

May 13, 2026 Community Meeting

Visioning for Future Development at Bay Fair BART Property (County Portion)



Project Team

Bay Fair
TOD



Bay Fair Leadership Team:

- Alameda County Community Development Agency - Planning Department
- BART

Partners & Coordination Team

- Public Works Agency, Alameda County
- MTC-ABAG

Consultant Team

- Aaron Welch Planning, Kearstin Dischinger Consulting
- Van Meter Williams Pollock, Fehr & Peers, BKF, YEI



ASSOCIATION OF BAY AREA GOVERNMENTS
METROPOLITAN TRANSPORTATION COMMISSION

Agenda

Bay Fair
TOD



Presentation

Welcome

1. Overview and Project updates
2. What we heard: recap last meeting
3. DRAFT TOD Goals and Objectives (G&O)

Breakout Groups

Discuss draft TOD Goals & Objectives, ask questions and provide comments

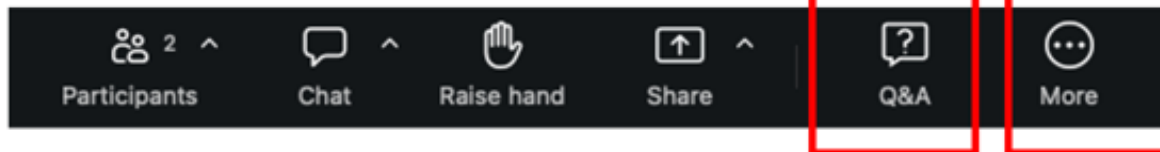
Return to main group

Report Back and Next steps



January 2026 Bay Fair Open House 1

How to Use Zoom Video Conferencing *Cómo usar la videoconferencia de Zoom*

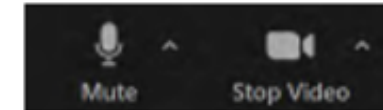


Click the "More" icon and select "Q&A" to add it to your toolbar. Then click "Q&A" to open the Q&A box and type your question.

Haz clic al icono "Más" y seleccionar "Q&A" para anadirlo a la barra de herramientas. Haz clic al icono "Q&A" para abrir el cuadro de preguntas y respuestas y escribe tu pregunta.

Click the mute button on left to unmute yourself and speak to the group or to mute yourself

Haz clic en el botón de silenciar de la izquierda para activar el micrófono y hablar con el grupo, o para silenciarte



