Tampa Bay's TOD Future

PSTA

Planning Committee

fccd+r
florida center for community design and research

USF UNIVERSITY OF SOUTH FLORIDA

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Florida Center for Community Design & Research

Founded by the Florida Legislature in 1986, to assist the citizens of Florida in creating more livable and sustainable communities

Definitions

Transit Oriented Development **(TOD)**

Is development which creates walkable, compact, dense, mixed-use communities **near transit** where people can easily access jobs, services, and amenities

Value Capture

The capture - harnessing a portion of the value that transit confers to surrounding properties to fund transit infrastructure or related improvements in TOD station areas.

Case Studies of Best Practices

Best Practices

- **Generating** Performance Based Goals for TOD
- **Understanding** Value Capture Methods and Strategies
- **Establishing** Station Area Design Standards
- **Defining** Zoning for TOD and supporting land use strategies
- **Designing** Conceptual TOD Sites based on best practices

Cleveland HealthLine, StreetsBLOG USA

Performance Based Goals for TOD

Key Categories

Support 21st Century Transit

Advance Equity

Mix of Uses

Leverage Investment

Healthy Communities

Affordability

Sustainability

Performance Based Goals for TOD – Case Study

BART, San Francisco, CA

Complete Communities

Partner to ensure BART contributes to neighborhood/district vitality, offering a mix of uses and amenities.

Sustainable Communities Strategy

Lead in the delivery of the region's land use and transportation vision to achieve quality of life.

Value Creation & Value Capture

Enhance the stability of BART's financial base by capturing the value of transit, and reinvesting in the program to achieve TOD goals.

Transportation Choice

Leverage land use and urban design to encourage non-auto transportation choices both on and off BART property.

Affordability

Serve households of all income levels by linking housing affordability with access to opportunity.

Image: JRDV Architects

Performance Based Goals for TOD – Case Study

Los Angeles, CA

Reduce the combined costs of housing and transportation

Reduce auto-dependence, thereby alleviating congestion, reducing greenhouse gases, and encouraging residents to bike and walk

- Reduced need to expand freeways or other roads to accommodate new growth;
- Healthier residents as a result of more physical activity, which reduces both individual health care costs as well as public health expenditures;
- More stable and sustainable source of transit ridership, which leads to additional fare box recovery and revenue for transit agencies.

