Thanks to the following people for their help and support in making this panel possible:

- Mayor Phil Gordon
- Councilmember Claude Mattox
- Debra Stark, Curt Upton, Josh Bednarek of the Planning Department
- Wes Gullet, Planning Commissioner
- Mark Winkleman, Industrial Development Authority
- George Bosworth, Walter Morlock of ULI Arizona; David Stocker, ULI Center for the West

Phoenix, Arizona

Light Rail, Green Rail
And Underdeveloped Properties

Urban Land Institute
Daniel Rose Center for Public Leadership in Land Use

Rose Center Advisory Panel
Phoenix, AZ
February 2010

What is the Urban Land Institute?

The Urban Land Institute (ULI) is a nonprofit research and education organization that focuses on issues of land use and real estate development.

ULI's Mission:

To promote leadership in the responsible use of land to create and sustain thriving communities worldwide

What is the Urban Land Institute?

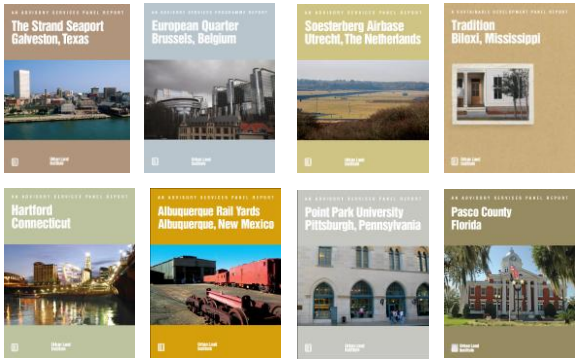
With over 30,000 members worldwide, the heart of the ULI experience is an open exchange of ideas, networking opportunities, and the ability to work with the leaders of the land use industry.

Members include:

- Developers
- Builders
- Engineers
- Attorneys
- Brokers
- Planners
- Market Analysts
- Investors, Bankers and Financiers
- Academicians
- Architects and Designers
- Public officials

Advisory Services at ULI

- Panels since 1947
- 15-20 panels a year
- Panel provide independent, objective & candid advice to governments, private firms and non-profits.
- Panelists are volunteers; not paid
- Process
  - Review background materials
  - Receive a sponsor presentation & tour
  - Conduct stakeholder interviews
  - Consider data, frame issues and write recommendations
  - Make presentation
  - Produce a final report



ULI Daniel Rose Center for Public Leadership in Land Use

Mission Statement

". . . to encourage and support excellence in land use decision making. By providing public officials with access to information, best practices, peer networks and other resources, the Rose Center seeks to foster creative, efficient, practical, and sustainable land use policies."

Rose Center Panels

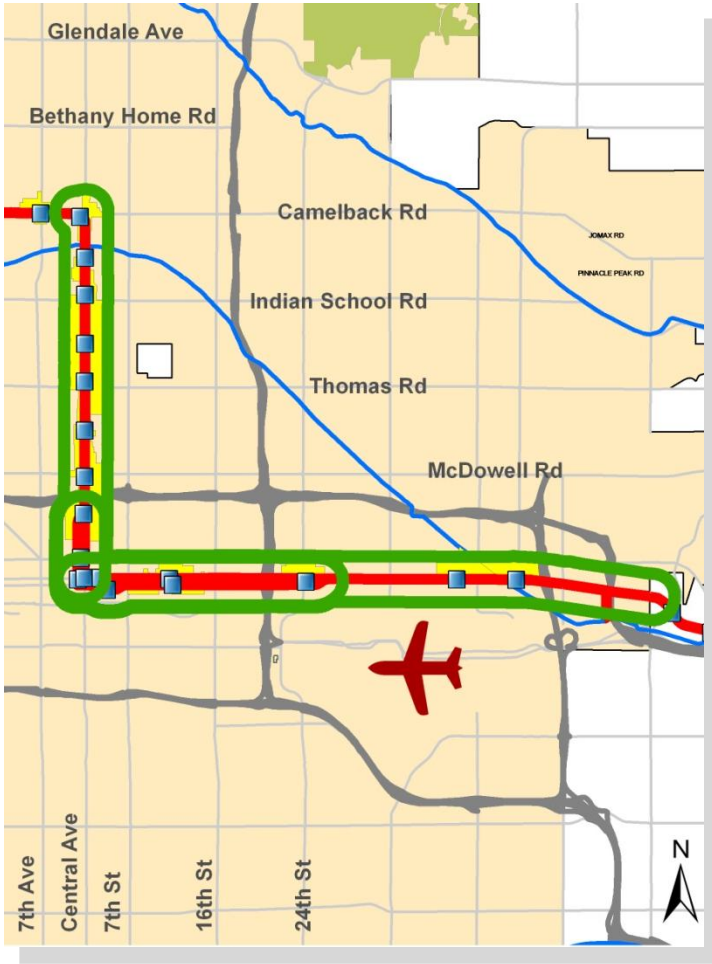
- Four Cities: Nashville, Phoenix, Minneapolis & Philadelphia
- An integral part of the Rose Center Fellowships
- Focuses on a specific land use policy issues facing the Rose Center Fellowship Cities
- Involves the 4 Fellows from each City
- Combines the Rose Center Mission with the independent and objective advice of a ULI Advisory Services Panel.

Panelists

- Chair: David Leininger, Senior VP & CFO, DART, Dallas
- Mami Hara, Principal, WRT, Philadelphia
- Kathleen Rose, President, Rose & Associates Southeast, Davidson, NC
- Mark Shapiro, Principal, Mithun, Seattle
- Aaron Sussman, Senior Redevelopment Planner, Sacramento Housing & Redevelopment Authority

Phoenix Panel

- How can Phoenix help attract TOD to station areas?
- How can rail transit & TOD help “green” the city?



Outline

- Observations – David Leininger
- Urban Design Framework – Mami Hara
- TOD Density Considerations – Aaron Sussman
- Sustainability, Economic Impacts & Project Assessment – Kathleen Rose
- Sustainable Design Approach -- Mark Shapiro
- Next Steps/Action Plan – David Leininger

Observations
Assets ~ Regional & Corridor

Regional

- ASU
- Medical/Healthcare
- Sports/Entertainment
- Convention/Tourism
- Airport
- Light Rail ~ ridership & frequency
- Cultural Arts
- Public Art
- Grid Infrastructure

Corridor

- Mountain Views
- Canal
- Indian School/Park
- Heard Museum & Arts
- Central Library
- Unique Shops/Restaurants
- Stable & Historic Neighborhoods

New Area Investment

- City Scape
- Portland Place
- Central Park East (Freeport/McMoran)
- ASU Downtown Campus
- Convention Center

Challenges

- Lack of station area planning
- Contextually ~ missing a Corridor vision
- Definition of *Green* goals & metrics
- Fragmented roles with various agencies
- Regulatory Code ~ variances
- Limited tools for incentives
- Lack of disposition strategy for City-owned lands
- Communicating with one voice ~ public & private sectors

Urban Design Framework

Mami Hara

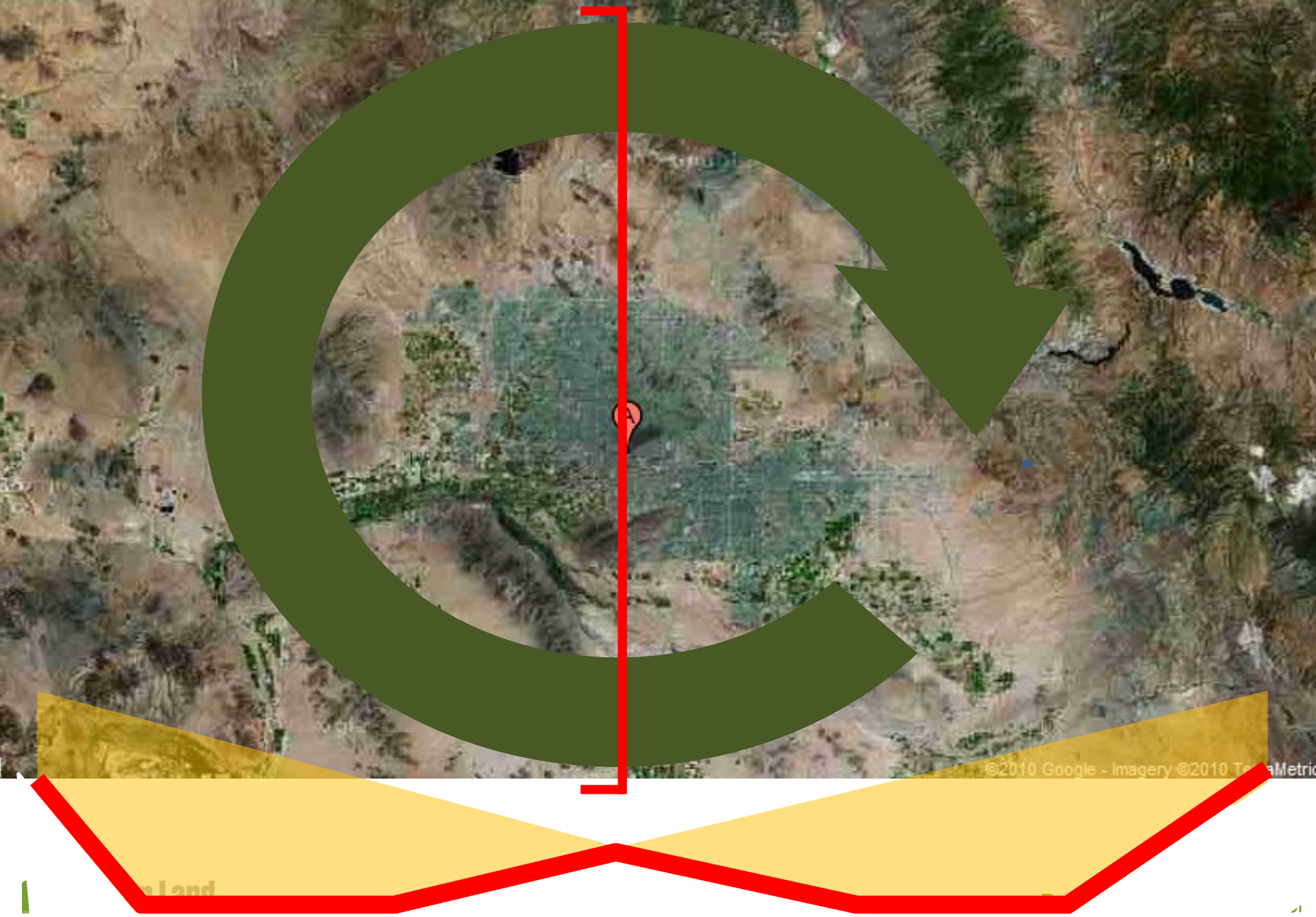
Urban Land Institute
Daniel Rose Center for Public Leadership in Land Use

Rose Center Advisory Panel
Phoenix, AZ
February 2010

Building an Urban Design Framework

- priorities among assets
- topography
- circulation
- water
- parks
- energy
- development

topography: orientation + views


©2010 Google - Imagery ©2010

Urban Land Institute

Daniel Rose Center for Public Leadership in Land Use

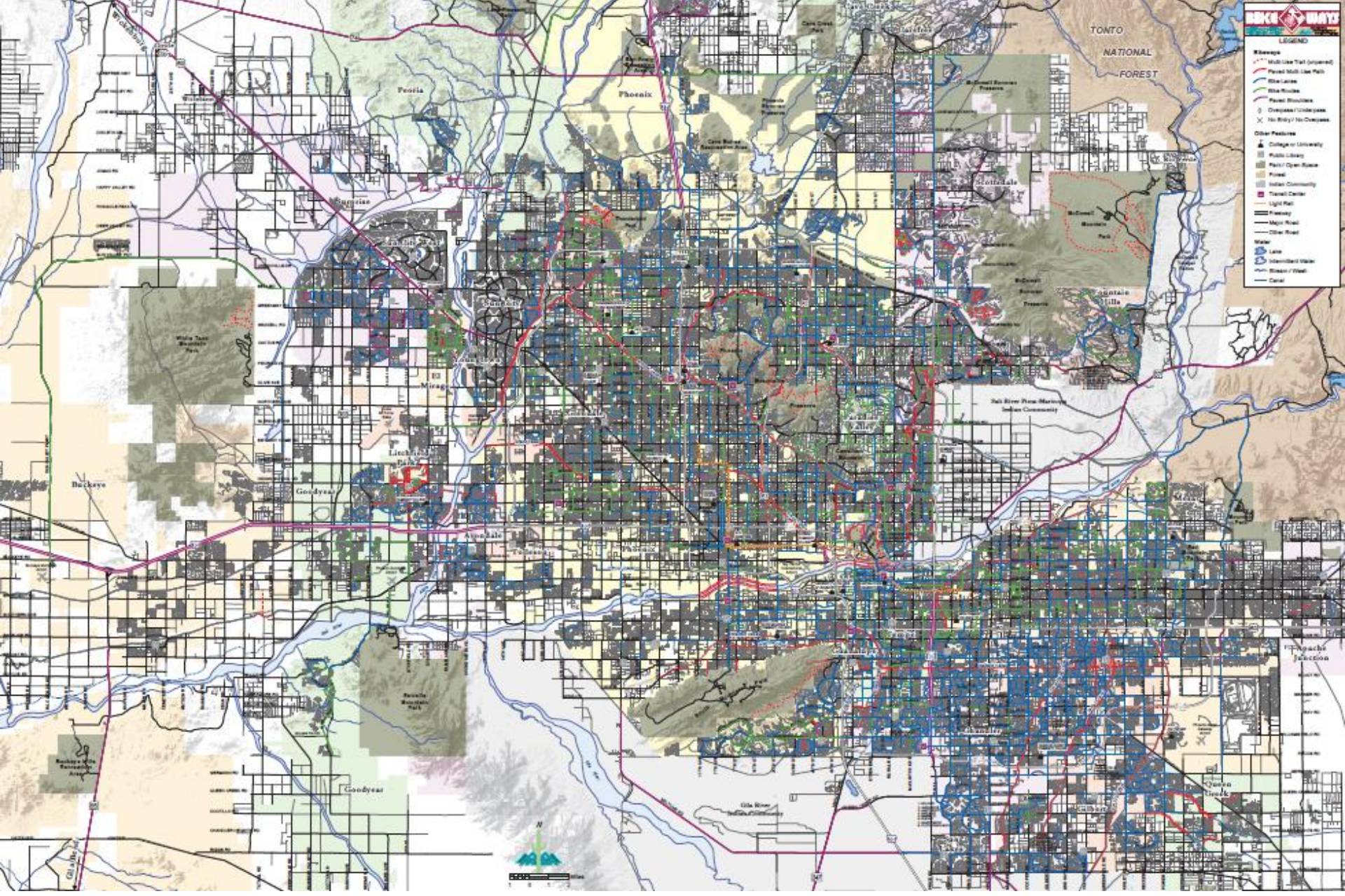
Rose Center Advisory Panel
Phoenix, AZ
February 2010

Urban Land Institute

Daniel Rose Center for Public Leadership in Land Use

Rose Center Advisory Panel
Phoenix, AZ
February 2010

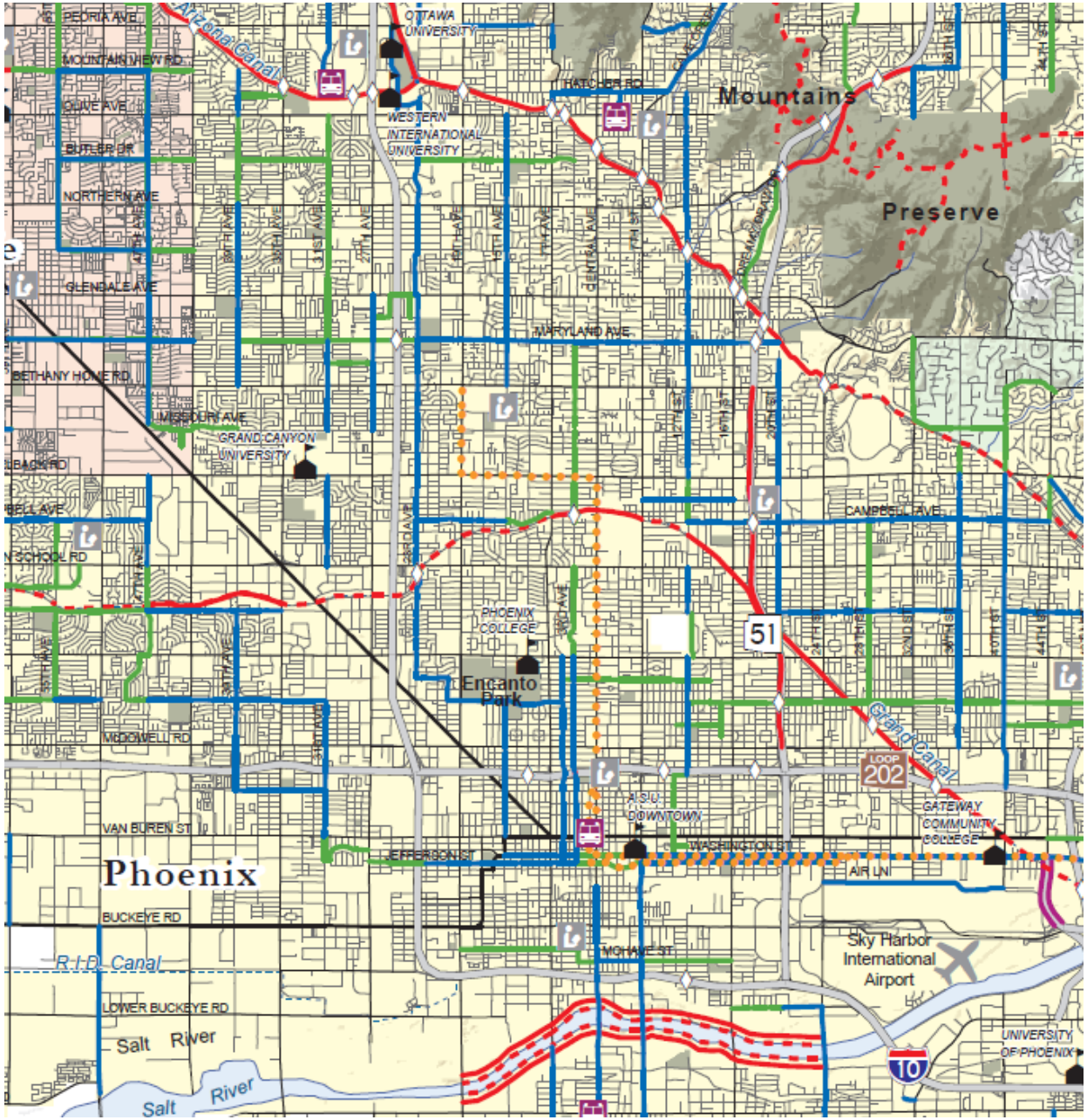
circulation: integrating modes



Urban Land Institute

Daniel Rose Center for Public Leadership in Land Use

Rose Center Advisory Panel
Phoenix, AZ
February 2010



Urban Land Institute

Daniel Rose Center for Public Leadership in Land Use

Rose Center Advisory Panel
Phoenix, AZ
February 2010

Urban Land Institute

Daniel Rose Center for Public Leadership in Land Use

Rose Center Advisory Panel
Phoenix, AZ
February 2010

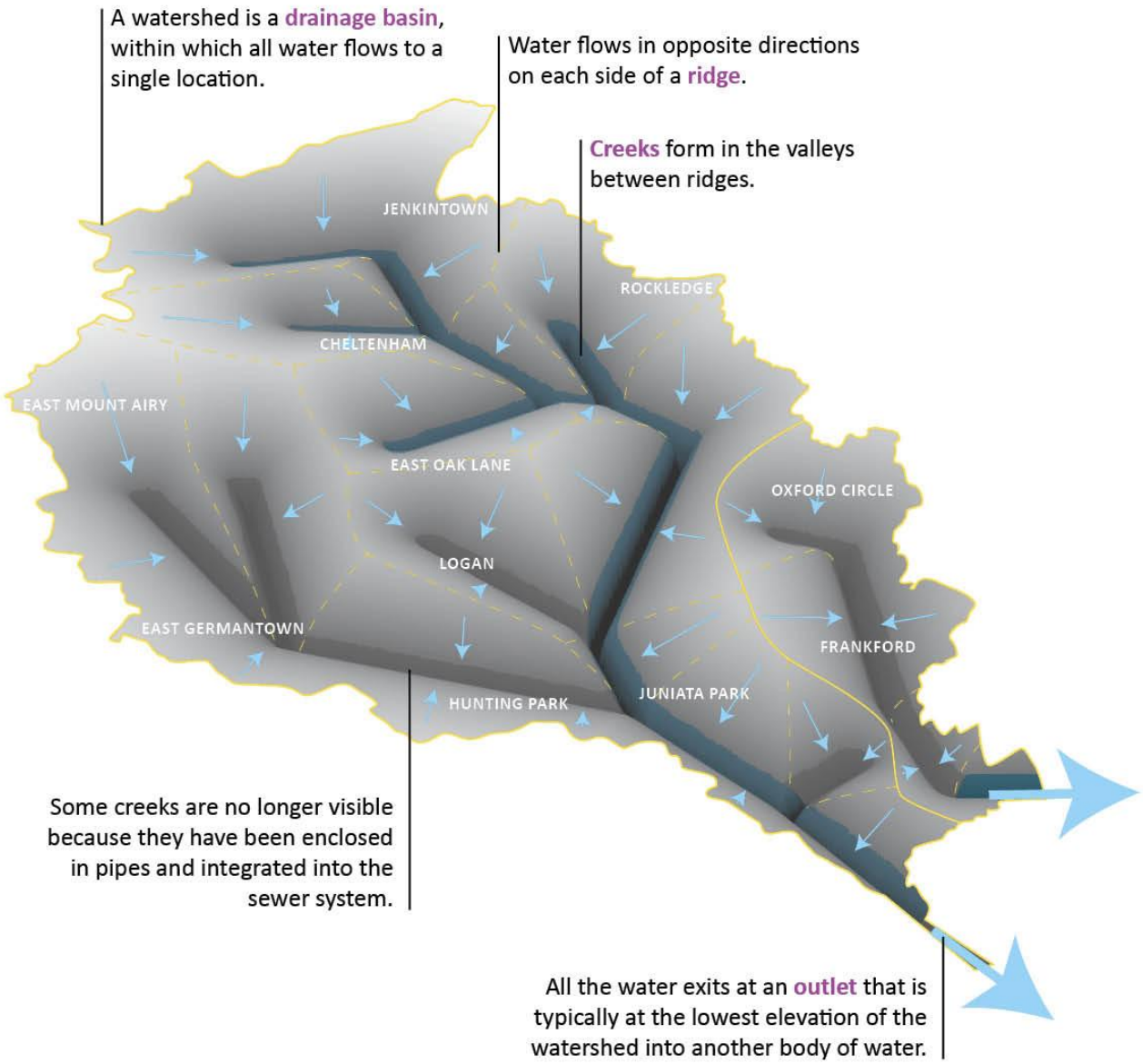
Urban Land Institute

Daniel Rose Center for Public Leadership in Land Use

Rose Center Advisory Panel
Phoenix, AZ
February 2010

water: function + amenity

What exactly is a watershed?




