

To Shape or Serve: Transit & Land Use Forum

Tina M. Votaw, Charlotte Area Transit System (CATS)



What's the Strategy?

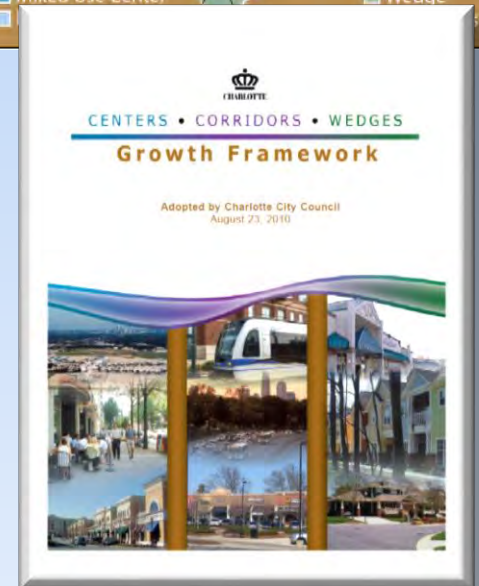
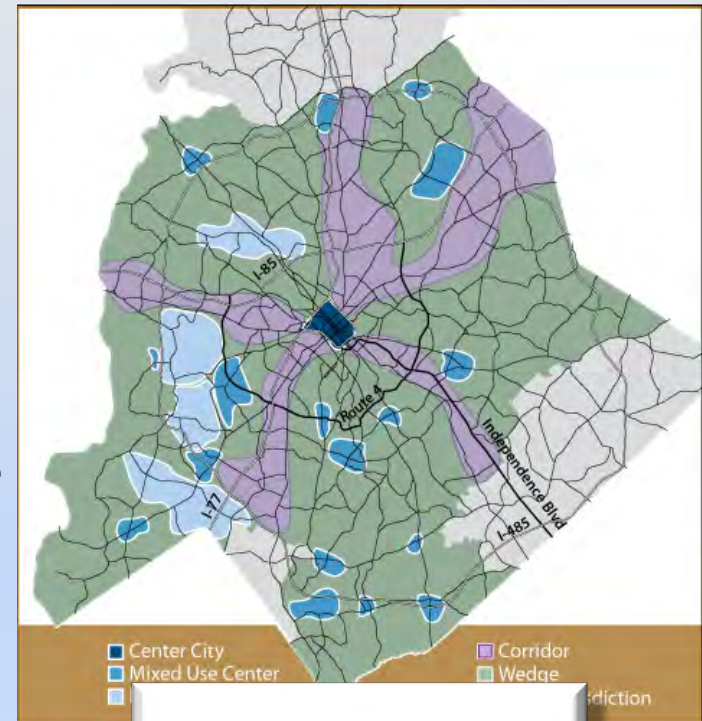
**Balanced Approach: Invest in both
Streets and Transit**