Expand transportation choices for households of all incomes

Contribute to economic development and job growth

Image: JRDV Architects

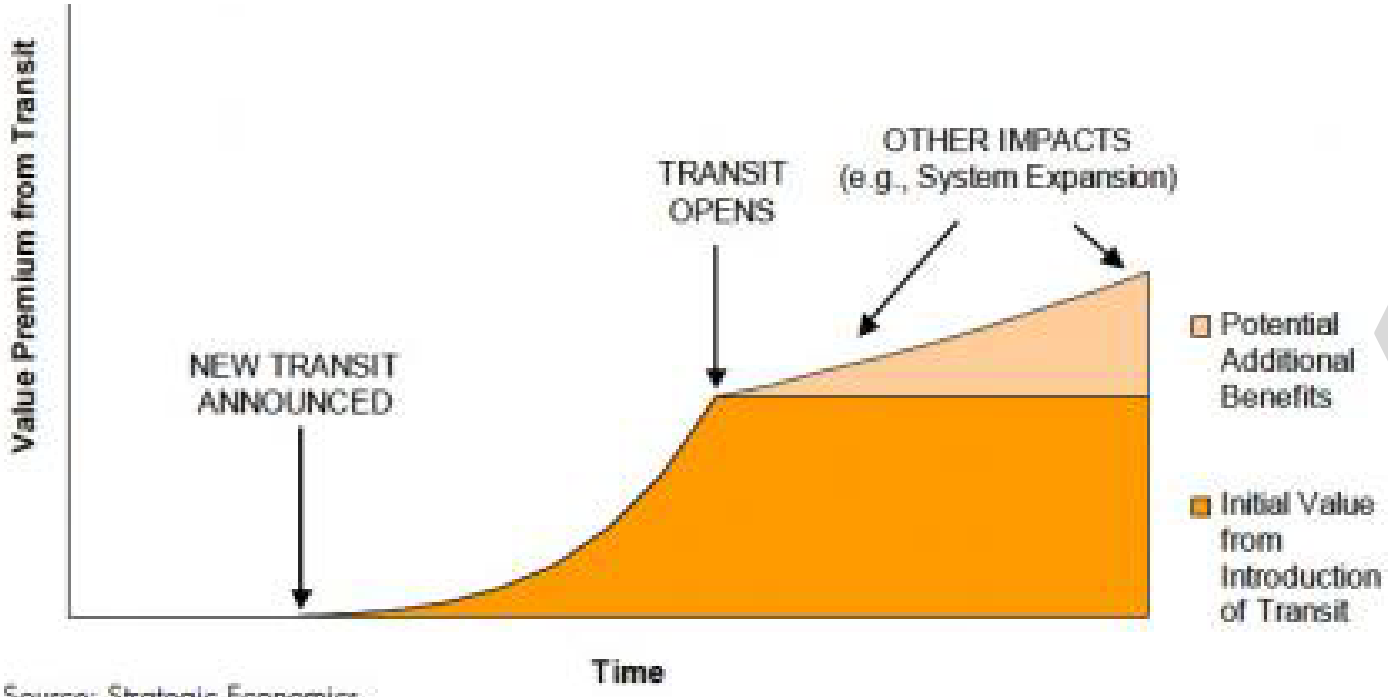
Value Capture Methods

Primary Methods:

- Developer Fees and Exactions
- Special Assessments and Taxes
- Tax Increment Financing
- Joint Development

Secondary Methods:

- Naming Rights
- Mobility Fees



Source: Strategic Economics.

Value Capture Methods – Case Study

Dallas, TX

Tax Increment Financing Stations

Facilitated by the City of Dallas and Dallas County

Funds are disbursed based on needs across four TIF sub-districts

Some sub-district receive more funding based on redevelopment and revitalization needs

Funds can be used towards: utilities, roads, parks, bicycle/pedestrian infrastructure, streetscape, affordable housing, and transit improvements

The project is projected to generate over $185 million in tax increment by 2038.

Image: JRDV Architects

Value Capture Methods – Case Study

New Quincy Center, MA

Joint Development/Public-Private Partnership, Assessment District

Facilitated by Local Government

The developer is responsible for designing, permitting, and constructing public improvements that specifically serve the redevelopment using private financing.

The city of Quincy will purchase the public improvements related to each phase once certain conditions are met.

The city reimburses the developer through taxes captured by the special assessment district on new development.

