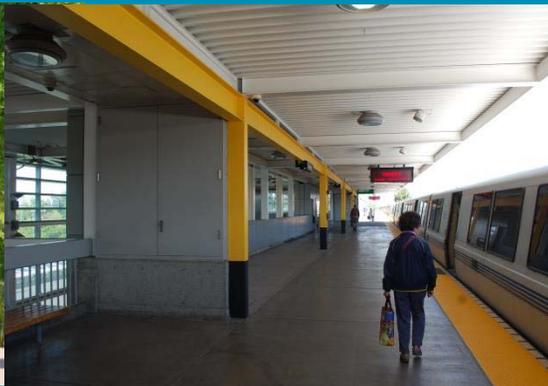




PlaceMaking Strategies at BART



MTC Regional Planning Urban Innovations Forum #1



Array of Placemaking Tools

- Station Modernization Program
- Transit-Oriented Development
- Affordable Housing
- Pedestrian, Bicycle, Transit Access Improvements
- Public Art



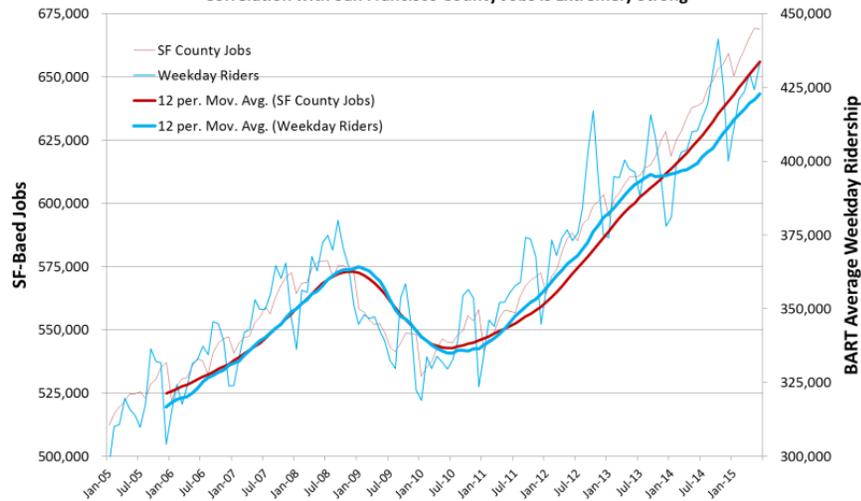
Array of Placemaking Tools

- Station Modernization Program
- Transit-Oriented Development
✓ *On BART Property*
- Affordable Housing
Beyond BART Property?
- Pedestrian, Bicycle, Transit Access Improvements
- Public Art

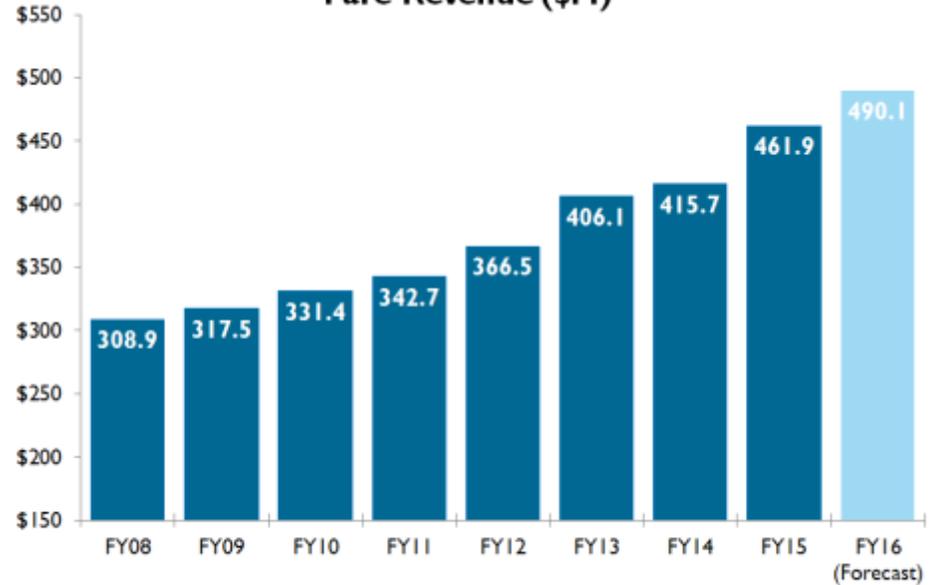


Why Consider Beyond BART Property?

BART Ridership vs San Francisco County Jobs by Location
Correlation with San Francisco County Jobs is Extremely Strong



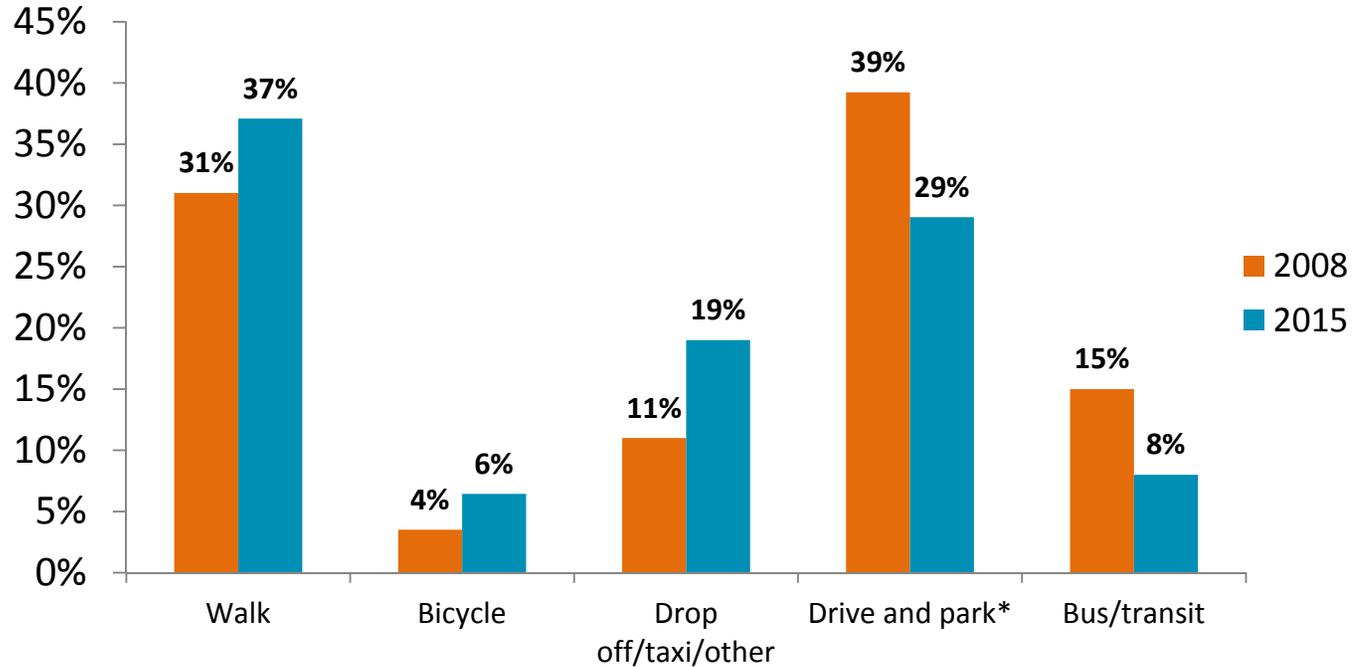
Fare Revenue (\$M)





