Transit as a Tool for Creating Stronger Suburban Communities

Fairfax County TOD Task Force
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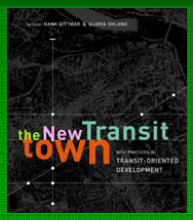
The Center for Transit Oriented Development



Market demand IS changing.

Are we meeting that demand with our transit investments?

Are we promoting community benefits with development?

- Collaborative effort: Center for Neighborhood Technology, Strategic Economics and stakeholders

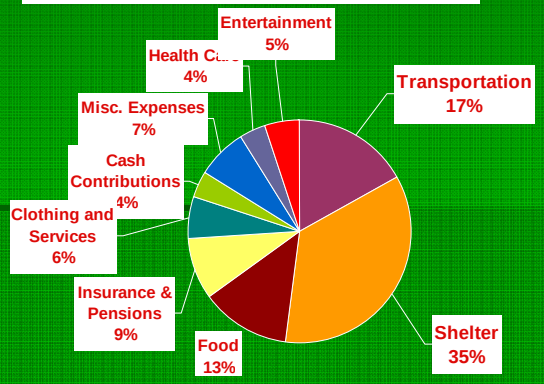
Transportation Meets Many Goals

- Improves Mobility of People and Goods
- Catalyst for Economic Development and R*edevelopment*
- Links Housing with Economic and Community Opportunities
- Environmental impacts: can be positive or negative
- Creates Sense of Place – Rivers, Roads, Airports, Streetcars

After Housing, Transportation is 2nd Major Expense

Affordability = Housing Costs + *Transportation Costs*

Typical American Household Budget



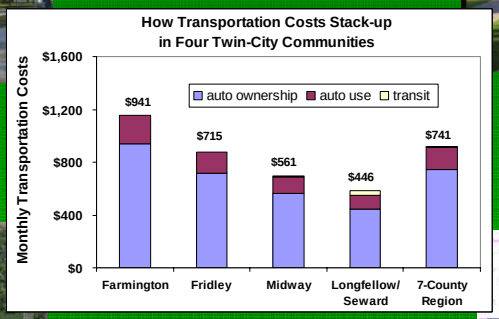
RECONNECTING AMERICA
CENTER FOR TRANSIT-ORIENTED DEVELOPMENT

Transportation Costs Vary Widely

Example: Twin Cities Region in MN

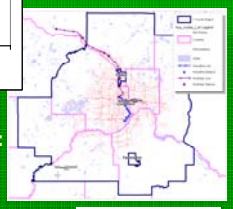
Farmington
$941/month
$11,292/year

Midway, St. Paul:
$561/month
$6732/year

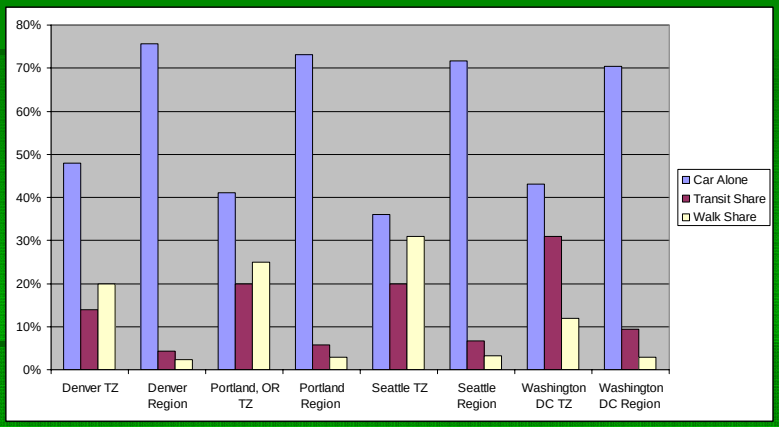


Fridley:
$715/month
$8580/year

7-County Region:
$741/month
$8892/year



TOD Impacts Transit and Auto Use



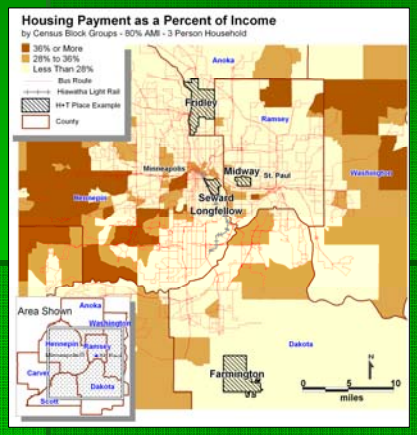
- **Transit ridership increase of 20-40 percent near stations, and 5% overall at the regional level**
- **20-40% reduction in driving within TOD station areas.**

