

Blossom Hill Station Development Visioning Meeting

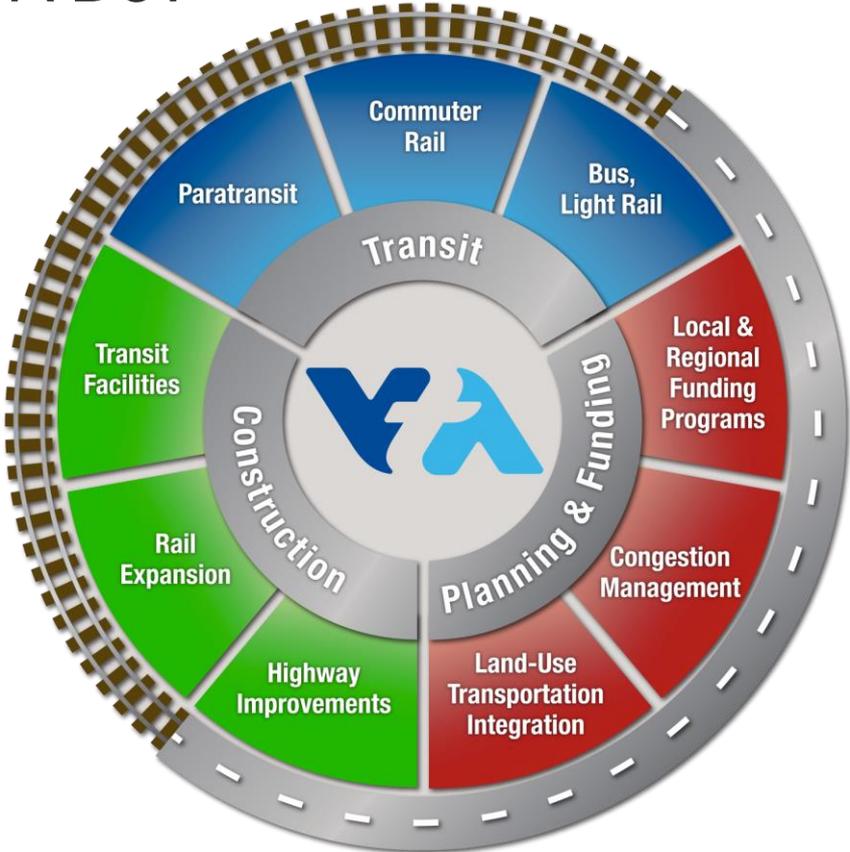
Del Robles Elementary
January 24, 2018
6:00pm to 7:30pm



Agenda

- Introductions
- Joint Development Overview
- Blossom Hill Station Joint Development Opportunity Site
- Open House Stations:
 - Retail Uses
 - Open Space Amenities
 - Placemaking
- Summary of Results
- Closing and Next Steps

What Does VTA Do?



VTA's Joint Development Program & Policy



TOD located in Milpitas adjacent to VTA Light Rail line

- VTA enacted a Joint Development Policy in 2005
- Allows for transit-oriented development (TOD) on underutilized real estate
- Goals:
 1. Maximize economic value & create long-term, stable revenue
 2. Create vibrant community assets that includes affordable housing
 3. Enhances VTA transit operations through improvements in ridership and infrastructure



VTA's Joint Development Process



Representative TOD residential density

- 1) VTA conducts a market analysis and pursues a supportive land use designation
- 2) VTA seeks stakeholder and community input
- 3) VTA solicits proposals from developers
- 4) VTA and the developer work with the community to refine the project based on community feedback



VTA's Affordable Housing Policy



- The VTA Board adopted an Affordable Housing Policy in April 2016
- Goals:
 1. No individual mixed-use site should have less than 20% of the units affordable to households earning 60% of AMI and below
 2. Portfolio wide goal: 35% of the housing units offered should be affordable to households earning 80% of AMI and below
 3. Half of all affordable units shall be targeted for households making 50% AMI and below



Affordable Housing at Ohlone/Chynoweth Station

Solutions that move you

Benefits of Transit-Oriented Development

- Serves Market Interest: Millennials to Baby Boomer households are increasingly interested in townhomes and multifamily living located close to transit.
- TOD residents use transit more regularly than those living further away from transit
- Bay Area: 42 percent of residents who live and work within ½ mile of rail and ferry stops commute by transit, compared to 4 percent of those living further away



First generation TOD project located at Ohlone Chynoweth



Benefits of Transit-Oriented Development (cont.)