Beyond BART Property: Access from Home to BART

- With BART's parking supply approximately flat since 2008, ridership growth has been accommodated by walking, cycling or getting dropped off at stations. Fewer are driving or taking transit.



Q: How did you get from (origin trip purpose) to the (entry station) for this trip?

Base: weekday trips with home origins

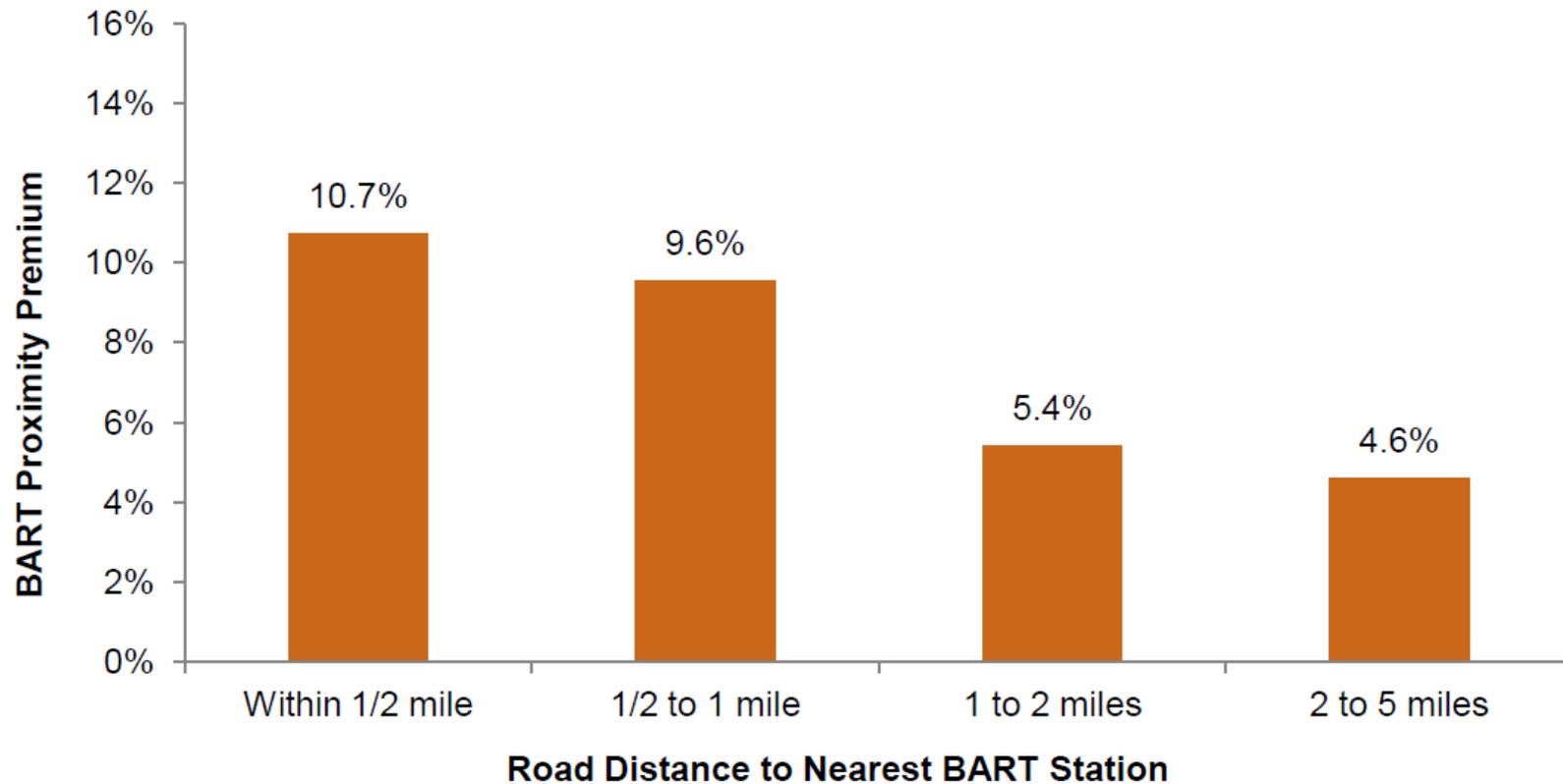
PRELIMINARY RESULTS FROM 2015 STATION PROFILE SURVEY

*Includes motorcycle/motorized scooter and carpool



The “BART Premium”

