TOD
What Developers Want
Building A Case For Partnerships

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The Panel

Lee Norris
Managing Director, Cherokee Investment Partners
Raleigh, North Carolina

John M. Pertchik, Esq.
Senior Vice President, The Staubach Company
Boca Raton, Florida

Moderator:
Paul F. Morris, FASLA
Managing Principal, PB PlaceMaking
Washington, DC
Recognize The Challenge

It’s A Different World

- Aging Cities Are The New Arena
  - Infrastructure Is Aging and Exceeding Capacity
  - Politics Are Growing and Colliding
  - Costs Are Increasing, Income is Shifting
  - Sites Are More Constrained, Systems are Fractured

- Progress Requires Creativity
  - Roles/Responsibilities Change
  - Rules/Requirements Change
  - Risks/Rewards Change
Change the Roles/Responsibilities

- Perception is Reality
  - Adversarial “Relationship”
    - Community Not in Development Business
    - Developers Not In Community Business

- The Responsibilities
  - Knowledge And Understanding
  - Mutual Appreciation and Need
Believe, More alike than apart...

- The Players
  - Those with the Ability to Act
- The Process
  - Timely, Predictable, Collaborative, Evolutionary
- The Product
  - Environmentally Sustainable, Market Flexible, Fiscally Prudent, Financially Profitable

The Need: Mutual Commitment to Mutual Success - “Around The Table” partnership.
Commit To Success Upfront

- Common Ground For Consensus
  - Define a distinct identity
  - Increase ridership and revenue
  - Create live/work options near transit
  - Emphasize quality, compact development
  - Balance Jobs/Housing
  - Extend the transit day
  - Accommodate changing lifestyles
  - Build local ownership
  - Don’t compete, but complement
West Hyattsville Station TOD
Washington DC
Neighborhood - Make A Great Place

- Civic Focus as the central element of transit AND development
  - Identifiable areas that encourage local sense of ownership
  - Compact mix of the activities of daily life within walkable proximity
  - Quality design of buildings and public spaces.
Neighborhood – Respect Existing Places

North Park
Diverse Housing Types
Hamilton Square
Mixed-Use Core
Queenstown
Live-Work
Environment – Leverage Natural Capital

- Nature Frames The Place
  - Integrate resource open spaces
  - Expand parks for recreation
  - Enhance wildlife habitat

- Keys to Success
  - Balance
  - Range
  - Distribution
Environment – Leverage Natural Capital

Floodplain
- Existing Floodplain
- New Floodplain
- Address Flow
  Balance The

- Cut
- Fill
Environment – Leverage Natural Capital

Open Spaces
- Town Square
- Stream Valley
- Pocket Parks
- Civic Plazas
- Play Spaces
Low Impact Development – Innovate

- Promote economically viable development; while improving environment.
- Emphasize “soft solutions” such as:
  - green roofs,
  - bio-filtration swales,
  - porous paving, and
  - multi-use open space.
Green Roofs
Dry Wells and Cisterns
Bio-swales (Rain Garden)
Filter Strips
Wetlands with Micro-pools
Transportation – Right Size

- Transit is central and accessible to all
- Circulation patterns organize community structure
  - shared use
  - balancing needs
  - beautiful and functional
- Traffic designed to afford independence to all residents - especially important to the young and old
Transportation – Right Size

Streets
- Lane
- Mainstreet
- Avenue
- Boulevard
Connections
Change the Rules

- Red Carpet –vs- Red Tape
  - Expedite Process
  - Clear Agencies

- Form –vs- Function
  - Redefining ‘how’ rather than ‘what’.
  - Orient standards to imagery over terminology.
  - Permit performance and prescription
Form Based Code – Orient to Market

Setbacks

- 0 feet
- 0-8 feet
- 0-10 feet
- 10-25 feet
Form Based Code – Position to Market

Heights

- 7-12 Stories
- 4-6 Stories
- 1-3 Stories
Form Based Code: Integrate to Market
Form Based Code: Compose To Market

Mixed use:
- Office / retail
- Residential / retail
- Office / residential

Residential:
- Tower: 10-12 floors
- Condo: 4-6 floors
- Live / work: 4-6 floors
- Town: 2-4 floors

- Retail
- Parks & open space
- Community center
- Structured parking
Form Based Code – Implement to Market

• Shared & Phased

- Private off-street commercial parking
- Shared parking opportunity
- Private off-street residential parking
- Surface parking
- Structured parking
- Tuck under garage
- Private garages
- Car sharing
- Public on-street parking
- Alley parking
- Bus staging
- Taxi
- Kiss & ride

Conventional Standards
8,000-10,000
Savings of 1,600 spaces
$35,000,000
Change the Risks/Rewards

- $25 million of public investment stimulates $700 million in private investment
  - Each phase generates 15+% return to developer
  - NET fiscal benefit exceeds $4.5 million per year at build-out to governments
  - Development able to support land prices that motivate local land owners to participate
  - Mutual commitment to Implementation Phasing Responsibilities – Development Agreement
Clear Development Program

- 3,000 dwelling units
  - Townhome, condo & loft living options
  - Focus on owner-occupancy
- 1,000,000 sf of commercial space
  - Anchor office, service retail, live/work options
  - Generating 3,300 jobs
- 127 acres of parks and open space
  - Passive and active recreation opportunities
  - Enhanced wildlife habitat and environment
Clear Development Concurrency

Phasing/Financing

- Shovel ready (1-2 years)
- Short Cycle (2-5 years)
- Soft Cycle (5-10 years)
- Recycle (10-20 years)
What DO Developers Really Want?

- What is missing when you consider TOD?
- What makes TOD different from any other development?
- What would really move TOD from trend to mainstream?
- What kind of relationships are really needed?
- What lessons does West Hyattsville offer?