**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

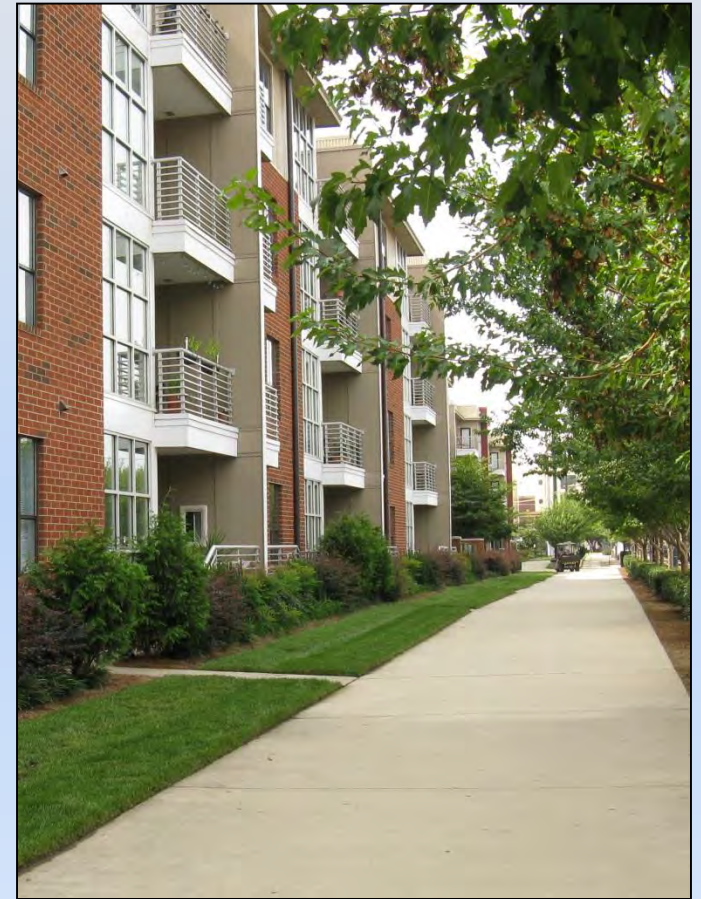
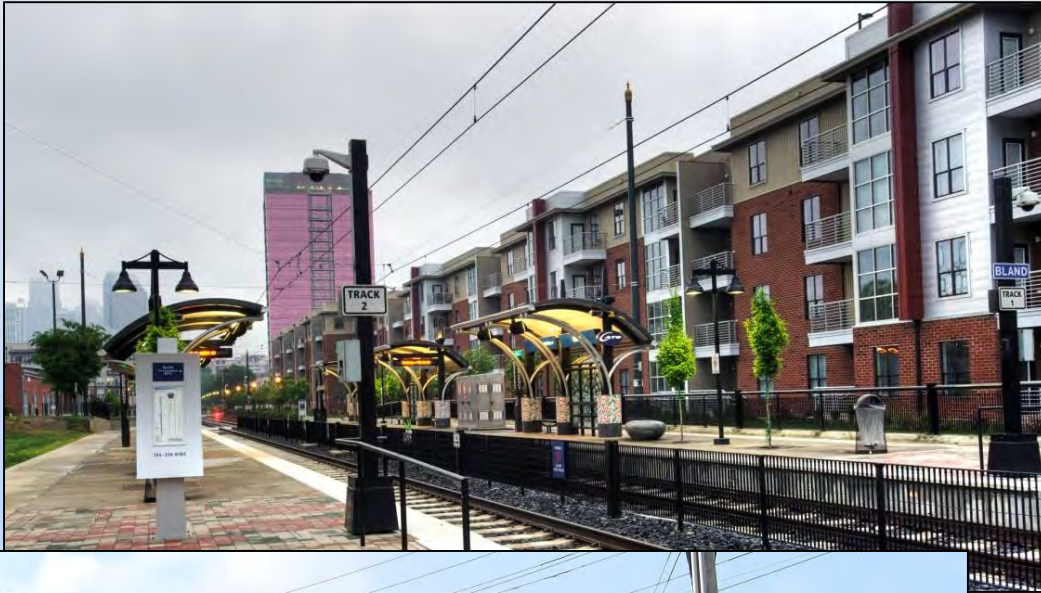