Click the video button on the right to turn your video on or off

Haz clic en el botón de vídeo de la derecha para activar o desactivar tu vídeo

Planning Context

Bay Fair
TOD

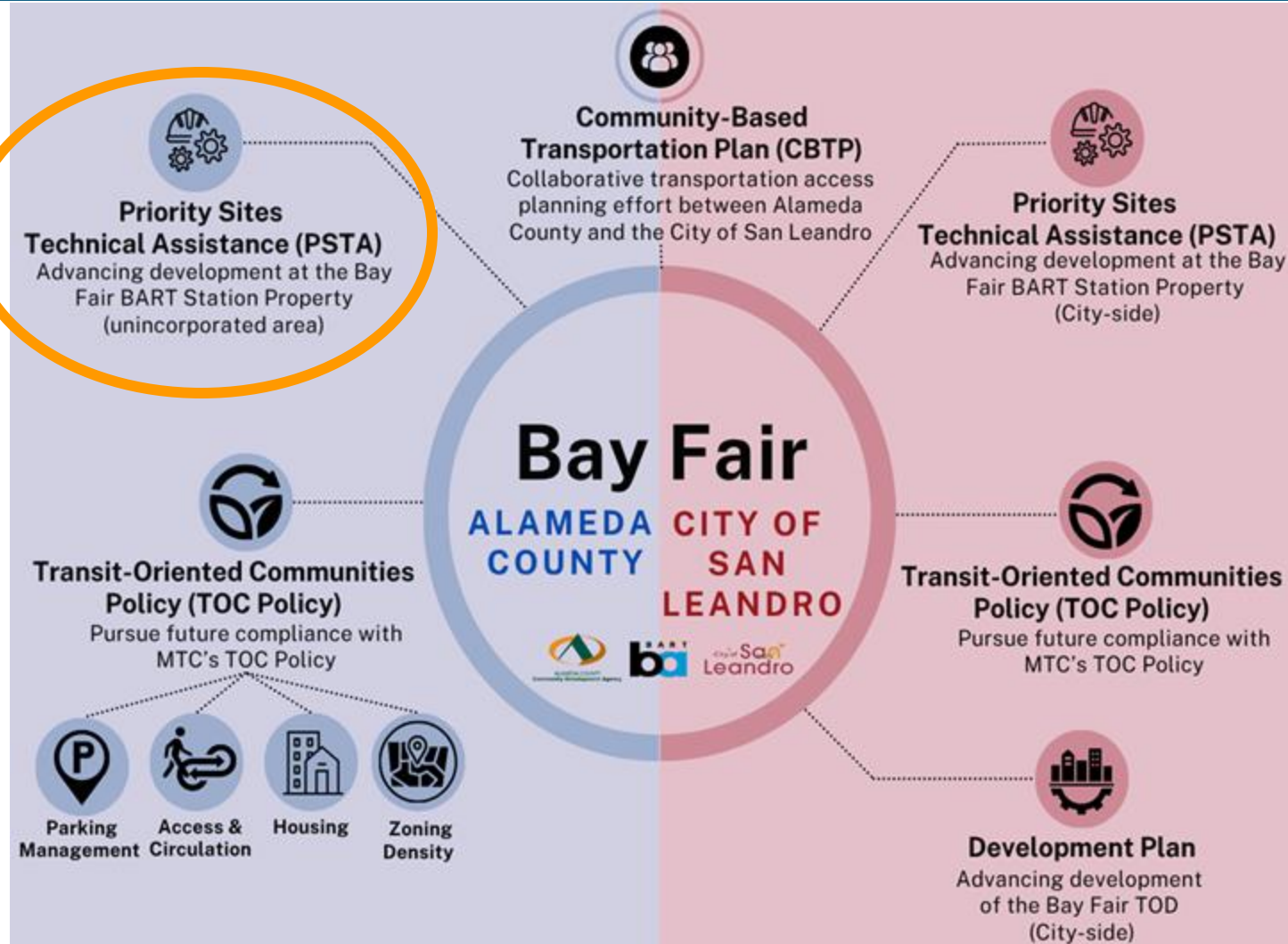


Bay Fair Planning Efforts

Bay Fair
TOD



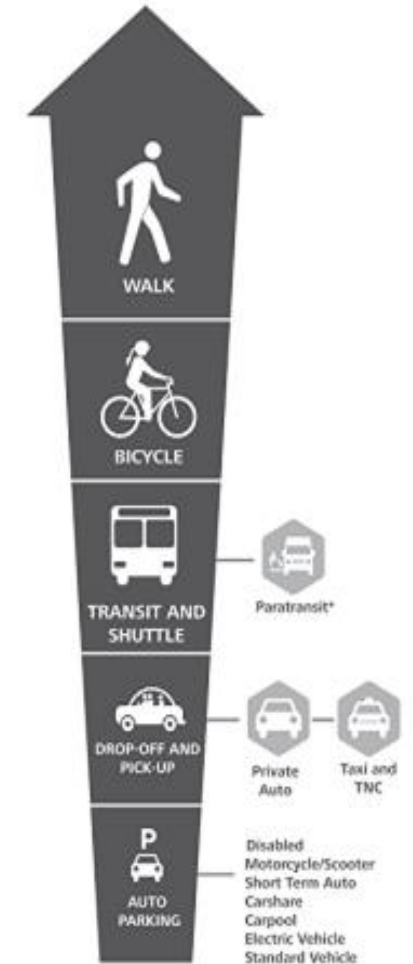
WE ARE HERE



Onsite Parking Supply

1. **BART rider replacement parking** space reduction per BART Board
2. **TOD user parking** spaces per regulations and market feasibility