Image: ArchBoston.org

Station Area Design Standards

Key Categories

Station Plan Area

Urban Design

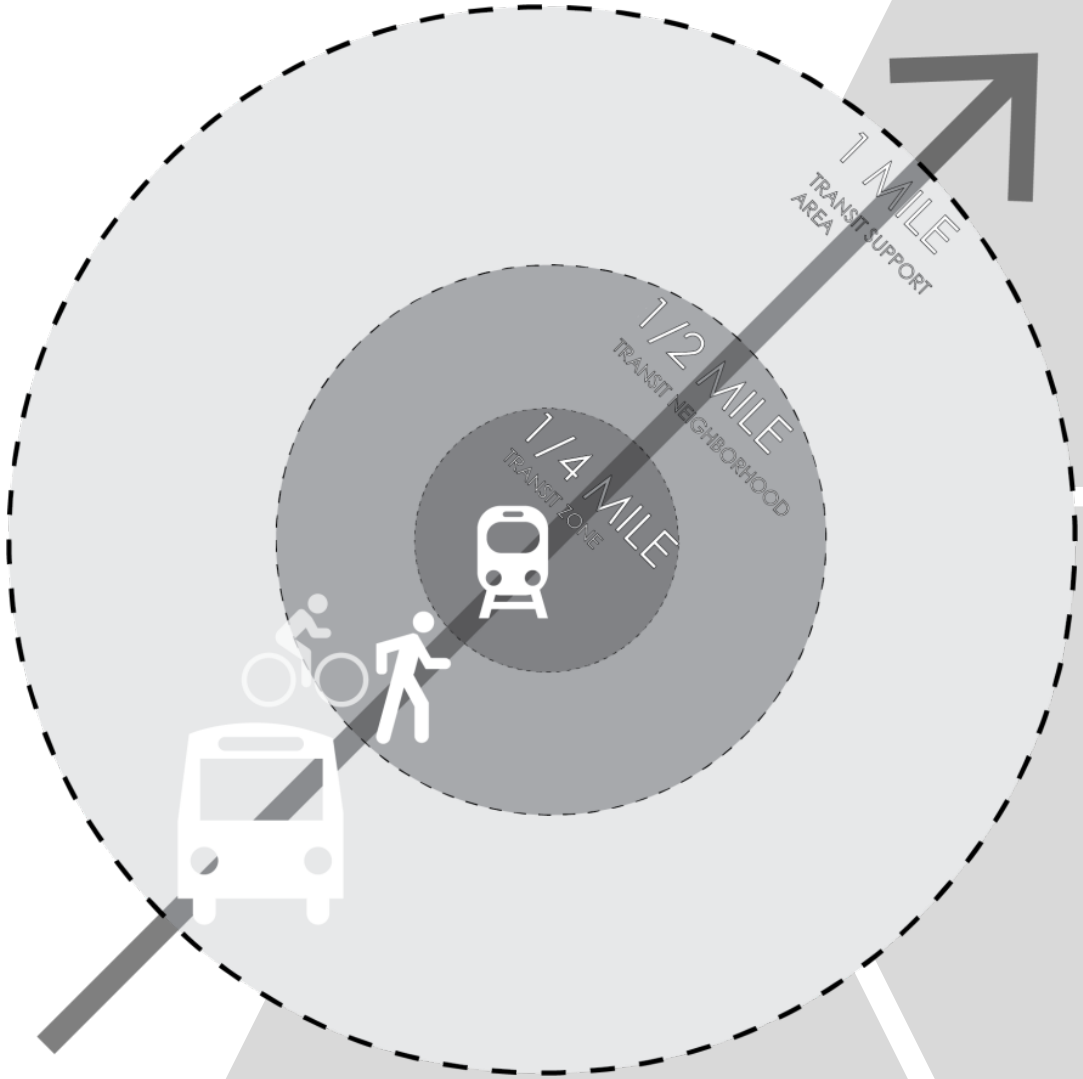
Building Design

Mix of Uses

Walkability

Affordability

Parking



Station Area Design Standards – Case Study

Richmond Highway BRT

Fairfax County, VA

Destinations: Shops, jobs, public spaces, medical facilities, and other activity hubs

Pedestrian-scale design: Comfortable and spacious side walks, with buildings close to the street and parking lots in the back

People: Enough people for business to flourish and for public transit to run frequently

Parks and public spaces: Plenty of public places to meet, gather, and play

Complete streets: Streets designed to provide safe access for people biking, walking, taking the bus, and driving

Station Area Design Standards – Case Study

Healthline BRT

Cleveland, OH

A strategy of "thinking rail while using bus."

Public Realm focused station design

Multiple Transit Modes are accommodated by the corridor incorporating bike lanes and pedestrian-friendly sidewalks and street crossings

Bus exclusive center lanes allow parking to be integrated back into the street, supporting efforts to revitalize retail storefronts.

Distinct Identity are given to adjacent neighborhoods through varying tree species, lighting patterns, and pavement and bus shelter designs.

