Difficult enough to get support for TOD

More difficult to actually implement and realize common goals

Downtown Elkton Station Area Plan, Elkton, MD

Getting the Most out of Station Area Planning

Rail~Volution Conference - Portland Oregon - October 21, 2010

Matt D’Amico - Design Collective, Inc. - Architects & Planners
Baltimore, MD - Durham NC - www.designcollective.com
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Twinbrook TOD, Rockville, MD
Case study
Existing METRO Station
Suburban Context
Economically Strong
Auto-Centric Corridor
Huge Support for TOD

Location:
Montgomery County: Affluent, educated, 10th wealthiest
Median HH Income: $94,000
County Population: 900,000; high quality-of-life; suburban lifestyle becoming more urban
Twinbrook, Rockville, MD

DC METRO Redline

Location:
Montgomery County: Affluent, educated, 10th wealthiest
Median HH Income: $94,000
County Population: 900,000; high quality-of-life; suburban lifestyle becoming more urban

Route 355 corridor
250-acre study area  
Mostly auto-centric  
Low density development  

Location:  
Montgomery County:  
Median HH Income:  

Route 355 corridor  
Affluent, educated, 10th wealthiest  
$94,000  

County Population:  
900,000; high quality-of-life; suburban lifestyle *becoming more urban*  

METRO CORE:  
26 acres owned by WMATA  
No current benefits from transit  

Twinbrook, Rockville, MD
250-acre study area
Mostly auto-centric
Low density development

METRO CORE:
26 acres owned by WMATA
No current benefits from transit

Location: Route 355 corridor
Strip commercial; auto-centric
No connectivity to station itself – for any modes

Desire: transform into a vibrant, mixed-use, ped-friendly TOD

Comp plan policy: no more sprawl - UGB
Direct Growth to:
Route 1, Route 40, and Downtown

Priority Funding Areas:
dark to medium blue

Commuting Patterns:
80% commute by car

5-Day Charrette
Existing METRO Station
Suburban Context
Economically Strong
Auto-Centric Corridor
Huge Support for TOD

TWINBROOK, Rockville, MD
Timeline

1999: Councilman Action – to fund charrette
2000: Charrette
2002: Sector Plan (Re-Zoning)
2002: Development Team (PPP) – WMATA/JBG
2004: Development Team Plan Approved
2005: Rockville Annexation
2007: Construction of Replacement Parking
2008: Phase 1 Commences Construction
2009: Sector Plan Amended
2010: Phase 1 Opens

Planning Timeline:

2000: Charrette
2002: Sector Plan (Amended 2009)
2004: Development (JBG) Plan
The Plan for Community Support

6 month Planning Process

Pre-charrette research & stakeholder interviews:

*July, August 2000*

5-Day Charrette:

*September 2000*

Charrette follow-up:

*January 2001*

Sector Plan:

*2000 - 2002*

Twinbrook, Rockville, MD

Planning Timeline:

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>Charrette</td>
</tr>
<tr>
<td>2002</td>
<td>Sector Plan (Amended 2009)</td>
</tr>
<tr>
<td>2004</td>
<td>Development (JBG) Plan</td>
</tr>
</tbody>
</table>

Understanding Market/Economics
Identify Community Concerns
Identify “Wish List”
Educate (market/economic/TOD)
Plan for Charrette
### Market Analysis (METRO Core):

<table>
<thead>
<tr>
<th></th>
<th>2000 Charrette</th>
<th>2010 Program</th>
</tr>
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<tbody>
<tr>
<td>Office:</td>
<td>300 – 500,000 SF</td>
<td>325,000 SF</td>
</tr>
<tr>
<td>Residential:</td>
<td>1,200 – 1,500 Units</td>
<td>1,595 Units</td>
</tr>
<tr>
<td>Retail:</td>
<td>75 – 100,000 SF</td>
<td>220,000 SF</td>
</tr>
<tr>
<td>Hotel:</td>
<td>300 Rooms</td>
<td>N/A</td>
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</table>

**Pre-Charrette Market Analysis**

- Twinbrook, Rockville, MD
- Precedent Research

**Maximize the benefits of Station Area Planning:**

- What uses are financially supportable?
Maximize the benefits of Station Area Planning:
What uses are financially supportable?
Businesses’ & Residents’ Vision

Create a Village Center
- Places like Bethesda, Ballston, Reston, Shirlington, etc.
- More Housing/Residential Density
  - Affordable / Rental Housing
  - Senior Housing

