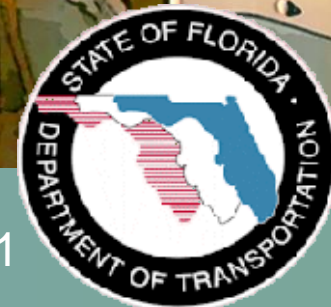




TAC Meeting & TOD Task Kick-Off February 2, 2011



Agenda

- Introduce TOD Team
- Review TOD Task
- Share TOD Best Practices
- Answer Questions
- Discuss Charrette Week Preparations



PB TOD Team

- Paul Skoutelas: principal-in-charge
- Jim Hencke: task manager & urban design lead
- GB Arrington: TOD practice leader
- Keith Liden: policy & code review
- Glen Loyd: visualization
- Scott Hayes: sketchbook update graphics
- Emily H. & Tom J.: charrette staff

TOD Task Goals

- Engage corridor staff
- Provide TOD planning & advice
- Advance local TOD efforts
- Update 2007 TOD Workshop Sketchbook



TOD Sketchbook Update

- 17 Station Area TOD Plans
 - land use
 - circulation
 - urban design
- 17 Visualizations
- 5 Animations



TOD Sketchbook Update

- Corridor-wide TOD Issues
- TOD Toolbox
 - recommendations
 - policy & code
 - next steps



Your Questions & Comments #1

- What Path to TOD Success?
 - roles, responsibilities, partnerships
 - process
- Multi-modal Connections tied to Success?
 - bike and pedestrian emphasis
 - bus connections, service frequency
 - streetscaping, street x-ings

Your Questions & Comments #2

- Achieving Quality Development
 - higher intensity, mixed-use
 - housing diversity
 - renovation & redevelopment
 - shared parking
 - incentives / impact fees

Your Questions & Comments #3

- Funding Catalytic Improvements
 - FTA \$\$\$ restrictions?
 - economic development potential
 - \$\$\$ bike and pedestrian improvements?
 - \$\$\$ other infrastructure?
- Land Use Planning
 - existing non-supportive uses
 - attracting destination “niche uses”

TOD Charrette Week

- Schedule: March 14 - 18, 2011
 - specific days, times, places
- Information Sharing
 - context, policies + plans
 - development proposals



TOD Charrette Week

- Logistics
 - 4 counties, 10 cities, 61 miles
 - travel time vs. TOD time
- Options
 - visit each community
 - daily focus sessions
 - summary event



Charrette Week

Time	Station	Monday	Tuesday	Wednesday	Thursday	Friday
8am	DeLand	North	Drive Time	South	Drive Time	Drive Time
	Fort Florida/DeBary	Corridor Tour	Set Up	Corridor Tour	Set Up	Set Up
9am	Sanford		Seminole County		Orange County	Orange County
	Lake Mary					/ Orlando
10am	Longwood					
	Altamonte Springs					
11am	Maitland					
	Winter Park					
noon	Florida Hospital	Lunch	Lunch	Lunch	Lunch	Lunch
	LYNX Central	Set Up		Set Up	Orlando	
1pm	Church Street	Volusia C		Osceola County		
	Orlando Amtrak					
2pm	Sand Lake Road					
	Meadow Woods					
3pm	Osceola Parkway					
	Kissimmee Amtrak					
4pm	Poinciana					



Applying TOD best practice to SunRail.

Overview

- Creating value
- TOD defined
- TOD case study
- TOD market
- TOD timing
- TOD principals
- Conclusions



Dallas, Los Angeles, Portland TODs



Creating
value with
transit

Link to a Broader Strategy

*TOD as “means to an end”
to achieving community objectives*

- Part of community’s vision for growth
- Basis to gain greater broader support & success
- More than transit
- Building partnerships essential



TOD or TAD?

Transit-Oriented Development or
Transit Adjacent Development

- Majority of development at US transit stations are not TODs
- TOD is still illegal in at most of US transit stops
- Not enough to be next to transit, must be shaped by transit

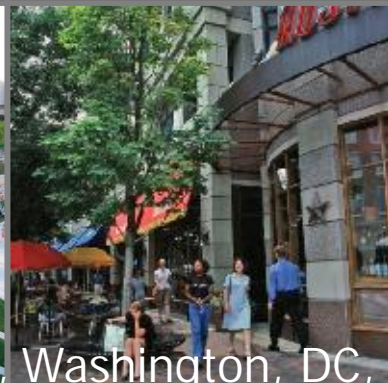


Cisco Systems TAD
San Jose, CA



Shaped by Transit

- Greater density
- Less parking
- Better public realm
- Mix of uses
- Very walkable
- Tame the car



San Diego, Portland, San Francisco, Washington, DC, Denver



Transit

Oriented-
Development

Orenco Station

Fundamentals
for TOD
a great neighborhood

- Safe streets
- Strong center
- Local services
- Parks & open space
- Housing choices
- Good jobs

pb placemaking group





What is the
market
for TOD ?

Understanding your market

- *Emerging Trends in Real Estate '10:*
 - *"The future is about green development, infill, and TOD"*
- Majority of TOD residents are childless
 - Empty-nesters & young urban professionals
- TOD households tend to be higher income
 - Reflects newer construction



Decline in Families w/ Children

50% of
households



1950

33% of
households



2000

12% of
households



2010 - 2030

- 30% current US housing demand
 - Dense, walkable, mixed-use communities
- Today less than 2% of housing

Millennial's Want Urban

2011 National Association of Home Builders:

- 88% of Gen Y want to be in an urban setting
- 1/3rd willing to pay for the ability to walk
- Huge market: 80m Gen Y v 76m Boomers



Kids are deferring driving

- Large decline in teens with drivers licenses.
- 1978-2008:
 - 16 year olds: -38%
 - 17 year olds: -35%
 - 18 year olds: -21%
 - 19 year olds: -16%



*What is the new cool?
Is social networking changing
the role of the car for kids?*

Residents Near Transit Want

From Transit Community Resident Surveys:

- Well designed communities
- Easy access to a center
- High quality residence
- Quality transit service
- Pedestrian Friendly
- Good price value

