

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

KEY STRATEGIES AND ELEMENTS FOR SANTA CLARA STATION AREA

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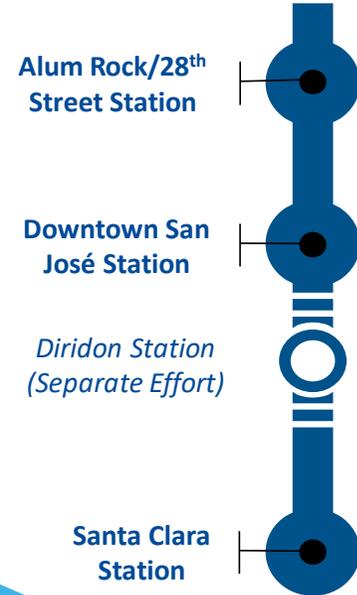
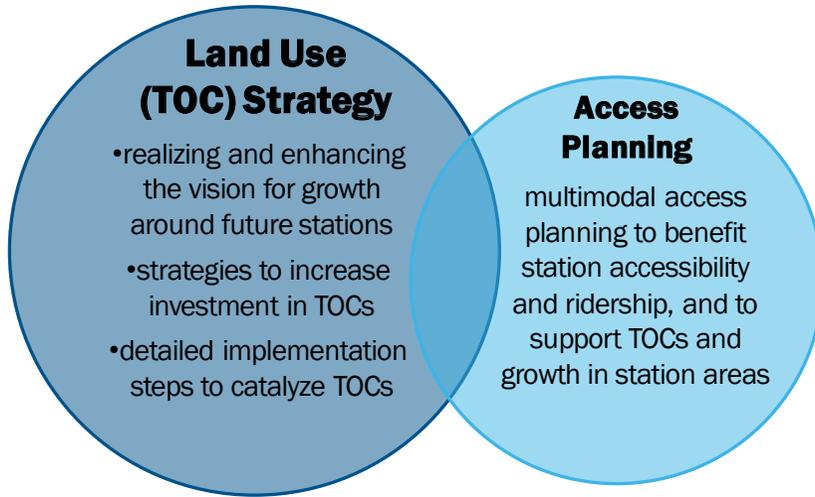
APRIL 18, 2019 - TOC PUBLIC WORKSHOP

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 TOD.**



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 WORKSHOP

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



Source: SPUR

BUILDING OFF THE SANTA CLARA GENERAL PLAN VISION

1.3.2 Vision for the Future

- Add opportunities for a mix of residential and commercial uses throughout the City in places with access to existing and future transit.
- Enhance walkability and bicycle circulation throughout the City.
- Diversify industrial and business uses and intensify the employment base.
- Provide neighborhood commercial centers.
- Continue high quality public services and amenities including open space and parks.
- Encourage sustainability to protect energy, water supplies, and air quality.

1.2.3 Plan Phases

- Define opportunity sites for housing that are well-connected with existing residential neighborhoods, City services, and public transit.
- Focus intensified employment centers north of the Caltrain corridor.
- Support infrastructure improvements.
- Develop mixed-use residential and commercial development along El Camino Real and in Downtown.

KEY STRATEGIES FOR ACHIEVING THE TOD VISION

Align Zoning Across the Station Area to Ensure TOD Vision.

Parking and Transportation Demand Management Strategies.

Assist in strengthening community identity with targeted retail and intentional branding, street design, and programming.

Prioritize the protection and production of Affordable Housing.

* Focus employment around the station, support small business and enhance commercial nodes.

* Make TOD a priority through leadership and cooperation between both Cities of Santa Clara and San José.

