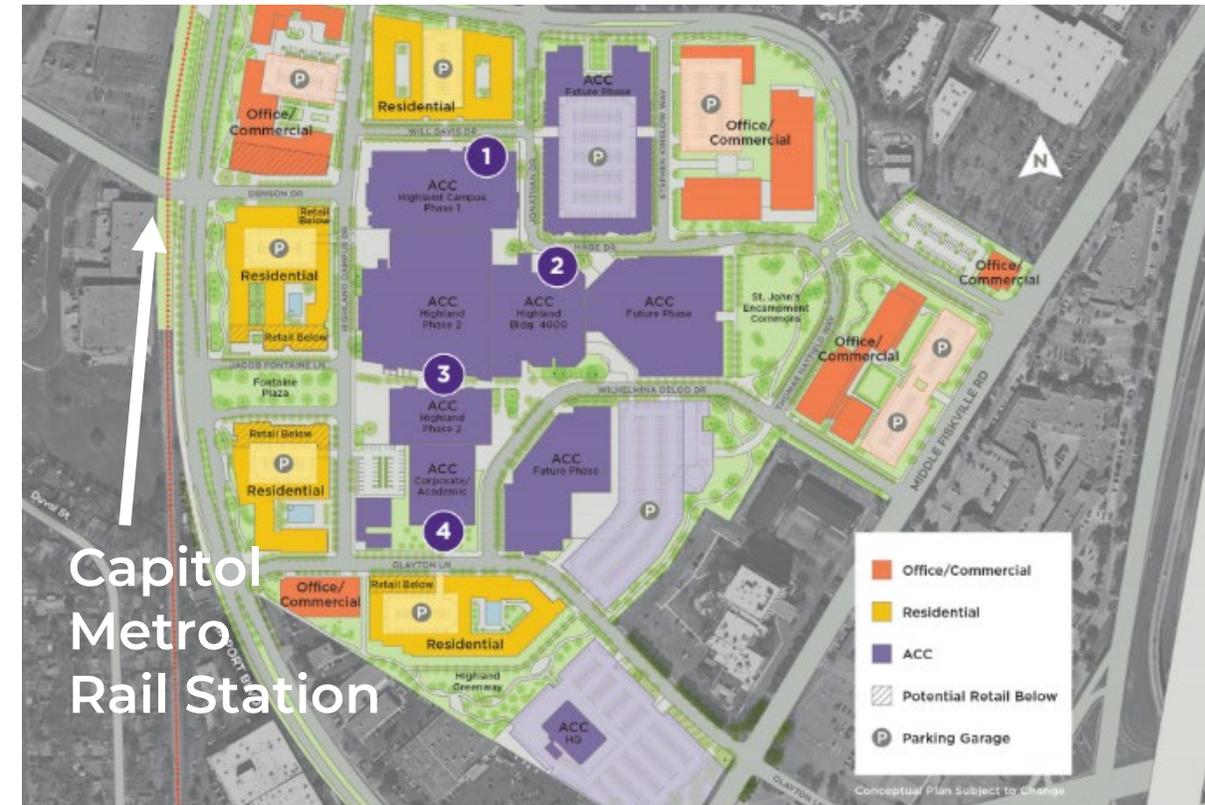


Library and affordable housing, Mission Bay, San Francisco (Non-Profit Quarterly)



Public Space established as part of social housing development, Vienna

Promising Practices: Malls/Office Reuse



Highland Mall, Austin, Texas

Partnership between Community College district and developer to retrofit declining mall into a campus, replace surface parking lots with homes, offices and shops, and connect to new regional rail station. (Redleaf)



Tasman East, Santa Clara, California

Specific Plan spurred mixed-use project featuring high-density housing, supportive retail and services, and an open space network with connections to the Guadalupe river trail and VTA light rail. (TKGY Architects)

Promising Practices: Public Land Reuse



BART TOD Program

Phased portfolio-level strategy has resulted in 4,200 new homes with another 2,000 entitled, supported by local services and access improvements. (MTC/ABAG)



