



# VTA's BART Silicon Valley Phase II Extension Project

## Transit Oriented Communities Strategy Study

Planning Innovations

October 24, 2019



# Phase II Project Development Potential

The entire corridor has the potential for approximately **60 Million Square Feet** of new development

WARM SPRINGS/SOUTH  
FREEMONT STATION

MILPITAS STATION

BERRYESSA/NORTH  
SAN JOSÉ STATION

ALUM ROCK / 28<sup>TH</sup> ST STATION  
New Development: 8.5 Million sq. ft.

**SANTA CLARA STATION**  
New Development: 12.7 Million sq. ft.

**DIRIDON STATION**  
New Development: 15 Million sq. ft.

**DOWNTOWN SAN JOSÉ STATION**  
New Development: 23.8 Million sq. ft.

# 28<sup>th</sup> Street Station Area



# Downtown San Jose Station Area



# The Vision for Transit Oriented Communities

**Transit Oriented Communities (TOCs)** are walkable, diverse, mixed-use communities closely integrated with transit. TOCs provide diverse employment and economic opportunities, and housing types for all – including affordable housing choices.



*View of E. Santa Clara Street, looking west towards future BART Station*

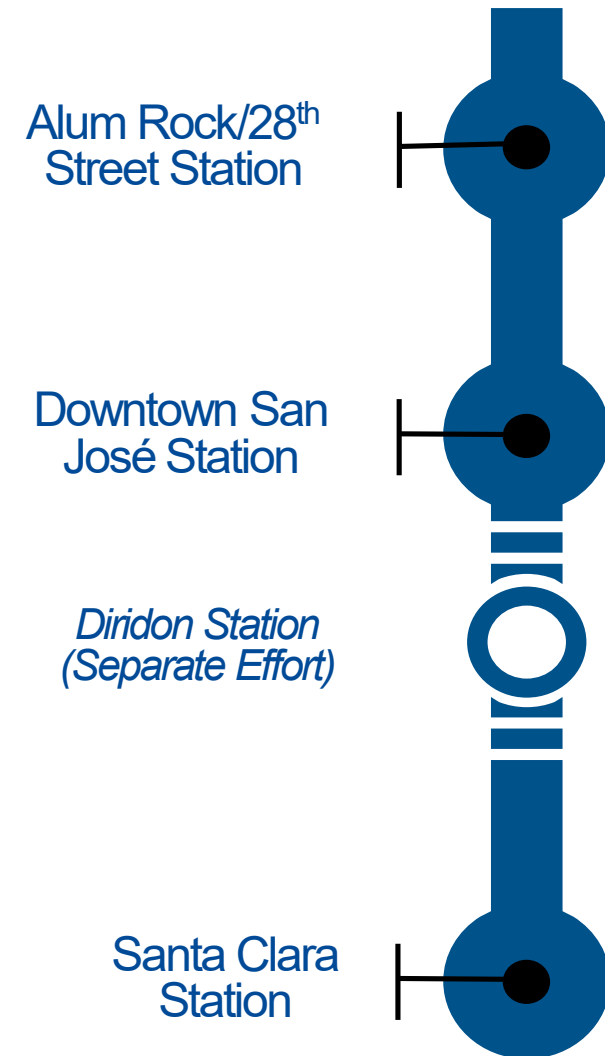
# The need for the TOCs Strategy Study

- VTA's BART Phase II is a **once in a century opportunity** to organize growth around the station areas and advance the goals of the Cities of San José and Santa Clara through transit oriented communities (TOCs)
- A cohesive transit-oriented development **strategy is essential to obtaining federal funding**
- Transit oriented communities will lead to **increased BART and other transit ridership**
- Increased ridership **ensures a return on investment for transit infrastructure and community benefits**
- Our station areas can accommodate more development than is **currently planned**



# TOCs Strategy Study Overview

- **Funded by the Federal Transit Administration** to promote integration of transit and land use
- **Builds on previous planning efforts** and provides implementation and financing tools
- **Develops tailored strategies for each of the three Station Areas:**
  - *Diridon Station is studied through a separate effort*
- **Combines both land use strategy and multimodal access planning** to develop a wholistic approach that maximizes the benefits of TOCs and **recommends financing and implementation tools** to make the vision a reality





