

# VTA/BART PHASE II CORRIDOR

## TOD STRATEGY STUDY

PERKINS+WILL / STRATEGIC ECONOMICS / NELSON/NYGAARD /  
CHS CONSULTING / BKF ENGINEERING / WILLIAM KANEMOTO

SANTA CLARA  
DIRIDON STATION  
DOWNTOWN SAN JOSE  
ALUM ROCK / 28TH ST.

JUNE 7, 2018

# WHAT IS TOD?

*Transit Oriented Development (TOD) refers to compact, walkable, pedestrian-oriented, mixed-use development that is centered around high quality transit systems and is not dependent on cars.*

# PLACEMAKING

Respond to the existing context

SAN PEDRO SQUARE

- Support a diverse community
- Establish an engaging and vibrant public realm
- Promote more compact and walkable urban environment

# MOBILITY

Transit as a gateway to the city

- Provide access to multiple modes of transportation
- Provide ease of connectivity to, from and through the TOD
- Ensure parking need is right-sized

# ECONOMIC VALUE

Transit as an economic catalyst

- Enable access to jobs and other economic opportunities
- Provide a range of housing options
- Support existing neighborhoods

# USER EXPERIENCE

## Programming and Identity

- Showcase the culture and identity of local communities
- Enable a diverse mix of uses and engaging activities
- Ensure a clear and legible urban environment

“SONIC RUNWAY” LIGHT ART INSTALLATION CITY HALL, SAN JOSE

# *Placemaking*

- *JOBS AND HOUSING BALANCE*
- *VIBRANCY*
- *WALKABILITY*

# JOBS AND HOUSING BALANCE



*Ensure Jobs and Housing balance that supports vibrant and diverse communities*





# DIVERSE HOUSING TYPES



*Provide diversity of housing types near transit and ensure investment in existing neighborhoods to build complete, mixed-income communities*



HAYES VALLEY, SAN FRANCISCO / IMAGE CREDIT: SPUR

# BALANCED MIX OF USES



*Enable a rich mix of uses, services and amenities that supports an active public realm*



