

Developing the Pulse Corridor

Creating TOD that's effective and equitable

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September 29, 2016



Smart Growth America

Making Neighborhoods Great Together

Who is Smart Growth America?

Smart Growth America is a national non-profit organization dedicated to researching, advocating for, and leading coalitions to bring smart growth practices to more communities nationwide.



- SGA Leadership Institute
- Local Leaders Council





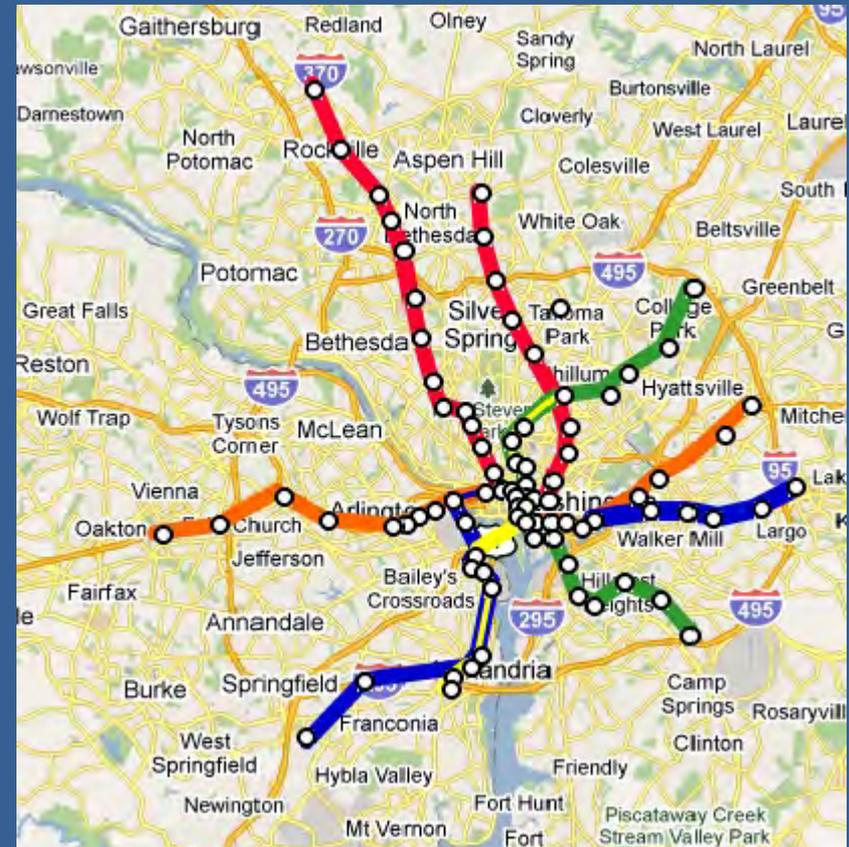
Transit-Oriented Development is hot.

Now seen
as a key strategy for local
economic development
across the nation.

In the Washington area, including Northern Virginia, commercial development is all about TOD

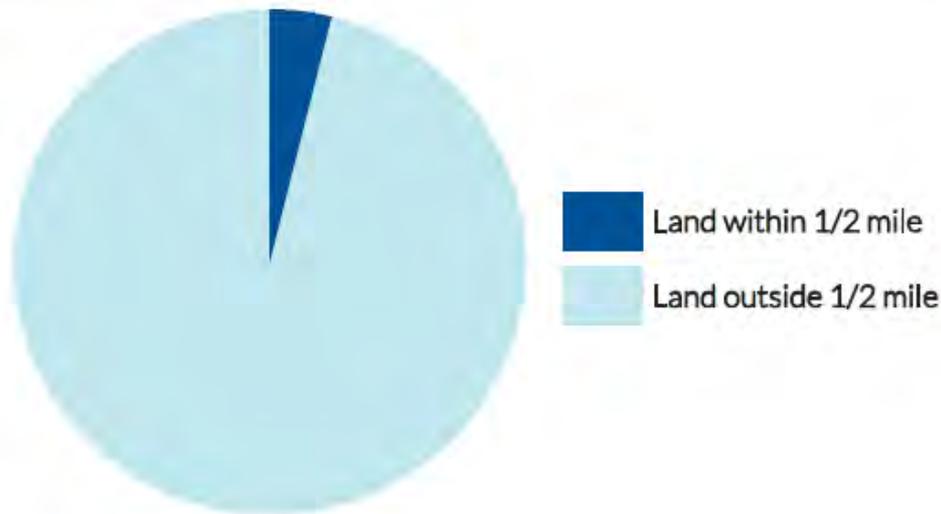
“Of the 5.5 million square feet of office space under construction in the region, about 4.6 million of it, or 84 percent isn’t just near a Metro station but *within a quarter mile of one*, according to data from Jones Lang LaSalle, CoStar Group and Delta Associates.”

- Washington Post, Oct. 13, 2013



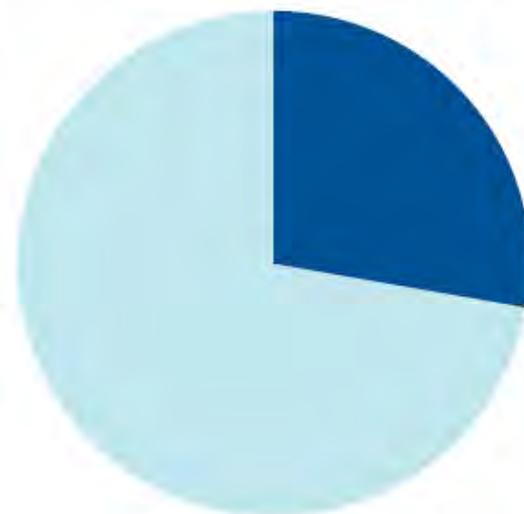
Contribution to tax base

Share of land within 1/2 mile of Metrorail stations



4 % of land area

Share of property tax revenue from land within 1/2 mile of Metrorail stations



28 % of tax base

Digger

Marriott CEO: We will move our headquarters

By [Jonathan O'Connell](#) March 1

Marriott International plans to relocate its headquarters from its sprawling Bethesda campus in coming years, chief executive Arne M. Sorenson said last week, prompting what could be a high-stakes battle for the prominent corporate nameplate among local jurisdictions.

A little more than 2,000 people work at Marriott's corporate headquarters, located in over 900,000 square square feet on Fernwood Road in Bethesda.

Digger

Marriott CEO: We will move our headquarters

By Jonathan O'Connell March 1

Marriott CEO Brian Thompson said last week, prompting what could be the largest corporate nameplate among local jurisdictions to move someplace.”

“I think it’s essential we be accessible to Metro and that limits the options. I think as with many other things our younger folks are more inclined to be Metro-accessible and more urban. That doesn’t necessarily mean we will move to downtown Washington, but we will

A little more than 2,000 people work at Marriott’s corporate headquarters, located in over 900,000 square square feet on Fernwood Road in Bethesda.

Around the country, too

azcentral THE ARIZONA REPUBLIC
A GANNETT COMPANY

LOCAL SPORTS THINGS TO DO BUSINESS TRAVEL POLITICS OPINION 75° USA TODAY VIDEO JOBS CARS HOMES MOR

State Farm exec: Transit helped Tempe get \$600M hub

 **Parker Leavitt**, The Republic | azcentral.com 9:55 a.m. MST February 20, 2015

 291
 83
 1

 8



(Photo: Parker Leavitt/The Republic)

STORY HIGHLIGHTS

- A State Farm executive credited Tempe's transit system as a major factor in site selection
- The company is adding thousands of new jobs in

f 291 **83** **1** **8** **EMAIL** **MORE**
CONNECT TWEET LINKEDIN COMMENT

Tempe's public transportation network, which includes neighborhood shuttles, buses and light rail, played a major role in State Farm's decision to build a massive regional headquarters overlooking Tempe Town Lake, a company executive said last week.

Michael Tipsord, chief operating officer for Illinois-based State Farm Insurance Cos., discussed the reasons for choosing Tempe at a Feb. 12 event organized by Arizona State University's W. P. Carey School of Business. State Farm will anchor a \$600 million development by Sunbelt Holdings and Ryar Companies.

Major insurance company chooses new location in Phoenix area – for transit

January 28, 2014

Stations draw multifamily and office properties

DART Rail Attracts Billions in Development

More than \$5.3 billion in private-capital transit-oriented development projects have been built, are under construction, or are planned near Dallas Area Rapid Transit's light rail stations since the debut of DART Rail in 1996.

Additionally, office properties located within 0.25 mile of a station command an average 13.9 percent higher lease rate.

The latest study from the Center for Economic Development and Research at the University of North Texas examines DART Rail's positive impact on property development and extends the research to consider the effect on commercial lease rates.

"Even through difficult economic times, DART

View the study: Developmental Impacts of the Dallas Area Rapid Transit Light Rail System



