



SO YOU WANT A TRAIN STATION?

TOD Tools to  
Help Make it Happen

FLORIDA APA CONFERENCE

September 2013

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Strategic Development Coordinator  
Treasure Coast Regional Planning Council

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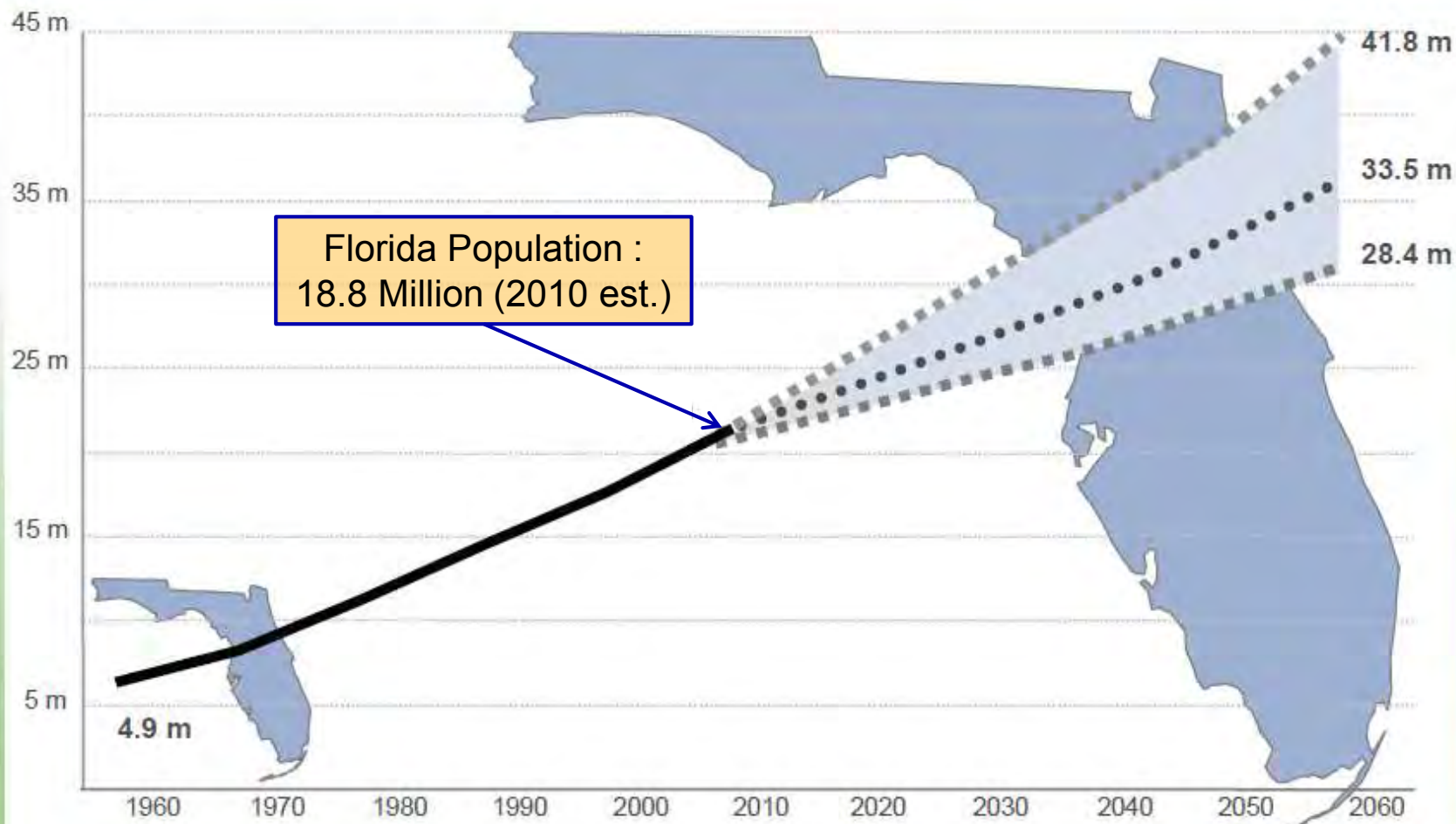
# THE FLORIDA TOD GUIDEBOOK

## IMPLEMENTING Transit Oriented Development IN A FLORIDA CONTEXT

*A Project of the Florida Department of Transportation  
Produced by Treasure Coast Regional Planning Council*



# Demography: Population Still Growing



Source: U.S. Census; Bureau of Economic and Business Research (to 2035), FDOT projection (to 2060)

# Today's Transportation System Cannot Meet Increase in Demand

## CURRENT & FUTURE HEAVILY CONGESTED CORRIDORS





# Today's Transportation System Cannot Meet Increase in Demand

## CURRENT & FUTURE HEAVILY CONGESTED CORRIDORS





A Sample of Existing & Emerging Rail Projects in Florida

Location	Project	Corridor
Jacksonville	Downtown Enhancement Project	Broad/Jefferson/Bay/Forsyth
Jacksonville	North Corridor BRT	Norwood/Lem Turner Blvd
Jacksonville	Southeast Corridor BRT	Philips Highway (US 1)
Orlando	LYMMO Extension	Parramore
Orlando	East West LYMMO Extension	Central Boulevard
Tampa	MetroRapid North-South	Nebraska/Fletcher Avenues
Sarasota	North South BRT	Orange/Mound/US 41

## BRT Projects *Under Development*





Location	Project	Corridor
Gainesville	Blue Line /Santa Fe to Airport	Archer Road
Miami Dade	Metrorail Extension	North Corridor
Broward	Oakland Park Blvd.	Oakland Park Blvd
Broward	University Drive	University Drive
Broward	Hollywood/Pines Blvd	Hollywood/Pines Blvd. (A1A to US 27)
Broward/Palm Beach	SR 7/US 441	SR 7/US 441 (Sample Rd. - Glades Rd.)
Palm Beach	Glades Road	Glades Rd.
Broward	Central Broward E-W Transit	Sawgrass Expressway to Intracoastal Waterway
Orlando	Osceola Corridor	US 192
Orlando	SR 50 /UCF Connector	SR 50
Jacksonville	East Corridor BRT	Arlington Expressway/Southside Blvd/Beach Blvd
Jacksonville	Southwest Corridor BRT	Blanding Boulevard
Tallahassee	Tennessee Street	US 90/Mahan/Tennessee St
Pinellas County	Pinellas County AA	Howard Frankland/Gateway/St. Pete

More BRT ... *In the Works*

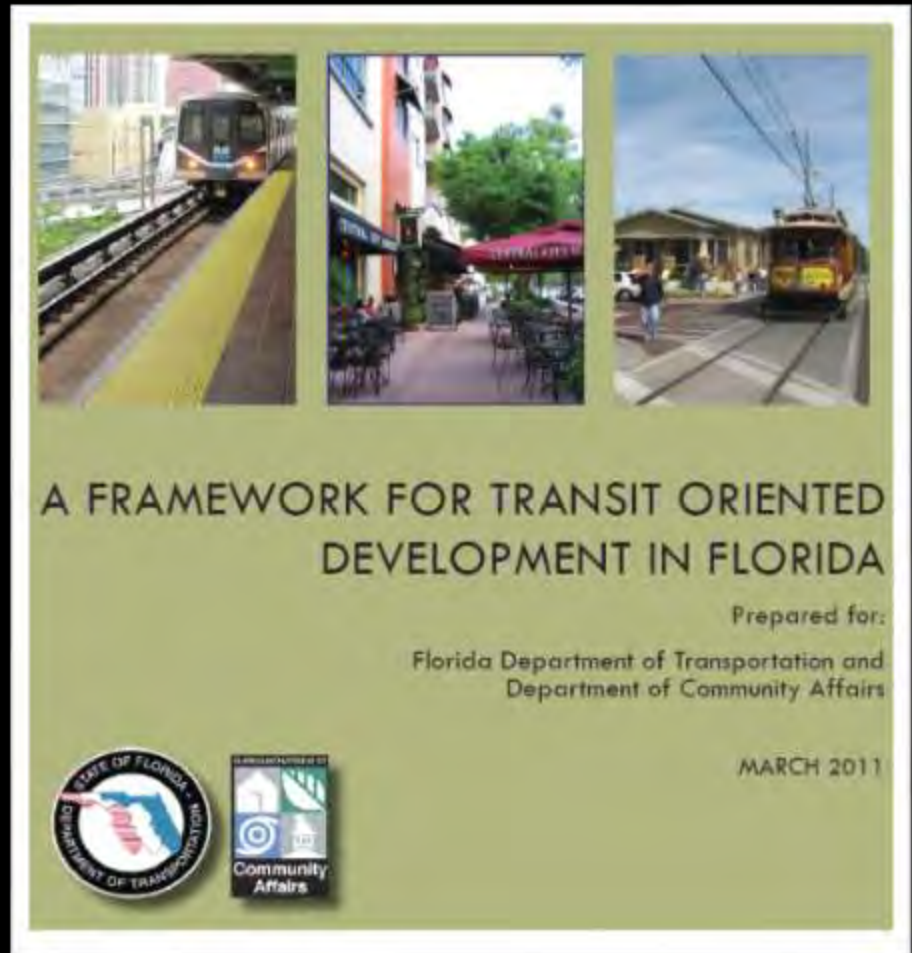
*The Big Questions:*  
How Will We Settle the Next  
10 (or 20) Million Floridians?



... And How Will They Move?

# Statewide TOD Framework

- Completed March 2011
- Two-year process
- TOD Definition
- Levels of Planning
  - System Level
  - Corridor Level
  - Station & Site Level
- Florida Place Types (Typology)
  - Characteristics
  - TOD “Targets” for Development

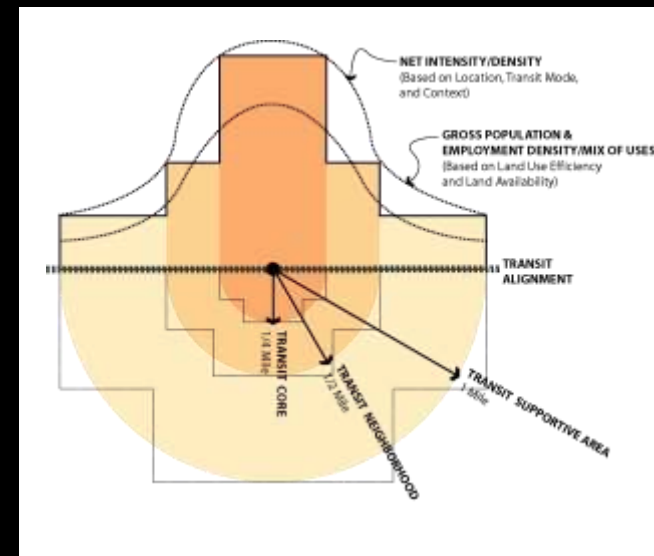


Available at [www.fltod.com](http://www.fltod.com)



# What is *Transit Oriented Development*?

- Development within  $\frac{1}{4}$  to  $\frac{1}{2}$ -mile of a “premium” transit station that is:
  - Compact; moderate to high density & intensity
  - Focuses the highest concentrations of uses within the first  $\frac{1}{4}$ - mile
  - Contains a strong mix of residential & employment uses
  - Maximizes walk access to transit
  - Characterized by streetscapes & urban form oriented to the pedestrian
  - Minimized parking
  - Reduced auto-orientation



# TOD vs. TAD



- Transit Oriented Development

vs.

- Transit Adjacent Development

- *Auto-oriented uses*
- *Large surface parking lots*
- *Suburban office campuses*
- *Big-box format retail*
- *Pedestrian unfriendly*



# TOD



*Winter Park, Florida*



# TAD



*Pompano Beach, Florida*

# Different Transit “Technologies”



**Intercity Passenger Rail (Amtrak)**



**Trolley or Streetcar**



**High Speed Rail**



**Commuter Rail (SunRail; Tri-Rail)**



**Local/Regional Bus**



**Bus Rapid Transit**



**Light Rail**



# TOD is Not a “One-Size-Fits-All”





# Why Transit?

For Every \$1 Spent on Transit,  
There is an \$8 Return

(in increased productivity, reduction of fuel consumption,  
increased land values, and reduced road construction)

*SOURCE: Cambridge Systematics*



# The New Real Estate Mantra

Location Near Public  
Transportation



MARCH 2013

## TRANSPORTATION NATION

### Real Estate Tip: Buy Near Transit

By Tom Lisi | 03/25/2013 – 12:01 pm

### Access to public transit tied to property values

NAR helps pay for study advocating transit-oriented development

BY TEKE WIGGIN, THURSDAY, MARCH 21, 2013.

Inman News®

AMERICAN PUBLIC MEDIA  
**Marketplace**  
February 17, 2011  
Home buyers are moving  
closer to public transit

THE BUFFALO NEWS

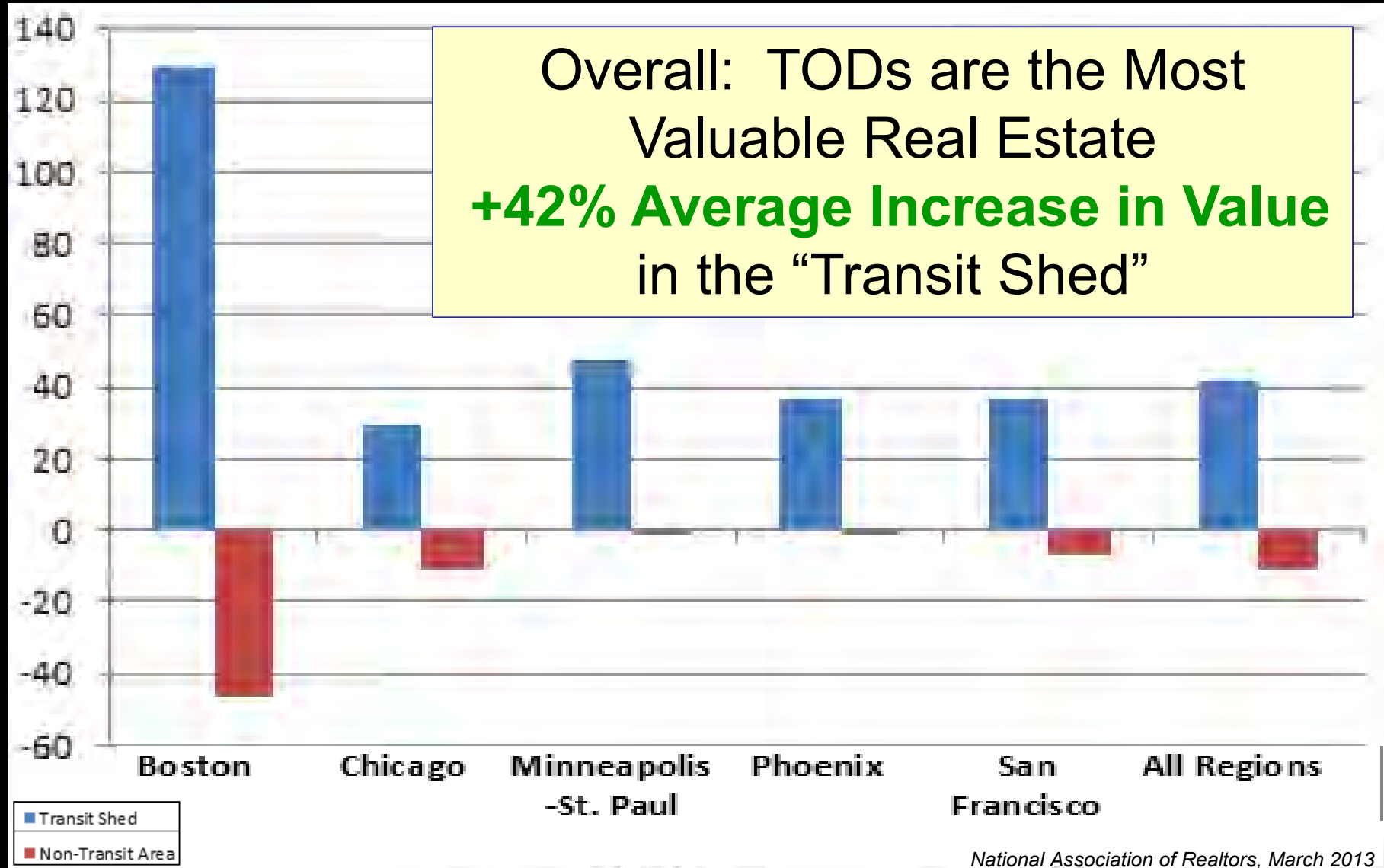
3/23/2013

### Development soars along Metro Rail

DC.STREETSBLOG.ORG 9/12/2011  
The Housing-Value Bonus for Rail Transit:  
10, 20, Even 50 Percent



