



MST Transit-Oriented Development (TOD) Planning Study

TAMC Meetings
May 2023

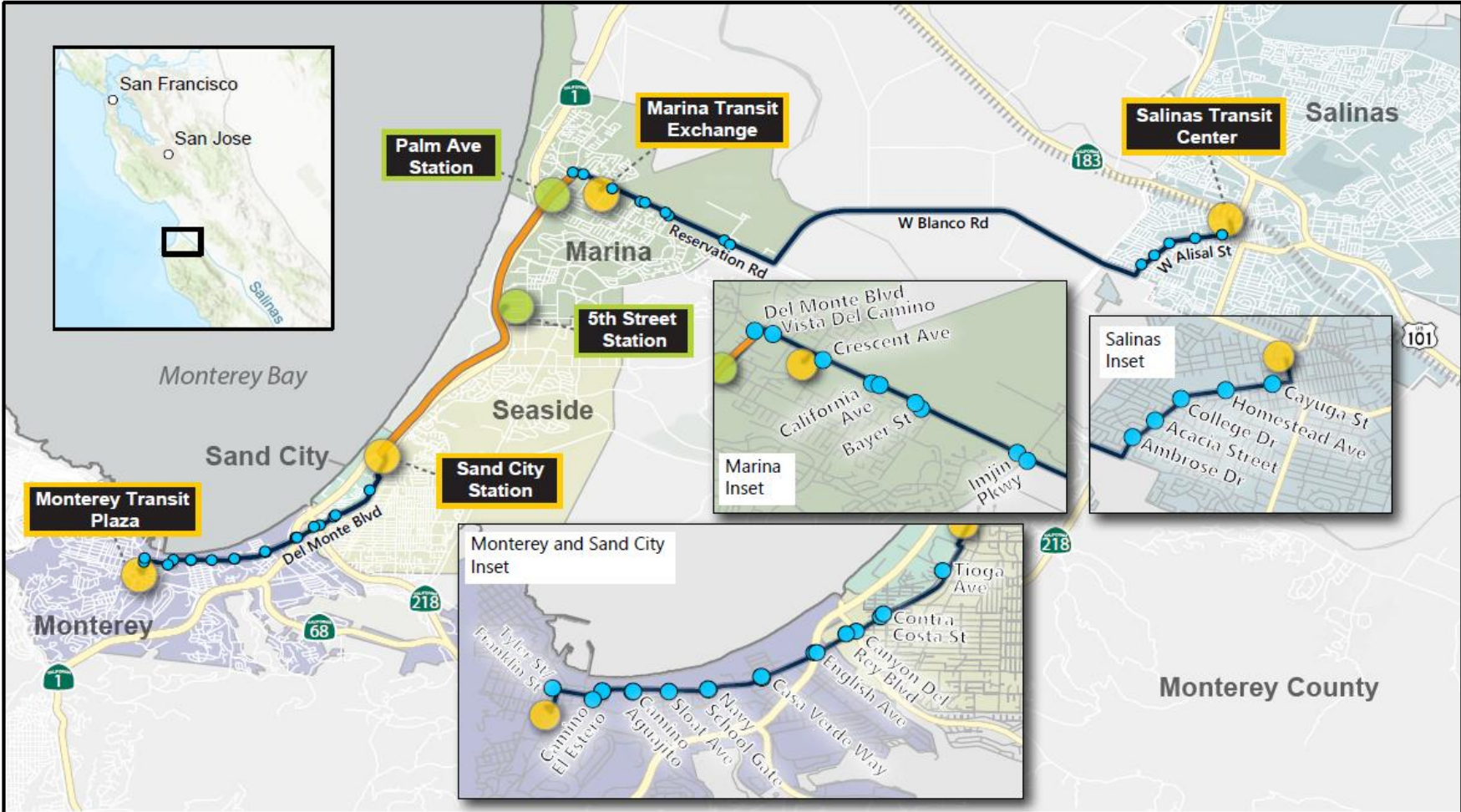
Agenda

1. Study Overview
2. TOD Overview
3. Transportation Strategies
4. Outreach & Implementation

Study Overview



SURF! Busway & BRT Project



FTA Small Starts grant application

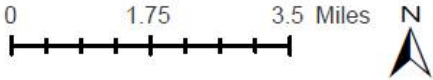
SURF! BRT Ridership Estimates (Daily)

- 2,300 trips (Base Year)
- 2,800 trips (2040)

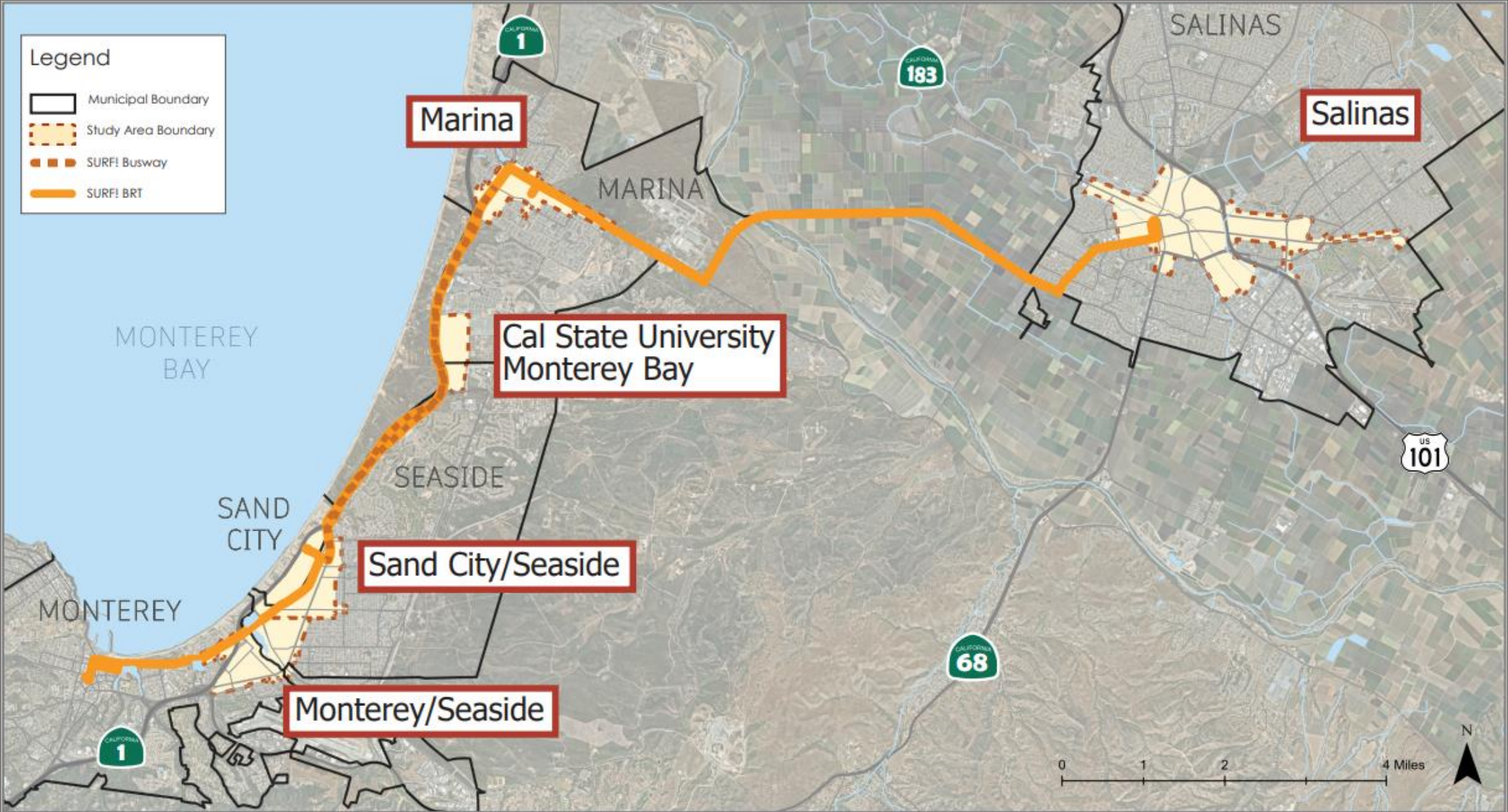
SURF! Busway and BRT Project

Salinas to Monterey, CA

LEGEND	SURF! BRT Route	Bus Stops	Amtrak Rail
	SURF! Busway	Major Stations (Existing)	State Routes
		Major Stations (New)	Highways



TOD Study Area



Study Objectives



SURE!

