

Transcription of Power Point Presentation

Getting on Track with Transit-Oriented Development
American Public Works Association
May 18, 2006

Thanks everybody. We'll take you on this tour of

- what transit-oriented development is and
- how it is working in other communities in this very rapidly growing part of the housing and development marketplace.
- Why are we talking about transit oriented development.
- In addition to the formal requirements of the Federal Transit Administration,
- what we're talking about here when we say transit oriented development is a national phenomenon of people returning to the cities.

There was an emptying out of American cities into suburbs over the last 50 years and what we've seen nationally is some demographic trends that are causing people to move back in addition to some practical factors, like it gets pretty long when you're commuting from farther and farther out and these demographic trends are big factors behind this TOD phenomenon.

And they also show this is not what's in fashion today and it's going to disappear in a few years – it's a major long-term change in the American, social and geographic landscape because people are moving back to the cities. For example, Atlanta had sprawled badly and was a classic case where everyone was moving out and the central city was actually declining in population every year over the last 20 years until last year when that turned around and they experienced a 20,000 person growth in the population of Atlanta and they were the fastest growing city in their region so in fact it's happening in cities large and small around the country.

College Photo

A couple of groups in the population are driving that. First are the young, creative people, that work in a variety of industries, not just electronics and software, the people that Richard Florida in his popular book called, *The Creative Class*, who are graduating from college and starting their careers, the kids of the baby boomers, the so-called “echo boomers,” some of these people are looking for an urban lifestyle. They maybe grew up in the suburbs, but have been thinking about the city.

What They Want

Research from the Federal Highway Administration show that some of these people prefer urban housing forms, an easy walk to the store, a walkable, transit-oriented lifestyle. It’s not everybody – we talk about these big demographic trends. Of course there are still 25-year-olds who still want to live in the suburbs. Of course there are people who are exceptions to this. But this is a big change. We have this big group of people who say they want to live in the heart of livable cities.

Students @ PSU – Married Couple – Fountain Photos

In many cases these students are leaving college they are looking in many cases for an urban lifestyle and they are finding it in cities all over the country. They want to raise their families in a more urban style of life than their parents or they experienced as kids.

Seniors Riding Modern Streetcar

But it’s not just the young people, this creative class who are driving the transit-oriented development phenomenon, but older people, the baby boomers and others who are aging and looking for opportunities to live the retired lifestyle different from the suburban retirement community.

After this Chapter

They have lived in the suburban home in the past,

Ladies in Center of Street, Looking

and now may be looking for something else in their later years.

Demanding Complete Communities

There is research that empty nesters, the baby boomers, are one of the fastest growing segment of the home buying market,

What They Want

but they're also looking for an urban transit-oriented lifestyle. AARP found that 71% of the households researched want to live within walking distance of transit systems because they don't now, so there is a huge unmet market demand by this group and population.

Lots of Great Plans

As a result of this demand there have been a lot of plans developed around the country by developers, by communities, by neighborhoods, by redevelopment agencies trying to seize this opportunity. It's happening all around the country.

A Wave of Redevelopment

There is a huge upsurge of development in cities of various sizes and types and configurations – it's not just the big cities but small cities as well.

An Alternative - Double Photo w/ Overlapping Frwy below (3 clicks)

Part of what's driving that is that people just don't want to put up with the commute anymore and the inability of our transportation system to keep reaching farther and farther out.

Overlapping Freeways System, Click for Beyond Hope (bottom right)

Some people say 'this is hopeless, I'm not going to do this anymore, I'm not going to sit in this traffic, I'm going to live in an urban situation'.

TOD (4 clicks)

Some definitions and descriptions of what we mean when we say TOD, we're really talking about taking patterns that are historic, grid streets and walkable neighborhoods, and repeating them again in redevelopment.

We're talking about revitalizing places,

surface parking lots and suburban design types in urban settings, grocery stores and shopping centers that have a lot of surface parking in the middle of the city,

and making it once again urban and walkable.

Shaping Greenfield (7 clicks)

And we're talking about deliberately creating new urban neighborhoods as walkable, pedestrian-oriented, transit-oriented places. And those can be pretty dramatic in terms of what is possible instead of the usual big box retail and suburban development forms we're seeing projects now go through this kind of conceptual process and employ some of these tools, a grid of streets, buildings at regular intervals,

Remodeling Suburbia (3 clicks)

storefronts that face the street,

Remodeling Suburbia – Click 2

street trees for shade, windows that allow visibility in and out of a building, and keying that around transportation choices. You can't make that kind of intensity and liveliness work with huge surface parking lots out in front of it.

Our professions of architecture and development and urban design have really learned a lot

Remodeling Suburbia – Click 3

about how to take suburban places and remodel them into these kinds of urban neighborhoods and again this is being driven by market demand where people who want this are willing to pay for it and they are big chunks of the American population and Tucson is no exception to that.