Property Value Premiums – Single Family Homes

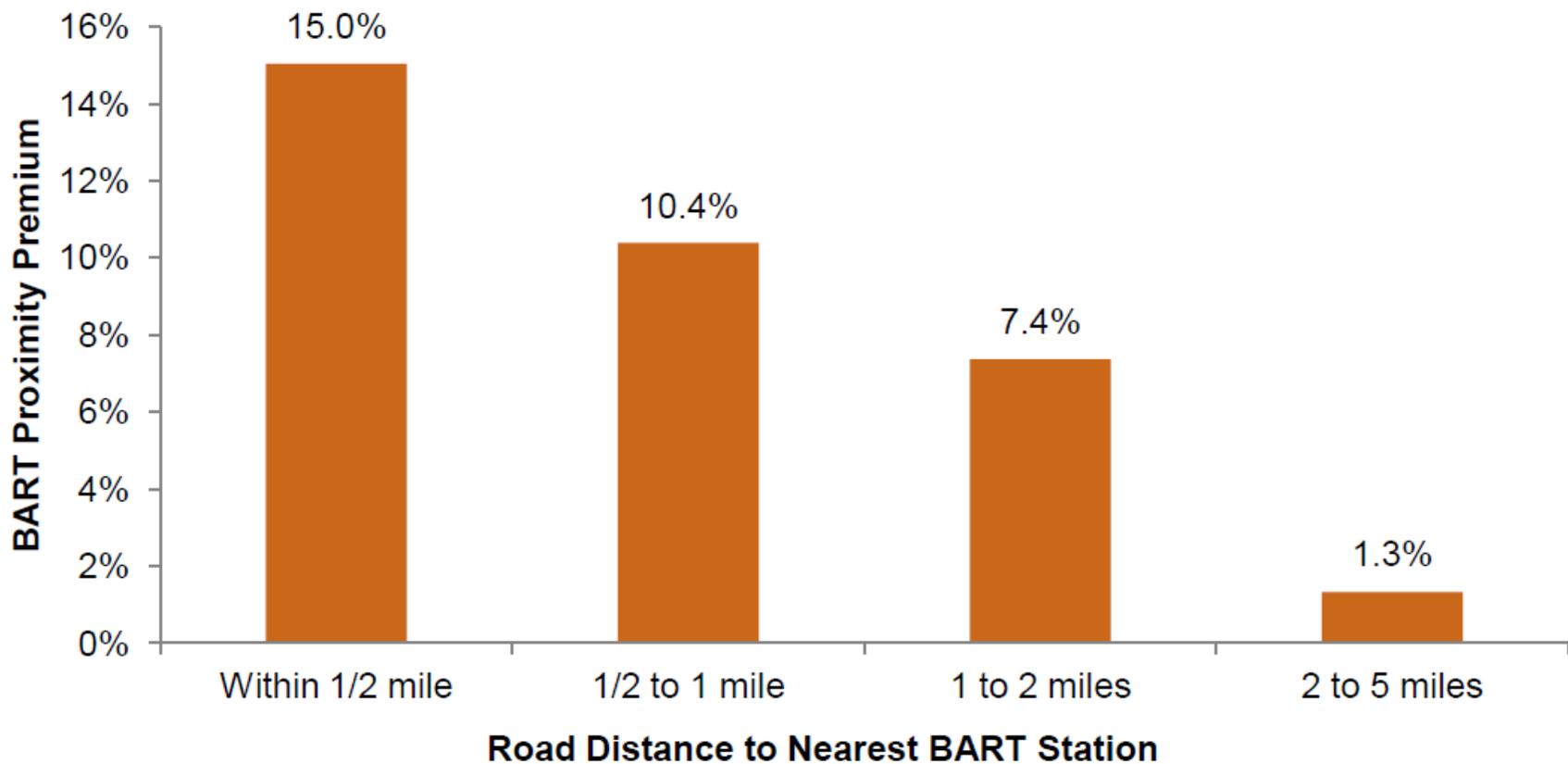


Source: Strategic Economics, County Assessor Data, 2013



The “BART Premium”

Property Value Premiums - Condos

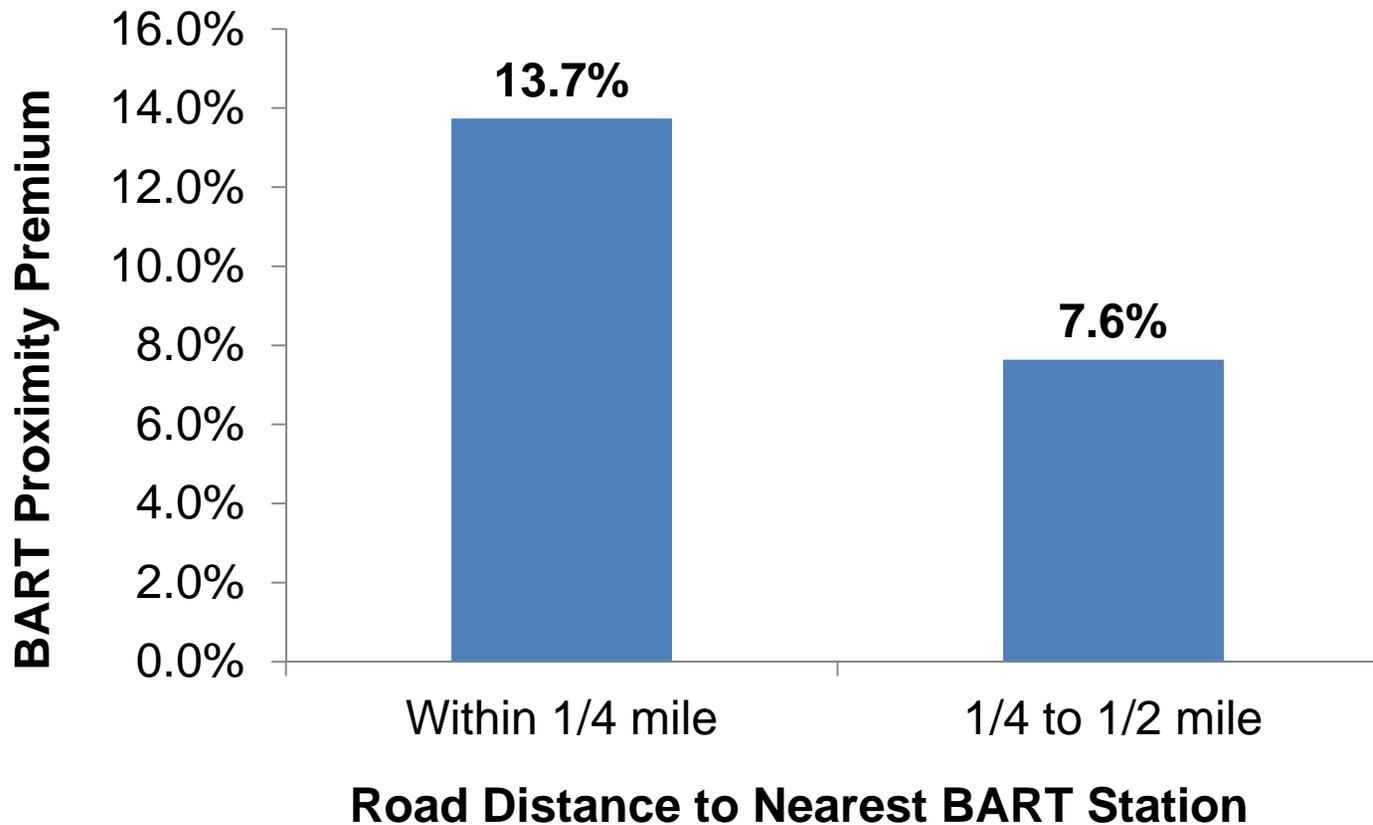


Source: Strategic Economics, County Assessor Data, 2013



The “BART Premium”