Station	BART Station Access Type	BART Parking Replacement with TOD
Bay Fair	Balanced Intermodal	TBD
El Cerrito Plaza	Balanced Intermodal/ Urban With Parking	20%
North Berkeley	Urban with Parking	29%
Ashby	Urban with Parking	16%



BART Station Access Design Hierarchy

Onsite Parking Management

Bay Fair
TOD



- **On-site** at TOD development - developer requirements
- Goal: reduce total vehicle miles driven by 20%

What is Transportation Demand Management (TDM)?

- Combo of programs and physical improvements
- Implemented and paid for by the TOD
- Focus on travel behavior of future TOD residents, employees, visitors
- Goal: replace driving trips with walking, biking, etc.

TDM Examples

- **Active Access** - secure bicycle parking
- **Family** - on-site daycare, cargo-bike parking
- **Information** - wayfinding, education, marketing
- **Mobility Services** - space for carshare & bikeshare, if locally available
- **Parking** - unbundled parking (i.e. rent does not include parking)
- **Transit** – subsidized Clipper Cards

On-street parking management may be necessary to manage curbs effectively and to maintain resident access

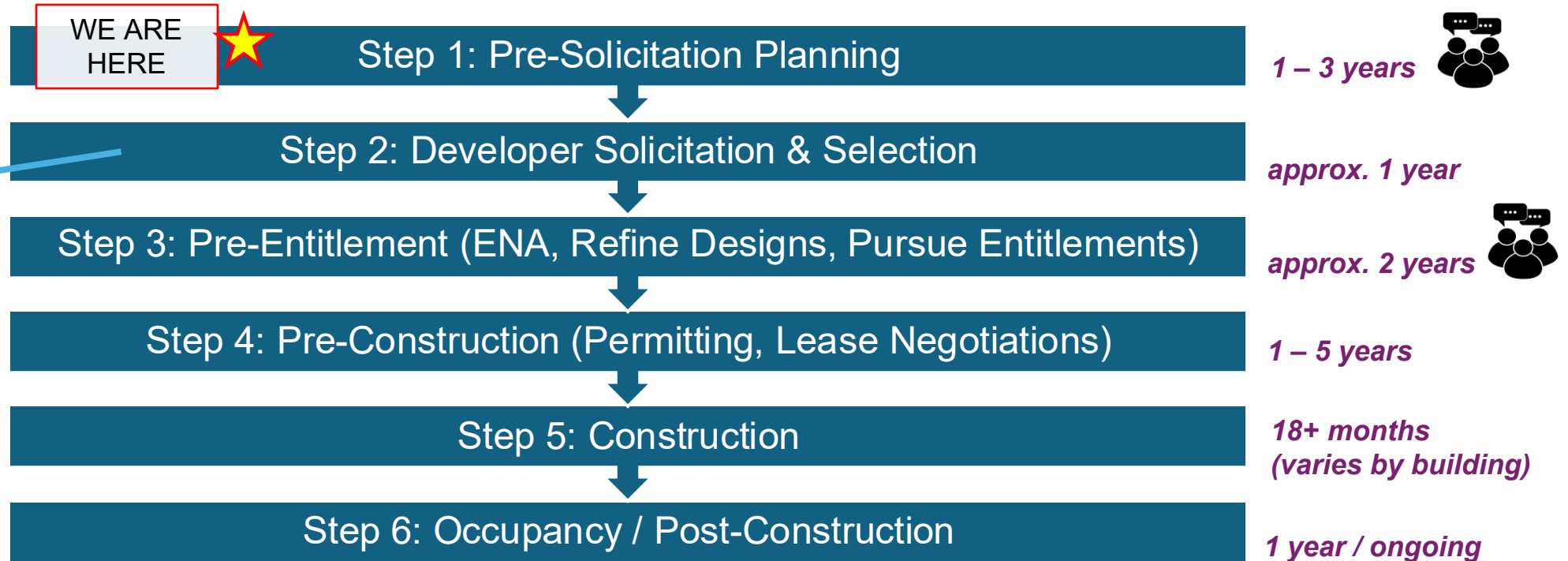
Potential County On-Street Parking Strategies:

- Implement on-street parking management focused on specific users
- Institute Residential Parking Permits (RPP) to manage supply
- Consider metered parking if demand exceeds supply



BART's Transit-Oriented Development (TOD) Process

Bay Fair
TOD



 = Opportunities for community engagement

What Are the Goals & Objectives?

Bay Fair
TOD



- **Educates Interested Developers** – The G&O is included in the Developer Solicitation (i.e. RFP) to inform developers of what BART & local stakeholders hope a TOD will achieve
- **Applies Existing Policies** – Guided by existing BART & County policies
- **Reflects Community Input and Physical Constraints** – Incorporates community input, reflects stakeholder priorities, and addresses any physical constraints of the site and BART operational needs.
- **Financial Feasibility** – After collecting the diverse priorities & input received, weigh which desires are financially feasible objectives to expect from a future TOD



Goals open house at El Cerrito Plaza station

BART TOD Policy - Goals

Bay Fair
TOD



- A. Complete Communities.** Partner to ensure BART contributes to neighborhood/district vitality, creating places offering a mix of uses and amenities.
- B. Sustainable Communities Strategy.** Lead in the delivery of the region's land use and transportation vision to achieve quality of life, economic, and greenhouse gas reduction goals.
- C. Ridership.** Increase BART ridership, particularly in locations and times when the system has capacity to grow.
- D. Value Creation and Value Capture.** Enhance the stability of BART's financial base by capturing the value of transit and reinvesting in the program to maximize TOD goals.
- E. Transportation Choice.** Leverage land use and urban design to encourage non-auto transportation choices both on and off BART property, through enhanced walkability and bike-ability, and seamless transit connectivity.
- F. Affordability.** Serve households of all income levels by linking housing affordability with access to opportunity.

Board update adopted April 2020

What is NOT in the Goals and Objectives?

Bay Fair
TOD



Design and Zoning Controls

The County will review the future development proposal for consistency with the relevant County regulations including the Zoning Code, Building Code, General Plan and relevant design controls.

BART Station Operations and Necessary Improvements

BART will continue to maintain and improve the Bay Fair BART station. BART-led improvements will be coordinated with the future TOD, as necessary.

County-Funded Operations and Improvements

County will continue to maintain and improve public streets and rights of way, including any potential improvements identified in ongoing planning efforts such as the CBTP. All future improvements will be coordinated with the future TOD.

What We Heard!

Bay Fair
TOD



Other Relevant Policies

Bay Fair
TOD



G&O

Describe objectives for the site that meet BART's six TOD goals. Implemented by the future development team.

G&O to be attached to an RFP or RFQ which will reference additional policy documents and applicable regulations

The G&O are not the only policies, regulations or documents that will apply to future development!

County Regulation Framework

- General Plan, especially Eden Area Plan, Environmental Justice Element, Housing Element and Climate Action Plan
- Planning Code requirements
- Design Guidelines, including pending Objective Design Standards
- County codes – Planning Code, Building Code, Public Works Code

BART Regulation Framework

- Labor requirements
- TOD policies

Break Out Sessions

Bay Fair
TOD



Quick Introductions

Name and your connection to the Bay Fair BART station (live/work/school/etc.).

Key Questions

1. Which Objectives are your top priorities?
2. Any additional Objectives related to this Goal?
3. Any suggested refinements?



