

LEVERAGING THE TRANSIT LAND USE CONNECTION



The Transit Land Use Connection

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PBPlaceMaking

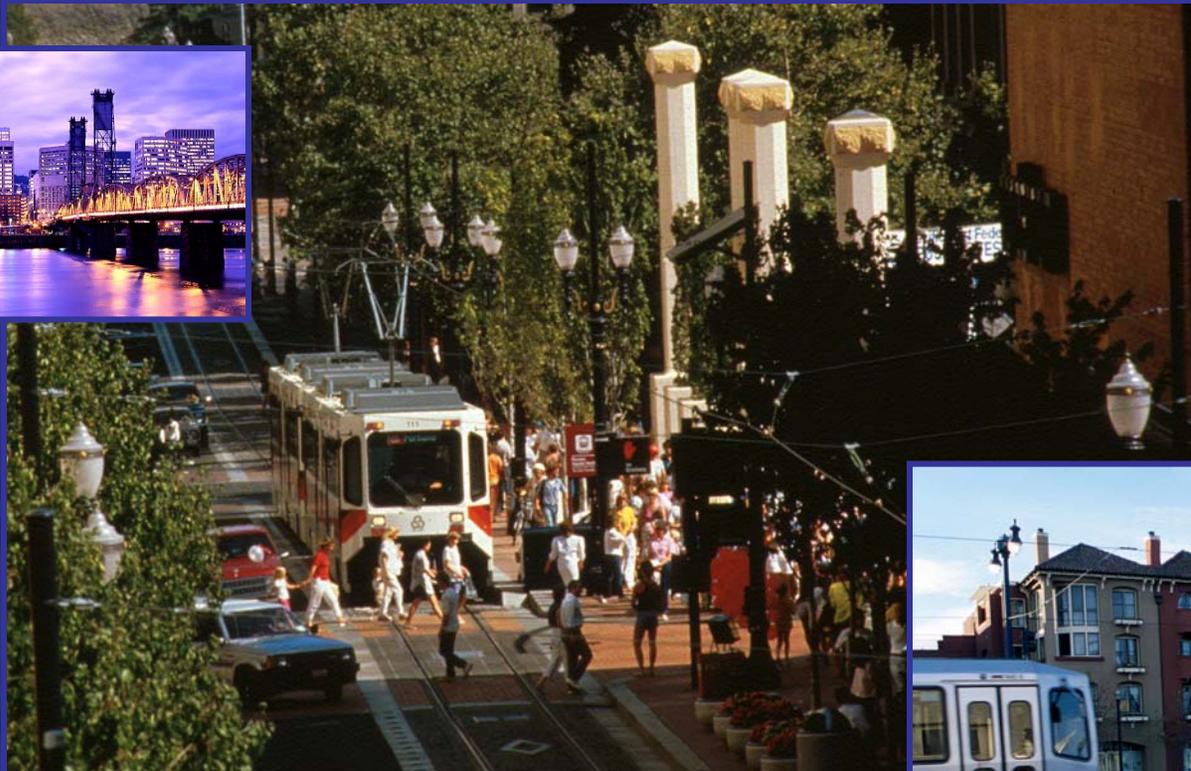
- Regional Growth Management
- Land Use Planning & Public Policy
- Sustainable Community Development
- Transit Oriented Development
- Urban Design
- Urban Housing Initiatives
- Transit Architecture
- Landscape Architecture



LEVERAGING THE TRANSIT LAND USE CONNECTION

The Transit Land Use Equation

Land Use + Transit = Livability



The six elements of TOD definition

- ▶ Moderate to higher density
- ▶ Within an easy walk
- ▶ A mix of uses
- ▶ Designed for the pedestrian
- ▶ New construction or redevelopment
- ▶ Increases transit ridership



TOD or TAD?

Transit-Oriented Development or Transit Adjacent Development

- ▶ Majority of development at major transit stops in America are not TODs
- ▶ TOD is still illegal in most of America
- ▶ Not enough to be next to transit
- ▶ Must be shaped by transit



Cisco Systems TAD, San Jose



Street Car TOD, Portland

Forces Driving TOD Renaissance

- ▶ Mounting Traffic Congestion
- ▶ Decreased Crime
- ▶ Immigration & increased urban vitality
- ▶ Growth of "Café Society"
- ▶ Fashionable design of middle class density
- ▶ Positive examples of growing densification



Dowel Meyers University of Southern California

TOD Benefits

TOD can help:

- ▶ Reduce regional VMT by 5%
- ▶ Increase regional ridership by 5%
- ▶ Decrease local infrastructure costs by 25%

This?



