Building Regional Collaboration along Corridors

Moderator:
Barbara Pierce, Council Member,
City of Redwood City

Grand Boulevard Initiative

New Partners for Smart Growth

February 4, 2011

The Grand Boulevard Initiative

- A collaboration of stakeholders united to achieve a shared vision for El Camino Real.
- Regional opportunity to meet housing needs and spur economic development.

The El Camino Real Corridor

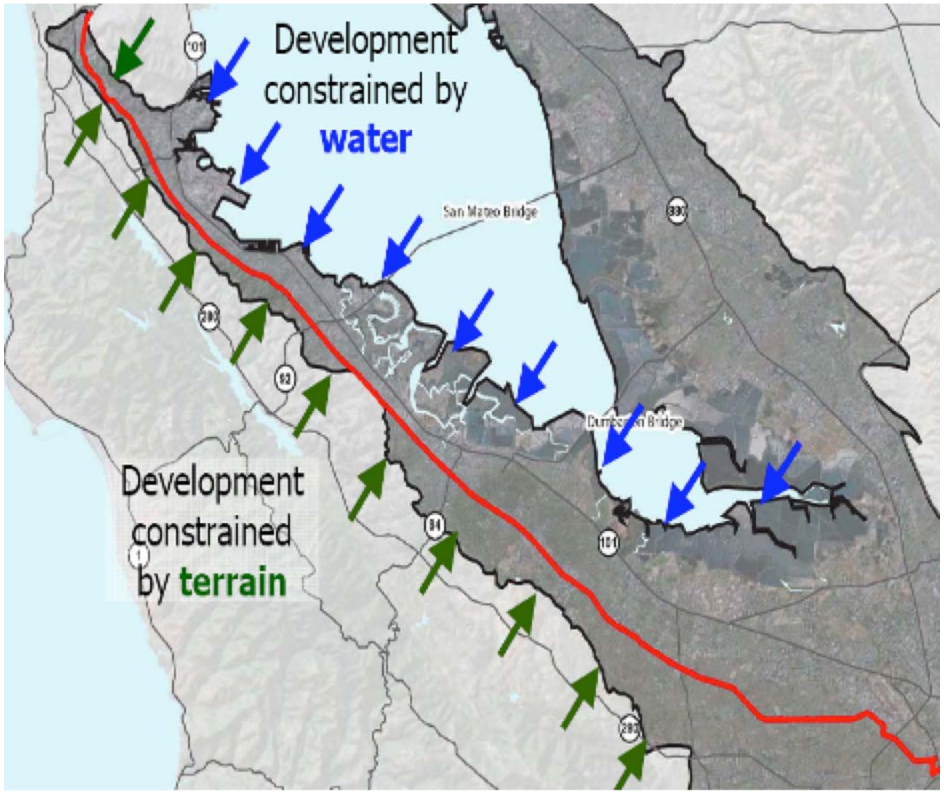
- State Route 82
- 43 miles
  - Daly City (San Francisco/San Mateo County line) to San Jose Diridon Station
- Only major north-south arterial
- Paralleled by BART and Caltrain lines
- Most productive VTA and SamTrans bus service

Existing Conditions

- Auto oriented
- "Long traffic delays"
- High accident rate
- Low use of commute alternatives to the SOV
- Low performing strip commercial development

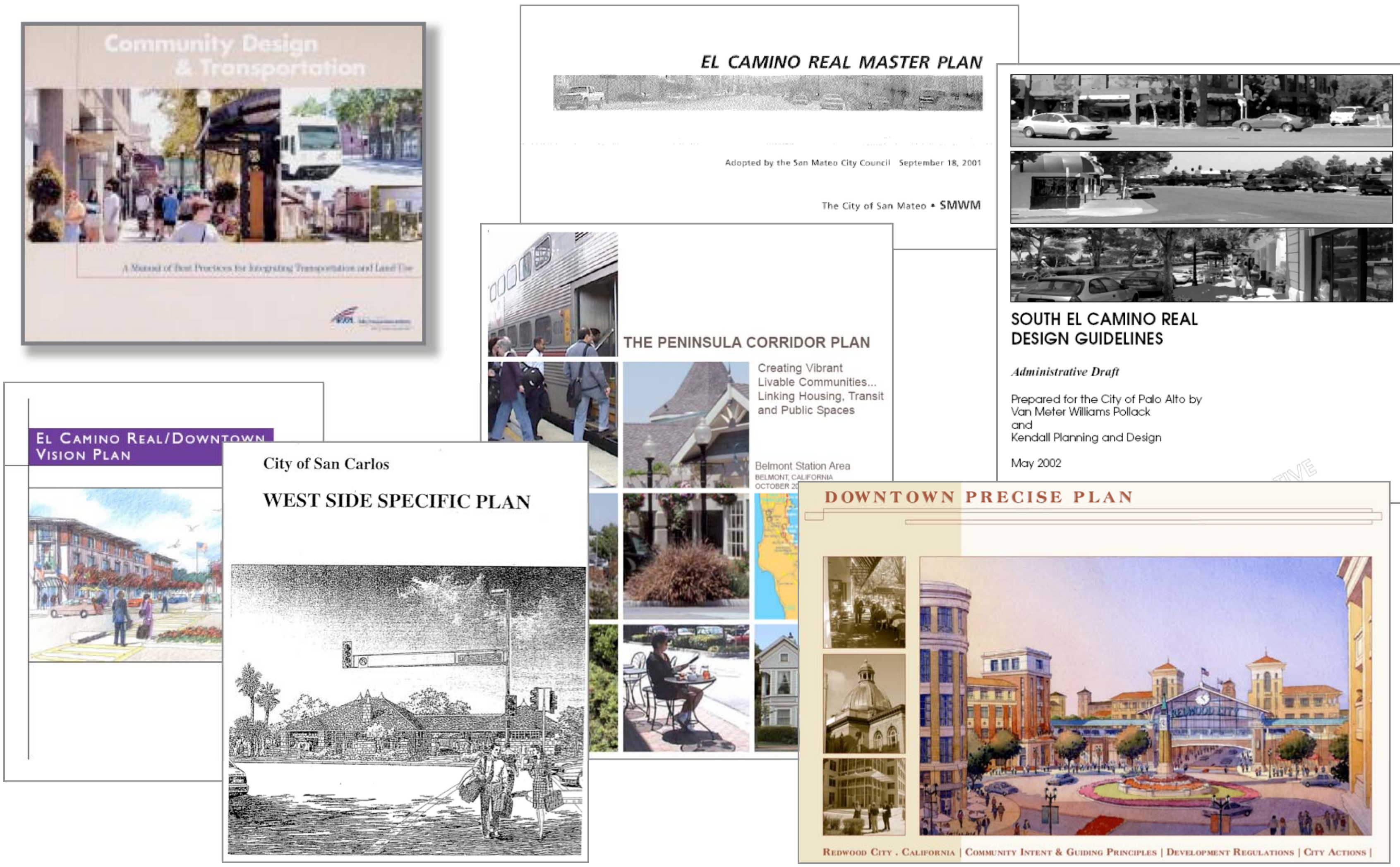
Existing Conditions

- 1.3:1 Jobs/Housing Imbalance
- Predicted to reach 1.6:1 by 2035



- Low-density land use
- 450,000 residents living within ¼ mile of the road

Genesis of the Grand Blvd Initiative



The "Coalition of the Willing"

Grand Boulevard Task Force

- First convened in March 2006
- 19 Cities, 2 Counties, CMAs, Transit Agencies, Regional MPO, ABAG, CA DOT, and representation for labor, development and environment
- Task Force and Working Committee

Challenge: How can we collaborate to plan for TOD along a bi-county and multi-city State highway?

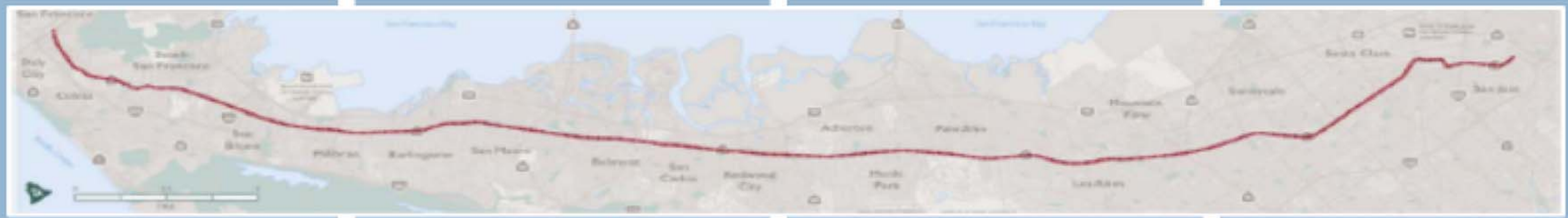
Grand Boulevard Initiative Vision

"Walkable" Mixed-Use

"Complete Streets"