DART raises property values

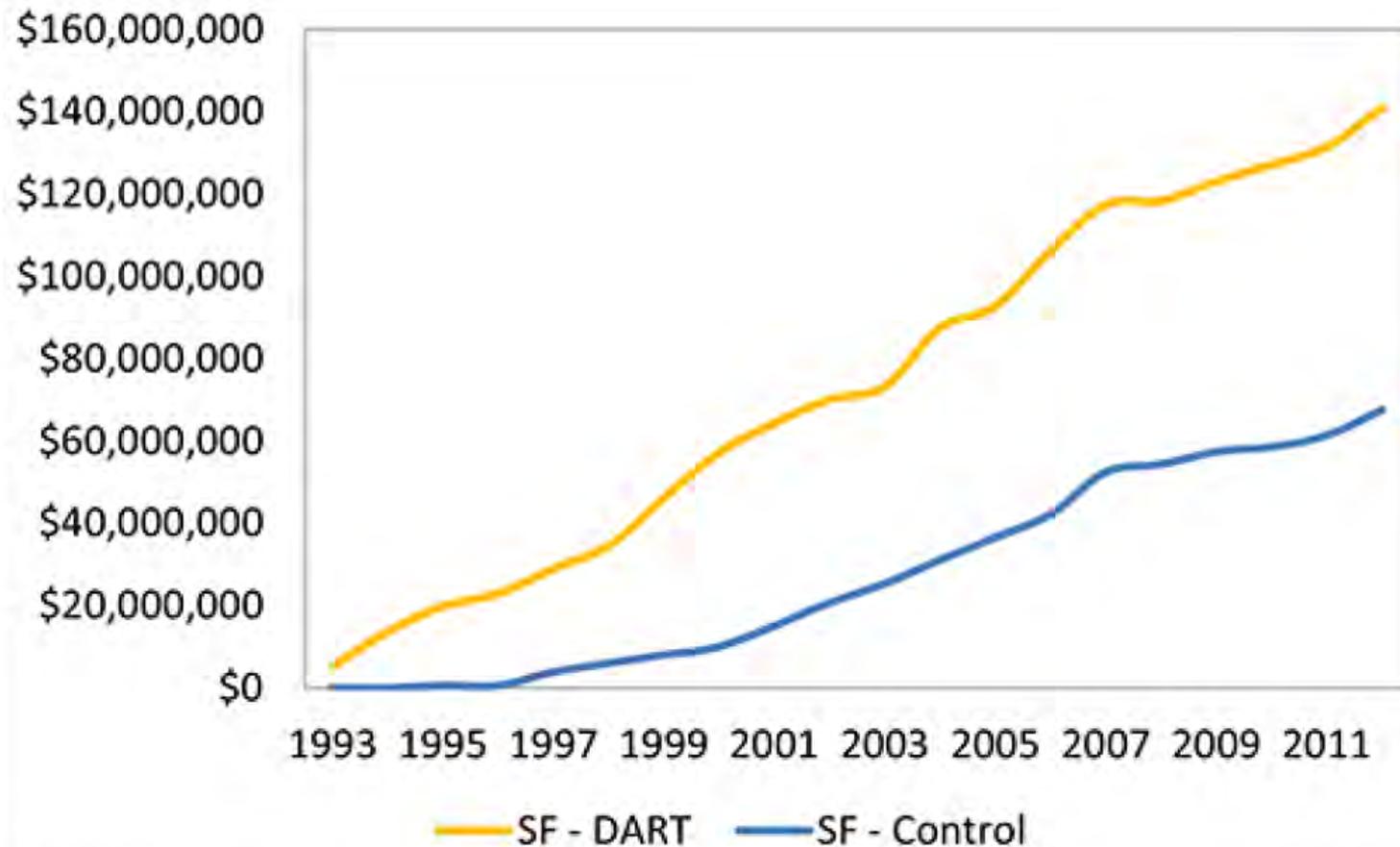
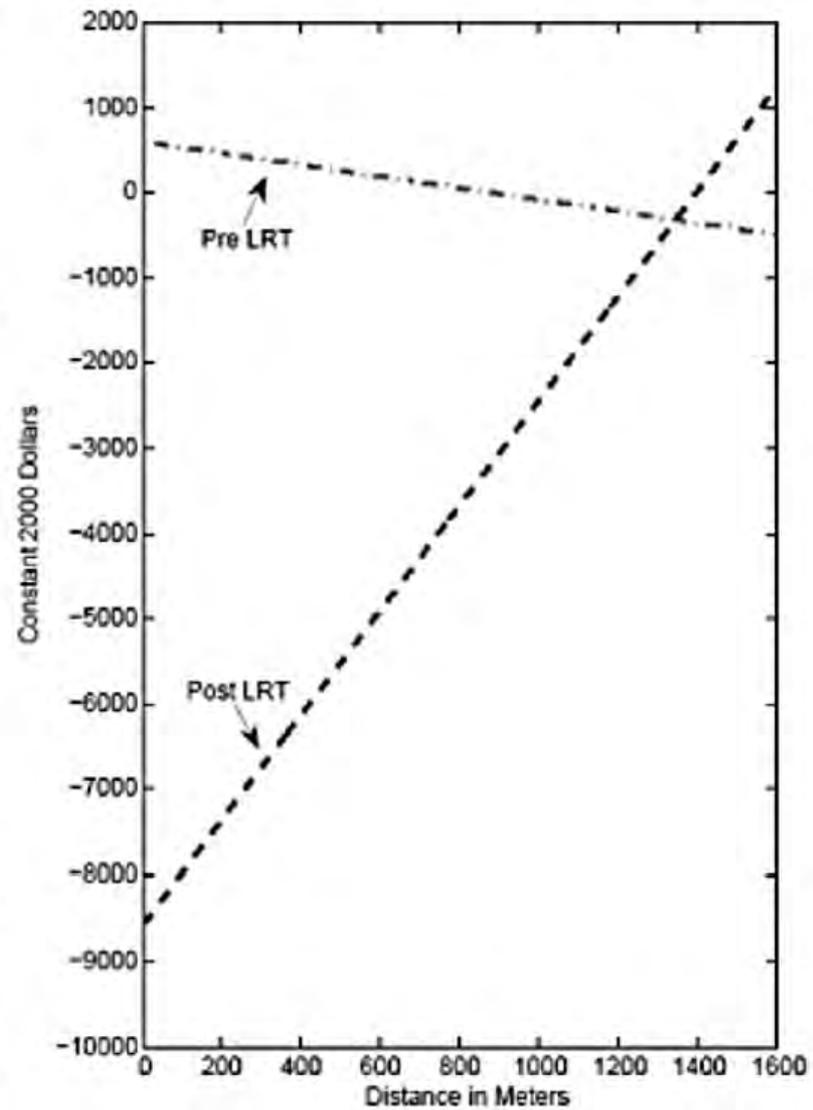
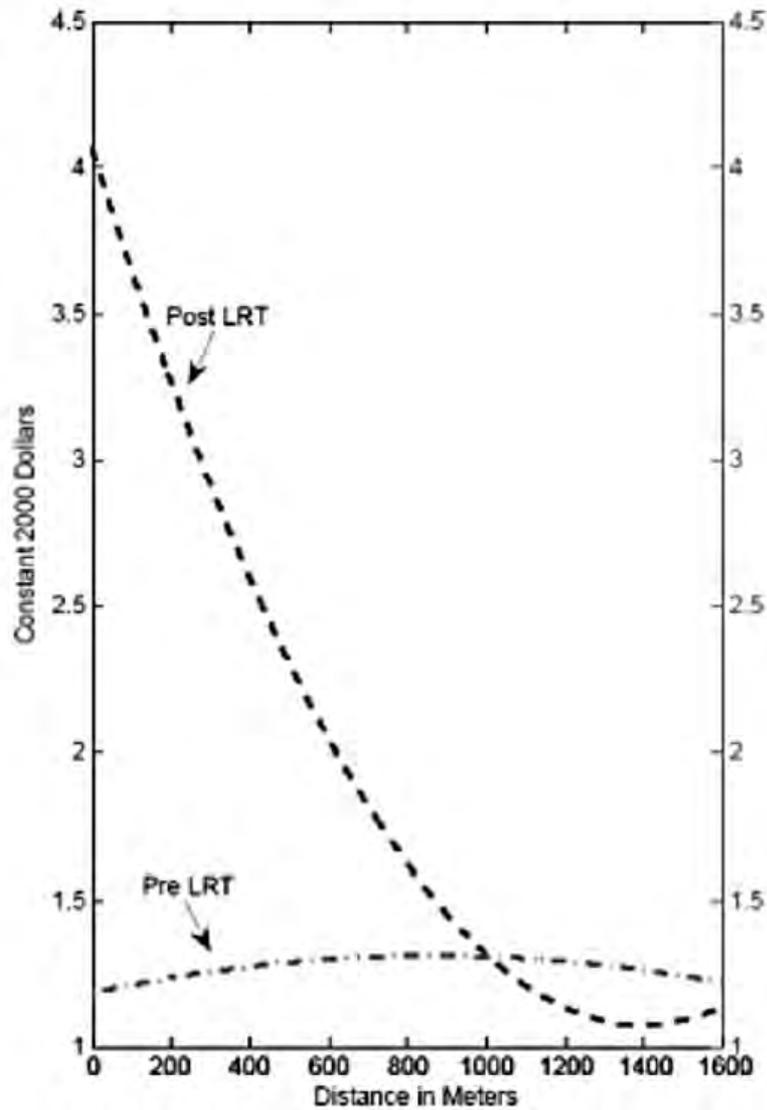


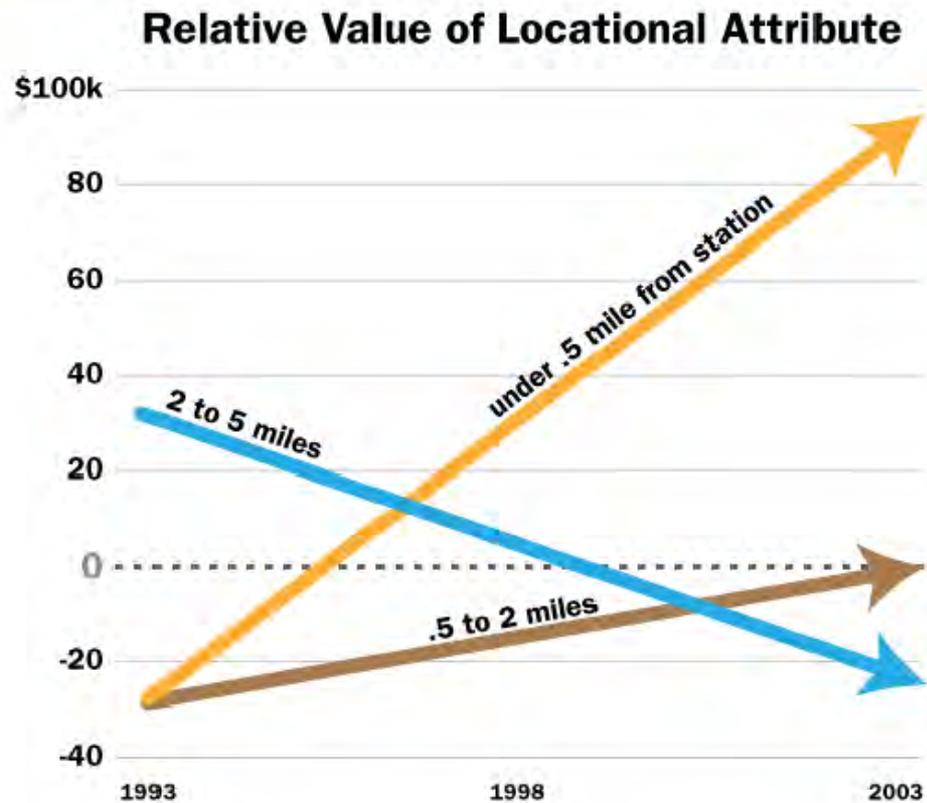
Figure 5. Cumulative Value of Single-Family Development, 1993-2013



Left figure: accessibility effect; Right figure: price gradient. Unit \$ million
 Left vertical axis is for post LRT and right axis is for pre LRT.

Figure 3. Price Premium and Access to LRT Station

Property Values Increases with Proximity to Transit



Transit station as a placemaking tool

Courtesy Uptown Normal



Economic development is increasingly a competition over *placemaking*.

So, transit brings
value to real estate

But, does that include bus?

TOD and BRT

Most of our TOD experience and data is with rail transit. The contribution of bus is less certain, and our history with BRT is limited.



Picture Source: Cleveland Healthline rated Silver. "HealthLine at Public Square" by Center for Neighborhood Technology.

National Study of BRT Development Outcomes

New study released earlier this year suggests BRT lines can indeed shape real estate and attract jobs — if the projects are done right.

- Peer-reviewed study by Professor Arthur C. Nelson of the University of Arizona examined existing bus rapid transit (BRT) lines.
- Found evidence that BRT systems in the U.S. can indeed generate economic development, attract jobs, retail and affordable housing.
- Quality of BRT matters.

What does TOD really mean?

First and foremost,
transit-oriented
means
pedestrian-oriented.

Transit adds value to real estate principally by enabling the creation of high density, walkable environments.

There is a price/value premium for walkable places

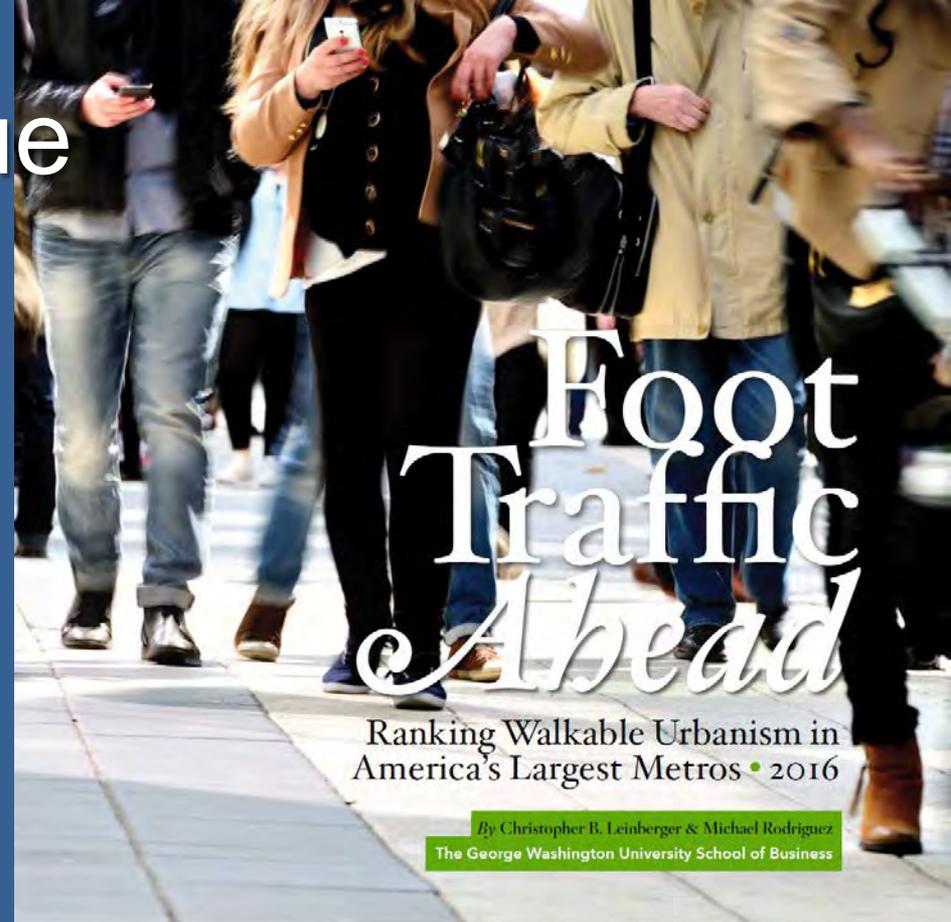


There is a price/value premium for walkable places

2016 study ranks the top 30 US metropolitan areas in walkability

Key findings:

- All 30 metros show rental rate premiums for walkable urban office, retail and rental multi-family.
- Average is 74% over their drivable sub-urban competition.
- All 30 metros have seen walkable urban market share gains between 2010-2015 in occupied space while drivable sub-urban has seen market share losses .