Or this?



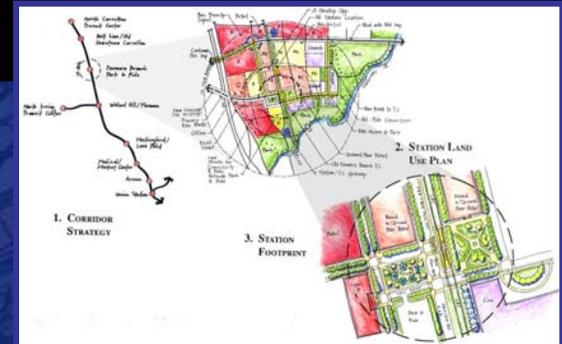
TOD & Property Values

- ▶ Washington, DC
 - + \$2 to \$4 per foot for commercial
- ▶ San Jose
 - + 23% for commercial
- ▶ Portland
 - + 10% rent premiums
- ▶ Dallas
 - + 39% for residential,
+53% for office values



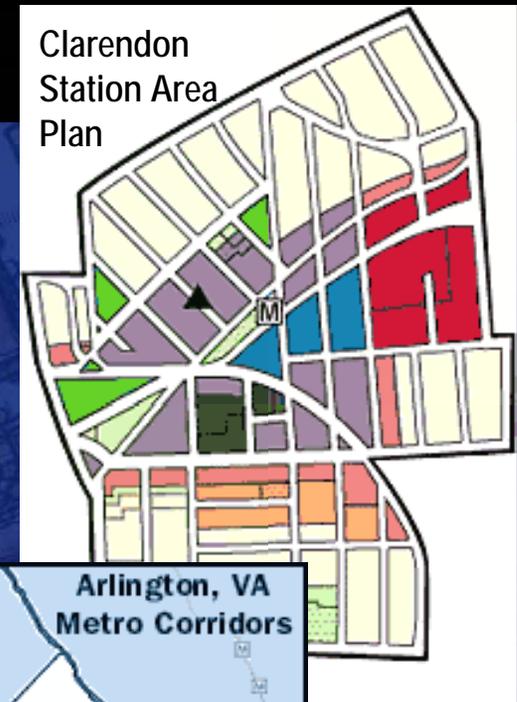
FTA & Land Use

- ▶ New Starts funding incentive for TOD
- ▶ 100+ projects in FTA planning pipeline
- ▶ Rating equally based on:
 - Existing Conditions
 - Transit Supportive Plans & Policies
 - Performance & Impacts of Policies



Rosslyn Ballston Corridor

- ▶ TOD Plan Adopted 1974
- ▶ Stations opened 1979
- ▶ Development since 1980
 - 25m square feet office
 - 14,400 residential units
- ▶ Station areas
 - 25 % county housing
 - 37% county jobs



Rosslyn Ballston Corridor

- ▶ 33% County's real estate taxes
 - from 7.6% of it's land area
- ▶ 30 million SF on two square miles
- ▶ Corridor value over \$9 billion
- ▶ Metro access 73% walk, 13% by car
 - Suburban stations 15% walk, 58% by



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Rosslyn Ballston: 5 Metrorail Stations



Keys to Successful TOD

Link to a Broader Strategy

- ▶ Part of community's vision for growth
- ▶ TOD as "means to end" of community objectives
- ▶ More than transit
- ▶ Basis to gain greater support & success
- ▶ Get the city to the table



West Hyattsville TOD Strategy



Eastside Village Plano TX

- ▶ City assembled 3.6 site & issued RFP
- ▶ Up zoned to 100 DU acre, 234 units
- ▶ DART built plaza
- ▶ 5 levels of parking
- ▶ \$17.7m project
\$2m public investment



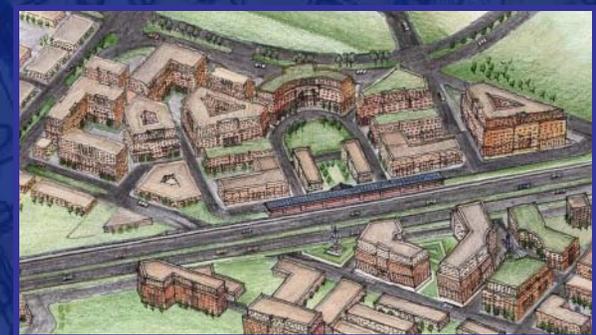
Keys to Successful TOD

Have the Right Tools

- ▶ Clear entitlements for TOD
 - Zoning for density, mix of uses, less parking, building orientation
- ▶ Land Assembly
- ▶ Tame the traffic
- ▶ Incentives may be required
 - Financial & regulatory
 - Leverage TEA-21 dollars