# Study Background and Development

January 2018

Summer 2018

Fall 2018

Fall 2019

## Background Conditions

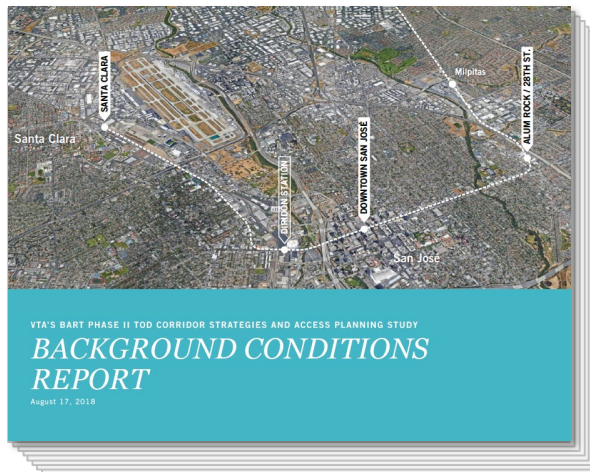
- Review previous planning efforts
- Review existing conditions
- Combined Background Conditions Report for all three station areas

## Opportunities and Constraints

- Identify TOD opportunities and needs
- Evaluate TOD barriers
- Establish development capacity
- Combined Opportunities & Constraints Report for all three station areas

## Implementation Strategies

- Develop strategies to create a market for TOD
- Establish guidelines for public and private improvements
- Identify financing and implementation tools
- Summarize recommendations in station-specific TOCs Playbooks



# City, Agency, and Stakeholder Engagement

City collaboration is essential for Study's success:

- **20+** Coordination meetings with City staff
- **7** Technical Advisory Group meetings with City, BART, and VTA staff

## Stakeholder briefings

- **38+** briefings with community organizations and local stakeholders

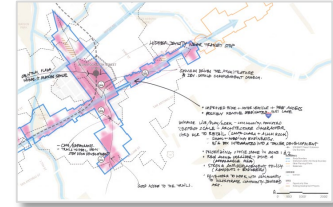
## Public workshops and presentations

- **12+** Interactive public workshops
- **25+** presentations at VTA's BART Phase II Community Working Groups



