Rail~Volution 101

Learning from Best Practice

Myth and Principles

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GB place making

Overview

- Beyond myths
- TOD principals
- Creating value
- TOD market
- Case studies
- Conclusions

GB place making

TOD
MYTHS
Development
next to transit
is TOD

TOD or TAD?

Transit-Oriented Development *or*
Transit Adjacent Development

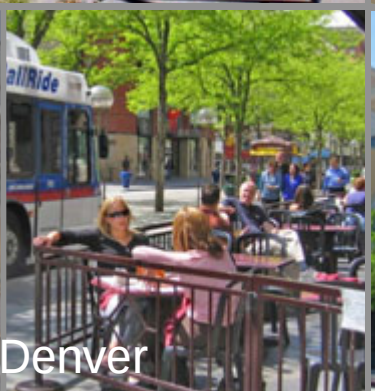
- Majority of development at US transit stations are not TODs
- TOD is still illegal in at most of US transit stops
- Not enough to be next to transit, must be shaped by transit

Cisco Systems TAD
San Jose, CA

Street Car TOD
Portland, OR

Shaped by Transit

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

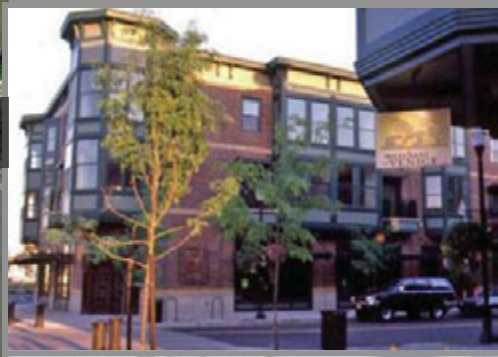


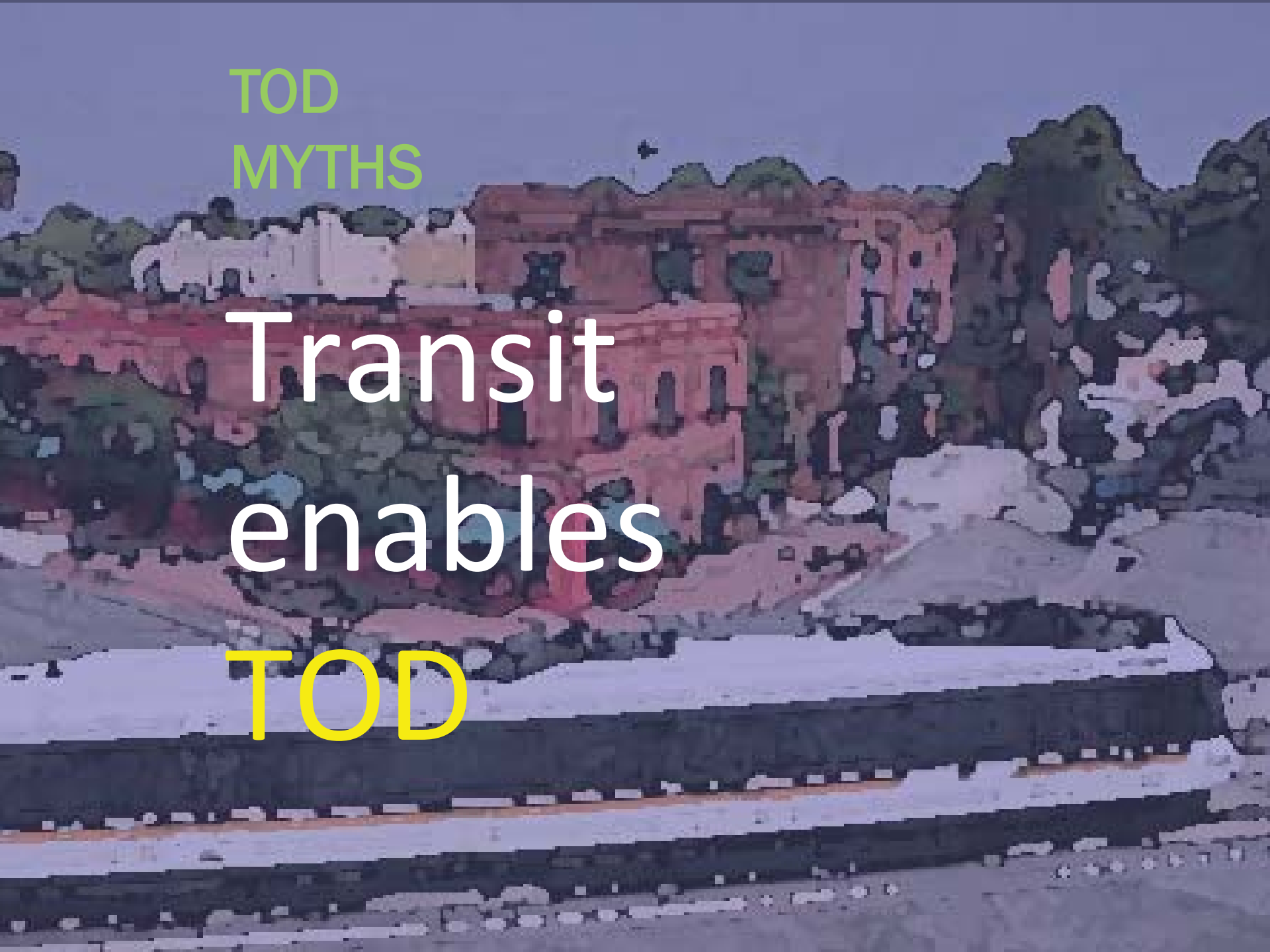
San Diego, Portland, San Francisco, Washington, DC, Denver