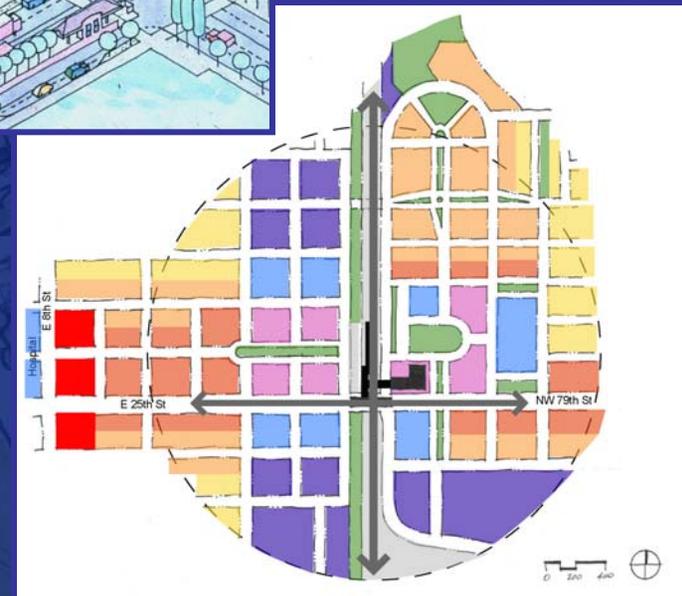
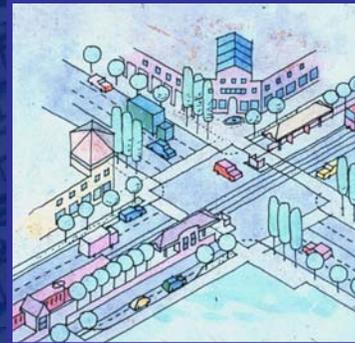
NW Transit Corridor Chicago



Station Area Planning

For ¼ to ½ mile around stations:

- ▶ Done & adopted by Cities
- ▶ Funded by TEA-21
- ▶ Four key elements
 - minimum densities
 - parking maximums
 - building orientation
 - prohibited uses



West Hyattsville TOD



From a parking lot to a community:



- ▶ WMATA station
- ▶ Development Program
 - 3,100 housing units
 - Main street retail
 - 1m SF commercial
 - 127 acres open space
- ▶ Form based code
- ▶ Revitalized community



Keys to Successful TOD

Density Matters

- ▶ Density rules of thumb:
 - 6 to 7 DU acre for bus
 - 9 to +25 DU acre for rail
 - +50 DU acre: auto & non-auto trips are equal
 - 10% more density = 5% more transit trips

9 DU Acre



15 DU Acre



25 DU Acre



35 DU Acre



55 DU Acre



Pearl District Portland

- ▶ 90 block area
- ▶ Development tied to Streetcar
- ▶ \$750m+ development since 1997
- ▶ 2700 units built
- ▶ 131 units per acre minimum density



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North Park Apartment Village, San Jose

- ▶ 2,600+ Units
- ▶ 40 DU acre
- ▶ In the "Innovation Triangle"
- ▶ 5-acre park
- ▶ Small mixed-use center



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Keys to Successful TOD Create Places to Come Back To

The Round at Beaverton Center

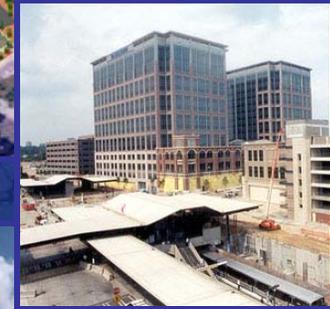
- ▶ 240 units
- ▶ 125k retail
- ▶ 375k office
- ▶ 860 parking spaces



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Lindbergh City Center Atlanta, GA

