The Transit Land Use Connection

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The Transit Land Use Equation

Land Use + Transit = Livability
The six elements of TOD definition

- Moderate to higher density
- Within an easy walk
- A mix of uses
- Designed for the pedestrian
- New construction or redevelopment
- Increases transit ridership
TOD or TAD?

Transit-Oriented Development or Transit Adjacent Development

- Majority of development at major transit stops in America are not TODs
- TOD is still illegal in most of America
- Not enough to be next to transit
- Must be shaped by transit
Forces Driving TOD Renaissance

- Mounting Traffic Congestion
- Decreased Crime
- Immigration & increased urban vitality
- Growth of “Café Society”
- Fashionable design of middle class density
- Positive examples of growing densification

Dowel Meyers University of Southern California
TOD Benefits

TOD can help:

- Reduce regional VMT by 5%
- Increase regional ridership by 5%
- Decrease local infrastructure costs by 25%

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TOD & Property Values

- Washington, DC
  - + $2 to $4 per foot for commercial
- San Jose
  - + 23% for commercial
- Portland
  - + 10% rent premiums
- Dallas
  - + 39% for residential, +53% for office values

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FTA & Land Use

- New Starts funding incentive for TOD
- 100+ projects in FTA planning pipeline
- Rating equally based on:
  - Existing Conditions
  - Transit Supportive Plans & Policies
  - Performance & Impacts of Policies

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Rosslyn Ballston Corridor

- TOD Plan Adopted 1974
- Stations opened 1979
- Development since 1980
  - 25m square feet office
  - 14,400 residential units
- Station areas
  - 25% county housing
  - 37% county jobs

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Rosslyn Ballston Corridor

- 33% County’s real estate taxes
  - from 7.6% of it’s land area
- 30 million SF on two square miles
- Corridor value over $9 billion
- Metro access 73% walk, 13% by car
  - Suburban stations 15% walk, 58% by...
Rosslyn Ballston: 5 Metrorail Stations
Keys to Successful TOD

Link to a Broader Strategy

- Part of community’s vision for growth
- TOD as “means to end” of community objectives
- More than transit
- Basis to gain greater support & success
- Get the city to the table

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Eastside Village
Plano TX

- City assembled 3.6 site & issued RFP
- Up zoned to 100 DU acre, 234 units
- DART built plaza
- 5 levels of parking
- $17.7m project
- $2m public investment
Keys to Successful TOD

Have the Right Tools

- Clear entitlements for TOD
  - Zoning for density, mix of uses, less parking, building orientation
- Land Assembly
- Tame the traffic
- Incentives may be required
  - Financial & regulatory
  - Leverage TEA-21 dollars
LEVERAGING THE TRANSIT LAND USE CONNECTION

Station Area Planning

For $\frac{1}{4}$ to $\frac{1}{2}$ mile around stations:

- Done & adopted by Cities
- Funded by TEA-21
- Four key elements
  - minimum densities
  - parking maximums
  - building orientation
  - prohibited uses

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LEVERAGING THE TRANSIT LAND USE CONNECTION

West Hyattsville TOD

From a parking lot to a community:

- WMATA station
- Development Program
  - 3,100 housing units
  - Main street retail
  - 1m SF commercial
  - 127 acres open space
- Form based code
- Revitalized community

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LEVERAGING THE TRANSIT LAND USE CONNECTION

Keys to Successful TOD

Density Matters

- Density rules of thumb:
  - 6 to 7 DU acre for bus
  - 9 to +25 DU acre for rail
  - +50 DU acre: auto & non-auto trips are equal
  - 10% more density = 5% more transit trips

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Pearl District
Portland

- 90 block area
- Development tied to Streetcar
- $750m+ development since 1997
- 2700 units built
- 131 units per acre minimum density
LEVERAGING THE TRANSIT LAND USE CONNECTION

North Park Apartment Village, San Jose

- 2,600+ Units
- 40 DU acre
- In the “Innovation Triangle”
- 5-acre park
- Small mixed-use center
Keys to Successful TOD
Create Places to Come Back To

The Round at Beaverton Center

- 240 units
- 125k retail
- 375k office
- 860 parking spaces

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Leveraging the Transit Land Use Connection