Zoning for TOD and Supporting Land Use Strategies

Key Categories

Pedestrian-Oriented Spaces

Increased Mix of Uses

Higher Density

Limited or No Parking

CORE

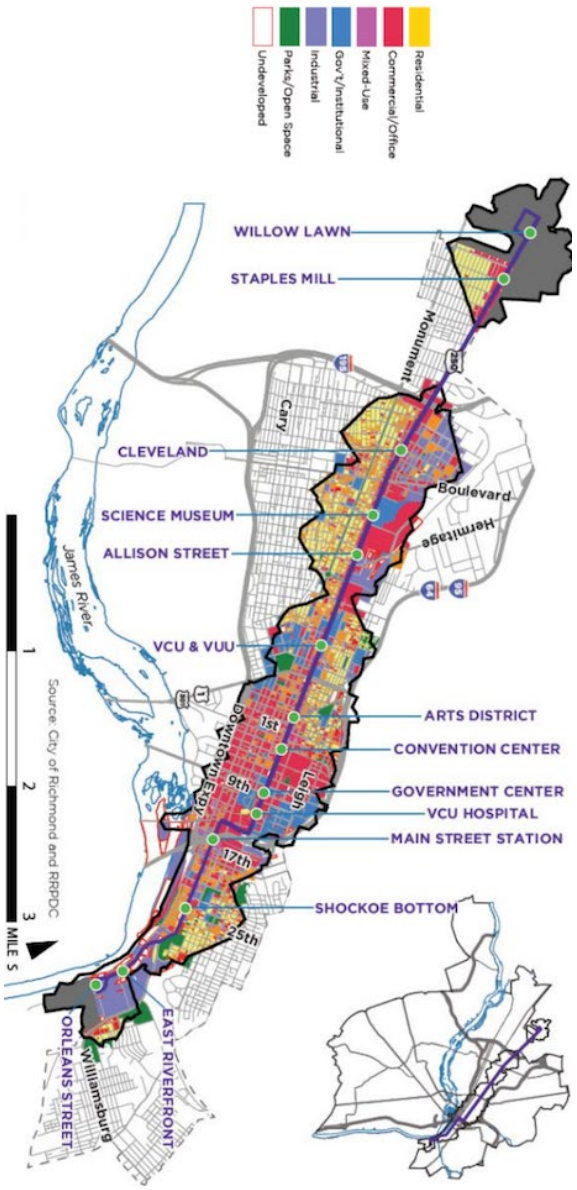
CENTER

VILLAGE

SATELLITE

DESTINATION

Zoning for TOD and Supporting Land Use Strategies-Case Study



PULSE CORRIDOR, RICHMOND, VA

Downtown Mixed-use - High-density development with office buildings, apartments, and a mix of complementary uses, and regional destinations

Nodal Mixed-use - Key gateways and prominent places in the city to provide for significant, urban-form development

Corridor Mixed-use – Medium-density pedestrian- and transit-oriented infill development to fill "missing teeth" of the corridor fabric.

Neighborhood Mixed-use – Cohesive districts that provide a mix of uses, with a larger amount of residential uses than other mixed-use districts, walkable environment

Industrial Mixed-use

Institutional – Public and quasi-public entities, such as local, state, and federal government, hospitals, and universities.

- **Street-Oriented Commercial**
- **Priority Streets**
- **Opportunity Areas**

Zoning for TOD and Supporting Land Use Strategies-Case Study

Rosslyn Metro, Arlington, VA

Zoning classification was created that included offices, apartments, and hotels in one category that varies by density and height.

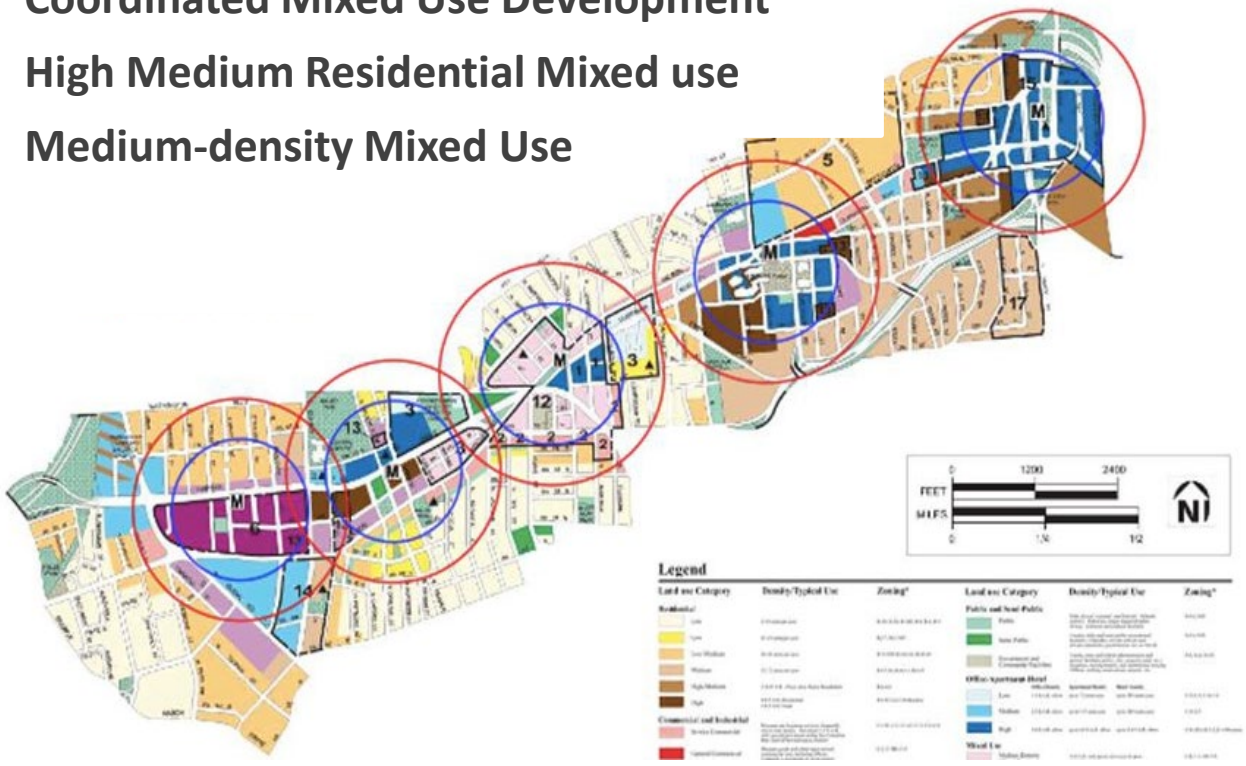
Primary intensification areas within 1,000 feet

Secondary intensification areas within 1,600 feet of mass transit stations

Coordinated Mixed Use Development

High Medium Residential Mixed use

Medium-density Mixed Use



Why Does TOD Matter?