CITY PLANNED CAPACITY

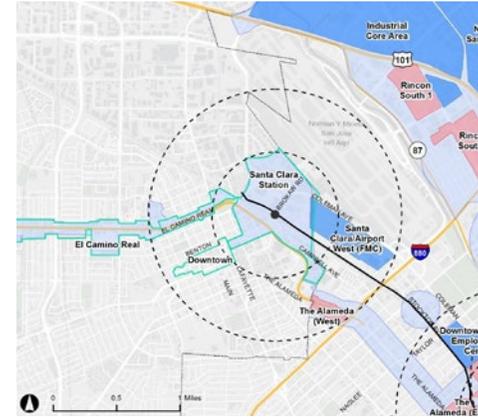
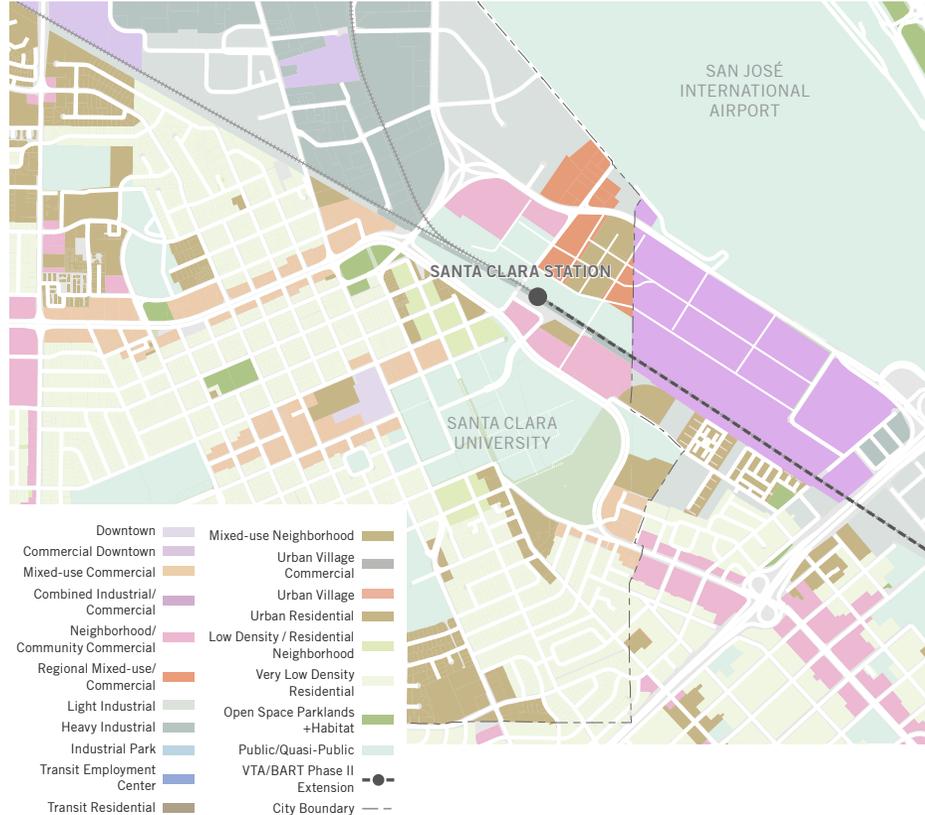


FIGURE 1.1.1 Santa Clara Station Growth Areas
 Source: Metropolitan Commission, 2017; City of Santa Clara; City of San José, 2016; VTA 2016.