Office in East Bay and N. San Mateo County, vs. outside 1/2 Mile

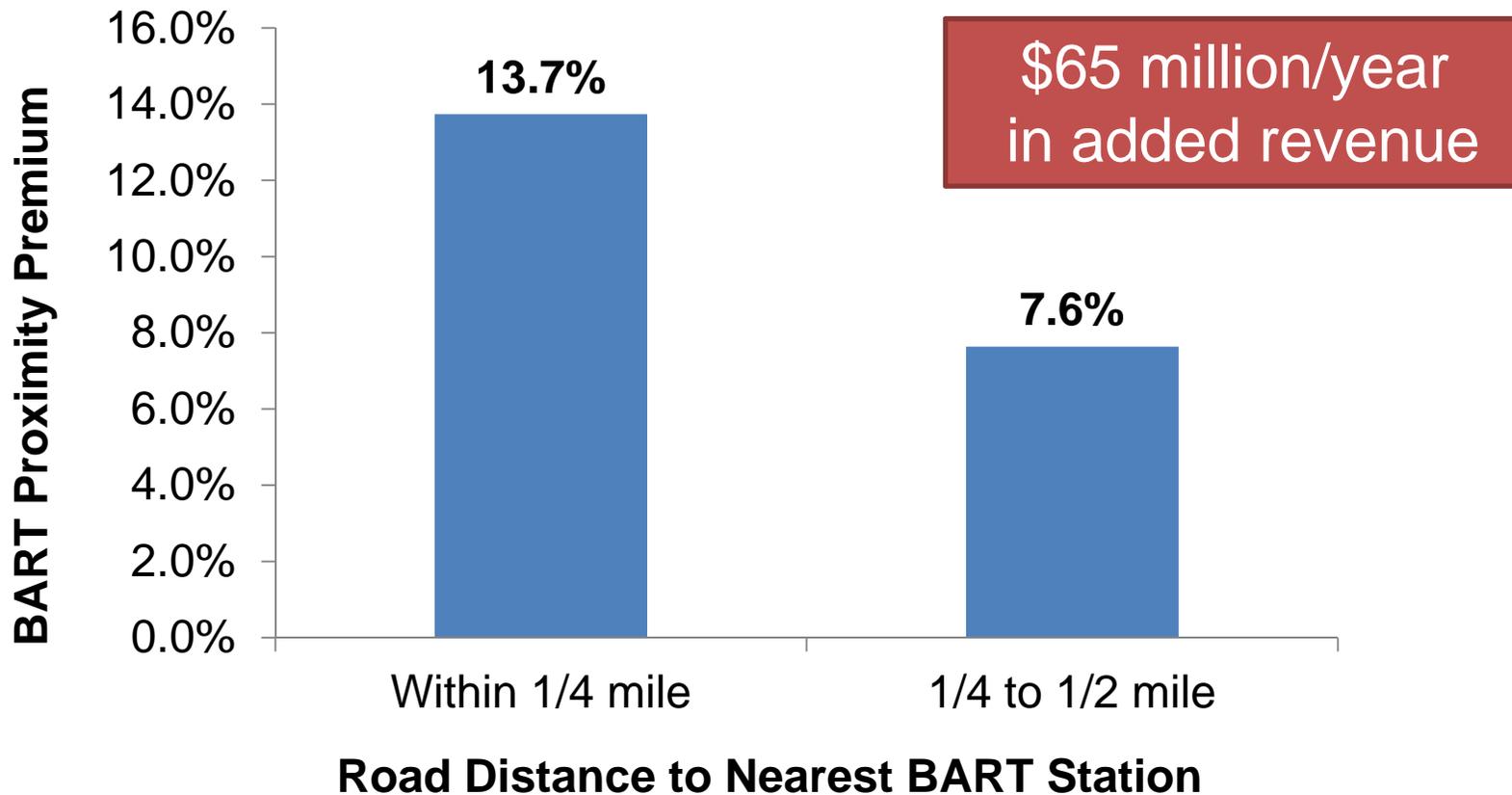


Source: Strategic Economics, CoStar Group, 2015.



The “BART Premium”

Office in East Bay and N. San Mateo County, vs. outside 1/2 Mile



Source: Strategic Economics, CoStar Group, 2015.

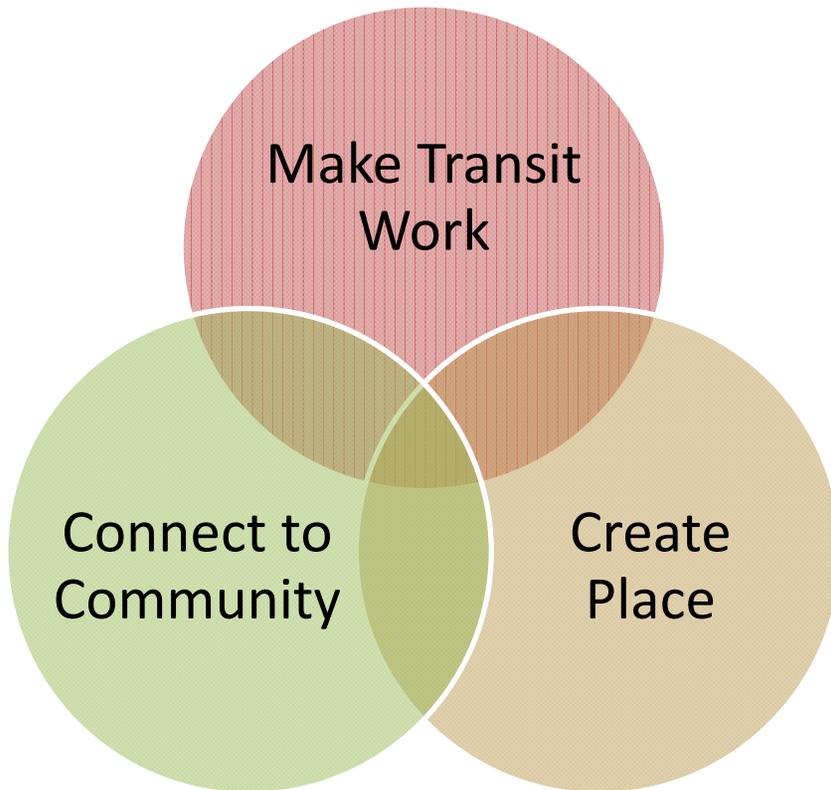


Array of Placemaking Tools

- Station Modernization Program
- Transit-Oriented Development
- Affordable Housing
- Pedestrian, Bicycle, Transit Access Improvements
 - District Financing
- Public Art