Amendment to the South Walnut Street Urban Renewal Plan
Wilmington, DE
Environmental Framework
Water
Renewal Area Boundary
Wetlands
High Elevation Area
Open Space Area
Potential Connection
Elevations at 10' or above
Site Boundary
Christina River
Market St.
Walnut St.
Heald St.
New Castle Ave.
Garasches Ln.
Wilmington and Western Rail Line
Regional Passenger Rail Line
Dupont Pky.
I-95
0 600 1,200 Feet
N
Prepared For:
City of Wilmington
Riverfront Development Corporation of Delaware
January 5th, 2007
WRT Wallace Roberts & Todd Planning & Design

Urban Land Institute

Daniel Rose Center for Public Leadership in Land Use

Rose Center Advisory Panel
Phoenix, AZ
February 2010

Amendment to the South Walnut Street Urban Renewal Plan

Wilmington, DE

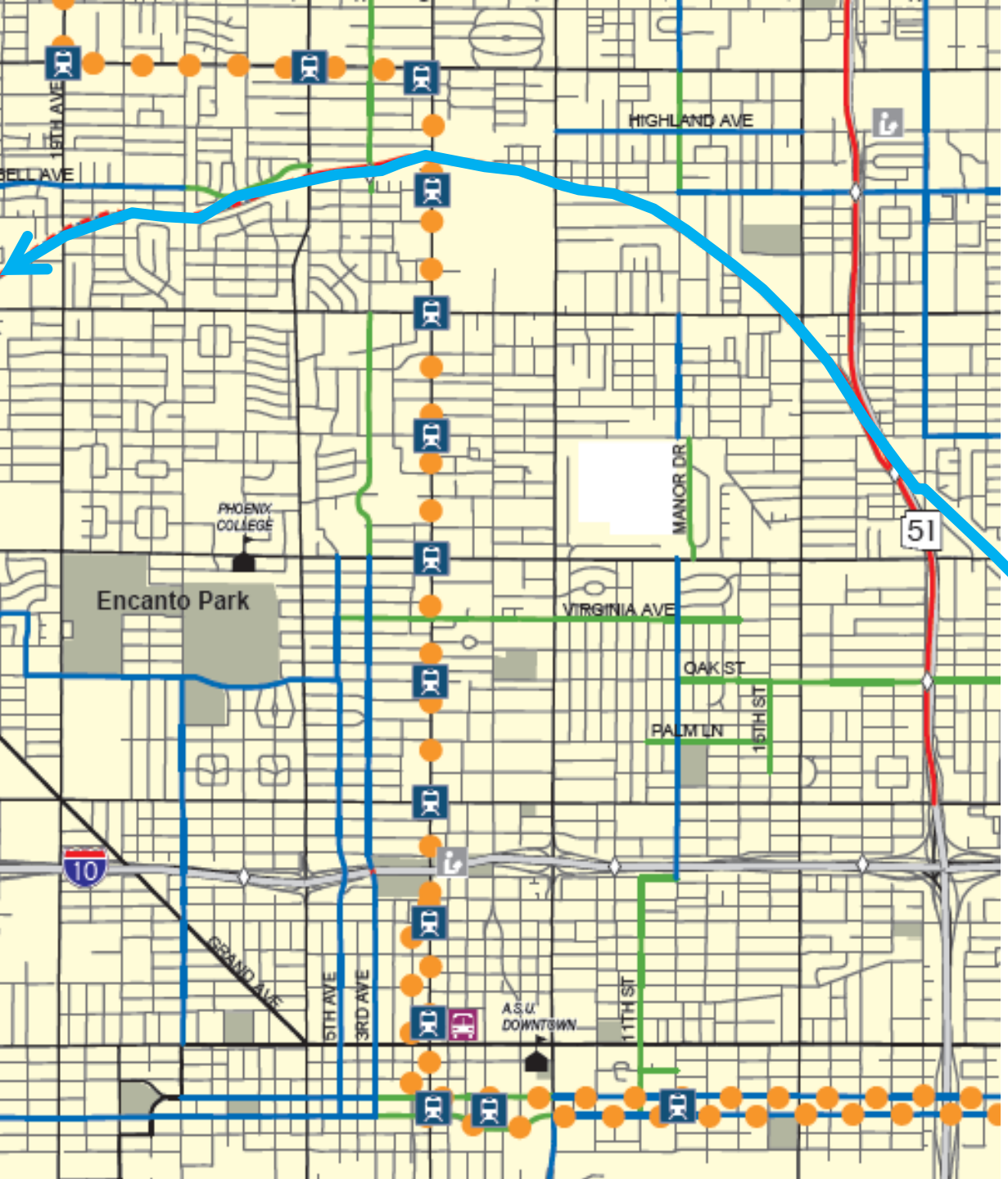
Illustrative Site Plan

Prepared For:
City of Wilmington
Riverfront Development Corporation of Delaware
January 5th, 2007

WRT Wallace Roberts & Todd Planning & Design

Urban Land Institute
Daniel Rose Center for Public Leadership in Land Use

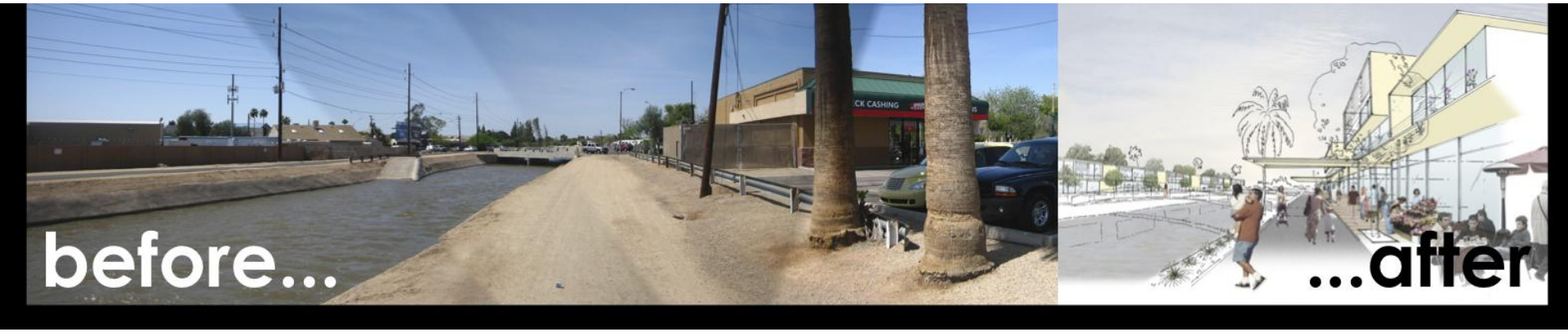
Rose Center Advisory Panel
Phoenix, AZ
February 2010



Rose Center Advisory Panel
Phoenix, AZ
February 2010

canalscape

A Sustainable Desert Urbanism for Metro Phoenix



Urban Land Institute
Daniel Rose Center for Public Leadership in Land Use

Rose Center Advisory Panel
Phoenix, AZ
February 2010

Urban Land Institute

Daniel Rose Center for Public Leadership in Land Use

Rose Center Advisory Panel
Phoenix, AZ
February 2010

Urban Land Institute

Daniel Rose Center for Public Leadership in Land Use

Rose Center Advisory Panel
Phoenix, AZ
February 2010

Urban Land Institute

Daniel Rose Center for Public Leadership in Land Use

Rose Center Advisory Panel
Phoenix, AZ
February 2010

ELEMENTS/PLACES

Green Places are made up of elements that are the building blocks of the spaces that surround us outside. These individual elements, when successfully combined, make effective urban places that reduce pollution, build value, and enhance quality of life.

Elements of Green Places

- Trees
- Stormwater Mangement Tools
- Meadows
- Trails and Bikeways
- Wetlands
- Urban Agriculture and Community Gardens
- High Performance Surfaces
- Renewable Energy

Green Places

- Parks and Recreation Spaces
- Green Schoolyards
- Vacant Land Opportunities
- Waterfronts
- Green Streets
- Green Development
- Plazas and Auxiliary Spaces
- Rail and Utility Corridors

TARGETS/RECOMMENDATIONS

GreenPlan Philadelphia sets over 30 ambitious but attainable targets, with supporting recommendations for incorporating open space planning into the agenda for both private development and public works using the elements and places with an organizational framework.

sample targets

Achieve at least 30% tree cover in every neighborhood.
Increase park space to ten acres of parkland per thousand residents.
Green 100 additional schoolyards through the Campus Parks program.
Create a citywide network of 1,400 miles of green streets.
Ensure that there is a trail within a half mile of all residents.

OPPORTUNITIES

In order to reach the plan's targets and recommendations, Philadelphia will need to grow its open space network. *GreenPlan Philadelphia* identifies a large number of opportunities to help achieve this.

sample opportunities

NETWORK OF BENEFITS

GreenPlan Philadelphia makes the case for a comprehensive open space system, describing its essential functions and irreplaceable network of environmental, economic, and quality-of-life benefits.

This network of benefits becomes a common language used throughout the plan.

ENVIRONMENT	ECONOMICS	QUALITY OF LIFE
Clean Air	Efficient Energy Use	Fresh, Local Produce
Healthy Watersheds	Valuable Properties	Convenient Recreation Access
Robust Habitat	Productive Land Use	Healthy Residents
Hospitable Climate	Competitive Economy	Strong, Safe Neighborhoods

INDICATORS

The network of benefits provides a framework to track and clearly communicate progress in achieving targets and recommendations.

sample indicators

Robust Habitat
acres of managed meadow — 318 — 520

Productive Land Use
percentage of lots and structures not vacant — 90 — 95

Fresh, Local Produce
number of urban agriculture businesses — 14 — 24

OBJECTIVES

Also tied to the network of benefits is a set of objectives that help the City receive the most benefits from its investments. These objectives encourage a strategic and transparent decision-making process in selecting the appropriate opportunities for investment.

sample objectives

Healthy Watersheds
☐ The project improves water quality through managing stormwater with green infrastructure techniques.

Competitive Economy
☐ The project creates a major tourist destination, enhances the landscape of an existing tourist destination, or enhances tourism routes.

Convenient Recreation Access
☐ At least 25% of the project site is within an area currently underserved by parks and recreation.

FUNDING, MANAGEMENT & OPERATIONS, MAINTENANCE

GreenPlan Philadelphia sets broad targets and select recommendations for funding, management, operations, and maintenance of open space. These recommendations are for both immediate use and consideration in the development of subsequent plans that focus in more detail upon these areas of concern.

sample targets

Institutionalize *GreenPlan Philadelphia* within city government.

Regularly measure and update the progress of *GreenPlan Philadelphia*. Revise targets and goals as circumstances warrant.

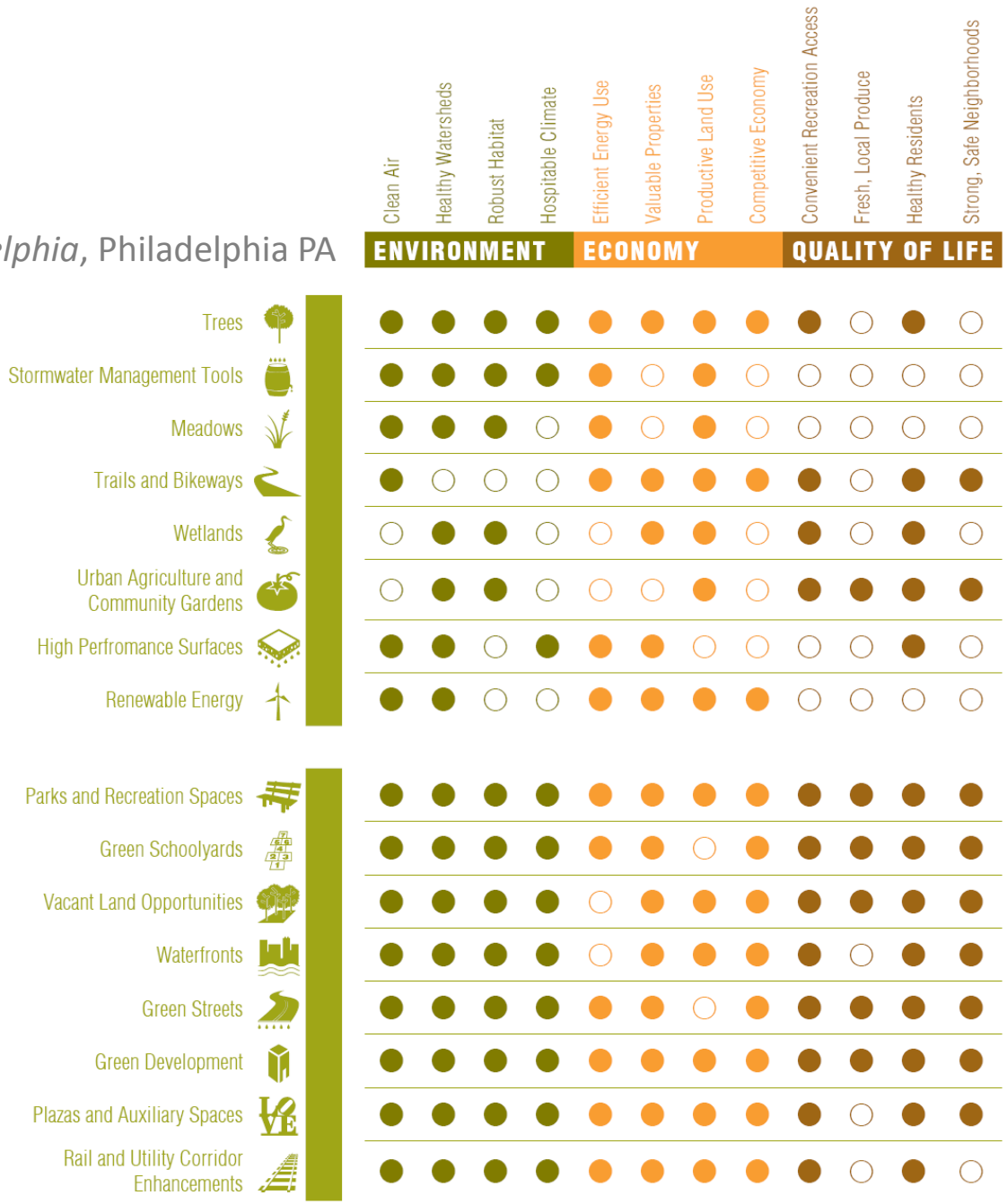
Increase private funding participation to achieve 30 percent of funding for *GreenPlan Philadelphia* initiatives through non-governmental sources.

Create broad citizen and interest-group understanding of *GreenPlan Philadelphia*, the City's green-performance objectives, and the opportunities available in the city's diverse open-space resources.

Urban Land Institute
Daniel Rose Center for Public Leadership in Land Use

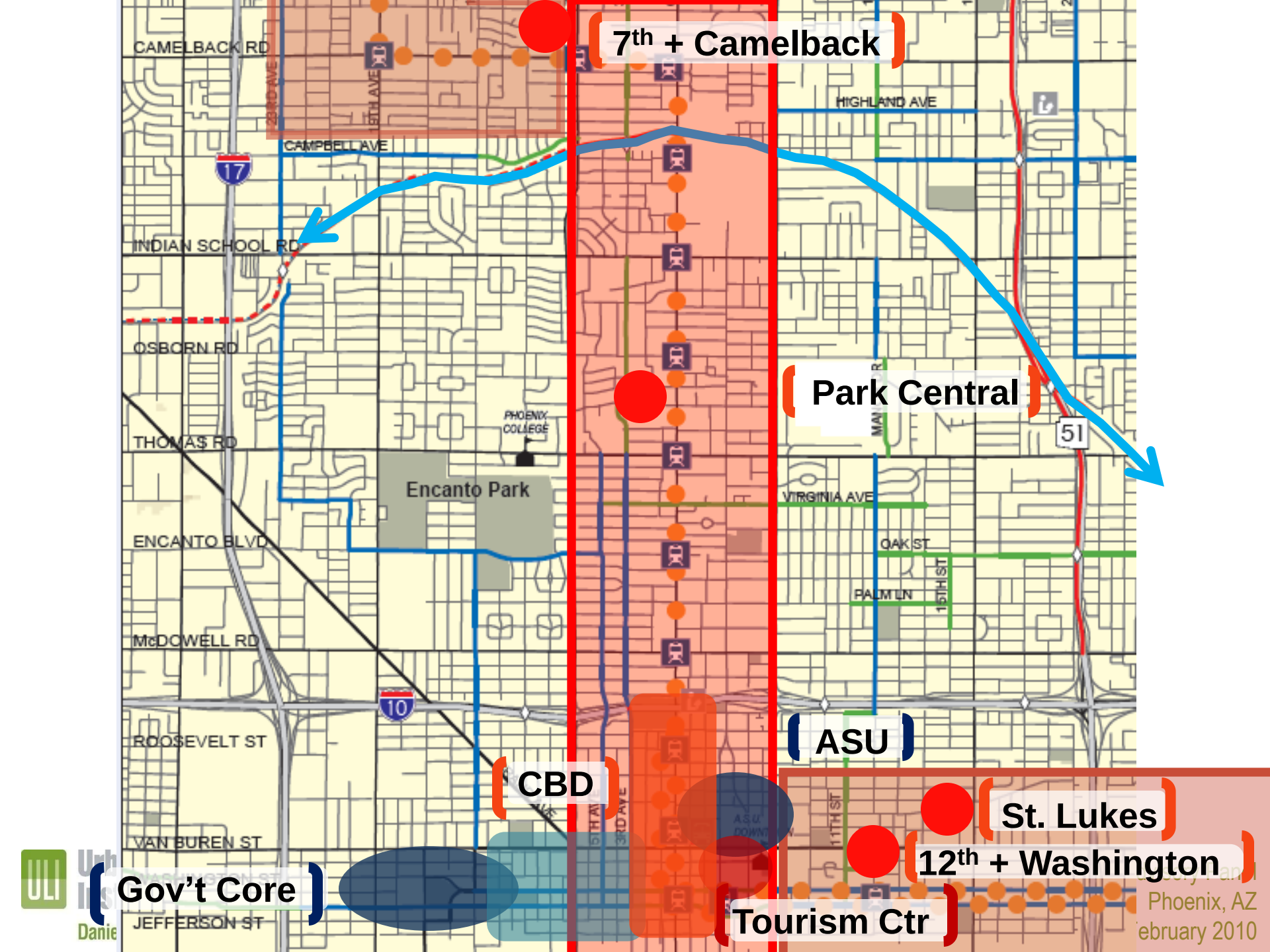
Rose Center Advisory Panel
Phoenix, AZ
February 2010