Increase transit ridership

Strengthen Regional
Collaboration

Identify TOD
Opportunity Areas &
Best Practices

Identify First/Last-Mile
Access & TDM
Strategies

Compete for Grant
Funding

Study Scope

1. Background Conditions

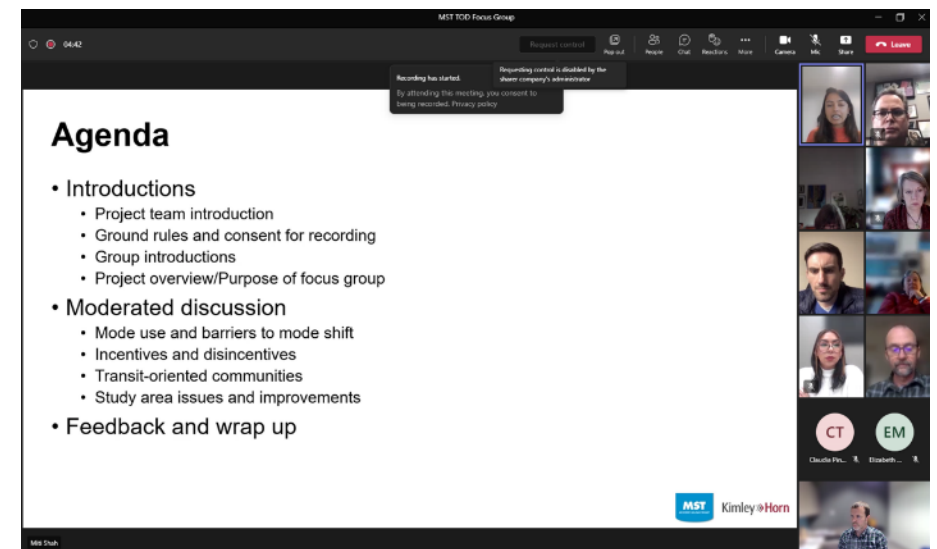
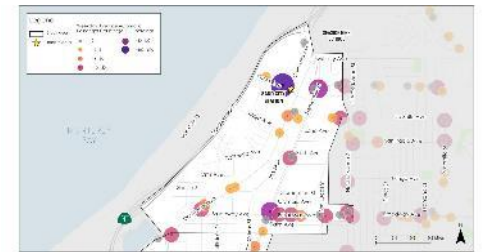
- Five study areas along the SURF! corridor
- Review land use and transportation plans
- Identify opportunities and constraints

2. Outreach

- Survey and Focus groups
- Community meetings

3. Project Implementation Strategy

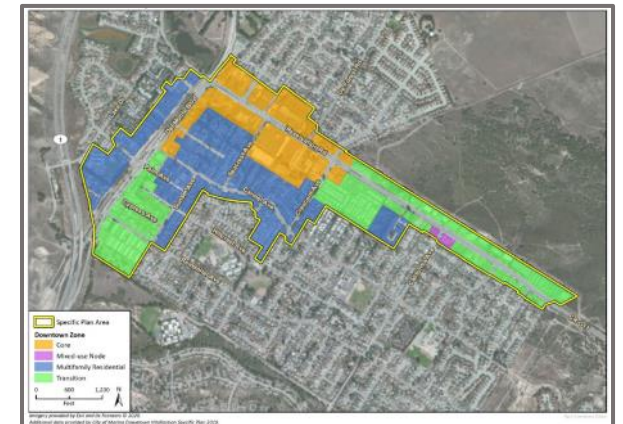
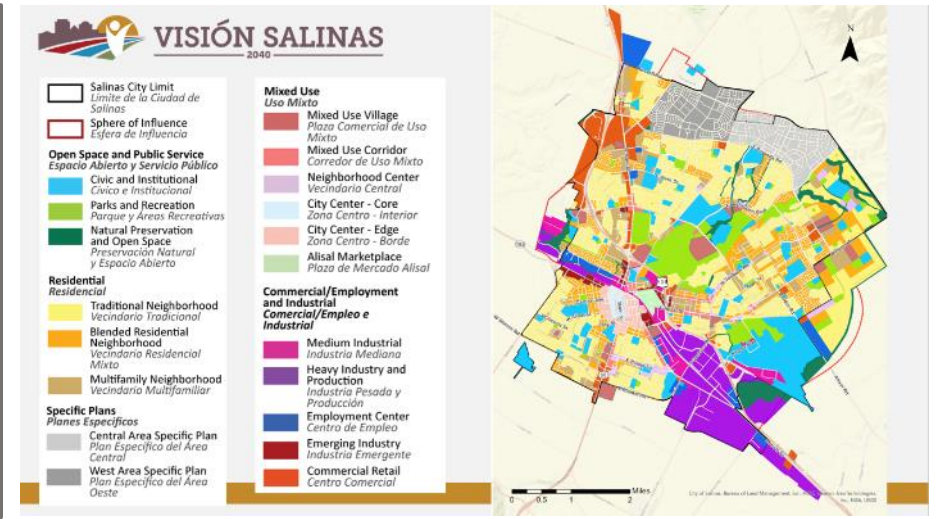
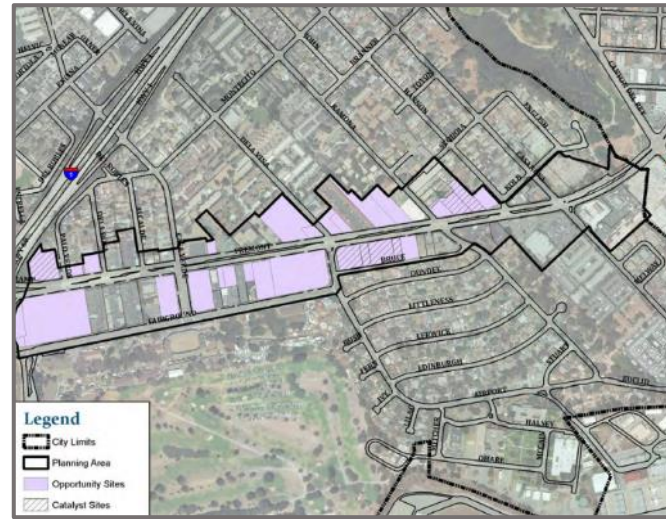
- Identify TOD opportunity sites/zones
- Identify transit access and TDM strategies
- Estimate ridership and other transit benefits
- Develop implementation actions and strategies



TOD Overview



Review Land Use & Transportation Plans



TOD Components



TOD Examples

Medium Density = 30-50 units per acre
High Density = 50-100+ units per acre



A – Independent Apartments. 600 Ortiz Avenue in Sand City, four-story building, 2.65 acres with 61 multifamily units (**23 units per acre**) over ground floor commercial.

