

Outreach Step 1

Stakeholder Interviews

Downtown TOD Project
Fall 2019



Downtown Transit-Oriented Development (TOD) Project Stakeholder:

Welcome to the Tracy Downtown Transit-Oriented Development (TOD) Project! The project is a long-range planning and urban design study that is evaluating how the introduction of commuter rail service, via Tri-Valley Regional Rail Authority's planned Valley Link line, will impact development opportunities in and around the Downtown area. These so-called transit-development opportunities include the prospect of additional jobs and housing within walking and biking distance of the transit station. In turn, the presence of additional employees and residents can increase the demand for shopping, restaurants, and services, making Downtown an even more vibrant destination within the city and the region. The project will identify the community's vision and preferred concept for transit-oriented development in the project area, provide conceptual designs for key opportunity sites, and explore approaches to implement and fund the development concept.

To solicit input/feedback on the project's vision, the development concept, the opportunity site designs, and implementation approaches, the City plans to engage the community at key intervals throughout the project. The interview that you are participating in represents the first step in this outreach process. As a property and/or business owner, Tracy City Center Association (TCCA) member, Downtown-area resident, and/or Valley Link representative, we will be asking you to share your impressions/understanding of the project area's existing conditions, how the introduction of Valley Link impacts your land/business development opportunities, and what the City should consider evaluating as part of the project's initial development concept alternatives. To this end, we are providing the following materials for the interview:

- » The **Project Fact Sheet** briefly describes what the Downtown TOD Project entails, why the City is undertaking the project, the project schedule, and how community members can participate, along with defining the project area's preliminary boundary. To help create interest in the project, we encourage you to share the fact sheet with your family, friends, colleagues, and other individuals in your circle.
- » The **Stakeholder Questions** will serve as the agenda for the interview. We ask that you familiarize yourself with the questions for your group. We also invite you to review and come prepared to offer any input you may have on the other groups' questions.
- » The **Development and Access Typologies** briefly describe and illustrate the transit-oriented development concepts that may occur in the project area following the introduction of commuter rail service and the circulation concepts that can facilitate/improve access to the transit station and other locations within the project area. We will be asking you to share your impressions of how the concepts align with your vision for developing your property(ies), if applicable, and future development in and access to and around the project area.
- » The **Project Area Map** illustrates the project area's preliminary boundary, the Central Business District's location, the approximate location of the future Valley Link station, and key opportunity sites within the project area. While the project area generally coincides with a 15-minute walking distance from the transit station, as illustrated by the ½ mile radius line, it also includes other key opportunity sites just beyond.

Thank you for your participation and input!

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What is the Downtown TOD Project?

The Downtown Transit-Oriented Development (TOD) Project is a long-range planning and urban design study that is evaluating how the introduction of commuter rail service will impact development opportunities in and around the Downtown area. The project will identify the community's vision and preferred land use and circulation concept for the area, provide conceptual designs for key opportunity sites, recommend planning tools that the City can adopt to achieve the community's vision and preferred concept, and identify funding sources to incentivize development. The project is rooted in a broad, multi-phase outreach process. Decision makers, key stakeholders, and members of the public will play an essential role in defining the vision and selecting the preferred concept's land use and circulation components. Between the introduction of commuter rail service and the City's focus on constructing housing and increasing investment in the Downtown area, the project is intended to have a transformative effect on Tracy's central area.

Why is the City Undertaking the Project?

The City is undertaking the project to plan for the imminent introduction of the Valley Link commuter rail service via a Downtown station. Valley Link, proposed by the Tri-Valley San Joaquin-Valley Regional Rail Authority to provide a rail connection between Bay Area Rapid Transit (BART) and Altamont Commuter Express (ACE), is slated to begin service by the mid 2020s. By planning for commuter rail service now, the City can fully capture the opportunities associated with this important development. This proactive approach can contribute to the Downtown's emergence as a transit and sustainable economic hub, while helping meet the community's housing needs.

What is the Project Schedule?

The project kicked off in Summer 2019 and is expected to be completed within a year. The process includes the following four major phases:



1. Summer/Fall 2019 – Existing Conditions

The City will analyze background resources and the project area and meet with key stakeholders to document the existing conditions that inform future development opportunities.



