

Strategic Investment Plan Typology

Chris Yake, Bill Sadler – Reconnecting America

overview

- Purpose for a typology
- How can you evaluate/differentiate station areas?
- Case Studies: Portland, Pittsburgh, Baltimore, Seattle
- Objectives & Data Discussion

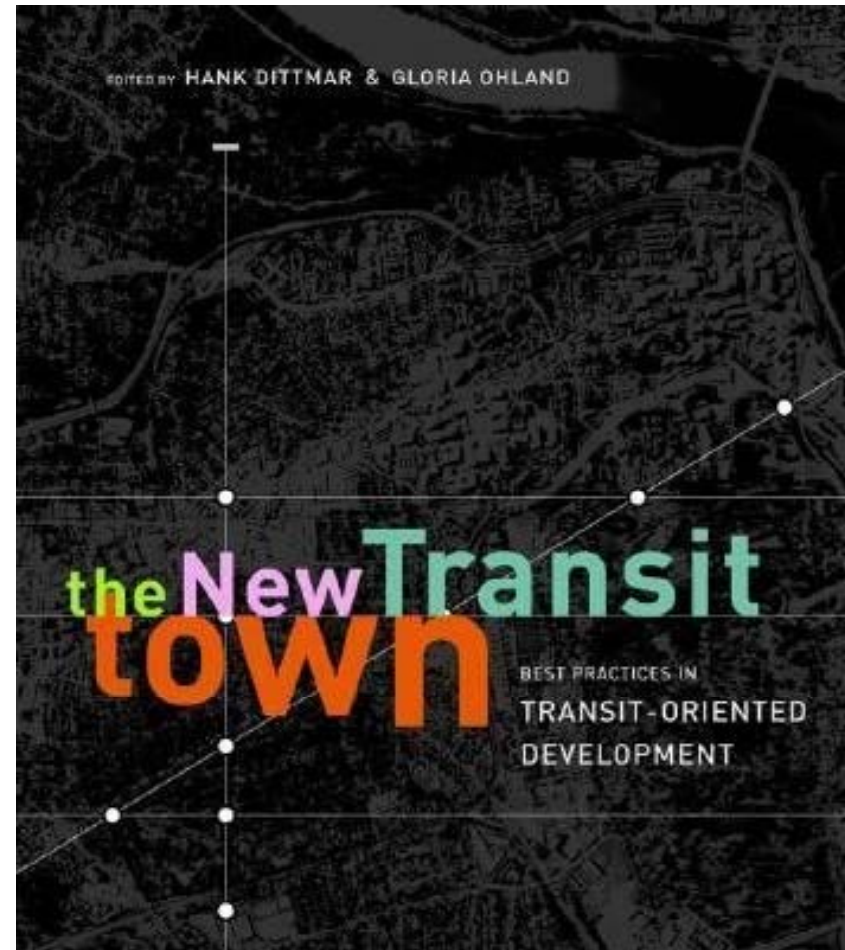
Why a typology?

- Create aspirational vision of future land uses
- Prioritize station areas and activity centers for investment
- Provide spectrum of implementation needs, guidelines and actions
- Measure performance on a range of metrics

New Transit Town Typology

Illustrate “one size does not fit all” concept for TOD

- Provided density, use mix guidelines
- Mainly applicable to new development
- Qualitative approach

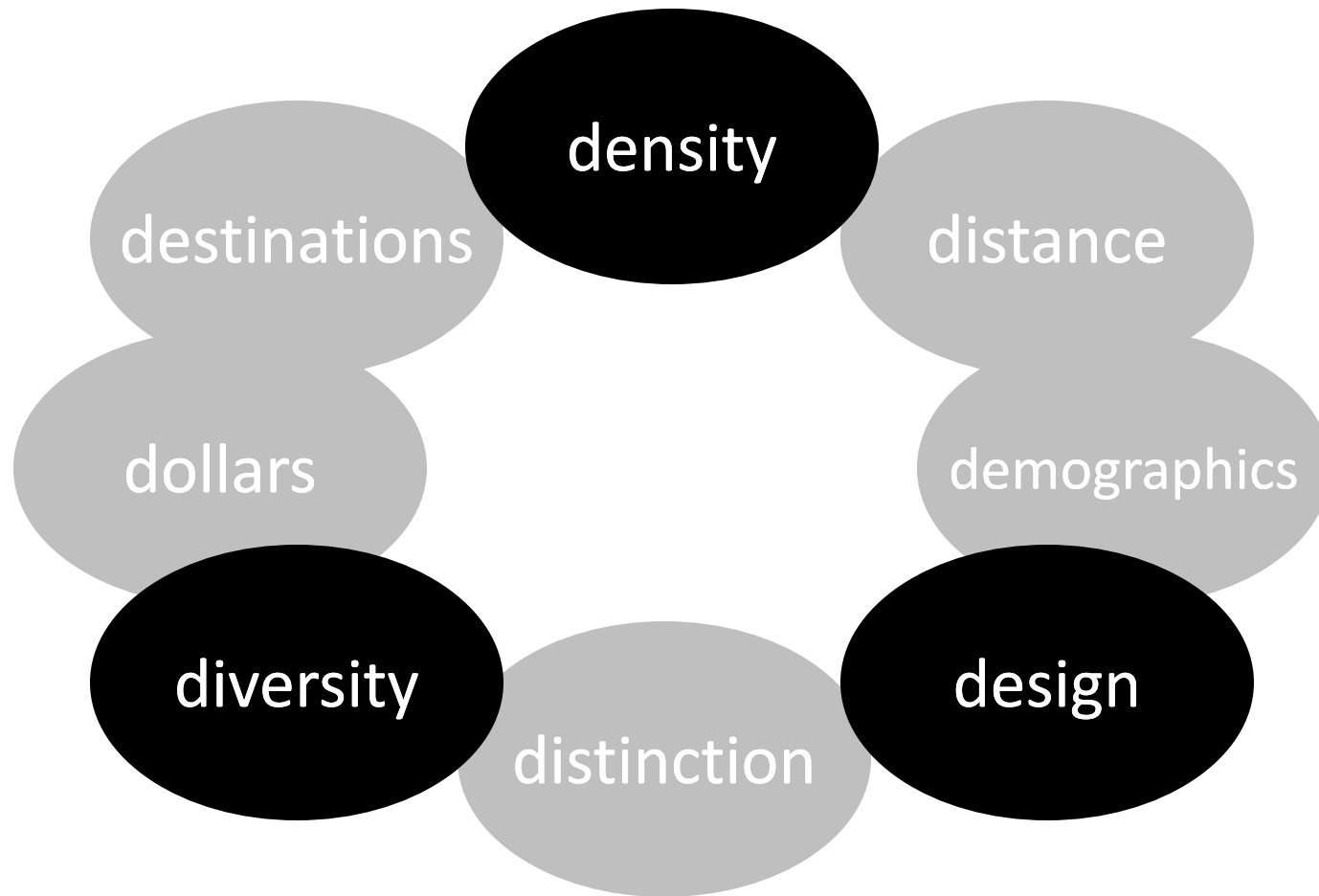




The Quantitative Approach: How can you measure transit orientation?

- TOD: “*You know it when you see it.*”
- How can we compare different parts of the region?
- What elements go into those great places?
- Orientation should be related to actual travel behavior

The traditional trinity of TOD



difficulty

people

demographics

design

P's are the new D's
but keep them linked to outcomes

places

dollars

Product
type

dependency

profession

proximity

performance



$R^2 = 0.6479$

people

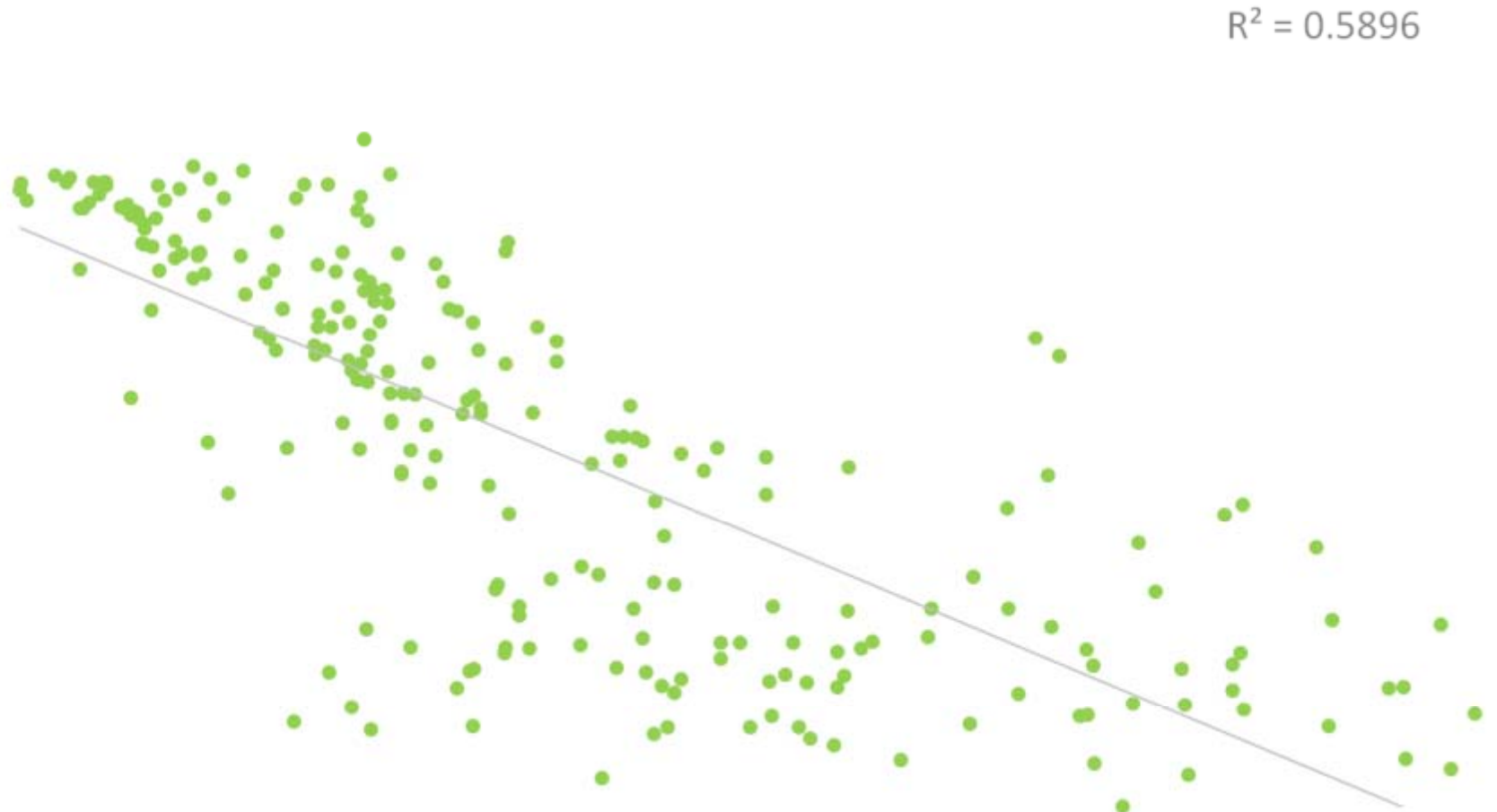
performance



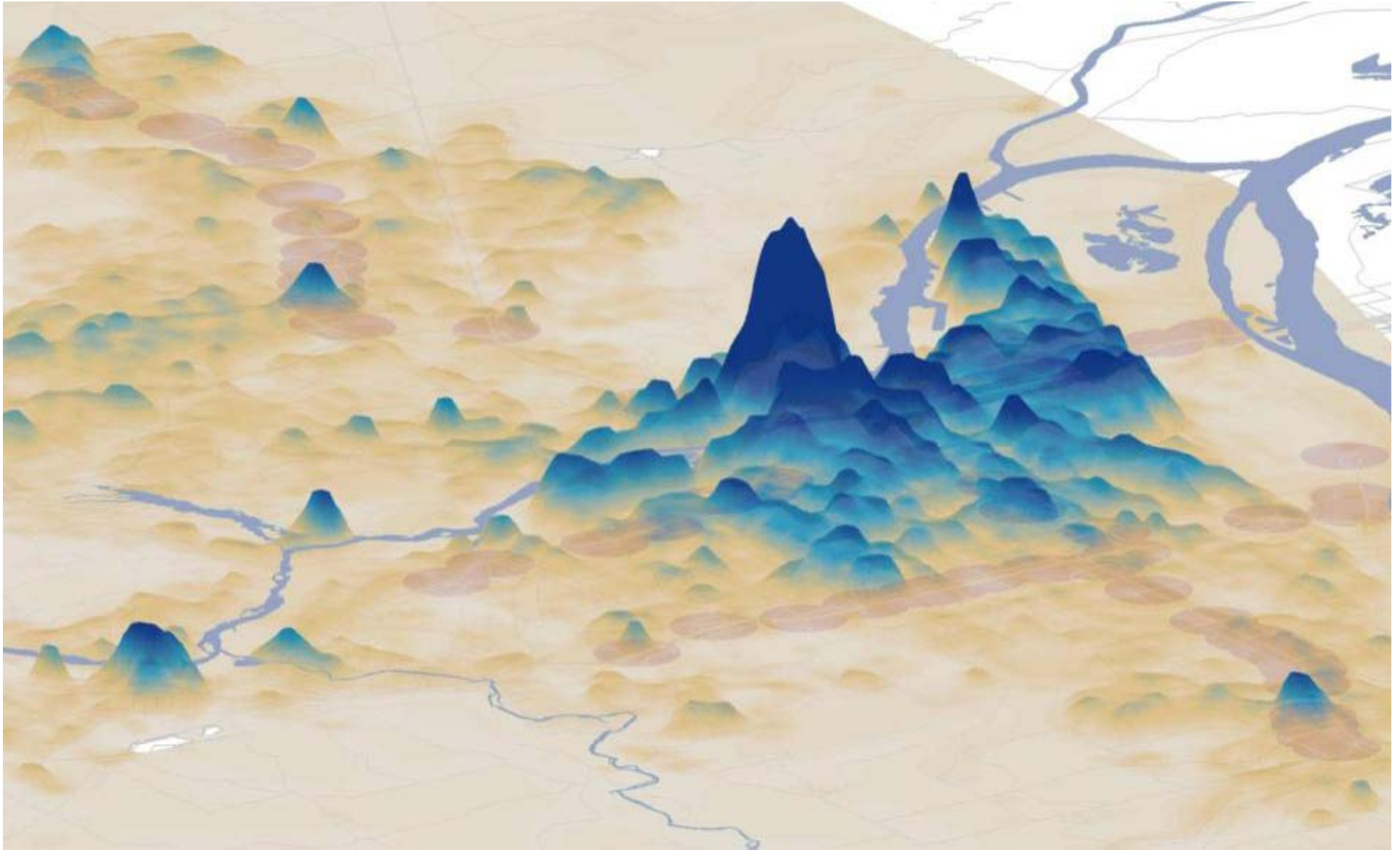
$R^2 = 0.6832$

places

performance



average block size



Portland TOD Strategic Plan

How Portland Picked its P's:

Objective driven evaluation criteria

- *Started with the basics:* TOD & travel behavior is a function of elements of the built, market and social environments
- *Reasserted the the T in TOD:* Incorporated transit quality
- *Minded the Market:* Nudge, don't shove, the private sector
- *Kept it simple:*
 - More data points dilute the significance of each variable
 - Readily understood & communicated

Setting Clear Objectives

Portland TOD Program

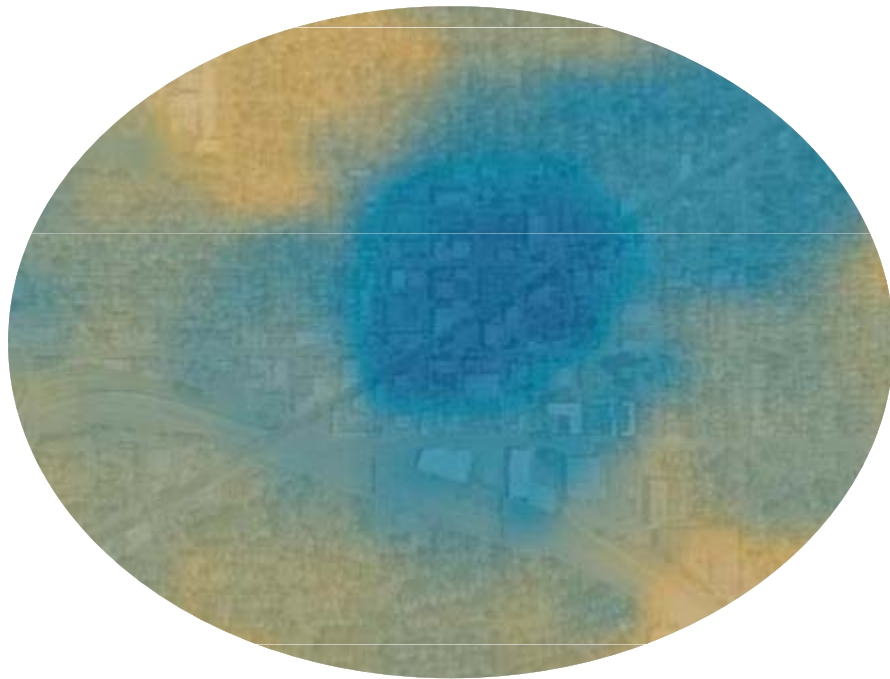
- Strategically target TOD Program investments
- Adjust activities with market cycles
- Leverage resources of other agencies/programs
- Illustrate spectrum of TOD implementation
- Highlight potential areas for program expansion
- Identify new funding opportunities

building a TOD typology

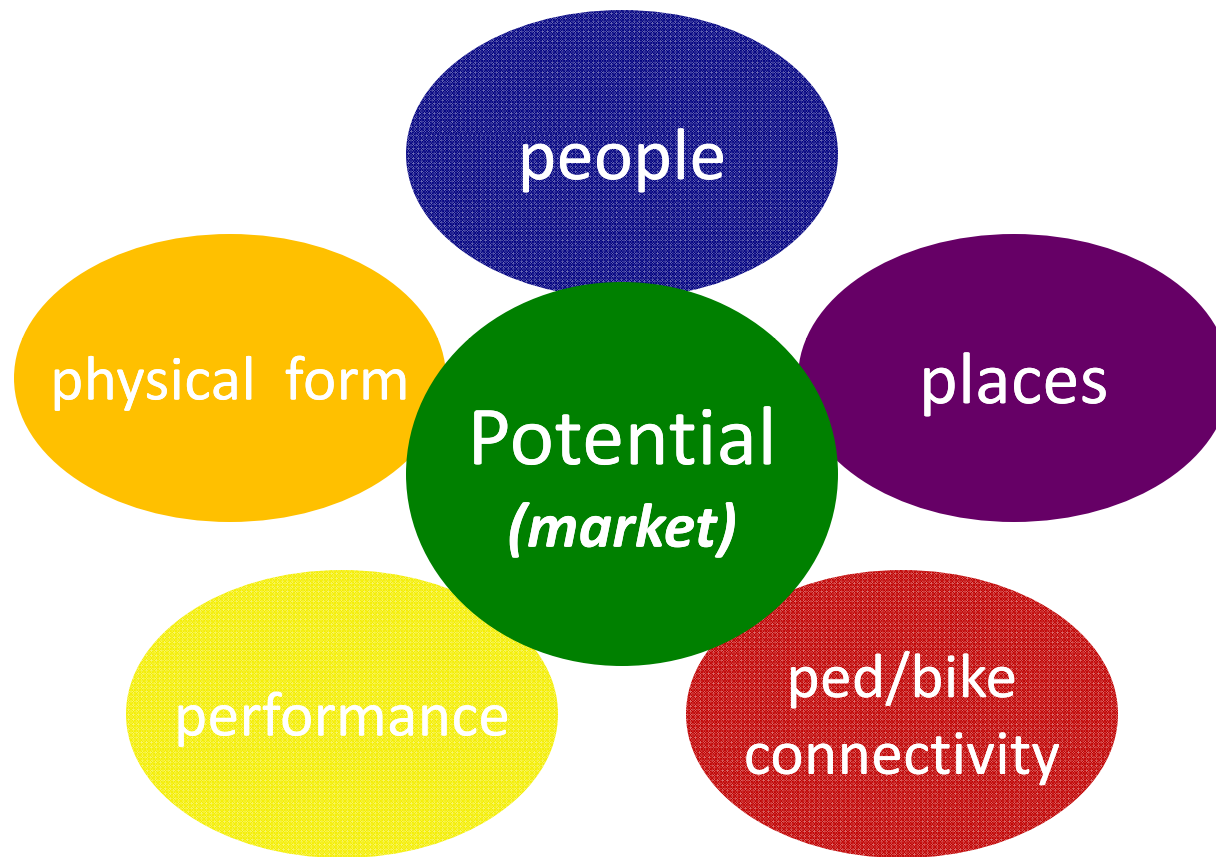
**Transit Orientation
Score**
(urban + social environments)



**Market
Strength**



measuring TOD readiness (p's)