# TOD & the “Transit Premium”







# Florida Transit-Oriented Development



Home

Phase I - TOD Framework

Project Background

Framework Document

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Project Background

Project Schedule

Research and Case Studies

Place Type Analyses

Pilot Locations

Model Policies/Codes

Florida TOD Handbook

Local Agency Training

Links

Search Site

Site hosted by TCRPC



## A FRAMEWORK FOR TRANSIT ORIENTED DEVELOPMENT IN FLORIDA

Prepared for:

Florida Department of Transportation and  
Department of Community Affairs

MARCH 2011



**Research and Case Studies**  
**200+ documents**

**TOD Typology**  
**Placetype Analysis**  
**Model Comp. Plan**  
**Policies & LDRs**

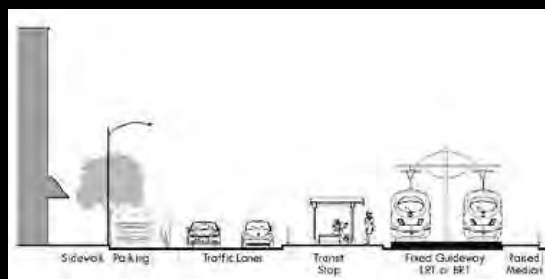
**[www.fltod.com](http://www.fltod.com)**