Transportation Choice should be more than Either/ Or

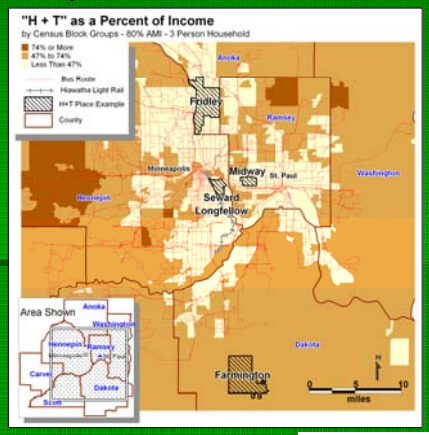
- More than just having transit service:
  - Quality of transit: frequency, reliability, network
- Supportive transportation (and land use) network
  - Car sharing, biking
  - WALKABILITY – safe, convenient, obvious
- Parking Management
  - Requirement, pricing, public, off street

Yikes! The price I paid for my house may have not been such a great deal after all …

Considering only housing prices



Considering Housing prices *and* Transportation Costs



Housing Preferences are Changing

- 71% of older households want to be within walking distance of transit
- 30% of demand for housing is for more compact, walkable, mixed-use communities, yet less than 2 percent of new housing starts are in this category.
- By 2030, well over 14 million households are expected to want housing within ½ mile radius of fixed guideway transit

Our Communities are Growing and Changing

- Changing demographics, market forces and values are changing urban neighborhoods
- 90 million more people in next 25 years
- Greater diversity, also greater disparity

Linking Existing Transit and New Development

- 2 million more people expected for DC region in next 20 years
- Much of this growth at the urban fringe, commuting to the urban center
- TOD as a tool for place making, congestion management, economic growth and Improved Quality of Life

Transit Oriented Development (TOD) Guidelines

- **Increases "location efficiency" so people can walk and bike and take transit**
- **Boosts transit ridership and minimizes traffic**
- **Provides rich mix of housing, shopping and recreational choices**
- **Provides value for public and private sectors, new and existing residents**
- **Creates a sense of place**

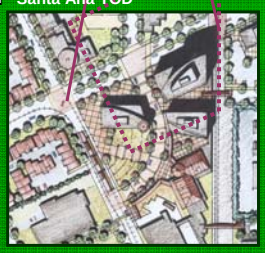
½ Mile Radius Around Station

Scale of Opportunity

Two types of projects:

- **Transit-Oriented Development**
  - Area w/in a 5 minute walk
  - Transit Villages / Town Centers/ urban infill / greenfield
- **Joint Development**
  - On publicly owned land
  - Primarily with rail systems

Santa Ana TOD



Santa Ana Joint Development

TOD, as Diverse as our Communities

TOD Type	Land Use Mix	Minimum Housing Density	Regional Connectivity	Frequencies
Urban Downtown	OfficeCenter Urban Entertainment Multifamily Housing Retail	>60 units/acre	High Hub of Radial System	<10 minutes
Urban Neighborhood	Residential Retail Class B Commercial	>20 units per acre	Medium Access to Downtown Subregional Circulation	10 minutes peak 20 minutes offpeak
Suburban Center	Primary Office Center Urban Entertainment Multifamily Housing Retail	>50 units/per acre	High Access to Downtown Subregional Hub	10 minutes peak 10-15 offpeak
Suburban Neighborhood	Residential Neighborhood Retail Local Office	>12 units/acre	Medium Access to Suburban Centers and Access to Downtown	20 minutes peak 30 minutes offpeak
Neighborhood Transit Zone	Residential Neighborhood Retail	>7 units/acre	Low Access to a Center	25-30 minutes Demand Responsive