Leveraging Transit Investment - Healthline

$200 million investment in the Euclid Avenue BRT

$6.3 billion in economic development
13.5 million square feet of development
62% increase in ridership
4,445,000 additional transit trips
30,000 metric tons of carbon emissions reduced annually
97% reduction in small particulate emissions
Jobs in the zone doubled

Why Does TOD Matter?

Leveraging Transit Investment – Rosslyn Metro

The assessed value of land around stations increased 81% in 10 years.
26,000 new housing units
21 million sq. ft of office space
2.8 million square feet of retail space
8% of county land now generates 33% of county revenues
50% of residents take transit to work
73% walk to Metro stations
•Surrounding single-family neighborhoods have been preserved.

Why Plan for TOD?

- Increases “location efficiency” so people can walk, bike and take transit
- Boosts transit ridership and minimizes the impacts of traffic
- Provides a rich mix of housing, jobs, shopping and recreational choices
- Provides value for the public and private sectors, and for both new and existing residents
- Creates a sense of community and of place.
- Economic Development Returns (ROI)
- Revitalization of Neighborhoods
- Larger supply of affordable housing
- Reduce gentrification
- Improve health and wellness
- Environmental benefits

Why Plan for TOD?

Changing demographics are causing a fundamental shift in the housing market

- Singles will soon be the new majority in the U.S.
- Older Americans will outnumber younger Americans by mid-century
- As of 2010 Echo Boomers (the children of Baby Boomers) total 34% of the population

According to AARP: 71% of older households want to be within walking distance of transit.

Why Plan for TOD?

• The average household spends 51% of income on housing and transportation combined; both costs are increasing

• The average household spends 19% on transportation; households with good transit access spend only 9%.

• This savings can be critical for low-income households: While the average household spends 19% on transportation, very low income households spend 55% or more.

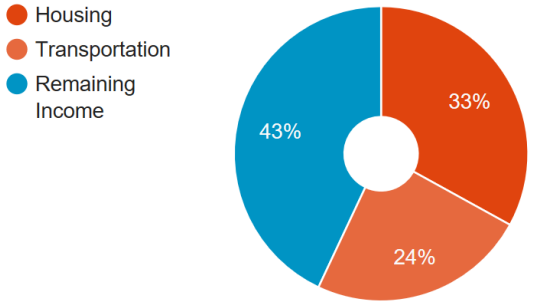
Buearu of Labor Statistics

Why Plan for TOD?

Pinellas County, FL

Average household spends **57% of income on housing and transportation combined**

Average household spends **24% of income on transportation**



Transportation Costs

In dispersed areas, people need to own more vehicles and rely upon driving them farther distances which also drives up the cost of living.

$11,394
Annual Transportation Costs

1.60
Autos Per Household

18,843
Average Household VMT

Station Area Typologies

Urban Center | Mixed-Use Business Center | Institutional Center | Urban Neighborhood | Suburban Neighborhood Center

The primary station area typologies for the Tampa Bay Region as defined by development pattern potential:

Station Area Typologies

Urban Center

High Density: 40-100 Dwelling Units per Acre
Target Floor Area Ratio: 3+
Building Height (stories): 5+

Examples: Downtown Tampa with focus on new residential; downtown St. Petersburg with a focus new commercial

Charlotte, NC.

Station Area Typologies

Mixed-Use Business Center

Mixed-Use Business Center
Moderate-High Density: 20-40 Dwelling Units per Acre
Target Floor Area Ratio: 1.5-3
Building Height (stories): 2-10

Examples: Midtown Tampa, Westshore, and Carillon with a focus on residential and entertainment

Buckhead Atlanta, GA. Image Source: MARTA

Station Area Typologies

Institutional Center

Moderate density: 10-40 Dwelling Units per Acre
Target Floor Area Ratio: 1.5-2.5
Building Height (stories): 3-10

Examples: University of South Florida area and the Innovation District; Innovation District USF St. Petersburg with a focus on new residential, research/commercial, and some entertainment

Drexel University's Innovation Neighborhood, Philadelphia

Station Area Typologies

Urban Neighborhood

Moderate density: 10-40 Dwelling Units per Acre
Target Floor Area Ratio: 1.5-2.5
Building Height (stories): 2-8

Examples: Florida Avenue/Bird Street at Sulphur Springs Park; 4th Street Corridor in St. Petersburg, etc.