City Planned Capacity (through 2035)*

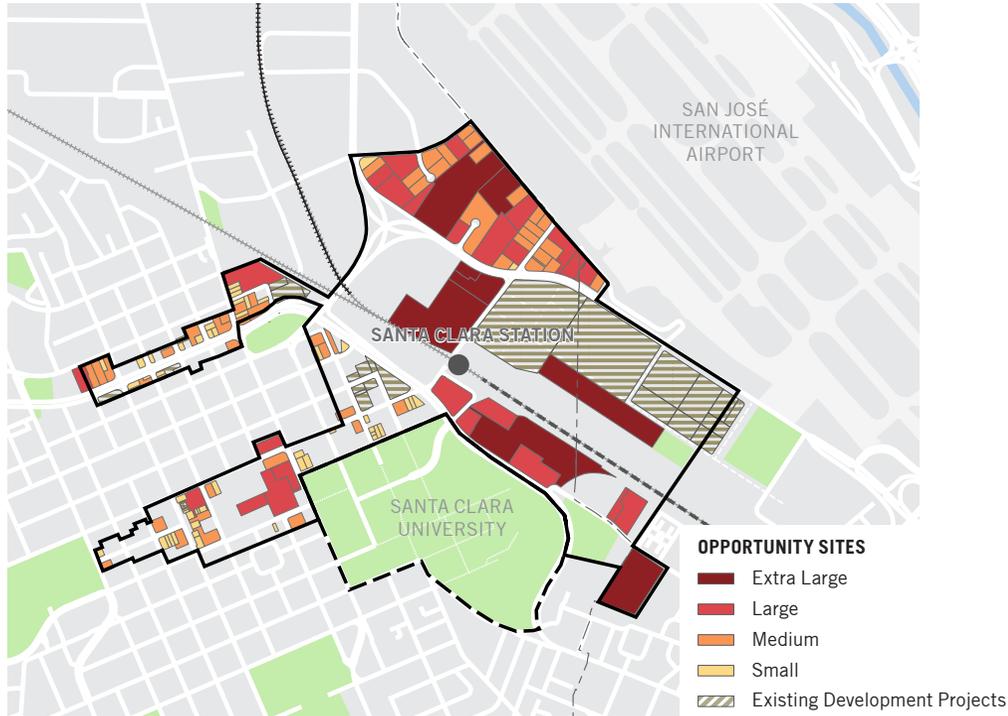
2,600 multifamily residential units

500,000 sf office

1.5 million sf retail

**Includes Santa Clara General Plan capacity for Santa Clara Station Focus Area and Downtown Focus Area, plus ¼ of planned residential capacity for El Camino Real Focus Area (approximate share of focus-area that falls within TOD-station-area). Note this does not include portion of the station in San José (where Coleman Highline is located).*

A TRANSFORMATIVE OPPORTUNITY: TOD POTENTIAL PROJECTIONS (THROUGH 2040)



Market Projections (through 2040)

8,600 residential units

3,500,000 sf office

850 hotel rooms

102,900 sf retail

City Planned Capacity (through 2035)*

2,600 multifamily residential units

500,000 sf office

1.5 million sf retail

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 multi-billion dollar transit investment.

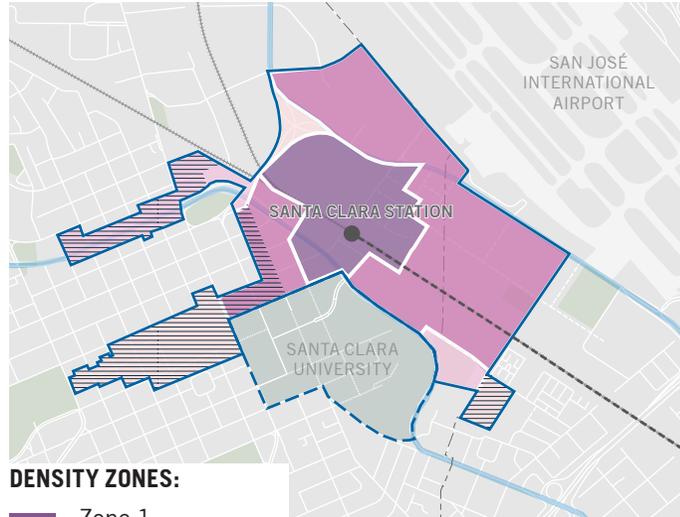
The time to act is now:

- Our station areas are the best location for TODs.
- Need to start putting framework in place now. BART is the catalyst for TOD and 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.
- Preserve key sites for commercial uses and/or denser developments.



DENSITY ZONES:

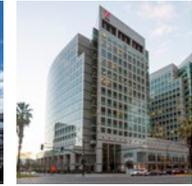
- Zone 1
- Zone 2
- Zone 3
- Zone 4
- Height Regulating

ZONE 1

EXAMPLES



RESIDENTIAL



OFFICE

ZONE 2



RESIDENTIAL



OFFICE

ZONE 4



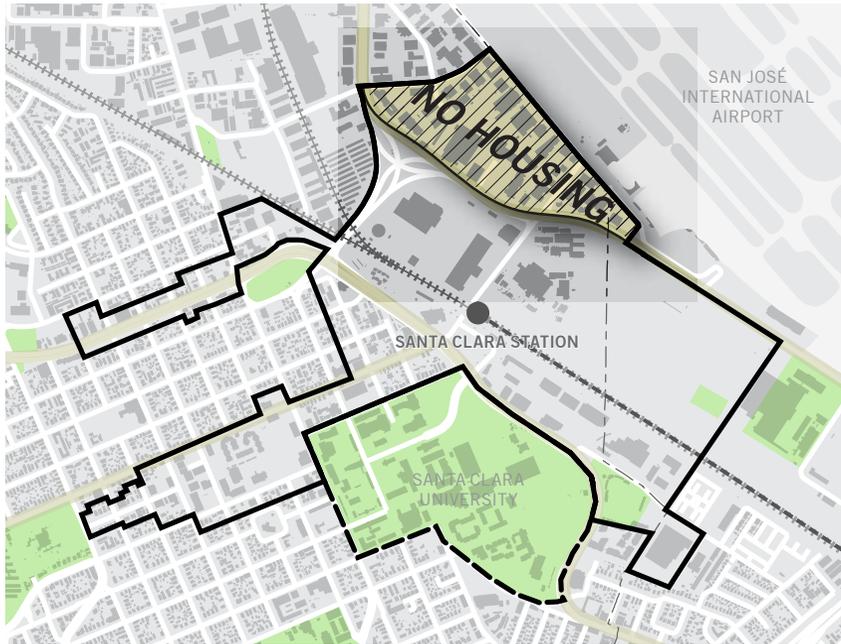
RESIDENTIAL



OFFICE

UPDATE ZONING TO ENSURE GOOD TOD

Rezone industrial sites to ensure *transit supportive commercial uses and/or denser development*.