Lindbergh City Center
Atlanta, GA

- BellSouth Hdq.
- Phase 1
  - 1m sq ft office
  - 300k sq ft retail
- 47-acres at MARTA
  - Replacement parking
- $750m TOD
- Transit agency lead

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New Carrollton, MD

Create an active place

- 4-day charrette
- Development program:
  - 8.7 million sq ft of commercial
  - 8,000 residential units
  - 60 acres park & open space
- TOD strategy guiding WMATA offering

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Keys to Successful TOD

Development Friendly Transit

- Transit designed with development in mind
  - Corridor selection
  - Station function
  - Pedestrian access
  - Parking location
  - Community partnerships
  - Incorporate TOD
LEVERAGING THE TRANSIT LAND USE CONNECTION

Development Oriented Transit Design

- Mixed-Use Transit Village at the station
- Pleasant walk to park & ride
- Town square with bus transfers
- Rail station with 800 space P&R
Automobile Oriented Transit Design

- Suburban auto-dependant development pattern
- Rail station with 800 space P&R
- 12 bay bus transfer by platform
- Turns back on the community

Park & Ride

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Auto or Development Oriented?

- Both designs:
  - Same land uses
  - Same transit Rail station
  - Same cost
  - One encourages TOD at the station
  - One separates the station from the community

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Lakewood, CO

Signature Urban Center
- 465-acre site
- Office
- Residential
- Local serving retail
- 50% green spaces
- Highest density clustered at transit facility

TOD set LRT Alignment
LEVERAGING THE TRANSIT LAND USE CONNECTION

Keys to Successful TOD

Plan for Cars

- Cars “drive” the market
  - Make them “behave”
- Retail requires visibility
- Balance through traffic & local circulation
- Multi-Modal Streets
  - for walking, transit and cars

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Market Common
Clarendon, VA

- “Lifestyle” center
  - 240k retail
  - 100k office
  - 300 apartments
  - 87 townhomes
- Opened in Nov ‘01
  - 100% leased
- Worked closely with neighborhoods

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Leveraging the Transit Land Use Connection

Keys to Successful TOD Design for the Pedestrian

1) Community to the transit platform
2) Walkable TOD site design
3) Connections to community from TOD

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Moffett Park
Sunnyvale, CA

- Ariba headquarters
- 2000 employees
- “unintentional TOD”
- +60% building area
- $2.5m private station
- Slight parking reduction
Keys to Successful TOD

Plan for a Mix of Uses

- Vertical or Horizontal
- Most difficult TOD element
- Great TOD benefits
  - More walking
  - More ridership
  - Reduced auto-use
- Experienced developer key

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LEVERAGING THE TRANSIT LAND USE CONNECTION

Orenco Station
Portland, OR

- 190-acre
- 1,834 units
- Mixed-use town center
- TOD Zoning
- 20% faster appreciation
- 18.2% mode split

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Keys to Successful TOD

Get the Parking Right

- Critical land use
- Rules of thumb:
  - 20% reduction for residential
  - 15% for office
  - up to 25% for mixed-use
- Allow shared use
- Maximum ratios

Orenco parking in rear: built & plan

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Mockingbird Station, Dallas

- 10 acre mixed-use
- 211 lofts
- 180k retail / Movie theatre
- 140k office
- $145m project
- $6m unneeded parking
Keys to Successful TOD

Understand Your Market

- Doubling of demand for homes within walk of stores
- Buyers who prefer dense, compact homes
  - 31% of homeowner growth 2000-2010
- US Households with children at home is declining
  - 33.6% in 90
  - 29.5% in 2010

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Target TOD Resident
• 25-34, 65+
• Urban couples & singles
• HHI $75,000 - $125,000
• Ethnically mixed households

TOD Market Positioning
• Urban experience. Suburban indulgence.
• Live in luxury. Skip the commute.
• Quick commute. Quality lifestyle.

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Keys to Successful TOD

1. Early Bird Catches the TOD
2. Have the Right Tools
3. Density Matters
4. Create Centers to Come Back to
5. Development Friendly Transit

6. Plan for Cars
7. Design for the Pedestrian
8. Plan for a Mix of Uses
9. Get the Parking Right
10. Understand your Market

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