

VTA'S BART PHASE II: TRANSIT ORIENTED COMMUNITIES STRATEGY STUDY

KEY STRATEGIES AND ELEMENTS FOR DOWNTOWN SAN JOSÉ STATION AREA

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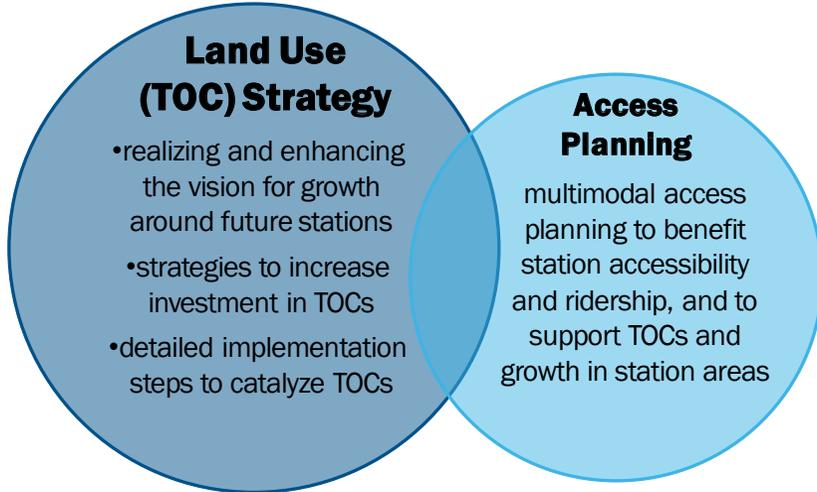
APRIL 16, 2019 - TOC PUBLIC WORKSHOP

WHY IS VTA'S BART PHASE II PROGRAM FOCUSED ON PLANNING FOR TRANSIT ORIENTED COMMUNITIES?

- **Once in a century opportunity** to organize growth around the station areas, centered on high-quality transit.
- A cohesive **transit-oriented development strategy is essential to obtaining federal funding.**
- Increased ridership **ensures a return on investment** for transit infrastructure **and community benefits.**
- **Our station areas can accommodate more development than is currently planned.**
- Need to **address current policies** and challenges that **inhibit the success of good Transit Oriented Development.**



PLANNING FOR TRANSIT ORIENTED COMMUNITIES



CITY AND AGENCY ENGAGEMENT

- City Collaboration is essential for the Study's success:
 - Monthly coordination meetings with City staff.
 - City, BART, and VTA staff involved in Technical Advisory Group.



STUDY PHASES AND TIMELINE

background conditions

Jan.-May 2018

- review previous planning efforts and existing conditions
- **“what is good TOD?”** – April CWG workshop
- **“background conditions”** – June CWG workshop

corridor opportunities & constraints

Mar.-Sept. 2018

- 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.- June 2019

- **“overcoming TOD barriers”** – November CWG workshop
- strategies to create a market for TOD
- guidelines for public and private improvements
- **“plan for strategy implementation”** – February CWG
- **“TOD strategies and policy recommendations”** – April CWG
- **“Revised recommendations”** – June CWG

final report

Fall 2019

- compile findings and recommendations into Playbook
- provide draft reports to public and stakeholders
- present implementation strategies to city councils and VTA board



APRIL TOC STRATEGY STUDY WORKSHOP

- Key Strategies
 - Land Use and Zoning Policies
 - Parking Policy and Shared Access Districts
 - Affordable Housing
 - Placemaking
 - Other
- Next Steps



Source: SPUR

CITY PLANNED CAPACITY



FIGURE 1.1.1 Downtown San José Station Growth Areas
 Note: Downtown West station shown, Diridon North station shown.
 Source: Metropolitan Commission, 2017; City of San José, 2016; VTA 2016.

