Millennium Partners – Mark Farrar
1971 View of Pleasant Hill BART Station Area
A Work in Progress: 1977-2001
Long Ride to Success

• 1996/1997 Entertainment Retail Proposal submitted/withdrawn
• 1998 Amendments to Pleasant Hill BART Specific Plan
• 1999 Community Planning Program
• 2001 Charrette
• 2003 Preliminary Development Plan Approval
• 2003 JPA Approved
• 2005 FDP Approval (April)
• 2005 Business Arrangement Completed (July)
Public Policy and Land Use

- Pleasant Hill BART is an unincorporated area at the confluence of 3 cities
- Pleasant Hill BART is an infill setting surrounded by existing neighborhoods
- Regional accessibility to BART patrons is unequaled
- Fiscal issues
  - Competition with adjacent cities
  - Regional retail
  - Return on investment – BART & Contra Costa County
Financial Goals

Create an economically viable and financially feasible development

• Provide revenue stream for the County
• Acknowledge BART land value
• Utilize RDA investment for public benefit
• Provide BART with near term value
• Provide BART with additional ridership
Development Challenges

• Mixed Use Projects
  Compatible uses
  Financing
• Ground lease transaction
  Financing
• Replacement parking
  Access and traffic flow
  Financing
The proposed solution:

RDA funds BART replacement parking — $32 million
Additional Tax Increment Contributions
  Affordable housing: $200-250,000/year)
  Core infrastructure (up to $450,000/year)
  Place making – parks, plazas, civic uses ($9 million)

Divide lease revenues 75% to County and 25% to BART
County keeps all RDA TI and other county taxes
Project Dynamics

Pleasant Hill BART Station, Contra Costa County, CA

Site Screams Regional, Neighbors Scream Local
Commuters v. Neighborhood
1477 Surface Parking Stays
Debate over 581 additional “temporary” BART parking spaces.
Market Says Office, Neighborhood Wants Housing
For Sale Housing v. BART Land Lease
Traffic, Traffic, Traffic
BART’S JOINT DEVELOPMENT OBJECTIVES
FOR
STATION AREA DEVELOPMENT

Development goal: To generate new sources of income (and/or capital offsets) and to increase transit ridership through cooperative District-owned properties.

Development objectives:
  Annual revenue streams
  Capital offsets
  Additional BART riders, particularly off-peak
  More life at the stations/more “eyes on the street”: safety and security
  Better physical connection between station and community
  Opportunities to purchase goods and services at BART stations

Community/Regional benefits:
  Increased property and sales tax revenues
  Affordable housing
  Reduced regional air pollution, traffic congestion and energy consumption
  Creation of development opportunities
  Effective development patterns (i.e., concentrated development around existing infrastructure).
BART Existing Conditions
BART Existing Conditions
How can we be sure that what really gets built will be like the Charrette images?

The Codes: Rules for predictable growth
Implementation Tools

SUMMARY REPORT

PRINCIPALS AND REGULATIONS FOR REDEVELOPMENT

ARCHITECTURAL STANDARDS
Components of the Code

1. Regulating Plan
2. Building Envelope Standards
3. Architectural Standards
Pedestrian Friendly Development
Easy Rider... TrafficFlows
Current Use of Land & Views
Proposed Development Concepts