# Florida TOD Typology

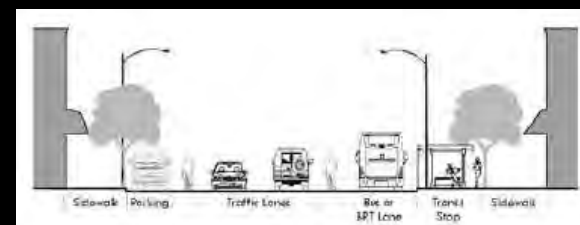
## REGIONAL CENTER



## COMMUNITY CENTER

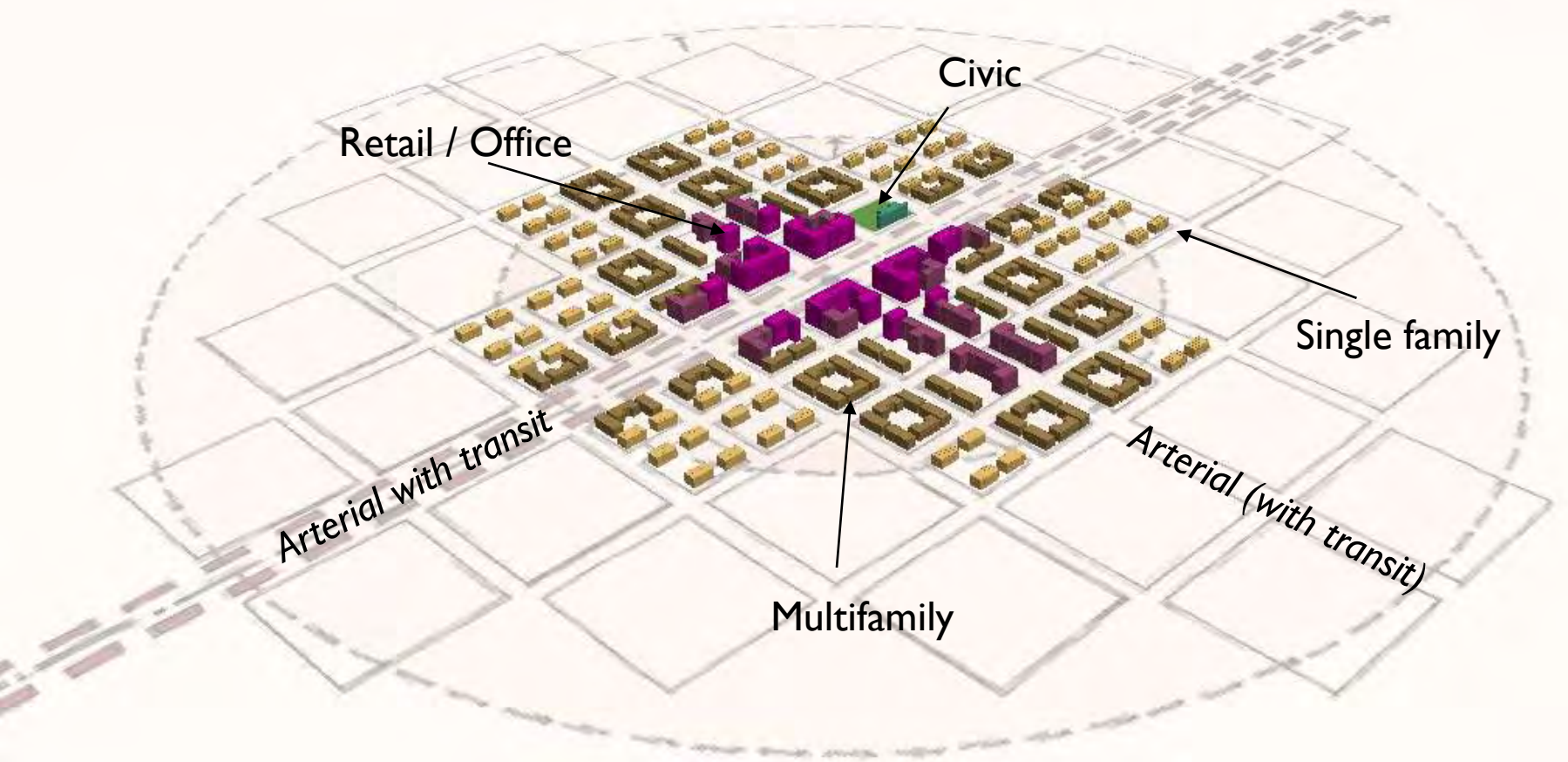


## NEIGHBORHOOD CENTER



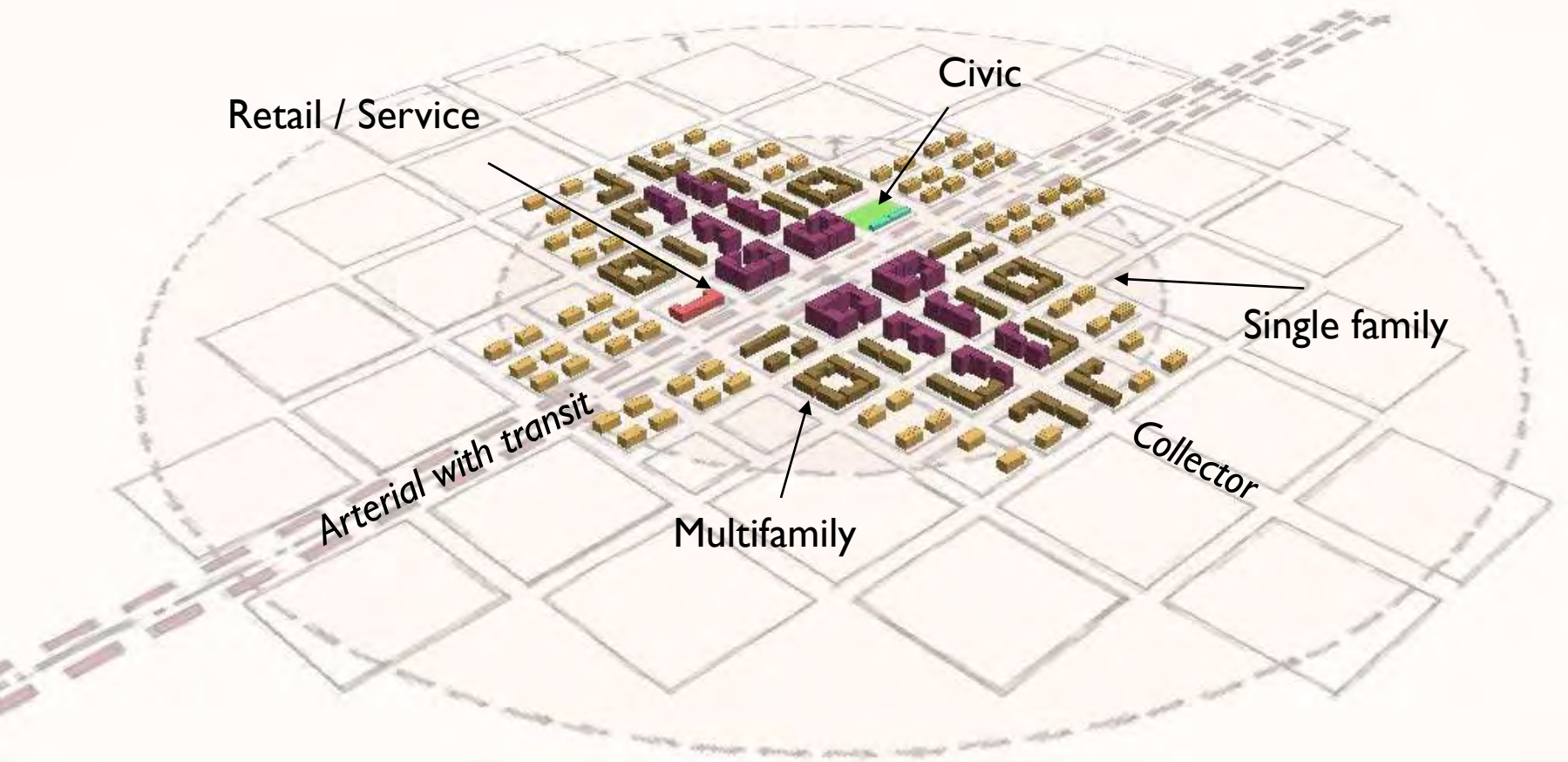


# Place Types – Regional Center

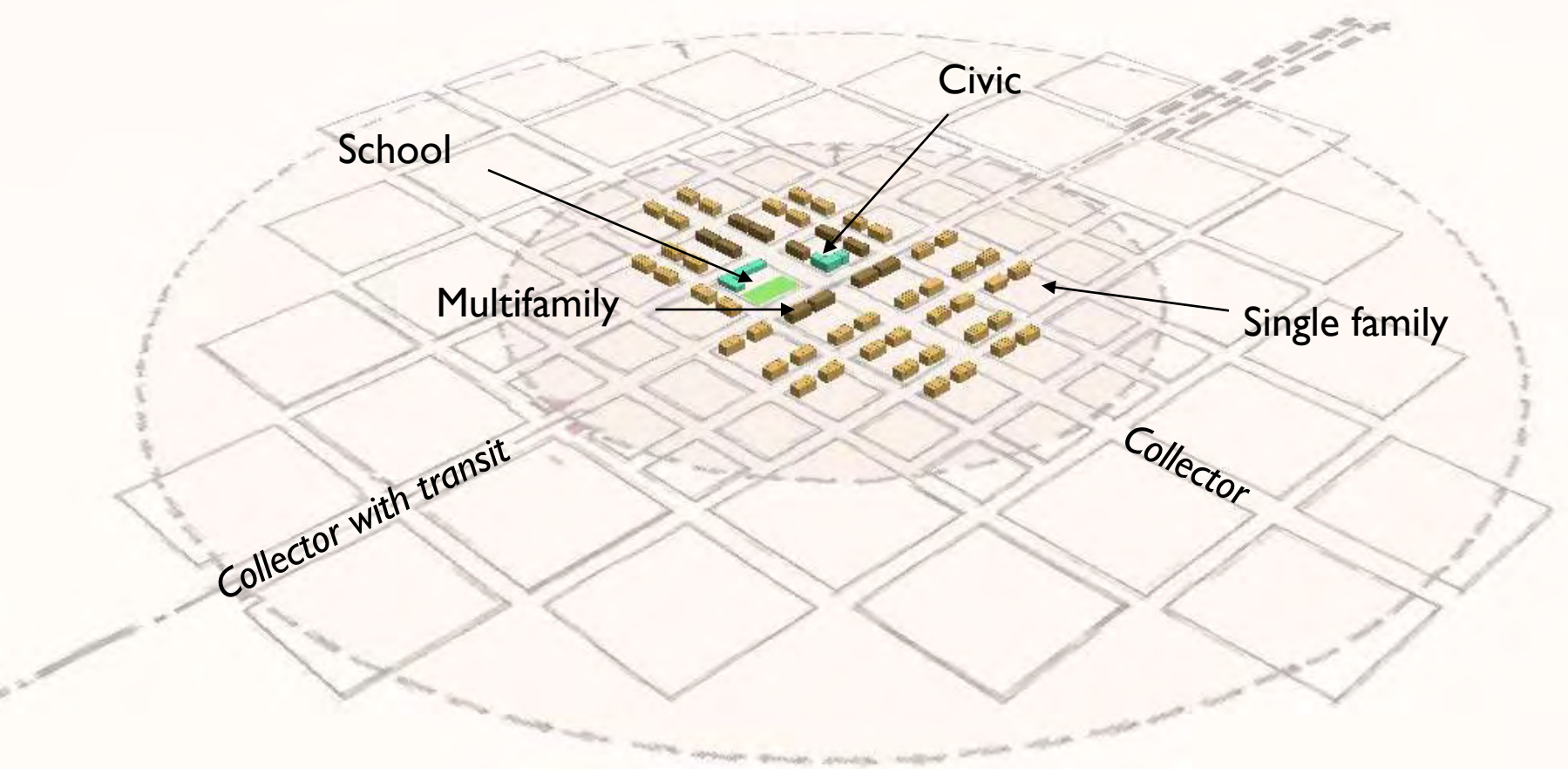




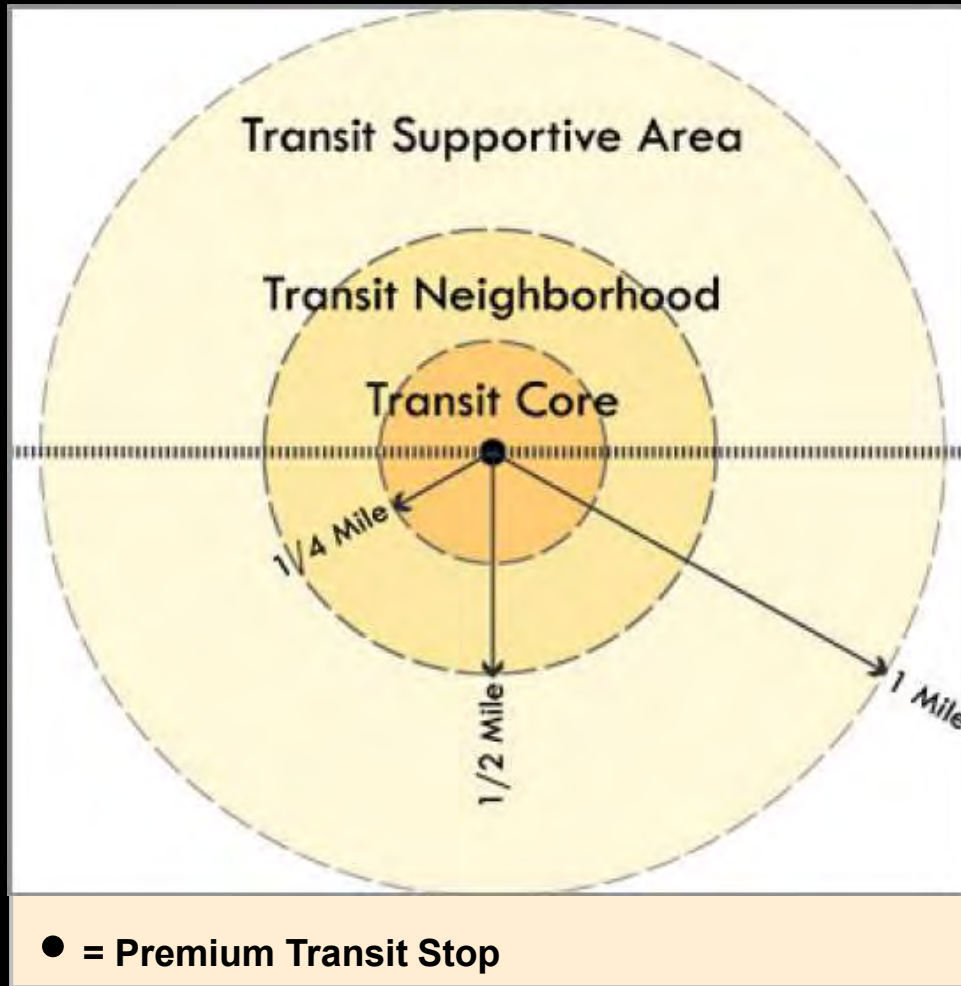
# Place Types – Community Center



# Place Types – Neighborhood Center



# Definitions



## **Transit Core:**

inner 1/4 –mile  
(125 acres)

## **Transit Neighborhood:**

outer 1/4 –mile  
(375 acres)

## **Station Area:**

1/2 –mile  
(500 acres)

## **Transit Supportive Area:**

1-mile  
(1,500 acres)



# Community Center Targets

		4	5	6
		Community Center		
		Heavy Rail	Commuter/Light Rail	Bus Rapid Transit/Bus
STATION AREA MEASURES	Gross Intensity/Density			
	Station Area Employment and Residential Units	23,000 - 30,000	15,000 - 23,000	7,000 - 15,000
	Station Area Total Residential Units	5,000 - 6,000	3,000 - 5,000	1,000 - 3,000
	Gross Residential Density (Dus/Acre)	35 - 65	25 - 35	10 - 20
	Station Area Total Employment	18,000 - 24,000	12,000 - 18,000	6,000 - 12,000
	Gross Employment Density (Jobs/Acre)	65 - 90	45 - 65	20 - 45
	Jobs/Housing Ratio (Jobs/Residential Units)	3 : 1		
	Mix of Uses			
SITE LEVEL MEASURES	Mix of Uses - % Residential / % Non-Residential	45% / 55%		
	Net Intensity/Density			
	Net Commercial Floor Area Ratio (FAR)	4.0 - 6.0	2.0 - 4.0	1.0 - 2.0
	Net Residential Density (Dwelling Units per Acre)	60 - 80	40 - 60	20 - 40
	Street Network and Building Design			
	Grid Density - Blocks per Square Mile for Vehicular, Bicycle, and Pedestrian Street Network	> 350	> 230	> 150
	Building Height (in Floors)	> 3	> 2	> 2
	Maximum Lot Coverage	80% - 90%	60% - 70%	40% - 50%
	Minimum Street Frontage	80% - 90%	70% - 80%	60% - 70%
	Parking			
	Maximum Residential Parking - Spaces per Residential Unit	1	1.5	2
	Maximum Non-Residential Parking - Spaces per 1,000 square feet	1	2	3
	Park & Ride	No	No	No

# Community TOD Targets

		Community Center
		Commuter/Light Rail
STATION AREA MEASURES	Gross Intensity/Density	
	Station Area Employment and Residential Units	15,000 - 23,000
	Station Area Total Residential Units	3,000 - 5,000
	Gross Residential Density (Dus/Acre)	25 - 35
	Station Area Total Employment	12,000 - 18,000
	Gross Employment Density (Jobs/Acre)	45 - 65
	Jobs/Housing Ratio (Jobs:Residential Units)	3 : 1
	Mix of Uses	
	Mix of Uses - % Residential / % Non-Residential	45% / 55%

# Community TOD Targets

SITE LEVEL MEASURES	Net Intensity/Density	
	Net Commercial Floor Area Ratio (FAR)	2.0 - 4.0
	Net Residential Density (Dwelling Units per Acre)	40 - 60
	Street Network and Building Design	
	Grid Density – Blocks per Square Mile for Vehicular, Bicycle & Pedestrian Street Network	>230
	Building Height (in Floors)	> 2
	Maximum Lot Coverage	60% - 70%
	Minimum Street Frontage	70% - 80%
	Parking	
	Maximum Residential Parking - Spaces per Residential Unit	1.5
	Maximum Non-Residential Parking – Spaces per 1,000 SF	2
	Park & Ride	No
	Park & Ride	No
	No	No



# Florida Place Type Analysis

## Regional

Miami  
Orlando

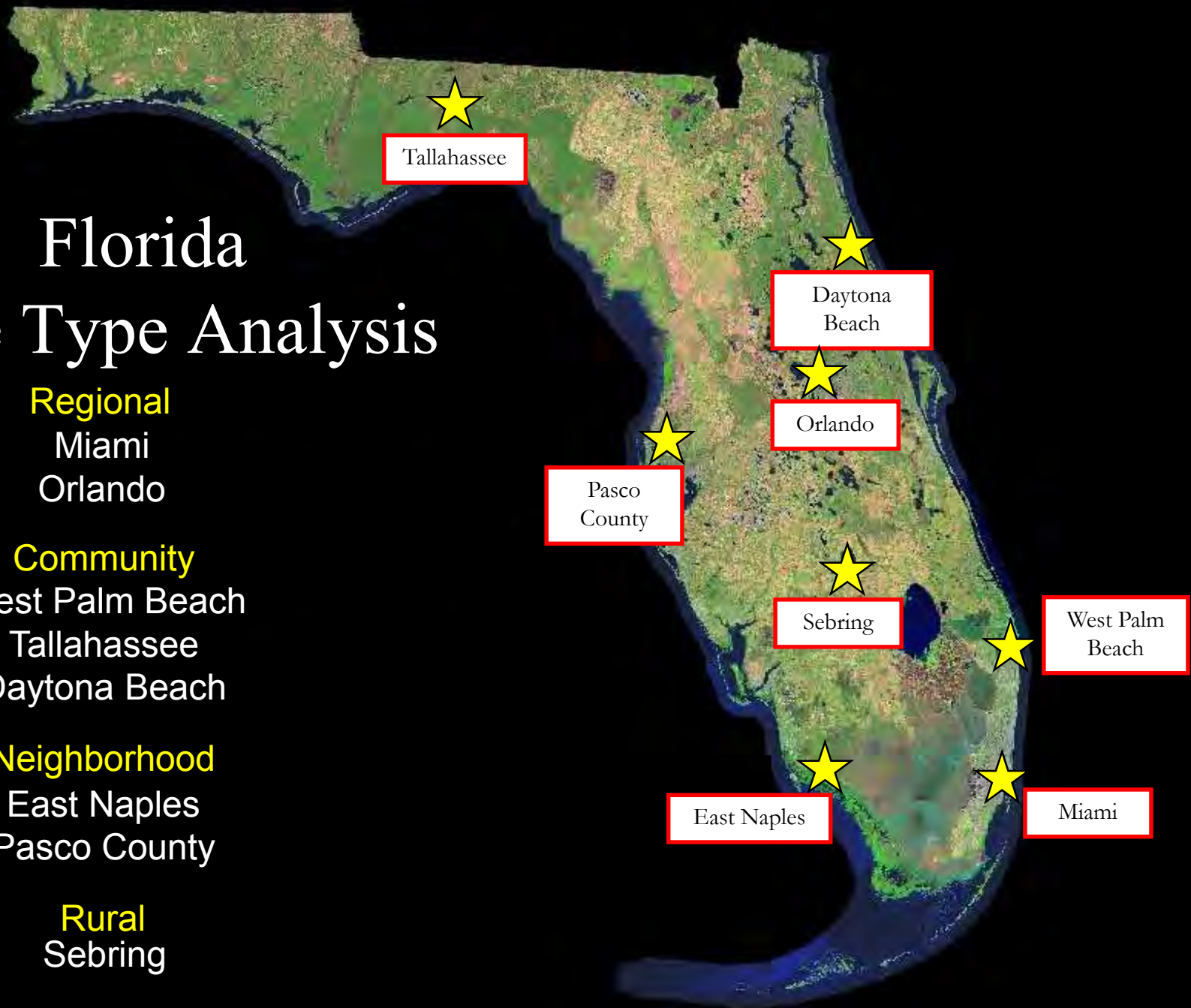
## Community

West Palm Beach  
Tallahassee  
Daytona Beach

## Neighborhood

East Naples  
Pasco County

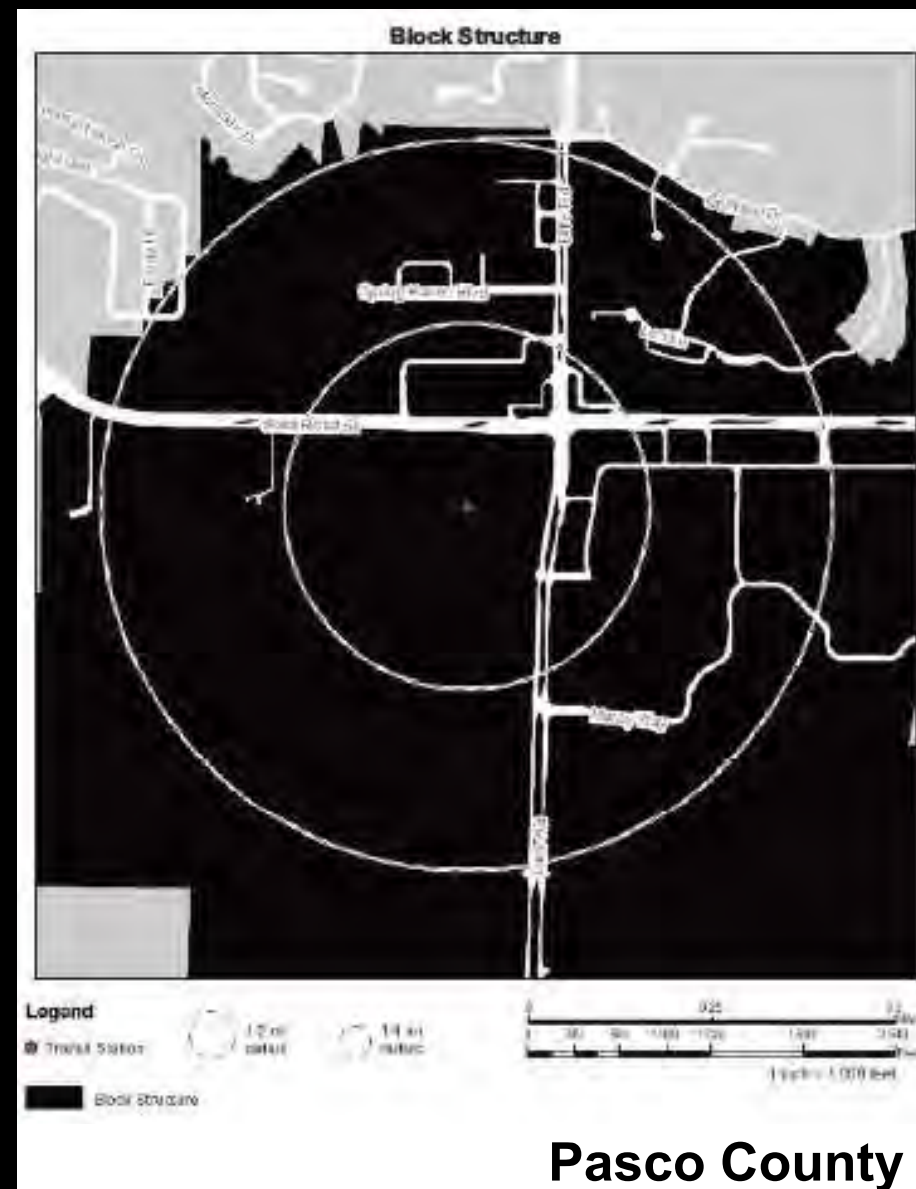
Rural  
Sebring



# Place Type Analyses – Map Series



# Street Network & Block Structure Map





# Findings – Street Network & Block Structure

**Integrity of the street and block network correlates to the community context (urban infill, suburban retrofit, greenfield)**

## Street & Block Network in TOD

- Interconnected Network
- Small Block Sizes
- High Block Grid Density
- Many Intersections
- Narrow Streets



**Sebring**

# Findings – Street Network & Block Structure

**Integrity of the street and block network correlates to the community context (urban infill, suburban retrofit, greenfield)**