# ANCHOR DESTINATIONS



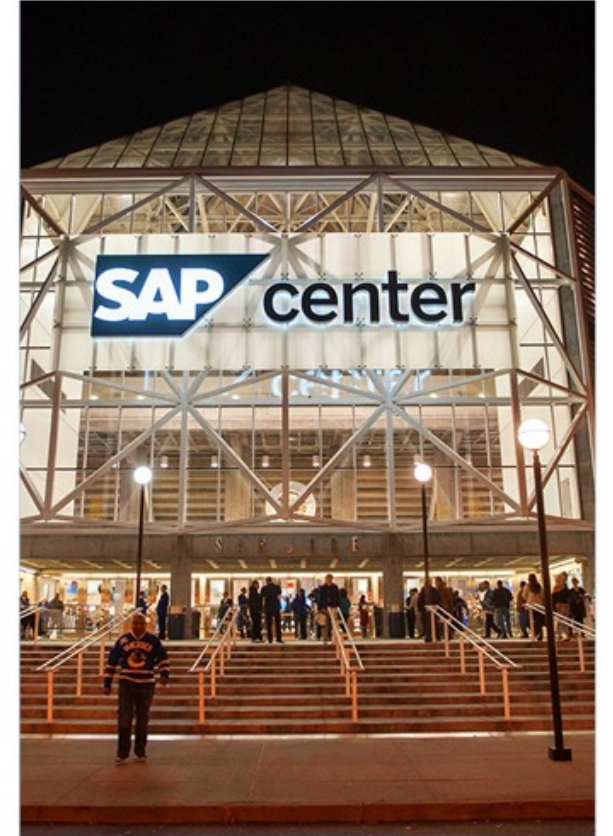
**JOB CENTER**



**EDUCATION**

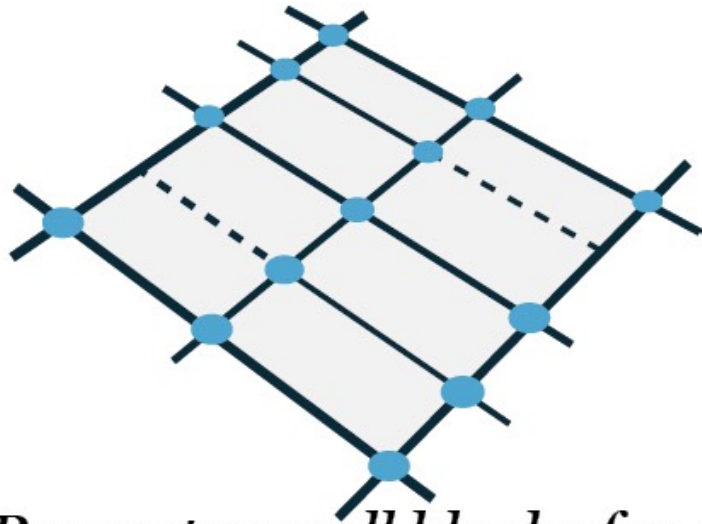


**CULTURE**



**ENTERTAINMENT**

# WALKABLE BLOCKS



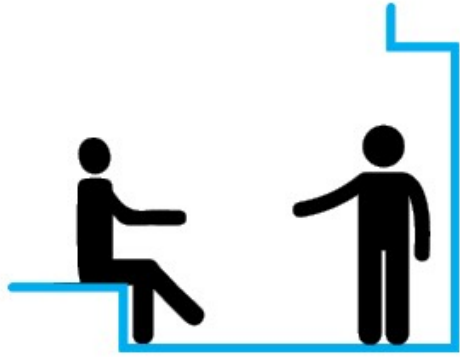
*Promote small blocks for a more compact and walkable development*



MISSION ROCK, SAN FRANCISCO

PERKINS+WILL

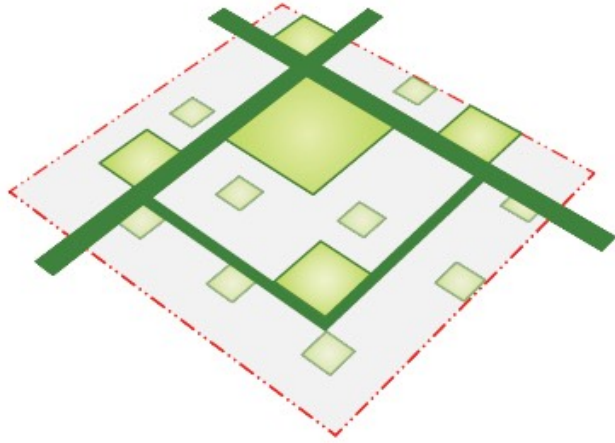
# ACTIVE GROUND FLOOR



*Activities on the ground floor lend interest and character to the public realm*



# ENGAGING PUBLIC SPACES



*Leverage public spaces that offer respite, recreation and support a variety of activities.*

