



Emerging Practices and Policies in Transit-oriented Development – *Helping Build Safe, Healthy and Livable Communities*

New Partners for Smart Growth
February 3, 2012



Session Overview

- Get to know your panel
- A little term definition
- Understand the drivers of change
- Taking a bigger view - working beyond the station
- Applying it to the San Diego region
- New federal endeavors
- Good give and take with you

Introducing the Panel



Elizabeth Wampler
Program Associate
Reconnecting America

- Supports technical assistance teams to implement equitable TOD
- Co-authored a book on corridor planning on behalf of FTA



Susan Baldwin, AICP
Sr. Regional Planner
SANDAG

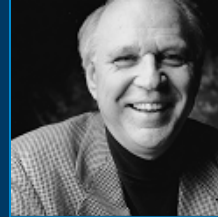
- Long-time San Diego region resident
- Specialist in regional land use and housing coordination

Introducing the Panel



Sharon Pugh
Senior Policy Analyst
Federal Transit Administration

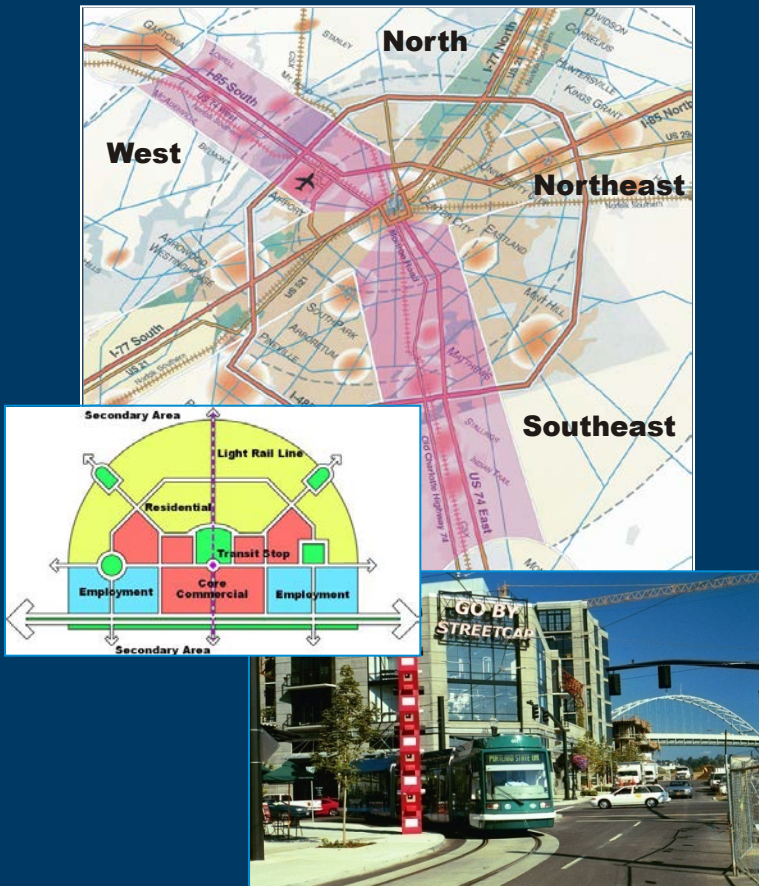
- Focus on land use/ transportation integration
- Specialist in JD, TOD and sustainable/livable places
- Leading update of FTA guidance on JD



David Taylor, CNU
HDR Director of Sustainable
Transportation Solutions

- Experienced in new urban planning and design, transit planning and TOD
- Contributing author, *Street Smart, Streetcars and Cities in the 21st Century*

Fundamental Panel Precepts

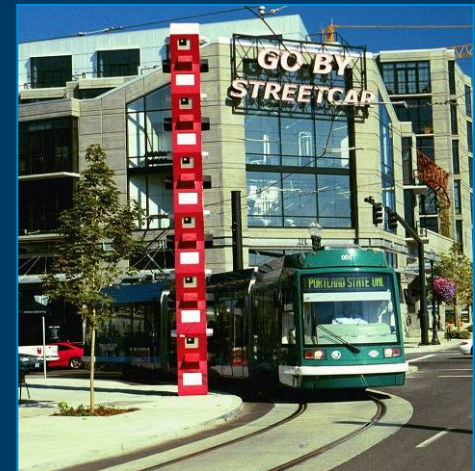


- Re-balancing community and mobility needs
- Changing regional development patterns
- Expanding mobility choices
- Putting land use first, then transportation
- Securing sustainable development

Transit and Development

Transit - The Means...

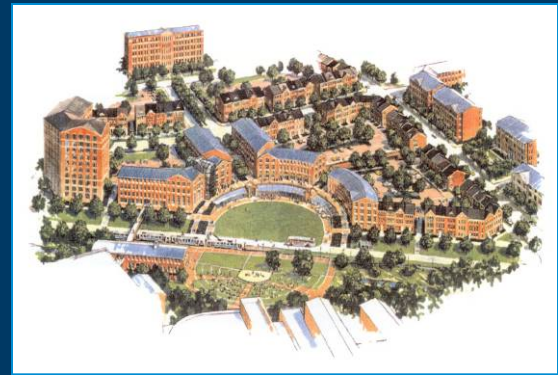
The Goal - Livable Communities



Transit and Development

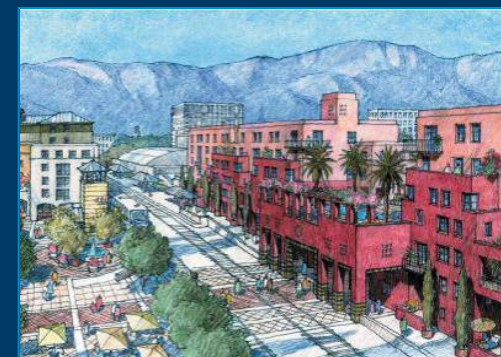
Transit - A single, powerful investment that:

- **Reinforces** traditional neighborhoods
- **Revitalizes** by-passed properties
- **Redirects** new development patterns



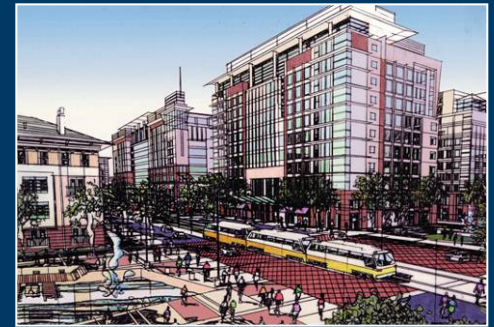
What Exactly is TOD?

- Not a development type
- Not just a project at a station
- Not a ploy to increase densities
- TOD is a:
 - Policy decision
 - Planning approach
 - Location definition



TOD – Responding to Change

- 80M to 100M people by mid-century
- Demographic shift: age + HH size
- Future development requirements
 - 89M new or replacement housing units
 - 190B sf of non-residential uses
- Increased vehicle miles traveled
 - 3X population growth
 - 2X new vehicle registrations
- Fuel efficiency + technology cannot overcome VMT





What is Driving Change?

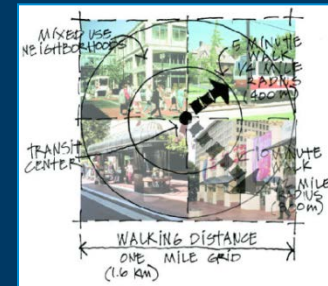
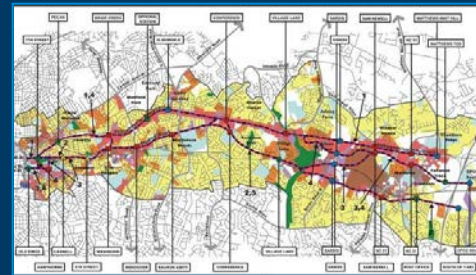
“...at least a quarter of all households...
looking for housing in the next 20 years –
14.6 million households – will be looking
for housing within ¼ mile of a...transit
stop.”

“..there will be potential to more than
double the amount of housing in transit
zones.”

Hidden in Plain Sight – Capturing the Demand for Housing Near Transit
Reconnecting America/Center for Transit-Oriented Development

TOD at Multiple Levels

- Regional Level
 - Change development patterns
 - Offer modal choices
- Corridor Level
 - Allocate land uses
 - Plan for mixed use patterns
- Station Area Level
 - Be market sensitive
 - Apply codes and standards
- Project Level
 - Employ urban design
 - Know transit access needs



Key Features of TOD



- Defined center
- Compact, walkable with diverse mix of uses
- Civic or public spaces for interaction
- High pedestrian activity
- Connected street grid and sidewalks
- Increased transit ridership

Emerging Benefits of TOD

- Reduced GHGs - 3 tons/unit/year
- Reduced car ownership
- 50% work trips/15% of non-work trips by transit
- Decreased infrastructure needs by 25%
- Increased transit - 10% > density = 5% > transit trips
- Healthier lifestyle - 10% < obesity





TOD and Real Estate

Emerging Trends in Real Estate 2007

Transit Oriented Development Real Estate Investment

USA Today
June 10, 2007
"Transit-oriented developments are so popular with residents who crave the opportunity to live in a walkable community that at least a dozen cities and suburbs across the USA are embracing even if it means giving up the car."

"Dense settlements, not sprawling ranch houses, are the future of real estate investment."
Business 2.0

The Wall Street Journal
In dozens of cities -- from Charlotte, N.C., to Denver to Portland, Ore. -- the hottest redevelopment project is happening next to the local train station."



Today's Top Ten TOD Potential

- New York
- Los Angeles
- Chicago
- SF Bay Area
- Boston
- Philadelphia
- Washington, DC
- Portland
- Dallas
- Miami

Hidden in Plain Sight – Capturing the Demand for Housing Near Transit
Reconnecting America/Center for Transit-Oriented Development



Tomorrow's Top 10 TOD Potential

- Atlanta
- Houston
- Phoenix
- Baltimore
- Denver
- Minneapolis/St. Paul
- Las Vegas
- Charlotte
- Sacramento
- San Diego

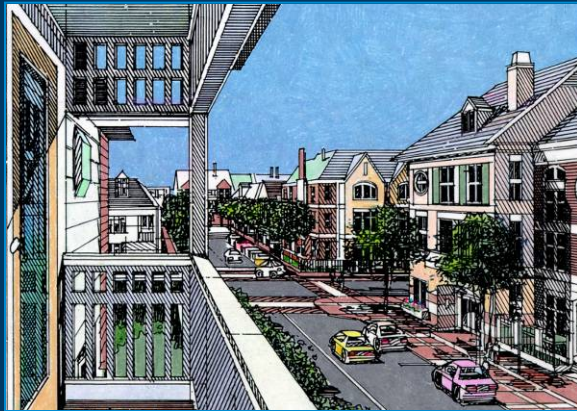
Hidden in Plain Sight – Capturing the Demand for Housing Near Transit
Reconnecting America/Center for Transit-Oriented Development



Market Factors for Successful TODs

- Supportive real estate markets
- Sound, understandable financial deal
- Long-term commitment
- TOD-responsive land use plans and ordinances
- Public/private partnerships
- Mixture of incentives

