Selling the Transit Lifestyle.

“We are in the business of creating value” - Congressman Earl Blumenauer, Oct. 19 2010

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Silver Spring, Maryland | Washington, DC | Los Angeles, California | Istanbul, Turkey

All images from this morning’s video - TravelPortland.com
What is appealing about a TOD lifestyle?

**DIVERSITY!**  
**CONNECTIONS**  
**VANITY**  
**INSTANT GRATIFICATION**

LOW OVERHEAD

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DIVERSITY!

Columbia Heights, DC: The demographic of C.H. today is America’s in 2040 – Harriet Tregoning

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DIVERSITY means reaching out to all sorts of people – age and income levels.
DIVERSITY MEANS APPEALING TO A VARIETY OF LIFESTYLES

Failure: Not reaching as many young families:
- Unattached people have more disposable income.
- $$$ return/SF on 3BR+ much less
- Need Good school access
- Larger unit clientele self-segregate

In-line One Bedroom Unit Options

In-line Studio Unit Options

In-line Two Bedroom Unit Options

Two Bedroom Inside Corner Unit Options

Two Bedroom Outside Corner Unit Options

Unit Design: Experience and in-depth consideration for a variety of lifestyles and price points

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What is appealing about a TOD lifestyle?

**THE DESIRE FOR INSTANT GRATIFICATION:**
Provide On-Demand Fulfillment of Needs: Inserting State of the Art Markets, Bars, Restaurants and other retailers into the TOD, in ways that do not detract from the public realm.

- With large format retailers, avoid the ground floor, unless the uses are completely sleeved.

![Melbourne Brunswick Ave. Coles](image1)

![Georgetown “Social” Safeway](image2)

![DCUSA – BLT Architects; Kenyon, TGP](image3)

![Washington Citivista “Sexy” Safeway](image4)
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Dayton, OH – built

Ground Floor Plan

Kenyon Sq. – built

Typical Floor Plan

Ground Floor Plan

Philadelphia – in design

Typical Floor Plan

Ground Floor Plan

Instant Gratification: Ground Floor Retail Flexibility

Hampton, VA – built

Typical Floor Plan

Ground Floor Plan

Milwaukee, WI – built

Typical Floor Plan

Ground Floor Plan
INSTANT GRATIFICATION:
180K of Ground Floor Retail Flexibility
What is appealing about a TOD lifestyle?

THE DESIRE FOR LOW OVERHEAD:

LOW OVERHEAD:
Rent, Few own, not tied down.
Ability to leave quickly if circumstances change:
- New Job, New boyfriend etc.
We’re learning one thing: We do not need parking!

Retail was parked at 2.5/1000sq ft. Code Required 4/1000sq ft. Actual use is 1.25/1000sq ft
THE DESIRE FOR **LOW OVERHEAD:** Plan for the Car as an accessory.

We were told “you gotta have 1 space per unit” Residential was parked at .75 - Actual use is .43/unit

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THE DESIRE FOR LOW OVERHEAD AND INSTANT GRATIFICATION:
Efficient Transit, Zip Car, Ride Share and Bike Share: All are instant access, instant go freedom.
LACK OF STATISTICAL DATA RELATED TO TOD PARKING IS A PROBLEM

No definitive understandings exist of market rate parking (almost all info is on suburban free parking)
Lenders tend to require conventional Parking Ratios in TOD’s
Developers tend to build TOD’s with conventional parking ratios

This causes higher development costs.
At Columbia Heights +/-750 excess underground spaces were built,
(using public funds, in order to entice developers and key anchor tenants [Target])
750 spaces*$35,000/space = $26.2M dollars wasted

$26.2M dollars = 200 units housing
COMPARATIVE COST – RESIDENTIAL CONSTRUCTION

- 4 Story Stick Built Apartments with Surface Parking
  - 102,300 per unit or 93.00/gsf
- 4 Story Stick Built Apartments with Above Grade Parking Structure
  - 130,000 per unit or 118.00/gsf
- 5 Story Alternate Structure Building with Above Grade Parking Structure
  - 148,000 per unit or 135.00/gsf
- 6-8 Story Proprietary Light Gauge Structure Building w/Parking Structure
  - 162,800 per unit or 148.00/gsf
- Concrete Building with Below Grade Parking –
  - 207,000 per unit or 188.00/gsf

1 - prices are 2007 costs in Washington DC market
2 - we include a reasonable premium for foundations due to poor soils
3 - we include a 1 to 1 parking ratio with no allocation for office parking
4 - we are using 1,100 gsf per unit

Parking is often bundled in developer’s proformas – the biggest “POP” in their proformas is in the cost of parking – not construction technology….

