

VTA's BART Silicon Valley Phase II Extension Project

TOD Strategies and Access Planning Study

November CWG Workshop



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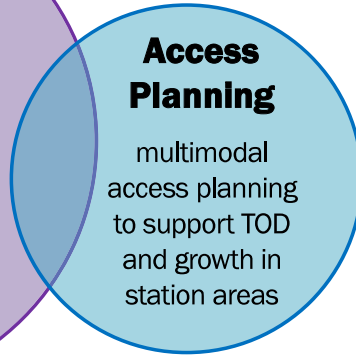
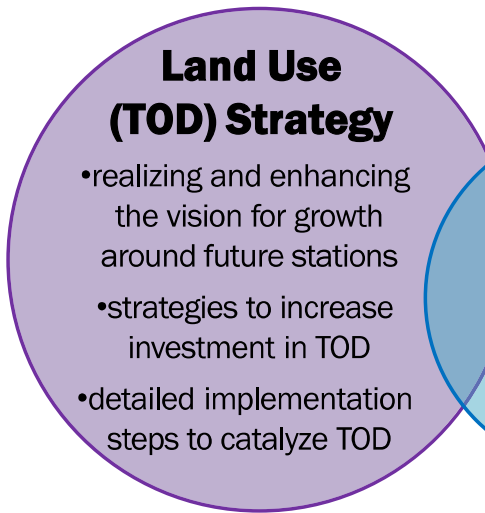
Why are we here today?

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

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study overview

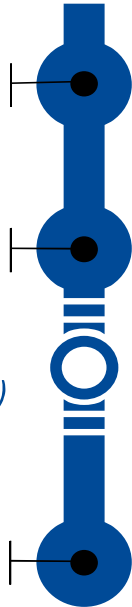


Alum Rock/28th Street Station

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

today

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

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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

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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

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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

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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

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INPUT RECEIVED FOR EACH STATION AREA

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Community Working Group Workshop
November 2018

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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

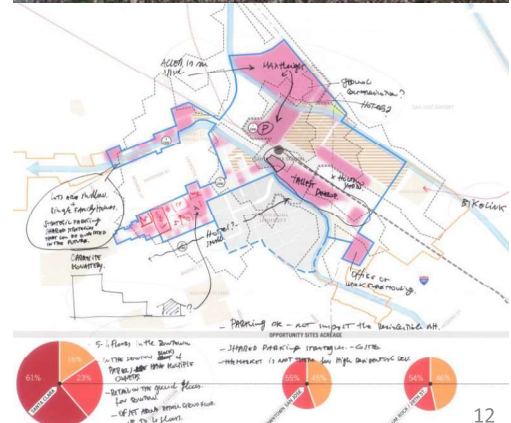
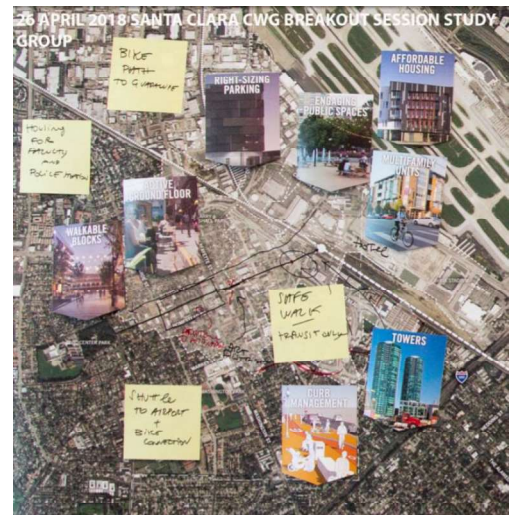