Transit-Influenced Land Uses



- Multi-Family
- Office
- Support Retail
- Specialty Attractions

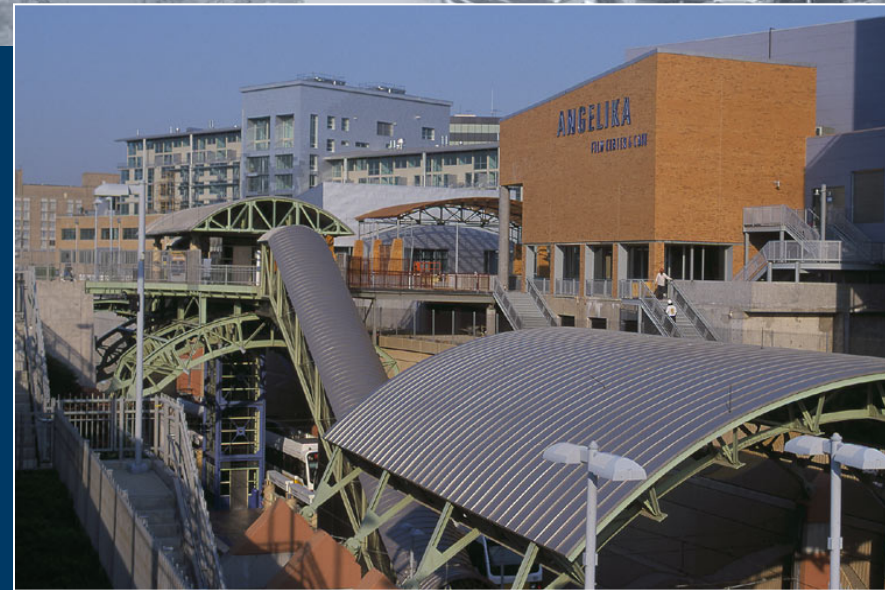


TOD and Development Value

- San Francisco – Residential value 10% (\$23K) higher at BART stations
- Portland – 11% > within 1500' of a station
- Atlanta - \$1000 > for each 100' closer to a station



TOD and Development Value



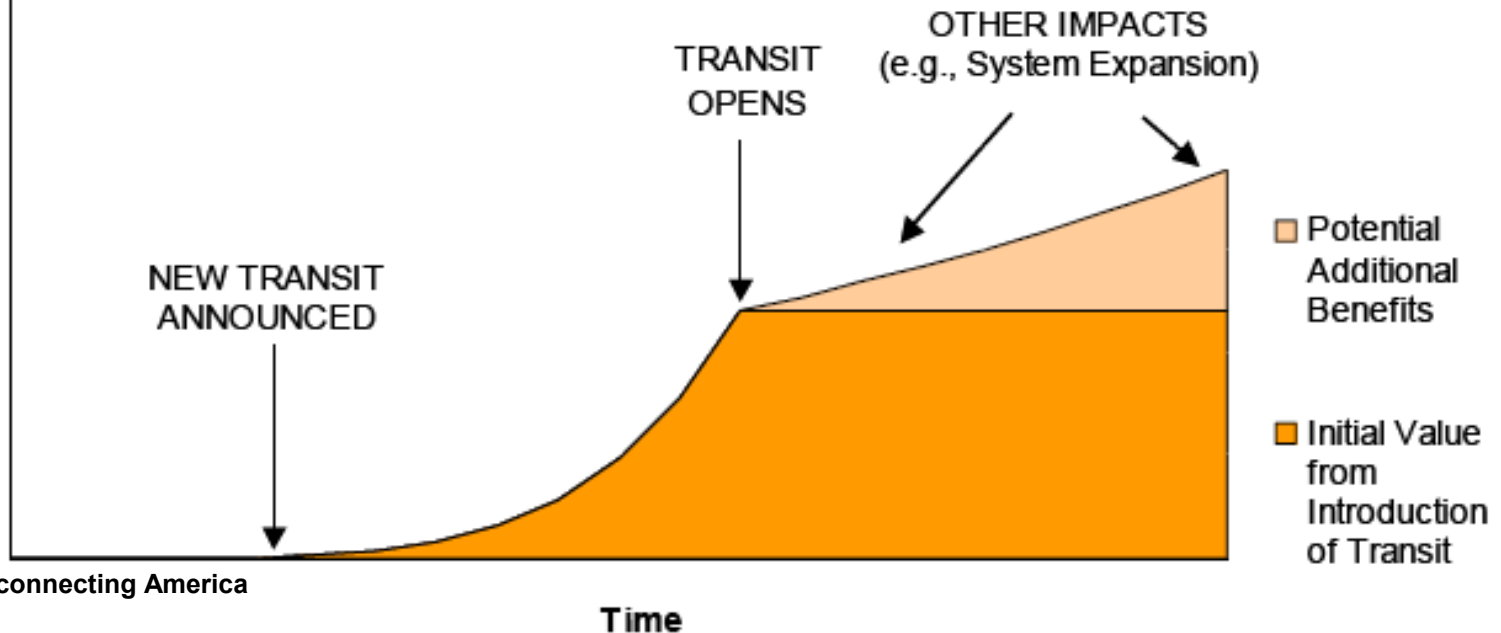
Mockingbird Station

- \$3.3B near DART stations
- Property values 45% > near stations
- 32,000 jobs in 6 years
- Annual tax revenue: \$78 million

Value Curve For Development

Current research estimates value increases of between 6% and 30%, depending on the existing and future land uses.

Value Premium from Transit



SOURCE: Reconnecting America

TOD - Deep Trend Not a Fad



- Increasing national acceptance
- Broadening federal interest
- Growing transit investments
- Improving access to capital markets
- Working at multiple scales
- Promoting equitable, sustainable development



TOD – An Emerging, Sustainable Solution

- Change the way we develop
- Develop at all scales
- Build sustainable communities that are
 - Marketable
 - Compact and mixed use
 - Connected and walkable
 - Healthy and equitable
- Emphasize transit orientation
 - Addresses “Last mile of the trip”
 - Results in “Trips not taken” (<VMT)
- Use creative implementation strategies

Regional Planning for TOD

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Elizabeth Wampler

Program Associate, Reconnecting America

New Partners for Smart Growth 2012

February 3, 2012



At Reconnecting America, we help transform promising ideas into thriving communities – where transportation choices make it easy to get from place to place, where businesses flourish, and where people from all walks of life can afford to live, work and visit.

www.reconnectingamerica.org



CTOD Partnership

Dedicated to providing *best practices, research and tools* to support market-based *transit-oriented development*

Reconnecting America
People • Places • Possibility

CNT 
Sustainable Communities
Attainable Results


STRATEGICECONOMICS

Planning for TOD at the Regional Scale

What is transit-oriented development?

- ½ mile around high-quality transit
- Compact
- Walkable
- Mixed-use
- Equitable





The Many Scales of TOD



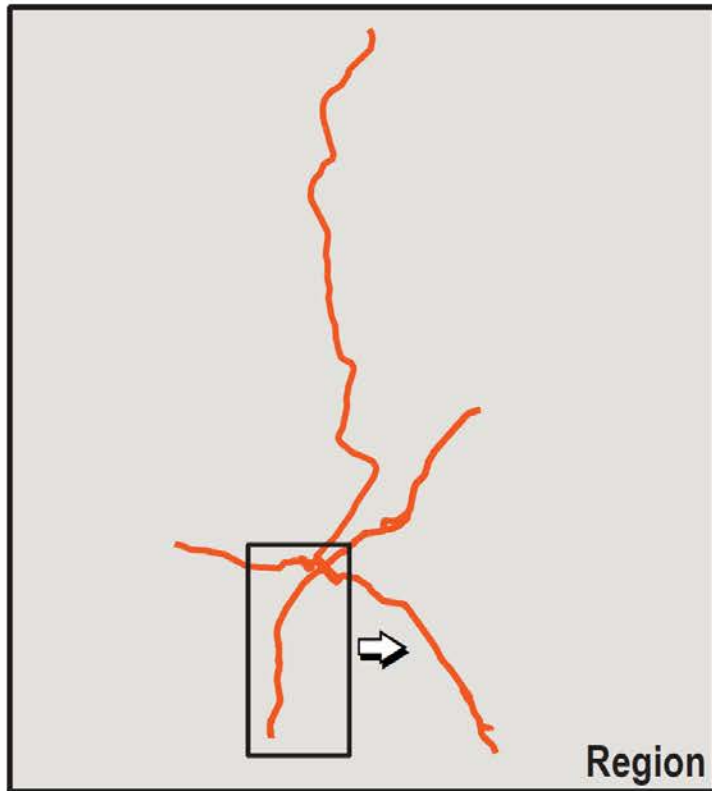


The Many Scales of TOD



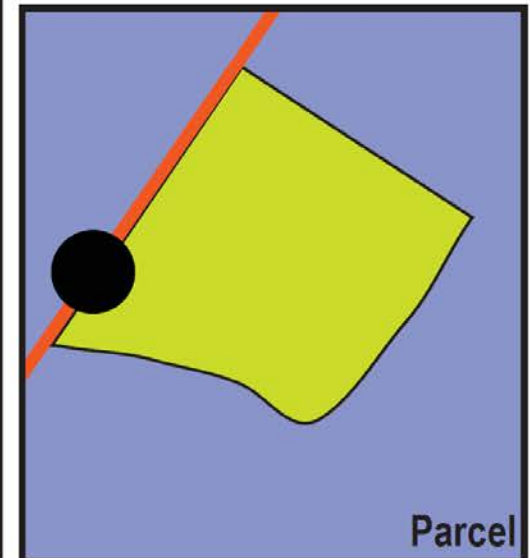
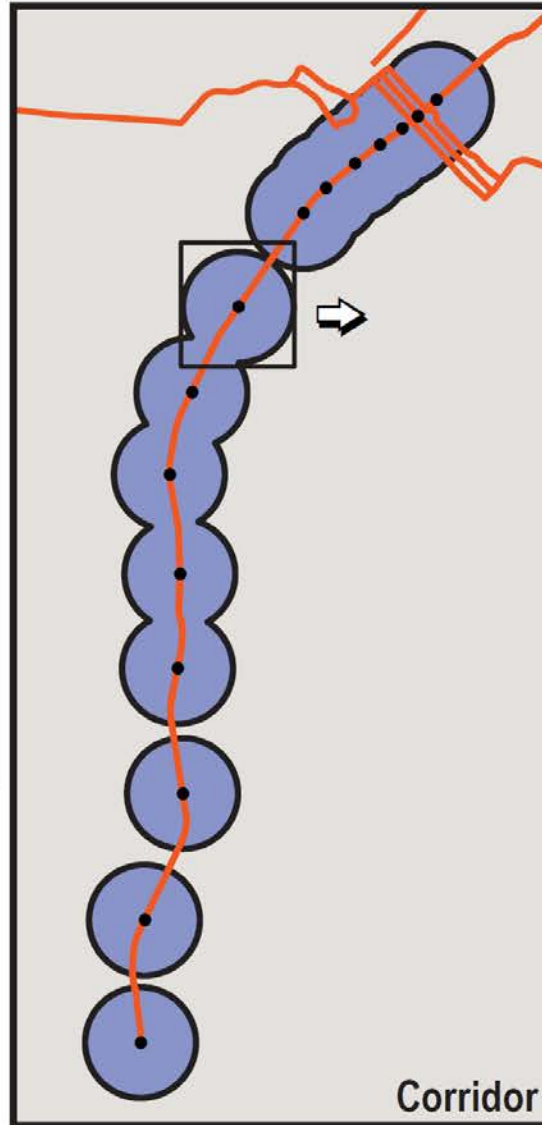


The Many Scales of TOD



Legend

- Station and half mile station area
- Transit line
- Parcel of land



The Scales of TOD

Why think regionally about TOD?