TOD around the country

- Both Atlanta and Dallas boast of having attracted $1 billion in private investment around their rail stations--even though the rail system in Dallas is only 6 years old and only 20 miles long.
- In the Bay Area, BART estimates that 50 mixed-use developments have been built or are under construction along the region's six rail systems in the last few years, with double that number planned.
- Suburban San Jose has zoned for and zealously promoted higher-density, mixed-use development around its rail system.
- In Los Angeles, the MTA's Joint Development Program has invested more than $1 billion in projects with public and private partners.

Capturing Value created by TOD to Support Community

- Increased land values
- Invest in the community: services and infrastructure
- Lower household costs for transportation
- Decreased tax rate burden
- Create mixed income neighborhoods

Charlotte, NC requires portion of new TOD housing to be affordable if receiving city funds

Suburban TOD looks different, but still powerful

- Evanston, Illinois (outside of Chicago)
- Plano, Texas (outside of Dallas)
- Fruitvale, California (outside San Francisco)
- Ohlone-Chynoweth (in San Jose, CA)
- Engelwood, Colorado (outside Denver)

Suburban Chicago TOD

- Metra Rail's Union Pacific North commuter rail line and the Chicago Transit Authority's Elevated Purple line run parallel and adjacent to each other in parts of Evanston with a total of 10 stations in Evanston
- Concentrated office, retail and condo development at four stations
- Preserved historic single family homes in adjacent neighborhoods
- Transit lines connect directly to Chicago and outer suburbs

A new TOD strategy has yielded results

- Between 1990 and 2005, Evanston added **more than 2,472 housing units in its transit zones**
- **Ridership has increased** by between 60% and 155%
- **41% commute by non-auto** means, compared to 21% in other suburban metropolitan area transit zones
- **Vehicle ownership is lower** than in surrounding areas by almost 0.25
- The City's Equalized Assessed **Value increased by 40%** between 2000-2004

Suburban TOD, Texas Style

Light rail station and Eastside Village TOD in historic downtown Plano

Eastside Village: 500 housing units, 40,000 square feet retail.

Re-envisioning BART's potential in the East Bay

Transit villages at Pleasant Hill BART and Fruitvale BART stations in Bay Area

- Pleasant Hill: 2,750 housing units, 1.9 million square feet office, 15,000 square feet retail. Additional 446 apartments and for-sale townhomes and 42,000 square feet of retail being built on surface parking.
- Fruitvale BART: built by a community organization in a low-income Latino community. Includes shops, healthcare facility, child care, library, computer technology center, senior center, space for community organizations and 47 units of housing.

Affordable Housing for Suburban Communities

- Non-profits worked with city and transit authority to provide two affordable housing projects
  - High land costs in San Jose Region, City's new housing initiative, joint development
  - Suburban TOD designation (20 vs 45 dua)
  - Served as Catalyst for Market Rate hsg

Ohlone-Chynoweth Commons in San Jose CA

Merging Big Box and TOD

Low-density Englewood, Colorado -- City Center TOD incorporates a Walmart

Project includes a Walmart, several stand alone stores, surface parking, 450 residential units, a City Hall, library, museum, a grid of streets, park and open space on 55 acres on a prime corner of downtown adjacent to the Southwest rail station. Was built on the site of a huge dead shopping mall.

Benefits of TOD

- **Economic** – mixed use, value capture
- **Redevelopment** – housing, mixed use
- **Transit** -- ridership increases
- **Environmental** – reduced auto use and energy dependence, emissions reductions

ADD:

- **Community Benefits** -- amenities, public space, safety, vibrancy, trends over time
- **Household benefits** – Cost of living savings

Urban and Suburban TOD success requires:

- Common goals, definitions and expectations
- Balance Place-Making and Transit-System Needs.
- Established, clear framework that can reduce complexity, time, uncertainty, and costs.
- Partnerships = community, private sector, and public players