Stapleton, Denver, Colorado

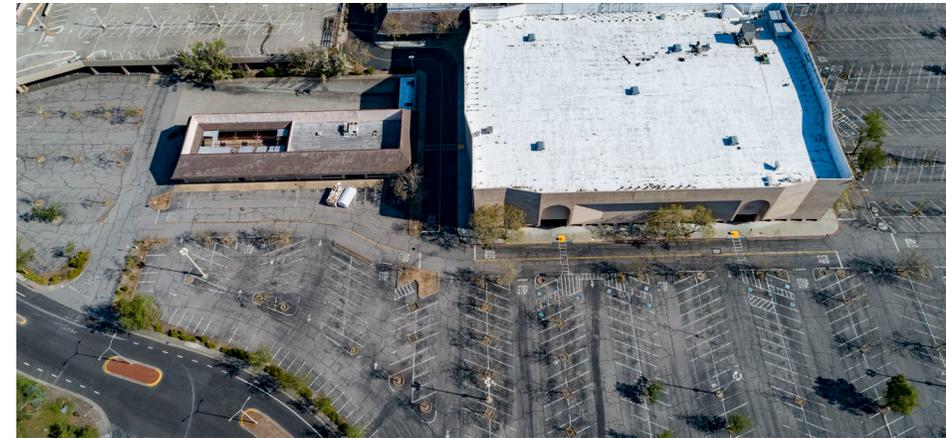
Former airport transformed into new district of 12,000 homes with human-scale streets, variety of housing styles and price ranges, open space network, local services, and transit connections to downtown. (Brookfield Residential)

Top 5 Challenges

1. Structural Barriers Stand in the Way of Strategy Implementation
2. Local Governments Lack Capacity Needed to Tackle Large Scale Reuse Projects
3. Predevelopment Funding, Political Will, and Inter-agency Coordination are Top Obstacles to Public Land Reuse
4. Top Obstacles to Mall & Office Park Reuse Include Ownership, Phasing, and Rezoning
5. A Regional Pipeline of Major Reuse Sites Needs a Coordinating Entity



Vacant public land planned for mixed-income housing, Oakland (Google Earth)



Shopping mall with multiple ownership, Marin County (MTC/ABAG)

Local Government & Special District Actions

Plan Major Mall & Office Park Reuse as Centers of Community

Adopt a Jurisdiction- or Agency-wide Public Land Framework

Connect Transportation and Infrastructure Investments to Major Reuse Projects



Austin Community College, Highland Mall (BGK)



Contra Costa Centre (Pleasant Hill BART) (MTC/ABAG) 14

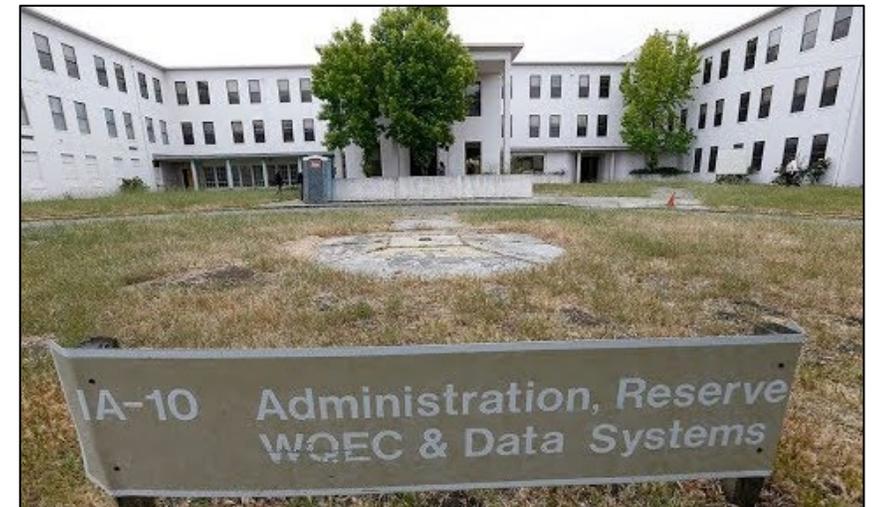
State & Federal Actions

Accelerate the reuse of State Excess sites

Unlock the Potential of Underutilized Federal Land for Housing



Vacant Caltrans property, South San Francisco (MTC/ABAG)



Concord Naval Weapons Station (MTC/ABAG)

Regional Agency Actions

Deliver Technical Assistance to Local Governments

Establish a Bay Area Regional Land Network

Launch a Priority Sites Program



MTC/ABAG Public Lands Playbook



PRIORITY SITES CONCEPT PAPER

Priority Sites Concept Paper

Innovating Now: Priority Sites Pilot Program

What are Priority Sites?