*"The ability to walk
to a pint of milk"*



The Merrick



Orenco Town Center

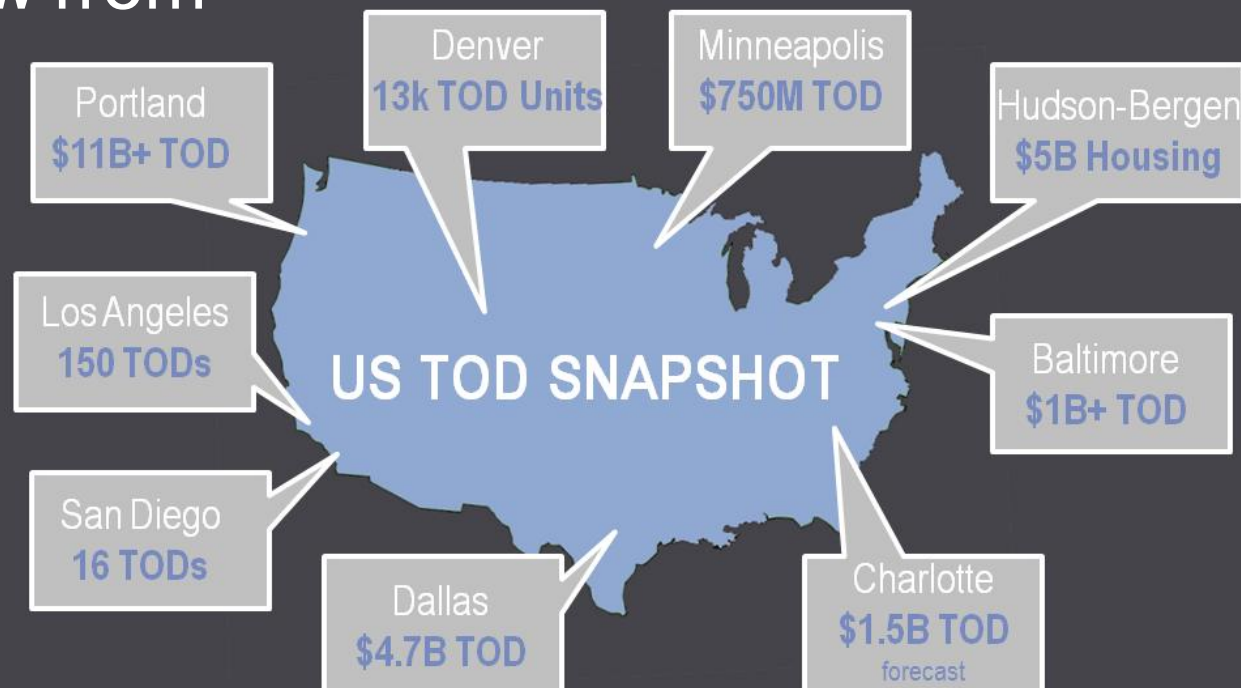
TOD & Property Values

- 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



Firm base to draw on

- Market preference for urban housing
- Lot's of experience to draw from
- Demographics trends are favorable
- Federal policy support



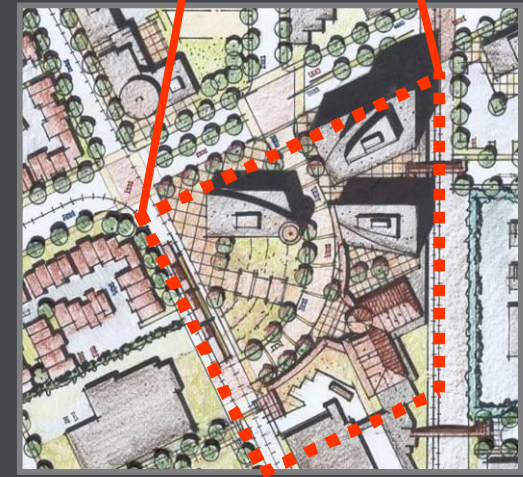


More than a Parcel, More than a Project

- Create a walkable district
 - Area w/in a 5 minute walk
 - Approximately 125 acres
 - Walkable complete community
- Most “TODs” don’t meet this standard
 - Requires broader strategy, cooperation
 - Understanding the bar needs to be higher

