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 - 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
Emerging Trends in Real Estate 2007
Transit Oriented Development Rated #1 Real Estate Investment

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.

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 they’re not near rail.”

Business 2.0

“Dense settlements, not sprawling ranch houses, are the future of real estate investment.”
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

- $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.

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

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
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

Image by Thomas Cox Architects
The Many Scales of TOD
The Many Scales of TOD

- Scales of TOD
- The Transit Corridor
- Types of Corridors
- Objectives and Strategies for Transit and TOD at the Corridor Level

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

The Scales of TOD

Region

Corridor

Parcel

Station
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

- **Regional Planning Agencies**
  - Planning, Modeling, Demographic Data, Transportation and Infrastructure Funding

- **Champions**
  - Elected + Community Leaders, Businesses, Philanthropic Community

- **Local Governments**
  - Planning + Zoning, Transportation, Housing, Infrastructure, Permitting, Public Outreach

- **Developers**
  - Land Assembly, Entitlements, Mix of Uses + Housing Types, Construction, Market Rate + Affordable Development

- **Community + Advocates**
  - Neighborhood Revitalization + Preservation, Affordable Housing, Economic Development, Equity

- **Transit Agencies**
  - Infrastructure, Design Joint Development, Transit Service, Construction

- **Business Community + Investors**
  - Project Financing, Leadership

- **Federal + State Agencies**
  - Policy, Guidelines, Transportation + Housing Funds
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
Eight Key Strategies for Regional TOD Planning

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8. Measure and Evaluate Progress
1. Get to know your region

www.toddata.cnt.org
1. Get to know your region

www.toddata.cnt.org
1. Get to know your region
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
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**

<table>
<thead>
<tr>
<th>Project Type</th>
<th>BART</th>
<th>Light Rail</th>
<th>Bus Rapid Transit</th>
<th>Commuter Rail</th>
<th>Ferry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing Threshold</td>
<td>3,850</td>
<td>3,300</td>
<td>2,750</td>
<td>2,200</td>
<td>750</td>
</tr>
</tbody>
</table>

© 2010 Reconnecting America.
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
Program Associate
Reconnecting America
EMAIL: ewampler@reconnectingamerica.org
PHONE: 510.268.8602 ext.202
WEB: www.reconnectingamerica.org
Regional Results: Population, Jobs, Housing

- Population - DOF
- Population - SANDAG
- Census 2010
- Housing
- Jobs
Housing Needs
More Travel Choices
Regional Comprehensive Plan

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

Adopted by SANDAG in 2004
“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
<table>
<thead>
<tr>
<th>Smart Growth Place Type</th>
<th>Minimum Residential Target</th>
<th>Minimum Employment Target</th>
<th>Minimum Transit Service Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metropolitan Center</td>
<td>75 du/ac</td>
<td>80 emp/ac</td>
<td>Commuter Rail, Express Light Rail Transit (LRT), or Bus Rapid Transit (BRT)</td>
</tr>
<tr>
<td>Urban Center</td>
<td>40 du/ac</td>
<td>50 emp/ac</td>
<td>LRT or Rapid Bus</td>
</tr>
<tr>
<td>Town Center</td>
<td>20 du/ac</td>
<td>30 emp/ac</td>
<td>LRT, Rapid Bus, or Streetcar/Shuttle</td>
</tr>
<tr>
<td>Community Center</td>
<td>20 du/ac</td>
<td>N/A</td>
<td>High-Frequency Peak-Period Local Bus or Streetcar/Shuttle within Urban Area Transit Strategy Boundary</td>
</tr>
<tr>
<td>Rural Village</td>
<td>10.9 du/ac</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Special Use Center</td>
<td>Optional</td>
<td>45 emp/ac</td>
<td>LRT, Rapid Bus, or Peak BRT</td>
</tr>
<tr>
<td>Mixed-Use Transit Corridor</td>
<td>25 du/ac</td>
<td>N/A</td>
<td>High-Frequency Peak-Period Local Bus or Streetcar/Shuttle</td>
</tr>
</tbody>
</table>
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
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
- **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

High Density Land Uses
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Transit Network
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Smart Growth Concept Map

Smart Growth Areas

- Existing/Planned Potential
  - Metropolitan Center
  - Urban Center
  - Town Center
  - Community Center
  - Rural Village
  - Special Use Center
  - Mixed Use Transit Corridor

Habitat Planning Preserve Areas
Existing Major Employment Areas
Urban Area Transit Strategy Boundary
North County Subregion
North City and North County Subregion

Smart Growth Areas
- Existing/Planned Potential
  - Metropolitan Center
  - Urban Center
  - Town Center
  - Community Center
  - Rural Village
  - Special Use Center
  - Mixed Use Transit Corridor

2050 RTP Transit Network
- Center
- Light Rail Transit (LRT)
- Express LRT
- Bus Rapid Transit (BRT)
- Peak BRT
- Rapid Bus
- Shuttle/Minibus
- High Frequency Local Bus

Smart Growth Concept Map
North City and North County Subregion
January 27, 2012

SANDAG
# Site Descriptions

<table>
<thead>
<tr>
<th>Jurisdiction</th>
<th>Location</th>
<th>Existing/Planned or Potential (and reason for Potential)</th>
<th>RCP Place Type</th>
<th>Land Use Description</th>
<th>Transit Service Description per 2050 RTP/SCS</th>
</tr>
</thead>
</table>
| 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
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

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
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

Sharon Pugh
Federal Transit Administration
202-366-0713
Sharon.pugh@dot.gov
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