Approx. 310 apartments

The Fountains at New Bern



The "C" (The Circle) LEED Certified



3030 South



Woodfield Silo's at South End



Colonial Reserve at South End



Cambridge Properties Carson Street Station



New Publix
Grocery Store
+ Retail

Camden
Southline
Apartments



Shops at Southline Publix

Image # 150220 0163
Date : 02.20.2015
Photo 888.542.0231



New rehab
8 condo/office suites

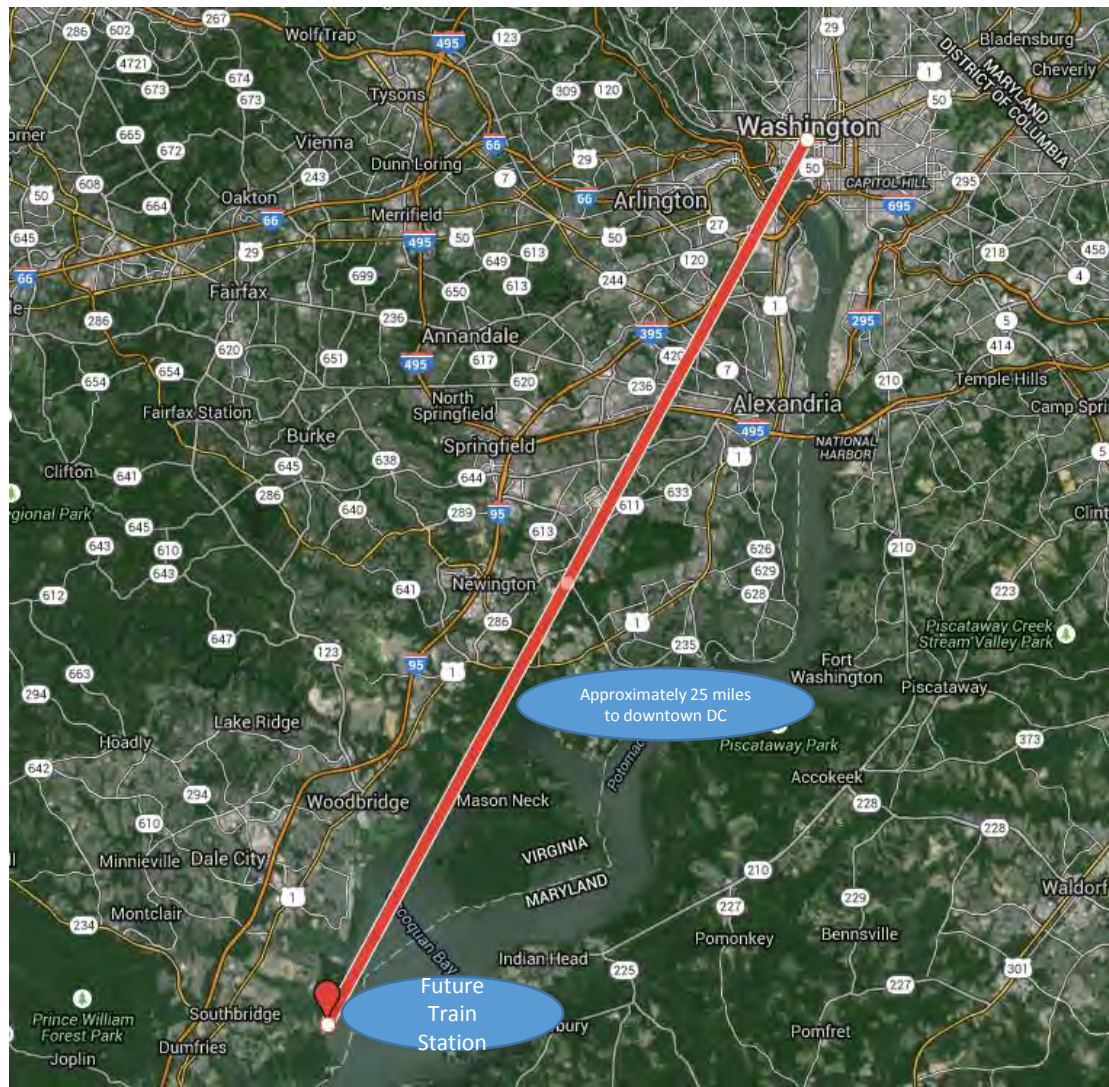


Transit, TOD - Lessons Learned

- + 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)