Orenco Station

Fundamentals for TOD ~ a great neighborhood

- Safe streets
- Strong center
- Local services
- Parks & open space
- Housing choices
- Good jobs




TOD
MYTHS
Transit
enables
TOD

Retrofit Stations for TOD

- Transit designed around the car
- Branch Avenue WMATA
  - 3,072 surface parking spaces
  - Station opened in 2001
  - Design precludes TOD
  - Designated a Metropolitan Center
- Retrofit plan for station
  - All transit functions
  - Plus TOD

WMATA's Branch Avenue Station

Link to a Broader Strategy

TOD: a "means to an end"
to achieving community objectives

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

State Center TOD Strategy, Baltimore MD

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

GB place making

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

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"

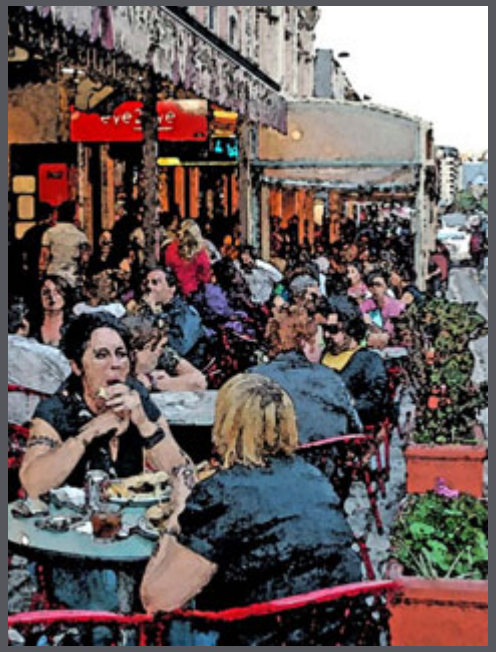
The Merrick

Orenco Town Center

TOD
MYTHS
This is a great TOD project

Principles for *a successful* TOD

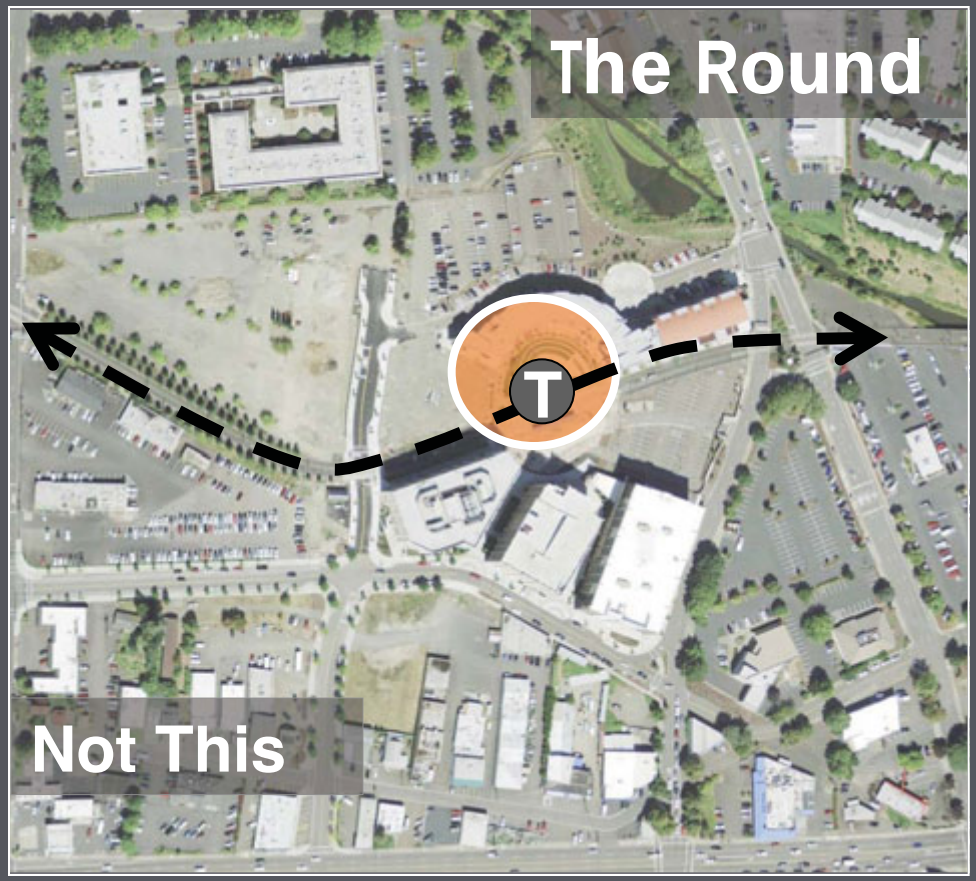
Active defined center



- Series of projects
- 18 hours of activity
- Quality public realm / sense of place
- Employment closest to transit
- Compact & dense