City Planned Capacity (through 2035)*

15,160 multifamily residential units

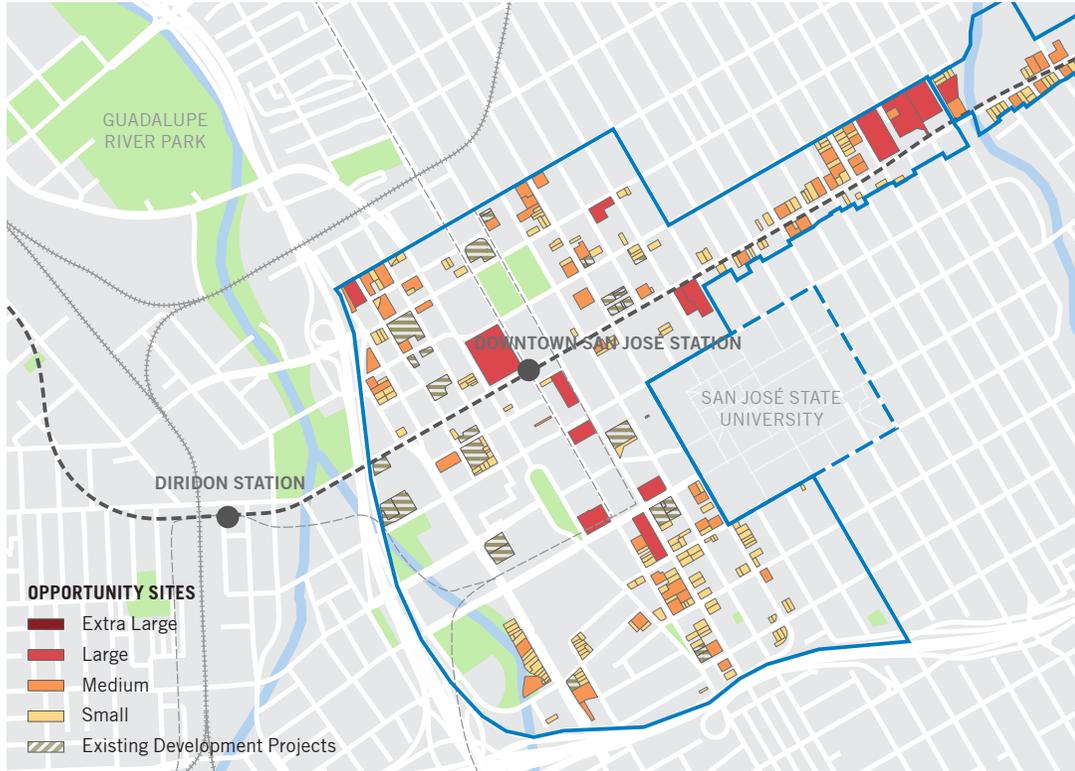
14.2 million sf office

3,600 hotel rooms

1.4 million sf retail

*Source: Downtown Strategy 2040. It is unclear at this point how much of the development envisioned in Downtown Strategy 2040 might be absorbed west of Highway 87, near the Diridon station.

A TRANSFORMATIVE OPPORTUNITY: TOD POTENTIAL PROJECTIONS (THROUGH 2040)



Market Projections (through 2040)

16,000 multifamily residential units

6.5 million sf office

1,930 hotel rooms

212,900 sf retail

City Planned Capacity (through 2035)*

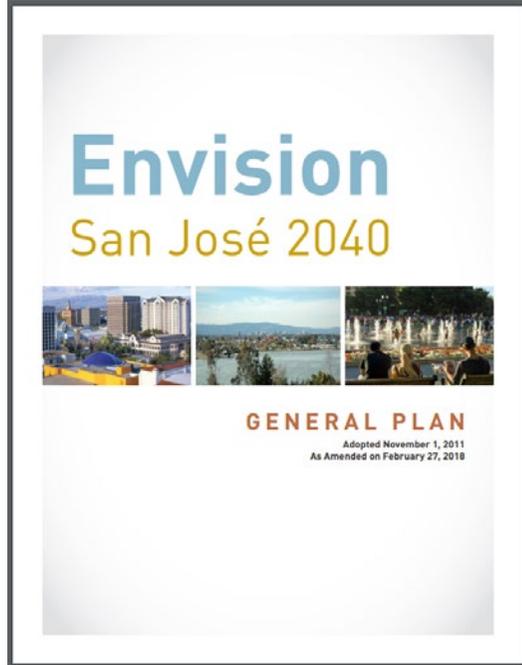
15,160 multifamily residential units

14.2 million sf office

3,600 hotel rooms

1.4 million sf retail

BUILDING OFF ENVISION SAN JOSÉ 2040



Our recommendations are aligned with several Major City Strategies:

- Focused Growth
- Innovation / Regional Employment Center
- Streetscapes for People
- Measurable Sustainability / Environmental Stewardship
- Fiscally Strong City
- Destination Downtown
- Design for a Healthy Community

KEY STRATEGIES FOR ACHIEVING THE TOD VISION

Update Zoning Across the Station Area to Ensure TOD Vision

- Establish minimum residential densities and commercial FAR across the station area.

