

# Understanding Transit Oriented Development

## Key Ingredients to Success

**Colette Santasieri, PhD**

**Executive Director**

**Policy and Planning Innovation for Civil Infrastructure and Environment**



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# **Understanding Transit Oriented Development Key Ingredients to Success**

**How did we get here? A bit of history**

**What is Transit Oriented Development?**

**Key Ingredients to Success**

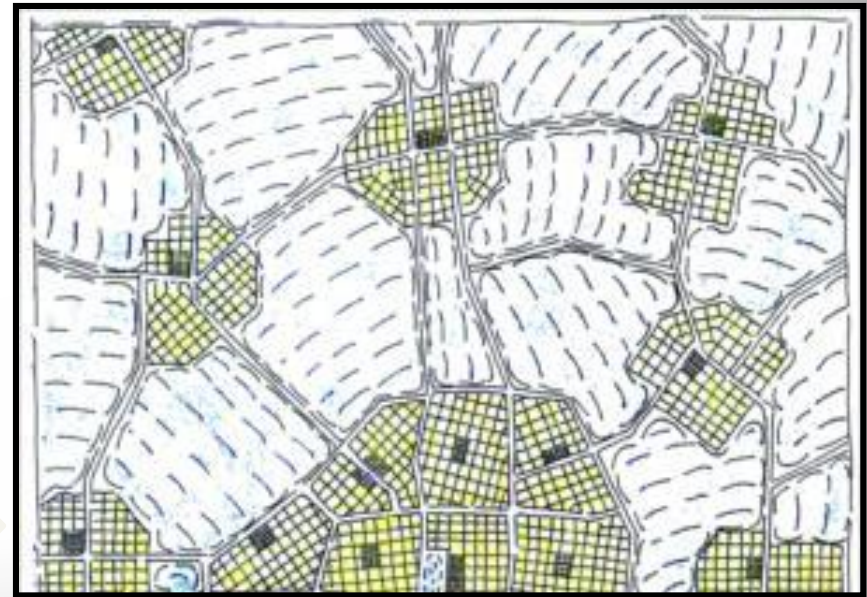
## A bit of history...



Public transit has had a longstanding tradition of shaping the urban landscape.

Residential, retail, and civic uses developed around transit lines and stations.

Land use pattern characterized by higher density, mixed uses, compact design, grid street system

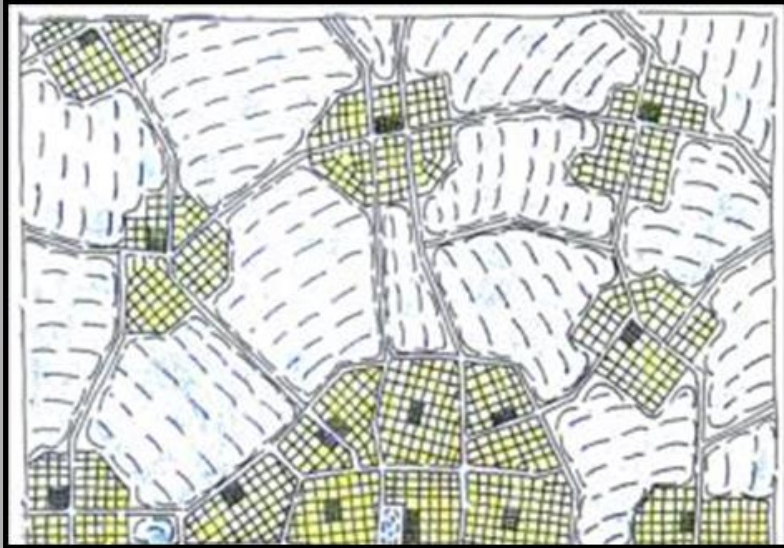


# A bit of history...



## A bit of history...

*Instead of higher density, mixed use, compact development, grid street system*



*suburban developments are characterized by lower density, single family houses, segregation of land uses, high auto-dependency*



# A bit of history...



**Del Mar Station, Gold Line LRT, Pasadena, CA**

Source: Van Meter, Williams, Pollack LLP



**Portland Streetcar, Portland, OR**

Source: E. D. Hovee & Company, LLC.

# A bit of history...



**This**

Instead of This







# Transit Oriented Development

- ❖ a mixed use community extending for  $\frac{1}{4}$  to  $\frac{1}{2}$  mile from a public transit station (a ten minute walk)
- ❖ Features:
  - housing, retail, offices, civic uses, and open space
  - pedestrian-friendly infrastructure and amenities
  - higher densities than surrounding areas
  - compact design (e.g., narrower streets, grid street system, smaller building set backs)



TOD is a neighborhood - an integrated collection of developments and public amenities.

# Common Characteristics of Successful Transit Oriented Developments

- ❖ It is not a single building – it is a “place”; it is a destination in and of itself.
  - ❖ comprised of various uses in several buildings
  - ❖ unified by a strong public realm and public facilities
  - ❖ emphasis on pedestrian amenities/safety
  - ❖ attention was paid to the design and quality of the public realm
- 
- ❖ The local government created a transit supportive plan and implemented physical and regulatory infrastructure to support that development.
  - ❖ A Project Champion(s) led the way.
  - ❖ Public sector investment was critical to success.