Challenges:

- Balancing industrial land preservation while achieving TOD goals.
- Properties closer to airport have lower height limits regulated by FAA.

DISCUSSION

TODAY'S PARKING CHALLENGES

- Access to the area is primarily by cars, so almost everyone needs a parking space.
- Limited mix of land uses, so parking can't serve different uses at different times of day.
- Zoning requirements encourage building site-specific parking, but not to share spaces, so no public policy incentive to work together.
- Constructing parking is expensive, so everyone wants their money's worth of their specific investment.

PARKING OPPORTUNITIES

- 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.

CHANGING HOW WE MOVE AROUND

- Right-size parking based on mixed-uses and all access options (TOD).
- Manage parking as a district to provide access for everyone.
- Developer fees and parking revenue all contribute to district-wide access.
- District-wide parking strategy allows for more efficient use of parking spaces in the station area.
- Encourage use of all modes (TDM).

Standards	Multi-Family Residential	Office	Ground-Floor Retail
Existing	1 to 2 spaces per dwelling unit	1 space per 300 square feet of gross floor area	1 space per 200 square feet of gross floor area
Comparable	No parking required (San Diego, CA)	1 space per 1,000 square feet (Arlington, VA)	1 space per 1,000 square feet (Arlington, VA)
Recommended	0.8 spaces per unit maximum; No minimum.	1 space per 530 to 1,000 square depending on TDM Strategy being implemented.	No parking required

DISCUSSION

THE SANTA CLARA STATION AREA IS DIVIDED

Multiple unique destinations within the station area

- Historic Downtown
- El Camino Real
- Santa Clara University
- Industrial / Commercial Park by the Airport
- Gateway Crossings / Coleman Highline / Avaya Stadium

Significant barriers separate these areas

- El Camino Real
- Coleman Avenue
- Caltrain Corridor

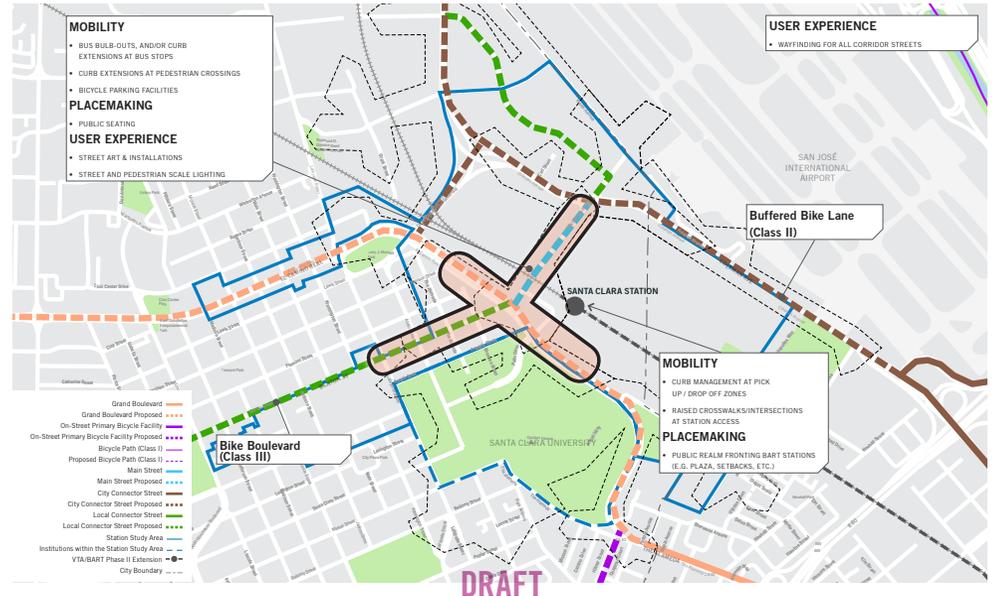
STRENGTHENING STATION IDENTITY

- There is a value to diversity within the Station Area but ...
- We want to strengthen the overall Station Area Identity while maintaining the existing unique cultures.