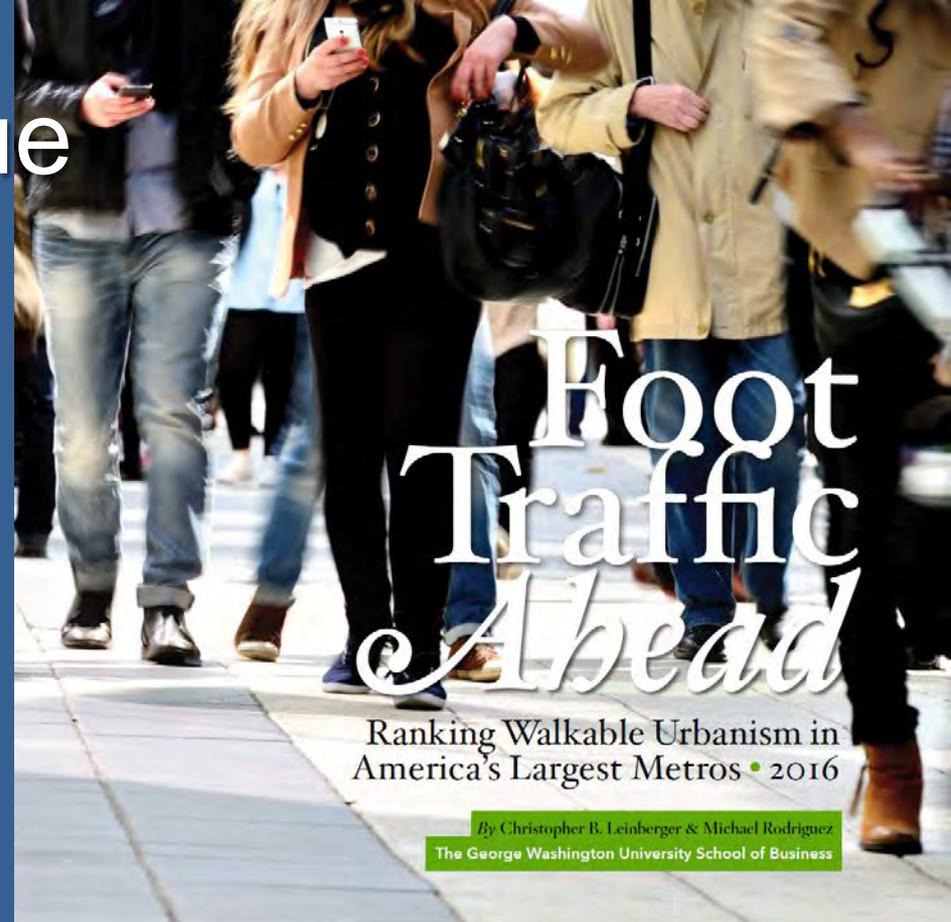


There is a price/value premium for walkable places

Download the report at:

<http://business.gwu.edu/about-us/research/center-for-real-estate-urban-analysis/research/walkable-urban-places-research/>

(Ok, really, just Google “Foot Traffic Ahead 2016”)



Line 1

RCA & Walk Score CPPI

Suburban - Highly Walkable

Line 2

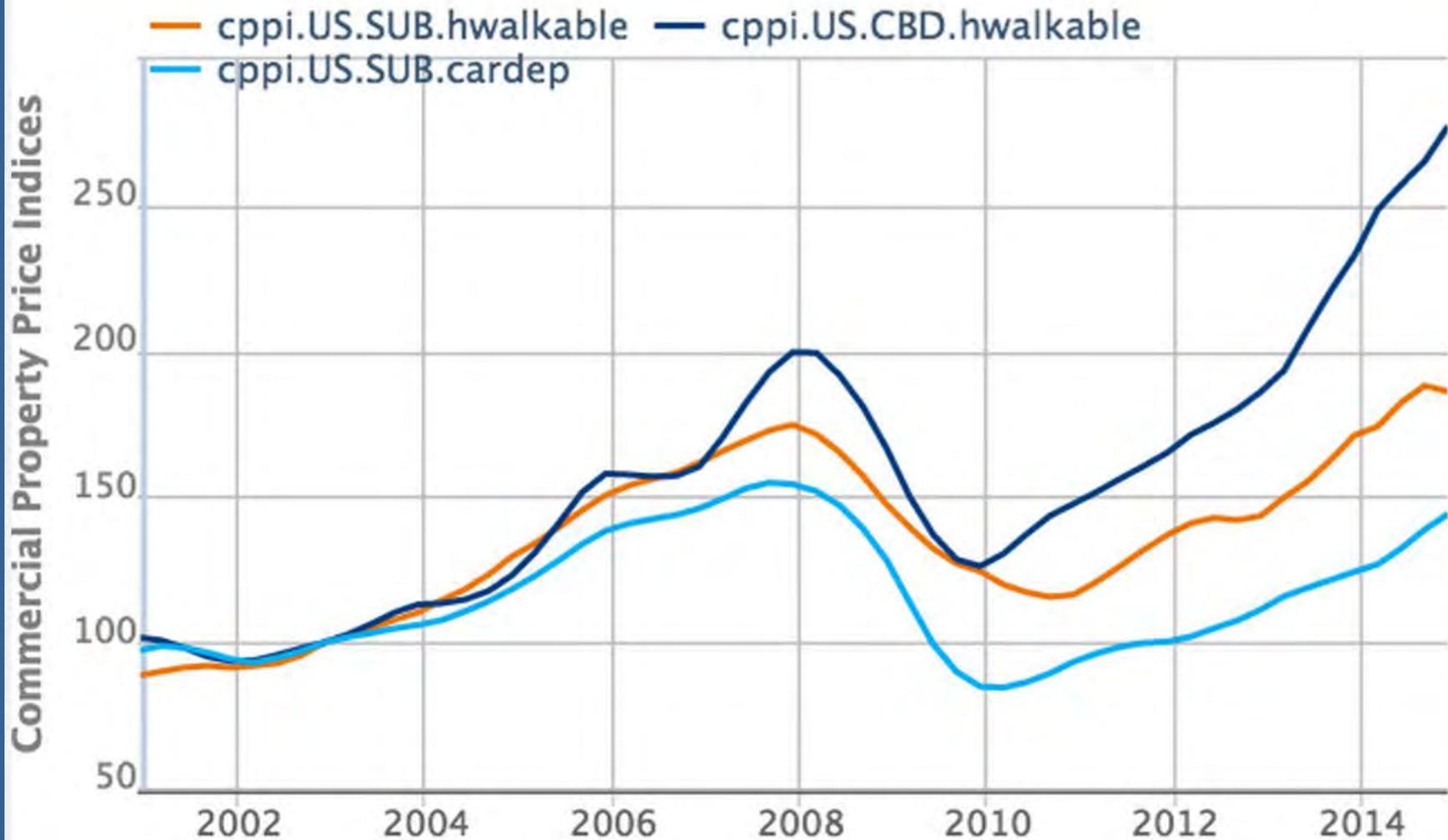
RCA & Walk Score CPPI

CBD - Highly Walkable

Line 3

RCA & Walk Score CPPI

Suburban - Car Dependent

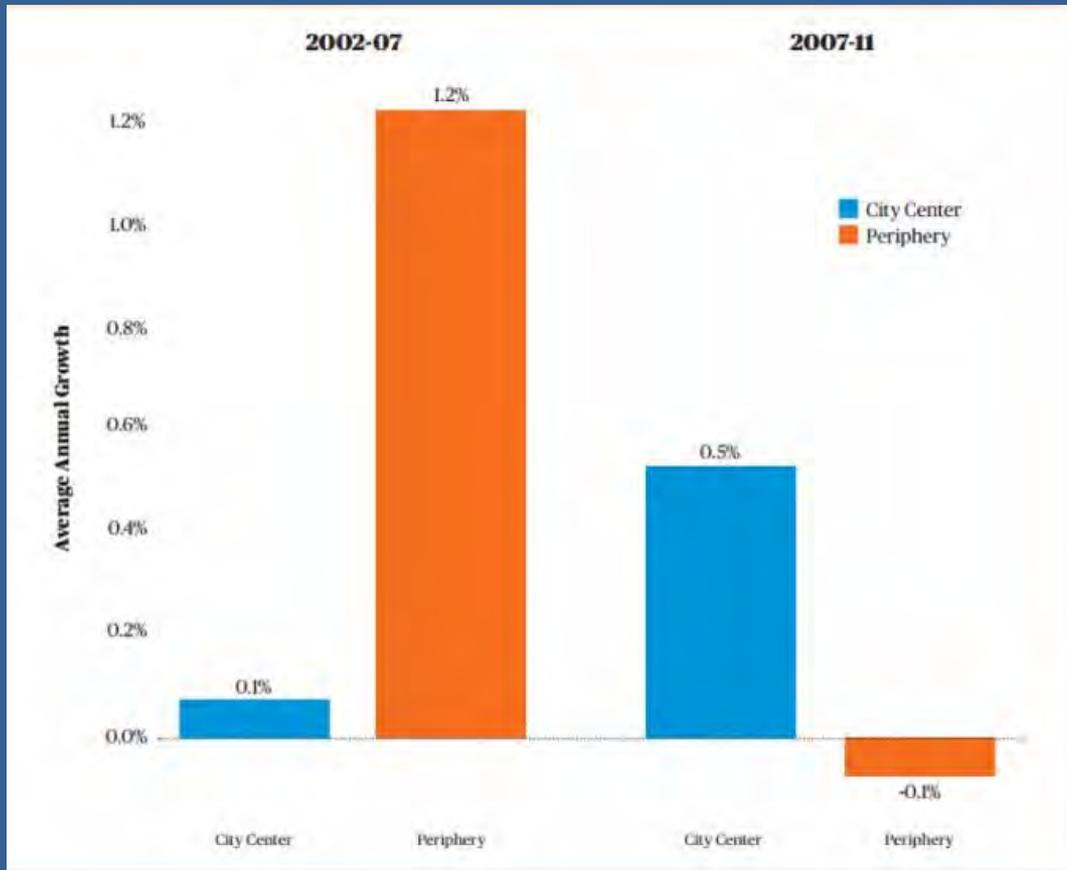


Responding to the market

Business moves back downtown

“Surging City Center Job Growth,”

Joe Cortright, Feb. 2015



“During the economic expansion from 2002 to 2007, the historic trend of job decentralization was very much present.

. . .

But since 2007 . . . the picture changed dramatically. **While only 7 city centers outperformed their surrounding metros in the 2002-07 period, 21 outperformed the periphery in 2007-11.**”

Businesses respond to changing preferences



THE WALL STREET JOURNAL.

Home World U.S. Politics Economy Business Tech Markets Opinion Arts Life **Real Estate**

 'The Secret' Author Rhonda Byrne Cuts Price of Home

 Home Prices Continue to Climb

 Boutique Bohemian: High-End Hostels Come to America

 Calgary's Office Boom Skids on Oil Slump

[REAL ESTATE](#) | [DEAL OF THE WEEK](#)

Companies Trade Suburbs for City Life

Locations deemed 'walkable' appreciate more than those that are car-dependent, firm says

By **ROBYN A. FRIEDMAN**
April 21, 2015 4:33 p.m. ET

Earlier this month, online travel agency Expedia Inc. said it plans to relocate its headquarters from a Seattle suburb that it has called home for nearly 20 years to the city's downtown. That announcement was the latest in a string of high-profile companies making moves from the suburbs back to the city.

“Locations deemed walkable appreciate more than those that are car-dependent”

Schumpeter

Leaving for the city

Lots of prominent American companies are moving downtown

Sep 3rd 2016 | From the print edition



Brett Ryder

FIFTY years ago American companies started to move their headquarters away from city centres to the suburbs. Some critics blamed the exodus on “white flight”, as businesses

Core Values

Why American Companies are Moving Downtown



Smart Growth America
Making Neighborhoods Great Together

IN PARTNERSHIP WITH



**CUSHMAN &
WAKEFIELD®**

Center for Real Estate
and Urban Analysis
THE GEORGE WASHINGTON UNIVERSITY

What does TOD really mean?

Secondly,

proximity matters.

Without nearby density, the station will be underutilized.

**90 % of riders
within ½ mile
of station**

**75 % within
¼ mile**

1/2 MILE WALKING DISTANCE

1/4 MILE WALKING DISTANCE

CENTRAL
TRANSIT
LOCATION

**The vital ¼
(and the pretty important ½)**

CAPITAL BUSINESS

In the News Calif. rampage Ann Hornaday Afghanistan Malaysia Airlines Hillary Clinton

EDGE



Every foot matters when it comes to real estate near Metro, researchers say

12 [Facebook] [Twitter] [LinkedIn] [Pinterest] [Email] [Print] More ▾

WRITTEN BY

Jonathan O'Connell

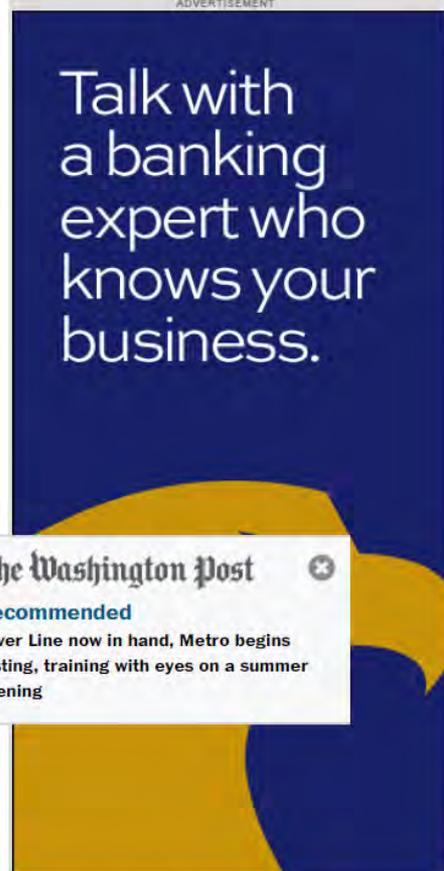
PUBLISHED: DECEMBER 10

E-mail the writer ↗

Developers are gobbling up land near Metro stations and much of the new construction in the area, whether apartments, condos, offices, shopping or hotels is near Metro stations.