Allow a Strategic Mix of Uses to Leverage BART Investment

- Preserve key sites for predominately employment uses but allow more flexibility elsewhere.
- Increase General Plan housing allocation for the Downtown area.

Parking and Transportation Demand Management Strategies

- Eliminate minimum parking requirements and lower maximum parking ratios.
- Require TDM strategies for new development.
- Establish a Shared Access District.

Prioritize the protection and production of Affordable Housing

Retail and Small Business Strategy for Downtown and East Santa Clara Street (7th to 17th St.)

UPDATE ZONING TO ENSURE GOOD TOD

What are the implications of not acting now?

- The current zoning doesn't preclude good TOD, it just doesn't ensure it.
- This is a once in a lifetime opportunity to leverage a forthcoming multi-billion dollar transit investment.

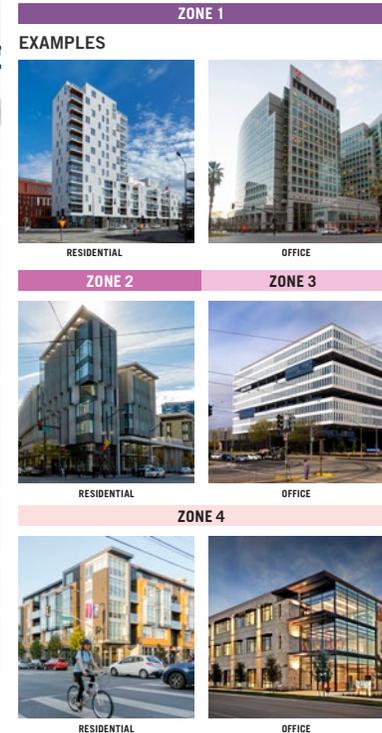
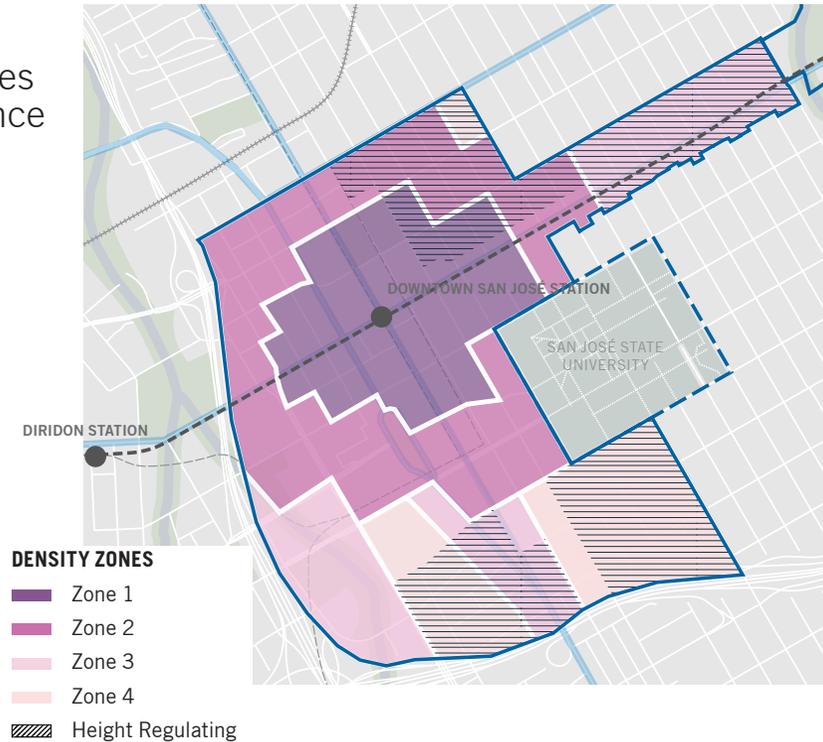
The time to act is now:

- Our station areas are the best location for TODs.
- Need to start putting framework in place now. BART is the catalyst for TOD and the TOD is the enabler of enhanced transit ridership.
- TOD brings the opportunity to realize the community's vision.