people





places





ped/bike
connectivity



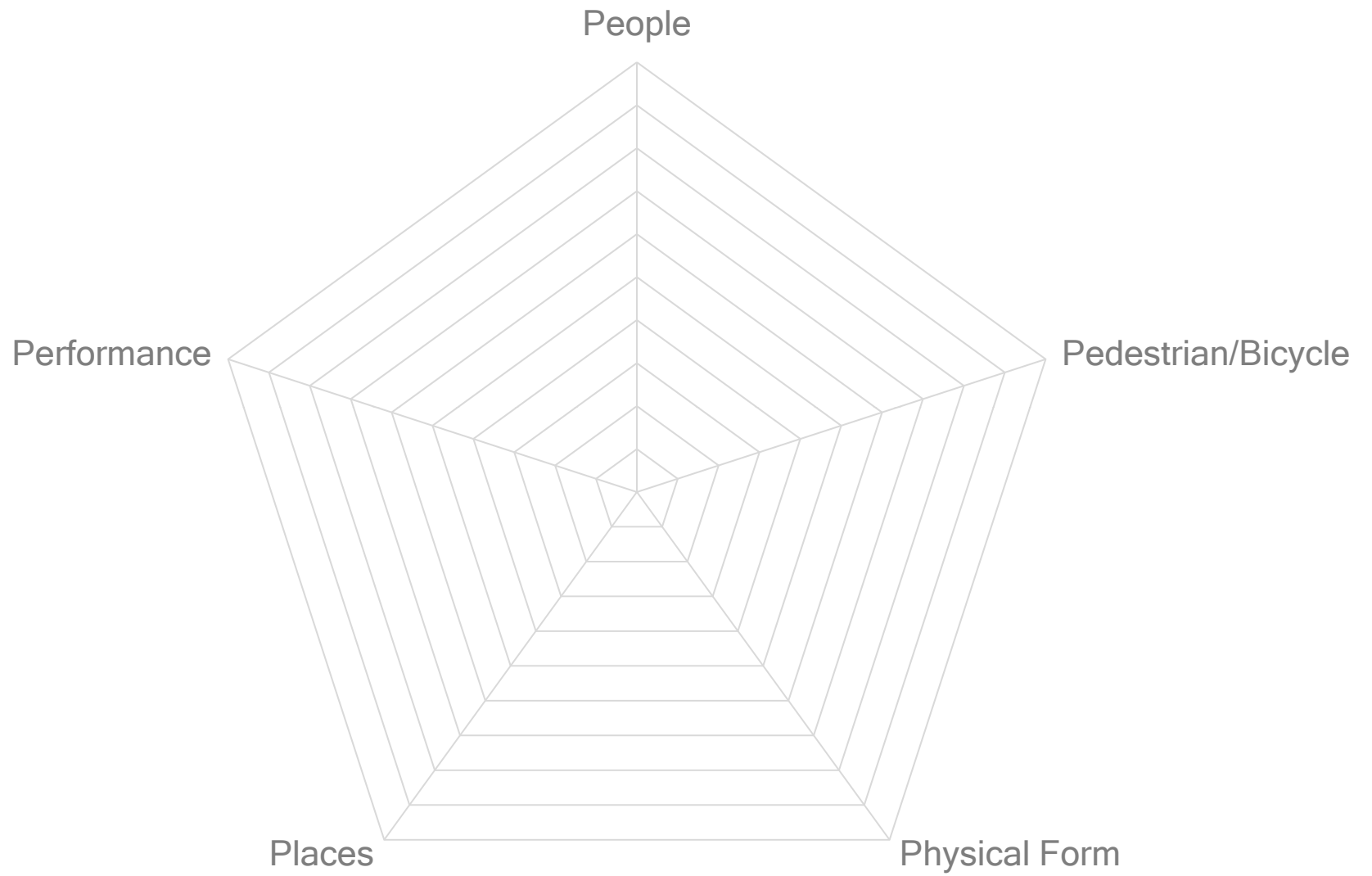


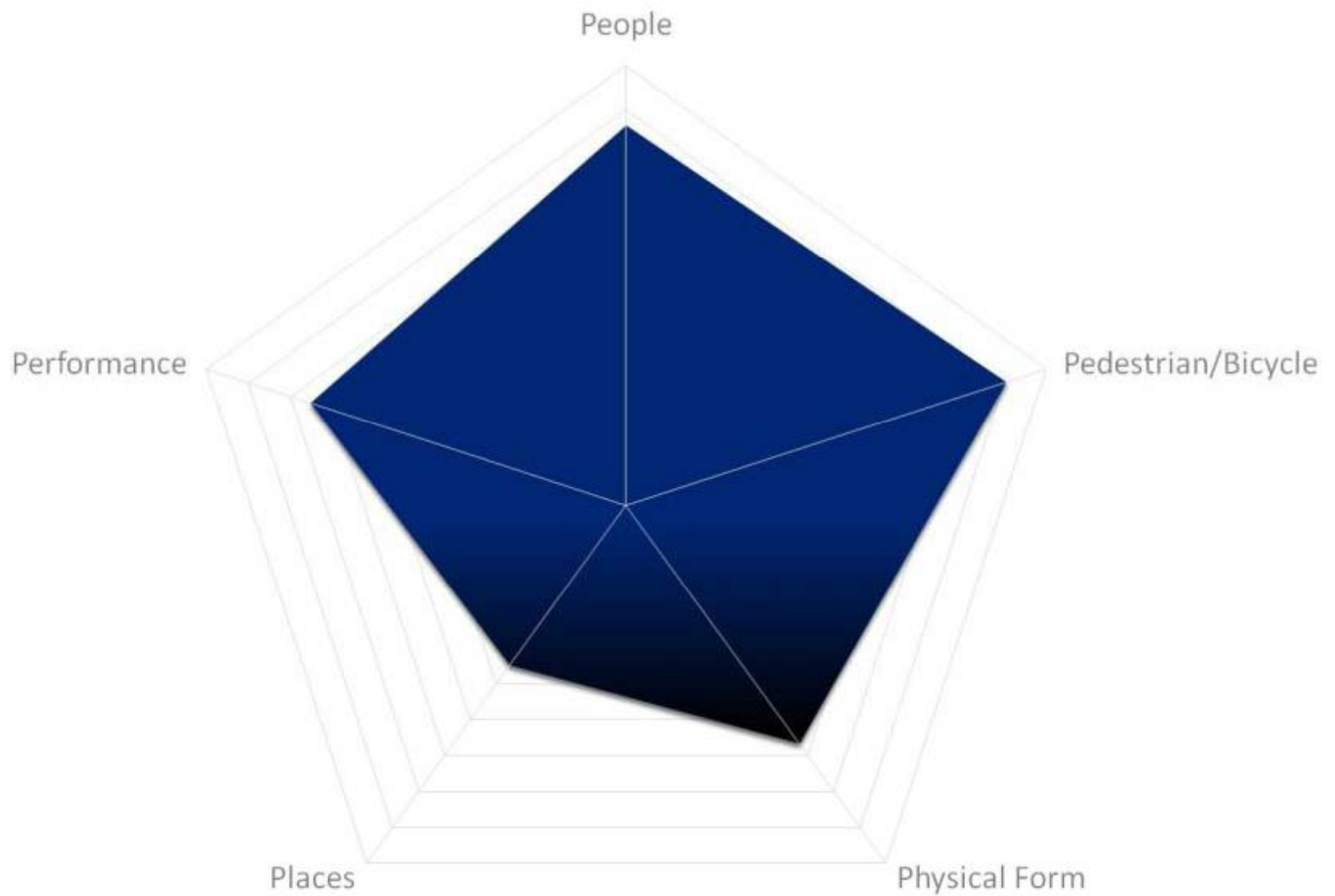
performance



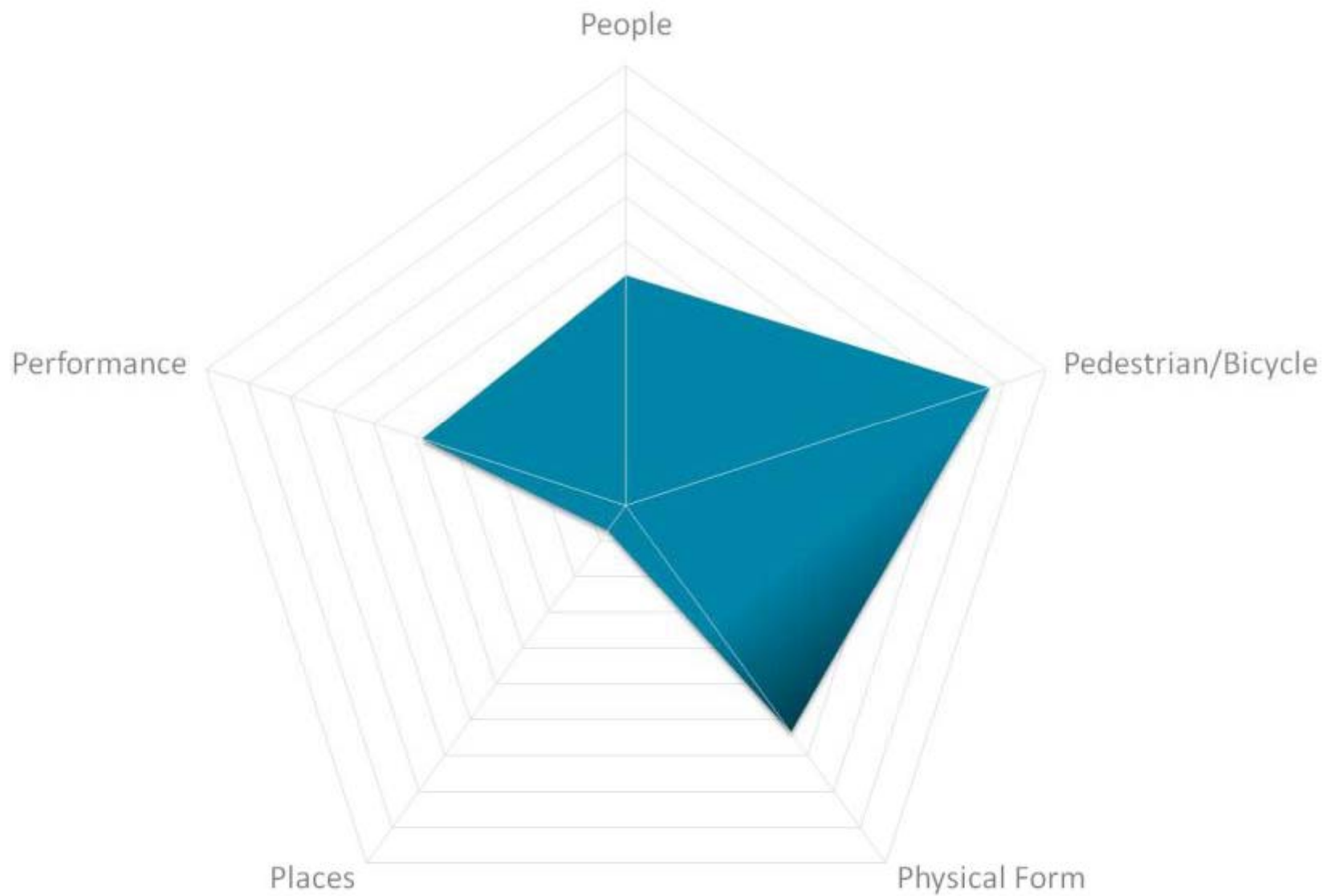
physical form







Hollywood

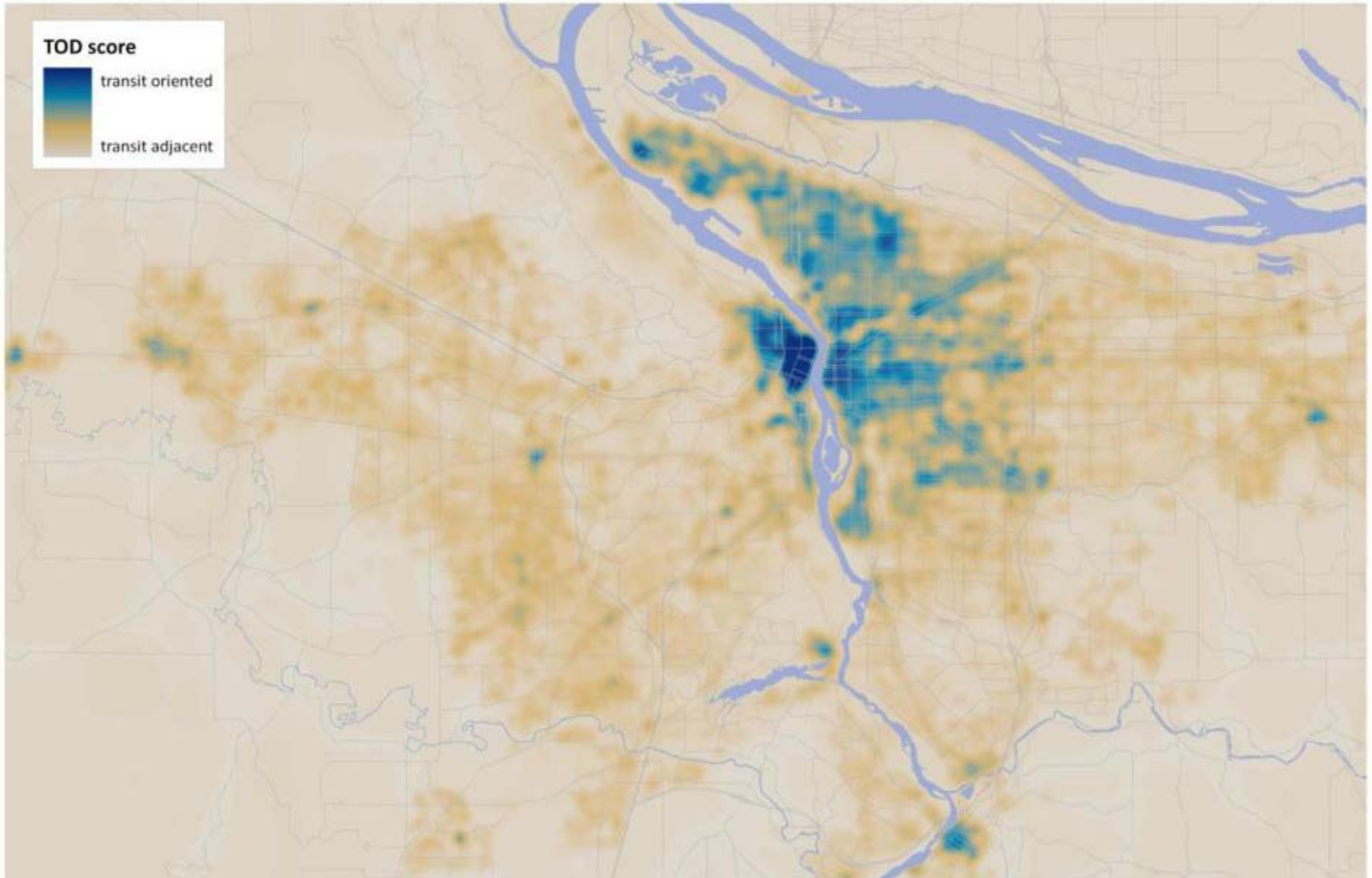


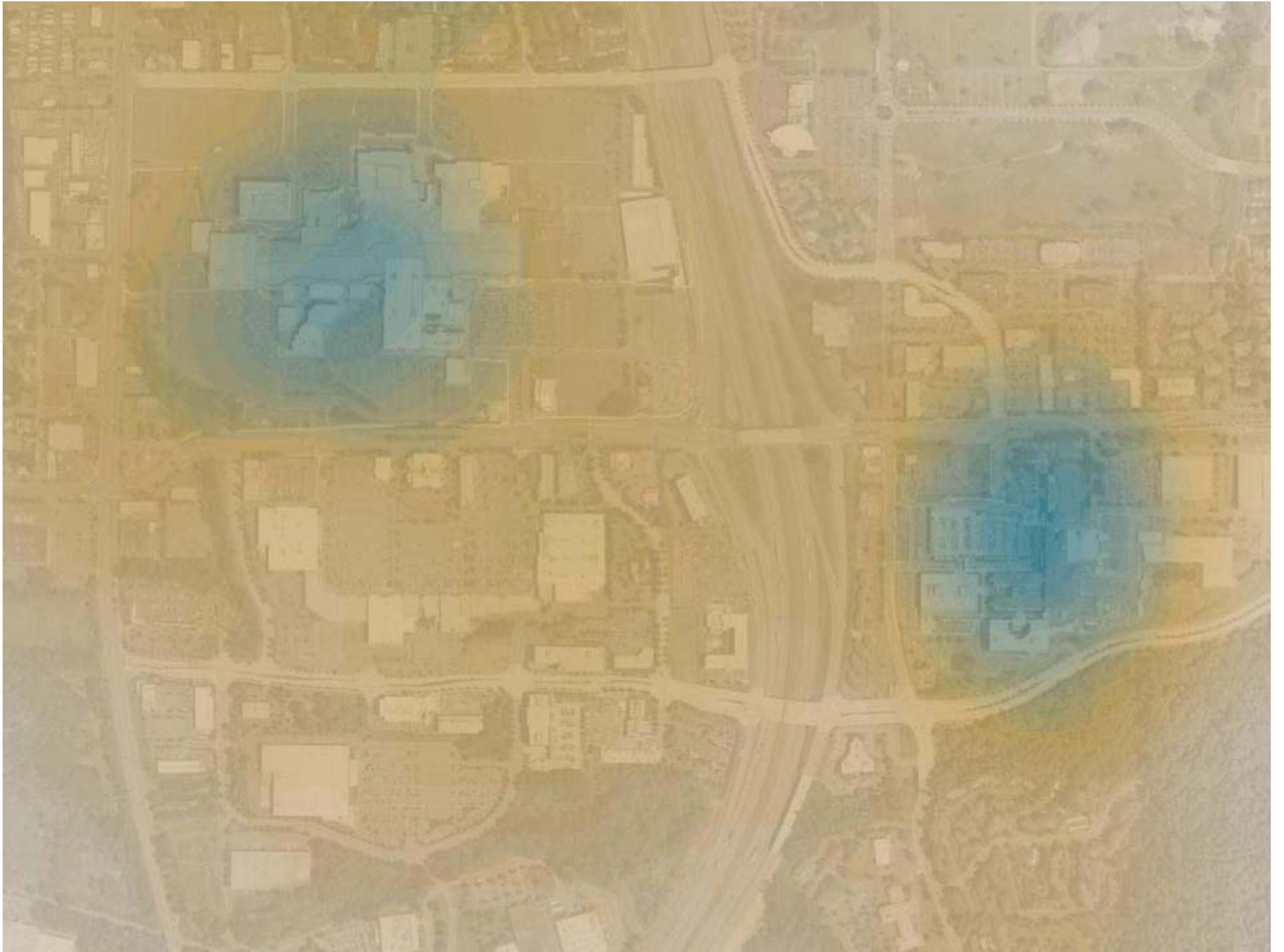
Lents

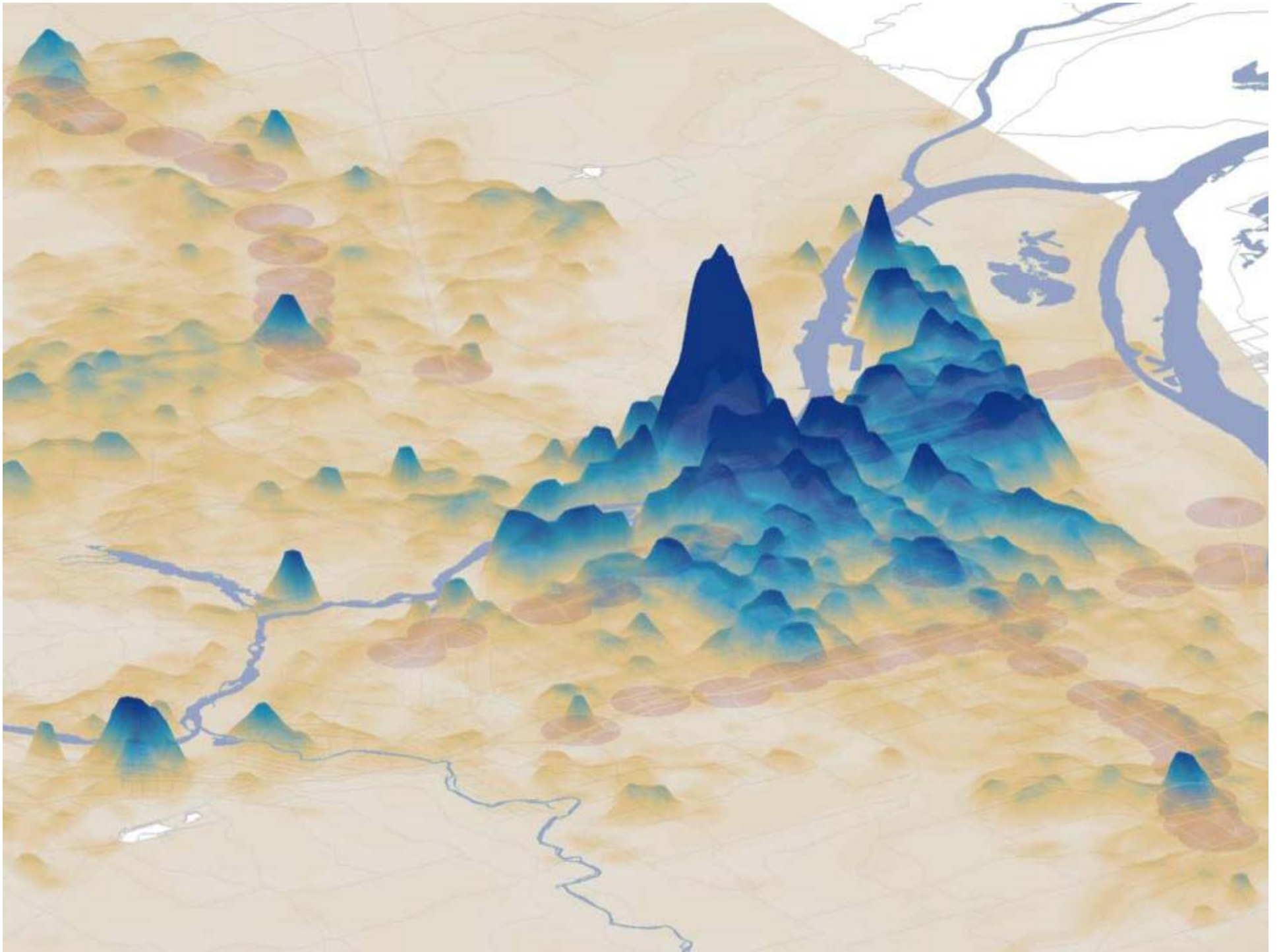


Clackamas

transit orientation score

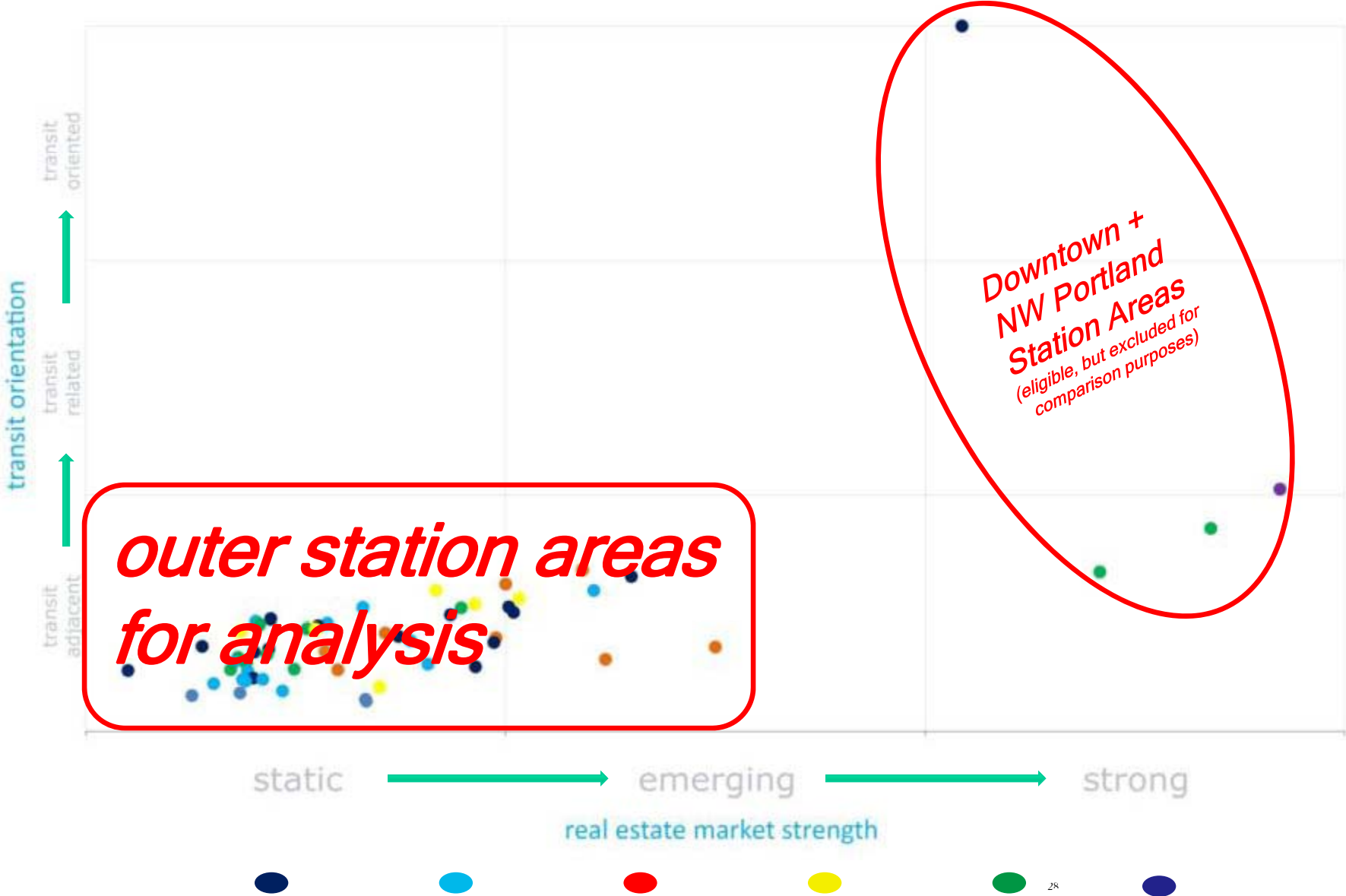






Typology

(market + TOD Score)

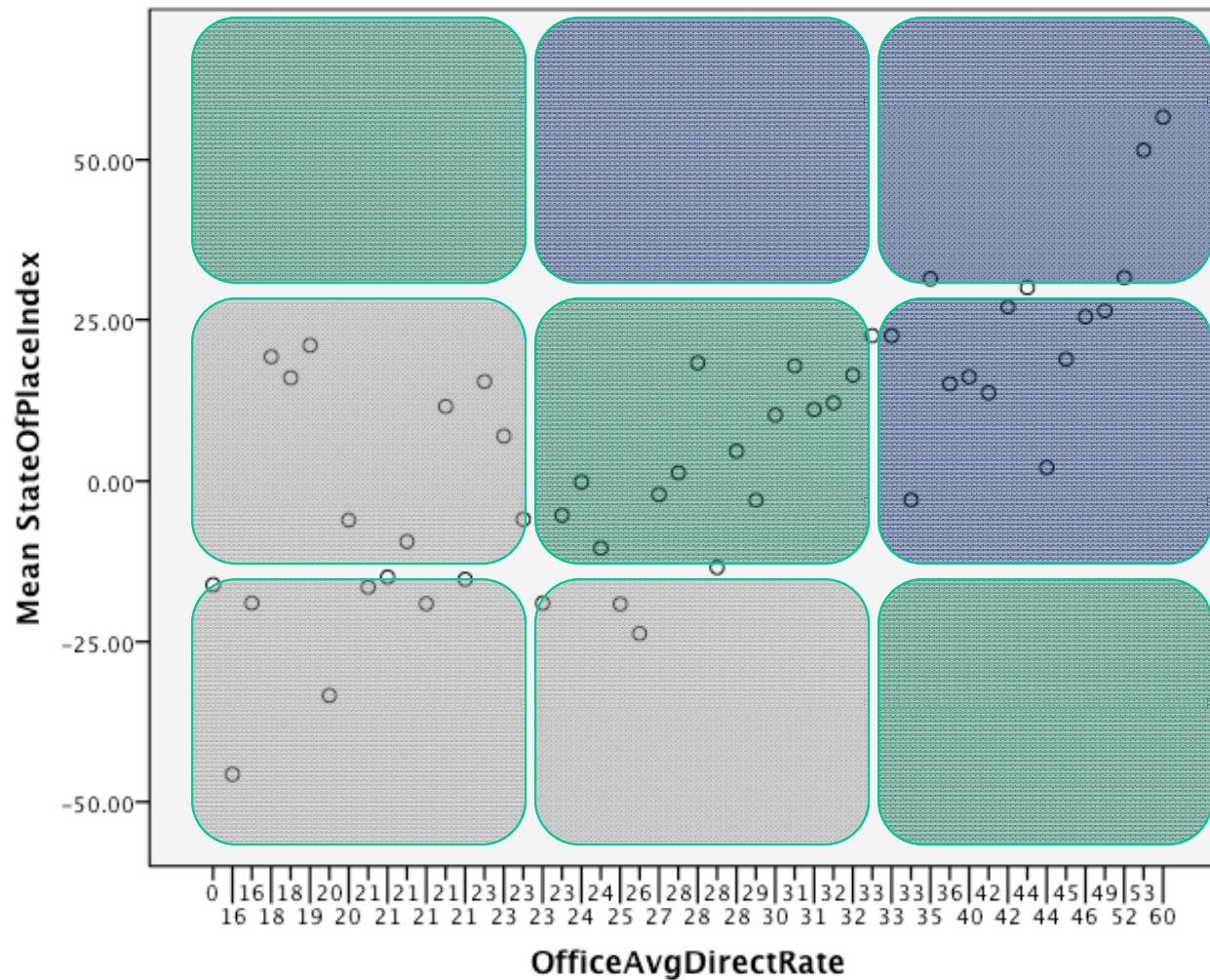


Station Community Typology

(market + TOD Score)

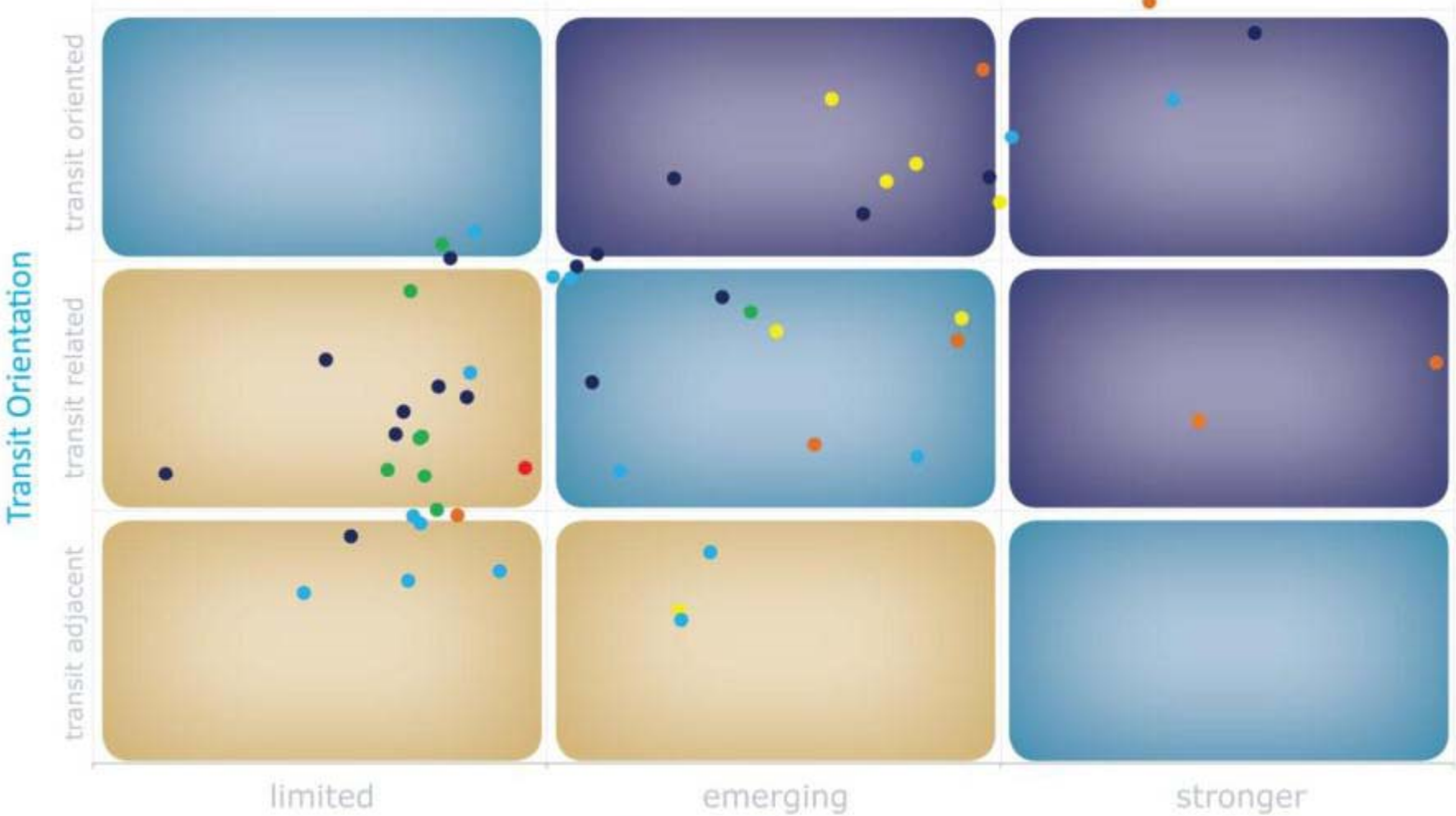


Activity Centers



Station Community Typology

(market + TOD Score)



Plan + Partner

(longer term station areas)



Plan + Partner

- Promote planning and longer term visioning
- Increase activity levels and transit service through increased densities
- Plan and fund multimodal transportation system