WHAT WE HEARD

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

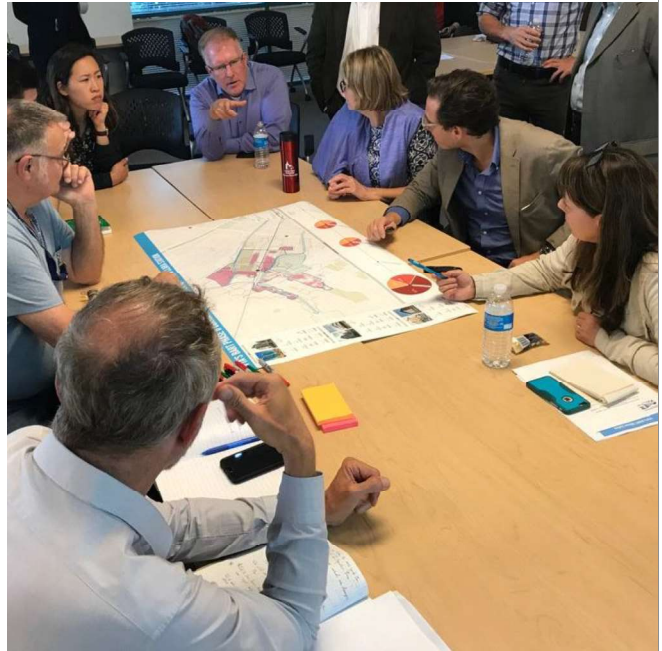


WHAT WE HEARD

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



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KEY CHALLENGES TO IMPLEMENTING THE TOD VISION

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November 2018

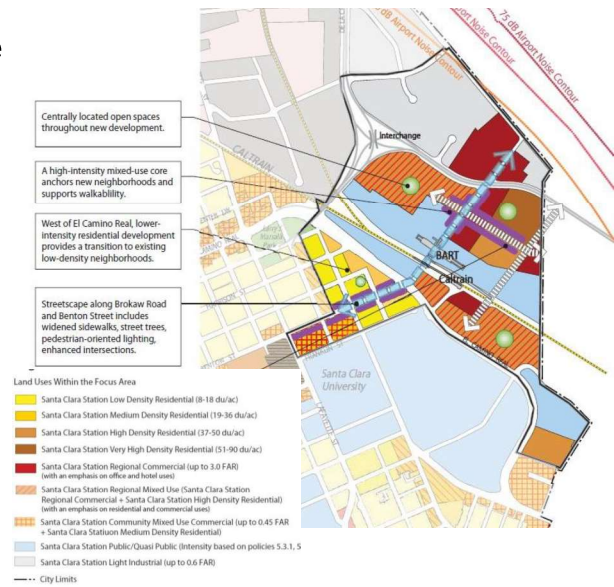
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SANTA CLARA STATION AREA

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

Santa Clara Station Focus Area, City of Santa Clara General Plan



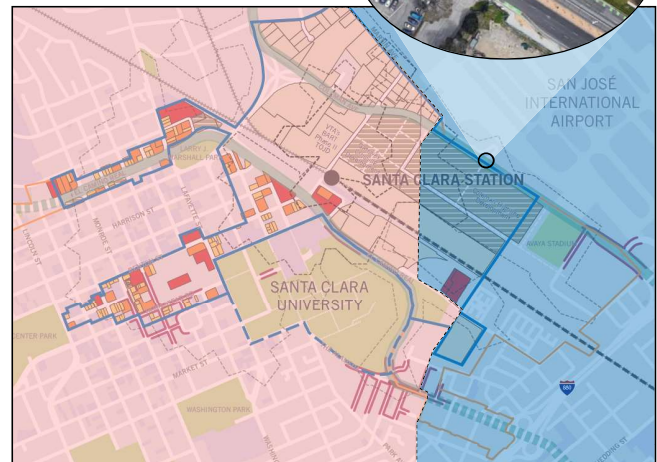
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SANTA CLARA STATION AREA

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

bike lane discontinued at last intersection on Coleman Avenue in San Jose



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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:
 - Individual JD projects: minimum 20% affordable units
 - Across VTA's JD portfolio: target 35% affordable units



Presidio El Camino Apartments, Santa Clara Station (Credit: EAH Housing)

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



Presidio El Camino Apartments, Santa Clara Station (Credit: EAH Housing)

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



Proposed Adobe Tower (rendering) (Photo credit: Gensler)