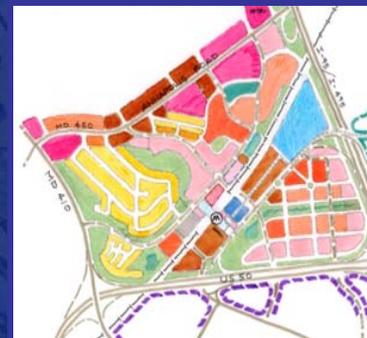
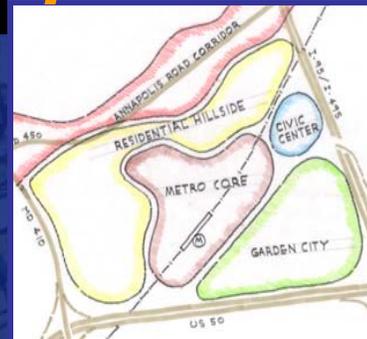
- ▶ BellSouth Hdq.
- ▶ Phase 1
 - 1m sq ft office
 - 300k sq ft retail
- ▶ 47-acres at MARTA
 - Replacement parking
- ▶ \$750m TOD
- ▶ Transit agency lead



New Carrollton, MD

Create an active place

- ▶ 4-day charrette
- ▶ Development program:
 - 8.7 million sq ft of commercial
 - 8,000 residential units
 - 60 acres park & open space
- ▶ TOD strategy guiding WMATA offering