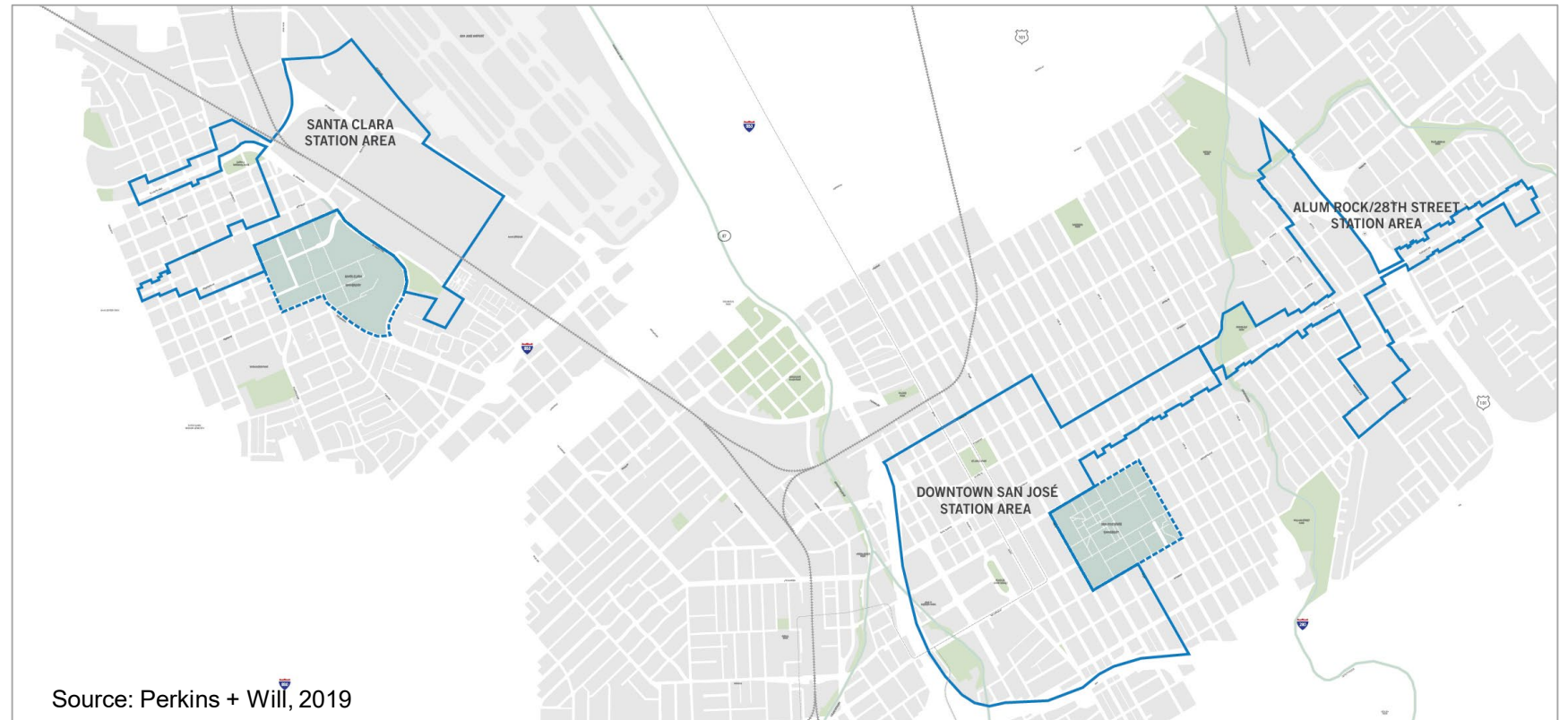
# Key Takeaways from Public Workshops

- Improved bicycle, pedestrian, and transit connections between the transit stations and key destinations within the station areas
- Provide affordable housing and anti-displacement strategies for existing residents
- Be sensitive and respectful of existing neighborhood, cultural, and historic context
- Strengthen community character by providing public gathering spaces, appropriate ground floor retail, and entertainment uses
- Support existing local and small businesses
- Develop flexible parking solutions (e.g. shared parking) to make development more feasible



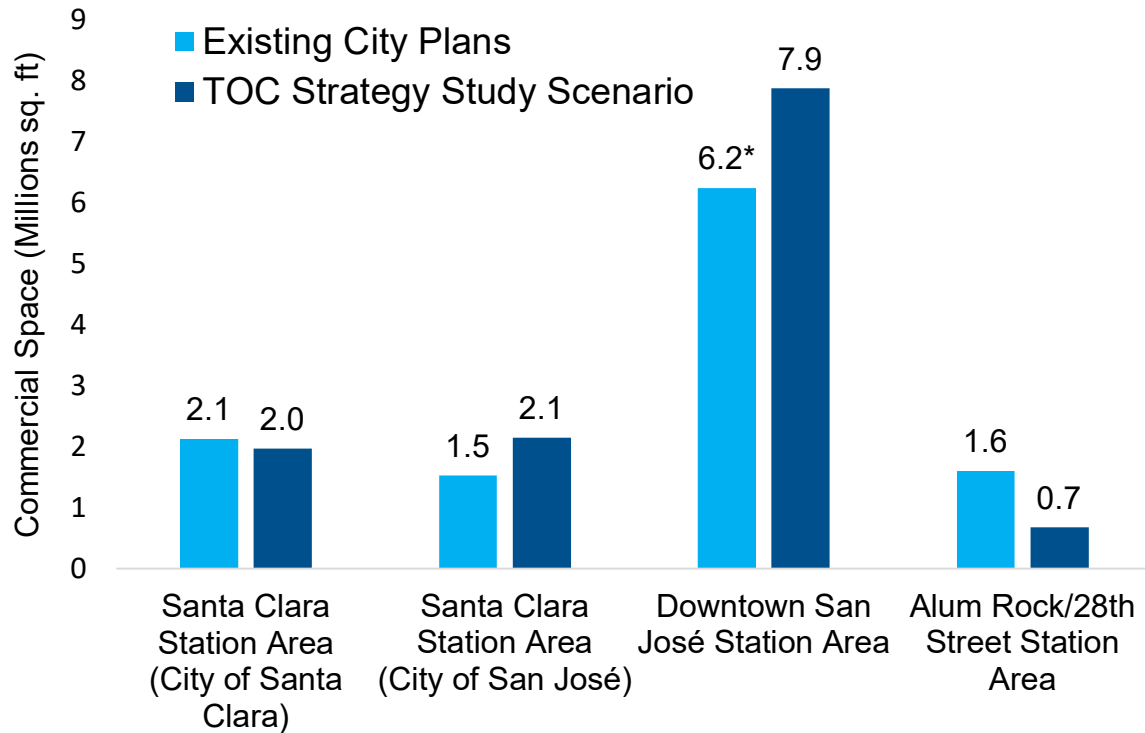
# TOC Study Areas

- Study areas defined as places where:
  - The Cities of San José and Santa Clara are already planning growth; and
  - Located within a one-mile walking distance the Santa Clara, Downtown San José, and Alum Rock/28th Street station areas

