



Plan Bay Area 2050: Regional Growth Framework Update

Proposed Priority Production Area (PPA) Pilot Program - Overview and Eligibility Criteria

Program Information

The Priority Production Area (PPA) program would identify industrial areas of importance to the regional and local economies, provide supportive resources and implementation actions for these areas, and encourage middle-wage job opportunities. PPAs would be locally-designated areas where industrial jobs (including manufacturing and supply chain services such as warehousing, distribution and repair) would be a priority consideration in determining future land use. In many cases, PPAs would be areas with broad community support for continued industrial activity that face pressure for conversion to higher-value uses.

The PPA program would complement existing Priority Development Area (PDA) and Priority Conservation Area (PCA) programs. It would build on the regional and local partnerships and knowledge resources that ABAG/MTC has developed over the past three years in establishing the Greater Bay Area Regional Economic Development District. The goals of designating PPAs would be to:

- **Support** strong clusters of the region's economy.
- **Align with the transportation planning framework** for freight and goods movement.
- **Plan for space** needed for middle-wage job opportunities.
- **Encourage middle-wage job growth** close to affordable housing.

For Plan Bay Area 2050, the PPA program will be implemented as a pilot program, with a limited number of PPAs designated from selected jurisdictions. The criteria for the pilot program described below would be improved and revised through testing during the Plan Bay Area 2050 analysis.

Proposed Eligibility Criteria for Pilot PPA Program

Each application will be evaluated according to local context and needs. Staff proposes the following criteria for PPAs:

- **The area is zoned for industrial useⁱ** or has a high concentration of industrial activities
- **The area does not overlap with a Priority Development Area** and does not include land within one-half mile of a regional railⁱⁱ station
- **The jurisdiction has a certified housing element**

Proposed Nomination Process

Applicants would have the option of submitting a letter of interest prior to full application for staff review, or submitting a full application for PPAs. **Letters of interest** would include: a) a completed checklist demonstrating consistency with eligibility criteria; b) a narrative description of the proposed area; and c) a map of the area. **Full applications** would include all of this information as well as an adopted resolution by the City Council or Board of Supervisors. Applications that are not accepted for the pilot program to include in the plan may still be helpful in testing and shaping the PPA program that will be finalized after adoption of PBA 2050.

Staff Contracts:

Bobby Lu - blu@bayareametro.gov

Johnny Jaramillo - jjaramillo@bayareametro.gov

^{i i} This could include, but is not limited to, industrial zoning, zoning controls that maintain industrial activities in a mixed use area, interim controls protecting existing industrial uses.

ⁱⁱ Regional rail is defined as heavy, commuter, or intercity rail, including but not limited to BART, Caltrain, SMART, ACE, and Amtrak.