ETOD: An International Perspective

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TOD: Alternatives for Housing, Retail + Walkability

Realizing the Potential: Expanding Housing Opportunities Near Transit

Reconnecting America’s Center for Transit-Oriented Development

April 2007

Figure 2.1 Holding Housing Costs Constant, Location Matters to Transportation Costs

Transit Rich Neighborhood

Average American Family

Auto Dependent Neighborhood

Source: Center for TOD Housing + Transportation Affordability Index, 2004 Bureau of Labor Statistics
ETOD – Definition?

Electronic Terrain and Obstacle Data

Equitable Transit Oriented Development
ETOD – Definition

Employment Transit Oriented Development
ETOD – Definition

The use of multi-modal transportation to help create or build upon employment-based characteristics of a district of a city,

often focusing on its “locally made” context

while also acting as a catalyst for land use changes to accept additional mixed use growth.
Objectives From a **Transit + Urban Planning** Perspective

By creating more transit destinations in the form of jobs,

a city has the distinct opportunity to optimize the region’s transportation and infrastructure investment,

filling outbound trains as well as inbound trains.
Objectives From an Economic + Political Perspective

- Create more employment
- Make a particular city more competitive
- Provide a better tax base for the city
- Provide more job opportunities and equity
The Great Divergence
Brain Hubs
Hollowing Out
In the middle are a number of cities that could go either way. For the past thirty years, the three Americas have been growing apart at an accelerating rate.
This divergence is one of the most important recent developments in the United States and is causing growing geographic disparities in all other aspects of our lives, from health and longevity to family stability and political engagement.
An International Perspective
Focus on Innovation

1. Engaging Industry Leaders

2. The Formula for Incubation?
OUR INTENT: CREATE THE BEST DESIGN SCHOOL. PERIOD.

- prepare FUTURE INNOVATORS to be breakthrough thinkers & doers
- use DESIGN THINKING to inspire multidisciplinary teams
- foster RADICAL COLLABORATION between students, faculty & industry
- tackle BIG PROJECTS and use prototyping to discover new solutions

STANFORD D.SCHOOL

From HEC-ULg, Liege 2010 presentation
Top Down Model: Engaging Industry

For every 10 - 15,000 high-tech jobs, 70 – 90,000 other jobs are created in the region.
Towards the Innovation District

INDUSTRIAL

TECHNOLOGY RESEARCH

URBAN SCIENTIFIC RESEARCH

INNOVATION DISTRICT

Industrial Segment

Education + Innovation Segment

Industrial Segment

Urban Segment

Industrial Segment

Urban Segment

Social + Cultural Segment

Education + Innovation Segment

Industrial Segment

Urban Segment

From Quartier L’Innovation Brochure 2012
Towards the Innovation District

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Employment **Innovation** Districts

**Collaborations** between Cities, Industry and Universities

- London – East End – Silicon Roundabout – Tech City
- New York – Roosevelt Island
- Montreal – Quartier L’innovation
London – East End – Tech City – Silicon Roundabout

(City of London, Cisco, Facebook, Google, Intel and McKinsey & Company, City University, Imperial College, Loughborough University and University College).
New York – Roosevelt Island
(City of New York, Cornell, Teknion, Google)
Montreal – Quartier L’innovation
(Ecole Technologie Superior, McGill University, City of Montreal)
Montreal – Innovation Quartier
Montreal – Innovation Quartier
Montreal – Innovation Quartier
Montreal – Innovation Quartier

ETS

McGill

Province

City
Montreal – Innovation Quartier
Montreal – Innovation Quartier
Montreal – Innovation Quartier

Corridor Culturel de Griffintown
Montreal – Innovation Quartier

Créer = be aware, know, figure out; realize, sort out, see

Savoir = create; produce, develop; form, make; found, establish
Montreal – Innovation Quartier

The Laboratory of Urban Culture

- Landmark, multi-purpose venue.
- Bring people to the district through regular arts/culture events and collaborations.
- Provision of affordable, shared workspaces suitable for various kinds of activity.
Lessons Learned – **Top Down Model**
From International Perspective

- Set objectives, and clarify roles for partners

- What are the projects for early wins?

- Make it Local – specifically to specific context and assets - involve neighborhoods, communities

- Use proximity / transportation to support and establish more innovation, competitiveness and employment
The Formula for Incubation?

BYOE

Bring Your Own Enterprise
PLACE CAPITAL

A live documentary about cities

Presented by the 2013 Runstad Affiliate Fellows.

October 3rd, 6:30PM

The Hub Seattle
Community Driven
Employment Co-Working Spaces
New Industry
Rainier Beach
Seattle – Rainier Beach
Seattle – Rainier Beach

- Led by a community working group
- Proposed rezone to encourage community employment
Seattle – Rainier Beach

PHASE 3
2015 - 2017

- New support building:
  - Storage
  - Office
  - Tractor shelter
  - Water harvest roof
- Water storage cistern
- Solar installation
- School bus turnaround
- Demo garden
- New training centers:
  - Classroom
  - Community kitchen
  - Restrooms
- Parking lot improvements
- Teaching shelter
- 11th demonstration garden
- Tool shed / shelter
- Community garden
- Preserved wetland area

Pedestrian access
Vehicle access (public)
Vehicle access (service)
SM - Seattle Mixed
A mixed-use area that provides for a flexible, wide range of uses intended to encourage evolution into a mixed-use neighborhood.

The SM zone has many similarities to the NC zone, but is more flexible. The SM zone’s greater allowance for light industrial, manufacturing, and food processing/craft uses matches the community’s aspirations for the station area to provide living-wage employment opportunities for neighborhood residents. The SM zone also reinforces vibrant, pedestrian-oriented uses in designated locations.

Typical Land Uses
Variied mix, which could include retail, office, light industrial, manufacturing, and multifamily. Warehouses are a conditional use.

Building Types
Wide range, depending on use and location, including single-story industrial, low-rise, car-oriented commercial, and midrise mixed-use residential.

Street-level Design
On P-streets: transparency >60% for street-facing facade, >30% elsewhere; blank facade length <15’, <30’ elsewhere. 30’ average depth and height >13’ for P-street required commercial uses.

Maximum Commercial Size
25,000 sf for general manufacturing; otherwise no limits.

Parking Location/Access
At the rear or side covering <30% of lot, or within structure. Access from alley if feasible.
Seattle – Rainier Beach Long Vision

PROJECTED USES: 30-YEAR TIMEFRAME

- **Commercial/Institutional Use**
  - Light manufacturing/creative incubator space
  - Institutional anchors
  - Work/live, artist space

- **Residential Use**
  - Affordable multifamily with large units
  - Cooperative housing

- **Mixed Use (a combination of the above)**

- **Improved pedestrian connection at south end of platform**
- **Community garden**
- **East-west pedestrian connection**
- **Innovation/gateway district**
Seattle – Rainier Beach  Long Vision
Lessons Learned – Rainier Beach

• Community leadership is key
• Transit is an important catalyst
• Identify incentives to attract businesses to area
• Find partnerships with employers or education institutions
• Revitalization through Innovative Zoning
• Identify early wins for implementation
The Ingredients of Innovation
Questions?
Modified from HEC-ULg, Liege 2010 presentation