For instance, of the 5.5 million square feet of office space under construction in the region at the moment, about 4.6 million of it, or 84 percent is within a quarter mile of a Metro station.

So sure, real estate near Metro is more valuable, but measuring by miles may be using too big of a ruler. Researchers from the real estate services firm Cushman & Wakefield recently looked at real estate values in one of the region's hotter markets



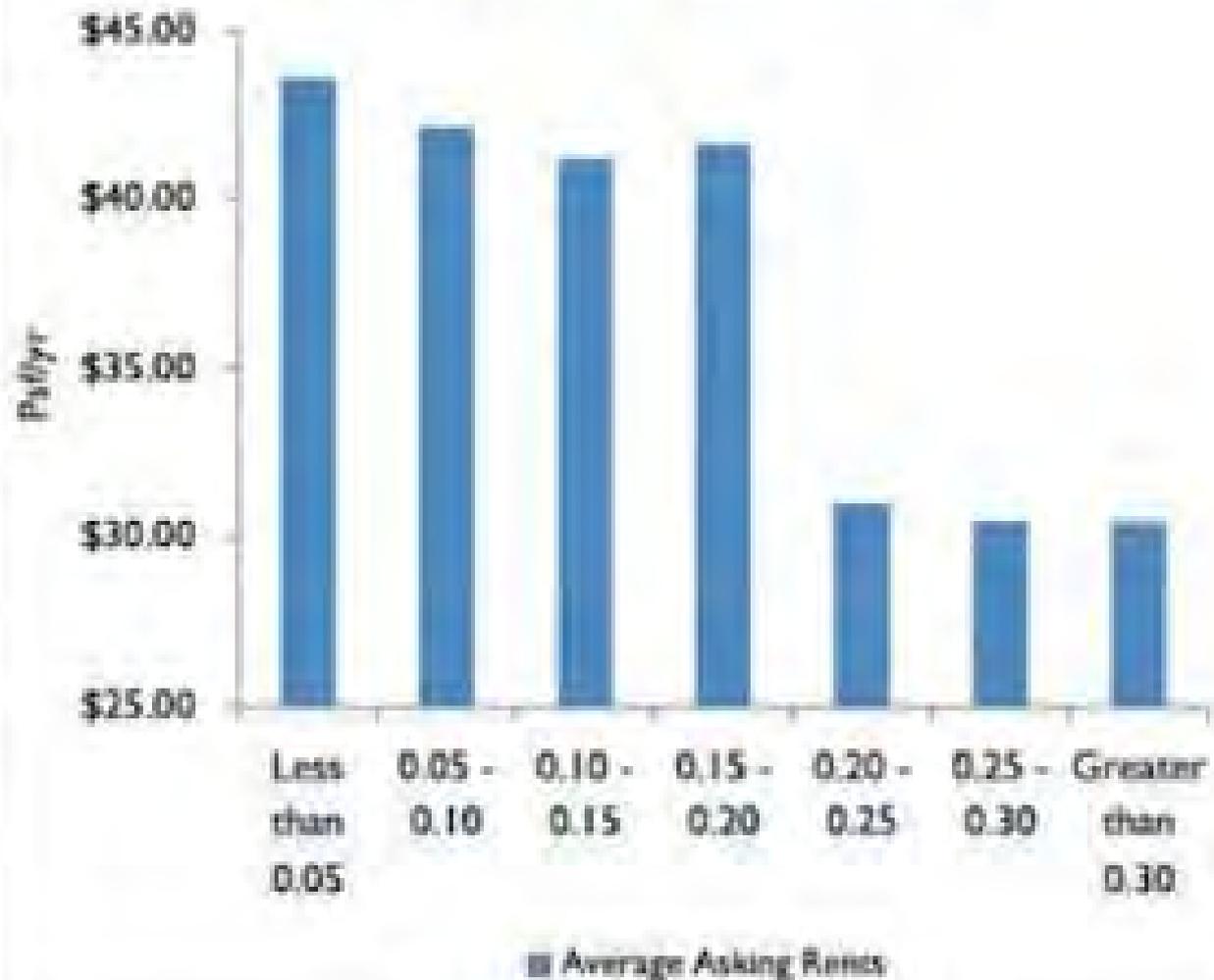
The Washington Post

Recommended

Silver Line now in hand, Metro begins testing, training with eyes on a summer opening

301.986.1800

AVERAGE ASKING RENTS BASED ON DISTANCE TO METRO (IN MILES)

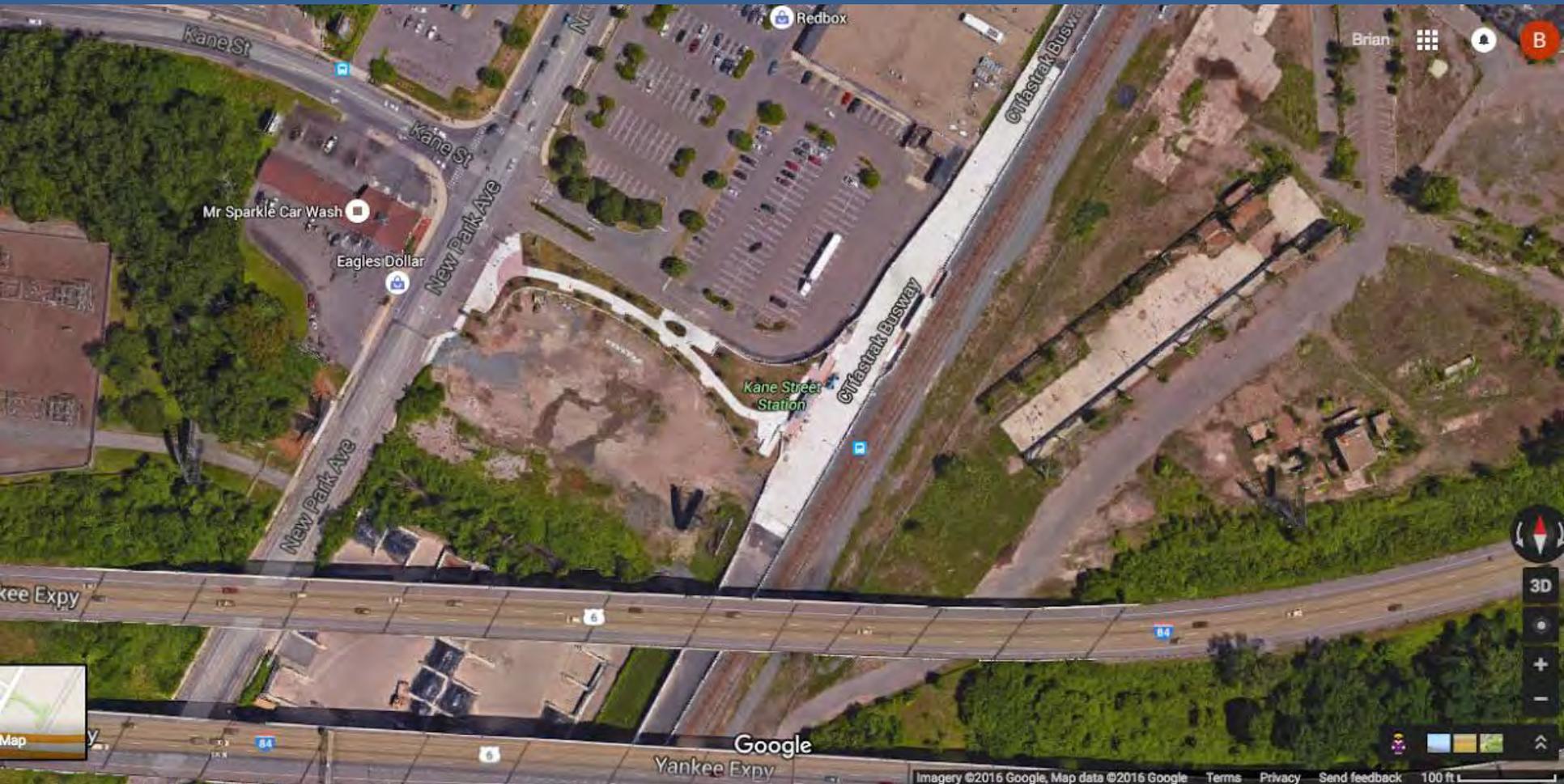


What does TOD really mean?

Finally,
design matters.

The mere presence of transit doesn't mean you get TOD. And the mere presence of development doesn't mean you have TOD.

Transit doesn't guarantee TOD



FTA

FEDERAL TRANSIT ADMINISTRATION

National Transit-Oriented Development Technical Assistance Ladders of Opportunity Initiative



U.S. Department of Transportation
Federal Transit Administration



Smart Growth America
Making Neighborhoods Great Together



Creating economic opportunity through transit-oriented development

Technical assistance and resources to advance transit-oriented development (TOD) projects across the country to help local communities grow their economies, achieve their social equity goals, and improve quality of life for everyone.



A NATIONAL HUB FOR TOD RESOURCES

The TOD Technical Assistance Initiative is a project of the Federal Transit Administration administered by Smart Growth America that provides on-the-ground and online technical assistance to support transit-oriented development, improve access to public transportation, and build new economic opportunities and pathways to employment for local communities. [Learn more about the project >>](#)

National Resources & Technical Assistance for Transit-oriented Development

The TOD Technical Assistance Initiative is a project of the Federal Transit Administration administered by Smart Growth America. It provides on-the-ground and online technical assistance to:

- support transit-oriented development,
- improve access to public transportation,
- and build new economic opportunities and pathways to employment for local communities.

National Resources & Technical Assistance for Transit-oriented Development

SGA's team includes LOCUS, the National Complete Streets Coalition, T4A Technical Assistance, and the George Washington University Center on Real Estate and Urban Analysis. SGA is also supported by a team of on-call partners.

Enterprise Community Partners

The Overhead Wire

MZ Strategies

SK Solutions

Urban Land Institute

Justice and Sustainability Associates

Strategic Economics

Van Meter Williams Pollack

National Resources & Technical Assistance for Transit-oriented Development

Major goals:

- Providing TA to communities with federally-funded transit projects
- Focused on addressing needs of disadvantaged communities

This year, working with 9 cities:

Richmond VA

Lynnwood WA

Stamford CT

Kansas City MO

Moline IL

Louisville KY

Honolulu HI

Oklahoma City OK

San Antonio TX

National Resources & Technical Assistance for Transit-oriented Development

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San Antonio TX

**BRT
Rail
Station**

Equitable TOD

Done properly, TOD promotes economic development, provides communities with transit access to jobs and services, and transforms areas near transit into compact, mixed-use developments with quality pedestrian environments.

Successful equitable TOD is development that provides access to housing, jobs, and transportation for all members of the community.

ABOUT



TOD HELP



BROWSE



YEAR TWO TECHNICAL ASSISTANCE NOW OPEN

Each year, the Federal Transit Administration in partnership with Smart Growth America offers free technical assistance to communities to develop tools, guidance, and other resources for enhancing transit-oriented development (TOD) within transit corridors or around a public transportation station, and in economically distressed communities.

The second round of our free technical assistance is now open. Requests may be submitted until Friday, October 7, 2016 at 5:00 p.m. EDT. Any unit or subdivision of state, regional, local, or tribal governments with an active federally funded transit capital project are eligible to apply.

Requests may be submitted through our [online form](#) or by sending a PDF version by email to info@todresources.org. More information about the activities offered, the eligibility criteria, and the evaluation and selection process are available in the PDF version of the application.

Apply online

Download the PDF

Learn more about applying for TOD Technical Assistance

Join representatives from FTA and SGA on Wednesday, September 7, 2016 from 1-2 p.m. EDT for an informational webinar discussing this technical assistance opportunity and the application process.