- Households living near transit (particularly low- and moderate-income) generate less Vehicle Miles Traveled (VMT) than those living further away
- California households living within a ½ mile of transit log 25-30 percent fewer VMT per day
- TOD provides connectivity between jobs and households reducing private vehicle usage
- VTA's Affordable Housing Policy will help supply a housing type our community is in desperate need of



Example of TOD promoting multi-modal lifestyle at River View adjacent to VTA's River Oaks Station



Market Rate Housing in San Jose

	CSJ Average Rent	Required Annual Salary
1 Bedroom	\$2,500	\$90,000
2 Bedroom	\$3,000	\$108,000
3 Bedroom	\$3,500	\$126,000



Ascent Apartments, San Jose



Solutions that move you

Who Qualifies for Affordable Housing?

Area Median Income (AMI)	Income (Single)	Affordable Rent (Single)	Income (Family of 4)	Affordable Rent (Family of 4)
120%	\$95,150	\$2,379	\$135,950	\$3,399
80%	\$59,400	\$1,485	\$84,900	\$2,123
60%	\$50,160	\$1,254	\$71,640	\$1,791
50%	\$41,800	\$1,045	\$59,700	\$1,493
30%	\$25,100	\$628	\$35,800	\$895

Source: Santa Clara County Income and Rent Limits



Solutions that move you

Examples of Joint Development



Tasman Apartments, San Jose



Verdant Apartments, San Jose



San Leandro Tech Campus



Solutions that move you

Context Sensitive Design

Scale, Mass, and Character



Context Sensitive Design

Identity and wayfinding

- Identity through signage



Context Sensitive Design

Identity and wayfinding

- Identity through site furniture



Context Sensitive Design

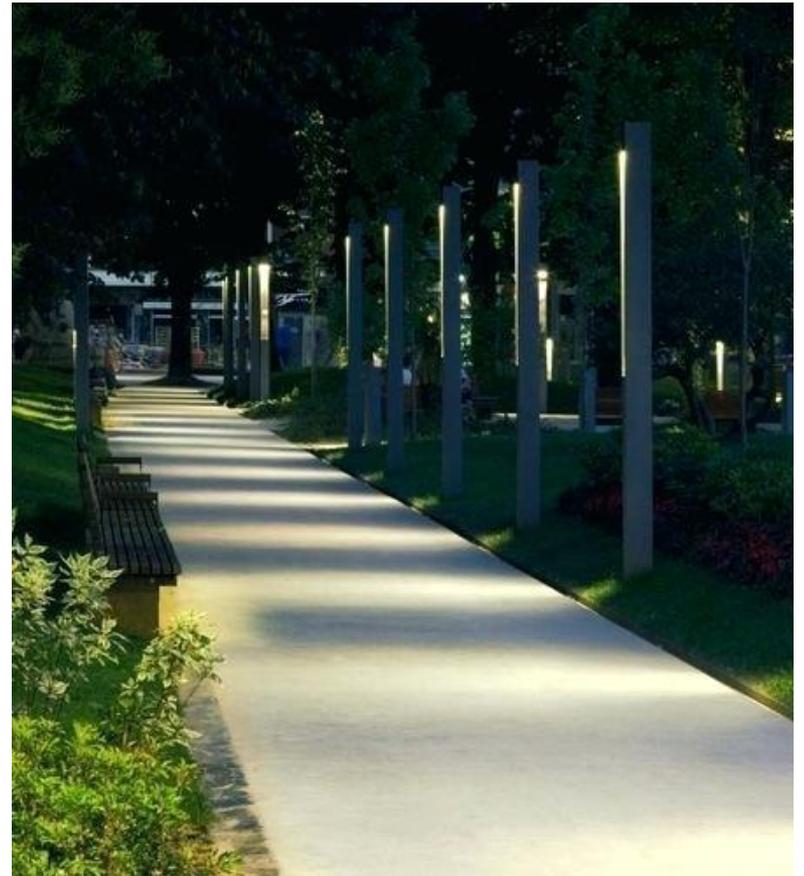
