

Letter-of-Interest: Priority Production Area

Use this form to express jurisdictional interest in establishing a Priority Production Area (PPA) through the PPA Pilot Program.

Instructions: Complete this form and send it to ppas@bayareametro.gov along with a GIS shapefile indicating the boundaries of the proposed PPA by **September 16, 2019**. Forms may be signed by planning directors or city managers/administrators. For PPAs proposed by multiple jurisdictions, please indicate in "City and County" the names of all jurisdictions that land in the proposed PPA would encompass. Please also provide a primary contact. Following review of this form by MTC/ABAG staff and additional discussion with applicants if needed, City Council or Board of Supervisors resolutions nominating the proposed PPA will be required by **January 15, 2020**.

For additional information, refer to the FAQ that follows this form, or contact ppas@bayareametro.gov

For other forms, including Priority Development Area (PCAs) or Priority Production Area (PPAs) Letters of Interest, and for Letters of Confirmation for PDA Planning, Transit Service, and VMT-Reduction Policies, go here:

<https://www.planbayarea.org/priority>

1: GENERAL PPA INFORMATION

City or County: _____ Date: _____
PPA Name: _____ Acres: _____
Staff Contact/Title: _____
Email: _____ Phone: _____

2: LOCATION

Step One: Locate the area you would like to designate a PPA on this [map](#)<Insert weblink>.

Step Two: Respond to the questions below by checking the appropriate box:

Is the proposed PPA:

Within an urbanized area?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
Beyond ½ mile of a regional rail station*?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
Outside of a PDA	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
If inside a PDA, is this PDA proposed for re-designation to a PPA?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No

*Heavy, commuter, or intercity rail, including Caltrain, SMART, ACE, and Amtrak/Capitol Corridor

3: PRIORITIZED FOR INDUSTRIAL USE

Is the PPA:

Zoned for industrial use? Yes No

A concentration or cluster of industrial uses or activities engaged in production, manufacturing, distribution, goods movement, or repair? Yes No

If the area includes a high concentration of industrial uses, describe the predominant industries:

Describe any industries or key employers at risk of displacement, or prioritized for retention:

Describe key industries envisioned for expansion in the PPA:

4: HOUSING ELEMENT

The jurisdiction has a certified* Housing Element: Yes No

If yes, year of most recent Housing Element:

In no, explain status of the Housing Element and anticipated certification:

5: OPTIONAL - REGIONAL SIGNIFICANCE

Please describe the role of the area in sustaining or expanding the Bay Area economy and creating middle-wage jobs, and/or improving jobs/housing balance:

6: OPTIONAL - PLANNING

Please describe any adopted, in-progress, or anticipated planning efforts to advance the PPA:

Name & Title:

Signature:

Date:

Priority Production Areas (PPAs): Frequently Asked Questions (FAQs)

WELCOME. IS YOUR JURISDICTION CONSIDERING SUBMITTING A LETTER OF INTEREST (LOI) FOR THE PRIORITY PRODUCTION AREA PILOT PROGRAM? LET US TELL YOU MORE.

THE PROGRAM IS INTENDED TO:

- Support strong clusters of the region's economy by enhancing and protecting selected industrial areas through supportive resources and implementation actions.
- Encourage middle-wage job growth close to affordable housing.
- Support networks of production, distribution and repair services, including advanced manufacturing.

ABAG/MTC'S PILOT PPA PROGRAM OFFERS THE FOLLOWING BENEFITS TO SELECTED SITES:

- Priority Production Areas will be identified in the region's long-range plan – Plan Bay Area 2050 – which may help to position these areas for future planning and investment.
- Based on the success of this initial pilot program, ABAG and MTC anticipate working to identify funding opportunities and/or technical assistance to support planning and infrastructure for PPAs.

WHAT DOES MY CITY/JURISDICTION NEED TO KNOW PRIOR TO APPLYING?

1. **Zoning & Land Use:** PPAs need to be zoned for industrial use or have a high concentration of industrial activities such as production, advanced manufacturing, distribution, or related activities.
2. **Location:** PPAs cannot be within ½ mile of a regional rail station or overlap with a PDA.
3. **Designation Flexibility:** Jurisdictions may redesignate as a PPA all or part of an existing PDA that is beyond ½ mile of a regional rail station.
4. **Housing:** The jurisdiction must have a certified housing element.