Register for the webinar

Richmond TOD Technical Assistance

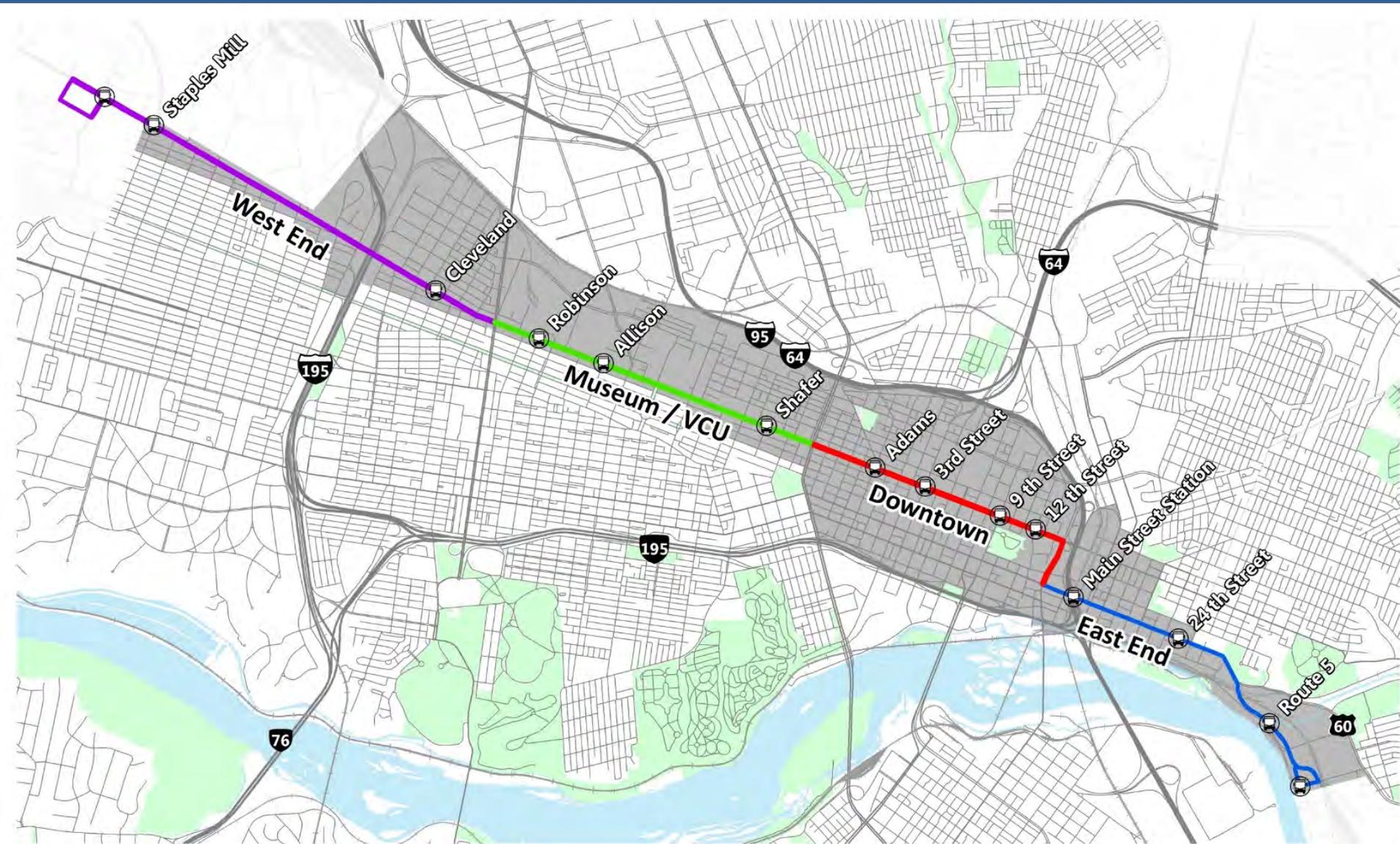


GET READY TO
CONNECT

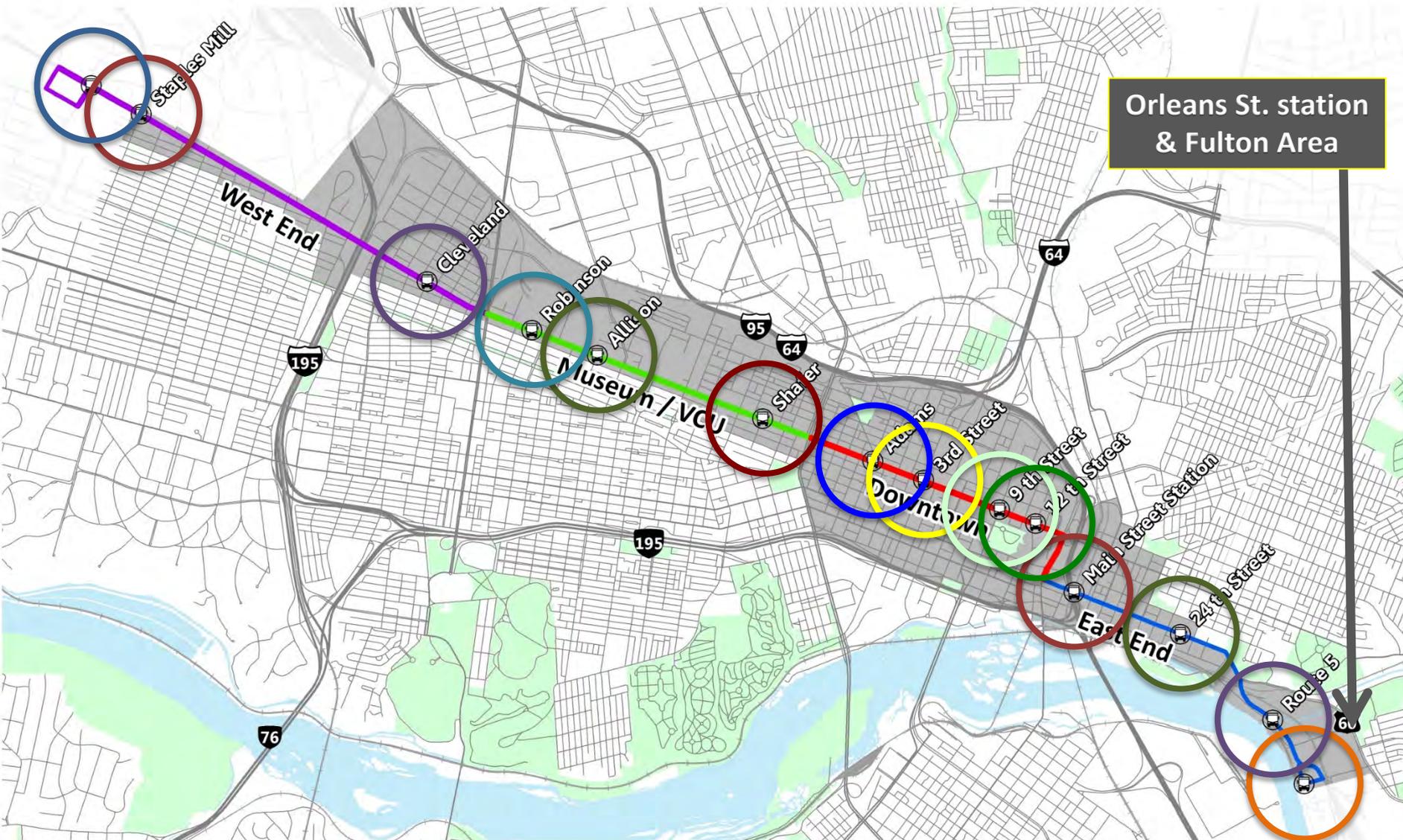
GRTC PULSE BUS RAPID TRANSIT VEHICLE



How might TOD best practices apply in Richmond?



How might TOD best practices apply in Richmond?



Orleans St. station & Fulton Area

Richmond TOD Technical Assistance

Help the City create an action plan for equitable TOD implementation.

- Complement the on-going TOD planning efforts underway.
- Help the City prepare to be ready when BRT service begins.

Richmond TOD Technical Assistance

Two components:

- Market assessment of the station areas along the corridor.
- Orleans Station/Fulton area planning for TOD.

Our partners for Richmond TA

- Enterprise Community Partners
- Van Meter Williams Pollack
- MZ Strategies
- GWU School of Business,
Center on Real Estate & Urban Analysis

Broad Street & E. Main Street Corridor BRT Station Assessments

- Approx. 30% of the TA
- Goal: Identify station areas with the greatest near-term TOD potential.
- Identify tools to advance affordable and work force housing targets as a key element of the long-term redevelopment of the BRT corridor.
- Conduct market assessment for each of the 14 BRT stations along the corridor; more detailed focus for up to 6 station areas (plus Orleans Street station area).

Orleans Station/Fulton area planning for equitable TOD

- Approx. 70% of the TA
- City has prioritized a focus on the development potential of the area around the eastern terminal station at Orleans Street (also known as the “Rockett’s Landing” station) and the adjoining Fulton area.
- Goal: Ensure that the resulting transit-oriented development provides benefit to the residents of the Fulton community, and incorporate affordable housing policies “that will ensure the TOD will be advanced in a manner that will provide for affordable housing within the development indefinitely.”

Orleans Station/Fulton area planning for equitable TOD

- Initial assessment of the Fulton Neighborhood; document existing conditions.
- Outreach to the community, engage key stakeholders.
- **Conduct an urban design charrette.**
 - Create a vision for the future of the Orleans Street Station area.
 - 3 or 4 days (May 31 – June 2).
 - address issues of land use, changes to the built environment, affordable housing, connectivity, etc.

ORLEANS BRT STATION WORKSHOP

Listening Session

Tuesday, May 31st 6:30-8:00pm

Talk about Issues and opportunities near the Orleans BRT Station.

Design Alternatives

Wednesday June 1st 6:30-8:00pm

Review design options for the area that improve connections and propose new types of buildings to build near the Orleans BRT Station.

Preferred Alternative

Thursday June 2nd 6:30-8:00pm

Refine the preferred option.



BRT? A new bus is coming to Greater Fulton. It's called bus rapid transit (BRT). BRT is different from regular busses. BRT runs more often, has fewer stops, and you pay at the station before you get on the bus so you get to your destination faster/sooner.

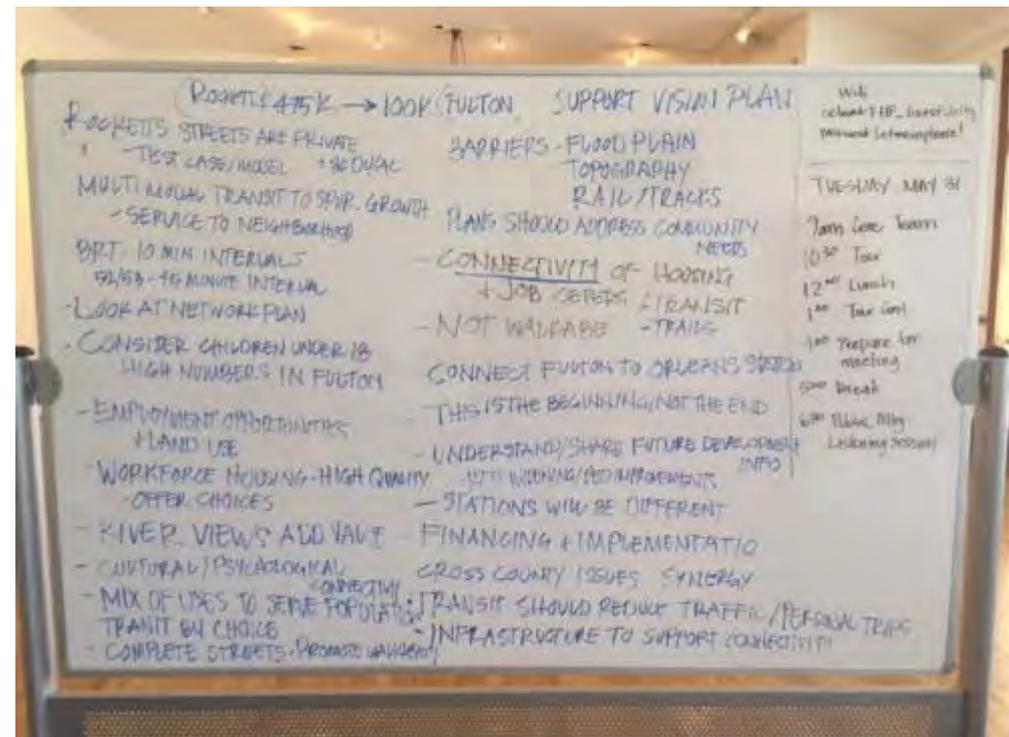
This workshop is made possible through the Transit-Oriented Development Technical Assistance Initiative funded by the Federal Transit Administration in partnership with Smart Growth America