**Collier County**



# Figure Ground Map

Figure Ground



Daytona Beach

Figure Ground

Revised 12/01/11

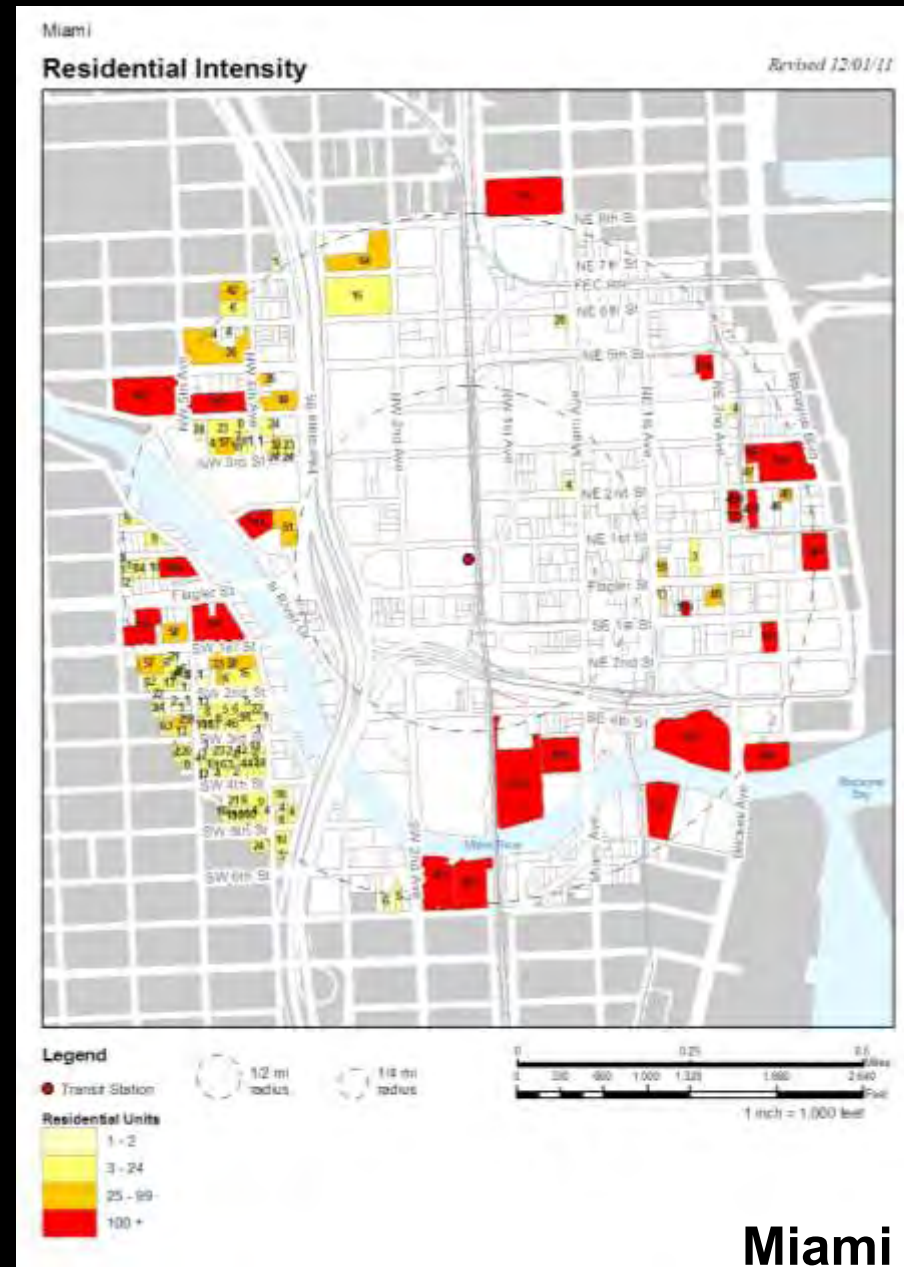


West Palm Beach



# Findings – Residential Land Uses

- Number of residential units tends to be below defined targets
- Only WPB Exceeded Residential Unit Threshold
- Geographical features other than transit station affect the location of residential uses
- Locations with higher numbers of residential units
  - Offer incentives (expedited review, zoning bonus)
  - Invest in Public Realm to Create a Desirable “Address” (CRA, DDA)
  - Utilize Urban Design Regulations

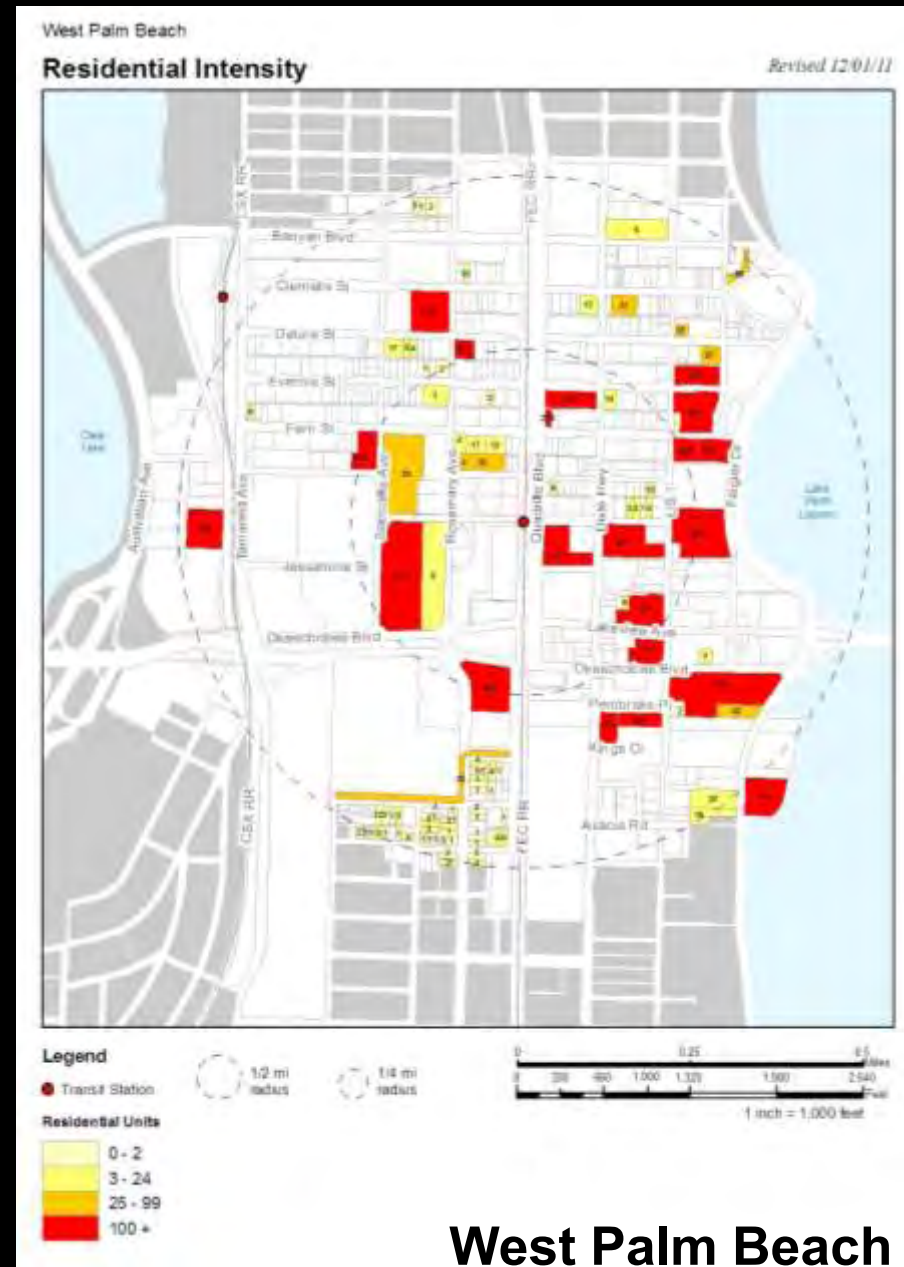


# Findings – Residential Land Uses

**Broad variation in building scale exists across station areas with all transit modes**



15-story Mixed-Use Condo = 235 du/ac  
Townhouses = 36 du/ac  
House w/ accessory dwelling = 14 du/ac





# Place Type Analyses – Findings

## Most Station Areas Have Substantial Vacant/Underutilized Land

Figure Ground

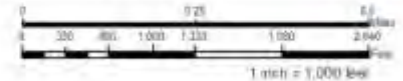
Revised 12/01/11



Tallahassee

Figure Ground

Revised 12/01/11



Miami



# Model Comprehensive Plan Language

- Definitions
- Future Land Use Element
- Transportation Element
- Capital Improvements Element
- Housing Element
- Intergovernmental Coordination Element

Commercial Building  
Net Floor Area Ratio

Residential/Mixed Use  
Building Net Density

Transit  
Alignment

3.0 FAR

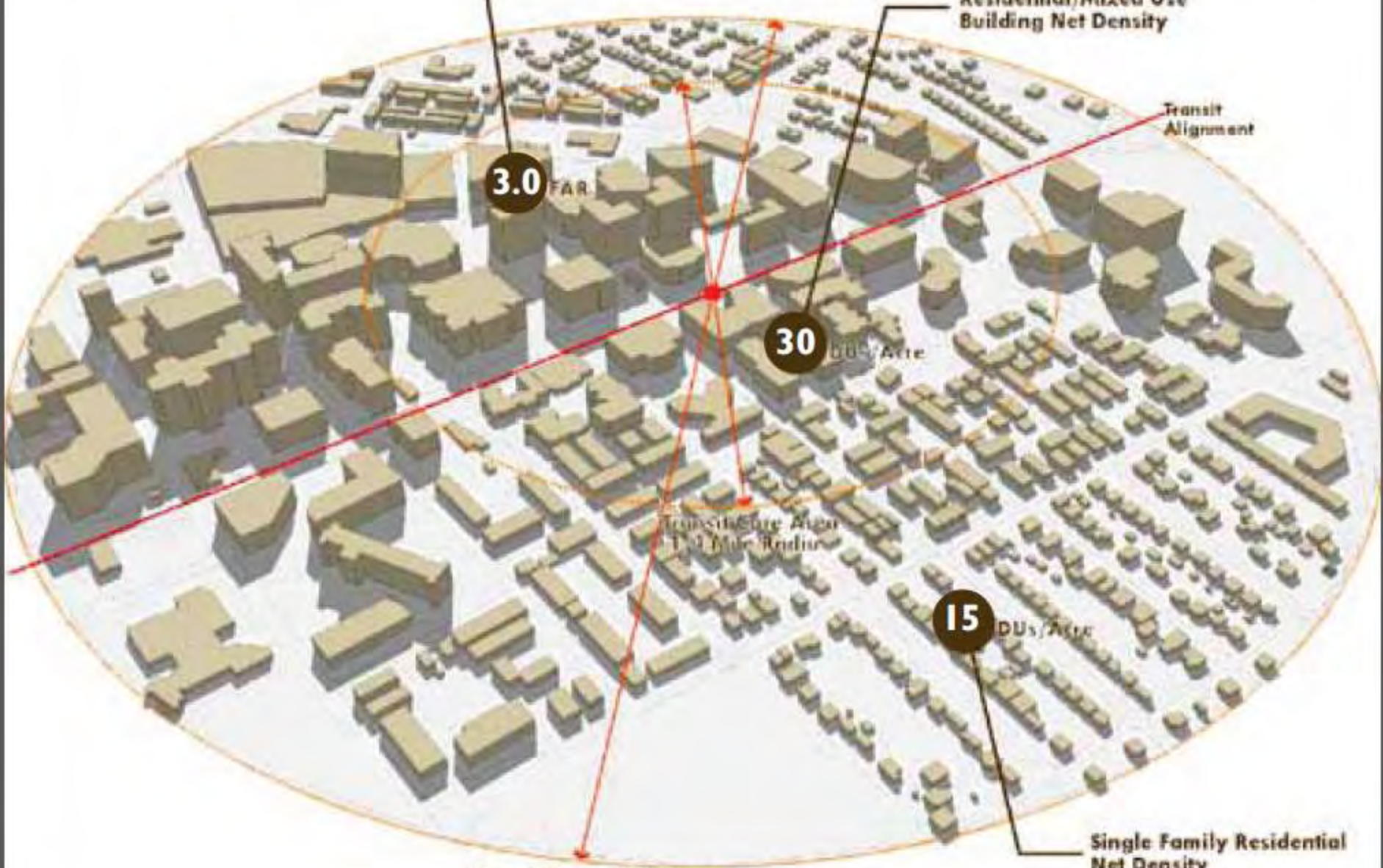
30 DU/Acre

15 DU/Acre

Transit Core Area  
1/4 Mile Radius

Transit Support Area  
1/2 Mile Radius



Single Family Residential  
Net Density



## An aerial photograph of a residential development, likely a new housing tract. The image is overlaid with various colors to delineate different areas: red for individual lots or units, orange for larger blocks or common areas, yellow for open spaces or undeveloped land, and blue for water features like ponds or streams. A network of roads and pathways is visible, cutting through the development. The surrounding area appears to be a mix of established residential neighborhoods and green spaces.

**LEGEND**

	<b>SF 60</b> Side Street Frontage
	<b>SF 40</b> Enhanced Side Street Frontage
	SF 30 Street-64
	SF 20 Street-60
	SF 10 Alley-26
	SF 5 Alley-26
	SF 0 Alley-26



## ***Zoning Districts***

### ***Primary/Secondary Streets***



# Design Elements

- Compact Form
- Densities & Intensities
- Mix of Uses
- Street & Block Structure
- Urban Form
- Pedestrian Orientation
- Parking Controls



