Planning Policy Goals

Aligning Transit Investments and TOD Strategies

Rail~Volution
October 17, 2011
Washington, DC
What is the Urban Land Institute?

Mission: Provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

30,000 members worldwide:
- Developers
- Investors, Bankers and Financiers
- Architects and Designers
- Public officials
- Academics

ULI expertise:
- Research
- Education
- Best practice
- Advisory panels
- Ideas exchange
ULI Rose Center

Mission: To encourage and support excellence in land use decision making by providing public officials with access to information, best practices, peer networks, and other resources to foster creative, efficient, practical, and sustainable land use policies.

Daniel Rose
Daniel Rose Fellowship Program

- Four cities selected for yearlong program of professional development, leadership training, assistance with a local land use challenge
- Mayor selects 3 fellows and team coordinator
- Participating cities to date: Charlotte, Detroit, Houston, Kansas City, Minneapolis, Nashville, Oakland, Philadelphia, Phoenix, Providence, Sacramento and Tampa
What are the implementation steps to re-energize, reposition, and ensure the long-term viability of development in the Independence Boulevard study area?
21-mile “Monroe By-Pass” from I-485 to Marshville

Expected to build project by 2013

Estimate cost of $756 million
Project U209-B Overview (Sharon Amity to Conference Drive)

- 8-lane divided expressway including right-turn lanes
- Partial control of access
- 2 interchanges
- 1 bridge
- Median transit way
- 1.6 miles
- \(~\$172\) million
Current Context
Southeast Corridor EIS (Silver Line)

- Completed in 2006
- Recommended 13.5-mile BRT in median
- Negative stakeholder reaction to BRT -- all other corridors are existing or planned LRT, streetcar or commuter rail
- MTC adopted with 5-year delay on implementation to allow consideration of LRT and coordinate with NCDOT on ROW design
Planned Cross-Section

Buffer | Vehicle Lanes | HOV | Transit Envelope | HOV | Vehicle Lanes | Buffer

250' West of WT Harris, 280' East of WT Harris
Corridor Land Use Plan
General Observations

• A lot of good work has been done by city
• Cooperative spirit between Charlotte and NC DOT
• Project uncertainty and timeframe is harming local market
Area Plan

Draft area plan captures consensus about needs:
• start implementing, stop just planning
• need more highway capacity
• need more transit
• need local economic development

But lack of agreement on details of key issues is creating uncertainty, slowing progress and funding:
• BRT vs LRT
• Specific roadway design
Challenges of Hybrid Approach

• Hybrid/compromise solutions are hurting chances for synergies
• Roadway + transit + land use plans don't necessarily reinforce each other
• In some cases may even be at cross purposes
Community Structure
Transportation Context

- Needs identified locally are valid
- Functional long distance connection to Uptown
- Important regional connection – nearby counties as well as the coast
- Freight activity higher than other connectors in the region
- Adjacent parallel “spokes” and connecting roadway network create multiple options
Transportation Context

- Express regional (long distance commuter) service on Independence
- Local neighborhood (within the corridor) service on Monroe and Central
- Monroe and Central are two of the highest ridership bus corridors in the entire CATS system
- Development occurring along neighborhood convenient transit
Transportation Concepts

- Go with what’s working in Charlotte
- Honor the commitment to rail by building streetcars on Central and Monroe
- Build BRT/high-quality express bus for long-distance commuting in the Independence Corridor
- Refine future designs to combine transit lanes with HOV/HOT lanes for long distance commuters
- Consider a streetcar loop connection via Sharon Amity
- Support local streetcar transit connections with feeder bus, bicycle, and pedestrian connections
Transportation Benefits

• Potential to narrow roadway footprint by approximately 50 feet
• Reduce ROW acquisition costs
• Provide faster travel time with fewer stops
• Create new revenue source through High Occupancy Toll (HOT) lanes dedicated to transit, bicycle, and pedestrian improvements that enhance neighborhood livability
Community Benefits

- Preserve commercial properties
- Reduce property, neighborhood, and environmental impacts
- Build on existing economic assets
- Support neighborhood economic opportunities with low speed walkable, livable street environments along Central & Monroe
- Support auto-oriented commercial opportunities along Independence (auto dealers, WalMart)
- Support neighborhood connector “Complete Streets” to connect across Independence and to connect to the region
Leadership on Independence Boulevard