2. Winter/Spring 2020 – Visioning and Planning Concept Alternatives

The City will work with the community and key stakeholders to develop the project's vision, evaluate different planning concept alternatives, and select the preferred alternative.



3. Winter/Spring 2020 – Implementation Options

The City will consider planning tools and environmental review requirements to implement the vision and preferred planning concept alternative, and research funding sources to help incentivize development.

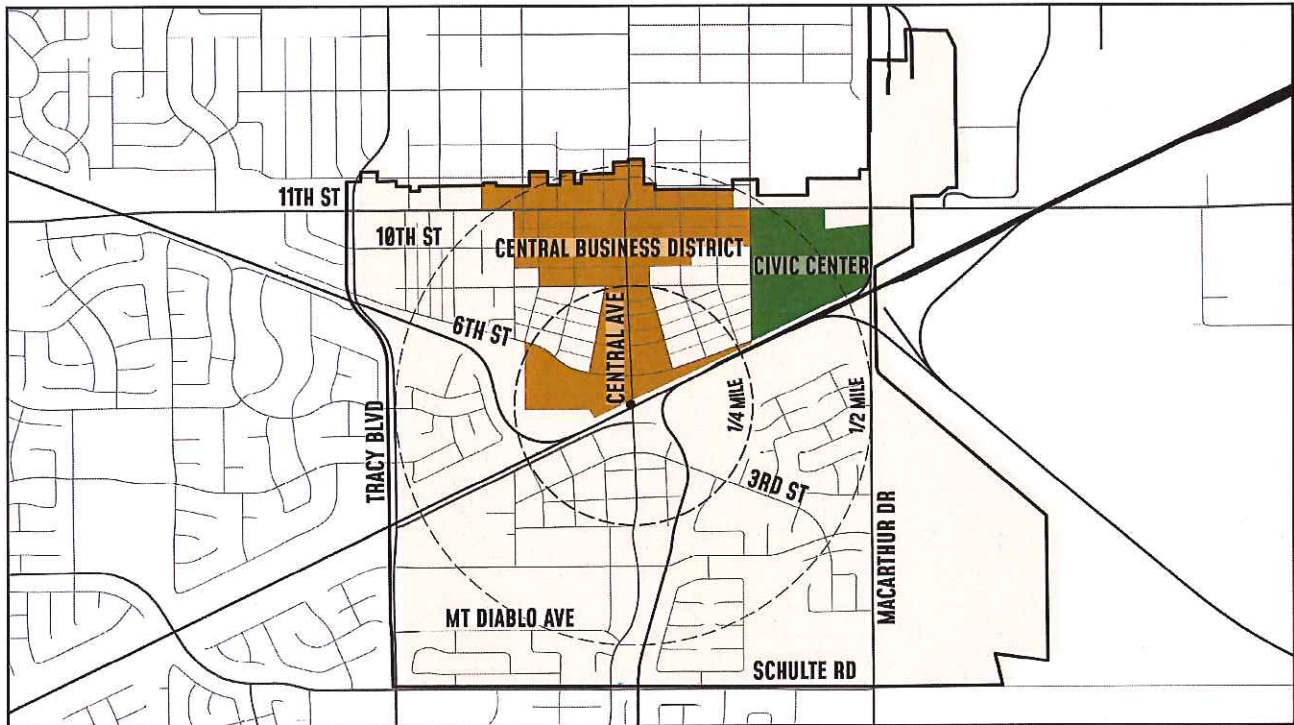


4. Summer 2020 – Completion of Study

The City will finalize the Downtown TOD Study before presenting the document to the community, the Planning Commission, and the City Council.

What is the Project Area?

The project area generally encompasses the area bounded by the 11th Street corridor to the north, MacArthur Drive to the east, Schulte Drive to the south, and Tracy Boulevard to the west. This encompasses the Central Business District, the Civic Center Center, and the surrounding neighborhoods within ½ mile of the planned Valley Link station. This coincides with the area that can be reached within a 15-minute walk from the station, the distance that most riders are willing to walk to and from a transit station. The project area also includes two large opportunity sites located to the east of MacArthur Drive: the former Heinz factory site, and the unincorporated UR1 site. Both of these sites are locations that can also be readily reached by foot and bicycle from the station.



