Principles for Successful Developments around Transit Oriented Developments (TOD)
The Principles

- Creating a Sense of Place: “Placemaking”
- Form Public/Private relationships
- Planning A Catalyst development
- Adaptive Re-use
- The Design Opportunities
- Making Transit more appealing
- Housing for all income groups:
- Sustainability: “not just technology”
Creating a sense of place: “Placemaking”

- Community visioning - who are your stakeholders?
- Oriented toward the future - Challenge existing precedents
- Collaborate and Educate
- Be Flexible with ideas - listen carefully/respectively
- Focus on Implementation
Transit Developments

Commercial & 22nd

Mariachi Plaza
Community Visioning
Form Public/Private Relationships

• Partnerships
  - Developer
  - City Agency
  - Transit authority
  - Neighborhood Community

• Support and guide long range Mutual planning objectives
  - Increased ridership
  - Marketing goals & objectives
  - stay on track with schedules

• Working together to obtain mutual expectations
  - Obtaining Financial Leverage
  - Tax increments
  - federal financing
  - Foundation grants
  - Ground leases
Commercial & 22 Street
Logan Heights
San Diego CA.

Mixed use development
ADAPTIVE RE-USE OF EXISTING BUILDINGS

• How might it benefit the neighborhood?
  It’s still part of the urban fabric/community
  Existing buildings can set architectural precedents

• What types of uses could be utilized?
  Live work
  Retail/Commercial
  Entertainment

• What historical qualities need to be maintained?

• Economic Concerns?
  Structural Issues
  Building Codes
• San Diego Unified School District Surplus Property
  – 3.45 acres incl. Maintenance Facility and Warehouse
  – RFP Issued 2003
• Option and Long-Term Ground Lease to Comm22, LLC
Perspective View – Existing Book Depository

Site A
PLANNING THE DEVELOPMENT

• Catalyst Project-guiding the future!

• Who are your users?

• Understand the regional context
  Unique site configurations/constraints

• Support the existing transit nodes
  Trolley (red line)
  Buses

• Pedestrian connectivity of the neighborhood

• Create neighborhood “Districts”

• Integration of open space / existing & proposed
Neighborhood Context
The Design Opportunities

• Fosters pride of ownership
• Mixed-Use components
• Community Service Oriented
• Local Art-Cultural
• Public spaces for the users
• Pedestrian circulation
• Architectural Character
• Parking
Conceptual Site Plan

Conceptual Building Massing
Perspective View - West on Commercial Street
Site A

Building 1A  Adaptive Re-Use
10,090 sf Office Space
38 Market-Rate Live-Work Lofts
4,800 sf Bank

Building 1
70 Affordable Senior Rental Units
5,447 sf Child Care Center
Site A

Perspective View – Senior housing / Child Care
Site B

Buildings 2 & 3

127 Affordable Family Rental Units
12,945 sf Retail/Commercial
Site B

Perspective View – 22nd Street Plaza

COMM 22
Site B

Perspective View – Neighborhood Plaza
Site C

Buildings 4
17 For-Sale Row Townhomes

Concept Materials
Row Townhomes – Conceptual Elevations
Community Outreach

- Southeastern San Diego Planning Committee (5 meetings)
- Sherman Heights Revitalization Committee (2 meetings)
- BUHO Community Organization (2 meetings)
- On-Site Community Meeting (1 meeting)
- Bi-Lingual Community Meetings at Bronze Triangle CDC (2 meetings)
- Door to Door w/Local Residents
- Conversations w/EHC
- Art Project – “Eyes of Picasso”

Awards
- ULI Community Catalyst Award
- CalTrans Smart Growth Grant for Enhanced Pedestrian Amenities
Neighborhood Infrastructure
Mariachi Plaza
1st & Boyle Street
Los Angeles CA.
Mixed use development
Making Transit more Appealing

• Environmental Qualities of Transit
  Street Character Design
  Pedestrian–friendly street networks, links to local destinations
  Orient buildings and neighborhood activity to public spaces
  Walking distances
  Urban Landscape
  Convenience of retail / service uses
  Community art work contributions
  Annual events

• Transit Accessibility for local users
  Local bus stops
  Shuttle systems
  Rent A Car program
  Bicycling
Scheme A
Street Level Plan

Neighborhood Use
Scheme A
Street Level Plan

Building Massing
Inspirational Art Work

- Concept theme
- Color & textures
- Cultural Qualities
Music/Arts & Culture
Past and Present Impressions – Educating our Youth
Housing for all Income groups

- Multiple income levels living around transit
- Affordable housing demands
  what's are the demographics/needs
- Affordable housing supply-
  who owns vs. rents?
- Recommended development Program-future needs
  Market rate-for sale
  Apartments
  Seniors
  Attached or Detached residents
Scheme B
Street Level Plan

Local Pavilion
Culture
History

Live/Work Edge
Scheme B
Street Level Plan

Retail Edge

Mariachi Plaza

Plaza
Architectural Imagery
Sustainability “it’s not just technology”

• Green building technologies

• Quality-of-life
  Transit choices
  Amenities

• Responsible environmental management

• Physically enduring

• Design to the Climate
  Building orientation
  Prevailing breezes

• Adaptable social fabric
  People want to experience and return to that place
Rail~Volution Conference
November 1, 2007

Building Livable Communities with transit