Places where Bay Area communities do their part to meet the region's shared housing needs by creating places that are:

AFFORDABLE



CONNECTED



DIVERSE



HEALTHY



VIBRANT

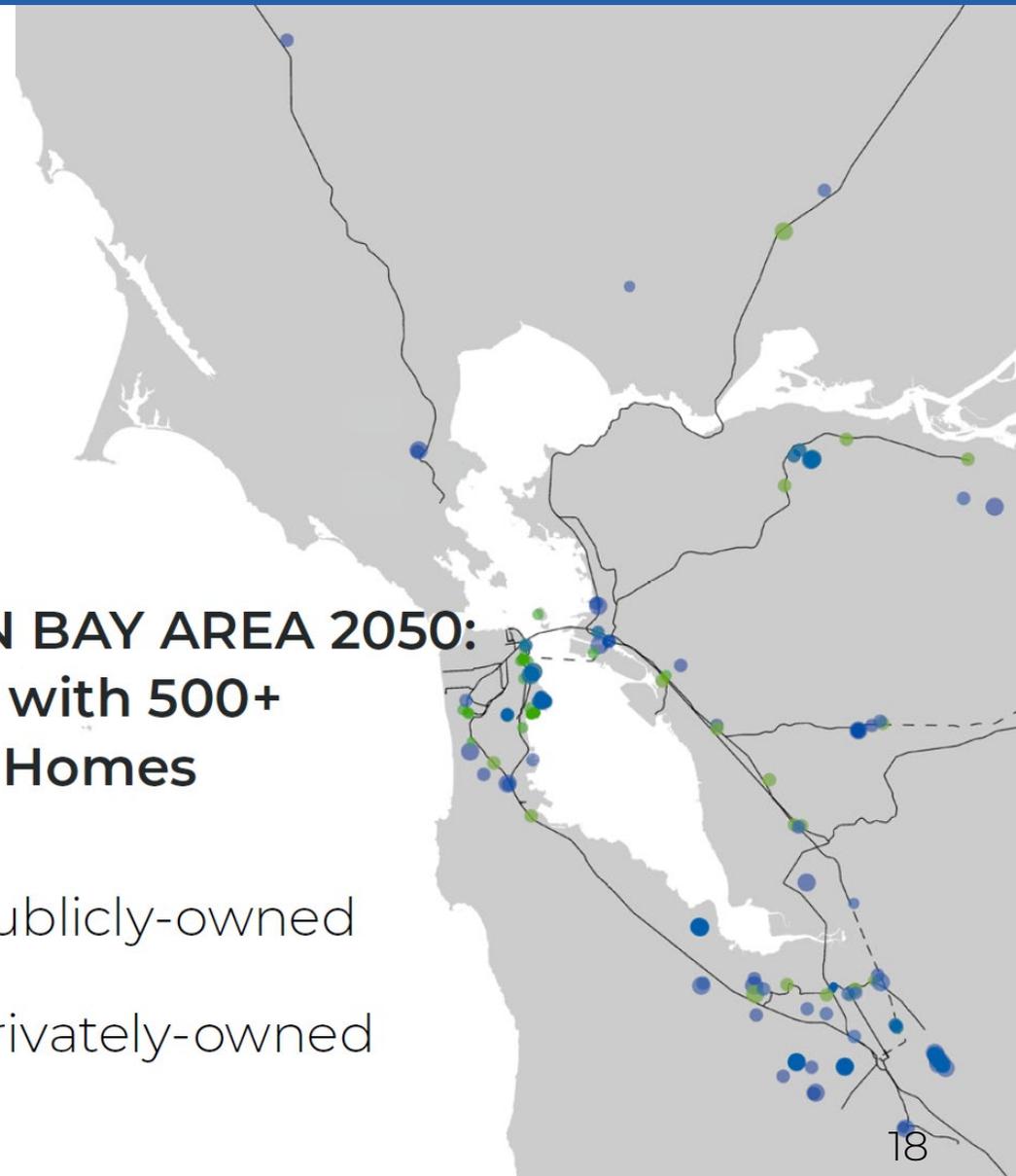


(MTC/ABAG)