HOW DO I SUBMIT AN LOI?

- Fill out the form on the first page of this document
- Submit a shapefile for the site you have selected as a potential PPA
- Submit your application via email to ppas@bayareametro.gov and CC your ABAG/MTC county coordinator when you submit the application (county coordinators are listed at the end of this document)
- Submit any relevant planning documents associated with your PPA

WE ARE HERE TO HELP! EMAIL QUESTIONS TO PPAs@bayareametro.gov

Priority Production Areas (PPAs): Frequently Asked Questions (FAQs)

CAN MY CITY/JURISDICTION HAVE BOTH A PRIORITY DEVELOPMENT AREA (PDA) DESIGNATION AND A PPA DESIGNATION?

Yes, cities can have both PDA and PPA designations, so long as the two geographies do not overlap, and the PPA is not within ½ mile of a regional rail station.

For cities/jurisdictions with established PDAs, you can request a modification to your current PDA boundaries to avoid any potential overlap with a new proposed PPA that meets the regional rail criteria.

PPA OR PDA? HOW DO I MAKE THIS DECISION?

This decision may be best discussed with ABAG/MTC staff. A primary consideration in designating a PPA would be if the area is either a historic industrial area or if it is currently zoned industrial and the jurisdiction plans for the area to have primarily industrial rather than office or residential uses in the area. An area with strong transit connectivity and an existing or planned mix of uses may be better planned as a PDA.

WHAT IS A REGIONAL RAIL STATION?

BART, Caltrain, SMART, and Amtrak stations are all regional rail stations. Light rail stations such as MUNI and VTA rail stations are not considered regional rail stations. Sites along light rail and bus corridors may be eligible to be designated as PPAs. Please note that a ferry terminal is not considered a regional rail station.

CAN A PPA INCLUDE MULTIPLE JURISDICTIONS?

Multiple jurisdictions can submit an application for a PPA, provided that the PPA forms a single cluster, all local governments with land use authority are included, and the area meets all other program criteria. The area must be geographically contiguous.

WHAT IS A “CERTIFIED HOUSING ELEMENT”?

Certified housing refers to following the California Housing and Community Development Department’s requirements.

WOULD THE PPA REQUIRE A SPECIFIC PLAN?

Unlike the PDA Program, the PPA Pilot Program does not require a specific plan for the PPA.

WHAT HAPPENS IF A CITY SUBMITS AN LOI AND DECIDES NOT TO MOVE FORWARD IN THE DESIGNATION OF A PPA?

Should a PPA not be approved by a city council, the city may choose not to pursue a PPA designation after the LOI is submitted.

WHERE CAN I FIND PLAN BAY AREA 2050 INFORMATION ON PDAS, PCAS, AND PPAS?

[Plan Bay Area 2050: Regional Growth Framework Update](#) – Overview of Existing and Updated Geographies

[Regional Growth Framework Update: What’s Next for Local Jurisdictions](#)- Plan Bay Area 2050 Webinar

[Regional Growth Framework Webinar: Focus on Transit](#)- Plan Bay Area 2050 Webinar

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Priority Production Areas (PPAs): Frequently Asked Questions (FAQs)

WHO DO I CONTACT IF I HAVE QUESTIONS?

Please contact PPAs@bayareametro.gov with questions about submitting an LOI for the Pilot PPA Program. You can also **contact the economic development staff** for questions on the PPA program or other economic development initiatives. Your **ABAG/MTC county coordinator** can answer questions on the growth framework and the range of PDA, PCA and PPA programs.

Economic development staff	Johnny Jaramillo jjaramillo@bayareametro.gov
Economic development staff	Bobby Lu blu@bayareametro.gov
County Coordinators	
Alameda and Contra Costa	Christy Leffall cleffall@bayareametro.gov
Marin and Napa	Bobby Lu blu@bayareametro.gov
San Francisco	Krute Singa ksinga@bayareametro.gov
San Mateo	James Choe jchoe@bayareametro.gov
Santa Clara	Pilar Lorenzana plorenzana@bayareametro.gov
Solano and Sonoma	Ada Chan achan@bayareametro.gov

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