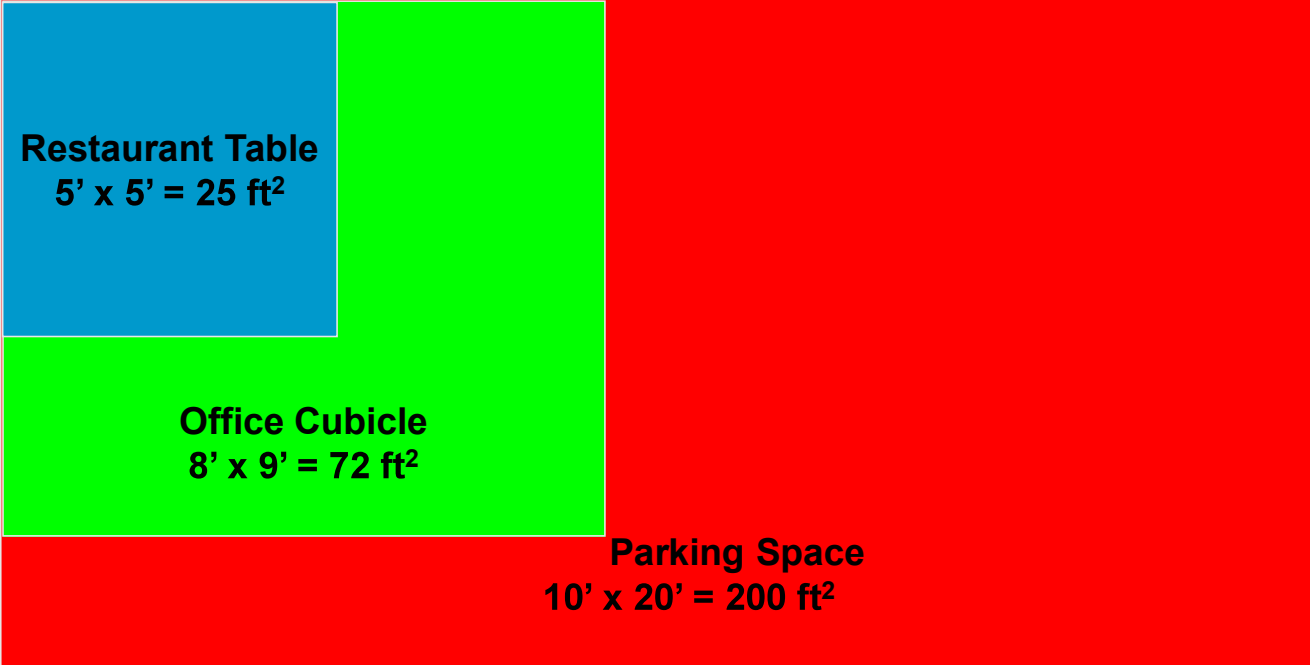
Proposed 200 Park Avenue office tower (rendering) (Photo credit: DiNapoli)



Why is Parking so Important?