**PLAN BAY AREA 2050:
Sites with 500+
New Homes**

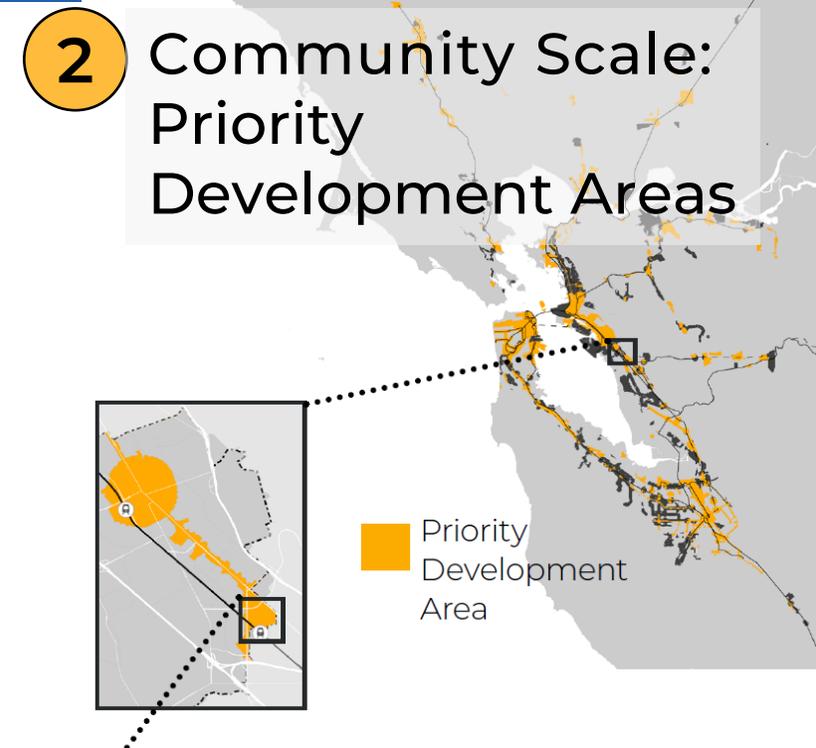
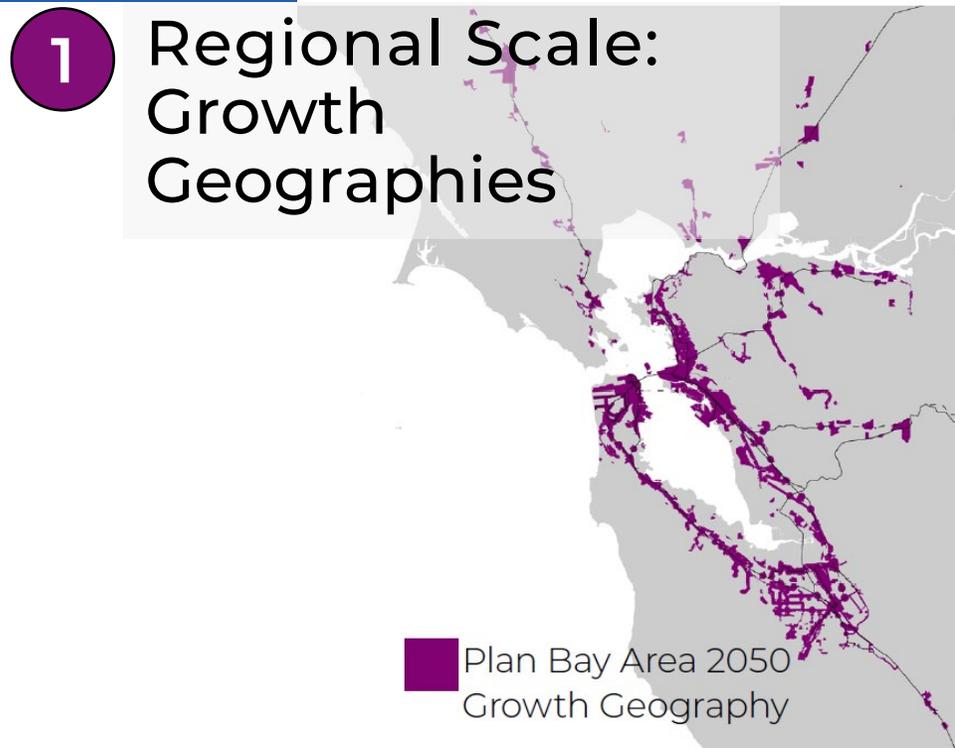
 Publicly-owned

 Privately-owned



Why Priority Sites?

Build on regional-scale collaboration to help advance the community-serving projects at the core of Plan Bay Area's approach to housing



How Will the Pilot Program Work?