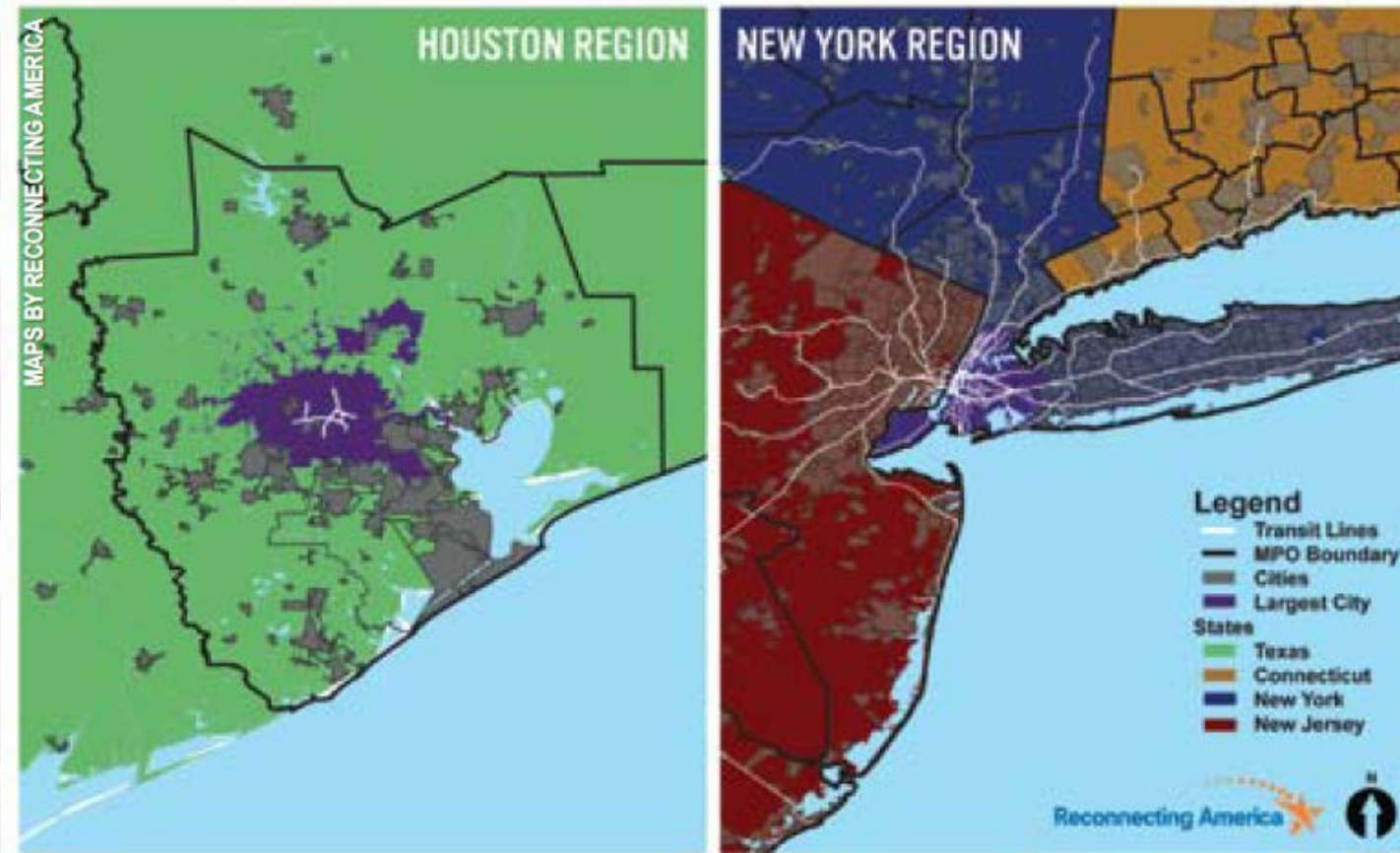
Partnership for Sustainable Communities





Why think regionally about TOD?

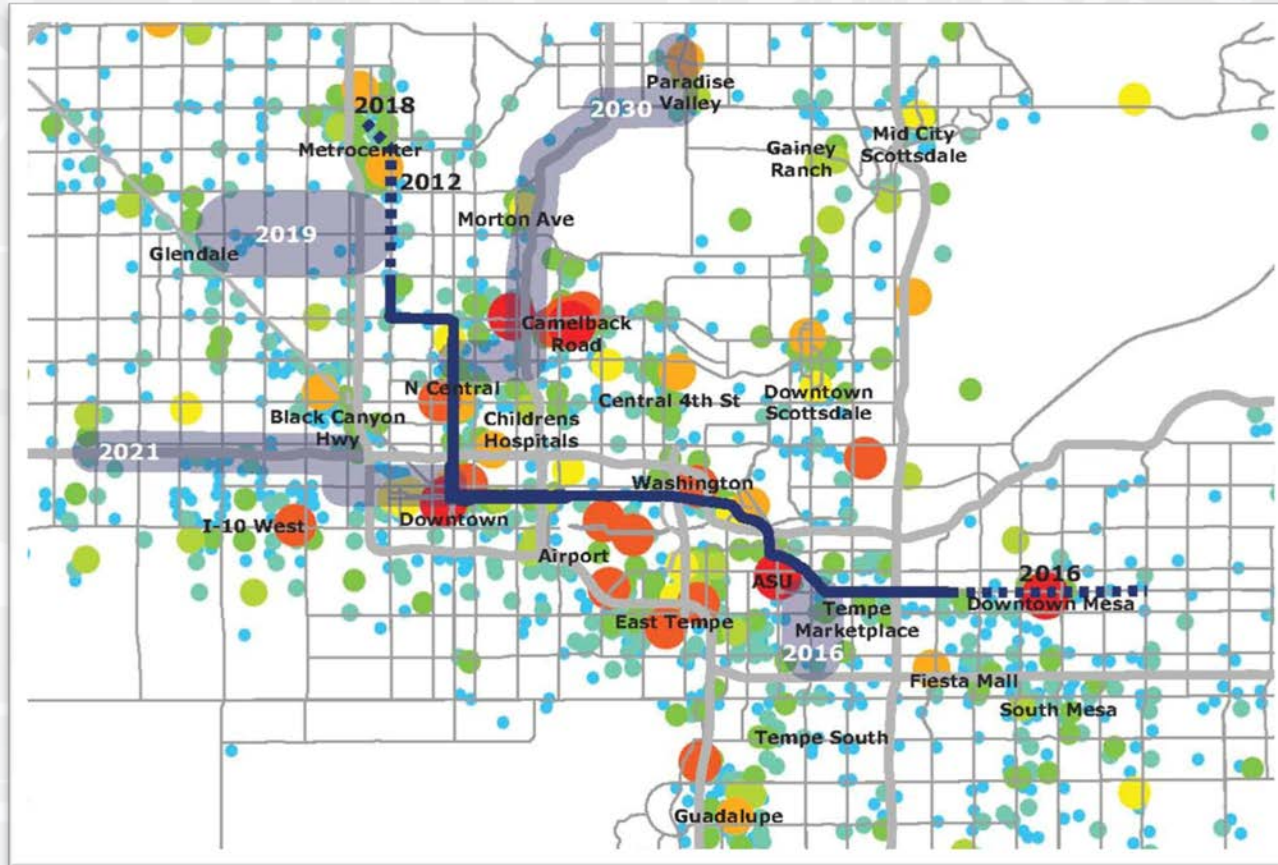
1. Travel is regional



Two transit regions shown at the same geographic scale

Why think regionally about TOD?

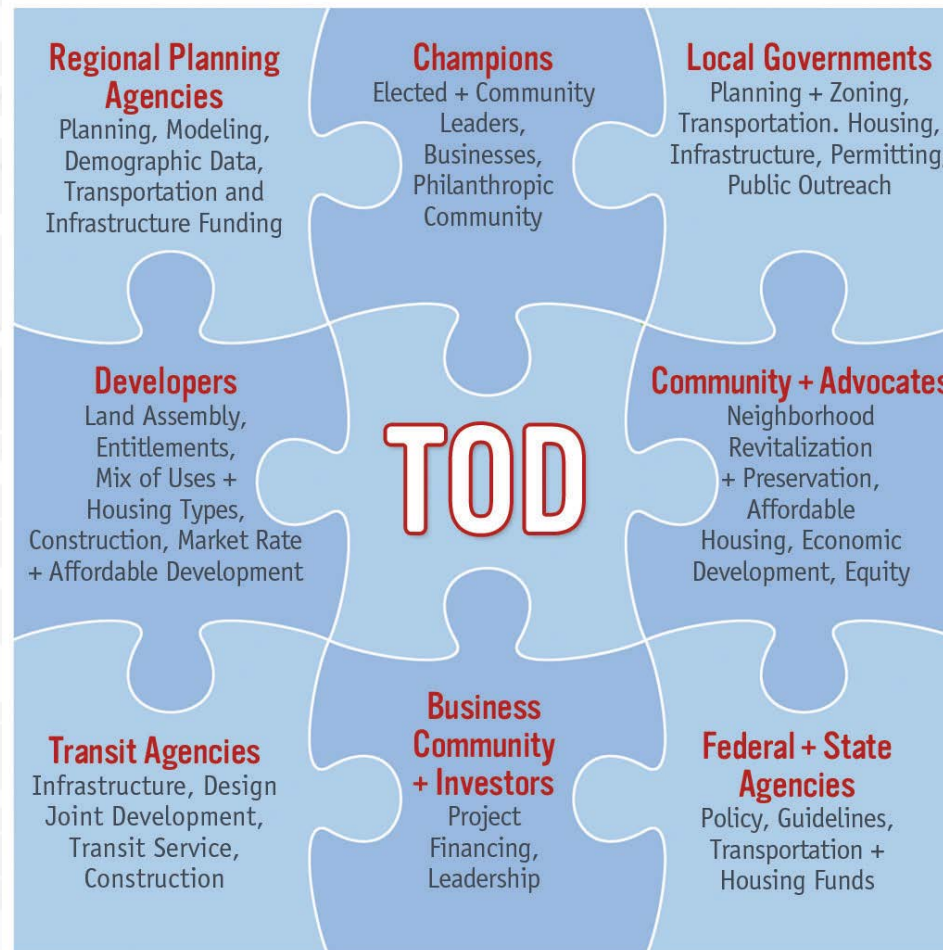
2. Development and TOD demand is regional



