Envision the Corridor

Stephen Del Giudice

Let the Corridor Define the Mode: the Real Life of Implementation
Rail-Volution Conference, October 19, 2011
Envision the Corridor

• Let the Corridor Define the Mode

• How do we define the Corridor?

• Hypothesis: Vision is essential!
Arlington Experience: Rosslyn-Ballston Corridor

• Vision
  – **Bold**
  – Community Process
  – Market Based
  – Institutionalized

• Commitment
  – Integration of Land Use and Transportation
    o Principles, Planning and Implementation
  – Transportation investments, infrastructure and services, aligned with development
SETTING THE STAGE

- 1960 - 7.5 million sq. ft. Office
- Declining retail corridors
- Emerging market for government office space
- Strong single family neighborhoods
- Large number of garden apartments, some beginning to decline
- 97,505 jobs
- 71,230 housing units
PLANNING HISTORY

- Arlington lobbied hard for an underground route along the old commercial corridor rather than along the median of future highway.
- Put up $300 million local money for preferred routes and more stations.
General Land Use Plan

Rosslyn-Ballston Corridor

Jefferson Davis Corridor
Development Concepts

- Concentrate high and mid-density redevelopment around transit stations (highly targeted) and taper down to existing neighborhoods
- Preserve and reinvest in established residential neighborhoods
- Encourage a mix of uses and services in station areas
- Create high quality pedestrian and bicycle environments
- Enhance open space
View of Rosslyn-Ballston Metro Corridor
Orange Line

Rosslyn
Courthouse
Lower Density Zoning

Clarendon

Virginia Square
Ballston

The Capitol
Potomac River
Lower Density Zoning
ROSSLYN THEN
ROSSLYN TODAY

C-O Rosslyn Development: 10 FAR
COURTHOUSE TODAY
CLARENDON
CLARENDON TODAY
VIRGINIA SQUARE TODAY
BALLSTON TODAY
BALLSTON TODAY
Transit Ridership Trends – Related Trips – Orange Line

5 R-B Corridor Stations – 48,100 Weekday Boardings (June 2008)

- Walk: 73.0%
- Metrobus: 12.9%
- Other Bus/Vanpool: 3.6%
- Auto (incl. Drop-off): 7.5%
- Other: 1.0%
- No Response: 2.0%

4 Suburban Stations – 36,000 Weekday Boardings (June 2008)

- Walk: 57.6%
- Metrobus: 14.6%
- Other Bus/Vanpool: 9.3%
- Auto (incl. drop-off): 4.8%
- Other: 1.7%
- No Response/Unknown: 12.0%
# Traffic Trends - Arterial Streets

<table>
<thead>
<tr>
<th>Street Segment</th>
<th>Street Type</th>
<th>1996</th>
<th>2001</th>
<th>2006</th>
<th>% Change 1996-2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lee Hwy - Rosslyn</td>
<td>EW 6-lane arterial</td>
<td>37,770</td>
<td>33,632</td>
<td>32,428</td>
<td>-14.1%</td>
</tr>
<tr>
<td>Wash. Blvd – VA Sq.</td>
<td>EW 4-lane arterial</td>
<td>20,469</td>
<td>19,478</td>
<td>18,069</td>
<td>-11.8%</td>
</tr>
<tr>
<td>Clarendon Blvd.</td>
<td>EW 2-lane 1-way arterial</td>
<td>13,980</td>
<td>14,199</td>
<td>14,539</td>
<td>4%</td>
</tr>
<tr>
<td>Wilson Blvd. - Clarendon</td>
<td>EW 2-lane 1-way arterial</td>
<td>16,368</td>
<td>16,265</td>
<td>13,797</td>
<td>-15.8%</td>
</tr>
<tr>
<td>Arlington Blvd.</td>
<td>EW 6-lane arterial</td>
<td>55,865</td>
<td>63,272</td>
<td>60,223</td>
<td>7.8%</td>
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<tr>
<td>Glebe Road - Ballston</td>
<td>NS 6-lane arterial</td>
<td>35,230</td>
<td>39,409</td>
<td>35,900</td>
<td>1.2%</td>
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<tr>
<td>G. Mason Drive</td>
<td>NS 4-lane arterial</td>
<td>20,002</td>
<td>22,578</td>
<td>23,386</td>
<td>16.9%</td>
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</tbody>
</table>
#### Greater Washington Metropolitan Region 2007/2008 Household Transportation Survey