UPDATE ZONING TO ENSURE GOOD TOD

Recommendation:

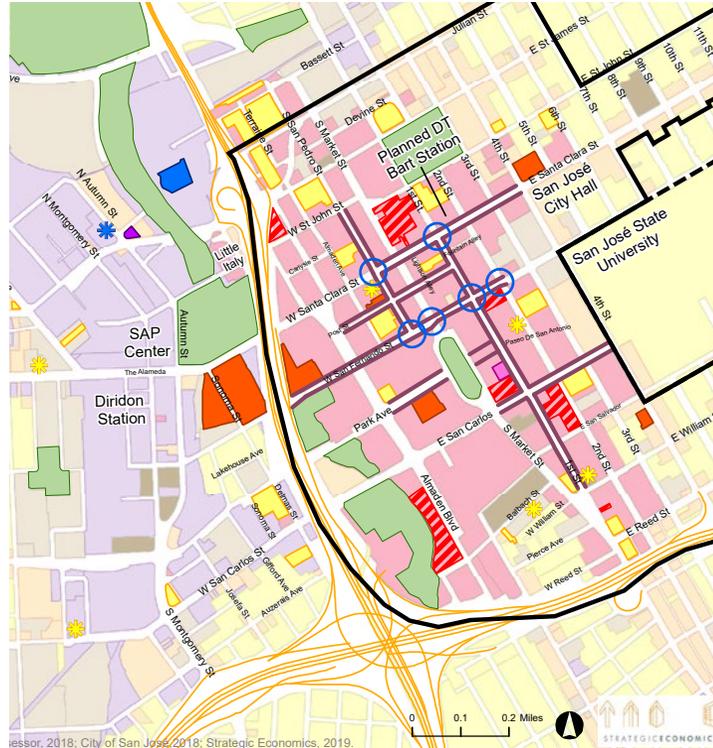
- Establish minimum densities varying according to distance from station.
- Set height restrictions that ensure new development is sensitive to surrounding residential neighborhoods.



CONCENTRATE RETAIL TO SUPPORT DOWNTOWN CORE

Recommendation:

- Align retail requirements with recommendations of the Downtown Retail Strategy.



Proposed Revised Zoning Districts for Downtown

- Retail Required Zoning Applies
- Primary Active Use/ Transparency Zone
- Long Term Opportunity Sites

Context

Planned and Proposed Development, City's Data

- Accommodation
- Mixed Use
- Office
- Other
- Residential

Current Crane Watch Proposed Projects

- Mixed Use
- Office
- Residential

Zoning

- Agricultural (Planning District)
- Commercial
- Residential
- Downtown Core
- Industrial
- Open Space
- Public/ Quasi Public
- Parks
- Highways
- Downtown Study Area

See Appendix A1 for street frontage requirements related to block length

DISCUSSION

TODAY'S PARKING CHALLENGES

- Downtown provides lots of different access methods, but currently there are limited connections to the region.
- There is an excess of on-street and off-street parking (surface lots).
- Parking is underutilized and cheap.
- Constructing parking is expensive, and can limit the financial feasibility of constructing good TOD.
- Currently, zoning requirements encourage building site-specific parking, but not to share spaces. There is no current public policy to require and/or incentivize working together.

PARKING OPPORTUNITIES TO SUPPORT GOOD TOD

- Existing unused parking spaces.
- BART and other multimodal access options will shift trips to other modes.
- Demand for parking can be further reduced through Transportation Demand Management (TDM) programs.

Downtown San Jose Public Parking: Midday

	Spaces	# Occupied	% Occupied	Spaces Available
On-Street	807	571	71%	236
Off-Street	3308	2564	78%	744
Total	4115	3135	76%	980

* *Parking counts were conducted for on-street spaces located within a few blocks of the future Downtown BART Station Site, and for parking garages owned and/or operated by the City of San José.*

CHANGING HOW WE MOVE AROUND

- Right-size parking based on all access options serving the station area.
- Build off existing parking authority approach: Districtwide parking provides access for everyone.
- Developer fees and parking meter revenue all contribute to district-wide access.
- Encourage use of all modes (TDM).