*Urban park in Florida with canopy shaded walkways and water features*

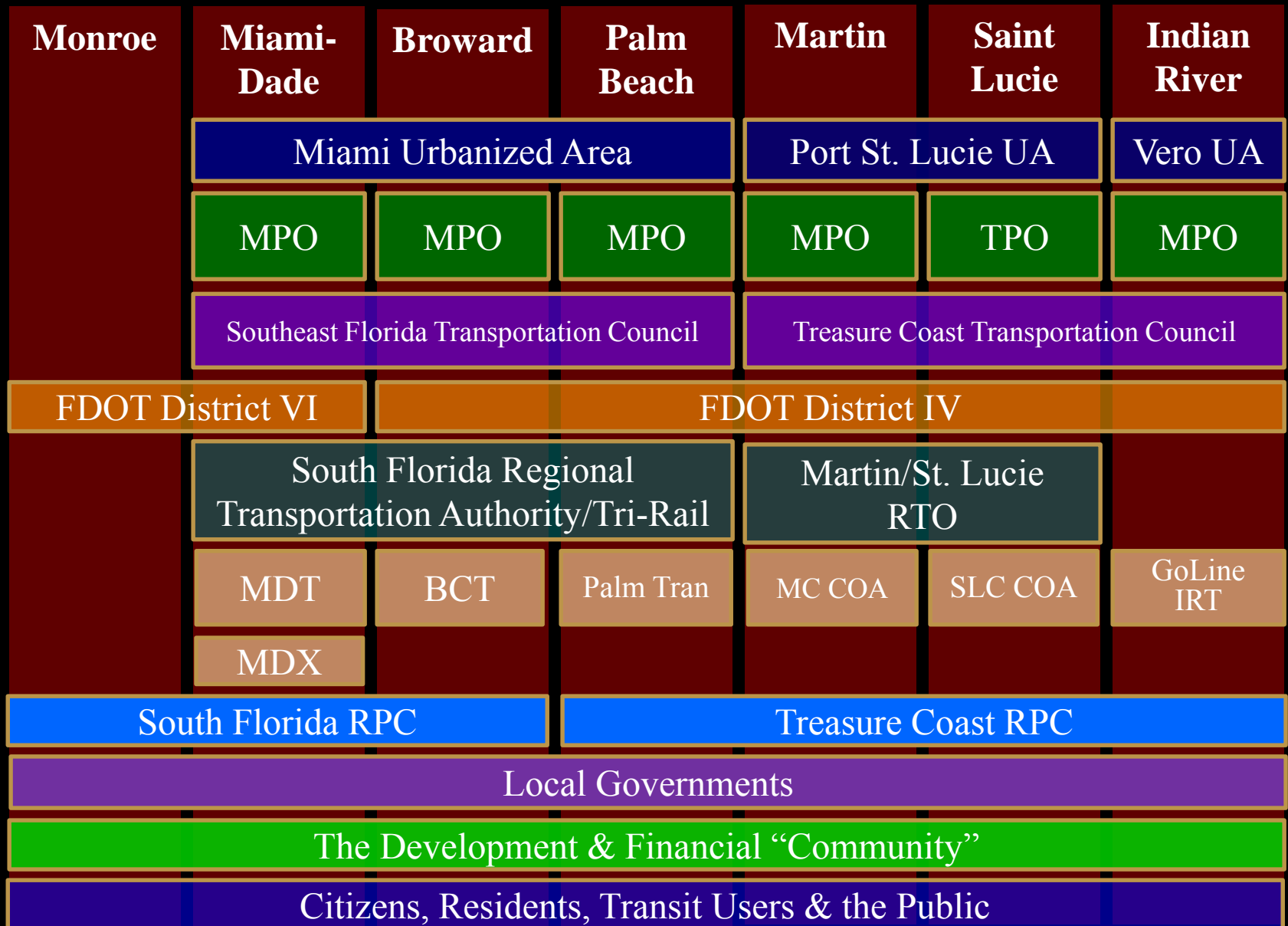


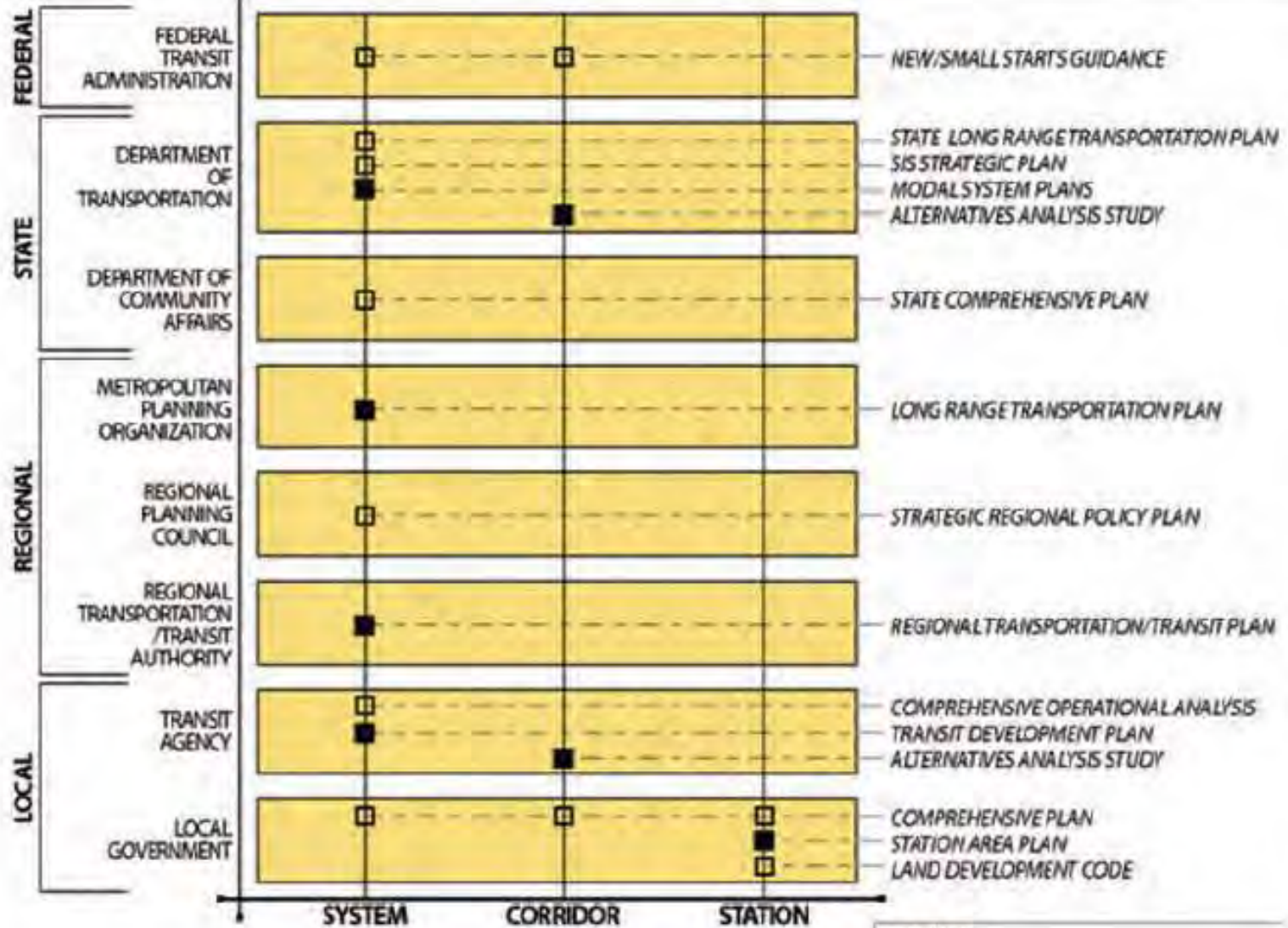
*Strong landscape buffers help separate pedestrian and vehicular traffic*



*Example of breezeway design in City Place, West Palm Beach, Florida*

# ... A W-I-D-E Range of Stakeholders

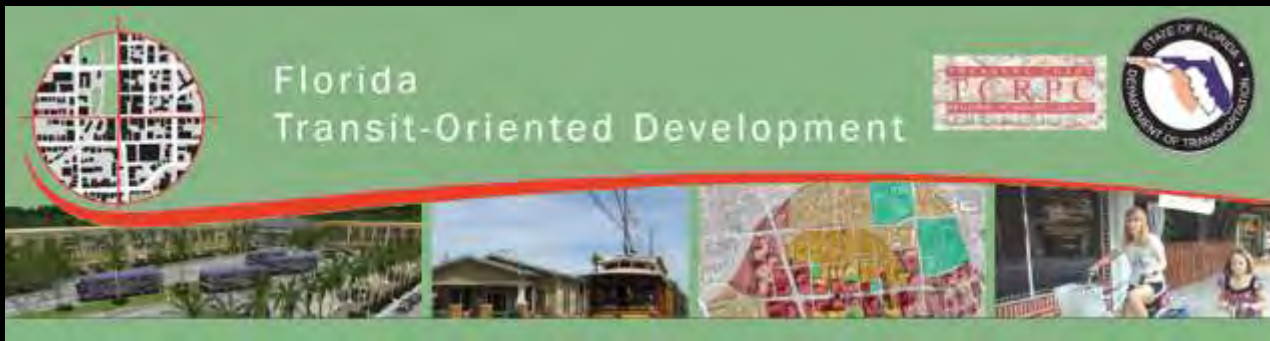




#### LEGEND

- — TRANSIT PLAN
- — COORDINATING/POLICY PLAN





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**Phase I - TOD Framework**

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Framework Document

**Phase II - TOD Handbook**

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## Research

[General TOD](#)

[Sustainability](#)

[Marketability](#)

[Transportation](#)

[Housing](#)

[Bus Rapid Transit](#)

[Search Site](#)

[Florida Department of Transportation](#)

[About Form-Based Codes](#)

[TOD and Form-Based Codes in Florida](#)

[TOD and Form-Based Codes Outside Florida](#)

[Urban Design](#)

[Station Area Plans](#)

**Search Site**

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[www.fltod.com](http://www.fltod.com)

# The Levels of Implementation

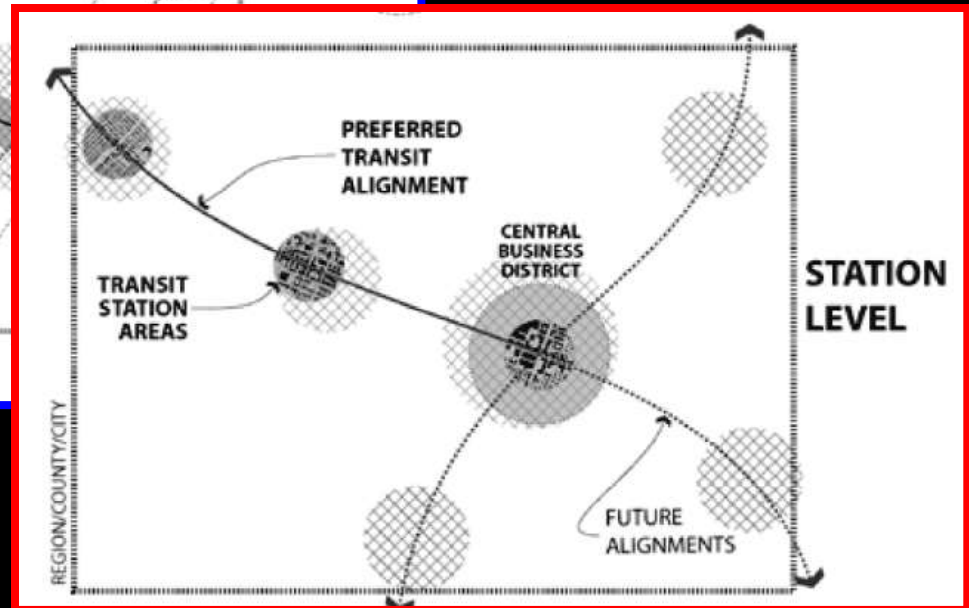
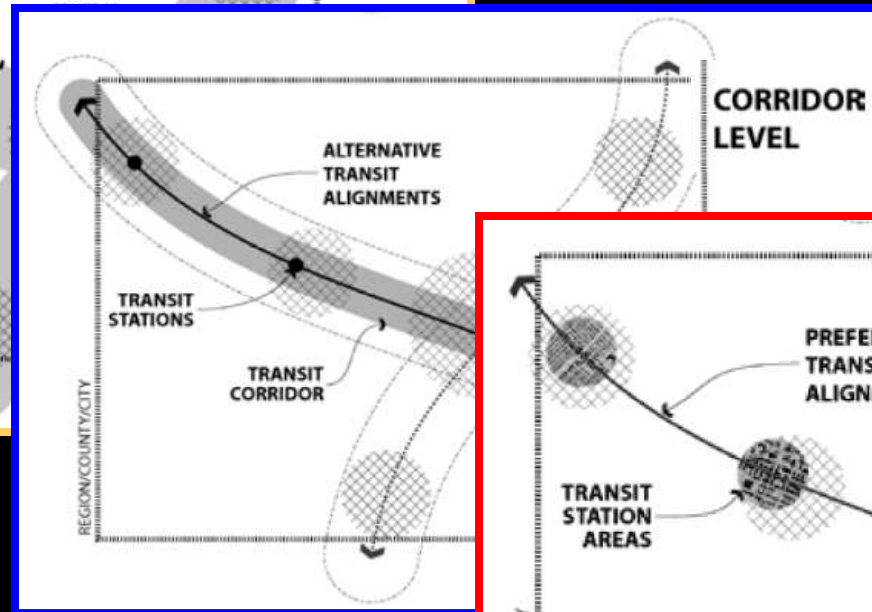
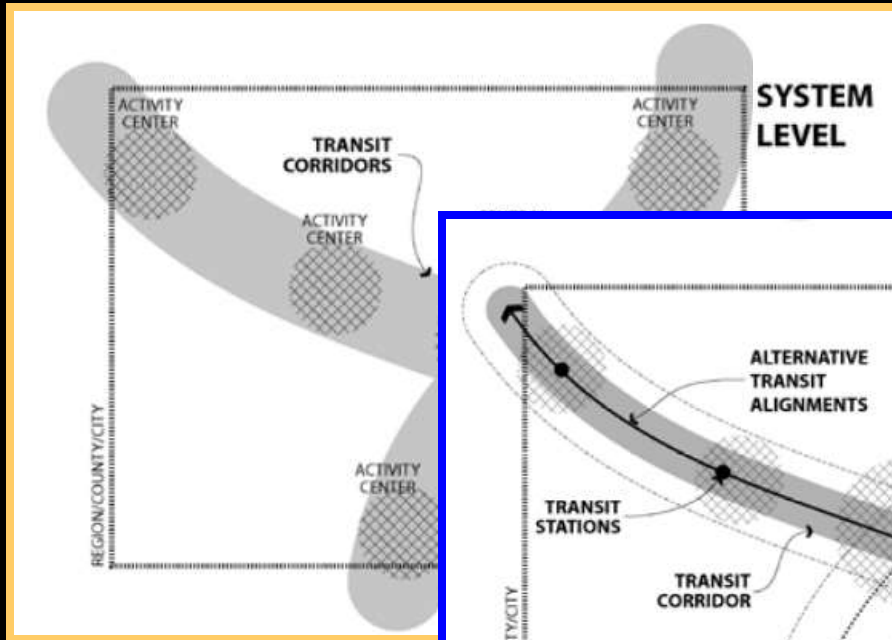




Image from Shailendra Singh © 2010



**A. Blake Drury, AICP**

Associate Principal - Design & Planning  
AECOM

[Blake.Drury@aecom.com](mailto:Blake.Drury@aecom.com)



# WE'VE BEEN WORKING ON THE RAILROAD



## FAPA: SunRail TOD Lessons Learned 9/13/2013



### North American Rail Cities

A map of North America showing the locations of rail cities. The map includes the United States, Canada, and Mexico. Most cities are marked with grey dots, but one city in Florida is marked with an orange dashed circle, indicating it is the current location. The map also shows state and provincial boundaries with dashed lines.



## **TOD FACILITATION PROGRAM**

Three activities involved:

## **TECHNICAL OUTREACH + EDUCATION:**

To proactively connect and work with landowners, developers, potential lenders, city staff, county staff, and others as identified to advance approval and construction of transit-oriented development

## **TRANSIT-ORIENTED DEVELOPMENT METRICS:**

To support the community involvement team with quantifiable data as to the extent of TOD activity within vicinity of each SunRail station

## **IMPLEMENTATION + ACTION PLANS:**

To initialize work on developing concepts for potential improvements to support TOD within the immediate station area outside of the station parcel



*Noranne Downs*  
**Noranne Downs, PE**  
 District 5 Secretary  
 Florida Department of Transportation

*Buddy Dyer*  
**Buddy Dyer**  
 Chairman, Central Florida  
 Commuter Rail Commission

**T**

**July 18, 2011:**

Phase I FFCA signed at Florida Hospital ceremonies





T

January 27, 2012:

Groundbreaking ceremonies – Construction underway



T

2014:

Service Begins





## System + Service

- **Phase I** –  
DeBary to Sand Lake Road  
➤ By 2014
- **Phase II North** –  
DeBary to Deland
- **Phase II South** –  
Sand Lake Road to Poinciana  
➤ By 2016
- 30-minute peak service in each direction:
  - 5:30 a.m. – 8:30 a.m.
  - 3:30 p.m. – 6:30 p.m.
- 2-hour off-peak service in each direction



### LEGEND

- Stations
- P Parking Provided
- ★ Maintenance Facility Option
- L Layover Facility Option
- Phase 1 Alignment
- Phase 2 North Alignment
- Phase 2 South Alignment



# T System + Service



- Double-decker trains
- Restroom facilities on all trains
- Wireless Internet connectivity
- Luggage and bicycle accommodations
- Environmentally friendly





# T Stations

## •Station Amenities

- Platforms with canopies
- Ticket vending machines
- Water fountains
- Passenger assist and emergency phones
- System announcement signs and speakers
- Free parking outside the urban core
- Closed circuit television cameras

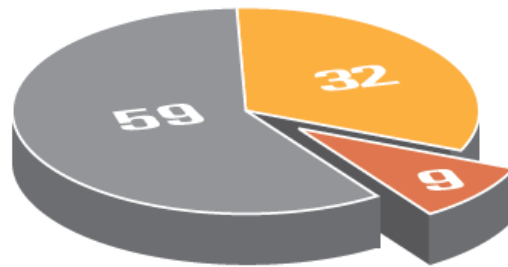
## •Free Parking

- Seven of the 12 stations in Phase I
- Suburban stations

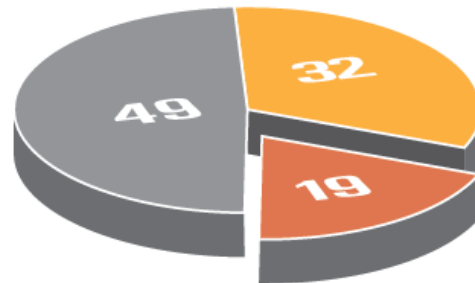


# O TOD and Household Economics

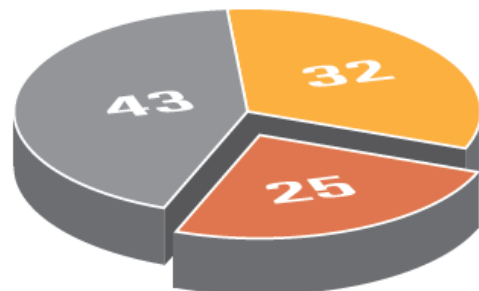
**Transit Rich Neighborhood**



**Average US Family**



**Exurban Neighborhood**



■ Percent Expenditure  
**Other Expenses**   ■ Percent Expenditure  
**Housing**   ■ Percent Expenditure  
**Transportation**

Source: Center for Transit-Oriented Development

Households in transit rich neighborhoods spend less of their income on transportation than the average household and markedly less than those in outlying suburbs



1

**SELL THE  
BUSINESS  
COMMUNITY ON  
THE BENEFITS  
OF TOD**



## Real estate

# Reinsurer relocates for commuter rail

BY MARY SHANKLIN | Staff Writer

Insurance company **Hannover Life Re** will take one of downtown Orlando's largest office spaces when it relocates to 40,000 square feet in SunTrust Center by the start of next year.

