PANEL 2: LAND DEVELOPMENT AND JOB CREATION

Intent Meets Implementation: A Way Forward for Fort Ord

Peter Katz, Consultant





This doesn't have to be difficult...

One of my favorite projects...

Baldwin Park;

The former (and current) Naval Training Center in Orlando

Baldwin Park;

The former (and current) Naval Training Center in Orlando



David Pace, developer of Baldwin Park

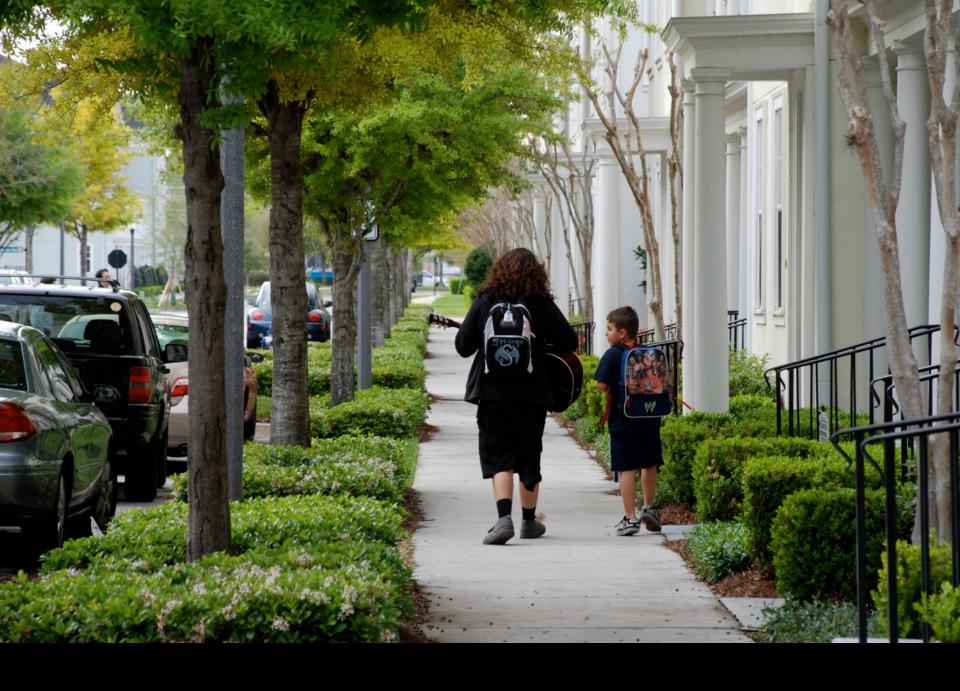
Baldwin Park;

The former (and current)
Naval Training Ce Southern rlando



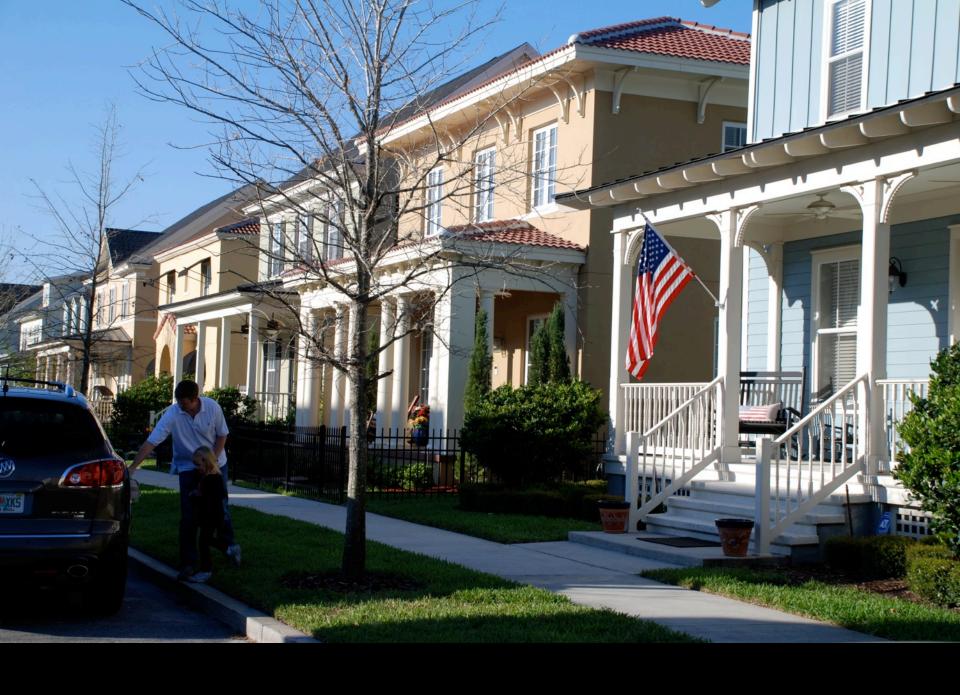






















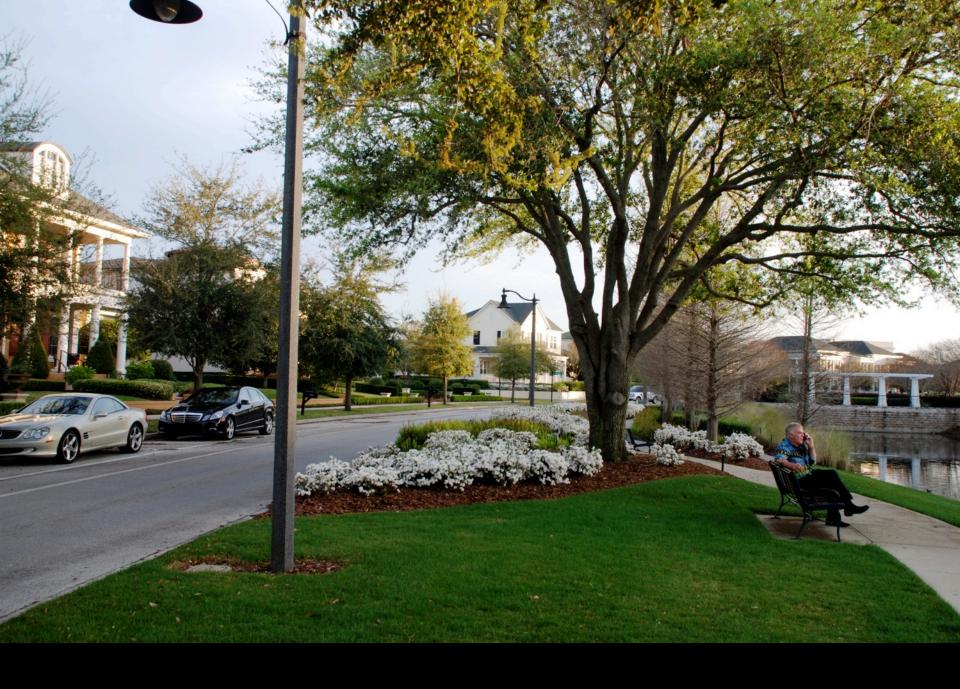


















It looks easy when it's done well!

Rick Bernhardt, Planning Director

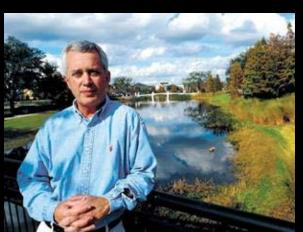




It looks easy when it's done well!

Penny Pritzker, Investor





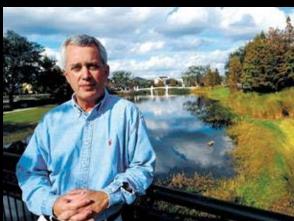


King Farm, Rockville, MD



It looks easy when it's done well!







I want to do a few things today:

1. Debunk the myth that planning and business can't coexist







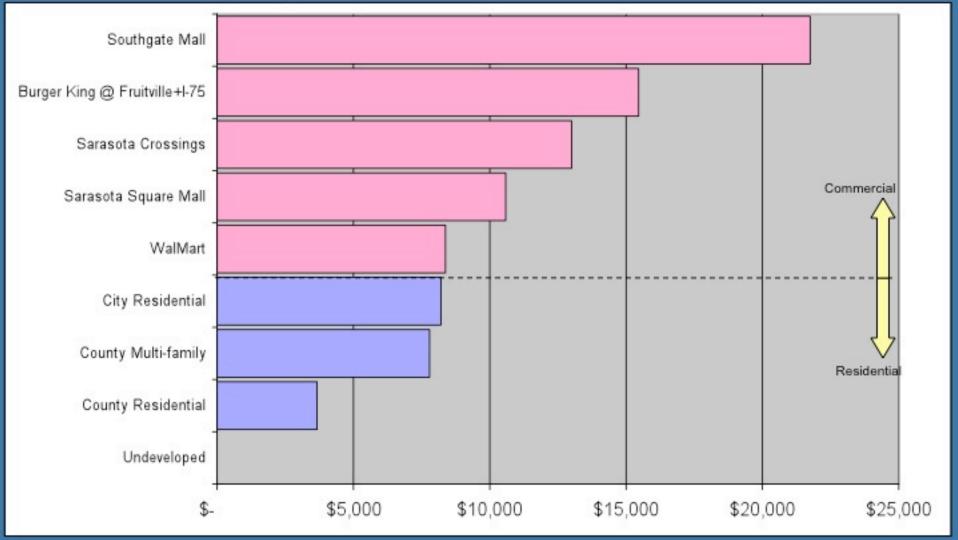




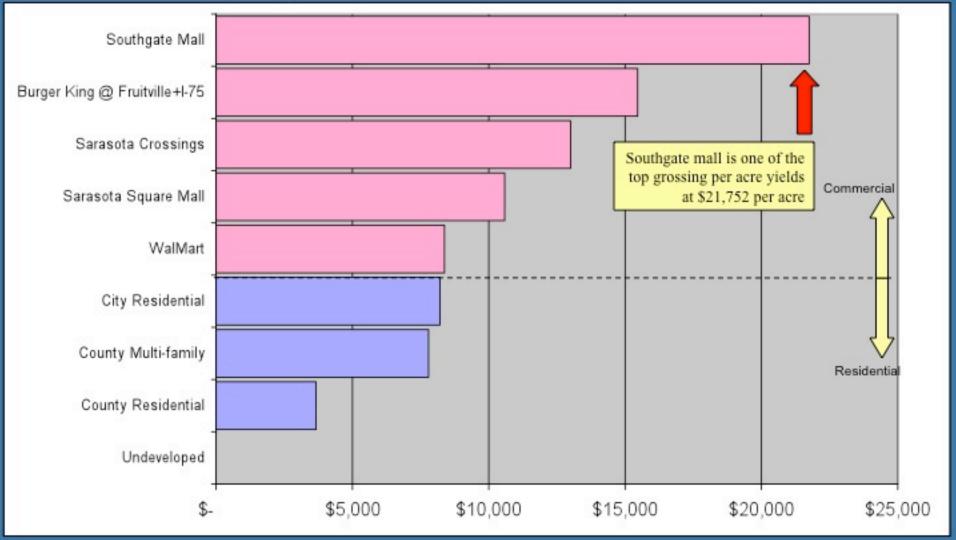




Joseph Musicoza, AICP







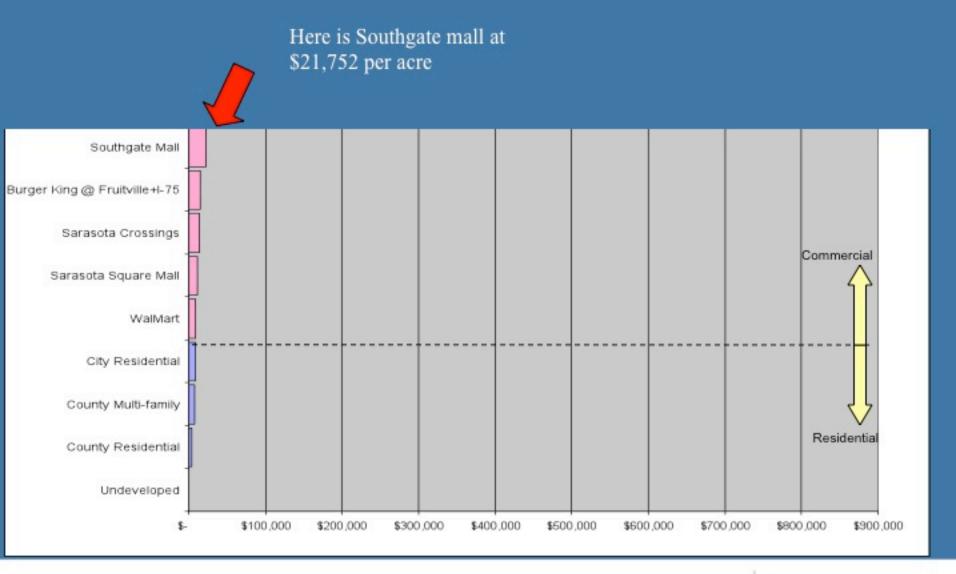




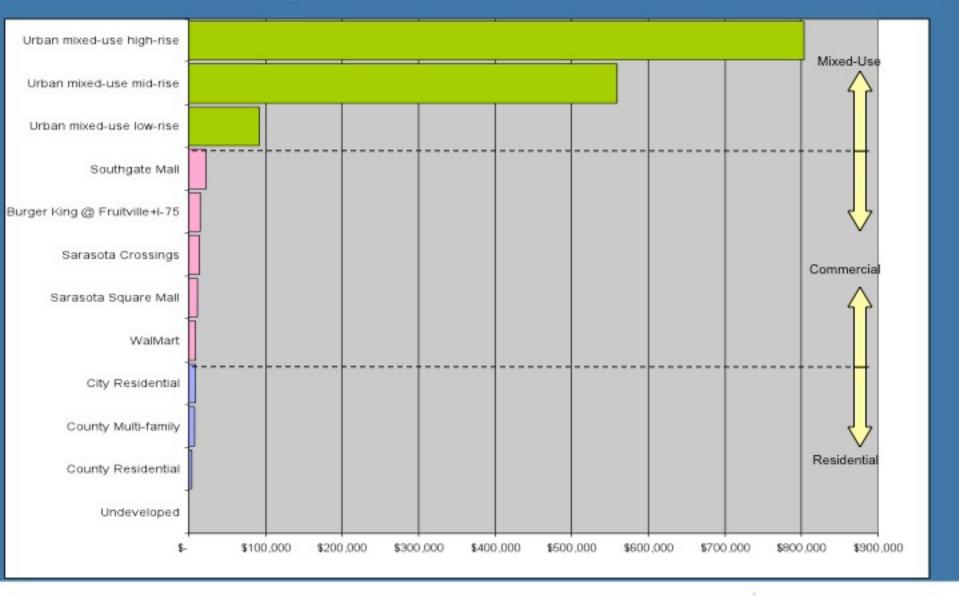
... and now we have to change the scale of the charts...



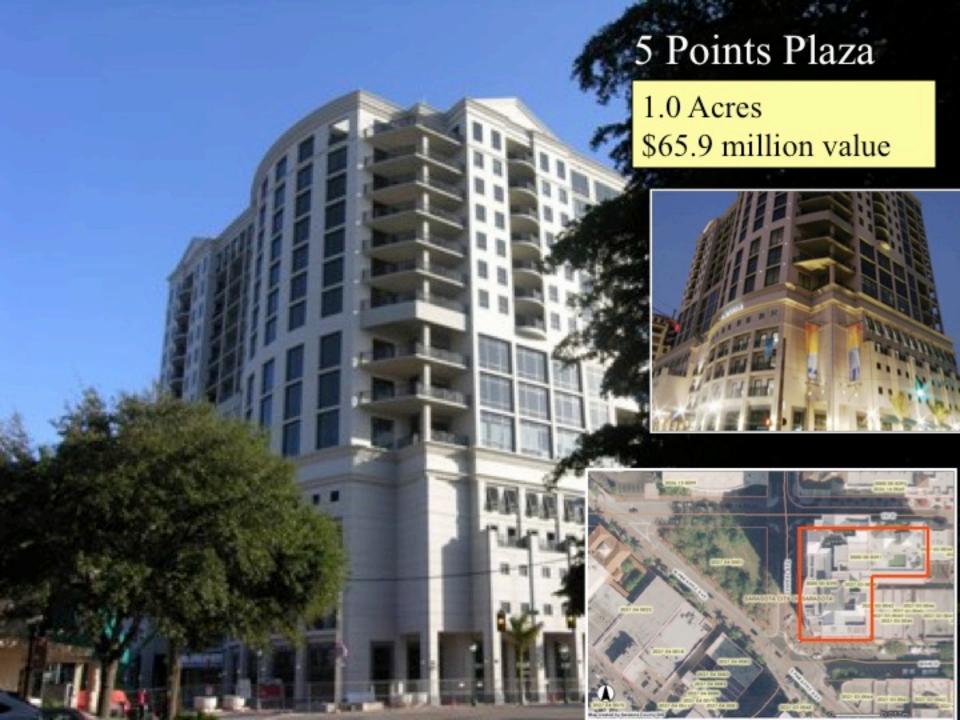










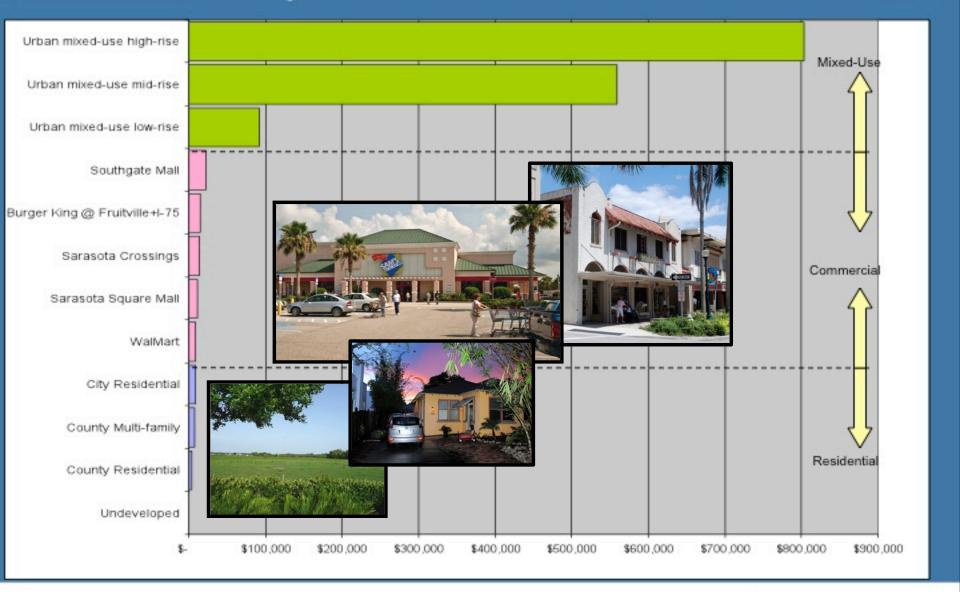




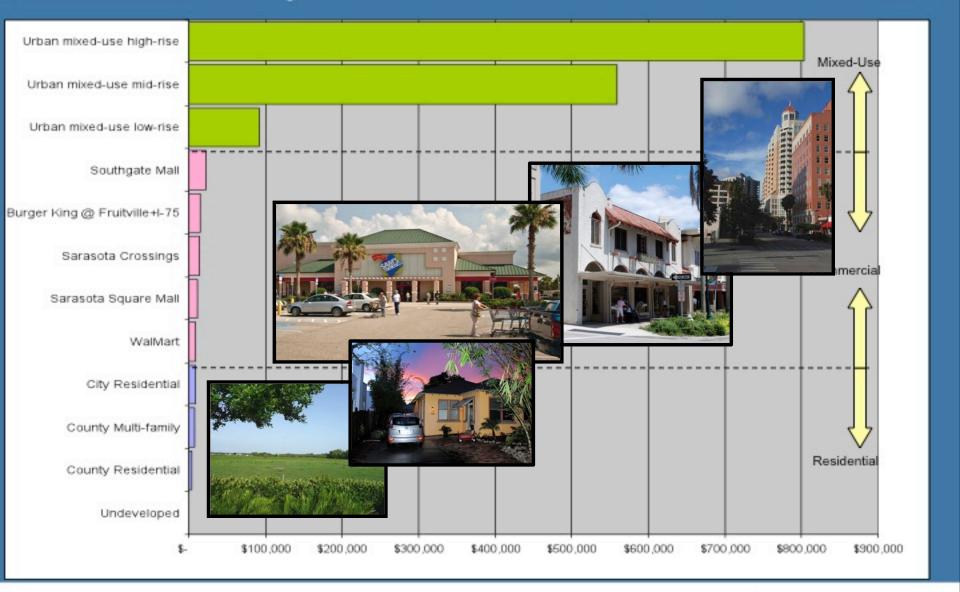














The final numbers are even more dramatic





Annual tax yield per acre: Sarasota County, Florida

- County residential \$3,651*
- 2. County multifamily \$7,807*
- City residential \$8,211*
- 4. Walmart \$8,374
- Westfield Sarasota Square \$10,579
- Sarasota Crossings \$13,019
- 7. Burger King \$15,458
- 8. Westfield Southgate Mall \$21,752
- 9. Urban mixed-use low-rise \$91,472
- 10. Urban mixed-use mid-rise \$790,452
- 11. Urban mixed-use high-rise \$1,195,740