Land Use Intensification

Enhanced Transit Service



Key Milestones

2006

- Task Force

2007

- Vision and Guiding Principles
- GBI Recognition Awards

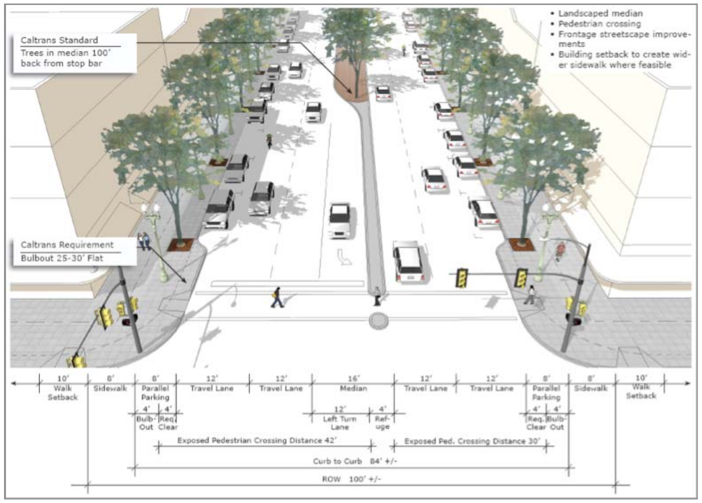
2008

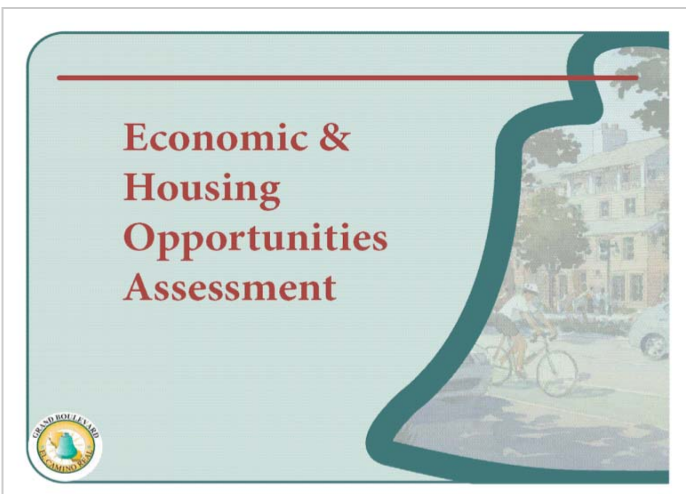
- El Camino Corridor designated as MTC Planned Priority Development Area (PDA)

2009

- Public Forum
- SAMCEDA "Excellence" Award

Key Milestones





2010

- Multimodal Transportation Corridor Plan
- Economic & Housing Opportunities Study Phase I
- NorCal APA and APA CA "Distinguished Leadership Award"
- Stakeholder Work Program

Corridor Challenges and Policy Areas

- Implementing a shared corridor vision
- Corridor management
- Intensification and diversification
- Role of transit and relationship to economic development
- Urban design
- Funding

Moving Forward: U.S DOT - TIGER II

Grand Boulevard: Removing Barriers to Livable Communities

Total Project Cost: $1,697,240

Goals:

- Designing El Camino Real as a Complete Street
- Economic Development Case Studies
- Infrastructure Needs Assessment and Financing Strategy

Moving Forward: MTC Climate Initiatives

Making the Last Mile Connection

Total Project Cost: $1,845,200

Goal: Demonstrate the role of TDM in smart growth

- Car sharing
- Short-distance Vanpool
- Telework and Flex-schedules
- Targeted marketing
- Regional Bike Share
- Electric Vehicle Charging Stations

Moving Forward:
Silicon Valley Community Foundation

From Grass Tops to Grass Roots

Total Project Cost: $107,100

Goals:
- Social Marketing
- Partnering with Advocacy Organizations
- Community Engagement and Education
- Develop a Resident Ambassador Program

Grand Boulevard Initiative

Grand Boulevard Forum Video Clip

Speaker: Michael Freedman

www.grandboulevard.net

Grand Boulevard Initiative

Economic and Housing Opportunities (ECHO) Assessment

VTA SAMCEDA San Mateo County TRANSIT DISTRICT C/CAG Joint Venture SILICON VALLEY NETWORK

Economic and Housing Opportunities (ECHO) Assessment

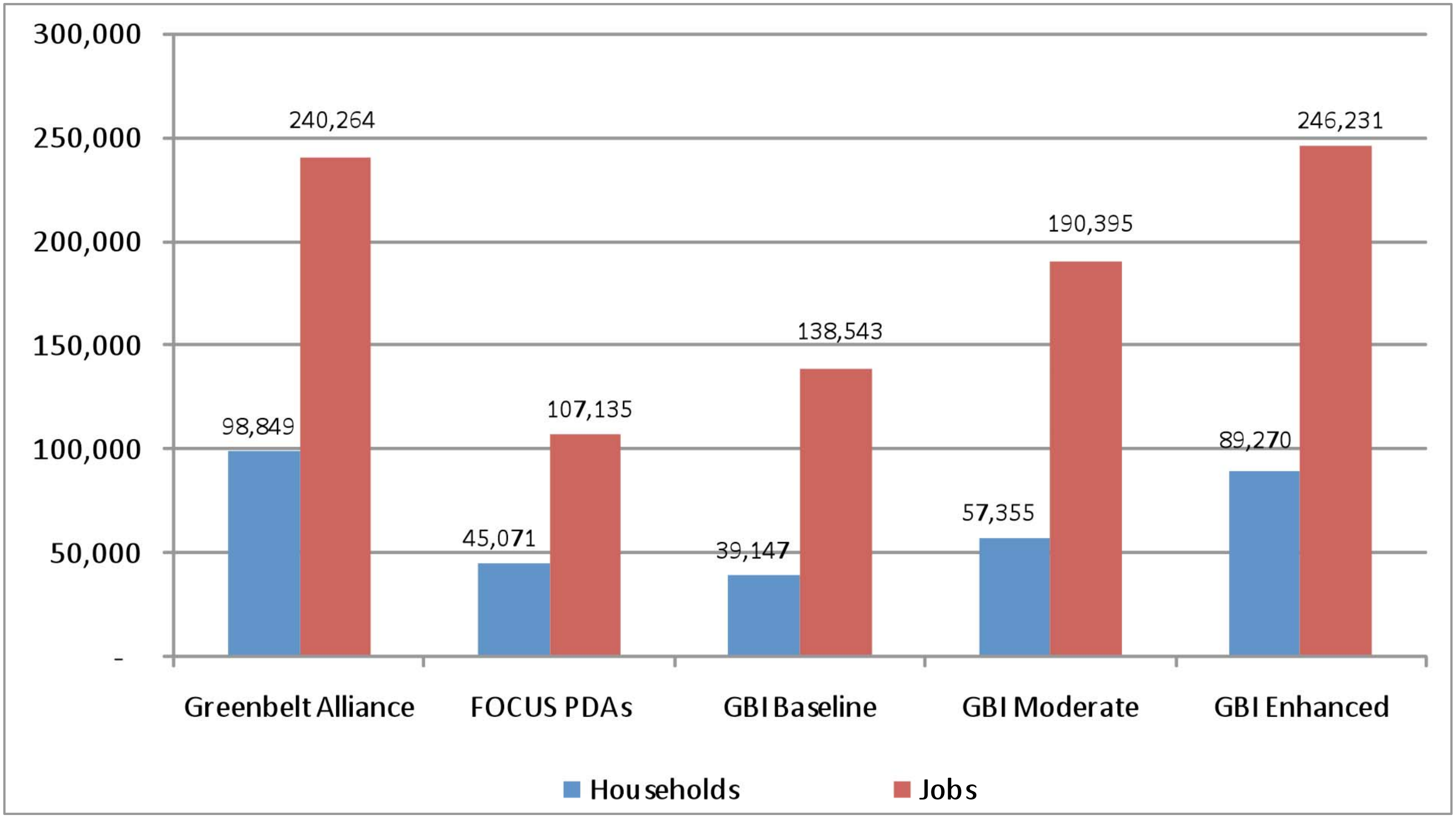
Purpose of the Assignment:

Making the Case for Transformation of the Corridor into the Grand Boulevard

Our Analysis:

1. Estimates of Potential Growth on the Corridor
2. Profile of Transformational Projects
3. Measure the Fiscal and Other Benefits of Transformation
4. Visualize and Study the Physical Implications of Transformation

