

Updated Version of Property Owners Workshop #2 Discussion Points

Transportation Demand Management (TDM)

- The City may require TDM target goals at a sliding scale of 20-35% for each project based on project gross square footage and some changes in occupancy. The TDM goal will be based on the ITE rate for each development. Preliminarily this scale may look similar to the following table:

Project (gross sq. ft.)	TDM Trip Reduction Goal*
Over 600,000	35%
300,001 to 600,000	30%
100,001 to 300,000	25%
Up to 100,000 and change in occupancy that intensifies prior use	20%

*Trip reduction goal based on Institute of Transportation Engineers (ITE) rates for each development.

- There will be specific monetary penalties if a property owner (or tenant) do not meet their target TDM goal or does not actively participate in the TMA.
- The City may consider providing incentives if project proposes to meet a stricter TDM target (i.e. an additional 5% reduction over what's required). Incentives may include deviations to the Specific Plan or zoning standards.
- The City may consider reduced TDM requirement on a case-by-case basis in exchange for community benefits such as public restaurant/mixed use (generate activity or support walking trips within the district), public open space/pathways, bicycle/transit/street improvements, etc.

Transportation Management Association (TMA)

- Property owners will be required to participate in a TMA that will have certain responsibilities and is privately funded. Prior to a specific build-out threshold (e.g. 500,000 of net new square feet of development) or for the first project over a certain size (e.g. 250,000 gross square feet), whichever occurs first, a mandatory TMA must be established prior to issuance of a building permit.
 - Responsibilities of TMA are flexible, will be defined by governing board and can be adjusted over time, but may include:
 - Transportation Coordinator/district informational website;
 - Transportation program with employer/employee incentives;
 - Carshare, rideshare, carpooling and bikeshare programs;
 - Transit passes;
 - Coordination on TDM monitoring and reporting;
 - Feasibility study and shuttle bus coordination or operation;
 - Installation and maintenance of pedestrian, bicycle, transit, recreation and sense of place amenities (bike shop?); and
 - Regular reporting of updates to the City.

Shuttle Bus Program

- Prior to a specific build-out threshold (e.g. 500,000 of net new square feet of development) or for the first project over a certain size (e.g. 250,000 gross square feet), whichever occurs first, a feasibility study shall be prepared to implement a privately funded pilot shuttle bus program to serve the district and possibly larger area (can be a task of the TMA or an individual developer).
- The costs/benefits of the shuttle bus program would be evaluated for success in contributing to TDM goals after an initial period of operation.
- Alternative, a developer can commit to providing a private shuttle for its own project.

Parking

- The City proposes to set maximums for overall parking and for surface parking in a sliding scale that may look like the following:

Project (gross sq. ft.)	Parking Maximums* (spaces/1,000 sq. ft.)
Over 600,000	3.0
300,001 to 600,000	3.2
100,001 to 300,000	3.4
Up to 100,000 and change in occupancy that intensifies prior use	3.6

*Additional parking allowed up to 3.6/1,000 with structured parking or project enhancements.

- Property owners may have the ability to add additional parking (to a maximum of 3.6 spaces/1,000 sq. ft.) when structured parking is proposed in-lieu of surface parking.
- Allow additional parking greater than the listed maximum to be negotiated with incentives to the community and district.
- Allow reduced parking for mixed-use/shared use sites, potentially requiring no off-street parking for certain types of retail/restaurants.
- Allow reduced parking if additional open space, shared parking, unbundled parking or more aggressive TDM measures are provided.
- Alternative: if higher parking standards than above are desired, unbundle parking with requirement to charge for parking or offer a cash-out program for employees that use transit, carpool or alternative modes.

Potential Infrastructure Concepts/Fees

- Each property responsible for frontage improvements such as sidewalks, street trees, etc.
- The following fees would be determined following further analysis to define projects, estimated cost and fair share formula.
 - Sense of place fee.
 - Recycled water fee.

- Supplemental transportation impact fee (TIF) for district-related transportation improvements that can mitigate traffic impacts.
- Consider reduced infrastructure fee in exchange for energy efficient architecture, additional open space, or water efficient architecture and site design that would reduce infrastructure demand.

Land Use

- A maximum overall development capacity for the district based on net increase over existing building space will be defined in the Peery Park Specific Plan. Development exceeding this capacity will require a plan amendment and additional environmental analysis.
- A height limit of four to six stories with a maximum building height will be defined (except three stories with transition on east side of Mathilda). No FAR standards are currently anticipated for individual properties, but other development standards (e.g. parking, setbacks, and open space/landscaping) and possible incentives will influence the development capacity of each parcel.
- No maximum development site or parcel will be defined, but development standards will influence site planning.
- Consider allowing height above four stories or a maximum height along west side of Mathilda in locations where existing development on the east side of Mathilda is taller and/or blocks visibility from SNAIL neighborhood (context study would be required) and the project provides benefits to the community or district. Additional height could possibly be approved through use permit process.
- Individual projects will be referred to the FAA for review; this may result in reduced height allowances for certain properties within the most critical safety zone. Projects will also be referred to Airport Land Use Commission staff for comments.

Open Space/Landscaping/Outdoor Space

- Define minimum open space/landscaping standards (20-40% based on project and/or property size) with reduction available for public dedication/easements or enhanced pedestrian, recreation or place-making amenities both on or off site.
- Establish a park dedication in-lieu fee for public park and trail improvements. Allow credit for usable outdoor space and facilities exceeding minimum standards; partial credit if private, full credit if public.

Retail Uses

- Primary retail center at Mary and Central Expressway to serve district employees, nearby residents and regional traffic (minimum size TBD).
- Optional secondary retail center at north end of study area (subject to further market analysis).
- Allow smaller convenience retail/cafes throughout district with incentives for providing uses open to the public (e.g. exceptions to certain zoning standards such as open space).