\$100,000 \$200,000 \$300,000 \$400,000 \$500,000 \$600,000 \$700,000 \$800,000 \$900,000 \$1,000,000 \$1,200,000

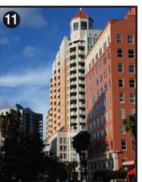
New Urban News; Sources: Sarasota County Government, Office of Financial Planning; Joe Minicozzi, Public Interest Projects. Based on 2008 tax figures.

*Based on average sales price per Sarasota County Board of Realtors, 2008 data.







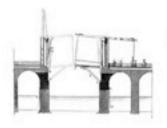




Single-use commercial

Urban mixed-use

Comparative Example #2 Density Efficiency Analysis



Public Interest Projects, Inc. J. Patrick Whalen Joseph Minicozzi, AICP One Acre of Moderate High-rise Mixed Use



.67 One Acre of Moderate High-rise Mixed Use



Can generate as much local property taxes as

The **21** acre Super Walmart



plus

The 34 acre Southgate Mall







1.0 acre of CBD High-rise Mixed-use > local property taxes than 55.4 acres of our 2 large mall and big box centers - combined

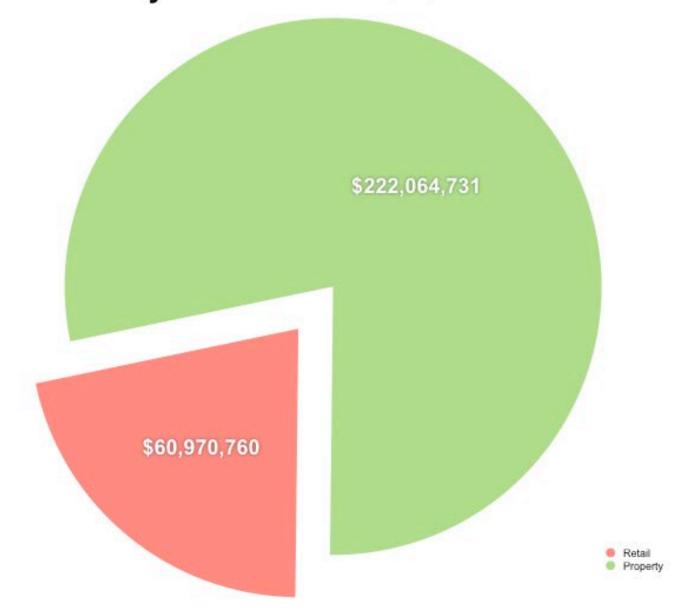
Property	Acres	Local Annual Property Tax Contribution
Southgate + Walmart	55.4	\$1,145,028
1 acre urban mixed-use high-rise	1.0 .67	\$1,491,486





But what about sales tax?

Sarasota County's Revenue (2008)



Sarasota County's Revenue (2008)



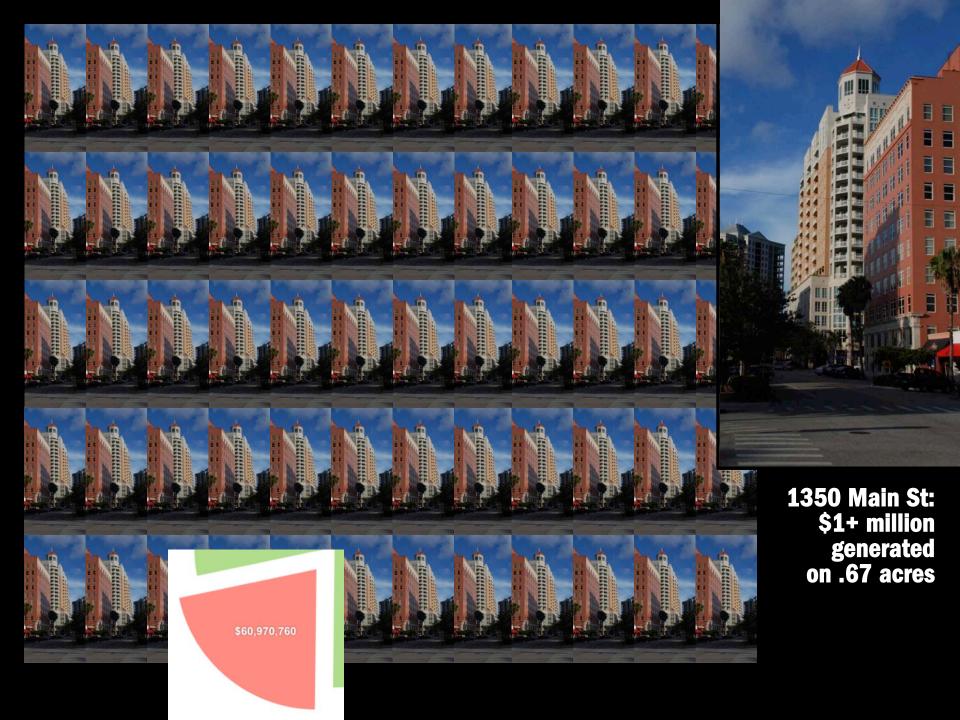


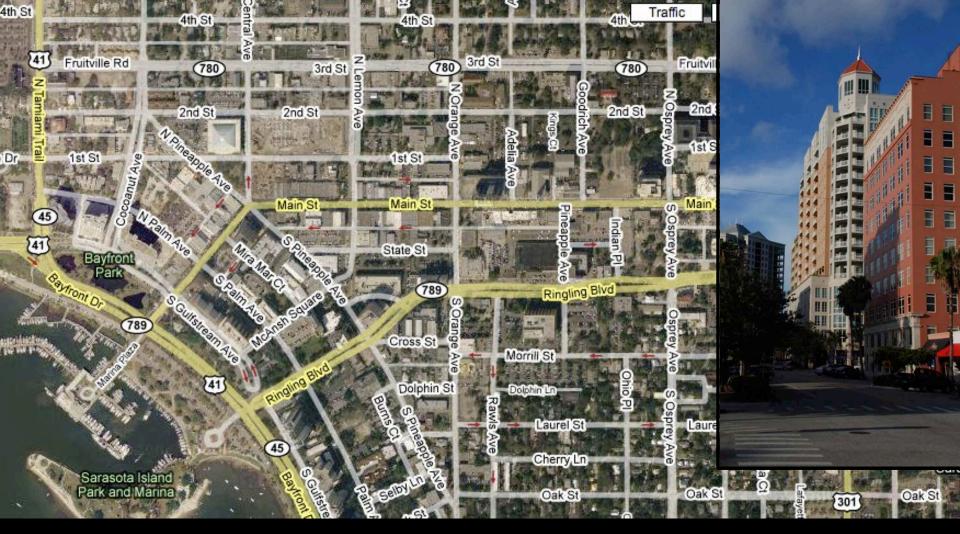
1350 Main St \$1+ millior generated on .67 acres

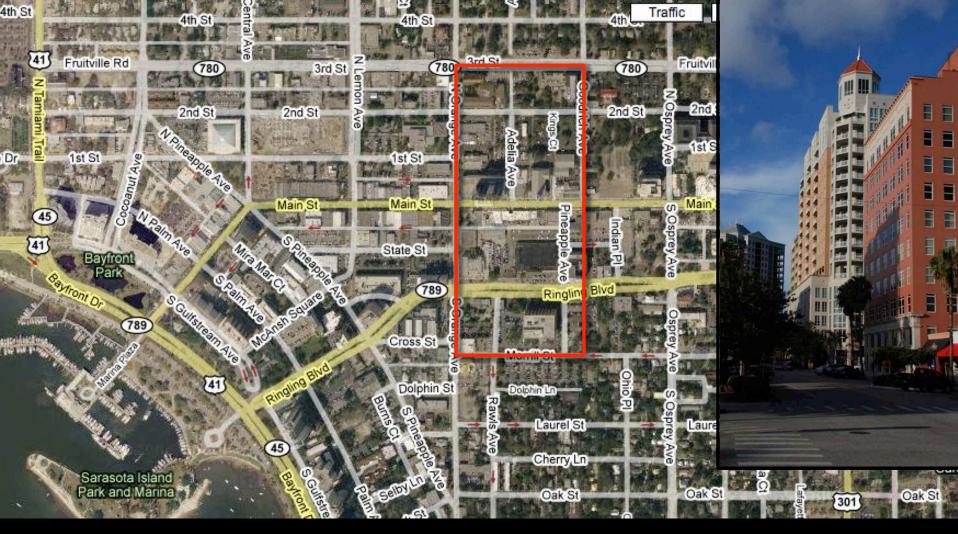
RetailPropert



1350 Main St: \$1+ million generated on .67 acres









Sarasota's downtown today— Mostly 1-2 story buildings







So what about the cost side of the equation?



A 1989 study in Florida showed that the costs for providing infrastructure per dwelling unit is lowest and most efficient for more compact developments

Efficiency Rank	Study Area Downtown	Urban Form Compact	Cost \$9,252
2	Southpoint	Contiguous	\$9,767
3	Countryside	Contiguous	\$12,693
4	Cantonment	Scattered	\$15,316
5	Tampa Palms	Satellite	\$15,447
6	University	Linear	\$16,260
7	Kendall	Linear	\$16,514
8	Wellington	Scattered	\$23,960

THE BROOKINGS INSTITUTION

Average

\$14,901



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Average \$14,901



Return on Infrastructure Dollars

Downtown Sarasota



CBD High-rise urban residential Return on Infrastructure Dollars

(ROIf) is: 35%



Suburban multi-family Return on Infrastructure Dollars (ROIf) is: 2%

Property (357 residential units)	Acres Consumed	Infrastructure Cost/Unit*	Total Infrastructure Cost	Total County Tax Return
Urban residential @ 100 units/acre	3.4	\$15,956	\$5,696,292	\$1,980,900
NW Quadrant of Fruitville and I-75	30.6	\$28,042	\$10,010,994	\$238,529

Downtown Sarasota





CBD High-rise urban residential pays off its infrastructure in 3 years While suburban multi-family layout pays off its infrastructure in 42 years

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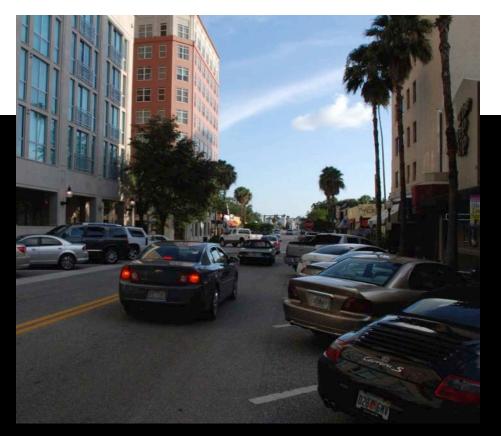


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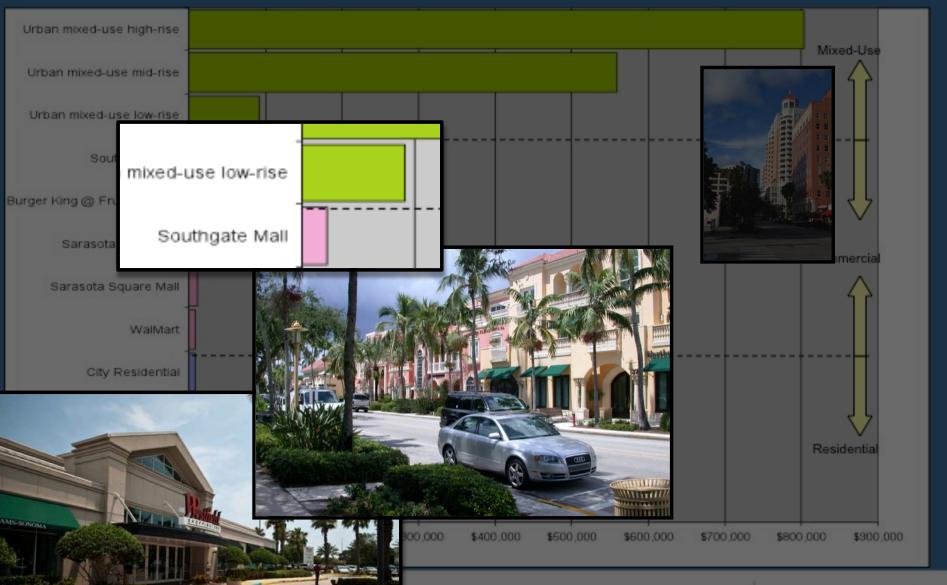
Caveat: This is less about tall buildings than having the market to fill them.



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County Tax Yield Per Acre





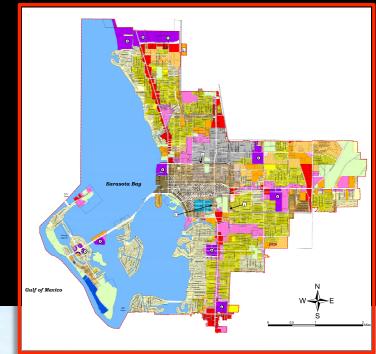
Where do you put these high value places?



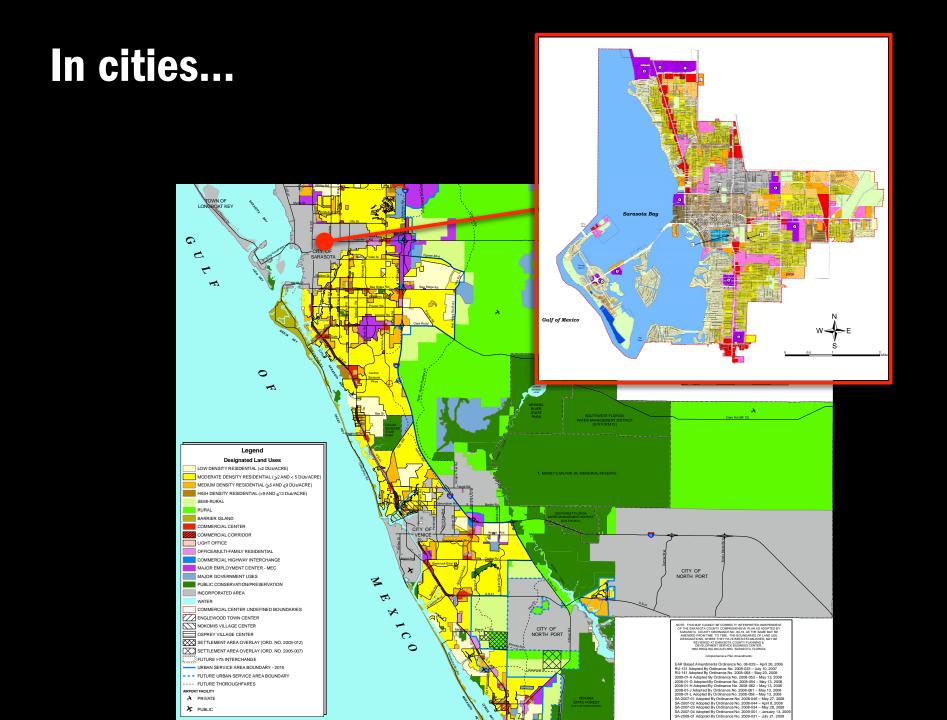
In cities...