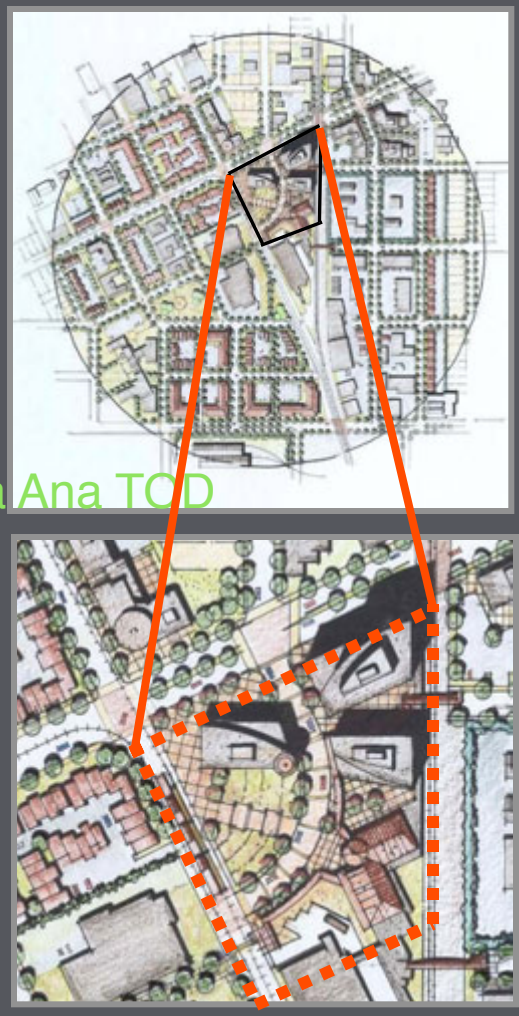
GB place making

TOD: District not a Project



More than a Parcel, More than a Project

- Create a walkable district
  - Area w/in a 5 minute walk
  - Approximately 125 acres
  - Walkable complete community
- Most "TODs" don't meet this standard
  - Requires broader strategy, cooperation
  - Understanding the bar needs to be higher



Santa Ana TOD

Santa Ana Station Development

Mission Bay San Francisco

- Mission Bay redevelopment
- University Campus
- High Density Housing
- Mixed-use
- Station at SF Giants ball park