Potomac Shores, Virginia
Casey Tischer, Freehold Capital Management

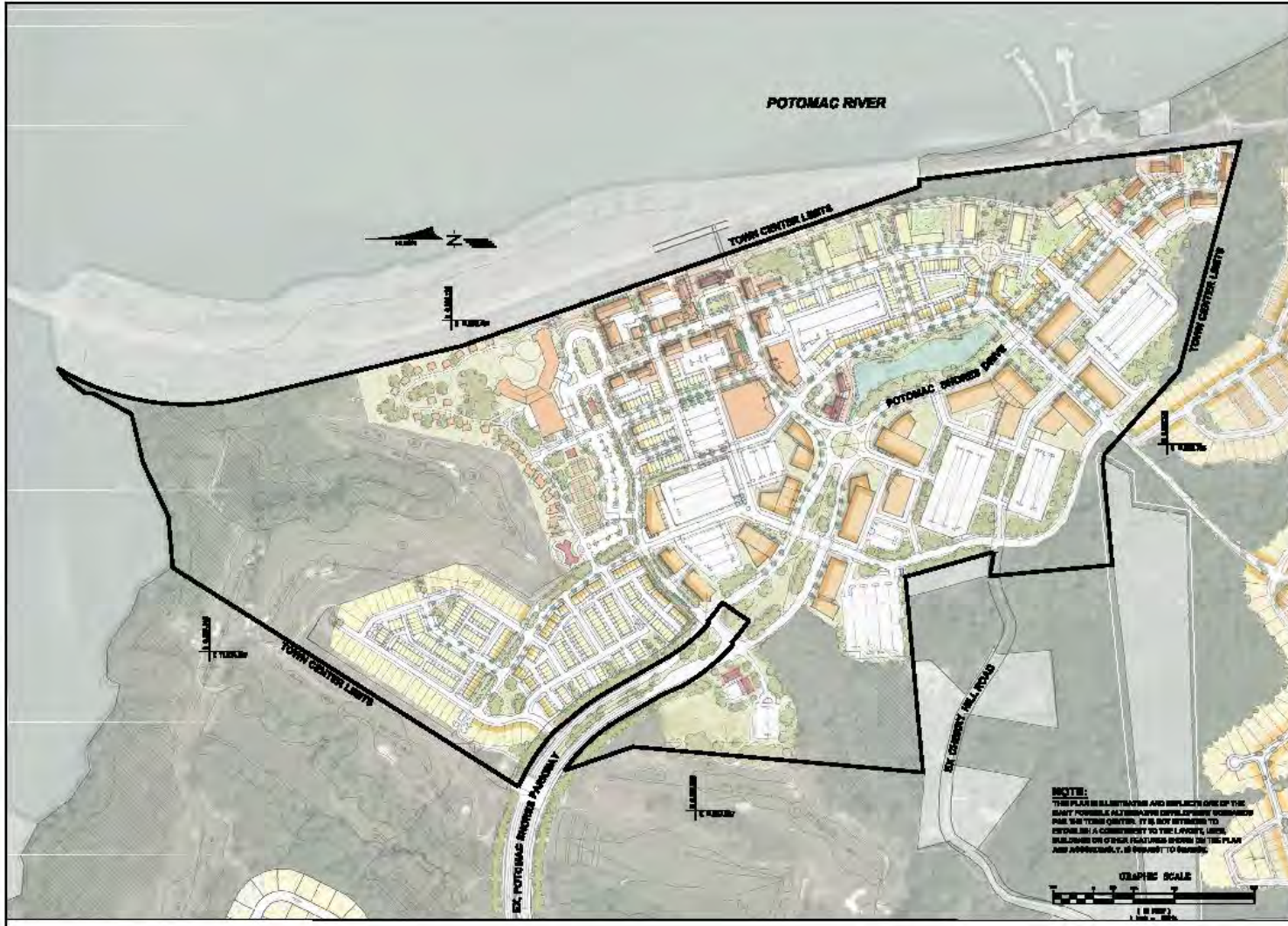


HART HOWERTON

POTOMAC SHORES
Prince William County, Virginia

Community Map





NOTE:
 THIS PLAN IS ILLUSTRATIVE AND EMPHATICALLY NOT TO BE CONSIDERED AS A COMMITMENT TO THE TOWN'S LAND, BUILDINGS OR OTHER FEATURES SHOWN IN THE PLAN AND APPROVED, IT IS SUBJECT TO CHANGE.



ILLUSTRATIVE PLAN POTOMAC SHORES TOWN CENTER SPECIAL USE PERMIT PLAN PRINCE WILLIAM COUNTY, VIRGINIA SCALE: N/A DATE: MAY 2012 CIP-001	
SHEET NO. 12457	TOTAL SHEETS 12457