Growth Scenarios Forecast Substantial New Housing and Job Growth on Corridor



The Corridor has Capacity to Accommodate Future Growth

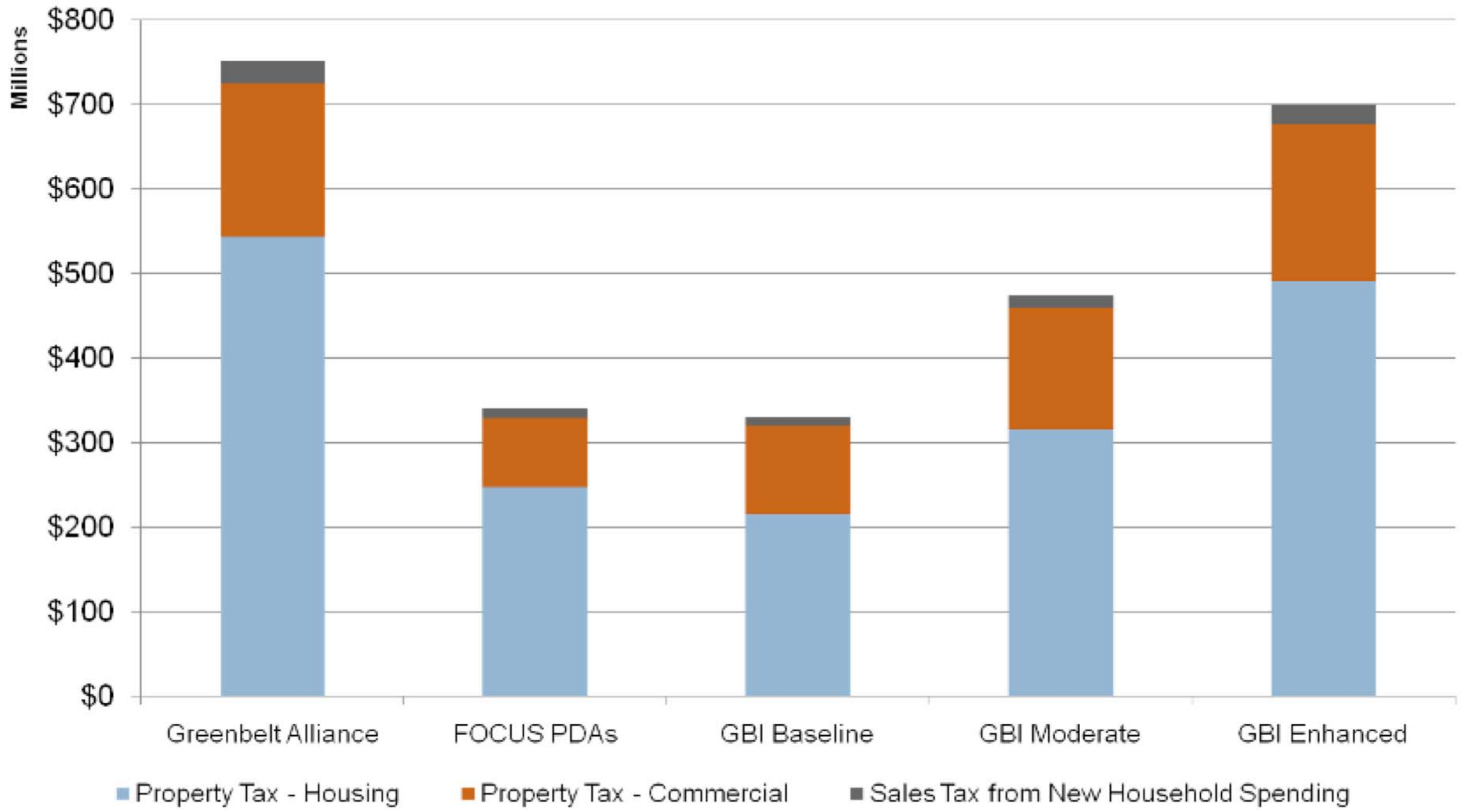
- Land capacity > amount of land required for infill
- Can be achieved at a range of densities

20-25 DU/AC – 2+ stories, attached townhomes, underground parking

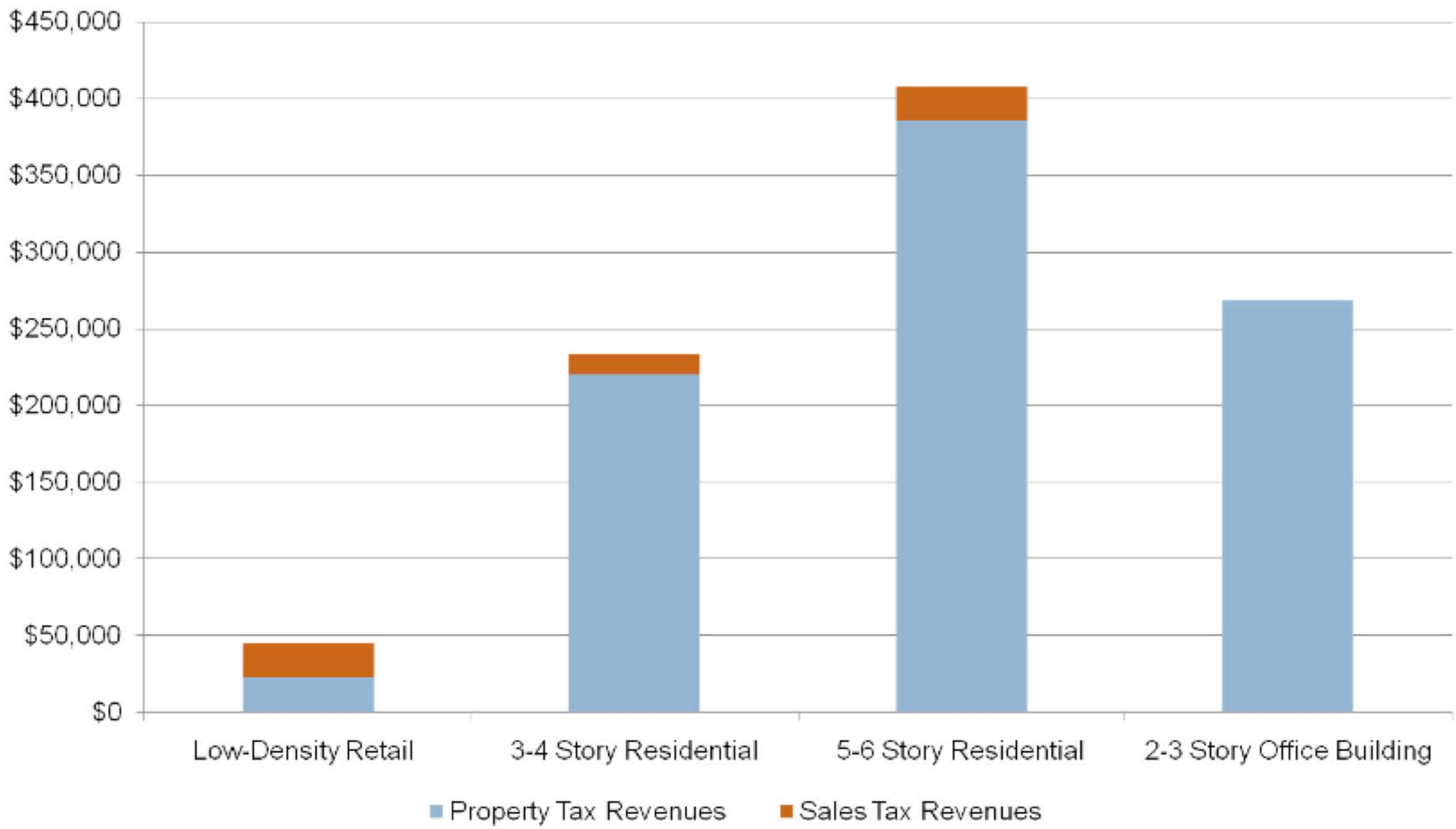
25-35 DU/AC – 3-4 stories, stacked attached townhomes, tuck-under parking

70-85 DU/AC – 6-8 stories, flats over structured parking/ground floor retail

Fiscal Benefits of Infill Development ~ $330 million to $752 million in local tax revenues

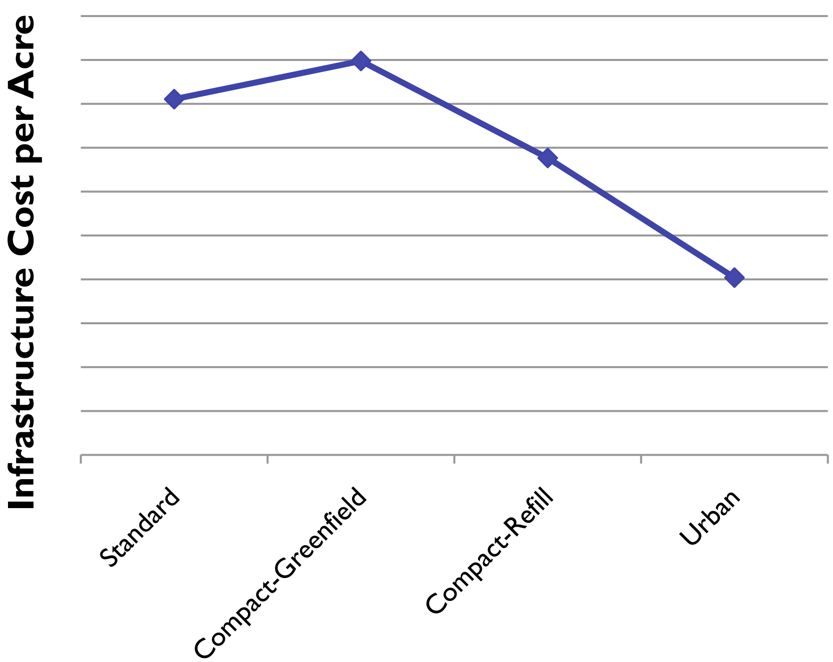


Conversion of Low-Performing Retail Sites to Higher Intensity Uses Can be Generate More Revenues