Job centers and transit plans in metro Phoenix

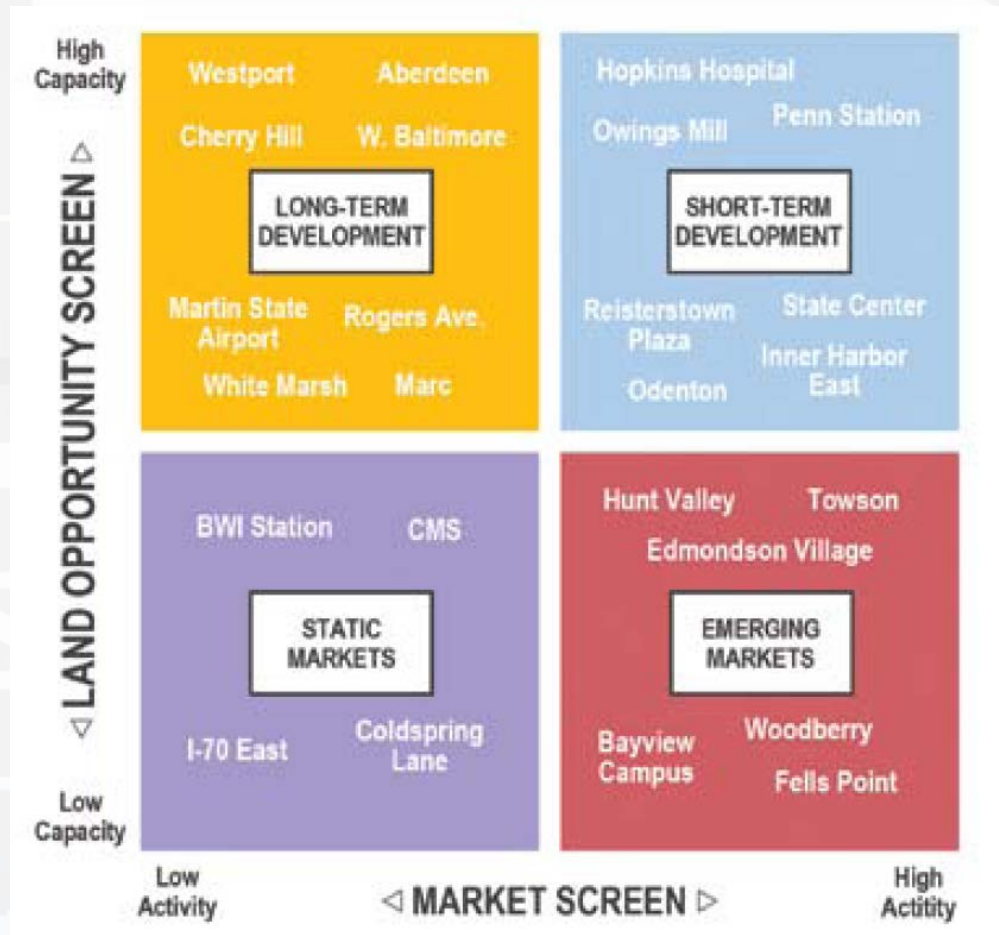
Why think regionally about TOD?

3. TOD stakeholders are regional



Why think regionally about TOD?

4. TOD implementation is regional





Eight Key Strategies for Regional TOD Planning

1. Plan for the Plan
2. Get to Know Your Region
3. Invest in Capacity Building, Education and Technical Assistance
4. Develop a Regional Vision for TOD
5. Identify a Strategy for Prioritizing and Phasing Investments
6. Create Incentives for Local Action
7. Provide Funding for Implementation
8. Measure and Evaluate Progress

River Rail Streetcar in Little Rock and North Little Rock, Arkansas

Photo: Joe Stocks



Eight Key Strategies for Regional TOD Planning

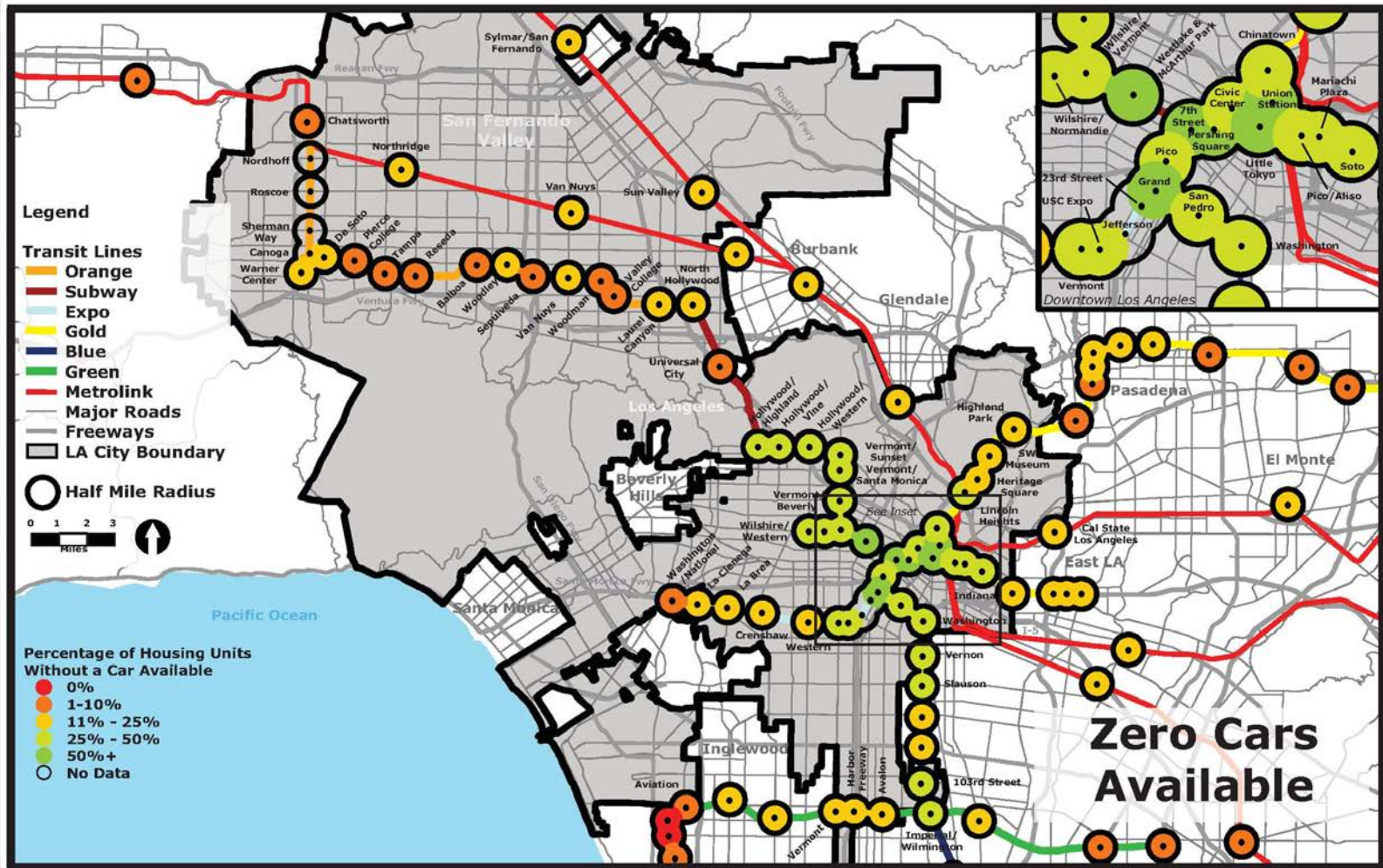
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River Rail Streetcar in Little Rock and North Little Rock, Arkansas

