Building Community Support for TOD

Downtown Elkton Station Area Plan, Elkton, MD

Difficult enough to get support for new starts – challenge to fund Houston transit

More difficult to build Community Support for dense development at station areas

*Major Concerns:* Traffic, Property values, Impacts to schools and services...

**Building Community Support for TOD**

Rail~Volution Conference - Portland Oregon - October 19, 2010

Matt D’Amico - Design Collective, Inc. - Architects & Planners

Baltimore, MD - Durham NC - www.designcollective.com
Start early
Identify Stakeholders
Be Strategic
Educate
Be flexible

Building Community Support for TOD
Rail~Volution Conference
<table>
<thead>
<tr>
<th>Downtown Columbia, MD</th>
<th>State Center TOD, Baltimore, MD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>8-Day Charrette</strong></td>
<td><strong>2 Case Studies</strong></td>
</tr>
<tr>
<td>No Existing Station or Transit</td>
<td>Existing METRO and LRT</td>
</tr>
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<td>Suburban Context</td>
<td>Urban Context</td>
</tr>
<tr>
<td>Economically Strong</td>
<td>Economically Challenged</td>
</tr>
<tr>
<td>Single-Use Mall</td>
<td>Single-Use Office Park</td>
</tr>
<tr>
<td>Huge Support for TOD</td>
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</tr>
</tbody>
</table>

Cityscaping
Downtown Columbia, MD
Case study for building community support
Howard County, Maryland

Baltimore

Columbia, Maryland

I-95

Downtown Columbia MD, Downtown Columbia, MD

8-Day Charrette

No Existing Station or Transit

Suburban Context

Economically Strong

Single-Use Mall

Huge Support for TOD

Location: Baltimore DC corridor

Howard County: Affluent, educated, 3rd wealthiest

Median HH Income: $101,710

County Population: 275,000; most like suburbia sprawling, low density quality-of-life
8-Day Charrette
No Existing Station or Transit
Suburban Context
Economically Strong
Single-Use Mall
Huge Support for TOD

Planned Community: 100,000 People; 1960’s; Jim Rouse
Size: 14,000 acres
Vision: To build a “New American City”
Plan for downtown: mixed-use, vibrant center – jobs/economic development

*never realized*
Downtown Columbia, MD

8-Day Charrette
No Existing Station or Transit
Suburban Context
Economically Strong

Downtown Today: Successful Regional Mall
Setting: Beautiful lakefront
Auto-centric; very little residential
Mostly retail; some office

But … many people (especially original “settlers”) like it the way it is
### Downtown Columbia, MD

**8-Day Charrette**

**No Existing Station or Transit**

**Suburban Context**

- Economically Strong

**Single-Use Mall**

- Huge Support for TOD

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<table>
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**But … many people (especially original “settlers”) like it the way it is**
8-Day Charrette

No Existing Station or Transit
Suburban Context
Economically Strong

Single-Use Mall
Huge Support for TOD

**PURPOSE OF THE PLAN**

Comp plan policy: no more sprawl - UGB
Direct Growth to: Route 1, Route 40, and Downtown

Improve connectivity to lakefront, mall area, and neighborhoods,

Is there support for Mixed-use and higher density?

Wasn’t really about transit or TOD!
The Plan for Community Support

1 year Planning Process
7 Months Intense Public Input

Pre-charrette stakeholder interviews:
    * June to September 2005

Charrette:
    * October 2005

Charrette follow-up:
    * November, December 2005

Downtown Columbia, MD

Understand Concerns
Identify “Wish List”
Educate
Plan for Charrette

STAKEHOLDER INTERVIEWS

- Builders, Developers, Property Owners
- GGP & Consultants
- Young Professionals/Columbia Families
- Howard County Chamber of Commerce
- Howard County Tourism, Inc.
- Columbia Archives
- Howard County Agencies
- Affordable Housing Advocates
- Village (elected) Representatives
- Columbia Association
- Merriweather Post Pavilion

The Plan for Community Support

- Charrette
- Pre-charrette meetings
- Small group discussions
- Charrette process
- Charrette follow-up
Pre-charrette – what we learned

- Young professionals
- Housing advocates
- Environmental, tourism, and cultural groups
- Village reps

What Did We Learn?

