Learning From TOD Best Practice.
Overview

- Creating value
- TOD defined
- TOD market
- TOD principles
- Conclusions

Dallas, Los Angeles, Portland TODs
Vision for what you want

Overlake Transit Village, Redmond, WA
Clear path & roles to get there

phasing

partnerships

Overlake Transit Village, Implementation Plan, Redmond, WA

parsons brinckerhoff | placemaking
Creating value with transit
Link to a Broader Strategy

TOD as “means to an end” to achieving community objectives

- Part of community’s vision for growth
- Basis to gain greater broader support & success
- More than transit
- Building partnerships essential

State Center TOD Strategy, Baltimore MD
TOD or TAD?

*Transit-Oriented Development* or *Transit Adjacent Development*

- Majority of development at US transit stations are not TODs
- TOD is still illegal in at most of US transit stops
- Not enough to be next to transit, must be shaped by transit
Shaped by Transit

- Greater density
- Less parking
- Better public realm
- Mix of uses
- Very walkable
- Tame the car

San Diego, Portland, San Francisco, Washington, DC, Denver
Shaped by Transit

- Greater density
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San Diego, Portland, San Francisco, Washington, DC, Denver
Transit Oriented Development
Orenco Station

Fundamentals for TOD - a great neighborhood

- Safe streets
- Strong center
- Local services
- Parks & open space
- Housing choices
- Good jobs
Market for TOD
Understanding your market

- **Emerging Trends in Real Estate ‘10:**
  - "The future is about green development, infill, and TOD"
- Majority of TOD residents are childless
  - Empty-nesters & young urban professionals
- TOD households tend to be higher income
  - Reflects newer construction
Millennial’s Want Urban

2011 National Association of Home Builders:

- 88% of Gen Y want to be in an urban setting
- 1/3rd willing to pay for the ability to walk
- Huge market: 80m Gen Y v 76m Boomers
Decline in Families w/ Children

- 50% of households in 1950
- 33% of households in 2000
- 12% of households projected for 2010 - 2030

- 30% current US housing demand
  - Dense, walkable, mixed-use communities
- Today less than 2% of housing
Kids are deferring driving

• Large decline in teens with drivers licenses.
• 1978-2008:
  – 16 year olds: -38%
  – 17 year olds: -35%
  – 18 year olds: -21%
  – 19 year olds: -16%

What is the new cool?
Is social networking changing the role of the car for kids?
Residents Near Transit Want

From Transit Community Resident Surveys:

- Well designed communities
- Easy access to a center
- High quality residence
- Quality transit service
- Pedestrian Friendly
- Good price value

“The ability to walk to a pint of milk”
TOD & Property Values

- **Washington, DC**
  - + $2 to $4 per foot for commercial

- **San Jose**
  - + 23% for commercial

- **Portland**
  - + 10% rent premiums

- **Dallas**
  - + 39% for residential
  - + 53% for office values
Learning from transit regions
Winning Region, Transit Region

transit + land use

transformative

Vancouver, BC
Vancouver, BC

The Economist: World’s most livable city, 6 years in a row

- 10 years:
  - total trips up 23%
  - vehicle trips down 10%

Compact growth at stations:
- +11,500 high density dwellings 1981 – 2006
- $5 B private investment 1981 – 1989
transit + land use
transformative
Rosslyn-Ballston, Virginia

Livable, Sustainable, Desirable
51.1% non-auto trips

- Travel 1996-2006
  - Arterials +.05% per year
  - Transit +37%

- Development 1970 - 2006
  +15m sq ft office
  +2m sq ft retail
  +19,000 residential units
  $12.7B invested
But those ideas won’t work here.
Firm base to draw on

- Market preference for urban housing
- Lot’s of experience to draw from
- Demographics trends are favorable
- Federal policy support

US TOD SNAPSHOT

- Portland: $11B+ TOD
- Los Angeles: 150 TODs
- San Diego: 16 TODs
- Denver: 13k TOD Units
- Minneapolis: $750M TOD
- Hudson-Bergen: $5B Housing
- Baltimore: $1B+ TOD
- Charlotte: $1.5B TOD forecast
- Dallas: $4.7B TOD
The train is coming.
What is the key to TOD success?
Keys To TOD Success

- Get the planning right
- Apply the power of partnerships
- Market driven, not transit driven TOD
- Design for the pedestrian

41st & Fox Commuter Rail Station Denver
TOD Typology
Successful TOD at Many Scales
Great places are defined by great streets.
TOD streets