Photo: Joe Stocks

1. Get to know your region

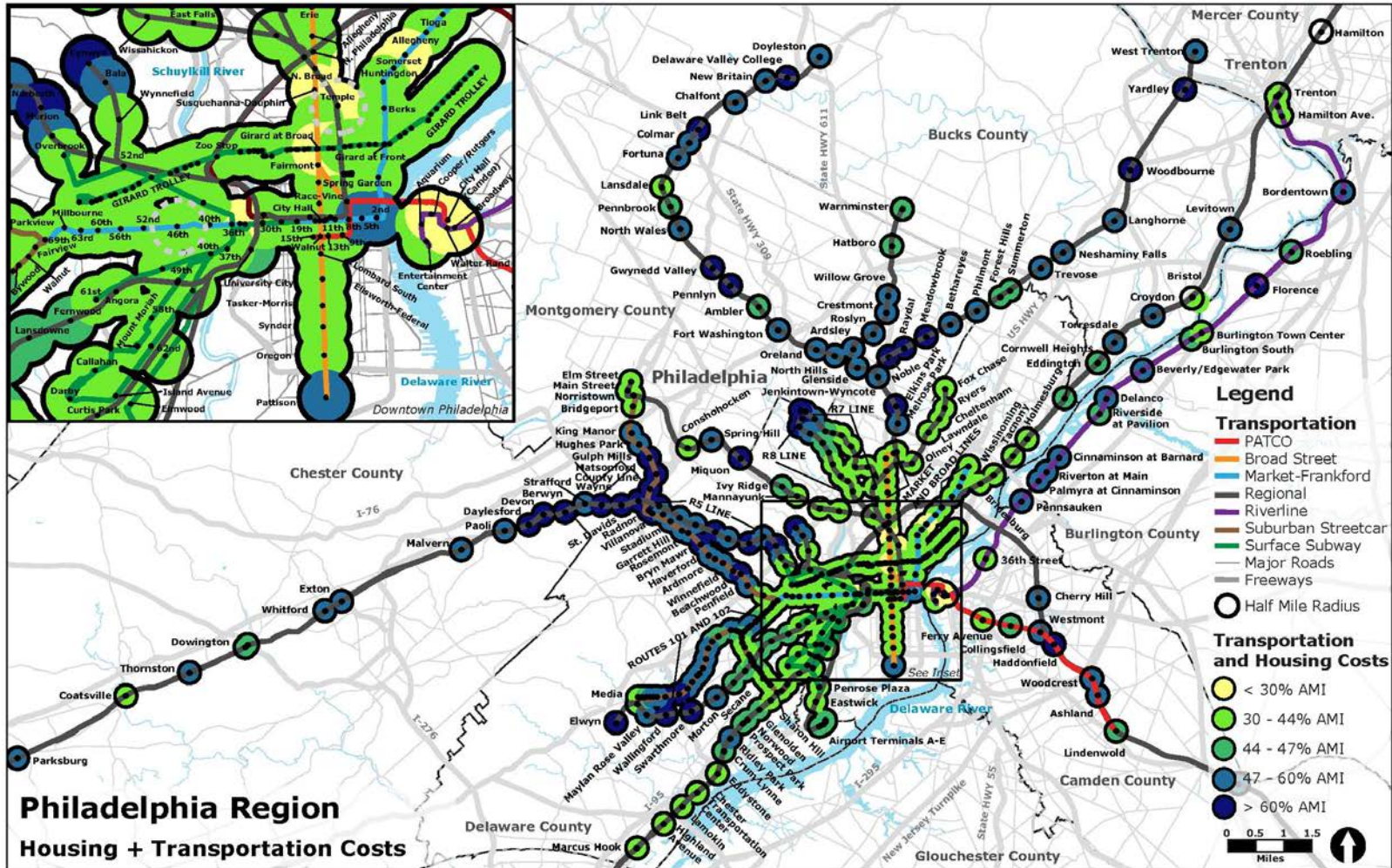
www.toddata.cnt.org



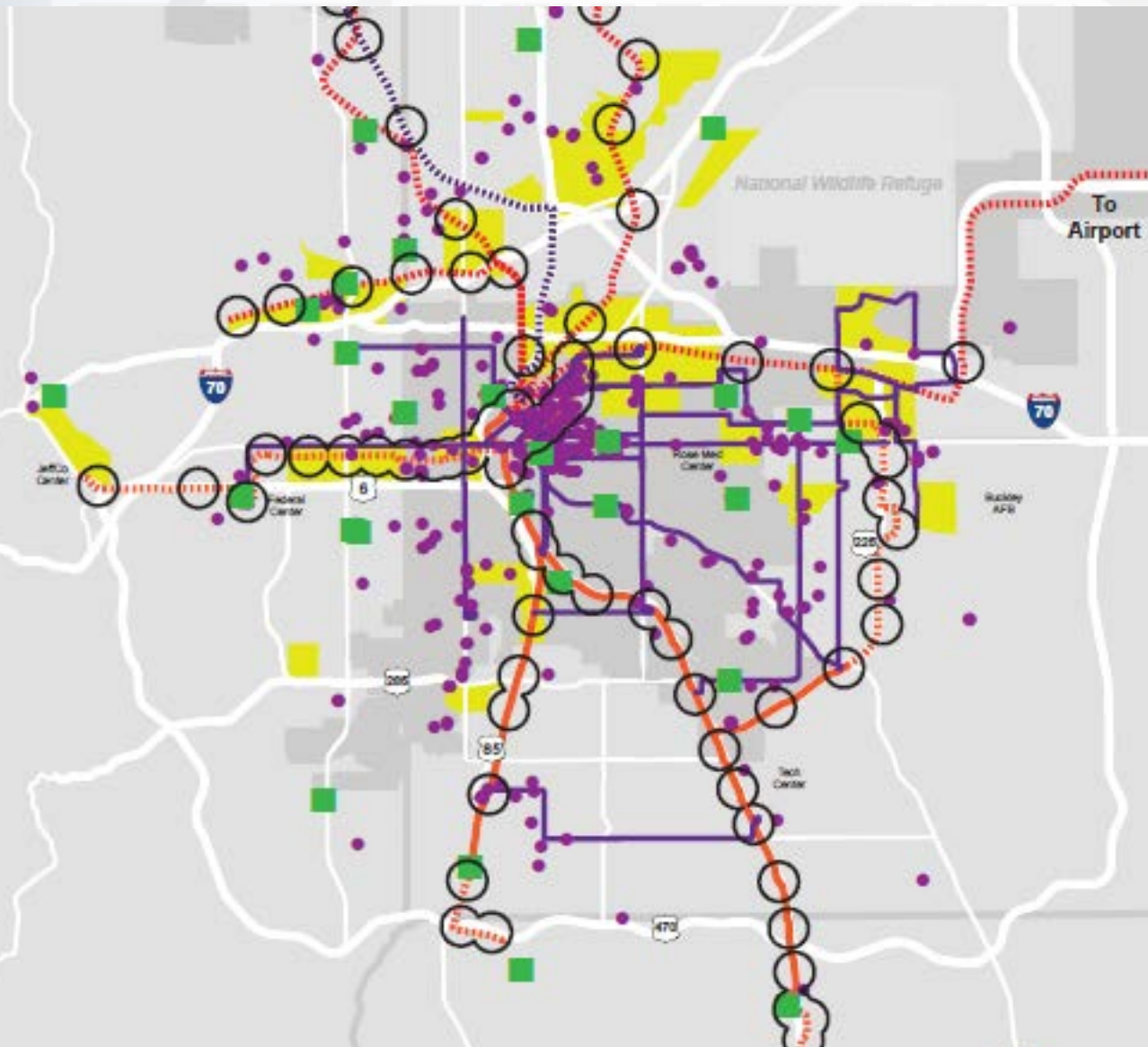
Zero Cars Available

1. Get to know your region

www.toddata.cnt.org



1. Get to know your region



Access to Healthy Food for Residents of Subsidized Housing

- Legend
- Frequent Bus Service
 - Existing Light Rail
 - Future Bus Rapid Transit
 - Future Fixed Guideway Transit
 - Major Roads
 - County Boundaries
 - Federally subsidized affordable housing
 - Farmer's Market locations
 - Food Deserts
 - Half Mile Circle around stations

Sources: HUD, Food Environment Atlas.

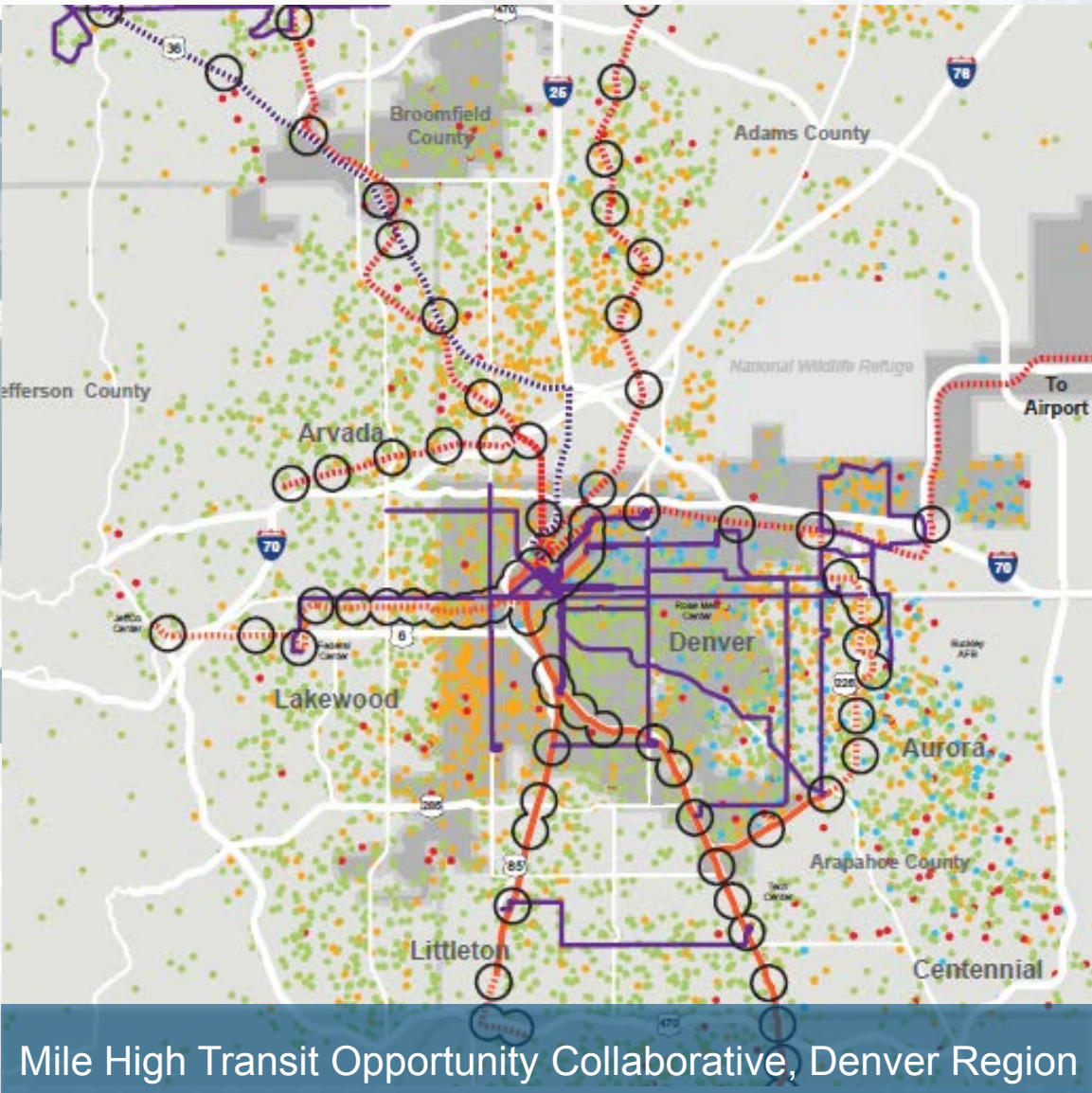


2. Invest in capacity building, education and technical assistance



Great Communities Collaborative, SF Bay Area

2. Invest in capacity building, education and technical assistance




3. Create a strategy for prioritizing and phasing investments

<http://www.oregonmetro.gov>

TOD Station Area Typology





4. Create incentives and target funds for implementation

- MPO grants or incentives
- State-level programs
- Non-profit, or collaborative funds

TABLE 3: Corridor Thresholds Housing Units — Average per Station Area

Project Type	BART	Light Rail	Bus Rapid Transit	Commuter Rail	Ferry
Housing Threshold	3,850	3,300	2,750	2,200	750



CTOD Resources

- TOD 101 booklet series: www.ctod.org
 - *Coming soon is TOD 206, Families and TOD: Creating Complete Communities for All*
- National TOD Database: www.toddata.cnt.org
- Mixed-Income Housing Action Guide: www.mitod.org
- Online Resource Library:
<http://www.reconnectingamerica.org/resource-center/>



Thank you!

Elizabeth Wampler
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Smart Growth and TOD in the San Diego Region

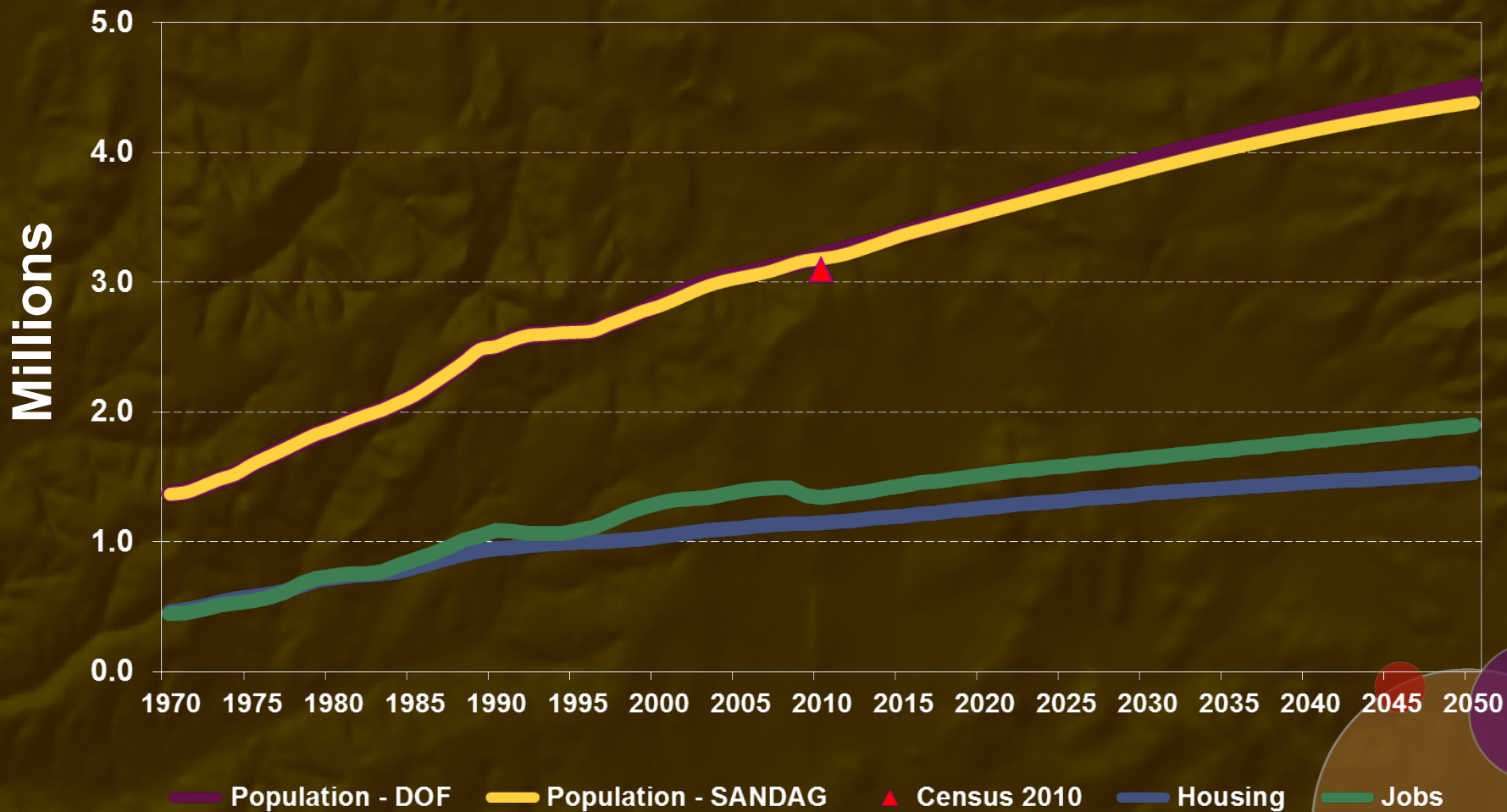
Susan Baldwin
www.sandag.org

February 3, 2012

Our vision. Our future.
THE REGIONAL COMPREHENSIVE PLAN



Regional Results: Population, Jobs, Housing





Housing Needs





More Travel Choices



Regional Comprehensive Plan

Adopted by SANDAG in 2004

- **Urban Form**
- **Transportation**
- **Housing**
- **Healthy Environment**
- **Economic Prosperity**
- **Public Facilities**
- **Borders**