Pedestrian scale and walkability



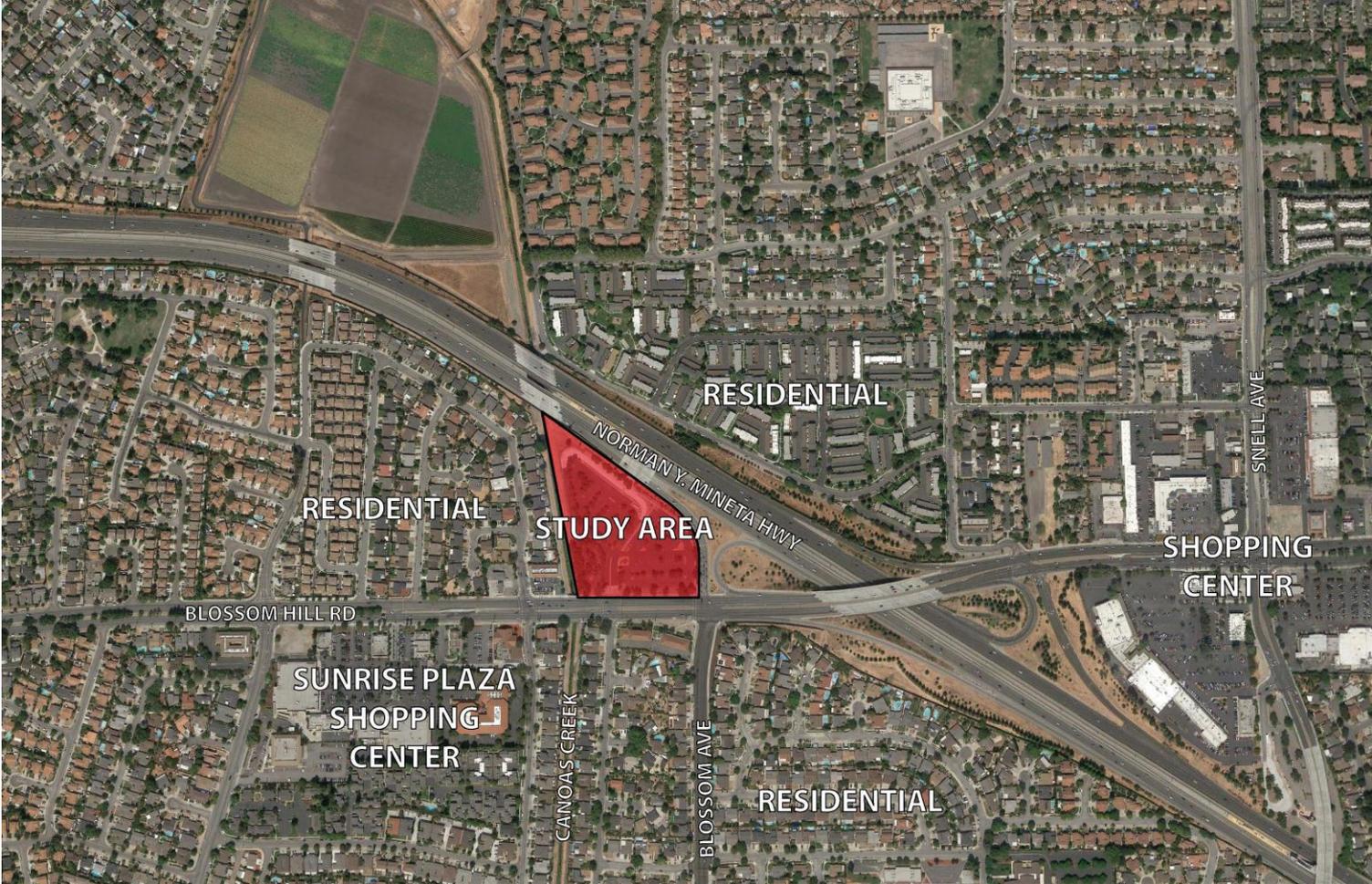
Context Sensitive Design

Increased public safety

- Enhanced lighting and safe pathways



Overall Context



Scale Comparison



Blossom Hill Site Comparison

- +/- 8 acres



Fruitvale Station TOD

- +/- 4.7 acres
- +/- 288 units
- +/- 159k SF of commercial
- Parking structure

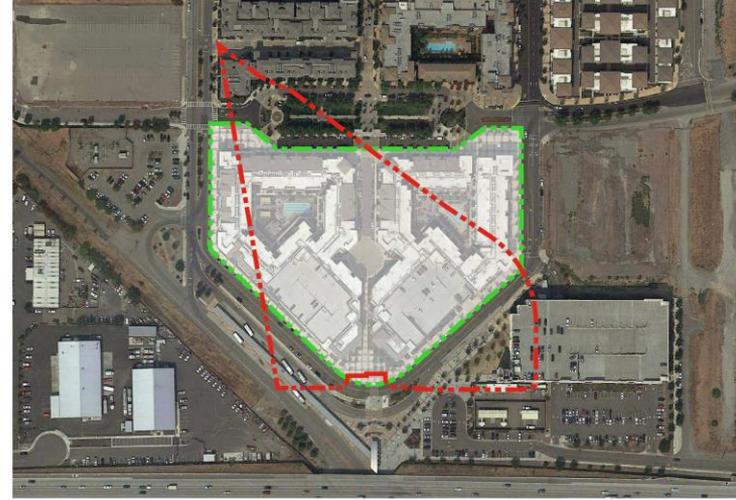


Scale Comparison



Blossom Hill Site Comparison

- +/- 8 acres

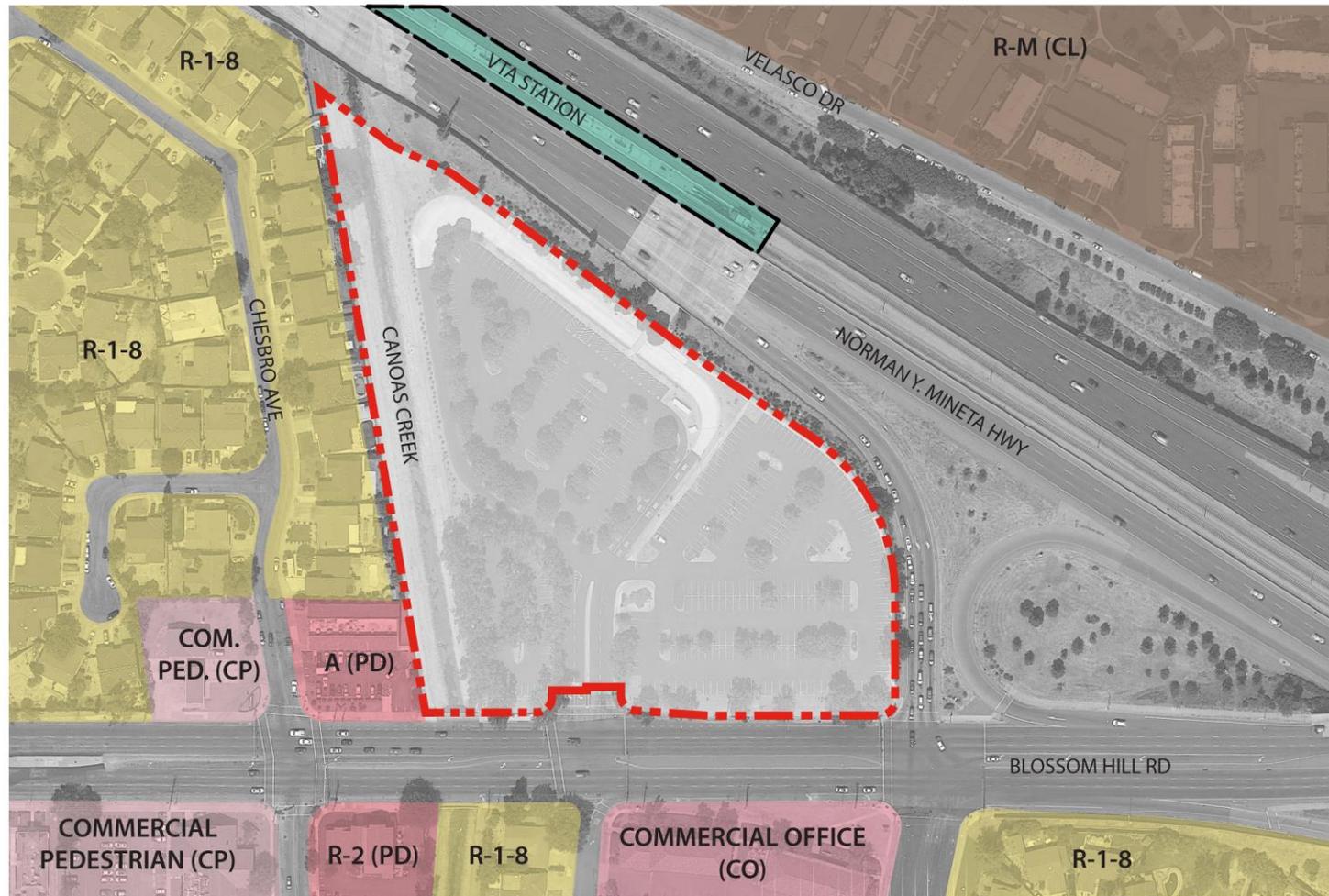


Avalon Dublin TOD