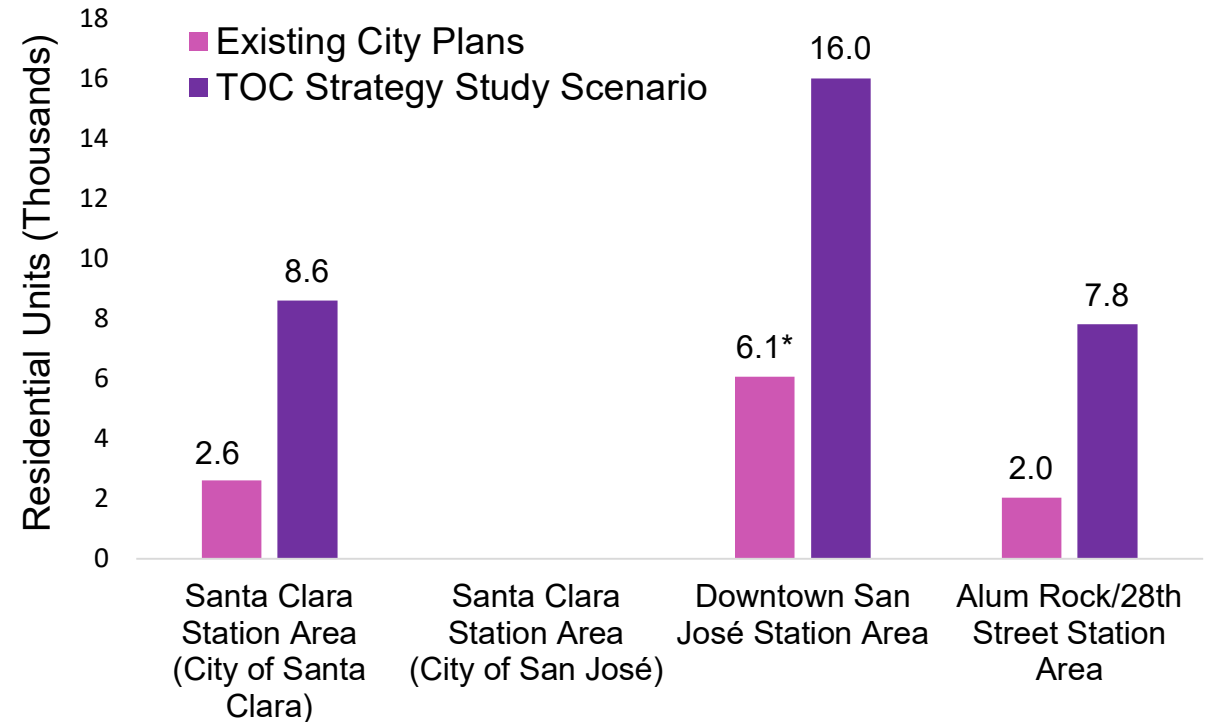


# The Opportunity for Growth is Transformative

Existing City Plans Compared to TOCs  
Development Scenario: Commercial (2040)



Existing City Plans Compared to TOCs  
Development Scenario: Residential (2040)