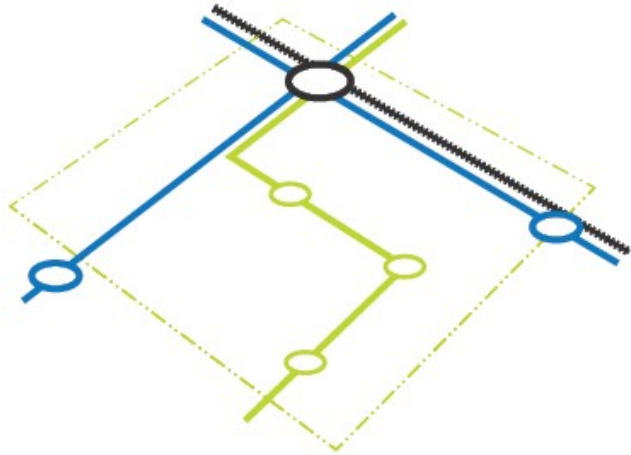




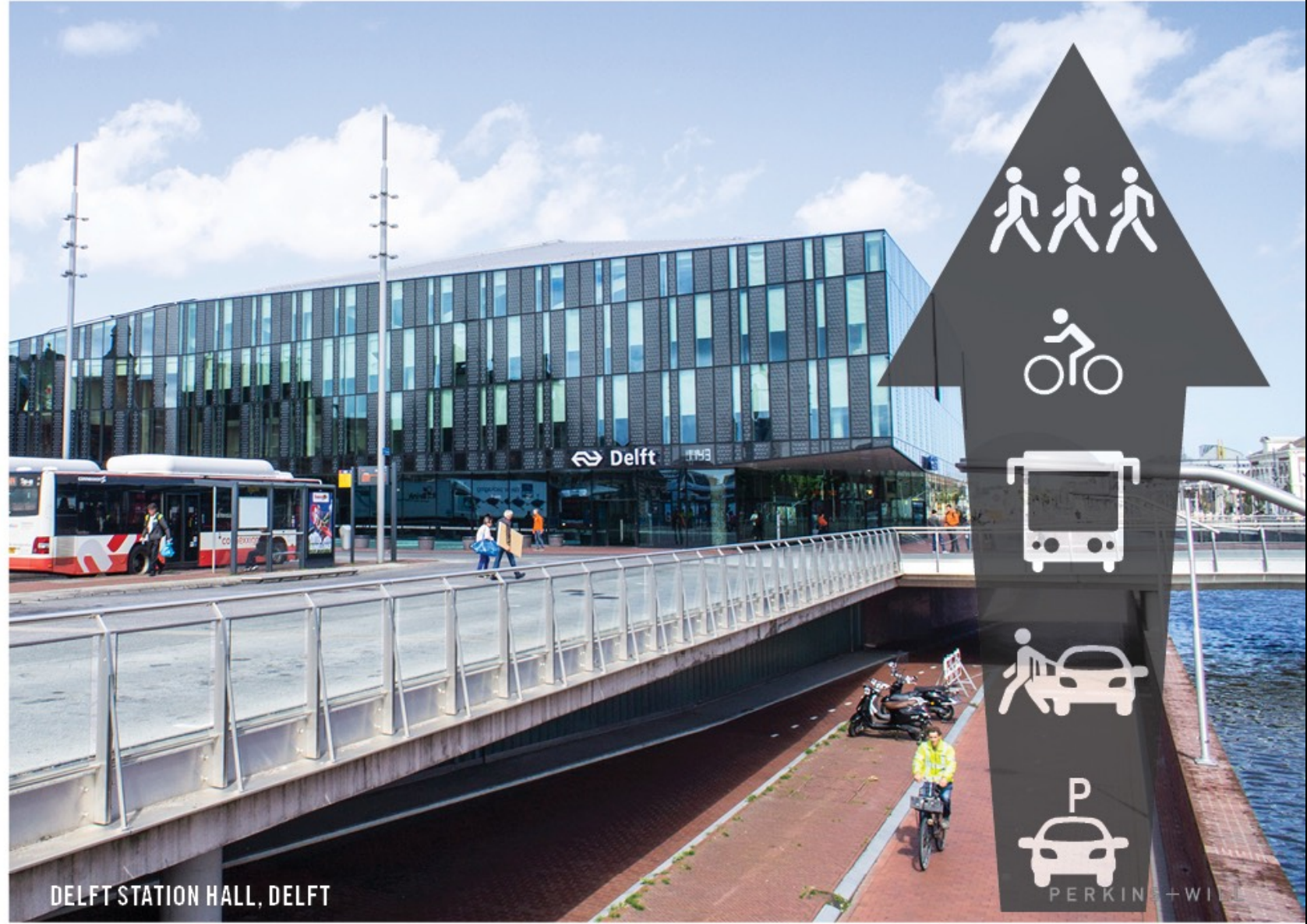
# *Mobility*

- *MULTIMODALITY*
- *ACCESSIBILITY*

# TRANSPORTATION OPTIONS



*Provide access to multiple transportation options - walking, biking, public transit, shared mobility and private vehicles*