- +/- 7.4 acres
- +/- 505 units
- Parking structure



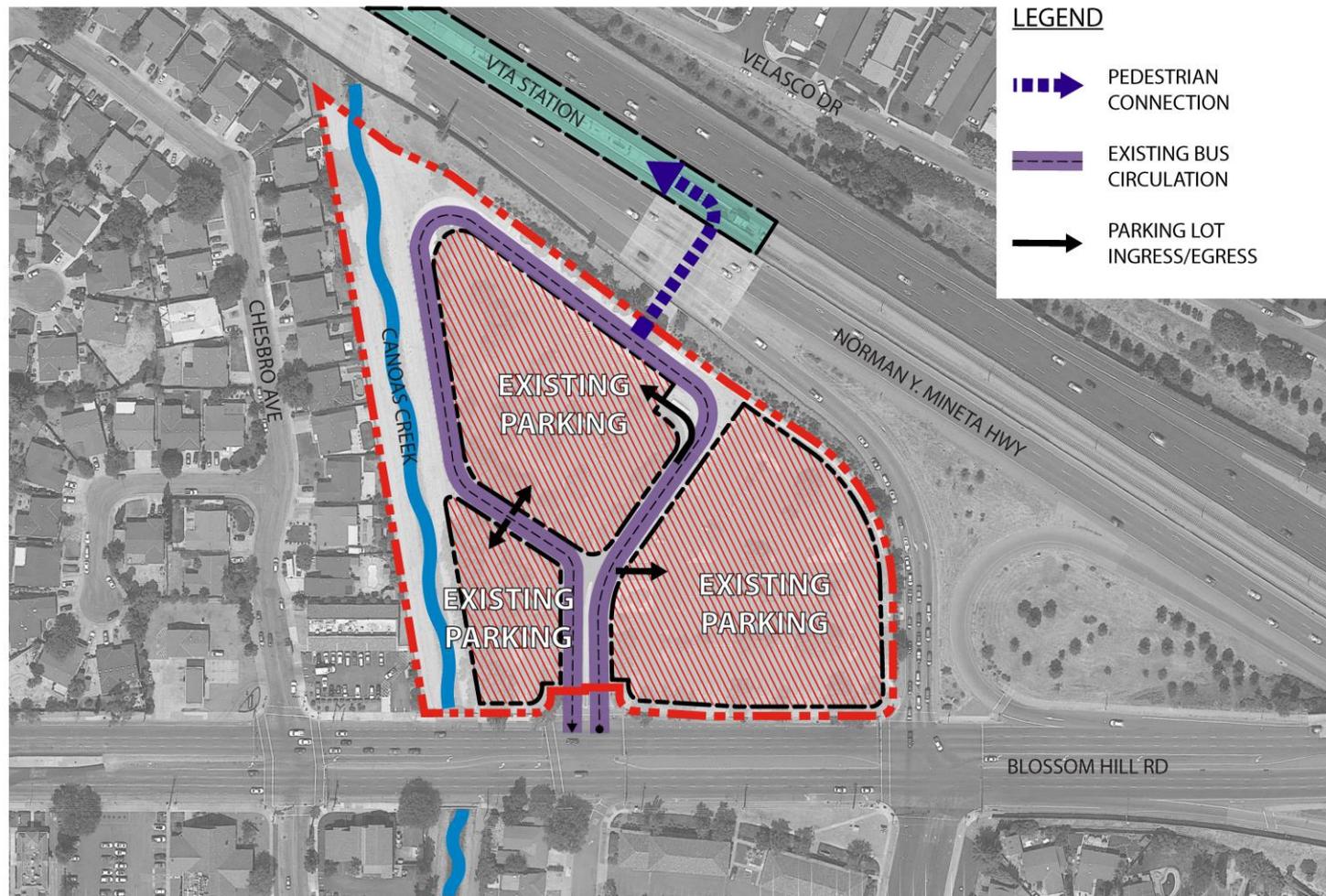
Local Context



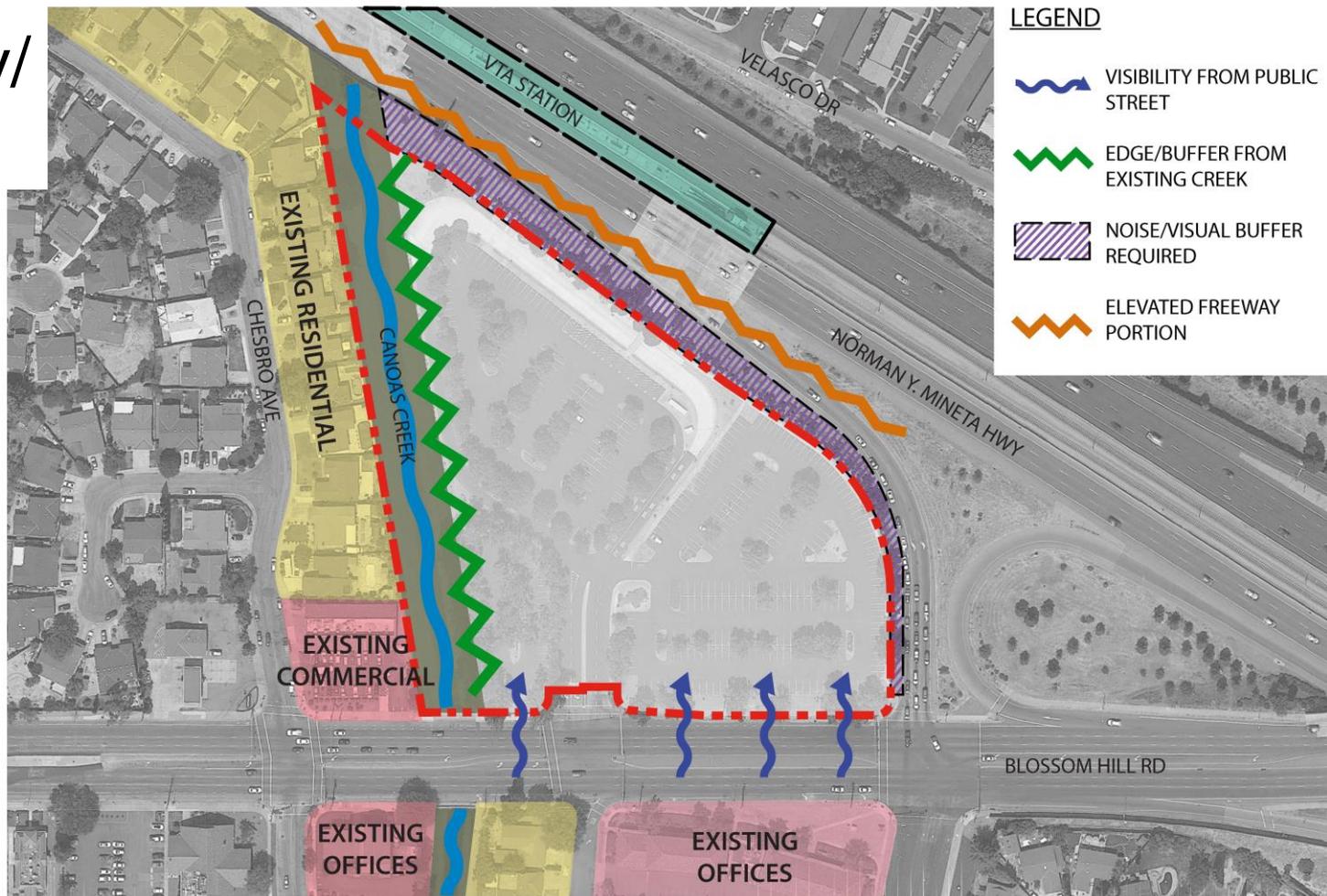
Site



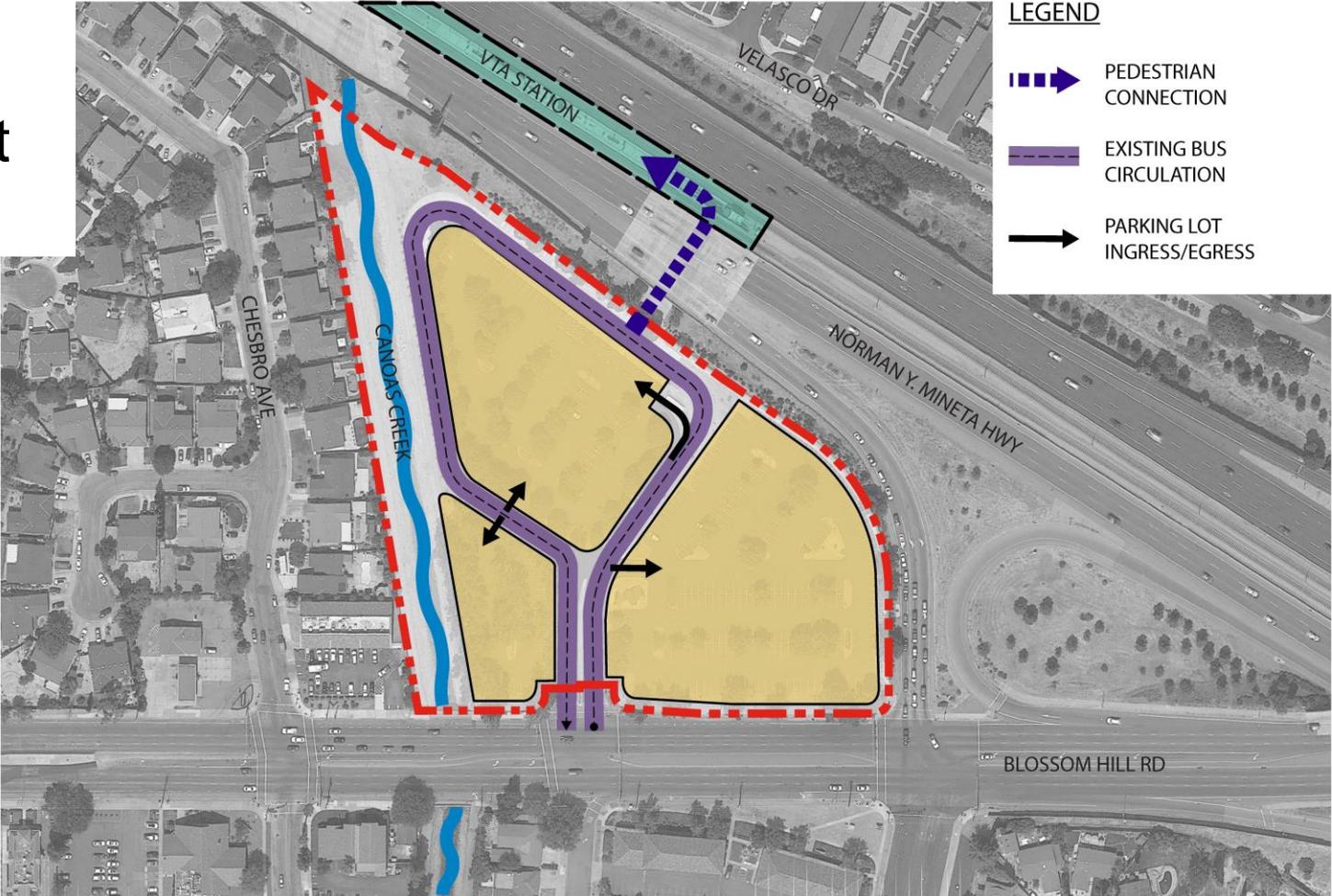
Existing Uses



Opportunity/ Constraint



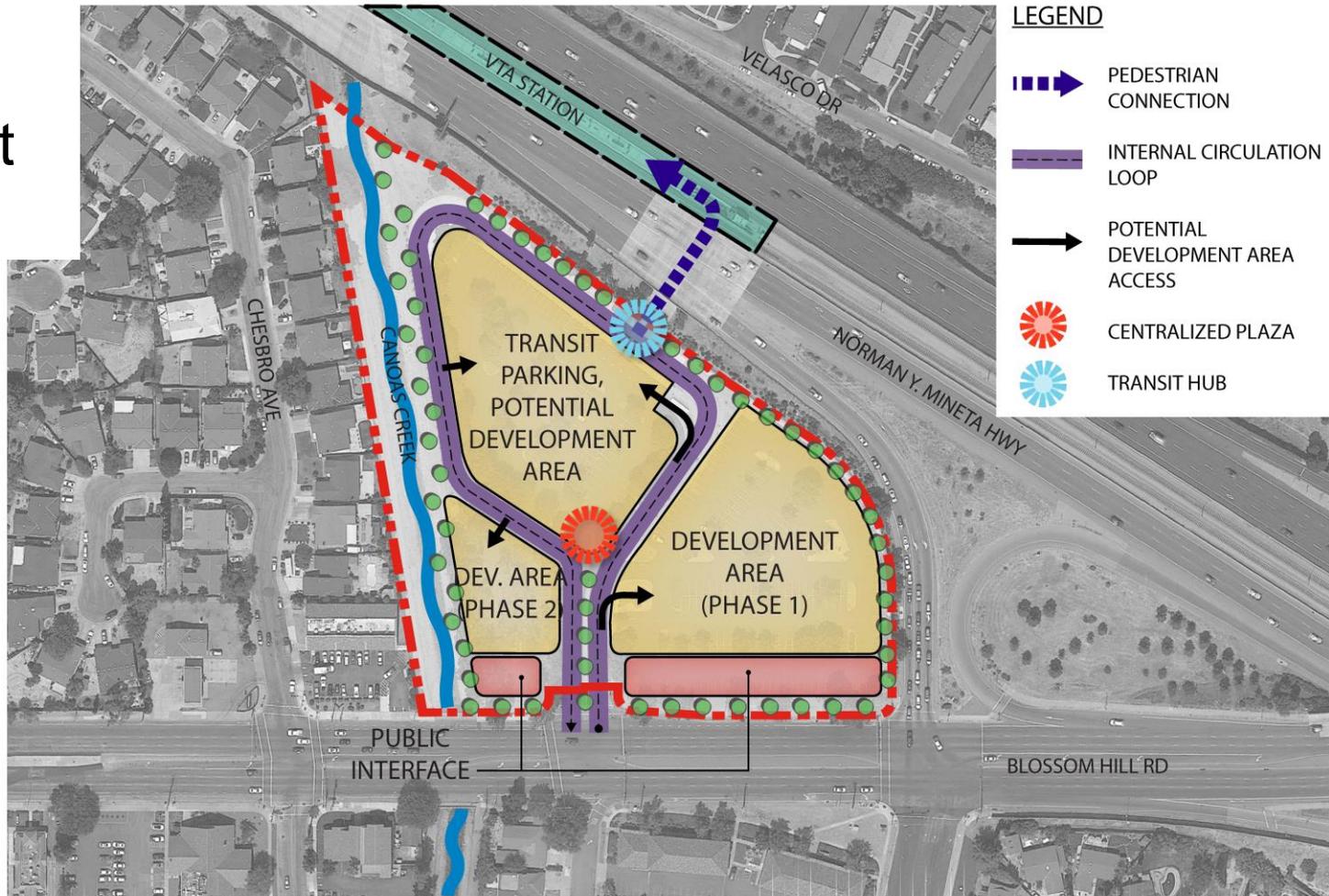
Potential Development Area



- LEGEND**
- PEDESTRIAN CONNECTION
 - EXISTING BUS CIRCULATION
 - PARKING LOT INGRESS/EGRESS



Potential Development Scenario



Open House Stations

Retail Uses

Open Space Amenities

Placemaking