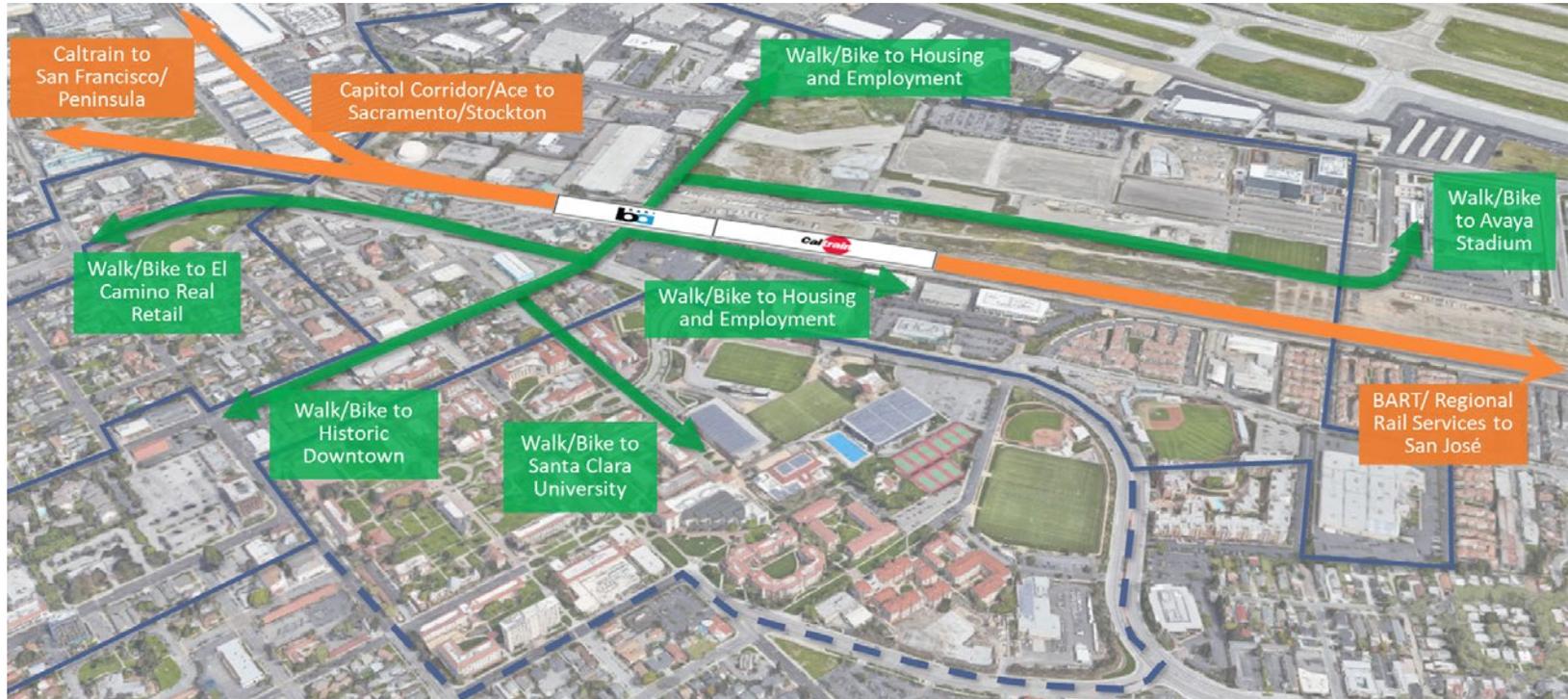
Three-pronged approach:

- Land use recommendations to **reinforce identity** of each area.
- Access improvements to **connect destinations to the station**.
- Streetscapes improvements to **tie the station area together**.

STREET IMPROVEMENT PRIORITIES SANTA CLARA STATION AREA



EASY AND CONVENIENT CONNECTIONS



DISCUSSION

THE CITIES AND VTA HAVE SET AMBITIOUS GOALS FOR NEW 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



ACHIEVING THESE GOALS WILL BE CHALLENGING

- Rising construction and land costs make development increasingly expensive.
- Limited state, federal, local funding for affordable housing production & preservation.



THE DATA SUGGEST RELATIVELY LOW HOUSEHOLD VULNERABILITY TO DISPLACEMENT

- About half the residents are University students.
- One third of households are high-income homeowners.
- Note that most residents are in the City of Santa Clara.