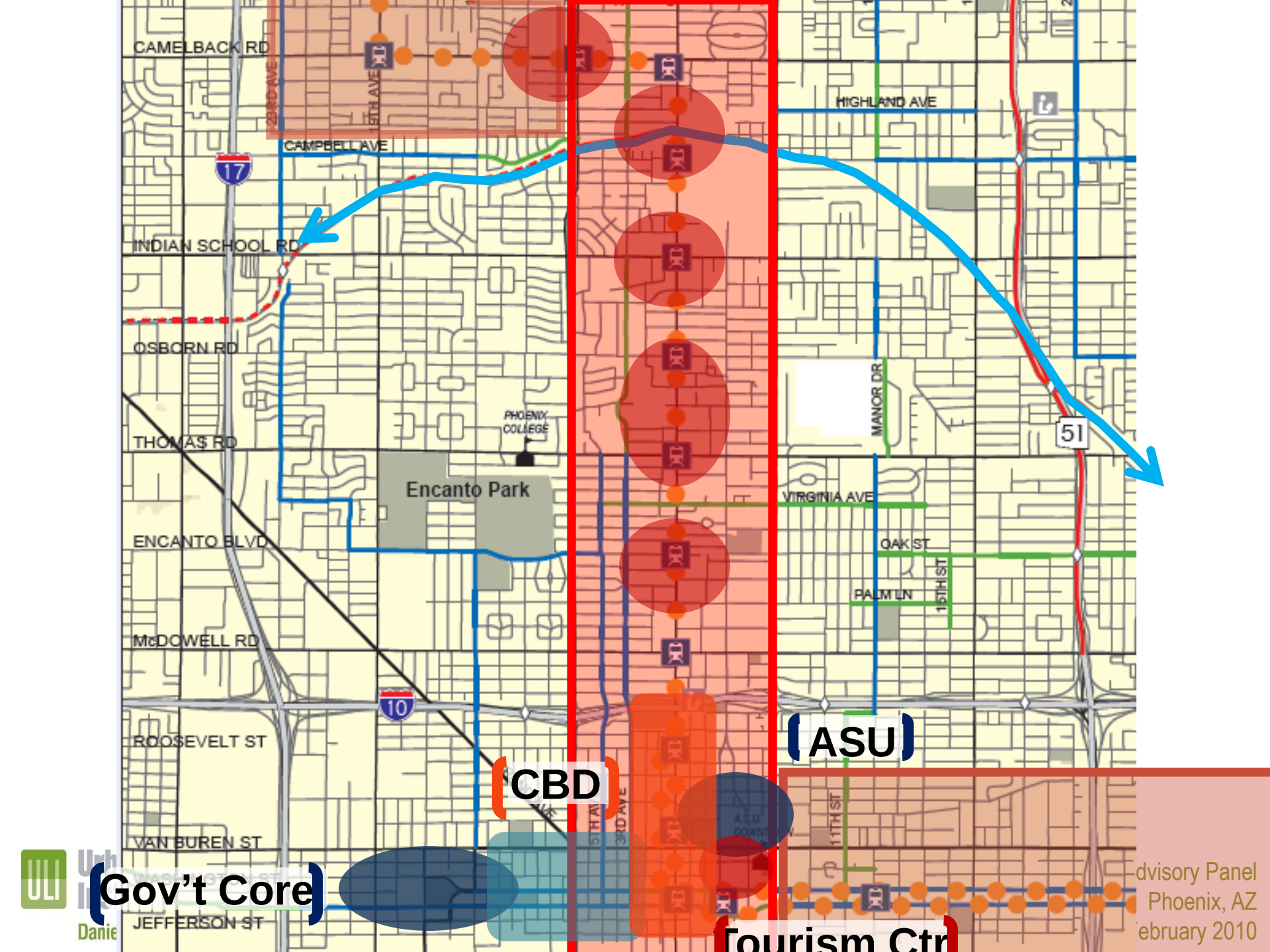
GreenPlan Philadelphia, Philadelphia PA



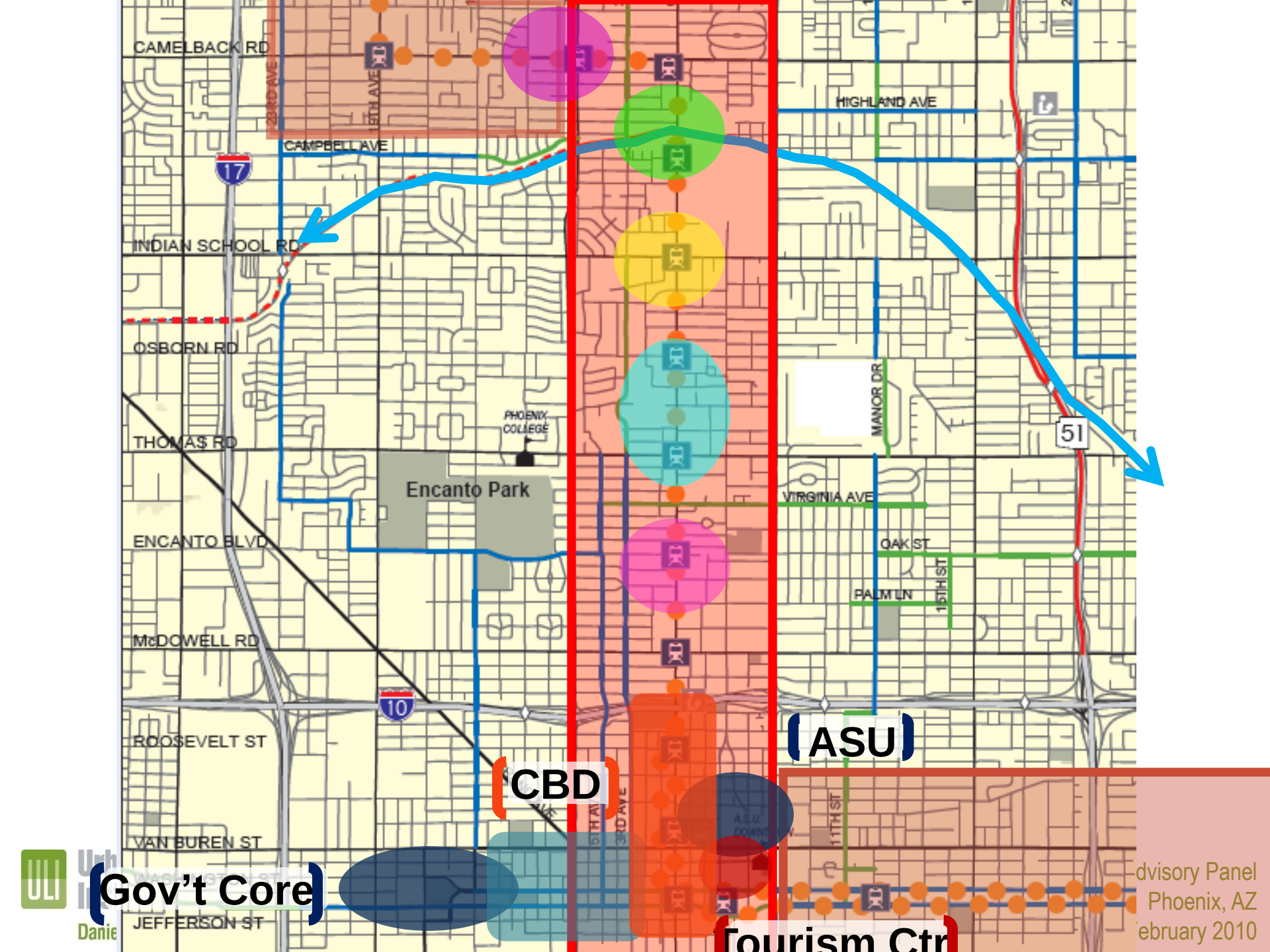
Urban Land Institute
Daniel Rose Center f

Rose Center Advisory Panel
Phoenix, AZ
February 2010


7th + Camelback
Park Central
ASU
CBD
St. Lukes
12th + Washington
Gov't Core
Tourism Ctr
CAMELBACK RD
CAMPBELL AVE
INDIAN SCHOOL RD
OSBORN RD
THOMAS RD
ENCANTO BLVD
McDOWELL RD
ROOSEVELT ST
VAN BUREN ST
JEFFERSON ST
HIGHLAND AVE
VIRGINIA AVE
OAK ST
PALM LN
Encanto Park
PHOENIX COLLEGE
17
10
51
Phoenix, AZ
ebruary 2010



dvisory Panel
Phoenix, AZ
ebruary 2010



dvisory Panel
Phoenix, AZ
ebruary 2010


FRUITVALE VILLAGE

Palo Alto, CA

Urban Land Institute

Daniel Rose Center for Public Leadership in Land Use

Rose Center Advisory Panel
Phoenix, AZ
February 2010

Urban Land Institute

Daniel Rose Center for Public Leadership in Land Use

Rose Center Advisory Panel
Phoenix, AZ
February 2010

Eco Boulevard de Vallecas– Madrid, Spain

Urban Land Institute

Daniel Rose Center for Public Leadership in Land Use

Rose Center Advisory Panel
Phoenix, AZ
February 2010

Urban Land Institute

Daniel Rose Center for Public Leadership in Land Use

Rose Center Advisory Panel
Phoenix, AZ
February 2010

TOD Density Considerations

Aaron Sussman

Urban Land Institute
Daniel Rose Center for Public Leadership in Land Use

Rose Center Advisory Panel
Phoenix, AZ
February 2010

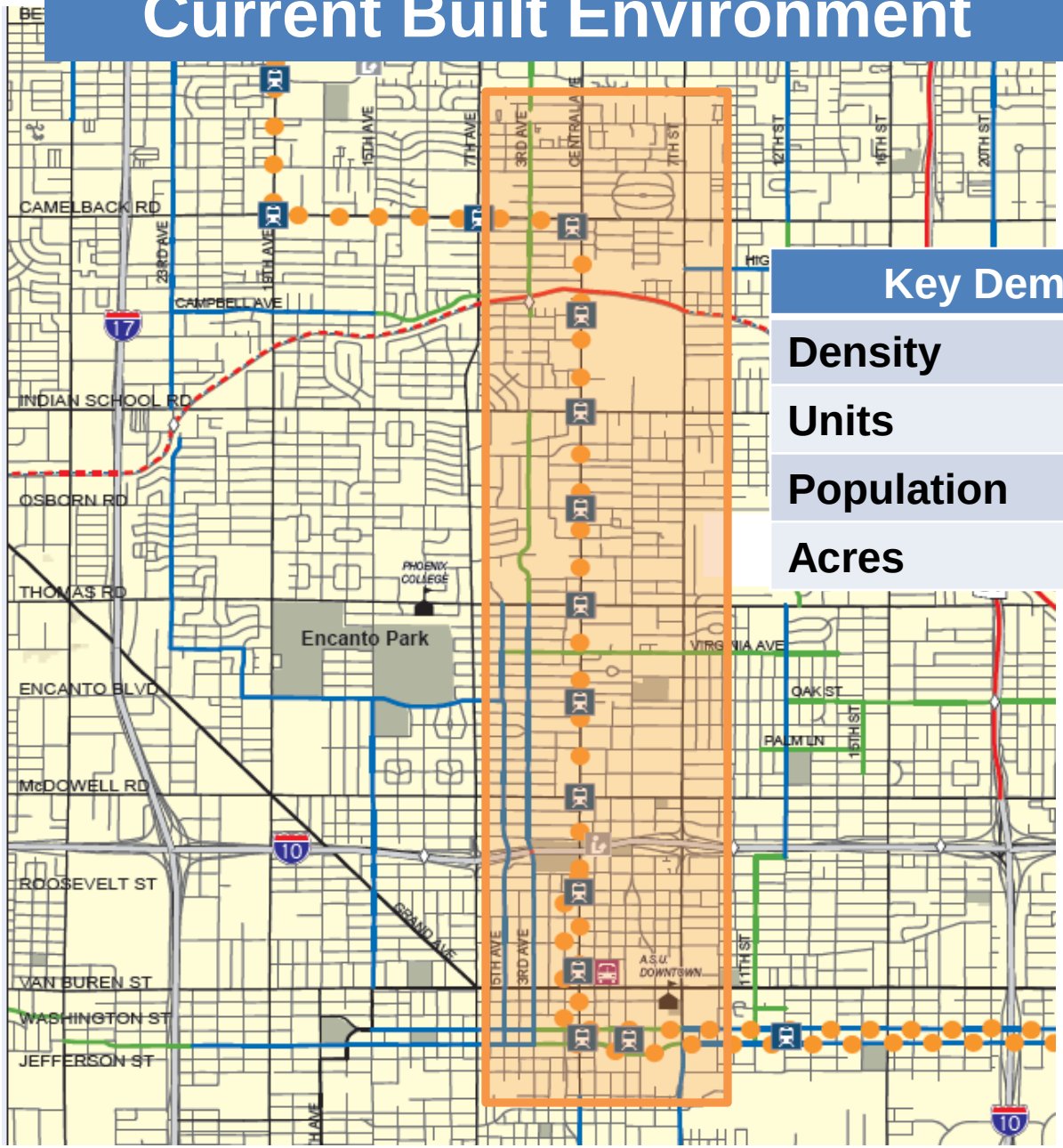
TOD Corridor Questions

- Light rail corridor demands higher level of density to be sustainable
- Current development patterns are auto oriented suburban
- What is an appropriate level of density within the LRT Corridor?
- Is it possible to achieve density with growth patterns in Phoenix?

Corridor Potential for Growth

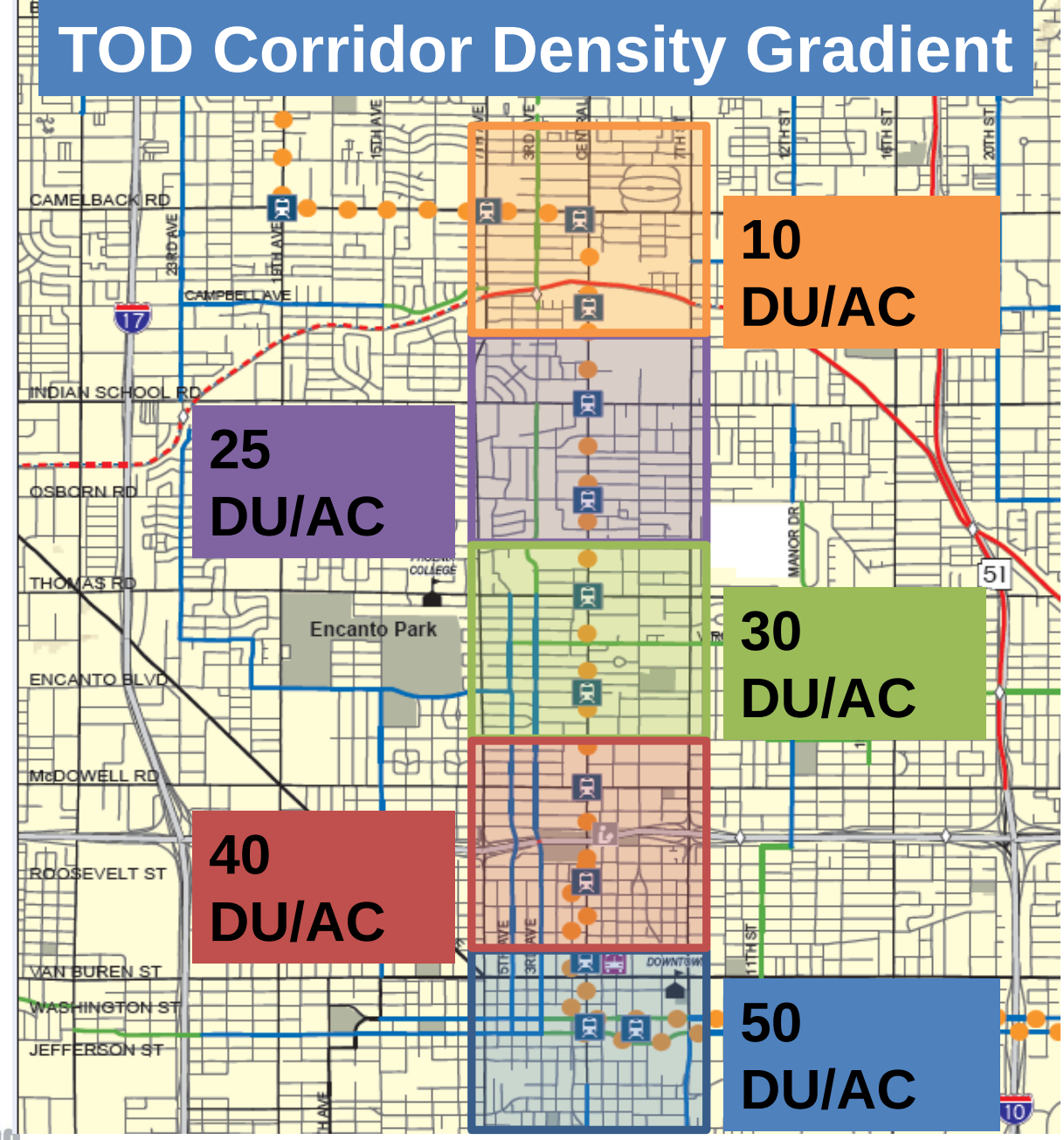
- Position the corridor for growth
  - Grab the population share
    - 400,000 new Phoenix residents – Where do they live?
  - What percentage of future growth should go on the orridor?

Current Built Environment



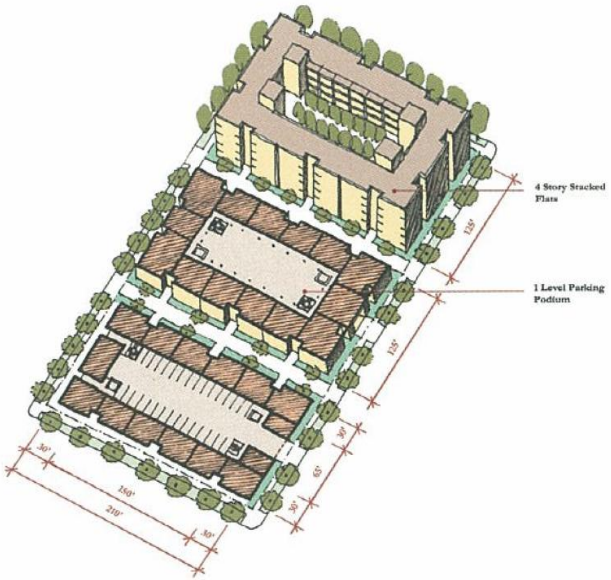
Key Demographics	
Density	4-5 DU/AC
Units	5,400 Units
Population	10,800
Acres	1,360

TOD Corridor Density Gradient



Van Buren/Central Ave Station Area

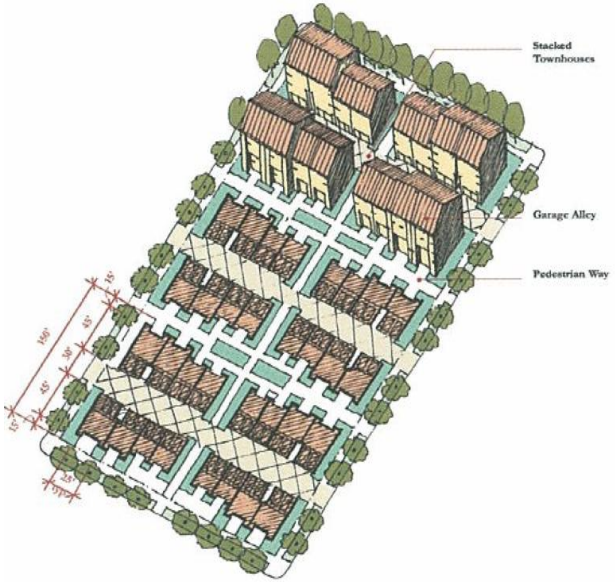
Districts – One Mile Increments	DU/AC	People per acre	% of Roads	Net Acres	Units Allocated to TOD Corridor	Population allocated to TOD Corridor
Van Buren/ Central Ave	50	100	40	192	9,600	19,200



50 DU/AC
This is the threshold where podium or basement parking becomes necessary. Four levels of wood-frame housing in the form of stacked flats, lofts or stacked townhouses can be built above a concrete framed garage.