The company, with about 270 employees in Orlando and elsewhere, will take two floors in the area's tallest office tower for 120 workers who will move from existing offices in One Orlando Centre, the building on Magnolia Avenue at Park Lake Street in downtown's Uptown section.

"The SunTrust building offers us an opportunity to be on the Sunrail system," said Steven Najjar, general counsel for the firm. "We view that as a big benefit. There's going to be a stop right there, and it will better benefit employees to be near shopping, dining and entertainment opportunities."

One factor in the relocation was that the **Brookdale Group** of Atlanta, which purchased SunTrust Center in May, provided the 18<sup>th</sup> and 19<sup>th</sup> floors, keeping the work group together, Najjar said. Hannover Life Re is a backup-insurance provider for other insurance companies, particularly those that specialize in life and health coverage.

With help from Winter Park real estate lawyer Bill Bird, Hannover represented itself in the lease. **CBRE Group** Senior Vice President John Gilbert represented Brookdale.

## Sales

**Cohen & Company Inc. Real Estate** of New York announced the \$16 million sale of Regency Village, an 83,167-square-foot shopping center in Orlando. **ABR** President Michael Chapman

## Leases

Robert Kellogg, vice president of office properties for **Lincoln Property Co.**, represented the landlord, **TR North Lake LLC**, in four leases totaling 20,000 square feet at North Lake Business Park in

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# O TOD and Business Economics

“The SunTrust building offers us an opportunity to be on the SunRail system. We view that as a big benefit. There's going to be a stop right there, and it will better benefit employees to be near shopping, dining and entertainment opportunities.”

Steven Najjar, Hannover Life Re  
General Counsel



# O TOD and Business Economics



2

**DON'T LET THE  
PROJECT GET IN  
THE WAY OF THE  
SYSTEM.**



# O Maximizing Connections to Transit



Orlando Health – Orlando Amtrak Today

# O Maximizing Connections to Transit



Orlando Health – Orlando Amtrak Potential TOD

3

**NOT ALL YOUR  
SITES WILL BE  
READY – BUT  
DON'T  
COMPROMISE.**



# O Maximizing Connections to Transit



Sand Lake Road Station Today

# O Maximizing Connections to Transit



Sand Lake Road Station Potential TOD

4

**SELL THE  
PEOPLE WHO  
SELL TO THE  
COMMUNITY.**



# O Adjacency to Transit is a Marketing Advantage

Listing Status: North Carolina • Charlotte • West Charlotte • Park South Station

## Park South Station

3003 Royal George Avenue  
Charlotte, NC 28219  
Map & Q

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• South Park Location near Upscale Shopping, Fine Dining & Entertainment

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Home Designs  
**Neighborhood Features**  
About the Area  
Map and Directions  
Events  
Amenities

**NEIGHBORHOOD FEATURES**

- Townhome & Single Family Homes in South Charlotte
- 3,500 Sq. Ft. Clubhouse with Fitness Center & Pool
- South Park Location near Upscale Shopping, Fine Dining & Entertainment
- Over 40 Acres of Green Space and Tree Preserves
- Light Rail Station less than 1 Mile Away

# D

## Development by the Numbers



17

SunRail stations in Phase I and II

72

Percentage of people said the best long-term solution to reduce congestion was to **build walkable communities and improve transit** ^

6,000

Acres of land within a half-mile of SunRail stations

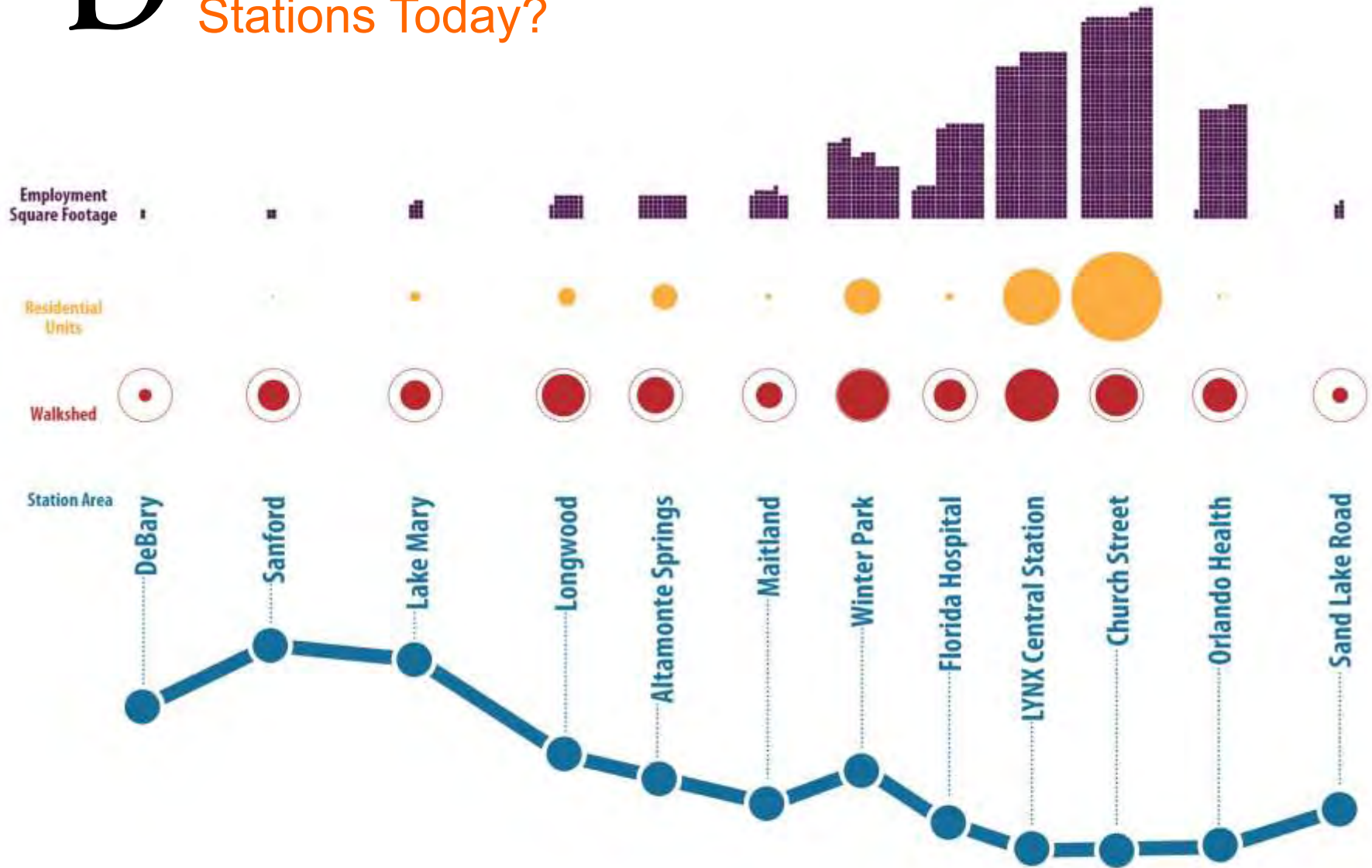
2,500

Number of parcels within a 5-minute walk of SunRail stations



^ January 2009 Growth and Transportation Survey by Hart Assoc. As reported in "Common Ground" Summer 2009, Published by National Association of Realtors

# D What's Nearby the Stations Today?





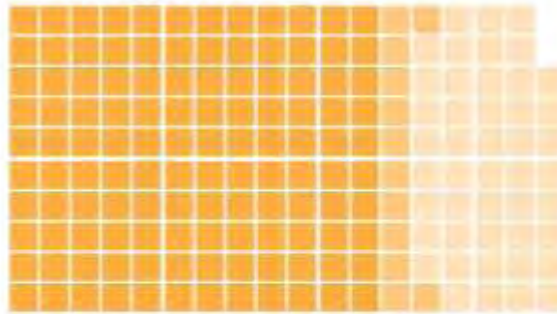
5

**SPEAK THE  
LANGUAGE OF  
ELECTED  
OFFICIALS.**

# D What's Under Construction?

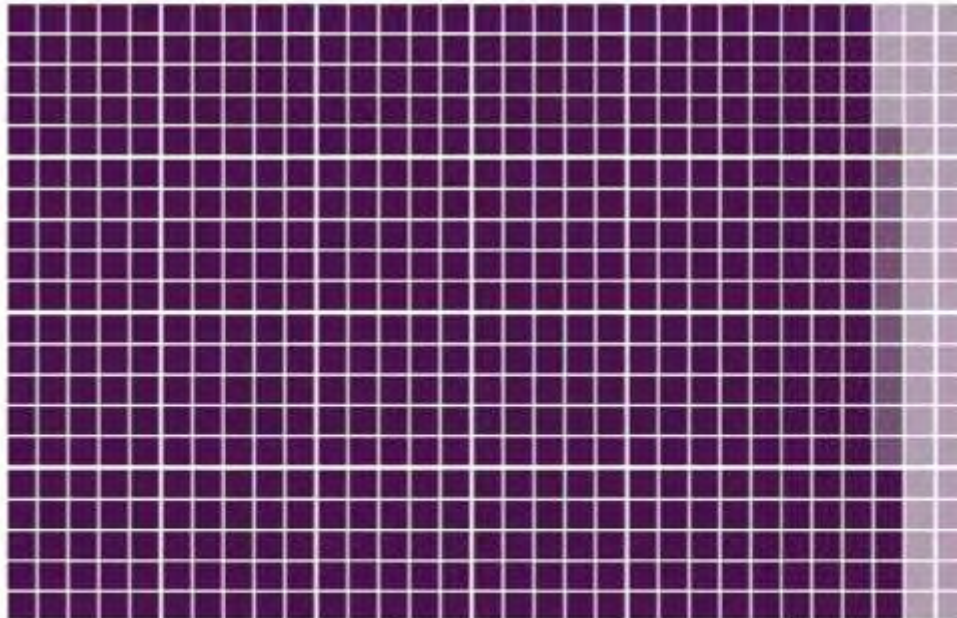
## Population

- 18,000 in 2010
- 19,900 in 2014
- 26,900 with announced/proposed projects



## Employment

- 85,000 in 2010 | 86,600 in 2014
- 93,400 with announced/proposed projects



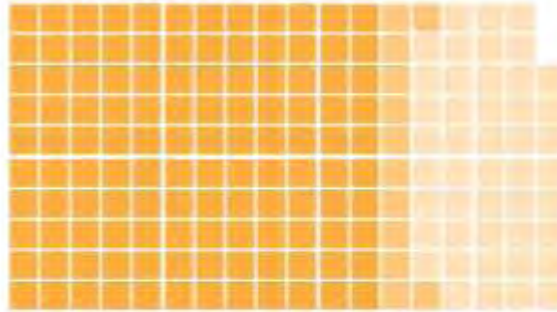
**\$700 Million**

CONSTRUCTION VALUE  
OF THE 13 PROJECTS  
CURRENTLY  
UNDER CONSTRUCTION  
WITHIN A 10-MINUTE  
WALK OF  
PHASE I SUNRAIL  
STATIONS

# D What's Announced or Pending?

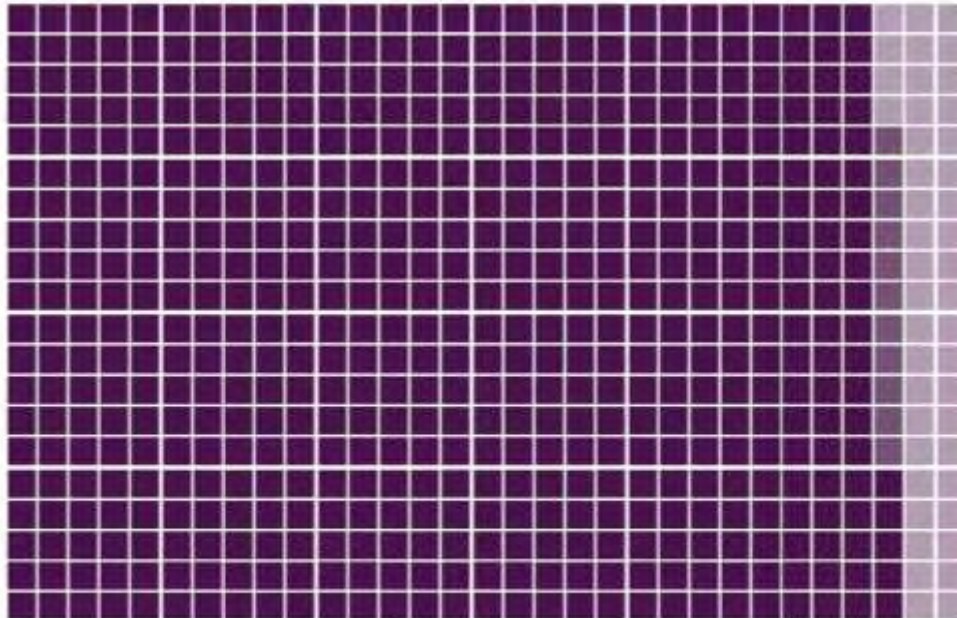
## Population

- 18,000 in 2010
- 19,900 in 2014
- 26,900 with announced/proposed projects



## Employment

- 85,000 in 2010 | 86,600 in 2014
- 93,400 with announced/proposed projects





6

**SUPPORT THE  
PIONEERS WITH  
WHATEVER  
THEY NEED FOR  
SUCCESS.**

# D Development: Upcoming Projects

ORANGE - PASEO



**Central Station** | LYNX Central Station | *Rida*

# D Development: Upcoming Projects

Wood Partners and The Ustler Group Start Construction on \$38 Million Apartment Community at Health Village in Downtown Orlando

**Florida Hospital  
Health Village**

Florida Hospital  
Station

*Ustler/Wood Partners*





# D Development: Upcoming Projects



**Station House**

Lake Mary Station

*Epoch*

7

**REMEMBER  
THAT PUBLIC  
INVESTMENT  
DRIVES PRIVATE  
DEVELOPMENT.**

# D Development Follows Public Investment



Public Investment in  
Station



Public Investment in  
Infrastructure

**DRIVES**



Private Development Nearby



# D Development Follows Public Investment



Local Example:  
First Street in Sanford



# D Development Follows Public Investment



Local Example:  
Plant Street in  
Winter Garden



# D Development Follows Public Investment



Local Example:  
Hannibal Square in Winter Park



8

**FOCUS ON  
COMPLETE  
NEIGHBORHOOD  
DEVELOPMENT.**

## FOCUS AREA:

Area within one-half mile of each  
SunRail station

## CATEGORIES

CONNECTIVITY

PEDESTRIAN  
ACCESSIBILITY +  
WALKABLE STREETS

NEIGHBORHOOD  
DEVELOPMENT



## CONNECTIVITY:

Places that are more accessible to their surroundings are more attractive development sites



**METRIC:** Intersections per square mile



## **PEDESTRIAN ACCESSIBILITY:**

The mobility benefits of developing next to transit are improved if the surrounding area is more accessible to pedestrians.