ORLEANS BRT STATION / TOD WORKSHOP

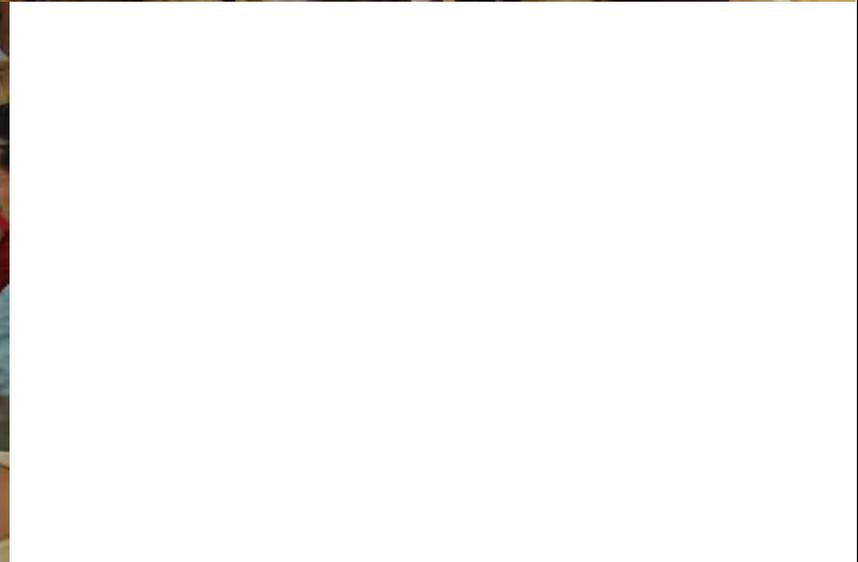
Draft Design Principles- Build on the Vision Plan

- Connectivity
- Transformational
- Equitable
- Multimodal
- Mixed-Use
- Complete Streets



COMMUNITY CHARR

**3 days in June with 30-40
community members each**



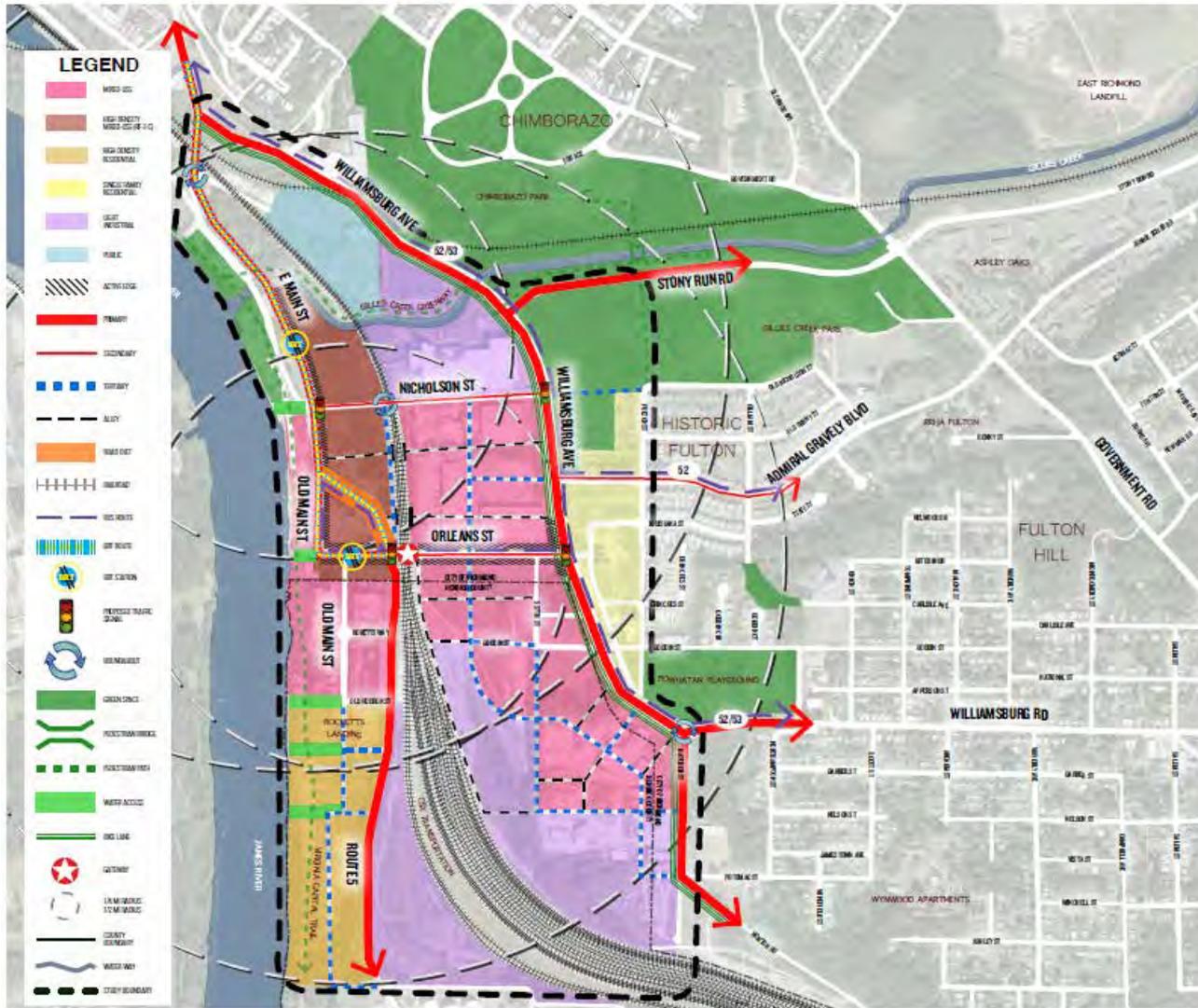
COMMUNITY CHARRETTE

3 days in June with 30-40 community members each night



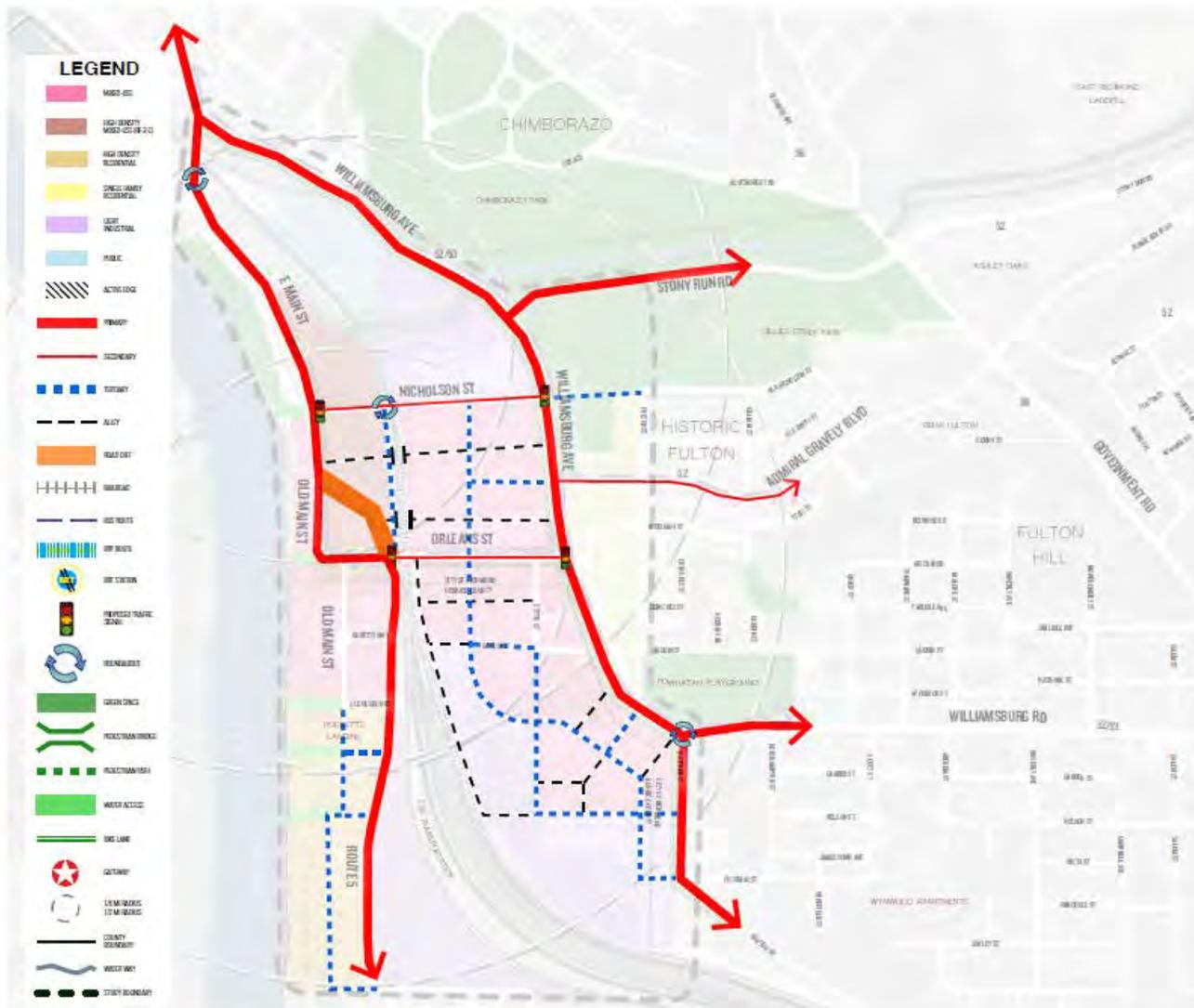
BASE MAP





ORLEANS BRT STATION AREA PLAN | COMBINED MAP
 RICHMOND, VIRGINIA | 09/12/2016 | #1530





All streets:

- shall be public ROWs
- to follow NACTO's complete streets guidelines to ensure all modes and constraints are considered in ROW design.
- shall have a minimum of 5'-0" wide sidewalks

Tertiary streets:

- Connect Old Nicholson St. across Williamsburg Ave. to Nicholson St.
- Connect Admiral Gravelly Blvd. across Williamsburg Ave. into the redevelopment area, terminating into a T intersection with a new mid-block north/south street that connects to Orleans St. and Nicholson St.
- Connect Hwy 5 to Nicholson St. road diet for the E. Main St. diagonal
- Connect across Orleans St. to the north/south new street north of Orleans St. Extend Goddin Street to the new north/south street. Extend 37th Street to the south from Orleans St. Extend Potomac St. to 37th St. Bend the north/south new street to connect to 37th St. and Potomac St.
- Connect Old Main St. south of Rockets Landing another 2 blocks and connect to Hwy 5 at each block
- Connect Northampton St. through site to Carlisle Ave.

Alleys:

- Connect the existing CSX elevated tracks/tunnels through the site to the east to the new mid-block north/south street, and on through to Williamsburg Ave. These lanes can be service lanes, parking access lanes, pedestrian lanes or fire lanes of no more than 30' ROW.
- Create mid-block lanes as required for service, fire and parking access.

Road Diet:

- Reduce flow line down to 36' [2-12' lanes and 2-8' on street parking] in concert with the new Hwy 5/ Nicholson St. connection. Add sidewalks on both sides.

Traffic Signal:

- Adding traffic signals at Williamsburg and Admiral Gravelly, Williamsburg and Orleans St and the intersection of the new north south road just west of the rail lines and Orleans St. will allow pedestrians safe crossing and slower vehicular speeds.