Workshop Breakout Sessions – Public Benefits Survey

- Workshop Station A – Types of Retail Uses
 - Active Retail Uses/Restaurants
 - Service Oriented Retail
 - Passive Office Uses

STATION A - TYPES OF RETAIL USES



ACTIVE RETAIL USES



SERVICE ORIENTED RETAIL



PASSIVE OFFICE USES

BLOSSOM HILL STATION JOINT DEVELOPMENT
SANTA CLARA VALLEY TRANSPORTATION AUTHORITY



Workshop Breakout Sessions – Public Benefits Survey

- Workshop Station B – Open Space Amenities
 - Hardscape Examples Such as Plazas
 - Soft Play Areas
 - Walking Trails/ Par Course/ Open Space Networks



Workshop Breakout Sessions – Public Benefits Survey

- Workshop Station C – Placemaking
 - Public Art
 - Increased Public Safety
 - Architectural Identity

STATION C - PLACEMAKING



WAYFINDING/ UNIQUE SIGNAGE



STRONG ARCHITECTURAL IDENTITY



PUBLIC ART



SOCIAL GATHERING SPACES



INCREASED PUBLIC SAFETY



ACTIVE GROUND FLOOR USES

BLOSSOM HILL STATION JOINT DEVELOPMENT
SANTA CLARA VALLEY TRANSPORTATION AUTHORITY

DAHLLIN



Next Steps & Questions?

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