B – Salinas Gateway Senior Apartments. 25 Lincoln Avenue in Salinas, four-story, 52-unit affordable senior apartment project on 0.54 acres (**96 units per acre**) with ground floor commercial and MST center.



C – Tannery Arts Center. 1010 River Street in Santa Cruz, 100 units of affordable live/work space and an arts complex with 28 studio spaces for artists and creative businesses on 8.3 acres.

D – Ocean Street Apartments. 350 Ocean Street in Santa Cruz, four-story 63-unit affordable apartments on 1.5 acres (**42 units per acre**) with ground floor retail.

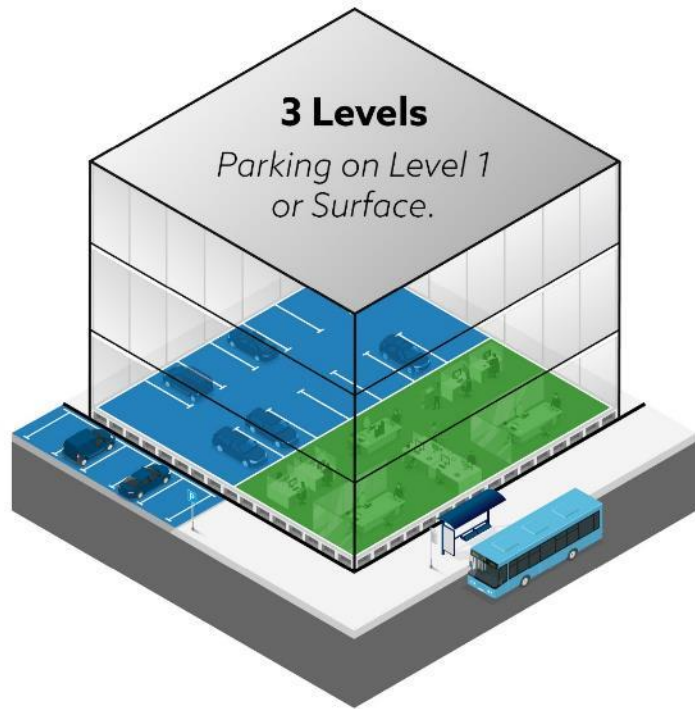


E – Mayfair Station (Phase I). 11600 San Pablo Avenue in El Cerrito, six-story mixed-use building Avenue adjacent to the El Cerrito Del Norte BART station with 156 units and 8,900 square feet of ground floor commercial. The Phase 1 project covers approximately 1.15-acres (**135 units per acre**). Phase II of the project will include 69 units of below market rate housing on the remainder of the 1.57-acre site.

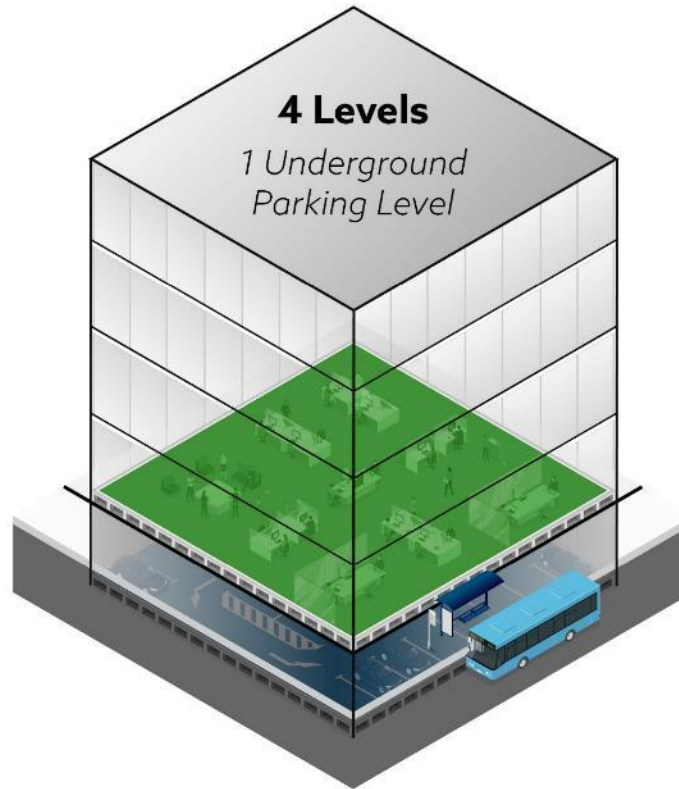
F – Credence – Modern Condos. 10300 San Pablo Avenue in El Cerrito, four-story residential development with 30 units and 2 live-work units on 0.57 acres (**56 units per acre**) with 33 parking spaces. No ground floor commercial space is provided.

TOD “Models”