TOD
MYTHS
TOD
needs less
parking

Principles for a successful TOD

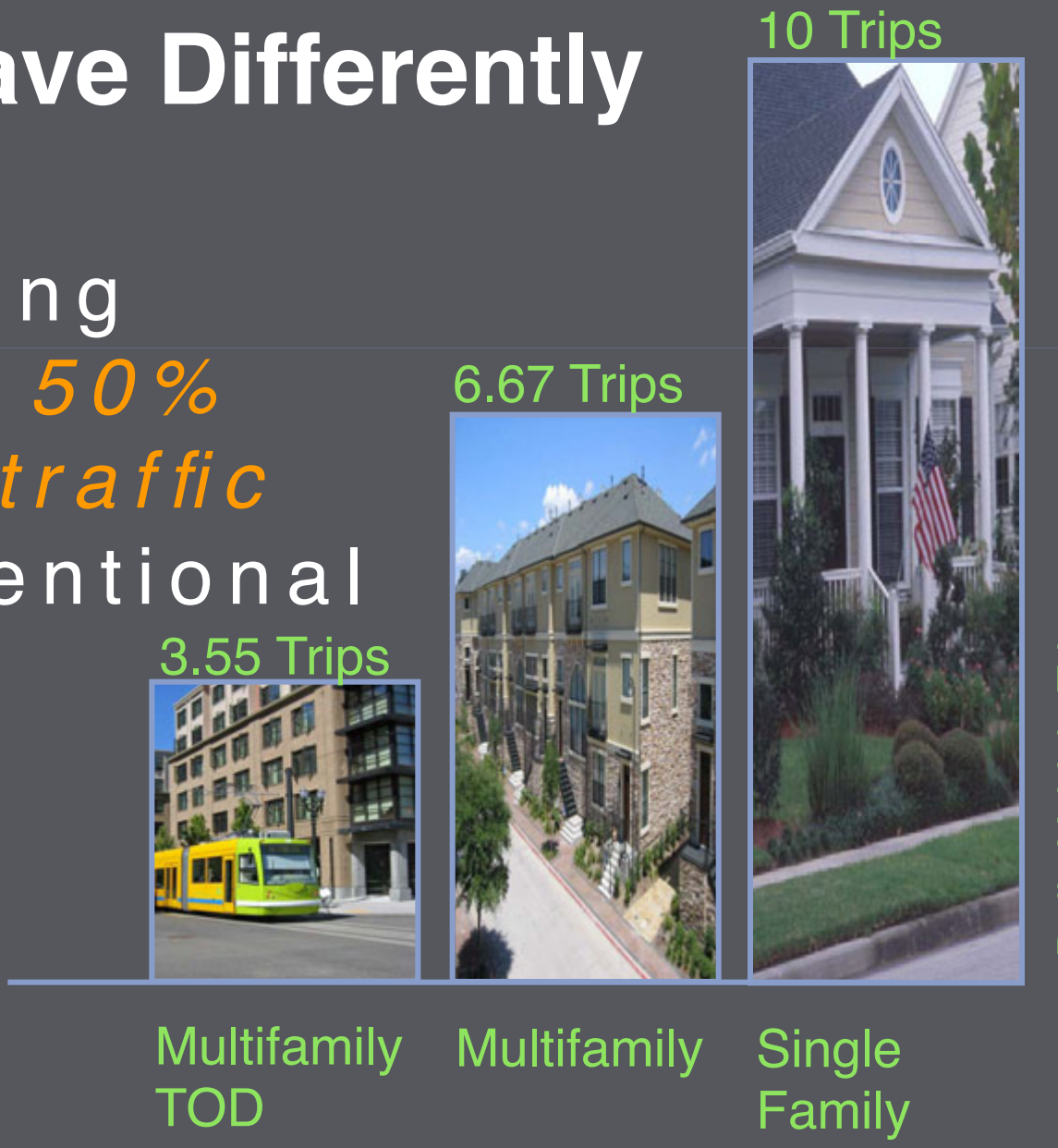
Limited, managed parking

- Always a challenging issue
- Consider: size, location, design & management
- No minimum ratios, maximums
- Disconnect parking from buildings, manage by district
- Park ‘for sale’ nearly conventionally

GB place making

TODs behave Differently

TOD housing generates *50% less auto traffic* than conventional housing



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

Rio Vista, San Diego

Columbia City, Seattle

TOD
MYTHS
TODs
maximize
mixed use

Principles for *a successful* TOD

Mix of uses

- Planners require it too often
- Vertical or Horizontal
- Most difficult TOD element
- Great TOD benefits
  - More walking + ridership
  - Reduced auto-use
- Prohibit auto-oriented uses closest to transit

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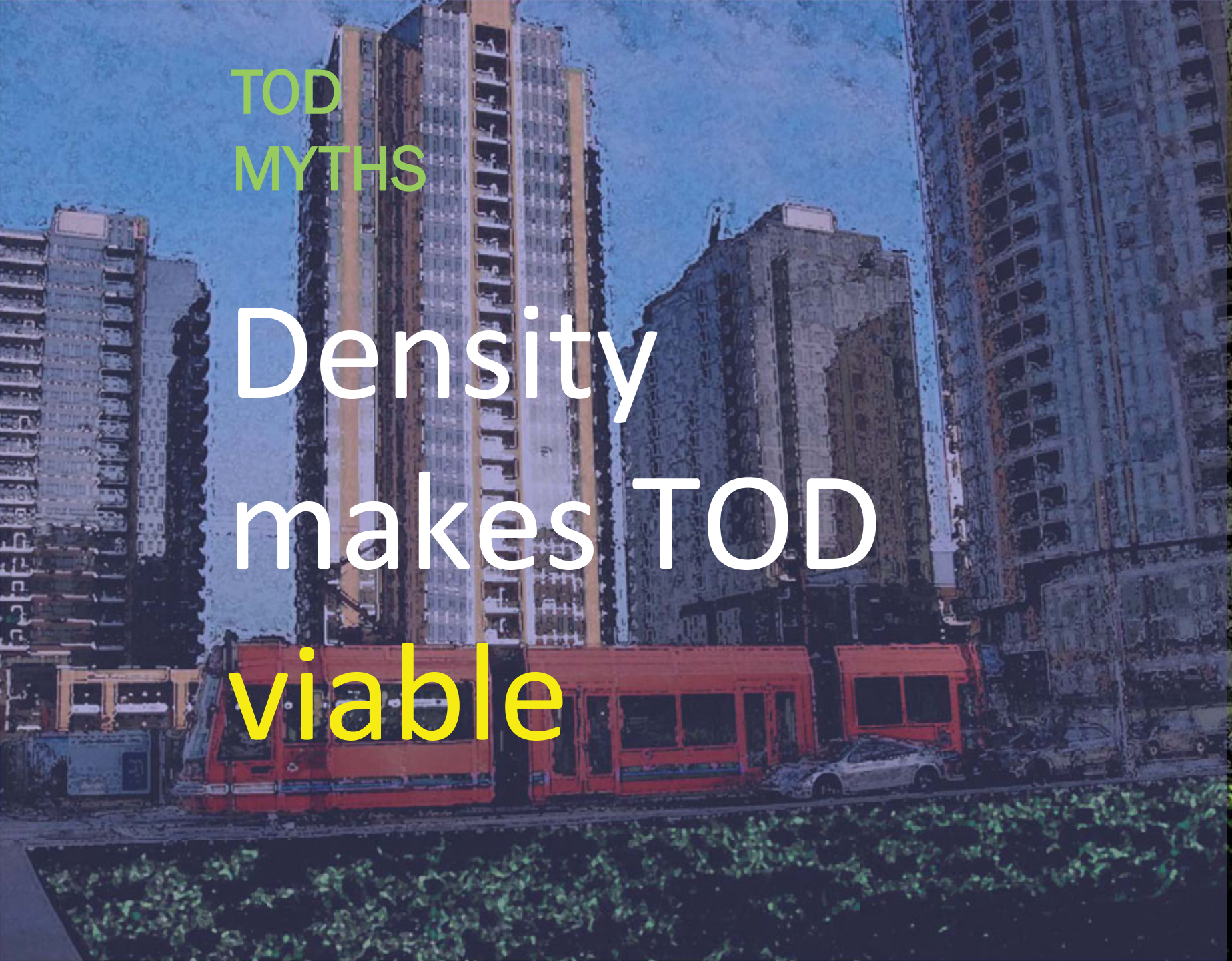
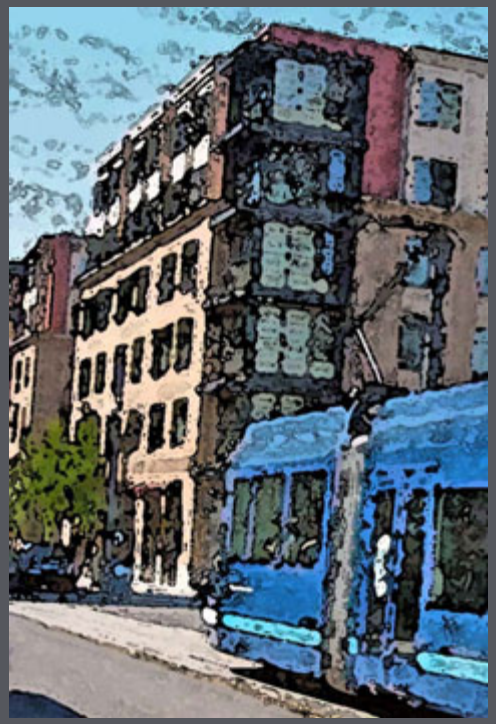
Pearl District Portland