Relevant Policies

County General Plan Policies

- **Eden Area General Plan**
 - **Climate Action Plan**
 - **Environmental Justice Element**
 - **Housing Element**
-

Focus of Today's Meeting

BART Goals & Objectives

Complete Communities

Sustainable Communities

Ridership

Value Creation and Value Capture

Transportation Choice

Affordability

BART Goal: Complete Communities

Eden Area Plan (abbreviated)

New development should

- Have a high-level of craftsmanship.
- Enhance the existing character of the area, with high quality site planning and design.
- Include Public art near pedestrian activity.
- Maintain and strengthen pedestrian connections to major transit facilities .
- Incorporate crime prevention into site planning.
- Pay an impact fee or dedicate parkland .
- Transfer new parks to HARD.

Environmental Justice Element (abbreviated)

- Create a **safe, comfortable, and continuous pedestrian network** for all users, particularly disabled users, seniors, and children .
- Support and expand **placemaking efforts to strengthen community identity and pride.**
- Consider **commuter and neighborhood serving retail uses, healthy foods, and other basic goods.** Encourage community amenities such as community special event spaces, open space, playgrounds, childcare and adult education and fitness facilities.

BART Goal: Complete Communities

Partner with BART and Alameda County to contribute to neighborhood/commercial district vitality.

- 1. Ensure effective and inclusive community participation** by all stakeholders in the development of the project.
- 2. Instill a strong sense of community identity through design and mix of uses** that enhance and create a local destination with open space and active ground-floor uses, to the extent feasible.
- 3. Establish clear gateways to the project and access to BART station.** Create safe, legible, and welcoming station approaches by formalizing Thornally Drive as the primary gateway for vehicles and creating a visual and physical connection between the BART station access point and Colby Street for local active transportation (i.e. bicycle, pedestrian) users.
- 4. Carefully consider the relationship of the site with the surrounding neighborhood,** including the future TOD development on the San Leandro side of the station and the residential neighborhood to the southwest, to the extent practical.
- 5. Promote crime prevention and community safety** through increased activity and environmental design principles, with particular focus on pedestrian access and safety.

BART Goal: Sustainable Communities

Eden Area Plan

New development shall

- Include street trees along public right-of-ways.
- Mitigate the full impacts of their projects on the transportation system.

• Environmental Justice Element

- Improve access to public transportation services.
- A safe, comfortable, and continuous pedestrian network that provides access to all users, particularly disabled users, seniors, and children.

Climate Action Plan

New Development shall

- Be energy- and resource-efficient, including green infrastructure and energy systems.
- Be incentivized buildings to exceed California Title-24 standards by 30 percent (Tier 2).
- Use recycled building materials
- Be “submetered” for energy and water.
- Reduce potable water use by 40 percent.

BART Goal: Sustainable Communities

Lead in the delivery of the region's land use and transportation vision to achieve quality of life, economic, and greenhouse gas (GHG) reduction goals.

- 1. Address the regional housing need** by delivering high-density housing accessible by multiple transportation options.
- 2. Incorporate sustainable building design** to minimize vehicle and building-related energy demands, greenhouse gas emissions, and potable water use. Incorporate elements such as electric vehicle charging stations, solar panels, submetering units, etc., if feasible.
- 3. Incorporate climate-appropriate landscaping and green stormwater infrastructure** within the TOD to expand the urban forest and reduce potable water use.
- 4. Implement BART's Transportation Demand Management (TDM) Program** to reduce vehicle miles traveled (VMT) by twenty percent (20%) or seek a waiver if a locally adopted TDM program meets or exceeds BART requirements.

BART Goal: Affordability

Serve households of all income levels by linking housing affordability with access to opportunity.

Housing Element

- Facilitate Housing at Bay Fair BART Site
- Prioritize mixed use development for permit processing and financial assistance, where feasible.
- Produce quality housing that is affordable and accessible to low-income residents.
- Support affordable housing to prevent and end homelessness.

BART Goal: Affordability

Serve households of all income levels by linking housing affordability with access to opportunity.