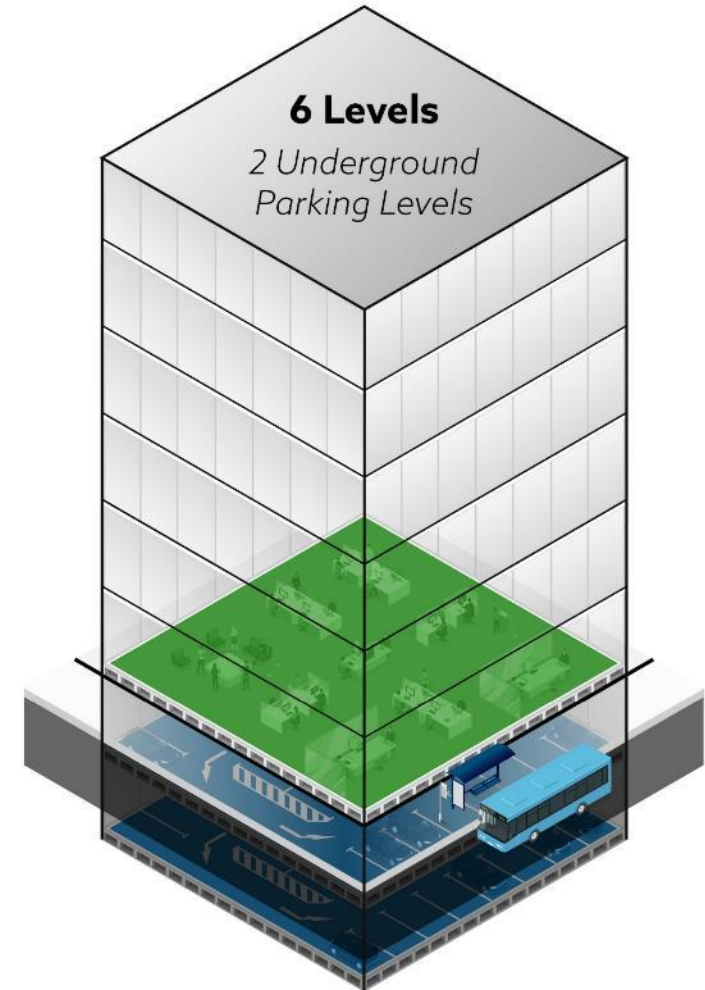
-  Parking
-  Commercial



**20-30 UNITS
PER ACRE**



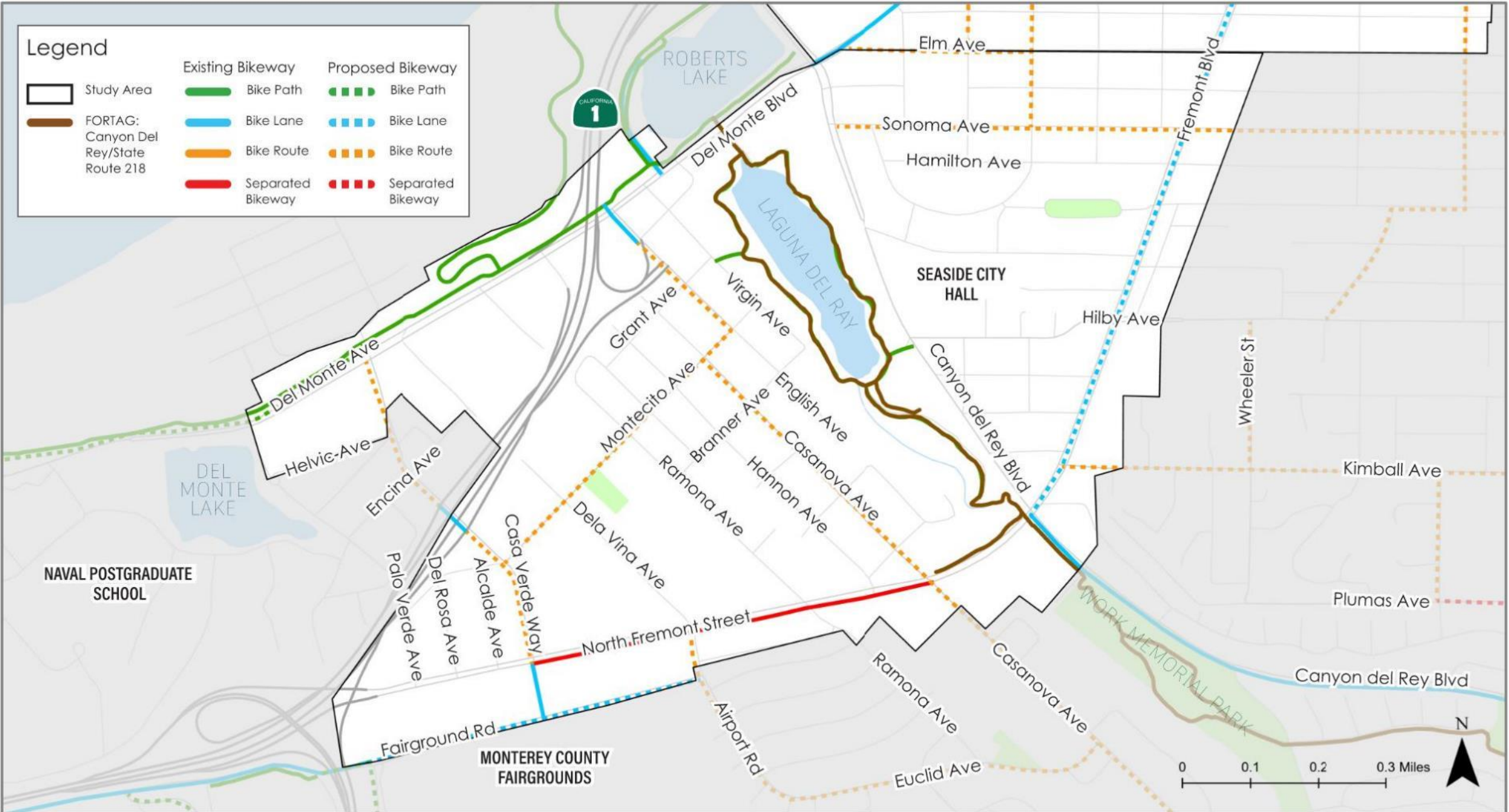
**30-50 UNITS
PER ACRE**



**50-100 UNITS
PER ACRE**



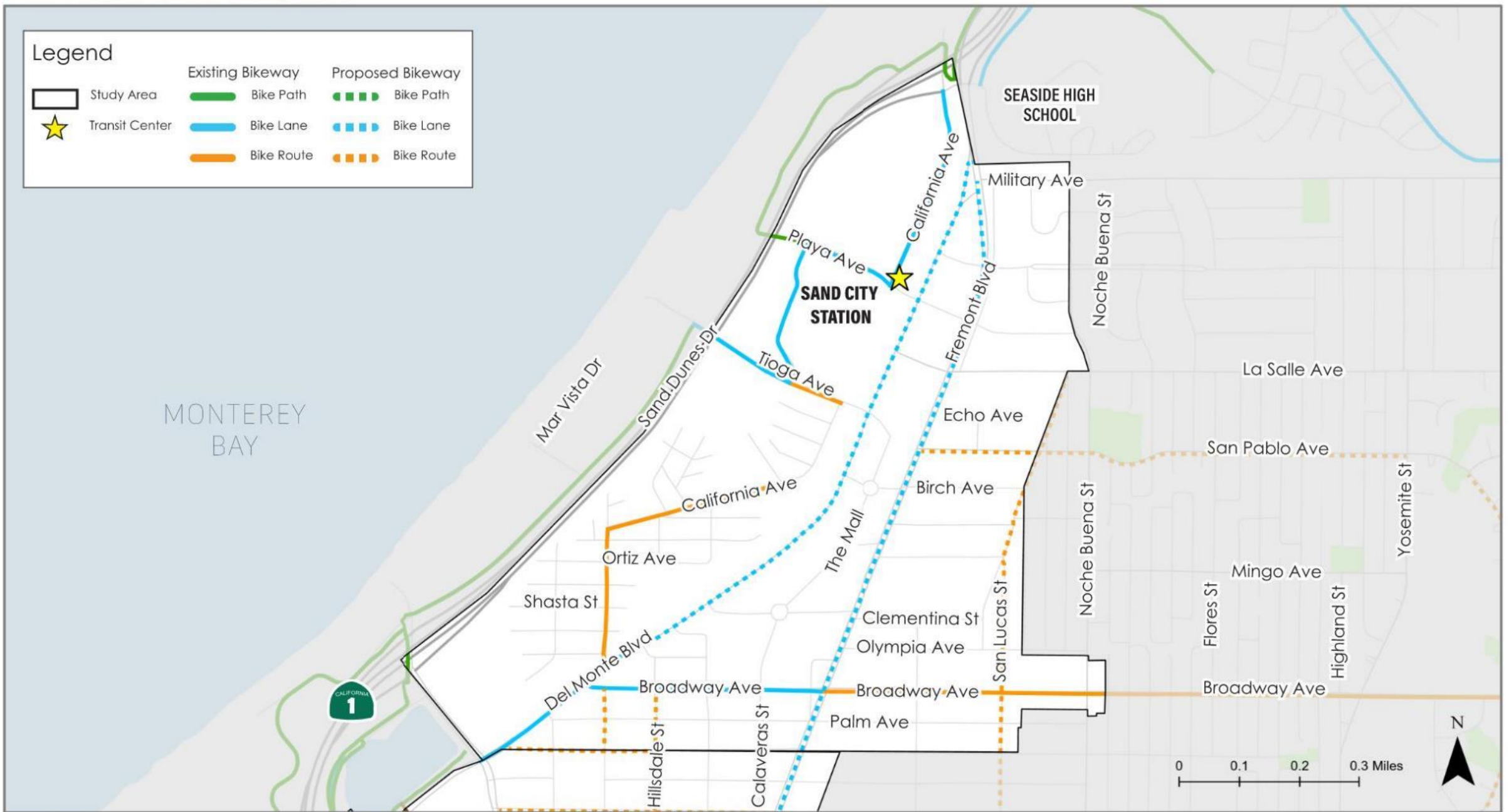
Transportation Strategies



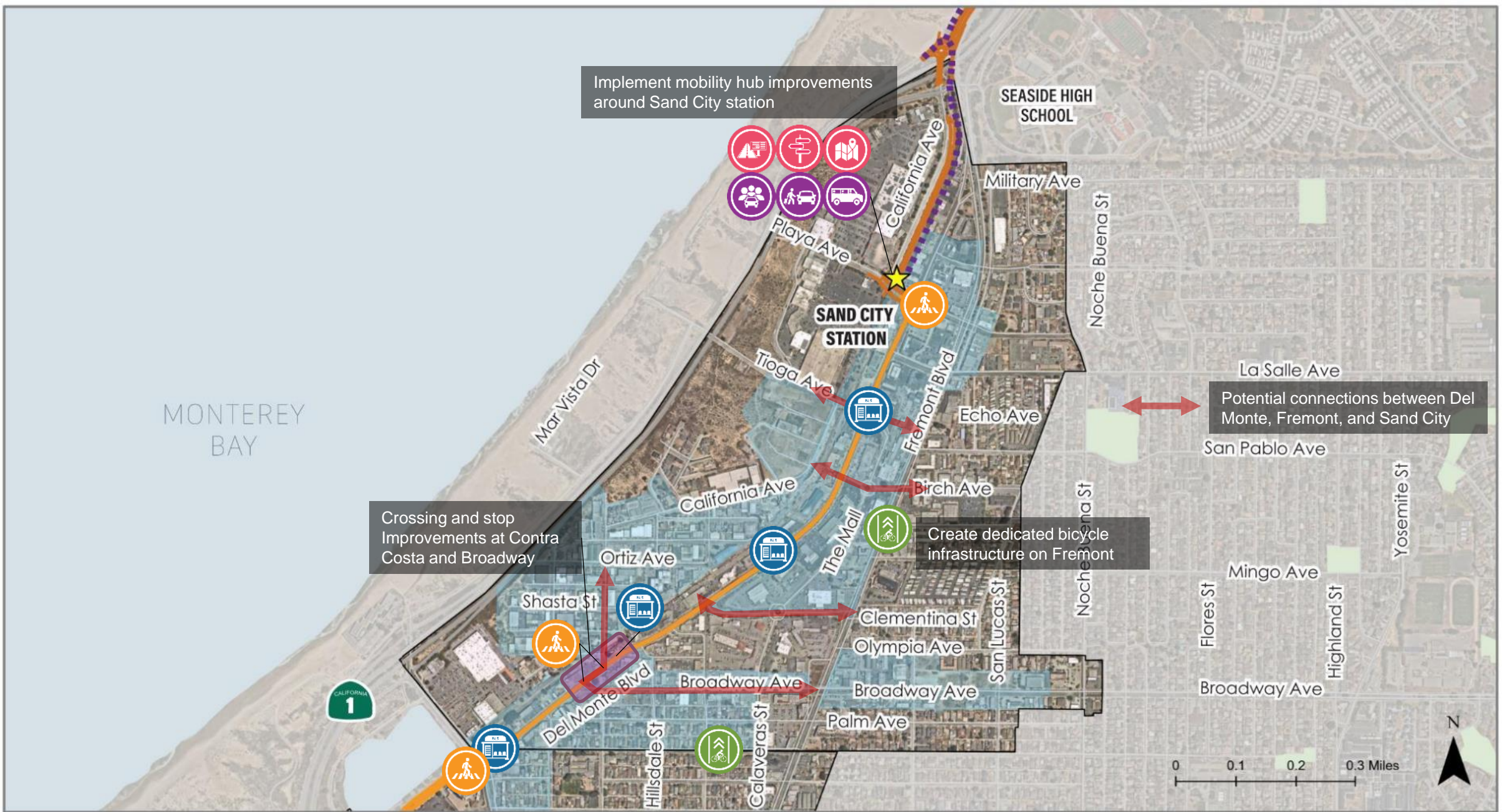
Monterey/Seaside Study Area



Monterey/Seaside Study Area



Sand City/Seaside Study Area



Sand City/Seaside Study Area



Outreach & Implementation

Stakeholder Outreach Summary

Community-Based Organization Focus Group

9 participants from 8 organizations

- Stressed first/last-mile connectivity
- Ease of use and understanding the system
- Enhancing safety and accessibility to transit
- Boosting awareness
- Need for flexibility with transit
- Support higher density development for affordability and to promote transit ridership
- Support incentives/TDM for transit usage

Developer/Architect One-on-One Interviews

3 participants

- Strong market conditions for housing, less so for commercial development
- Shift away from single-family to affordable multi-family
- Water, community resistance, and zoning are issues
- High costs push rents up, making ground floor commercial leasing challenging
- Developers are using incentives such as SB 330 and density bonus
- Support TOD and improving the transit experience
- Need flexibility with what constitutes “mixed use” – alternatives to commercial on ground floor

Online Survey (February-March): 63 respondents

- Favorable response to TOD-style development
- Some concerns about effectiveness of TOD to deliver community benefits and affordability
- Support for real-time transit information and comfortable waiting areas

TOD Implementation Strategy Plan

Integration of land use, transit investments, and active transportation

- Identify land use and first/last-mile transportation opportunities to increase ridership
- Recommend TOD opportunity zones and “best practices” including parking policies
- Identify pedestrian and bicycle projects and TDM strategies that improve first/last-mile connectivity and incentivize a shift to transit
- Identify mobility hub features (bicycle parking, loading zones, transit information systems) to promote transit usage
- Quantify transit benefits, ridership increases, and effects on VMT
- Align strategies with General Plans, Housing Elements, and TAMC/AMBAG growth forecasts