Stone Ave Example Slide

Creating Healthier (Jenny Craig & Donuts) (3 slides)

Another issue is health. We don't walk enough in this country and walking between these two locations isn't going to be good enough. The Centers for Disease Control has identified sprawl and our dependency on the automobile as a public health problem. They say that we have to have more walkable communities so we'll get around more and stay active.

Creating Healthier – Dog Walking

They say we have to find healthier lifestyles then depending on the car as much as we do and again it's just not the experts talking.

Creating Healthier – slide 3

People vote with their feet when you create that kind of walkable community. People go there in droves. Yogi Berra said 'I don't go there no more. It's too crowded'. There are a lot of places like that that are so popular now that they're almost too successful.

Organizing Development (2 clicks)

Streets are important. We're here to talk about transit and it's interaction with development, but also how we design our streets and how we organize development around those streets is at least as important as providing the transit itself.

Graphs (2 slides)

Now I want to pause here on what may seem a little dry but I think it's pretty important because this isn't just assertion. This isn't just walking around experience. Now we have a pretty rigorous, analytical basis of what we're talking about. This is a study of all the development that has occurred in the city of Portland since 1997 and the two graphs represent development before 1997 and development after it. Before 1997, Portland developers were building at about 45% of what they were allowed to build so they were building a 4-story building where the city would have let them build a 10-story building but all the market would support was a 4-story building. After 1997 farther than three blocks

from the streetcar line and one of the best real estate markets in the country, they're still building at 45% of potential. But look what happens. Within three blocks of the streetcar line they're building over 60% within two blocks over 70% and within a block of the streetcar line they're building at over 90% of what's allowed. Remember the rest of the city they're still building at 45%, the only thing that has changed is that that the streetcar is there. That delta, that difference, is enormous. It's a billion and a half dollars worth of development and counting along the streetcar line.

TOD Ingredients (2 slides)

So what are some of the things that have to be in place for this Transit Oriented Development, this TOD phenomenon to happen? First of all there have to be plans and policies that support it. If it's illegal to build the good stuff, and it still is in too many American zoning codes, then it's pretty hard for developers to actually make it happen. The transit projects have to be designed to not just be engineering successes, but also work at street level and certainly the project you have designed here is designed with those ideas in mind. It has to fit into the community. You have to have developers who are willing to try these ideas. You have to have enough energy in the real estate market where you can try some new things and we're not having these kinds of meetings in

places like Providence, Rhode Island, and Hartford, Connecticut, some of the aging New England cities because there just isn't enough motion and pressure on those real estate markets but everywhere here in the west we have really lively real estate markets. Financial institutions sometimes take a little while to accept these new ideas, but they're starting to but there has to be a real partnership between the private sector and public sector, it just can't be a regulatory relationship in order to get this stuff to work. There have to be incentives and regulations that create a framework where developers build something different than what they built last year.

Rowhouse – Scale (4 clicks)

Now when we say TOD we're also not talking about Manhattan. It doesn't have to be high-rise density.

It could be 25-30 units to the acre,

townhouses,

low-rise multi family or condo buildings,

attached single family. Very low-scale development can still be transit-oriented development. You don't have to change Tucson into Vancouver B.C. in order to have TOD development.

Village – Scale (3 clicks)

The so-called village scale,

50-60 units per acre,

still very modest in scale, still small town in feel, can still accomplish 50-60 units per acre and be more than enough to support a transit project.

Higher Scale (4 clicks)

What we're seeing now

in Portland is a little higher density,

60, 80 even a 100 or more units per acre,

organized along a streetcar line, but in many cases still only 6 or 8 stories, one that's being built now is higher rise than that.

Tucson Examples

TOD – An Urban Look and Feel (2 clicks)

Again the ingredients are the pedestrian matters, automobiles still get access and still circulate in this form of development but usually parking lots are not up front but around back and tucked into structured parking, the parking ratio is lower so you don't have to require as many parking spaces if there is transit nearby, the streets and sidewalks have to connect, you have to have good public spaces, you really have to think it through in terms of the design not just go build higher densities near the train and hope it all works out. You have to think about the details. Even the details of the quality and design of the materials, that there have to be awnings and shade for people sitting outside, there has to

be a quality of materials that makes it a pleasure to walk down that street, there have to not be blank walls so you can see under the store front. Those little details matter because if you see a street at 3 mph walking down it is a whole different thing than seeing it from 60 mph driving by.

Dude (2 clicks)

You can't have transit-oriented development without the transit.

You have to put it in place and you have to make sure that the people who want the transit-oriented lifestyle can get around and not have to drive half a mile from the new condo to the grocery store.

It's not TOD (5 clicks)

It's not TOD

without the T –

you have to have the transit system in place. In fact TOD without the T is just OD so we really have to go the distance and put the transit in place in order to have transit-oriented development.

END FOR 5-18-06 APWA SLIDE SHOW POWER POINT