- Young professionals
- Housing advocates
- Environmental, tourism, and cultural groups
- Village reps

Symphony Woods
Compliment Villages
B/D/P/Town Partnership
Ward
Howard County Agency
State & Federal
Columbia Archives
Support Development
Howard County Tourism, Inc.
Culture
Affordable Housing
Howard County Chamber of Commerce
merriweather Pavilion Keep Merriweather & Downtown Columbia, MD
Art & Cultural Agencies Infrastructure & Roads
Need Arts & Culture
Villages - Columbia Association
Village (elected) Representatives
Columbia Hills
Howard County Archives
Howard County Council
GDP & Consultants
Young Professionals/Columbia Families
Entertainment, Activity
Nestor D'Alessandro
Howard County
Economic Development
Affordable Housing
Village (elected) Representatives
Howard County Tourism, Inc.
### Sat October 15
- **Visioning Sessions**
  - 1:00 pm
  - Wilde Lake High School

### 8-Day Charrette Timeline

<table>
<thead>
<tr>
<th>Monday Oct 17</th>
<th>Tues Oct 18</th>
<th>Wed Oct 19</th>
<th>Thurs - Fri</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Pin Up</td>
<td>Public Pin Up</td>
<td>Public Pin Up</td>
<td>Work Real Hard</td>
</tr>
<tr>
<td>6:30 pm</td>
<td>6:30 pm</td>
<td>6:30 pm</td>
<td></td>
</tr>
<tr>
<td>Spear Center</td>
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### Sat October 22
- **FINAL PRESENTATION**
  - 2:00 pm
  - Downtown Columbia, MD
  - The Spear Center

### The Plan for Community Support
- Charrette
- Pre-charrette meetings
- Small group discussions
- Charrette process
- Charrette follow-up
## Common Themes from “Visioning Session”

<table>
<thead>
<tr>
<th>Theme</th>
<th>Tables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Need for Public Transportation</td>
<td>27</td>
</tr>
<tr>
<td>Importance of Connections; Regional, Local, Site</td>
<td>25</td>
</tr>
<tr>
<td>Mixed-Use and not Single-Use Districts</td>
<td>21</td>
</tr>
<tr>
<td>Housing Diversity/Affordability</td>
<td>18</td>
</tr>
<tr>
<td>Walkability, Pedestrian Safety, Livable Streets</td>
<td>18</td>
</tr>
<tr>
<td>Activity in Symphony Woods</td>
<td>16</td>
</tr>
<tr>
<td>More Cultural and Civic Activities/Uses</td>
<td>10</td>
</tr>
</tbody>
</table>

**8-Day Charrette**

- **Day One - Visioning**
  - 400 Participants
  - 33 Tables with facilitator

**Downtown Columbia, MD**

**TOD:**
- *Dense: More Urban*
  - Bethesda, MD
  - Clarendon/Arlington, VA
  - Silver Spring, MD

**Non TOD:**
- *Less Dense: More Suburban*
  - Kentlands, MD
  - Reston Town Center, VA
  - Rockville Town Center, MD

How much is enough or too much? How much of “this” do we need to get “that?”

8-Day Charrette

Comparable Projects
- Density and FAR
- Building Heights
- Transit
- Cultural Amenities

**TOD:**

*Dense: More Urban*
- Bethesda, MD
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8-Day Charrette

Comparable Projects
- Density and FAR
- Building Heights
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- Cultural Amenities

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<tr>
<th>Location</th>
<th>Density (FAR)</th>
<th>Transit</th>
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<tbody>
<tr>
<td>Rockville Town Center</td>
<td>2.5</td>
<td>transit (METRO)</td>
</tr>
<tr>
<td>Bethesda</td>
<td>3.0</td>
<td>transit (METRO)</td>
</tr>
<tr>
<td>Georgetown</td>
<td>2.0</td>
<td>transit (Bus)</td>
</tr>
<tr>
<td>Reston</td>
<td>1.5</td>
<td>no transit</td>
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How much is enough or too much? How much of “this” do we need to get “that?”
8-Day Charrette

What did we get support for?