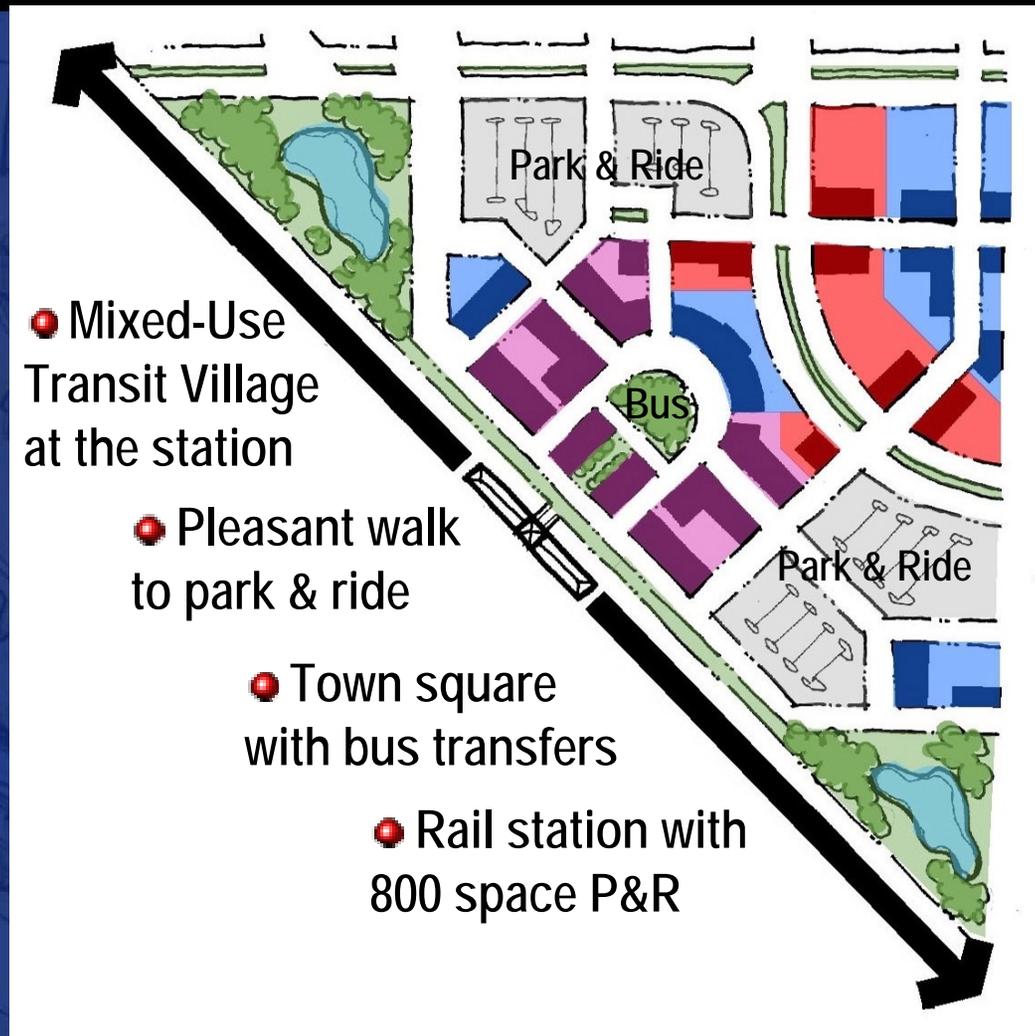
Keys to Successful TOD

Development Friendly Transit

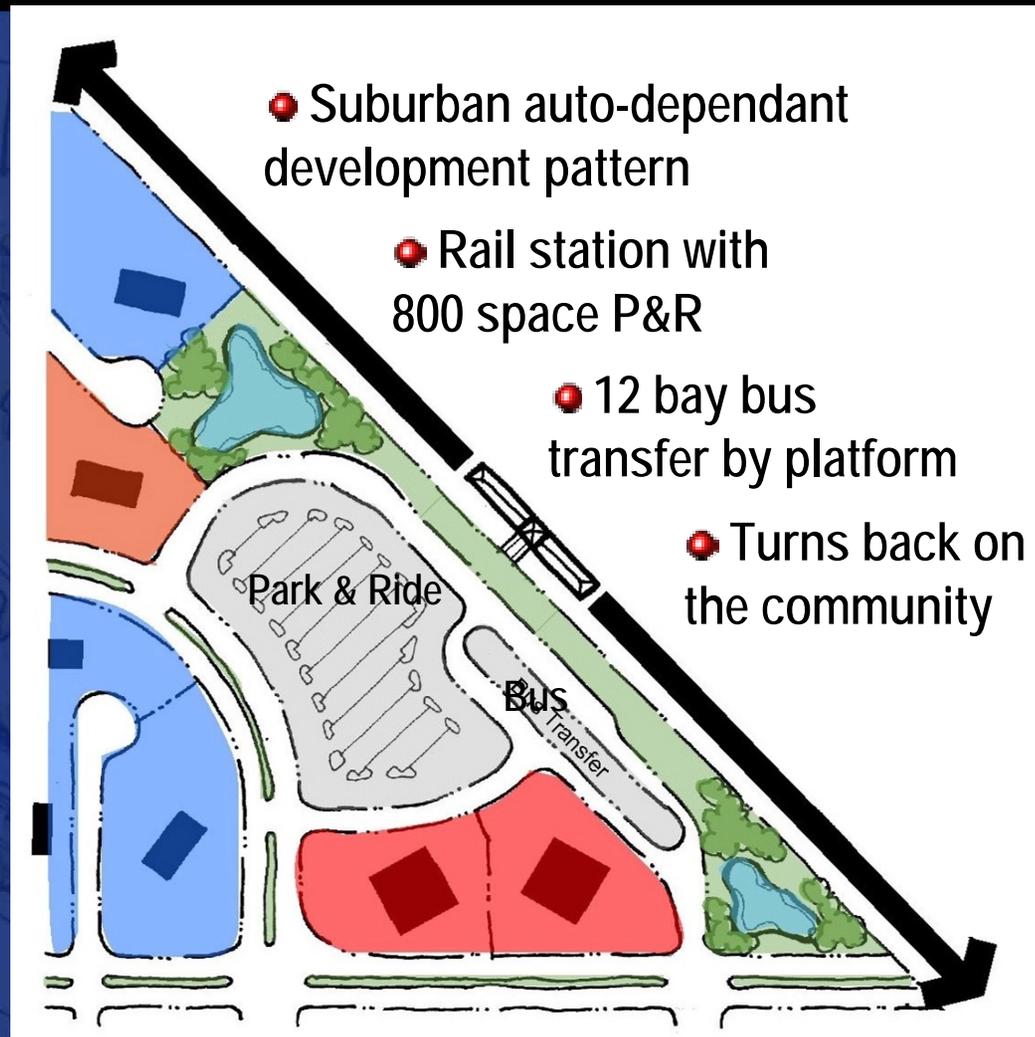
- ▶ Transit designed with development in mind
 - Corridor selection
 - Station function
 - Pedestrian access
 - Parking location
 - Community partnerships
 - Incorporate TOD