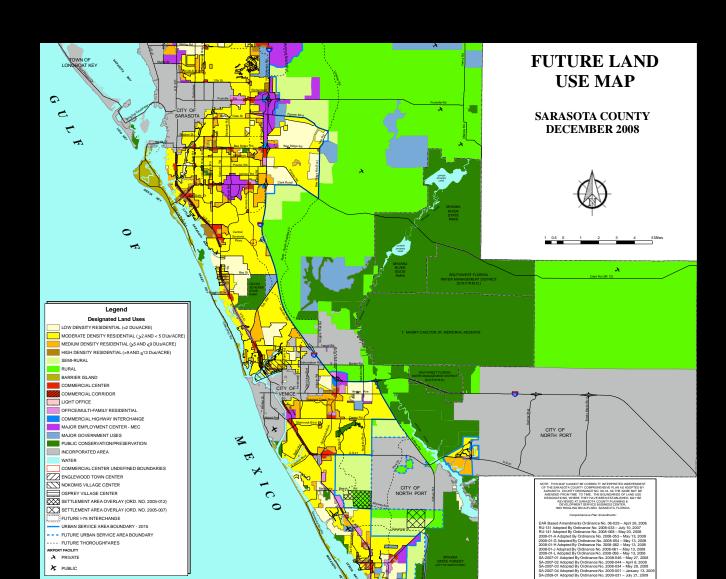
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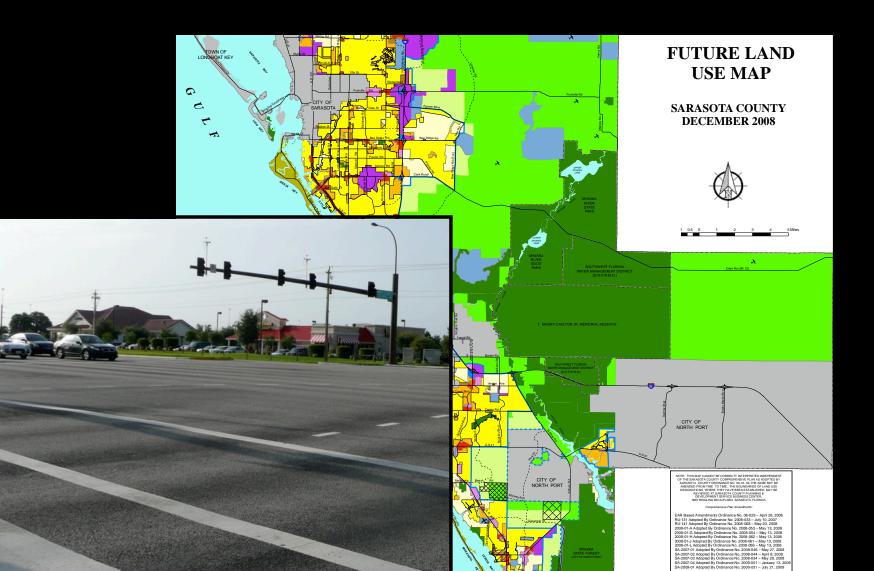




Where <u>else</u> do you put these high value places?

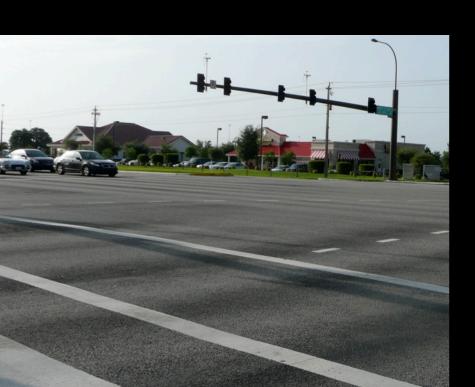


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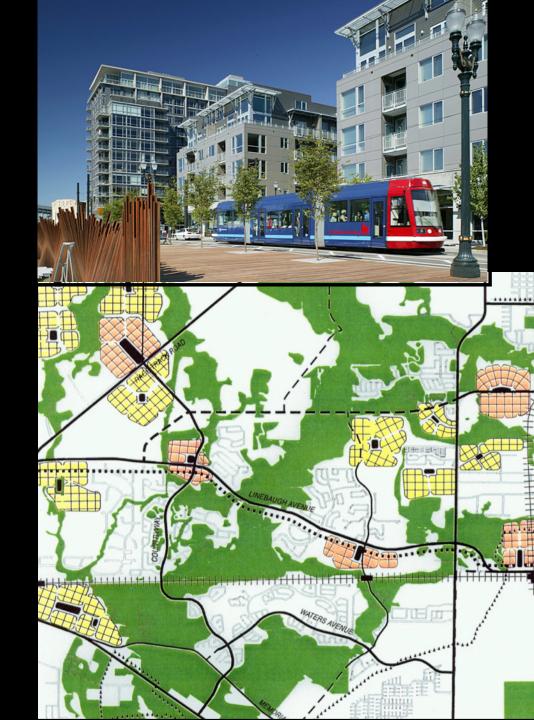


Where <u>else</u> do you put these high value places?

Hint: Not on big arterials...



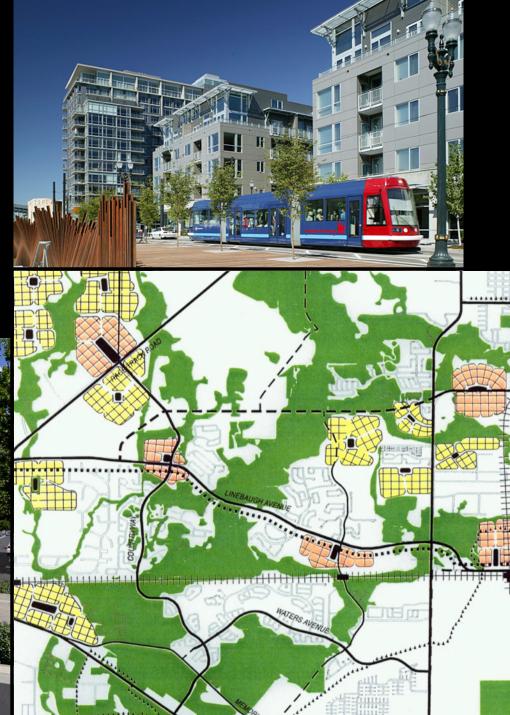
...near transit.



...near transit.

But you need to get the transit and land-use plan right





2. Look at Fort Ord's Progress

FORT ORD REUSE PLAN



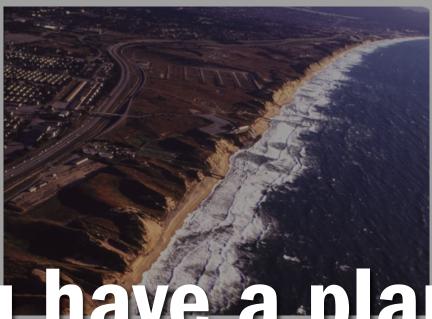
Context and Framework

Adopted June 13, 1997



FORT ORD REUSE AUTHORITY

FORT ORD REUSE PLAN



You have a plan...

Volume I:

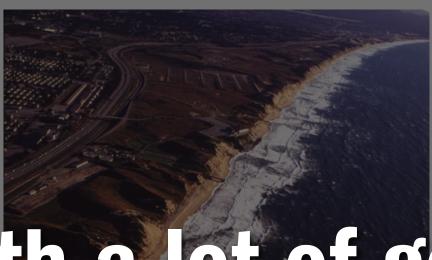
Context and Framework

Adopted June 13, 1997



FORT ORD REUSE AUTHORITY

FORT ORD REUSE PLAN



...with a lot of good

WOLGS Context and Framework

Adopted June 13, 1997



Design Principles:

- 1. Create a unique identity for the new community around the educational institutions.
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- Maintain the fine-grained development pattern of existing areas of the Main Garrison.
- Encourage a development pattern which mixes uses horizontally and vertically for an active streetscape.
- Encourage a scale and pattern of development which is appropriate to a village environment and friendly to the pedestrian and cyclists.
- Where appropriate establish a readily discernible edge to the new development.
- · Create compact community form and patterns of development.
- Create distinctive and memorable entries to the area.
- Establish community form consistent with peninsula prototypes.
- Link the new neighborhoods with the surrounding cities' development fabric.

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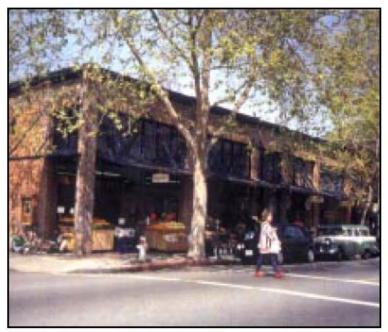


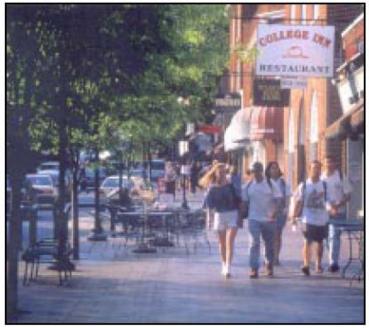
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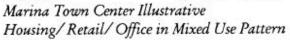


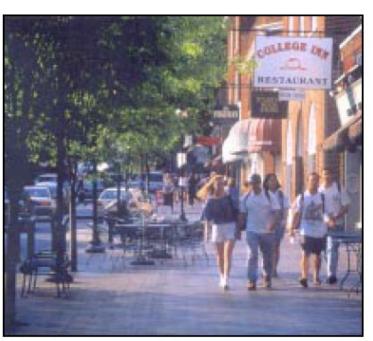
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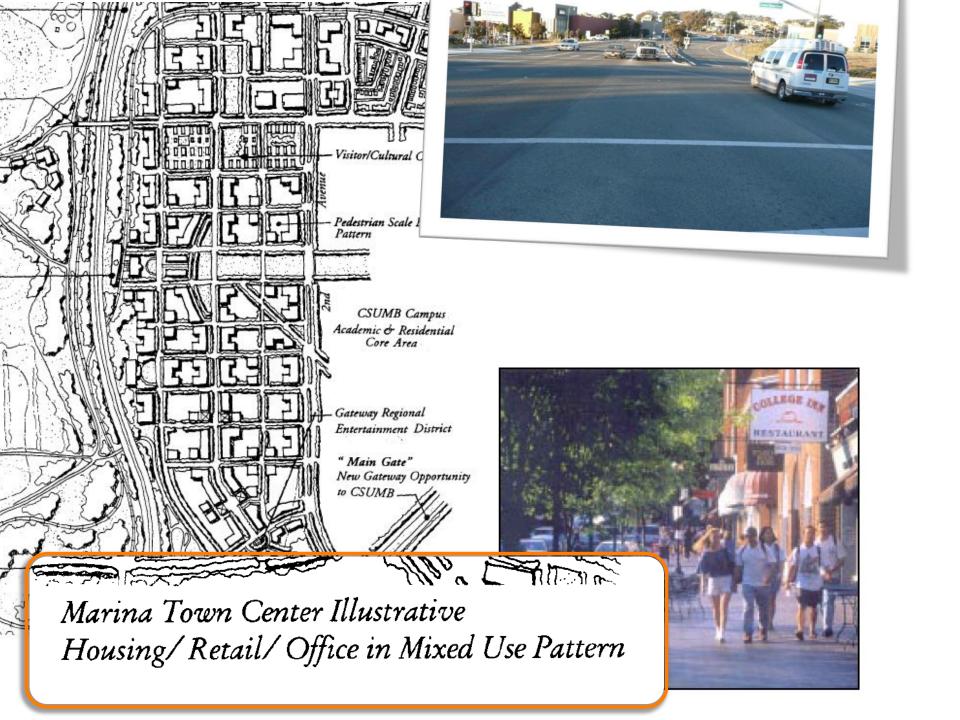


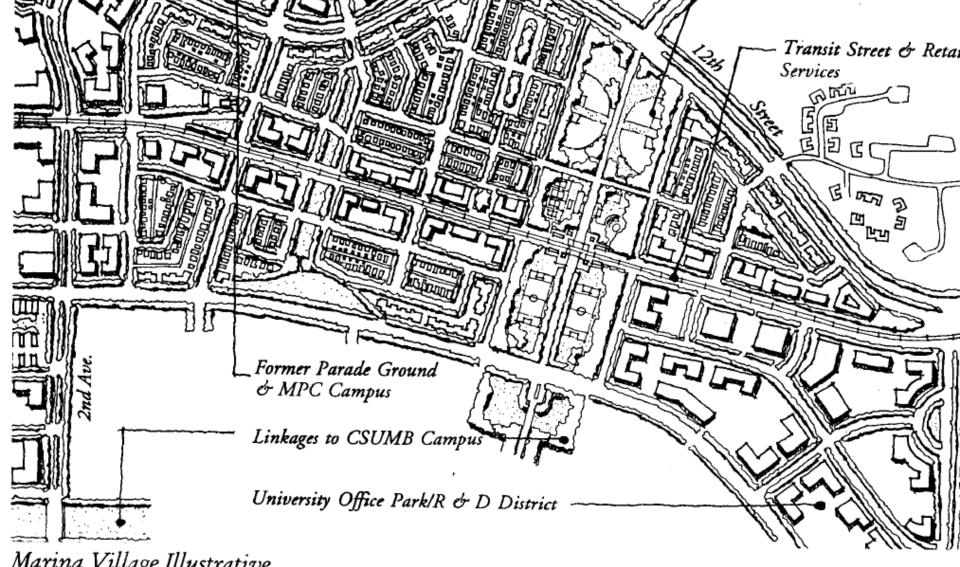




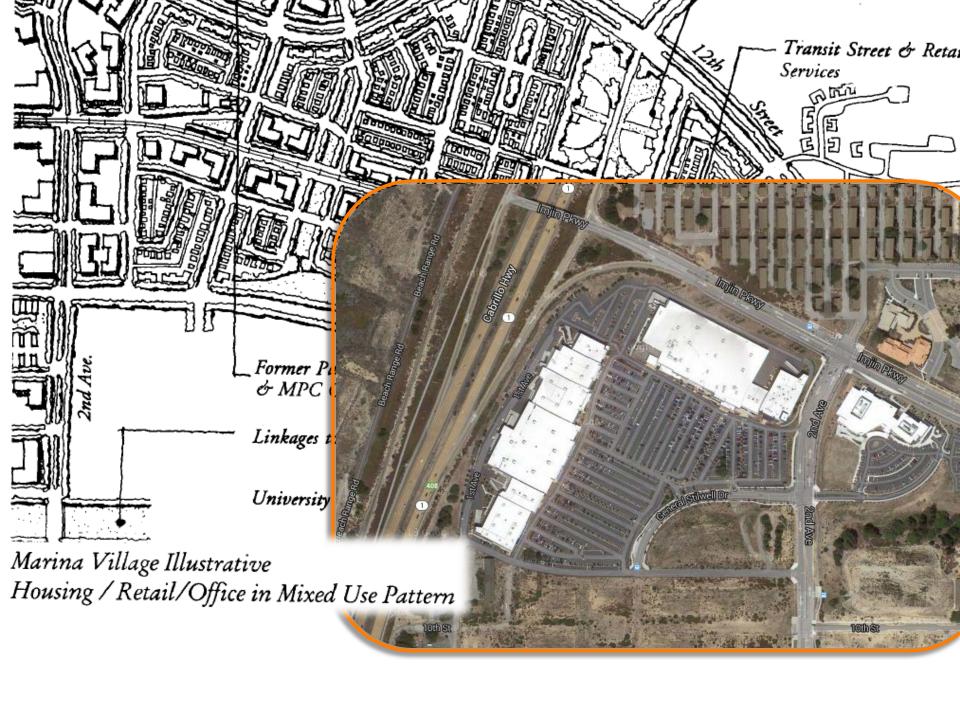


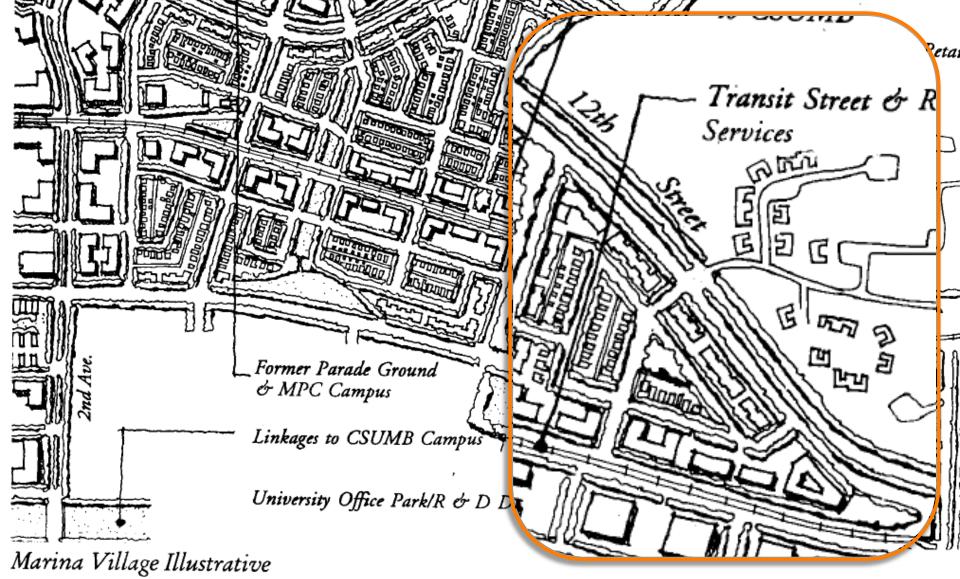




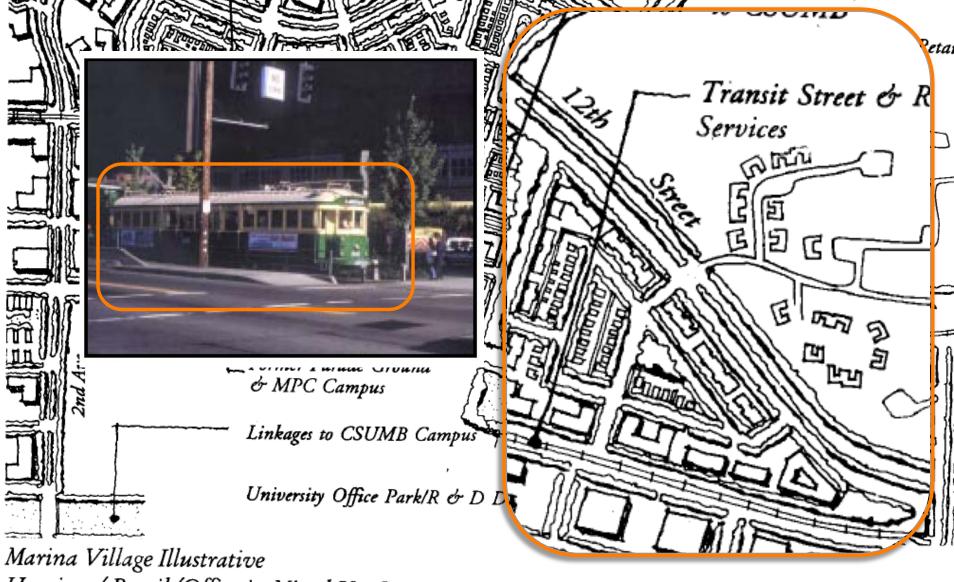


Marina Village Illustrative Housing / Retail/Office in Mixed Use Pattern

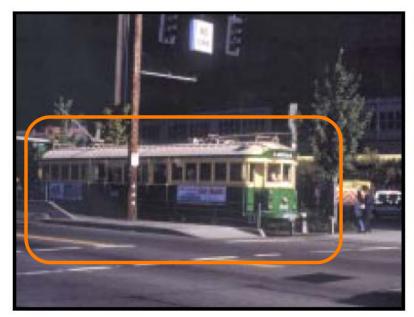




Marina Village Illustrative
Housing / Retail/Office in Mixed Use Pattern



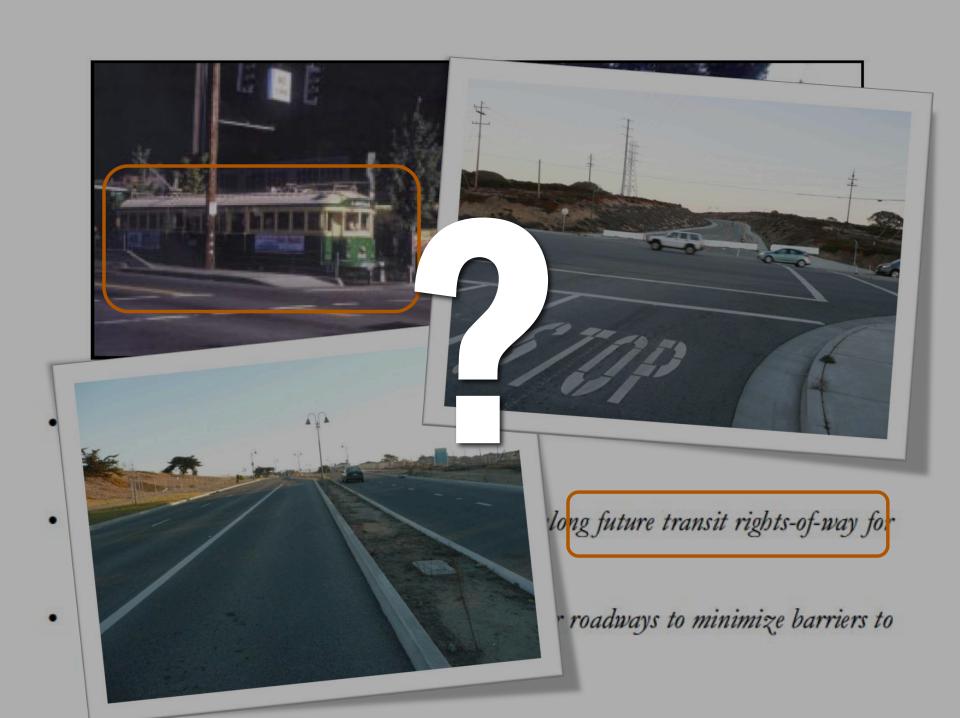
Housing / Retail/Office in Mixed Use Pattern