Avalon Bay, Union City, CA  
Source: Union City Redevelopment Agency

# Key Ingredients to Success

*There is no manual, no formula.  
Every community is different.*

- ❖ Project Champions
- ❖ Public Sector Investments
- ❖ Respect and Design for the Community Context
- ❖ Commitment and Attention to the Public Realm
- ❖ Demonstrating Density



# Project Champions

Assemble a bipartisan team of forward thinking and dedicated community members who have a stake in the successful implementation of the project.

- ❖ private sector: such as business owners
- ❖ public sector: such as elected officials
- ❖ not-for-profit sector: such as CEO of the hospital or the museum



Hayward City Hall, CA

Source: Van Meter Williams Pollack, LLC

## Public Sector Investments (financial and policy)

*A local government that creates a transit supportive plan and implements physical and regulatory infrastructure to support development makes that municipality more competitive, and ultimately more successful.*

- ❖ prioritize the existing capital improvement fund and prioritize the implementation of infrastructure projects around the transit station area (e.g., streets, traffic signals, lighting, sidewalks, utility upgrades, and storm water drainage)
- ❖ purchase and land-bank underutilized parcels near transit station as funds and land become available
- ❖ locate a civic use (e.g., library, city hall, community center) in the transit station neighborhood
- ❖ rezone or create overlay districts to encourage the desired type of uses and densities

# Public Sector Investments

- ❖ Public sector investments show commitment to the desired development in the transit station neighborhood.
- ❖ The private sector (developers, investors) responds to the commitment of the public sector.



Del Mar Station, Pasadena, CA  
Source: Moule & Polyzoides, Architects and Urbanists

# Examples of Public Sector Investments

- ❖ Plano, Texas used land-banking procedures—buying up properties over the years as they became available.



Downtown Plano before

Source: DART Department of Economic Development



Downtown Plano after

Source: <http://usa.streetsblog.org/2011/12/02/how-to-make-tod-work-in-metro-dallas-plano-shows-the-way/>

## Examples of Public Sector Investments/Contributions

- Arlington Heights, Illinois constructed public parking structures, parks, and infrastructure in advance of seeking out developers.
- St. Louis Park, Minnesota assembled the land, conducted neighborhood meetings, created new zoning based upon the meeting outcomes, and conducted traffic and environmental studies before the developer was involved. This streamlined process saved the developer upfront costs and made the municipality an attractive partner for the development.
- Charlotte, North Carolina used bond funds for streetscape improvements, intersection improvements, street connections, new/improved sidewalks, multi-use trails, and bike lanes.



Paths accessible to bicycles and pedestrians run along the LYNX light-rail line  
Source: <http://urbanland.uli.org/development-business/charlotte-planning-the-area-s-transit-through-2030/>



# Respect and Design for Community Context

- ❖ Transit oriented development should not be viewed with a one-size-fits-all approach.



Tampa Historic Replica Streetcar, Tampa, FL

Source: Photo taken by Bobak Ha'eri, February 25, 2006, licensed under CC-BY-SA-2.5 <<http://creativecommons.org/licenses/by-sa/2.5/>>, from Wikimedia Commons <<http://commons.wikimedia.org/wiki/File:YborCityTampaFL01.jpg>>



Brick Row, Richardson, TX

Source: City of Richardson, Office of City Manager

- ❖ A thorough understanding of the community's needs, goals, and fabric is required.

# Respect and Design for Community Context

- ❖ Transit/mobility should not be the primary objectives.
- ❖ The goal should be enhancing/encouraging a more livable community, and not just enhancing/encouraging a transit project.



Pearl Block Townhomes, Portland, OR  
Source: Van Meter Williams Pollack, LLP

# Commitment and Attention to the Public Realm

Developers build projects,



Paths accessible to bicycles and pedestrians run along the LYNX light-rail line  
Source: <http://urbanland.uli.org/development-business/charlotte-planning-the-area-s-transit-through-2030/>



**Park Place Condominiums, Portland, OR**  
Source: *Van Meter Williams Pollack, LLP*

but the public sector creates the space.

# Commitment and Attention to the Public Realm



Fruitvale Transit Village Plaza, Oakland, CA

Source: Flickr, neighborhoods.org ( Eric Fredericks), used with permission under Attribution-ShareAlike 2.0  
Generic (CC BY-SA 2.0)

- ❖ Successful TOD creates places that become destinations in and of themselves and draw people in.
- ❖ A quality public realm: streets, sidewalks, plazas or squares will contribute to the overall character and success of the station neighborhood; will create a lively and well-used pedestrian environment.

# Commitment and Attention to the Public Realm

Squares, plazas, and main streets are often used for community functions, such as farmers' markets, festivals, and movie nights.