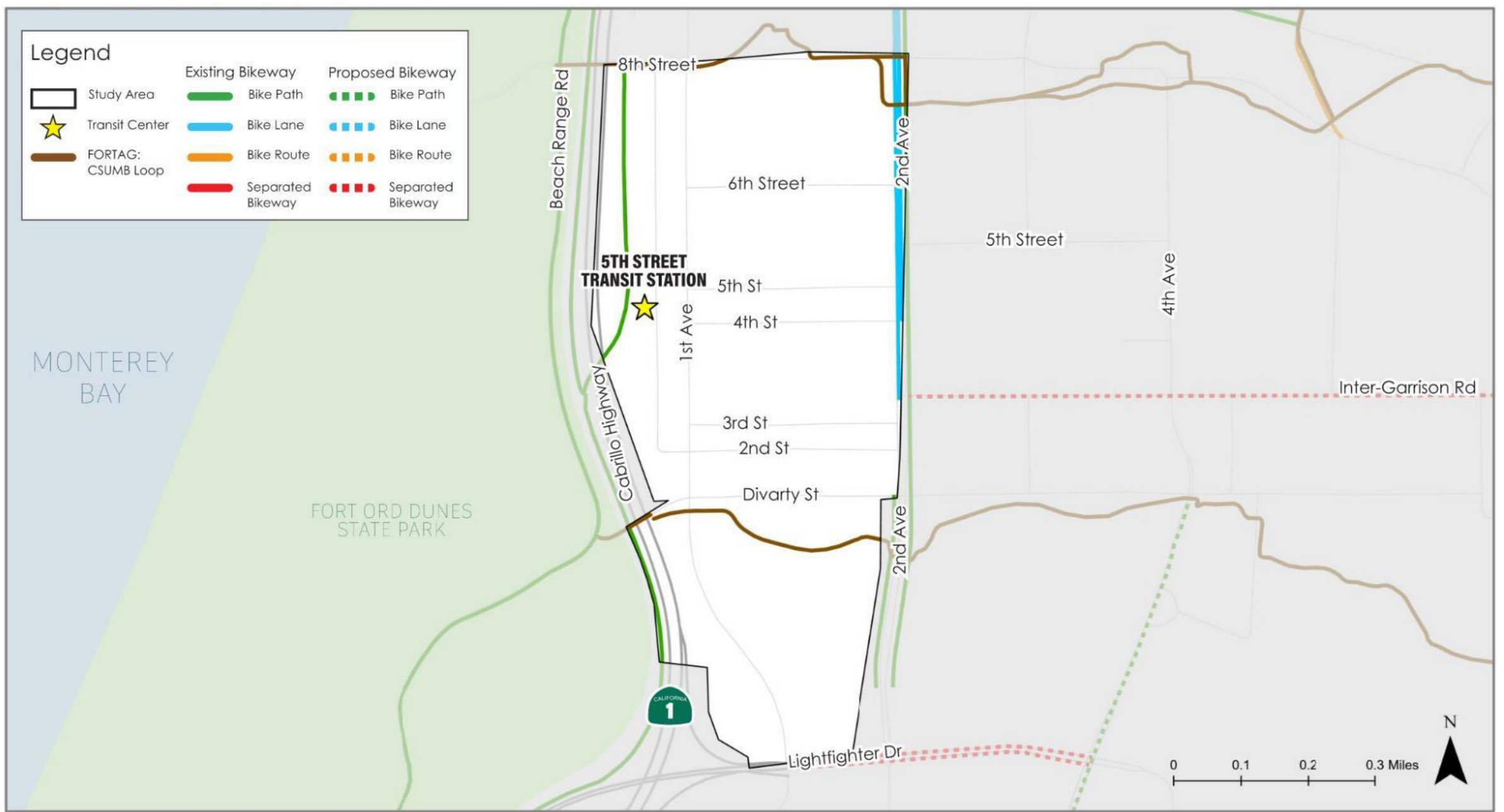
TOD Implementation Plan Schedule

	2022					2023								
	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept
Background Conditions														
Public Engagement								Online Survey			6/10 Marina	Final outreach		
Technical Advisory Committee														
Land Use & Transportation Analysis														
Implementation Strategy Plan														
MST Board & Other Policy Boards														

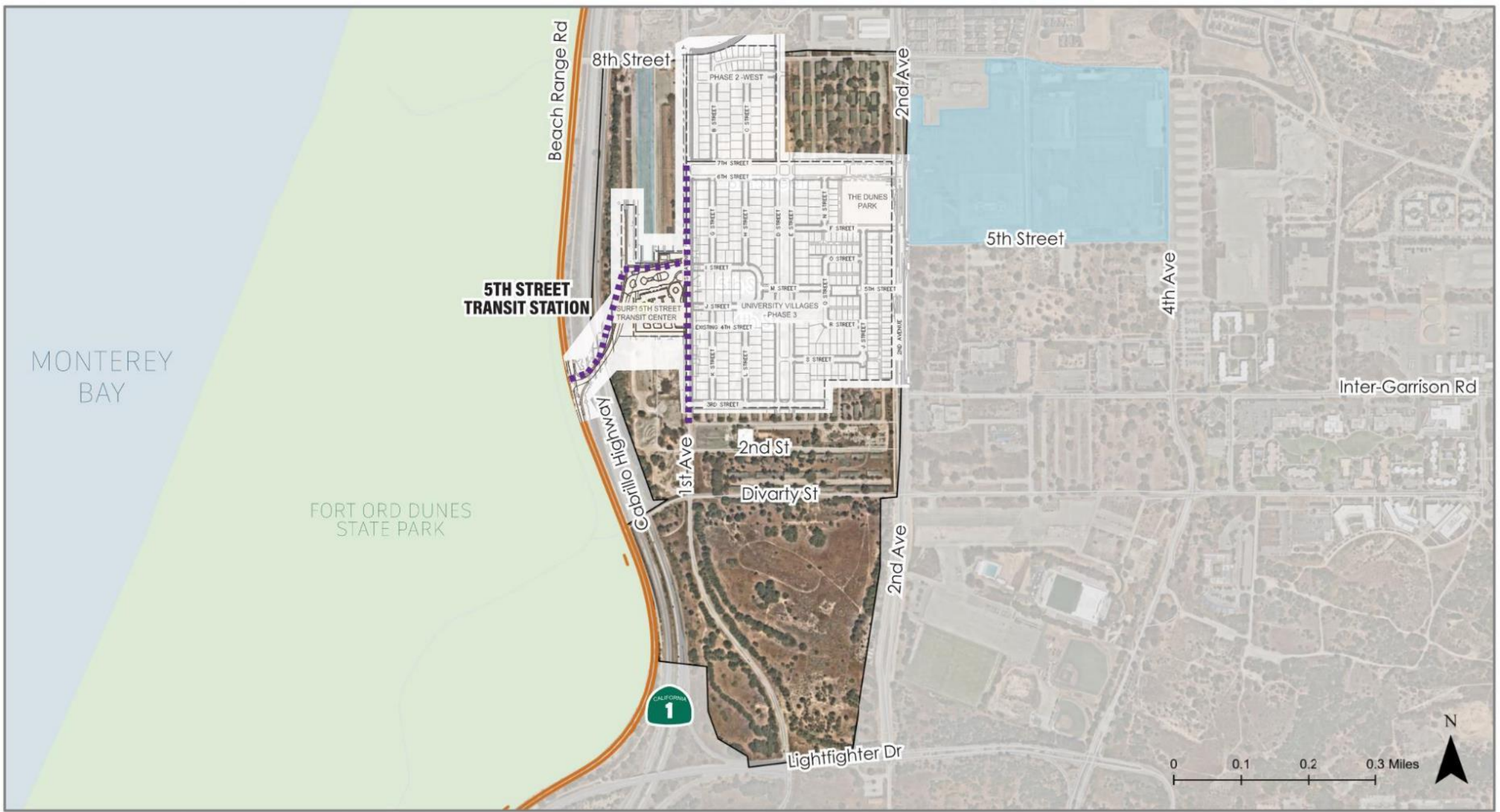


Thank You!