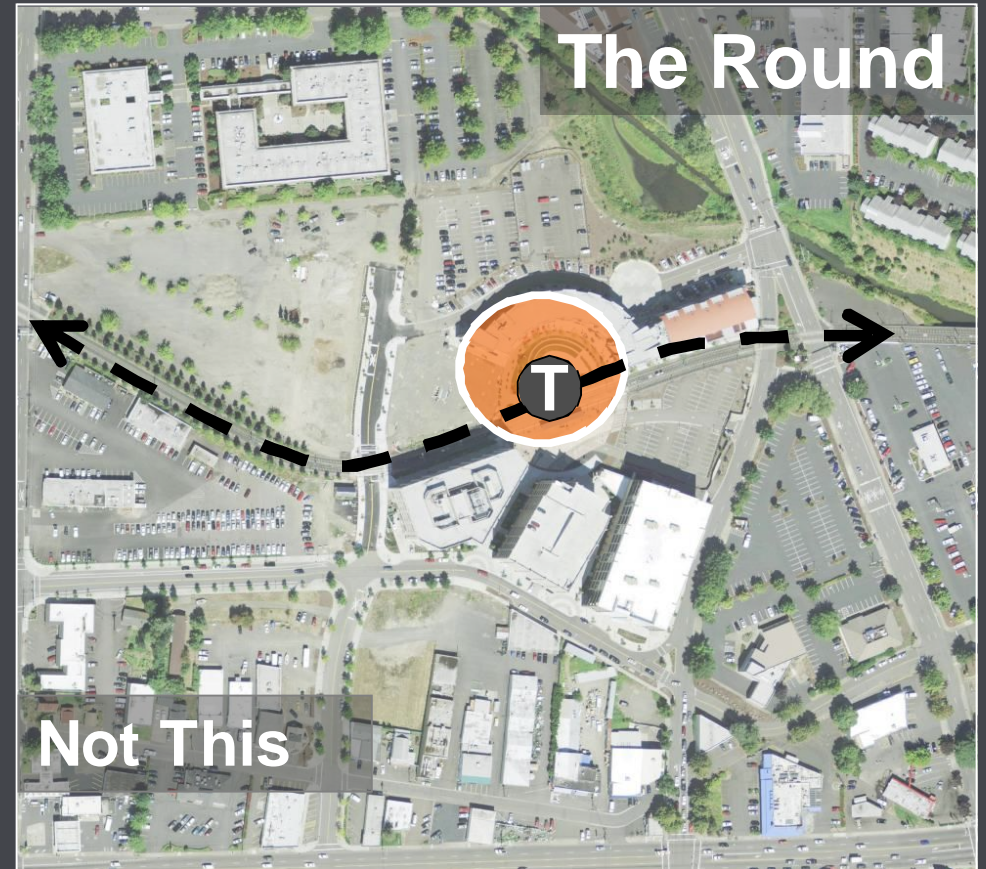


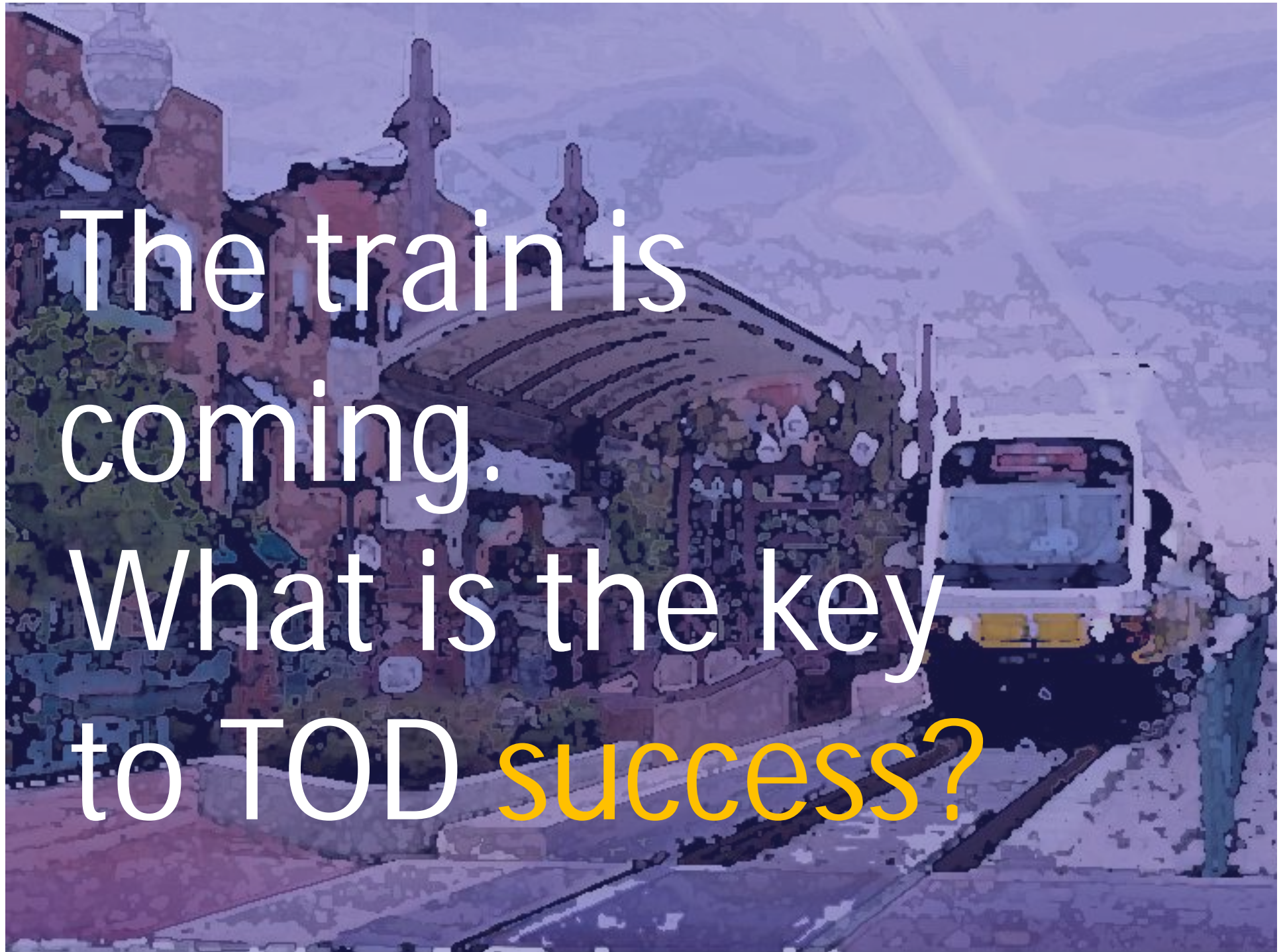
Santa Ana TOD



Santa Ana Station Development

TOD: District not a Project





The train is
coming.
What is the key
to TOD **success?**

Keys To TOD Success

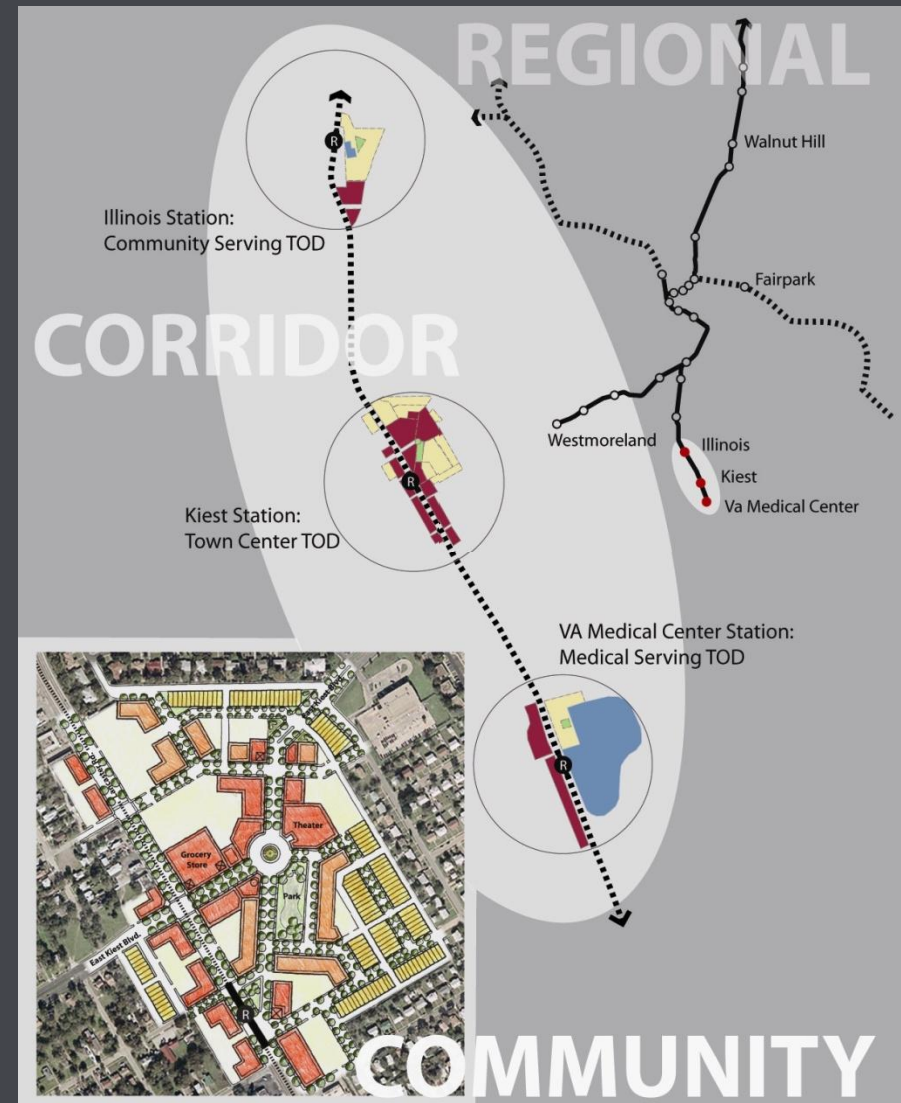
- Get the planning right
- Apply the power of partnerships
- Market driven, not transit driven TOD
- Design for the pedestrian



Unlocking the key to each stations identity

- TOD in Region
 - Where does the station fit in?
- TOD in Corridor
 - Stations relationship to other stations?
- TOD in Community
 - How will TOD add value? Be a place?

pb placemaking group

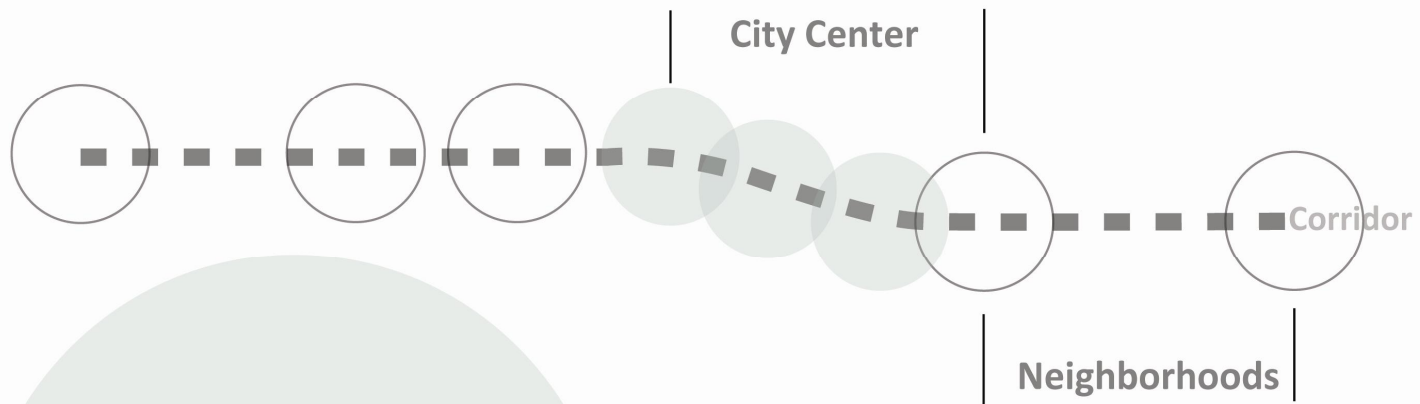


TOD Typology: a range of scales for successful TOD





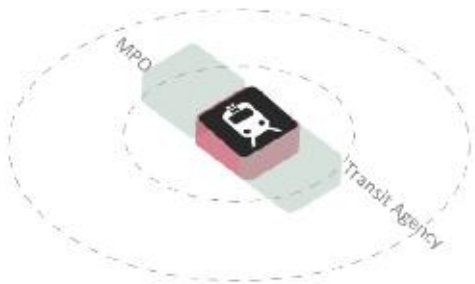
TOD
evolution
what happens
when?