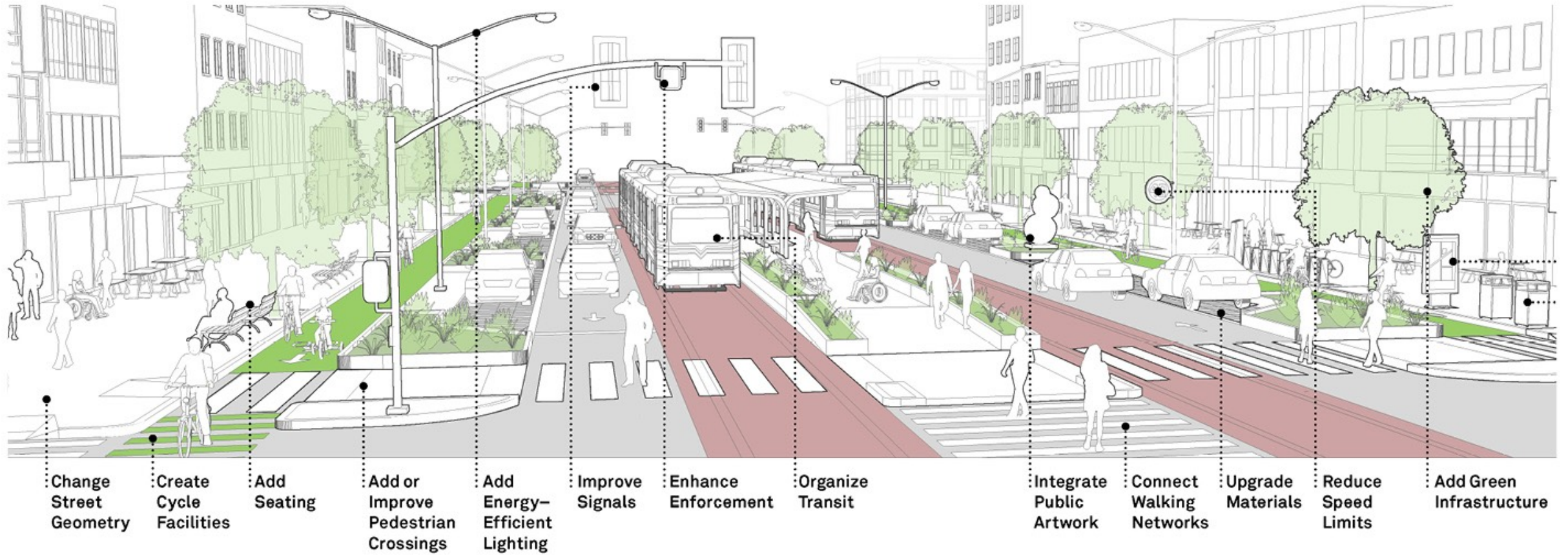


DELFT STATION HALL, DELFT

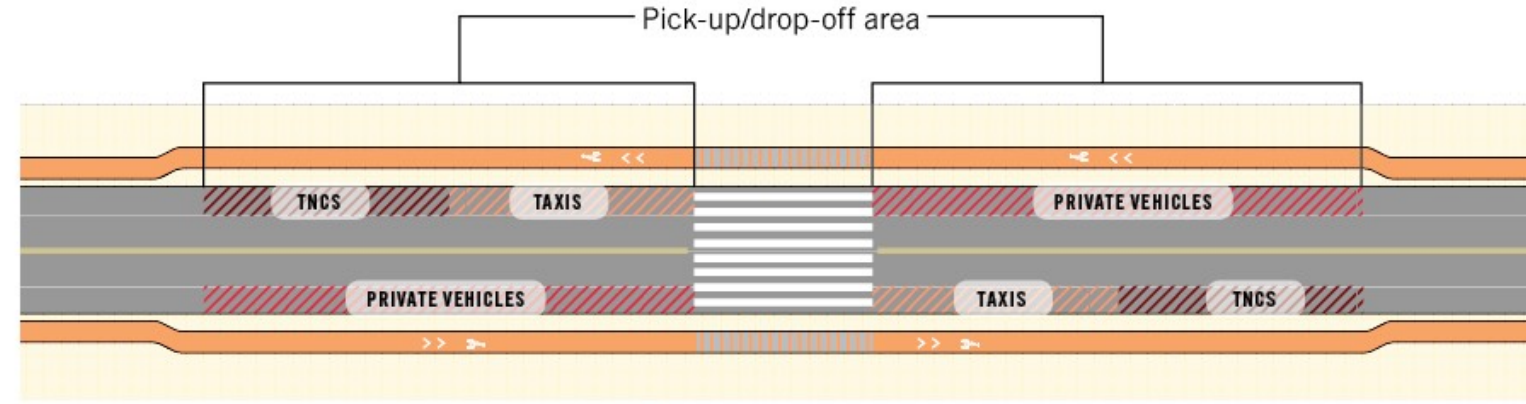


# COMPLETE STREETS

*Enabling multiple transportation options within the street right of way*



# CURB MANAGEMENT



*Prioritize efficient pick-up and drop-off along curbs to better serve shared mobility services and private shuttles.*



*Image credit: Robin Chiang & Company and Nelson\Nygaard*

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# RIGHT-SIZING PARKING



SUBURBAN /  
LOW DENSITY

TOD /  
URBAN INFILL

## TYPICAL MINIMUM REQUIREMENTS

- Requirement > Average Demand