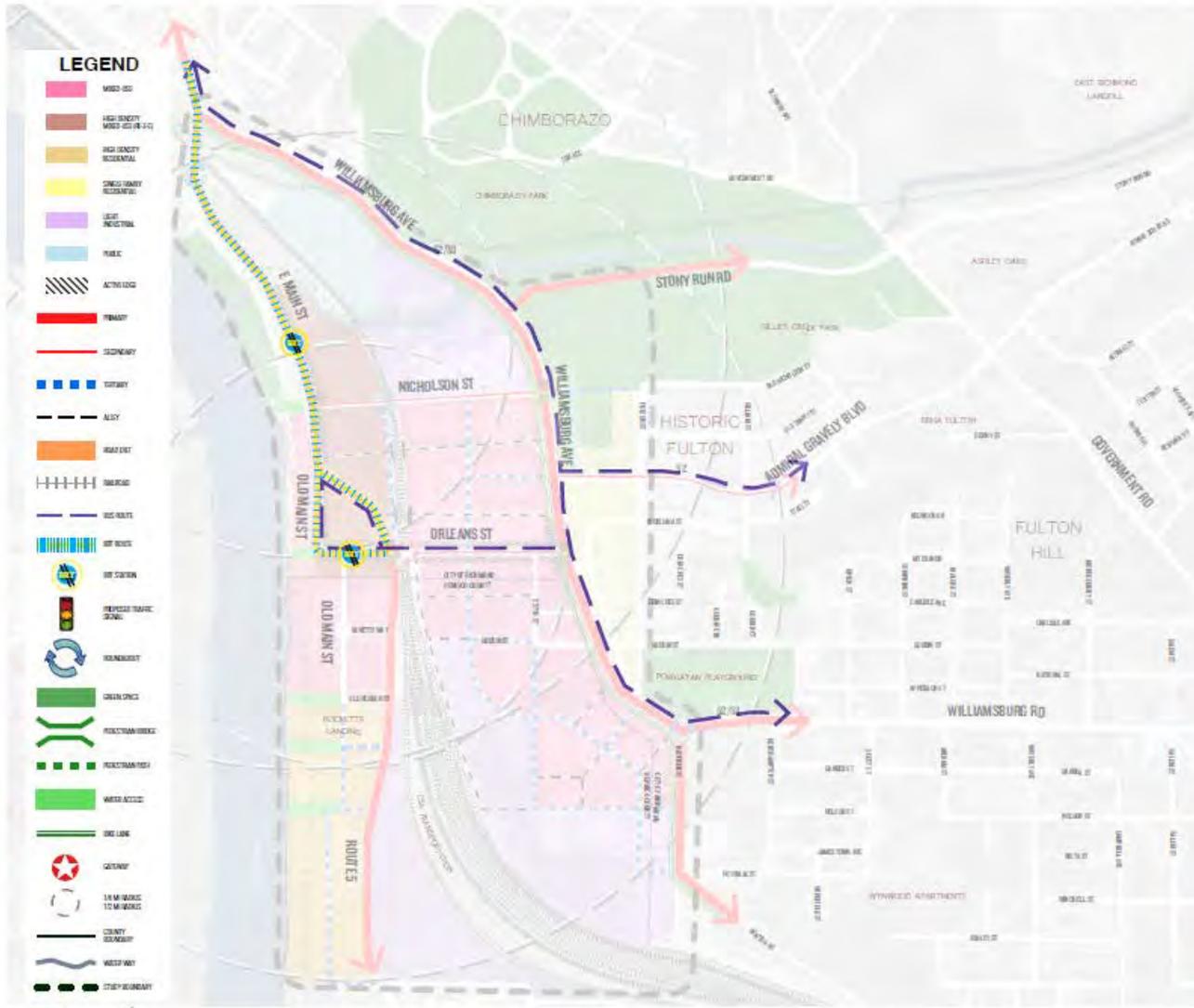
Roundabout:

- Add traffic circle at Williamsburg Ave. and Hatcher St. intersection, E. Main St. and Ash St., and Nicholson St. and new tertiary street.

ORLEANS BRT STATION AREA PLAN | FUTURE STREETS

RICHMOND, VIRGINIA | 09/12/2016 | #1630





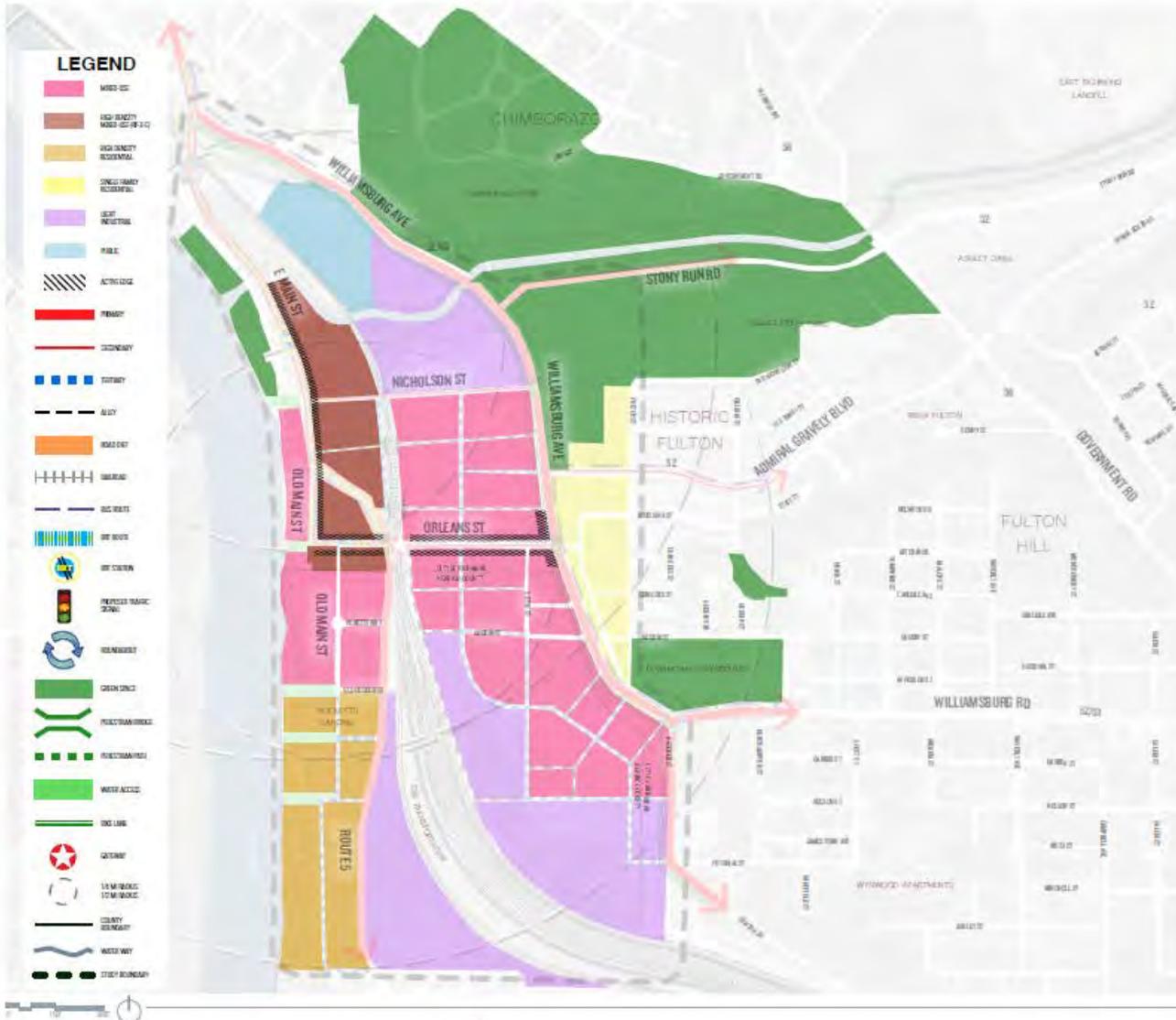
GRTC:
-Re-route GRTC 52 & 53 down Orleans St. to the BRT Orleans Station



ORLEANS BRT STATION AREA PLAN | FUTURE TRANSIT

RICHMOND, VIRGINIA | 09/12/2016 | #1530





Mixed-Use:

- Mixed Use (Housing, Employment or Retail) of either vertical or horizontal applications. Minimum of 2 story buildings, Maximum of 5 story buildings. Build to new Orleans St. ROW of +/- 5' and other new streets +/- 10'

High Density Mixed-Use:

- High Density Mixed Use (Housing, Employment, or Retail) of either vertical or horizontal applications. Minimum of 4 story buildings, Maximum of 14 story buildings. Build to new Orleans St. ROW and E. Main St. diagonal of +/- 5'

High Density Residential:

- High Density Mixed Use Residential (Housing, Employment or Retail) of either vertical or horizontal applications. Minimum of 2 story buildings, Maximum of 7 story buildings.

Light Industrial:

- Builder/Maker spaces to be located adjacent to the CSX tracks on the east side

Active Edges:

- All ground floor building edges fronting Orleans Street and Old Main St. must be active (retail or office)

Open Space:

- Replace the lost active green space with new active green space for the existing tree stand fronting the Carlisle St. downhill connection.

Gateway:

- Implement a Gateway themed Art feature signifying arriving in Fulton (west of elevated tracks/tunnel), and arriving in Rocketts (east of elevated tracks/tunnel).

ORLEANS BRT STATION AREA PLAN | FUTURE LAND USE

RICHMOND, VIRGINIA | 09/12/2016 | #1530





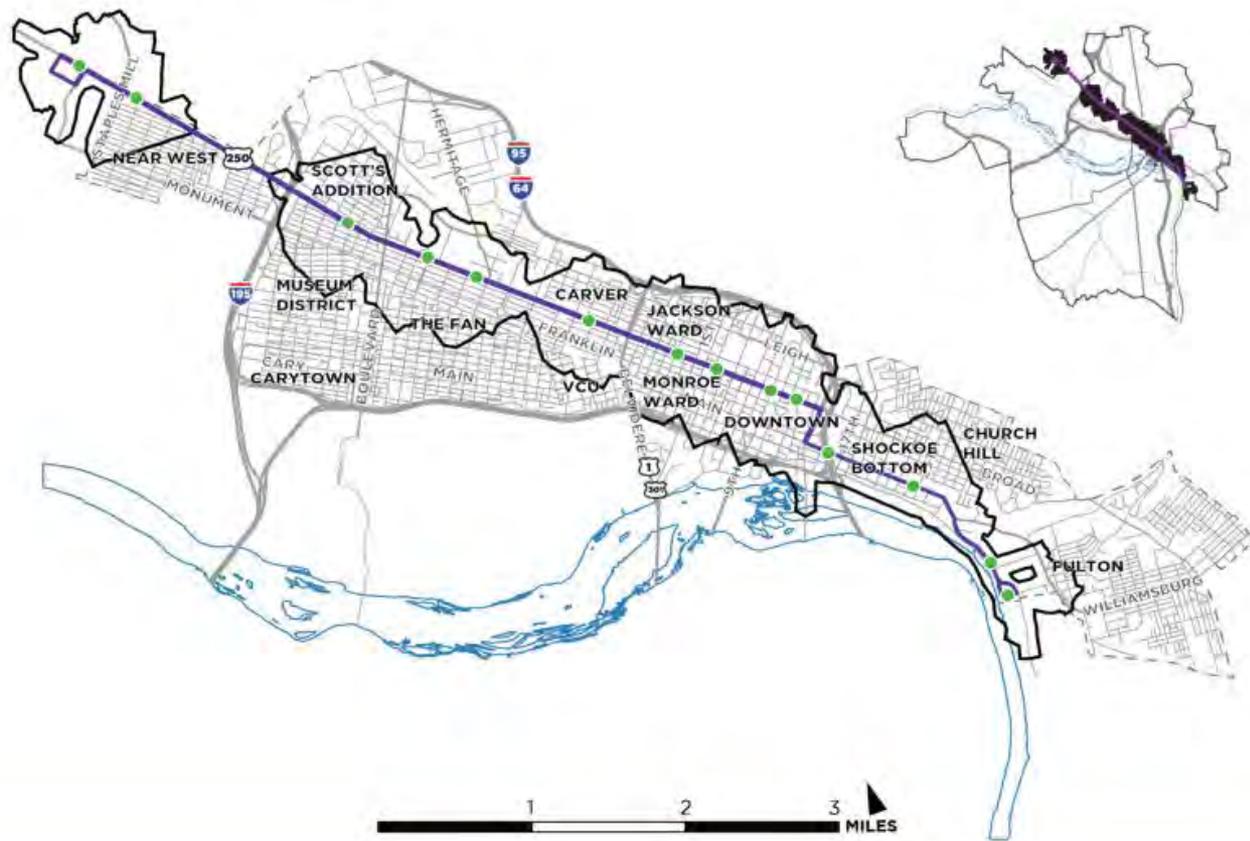
ORLEANS BRT STATION AREA PLAN | ILLUSTRATIVE SITE PLAN
RICHMOND, VIRGINIA | 09/02/2016 | #1630



VAN METER
WILLIAMS
POLLACK

Market assessment of the station areas along the corridor.