## PEDESTRIAN ACCESSIBILITY:

The mobility benefits of developing next to transit are improved if the surrounding area is more accessible to pedestrians.



**METRIC:** Number of acres reached within 10-minute walk



## WALKABILITY:

The quality of the pedestrian environment is affected by four factors:

- Slow speeds on adjacent streets (<35mph)
- Sidewalks
- Shade
- Buildings rather than parking fronting the sidewalk

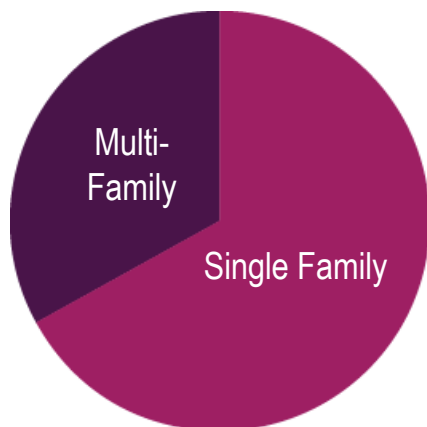
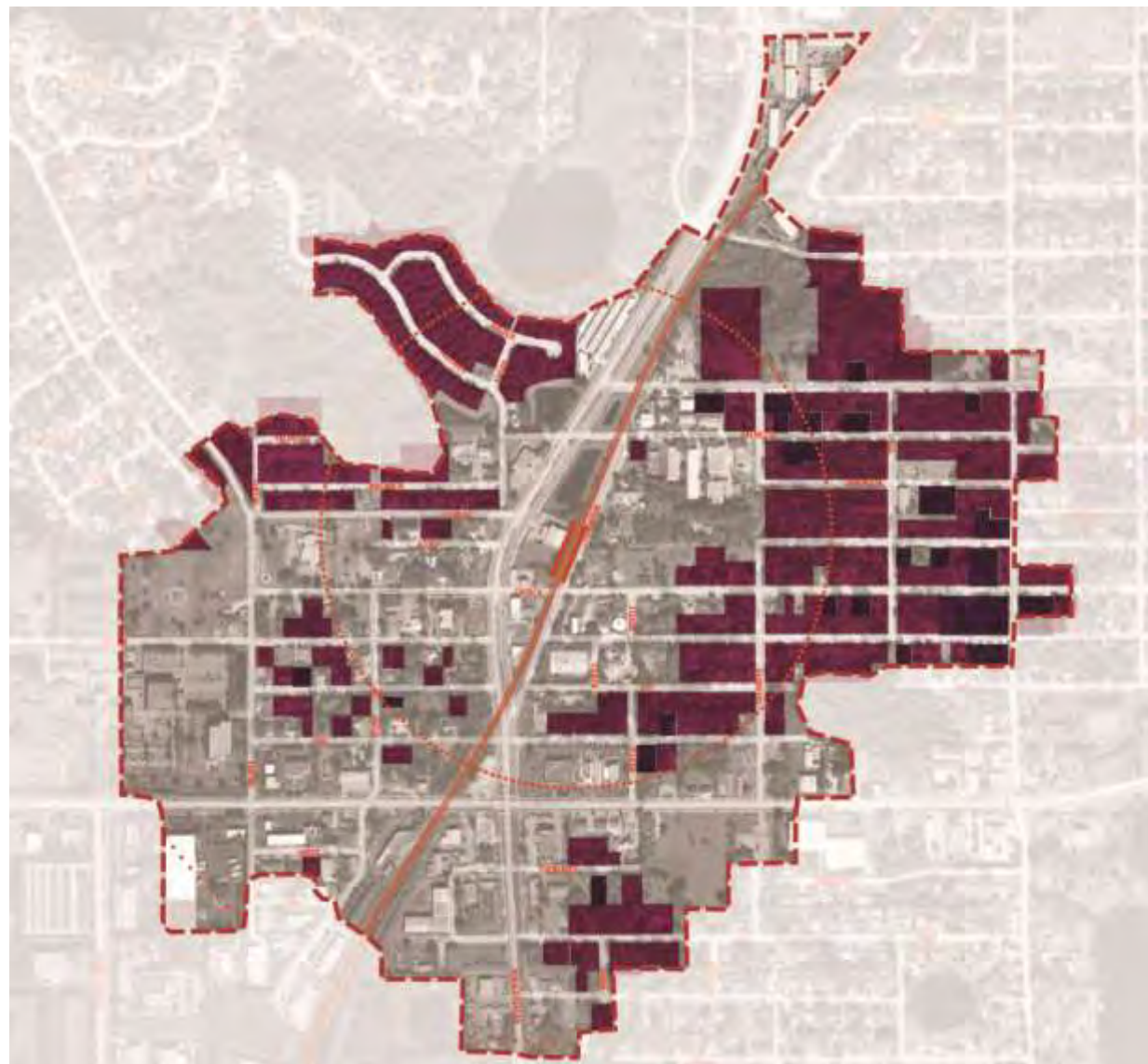


**METRIC:** Linear feet of high-quality pedestrian environment



## NEIGHBORHOOD DEVELOPMENT:

The intent of TOD is to create well-designed, livable communities where people can get from home to such places as the office, grocery store, day care center, restaurant, dry cleaner, library, or park without using a car and to get more people, both employees and residents, within easy access of transit.



**METRIC:** Number of residential units within actual 10-minute walk of station

## NEIGHBORHOOD DEVELOPMENT:

The intent of TOD is to create well-designed, livable communities where people can get from home to such places as the office, grocery store, day care center, restaurant, dry cleaner, library, or park without using a car and to get more people, both employees and residents, within easy access of transit.

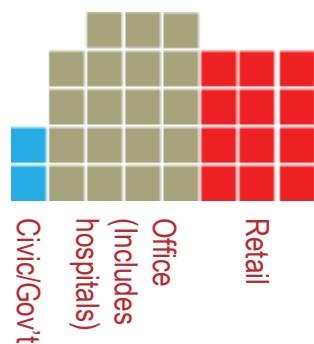


**METRIC:** Area within 500 feet of a park



## NEIGHBORHOOD DEVELOPMENT:

The intent of TOD is to create well-designed, livable communities where people can get from home to such places as the office, grocery store, day care center, restaurant, dry cleaner, library, or park without using a car and to get more people, both employees and residents, within easy access of transit.



**METRIC:** Square feet of employment uses within actual 10-minute walk of station



## NEIGHBORHOOD DEVELOPMENT:

The intent of TOD is to create well-designed, livable communities where people can get from home to such places as the office, grocery store, day care center, restaurant, dry cleaner, library, or park without using a car and to get more people, both employees and residents, within easy access of transit.

### Food Retail

- Supermarket

### Community-Serving Retail

- Convenience stores
- Hardware
- Pharmacy
- Clothing
- Other retail

### Services

- Banks
- Gyms
- Laundry
- Restaurants

### Civic/Community Facilities

- Day care
- Post office
- Library



**METRIC:** Number of destinations within actual 10-minute walk of station

## SAMPLE ANALYSIS:

Places with many destinations  
that are less walkable





# D TOD Metrics

## LYNX Central Station Economic Development Metrics

\$1.1  
Billion

2010  
Taxable Value  
Within 10-Minute  
Walk of Station

\$79.1  
Million

Construction Value  
Within 10-Minute  
Walk of Station

### Number of Residential Units Within 10-Minute Walk of Station

2010

56

1522

2010

102

Single Family

Multi-Family

Single Family: Detached residential units & mobile homes.

Multi-Family: Duplexes, attached townhouses, condominiums, apartments, retirement community & assisted living.

### Square Footage of Employment Uses Within 10-Minute Walk of Station

732k

2010

3,117.3k

2010

4,296.4k

Retail

Office

Government/  
Civic

Retail: Retail and Service (e.g., restaurants, convenience stores, shops, lodging, child care facilities).

Office: Professional office, medical office, labs, and hospital facilities.

Government/Civic: Public and public uses (e.g., churches, schools, County, City, State & Federal buildings).

### Number of Retail and Service Destinations Within 10-Minute Walk of Station

2010

0

5  
5  
5  
5  
5

Community  
Retail

2010

48

5  
5  
5  
5  
5

Services

2010

51

5  
10  
10  
20  
20  
20  
20  
20  
20

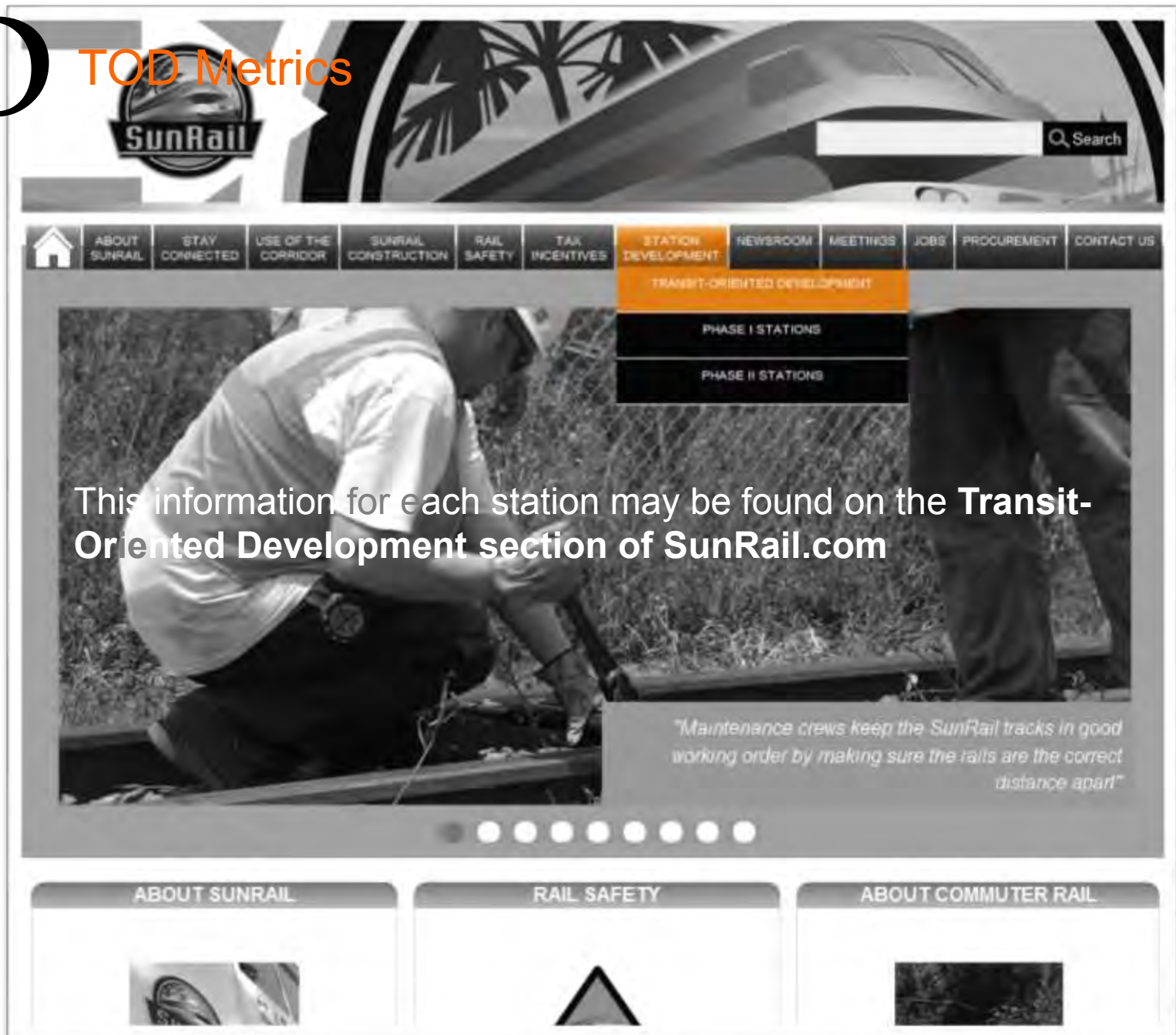
Quick  
Community

2010

227



# D TOD Metrics



9

**JOINT  
DEVELOPMENT  
IS MORE  
DIFFICULT THAN  
IT'S MADE OUT  
TO BE.**

# O Maximizing Connections to Transit



Longwood Station Today



# O Maximizing Connections to Transit



Longwood Station Potential TOD



# Are You Ready for Joint Development?



## Small Development Scenario | Plan A

Plan A represents a relatively low-intensity redevelopment comprised of 14,000 gross square feet of office space, 10,000 gross square feet of retail space, and 256 surface parking spaces, of which 184 are dedicated to SunRail users. The development, excluding SunRail parking, is estimated to cover 2.3 acres. Costs for vertical development and parking are estimated at \$1.7 million. Retail is located in a single-story building at the intersection of East Church Avenue and Longwood Street, near the station and planned Orange Crown residential development; retail space is projected to be absorbed over two years. The proposed office building, located at Myrtle Street and East Bay Street, is assumed to reach full occupancy in two years.

27.3%	Leveraged IRR
\$310,748	Residual Land Value per Acre
\$3.7 million	Market Value of Properties in 2021



## Medium Block Development Scenario | Plan C

Plan C represents a moderate-density development scenario, with 14,000 gross square feet of office space, 8,400 gross square feet of retail, 44 townhomes, and 251 surface parking spaces, of which 184 are dedicated to SunRail users. The development, excluding SunRail parking, is estimated to cover 2.9 acres which includes the parcel currently occupied by the water tower and well. Costs for vertical development and parking are estimated at \$3.7 million. Retail and office buildings are located at the intersection of East Church Avenue and Longwood Street, adjacent to the SunRail station. Townhomes line Myrtle Avenue and also extend down East Church Avenue and East Bay Avenue. With proper landscaping and public realm improvements, Plan C is likely to significantly enhance the image of Myrtle Street.

-1.8%	Leveraged IRR
\$N/A	Residual Land Value per Acre
\$6.8 million	Market Value of Properties in 2021

## Full Block Development Scenario | Plan D

Plan D represents relatively high-intensity development, including 14,000 gross square feet of office space, 8,400 gross square feet of retail, 50 townhomes, 54 for-sale multifamily units, and 348 parking spaces, of which 184 are reserved for SunRail users. The development covers 4.2 acres of land, excluding SunRail parking, which requires participation of Parcel D and relocation of the water tower and well. Costs for vertical development and parking are estimated at \$9.3 million. Multifamily units are located near the SunRail station at the intersection of East Church Avenue and Longwood Street, and townhomes line Myrtle Avenue, East Church Avenue, and East Bay Avenue. Office and retail buildings are located near the intersection of Longwood Street and East Bay Avenue.