Enhance the Area’s Image
- Mitigate Pedestrian Barriers (Walls, “Backs”, etc.)
- Create a Pedestrian Friendly Environment
- Improve Pedestrian Access & Connections to Metro

Provide More Public Open Space
- Activate Outdoor Space
- Create Neighborhood Parks / Greens

Maximize the benefits of Station Area Planning:
- What uses are financially supportable?
- What will the community realistically support?
- It was more about Qualitative than Quantitative issues…
Mixed-Use Transect Concept

• Create an Identifiable Center: Mixed-Use at METRO core
• Residential and Mixed-Use: Transition Density
• Bio-Tech/Life Sciences: Clustered Campus
• Incubator and Small Business: TOD Edge
5-Day Charrette

Connectivity

- Neighborhood Connections:
- Open Space Network:
- Street Hierarchy/Network:
- Bus Connections:
- Streets and Paths/Bikes
  Greens, Parks, Trails
- Design Guidelines
- Intermodal Center
5-Day Charrette

3 M SF “net new” Mixed-Use

The Final Charrette Program:

Office: 300 – 500,000 SF
Residential: 1,200 – 1,500 Units
Retail: 75 – 100,000 SF
Hotel: 300 Rooms
Bio-Tech/Lab: 300 to 500,000 SF
Twinbrook, Rockville, MD

Amended 2009

**Re-Zoning:**
From industrial and single-use to higher density & mixed-use

**Transit Mixed-Use 2 Zoning (TMX-2)**

2.0 FAR at core (plus density bonus); 1.5 FAR elsewhere
Ped, bicycle, street/roadway, infrastructure master plan
Public amenities and open space
10 – 12 story building heights – 143 feet (at TOD core)
The JBG Plan – METRO CORE

26 Acres WMATA: 1,151 Spaces
2.2M SF Development (2.0 FAR)

• 325,000 SF Office (The Mark)
• Village Green
• WMATA Improvements
  – 1,151 Parking Spaces
  – Bus & Kiss-and-Ride
  – 2 Structures

• 1,595 Multifamily Units
  – 595 Condos
  – 1,000 Apartments
  – 15% MPDU
• 220,000 SF Retail
  – Ground Floor
  – Neighborhood & National
The JBG Plan – METRO CORE
10 years later …
Phase One 2010

- $50 M private investment
- 279 units
- 15,000 SF Retail
The JBG Plan – METRO CORE

10 years later ...

Full Build Out

- 325,000 SF Office (The Mark)
- Village Green
- WMATA Improvements
  - 1,151 Parking Spaces
  - Bus & Kiss-and-Ride
  - 2 Structures

- 1,595 Multifamily Units
  - 595 Condos
  - 1,000 Apartments
  - 15% MPDU

- 220,000 SF Retail
  - Ground Floor
  - Neighborhood & National
TOD Challenges:

- Transit agency operations vs holistic mission
- Zoning that stymies development
- Suburban codes
- Increased mode share vs parking insanity
- Cost of TOD; infrastructure; soft costs
- Benefits of PPP vs real public sector support

The PUD Plan

- 325,000 SF Office (The Mark)
- Village Green
- WMATA Improvements
  - 1,151 Parking Spaces
  - Bus & Kiss-and-Ride
  - 2 Structures
- 1,595 Multifamily Units
  - 595 Condos
  - 1,000 Apartments
  - 15% MPDU
- 220,000 SF Retail
  - Ground Floor
  - Neighborhood & National
BENEFITS (Buildout):

- 1500 +/- permanent jobs (estimated)
- 3000 +/- residents (estimated)
- 240 affordable housing units
- 450 +/- new daily riders (est. 10% ridership)
- Village Green & Community Events Space
- Over $350 M private sector investment
- $$$ net new county and state revenue

The PUD Plan

- 325,000 SF Office (The Mark)
- Village Green
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State Center TOD, Baltimore, MD
Case study
State Center TOD, Baltimore, MD

Existing METRO and LRT
Urban Context
Economically Challenged

Single-Use Office Park
Huge Support for TOD

28 acre site
Within ½ mile of:
Penn Station
LRT Station
METRO Station
State Center TOD, Baltimore, MD

Existing METRO and LRT
Urban Context
Economically Challenged

Single-Use Office Park
Huge Support for TOD

Context:
Auto-centric, single use government office park
9 surrounding neighborhoods of diverse incomes
Institutions: Universities, Hospital, Opera House, Symphony Hall
State Center TOD, Baltimore, MD

Existing Conditions

1 million square feet state office and laboratory
3000 employees
1000 + surface parking spaces
2 stations within 2 blocks – LRT & METRO
Purpose of the Plan

MDOT’s TOD strategy is built around several goals:

• Ensure station areas are “market ready” for development;

• Build state agencies’ and local jurisdictions’ understanding of TOD; ability to carry out TOD projects;

• Strengthen public support for TOD;

• Enhance the potential for federal funding to expand transit by showing that development patterns can support transit.