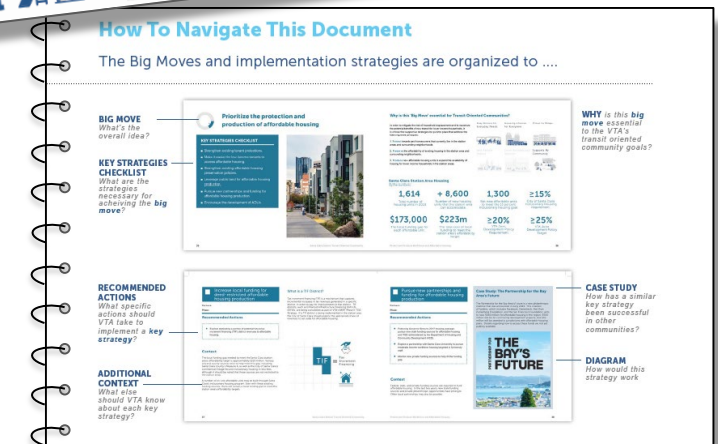
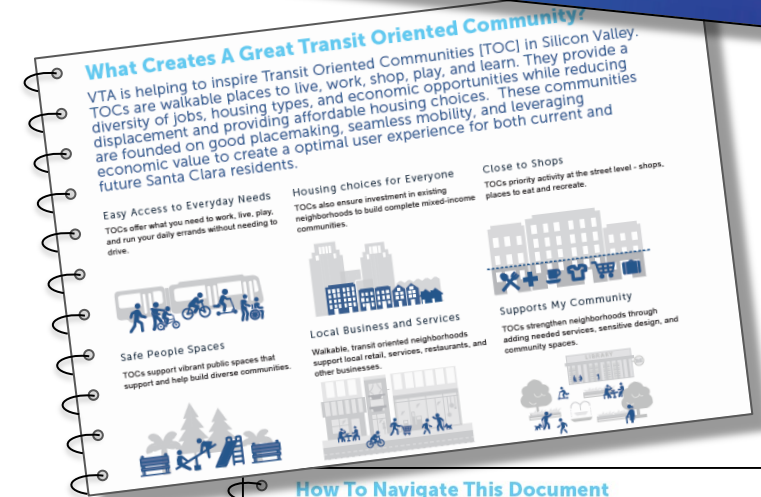
\* Assumes that 40% of growth planned in Downtown Strategy 2040 occurs east of Highway 87

# Challenges and Barriers to Realizing the TOC Vision

- **Regulatory constraints** on development
- **Parking requirements** and demand
- Short- to mid-term **market demand conflicts with long-term TOD vision**
- **Major capital improvements** necessary for multimodal access and infrastructure to support development
- **Risk of displacement** of existing small businesses and households
- **Multiple demands on existing and potential new funding sources**

# The Playbooks

- Provide a *Path to TOCs Playbook* that includes guidance for cities to realize Transit Oriented Communities around each BART Station
- Playbooks are prefaced by **“A Call to Action”** that describes the *vision for TOCs*, and builds the case for *the need to act now*.
- **The Playbooks** give a *high-level overview* of the recommendations. *Recommendations are detailed and actionable*.
- Details of analysis and supporting documentation are provided in numerous *technical documents* that are *referenced as appendices*.

