Why are we here today?

Today we’re here to...

... provide an update on where we are in the study
... clarify the purpose of this study
... summarize input we’ve received from you so far
... address factors inhibiting success of TOD
... get your support on the direction we’re going
study overview

Land Use (TOD) Strategy
- realizing and enhancing the vision for growth around future stations
- strategies to increase investment in TOD
- detailed implementation steps to catalyze TOD

Access Planning
multimodal access planning to support TOD and growth in station areas

Alum Rock/28th Street Station
Downtown San José Station
Diridon Station (Separate Effort)
Santa Clara Station

Kick-off: January 2018
Estimated Completion: Spring 2019

study phases and timeline

background conditions
Jan.-May
- review previous planning efforts and existing conditions
- "what is good TOD?" – April CWG workshop
- "background conditions" – June CWG workshop

corridor opportunities & constraints
Mar.-Sept.
- identify opportunity sites and station area access needs
- develop TOD prototypes and identify TOD potential
- evaluate development capacity and TOD barriers
- "opportunities and constraints" – September CWG workshop

implementation strategies & tools
Oct.-Mar. 2019
- "overcoming TOD barriers" – November CWG workshop
- strategies to create a market for TOD
- guidelines for public and private improvements
- "Preview key TOD strategies" – February CWG

final report
Apr.-May 2019
- compile findings and recommendations
- distribute draft final report to CWGs
- "TOD strategies and policy recommendations" – April CWG Workshop
- present implementation strategies to city councils
why are we doing this study?

• we have a unique opportunity to shape the future of the station areas thanks to a multi-billion-dollar infrastructure investment

• our station areas can accommodate more development than is currently planned

• develop tools and strategies that address current policies and challenges that inhibit the success of TOD

• provides guidance for cities to realize Transit Oriented Communities around BART stations

why do we care about TOD?

• successful TOD is essential to realize full benefits of BART
  • increases BART and other transit ridership
  • offsets operating costs, allowing for improved service
  • a cohesive TOD strategy is essential to obtaining federal funding

• successful TOD organizes future growth in a way that maximizes benefits of transit
  • provides a diversity of jobs and mix of housing types
  • reduces displacement
  • supports local economy

• successful TOD improves quality of life
  • emphasizes investment in creating vibrant environment
  • brings local communities together
  • provides sustainable environment that reduces air quality impacts
what is the purpose of this study?

• **this is more than a planning study** – several have already been developed
  • a public vision has already been developed for the station areas
  • this study is building upon and enhancing previous plans

• **planning (by itself) is not sufficient for TOD implementation**
  • there are policy and market barriers that make achieving TOD challenging
  • need to provide regulatory and financial incentives for TOD
  • need to facilitate and raise priority of TOD through an integrated approach

• **there are additional concerns we can address in this study**
  • paying for necessary infrastructure improvements
  • achieving affordable housing goals
  • reducing displacement of long-time residents and small businesses

what does success look like for this study?

**Cities adopt recommended strategies that...**

... **make TOD easy**
  • policies and procedures that encourage good TOD over other development

... **facilitate long-term investment**
  • sustainable financing for current and future access needs
  • policies that build a vibrant and diverse environment

... **address current and future community issues**
  • affordable housing, displacement, housing shortage, access to jobs
what do we need from you?

We’re now starting to think about necessary solutions to the challenges that we’re presenting today, we’d like you to think about the following:

• is the input you’ve provided to us adequately reflected?
• are these challenges that you agree are top concerns?
• are you open to the evolution of previous plans/visions that may be necessary to address the challenges proposed?
• how can you help us make this a success? how will you participate in the discussion with decision-makers?

we will have time at the end of the presentation to discuss these questions
WHAT WE HEARD
SANTA CLARA

HEIGHT AND DENSITY
- Apply the building heights and densities zones while adopting a tailored approach based on existing opportunities and constraints
- Use a “Step down” massing approach as new buildings they approach the existing low-rise context
- Allocate taller building typologies between El Camino Real and the existing rail alignment
- Participants expressed concerns about on feasibility of high-rise residential development and parcel ownership fragmentation

WHAT WE HEARD
SANTA CLARA

USES AND COMMUNITY CHARACTER
- Introduce significant ground floor retail, entertainment uses, and a small boutique hotel in the downtown.
- Introduce hotels serving the airport, Santa Clara University, and new businesses
- Introduce new work-force housing and offices for the area currently occupied by Bayfresh Greenery
- Develop Flexible parking solutions (e.g. shared parking and parking adaptive reuse) to make development more feasible
WHAT WE HEARD
SANTA CLARA

ACCESS AND CONNECTIVITY

· Introduce trolley to the BART station that could also serve the University

· Overcome access and visual barriers that have a major impact on future development

· Introduce a bicycle and pedestrian connection between the existing Guadalupe trail and the future Santa Clara Station.