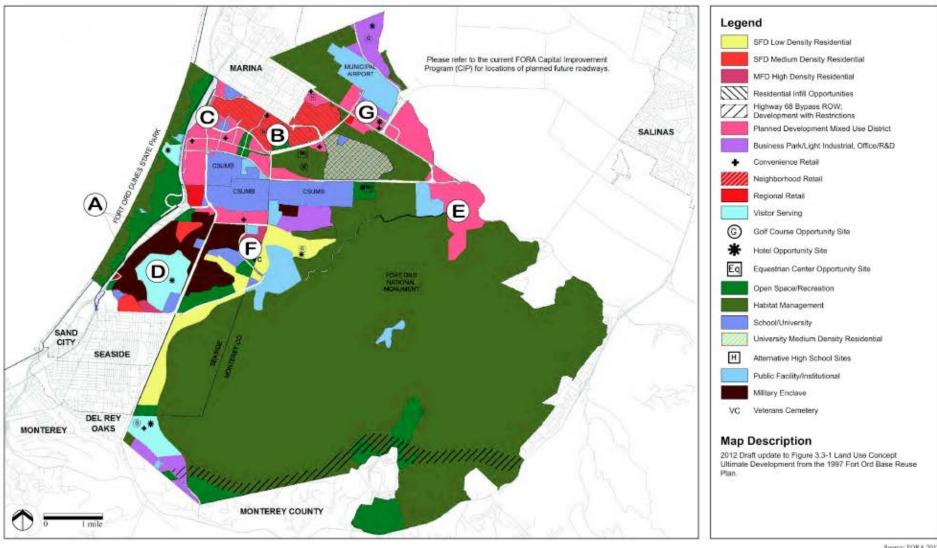
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- Locate concentrations of activity and density along future transit rights-of-way for efficient movement.
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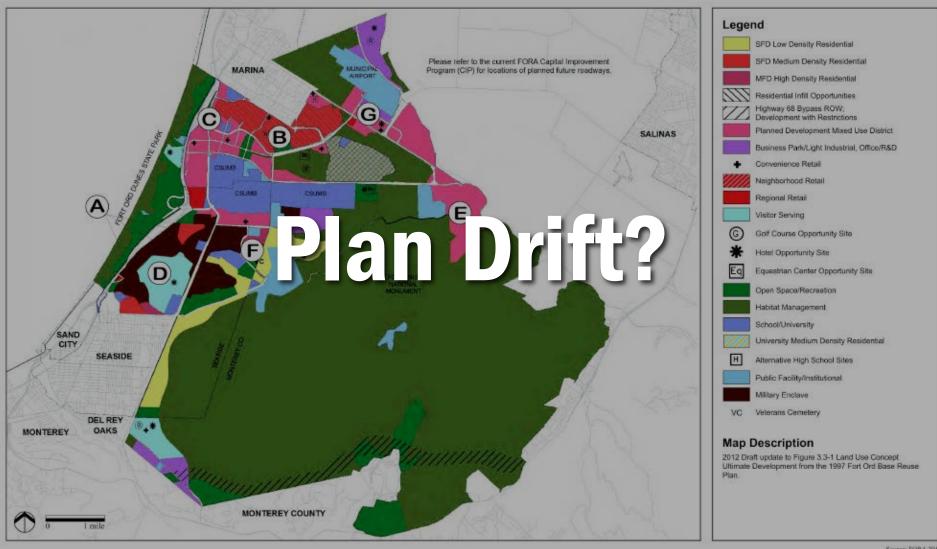






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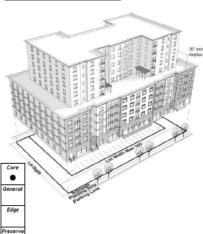








Pedestal Building Lot (PB):

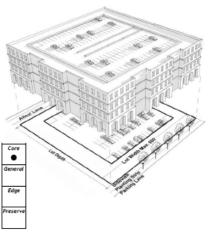


Character Examples:





Lined Building Lot (LB):

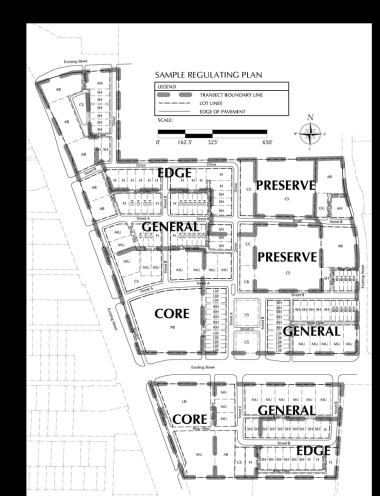


Character Examples:

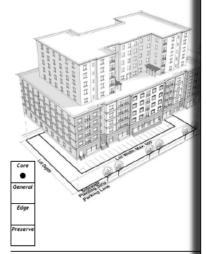




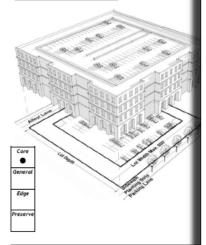
Sarasota County, Florida Draft 4/5/07 Page 11



Pedestal Building Lot (PB):



Lined Building Lot (LB):

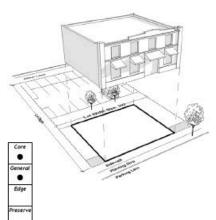


Sarasota County, Florida

Section 6.11.5.d

Article 6. District Development Review Standards

Mixed-Use Building Lot (MU):

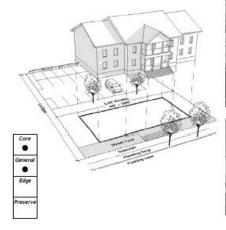


Character Examples:





Apartment Building Lot (AB):

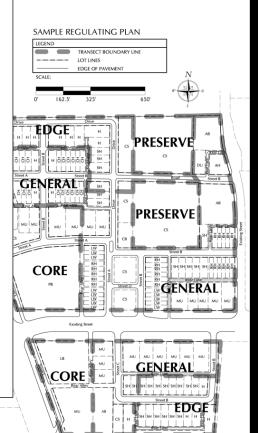


Character Examples:

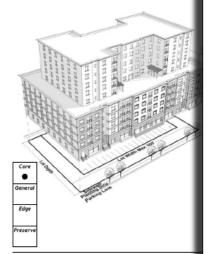




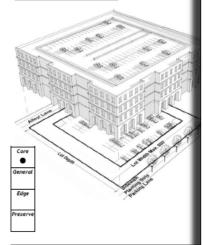
Sarasota County, Florida Draft 4/5/07 Page 12







Lined Building Lot (LB):

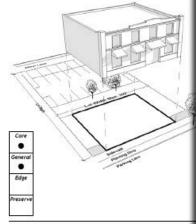


Sarasota County, Florida Draft

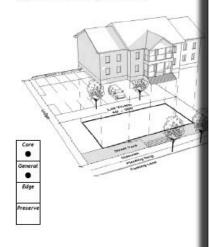
Section 6.11.5.d

Article 6. District Development Review Standards

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Apartment Building Lot (AB):



Sarasota County, Florida

Section 6.11.5.d

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Duplex Lot (DU):

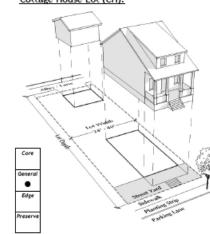


Character Examples:





Cottage House Lot (CH):

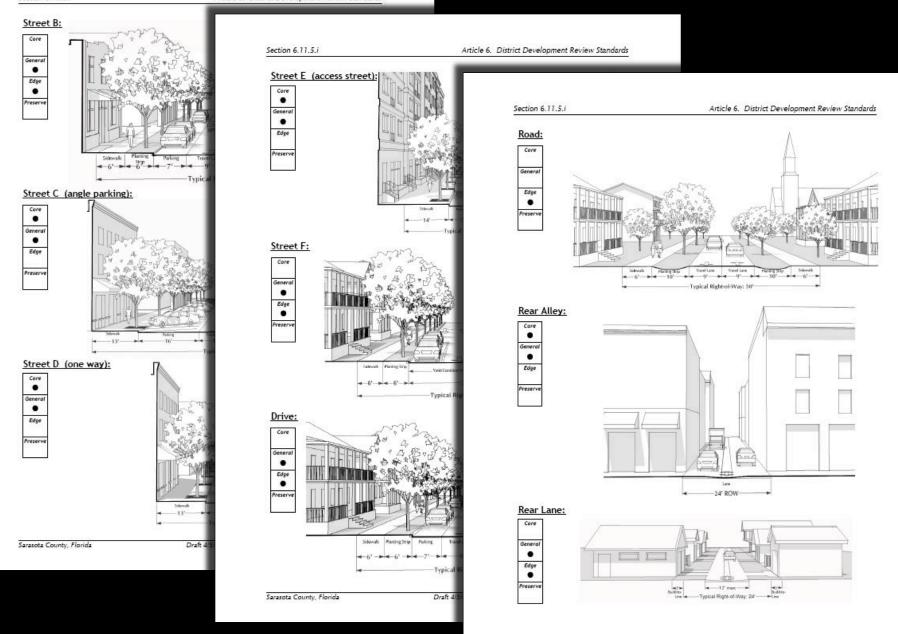


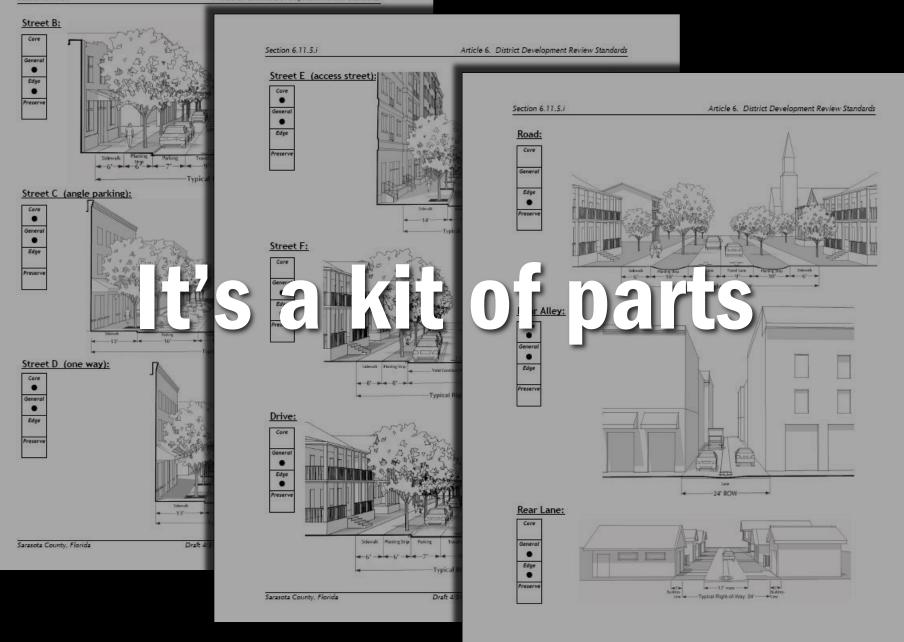
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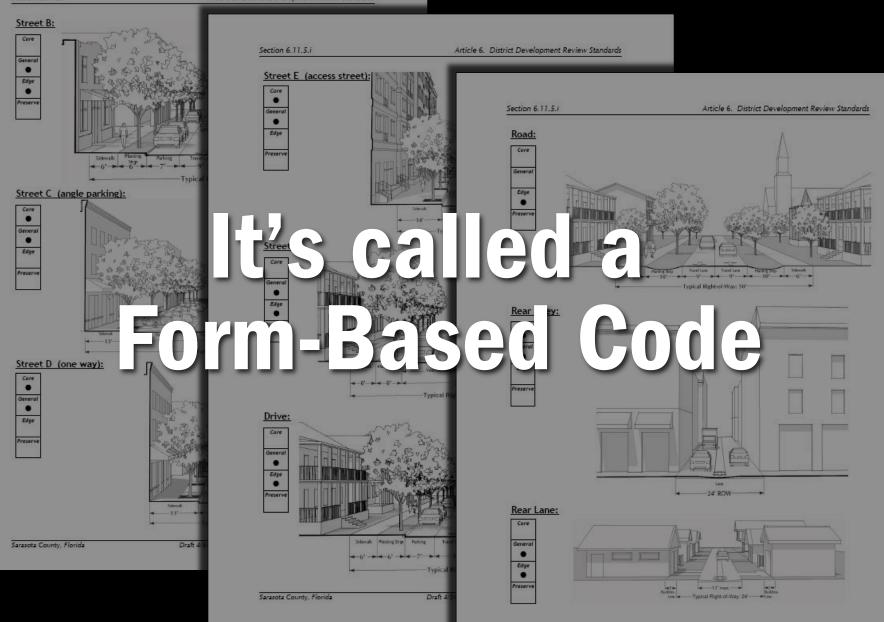




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3. Discuss Ways to Do Better

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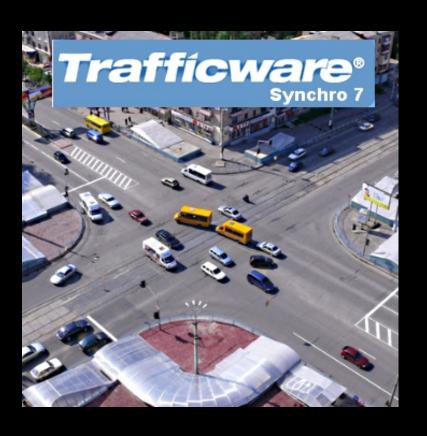
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The Dirty Secret About Regional Plans...