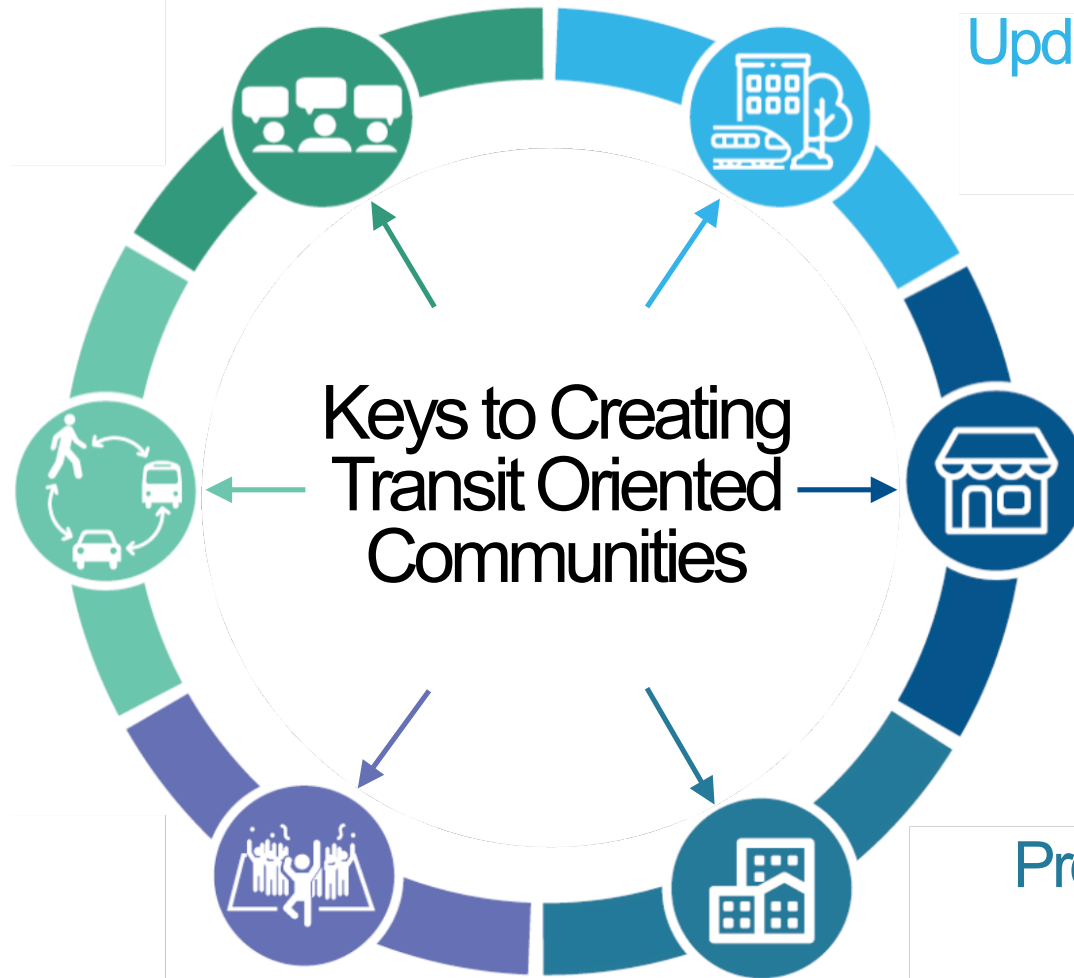


# TOCs Strategy Study Recommended “Big Moves”

Prioritize Funding and Implementation

Improve Access and Establish a Shared Mobility District

Create Great Places and Destinations



Update Land Use to Ensure Good Transit Oriented Communities

Focus Employment, Support Small Business, & Enhance Commercial Areas

Protect and Produce Workforce and Affordable Housing










# Update Land Use to Ensure Good TOCs

- Establish minimum residential and commercial densities
- Prioritize office development adjacent to stations
- Update existing plans to increase housing allocation
- Rezone industrial sites to ensure transit-supportive commercial and industrial uses



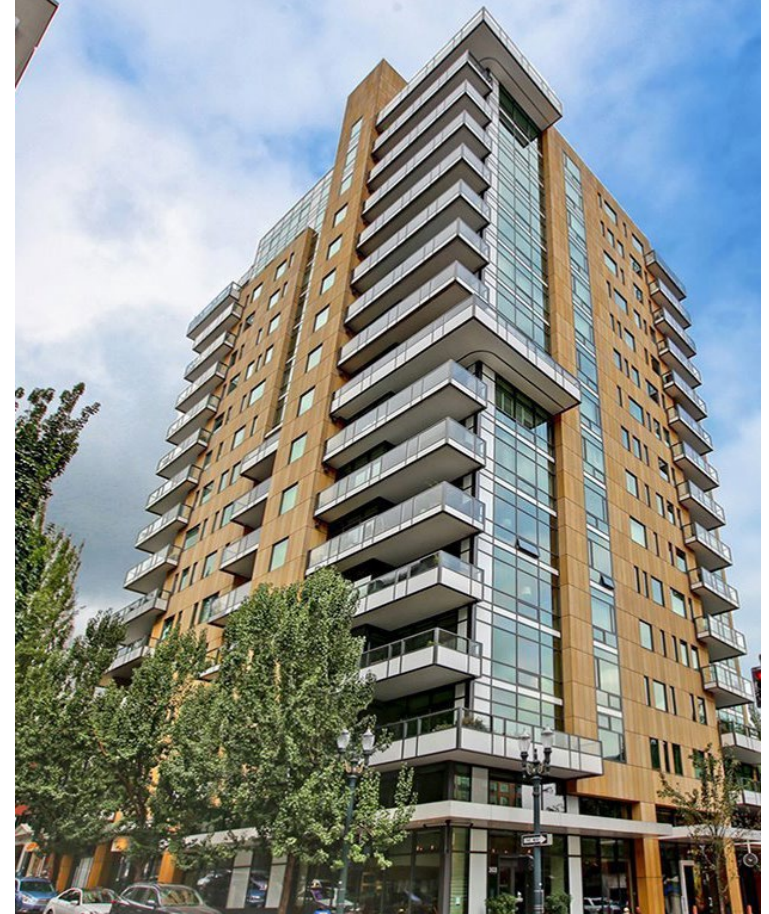
## Legend

-  ZONE 1: HIGH DENSITY OFFICE & RESIDENTIAL, TRANSIT SERVING RETAIL
-  ZONE 2: MEDIUM DENSITY OFFICE & HIGH DENSITY RESIDENTIAL
-  ZONE 3: MEDIUM DENSITY RESIDENTIAL & RETAIL
-  ZONE 4: LOW DENSITY, MIGHT BE LOWER IF NEAR RESIDENTIAL AREA
-  HEIGHT RESTRICTION