<table>
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<tr>
<th>The Plan</th>
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<td>Residential:</td>
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Downtown Columbia, MD

8-Day Charrette

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## 8-Day Charrette

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### 8-Day Charrette

**Transit Plan:** BRT

### The Plan

<table>
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<td>Connect to DC METRO or Baltimore LRT</td>
<td>Connect to DC METRO or Baltimore LRT – but still long shot, and 20 to 30 years out</td>
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<tr>
<td>More Realistic:</td>
<td>BRT – but still long shot, and 20 to 30 years out</td>
</tr>
<tr>
<td>Plan:</td>
<td>Designate sites for stations and LRT access</td>
</tr>
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Street Alignment

Street Hierarchy

Street Types

Downtown Columbia, MD

8-Day Charrette

Transit Plan: BRT

The Plan

CNU Award

BRT Stations and station areas

Form-Based Codes (Guidelines):
- Required Street Alignments vs Flexibility
- Primary (Retail) Streets vs Secondary Streets
- Street Types – Blvd, Avenue, Mixed-Use, Neighborhood
• Development Phasing Plan
• Community enhancements
• Adequate Public Facilities:
  multi-model testing and mitigation
• Design Guidelines including Greenbuilding
• Design Advisory Panel review
• Open Space and Environmental Restoration

Downtown Columbia, MD

Existing:  
Approved PUD (Town Center) Plan:

<table>
<thead>
<tr>
<th>the 2010 Plan</th>
<th>1,180 residential units</th>
<th>1,500,000 S.F. retail</th>
<th>1,800,000 S.F. office</th>
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<td>5 Years Later….</td>
<td>5,500 Residential Units</td>
<td>1,250,000 SF Retail</td>
<td>4,300,000 SF Office</td>
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KEY REQUIREMENTS:

• Interchange and transit feasibility studies
• Affordable Housing Fund
• 1% for Public Art
• Downtown Columbia Partnership
• Transit Funding: annual 25 ¢/S.F. commercial space
• Downtown Arts and Culture Commission
• Monitoring

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Downtown Columbia, MD
State Center, Baltimore, MD
Case study for building community support
State Center TOD

Cityscaping

Existing METRO and LRT
Urban Context
Economically Challenged

Single-Use Office Park
Huge Support for TOD

Downtown Baltimore

LRT and METRO Stations
Surrounded by 9 Neighborhoods
28 Acres – owned by MDOT
Cityscaping

Existing METRO and LRT
Urban Context
Economically Challenged

Single-Use Office Park
Huge Support for TOD

Downtown Baltimore

1960’s “Urban Renewal” Created Government Office Park
Today: a “Whole in the Donut”

Reconnect and recreate what was once a vibrant community
Within ½ Mile Radius

- Lyric Opera House
- Myerhoff Symphony Hall
- Churches
- Parks, Schools,
- Antique Row
- Pennsylvania Avenue

Purpose of the Plan

Support state policy for TOD (especially state-owned land)
Increase transit ridership
Improve connectivity from LRT to METRO
Improve transit access for area neighborhoods and institutions

Transform a single-use, auto centric district into vibrant mixed-use
Within ½ Mile Radius

- Amtrak/MARC
- 4 LRT Stations
- METRO Station

Purpose of the Plan

Support state policy for TOD (especially state-owned land)
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Transform a single-use, auto centric district into vibrant mixed-use
The Plan for Community Support

18-Month Planning Process

1 year Intense Public Input
6 Months PUD approval process

Cityscaping:
- Educate and History
- Visioning
- Plan
- PUD Approval

**STAKEHOLDER INTERVIEWS**

- 9 Area Neighborhoods
- State Center Employees
- Maryland General Hospital
- Meyerhof Symphony Orchestra & Lyric Opera House
- Maryland Institute College of Art
- Area Property Owners
- Pennsylvania Avenue Redevelopment
- City Departments and Agencies
- Antique Row Merchants
- Area Churches
- Affordable Housing Advocates