Pearl District, Portland Image Source: ArchDaily

Station Area Typologies

Suburban Neighborhood Center

Low-Moderate density: 10-15 dwelling units/acre.
Target Floor Area Ratio: .5-2
Building Height (stories): 1-3

Examples: Hyde Park Village in Tampa, Wesley Chapel at State Road 56 in Pasco County with a focus on residential and entertainment

Fruitvale Village, Oakland, CA.
Image Source: The Unity Council

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Putting Best Practices to Work

Conceptual TOD in Tampa Bay

Pinellas County: Gateway/Carillon

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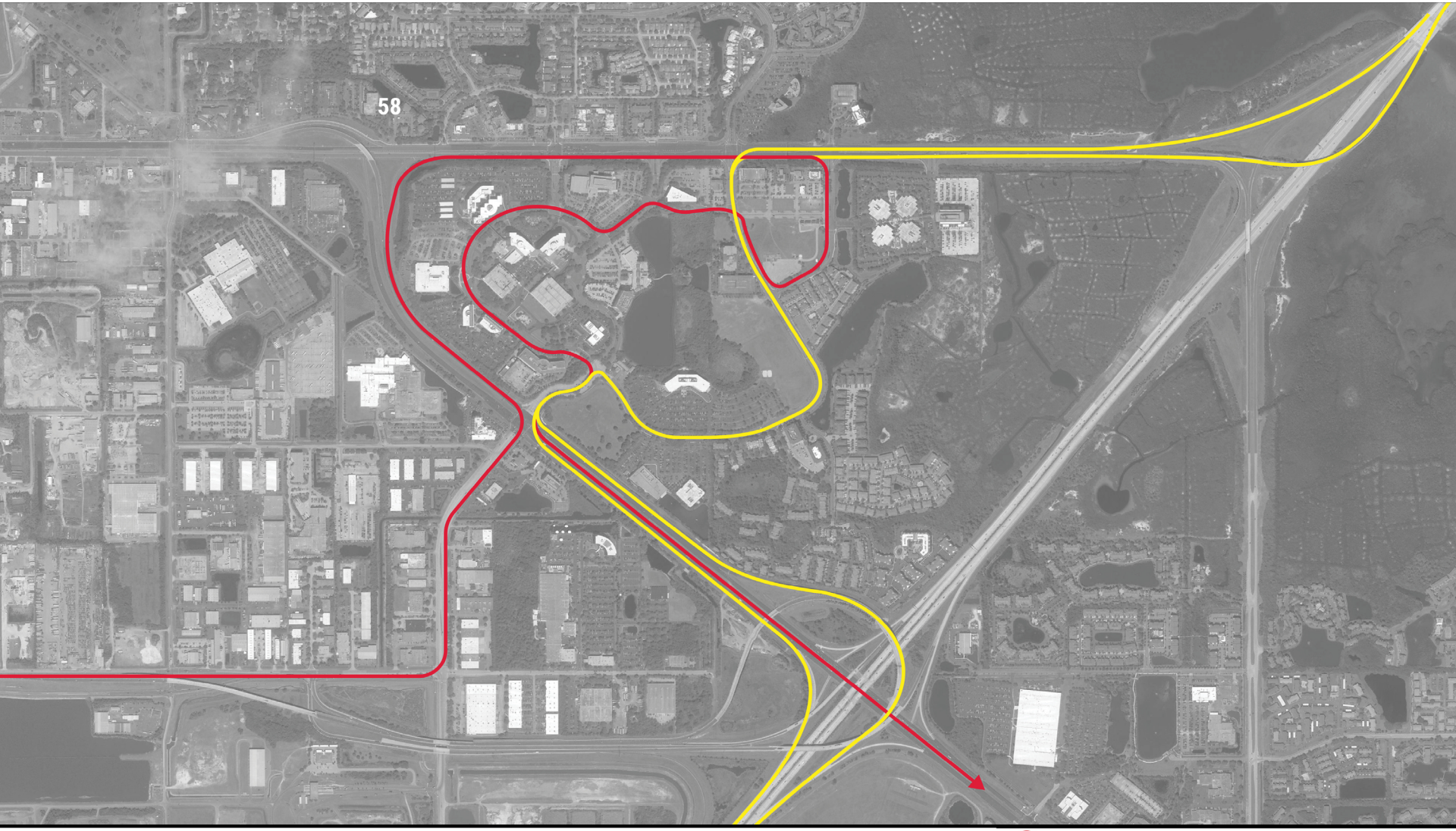
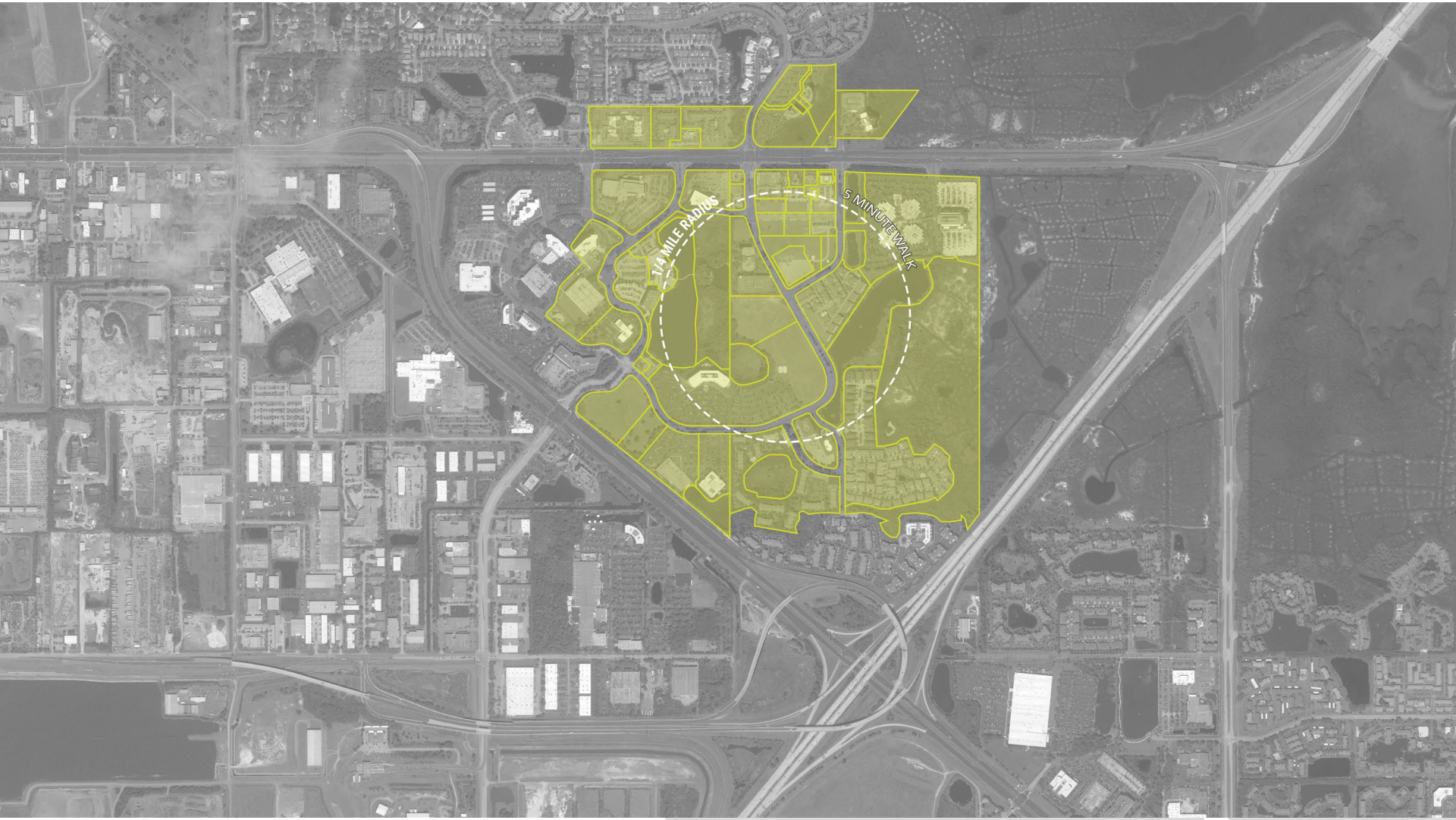
Putting Best Practices to Work – Gateway/Carillon