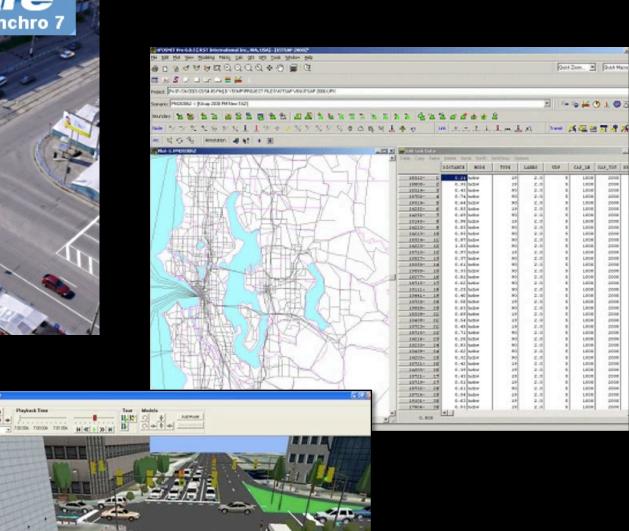
They fail to link to zoning

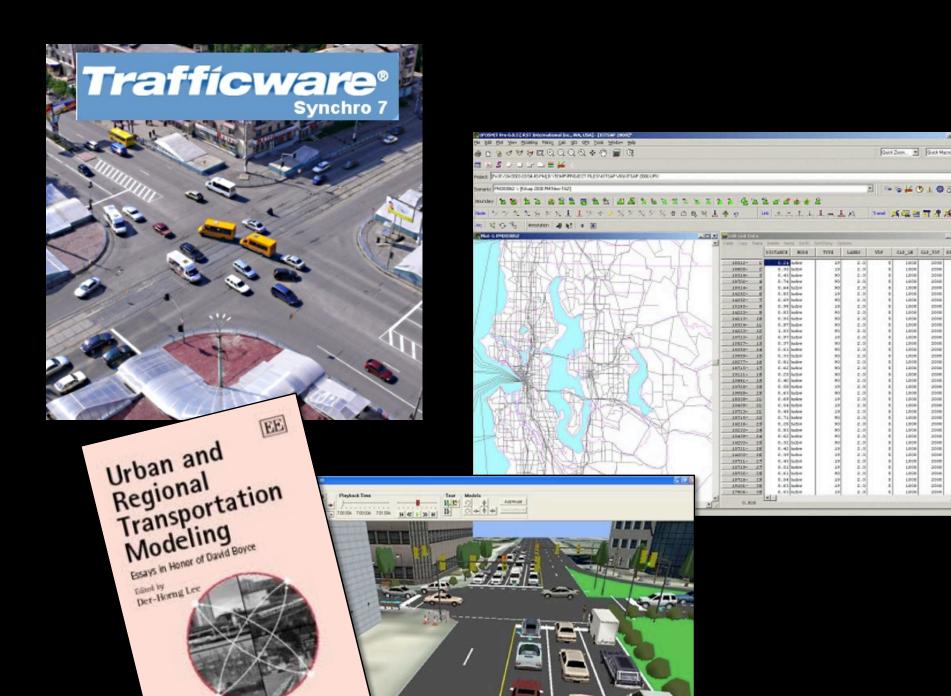
They're mostly about "Dialing for Dollars"



Or Q + + + Playback Time

Nide Some













New Roadway Facilities



N. Cattlemen Road (from Universit Pkwy to DeSoto Road)

N. Cattlemen Road & DeSoto Road Intersection

N. Cattlemen Road (from DeSoto Road to Richardson Road)

DeSoto Road (from Honore Avenue to N. Cattlemen Road)

Total Estimated Cost \$38,050,000

Right of Way \$5,000,000 Construction \$33,5000,000



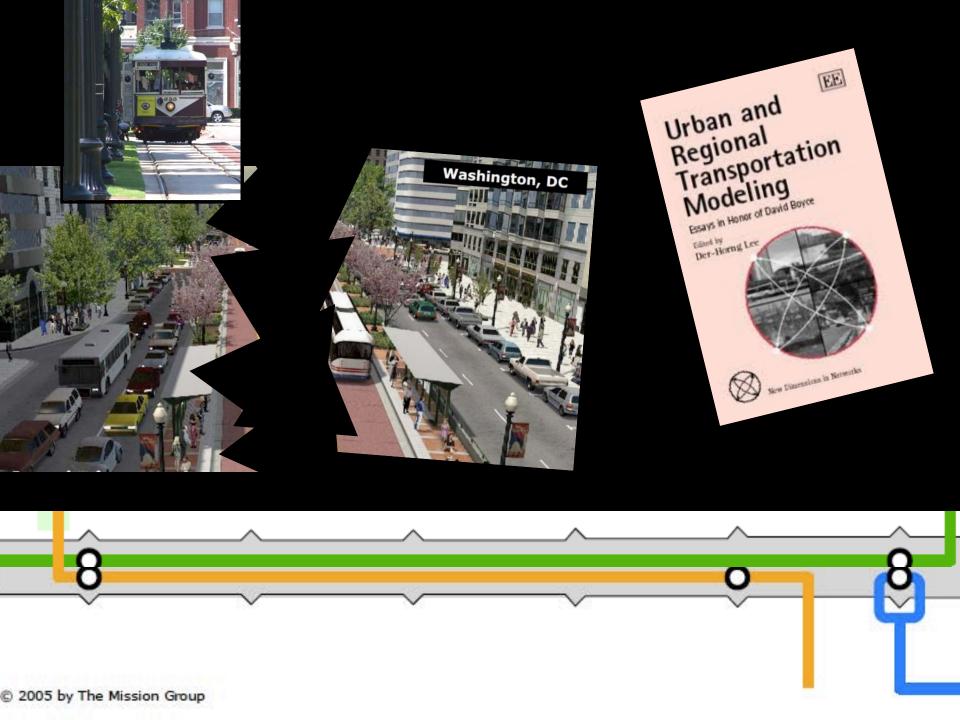


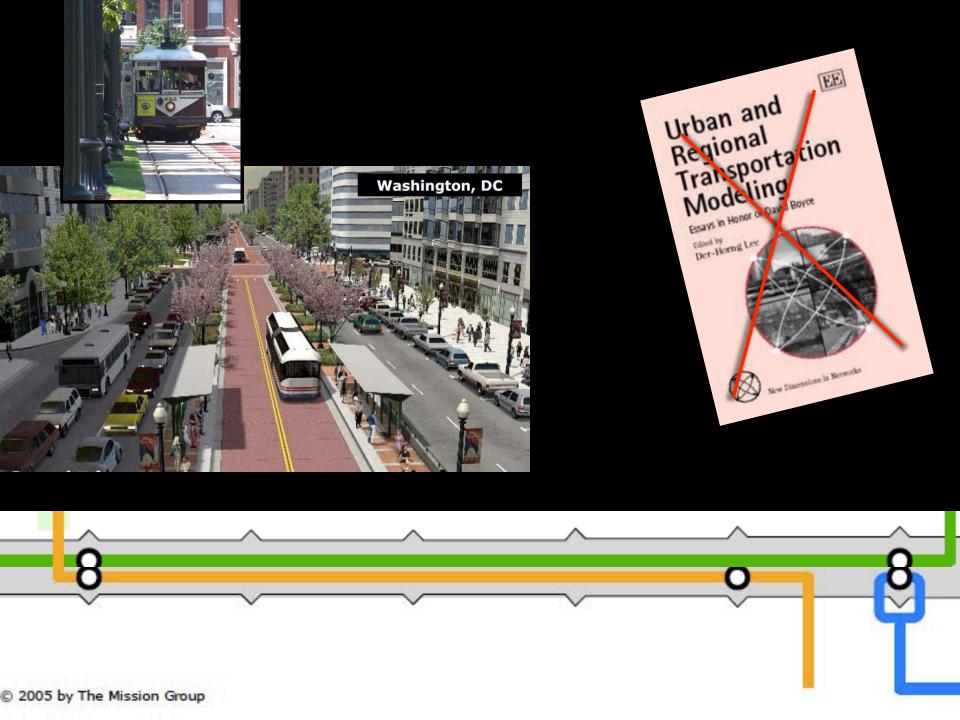


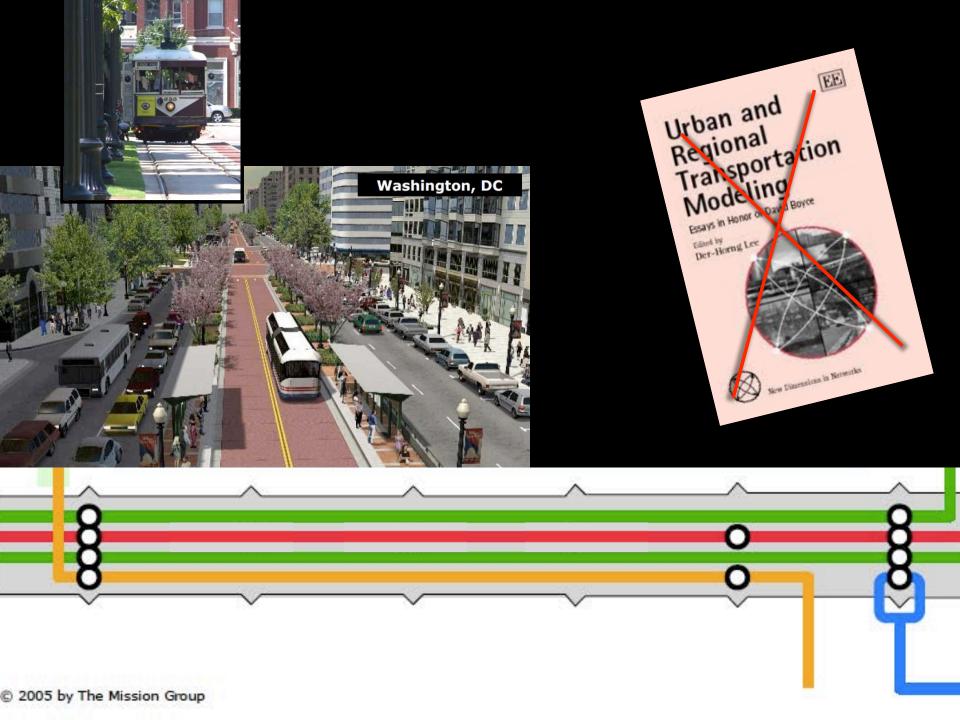


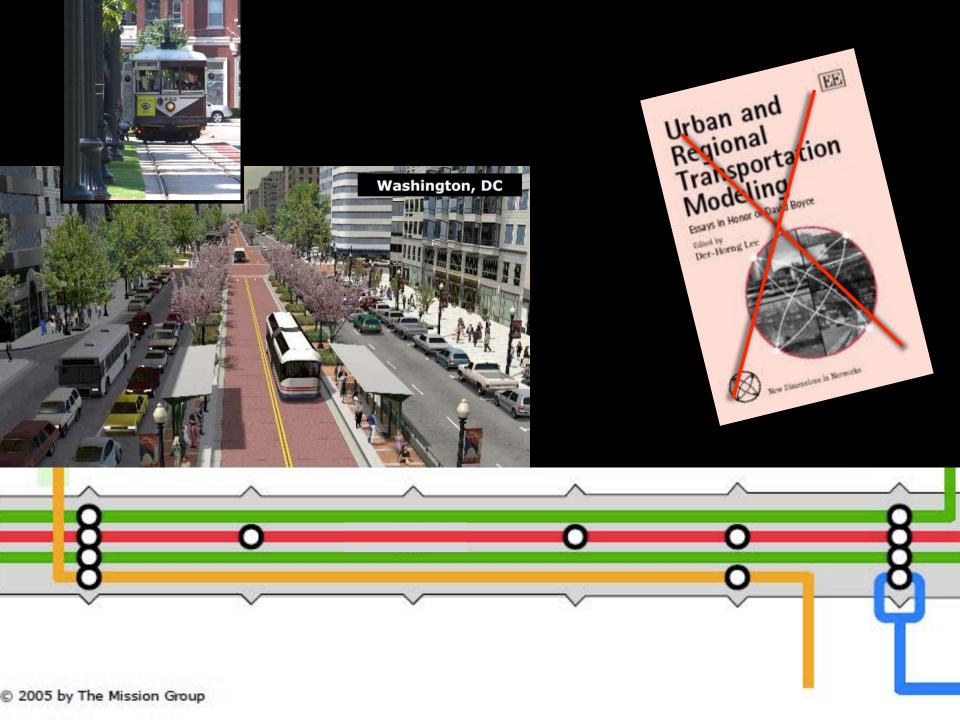


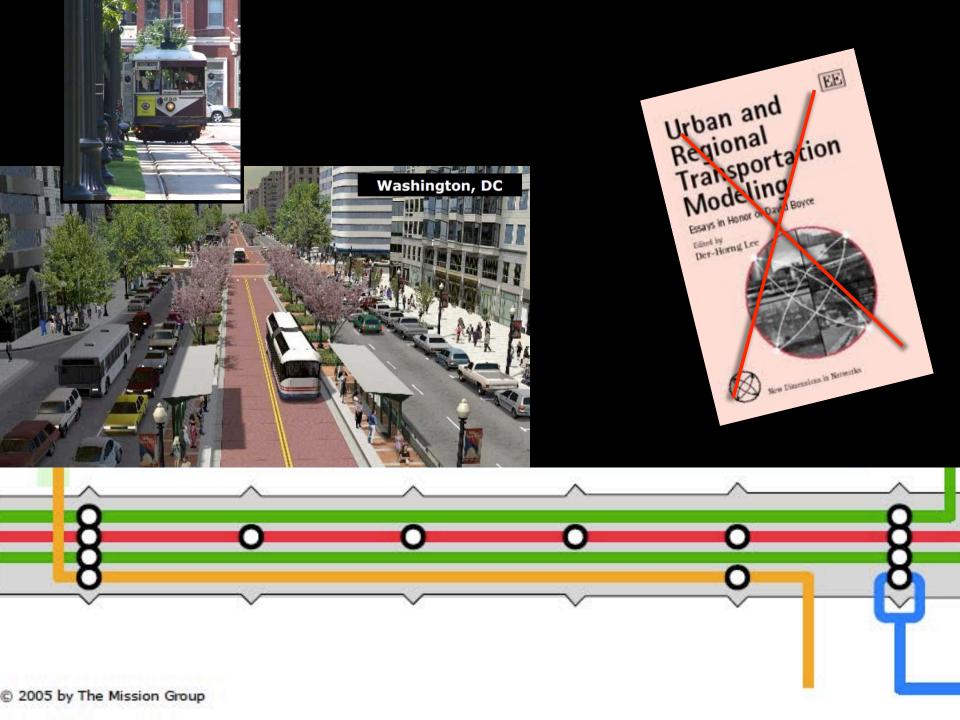


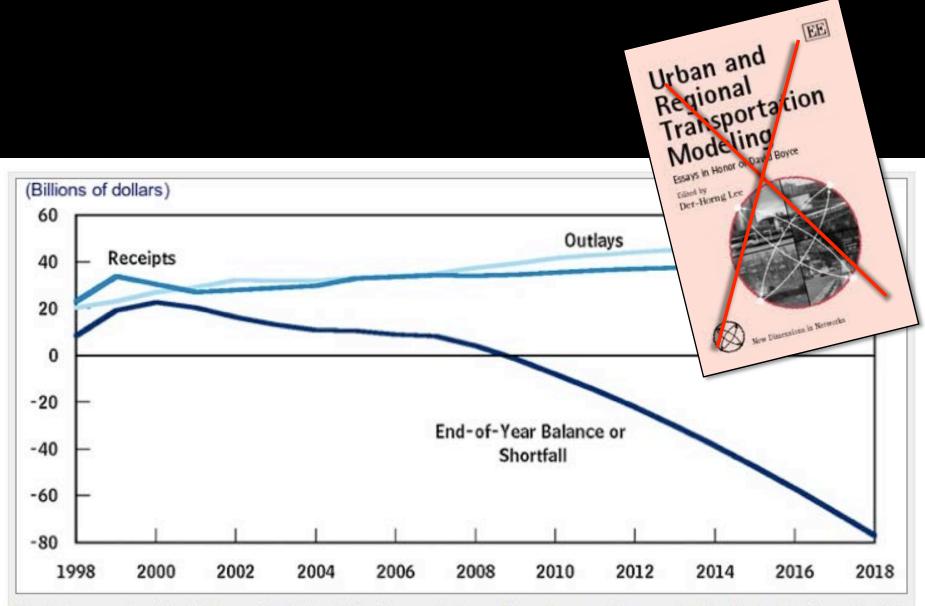








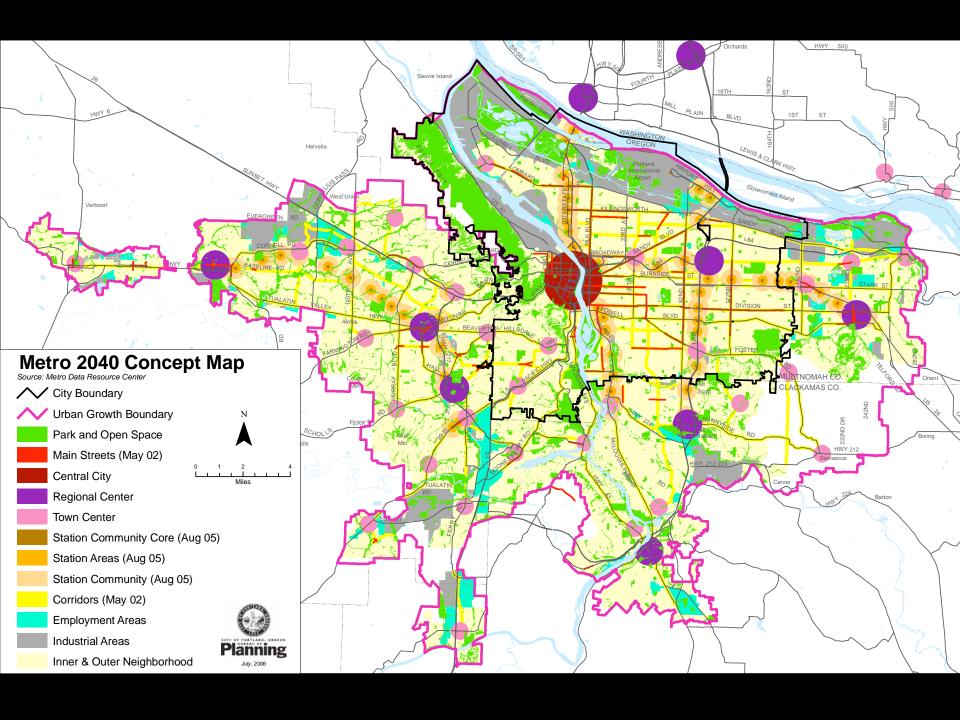




The bad news about the Highway Trust Fund: Gas tax receipts aren't keeping up with spending levels, leading to a shortfall that gets bigger each year. Source: Congressional Budget Office

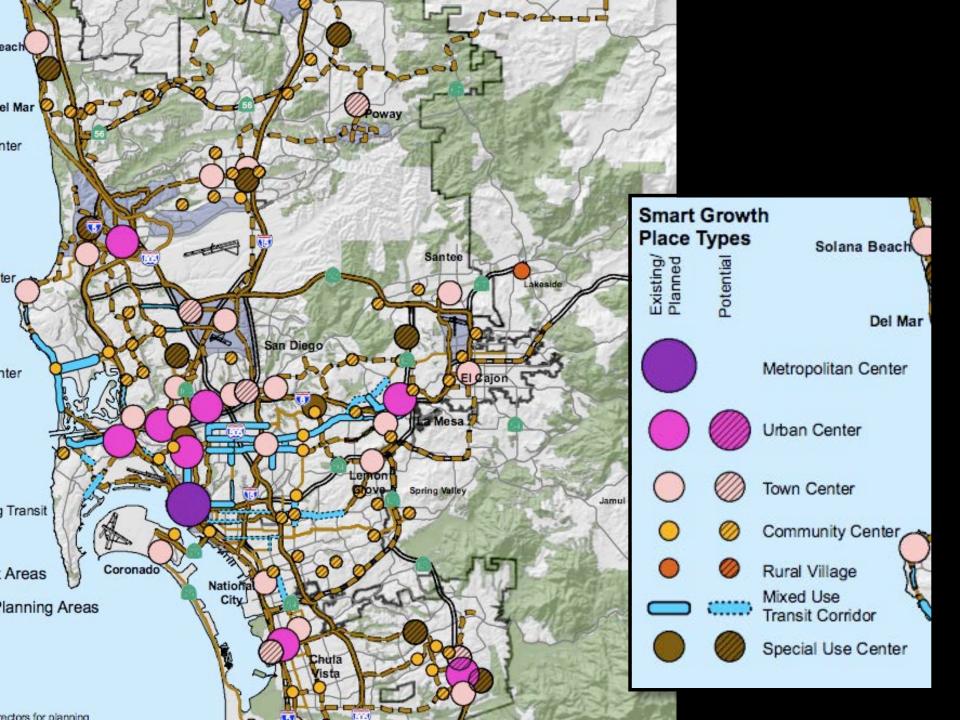
The new kind of regional plan has a lot of dots





What's in the Dot?