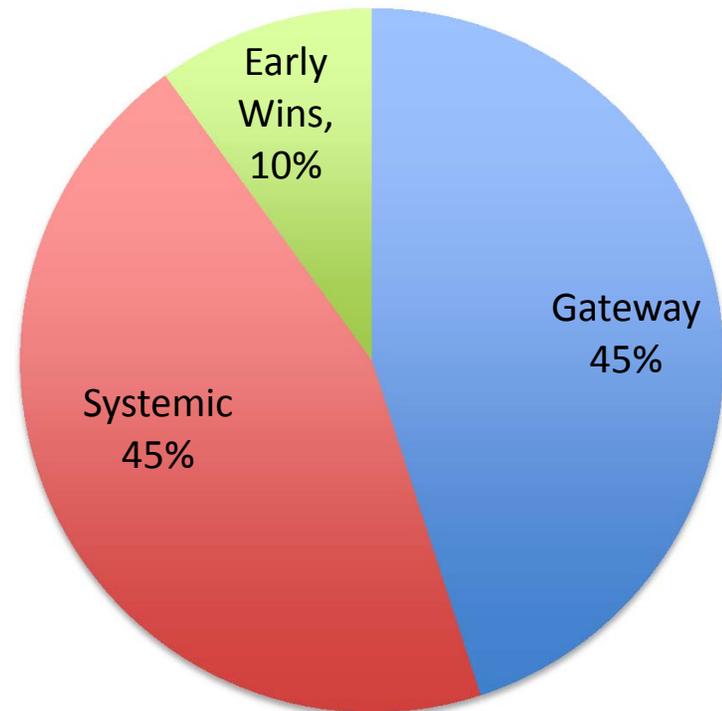


Station Modernization Program



\$150 M (Prop 1B), \$10 M (BART),
\$80 M (Dedicated Local)

* Does not include Alameda County BB
\$90M + SF Prop A \$30M



Station Modernization

January 2015

- BART System
- - - BART - Under Construction
- Previous Station Modernizations (2008)

SAN FRANCISCO



OAKLAND



0 2.5 5 Miles

GIS Data: BART, ABAG, MTC

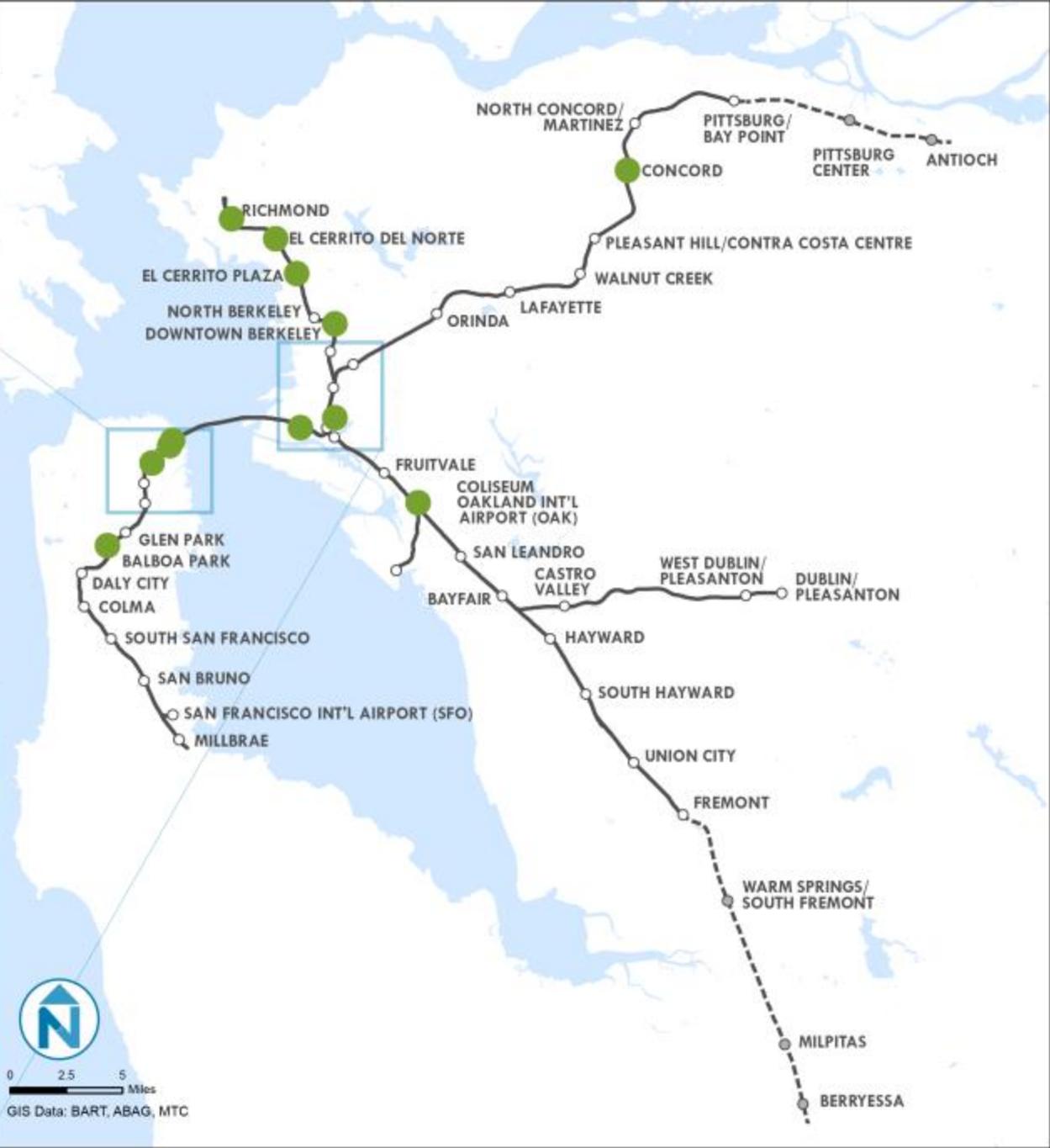
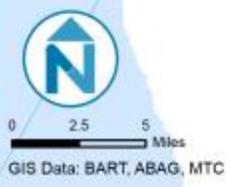