**Avalon Walnut Creek at Contra Costa Centre, CA**

Source: Time Structures, Inc. <http://www.timestructures.com/>



**Hillsboro Civic Center, OR**

Source: Photo by AboutMovies, released into the Public Domain,  
<http://en.wikipedia.org/wiki/File:HillsboroCivicCenter.JPG>

# Commitment and Attention to the Public Realm



**Fruitvale Transit Village Streetscape,, Oakland, CA**

Source: Flickr, neighborhoods.org ( Eric Fredericks), used with permission under Attribution-ShareAlike 2.0 Generic (CC BY-SA 2.0), <http://www.flickr.com/photos/neighborhoods/3158131357/>



**Rapid Ride Monument, Albuquerque, NM**

Source: Flickr, Matthew Cohen, used with permission under Creative Commons License, [http://www.flickr.com/photos/mister\\_goleta/414752497/](http://www.flickr.com/photos/mister_goleta/414752497/)



**Euclid Corridor, Cleveland, OH**

Source: Flickr, EMBARQ Brasil, used with permission under Creative Commons License, Attribution-NonCommercial-Share Alike 2.0 Generic (CC BY-NC-SA 2.0), <http://www.flickr.com/photos/embarqbrasil/7216610242>

❖ Wide and inviting sidewalks to encourage people to get out of their cars.

❖ Public art, way finding features, and landscaping create a sense of place.

# The Public Realm: Example

The Euclid Corridor Transportation Project: more than a transit project

- ❖ re-create a sense of place and identity
- ❖ improve streetscape, urban design, and catalyze redevelopment
- ❖ reconstructed Euclid Avenue: included new sidewalks, on-street parking, roadway improvements, utility and traffic signal upgrades, landscaping, public art, improved lighting, and pedestrian amenities
- ❖ developed a public art master plan for the entire corridor; public art was used as a tool to create continuity in branding throughout the corridor



<http://www.gcbl.org>



<http://www.land-studio.org/>



<http://blog.cleveland.com/>

# Demonstrating Density

It is common for a community to reject a plan for higher density (near the transit station) because they equate the proposed density to a densely populated city.

By visually illustrating what 30 units/acre, 50 units per acre, etc. really looks like (with pictures of similar real-worlds developments), citizen concerns may be eliminated.





# Demonstrating Density



**10 units/acre**

Hayward, CA

Source: Van Meter Williams Pollack, LLP



**45 units/acre**

Orenco, OR

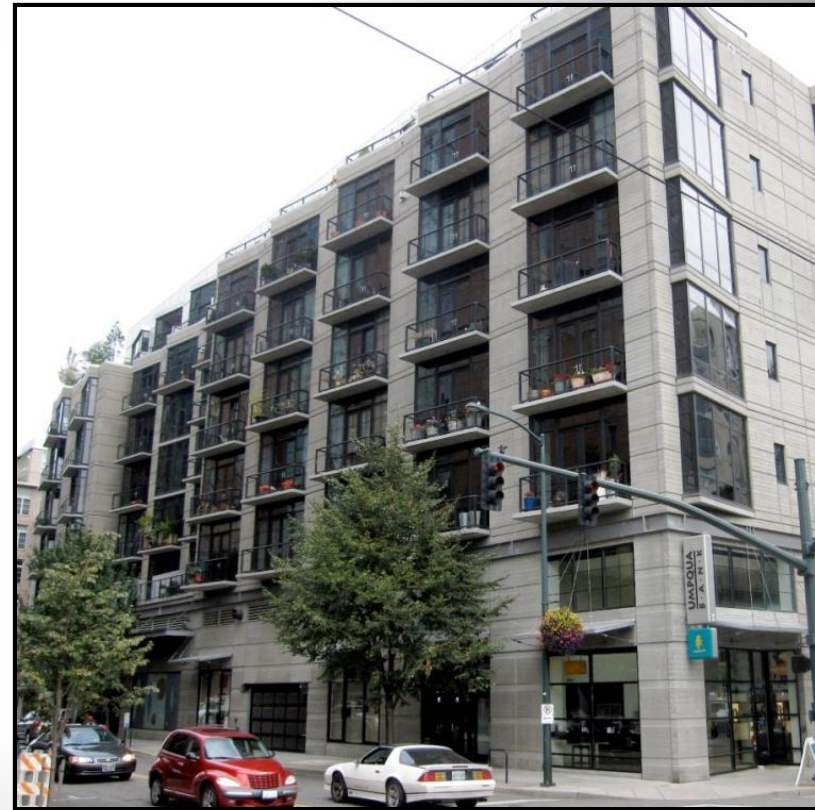
Source: Van Meter Williams Pollack, LLP

# Demonstrating Density



**73 units/acre**

Portland, OR  
Source: Van Meter Williams Pollack, LLP



**139 units/acre**

Portland, OR  
Source: Van Meter Williams Pollack, LLP

# Meeting Stakeholder Needs

Each stakeholder in the process must feel that their concerns and needs were addressed.



NJIT

*THE EDGE IN KNOWLEDGE*