Source: Google, 2018. Photo credit: Land Use Center

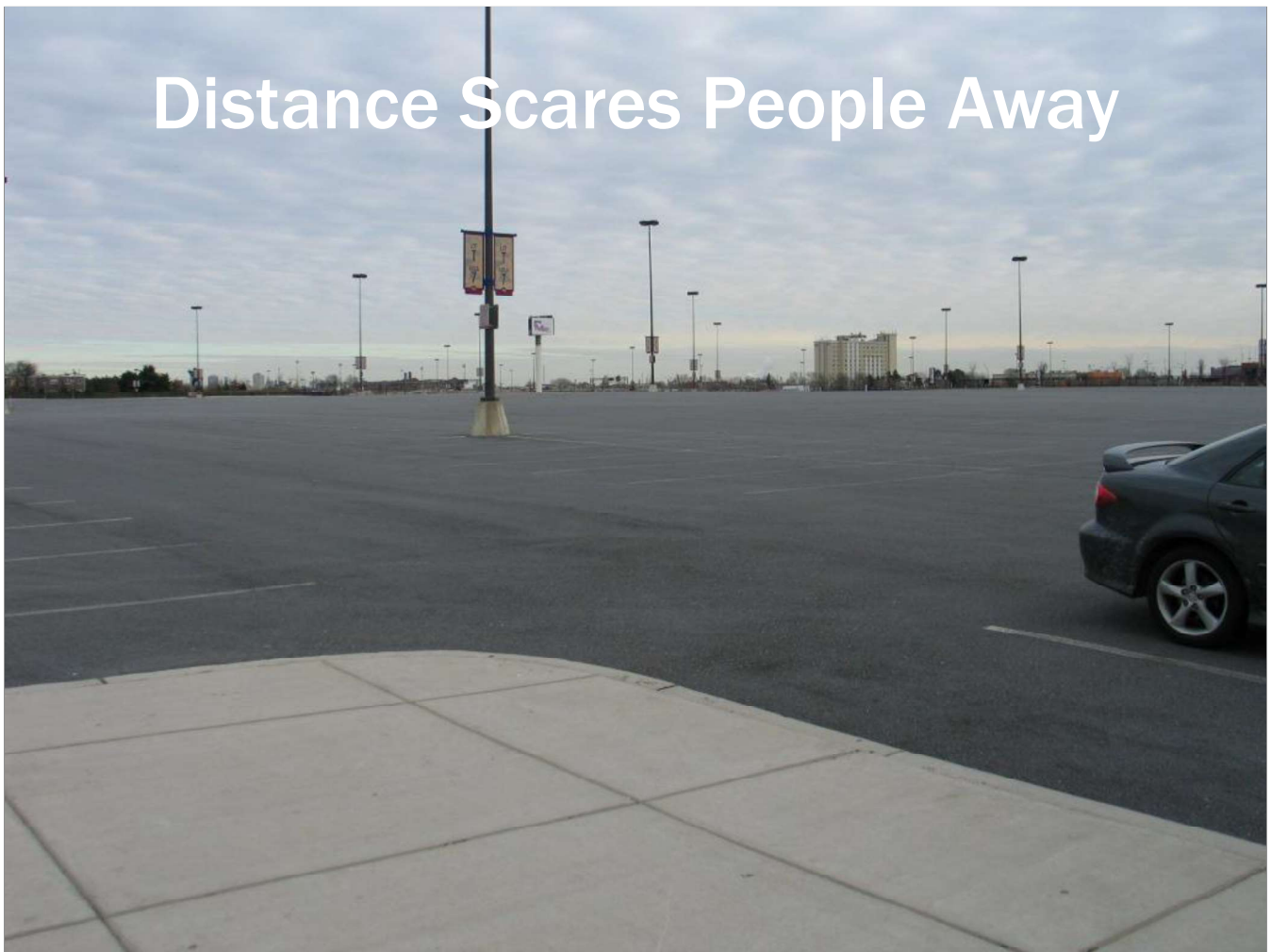
The Same Space Can Only Do So Much



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



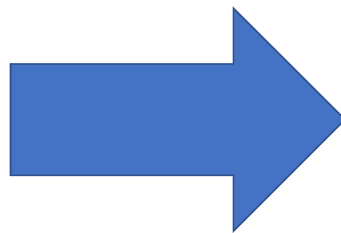
Distance Scares People Away



Parking Factors

Land Use

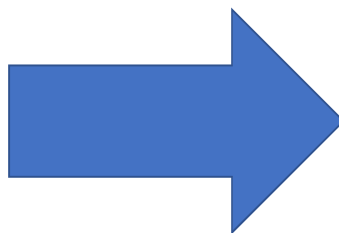
- + Mixed Uses
- + Density
- + Design



People

Transportation

- + Multiple Modes
- + Parking Policy
- + Transportation Demand Mgmt



Balance

Parking Requirements

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

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



Solutions that move you

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

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discussion questions

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

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discussion questions

- how can you help us make this a success?

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next steps

implementation strategies & tools

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final report

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