The specific benefits of the TOD designation include:

• Financing opportunities through the Maryland Economic Development Corporation;

• Prioritization of State assistance by the Maryland Department of Transportation (MDOT) and other agencies on the Governor's Smart Growth Subcabinet, including housing and economic development;

• Predevelopment planning and feasibility analysis funded by MDOT;

• Priority consideration for the location of State offices and laboratories.
Purpose of the Plan

City and Community Goals:

• Restore the urban fabric that was destroyed by 1960’s “Urban Renewal;”
• Reconnect and revitalize 9 surrounding neighborhoods and numerous area institutions;
• Create local economic development and jobs with new mixed-use development;
• Create a model TOD and advance sustainable design objectives.
Timeline

2004: State Center Pre-RFQ Plan
2005: Developer RFQ
2006: PPP Team Selected
2007: Creation of Neighborhood Alliance
2008: Community “Cityscaping” Plan
2008: PUD Approved
2009: Phase One Program Defined
2010: BPW Lease Approved
2010: Groundbreaking for Phase One

State Center TOD, Baltimore, MD
“Cityscaping”.....

The Community Plan: 18-Month Planning Process
1 year Intense Public Input and 6 Months PUD approval process

Cityscaping:
- Educate and History
- Visioning
- Plan
- PUD Approval
State Center TOD, Baltimore, MD

**Before**

Preston Street transformation
Reconnect METRO & LRT

**After**

Ground level retail along Preston Street
Central “neighborhood green”
Improved Connectivity to McCulloh Homes
Celebrate the 2 stations with enhanced architecture
State Center TOD, Baltimore, MD

Transformation of Eutaw Street
Connect to Bolton Hill

- Reduce Eutaw Street from 4 to 2 lanes
- Add bicycle lanes – connect to city-wide bicycle master plan
- “green infrastructure” and complete streets
- Bike depot at METRO Station
**Transformation of Eutaw Street**

- Reduce Eutaw Street from 4 to 2 lanes
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**Connect to Bolton Hill**
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The PUD Plan

The Plan

Residential: 2000 units
Office: 3 – 5 Million SF
Retail: 200,000 to 400,000 SF
Other: Armory, Civic, Community Space

Total FAR: 6 - 7 M SF: approx 5.0 FAR (28 acres)
What the Community Wanted

Undo Urban-Renewal
Reconnect the Neighborhoods and the Urban Fabric
Improve Intersection Crosswalks & Ped Safety
Grocery Store, Retail, Services, and Amenities
Park and Events Space
Improve Area Attractiveness
Create Local Jobs
Enhance Human Capital Services
Address Traffic, Infrastructure, and Construction Phasing
What MDOT& City Wanted

Economic Development
Increased Ridership
Partnership in the Financial Success – Revenue Source
A Plan Supported by the Community
Broad Benefits to Area Stakeholders
Redevelop Underutilized Land and Resources
Establish a “New Model” for Sustainable Development
Improve Work Environment for State Employees
Create a Framework for all Future TOD
BENEFITS (Phase One):

- $28 M public leverages $175 M private
- 1598 construction jobs; 156 permanent jobs
- Potential for 1000 + more jobs
- $50 M net new City revenue over 20 years
- $30 M State ground rent (est.) over 20 years
- $75 M minority contracting opportunity
- 20% Affordable Housing (minimum)

The Plan (Phase One)

Residential: (potential for 100 +/- units)
Office: 500,000 SF State; 125,000 SF Private (potential)
Retail: 65,000 +/-SF
Other: Armory, Civic, Community Space
BENEFITS (Full Build Out):

- $1.5 B private investment
- 2500 +/- net new permanent jobs
- Several thousand construction jobs
- $500 M minority contracting opportunity
- $50 M + net new revenue over 20 years
- LEED ND; LEED Silver (“Deep Green”) 
- “Halo Effect” for area stakeholders

The Plan (Full Buildout)

Residential: 2000 units
Office: 3 – 5 Million SF
Retail: 200,000 to 400,000 SF
Other: Armory, Civic, Community Space

Total FAR: 6 - 7 M SF: approx 5.0 FAR (28 acres)
Thank You

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