- Build public, private and philanthropic relationships and coalitions
- Leverage regional and state planning initiatives

Catalyze + Connect

(emerging station areas)



Catalyze + Connect

- Invest in catalytic TOD projects to prime and push the market
- Promote predevelopment work and development oriented planning
- Mind the gaps: Evaluate and address missing multimodal connections and accessibility

Infill + Enhance

(near term station areas)

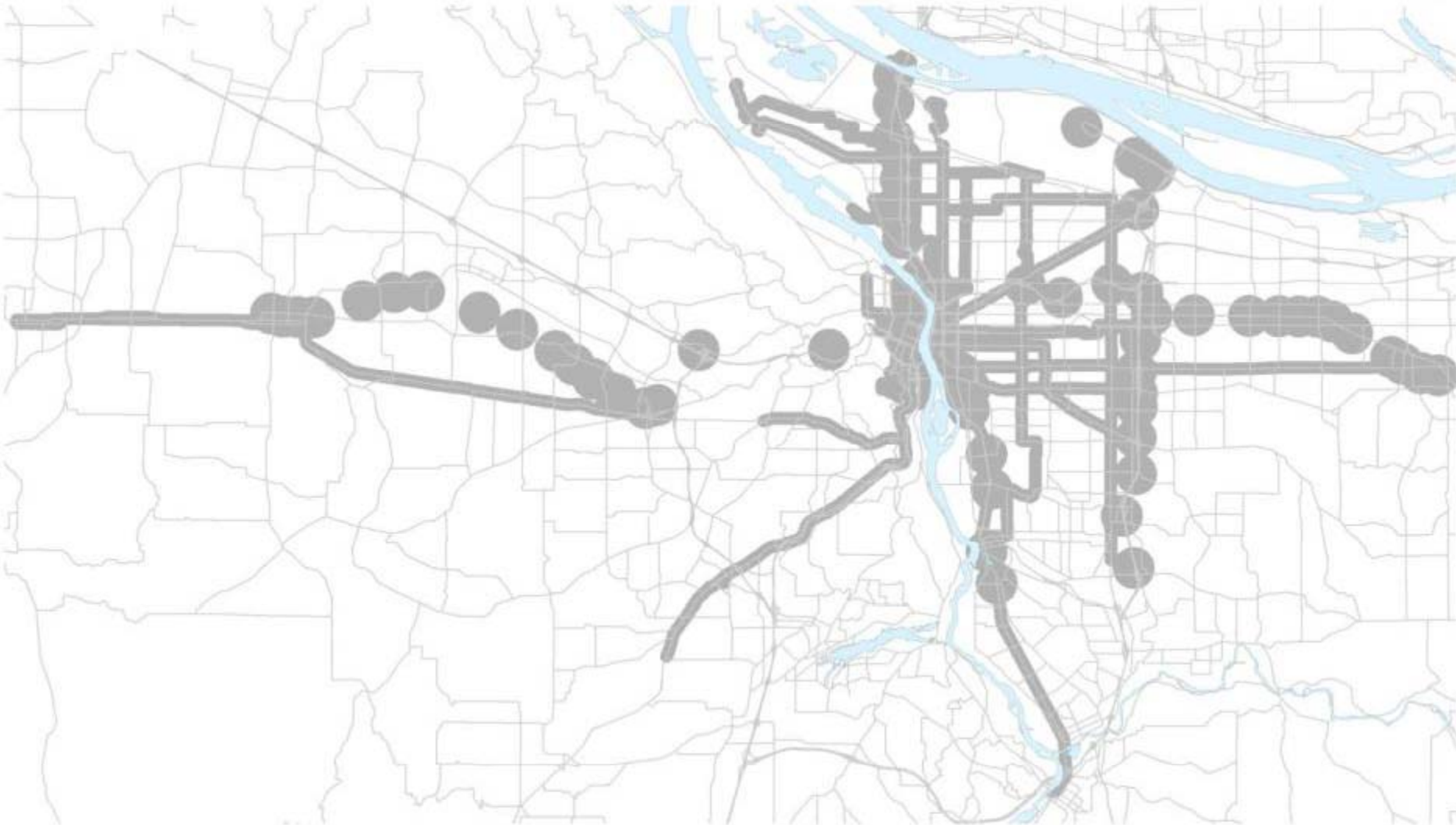


Infill + Enhance

- Invest in aggressive TOD projects to push the market
 - Significantly higher densities and lower parking ratios
 - Innovative building types and advancements in urban design & living
 - “eTOD” – employment uses and destinations
- Encourage affordable or workforce housing
- Foster increased transit service, capacity and amenities to support intensity of uses