- Mixed-Use TOD
- Public & private partnership
  - Housing
  - Infrastructure
  - Parks
- Since1997
  - $1B+ Development
  - 3,000+ units
- Tight parking
- 22% affordable


TOD
MYTHS
Density
makes TOD
viable

Principles for *a successful* TOD

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
- Minimum density effective tool

GB place making

Transit Alone Does Not Create Value

Value results from:

- Overall development market
- Land available for development
- Supportive plans & policies
- Designing transit for value

Transit Rent Premium

- Locations within ½ mile of transit command much higher rents
- Washington D.C.

  +28% rent premium
- Northern Virginia & Montgomery Co

  + 40% rent premium

CoStar Group 2011

Navy Yard & Waterfront Metro Stops

Washington 2013 "TOD Boom

Since recession the hot market is Metro accessible land:

- 84% of regions new office w/in ¼ mile of Metro
- 25K MF units 2012 & '13
- Since '04 new NoMa station increased land values 330%
- 84% regions land value on 4% of land near Metro

The Washington Post 10.13.13

Rail Development Premium

- TriMet Blue Line study – Hillsboro to Gresham
- Found a 36% premium over & above what could otherwise be expected without LRT
  - Blue Line LRT: 36% increased rate of & density of development

TOD
MYTHS
snow&surfco
PASTA BAR ESPRESSO BAR
½ mile is
the TOD
walkshed

Principles for *a successful* TOD

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
- Retail & office closet to transit

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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

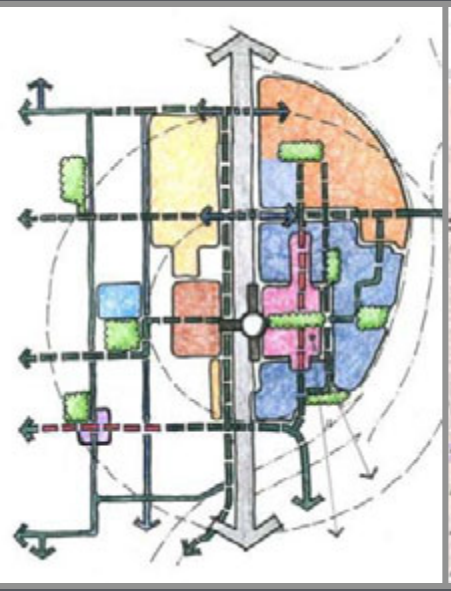
Lesson: put office & retail closest to station