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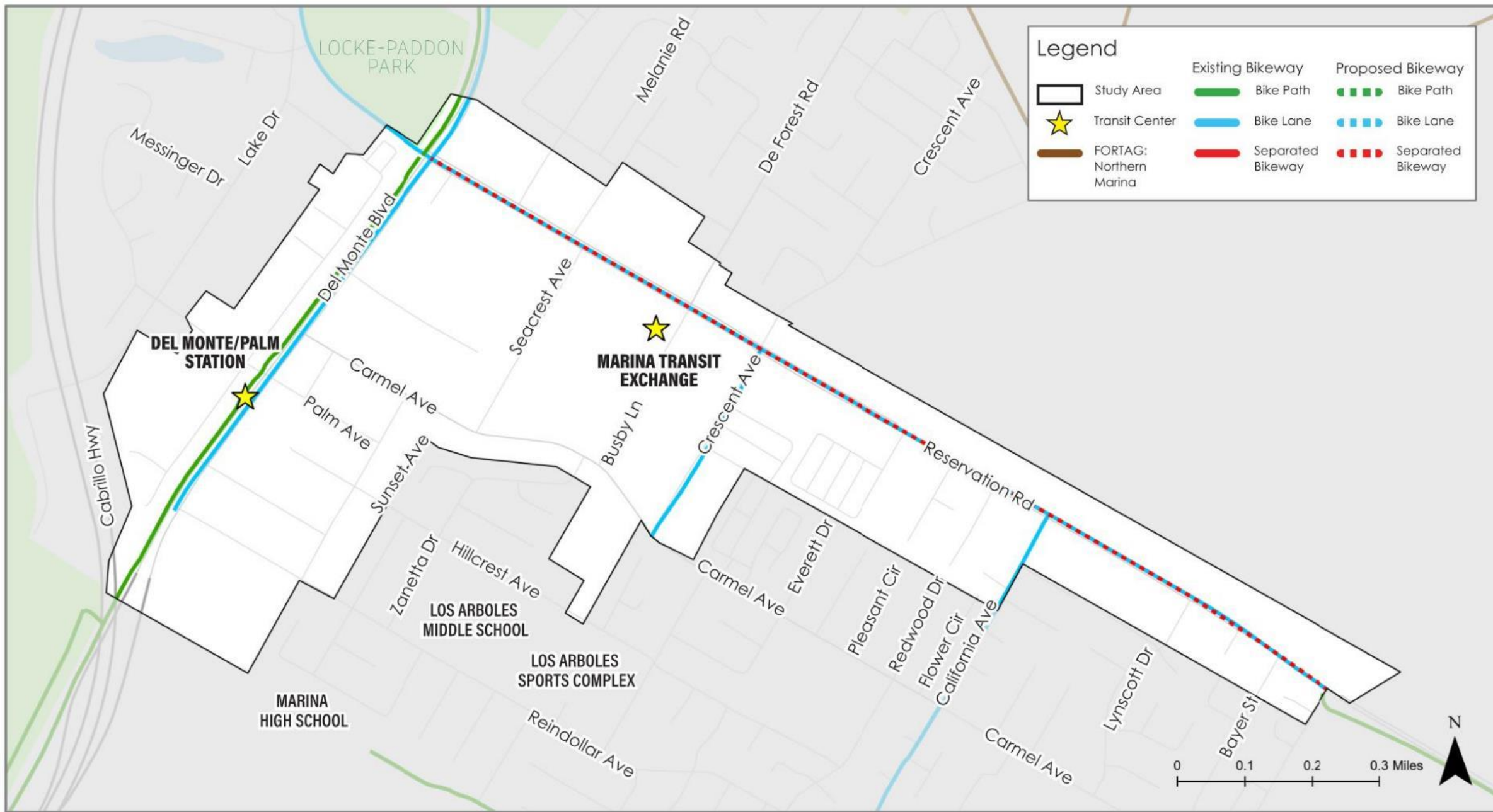