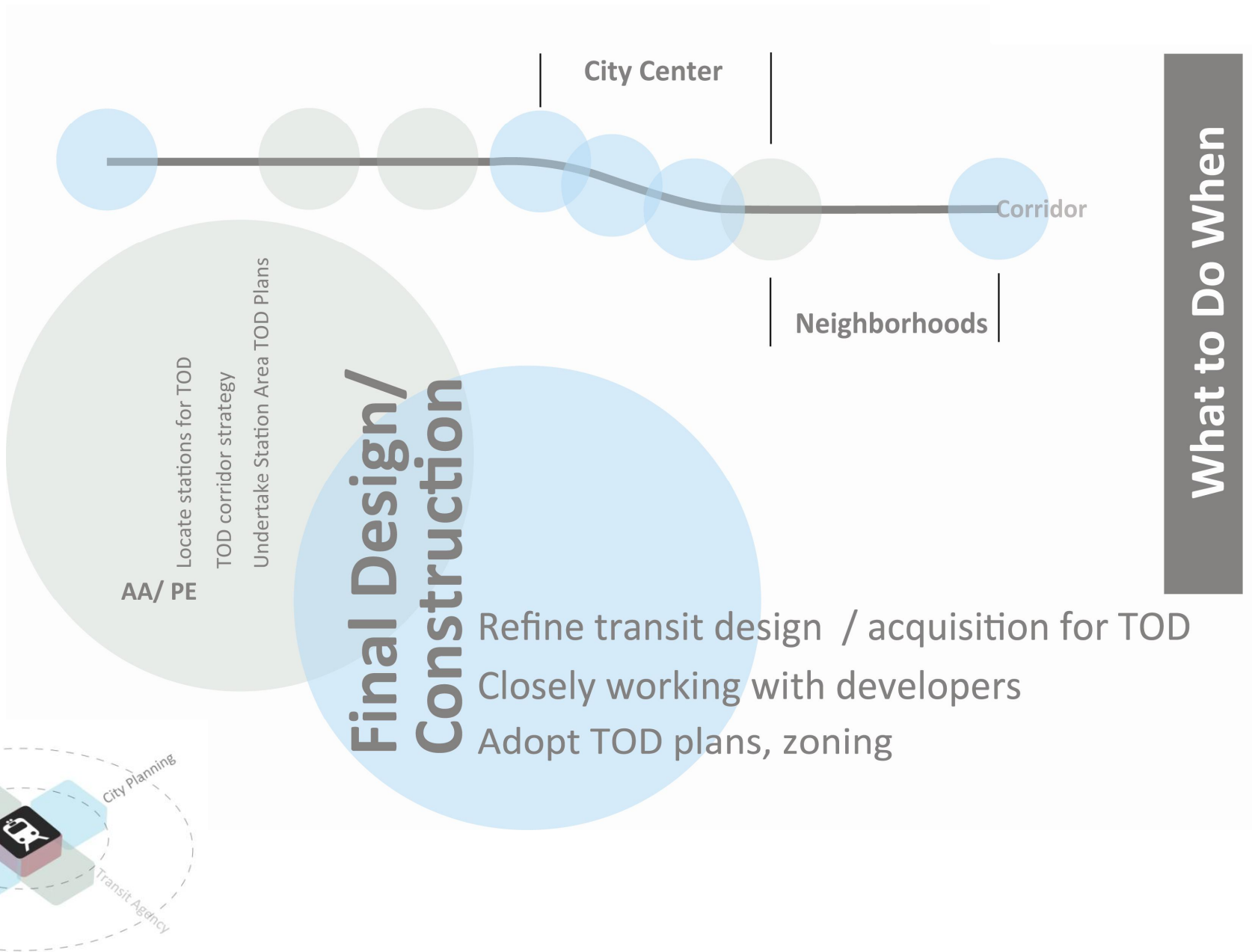


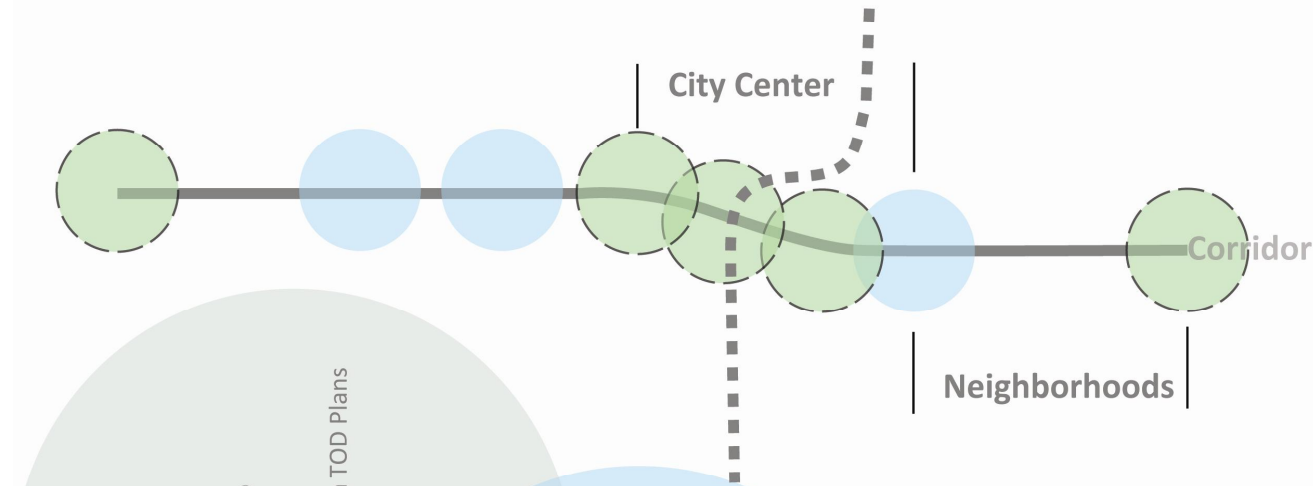
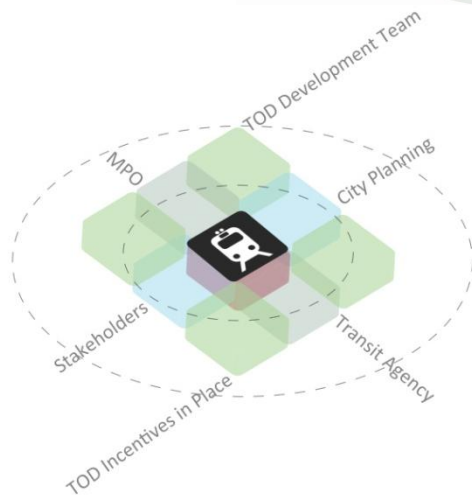
AA/ PE