How Can I Get Involved?

The City designed the Downtown TOD process to include a variety of opportunities and ways for the public to participate in each phase. See the list below for the various types of outreach to be conducted during the update process. Please take advantage of these many opportunities to learn, provide input, and help make the Downtown area ready for the future.

- » Community Workshops and Open Houses
- » Property owner and Stakeholder Interviews
- » Surveys
- » Social Media/e-blasts
- » Planning Commission and City Council study sessions and hearings
- » Public review periods
- » Project website updates

Got Questions? Want More Information?



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Facebook | [@cityoftracy.municipality](https://www.facebook.com/cityoftracy.municipality)



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Twitter | [@cityoftracy](https://twitter.com/cityoftracy)



YouTube | [@cityoftracy](https://www.youtube.com/c/cityoftracy)



Nextdoor | <https://nextdoor.com/agency-detail/ca/tracy/city-of-tracy/>

Stakeholder Questions

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Property Owners & TCCA Members

1. Is the preliminary project area boundary correct?
2. How does commuter rail service impact the development of your property(ies)?
3. How does commuter rail service impact development opportunities in the project area?
4. Which of the development typologies describe the use(s) you envision developing on your property(ies)?
5. Does the City need to take other development and circulation opportunities into consideration?
6. How can the City help support the development of your property(ies)?
7. Would you like to share any input on the other groups' questions?
8. Do you have other comments or suggestions?

Stakeholder Questions

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Project Area Residents

1. Is the preliminary project area boundary correct?
2. How does commuter rail service impact development opportunities in the project area's residential neighborhoods?
3. How does commuter rail service impact development opportunities in the remainder of the project area?
4. Which of the development typologies describe the use(s) you envision developing in your neighborhood and elsewhere in the project area?
5. Does the City need to take other development and circulation opportunities into consideration?
6. Would you like to share any input on the other groups' questions?
7. Do you have other comments or suggestions?

Stakeholder Questions

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Valley Link Representatives

1. What is the timing for the construction of the Valley Link facilities and the initiation of service?
2. Have you decided on a station/platform position?
3. Have you decided on a location for the parking garage? How many spaces will the garage include?
4. Will Valley Link be constructing additional facilities in the project area (i.e., new rail line, improvements to an additional rail line, etc.)?
5. What are the bicycle and pedestrian access routes to the platform?
6. Do you have an estimate for how many passengers may walk, bike, or take transit?
7. For auto access to the station, what is the distribution of traffic along adjacent routes?
8. Will the station and/or platform be accessible from the Bus Transit Center?
9. Does the City need to take other development and circulation opportunities into consideration?
10. Would you like to share any input on the other groups' questions?
11. Do you have other comments or suggestions?

Development & Access Typologies

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The Development and Access Typologies briefly describe and illustrate the transit-oriented development concepts that may occur in the project area following the introduction of commuter rail service and the circulation concepts that can facilitate/improve access to the transit station and other locations within the project area.

- » The Development Typologies are based upon the City's existing General Plan land use designations and are grouped into four categories by use: mixed-use, residential, employment, and commercial. The typologies reflect the broad range of development opportunities that are synergistic with transit and the City's objectives of increasing housing and employment opportunities and solidifying Downtown's identity as the "Heart of the City."
- » The Access Typologies describe multimodal (bike/scooter, pedestrian, transit, and automobile) circulation enhancements that provide options for all users to utilize Valley Link and move about Downtown. Taken together, the typologies are intended to break down barriers of access to and within the project area.

While the typologies depict viable transit-oriented development and circulation concepts, they do not illustrate all possible outcomes. Instead, the typologies are intended to test possible solutions and spark discussion, resulting in the City obtaining your and the other stakeholders' valuable input on future development preferences in the project area.