Station Modernization

January 2015

- BART System
- - - BART - Under Construction

Gateway
● Conceptual Design



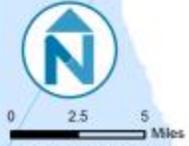
Station Modernization

January 2015

- BART System
- BART - Under Construction

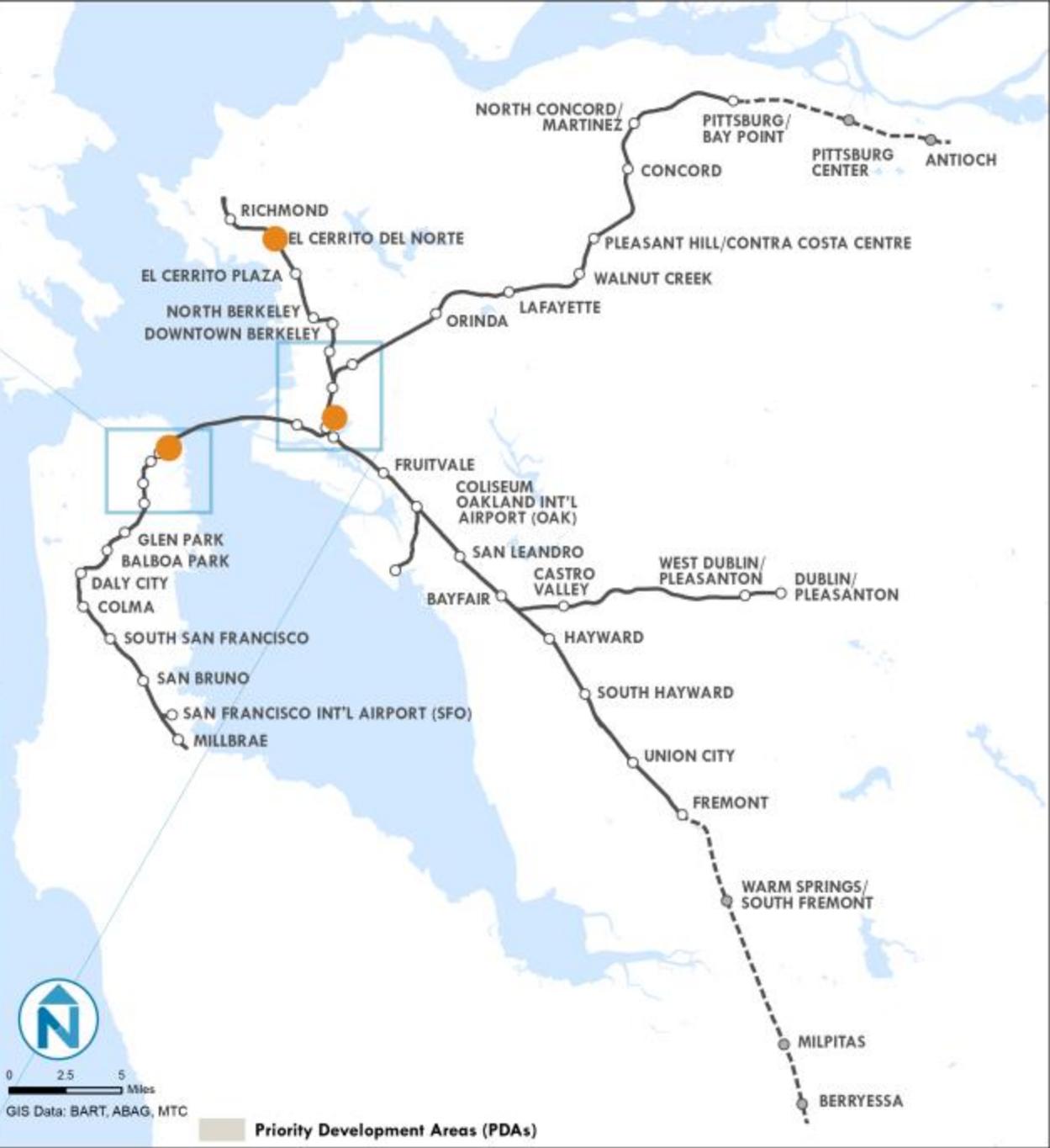
Gateway

- Preliminary Engineering



GIS Data: BART, ABAG, MTC

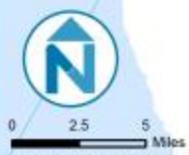
Priority Development Areas (PDAs)