Locate stations for TOD
TOD corridor strategy
Undertake Station Area TOD Plans

What to Do When







AA/ PE

Locate stations for TOD

TOD corridor strategy

Undertake Station Area TOD Plans

Final Design/ Construction

Refine transit design / acquisition for TOD

Real estate acquisition tied to TOD

Closely working with developers

Adopt TOD plans, zoning

By Operations

TOD program / staff & incentives in place

Prioritize TOD opportunity sites

TOD Master Planning and demonstration projects

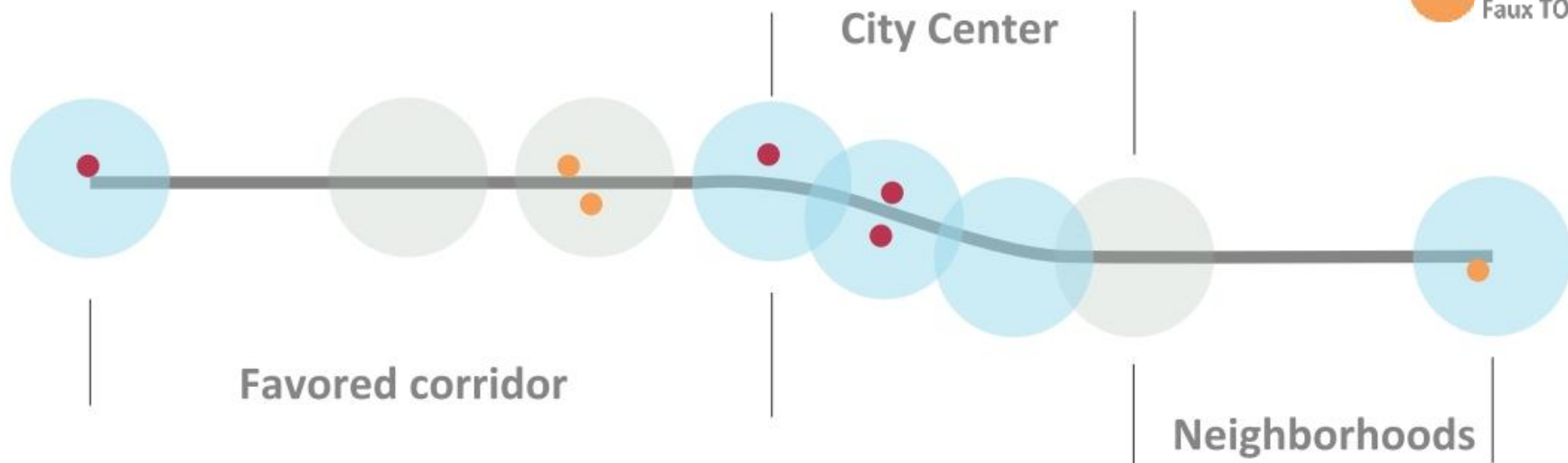
What to Do When

What Development Happens When

- Planning / Advocacy / Education
- Land speculation
- Initial TOD response

0-10
YRS

Construction

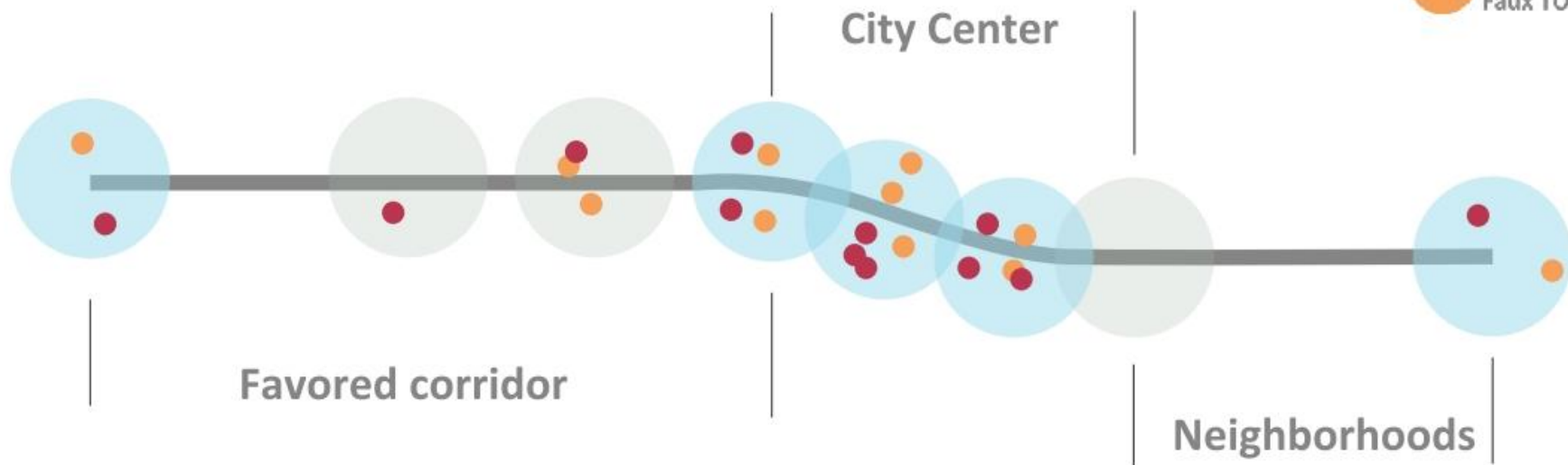


What Development Happens When

- Gov't encourages TOD
- More modest residential TOD
- Pilot projects push performance