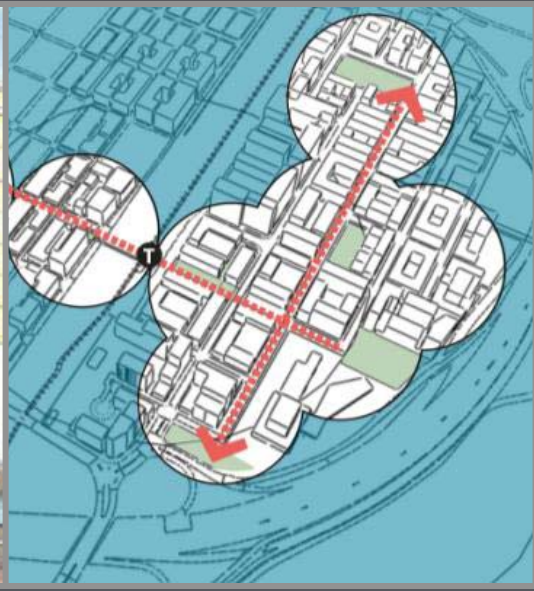
Distance from Station	Metrorail Mode Share	
	Office	Residential
At Station	35%	54%
1/4 mile	23%	43%
1/2 mile	10%	31%

TOD
MYTHS
getting the
planning right
is sufficient

Keys To TOD Success: Implementation Focus

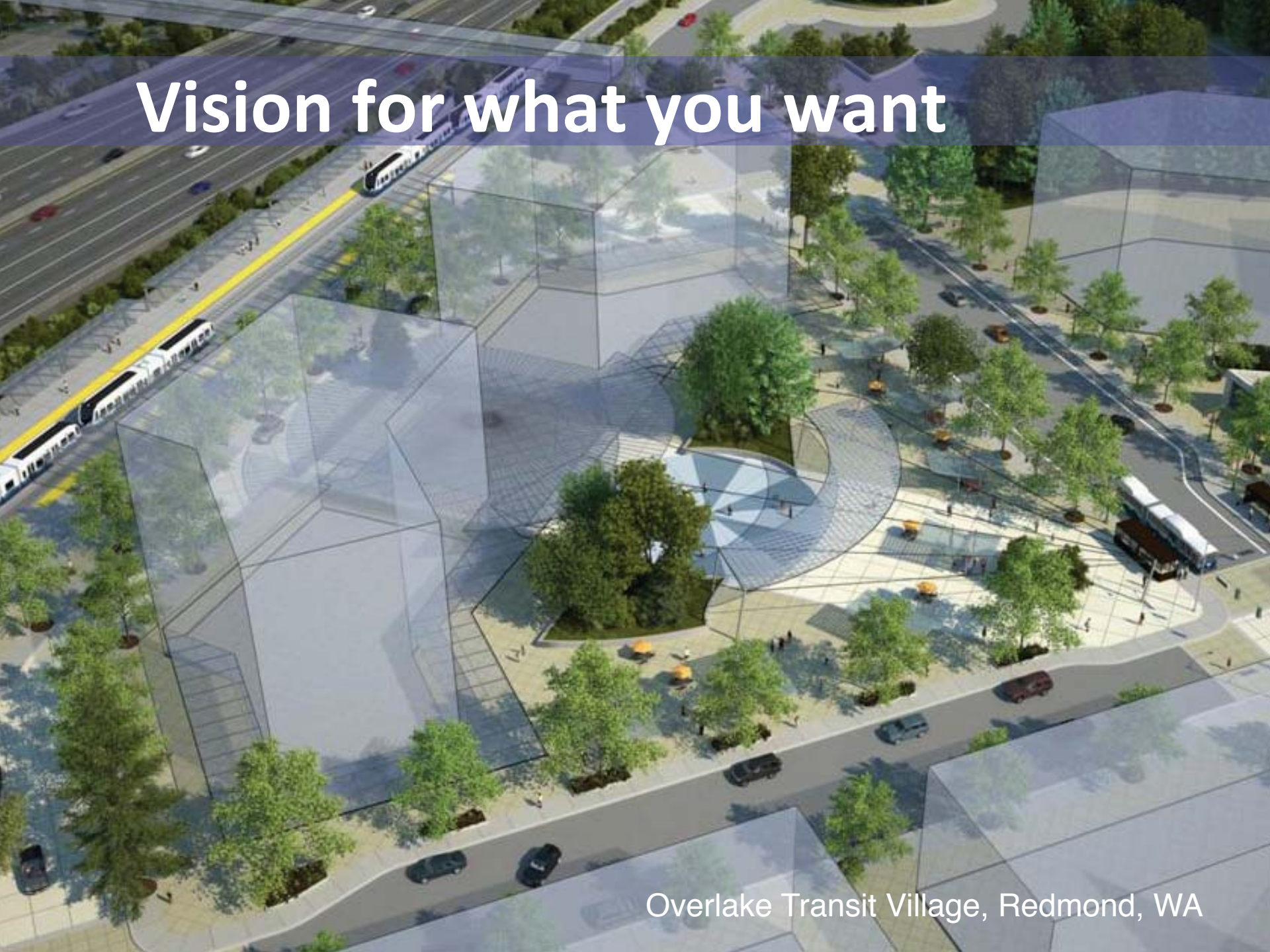
- Planning based in development reality
- Apply the power of partnerships
- Market driven, not transit driven TOD
- Designed for the pedestrian