McDowell/Central Station Area

Districts – One Mile Increments	DU/AC	People per acre	% of Roads	Net Acres	Units Allocated to TOD Corridor	Population allocated to TOD Corridor
McDowell/ Central Ave	40	80	30	224	8,900	17,920



40 DU/AC
Stacked tuck-under townhouses reach the upper limits of walk-up units. This type relies on tandem parking in the individual garages and when paired in 50' widths can share the required second staircase exit.

Thomas/Central Station Area

Districts – One Mile Increments	DU/AC	People per acre	% of Roads	Net Acres	Units Allocated to TOD Corridor	Population allocated to TOD Corridor
Thomas/ Central	30	60	25	240	7,200	14,400

30 DU/AC
The tuck-under townhouse type consists of row-houses, typically 25' wide with alley-accessed individual garages, half-a-level down while pedestrian entrances face the street or garden and are half-a-level up. This arrangement allows the top floor to be regarded as a second floor and thus not require a second exit.

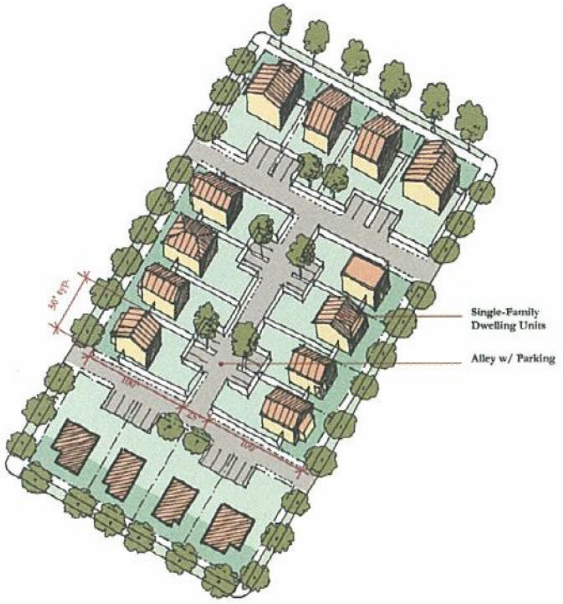
Indian School/Central Station Area

Districts – One Mile Increments	DU/AC	People per acre	% of Roads	Net Acres	Units Allocated to TOD Corridor	Population allocated to TOD Corridor
Indian School/ Central Ave	25	50	20	256	6,400	12,800

25 DU/AC
Cluster housing (also known as tandem housing) organized around congregate parking courts or garages for 6 or 8 dwellings. Each dwelling has its own private outdoor garden or deck. One curb cut for 6 or 8 units.

Camelback/ Central Station Area

Districts – One Mile Increments	DU/AC	People per acre	% of Roads	Net Acres	Units Allocated to TOD Corridor	Population allocated to TOD Corridor
Camelback/ Central Ave	10	20	15	272	2,720	5,400



10 DU/AC
Single family detached houses with rear lot alley garages or parking spaces. Large rear yards, mid-block alleys for parking and servicing. Minimal curb cuts along the street.

Districts – One Mile Increments	DU/AC	People per acre	% of Roads	Net Acres	Units Allocated to TOD Corridor	Population allocated to TOD Corridor
Camelback/ Central Ave	10	20	15	272	2,720	5,400
Indian School/ Central Ave	25	50	20	256	6,400	12,800
Thomas/ Central	30	60	25	240	7,200	14,400
McDowell/ Central	40	80	30	224	8,900	17,920
Van Buren/ Central Ave	50	100	40	192	9,600	19,200
Totals				**1184**	**33,540**	**67,080**
Net Totals					**28,140**	**56,280**

Summary

- Develop a housing goal for the TOD corridor
- Determine the capacity for the corridor
- 1,500 to 2,000 units per year to absorb
- Patience – the market may not experience this absorption rate in the near term
- Over 20 years – 16% of future Phoenix growth in this scenario

Sustainability, Economic Impacts & Project Assessment

Kathleen Rose

Green = Sustainability – what is it?

Society – Placemaking

PPS
PROJECT for PUBLIC SPACES

Urban Land Institute
Daniel Rose Center for Public Leadership in Land Use

Rose Center Advisory Panel
Phoenix, AZ
February 2010

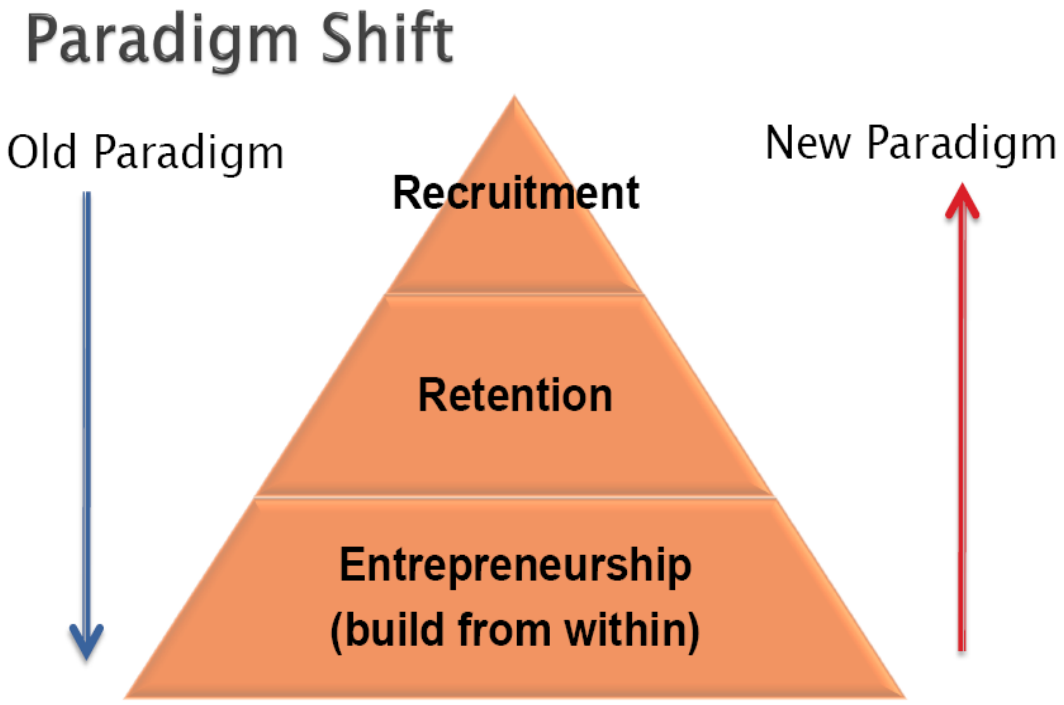
Economic Impacts – 3 terms for context

- **Economic Base** is a description of the industries or other income sources that bring money into a region (rather than merely circulating money already present).
  - **Basic industries** are those which depend on income from outside the region, thus bringing money into the region.
  - **Non-basic industries** are those which generally sell to residents or businesses already in the region.
- **Input-Output (IO) Models**
  Households, businesses, and governments are intertwined in a complex web of interdependent relationships based on producing, selling, and purchasing goods and services
- **Fiscal impact modeling**
  Fiscal impact analysis is an estimation of the impact of a given project (e.g. a new rail line) or direct economic change (e.g. layoffs) on public sector revenues and expenditures

Economy

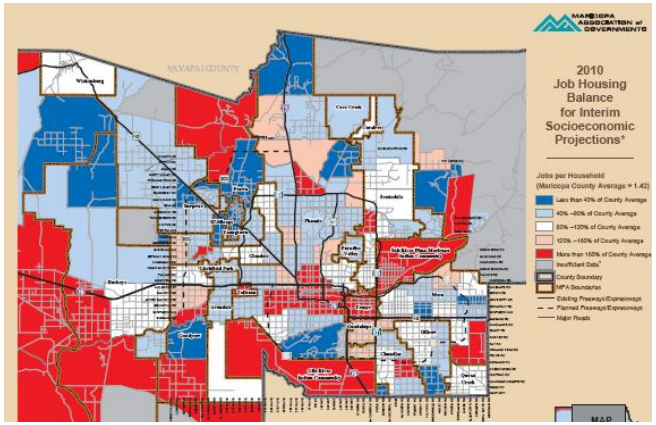
- Economic Impacts
  - Demonstration of viability of green initiatives
- Market
  - Supply & Demand
  - Housing/Jobs Balance
- Financial Feasibility - Public
  - Infrastructure investment
  - Public & Civic spaces
  - Fiscal issues of revenue/cost relationships
- Financial Feasibility - Private Investment
  - Risk Management
  - Return on Investment/Profitability
  - Life cycle of capital investment and operating costs

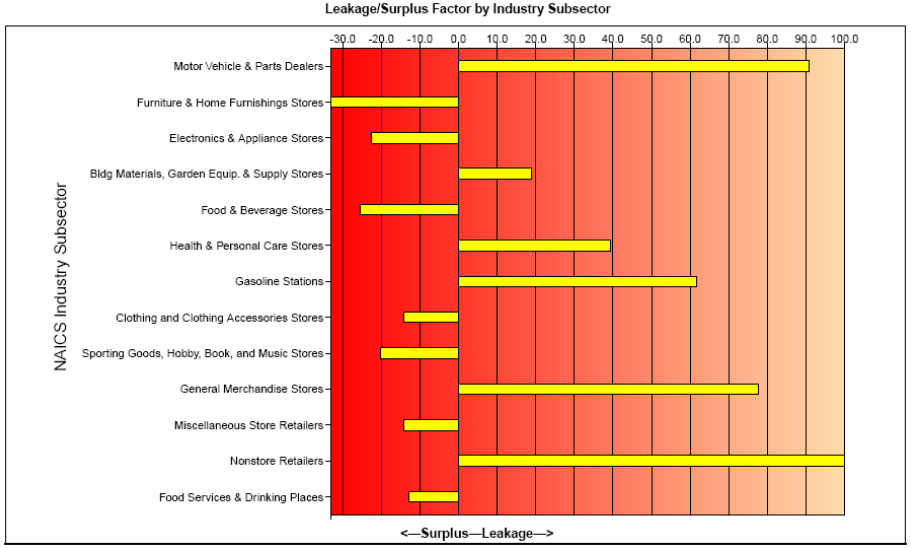
- Capture ~ market share of jobs/housing
- Business Advocacy
- Neighborhoods
- Redevelopment



Evaluating the Corridor

- Data review
- Interviews





ROSE

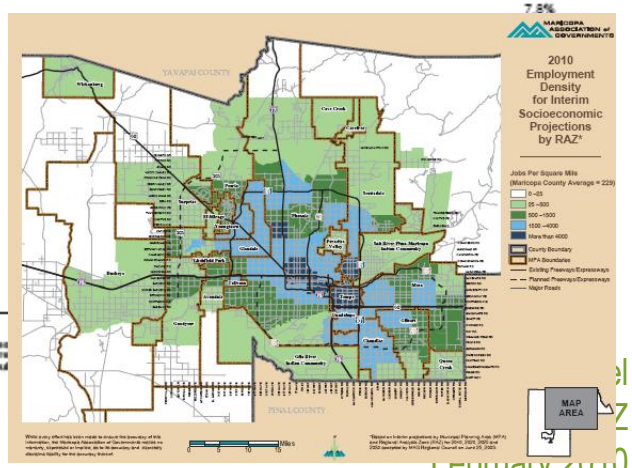
Market Profile
Prepared by Kathleen Rose, CCIM

City of Phoenix

Site Type: Geography

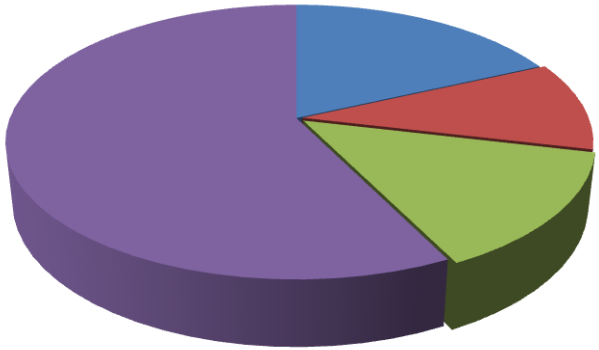
2000 Total Population	1,321,045
2000 Group Quarters	22,468
2009 Total Population	1,573,736
2014 Total Population	1,719,981
2009 - 2014 Annual Rate	1.79%
2000 Households	465,834
2000 Average Household Size	2.79
2009 Households	540,104
2009 Average Household Size	2.87
2014 Households	587,121
2014 Average Household Size	2.89
2009 - 2014 Annual Rate	1.68%
2000 Families	307,243
2000 Average Family Size	3.39
2009 Families	342,133
2009 Average Family Size	3.53
2014 Families	364,788
2014 Average Family Size	3.58
2009 - 2014 Annual Rate	1.29%
2000 Housing Units	496,832
Owner Occupied Housing Units	57.0%
Renter Occupied Housing Units	36.9%
Vacant Housing Units	6.1%
2009 Housing Units	586,666
Owner Occupied Housing Units	54.3%
Renter Occupied Housing Units	37.7%
Vacant Housing Units	7.9%
2014 Housing Units	637,034
Owner Occupied Housing Units	53.9%
Renter Occupied Housing Units	38.2%
Vacant Housing Units	7.8%
Median Household Income	
2000	
2009	
2014	
Median Home Value	
2000	
2009	
2014	
Per Capita Income	
2000	
2009	
2014	
Median Age	
2000	
2009	
2014	

Data Note: Household population includes persons not re
Persons in families include the householder and persons re
by all persons aged 15 years and over divided by total popul



TOD/Green Evaluation Criteria

1. Property Attributes
2. Accessibility
3. Third Party Entities
4. Market Potential (2010-2015)



TOD/Green Evaluation Criteria

1. Property Attributes	Max	Range
Land Area for TOD	10	1-10
Existing or Planned Transit Station	3	1-3
Adjacent large properties	3	1-3
Seed Development	7	0 or 7
Location at BRT / LRT	3	1-3
Subtotal	**26**	**20%**

2. Accessibility	Max	Range
Average Traffic Count	3	1-3
Parking Utilization less than 85%	2	0 or 2
Walkscore Rating	10	1-10
Subtotal	**15**	**10%**

Walk Score

- Walk Score helps people find walkable places to live. Walk Score calculates the walkability of an address by locating nearby stores, restaurants, schools, parks, etc.
- Walk Score measures how easy it is to live a car-lite lifestyle—not how visually appealing the area is for walking.
- The higher the Walk Score the more conducive the area could be to TOD/Green goals.

A property's Walk Score is a number between 0 and 100. General guidelines:

90–100 = Walkers' Paradise

70–89 = Very Walkable

50–69 = Somewhat Walkable

25–49 = Car-Dependent

0–24 = Car-Dependent (Driving Only)

Walkscore.com

America's Most Walkable Neighborhoods

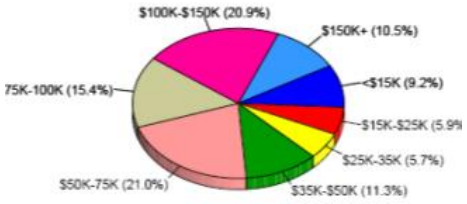
Find the most walkable neighborhoods in the top 40 U.S. cities.

	City	Score	Most Walkable Neighborhoods
1	San Francisco	86	Chinatown, Financial District, Downtown
2	New York	83	Tribeca, Little Italy, Soho
3	Boston	79	Back Bay-Beacon Hill, South End, Fenway-Kenmore
4	Chicago	76	Loop, Near North Side, Lincoln Park
5	Philadelphia	74	City Center East, City Center West, Riverfront
6	Seattle	72	Pioneer Square, Downtown, First Hill
7	Washington D.C.	70	Dupont Circle, Logan Circle, Downtown
8	Long Beach	69	Downtown, Belmont Shore, Belmont Heights
9	Los Angeles	67	Mid City West, Downtown, Hollywood
10	Portland	66	Pearl District, Old Town-Chinatown, Downtown
11	Denver	66	Lodo, Golden Triangle, Capitol Hill
12	Baltimore	65	Federal Hill, Fells Point, Inner Harbor
13	Milwaukee	62	Lower East Side, Northpoint, Murray Hill
14	Cleveland	60	Downtown, Ohio City-West Side, Detroit Shoreway
15	Louisville	58	Central Business District, Limerick, Phoenix Hill
16	San Diego	56	Core, Cortez Hill, Gaslamp Quarter
17	San Jose	55	Buena Vista, Burbank, Rose Garden
18	Las Vegas	55	Meadows Village, Downtown, Rancho Charleston
19	Fresno	54	Central, Fresno-High, Hoover
20	Sacramento	54	Richmond Grove, Downtown, Midtown
21	Albuquerque	53	Downtown, Broadway Central, Raynolds
22	Atlanta	52	Five Points, Poncey-Highland, Sweet Auburn
23	Detroit	52	Downtown, New Center, Midtown
24	Dallas	51	West End Historic District, Oak Lawn, m Streets
25	Tucson	51	Iron Horse, El Presidio, Ocotillo Oracle
26	Houston	51	Downtown, Montrose, River Oaks
27	Columbus	50	Weinland Park, Victorican Village, Downtown
28	Phoenix	50	Encanto, Central City, Camelback East
29	Austin	49	Downtown, University Of Texas, West University
30	Mesa	48	Southwest, West Central, Central
31	El Paso	45	Golden Hills, Houston Park, Manhattan Heights

TOD/Green Evaluation Criteria

3. Third Party Entities	Max	Range
Member City/Developer Interest	10	0 or 10
Targeted Redevelopment Area (TIF)	5	0 or 5
Station Area Plan Completed	5	0 or 5
Subtotal	**20**	**10%**

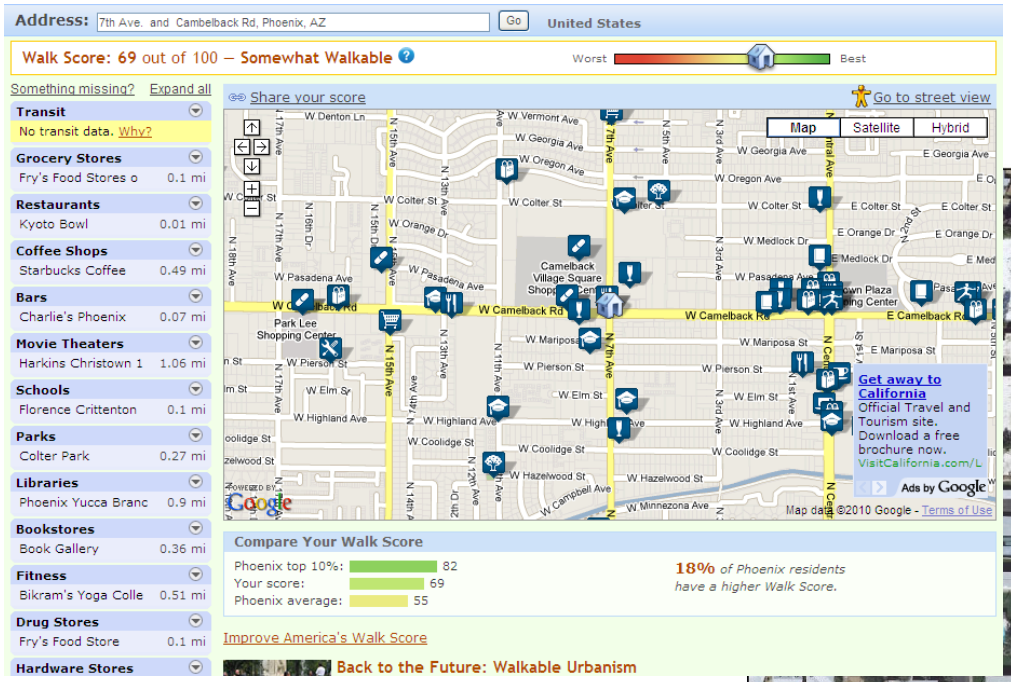
4. Market Potential (2009-2014) Evaluated at .5, 1 and 3 mile radius	Max	Range
Population Average	21	1-21
Area Median Household Income	21	1-21
Population Growth Rate	10	1-10
Median Income Growth Rate	10	1-10
Tapestry Segment	20	1-20
Subtotal	**82**	**60%**
Total Score (1-4)	**143**	**100%**