-0.5%	Leveraged IRR
\$N/A	Residual Land Value per Acre
\$13.1 million	Market Value of Properties in 2021





# WE'VE BEEN WORKING ON THE RAILROAD



More information at:  
[business.sunrail.com](http://business.sunrail.com)





**Scott Pringle, AICP**  
Planning and PD&E Group Director  
Jacobs

Scott.Pringle@Jacobs.com



# Pinellas County TOD Planning & Station Concepts

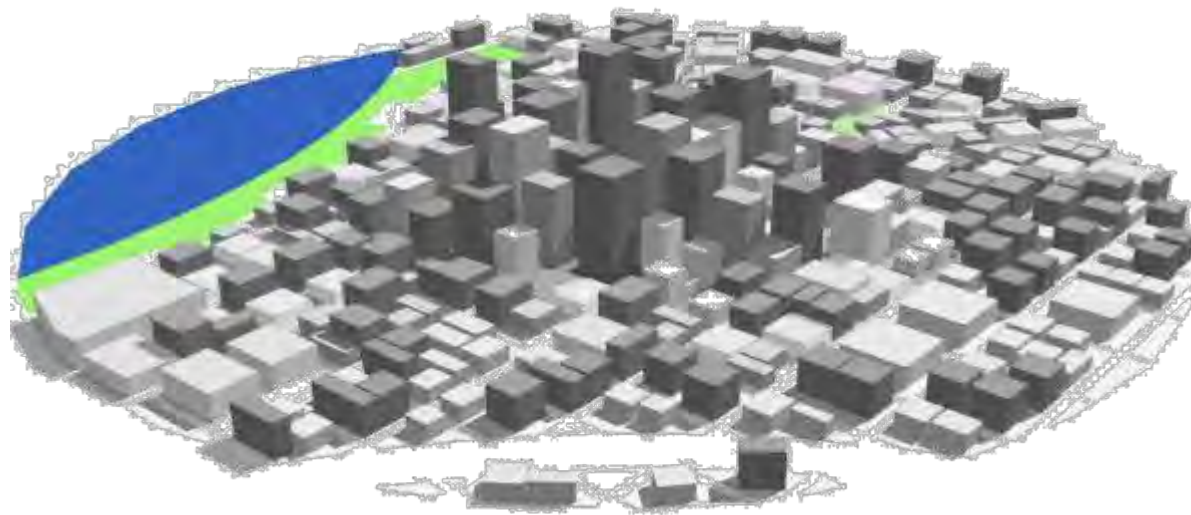


# JACOBS

# Purpose

## Today's Focus

*How has TOD assisted in early project planning and development in Tampa Bay and Pinellas County?*



**Decision  
Making**

**Outreach**



# FDOT Transit Needs

**Regional  
Look at  
Needs**

**Lots of  
Great  
Ideas**

**Minimal  
Impact  
On  
Decisions**

**TOD as  
Decision  
Making Tool**



**2007-2008**  
Strategic Regional  
Transit Needs  
Assessment

**JACOBS**

# TBARTA Master Plan

Worked  
with  
Regional  
Partners

2050  
Network  
Which  
Included  
TOD

TOD  
Criteria  
Lead to  
Priorities

TOD as  
Decision  
Making Tool



**2008- Present**  
Tampa Bay Area  
Transportation  
Authority

Regional Master  
Plan





# Pinellas AA

**Regional  
Partners**

**TOD  
Benefits  
Ultimately  
Lead to LPA  
Decision**

**TOD as  
Decision  
Making Tool**







**2010 – 2012**  
Pinellas  
Alternatives  
Analysis

**JACOBS**



# Pinellas AA

## TOD as Decision Making Tool

December 2010 - January 2011	Spring 2011	Summer/Fall 2011	Fall 2011/Winter 2012
SCREEN 1: Geography and Connections	SCREEN 2: Routes and Technologies	SCREEN 3: Technology, Community Connections, and Costs	SCREEN 4
<b>Geography</b> Which corridor options (trunklines) best connect Clearwater, Gateway, St. Petersburg, and Hillsborough? <ul style="list-style-type: none"> <li>From 4 to 2 East-West lines</li> <li>From 5 to 2 North-South lines</li> </ul> 	<b>Routes</b> Using the trunklines from Screen One, what are the best routes and service plans to connect activity centers? <ul style="list-style-type: none"> <li>Downtown Clearwater</li> <li>Largo and Greater Gateway area</li> <li>Downtown St. Petersburg</li> <li>Hillsborough County</li> </ul> 	<b>Community Connections</b> How do the detailed alternatives including alignment, technology, and conceptual engineering provide community connections? <ul style="list-style-type: none"> <li>Maximize Community Benefits</li> <li>Preliminary Station Placement</li> </ul> 	<b>What is the Locally Preferred Alternative?</b> <ul style="list-style-type: none"> <li>Meets Study Goals and Objectives</li> <li>Federal Criteria and Considerations</li> <li>Funding Plan and Cost Considerations</li> <li>Project Advisory Committee Adoption</li> <li>Local Endorsements</li> </ul> 
➤ 10 Technologies <b>OPTIONS</b> ➤ 6 East-West Trunklines ➤ 5 North-South Trunklines	➤ 5 Technologies <b>ALIGNMENTS</b> ➤ 3 East-West Trunklines ➤ 3 North-South Trunklines	➤ 5 Technologies <b>ALTERNATIVES</b> ➤ 1 Preferred Alignment	➤ 2 Technologies <b>LPA RECOMMENDATION</b> ➤ 1 Preferred Alignment
<ul style="list-style-type: none"> <li>Trunkline travel times</li> <li>Connection to residential, employment, and activity centers</li> <li>Connection to CRAs, Enterprise Zones, CDBG, and Brownfields</li> <li>Potential environmental issues</li> <li>Land use policies</li> </ul>	<ul style="list-style-type: none"> <li>Optimal technology</li> <li>Preferred alignment</li> <li>Employment served</li> <li>Reinvestment potential</li> <li>Optimal service and ridership</li> <li>Preliminary stations</li> <li>New riders</li> </ul>	<ul style="list-style-type: none"> <li>Design alternatives</li> <li>Costs (capital and operating)</li> <li>Implementation/feasibility</li> <li>Environmental/social benefit</li> <li>Mobility and ridership; benefit compared to baseline</li> <li>Transit Oriented Development</li> <li>Equity</li> </ul>	<ul style="list-style-type: none"> <li>Economic development and land use</li> <li>Costs and benefits</li> <li>Satisfy Study Goals and Objectives</li> <li>Public support</li> </ul>

### Study Goals

Competitive Advantage -  
Economic Expansion

Public Consensus

Encourage Sustainable  
Land Use

Local Connections Within  
Pinellas County &  
Efficient Regional  
Connections

Attract New Transit  
Markets

# Pinellas AA

## TOD as Decision Making Tool



### TOD Working Group

- Jurisdiction Staff
- National TOD Case Studies
- TOD Development Potential
- Rec. Station Locations
- Alt. Growth Scen.

# Pinellas AA

## TOD as Decision Making Tool

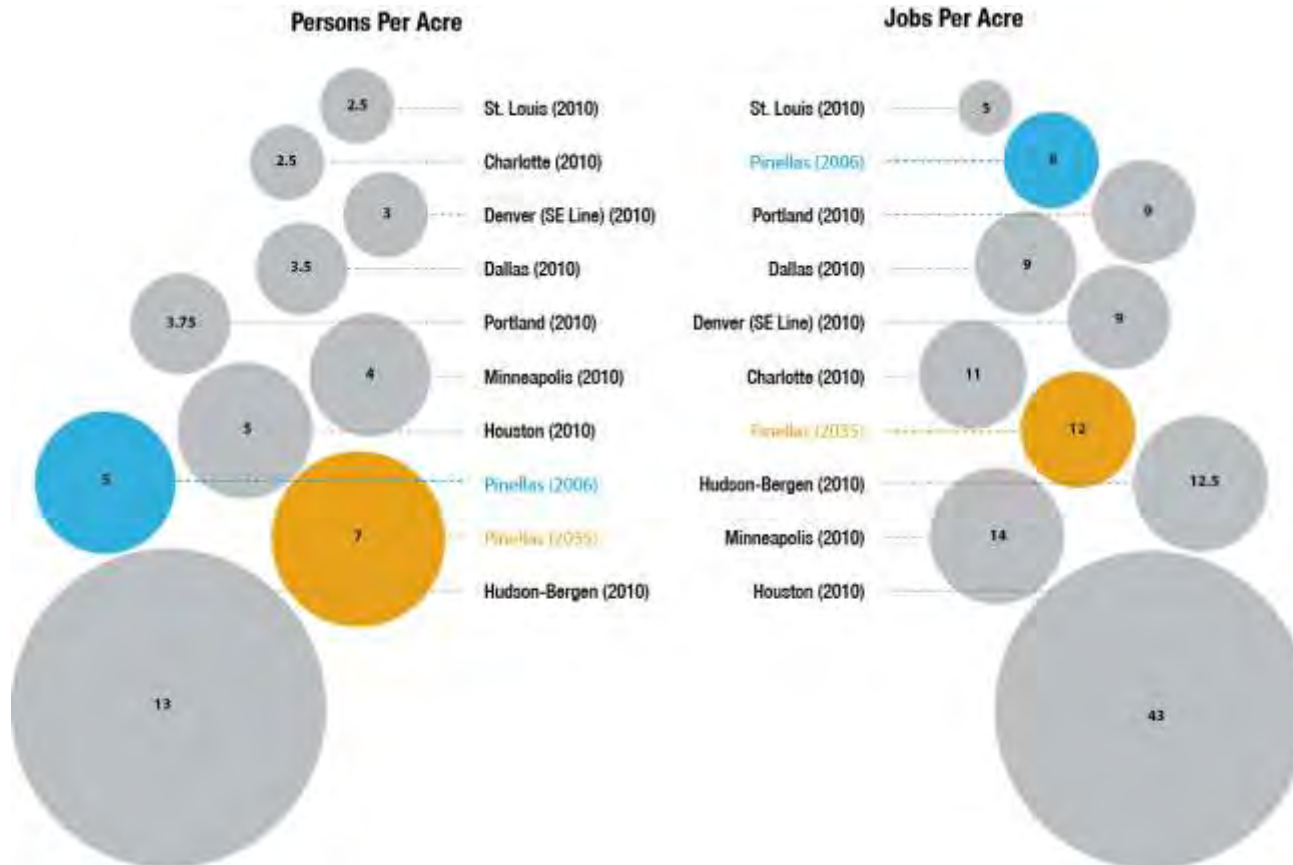


Economic Development Opportunities were seen as a major deciding factor in the selection of the Locally Preferred Alternative



# Pinellas AA

## TOD Benefits



Benefits Analysis  
Used Regional  
Economic Modeling,  
Travel Demand  
Modeling and Case  
Study Comparisons

# Pinellas AA

Create  
67,000  
Jobs

\$4.2B in  
County  
GDP

Compact  
Growth

Protect  
Lands

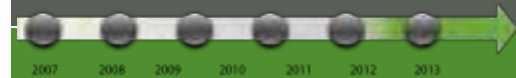
## TOD Benefits

Benefits Analysis  
Used Regional  
Economic Modeling,  
Travel Demand  
Modeling and Case  
Study Comparisons

# Pinellas Greenlight Plan



## TOD as Education Tool



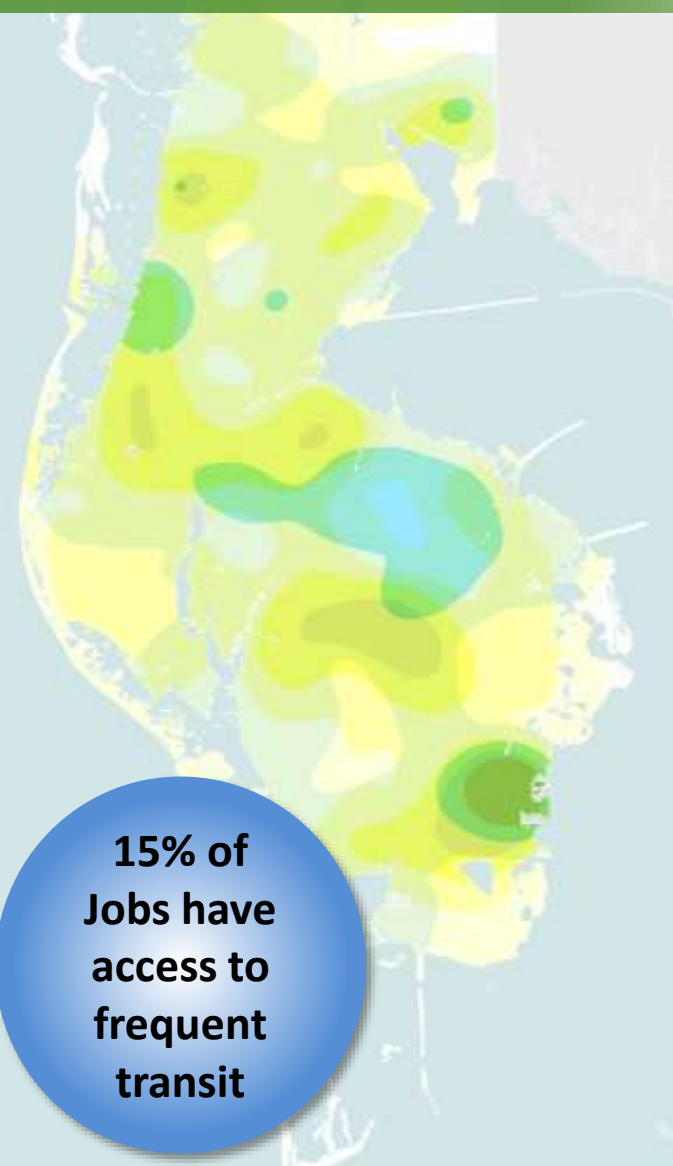
**2012 -2013**  
Pinellas MPO and  
PSTA Greenlight



# Pinellas Greenlight Plan

## TOD as Education Tool

MPO Scenario  
planning will guide  
the Pinellas MPO's  
Socio-Economic  
Forecasts and  
Needs Plan.



**15% of  
Jobs have  
access to  
frequent  
transit**



**6.7 times  
more  
jobs near  
transit**

# Pinellas Greenlight Plan

*What's Your Vision for a Pinellas Rail Station?*

77  
Participants

**Large Group Meetings:** Total of 7 events

51  
Participants

**One-on-One Meetings:** Total of 14 events

175  
Participants

**Design Charrettes:** Total of 7 events

TOD as  
Education  
Tool



Listen to Employers

Listen to the  
Community

**JACOBS**

# Pinellas Greenlight Plan

## *What Did Employers and Developers Say?*



The (rail) recommendation...  
“...is long overdue” and  
“outstanding”

TOD as  
Education  
Tool

**“...own a property where Wal-Mart is a tenant (Phoenix). After the rail opened, they are now doubling the existing building because of demand.”**



# Pinellas Greenlight Plan

## *What Did The Community Say?*

“We need better access for all - including safer areas for walking”

TOD as  
Education  
Tool

“We need more opportunities for jobs and to support small businesses”



# TOD as Education Tool

Need to make a change  
from only roads and we  
want to be able to walk and  
ride bicycles





# Today...



## TOD as Education Tool

### The Hub

Community Concept:

# Future Vision...



*To create a 24-hour, mixed use district which reflects its location as the hub of Pinellas and the region.*



# Pinellas Greenlight Plan

## TOD as Education Tool



Endorsed  
Greenlight  
Vision

Potential  
2014  
Sales Tax  
Referendum

Endorsed As  
Greenlight Land Use

- Communicate Benefits
- Preserve Neighborhoods
- Focus Growth



SO YOU WANT A TRAIN STATION?

TOD Tools to  
Help Make it Happen

Q&A