41st & Fox Commuter Rail Station Denver

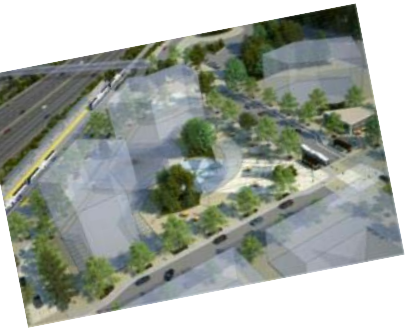
Vision for what you want

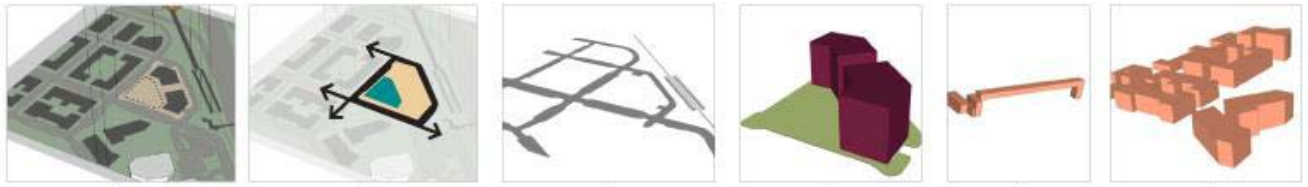


Overlake Transit Village, Redmond, WA

Clear path & roles to get there

phasing





2012 2023

refined plan

site control:
- initial streets
- vault

infrastructure:
- transit
- street

catalyst project
- opportunity sites

pedestrian bridge

future development

partnerships

2012 2023

city of redmond implementation team
sound transit
landowners
development community
key stakeholders

*dashed lines indicate on-going processes

Overlake Transit Village, Implementation Plan, Redmond, WA

GB place making

Get More Impact From Public TOD Funding

- Don’t subsidize just for being next to transit
- Insist on higher performance TOD
  - Density / mix / design / affordability / green
- Demonstrate ‘proof of concept’
  - Continuously move the market, provide new comps
- Catalyze new investment
- Select projects that can be replicated

TOD
MYTHS

We need rail before we do TOD

Don’t need to wait for transit

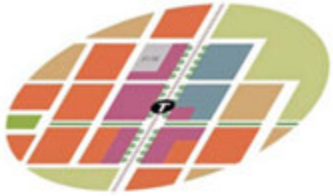
Same planning & development fundamentals apply

T O D
P O D
D O T

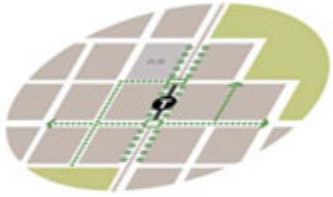
- Transit-Oriented
- Pedestrian-Oriented
- Development-Oriented