· Introduce development over the existing rail alignment in order to improve accessibility and overcome the impact of existing and future transit infrastructures

KEY CHALLENGES TO IMPLEMENTING THE TOD VISION

VTA’s BART Phase II TOD Corridor Strategies and Access Planning Study
Community Working Group Workshop
November 2018
The Cities of Santa Clara and San José have not adopted land use plans for the station area that maximize the potential for TOD

- Santa Clara’s General Plan is supportive of TOD. However:
  - There are limited opportunities for high density development (>50 dwelling units/acre)
  - Development on major opportunity sites is moving forward at densities lower than those permitted
  - Parking requirements exceed TOD best practices
  - In both cities, major opportunity sites near the station area are designated industrial

There is no framework in place for the cities and VTA to coordinate ongoing implementation of TOD in the station area

- Collaboration will be necessary to:
  - Develop a shared vision and plan
  - Fund and implement capital improvements needed to connect existing neighborhoods with the station and catalyze new investment
The Cities and VTA have set ambitious goals for affordable housing

• Cities of Santa Clara and San José goals: 15% affordable housing (local inclusionary requirements)

• VTA Joint Development goals:
  o Individual JD projects: minimum 20% affordable units
  o Across VTA’s JD portfolio: target 35% affordable units

Achieving these affordable housing goals will be challenging

• Rising construction and land costs make development increasingly expensive

• Limited state, federal, local funding for affordable housing production & preservation
In the current market, proposed office projects include significant structured parking that may be inconsistent with the long-term vision for TOD

- Parking and transportation demand strategies can help reduce the need for parking

Why is Parking so Important?
The Same Space Can Only Do So Much

Restaurant Table
5’ x 5’ = 25 ft²

Office Cubicle
8’ x 9’ = 72 ft²

Parking Space
10’ x 20’ = 200 ft²

With drive aisles, parking space = +300 ft²
Average San Jose rental apartment = 864 ft²

Parking Costs Money

$30,000

$30,000

$30,000

$30,000

$30,000

$30,000
Distance Scares People Away

Parking Factors

Land Use
- Mixed Uses
- Density
- Design

Transportation
- Multiple Modes
- Parking Policy
- Transportation Demand Mgmt

People Balance
Parking Requirements

<table>
<thead>
<tr>
<th>Santa Clara</th>
<th>Multi-Family Residential</th>
<th>Office</th>
<th>Ground-Floor Retail</th>
<th>All Other Uses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing Requirements (per City of Santa Clara Zoning Code)</td>
<td>1 to 2 spaces per dwelling unit (depending on zoning)</td>
<td>1 space per 300 square feet of gross floor area</td>
<td>1 space per 200 square feet of gross floor area</td>
<td>Varies</td>
</tr>
</tbody>
</table>

summary of challenges

• existing land use plans do not maximize TOD potential around station area
• lack of framework for cities and VTA to coordinate implementation of TOD
• achieving ambitious affordable housing goals
• current parking demand and policies are inconsistent with TOD
Discussion Questions

**discussion questions**

- is the input you’ve provided to us adequately reflected?

- allocate higher density along El Camino Real and existing rail corridor
- concerns about high-rise development and fragmented parcel ownership
- ground floor retail & entertainment
- hotels serving airport and university
- work-force housing and offices
- flexible parking solutions
- bike/ped connectivity to downtown and Guadalupe River Trail
discussion questions

- are these challenges that you agree are top concerns?

land use policy

lack of coordinated framework for implementation

achieving affordable housing goals

parking policy

discussion questions

- are you open to the evolution of previous plans/visions that may be necessary to address the challenges proposed?
discussion questions

- how can you help us make this a success?

next steps

- implementation strategies & tools
  Oct.-Mar. 2019
  - “overcoming TOD barriers” – November CWG workshop
  - strategies to create a market for TOD
  - guidelines for public and private improvements
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- final report
  Apr.-May 2019
  - compile findings and recommendations
  - distribute draft final report to CWGs
  - “TOD strategies and policy recommendations” – April CWG Workshop
  - present implementation strategies to city councils – we need your support!