Station Modernization

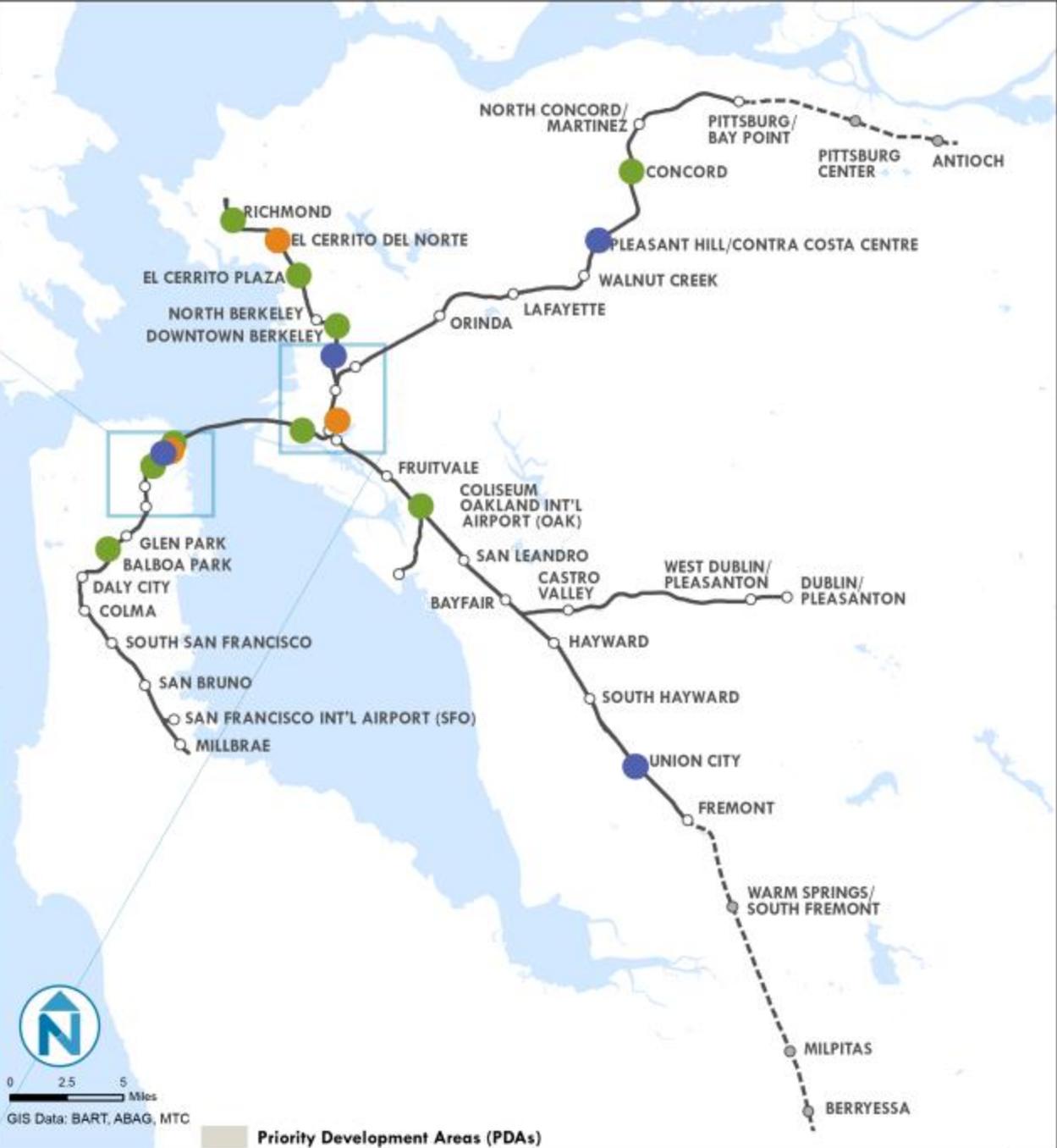
January 2015

- BART System
- BART - Under Construction
- Previous Station Modernizations (2008)
- Gateway**
- Conceptual Design
- Preliminary Engineering



GIS Data: BART, ABAG, MTC

Priority Development Areas (PDAs)





Transit-Oriented Development Policy

- A. Increase **transit ridership** and enhance **quality of life** at and around BART stations...
- B. Increase transit-oriented development projects **on and off BART property** ...
- C. Enhance the **stability of BART's financial base** through the value capture strategies of transit-oriented development.
- D. **Reduce the access mode share of the automobile** by enhancing multi-modal access to and from BART stations...



Transit-Oriented Development

- Joint Development – Marea Alta w/ Bridge Housing
- Partnerships – Proposition 1C, Cap & Trade AHSC Applications
- Planning – Support Station Area Plans
- Should we be doing more?





Access Improvements Funded by Value Capture

Transit Benefit Assessment Districts: Special vs. General Benefit



70% Special
30% General

“Special:” Property owners directly gain more than everyone else



“General:” Everyone gains equally



Access Improvements and Value Capture

Transit Benefit Assessment Districts (TBADs)

Likely Candidates

Pedestrian Bridges, Paths



Noise Walls near Stations

Demand Management Programs, Infrastructure



Landscape, Lighting



Access Improvements Funded by Value Capture

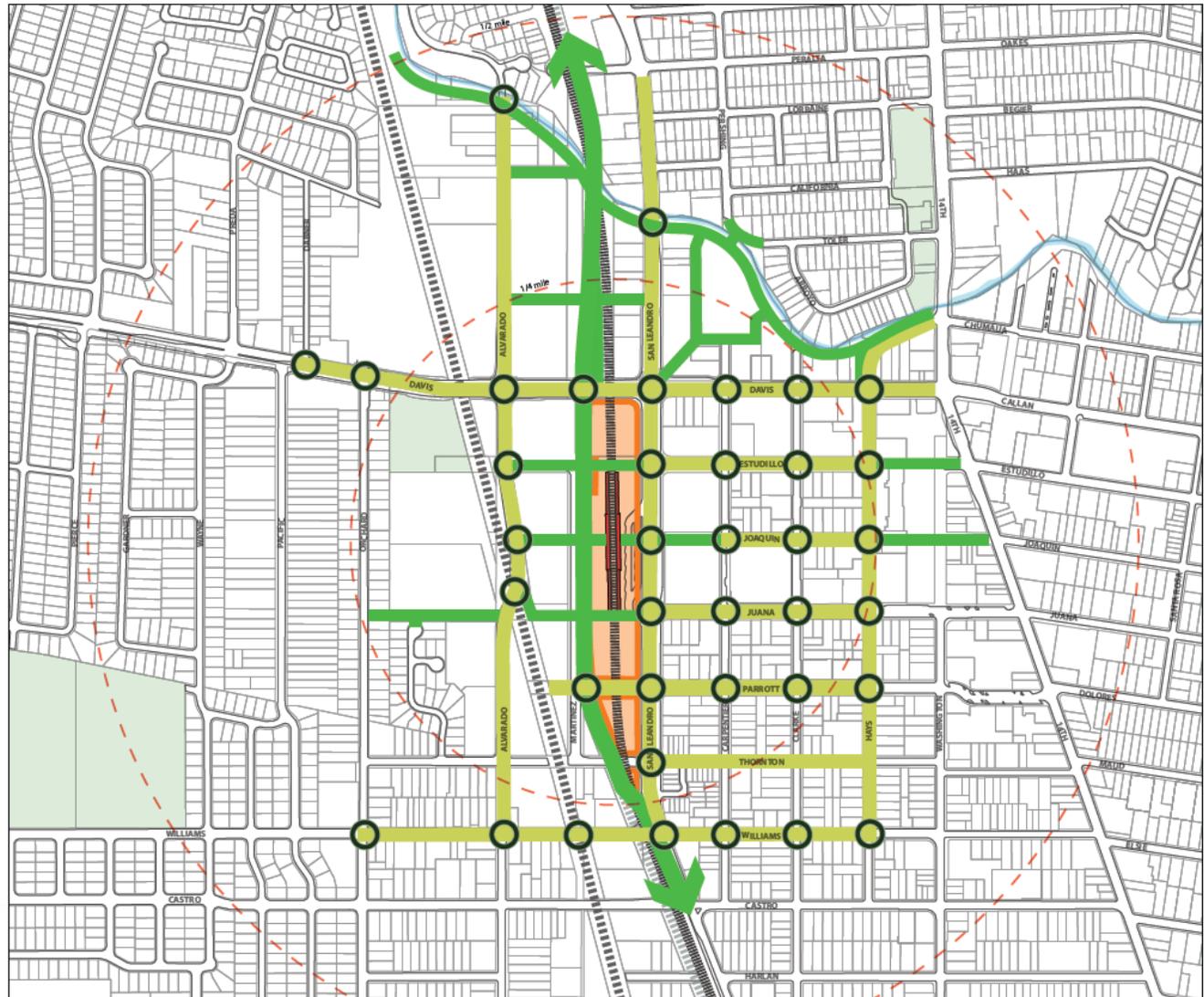
1. VISION

The overall vision for Pedestrian and Bicycle Access Improvements to the San Leandro BART station defines and expands on the strategies described in the San Leandro Downtown TOD Plan (2007)