# Preserve, Protect, and Produce Affordable Housing

- Implement more robust policies to preserve existing affordable housing
- Expand existing policies to protect tenants and homeowners
- Make it easier for low-income tenants to access affordable housing
- Increase local funding for deed-restricted affordable housing production
- Partner for affordable housing production and funding
- Facilitate production and development of accessible dwelling units (ADUs)

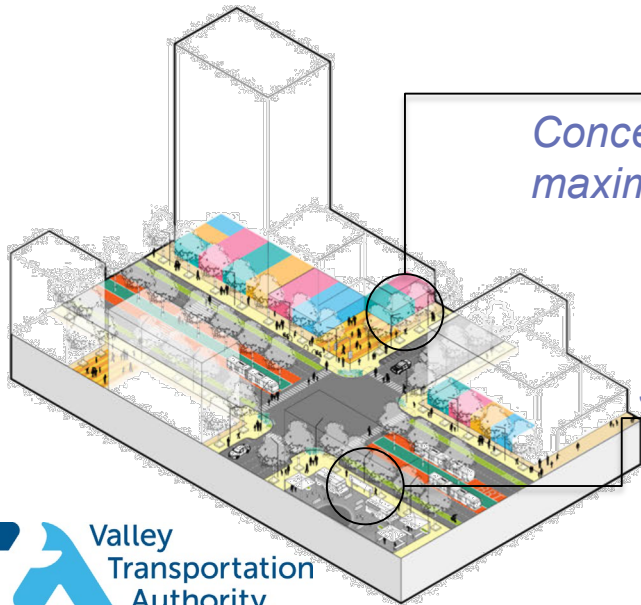


*All development on VTA-owned property will be required to meet VTA's Affordable Housing Policy* **20%** affordable units

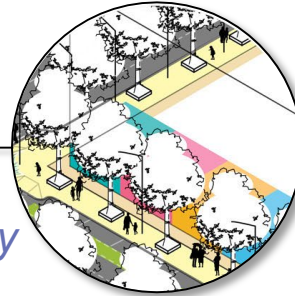


# Create Great Public Spaces and Destinations

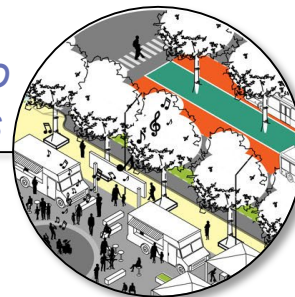
- Create a tailored approach to streetscape improvements
- Define specific areas and promote cultural identities
- Branding, design, and programming for public spaces
- Establish block size and open space requirements
- Limit ground floor retail to targeted locations