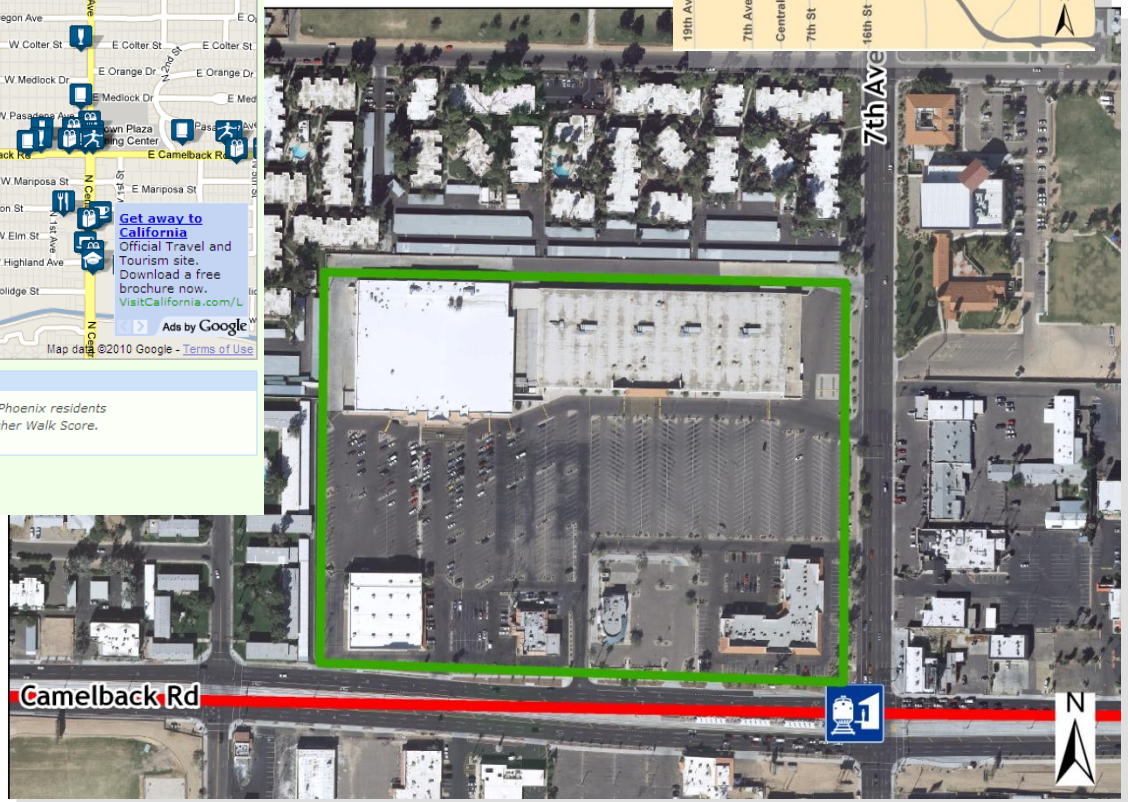


Rankings

Site Evaluations		Site 1 Station 3 *7th St*	Site 2 Station 7 *Park Central*	Site 3 Station 15 *Small site*	Site 4 St. Luke's *Hospital*
Property Attributes					
Land Area for TOD Potential	1-10	10	5	2	4
Existing or Planned Transit Station	1-3	3	3	3	1
Adjacent large properties	1-3	2	3	1	2
Seed Development	0 or 7	0	7	0	0
Location at BRT / LRT	1-3	3	3	3	1
Subtotal		**18**	**21**	**9**	**8**
Accessibility					
Average Traffic Count	1-3	3	3	1	1
Parking Utilization less than 85%	0 or 2	2	0	2	0
Walkscore Rating	1-10	7	10	4	2
Subtotal		**12**	**13**	**7**	**3**
Third Party Interests					
Member City/Developer Interest	0 or 10	10	10	10	10
Targeted Area (TOD Overlay)	0 or 5	5	5	5	0
Station Area Plan Completed	0 or 5	0	0	0	0
Subtotal		**15**	**15**	**15**	**10**
Market Potential					
Population Density	1-21	12	10	8	5
Area Median Household Income	1-21	15	20	10	10
Population Growth Rate	1-10	7	7	5	5
Median Income Growth Rate	1-10	7	7	3	3
Tapestry Segment	1-20	16	18	10	10
Subtotal		**57**	**62**	**36**	**33**
Total Score		**102**	**111**	**67**	**54**
Max		143	143	143	143
Rank		**2**	**1**	**3**	**4**

Station #3 – 7th & Camelback



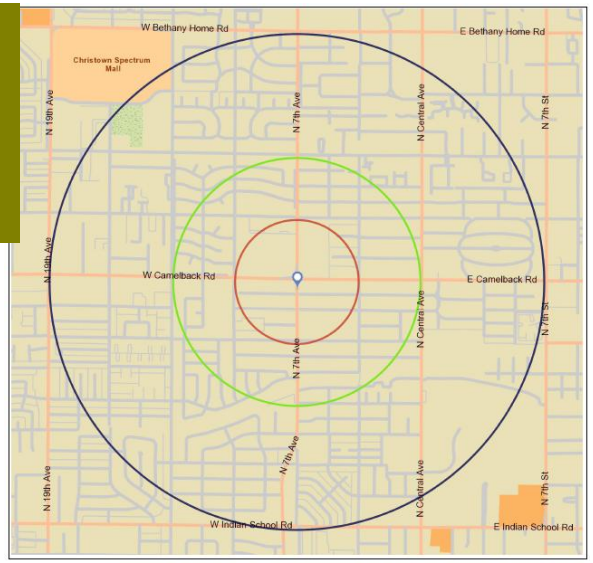


- 15.5 acres
- C-2 TOD-1

Urban Land Institute
Daniel Rose Center for Public Leadership in Land Use

Rose Center Advisory Panel
Phoenix, AZ
February 2010

Station #3 – 7th & Camelback



0.5 miles ~ 10 minute walk

	Radius: 0.25 Miles	Radius: 0.5 Miles	Radius: 1 Miles
2000 Total Population	2,460	5,838	21,299
2000 Group Quarters	11	15	134
2009 Total Population	2,550	6,110	23,006
2014 Total Population	2,650	6,372	24,482
2009 - 2014 Annual Rate	0.77%	0.84%	1.25%

Summary Demographics	
2009 Population	6,110
2009 Households	2,868
2009 Median Disposable Income	$34,859
2009 Per Capita Income	$24,774

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	$57,545,719	$44,629,690	$12,916,029	12.6	69
Total Retail Trade (NAICS 44-45)	$48,492,255	$32,902,460	$15,589,795	19.2	48
Total Food & Drink (NAICS 722)	$9,053,464	$11,727,230	$-2,673,766	-12.9	21

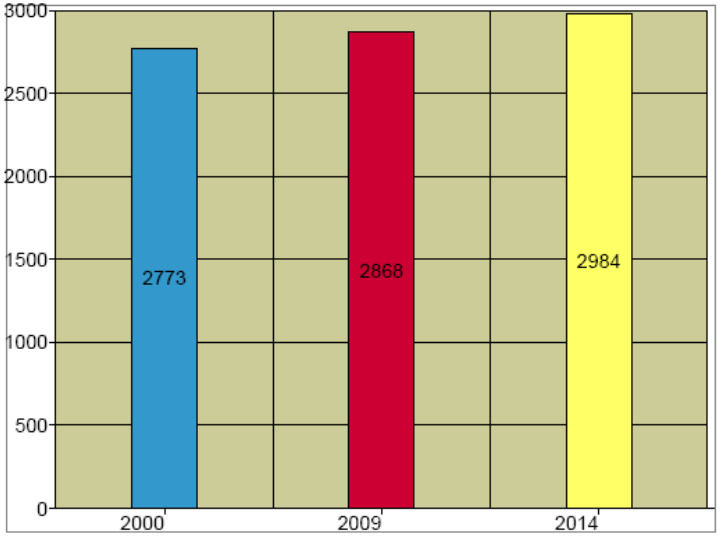
Station #3 – 7th & Camelback

LRT Station, Camelback
N 7th Ave & W Camelback
Rd, Phoenix, AZ, 85013

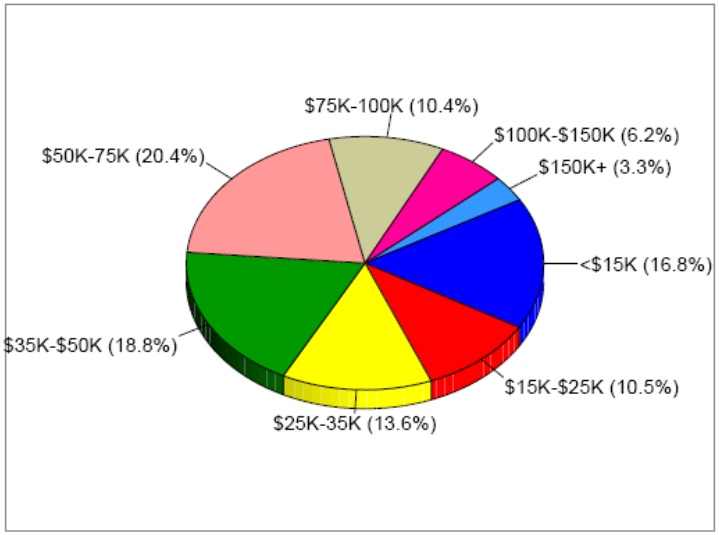
Site Type: Ring

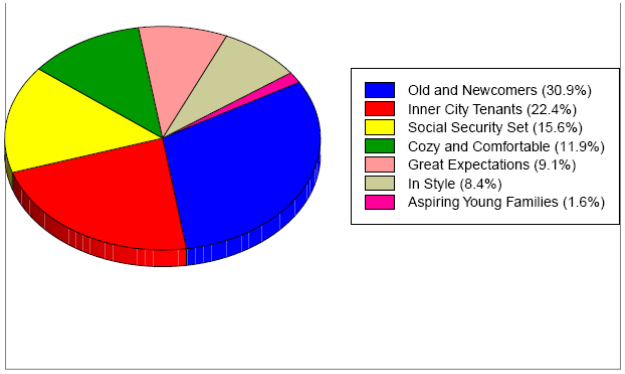
Latitude: 33.509173
Longitude: -112.082475
Radius: 0.5 Miles

Households



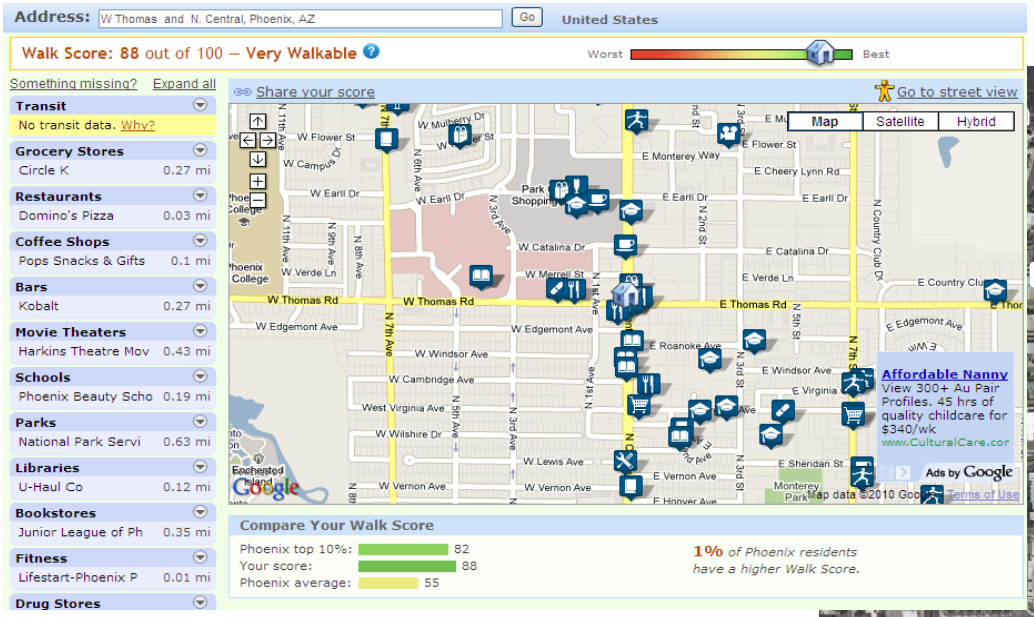
2009 Households by Income

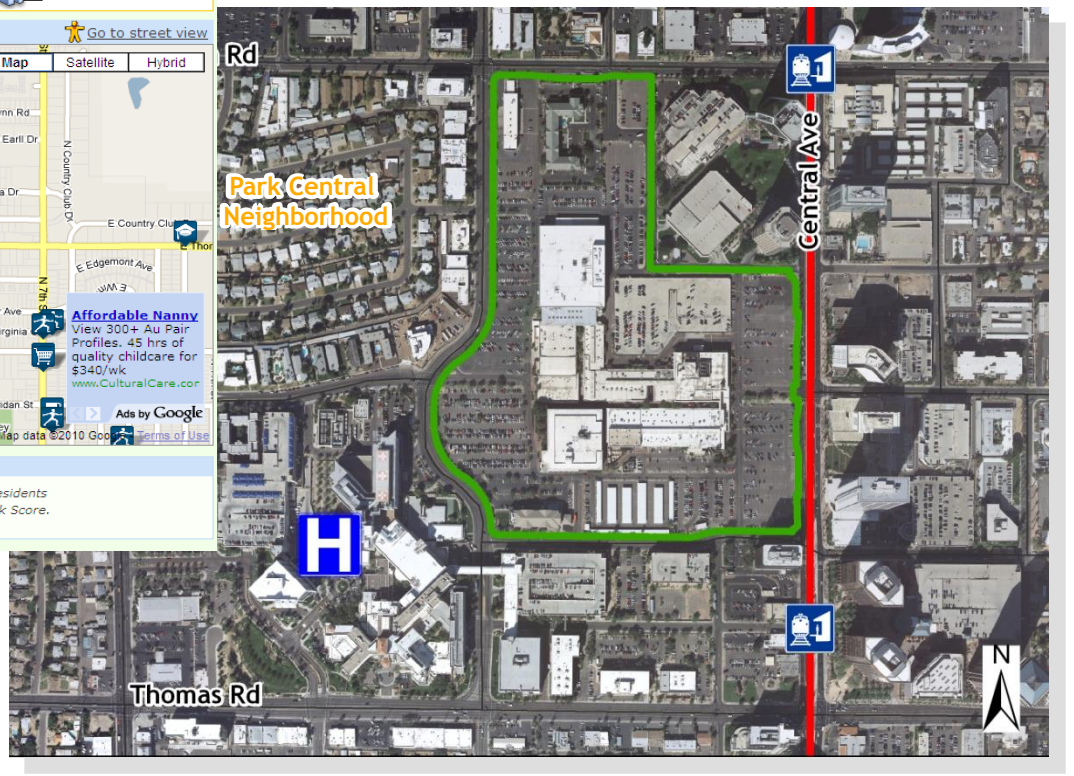




Percent of Households by Tapestry Segment

Station #7 - Park Central





- 41 acres
- C-2 HR HGT/WVR TOD-1

Urban Land Institute
Daniel Rose Center for Public Leadership in Land Use

Rose Center Advisory Panel
Phoenix, AZ
February 2010

Station #7 - Park Central

0.5 miles ~ 10 minute walk

	Radius: 0.25 Miles	Radius: 0.5 Miles	Radius: 1 Miles
2000 Total Population	296	2,323	12,652
2000 Group Quarters	0	6	85
2009 Total Population	330	2,794	13,739
2014 Total Population	371	3,077	14,608
2009 - 2014 Annual Rate	2.37%	1.95%	1.23%

Summary Demographics	
2009 Population	2,794
2009 Households	1,434
2009 Median Disposable Income	$44,177
2009 Per Capita Income	$37,202

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	$38,791,667	$56,474,481	$-17,682,814	-18.6	100
Total Retail Trade (NAICS 44-45)	$32,701,103	$25,799,200	$6,901,903	11.8	52
Total Food & Drink (NAICS 722)	$6,090,564	$30,675,281	$-24,584,717	-66.9	48

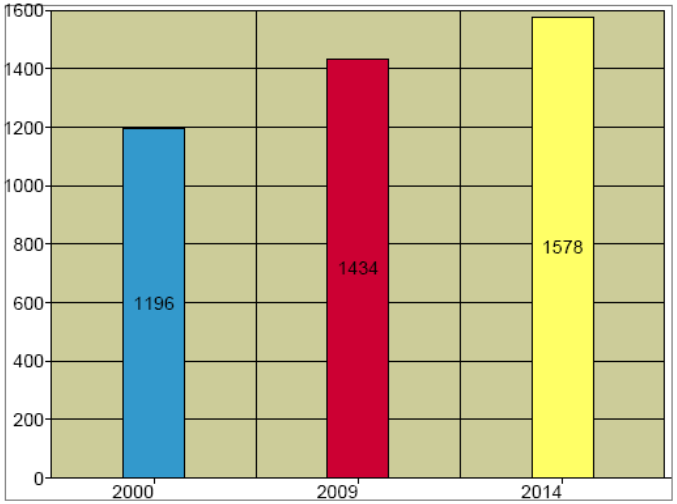
Station #7 - Park Central

Park Place at St. Joesph
N Central Ave & W
Thomas Rd, Phoenix, AZ, 8500...

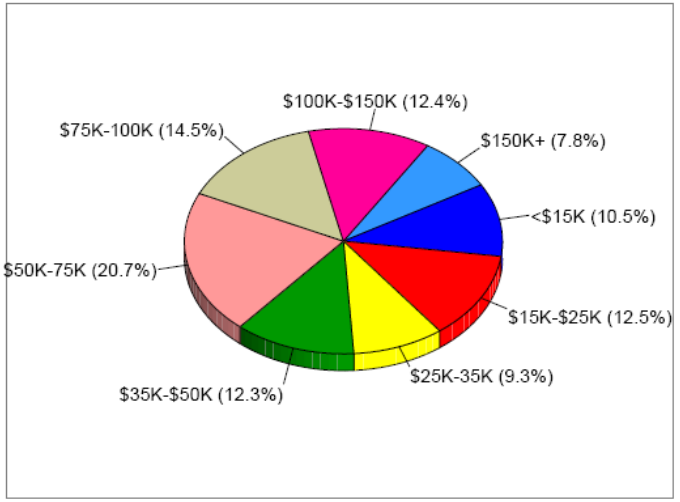
Site Type: Ring

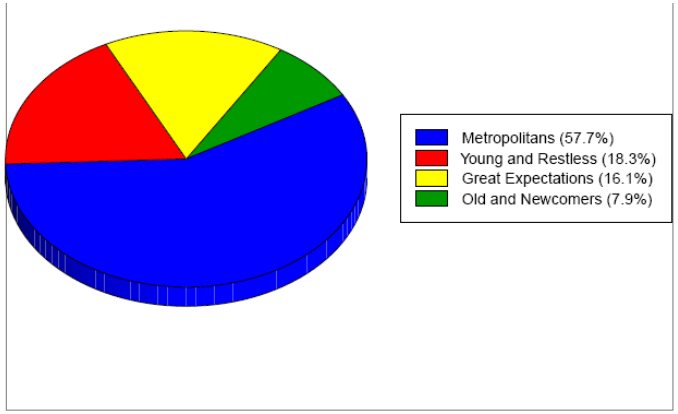
Latitude: 33.48026
Longitude: -112.073644
Radius: 0.5 Miles

Households



2009 Households by Income





Percent of Households by Tapestry Segment

Sustainable Design Approach

Mark Shapiro

Environmental

- Resource Conservation ~ energy, water, materials = reduced carbon footprint
- Recycle, Reuse, Renew ~ re-adaptive use
- Healthy Active Lifestyle ~ pedestrian friendly, multimodal, locavore (food)
- Habitat Preservation ~ open spaces, native species, placemaking
- MicroClimate ~ urban heat island, light pollution
- Clean Air & Water