**Draft Summary Results June 2009**

<table>
<thead>
<tr>
<th>Jurisdiction in the Greater Metropolitan Washington Region</th>
<th>Average Weekday Trips per Household</th>
<th>% of Daily Household Trips by Mode of Travel</th>
<th>Average Weekday Auto Driver Trips*</th>
<th>Average Weekday Auto Driver VMT</th>
<th>% of Regional HH</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Core</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>District of Columbia</td>
<td>7.0</td>
<td>37.0</td>
<td>14.4</td>
<td>18.3</td>
<td>27.5</td>
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<tr>
<td>Arlington</td>
<td>7.7</td>
<td>52.4</td>
<td>17.8</td>
<td>10.7</td>
<td>16.0</td>
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<tr>
<td>- Rosslyn-Ballston Corridor</td>
<td>6.1</td>
<td>45.0</td>
<td>11.0</td>
<td>19.0</td>
<td>22.0</td>
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<td>- Jefferson Davis Corridor</td>
<td>6.1</td>
<td>36.0</td>
<td>17.0</td>
<td>19.0</td>
<td>25.0</td>
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<tr>
<td>- Arlington outside activity centers</td>
<td>9.0</td>
<td>57.0</td>
<td>20.0</td>
<td>7.0</td>
<td>13.0</td>
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<tr>
<td>Alexandria</td>
<td>7.1</td>
<td>56.1</td>
<td>16.8</td>
<td>9.2</td>
<td>19.9</td>
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<td><strong>Inner Suburbs</strong></td>
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<tr>
<td>Fairfax County</td>
<td>9.1</td>
<td>61.1</td>
<td>25.0</td>
<td>4.0</td>
<td>5.4</td>
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<td>Montgomery County</td>
<td>9.4</td>
<td>57.4</td>
<td>23.0</td>
<td>5.7</td>
<td>9.4</td>
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<tr>
<td>Prince Georges County</td>
<td>8.3</td>
<td>58.1</td>
<td>25.2</td>
<td>6.5</td>
<td>5.8</td>
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<tr>
<td><strong>Outer Suburbs</strong></td>
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<td>Loudoun County</td>
<td>8.8</td>
<td>63.3</td>
<td>26.4</td>
<td>1.3</td>
<td>3.9</td>
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<tr>
<td>Prince William County</td>
<td>9.9</td>
<td>59.7</td>
<td>28.9</td>
<td>2.2</td>
<td>4.1</td>
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<tr>
<td>Frederick County</td>
<td>9.8</td>
<td>64.7</td>
<td>25.0</td>
<td>1.3</td>
<td>4.8</td>
</tr>
<tr>
<td>Charles County</td>
<td>9.4</td>
<td>64.5</td>
<td>24.9</td>
<td>1.8</td>
<td>2.5</td>
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<tr>
<td><strong>Regional Average VMT per HH</strong></td>
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<tr>
<td>Arlington Ave HH VMT/Region Ave HH VMT</td>
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<tr>
<td>Arlington Metro Corridors HH VMT/Regional Average HH VMT</td>
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</tbody>
</table>

* Arlington Rosslyn-Ballston Corridor multi-family residential building garage ingress/egress analysis (2,000 Metro Station area units covered) documents that home-based auto-driver trips average 1.3 per 24 hour period on weekdays.
Columbia Pike, Arlington County, VA
Planning for Columbia Pike

LAND USE PLANNING

- Bailey’s Crossroads Revitalization Plan
- Columbia Pike Initiative
- Columbia Pike Form Based Code
- Columbia Pike Update
- Bailey’s Crossroads Plan Amendments
- Bailey’s Crossroads ULI Advisory Panel
- Bailey’s Crossroads Study
- Columbia Pike Land Use and Housing Study