TOD streets and right-of-way diagram

Potential TOD

Active GF Use

Bus Shelter

Sign

Station

Potential TOD

Active GF Use

Bus Shelter

Sign

Reduce Turning Movements (if possible)

Wide Sidewalks & Attractive Streetscaping

Wayfinding

Clearly Marked Pedestrian Crossings
Circulation in a TOD

- Context sensitive
- Lower speed
- Small block size – 400 x 400 max
- Favor active uses
- Seamlessly connect TOD to community
TOD evolution
what happens when?
TOD EVOLUTION

The TOD plan

Rail + walkable streets

Parks + TOD demonstration project

Built TOD district
Who :: What :: Where :: When
Scale matters
TOD: District not a Project

Orenco Station

This

Not This

The Round
TOD principles
Six Principles for TOD

1. Medium to higher density
2. Mix of uses
3. Compact pedestrian-oriented
4. Active defined center
5. Limited, managed parking
6. Public leadership
Principles for TOD

1. Medium to higher density
   - Greater than community average
   - Distance to transit matters
   - To support transit on average:
     - 6 to 7 du/ac for frequent bus
     - 9 to 25 du/ac for rapid transit
   - Retail & office closet to transit
   - Minimum density effective tool
Market Common
Clarendon, VA

- US Best practice
  - 240k retail
  - 100k office
  - 300 apartments
  - 87 townhomes
- Opened in Nov ‘01
  - 100% leased
- Worked closely with neighborhoods
2. Mix of uses

- Vertical or Horizontal
- Most difficult TOD element
- Great TOD benefits
  - More walking
  - More ridership
  - Reduced auto-use
- Prohibit auto-oriented uses closest to transit
Pearl District Portland

- Mixed-Use TOD
- Public & private partnership
  - Housing
  - Infrastructure
  - Parks
- Since 1997
- $1B+ Development
- 3,000+ units
- Tight parking
- 25% affordable
3. Compact pedestrian-oriented

- Block sizes for 5-minute walk
  - Max of 400 ft block face
- Orient buildings to sidewalks
- Calm streets
- Active street edges with wider sidewalks
Distance & Mode Share

WMATA Survey – transit share decreases with distance

- First 600 ft really matters
- Office mode share drops about 1% every 100 ft
- ½ mile residential share 200% higher than office

<table>
<thead>
<tr>
<th>Distance from Station</th>
<th>Metrorail Mode Share</th>
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<tr>
<td></td>
<td>Office</td>
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<tr>
<td>At Station</td>
<td>35%</td>
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<tr>
<td>1/4 mile</td>
<td>23%</td>
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<tr>
<td>1/2 mile</td>
<td>10%</td>
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Lesson: put office & retail closest to station
Rule of Thumb v. Reality

- Mapping walk distance very different than radius
  - Can you really get there
- Between 1/4 & 1/2 mile share of riders walking drops by 50%
  - 10% increase in distance = 10% decline in ridership
4. Active defined center

- 18 hours of activity
- Quality public realm / sense of place
- Employment closest to transit
- Compact & dense
Mission Bay
San Francisco

- Mission Bay redevelopment
- University Campus
- High Density Housing
- Mixed-use
- Station at PacBell Park – SF Giants
5. **Limited, managed parking**

- Always a challenging issue
- Consider: size, location, design & management
- No minimum ratios, maximums
- Disconnect parking from buildings, manage by district
TODs create less traffic

- TOD residents are:
  - Twice as likely not to own a car as US Households
  - 5 times more likely to commute by transit than others in region

- Self-selection:
  - Responsible for up to 40% of TOD ridership bonus
TODs behave Differently

Daily car trips for 50 dwellings

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<tr>
<th>Type</th>
<th>Daily Car Trips</th>
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<tbody>
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<td>SF</td>
<td>500</td>
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<tr>
<td>MF</td>
<td>333</td>
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<tr>
<td>TOD MF</td>
<td>177</td>
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*TOD housing generates 50% less traffic than conventional housing*
6. **Public leadership**

- Generally critical for success
- Align “political will” & TOD objectives
- TOD plans + capital budget aligned
- Focus on implementation
- Nurture progressive developers
Parsons Brinckerhoff Placemaking

Rainier Vista
Seattle

- Public housing redevelopment
- Mixed-Use TOD
- 850 units
- Low income + market rate
Implications for your community
Community building + people moving

- Trends are on your side
- Plan for the pedestrian
- Leverage the power of partnerships
- Raise your aspirations
- Make TOD legal & easy
- Develop a strategy equal to the task