The Top Ten

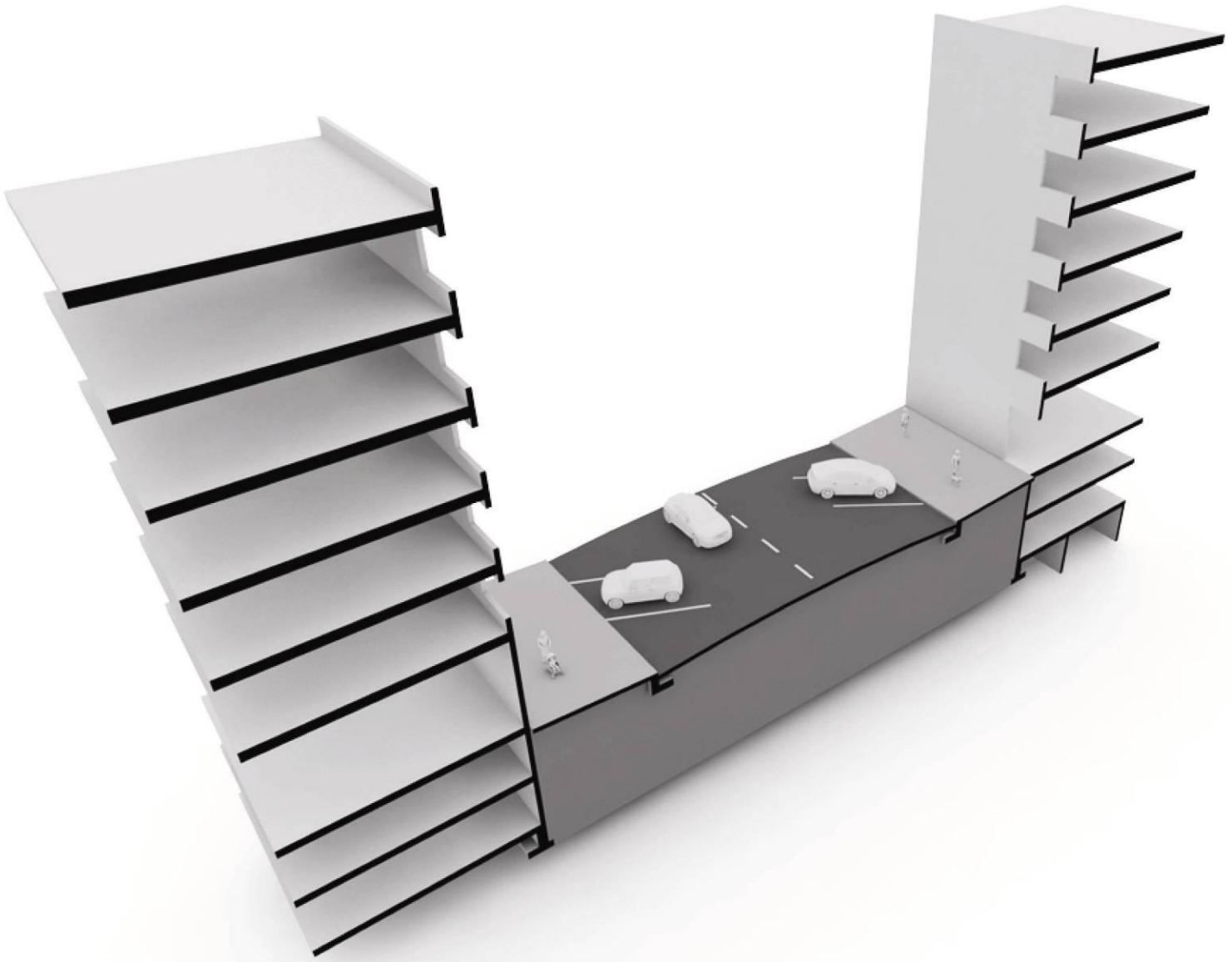
1 Create a Positive Pedestrian Experience
2 Create a Heart
3 Diversity of People, Uses & Form
4 Appropriate Density
5 Think Ped Shed
6 Catalyze with Public Investment
7 Mind the Economic Gap
8 Get the Parking right
9 Integrate Neighborhood Resource Systems
10 Celebrate Stakeholder Ownership in the Design

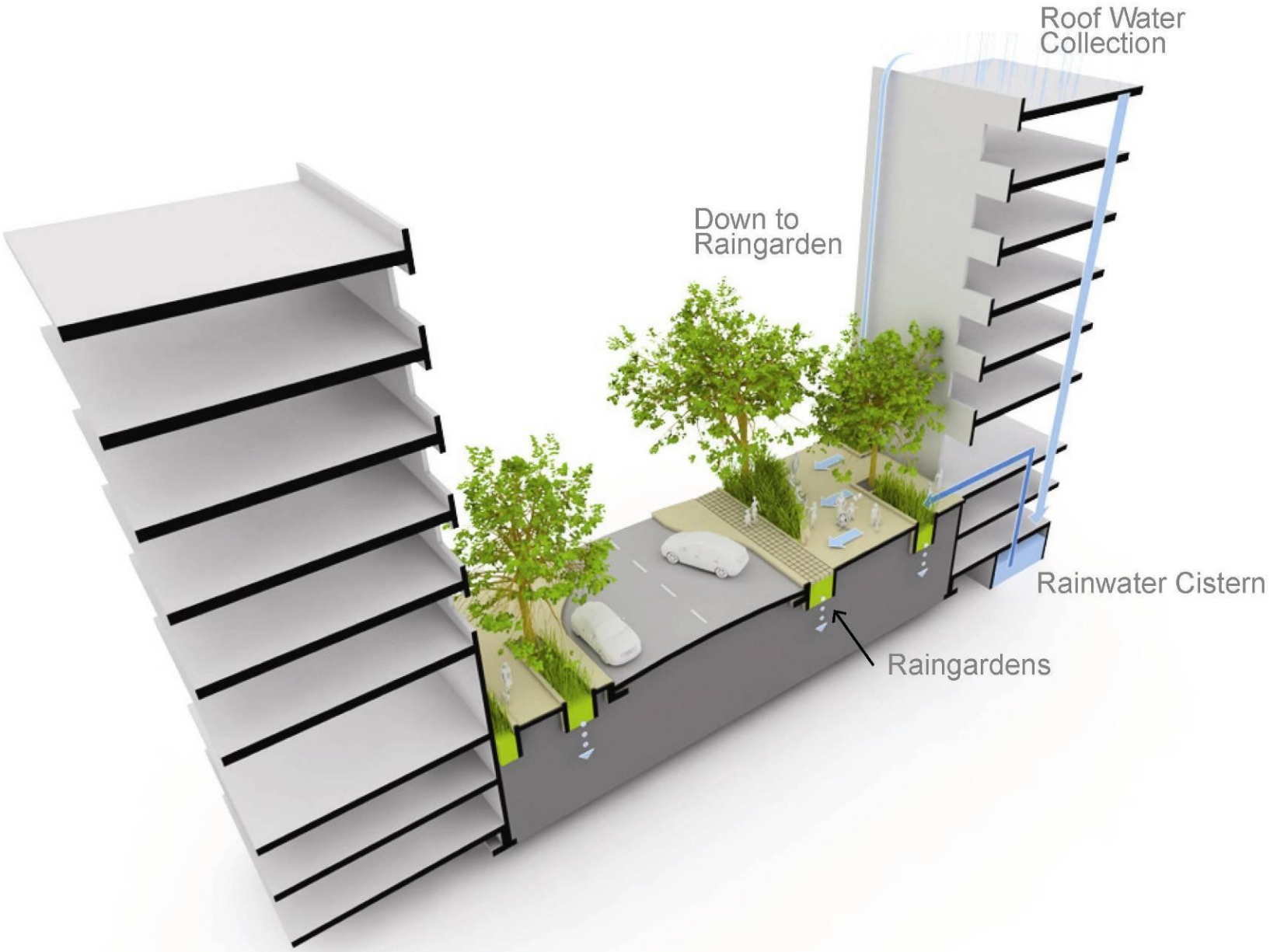
1 Create a Positive Pedestrian Experience

Urban Land Institute

Daniel Rose Center for Public Leadership in Land Use

Rose Center Advisory Panel
Phoenix, AZ
February 2010





Urban Land Institute

Daniel Rose Center for Public Leadership in Land Use

Rose Center Advisory Panel
Phoenix, AZ
February 2010

Urban Land Institute

Daniel Rose Center for Public Leadership in Land Use

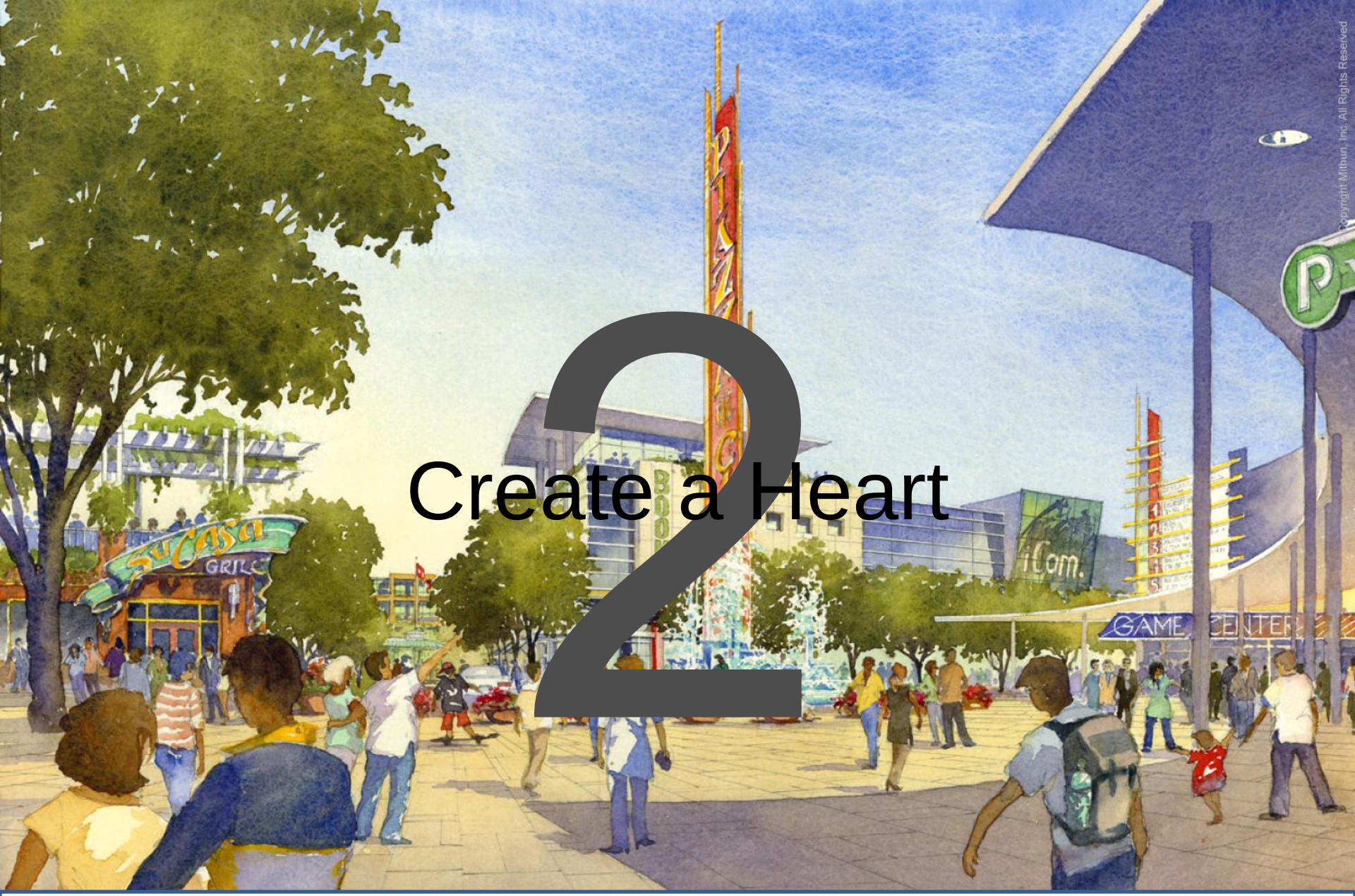
Rose Center Advisory Panel
Phoenix, AZ
February 2010