15
YRS

Initial Operations

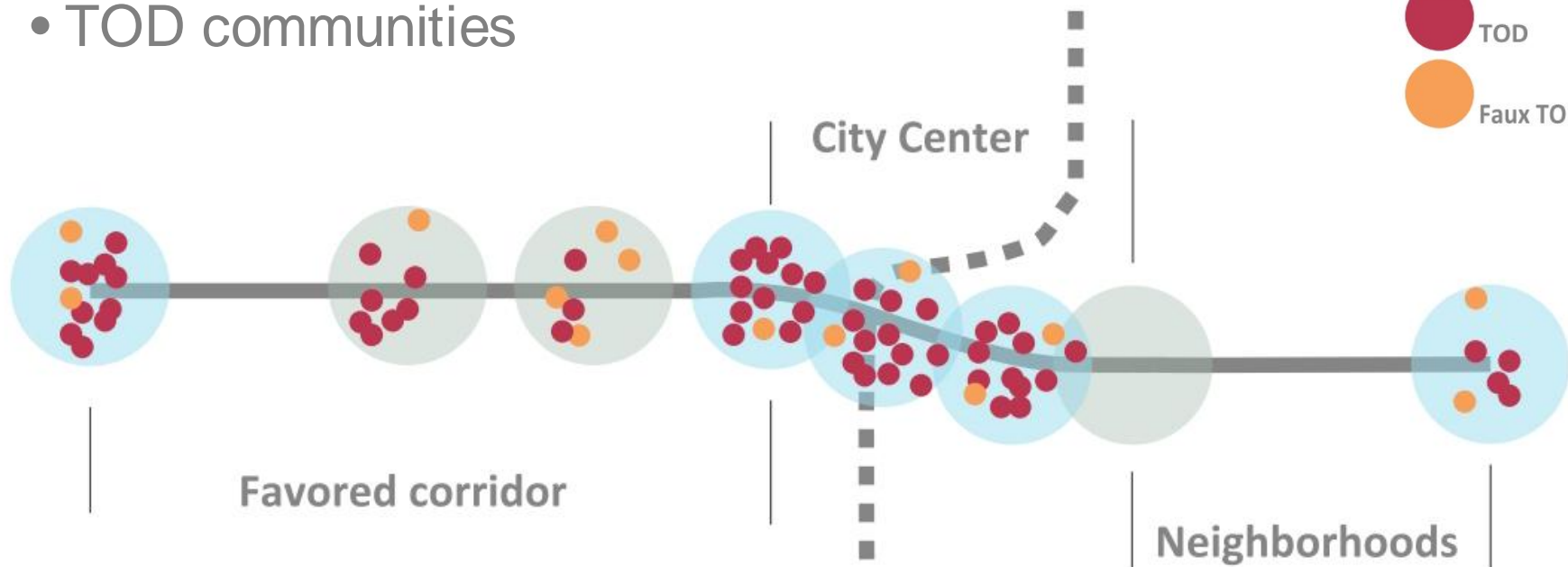


What Development Happens When

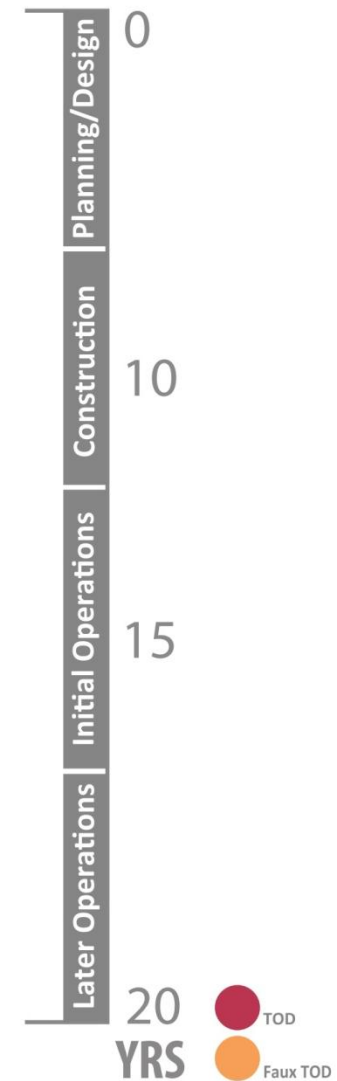
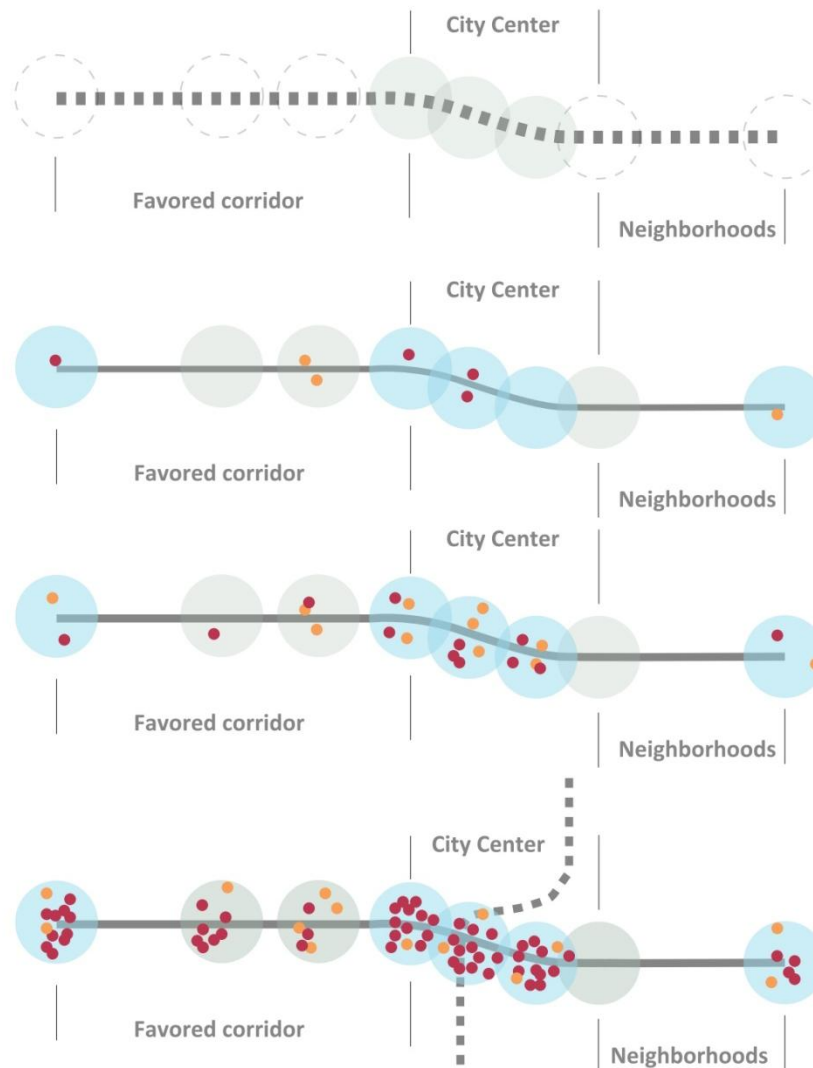
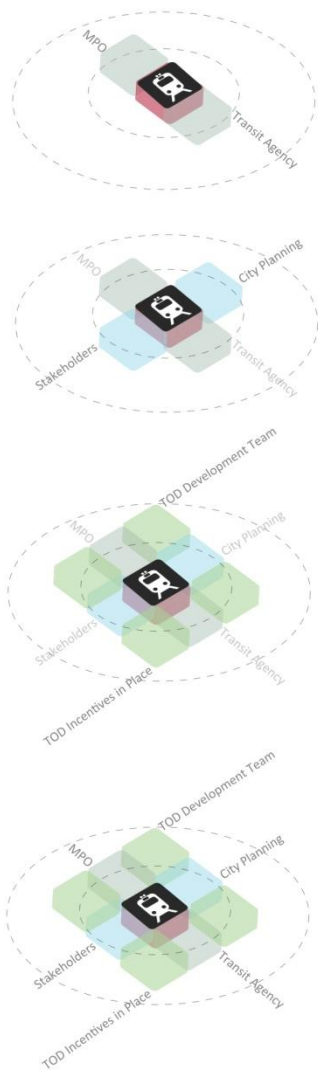
- Specialized TOD Dev'lpers emerge
- Broader pattern of TOD
- TOD communities

20
YRS

Later Operations



Who :: What :: Where :: When





TOD Principles

a successful Six Principles for TOD



1. Medium to higher density
2. Mix of uses
3. Compact pedestrian-oriented
4. Active defined center
5. Limited, managed parking
6. Public leadership

a successful

Principles for TOD



1. Medium to higher density

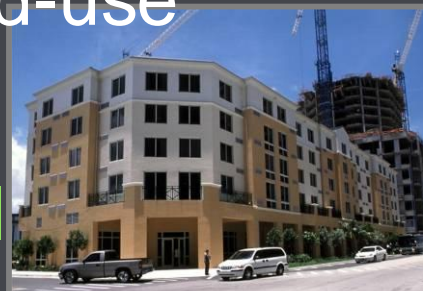
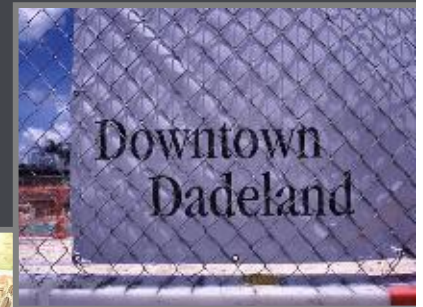


- Greater than community average
- Distance to transit matters
- To support transit on average:
 - 6 to 7 du/ac for frequent bus
 - 9 to 25 du/ac for rapid transit
- Retail & office closet to transit
- Minimum density effective tool

Downtown Kendall, Miami FL.