A bathroom costs $7,000 to build. A kitchen costs $12,000.
Efficient Underground Parking costs $35K a space. A garage space costs $15,000

In urban areas we can reduce the cost of housing by a third by removing the parking load.
What is it about a TOD lifestyle?

APPEALING TO OUR VANITY!

Amenity Design: Today’s different “Attitudes” and identities – starts with the lobby.

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Design Works, Ellington Interiors; Hicock Cole Interiors, Rest

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APPEALING TO OUR VANITY!

Zippy Flair or...... Petworth

......Modern Comfort

Most Expensive Rents in their respective markets

Highland Park

Health Consciousness

Park Place Petworth, DC
The Greene, Dayton (Beavercreek), OH

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The Greene Interiors, RD Jones; Petworth, Hicock Cole Interiors

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APPEALING TO OUR VANITY!

Unit Design: Having units with different “Attitudes” . . .

.....But Also A Respite, A Place to Chill, A PERSONAL OASIS

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Design Works, Ellington Interiors; The Greene, RD Jones Interiors; Hicock Cole Interiors, Rest
What is appealing about a TOD lifestyle? PRICE POINT / THE “POCKETBOOK”

Metro Westside/Wilshire Extension / “Subway to the Sea” - Purple Line

$115/SF  $120/SF  $135/SF  $160/SF  $175/SF  $200/SF

This is O.K. – Not all great TOD’s are the same…
PRICE POINT!/THE POCKETBOOK
Places where developers/investors are willing to invest in Type 1 (concrete) construction:

Type 1 Construction (concrete, steel)

Type 5 or 3A Construction (wood, light gauge metal)

Three reasons: Existing CBD, Pre-Metro Commercial Center, Metro Line constructed underground

LESS INTENSIVE CONSTRUCTION TECHNOLOGIES LEAD TO MORE AFFORDABLE HOUSING!

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**DENSITY IMPACTS THE COST OF HOUSING**

One cannot sell it if one cannot build it

Masterplanning for too much density beyond which the real estate market is ready to afford, (the price point the construction type requires), will cause the project to languish.....
Twinbrook, Montgomery County MD:
Planned without Single Family, starts out as stick construction until TOD place is “proven” to those who finance real estate. The project subsequently phases into Concrete construction.
Shirlington, Virginia:
Mostly Type 1 construction, with certain buildings required to frame the urbanism properly, built in lesser construction types (wood podium)
Crystal City, Virginia: Established places are entirely planned for Type 1 construction

Existing Crystal City buildings: Grey
New Building Sites: Bronze
Wyandanch, New York: Planned for no Type 1 construction and two alternates for density levels to accelerate implementation/construction.
THE DESIRE/NEED FOR A re-CONNECTION TO THE PAST:
A CONNECTION TO A PLACE’S HISTORY

Hampton, VA : Scaling appropriately
– Breaking down today’s large format buildings

Embracing Traditional Architectural Identities – Replacing community’s lost soul

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Peninsula Town Center, Hampton, VA – Design evokes the memories of a beloved lost hotel

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Hampton, VA – Design recalls a lost music hall

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THE DESIRE FOR A re-CONNECTION TO THE PAST:

Tampa, FL

Cincinnati, OH

Memphis, TN (also tree retention)

Tacoma, WA

Columbia, SC (trees)

Fort Belvoir, VA
Family Housing

NTC San Diego, CA
Family Housing

Fort Irwin, CA
Family Housing

Marine Corp Base Family Housing, Quantico, VA

$55-70/SF

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Reflecting an aspiration for the future: sustainability, newness

-- Urban creations have to compete with the branded world, and not be too much of a one note
-- They have to be more complex, to respond to all sorts of aspirations, dreams, needs for comfort,
-- Sometimes we are working in a community with a strong sense of identity, like Georgetown.

Sometimes we’re responsible for completely “branding” the place. – But place the ego aside - urbane places have a multiplicity of identities!

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THE DESIRE/NEED FOR A CONNECTION TO THE PRESENT:
THE ENERGY, THE BUZZ, THE FASTER PACE – CONNECTING TO PEOPLE
THE DESIRE/NEED FOR A CONNECTION TO THE PRESENT:
A PLACE TO ENJOY THE **NOW**

Ritualized activity programming.
- Weekly Running groups
- Weekly Farmer’s Market
- Organized or Destination Pick-up Chess
- (Summer) Daily Play Fountain
- Seasonal Art Show
- Annual Car Show
- Weekend Concerts
- Mushroom Festival
- Annual Octoberfest
THE DESIRE/NEED FOR A CONNECTION TO THE PRESENT:
A PLACE TO ENJOY THE **NOW**

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