SMART GROWTH MATRIX REGIONAL COMPREHENSIVE PLAN (RCP)

CATEGORY/ LAND USE TYPE CHARACTERISTICS	LAND USE INTENSITY TARGETS	TRANSPORTATIO CHARACTER		Growt Types	h Solana Beach
Metropolitan Center Draws from throughout the region Metropolitan center has several SGOA designations Regional commercial/ retail center Regional civic/cultural center	 Desired Building Types: Mid- to high-rise residential and office/ commercial 75+ dwelling unit/ average net residential acre within ¼ mile radius of transit station 80+ employees/average net acre within ¼ mile of transit station 	 Access from sever freeways with reaccess points Hub transit syst Regional hub for numerous local regional transit Shuttle services pedestrian orie internal trips 	Existing/	Potential P	Del Mar Metropolitan Center Urban Center Town Center Community Center Rural Village Mixed Use Transit Corridor Special Use Center

CATEGORY/ LAND USE TYPE CHARACTERISTICS	LAND USE INTENSITY TARGETS	TRANSPORTATIO CHARACTER	Smart Place	Growt	X
Urban Center Employment draws from throughout region, while other uses draw mainly from subregional area Urban centers likely located within larger area that has several SGOA designations Mixed use employment Civic/cultural facilities	 Desired Building Types: Mid-to high-rise residential and office/ commercial 40-75+ dwelling unit/average net acre residential within ¼ mile radius of transit station 25+ dwelling unit/ acre for mixed use sites within ¼ mile radius of transit station 50+ employees per net acre within ¼ mile of transit station 	 Freeway connect multiple access Served by sever regional transit several local ser Possible shuttle internal trips Minimal park-ar facilities; access handled by intersystem 	Existing/	Potential Potential	Del Mar Metropolitan Center Urban Center Town Center Community Center Rural Village Mixed Use Transit Corridor Special Use Center

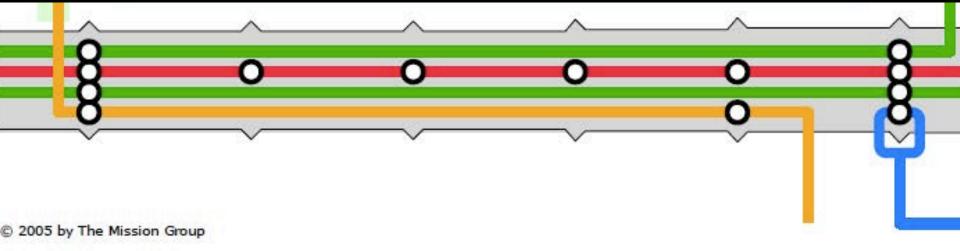
CATEGORY/ LAND USE TRANSPORTATIO **Smart Growth** LAND USE TYPE INTENSITY TARGETS CHARACTER CHARACTERISTICS Place Types Solana Beach **Town Center** Served by one of Draws mainly from immediate Desired Building Types: subregional area Low- to mid-rise corridor/ region Del Mar line and several · Residential and office/ commercial, 20-45+ dwelling services including mixed use unit/average net acre Metropolitan Center within 1/4 mile radius of May also be ser Civic/cultural facilities transit station or regional arteria connecting transit service Urban Center 30-50 employees/ average net acre within ¼ mile of transit station or Town Center connecting transit service Community Center Rural Village Hillcrest Mixed Use Transit Corridor Special Use Center

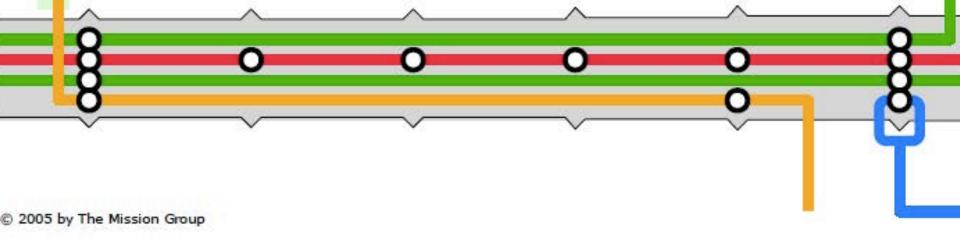
CATEGORY/ LAND USE TYPE CHARACTERISTICS	LAND USE INTENSITY TARGETS	TRANSPORTATIO CHARACTER	Smart Grow Place Types	~
Community Center Draws from nearby community/ neighborhoods Residential and commercial, including mixed use Possible community-serving civic uses	 Desired Building Types: Low- to mid-rise 20-45+ dwelling unit/average net acre within ¼ mile of transit station 	Served by at lead corridor or registransit line Served by arter collector streets	Existing/Planned O O O O Planned O O O O O O O O O O O O O O O O O O O	Del Mar Metropolitan Center Urban Center Town Center Community Center Rural Village Mixed Use Transit Corridor Special Use Center

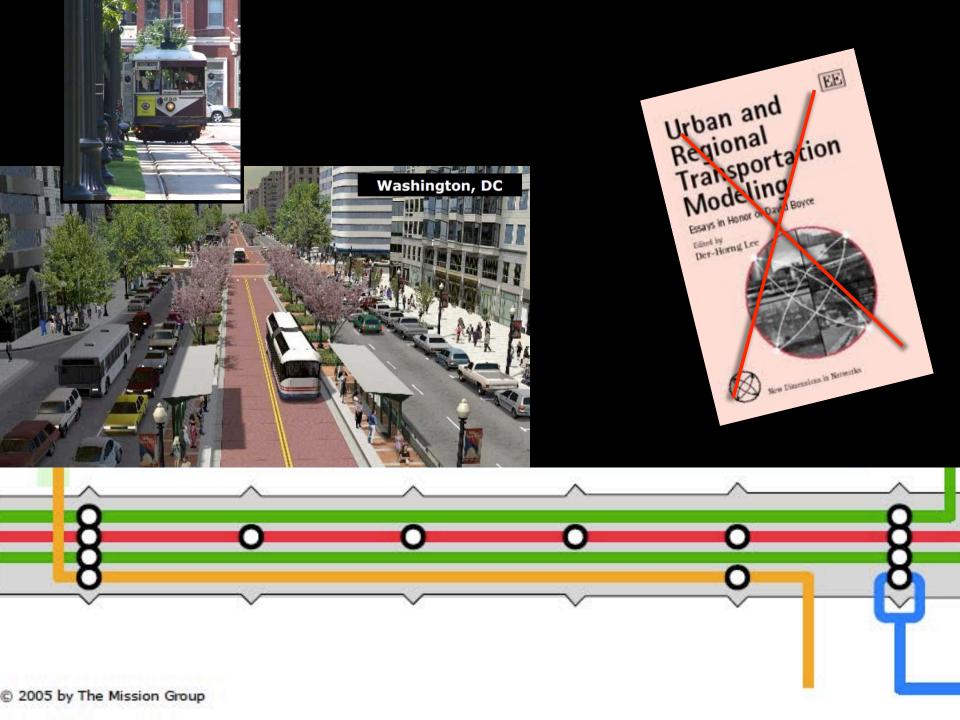
CATEGORY/ LAND USE TYPE CHARACTERISTICS	LAND USE INTENSITY TARGETS	TRANSPORTATIO CHARACTER	Smart Growth
Transit Corridor Draws mainly from several nearby communities Residential and office/ commercial, including mixed use Linear size with length extending from less than one mile long, and width extending 1 to 2 blocks outward from corridor	 Desired Building Types: Variety of low-, mid-, and high-rise 25-75+ dwelling unit/ average net acre along transit corridor and within ¼ mile of transit stations Employment: Commercial and retail supportive uses 	 Located along a major arterial Served by a corregional service services with leminutes travel to corridor/ region line station Small shared-us ride facilities por 	Del Ma Metropolitan Center Urban Center

CATEGORY/ LAND USE TYPE CHARACTERISTICS	LAND USE INTENSITY TARGETS	TRANSPORTATIO CHARACTER	Smart G		*
Employment draws from throughout region, with other uses being community serving Special use centers may be located within larger area that has several SGOA designations Dominated by one non-residential land use Retail support services Potential residential element	 Desired Building Types: Variety of low-, mid-, and high-rise 45+ employees/ average net acre within ¼ mile of transit station Optional residential: 50+ dwelling units/ average net residential acre 	 Nearby freeway Served by one of corridor/ region local services May be served to service for interesting the service for interestin	Existing/	Potential Potential N	Del Mar Metropolitan Center Jiban Center Community Center Rural Village Mixed Use Transit Corridor Special Use Center



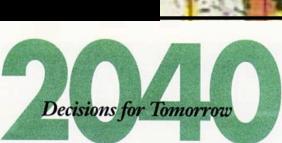






The new kind of regional plan is more about what the region wants to be when it grows up.





Inside: Portlar Metro Region 2040 Update

Fall 1994

You Said It

The Decision-making Process

The Recommended Alternative

Where Do We Go From Here? wo years ago, we began Region 2040 by asking very basic, general questions about how our region should grow. We wanted to know people's regional values – which elements of our community should be protected and which things needed improving. We learned that, in general, people tended to value most highly a clean and accessible natural environment, freedom from excessive traffic contestion and quiet cofe neighbor.

"These are tough issues because people like to have their space ... I know I do."

community leaders, a video, speaking engagements and open houses – we asked people to tell us how they felt about those four specific issues. Those questions asked people how they felt







Metro Region 2040 Update

Fall 1994

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Clackamas Town Center; a dying mall becomes a town center







Beaverton; an unfinished suburban town





June 16, 2009

EPA, HUD, DOT Form Partnership For Sustainable Communities

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RELATED STORIES

Xerox Joins USCAP

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Dow Joins U.S. Climate Action

RELATED TOPICS

Partnership

Using six guiding "livability principles," federal efforts in transportation, environmental protection and housing investments will be coordinated under a new partnership.

The Partnership for Sustainable Communities is a joint project of the Environmental Protection Agency, the Department of Transportation and Housing and Urban Development (HUD), according to a press release.

The partnership's six livability principles are:

1. Provide more transportation choices - Develop safe, reliable and economical transportation choices to decrease household transportation costs, reduce our nation's dependence on foreign oil, improve air quality, reduce greenhouse gas emissions and promote public health.



Sustainable Communities

an interagency partnership HUD • DOT • EPA



April 2010



can make







Leveraging the Partnership:

DOT, HUD, and EPA Programs for Sustainable Communities

This guide to federal programs is intended to help communities identify resources available to support their efforts to promote livable and sustainable communities.

In June 2009, the Partnership for Sustainable Communities was formed by the U.S. Department of Housing and Urban Development (HUD), the U.S. Department of Transportation (DOT), and the U.S. Environmental

U.S. DEPARTMENT OF TRANSPORTATION

The U.S. Department of Transportation serves the United States by ensuring a fast, safe, efficient, accessible, and convenient transportation system that meets our national interests and enhances the quality of life of the American people, both today and into the future.

DOT will work to promote livable communities and enhance the economic and social well-being of all Americans by





energy exclusive; they go hand in means making sure that sing exists in close s and transportation. ouraging shorter travel travel costs. It means nore livable communities.

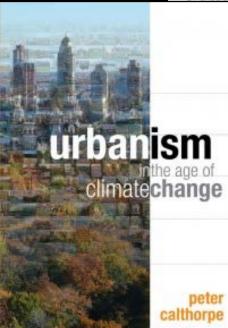






Peter Calthorpe's Vision for California: Save the Cities, Save the World

BY GREG LINDSAY | 05-21-2010 | 1:21 PM





peter calthorpe

nism has traditionally positioned itself as an antidote to the soullessness of urban th an emphasis on "soul" -- the ineffable benefits in living in places built to human er than breaking out hard metrics as to why dense mixed-use communities are both ly and quantitatively better than the auto-driven suburb of single-family homes. But

the 18th annual Congress for the New Urbanism is shaping up to be the year New Urbanists

The new kind of regional plan is about more than quality of life...

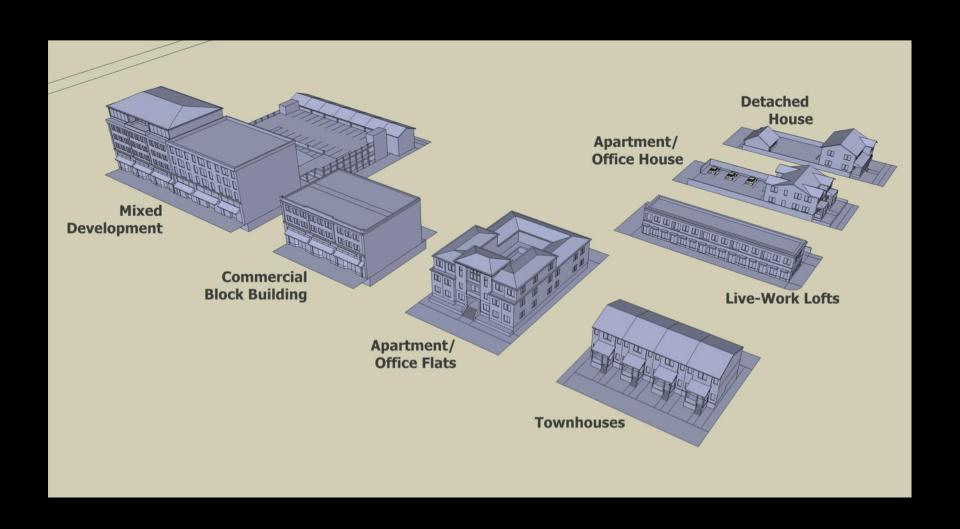
...it's also about defining the bones of a great region



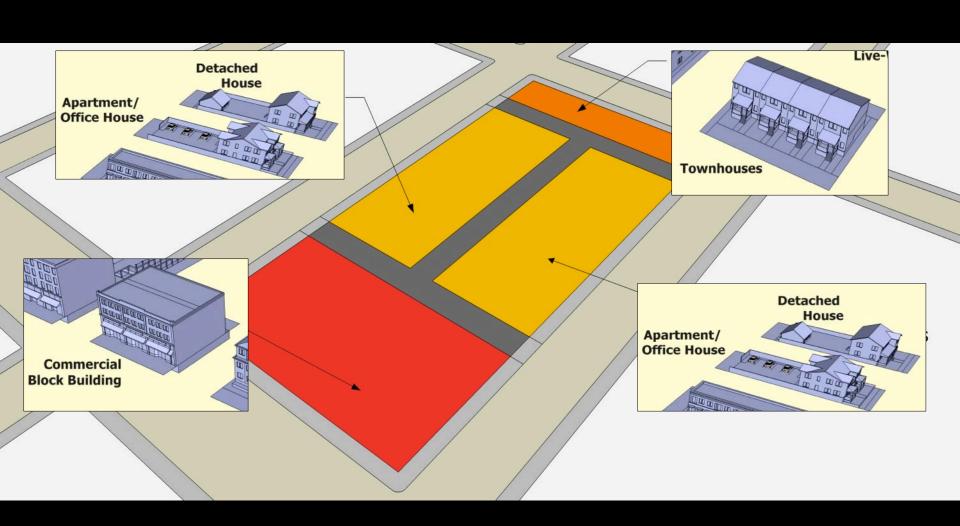
Cities, towns, neighborhoods, villages and hamlets <u>are</u> physical places

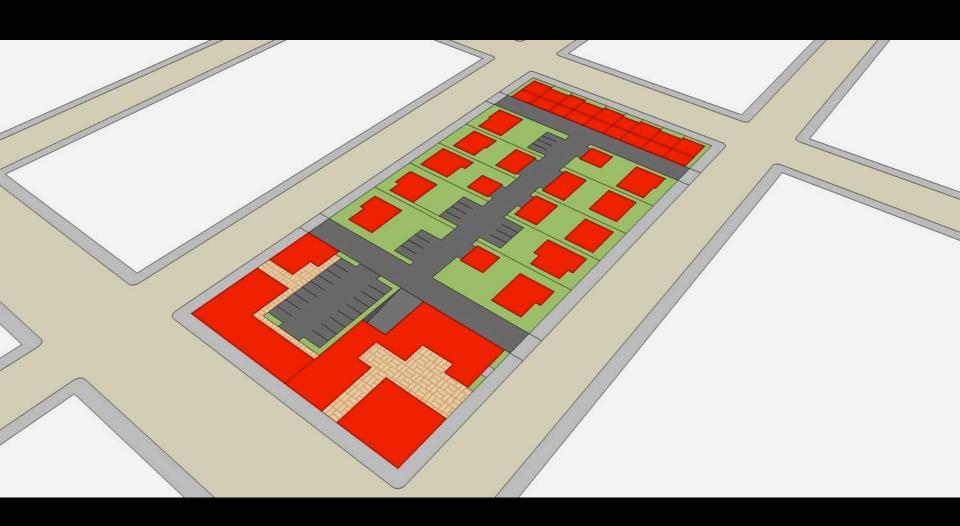


Buildings are the most elemental unit











Blocks combine with other blocks to form neighborhoods...



Blocks combine with other blocks to form neighborhoods...



Neighborhoods combine with other neighborhoods to create towns, cities and regions.



Neighborhoods combine with other neighborhoods to create towns, cities and regions.



The new kind of regional plan is a transit plan





Inside: Portlar Metro Region 2040 Update

Fall 1994

The Recommended Alternative

The Decision-making Process

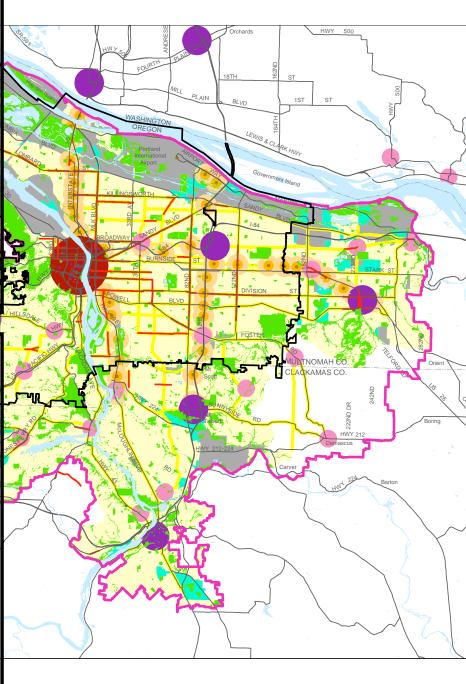
Where Do We Go From Here?

