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

- 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

TOD located in Milpitas adjacent to VTA Light Rail line
VTA’s Joint Development Process

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

Representative TOD residential density
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
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

<table>
<thead>
<tr>
<th></th>
<th>CSJ Average Rent</th>
<th>Required Annual Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Bedroom</td>
<td>$2,500</td>
<td>$90,000</td>
</tr>
<tr>
<td>2 Bedroom</td>
<td>$3,000</td>
<td>$108,000</td>
</tr>
<tr>
<td>3 Bedroom</td>
<td>$3,500</td>
<td>$126,000</td>
</tr>
</tbody>
</table>

Ascent Apartments, San Jose
## Who Qualifies for Affordable Housing?

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

Source: Santa Clara County Income and Rent Limits
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

Solutions that move you
Scale Comparison

Blossom Hill Site Comparison
• +/- 8 acres

Avalon Dublin TOD
• +/- 7.4 acres
• +/- 505 units
• Parking structure
Local Context
Existing Uses
Potential Development Area
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
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
Next Steps & Questions?

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