TOD Typology Clusters




(market + urban form readiness)

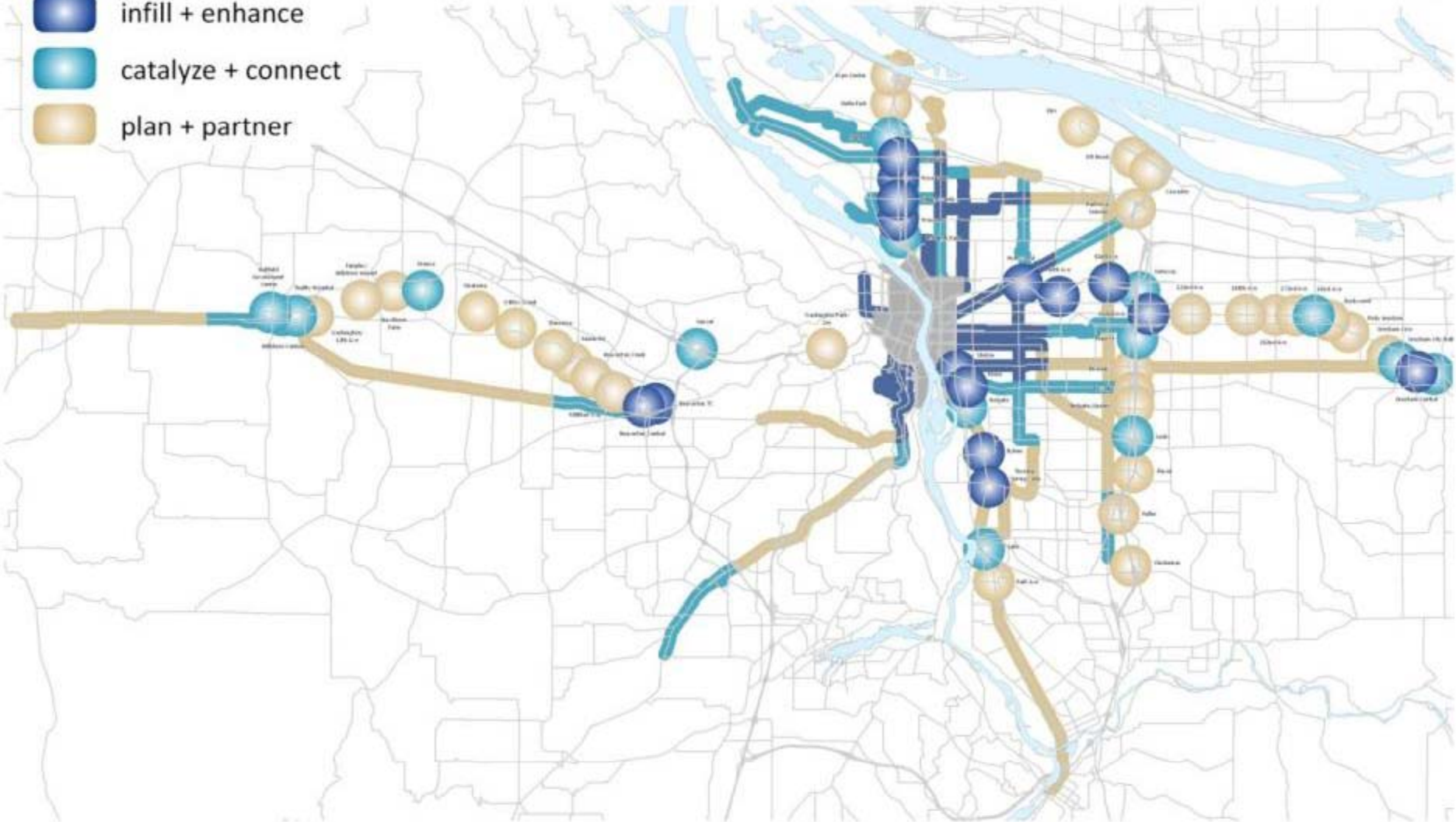


TOD Typology Clusters

(market + urban form readiness)

Clusters

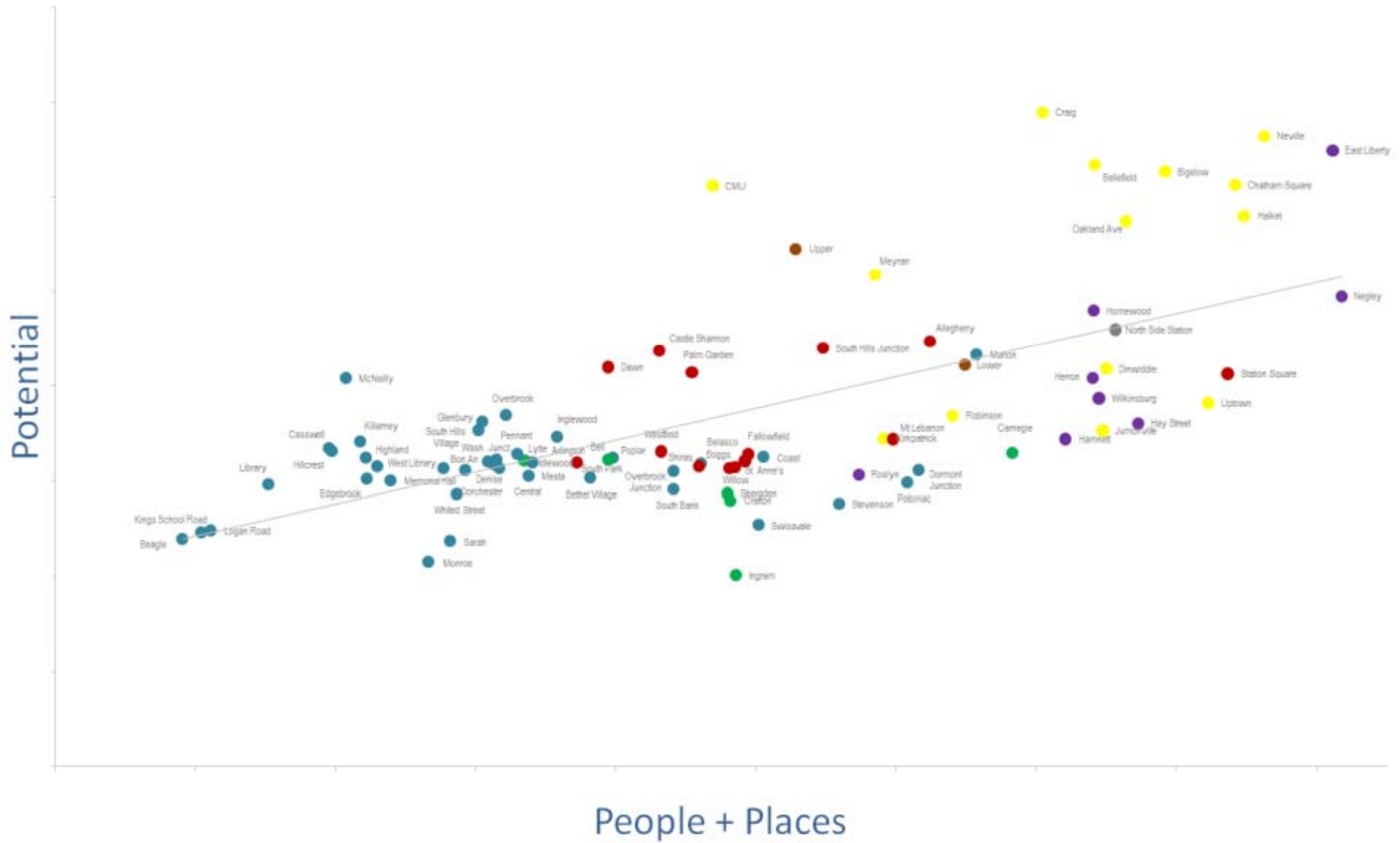
-  infill + enhance
-  catalyze + connect
-  plan + partner



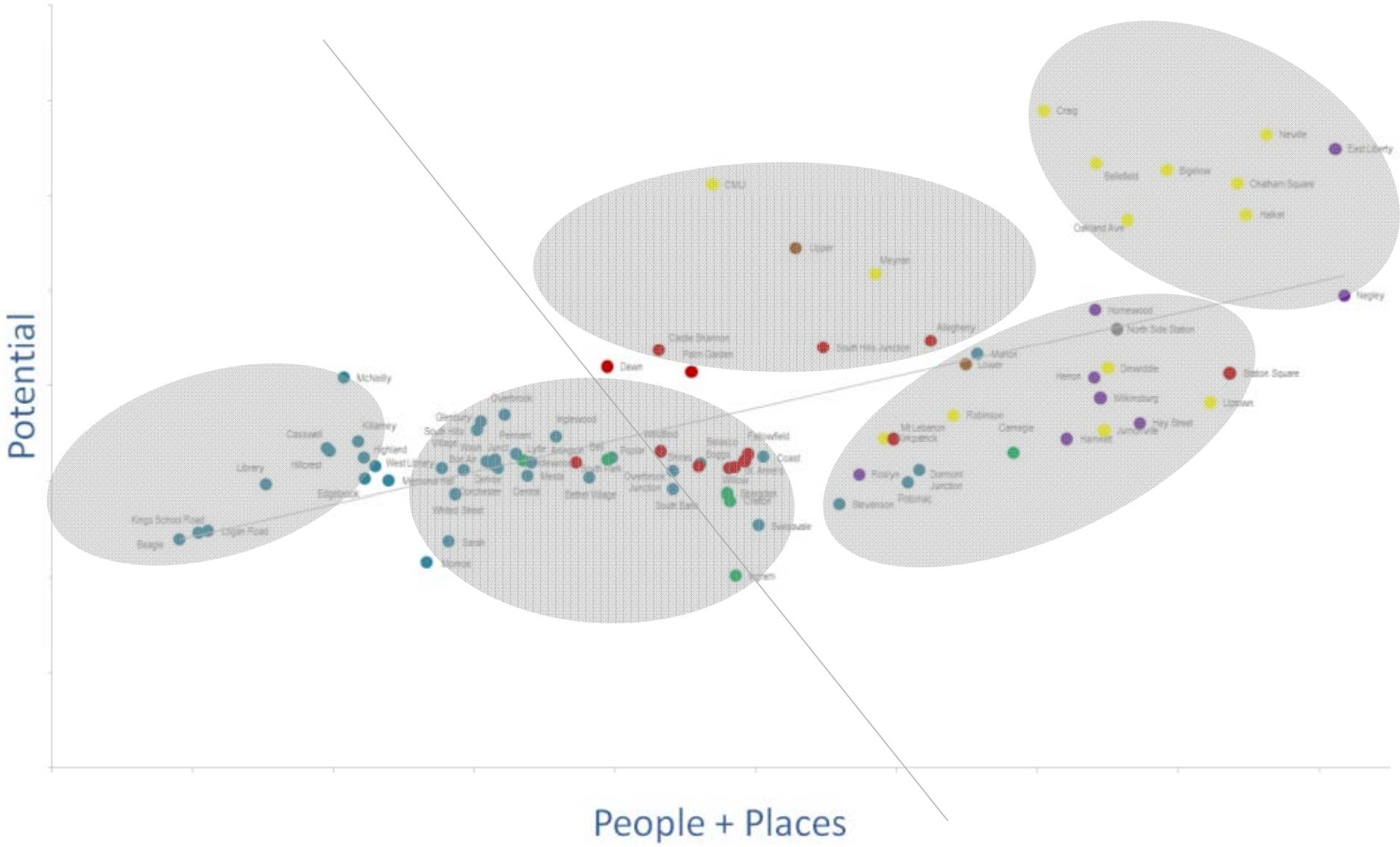


pittsburgh

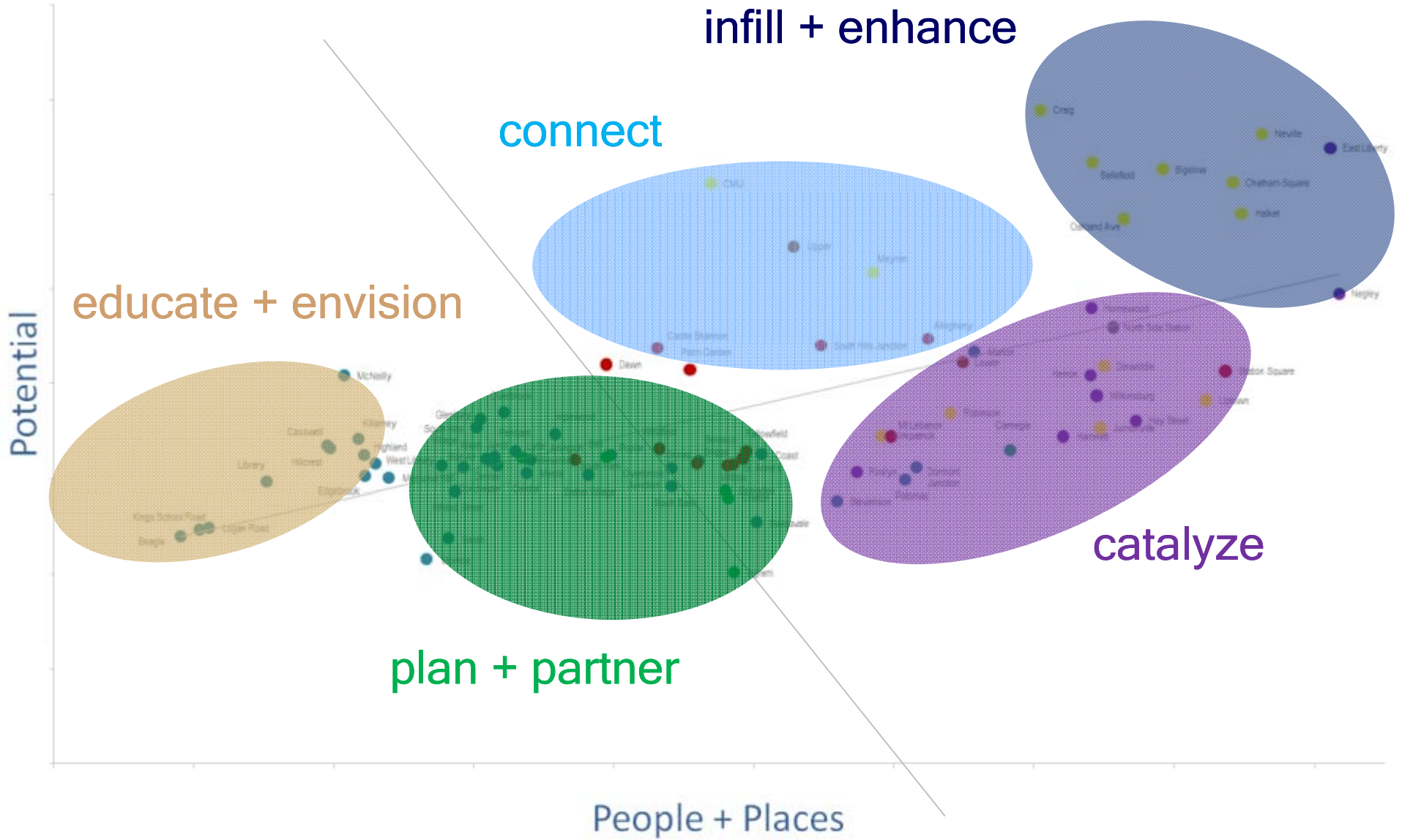
● *Blue Line*
 ● *Red Line*
 ● *East Busway*
 ● *West Busway*
 ● *Oakland BRT*