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

Strengthen existing tenant protections.

- Expand the City's existing **tenant services and protections**.
- Improve protections for tenants of deed-restricted affordable housing.
- Implement tenant protections in the case of conversions of deed-restricted to market-rate housing.
- Make it easier for low-income tenants to access affordable housing in the study area.

PRESERVE EXISTING AFFORDABLE HOUSING

Strengthen existing affordable housing preservation policies.

- Continue to track and preserve at-risk 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 further opportunities for affordable housing development on publicly-owned sites.

Increase local funding for deed-restricted affordable housing production.

- Explore implementing a TIF district and dedicating a portion of potential future district revenues to affordable housing.

PRODUCE NEW 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.
- Explore a **partnership with Santa Clara University** to pursue workforce housing development.

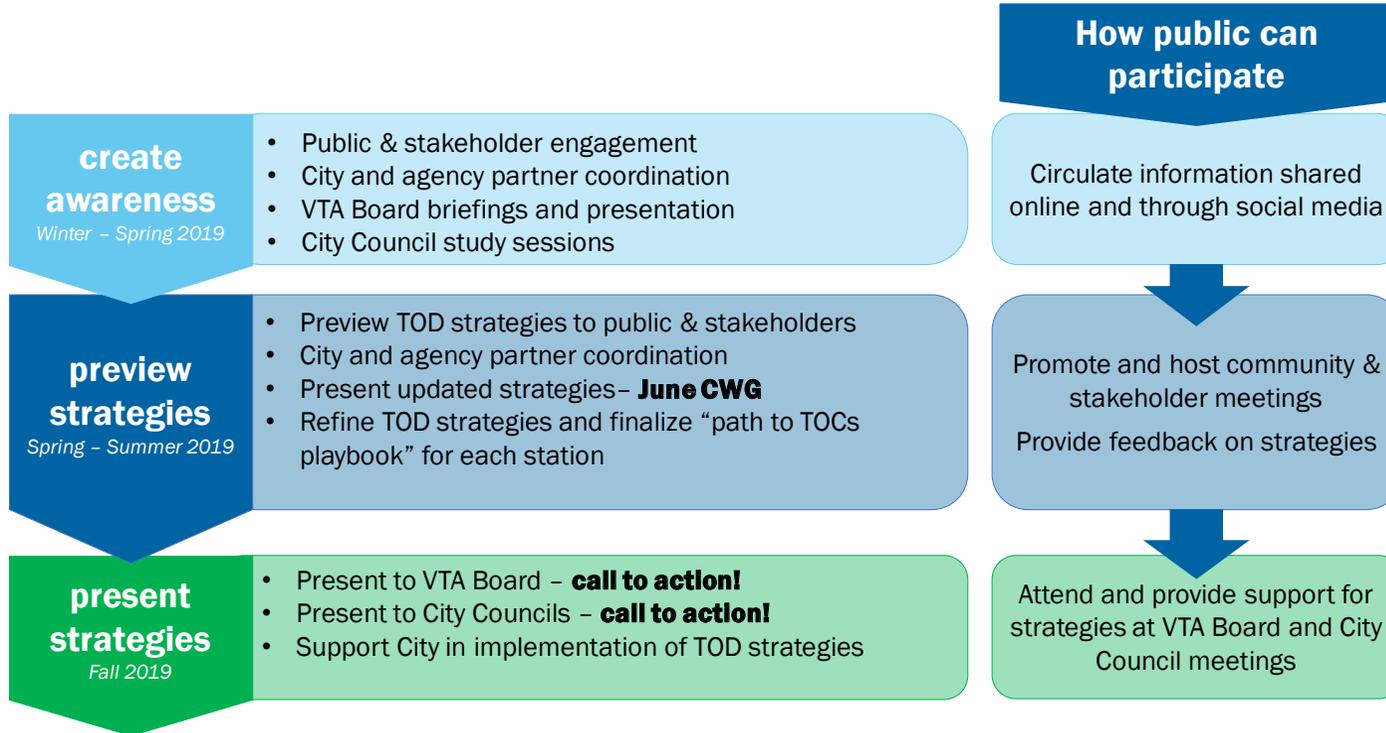
Encourage the development of ADUs in the study area.

- Kickstart ADU development by streamlining the permitting process and providing additional financing options.
- Explore policies to keep ADUs accessible to low- and moderate-income households.

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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