Our Vision for a Better Future



“To preserve and enhance the San Diego region's unique features – its vibrant and culturally – diverse communities, its beaches, deserts, mountains, lagoons, bluffs, and canyons, and its international setting – and promote sustainability, economic prosperity, and an outstanding quality of life for everyone.”



The RCP Approach

- Connect transportation and land use plans
- Guide infrastructure investments
- Provide incentives and collaboration



Defining “Smart Growth” and TOD



Smart Growth Place Types



Metropolitan Center

Urban Center

Town Center

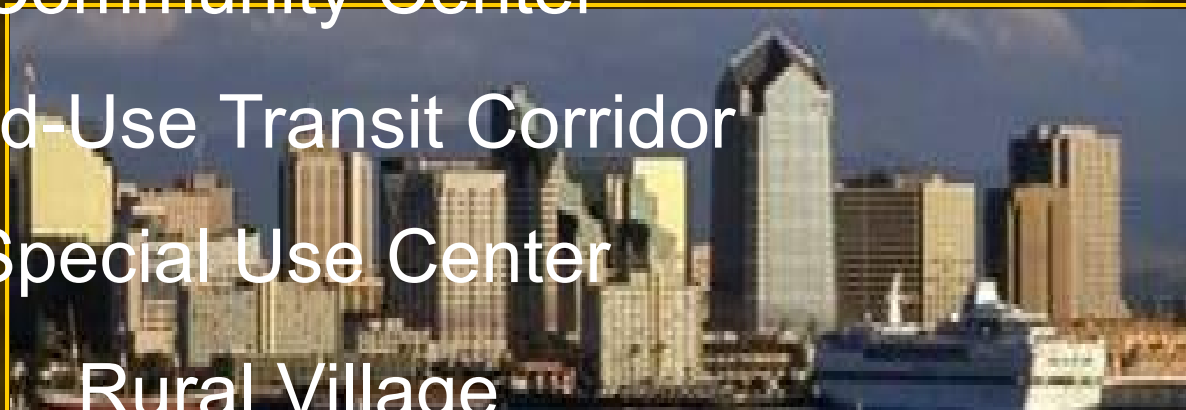
Community Center



Mixed-Use Transit Corridor

Special Use Center

Rural Village



Minimum Land Use and Transportation Targets

Smart Growth Place Type	Minimum Residential Target	Minimum Employment Target	Minimum Transit Service Characteristics
Metropolitan Center	75 du/ac	80 emp/ac	Commuter Rail, Express Light Rail Transit (LRT), or Bus Rapid Transit (BRT)
Urban Center	40 du/ac	50 emp/ac	LRT or Rapid Bus
Town Center	20 du/ac	30 emp/ac	LRT, Rapid Bus, or Streetcar/Shuttle
Community Center	20 du/ac	N/A	High-Frequency Peak-Period Local Bus or Streetcar/Shuttle within Urban Area Transit Strategy Boundary
Rural Village	10.9 du/ac	N/A	N/A
Special Use Center	Optional	45 emp/ac	LRT, Rapid Bus, or Peak BRT
Mixed-Use Transit Corridor	25 du/ac	N/A	High-Frequency Peak-Period Local Bus or Streetcar/Shuttle







Urban Area Transit Strategy for 2050 RTP

- Significantly increase transit, walking and biking
- Increase transit mode share in the urban area
- Evaluate transit's role in reducing GHG emissions and meeting new statewide requirements





2050 Transit Network and Higher Density Land Uses

High Density Land Uses

-  **Mixed Use**
20 or more dwelling units per acre
and 30 or more jobs per acre
-  **Residential**
10 or more dwelling units per acre
-  **Residential**
20 or more dwelling units per acre
-  **Employment**
30 or more jobs per acre

Transit Network

-  **High Quality Transit Corridors**
major transit stops and/or
15-minute peak period services
-  **1/2-mile from center of transit line**