- 2nd generation of Metrorail development
- Designated Regional Urban Center
- 1m sq ft mixed-use
 - Office
 - Residential
 - Hotel
 - Retail

pb placemaking group





a successful Principles for TOD

2. Mix of uses



- Vertical or Horizontal
- Most difficult TOD element
- Great TOD benefits
 - More walking
 - More ridership
 - Reduced auto-use
- Prohibit auto-oriented uses closest to transit

Arlington Heights IL.

- Revitalized Downtown
- New Metra Station
- Performing Arts Ctr
- Structured Parking
- Main street retail
- High Density Condo's
 - Retail below





a successful Principles for TOD

3. Compact pedestrian-oriented

- Block sizes for 5-minute walk
 - Max of 400 ft block face
- Orient buildings to sidewalks
- Calm streets
- Active street edges with wider sidewalks



Distance & Mode Share

2005 WMATA Development-Related Ridership Survey

Distance from station	Metrorail Mode Share		Auto Mode Share	
	Office	Residential	Office	Residential
At station	35%	54%	48%	29%
¼ mile	23%	43%	66%	41%
½ mile	10%	31%	83%	54%

- 35% of office trips right at the station entrance
- Office mode share drops about 1% every 100 ft
- ½ mile residential share 200% higher than office

a successful

Principles for TOD



4. Active defined center



- 18 hours of activity
- Quality public realm /sense of place
- Employment closest to transit
- Compact & dense

Elmhurst II.

- Refurbished Metra Commuter Rail Station
- Service since 1890's
- Reoriented streets
- Since 1990:
 - 25 projects
 - 300 residential units
 - 140k commercial
- 932 space park & ride
 - in 15 separate lots

pb placemaking group



a successful

Principles for TOD



5. Limited, managed parking



- Always a challenging issue
- Consider: size, location, design & management
- No minimum ratios, maximums
- Disconnect parking from buildings, manage by district

TODs create less traffic

- TOD residents are:
 - Twice as likely not to own a car as US Households
 - 5 times more likely to commute by transit than others in region
- Self-selection:
 - Responsible for up to 40% of TOD ridership bonus



TODs behave Differently

Daily car trips for 50 dwellings

- | | |
|----------|-----|
| • SF | 500 |
| • MF | 333 |
| • TOD MF | 177 |

*TOD housing
generates 50%
less traffic than
conventional housing*

3.55 Trips



Multifamily
TOD

6.67 Trips



Multifamily

10 Trips



Single
Family

a successful

Principles for TOD



6. Public leadership



- Generally critical for success
- Align “political will” & TOD objectives
- TOD plans + capital budget aligned
- Focus on implementation
- Nurture progressive developers

West Palm Beach Transit Village

- TriRail Station
 - 3 govt land owners
- 2005 Gov't charrette
- 2009 offering
- 2010 TOD Proposal
 - Negotiations on-going

pb placemaking group

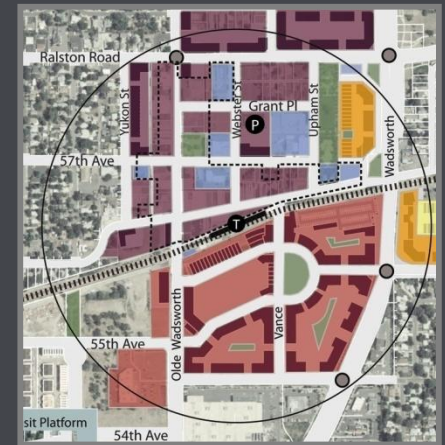




Getting the
planning
right.

Olde Town Arvada, Co

- Downtown TOD Plan
 - Vision
 - Land use
 - Circulation
 - Urban design
 - Market strategy
 - New form based zoning



TOD Zoning

Basic building blocks:

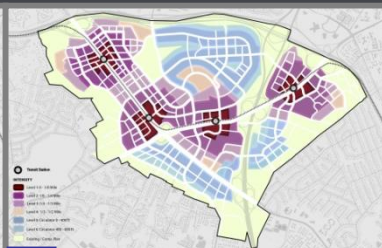
- Minimum density
- Maximum parking
- Prohibited uses
- Site orientation



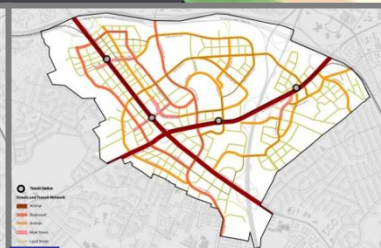
The Plan



Green Network



Metro TOD



Transportation

Tysons Corner, Virginia
Winner 2011 APA Daniel Burnham Award

pb placemaking group



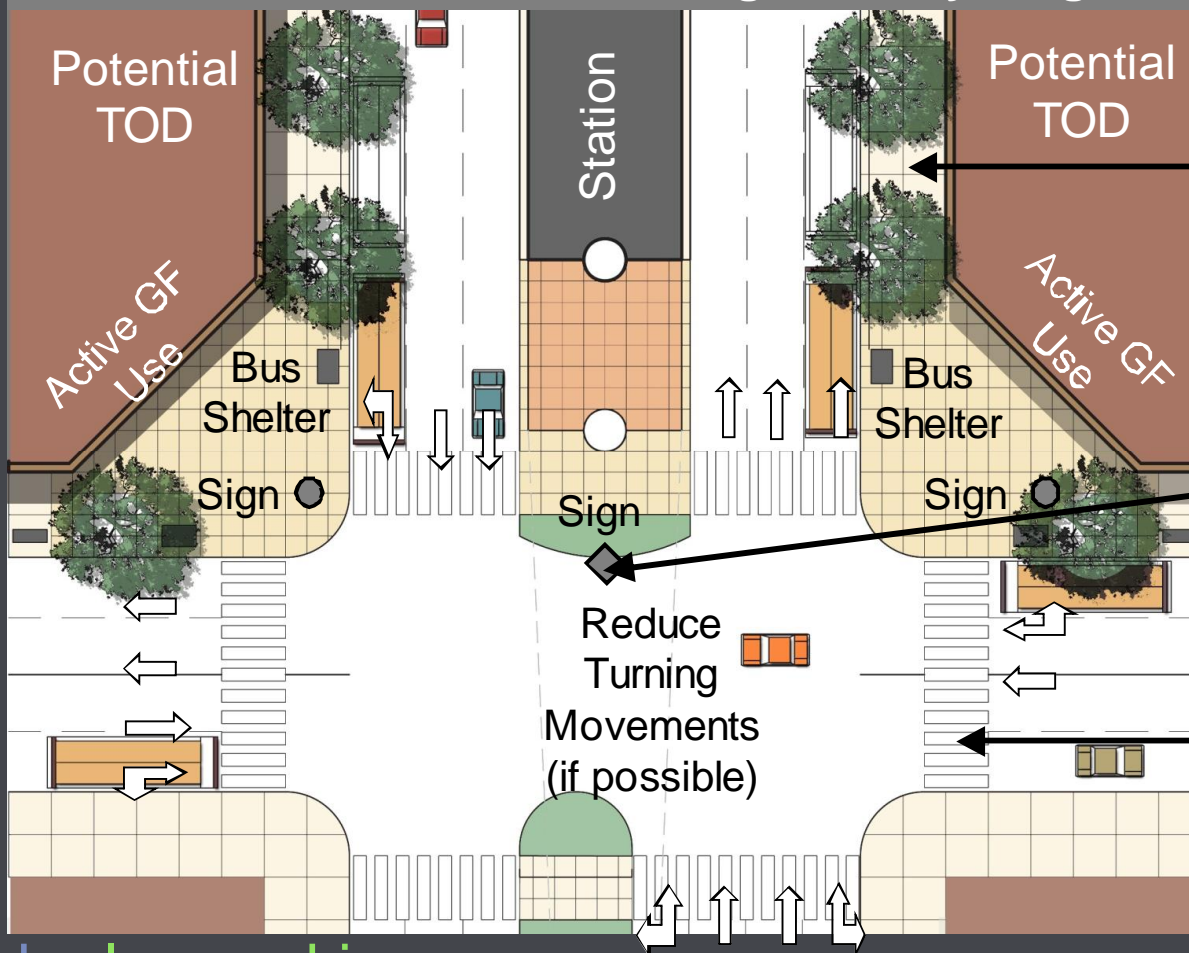


Great places
are defined
by great streets.