GB place making

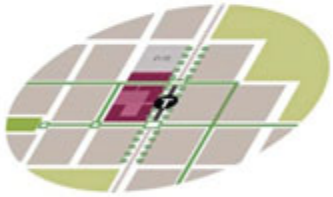
TOD EVOLUTION



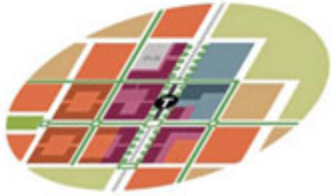
The TOD plan



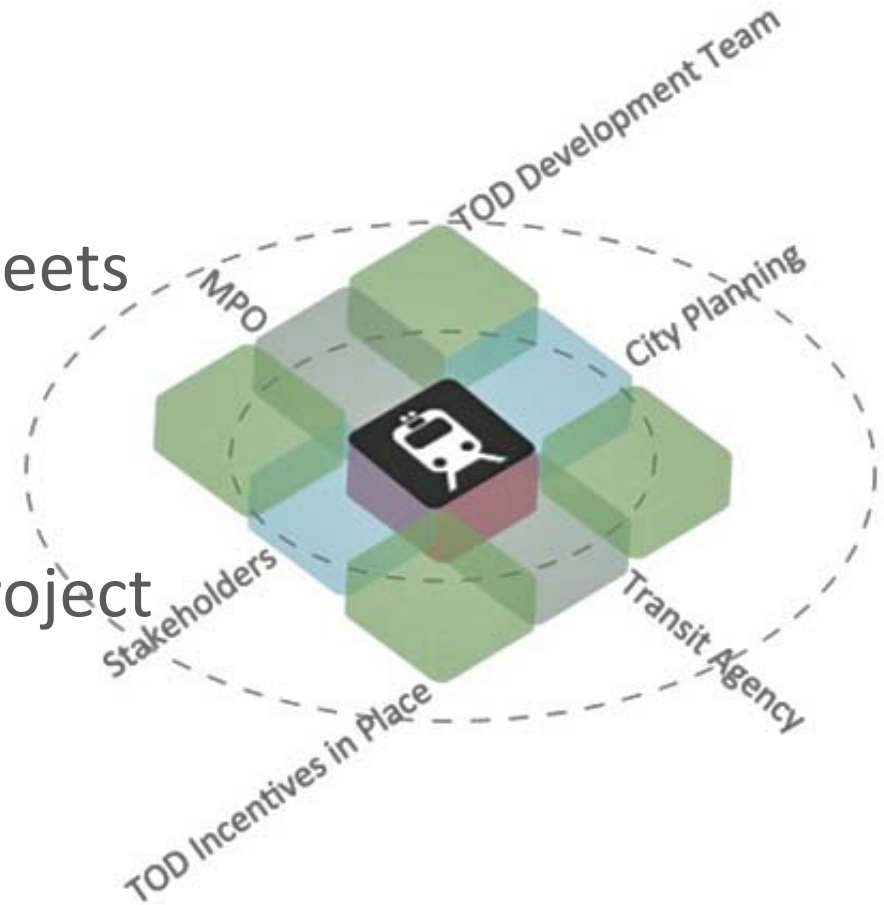
Rail + walkable streets



Parks + TOD demonstration project



Built TOD district

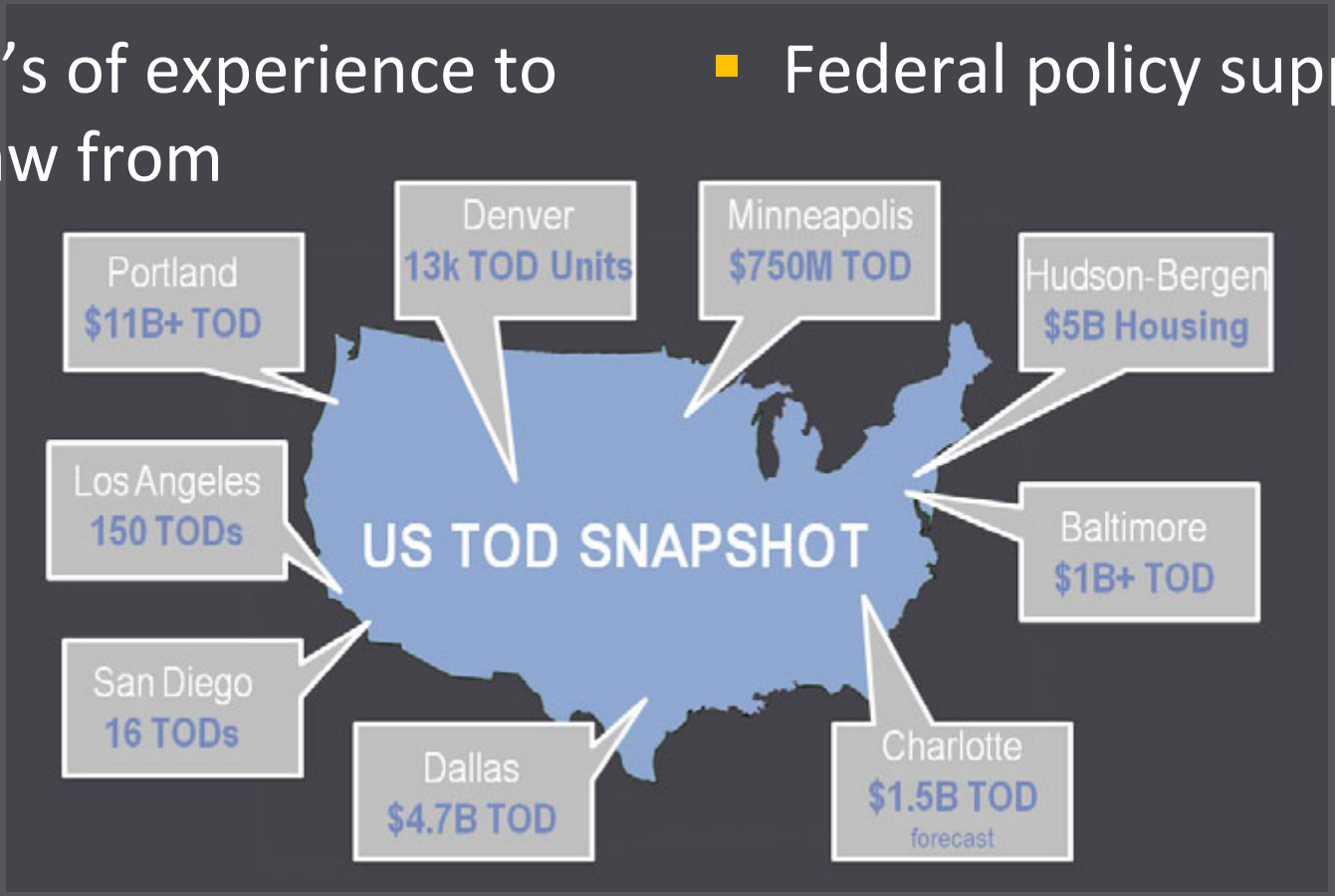


GB place making

TOD
MYTHS
These 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



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