VTA’S BART PHASE II: TRANSIT ORIENTED COMMUNITIES STRATEGY STUDY
KEY STRATEGIES AND ELEMENTS FOR DOWNTOWN SAN JOSÉ STATION AREA

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

Access Planning
multimodal access planning to benefit station accessibility and ridership, and to support TOCs and growth in station areas

Kick-off: January 2018  Study Completion: Fall 2019
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

<table>
<thead>
<tr>
<th>Phase</th>
<th>Timeline</th>
<th>Activities</th>
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<tbody>
<tr>
<td><strong>background conditions</strong></td>
<td>Jan.-May 2018</td>
<td>• review previous planning efforts and existing conditions</td>
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<td></td>
<td></td>
<td>• “what is good TOD?” – April CWG workshop</td>
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<td>• “background conditions” – June CWG workshop</td>
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<td><strong>corridor opportunities &amp; constraints</strong></td>
<td>Mar.-Sept. 2018</td>
<td>• identify opportunity sites and station area access needs</td>
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<td>• develop TOD prototypes and identify TOD potential</td>
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<td>• evaluate development capacity and TOD barriers</td>
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<td>• “opportunities and constraints” – September CWG workshop</td>
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<tr>
<td><strong>implementation strategies &amp; tools</strong></td>
<td>Oct.- June 2019</td>
<td>• “overcoming TOD barriers” – November CWG workshop</td>
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<td>• strategies to create a market for TOD</td>
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<td>• guidelines for public and private improvements</td>
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<td>• “plan for strategy implementation” – February CWG</td>
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<td></td>
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<td>• “TOD strategies and policy recommendations” – April CWG</td>
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<td>• “Revised recommendations” – June CWG</td>
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<td><strong>final report</strong></td>
<td>Fall 2019</td>
<td>• compile findings and recommendations into Playbook</td>
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<td>• provide draft reports to public and stakeholders</td>
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<td></td>
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<td>• present implementation strategies to city councils and VTA board</td>
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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 (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
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.

DENSITY ZONES

- Zone 1
- Zone 2
- Zone 3
- Zone 4
- Height Regulating
**CONCENTRATE RETAIL TO SUPPORT DOWNTOWN CORE**

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

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**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

<table>
<thead>
<tr>
<th></th>
<th>Spaces</th>
<th># Occupied</th>
<th>% Occupied</th>
<th>Spaces Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-Street</td>
<td>807</td>
<td>571</td>
<td>71%</td>
<td>236</td>
</tr>
<tr>
<td>Off-Street</td>
<td>3308</td>
<td>2564</td>
<td>78%</td>
<td>744</td>
</tr>
<tr>
<td>Total</td>
<td>4115</td>
<td>3135</td>
<td>76%</td>
<td>980</td>
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* 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).

<table>
<thead>
<tr>
<th>Standards</th>
<th>Multi-Family Residential</th>
<th>Office</th>
<th>Ground-Floor Retail</th>
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<tbody>
<tr>
<td>Existing</td>
<td>1 space per unit</td>
<td>2.5 spaces per 1,000 sf</td>
<td>No parking required</td>
</tr>
<tr>
<td>Comparable</td>
<td>No parking required (San Diego, CA)</td>
<td>No parking required (Sacramento, CA)</td>
<td>No parking required (Sacramento, CA)</td>
</tr>
<tr>
<td>Recommended</td>
<td>No parking required *</td>
<td>No parking required *</td>
<td>No parking required *</td>
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*Parking maximums established through further studies.
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

Marine Gateway, Vancouver BC - Perkins and Will

Source: CurbedSF

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
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

**create awareness**
*Winter – Spring 2019*
- Public & stakeholder engagement
- City and agency partner coordination
- VTA Board briefings and presentation
- City Council study sessions

**preview strategies**
*Spring – Summer 2019*
- Preview TOD strategies to public & stakeholders
- City and agency partner coordination
- Present updated strategies – June CWG
- Refine TOD strategies and finalize “path to TOCs playbook” for each station

**present strategies**
*Fall 2019*
- Present to VTA Board – call to action!
- Present to City Councils – call to action!
- Support City in implementation of TOD strategies

**How public can participate**
- Circulate information shared online and through social media
- Promote and host community & stakeholder meetings
- Provide feedback on strategies
- Attend and provide support for strategies at VTA Board and City Council meetings

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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:

vtabart@vta.org