Development Oriented Transit Design

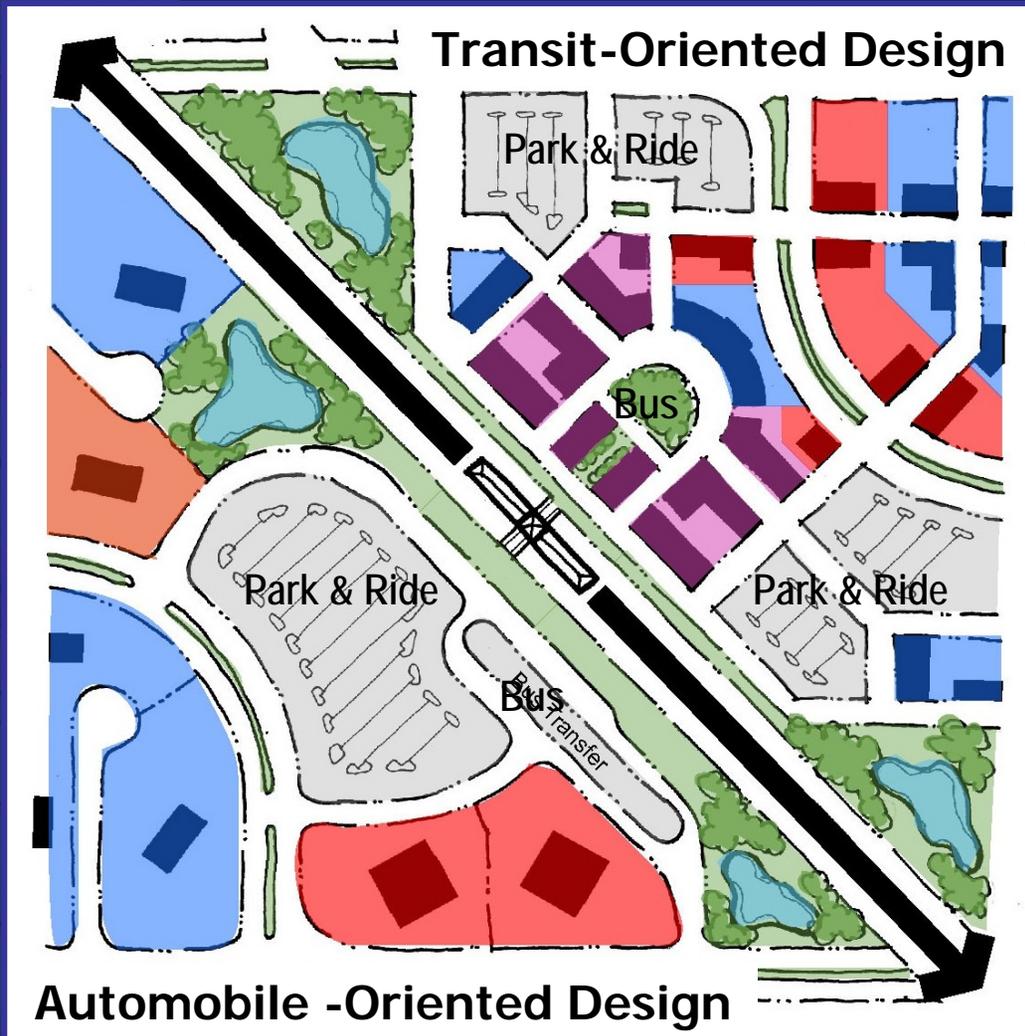


Automobile Oriented Transit Design



Auto or Development

Oriented?



- ▶ Both designs:
 - Same land uses
 - Same transit
 - Rail station
 - 800 Park & Ride
 - 12 Bus Transfer
 - Same cost
- ▶ One encourages TOD at the station
- ▶ One separates the station from the community

Lakewood, CO

Signature Urban Center

- ▶ 465-acre site
- ▶ Office
- ▶ Residential
- ▶ Local serving retail
- ▶ 50% green spaces
- ▶ Highest density clustered at transit facility

TOD set LRT Alignment



Keys to Successful TOD

Plan for Cars

- ▶ Cars “drive” the market
 - Make them “behave”
- ▶ Retail requires visibility
- ▶ Balance through traffic & local circulation
- ▶ Multi-Modal Streets
 - for walking, transit and cars



Market Common Clarendon, VA

- ▶ “Lifestyle” center
 - 240k retail
 - 100k office
 - 300 apartments
 - 87 townhomes
- ▶ Opened in Nov '01
 - 100% leased
- ▶ Worked closely with neighborhoods



Keys to Successful TOD

Design for the Pedestrian

- ▶ 1) Community to the transit platform
- ▶ 2) Walkable TOD site design
- ▶ 3) Connections to community from TOD