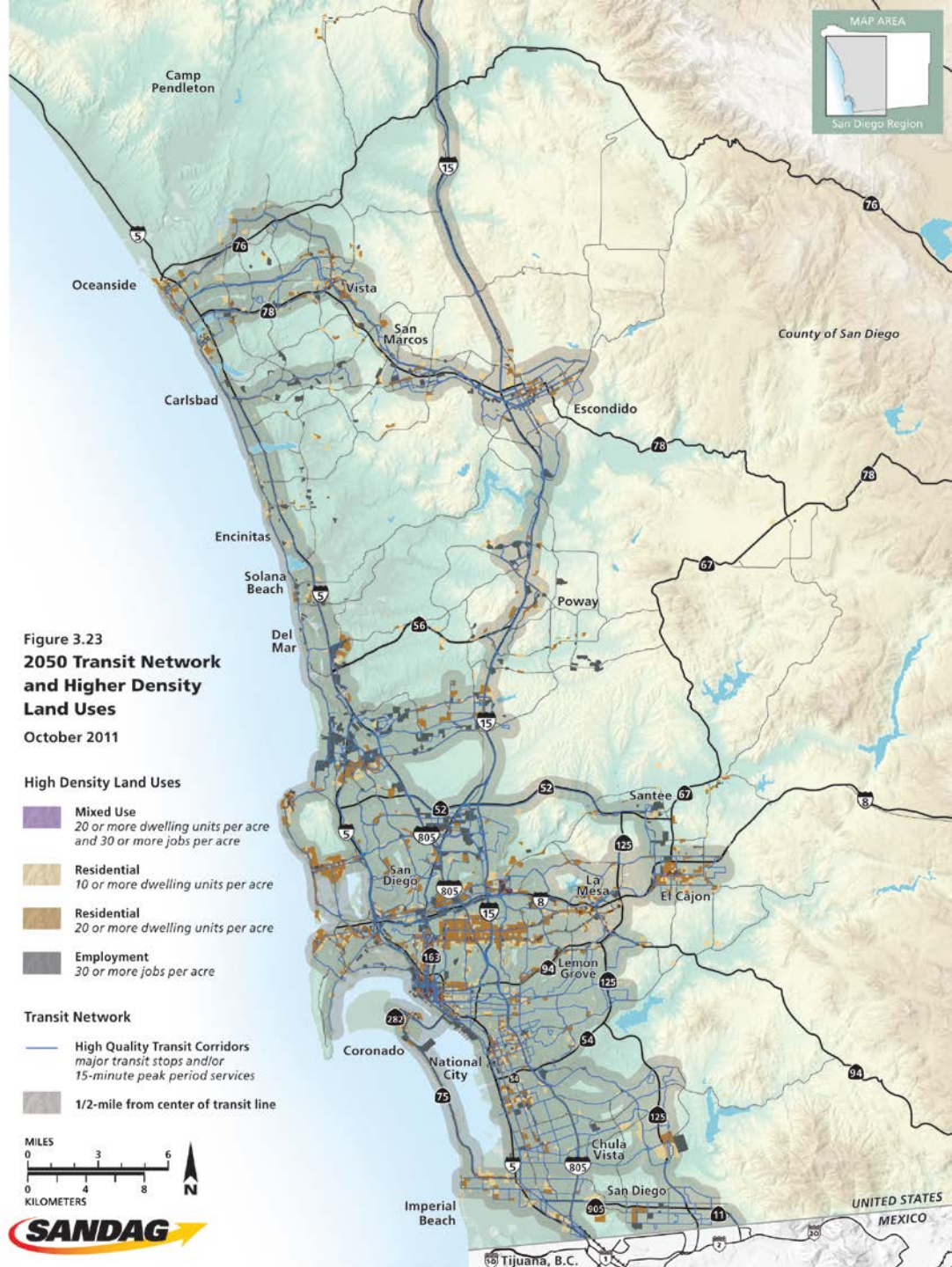




Figure 3.23
**2050 Transit Network
and Higher Density
Land Uses**

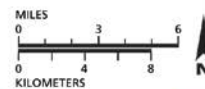
October 2011

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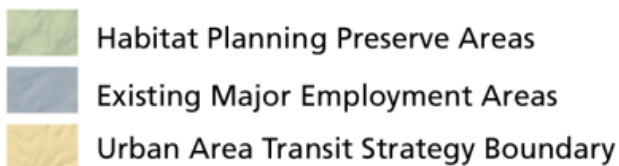
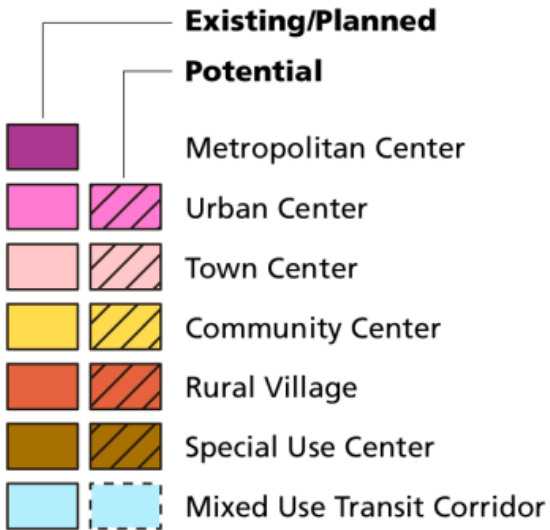
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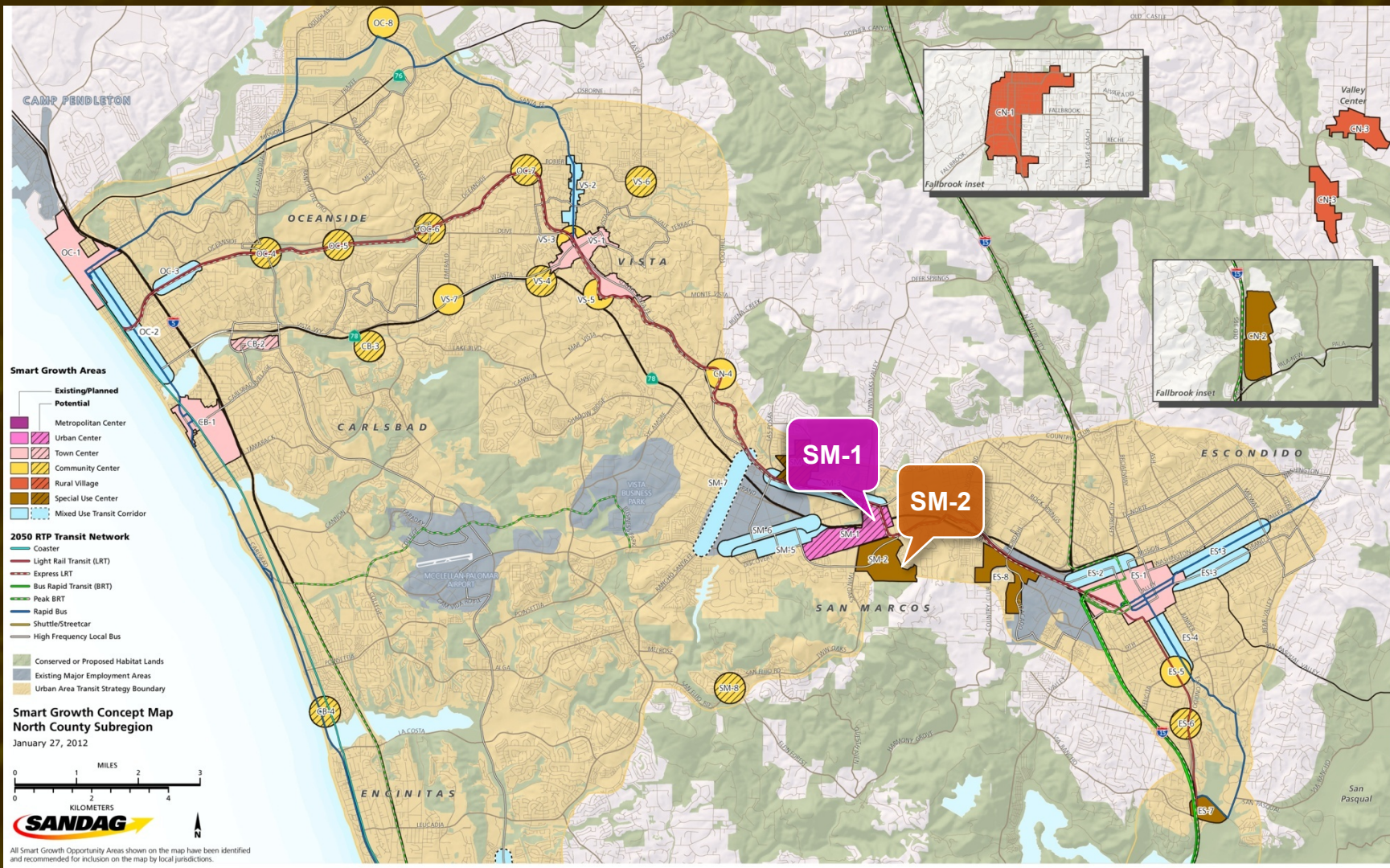