● Blue Line ● Red Line ● East Busway ● West Busway ● Oakland BRT



- Blue Line
- Red Line
- East Busway
- West Busway
- Oakland BRT





Baltimore

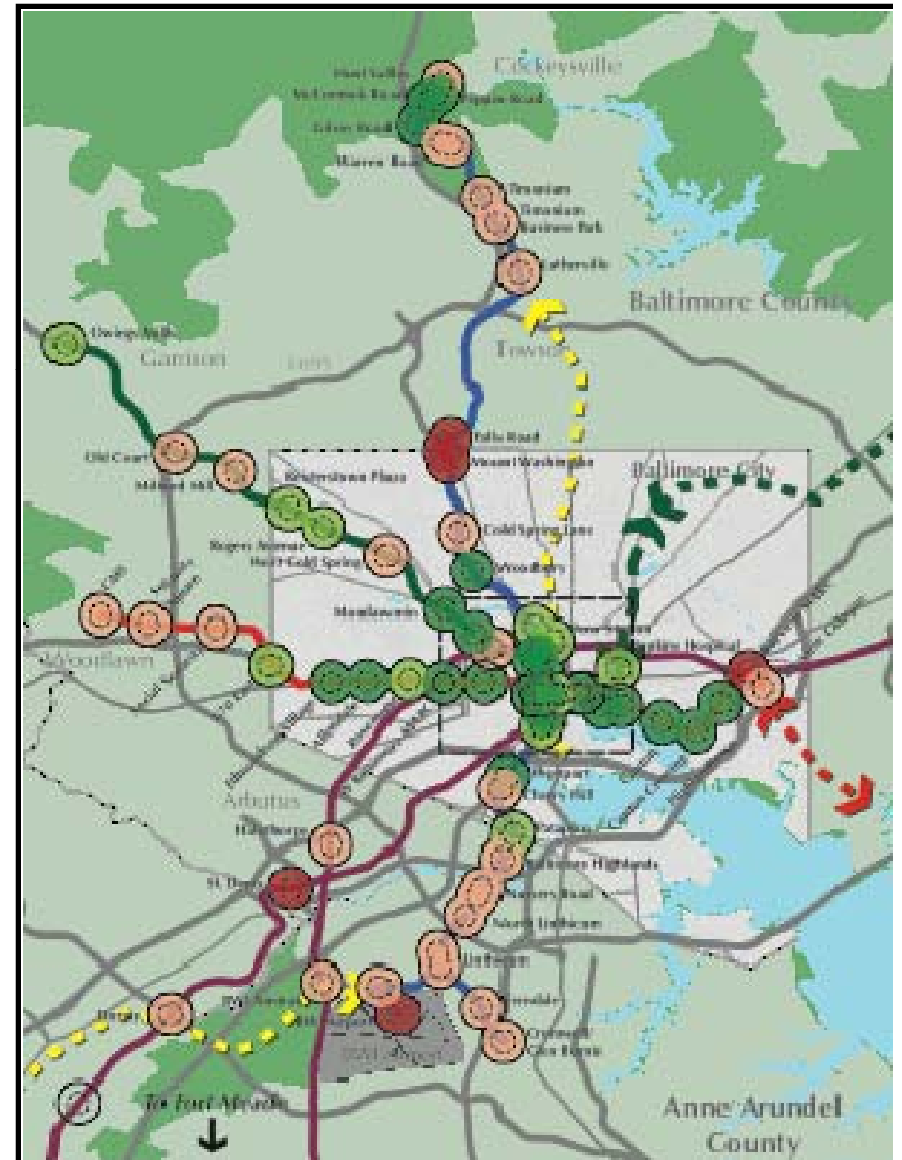
Implementation: Central Maryland TOD Strategy

- Goal: prioritizing investment
- “Place types” didn’t suggest how to deal with *implementation*
- Regional scale creates new challenges of jurisdiction and collaboration



Central Maryland TOD Strategy

1. Regional Priority Map based on TOD goals
2. Station-level TOD approach based on current conditions



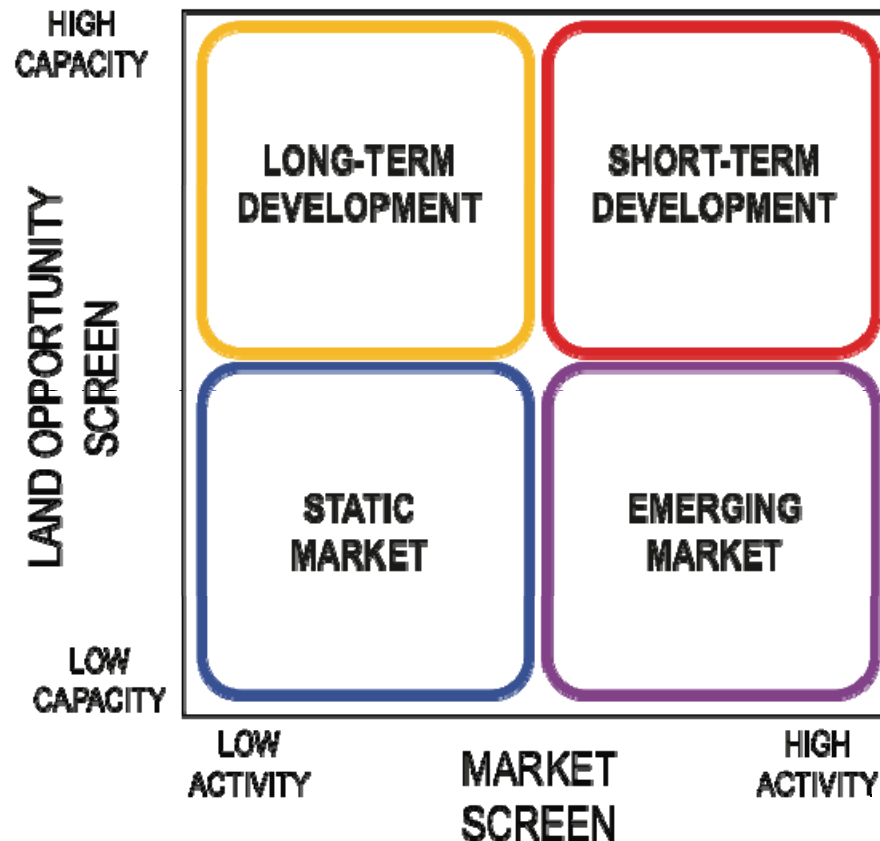
TOD OPPORTUNITY ANALYSIS

KEY QUESTIONS

- Is there land available for development?
- Is there the potential for some uses to transition to others?
- Are there opportunities to intensify existing residential or employment concentrations?

KEY INDICATORS

- Underutilized Commercial/Industrial Land
- Holding Capacity
- Non-programmed public land



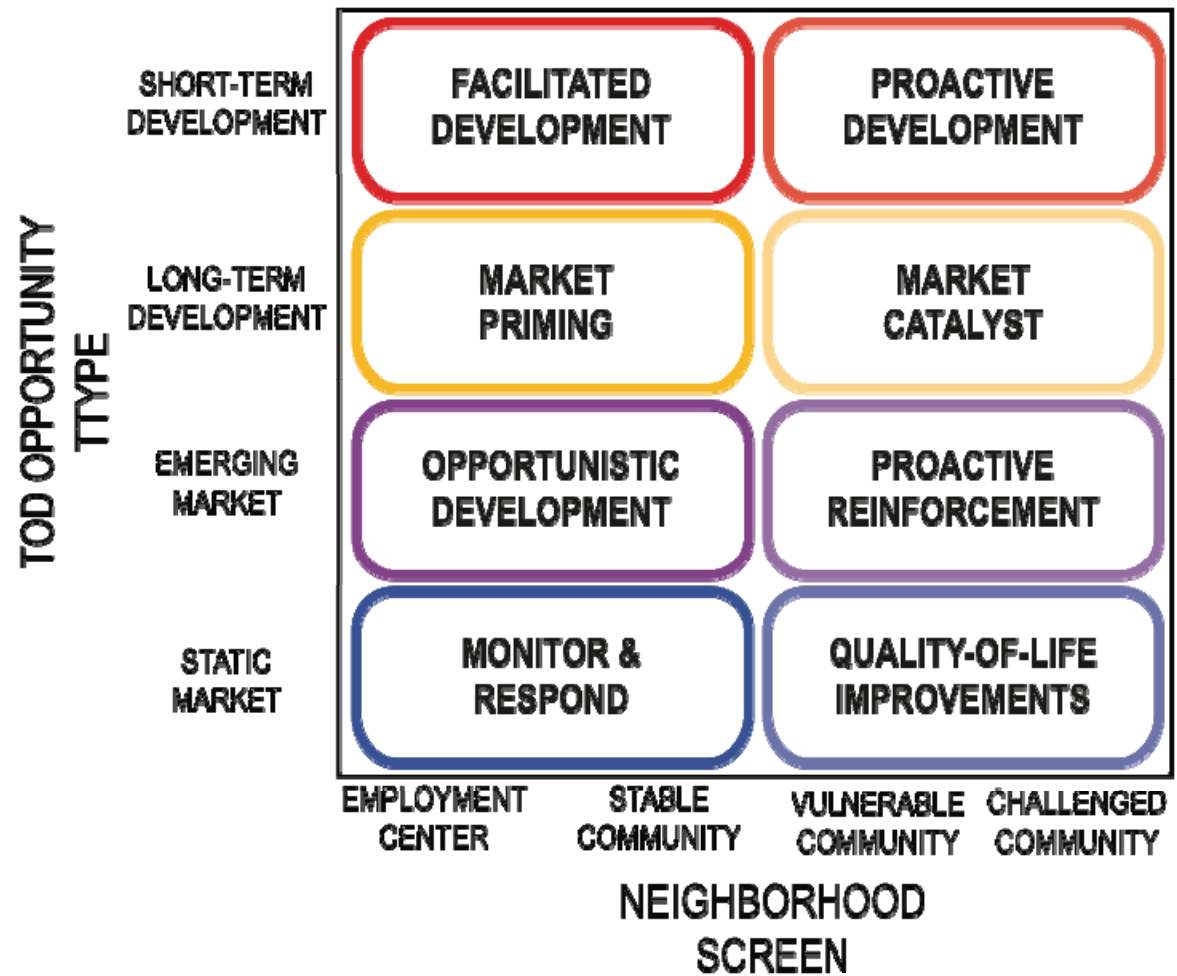
KEY QUESTIONS

- Is there development happening now?
- Are values going up quickly?
- Is there a lot of transaction activity?

KEY INDICATORS

- Permit activity
- Sales Activity
- Median Income

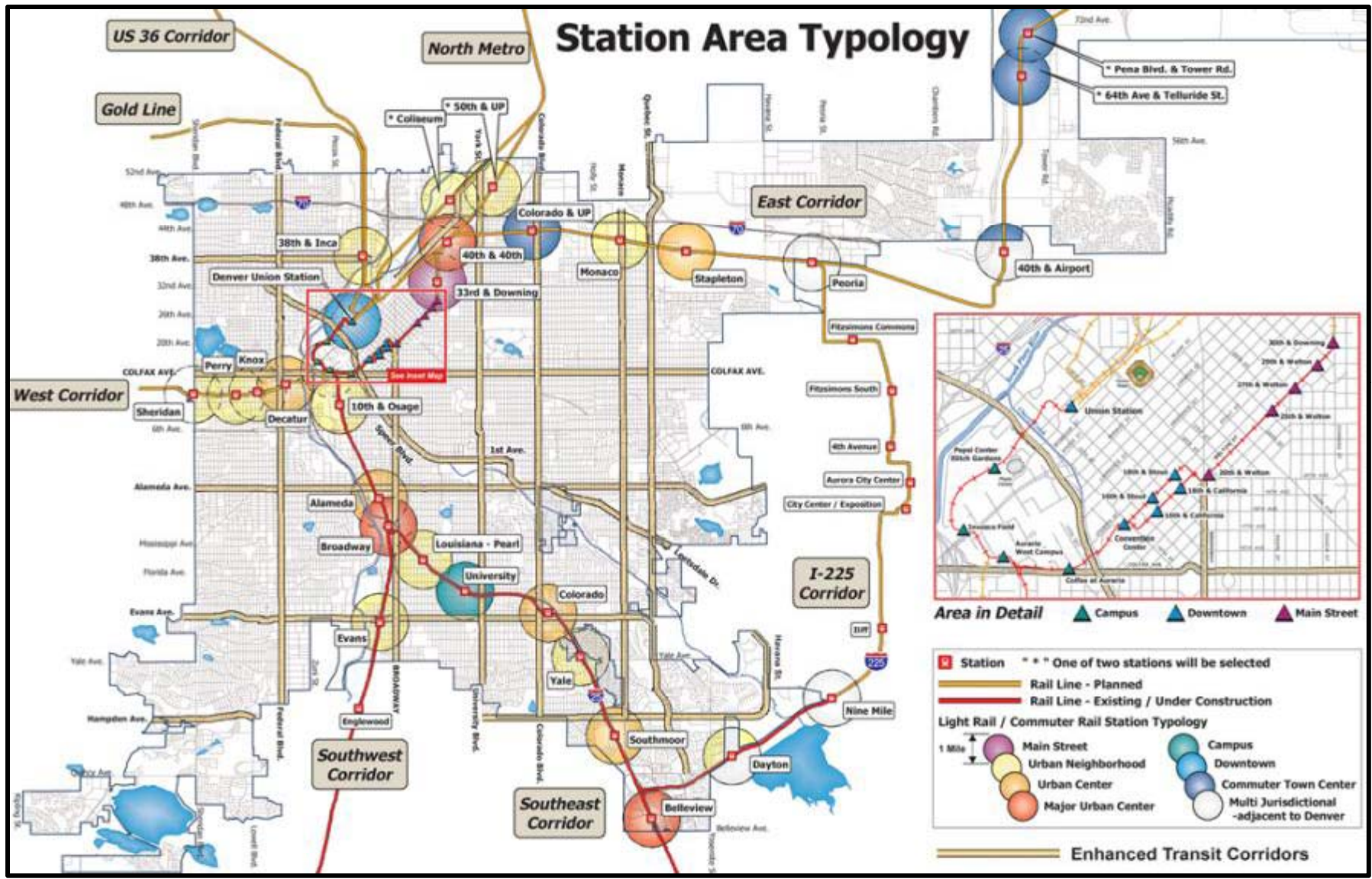
NEIGHBORHOOD STRATEGY ANALYSIS



Denver:

Aspirational typology & equity mapping

Station Area Typology



US 36 Corridor

North Metro

Gold Line

East Corridor

West Corridor

I-225 Corridor

Southwest Corridor

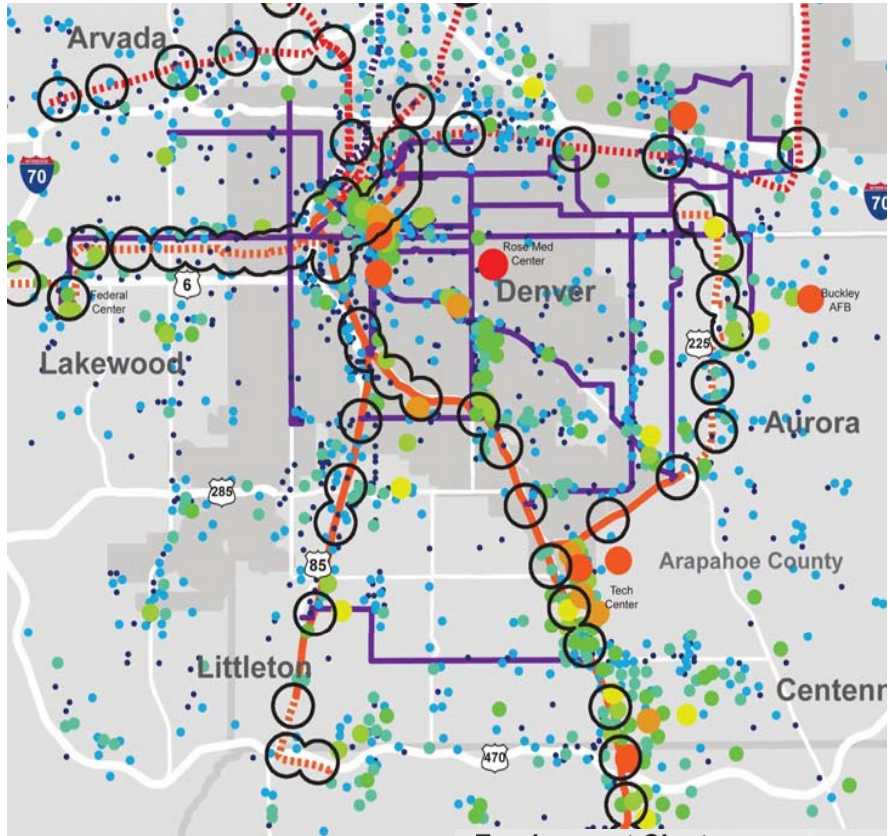
Southeast Corridor



Area in Detail

- Station * * * One of two stations will be selected
- Rail Line - Planned
- Rail Line - Existing / Under Construction
- Light Rail / Commuter Rail Station Typology
 - 1 Mile
 - Main Street
 - Urban Neighborhood
 - Urban Center
 - Major Urban Center
 - Campus
 - Downtown
 - Commuter Town Center
 - Multi Jurisdictional -adjacent to Denver
- Enhanced Transit Corridors

Linking Workers to Jobs

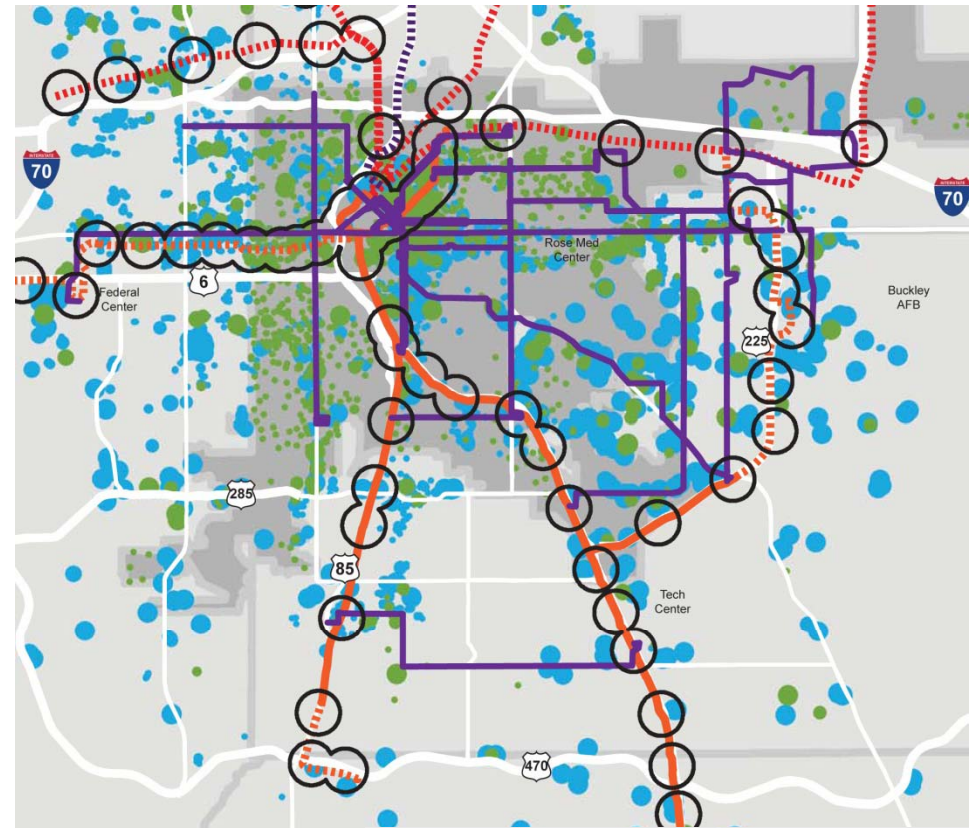


Jobs

Employment Clusters

- 100-200 jobs/block
- 200-500
- 500-1K
- 1K - 2K
- 2K - 3K
- 3K - 4K
- 4K - 5K
- 5K - 10K
- 10K +

Sources: LEHD, DRCOG.



Affordable Housing

Restricted Units

- 1 - 25 housing units
- 26 - 50
- 51 - 100
- 101 - 150
- 151 +

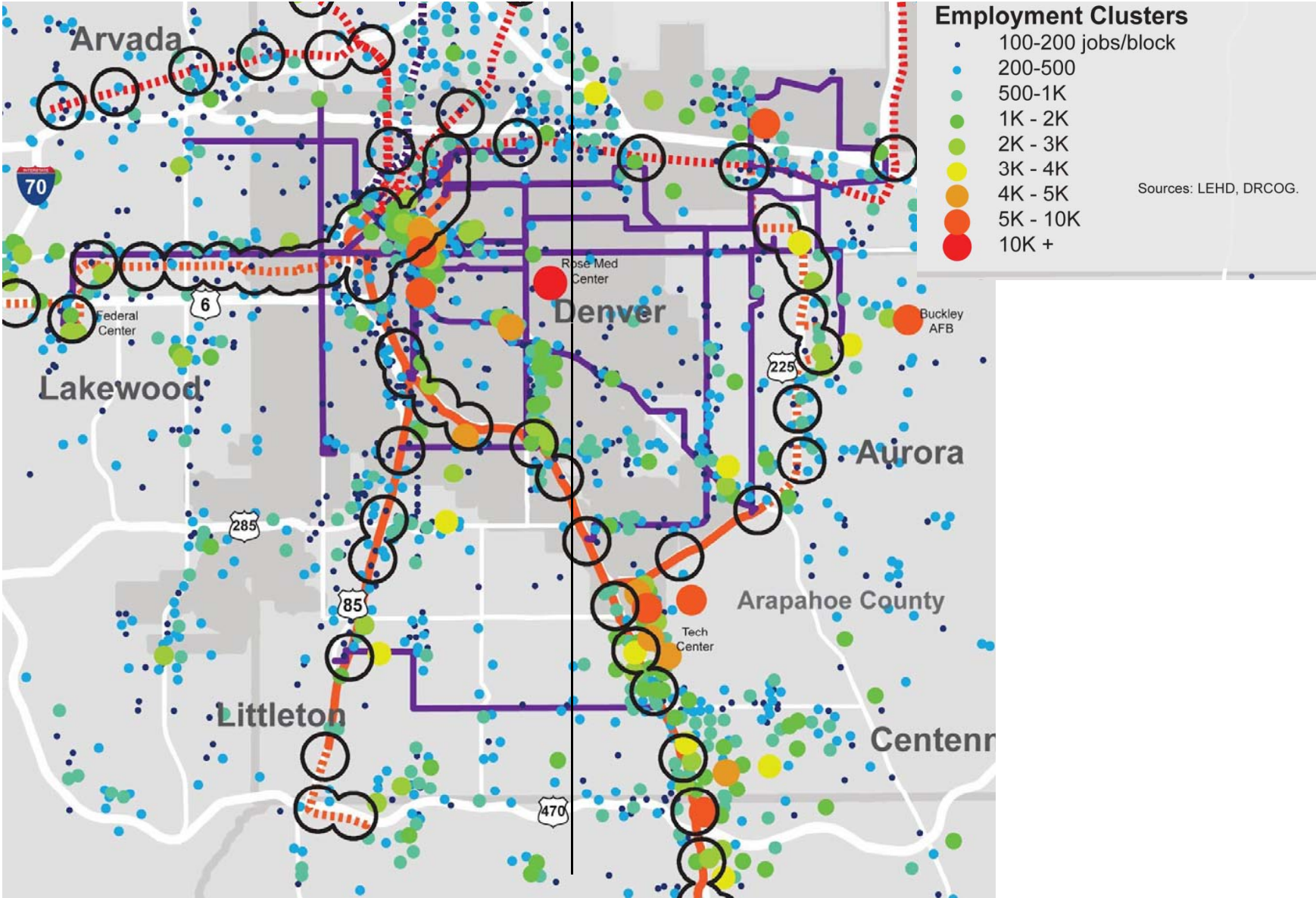
Market Rate Units

- 1 - 25 housing units
- 26 - 50
- 51 - 100
- 101 - 150
- 151 +

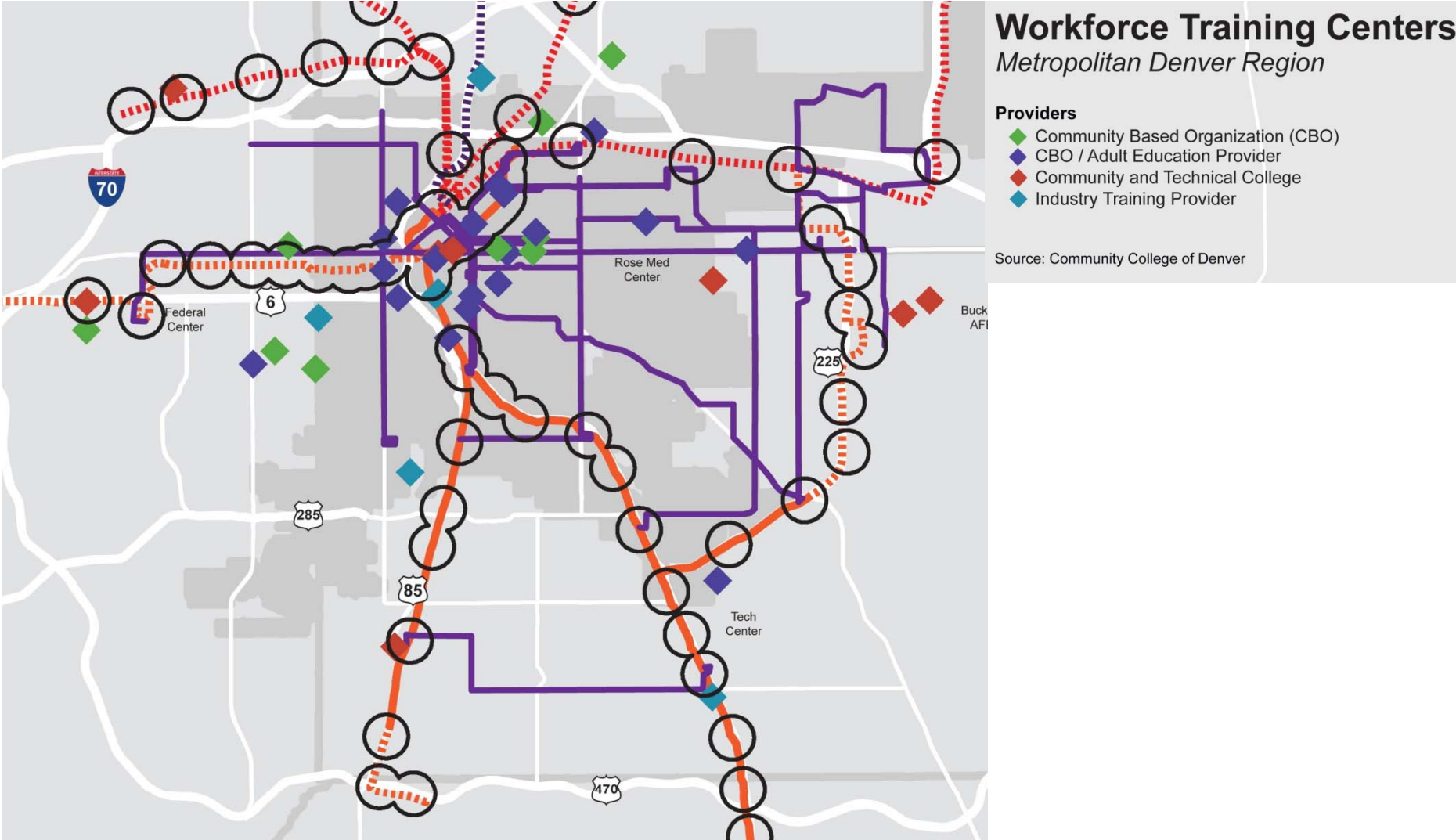
Sources: City and County of Denver & Community Strategies Institute, DRCOG.