TOD streets

TOD streets and right-of-way diagram



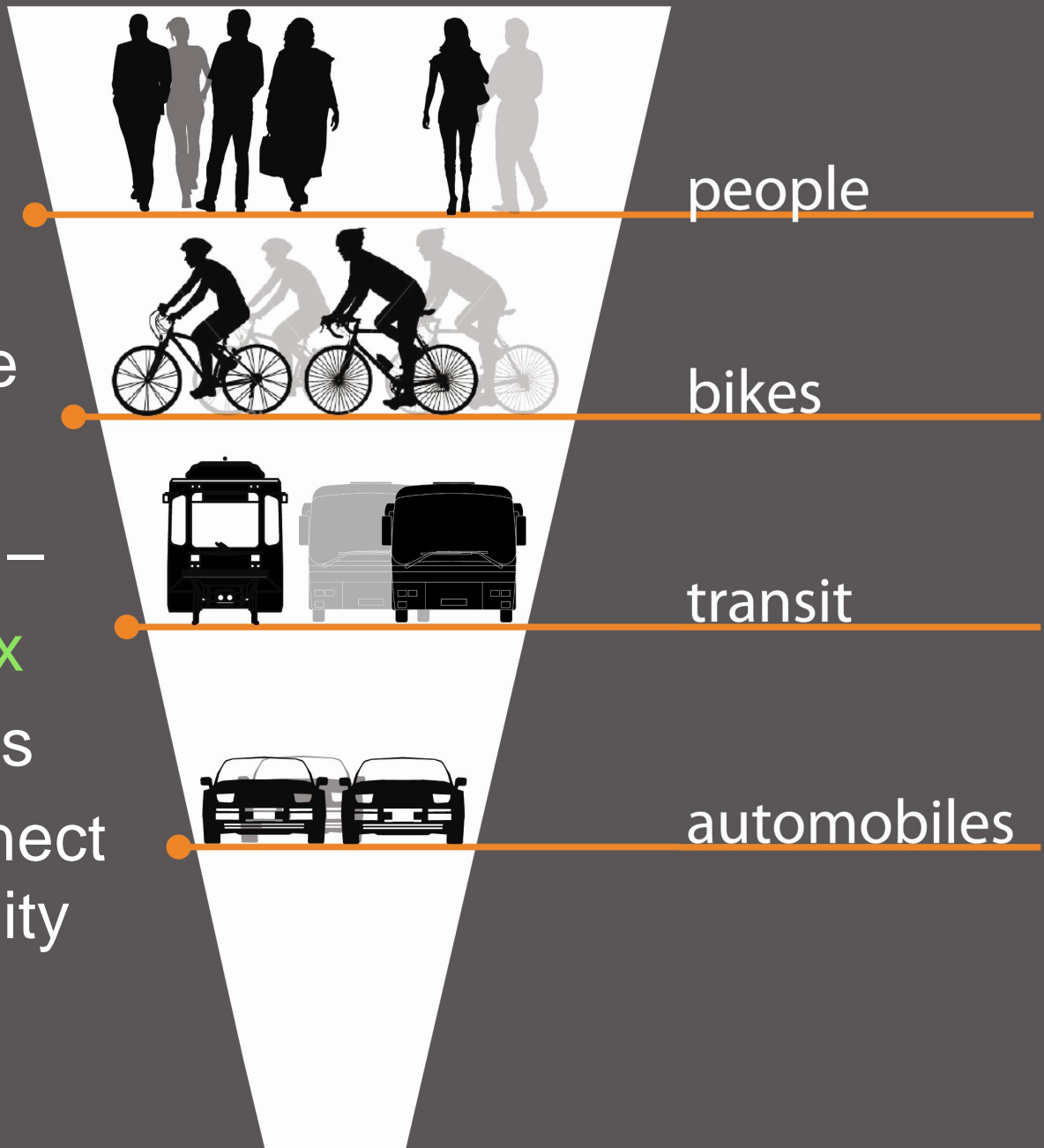
Wide Sidewalks
& Attractive
Streetscaping

Wayfinding

Clearly Marked
Pedestrian
Crossings

Circulation in a TOD

- Context sensitive
- Lower speed
- Small block size –
– 400 x 400 max
- Favor active uses
- Seamlessly connect
TOD to community



Traffic Calming Techniques



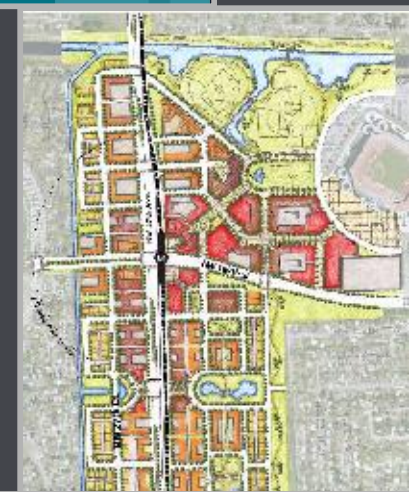
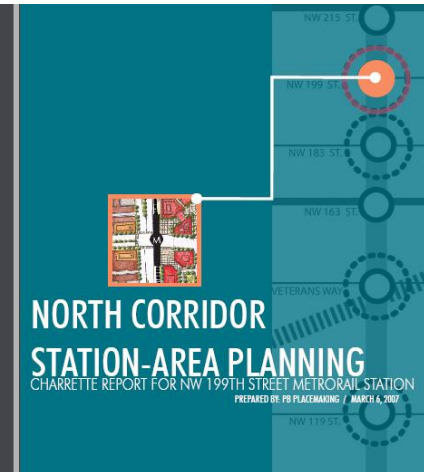
A blue-tinted photograph of a city skyline at dusk or dawn. The sky is a deep, hazy blue, and the city lights are visible as a series of bright, out-of-focus points along the horizon. The word 'your' is highlighted in yellow, while the rest of the text is white.

Implications for *your* community

Funding for TOD

- Eligible New Starts activity
 - TOD Planning
- MPO flexible funds
 - Denver, Portland, Atlanta, Bay Area
- HUD & TIGER
- Foundations
 - Living Cities, Ford, Enterprise
- TOD Housing funds emerging

pb placemaking group



Community building + people moving

- Trends are on your side
- Plan for the pedestrian
- Leverage the power of partnerships
- Raise your aspirations
- Make TOD legal & easy
- Develop a strategy equal to the task



The background of the slide is a photograph of the United States Capitol dome in Washington, D.C., seen from a distance. In the foreground, a modern train with large glass windows is visible, partially obscured by the text. The train appears to be a light rail or tram, with a dark body and light-colored accents.

Rail~Volution

Washington, DC

Oct 16 –18, 2011

Building livable
cities w/ transit



Discussion & Break-out Session



Break Out Questions

- Focus of your charrette?
 - local priorities
 - code & policy
 - concept planning & visualizations
 - implementing actions
 - funding
- Do we have latest information?
 - policies + plans
 - latest development proposals



Thank you!