Infrastructure and Service Costs

Smart growth can lower infrastructure costs



O&M Costs Vary

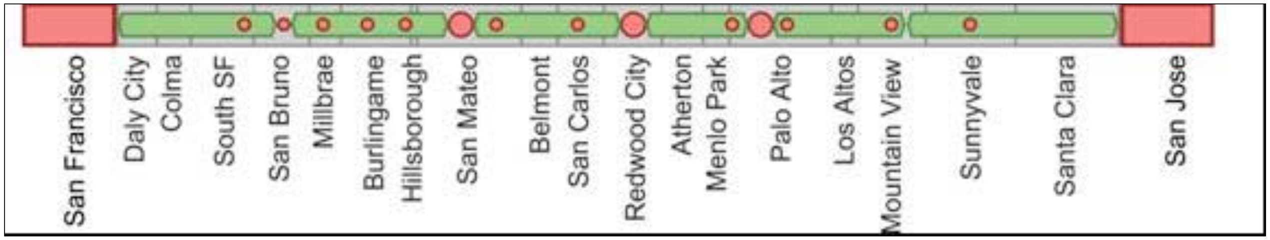
- Economies of scale for some departments
- Further analysis needed

Other Benefits of Transformation

- Revitalization and value enhancement
- Time and cost savings for households and employees
- More stable communities
- Provide a variety of housing types
- Access to skilled labor force

Visual Character Must Change To Unlock Potential of the Grand Boulevard

Transition from linear strip arterial to a pattern of centers and segments



Need to create an attractive environment for development

Development projects that capture, maintain, and add value

Public and private stakeholders must work together to effect change

Regulatory policies
- Zoning for range of densities
- Limited ground-floor retail
- Reduced parking/ TDM

Transparency and speed
- Updating and streamlining approvals

Removal of barriers
- Re-evaluate City fees

Targeted Investments
- Site assembly and acquisition
- “Public realm” improvements

Phase II Work: Implementation

- Selecting four case study cities on the Corridor
- In-depth look at major issues:
  - Removing barriers
  - Infrastructure needs assessment
  - Financing strategies at local and regional level

Grand Boulevard Initiative

Creating a Big Tent…

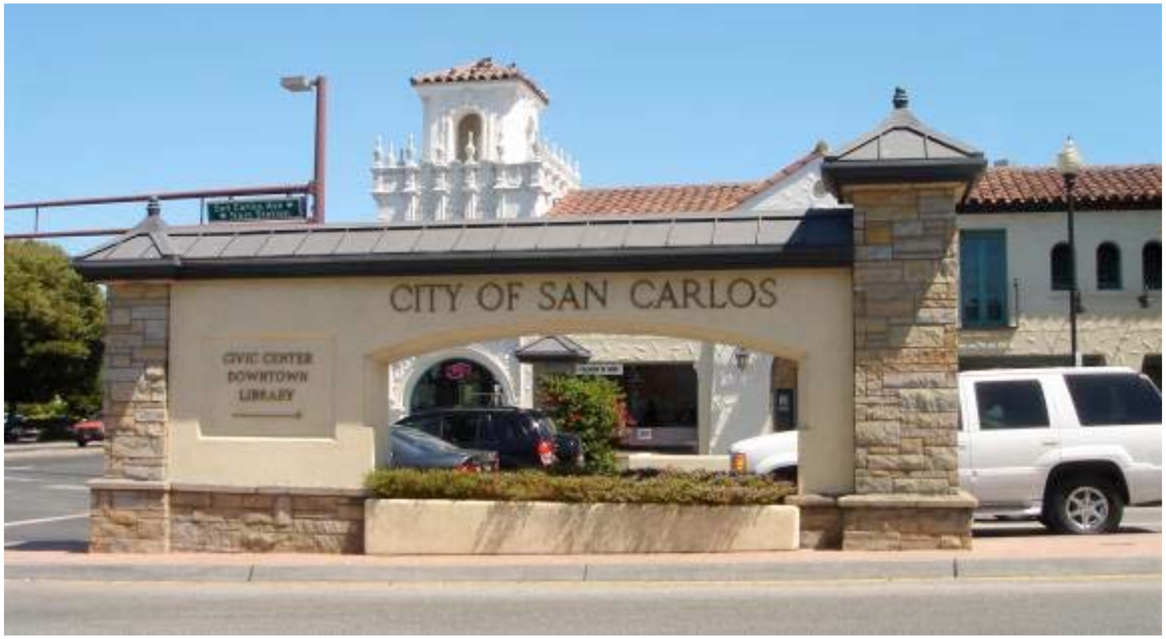
Regional Collaboration:

Implemented in a City along the Corridor

VTA SAMCEDA San Mateo County TRANSIT DISTRICT C/CAG Joint Venture SILICON VALLEY NETWORK

San Carlos, CA

- Population 28,000
- 100 ac. in a Planned Development Area
- El Camino Real/Caltrain Corridor – 1.9 miles in length



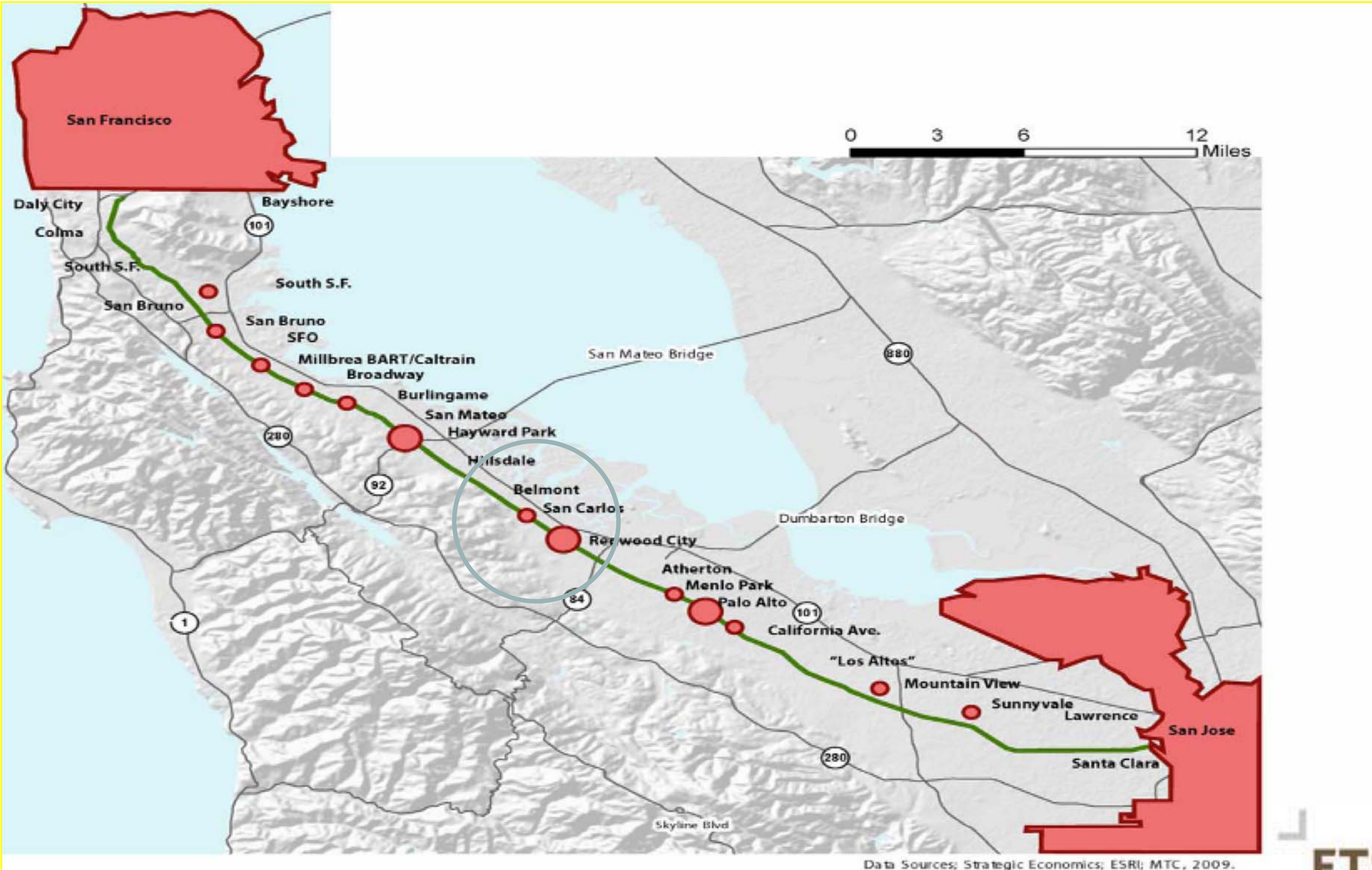
Evolution of the Corridor

- Missionary Trail
- Train Corridor
- Auto Oriented Commercial Strip
- Transit Bus Corridor