**PROCESS: Cityscaping**

**Stakeholder Meetings:**

**What did we learn?**
The Plan for Community Support

18-Month Planning Process

1 year Intense Public Input
6 Months PUD approval process

Cituscaping:
  - Educate and History
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  - PUD Approval

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<td>9 Area Neighborhoods</td>
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**PROCESS: Cituscaping**

**State Center TOD**

**Stakeholder Meetings:**

**What did we learn?**
**State Center TOD**

**PROCESS: Cityscaping**

- Educate and History
- Visioning
- Plan

**Stakeholder Meetings:**

**What did we learn?**

- More than 40 opportunities for community input
- Website with schedule, resources, meeting notes
- Transparent process
State Center TOD

Educate and History

- Support Pennsylvania Avenue Initiatives
- Restore Existing Buildings – where possible
- Connect to area Cultural Assets
- Respect African American History and Culture

1914 Figure Ground
2007 Figure Ground

Pennsylvania Avenue

Reconnect historic street grid
State Center TOD

Visioning

Quality-of-Life

“Surveys”

Improve attractiveness, connectivity, safety, and ped-friendliness

- Roadway and intersection improvements (infrastructure)
- Jobs and local economic opportunities (human capital)
- Sustainability (LEED building and LEED ND)
- Affordable Housing (20% affordable housing)
- Access to transit (TDM strategy)
State Center TOD

Visioning

- Reduce Lane Widths
- Shorten Ped Crossings
- Streetscape improvements & traffic calming in neighborhoods

Improve LOS at MLK and Howard Street Intersection

- Shorten (distance) and lengthen (timing) for ped crossings
- Grocery Store and other retail/neighborhood services
- Enhance area attractiveness
- Community park – events space
- **MUST BENEFIT THE COMMUNITY!**
Streetscape & Parks and Open Space – “Community Square”
Building Heights; Transition to “edges”
Uses; Mixed-Use; Ground floor retail – throughout if possible
20% Affordable Housing
Phasing & Infrastructure Improvements
The Plan

**Streetscape & Parks and Open Space – “Community Square”**

- Building Heights; Transition to “edges”
- Uses; Mixed-Use; Ground floor retail – throughout if possible
- 20% Affordable Housing
- Phasing & Infrastructure Improvements
**BEFORE**

**AFTER**

State Center TOD

Preston Street transformation

Reconnect METRO & LRT

Ground level retail along Preston Street

Central “neighborhood green”

Improved Connectivity to McCulloh Homes

Celebrate the 2 stations with enhanced architecture
BETORE

AFTER

State Center TOD

Transformation of Eutaw Street

Connect to Bolton Hill

- Reduce Eutaw Street from 4 to 2 lanes
- Add bicycle lanes – connect to city-wide bicycle master plan
- “green infrastructure” and complete streets
- Bike depot at METRO Station
State Center TOD

Transformation of Eutaw Street

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Bike depot at METRO Station
The Plan

Residential: 2000 units
Office: 3 – 5 Million SF
Retail: 200,000 to 400,000 SF
Other: Armory, Civic, Community Space

Total FAR: 6 - 7 M SF: approx 5.0 FAR (28 acres)
KEY REQUIREMENTS:

- Grocery store
- Streetscape improvements
- Phased infrastructure investments
- Holistic TDM Strategy
- 30% minority contracting
- 30% minority development partnership
- 20% min Affordable Housing

The Plan

<table>
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<tr>
<th>Category</th>
<th>Details</th>
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<tr>
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BENEFITS (Phase One):

- $28 M public leverages $175 M private
- 1598 construction jobs; 156 permanent jobs
- $50 M net new revenue over 20 years
- $300 M minority contracting opportunity

BENEFITS (Buildout):

- $1 B private investment
- 1000 net new permanent jobs

The Plan

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