*Concentrate retail uses to maximize pedestrian activity*



*Convert underutilized lots into spaces for community events*

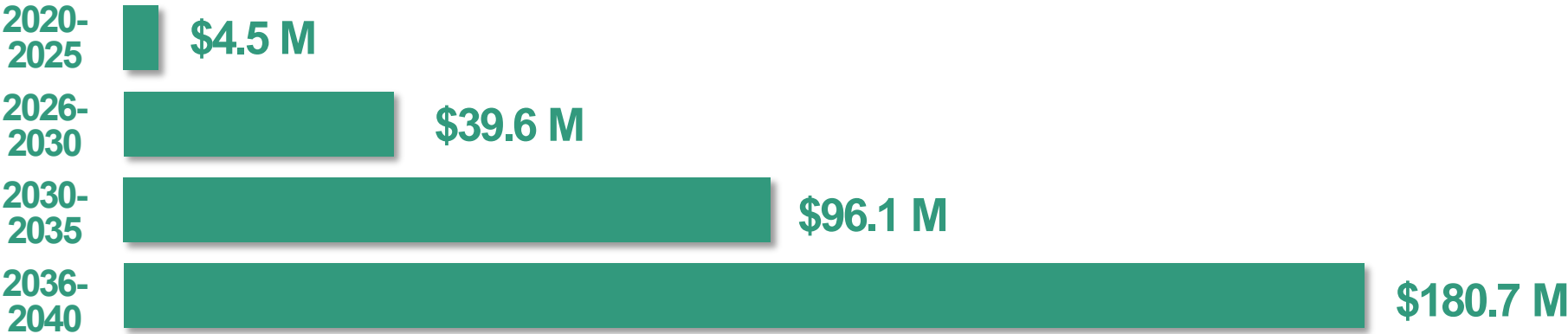




# Establish TOC Funding Mechanisms

- Establish Value Creation/Value Capture Districts to help:
  - Fund station area improvements that allow for increased TOD yield and increased transit ridership
  - Fund public benefits desired by cities and regional partners
  - Create a dedicated funding stream for infrastructure & access improvements, affordable housing, VTA transit, and/or repayment of potential bond issuance

## TOCs Value Creation District Potential Revenues\*

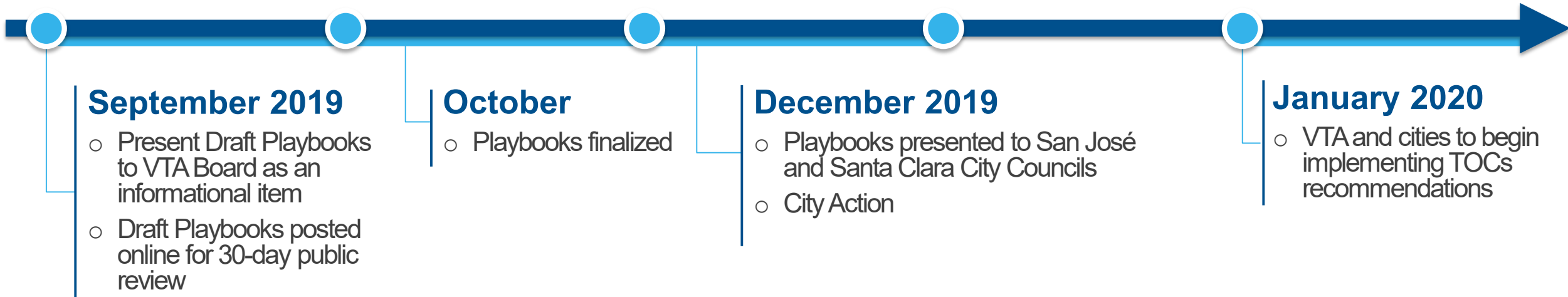


\* Excludes Diridon Station

# Framework for Success

- ❑ **Creating successful transit oriented communities is a long-term undertaking,** typically spanning decades. It's critical that we start now in order to create a foundation for long-term success.
- ❑ **A joint implementation strategy will be essential** for moving across jurisdictional silos. Sustained institutional leadership, staff capacity, and financial support is essential for successful transit oriented communities.
- ❑ **Providing robust regulatory and financial incentives are essential for creating successful transit oriented communities.** Specialized TOD zoning and early capital investments can enhance walkability, add open space, and provide financial and regulatory incentives for affordable housing.

# Implementing TOCs around BART Phase II Stations



- Engage public and technical stakeholders to foster support for implementation of TOCs
- Work with City staff to identify grant funding and implementation approach/needs

# Stakeholder and Public Engagement

## Stakeholder briefings

- **38+** briefings with community organizations and local stakeholders

## Public workshops and presentations

- **12+** Interactive public workshops
- **25+** presentations at VTA's BART Phase II Community Working Groups
- **+** ongoing TOCs Study pop-up events through November 2019



# VTA will ask public to...

- Attend VTA's public presentations and **voice their opinions**
- Contact their local representatives and share their thoughts
- Sign-up for regular updates from VTA on the progress of TOCs and related special events.
- Take our online survey to let us know what TOC elements are most important to them
- Share their ideas on creating walkable places to live, work, shop, and play in their station area: [vtabart@vtabsv.com](mailto:vtabart@vtabsv.com)





# VTA Request of City Councils

- **Endorse a holistic approach to creating TOCs** in Santa Clara County and accept the Strategy Study as the appropriate beginning point.
- **Direct staff to prioritize implementation** of land use, infrastructure, and funding programs.
- **Review implementation progress** on a regular basis, in collaboration with VTA and other stakeholders.





# Discussion