To Shape or Serve? Transit, Government Policies and Impacts on Land Use

June 3, 2015



Washington, DC Region



Rapid Transit

Montgomery County, Maryland



Metro

Washington, DC Region



North Bethesda, MD

White Flint Sector Plan



Pike & Rose

North Bethesda, MD



sport&health



stella barra
PIZZERIA

iPic
THEATERS



SUMMER HOUSE
SANTA MONICA™



Pike & Rose

North Bethesda, MD



Pike & Rose

North Bethesda, MD



Rockville Pike Today

North Bethesda, MD



Rockville Pike Tomorrow

North Bethesda, MD



Source: Glatting Jackson, et al



Rockville Pike Tomorrow

North Bethesda, MD



Source: Glatting Jackson, et al



Street Grid

North Bethesda, MD



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



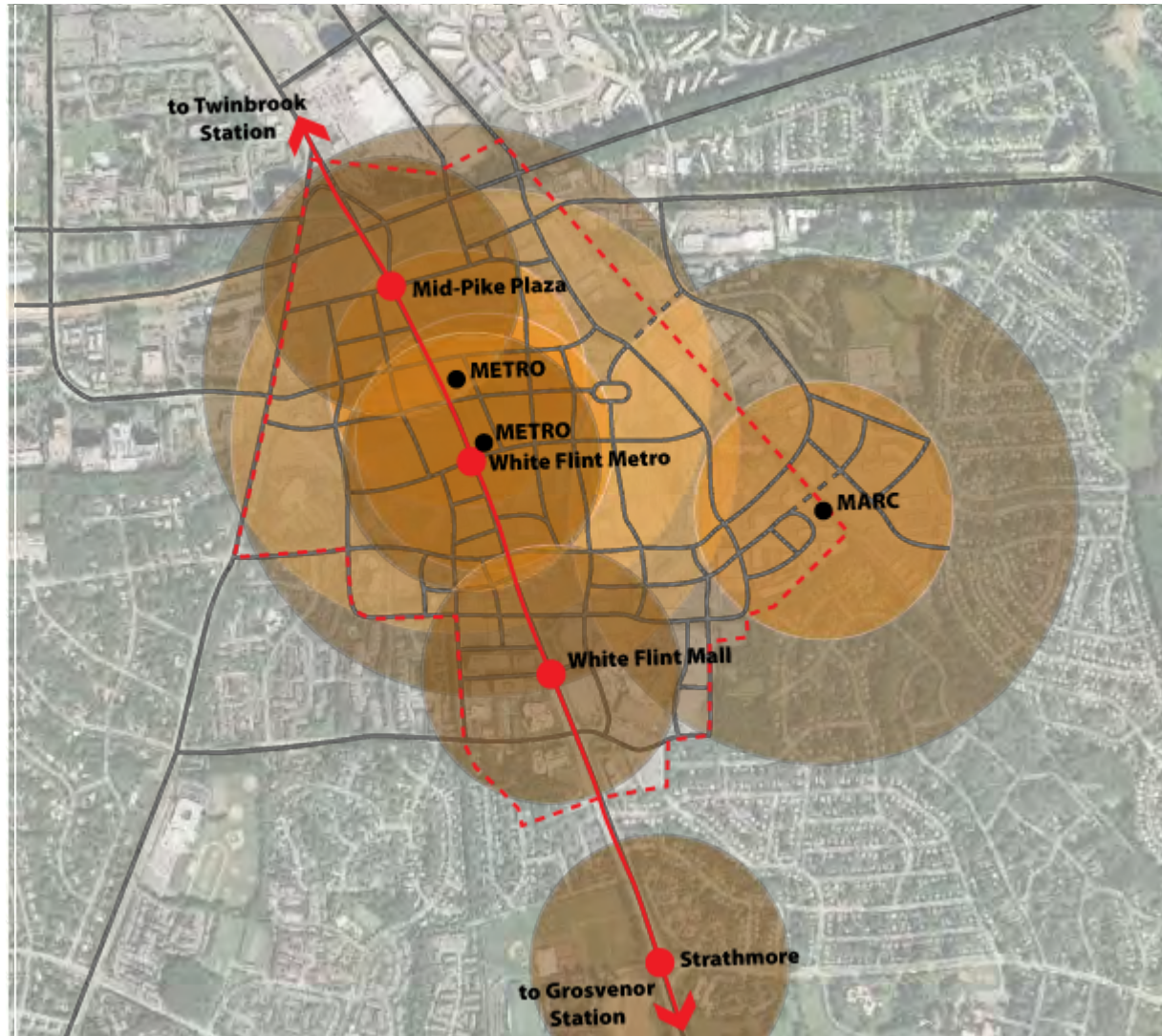
Local Circulator

North Bethesda, MD



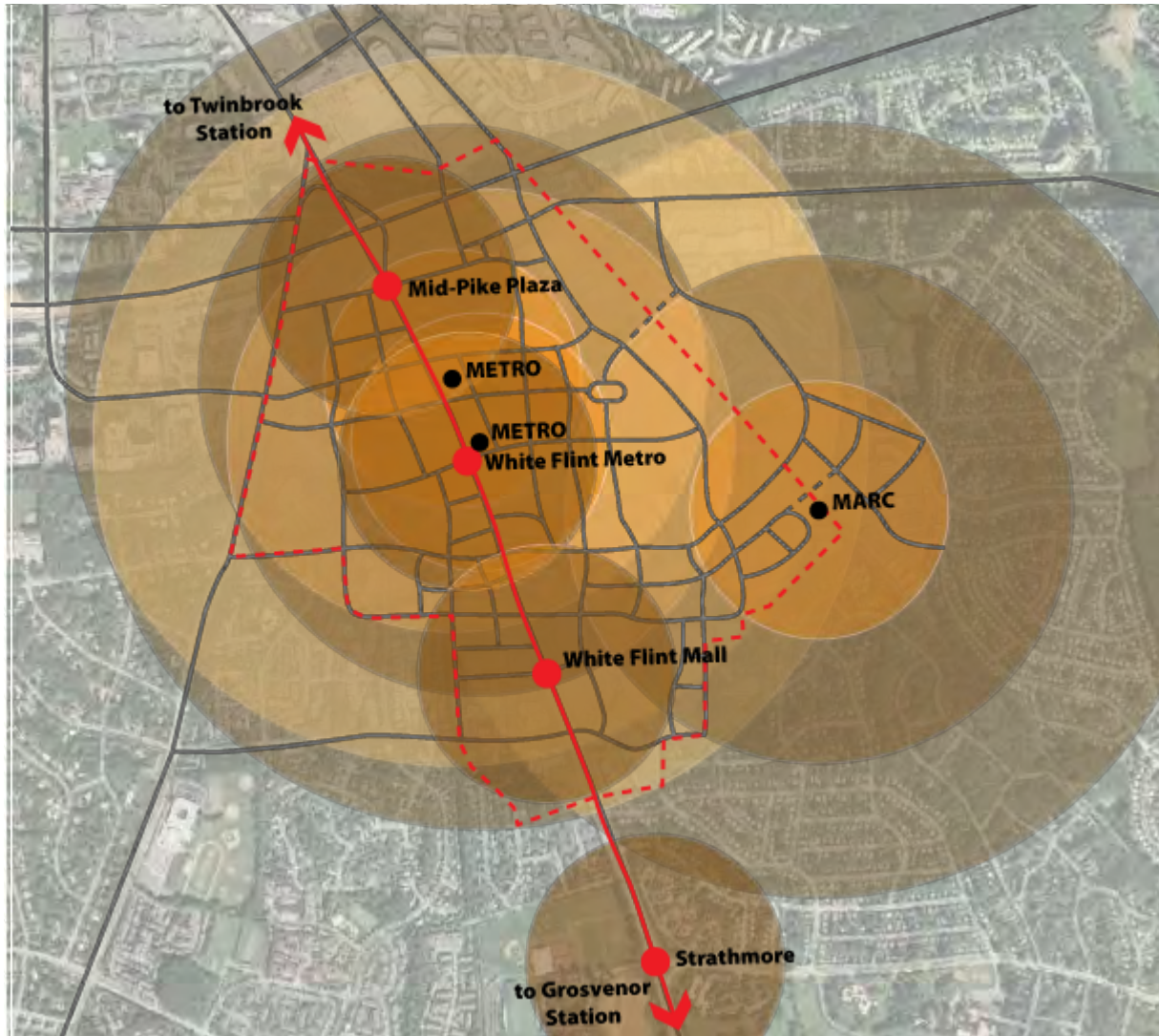
Walkability

North Bethesda, MD



Bikability

North Bethesda, MD



Metro

Washington, DC Region



Purple Line

Montgomery County, Maryland



Bethesda Row

Montgomery County, Maryland



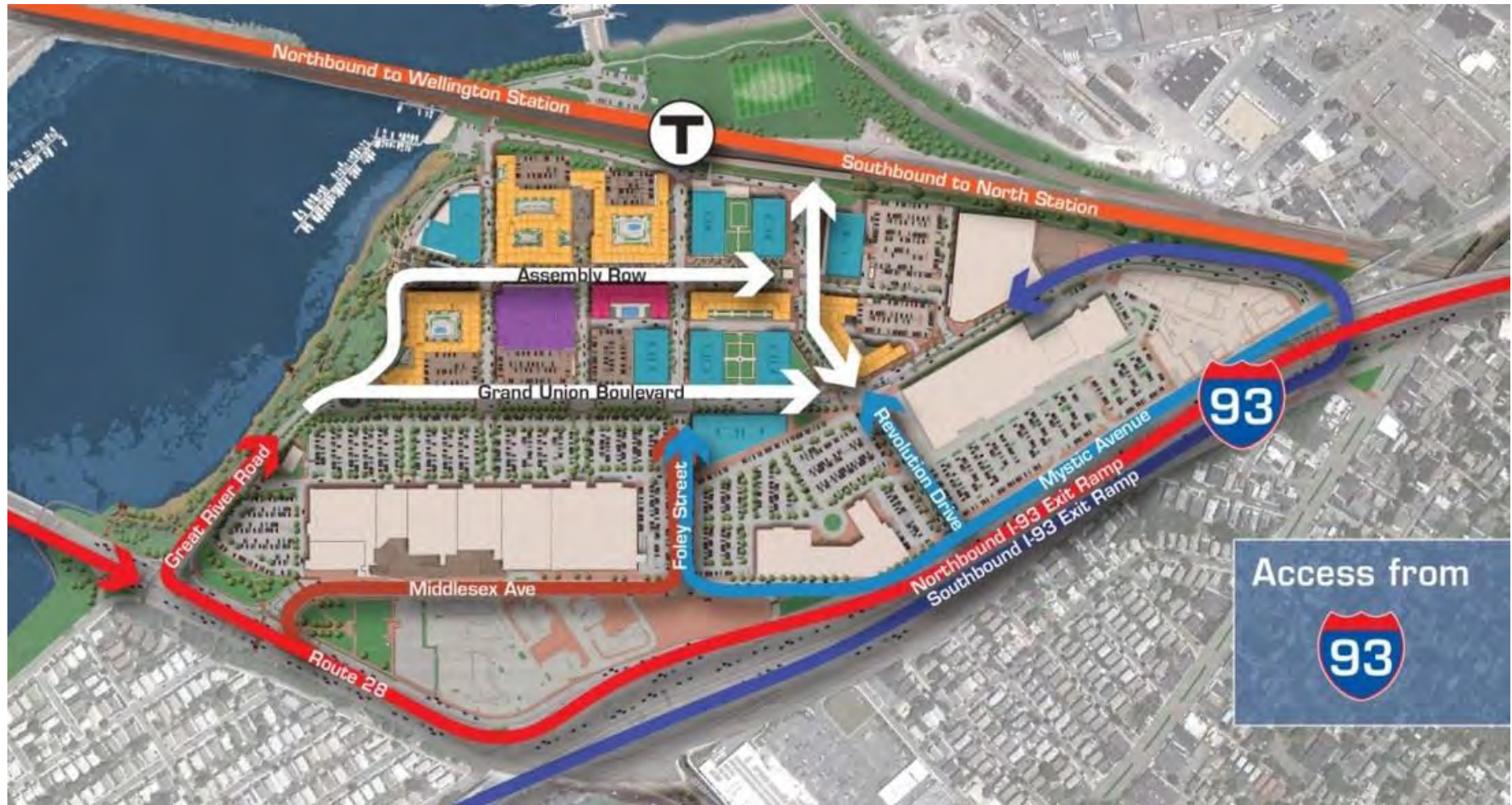
Bethesda Row

Montgomery County, Maryland



Assembly Row

Somerville, MA



Assembly Row

Somerville, MA







Tommy Mann

tmann@federalrealty.com
301.998.8100

www.federalreatly.com

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Aurora Corridor Project

Shoreline,
Washington



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

Deep thoughts

by Dan Eernisse

“America has lots of highway corridors. Figuring out how to improve them is way cool.”



Thanks!

Dan Eernisse

deernisse@shorelinewa.gov

206-391-8473