Standards	Multi-Family Residential	Office	Ground-Floor Retail
Existing	1 space per unit	2.5 spaces per 1,000 sf	No parking required
Comparable	No parking required (San Diego, CA)	No parking required (Sacramento, CA)	No parking required (Sacramento, CA)
Recommended	No parking required *	No parking required *	No parking required *

*Parking maximums established through further studies.

DISCUSSION

THE CITY OF SAN JOSÉ AND VTA HAVE SET AMBITIOUS GOALS FOR NEW AFFORDABLE HOUSING

- City of San José goal: 20% affordable housing (Downtown Strategy 2000 EIR)
- VTA Joint Development goals:
 - Individual JD projects: minimum 20% affordable units
 - Across VTA's JD portfolio: target 35% affordable units



Villas on the Park (rendering), Downtown San José (Photo credit: PATH)

ACHIEVING THESE GOALS WILL BE CHALLENGING

- San José's inclusionary housing policy will not be sufficient on its own.
- Like many other South Bay cities, new commercial development in San José is currently not required to contribute to affordable housing.
- Rising construction and land costs make development increasingly expensive.
- Limited state, federal, local funding for affordable housing production & preservation.



Donner Lofts, Downtown San José (Photo credit: MidPen Housing)

GENTRIFICATION AND DISPLACEMENT ARE UNDERWAY

Downtown San José includes a mixed and transitioning population. Many households remain vulnerable to displacement:

- A majority of Downtown residents are renters (80%).
- A quarter of renters are severely rent-burdened (i.e. spending more than 50% of income on housing costs).
- A bifurcated income distribution; both very high- and very low-income households live in Downtown San José.

STRATEGY OVERVIEW

- **Protect** tenants and homeowners that currently live in the station areas and surrounding neighborhoods.
- **Preserve** the affordability of existing housing in the station area and surrounding neighborhoods.
- **Produce** new affordable housing units to expand the availability of housing for lower income households in the station area.



Source: Enterprise Community Partners

PROTECT EXISTING TENANTS AND HOMEOWNERS

Expand existing policies and resources to help current residents stay in the neighborhood.

- Expand existing **rent stabilization and eviction protections** to single-family homes and duplexes.
- Increase targeted emergency rent assistance for at-risk households.
- Increase legal services and outreach for tenants facing evictions.
- Closely monitor evictions, rent increases, and foreclosures in the station area.
- Improve protections for tenants of deed-restricted affordable housing.
- Increase **assistance to low-income homeowners.**
- Make it easier for low-income tenants to access new deed-restricted affordable housing in the station area.

PRESERVE EXISTING AFFORDABLE HOUSING

Implement more robust policies to preserve existing affordable housing in the station area.

- Continue to require unit replacement when rent-stabilized units are demolished, or an equivalent alternative.
- Continue to track and preserve expiring deed-restricted units.
- Partner with funders and affordable housing developers to **create a new acquisition and rehabilitation program** for naturally occurring affordable housing (NOAH).

PRODUCE NEW AFFORDABLE HOUSING

Leverage public land for affordable housing production

- Identify opportunities to offer **VTA-owned land at a discounted rate** for affordable housing development.
- Explore opportunities for affordable housing development on publicly-owned sites.

Increase local funding for deed-restricted affordable housing production

- Support a citywide affordable housing bond measure.
- Implement a **citywide commercial linkage fee**.
- Explore dedicating a portion of potential future tax increment financing (TIF) district revenues to affordable housing.

Pursue new partnerships and funding for affordable housing production.

- Pursue new state funding sources for affordable housing and TOD.
- Monitor new private funding sources to help fill the funding gap.

DISCUSSION

INTEGRATE BART STATION ENTRANCE INTO TOD

- Require the primary BART station entrance to be incorporated into the ground floor of a high density mixed-use building.

Powell Station, San Francisco - BART



Source: CurbedSF

Marine Gateway, Vancouver BC - Perkins and Will



Source: ArchDaily

REQUIRE URBAN PLAZA AT PRIMARY STATION ENTRANCE

- The Plaza should be surrounded by development with ground floor active uses.