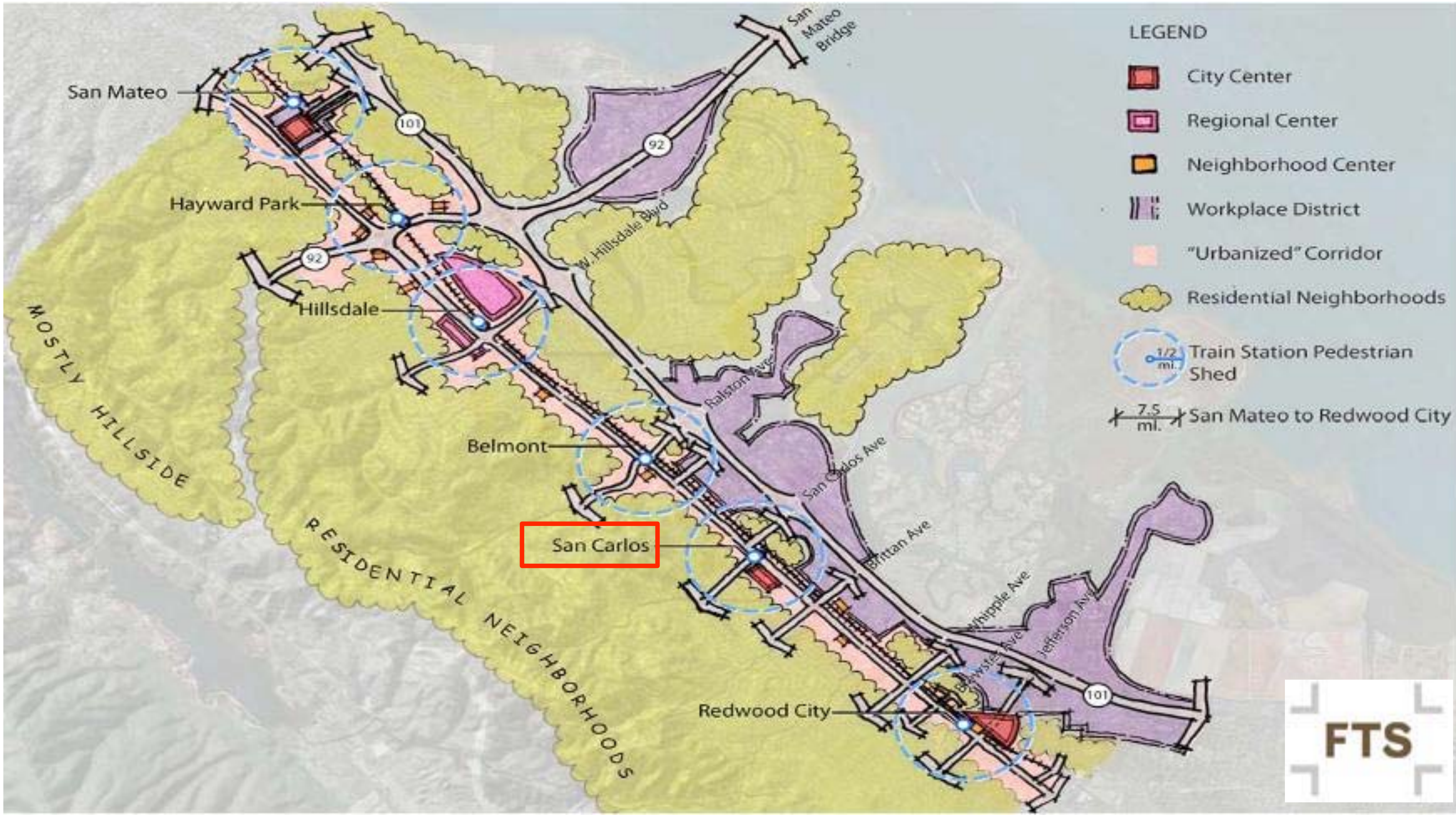
Envisioned to become:

- Multimodal with Nodes of Residential/Mixed Use/Commercial

San Carlos is Central

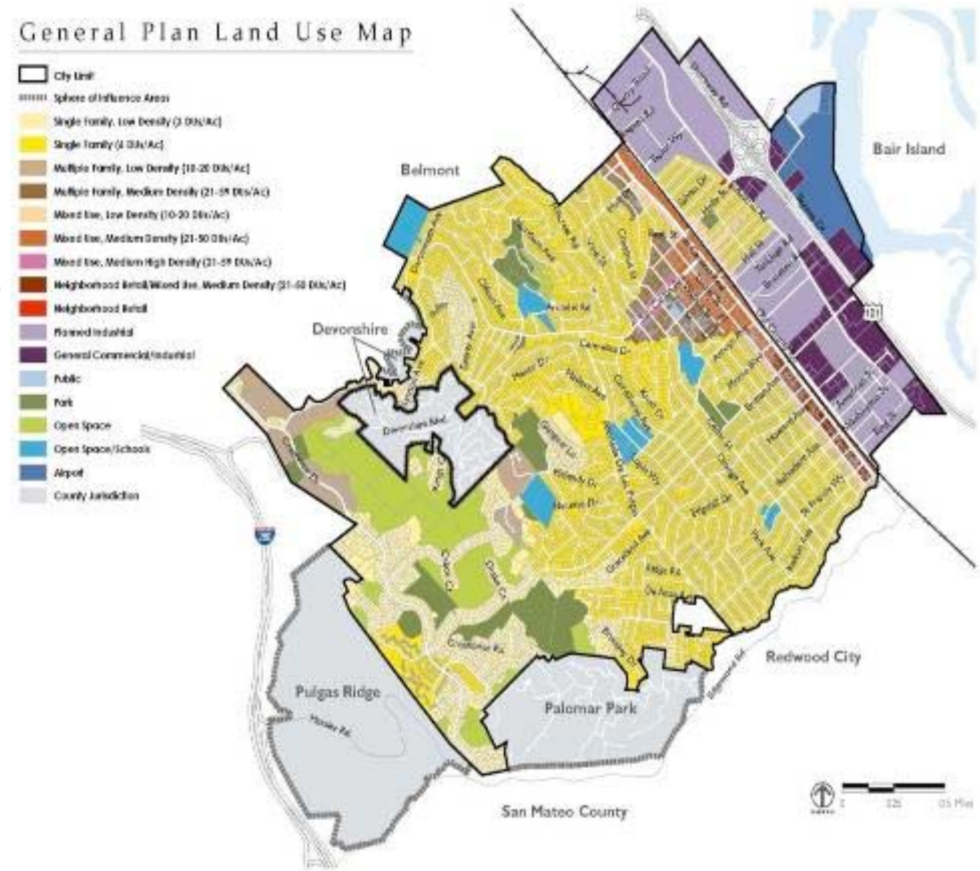


…with Employment Centers



Tools for Implementation

- General Plan/Climate Action Plan
- Zoning Ordinance
- Priority Development Area (PDA)
- ECHO
- Available Grants
- Planning entitlements
- Redevelopment
- Capital Projects