1. Establish Sites & Project Pipeline
2. Fund High Impact Projects
3. Deliver Technical Assistance
4. Integrate Priority Sites into Future Iterations of Plan Bay Area
5. Set Up Priority Sites for Future Success



(MTC/ABAG)



(David Baker Architects)

Spotlight: Establish & Advance a Pipeline

Priority Sites Pipeline

Phase	Prioritization	Predevelopment	Production
Activities	<ul style="list-style-type: none"> Identify in local plan(s); revise zoning Engage community 	<ul style="list-style-type: none"> Detailed design & analysis Permitting 	<ul style="list-style-type: none"> Full Financing Construction Occupation
Needs	<ul style="list-style-type: none"> Planning funding Community engagement 	<ul style="list-style-type: none"> Predevelopment financing Environmental cleanup & analysis, if needed 	<ul style="list-style-type: none"> Technical assistance
Pilot Program Support	<ul style="list-style-type: none"> Planning Grants Technical Assistance 	<ul style="list-style-type: none"> Predevelopment grant or loan Environmental analysis & remediation Technical Assistance 	<ul style="list-style-type: none"> Technical Assistance

Spotlight: Fund High Impact Projects

- ✓ \$28 million anticipated in early 2023 to support predevelopment*
- ✓ Launch projects resulting in 750-3,000 affordable homes, bringing up to \$2 billion into the region
- ✓ Transform surplus public land and aging malls and offices into vibrant neighborhoods
- ✓ Make scarce local funding go farther and create pipeline for potential future BAHFA funding

*Anticipated funding source: HCD Regional Early Action Program 2.0;
To be managed by BAHFA, subject to Commission approval



Looking Ahead

PRIORITY SITES PROGRAM: PROPOSED TIMELINE

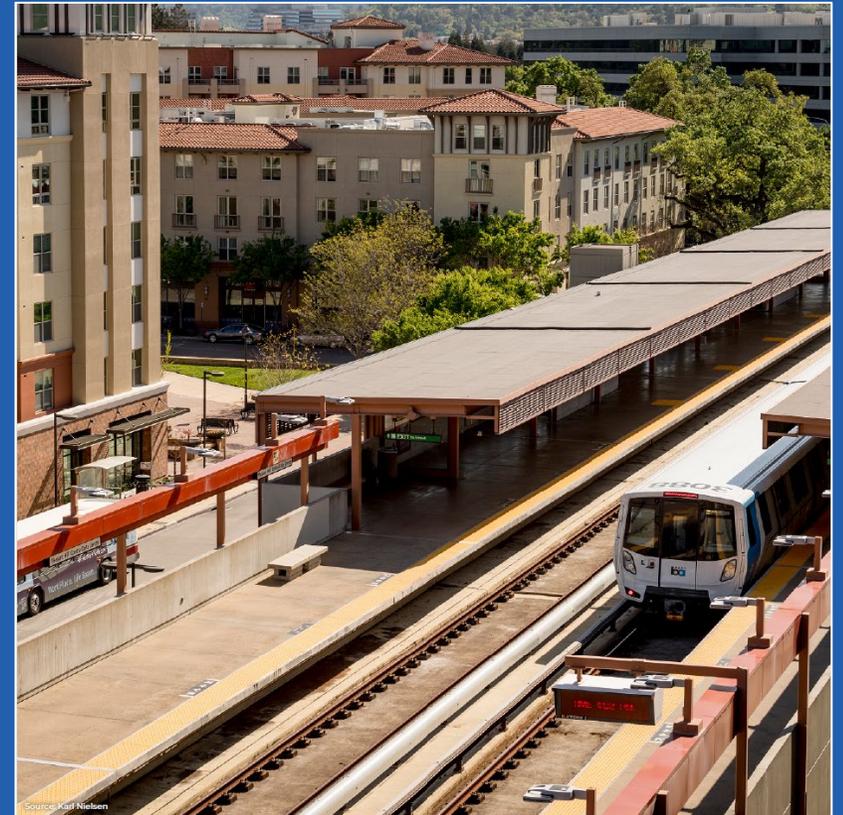
	2022	2023	2024	2025	2026	2027
Establish program guidelines	█					
Priority Site nominations		█				
Pilot Project applications		█				
Complete Pilot Projects			█	█	█	
Integrate Priority Sites into future iterations of Plan Bay Area			█	█	█	
Deliver Technical Assistance			█	█	█	█

Discussion and Q&A

Thank You

For more information, contact
Mark Shorett
mshorett@bayareametro.gov

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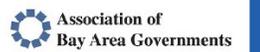
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Check the website for updates