Destinations Close By

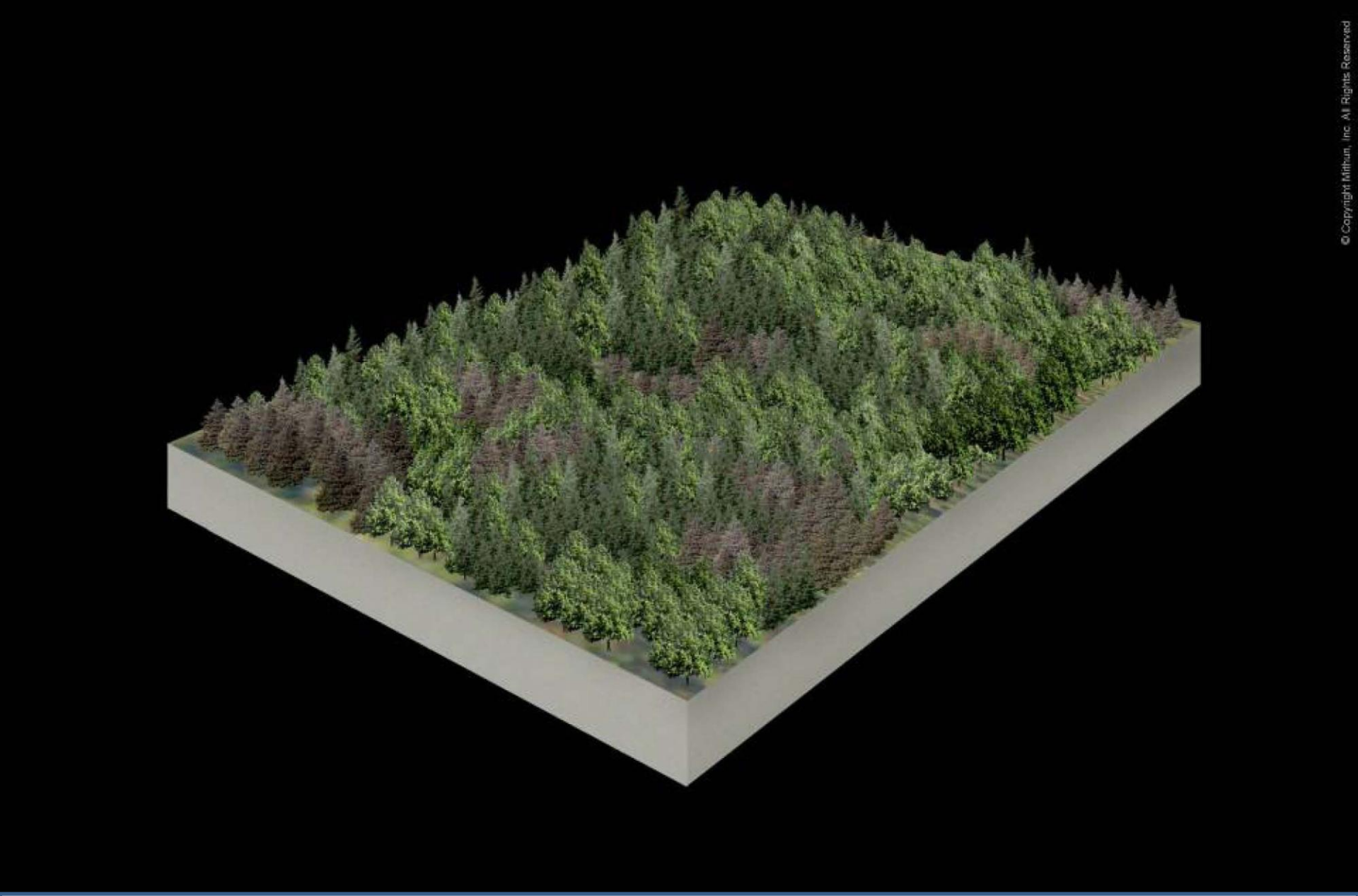
Community Spaces

MITHŪN

Destinations Close By
Community Shopping & Services



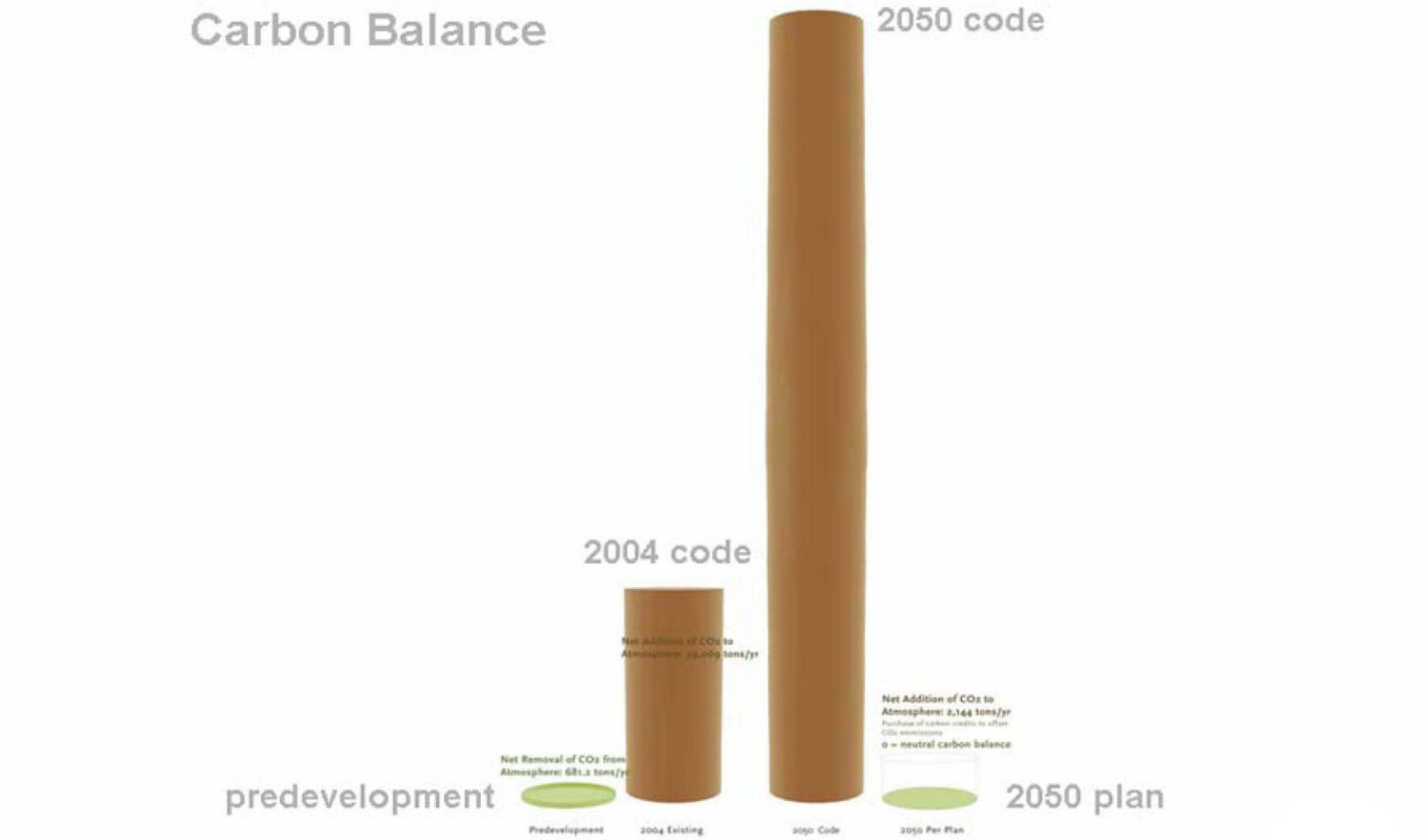
2 Create a Heart

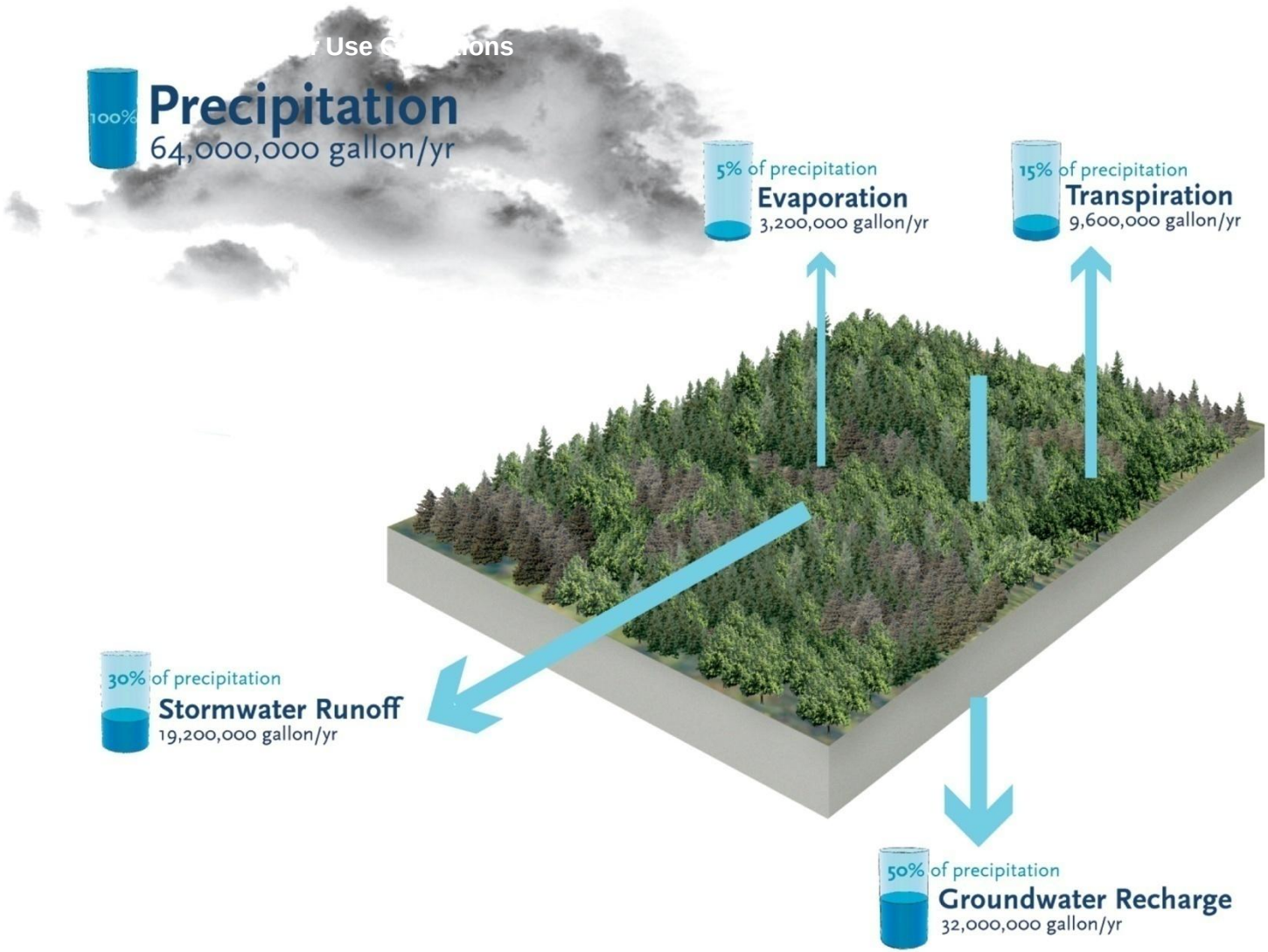


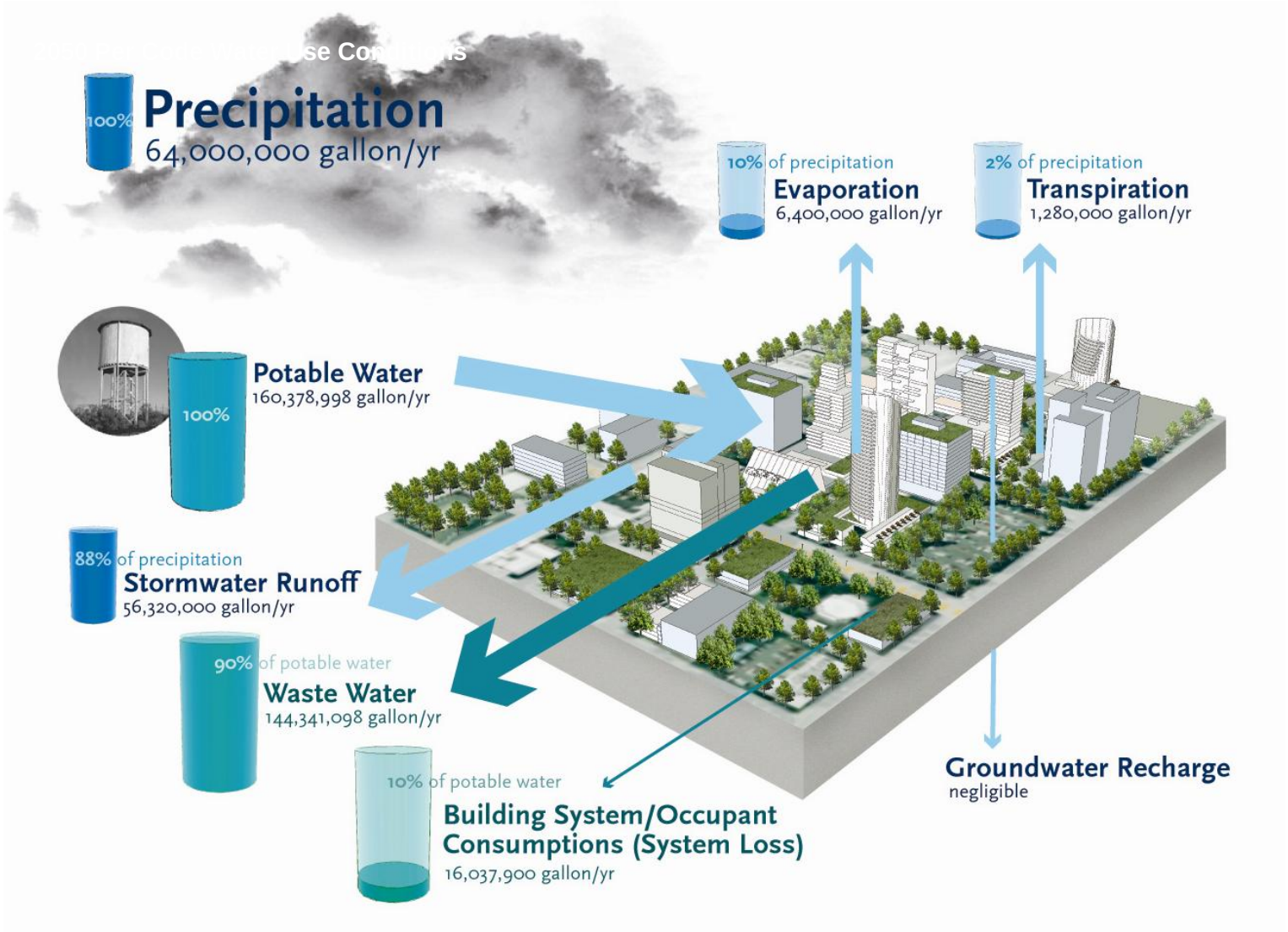
Urban Land Institute

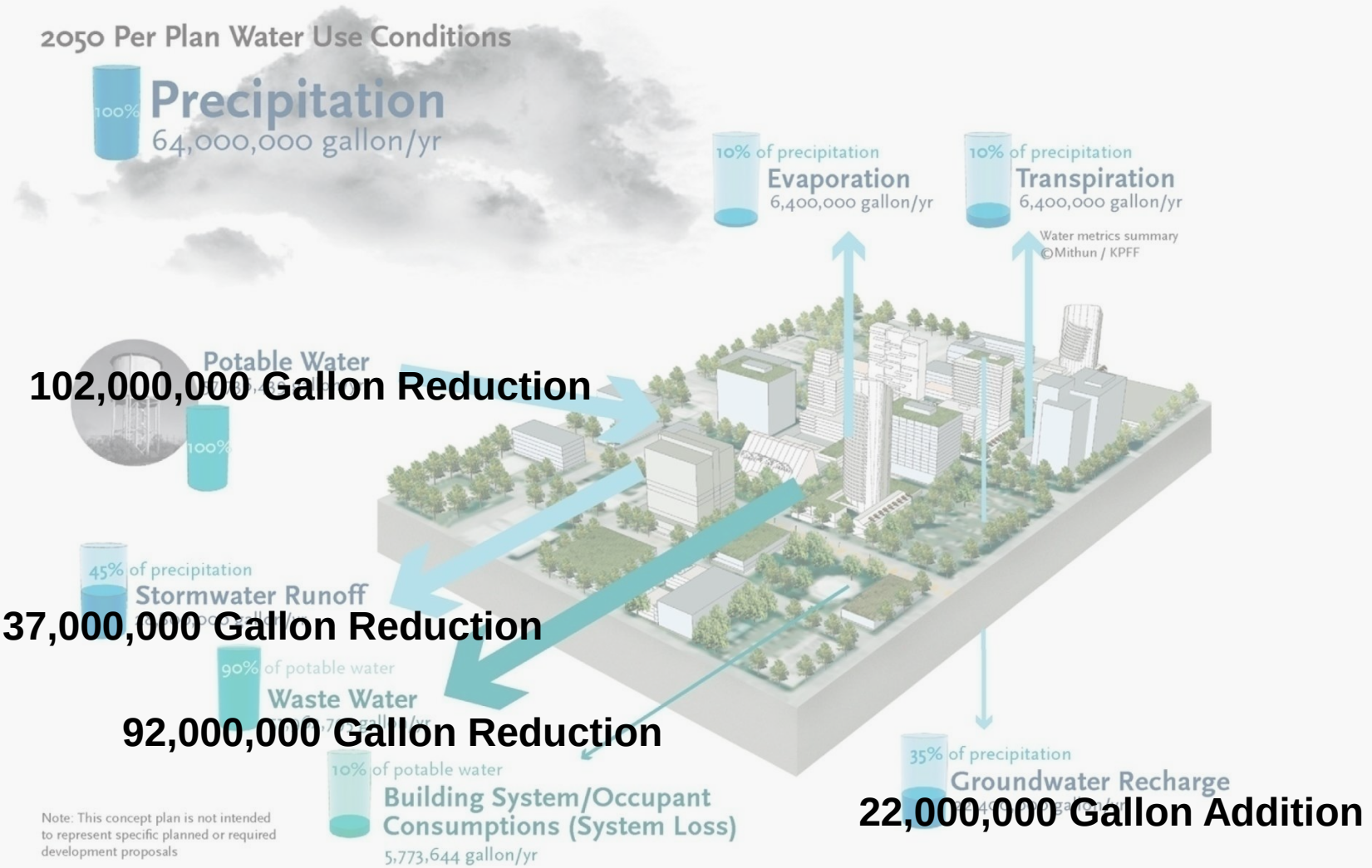
Daniel Rose Center for Public Leadership in Land Use

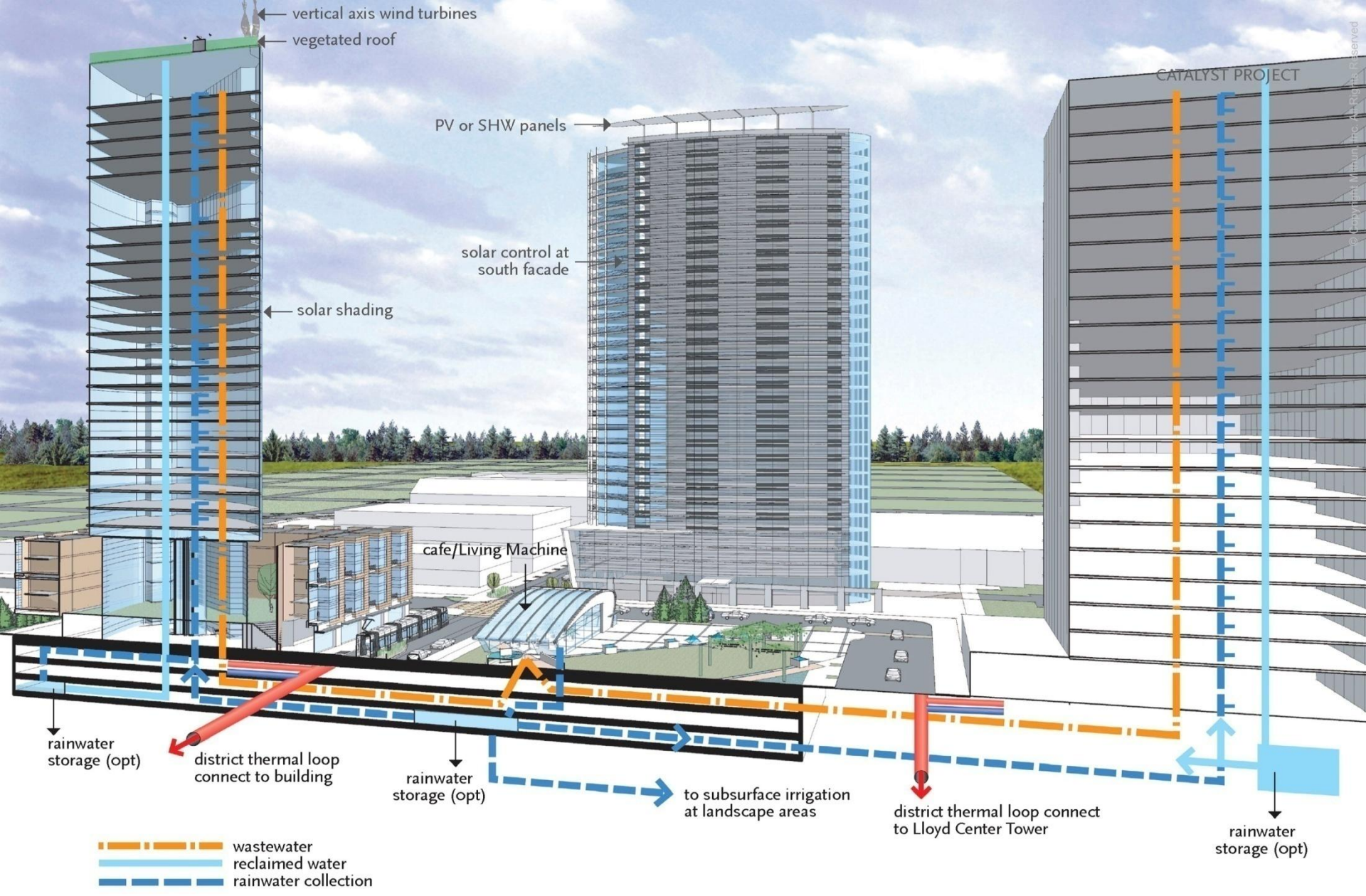
Rose Center Advisory Panel
Phoenix, AZ
February 2010