Mixed-Use Development Typologies

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Residential/Commercial Mixed-Use

- » Up to 1.0 FAR, 15.0 - 50.0 du/ac
- » Vertical Orientation: Ground-Floor Commercial Uses and Upper Story Residential Uses
- » Horizontal Orientation: Commercial Uses Located at or Near Street-Facing Property Lines and Residential Uses Located Behind
- » Parking: Required Beside of Behind Buildings or in Other Off-Site Locations



Office/Commercial Mixed-Use

- » Up to 1.0 FAR
- » Vertical Orientation: Ground-Floor Commercial Uses and Upper Story Office Uses
- » Horizontal Orientation: Commercial Uses Located at or Near Street-Facing Property Lines and Office Uses Located Behind
- » Parking: Required Beside of Behind Buildings or in Other Off-Site Locations



Residential Development Typologies

Downtown/TOD Residential

- » 15.0 - 50.0 du/ac
- » Duplexes, Triplexes, Fourplexes
- » Townhouses
- » Apartments/Condominiums



High Density Residential

- » 12.1 - 25.0 du/ac
- » Duplexes, Triplexes, Fourplexes
- » Townhouses
- » Apartments/Condominiums



Medium Density Residential

- » 5.9 - 12.0 du/ac, Up to 2.5 Stories
- » Small Lot Single-Family Detached Homes
- » Duplexes, Triplexes, Fourplexes
- » Townhouses
- » Apartments/Condominiums



Low Density Residential

- » 2.0 - 5.8 du/ac, Up to 2.5 Stories
- » Detached and Attached Single-Family Homes
- » Cluster Housing



Employment Development Typologies

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Office

- » Up to 1.0 FAR
- » Professional Offices, Tech Satellite Campuses



Flex Space/Industrial

- » Up to 0.5 FAR
- » Research and Development and Clean Light Industrial
- » Incubator Space for Employment and Commercial Uses
- » Supports Adaptive Reuse of Aging Factory Buildings



Commercial Development Typologies

Downtown Commercial

- » Up to 1.0 FAR
- » Active Ground Floor Retail and Restaurant Uses
- » Building Frontages: Required Along Street-Facing Property Lines
- » Parking: Required Beside or Behind Buildings or in Other Off-Site Locations



Thoroughfare Commercial

- » Up to 1.0 FAR
- » A Mixture of Community-Serving Retail, Restaurant, and Commercial Service Uses
- » Professional Office Uses
- » Building Frontages: Encouraged Along Street-Facing Property Lines
- » Parking: Encouraged Beside or Behind Buildings



Village Commercial

- » Up to 1.0 FAR and 2.5 Stories
- » A Mixture of Neighborhood-Serving Retail, Restaurant, and Commercial Service Uses
- » Building Frontages: Encouraged Along Street-Facing Property Lines
- » Parking: Encouraged Beside or Behind Buildings



Access Typologies

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Bike Facilities

- » On-street facilities include dedicated facilities (bike lanes, cycle tracks, etc.) and share facilities (sharrow)
- » Off-street facilities include dedicated bike and shared multi-use paths and trails
- » Off-street facilities may occur within public right-of-way and/or on private property (potentially including Union Pacific right-of-way)



Sidewalk Improvements

- » Include widening sidewalks to provide clear, sufficiently-wide pedestrian zones that support pedestrians walking in both directions
- » Include amenities to enhance pedestrian safety and comfort (street trees/landscaping, seating, etc.)



Enhanced Crossings

- » Include at-grade crossings (demarcated paving, pedestrian-activated signals, midblock crossings, pedestrian refuge areas, etc.)
- » Include bridge crossings of streets with high traffic volumes and speeds and railroad tracks



Transit Shuttle or Circulator

- » Includes local, project area-serving transit service via smaller vehicles that make frequent stops along a standardized loop route



Shared Mobility

- » Includes rideshare services (Uber, Lyft, etc.)
- » Includes bikeshare/scooter-sharing services (Jump, Lime, etc.)
- » Bikeshare/scooter-sharing services may utilize electric assist vehicles



Consolidated Parking Facilities

- » Includes centrally-located parking lots and garages for commuters and other Valley Link riders, along with Downtown visitors, patrons, and employees