- Hide all parking costs

## 'TAILORED' MINIMUM REQUIREMENTS

- Share parking between uses
- Adjust zoning requirements

## ABOLISH MINIMUM REQUIREMENTS

- Market decides total supply
- Unbundle parking cost from rent/lease
- District-wide approach to parking management

## SET MAXIMUM REQUIREMENTS

- Limit parking to road capacity
- Unbundle parking from building
- District-wide approach to parking management



# *Economic Value*

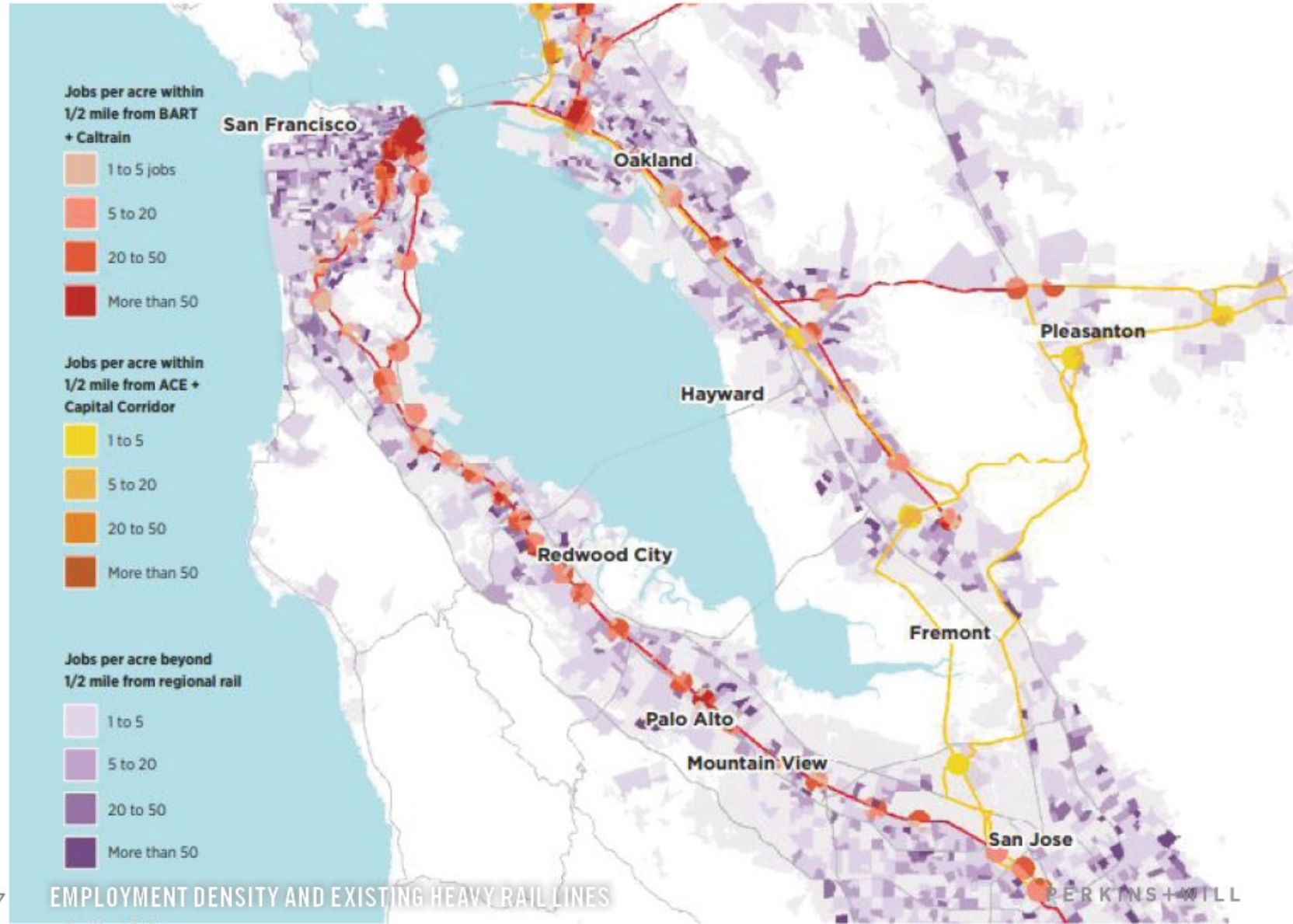
- *JOBS & ECONOMIC OPPORTUNITIES*
- *HOUSING AFFORDABILITY & NEIGHBORHOOD STABILITY*