Putting Best Practices to Work – Gateway/Carillon



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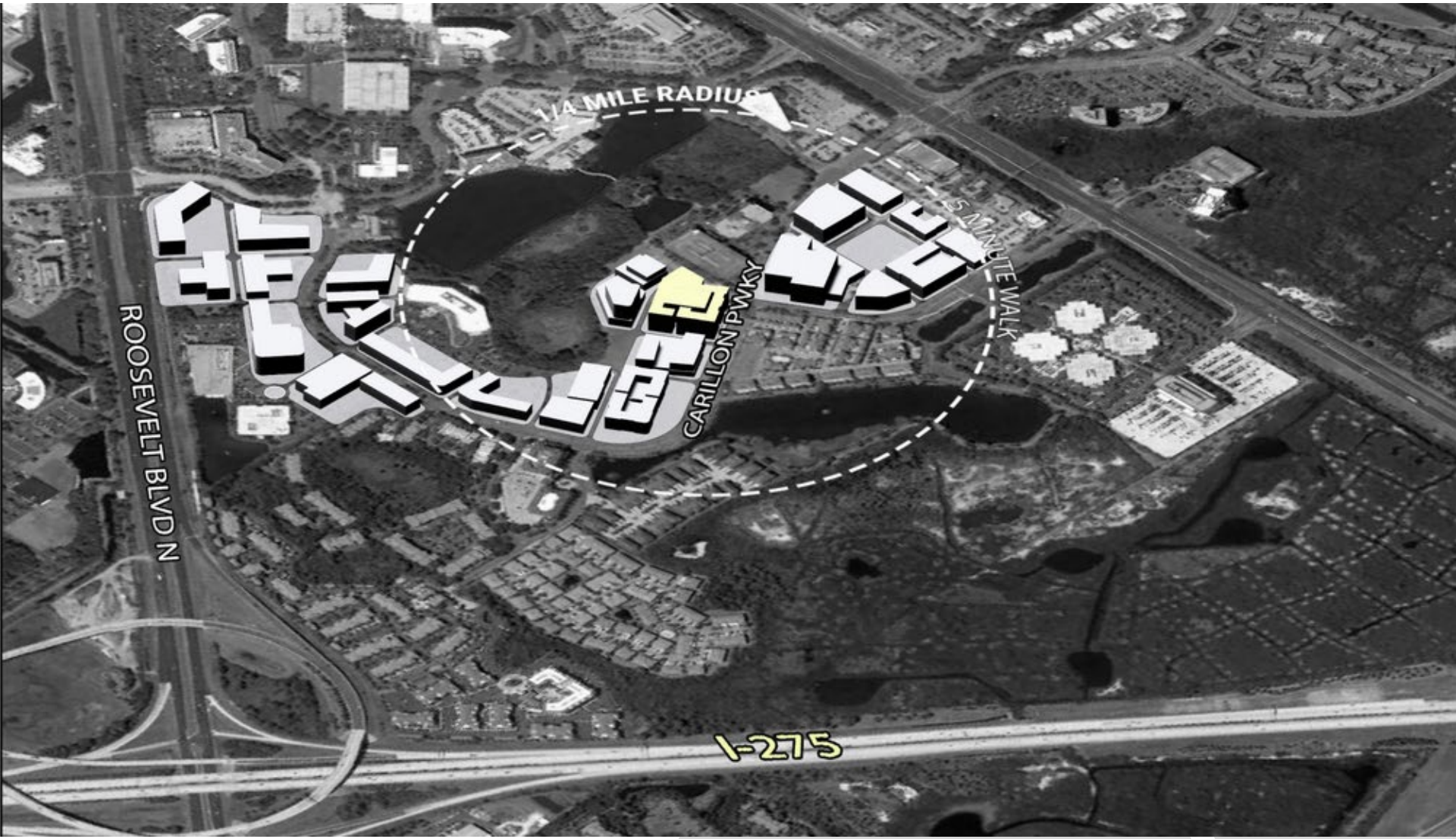

Pinellas County: Gateway/Carillon

Total Square Feet: 7,192,388

Putting Best Practices to Work – Gateway/Carillon

Bus Rapid Transit Key Features:

-Platform-Level Boarding
-Median Alignment
-Dedicated Line
-Self Service Fare Collection
-Alternate Pavement Color

Big Takeaways: Questions to Ask

Have we established goals with measurable outcomes?

Have we identified priority station areas to maximize return on investment?

Have we established zoning for TOD which leverages value capture strategies?

Have we created design standards which demand walkable, compact developments that will support transit while expressing the unique identity of our communities?