Establish task force or organization made up of neighborhood, business & public sector
Phoenix

• How can Phoenix help attract TOD to station areas?
• How can rail transit & TOD help “green” the city?
LRT in Phoenix

- 28 Stations
- 20 Mile line
- 2008 – Service Begins
- March 2010 ridership exceeds forecast by 58%
LRT Success Stories

Downtown ASU
LRT Success Stories

Mixed-Use Development

Portland Place

Artisan Lofts
Underdeveloped LRT Sites

- 4 sites
- Outside of Downtown
- All > ½ mile from LRT
- 3 within TOD Overlay
Former Big Box

- 15.5 acres
- C-2 TOD-1
Light Rail – Next Steps

- Revise TOD Overlays?
- Provide additional Incentives?
Challenges

• Lack of station area planning
• Contextually ~ missing a Corridor vision
• Definition of *Green* goals & metrics
• Fragmented roles with various agencies
• Regulatory Code ~ variances
• Limited tools for incentives
• Lack of disposition strategy for City-owned lands
• Communicating with one voice ~ public & private sectors
TOD Corridor Questions

- Light rail corridor demands higher level of density to be sustainable
- Current development patterns are auto-oriented suburban
- What is an appropriate level of density within the LRT corridor?
- Is it possible to achieve density with growth patterns in Phoenix?
Corridor Potential for Growth

• Position the corridor for growth
  – Grab the population share
    • 400,000 new Phoenix residents – Where do they live?
  – What percentage of future growth should go on the corridor?
Current Built Environment

Key Demographics

Density  4-5 DU/AC
Units  5,400 Units
Population  10,800
Acres  1,360
<table>
<thead>
<tr>
<th>Districts – One Mile Increments</th>
<th>DU/AC</th>
<th>People per acre</th>
<th>% of Roads</th>
<th>Net Acres</th>
<th>Units Allocated to TOD Corridor</th>
<th>Population allocated to TOD Corridor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Camelback/ Central Ave</td>
<td>10</td>
<td>20</td>
<td>15</td>
<td>272</td>
<td>2,720</td>
<td>5,400</td>
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<tr>
<td>Indian School/ Central Ave</td>
<td>25</td>
<td>50</td>
<td>20</td>
<td>256</td>
<td>6,400</td>
<td>12,800</td>
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<tr>
<td>Thomas/ Central</td>
<td>30</td>
<td>60</td>
<td>25</td>
<td>240</td>
<td>7,200</td>
<td>14,400</td>
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<tr>
<td>McDowell/ Central</td>
<td>40</td>
<td>80</td>
<td>30</td>
<td>224</td>
<td>8,900</td>
<td>17,920</td>
</tr>
<tr>
<td>Van Buren/ Central Ave</td>
<td>50</td>
<td>100</td>
<td>40</td>
<td>192</td>
<td>9,600</td>
<td>19,200</td>
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<tr>
<td><strong>Totals</strong></td>
<td><strong>1184</strong></td>
<td></td>
<td></td>
<td><strong>33,540</strong></td>
<td></td>
<td><strong>67,080</strong></td>
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<tr>
<td><strong>Net Totals</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>28,140</strong></td>
<td></td>
<td><strong>56,280</strong></td>
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Summary

- Develop a housing goal for the TOD corridor
- Determine the capacity for the corridor
- 1,500 to 2,000 units per year to absorb
- Patience – the market may not experience this absorption rate in the near term
- Over 20 years – 16% of future Phoenix growth in this scenario
Quarter-mile radius