Smart Growth Concept Map

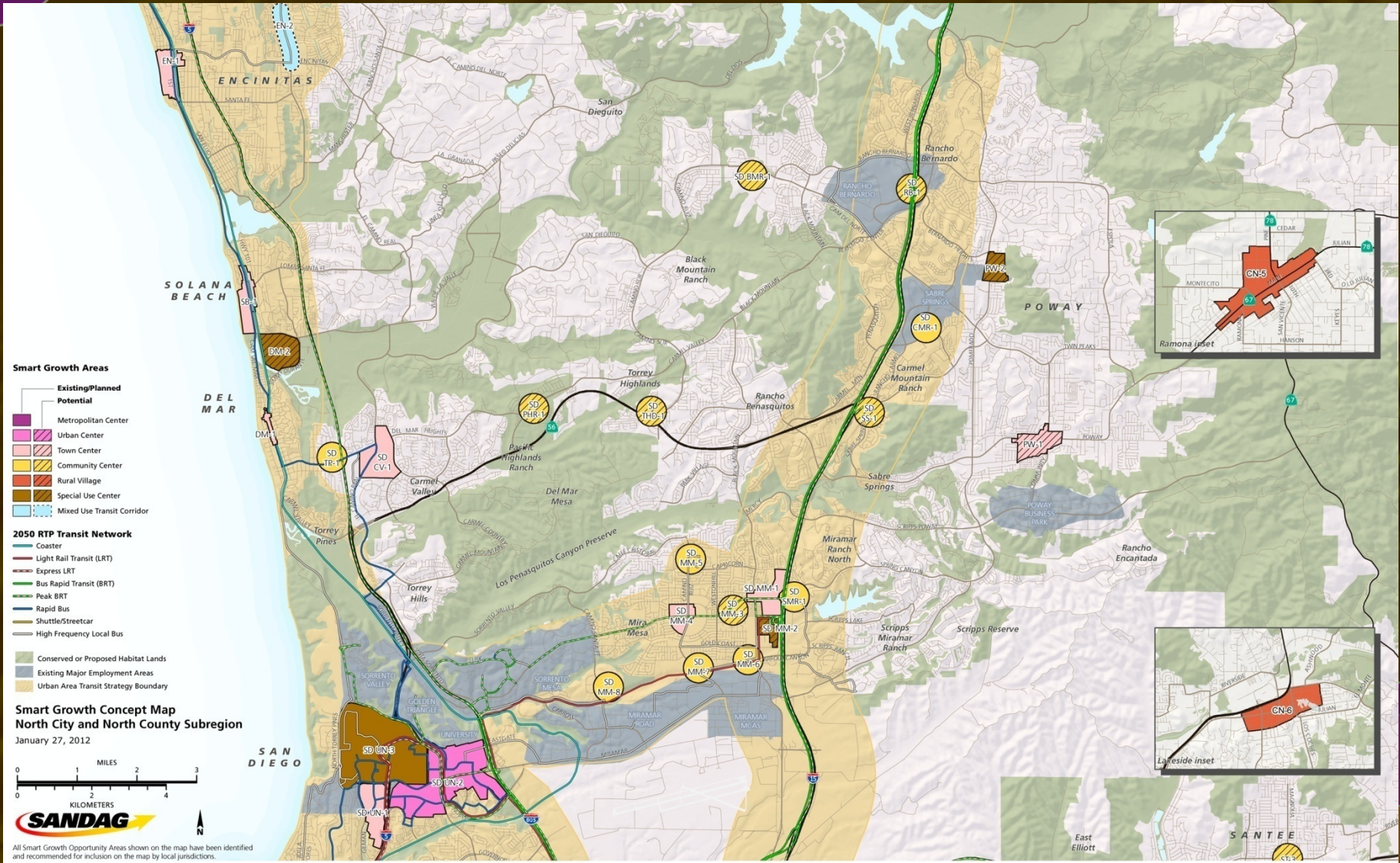
Smart Growth Areas



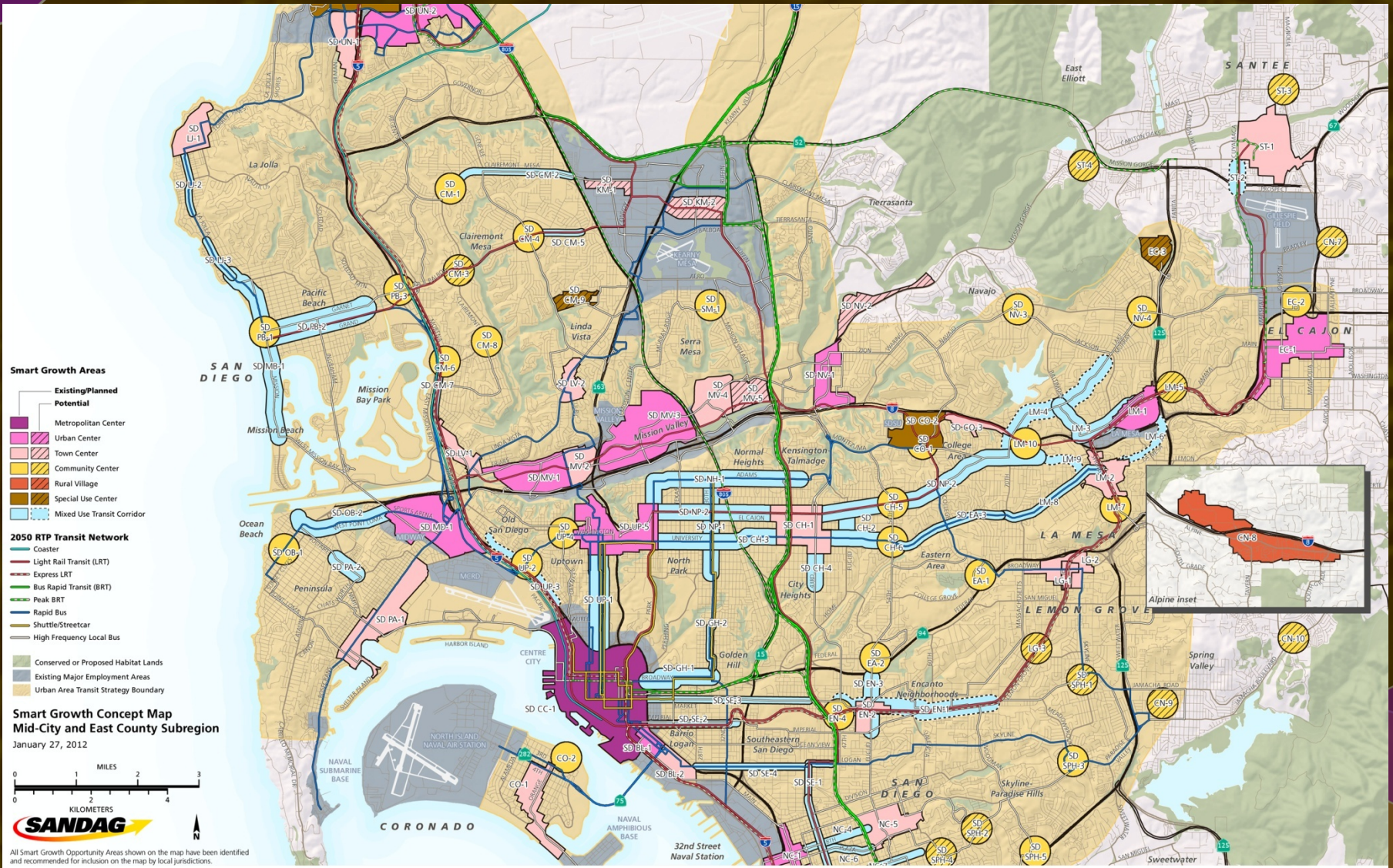
North County Subregion



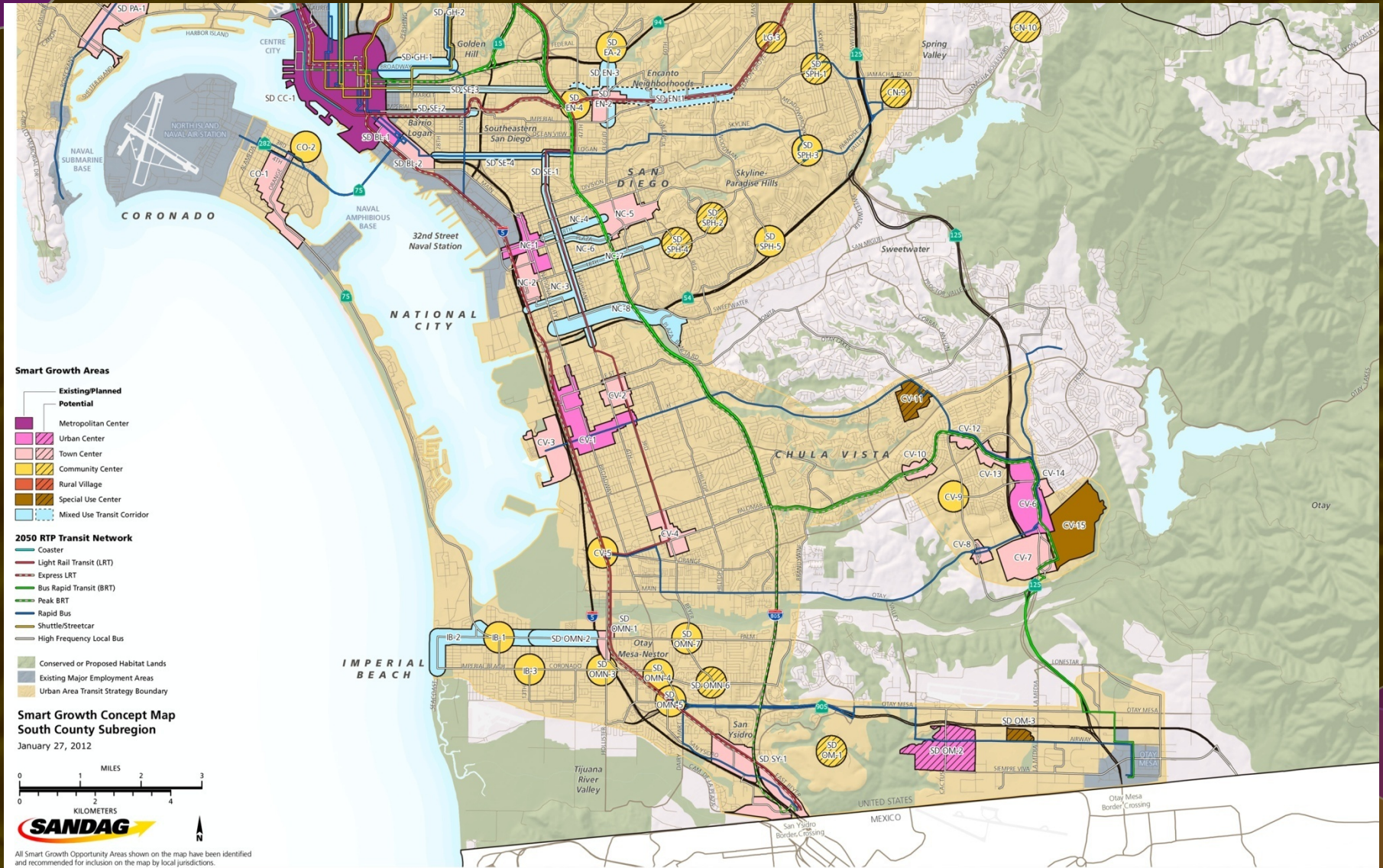
North City and North County Subregion



Mid-City and East County Subregion



South County Subregion



Site Descriptions

Jurisdiction	Location	Existing/Planned or Potential (and reason for Potential)	RCP Place Type	Land Use Description	Transit Service Description per 2050 RTP/SCS	
La Mesa	LM-1	Grossmont Trolley Station at Grossmont Center Drive south of Fletcher Parkway and East of SR 125	Existing/Planned	Urban Center	The City of La Mesa worked with Fairfield Residential LLC and Metropolitan Transit System (MTS) to transform the transit stop and parking lot at the Grossmont transit station into a transit-oriented development. The project includes 527 apartment units in three- and four-story structures over two levels of parking and 3,000 square feet of commercial uses oriented toward the transit station. Eighty rent-restricted affordable units are included in the project. Two Trolley lines and five bus routes connect at the Trolley station. Structured parking for 600 spaces will support the parking needs of the transit station. Completed improvements to the transit station include pedestrian access via elevator to facilitate travel between the station and a nearby hospital and medical office complex and a regional shopping center.	Existing LRT (Trolley - Orange and Green Lines) Planned Express LRT (Trolley - Orange Line) (to be phased in by 2040) Planned LRT (Trolley - Pacific Beach to El Cajon) (to be phased in by 2035) Planned High-Frequency Local Bus (to be phased in by 2020)
	LM-2	Downtown La Mesa	Existing/Planned	Town Center	Existing and planned infill development of residential and commercial uses exist in the historic La Mesa Village, which is located adjacent to the downtown La Mesa transit center. A Trolley station and three bus routes serve this neighborhood.	Existing LRT (Trolley - Orange Line) Planned Rapid Bus (to be phased in by 2020) Planned High-Frequency Local Bus (to be phased in by 2020)
	LM-3	Baltimore Drive and Fletcher Parkway from Lake Murray Boulevard to Grossmont Transit Center	Existing/Planned	Mixed-Use Transit Corridor	Existing residential at densities between 20 and 40 dwelling units per acre located along major arterials served by two bus routes terminating at the Grossmont Trolley Station. Existing general commercial uses and regional and community-serving health care services with a high density of employment are located along the corridor.	Planned High-Frequency Local Bus (to be phased in by 2020)

Smart Growth Tool Box

- Planning Tools
- Financing Tools





Visual Simulations:

Chula Vista – Urban Center
Escondido – Town Center



E Street near Bayfront/ E Street Trolley Station – Chula Vista, CA



E Street near Bayfront/ E Street Trolley Station – Chula Vista, CA



Existing



Conceptual



Escondido Transit Center



Urban Advantage



Escondido Transit Center

Existing

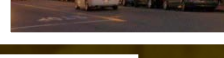
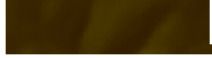
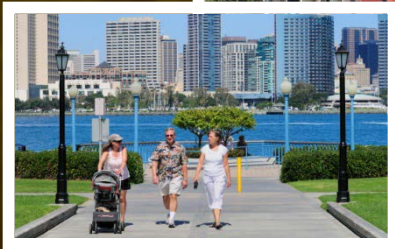
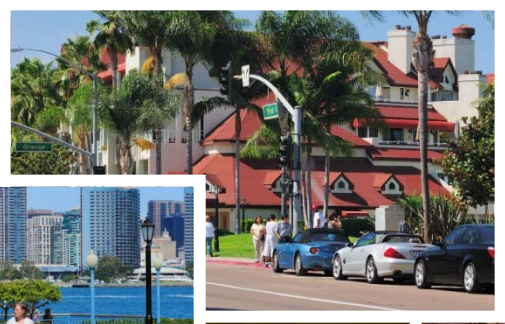
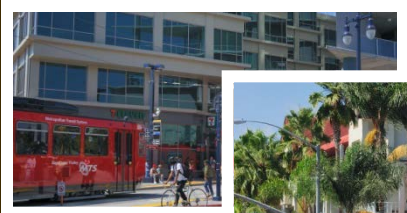


Conceptual





Smart Growth Photo Library



Design Guidelines: Creating Great Places in the San Diego Region

- Site and building design
- Multimodal streets
- Transit stations
- Civic buildings
- Parks
- Civic Space
- Sustainability
- Smart Growth Scorecard



Trip Generation and Parking Strategies



TRIP GENERATION FOR SMART GROWTH

PLANNING TOOLS FOR THE SAN DIEGO REGION

June 2010



PARKING STRATEGIES FOR SMART GROWTH

PLANNING TOOLS FOR THE SAN DIEGO REGION

June 2010



Smart Growth Incentive Program

TransNet

Capital Improvements:

- Sidewalks, plazas
- Streetscape enhancements
- Improvements to transit stations
- Other community initiatives

Planning Grants:

- General plan updates
- Specific plans
- Zoning regulations



TDA/TransNet Bicycle, Pedestrian, and Neighborhood Safety Program



- Active transportation projects:
 - Capital Projects
 - Bicycle/Ped Master Plans
 - Bicycle Parking
- Regional Bicycle Plan





Healthy Neighborhoods



Joint TOD Planning

■ Criteria

- Vacant/redevelopment acres
- Public ownership
- Redevelopment project area
- Allowable density
- Midday transit frequency
- Average daily boardings
- Walkability



Grossmont Shopping Center

La Mesa, CA



3-D Simulation: Imagining the Possibilities



The Project

Mixed-use apartment community adjacent to the Grossmont Trolley Transit Station.

Number of Units: 527 apartment units, including 80 Affordable units (15% of total)
2,700 sq. ft. of retail

Density: 67 units/acre

Site Area: 8 Acres
Ninety-nine (99) year lease from MTS to Fairfield Residential

Parking: 791 spaces for project
600 spaces for public
1391 total parking spaces

Project Enhancements



Pre-existing east parking lot Residential & Commercial



Project Enhancements



Steep Wooden Stairway



Pedestrian Bridge

Project Enhancements



Original Rendering



Pedestrian Bridge



Project Enhancements



Successes

- Multiple agency involvement and coordination
- Designer for residential/commercial development same for pedestrian enhancements
- ADA issues eliminated
- Award-winning, Transit Oriented Development and Smart Growth Development

Partnerships

DEVELOPER: Fairfield Residential, LLC
\$100 million project

CITY OF LA MESA: Redevelopment Agency
\$2.7 million Housing Set Aside (\$33,750/du)

SANDAG: \$7.9 million

MTS: \$1.7 million TOD Subsidy

ARCHITECT: ARK Architects, Inc.

ECONOMIC ANALYSIS: Keyser Marston Associates

Lessons Learned

- Adopt policies that strengthen land use and transit links
- Identify smart growth locations geographically
- Provide meaningful incentives to turn the tide
 - Resources (Design Guidelines, Visual Simulations, etc.)
 - Funding (grants, RTP investments, etc.)
- Invest time to obtain buy-in by policymakers
- Recognize iterative process
- GHG reduction goals
- Recognize successes



Maximizing Our Transit Station Areas



Sharon Pugh
Office of Policy Review and Development
Federal Transit Administration

Transit – A Vital Link in Community Development

- Provides mobility options and choices
- Increases economic competitiveness
- Enhances quality of life
- Facilitates placemaking
- Serves as community partner

Transit and Placemaking

- Is the “*T*” in TOD
- Provides infrastructure for leveraging other investments – both public and private
- Allows for joint development
- Serves a mix of land uses -- *zoning*
- Necessitates a friendly pedestrian environment

Maximizing Stations

- Station location – optimize
- Transportation modes – maximize intermodal connections
- Effective development – shape through urban design and focus infill development

FTA Efforts

- Promote Joint Development and TOD
- Enhanced bicycle/pedestrian policy
- Provide livability grants
- Proposed Environmental Justice Circular
- Changes in New Starts Program



Tools and Resources

- National TOD Database
<http://toddata.cnt.org>
- <http://www.fta.dot.gov.livability>

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Achieving Successful TOD

- Regional growth
- Regional vision
- Strong corridors and activity centers
- Transit system connectivity
- Station types and locations
- Regional/local plans and codes
- Community support
- Long-term focus
- Political will



Emerging Practices and Policies in Transit-oriented Development – *Helping Build Safe, Healthy and Livable Communities*

Q&A