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Moffett Park Sunnyvale, CA

- ▶ Ariba headquarters
- ▶ 2000 employees
- ▶ “unintentional TOD”
- ▶ +60% building area
- ▶ \$2.5m private station
- ▶ Slight parking reduction



Keys to Successful TOD

Plan for a Mix of Uses

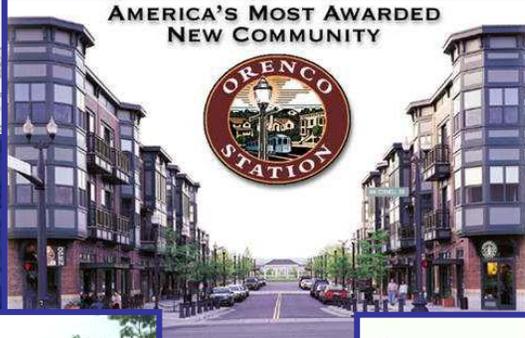
- ▶ Vertical or Horizontal
- ▶ Most difficult TOD element
- ▶ Great TOD benefits
 - More walking
 - More ridership
 - Reduced auto-use
- ▶ Experienced developer key



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Orenco Station Portland, OR

- ▶ 190-acre
- ▶ 1,834 units
- ▶ Mixed-use town center
- ▶ TOD Zoning
- ▶ 20% faster appreciation
- ▶ 18.2% mode split



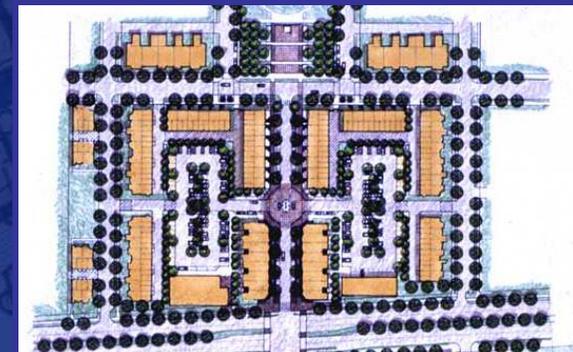
Keys to Successful TOD

Get the Parking Right

- ▶ Critical land use
- ▶ Rules of thumb:
 - 20% reduction for residential
 - 15% for office
 - up to 25% for mixed-use
- ▶ Allow shared use
- ▶ Maximum ratios



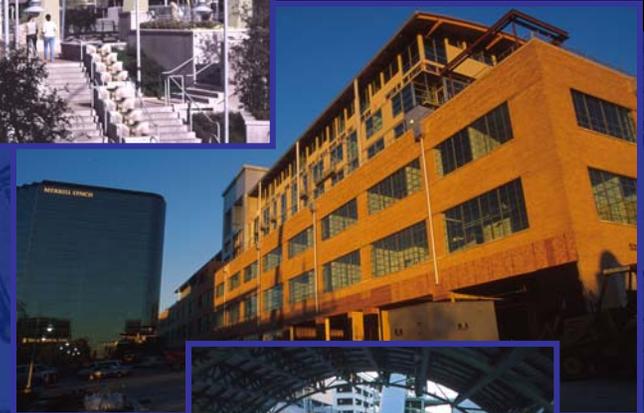
Orenco parking in rear: built & plan



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Mockingbird Station, Dallas

- ▶ 10 acre mixed-use
- ▶ 211 lofts
- ▶ 180k retail /
Movie theatre
- ▶ 140k office
- ▶ \$145m project
- ▶ \$6m unneeded parking



Keys to Successful TOD

Understand Your Market

- ▶ Doubling of demand for homes within walk of stores
- ▶ Buyers who prefer dense, compact homes
 - 31% of homeowner growth 2000-2010
- ▶ US Households with children at home is declining
 - 33.6% in 90
 - 29.5% in 2010





▶ Target TOD Resident

- 25-34, 65+
- Urban couples & singles
- HHI \$75,000 - \$125,000
- Ethnically mixed households

▶ TOD Market Positioning

- Urban experience. Suburban indulgence.
- Live in luxury. Skip the commute.
- Quick commute. Quality lifestyle.



Keys to

1. Early Bird Catches the TOD
2. Have the Right Tools
3. Density Matters
4. Create Centers to Come Back to
5. Development Friendly Transit



Successful TOD

6. Plan for Cars
7. Design for the Pedestrian
8. Plan for a Mix of Uses
9. Get the Parking Right
10. Understand your Market

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