General Plan Elements

Land Use

Housing

Circulation

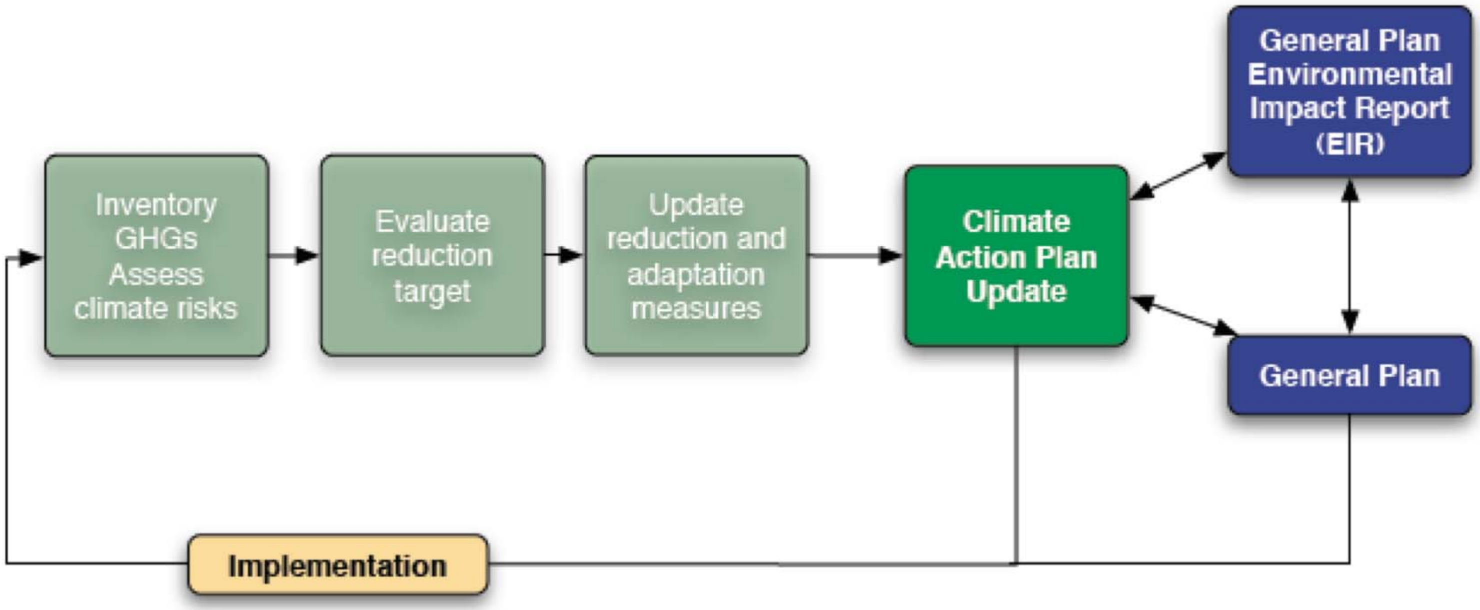
Environmental Management

Parks & Recreation

Community Safety & Services

Noise

Integrating the Climate Action Plan

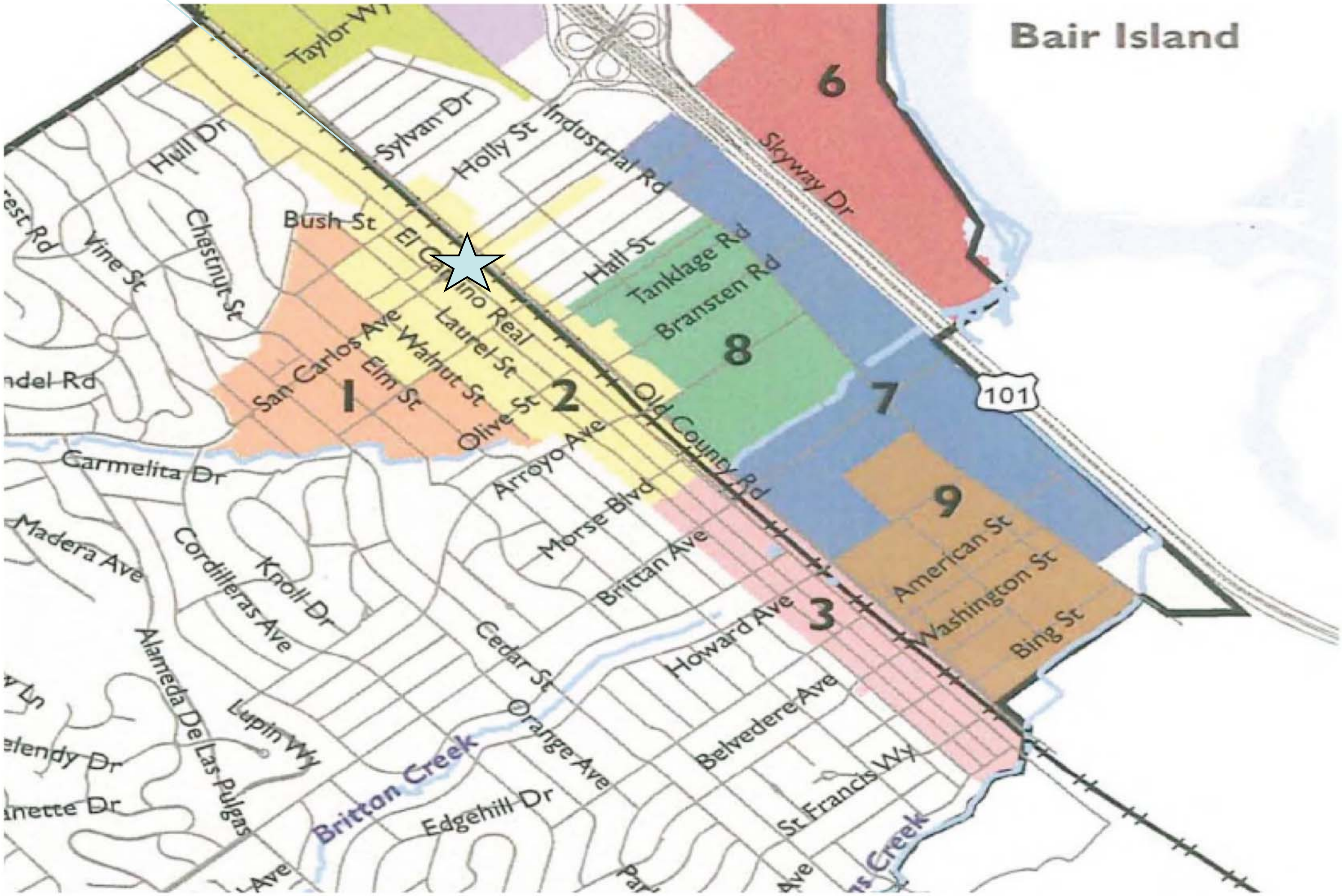


San Carlos CAP = Approximately 63,039 Metric Tons of Carbon Dioxide Equivalent prevented from release into the atmosphere.

Update the Zoning Ordinance

- ❑ Adopt a Transit Oriented Development Code
- ❑ Adopt a Transportation Demand Management Code

Focusing Development



…near the Depot

… a Multi-modal center

Implementing… the Transit Village

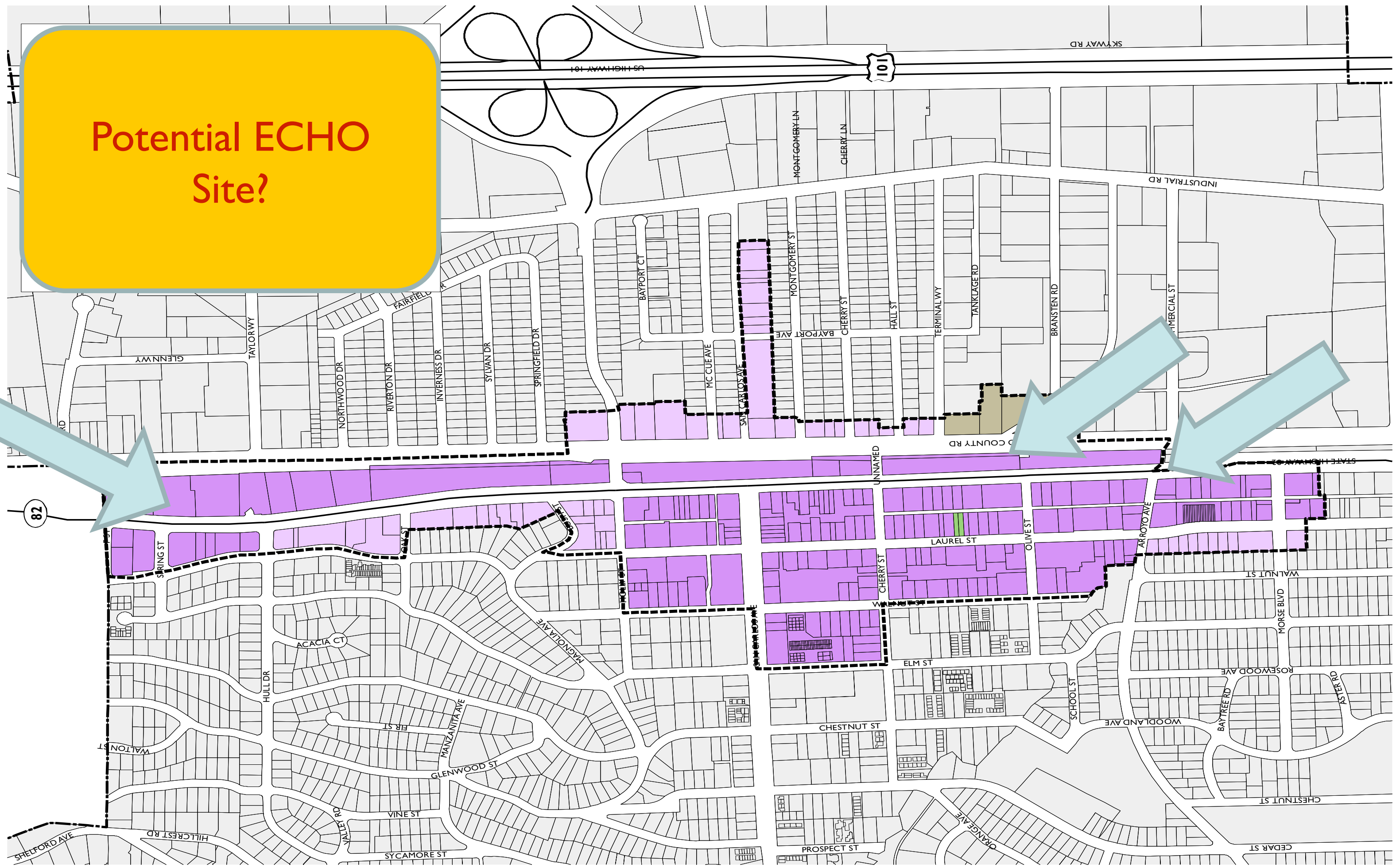
Imagining…Multimodal improvements

…and an improved pedestrian realm

New TOD Development

The 100% intersection

Defining…Potential ECHO Nodes



… at underutilized Sites

… at key intersections

… at key intersections

Imagining…High Speed Rail

Challenges

- Legacy of the auto strip
  - Gas stations
  - Car Washes/oil changers, etc
  - Drive thru fast food
  - Low end motels.
- Small lots, multiple ownership, family trusts
- Future of Redevelopment Agencies
- Funding

