Denver Economic Analysis & Market Study
A Systems Approach to TOD in the Denver Region

Presented by
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Overview

- FasTracks & Metro Denver
- Project Goals & Team
- Project Approach
- Closing Thoughts
FasTracks & Metro Denver

- $4.7 Billion Investment
- 119 Miles of New Rail
- Multiple Modes (commuter rail, LRT, BRT)
- 70 New Stations
- 9 Existing & Future corridors
- 7 Jurisdictions
- Unprecedented Opportunity to Promote & Facilitate TOD
Project Goals & Team

- Understand Regional and Station Specific TOD Potential
- Evaluate Transit Potential to Induce Demand
- Gauge Short- and Long-Term TOD Demand
- Align Station Area Plans with Market Realities
- Address Phasing Issues
- Optimize Future Development Opportunities

Project Team

- Metro Denver Economic Development Corporation
- City and County of Denver
- DRCOG
- bbpc
- LAND
- FASTRAKES
Project Approach

- Regional, System-Wide & Corridor Demand Analysis
- TOD Employment Forecasting
- Opportunities & Constraints Analysis
- Station Area Recommendations
Project Approach

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### Analysis of Household & Employment Growth

<table>
<thead>
<tr>
<th>Question</th>
<th>Data Sources</th>
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<tbody>
<tr>
<td>What are Current Projections?</td>
<td>DRCOG</td>
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<tr>
<td>Can Transit REDistribute Growth?</td>
<td>Academic Research &amp; Surveys</td>
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<tr>
<td>Can Transit Induce Net New Growth?</td>
<td>Academic Research &amp; Surveys</td>
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<tr>
<td>How Should Projections be Refined to Reflect Transit’s Impact?</td>
<td>Academic Research &amp; Surveys $ Transfer to Region</td>
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<td>Station Area Testing</td>
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Induced Growth Survey

- Distributed to 50 Experts in TOD, Business Site Selection, & Transit/Rail

- Major Transit Systems Represented

- 25 Responses (50% Response Rate)
Regional, System-Wide & Corridor Demand Analysis

Key Survey Questions

- *Does Transit Investment Induce New Growth, Redistribute Existing Growth, or Both?*

- *If Transit Induces New Growth, What Proportion is Located in Station Areas? If Transit Redistributes Growth, What Proportion is Located in Station Areas?*

- *If Transit Induces New Growth, Why Do You Think this Growth was Induced? What About the Transit System Promoted this to Occur?*
Regional, System-Wide & Corridor Demand Analysis

Key Survey Answers

Does Transit Impact Growth?

Redistributes Growth

Amount varies (10-30%)

Creates New Growth

Modest amount (<5%)

Certain conditions apply*

Conditions include:

- Transfer of Capital Dollars into Region
- Transit System is Truly Comprehensive
- Transit System is Well-Used
- Transit Makes Region More Attractive & Progressive in Employers' Eyes
- Public Policies Support TOD
Regional, System-Wide & Corridor Demand Analysis

Step 1: Estimate Regional Demand (2015 & 2030)


Step 3: Revised Regional Growth Estimates (2015 & 2030)

Step 4:
- # of Residential Units
- # of Employees
- SF of Commercial Development

Step 5: Estimate System-Wide & Corridor TOD Market Demand (2015 & 2030)

INDUCED DEMAND ADJUSTMENTS
- Transfer of GDP
- Increased Regional Efficiency
- Regional Competitive Market Position
- Land Availability
- Transit Advantages

System-Wide & Corridor TOD Market Demand Forecasting Tool

Dynamic TOD Employment Forecasting Tool

CORRIDOR / STATION AREA CAPTURE RATES
- Relative Attractiveness Indices
- Phasing/Absorption
- Multi-jurisdictional demand

- SOUTHEAST CORRIDOR (2006/2016)
  - 21.4 mi LRT
  - 13 stations
  - 3 new stations

- SOUTHWEST CORRIDOR (2000/2016)
  - 8.7 mi LRT
  - 5 stations
  - 2 new stations

  - 7.1 mi LRT
  - 16 stations
  - 2 new stations

- WEST CORRIDOR (2012)
  - 12.1 mi LRT
  - 11 new stations

- GOLD LINE (2015)
  - 11.2 mi LRT or Commuter
  - 7 new stations

- I-225 CORRIDOR (2015)
  - 10.5 mi LRT
  - 7 new stations

- NORTHWEST CORRIDOR (2014)
  - 38 mi commuter
  - 9 new stations

- NORTH METRO (2015)
  - 16 mi commuter
  - 8 new stations

- EAST CORRIDOR (2014)
  - 23 mi commuter
  - 8 new stations
Project Approach

- Regional, System-Wide & Corridor Demand Analysis
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- Direct & Indirect Employment Related to TOD (Operating Period)
- Estimated Using CoStar® Standard Employment/SF & RIMS II Data
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Opportunities & Constraints Analysis

- Performed More Detailed Assessment for 10 Station Areas
- Reviewed Land Use, Development History, Public Policies & Public/Private Plans
- Projected Household and Employment Growth
- Identified Market Opportunities & Potential Niche (Station Typologies)
- Developed Station Area Profiles

![Diagram and Table]

- Market Snapshot & TOD Opportunities
  - The 10th & Osage TOD, located along the Central Corridor, is envisioned as an urban neighborhood under the City's TOD typology. The station area is surrounded by the east by La Alameda/Lincoln Park, one of the City's oldest neighborhoods, and to the west by affordable housing communities. 10th & Osage is already a mixed-use neighborhood.

### Demographic/Economic Information

- **2006 Demographic & Economic Information**
  - **Population**: 2,120
  - **Households**: 1,140
  - **Average Household Size**: 2.6
  - **Household Income**: $31,133
  - **At Place Employment**: 8,731
  - **10-Mile Radius**: 106,597

### Market Area Business Activity (2007)

- **Office**: 11,383
- **Retail**: 10,168
- **Other**: 9,126

### Station Area Development Inventory (SF)

- **Office**: 237,110
- **Retail**: 127,234
- **Residential**: 1,125,000

### Future Redevelopment Scenarios—Net New SF

- **Capacity**: 4,766 SF
- **Moderate**: 739 SF
- **Minimal**: 44 SF

**Source:** BBPC Associates, Collier 2007
Project Approach

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Vision:

Vibrant urban places that mix incomes and uses, increase transit ridership, provide needed infrastructure, generate fiscal benefits, attract new businesses and create employment opportunities.

<table>
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<th>Strategies</th>
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<tr>
<td>Tailor Development Mix to Market Realities &amp; Area Typology</td>
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<tr>
<td>Find Theme for Design &amp; Uses</td>
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<tr>
<td>Market a Niche</td>
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<tr>
<td>Identify an Affordable/Workforce Housing Target Mix</td>
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<td>Phase Development Over Time</td>
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Station Area Recommendations

TOD Phasing Toolkit

Before Transit
- Land Banking & Assembly
- Interim Uses
- Zoning

After Transit
- Infrastructure Improvements
- Tax Incentives
- Density Bonuses
- Special Assessments
- Revenue Sharing
Closing Thoughts

- Not Just Building a New Rail Line… Building a New Denver
- 2008 “Market to Watch:"

“The only landlocked market on the list, Denver has successfully created an exciting urban core in the midst of a sprawling suburban area that’s connected to downtown by light-rail transit.”

_Urban Land Institute_
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