TRANSPORTATION PLANNING

- Northern Virginia Transportation Plan 2020
- WMATA Regional Bus Study
- Columbia Pike Transit Study
- Leesburg Pike Initiative
- Street Space Planning Task
- TransAction 2020 Long Range Transportation Plan
- Columbia Pike Multi-Modal Project
- Streetcar and Multimodal Environmental and P.E.
Columbia Pike Initiative

- CPI Plan Adopted 2002; Updated 2005
- Form Based Code Zoning Tool 2003
Columbia Pike Initiative - Goals

– vibrant community, safe neighborhoods, active retail and office, diverse housing types
  – Approx. 39,000 households; over 8,000 rental units; 65% population are renters

– ethnically diverse and culturally rich community
  – approx. 40,000 people and growing

– easy access around community with public transportation and on foot

– well-designed and attractive buildings, streetscapes, public art, and open spaces that link the commercial corridor with the neighborhoods

– distinct commercial mixed-use districts
Town Centers and the Form Based Code
building at the sidewalk but, a little stark

streetscape improvements, including street trees make walking more appealing

common condition
Columbia Pike @ Buchanan St.

Transform suburban pike to urban Main Street with enhanced transit service

Urban Advantage
Completed Streetscape Projects

Today
Pike Ride

- Metrobus 16 Line, plus various ART routes
- Routes coordinated to provide frequent, convenient service in the corridor
- 3 min peak headways
- Branding and traveler information
- Launched 2004
- 2004 Daily Ridership: 12,000
- 2011 Daily Ridership: 16,000
Columbia Pike Streetcar Goals

1) Improve mobility for corridor residents, employees, customers, and visitors.

2) Contribute to and serve as a catalyst for economic development.

3) Enhance livability and the long-term economic and environmental sustainability of the corridor.

4) Support the development of an integrated regional multimodal transportation system.

5) Provide a safe environment for all modes of travel.
Columbia Pike Streetcar

- Streetcar service from Skyline/Baileys Crossroads and the Pentagon City, via Columbia Pike
- Supplemented by local and longer-distance bus routes
- Streetcars and buses: combined 3-min peak headways
  - 2016 ridership: 26,000
  - 2030 ridership: 30,000
- Status: Combined Draft AA/EA to be submitted to FTA November 2011
Growth Along Columbia Pike

Since 2004 – 7 projects approved with 1200 new housing units & 250K sq ft commercial

Completed Projects

Penrose Square
299 apartments
New 61,000 sq. ft. grocery store
36,000 sq. ft. additional retail

Town Square

Halstead at Arlington
269 condominium units 42,000 sq. ft.
retail Arlington Free Clinic

55 Hundred
(formerly Columbia Village)
10-story condominium
235 units
7,500 sq. ft. retail

Townhouses at Alcova Row
22 townhouses

Siena Park
188 apartments
32,000 sq. ft. retail
14,000 sq. ft. office
Completed Projects

The Halstead

55 Hundred

Siena Park
Completed Projects

Penrose Square
Pike Neighborhoods Plan: Studying areas in between commercial nodes
Columbia Pike Dilemma

- 6,500 units are market affordable units without long-term commitments to affordability

- Short-term threats:
  - Renovation and re-leasing
  - By-right townhouse development

- Long-term threats:
  - Redevelopment without affordable housing
  - Locking in land patterns that are less than optimal and don’t support Pike goals and objectives

- Pike rents increased 49% from 2000 to 2010 while area median income grew only 29%

- Financial gap is widening between development costs and private investment supported by revenues
# Pike Neighborhoods Plan Goals

1. high quality of life

2. stabilize & strengthen single-family and multi-family neighborhoods & support established concepts of vibrant, economically-strong mixed-use commercial centers

3. achieve a housing mix serving diverse households, preserve affordability

4. safe, pedestrian-friendly & multi-modal corridor

5. preserve neighborhood character, historic buildings, & tree canopy

6. enhance urban design and architectural features, maintain compatible transitions

7. incorporate sustainable, energy efficient, “green” neighborhood & building design principles
Envision the Corridor

Vision

Bold

Community Process

Market Based

Institutionalized