Opportunities

- Transit-oriented development to meet housing needs and spur economic development
- Local objectives and regional goals in balance
- Federal, State and Regional interest in TOD and the availability of grant funding
- State DOT support for regional approach and consistent permitting along the Corridor
- Creating the "Grand" in the Boulevard

Thank You

Barbara Pierce
Councilmember
City of Redwood City
bpierce@redwoodcity.org
(650) 368-6246

Corinne Goodrich
San Mateo County Transit District
goodrichc@samtrans.com
(650) 508-6369

Deborah Nelson
City of San Carlos
dnelson@cityofsancarlos.org
(650) 802-4264

Sujata Srivastava
Strategic Economics
ssrivastava@
strategiceconomics.com

www.grandboulevard.net

Getting it Done:

Transit-Oriented Districts and Walkable Communities

<u>What We Are Learning</u>

2010 Workshop Series Summary

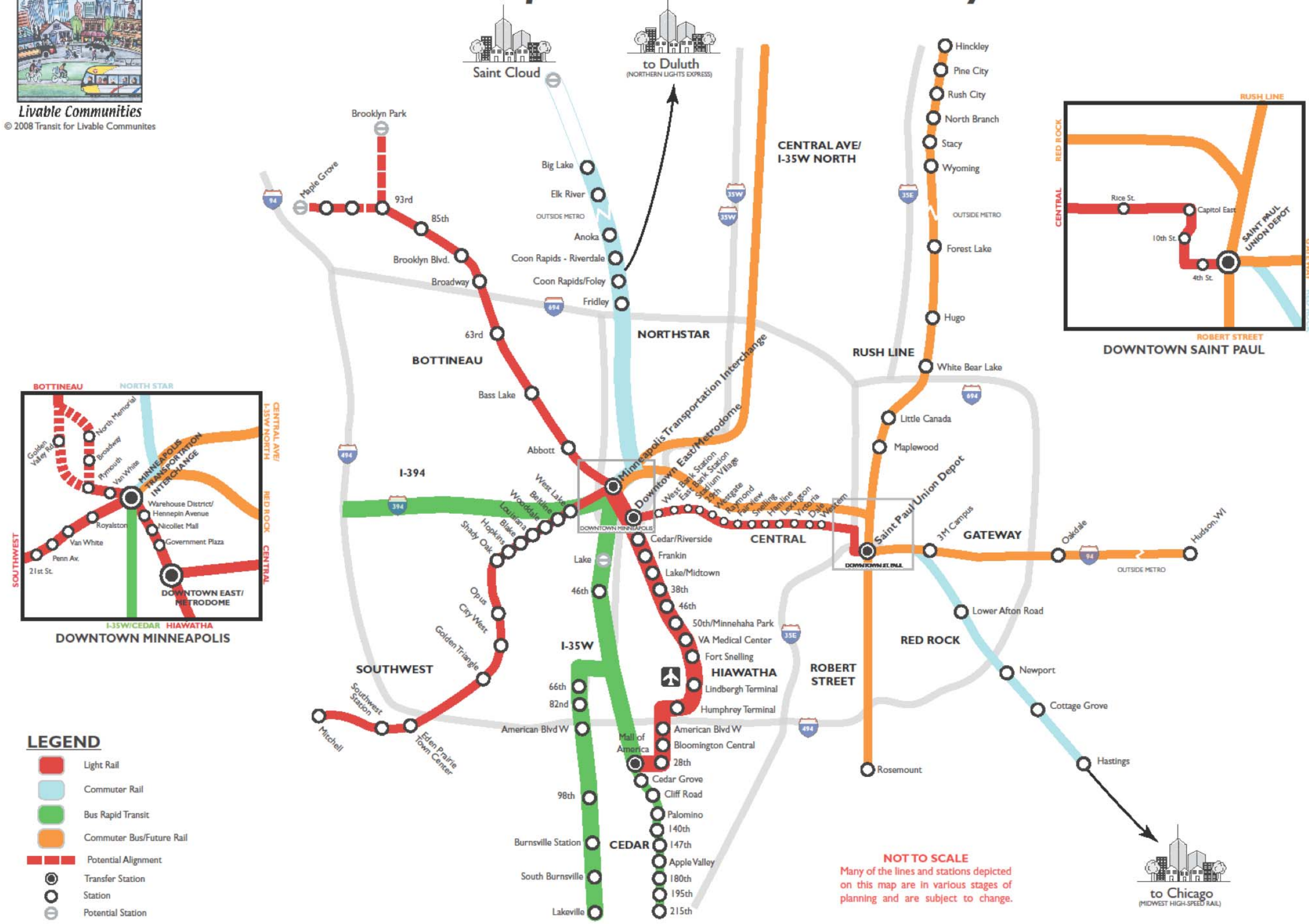
and Opportunities for Action

2011 New Partners for Smart Growth Conference

TRANSIT *for*

Livable Communities

Minneapolis-St. Paul Transitways 2020



The Twin Cities Regional Transit System – Financing, Regulation, Operations, Planning

- Metropolitan Council / Metro Transit
- Cities
- Watershed Districts
- 7 counties (County Boards and Regional Rail Authorities)
- Counties Transit Improvement Board (CTIB)
- State Legislature
- Governor

Community Partners

- Community development corporations – housing, economic development, land trust, equity
- Housing advocates
- Transit advocates (bike, bus, pedestrian)
- Developers
- Environmental groups
- Equity advocates

Central Corridor LRT Alignment

Regional Collaboration for Transit

Key Issues:

- Route alignment
- Mode (BRT, LRT, streetcar, bus)
- Transit-oriented development
- Financing
- Equity
- Investment beyond transit
- Land use planning
- Zoning / regulation

Workshop Topics:

Workshop I: Infrastructure and the Public Realm
Gary Toth, Project for Public Spaces

Workshop II: Connecting Land Use and Transportation
Joe Schilling, Virginia Tech Metropolitan Center

Workshop III: Equitable Development and Community Benefits
Leslie Moody, Partnership With Working Families

Workshop IV: Financing TOD, Building Public / Private Partnerships
Dena Belzer, Strategic Economics

Outcomes and results

- **Create** equitable transit-oriented districts
- **Build coalition** of partners to work toward equitable TOD
- **Implement policies** in support of equitable TOD
- **Form new partnerships** to plan for and implement equitable TOD
- **Establish financing mechanisms** to reward equitable TOD

Definition: Transit Oriented Development

A transit-oriented development (TOD) is a mixed-use area designed to maximize access to public transport, and often incorporates features to encourage transit ridership. Specifically TOD land use is:

1. Moderate to higher density development;
2. A mixture of residential, employment, shopping, and civic uses and types;
3. In walkable proximity to a major transit station; and
4. Oriented principally to transit, pedestrian and bicycle travel from the surrounding area, without excluding automobiles.

Who attended?

- 200 participants attended, 35% attended 3 – 4 sessions.
- Representatives from 16 cities, 5 counties, Met Council, and state and federal agencies.
- Cross-disciplinary and cross-sector involvement.
- Developers, advocacy groups, and community-based organizations.
- Paired national speakers with local responder panels

WORKSHOP 1
Infrastructure and the Public Realm

- Complete Streets
- Right-of-way
- Maintenance, aesthetics, stormwater
- Green / open space and public art
- Signal pre-emption

WORKSHOP 2
Connecting Land Use and Transportation

- Local zoning codes
- Planning for density
- Regulatory roles
- Community engagement

WORKSHOP 3
Equitable Development & Community Benefits

- Identify points of influence
- Timing mismatch
- Connecting different priorities
- Engagement over time

WORKSHOP 4
Financing Transit-Oriented Districts

- Targeting public resources
- Define goals and outcomes
- Gap financing needed
- Strengthen public / private partnerships

WORKSHOP 4
Financing Transit-Oriented Districts

Lessons:

- There is no silver bullet or perfect tool kit for financing Transit-Oriented Districts
- Financing follows a vision, which can be "fixed," but the implementation strategy has to be flexible and dynamic
- Resources need to be deployed to maximize leverage and maximize impact
- Proactive leadership is essential
- Partnerships are essential

Strengthen Predictability / Reduce Risk

- Articulate community values and goals
- Coordinate strategic investments
- Create destinations
- Build confidence in market demand
- Provide patient capital