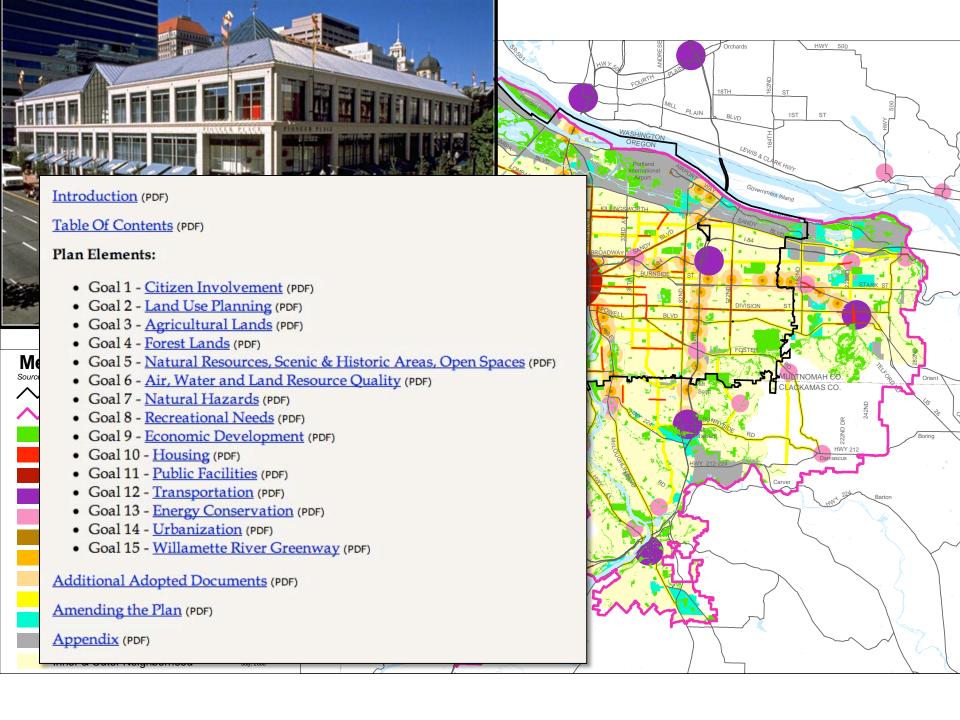
You Said It

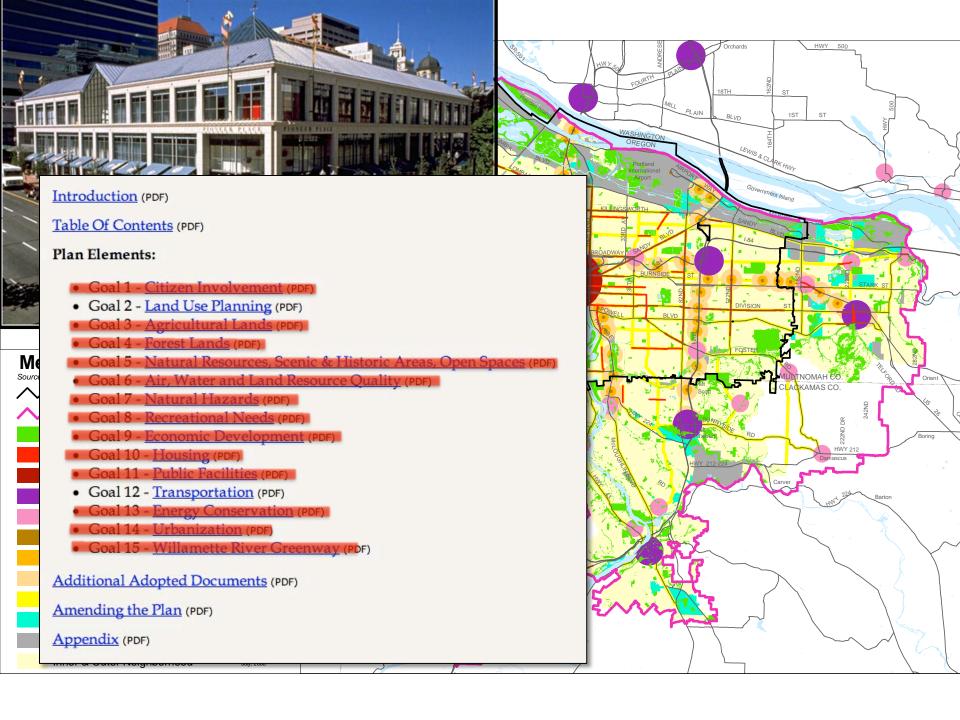
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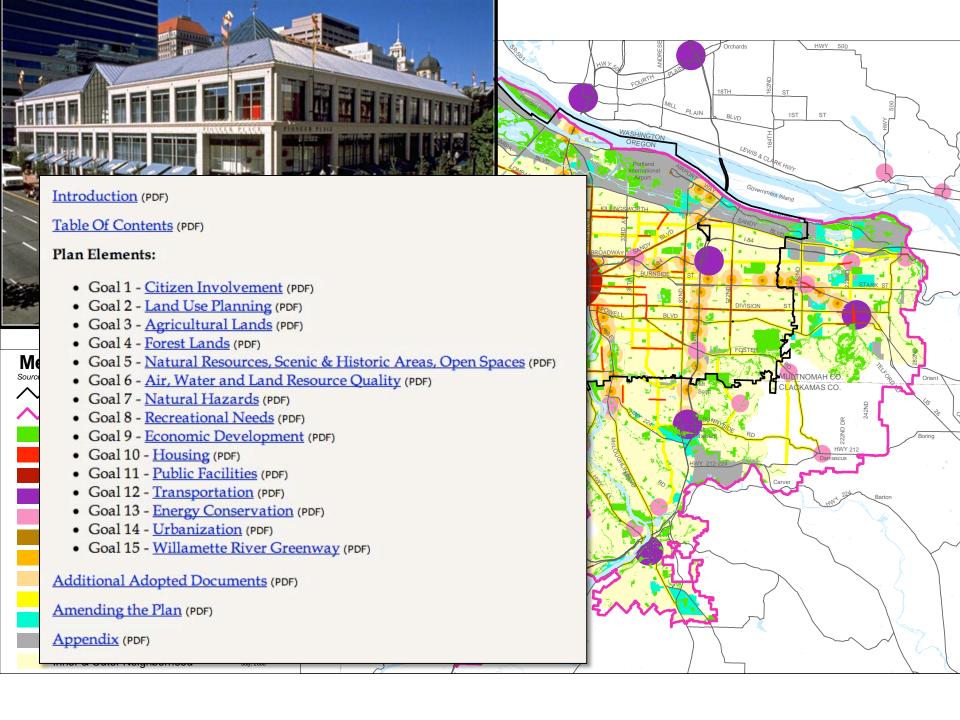
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Introduction (PDF)

Table Of Contents (PDF)

Plan Elements:

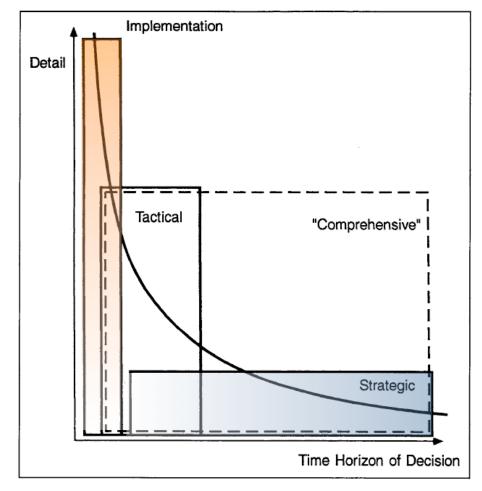
Me

- Goal 1 Citizen Involvement (PDF)
- Goal 2 <u>Land Use Planning</u> (PDF)
- Goal 3 Agricultural Lands (PDF)
- Goal 4 Forest Lands (PDF)
- Goal 5 Natural Resources, Scenic & Historic A
- Goal 6 Air, Water and Land Resource Quality
- Goal 7 Natural Hazards (PDF)
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- Goal 14 Urbanization (PDF)
- Goal 15 Willamette River Greenway (PDF)

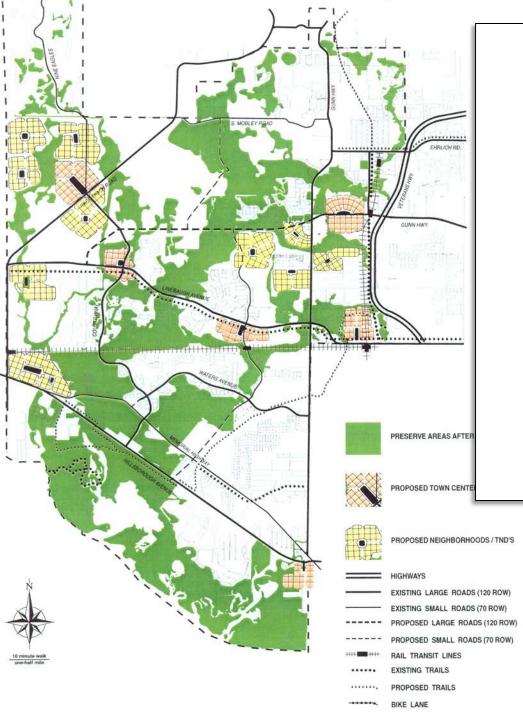
Additional Adopted Documents (PDF)

Amending the Plan (PDF)

Appendix (PDF)



Regional Plans fail to link to zoning



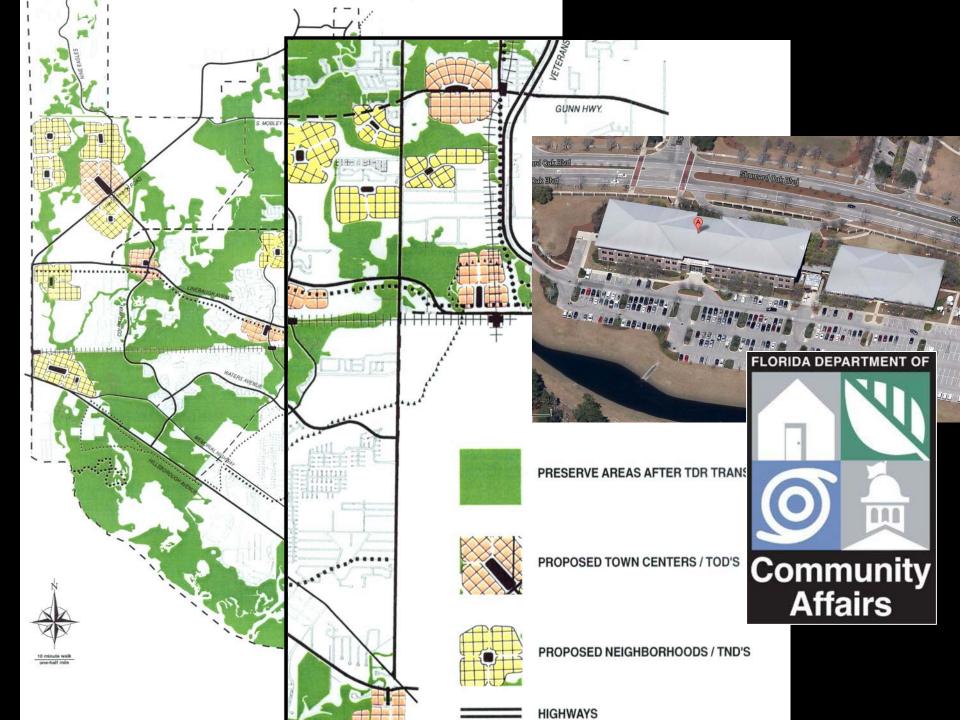
JEAU/FIU CENTER for Environmental & Urban Problems

Peer Review Summary

Northwest Hillsborough County Master Plan



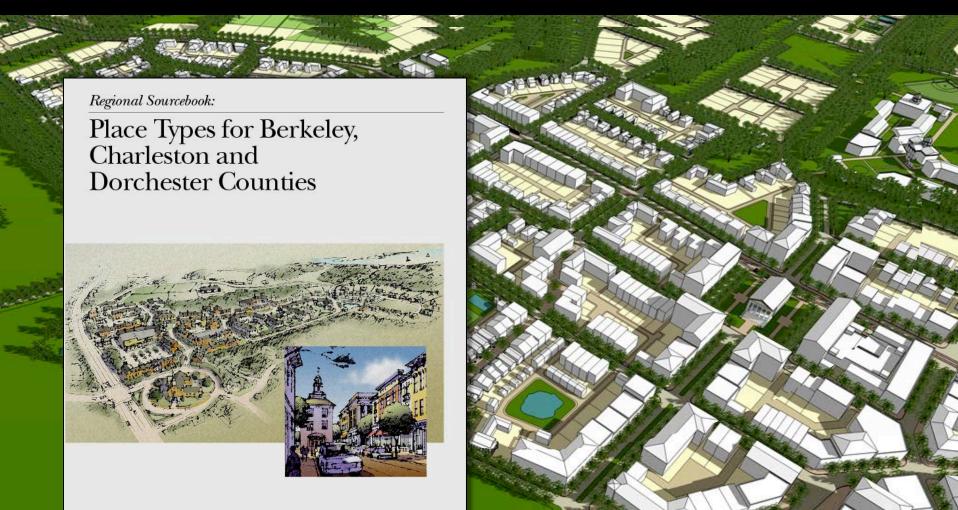




This regulatory hurdle is an issue that neither staff nor consultants want to talk about

How does one turn the Vision into a binding ordinance?

Why not create a catalogue of types to use when assembling the physical components of the region?



Transit Corridor (Heavy Rail)



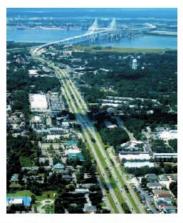
This is dummy copy for a series of advertisements about the BCD Planning Process. Transformative change is both the easiest and the most difficult of outcomes to achieve. Timing, of course, is the primary variable. The Berlin Wall stood as the inviolable line of demarcation between two opposing political systems for more than a quarter century. Then, one day it was gone. The factors that caused it

The Berlin Wall stood as the inviolable line of demarcation between two opposing political systems for more than a quarter century. Then, one day it was gone. The factors that caused it to be constructed existed no more. The world had moved on. This is dummy copy for a series of advertisements about the BCD Planning Process. Transformative change is both the easiest and the most difficult of outcomes to achieve.

Regional Sourcebook:

Place Types for Berkeley, Charleston and Dorchester Counties





The Berlin Wall stood as the inviolable line of demarcation between two opposing political systems for more than a quarter century. Then, one day it was gone.

The world had moved on. This is dummy copy for a series of advertisements about the BCD Planning Process. Transformative change is both the easiest and the most difficult of outcomes to achieve.

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Character Examples:

Section 6 11 F i

Article 6. District Development Review Standards



Regional Sourcebook:

Place Types for Berkeley, Charleston and Dorchester Counties



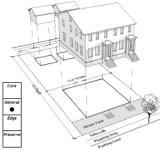




Article 6. District Development Review Standards

Character Examples:

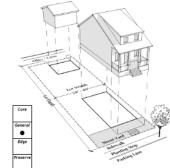
Duplex Lot (DU):







Cottage House Lot (CH):



Character Examples:





Sarasota County, Florida Draft 4/5/07 Page 15

Pedestal Building Lot (PB):

Character Examples:



Section 6.11.5.i

Article 6. District Development Review Standards



Regional Sourcebook:

Place Types for Berke © Charleston and **Dorchester Counties**



Article 6. District Development Review Standards

Duplex Lot (DU):









Cottage House Lot (CH):

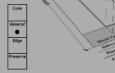


Character Examples:













Pedestal Building Lot (PB):

Character Examples:



Section 6.11.5.i

Article 6. District Development Review Standards

Street E (access street):



Article 6. District Development Review Standards

Character Examples:

Regional Source Place Types for Lakerey, Charleston and

Dorchester Counties











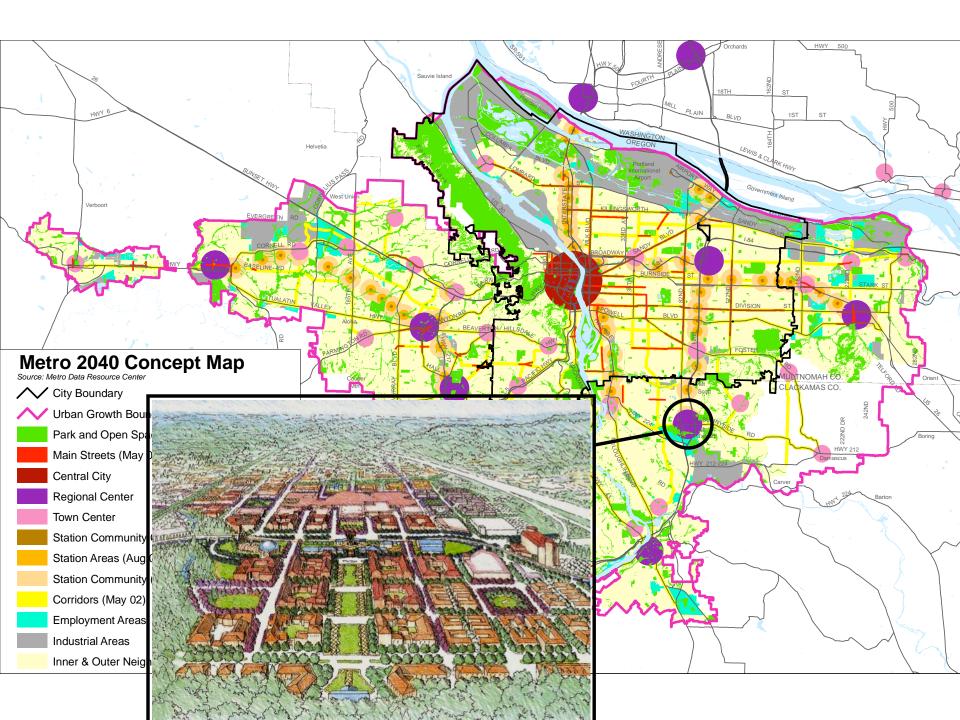


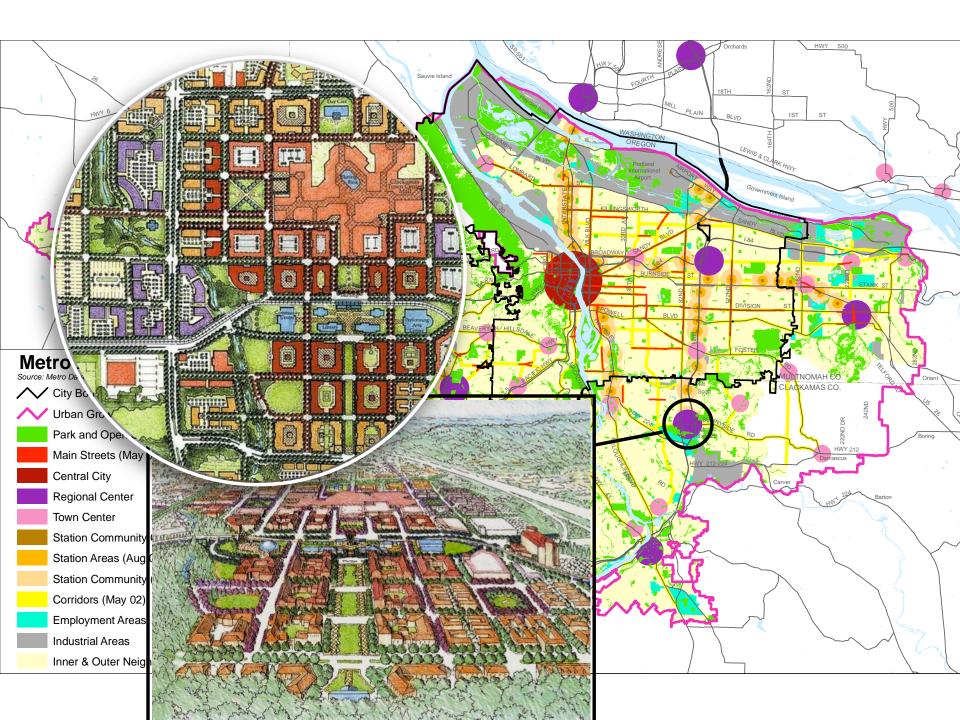


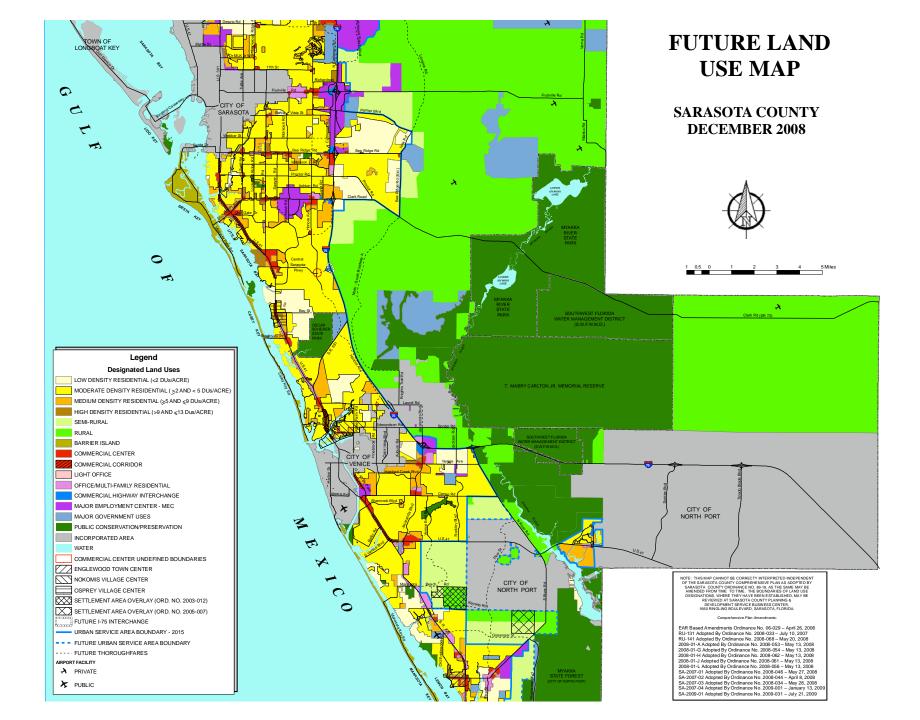
Sarasota County, Florida

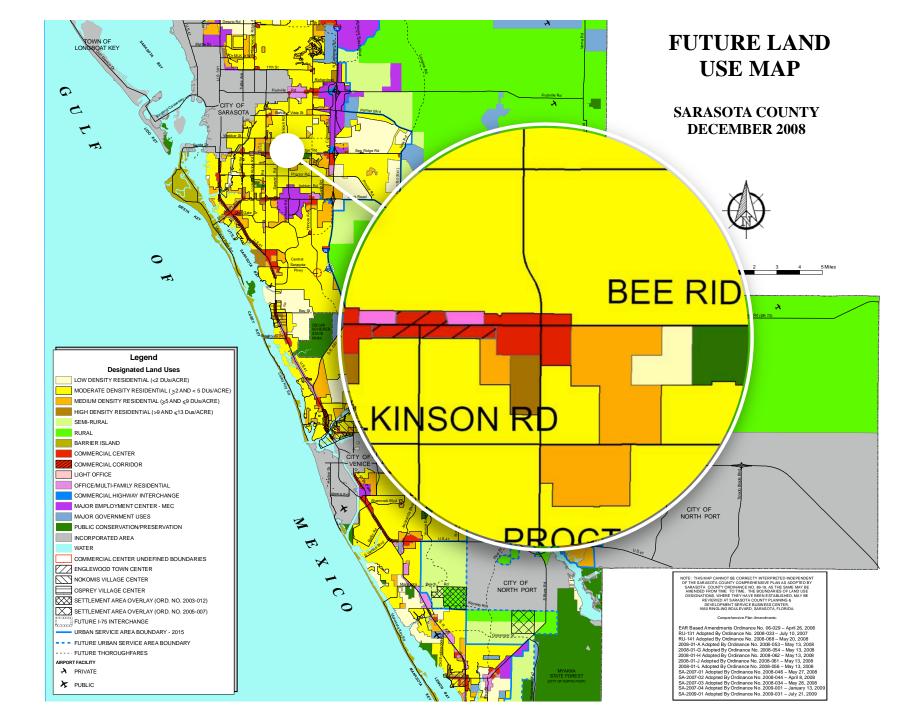
Draft 4/5/07

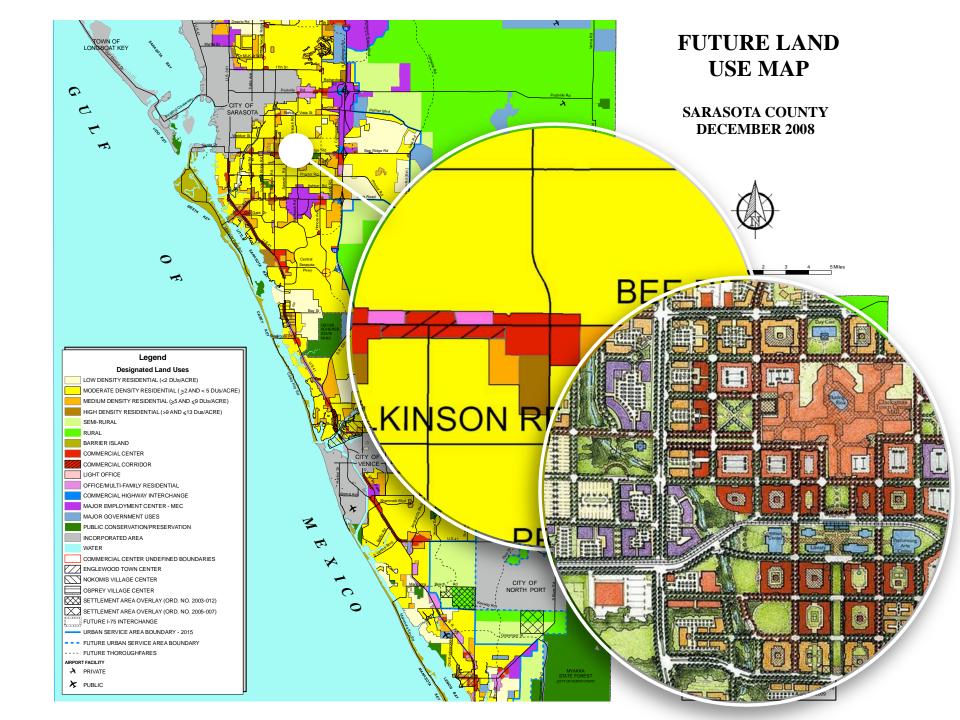
How does one get that Precision?

















Here's the part where I talk about public transit



Anytown, USA Main Street



Anytown, USA Main Street



Anytown, USA Main Street



San Jose, CA Alum Rock Avenue and 28th Street



San Jose, CA Alum Rock Avenue and 28th Street



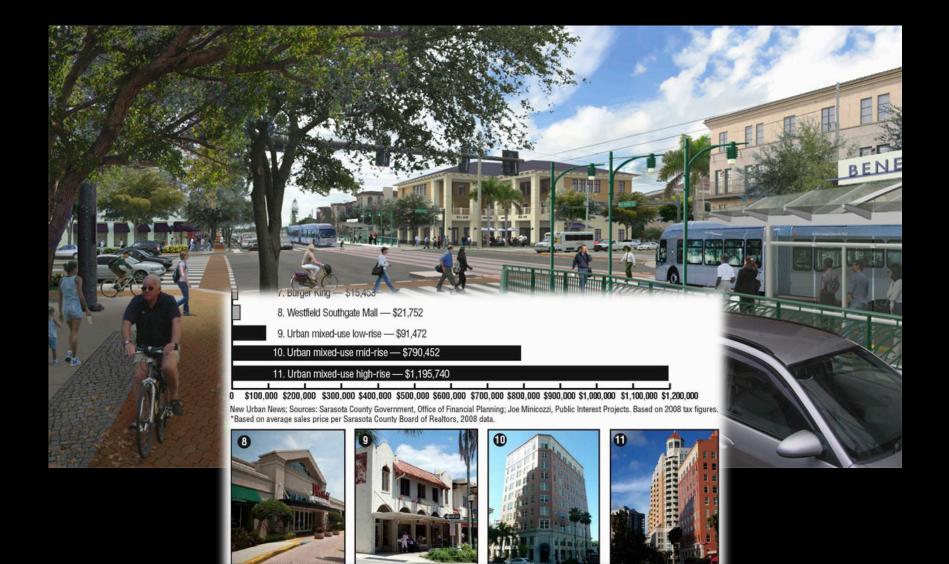
San Jose, CA Alum Rock Avenue and 28th Street

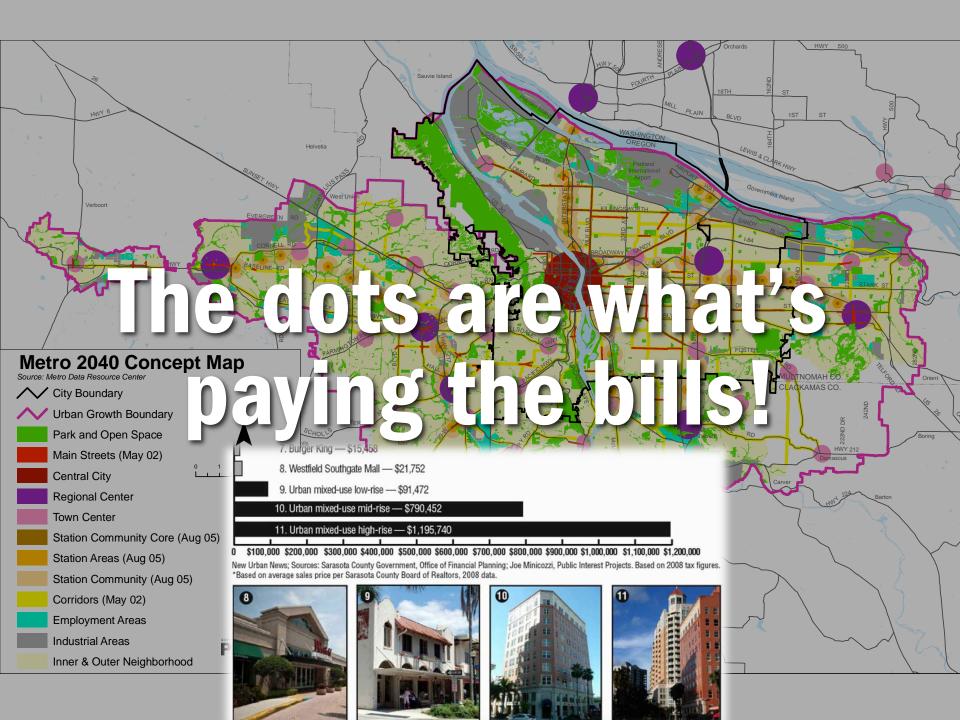


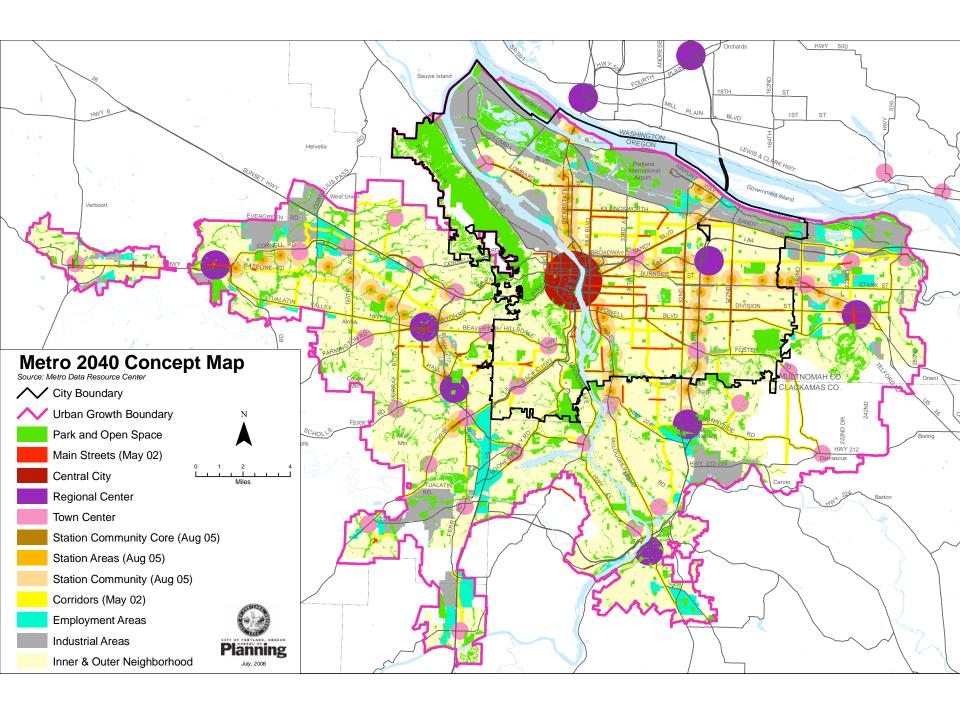


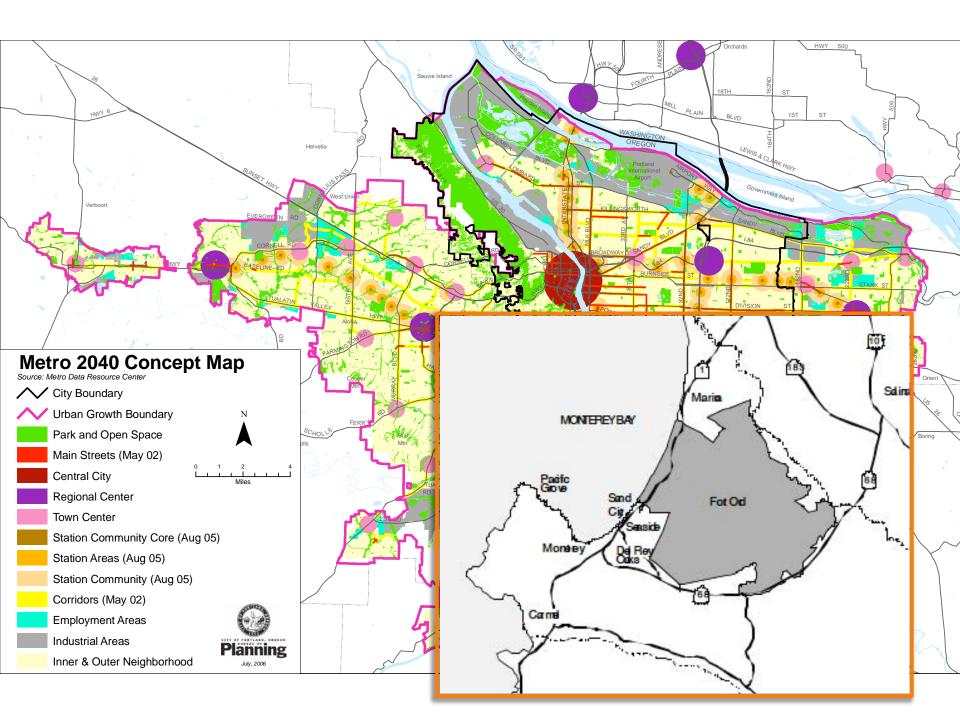


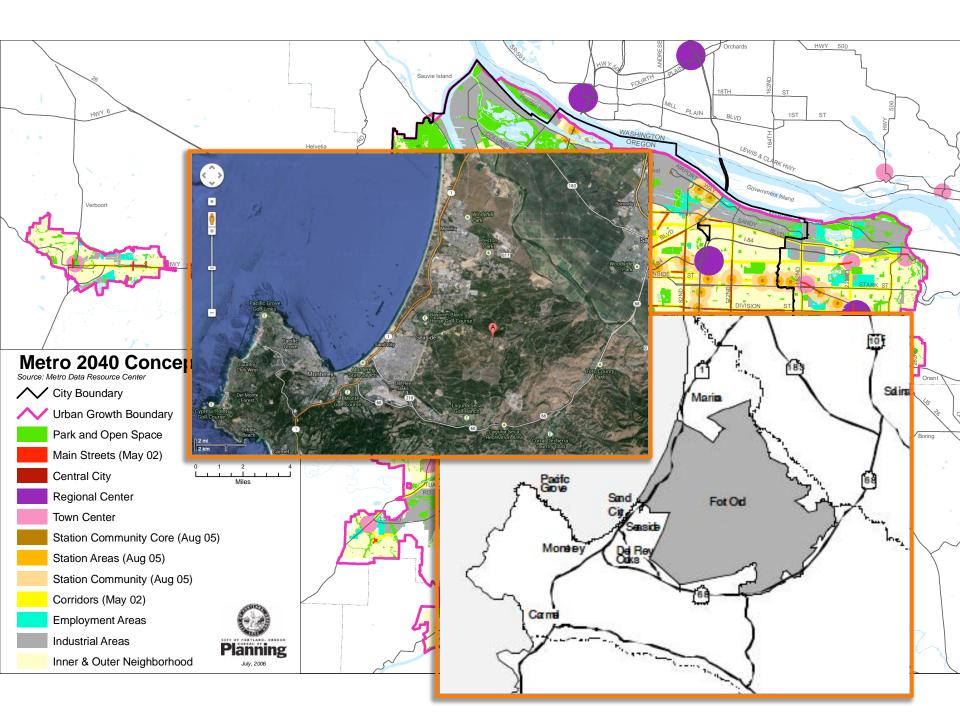












Contact me: Katzoid@earthlink.net 202/486-7160