½ Mile Walkshed



WalkScore® Categories

90-100

Walker's Paradise

Daily errands do not require a car

70-89

Very Walkable

Most errands can be accomplished on foot

50-69

Somewhat Walkable

Some errands can be accomplished on foot

25-49

Car-Dependent

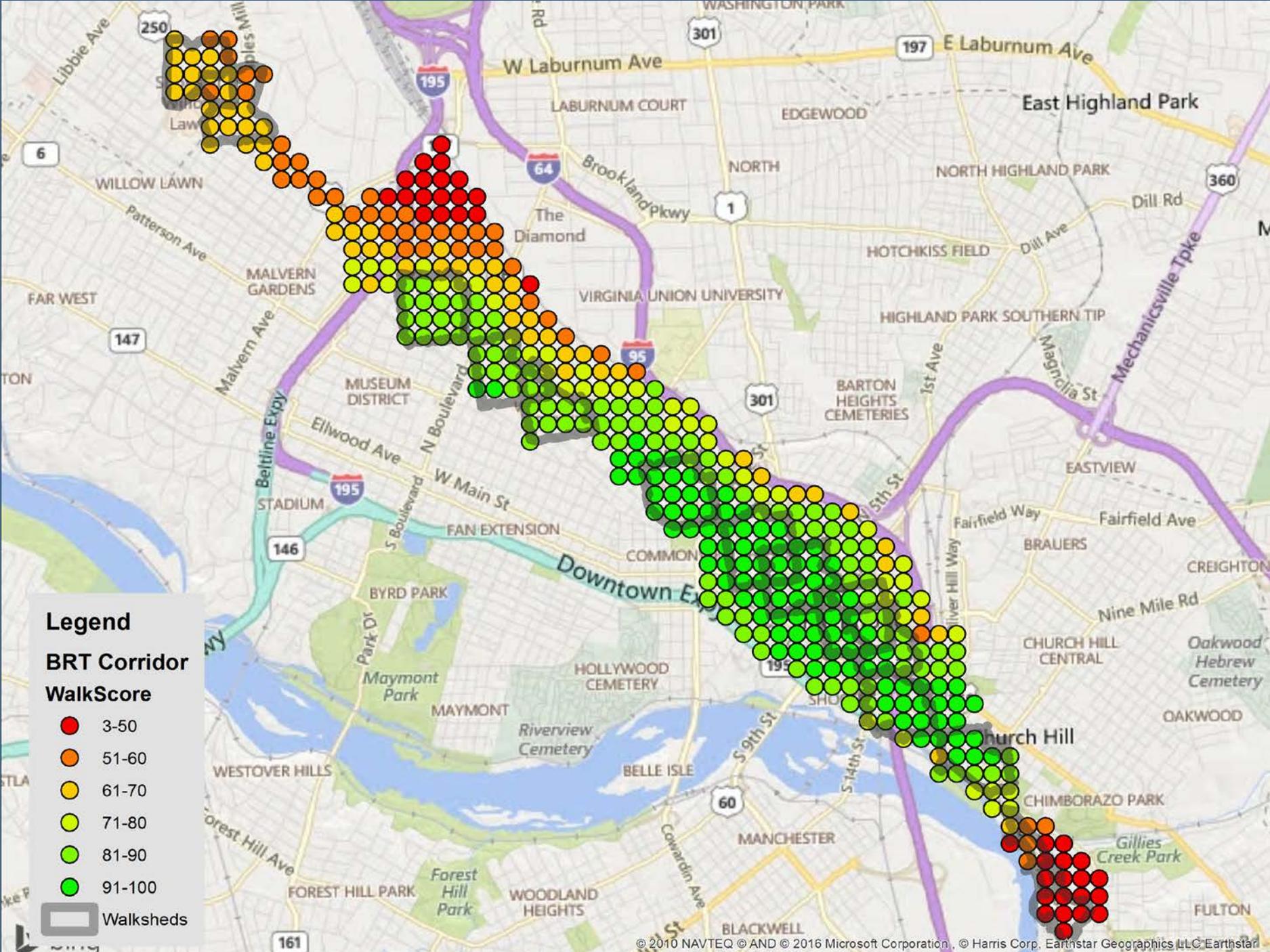
Most errands require a car

0-24

Car-Dependent

Almost all errands require a car

Location	WalkScore
City of Richmond	52
Pulse BRT Corridor	74
1/4 Mile Walksheds	
Stn 1: Rocketts Landing	29
Stn 2: Route 5	40
Stn 3: 24th	87
Stn 4: Main Street Station	87
Stn 5: 12th	89
Stn 6: 9th	91
Stn 7: 3rd	95
Stn 8: Adams	93
Stn 9: Shafer	94
Stn 10: Allison	85
Stn 11: Robinson	85
Stn 12: Cleveland	85
Stn 13: Staples Mill	59
Stn 14: Willow Lane	60



Legend

BRT Corridor

WalkScore

- 3-50
- 51-60
- 61-70
- 71-80
- 81-90
- 91-100

Walksheds

Rent Premiums

(\$ / s.f. in 2015) for Pulse BRT Corridor and Stations

	Office Rent	Retail Rent	Rental Multifamily Rent
City of Richmond	\$ 18.54	\$ 13.60	\$ 1.05
Pulse BRT Corridor	\$ 17.61	\$ 15.15	\$ 1.36
1/4 Mile Walksheds			
Stn 1: Rocketts Landing	\$ 21.00	n.d	n.d
Stn 2: Route 5	n.d	n.d	n.d
Stn 3: 24th	\$ 16.39	\$ 16.33	\$ 1.26
Stn 4: Main Street Station	\$ 20.50	\$ 11.87	\$ 1.57
Stn 5: 12th	n.d	n.d	n.d
Stn 6: 9th	\$ 16.36	n.d	n.d
Stn 7: 3rd	\$ 16.12	\$ 15.00	\$ 1.22
Stn 8: Adams	\$ 13.24	\$ 14.52	\$ 1.36
Stn 9: Shafer	n.d	n.d	n.d
Stn 10: Allison	\$ 16.07	\$ 12.83	n.d
Stn 11: Robinson	n.d	\$ 12.33	\$ 1.46
Stn 12: Cleveland	\$ 12.89	n.d	n.d
Stn 13: Staples Mill	\$ 13.88	n.d	n.d
Stn 14: Willow Lawn	\$ 13.21	\$ 27.00	\$ 1.22

*n.d. = no data

Inventory of Office, Retail, and Rental Multifamily Space (s.f. in 2015) for Pulse BRT Corridor and Stations

	Office	Retail	Rental Multifamily	Total
City of Richmond	24,524,933	16,292,070	33,655,942	74,472,945
Pulse BRT Corridor	16,358,897	5,424,453	8,391,785	30,175,135
1/4 Mile Walksheds				
Stn 1: Rocketts Landing	54,166	23,410		77,576
Stn 2: Route 5	6,680			6,680
Stn 3: 24th	324,974	197,599	962,136	1,484,709
Stn 4: Main Street Station	662,128	639,344	346,679	1,648,151
Stn 5: 12th	2,522,999			2,522,999
Stn 6: 9th	2,833,459	139,034		2,972,493
Stn 7: 3rd	788,600	1,053,826	469,588	2,312,014
Stn 8: Adams	341,323	1,031,099	728,676	2,101,098
Stn 9: Shafer	51,676			51,676
Stn 10: Allison	270,810	229,062		499,872
Stn 11: Robinson	38,741	124,486	272,638	435,865
Stn 12: Cleveland	218,236			218,236
Stn 13: Staples Mill	655,229	195,357		850,586
Stn 14: Willow Lawn	253,726	207,113	44,550	505,389

Net Absorption

Office, Retail, and Rental Multifamily Space (net s.f. 2010-2015)

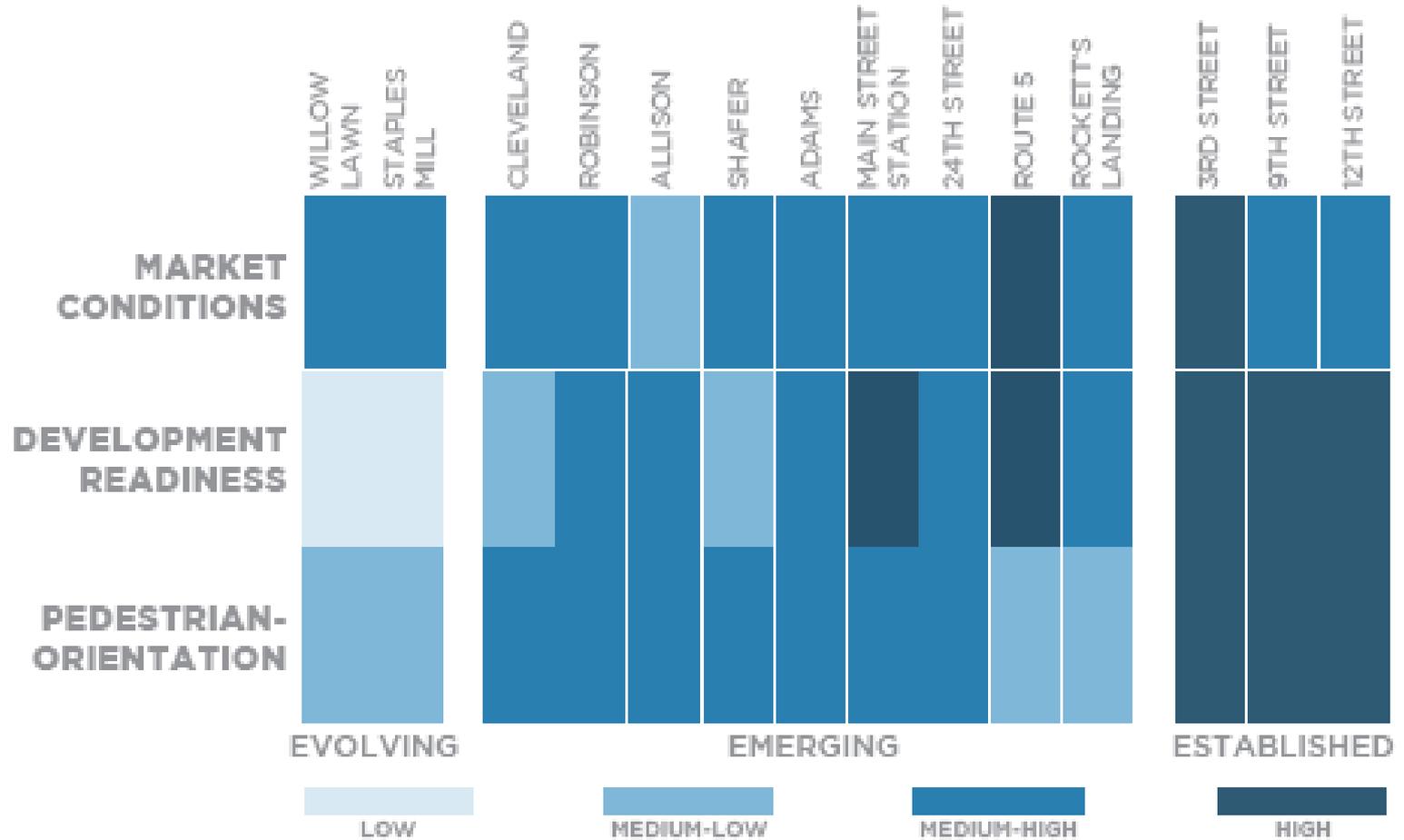
Pulse BRT Corridor and Stations

City of Richmond	1,980,424	1,014,391	4,415,955	7,410,770
Pulse BRT Corridor	1,839,560	573,880	2,026,294	4,439,734
1/4 Mile Walksheds				
Stn 1: Rocketts Landing	68,600	7,810		76,410
Stn 2: Route 5	-			-
Stn 3: 24th	87,067	158,603	211,554	457,224
Stn 4: Main Street Station	199,740	123,367	126,008	449,115
Stn 5: 12th	-			-
Stn 6: 9th	273,007	4,800		277,807
Stn 7: 3rd	344,820	173,888	105,892	624,600
Stn 8: Adams	178,096	154,779	118,978	451,853
Stn 9: Shafer	80,400			80,400
Stn 10: Allison	107,847	38,810		146,657
Stn 11: Robinson/Sci Museum	4,000	45,350	138,679	188,029
Stn 12: Cleveland	147,379			147,379
Stn 13: Staples Mill	106,373	12,000		118,373
Stn 14: Willow Lawn	101,009	35,937	45,540	182,486

Near-Term Development Potential

	Demand Potential (WalkScore)	Supply Potential (Low Existing Inventory)	Rents (Existing Premiums)
1/4 Mile Walksheds			
Stn 1: Rocketts Landing	LOW	HIGH	HIGH
Stn 2: Route 5	LOW	HIGH	n.d.
Stn 3: 24th	HIGH	HIGH	LOW
Stn 4: Main Street Station	HIGH	MODERATE	HIGH
Stn 5: 12th	HIGH	MODERATE	n.d.
Stn 6: 9th	HIGH	MODERATE	MODERATE
Stn 7: 3rd	HIGH	MODERATE	MODERATE
Stn 8: Adams	HIGH	MODERATE	MODERATE
Stn 9: Shafer	HIGH	HIGH	n.d.
Stn 10: Allison	HIGH	HIGH	LOW
Stn 11: Robinson	HIGH	HIGH	MODERATE
Stn 12: Cleveland	HIGH	HIGH	LOW
Stn 13: Staples Mill	LOW	HIGH	LOW
Stn 14: Willow Lawn	LOW	HIGH	MODERATE

STATION PRIORITY MATRIX



Near-Term Development Potential

	Significant Supply Potential	Moderate/Low Supply Potential
High Near-Term Demand Potential	<p>24th ST. Shafer Allison Robinson Cleveland</p>	<p>Middle Category Main St. 12th St. 9th St. 3rd St Adams</p>
Moderate/Low Near-Term Demand Potential	<p>Rockett's Landing Route 5 Staples Mill Willow Lawn</p>	<p>--None--</p>

Creating walkable communities

Most mistakes arise from failure to follow basic principles:

1. You have to have density
2. You have to have use mix
3. You have to have good urban design



Thank you



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For more information, or if we can help you,
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Thank you