End Products

- Presentation of findings and recommendations from the TOD series to be shared with city councils, planning commissions, legislative committees, and other key partners.
- A web site that contains all of the presentations, links, and information gathered at the ***Getting it Done TOD series*** is available at:

www.twincitiestoolkit.com/tod-workshop-series.html

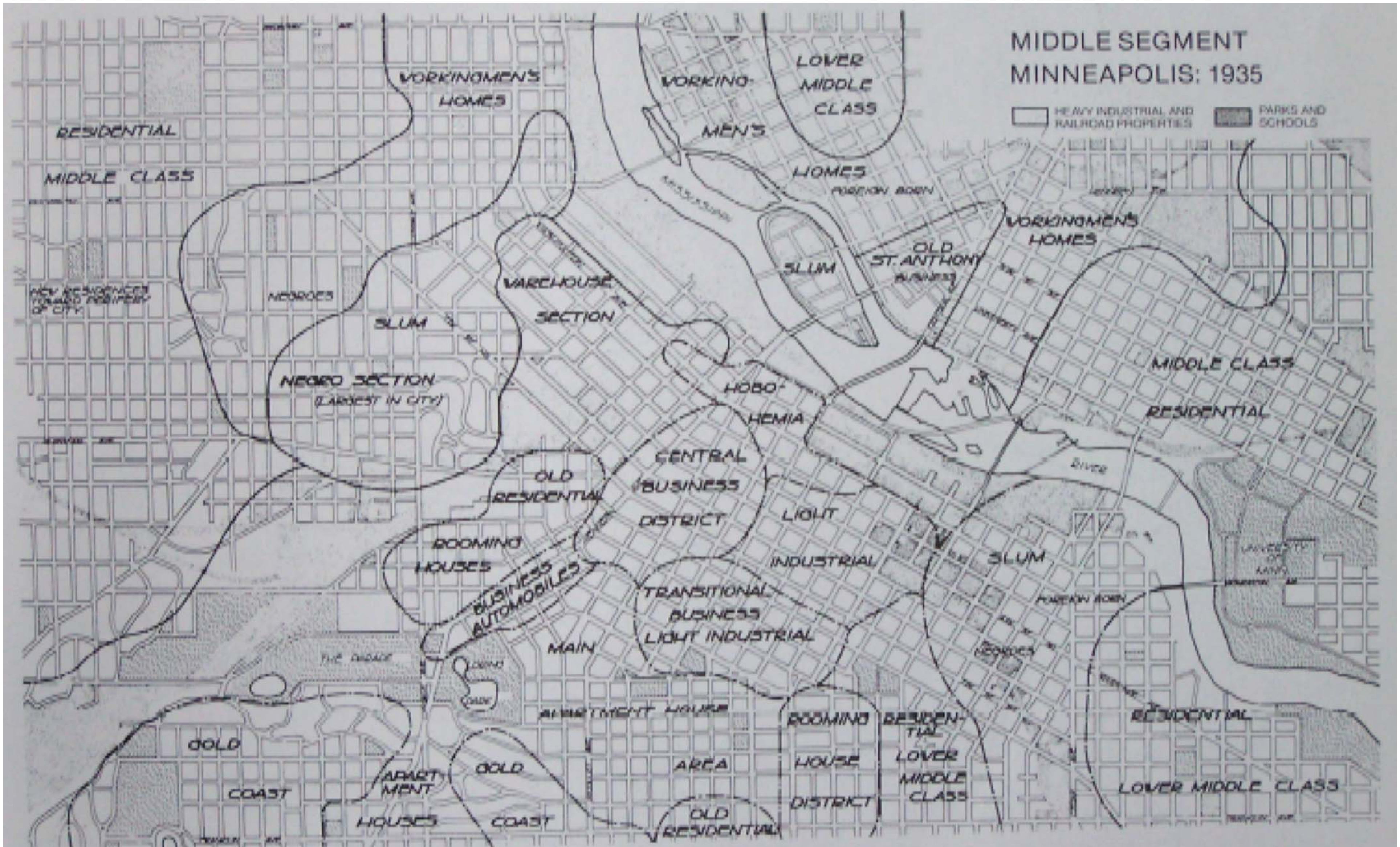
- A shared definition of transit-oriented development.
- A collection of local TOD case studies that provides information on what it took to make it happen.

Areas of further work

1. Identify the **regulatory barriers** to TOD (i.e. watershed districts, HUD, FTA, EPA, etc.)
2. **Impediments in the capital markets** (i.e. parking requirements by private lenders, vertical mixed use, etc.)
3. **Financing Implementation Tools** – Incentivize TOD (i.e. TIF to do place-making elements first, loan guarantees and credit enhancement, etc.)
4. Region-wide market analysis to **prioritize investment areas**

Top Ten TOD Policy Strategies

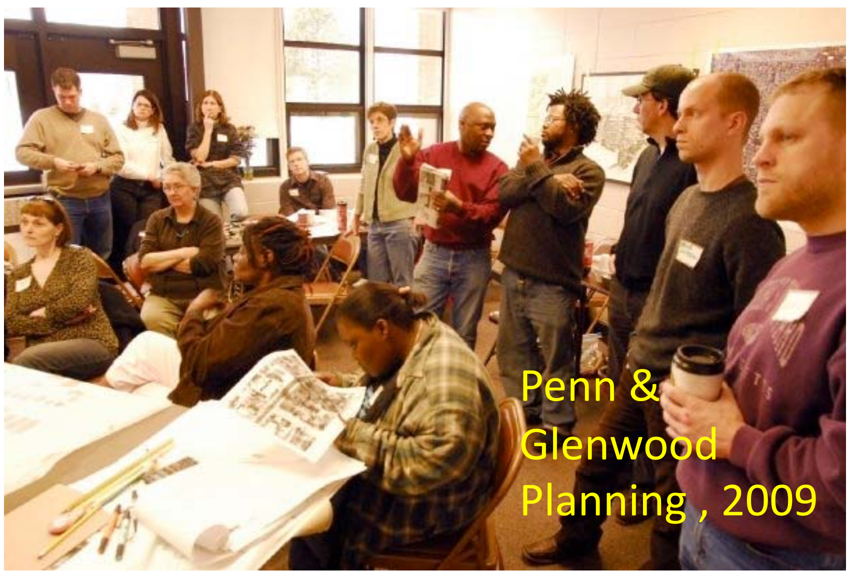
1. **Zoning revisions** - minimum FAR, maximum parking
2. **Invest in a system of transit improvements**
3. **Prioritize investment areas** by identifying regional growth centers and conducting regional market analysis
4. **Pass TIF for TOD**
5. Make **Livable Communities Act** more explicitly a **TOD program**.
6. Use planning, urban design policy to influence design, engineering of LRT, BRT
7. Land banking resources (patient capital) and strategies
8. Land trust options for residential and commercial sites.
9. Improve watershed planning and coordination with cities.
10. Advocate against decentralized employment locations.



Land use and social delineation of the Minneapolis core area, 1935.

Community Planning for Equitable Development

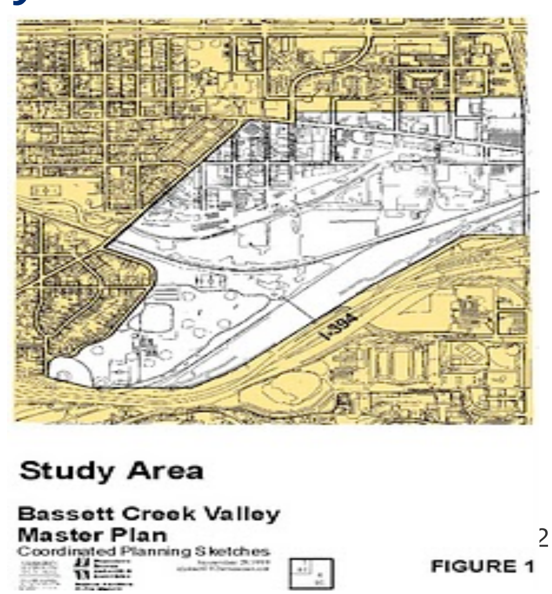
Bassett Creek Valley Community Benefits Meeting, 2007


Penn & Glenwood Planning , 2009

Bassett Creek Valley Master Plan

- For over 10 years, Harrison Neighborhood Association and Northside residents have been planning for the redevelopment of Bassett Creek Valley to provide quality affordable housing, living wage jobs, avoid displacement, and build community assets that will directly benefit the current residents.

- Over 650 residents and other stakeholders participated in the planning process.



The Bassett Creek Valley Redevelopment Oversight Committee

Established in 2000, membership includes Harrison and Bryn Mawr residents, Bassett Creek Valley business owners, Minneapolis City Council and Mayor’s office, and Ryan Companies. The committee continues to meet monthly.

Bassett Creek Valley Master Plan was approved by the Minneapolis City Council in January 2007 and incorporated into the city’s comprehensive plan .

Ryan Companies was awarded exclusive development rights in 2008.

Expected Redevelopment Outcomes of the Bassett Creek Valley Master Plan:

- 3,000+ housing units
- 2.5 M sq ft commercial space (office and retail)
- 5000 - 6000 jobs
- 40 ac. new green space
- After TIF repayment future projected tax revenue of $82 - $128 M

Humphrey Institute, Opportunity Cost Study, December, 2009

Current Status

In April 2010, Harrison Neighborhood Association was successful in protecting the redevelopment of Bassett Creek Valley.

Minneapolis City Council struck language committing the City to negotiate an agreement to sell Linden Yards East to Hennepin County for a commuter rail storage facility to accommodate up to 14-16 commuter diesel trains.

Instead, City Council directed staff to study joint development strategies, *if the area is identified for rail storage* and provide a final report by December 2010.