Osborn Middle School

Colter Park

Valley Lutheran High School & Mt. Cavalry Lutheran Church

Metro Light Rail Station

Multi Family

Multi Family

Quarter-mile radius
<table>
<thead>
<tr>
<th>Strategies</th>
<th>Next Steps</th>
<th>Short Term</th>
<th>Long Term</th>
<th>Goal/Result</th>
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<tbody>
<tr>
<td><strong>First a Vision:</strong></td>
<td>• Collaboration with agencies &amp; stakeholders around Vision &amp; Plan for the North Central Corridor</td>
<td>• Complete the plan and communicate with the community</td>
<td>• Review Vision &amp; Plan metrics for changes/benchmarks</td>
<td>Consensus North Central will have a vision that is unified and embodied by all its citizens &amp; stakeholders.</td>
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<td><strong>Station Area Planning</strong></td>
<td>• Implement Station Area Planning</td>
<td>• Complete &amp; Adopt Station Area plans for high priority locations</td>
<td>• Complete &amp; Adopt Station Area plans for all station locations</td>
<td>Realization The North Central corridor is identified as a “Great Boulevard”</td>
</tr>
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<td><strong>Market &amp; Urban Development</strong></td>
<td>• Create service delivery standards and expectations (timing, frequency and coordination with other modes)</td>
<td>• Achieve service delivery expectations</td>
<td>• Maintain service delivery expectations</td>
<td>Sustainability The North Central corridor will have a jobs/housing balance, and capture its share of the growth while maintaining quality of life and sustainability.</td>
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<td><strong>PR/Promotional Communications</strong></td>
<td>• Create a strategic development policy that incorporates incentives, development opportunities and other tools</td>
<td>• Pursue redevelopment opportunities and initiate public private partnerships with highest priority locations</td>
<td>• Continue to build on opportunities at all station locations along the corridor</td>
<td>Market Success The North Central corridor will be regarded as a high value location and destination by the majority of target audiences both internally and externally</td>
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<td>• Facilitate redevelopment opportunities at Station 3 &amp; 7 sites</td>
<td>• Benchmark results and define metrics for success</td>
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<td>• Determine “who does what” to ensure accountability</td>
<td>• Create the “Cool Factor” to delight and excite the riders and stakeholders of the corridor</td>
<td>• Accomplish enthusiasm and loyalty of riders and stakeholders</td>
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<td>• Create a strategic marketing plan that communicates the vision</td>
<td>• Create a strategy for programming the corridor (1st Fridays)</td>
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<td>• Create easy accessibility of information with a variety of tools</td>
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What actions will position the Railyards to attract a significant share of regional development over the long term and what activities or investments can be an early catalyst?
History
The Adopted Plan
Committed Infrastructure
LRT Extension

• Proposed loop to the Railyards
• Interface with Intermodal Center
Sacramento Intermodal Transit Facility
Phase 3 Don’t Move the Depot Option
Conceptual Site Plan

Phase 3: Intermodal Transportation Facility Improvements
- Enables state-of-the-art operations for multiple modes at single joint site
- Improves mobility, transferring and connections for passengers
- Offers new transit services and expansion for all operations
- Creates a destination facility serving cultural, civic, retail, business and other events
- Enhances a historic landmark by continuing its role in transportation in the community fabric
- Becomes a catalyst for the redeveloping downtown Rail yards center
- Relieves traffic congestion on the region's freeways and City streets
Massing could overwhelm the visual impact of the shops & divides more than it connects.

Consider:

• Shared use of conventional and high speed tracks in station vicinity, or

• New location for HSR District
Building Neighborhoods

- Neighborhoods that are Seamless
- Create a Strong Open Space System
- Frame Parks with Development
- Celebrate the Railyard Buildings
An intermodal District

- Commuter Rail/HSR
- Bus
- Light Rail/Streetcar
How About a New Arena Too?

Figure 1 - Conceptual site plan showing location of high speed rail terminus and station (green) with connections (purple) from 5th and 6th Streets to the rest of the intermodal transit district (yellow). The area is surrounded by mixed-use development (orange) and the historic central shops (dark red). Black arrows show the pedestrian connections between high speed rail and the intermodal transit district. The proposed entertainment and sports complex (white) is located southwest of the rail tracks (dark blue) adjacent to the public plaza (light green) and north of the historic depot building (brown). (Courtesy of City of Sacramento)
Takeaways

• Transit can cause transformative change, but cities need to carefully consider how it supports adopted community, economic development, and transportation goals.

• Ensure that infrastructure impacts don’t create new more problems than they solve.

• Carefully communicate with stakeholders and decision makers about expectations; educate them about potential benefits and impacts.
Questions?

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