Lake Merritt Station BART Plaza



Source: BART

Marine Gateway, Vancouver BC - Perkins and Will



Source: ArchDaily

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DESIGN STREETS FOR PEOPLE

- Safely connect people to different activity centers and the BART station entrance.
- Pedestrian friendly streets with slower traffic, wider sidewalks, longer crosswalk times at signalized intersections.
- Traffic calming strategies in Downtown will allow prioritization of pedestrians, bike and transit corridors.
- Concentrate retail uses along major streets and nodes that are compatible with pedestrian activity and targeted growth.

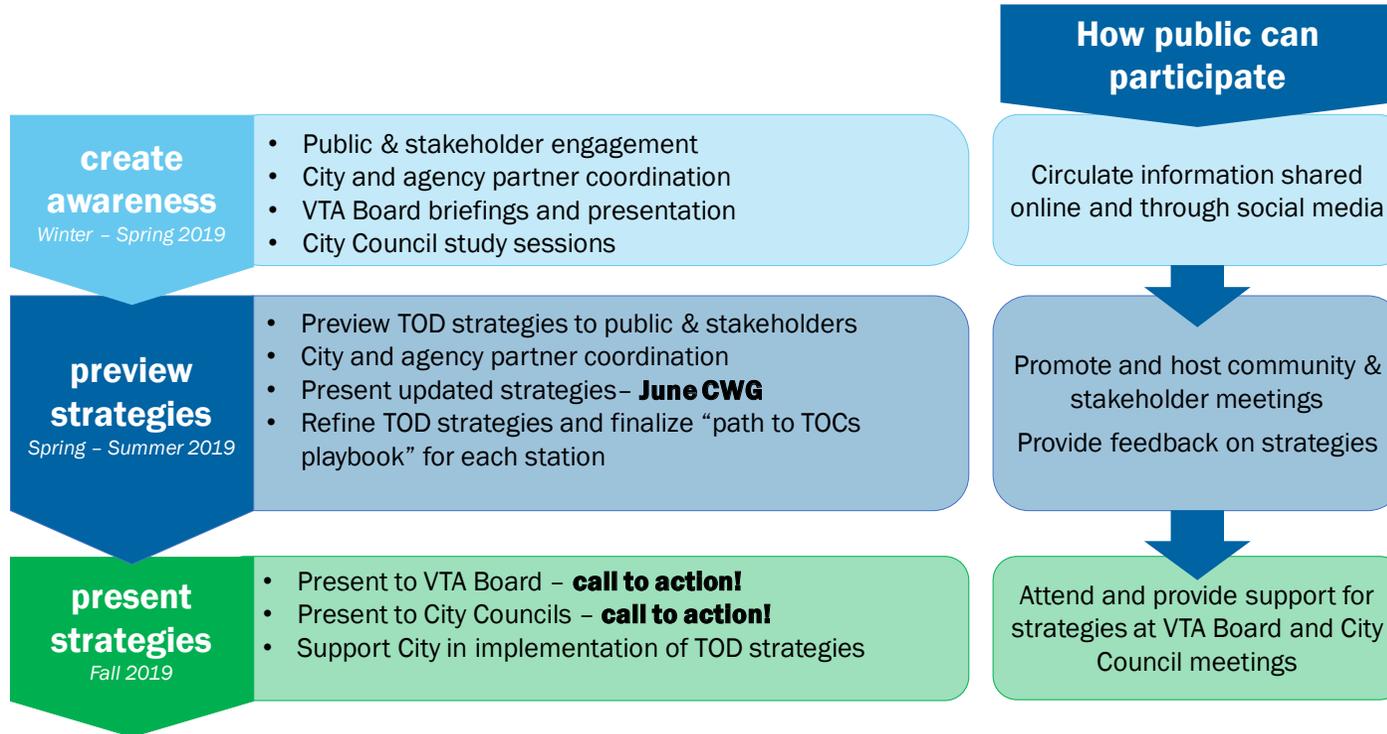


Source: SPUR

OTHER TOPICS

NEXT STEPS

NEXT STEPS



QUESTIONS AND COMMENTS

Stay up-to-date and learn more at:

<http://www.vta.org/bart/tocs>

Do you have additional comments? We want to hear from you!

Email us at:

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