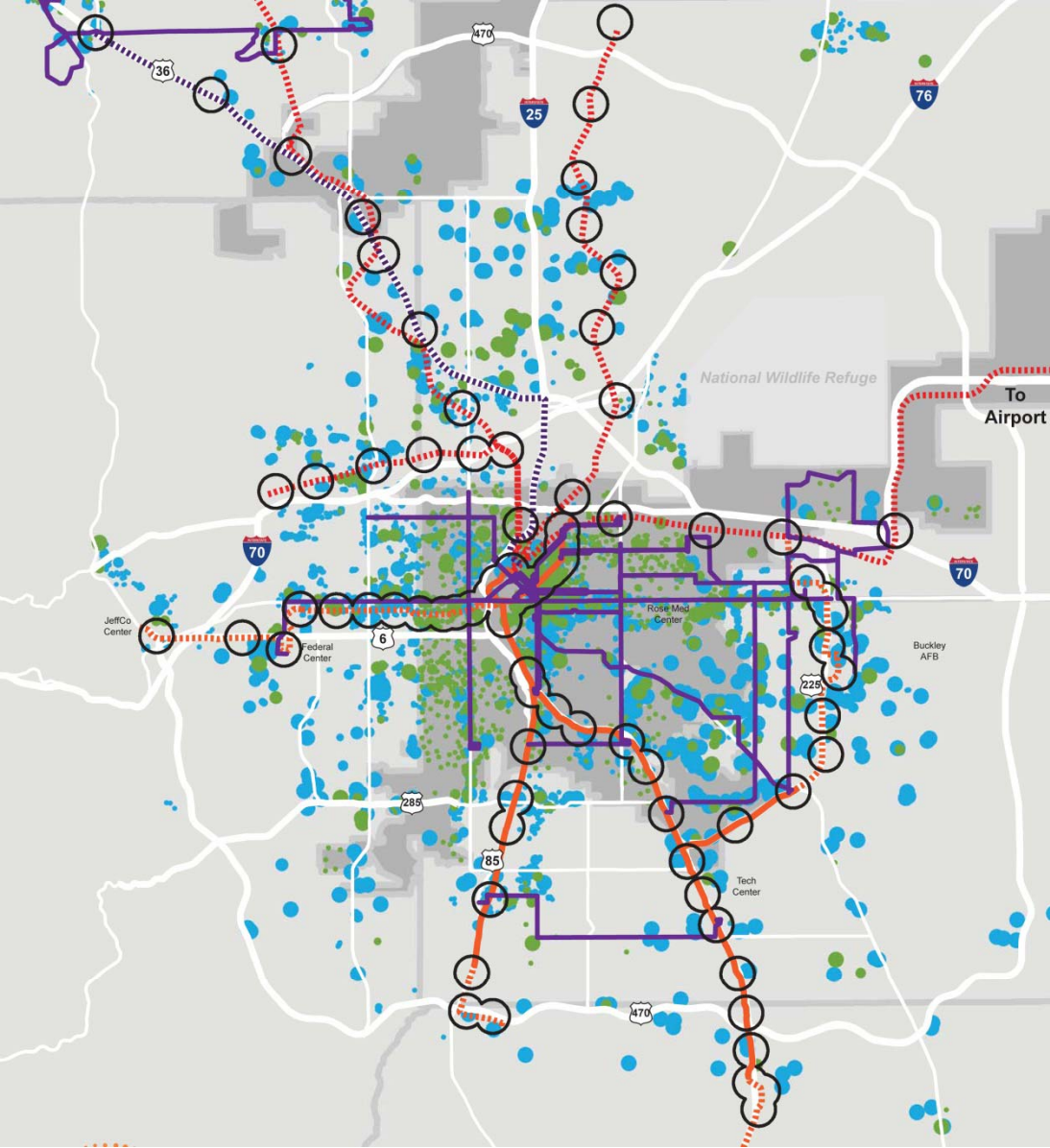
Where The Jobs Are



Where the Training Is



Where the Affordable Housing Is



Distribution of Affordable Rental Housing in the Denver Region

Restricted Units

- 1 - 25 housing units
- 26 - 50
- 51 - 100
- 101 - 150
- 151 +

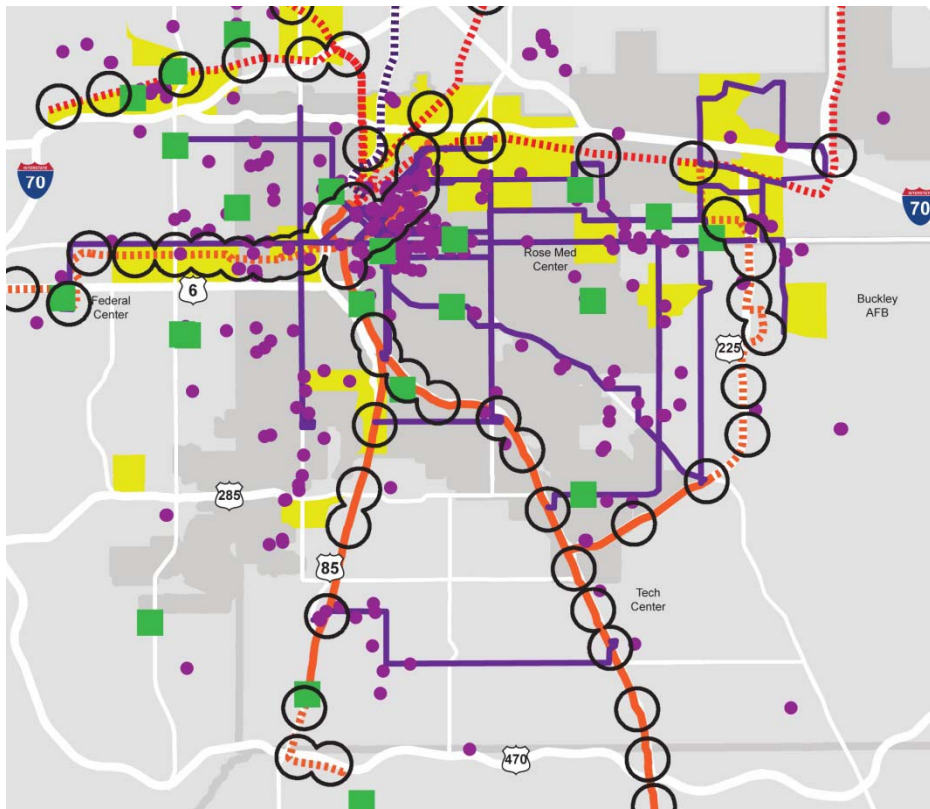
Market Rate Units

- 1 - 25 housing units
- 26 - 50
- 51 - 100
- 101 - 150
- 151 +

Sources: City and County of Denver & Community Strategies Institute, DRCOG.



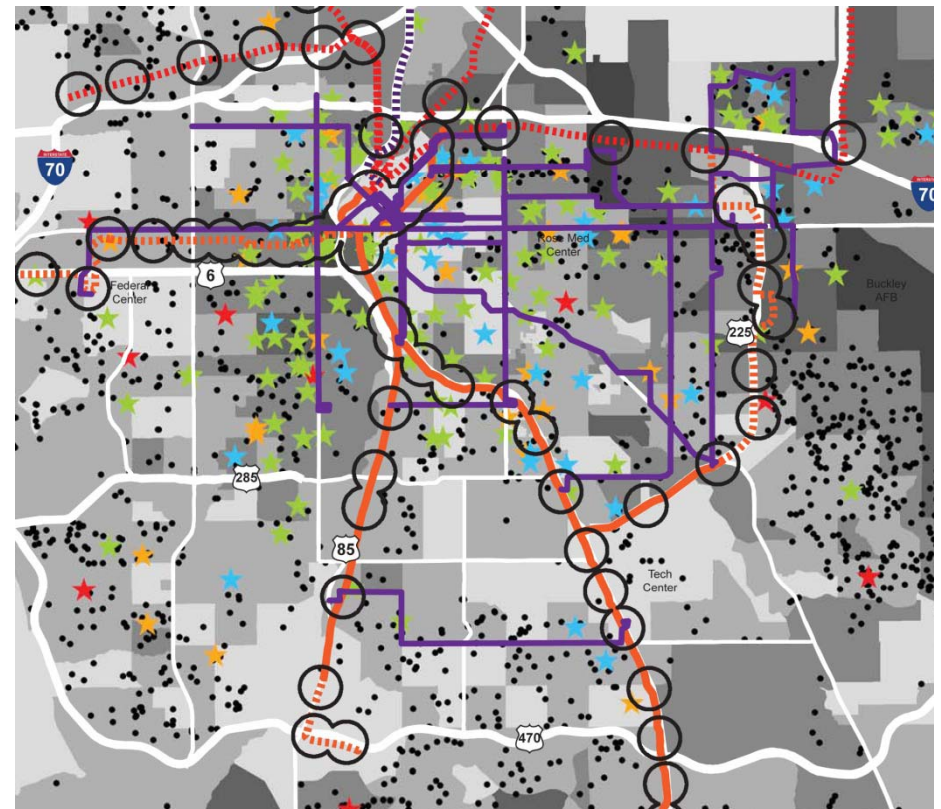
Where The Supportive Services Are



Healthy Food

- Federally subsidized affordable housing
- Farmer's Market locations
- Food Deserts

Sources: HUD, Food Environment Atlas.



Preschools

- | Children Under 5 | Preschool Ratings |
|--|---|
| <5% | ★ Qualistar Rated 1 |
| 5-7.5% | ★ Qualistar Rated 2 |
| 7.5-10% | ★ Qualistar Rated 3 |
| 12.5-15% | ★ Qualistar Rated 4 |
| 15% + | ● Unrated |

Sources: Qualistar Colorado, Census 2010, DRCOG.

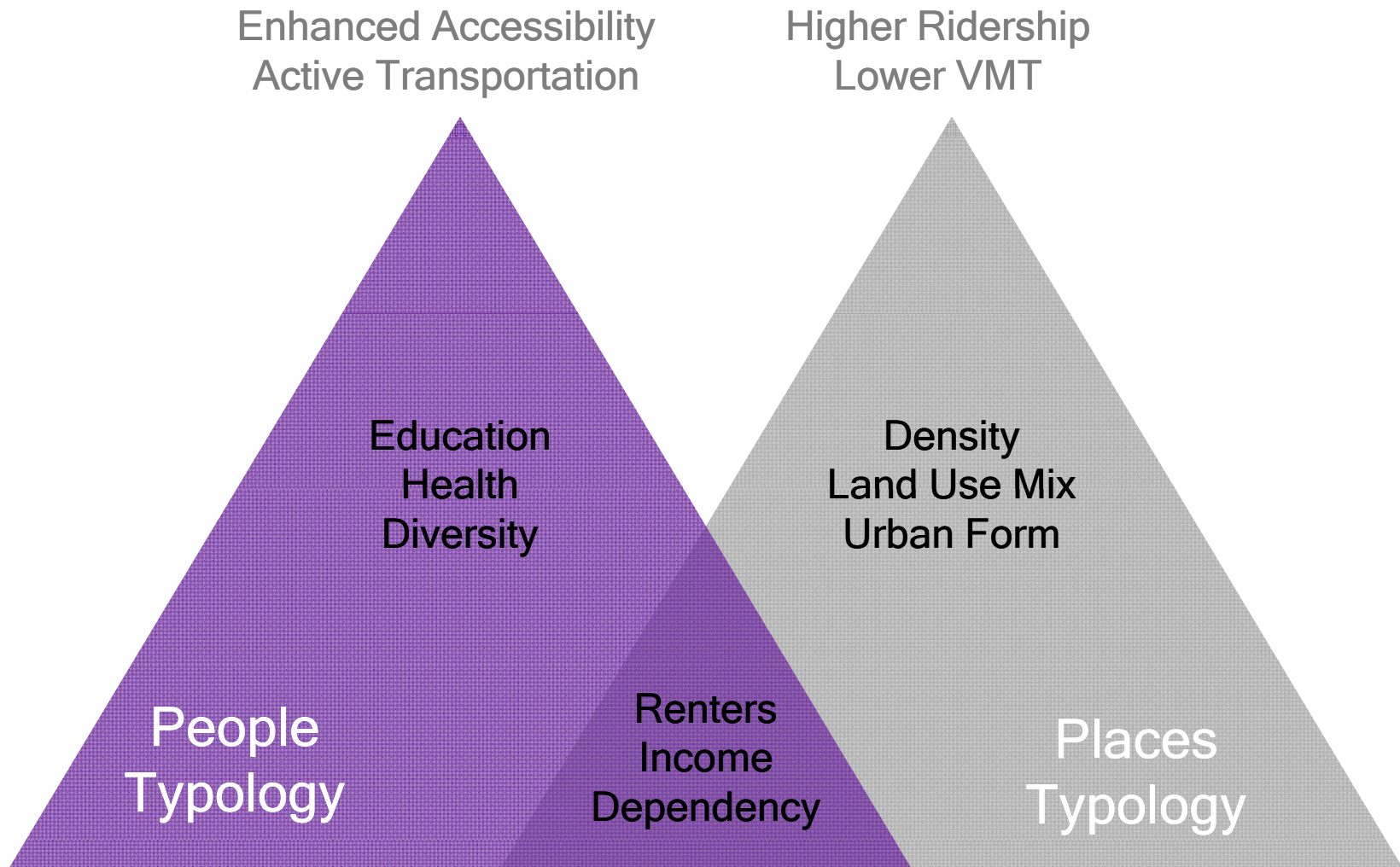




Seattle:

capturing the built, social and market environments

Merging People + Places



People: equity + change

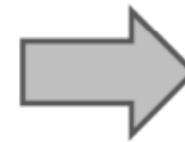
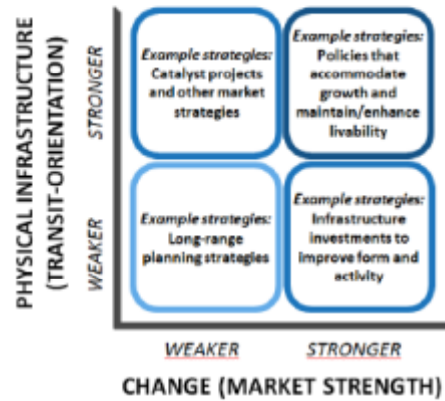
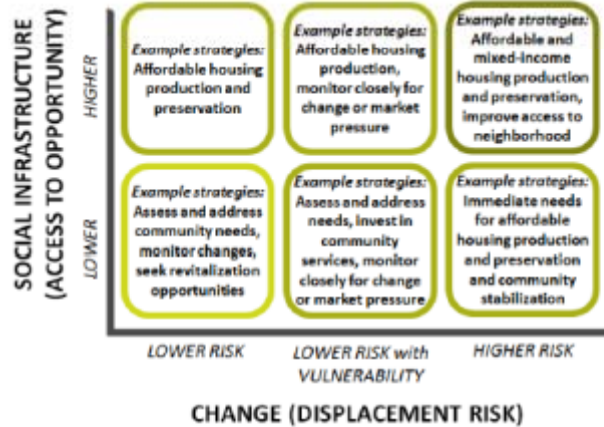
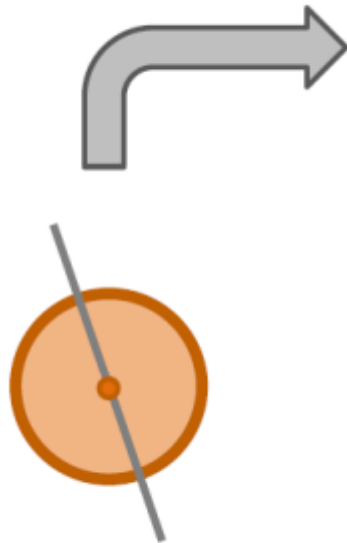
Equity Score
(income, tenure, transit dependency)



Socioeconomic Change



TRANSIT COMMUNITY



Seattle

Key Takeaways

- Set clear objectives
- Inform regional planning and programs, help influence local initiatives
- Incorporate Places AND People
- Link directly to implementation strategies
- Keep it simple!



q & a