To Shape or Serve: Transit & Land Use Forum
Tina M. Votaw, Charlotte Area Transit System (CATS)
What’s the Strategy?

Balanced Approach: Invest in both Streets and Transit

First to shape, i.e. manage growth
  Proactive transit planning & land use

Then to serve, i.e. offer choice

  Protect and Grow
  Long-term Economic Survivability & Competitive Advantage
Case Study: LYNX Blue Line Light Rail

- Opened Nov. 2007 - $463M
- 9.6 miles, 15 stations
  - 7 park and ride facilities
- 7 days a week
  - 5 a.m. to 1 a.m.
- Service frequency
  - Rush hour: 10 min.
  - Non-rush hour: 15 min.
Development and the LYNX Blue Line
Park Avenue Condos and Retail
Mosaic South End

Approx. 270 apartments
The Ashton

Approx. 310 apartments
The “C” (The Circle) LEED Certified
3030 South
Woodfield Silo’s at South End
Colonial Reserve at South End
New Publix
Grocery Store + Retail

Camden Southline Apartments
New rehab
8 condo/office suites
Transit, TOD - Lessons Learned

+ Attractive, high quality transit is a key ingredient to city building
+ Recognize significant demographic shifts
  ✓ Millennials
  ✓ Baby boomers
+ Providing Choices

+ Private sector -
  ✓ Has a sense of urgency & need for some level of predictability from public sector
  ✓ Values permanence of infrastructure (fixed -- Rail? BRT?)
  ✓ Market readiness – TOD has to “make sense” – 3 different market cycles in 10 years

+ Public Sector -
  ✓ Set realistic expectations about development pace
  ✓ Strive for urban design excellence – including the first 20 feet
  ✓ Promote a better understanding of “density”
  ✓ Consider targeted infrastructure investment (complete streets, trails, open space, signage)
Future Train Station
Approximately 25 miles to downtown DC
Potomac Shores, Virginia
Casey Tischer, Freehold Capital Management
To Shape or Serve? Transit, Government Policies and Impacts on Land Use

June 3, 2015
North Bethesda, MD
White Flint Sector Plan
Pike & Rose
North Bethesda, MD
Rockville Pike Tomorrow
North Bethesda, MD

Source: Glatting Jackson, etal
Rockville Pike Tomorrow
North Bethesda, MD

Source: Glatting Jackson, et al
Sparse existing road network

10 Additional Lanes East/West
6 Additional Lanes North/South

Source: Glatting Jackson, et al
Existing Transportation Conditions
North Bethesda, MD
Metro and Rapid Transit
North Bethesda, MD
Walkability
North Bethesda, MD
Bikability
North Bethesda, MD
Assembly Row
Somerville, MA
Aurora Ave N

Highway 99 runs from Canada to Mexico

3 miles in Shoreline

45K trips/day
Two ways to motivate development
#1
Motivate development by lowering costs
Shoreline’s story

SR99 its Main Street
Aurora Corridor Project

$130 million or $4,100 per frontage foot
Aurora Corridor Project

Landscaping, Sidewalks, and Bicycle path
Aurora Corridor Project

“BAT” Lanes
(Business Access + Transit)
Cost cutting tools

- Property Tax Exemption for Multifamily
- Horizontal mixed use
- Townhome fee simple code
- Use of Planned Action EIS
#2
Motivate development by raising revenues
Story 1
Aurora Square

Sears

CRA
Phase Zero
Story 2
BRT Lifestyle

Corridor living
No need for car
Multi-generational
Diverse
Early Results
Multifamily investment

4 or 5-stories of wood over concrete first floor built to commercial standards
Office investment

Owner-occupied

Multiple-story with surface parking
Retail

New KIA dealership

IRS-seized strip club became church offices and coffee shop
Revenue raising tools

- Make parks used
- Tout schools
- Claim “Best of” monikers
- Integrate multifamily dwellers
“America has lots of highway corridors. Figuring out how to improve them is way cool.”
Thanks!

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