# ACCESS TO OPPORTUNITY



*TOD helps workers access jobs and educational opportunities, while spending less on transportation.*

Source: SPUR, 2017



# ECONOMIC COMPETITIVENESS

*TOD helps communities absorb new jobs with less new traffic and parking demand.*



RENDERING OF DEVELOPMENT AT DIRIDON STATION

# THRIVING LOCAL ECONOMY



*Walkable, transit-oriented neighborhoods can help support local retail and services, restaurants and other businesses.*



ALUM ROCK AVENUE

PERKINS+WILL

# ADDRESSING THE REGIONAL HOUSING CRISIS

*Strong demand for townhomes and multi-family housing located close to transit.*

*Construction of market-rate and affordable housing near transit helps meet local and regional housing needs.*



STATION CENTER, UNION CITY



OHLONE GARDENS, EL CERRITO



HILLSDALE TERRACES, SAN MATEO

PERKINS+WILL



# STABILIZING EXISTING COMMUNITIES

*Good TOD requires policies to ensure that low- and moderate-income residents can benefit from improved transit access*



## EXPAND SUPPLY OF AFFORDABLE HOUSING

Develop new affordable housing with public subsidies and private sector contributions



## PROTECT VULNERABLE RESIDENTS

Enact policies to protect renters from displacement

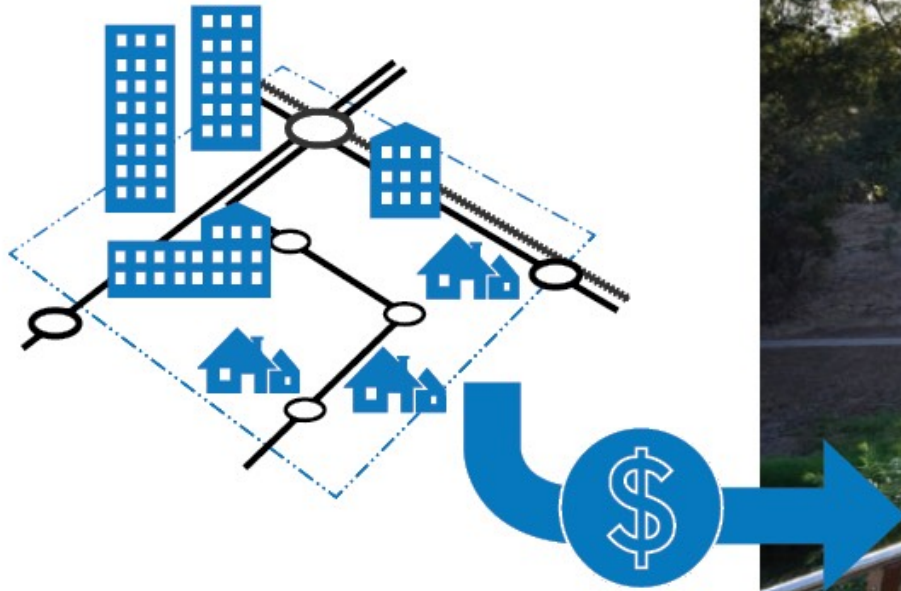


## PRESERVE EXISTING AFFORDABLE HOUSING

Preserve existing housing that is affordable to low- and middle-income households