1. **Require at least 20% of homes built on this site to be affordable** to lower income households to meet BART's Affordable Housing Policy, and support BART's 35% systemwide affordability goal by aiming for a higher percentage of affordable units.
2. **Target Affordable Housing to households not served by the private market** in Unincorporated Alameda County. Prioritize affordable rental housing for households at or below 80% Area Median Income (AMI), and prioritize deeper levels of affordability.
3. **Support local workers and entrepreneurs by including Small Business Enterprises**, in the design and construction of the TOD. Support local hiring for construction and contracting.
4. **Orient commercial or community spaces, if any, to local operators if feasible.** This may include providing infrastructure or commercial spaces that support food services, or offering below-market commercial rents when feasible.

BART Goal: Transportation Choice

Eden Area Plan	Climate Action Plan
• Land use shall support a reduction in automobile trips and encourage walking, bicycling and transit use. • New developments shall incorporate design features that encourage use of alternative modes such as transit, bicycling and walking.	• Facilitate transit-oriented development near major transit stations. • Enable residents to meet their needs by foot, bike, and public transit. • Improve pedestrian and bicycle infrastructure near community activity areas and high traffic intersections. • Increase bicycle racks and storage. • Improve pedestrian connectivity.

BART Goal: Transportation Choice

Leverage land use and urban design to encourage non-auto transportation choices both on and off BART property through enhanced walkability, bikeability, and seamless transit connectivity.

- 1. Implement access improvements and wayfinding to increase the share of people who walk, bike, or take transit.**
- 2. Evaluate and provide on-site infrastructure to support “last mile” and shared mobility transportation choices** such as bike- and scooter-share if feasible.
- 3. Support and accommodate the implementation of ADA access to the Union Pacific Railroad pedestrian underpass** that connects the TOD and surrounding neighborhoods to the BART station, bus transfer area and Bay Fair commercial district.
- 4. Minimize the need for BART patron parking replacement on site** by exploring and developing other parking and access options for patrons who do not live near the station, and by working with Alameda County and City of San Leandro to maximize the use of existing available parking capacity in close proximity to the station.

BART Goal: Ridership

Increase BART ridership, particularly outside commute hours.

- 1. Deliver a mix of land uses at maximum feasible densities and/or floor-area-ratios (FARs) that promote BART ridership gain.**
- 2. Attract BART riders from the neighborhood and beyond** through improved wayfinding, walking, biking, and transit connections through the project site.
- 3. Prioritize accessibility, meeting and exceeding Americans with Disabilities Act (ADA) standards for station access,** including location of curbside ADA drop-off and pick up, and meeting demand from all sides of the station.

BART Goal: Value Creation and Value Capture

Enhance the stability of BART's financial base by capturing the value of transit and reinvesting in the program to achieve TOD goals.

- 1. Deliver development that is financially feasible in the near term and generates long-term lease, BART fare and property tax revenue** to support BART operations and County services.
- 2. Development feasibility and value creation shall be pursued in balance with the delivery of necessary infrastructure and community amenities.** Future TOD development shall provide necessary sidewalk improvements, infrastructure upgrades, and participate in impact fees.
- 3. Partner with County, BART and other public partners to pursue funding and financing opportunities for infrastructure, access and other related improvements,** including grant programs and innovative tools that leverage the value changes resulting from the TOD.

Eden Area Plan

- New development to pay its fair share of capital improvements to serve that development.

Schedule & Next Steps

Bay Fair
TOD



Recap of Breakout Groups

Next Steps:

- Gather input and refine G&O
 - Online Community Survey – open until **Sunday, May 31**
 - Spring/Summer 2026 - Update G&Os to integrate tonight's work & survey input
 - Fall 2026 - County to present Draft TOD Goals and Objectives Board of Supervisors for discussion
 - 2027/28 – Advance G&O based on the 2026 discussions
 - 2027/28 - BART Board to consider the G&Os
- A final version of the Goals and Objectives will be included in the future developer solicitation, anticipated to be released in 2028 or later.

Sign up for updates: alamedacountyca.gov/cda/planning/bayfair/index.htm

Contact Information: bayfairplanning@acgov.org
Survey:



[Survey Link](#)

Thank you!