- **Street Improvements**
 - Streetscape and Landscape Improvements – lighting, signage, attractive landscape (street trees/plantings), streetscape furnishings (seating, trash/recycling receptacles, etc.)
 - Pedestrian and Bicycle Improvements - sidewalk improvements, bicycle facilities (bicycle lanes, bicycle racks, etc.)
 - Building facades facing the street, narrow or zero setbacks, ground floor transparency and active uses to create a positive pedestrian environment
- **Pedestrian and Bicycle Way Improvements**
 - No vehicular traffic
 - Safe connections for pedestrians and bicyclists
 - Lighting
 - Pedestrian and bicycle amenities
 - Attractive landscape (trees/plantings)
- **Greenway**
 - Preferred East Bay Greenway Project alignment along the UP Rail Spur
- Intersection Improvements**
 - Pedestrian and bicycle safety improvements
- BART Property**
- BART Rail Line**
- Union Pacific Niles Subdivision Rail Line**
- Union Pacific Oakland Subdivision Rail Spur**

DRAFT FOR DISCUSSION
11/30/2015

SAN LEANDRO BART



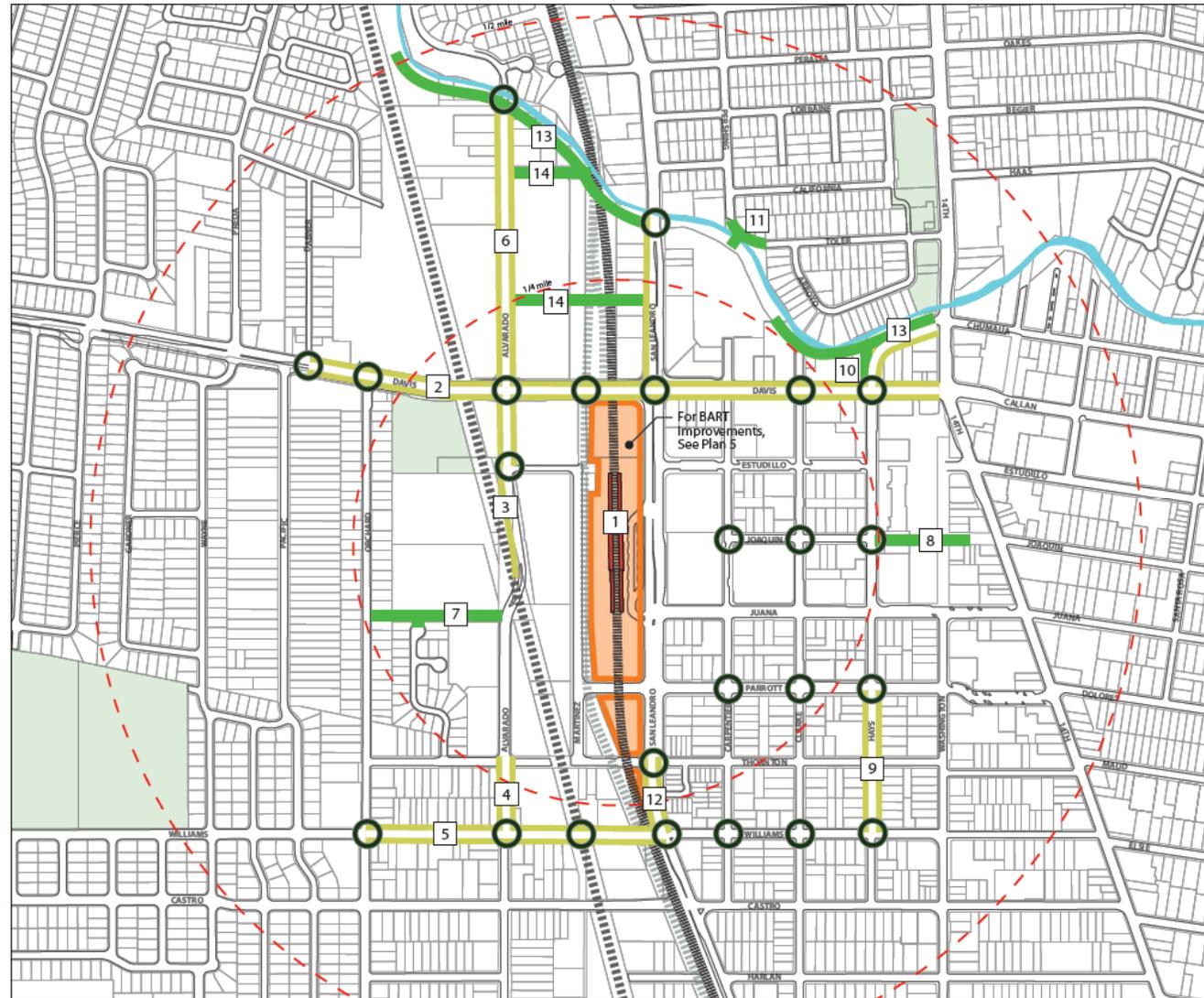


Access Improvements Funded by Value Capture

3. UNCOMMITTED / UNFUNDED VISION IMPROVEMENTS

The following Vision Improvements are not currently planned or funded, but are needed to complete the overall vision of the BART Station Area.

- Street Improvements
- Pedestrian and Bicycle Way
- Greenway
- Intersection Improvements
- New Rail Crossing
- BART Property
- BART Rail Line
- Union Pacific Niles Subdivision Rail Line
- Union Pacific Oakland Subdivision Rail Spur



DRAFT FOR DISCUSSION
11/30/2015

SAN LEANDRO BART





Conclusions

- Station area is critical, and BART has vested interest
- Placemaking requires proactive rather than responsive approach
- Establish the vision and need, then seek \$\$\$
- Partnerships are key, but take staff time to build!