Source: Enterprise Community Partners

# LEVERAGING THE VALUE OF TOD



*Good TOD creates value that can be leveraged to support affordable housing and other neighborhood investments.*



RIVER TORRENS BRIDGE, ADELAIDE / IMAGE CREDIT: LANDEZINE

# *User Experience*

- *ARRIVAL & WAYFINDING*
- *CULTURE & IDENTITY*
- *HEALTH & WELL-BEING*

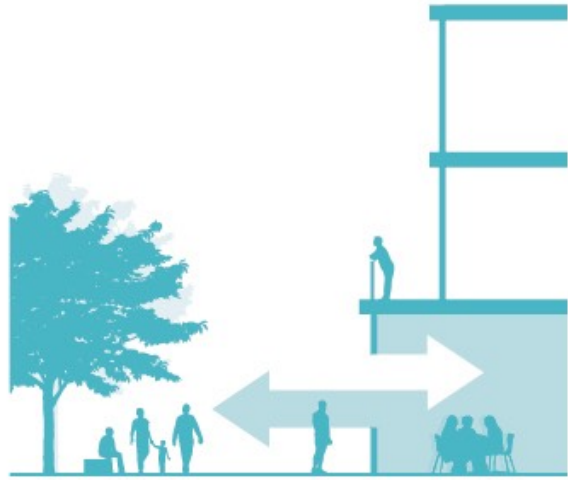
# SENSE OF ARRIVAL & WAYFINDING



*Provide a clear sense of arrival and an intuitive wayfinding to access all modes of transportation*



# EYES ON THE STREET



*Active public realm and clear sight lines provide safe environment*



# CULTURAL GATHERINGS



*Provide space for activities  
that support social  
interaction*



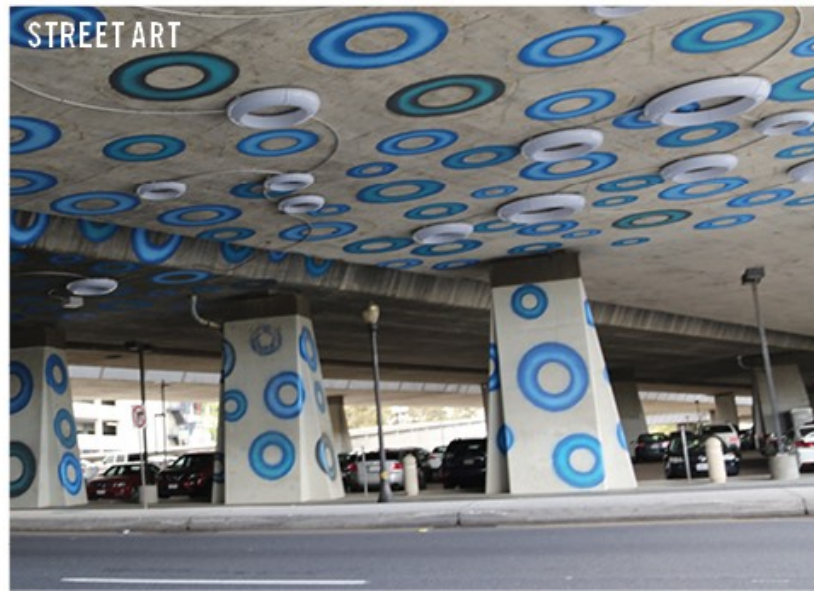
SAN PEDRO SQUARE MARKET, SAN JOSE

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# ART & IDENTITY



*Encourage cultural expression and local identity*





**JUNE 6, 2018**