CSUMB Study Area

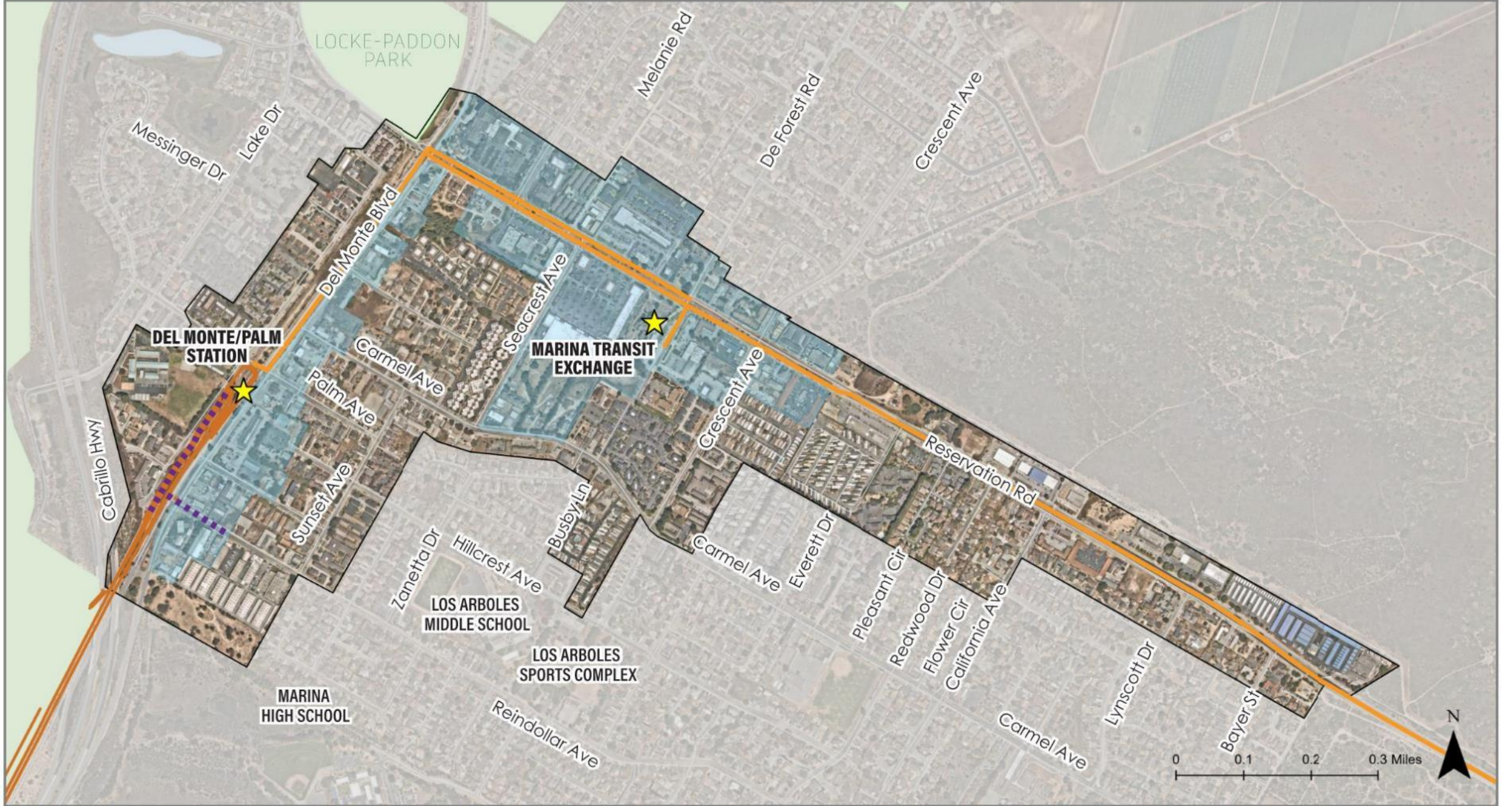


CSUMB Study Area

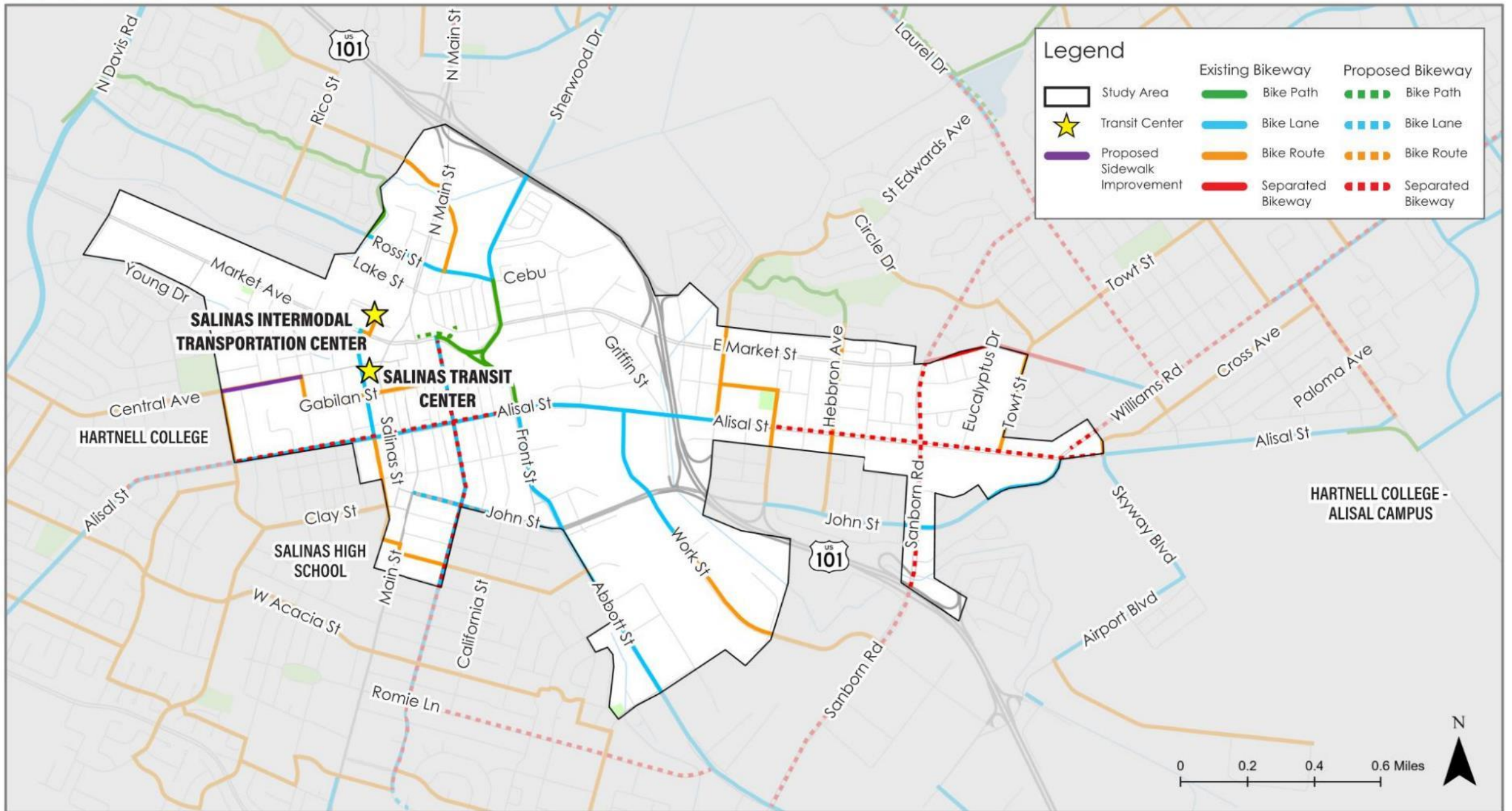




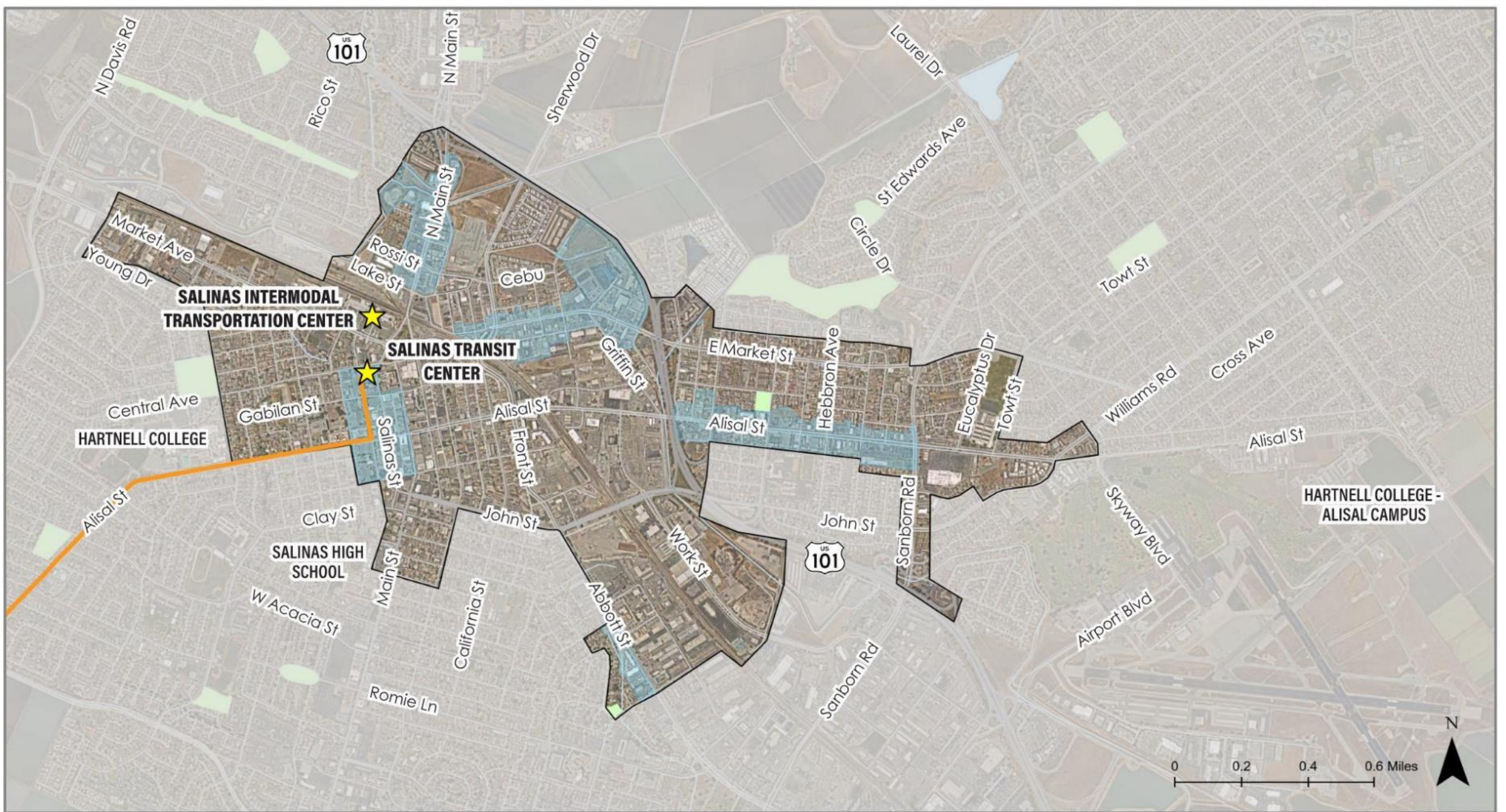
Marina Study Area



Marina Study Area



Salinas Study Area



Salinas Study Area