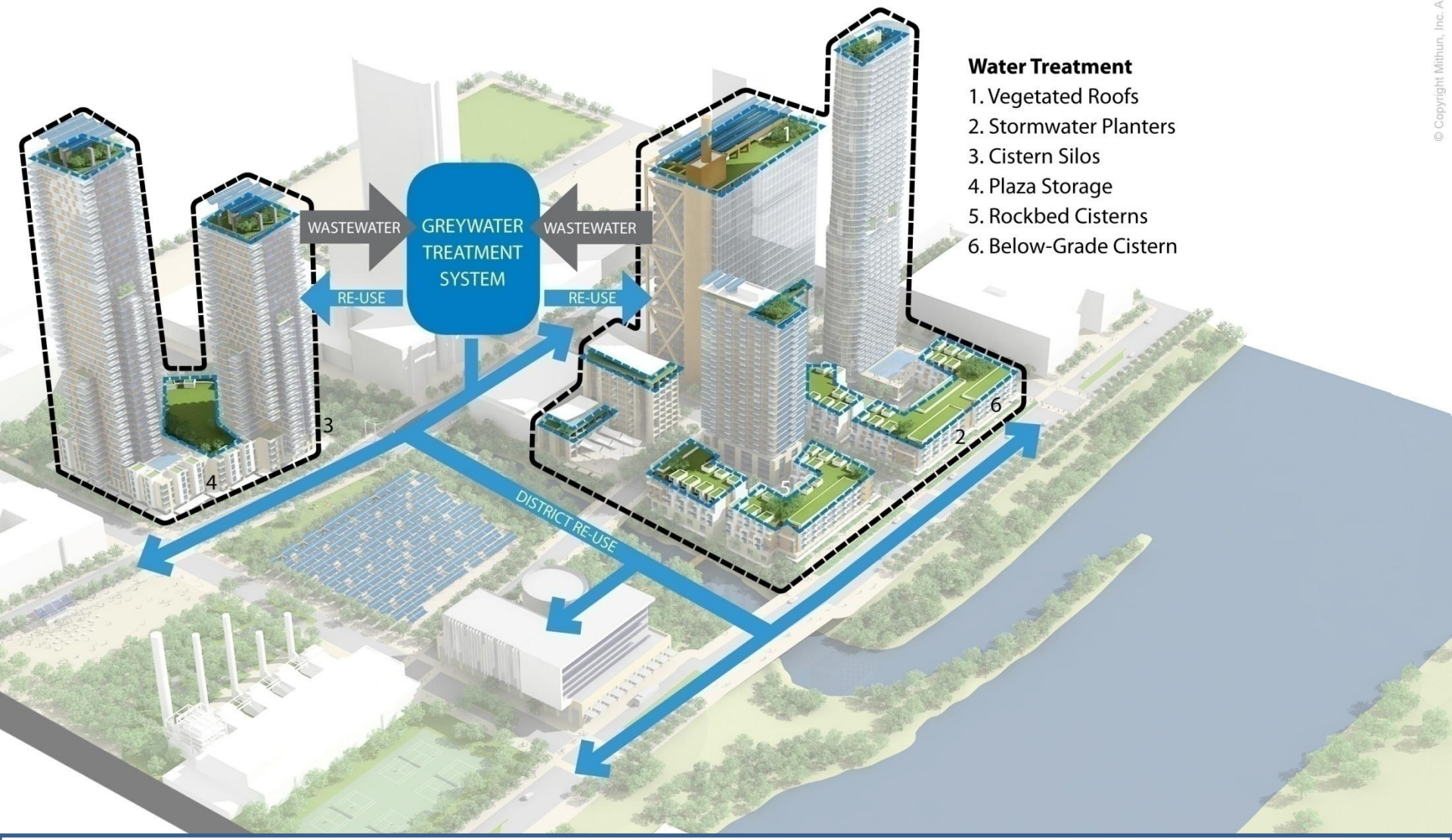


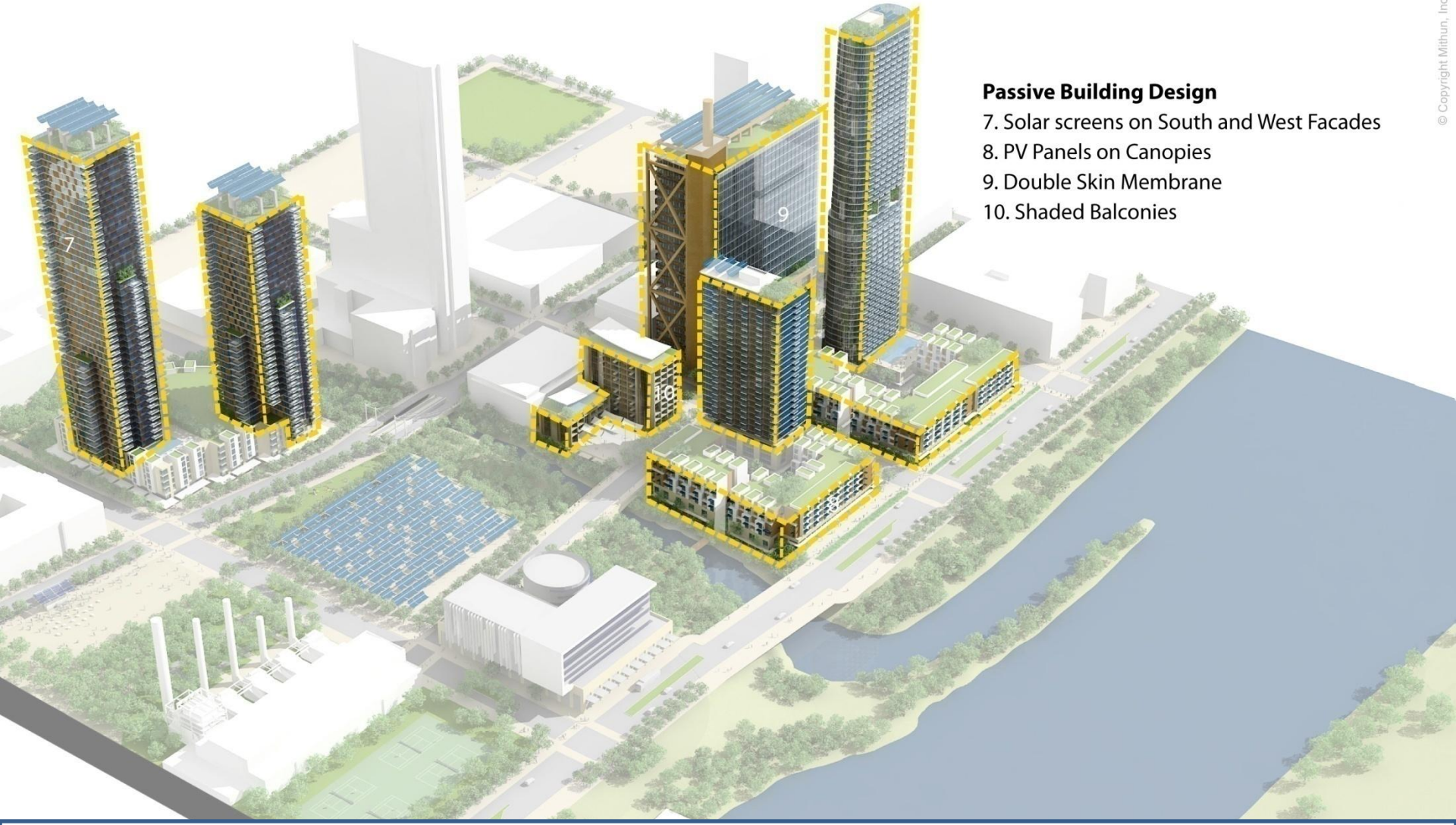


Urban Land Institute

Daniel Rose Center for Public Leadership in Land Use

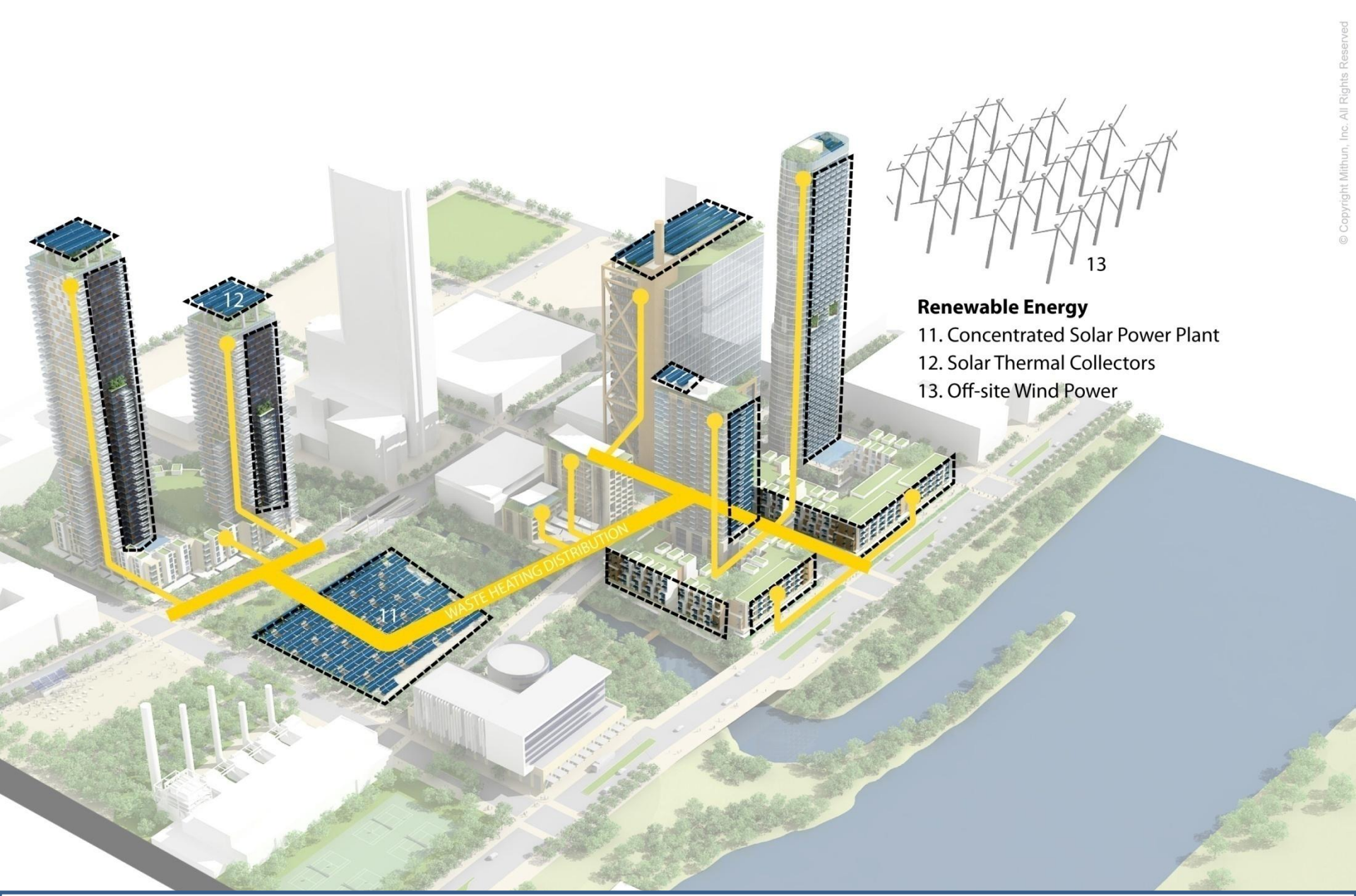
Rose Center Advisory Panel
Phoenix, AZ
February 2010



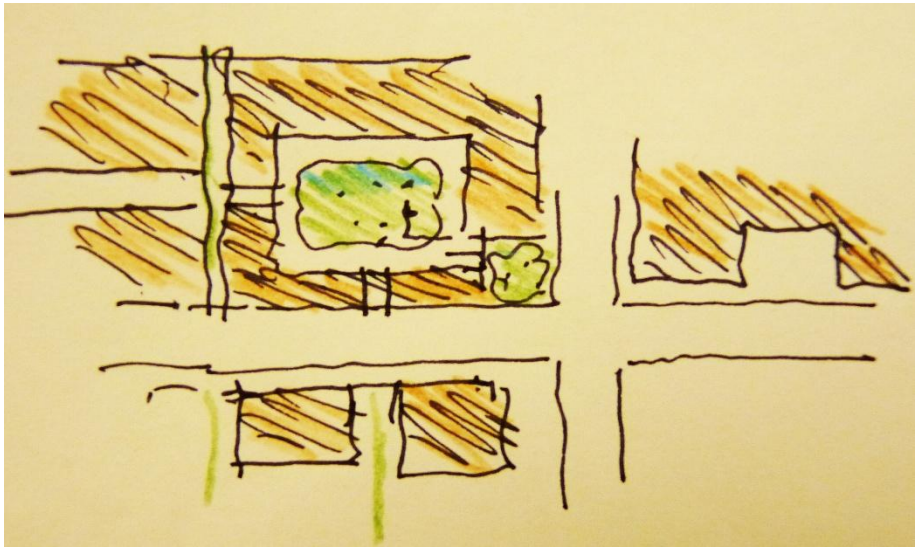


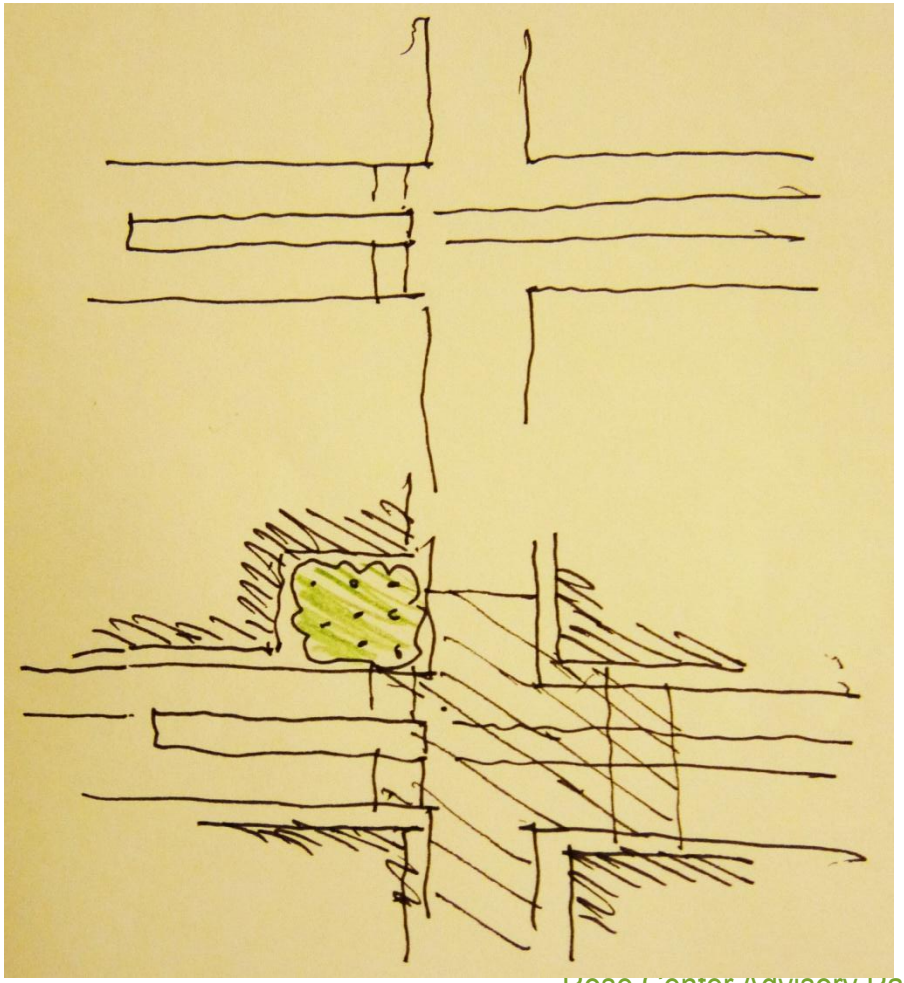
Passive Building Design

7. Solar screens on South and West Facades
8. PV Panels on Canopies
9. Double Skin Membrane
10. Shaded Balconies

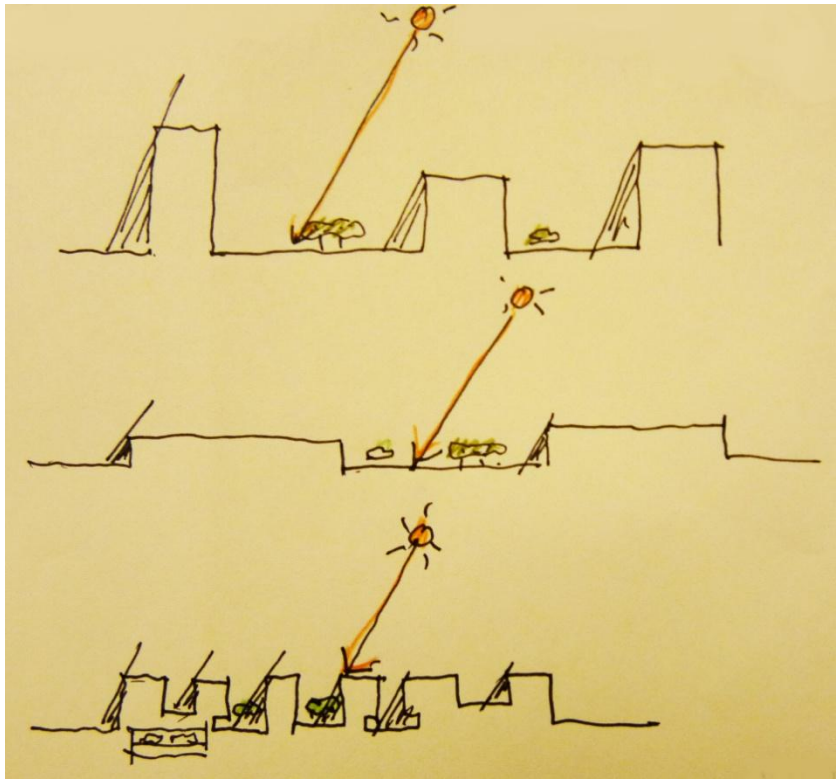


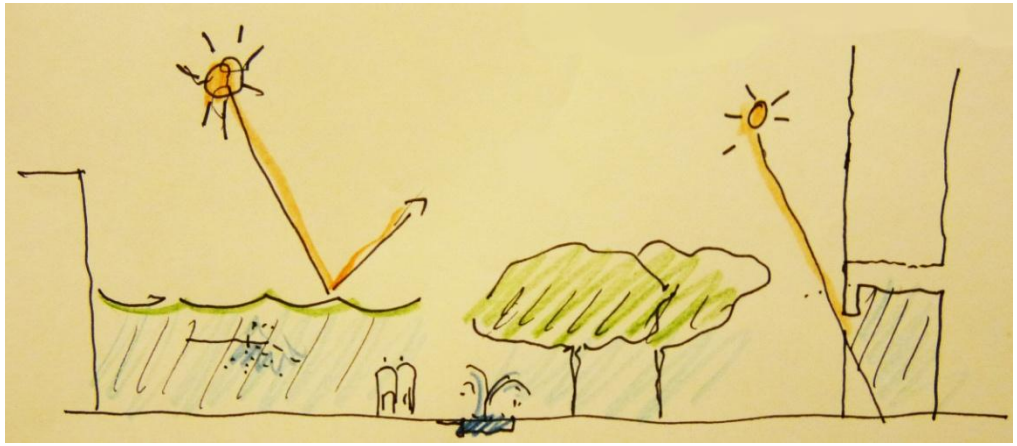
Create a Place



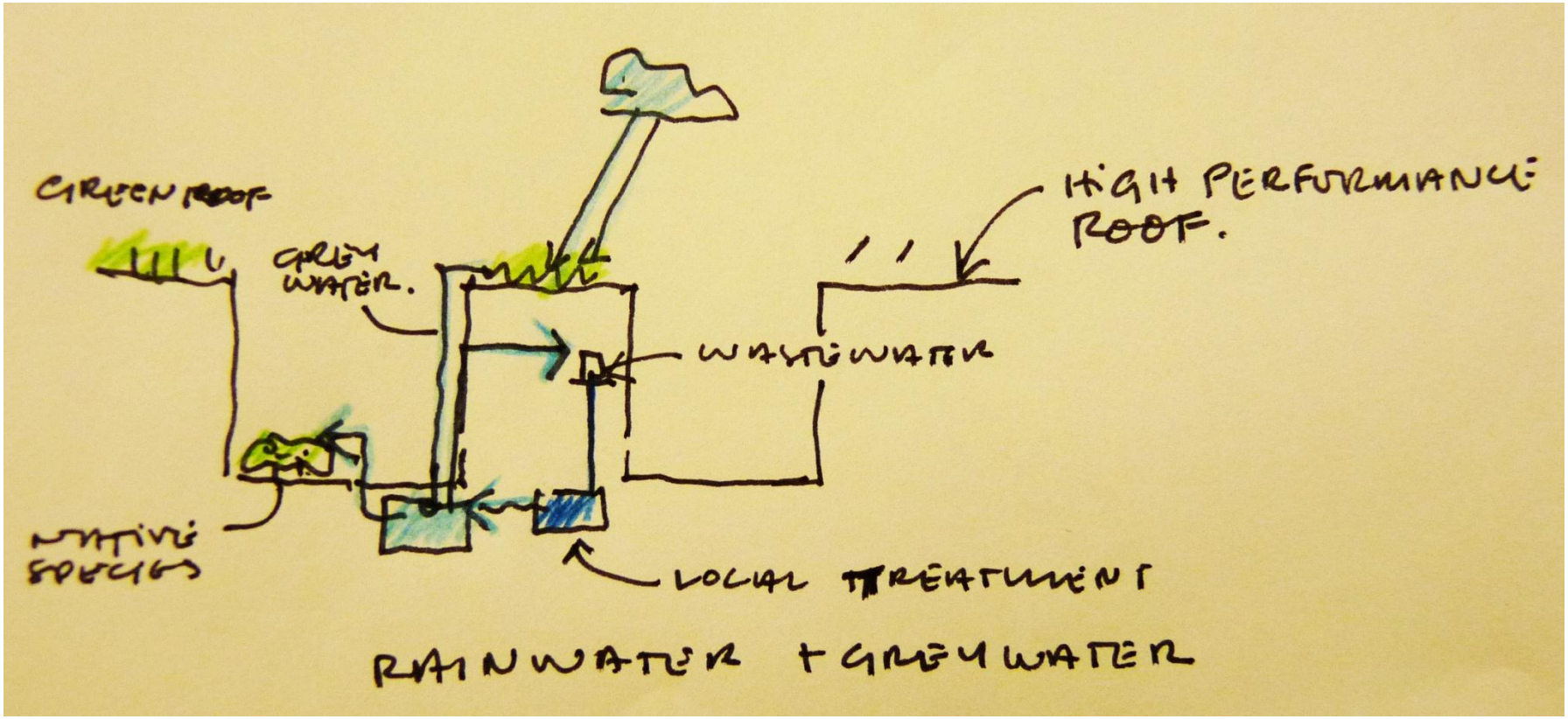


Passive Design

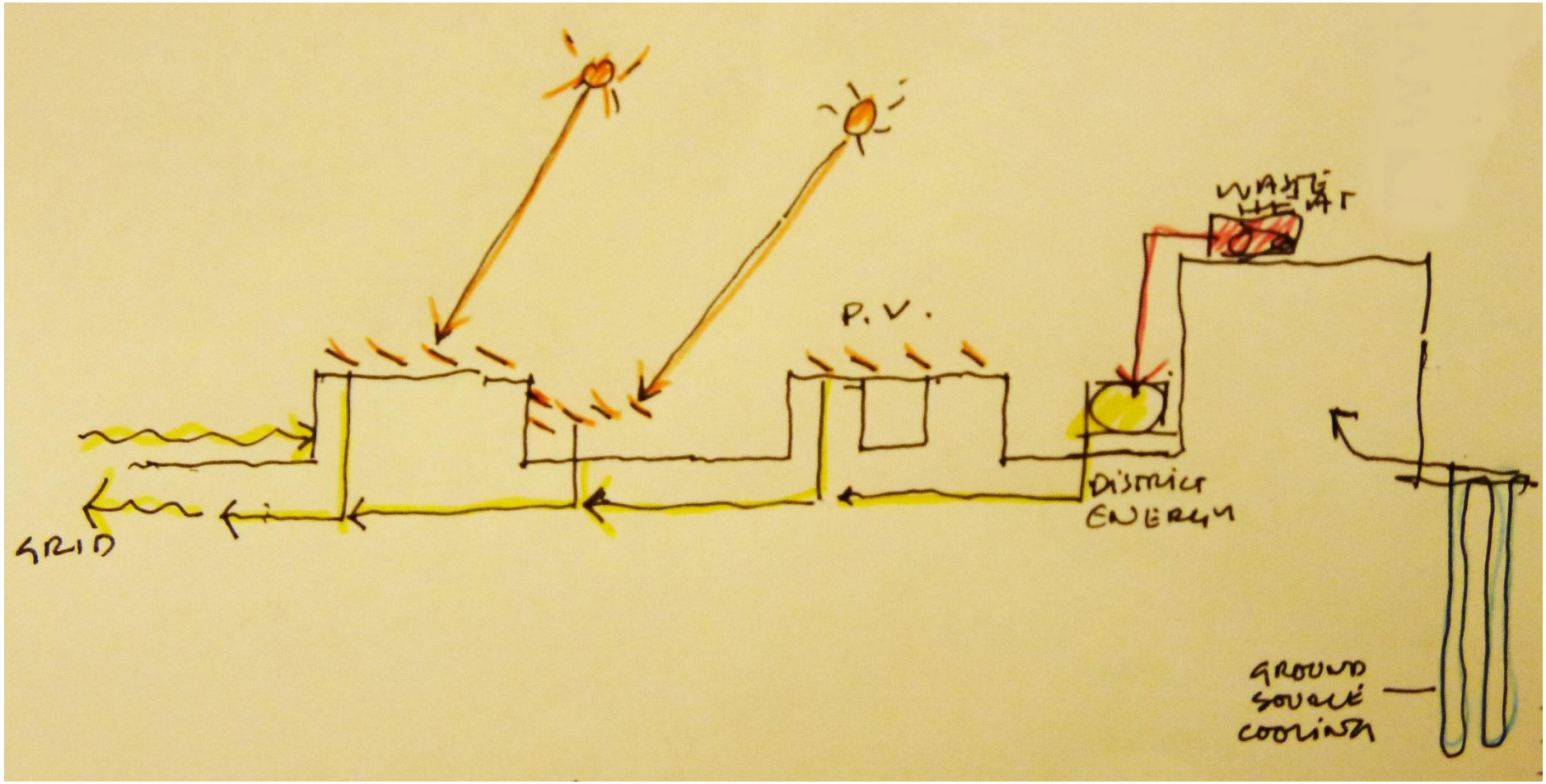




Water Resources

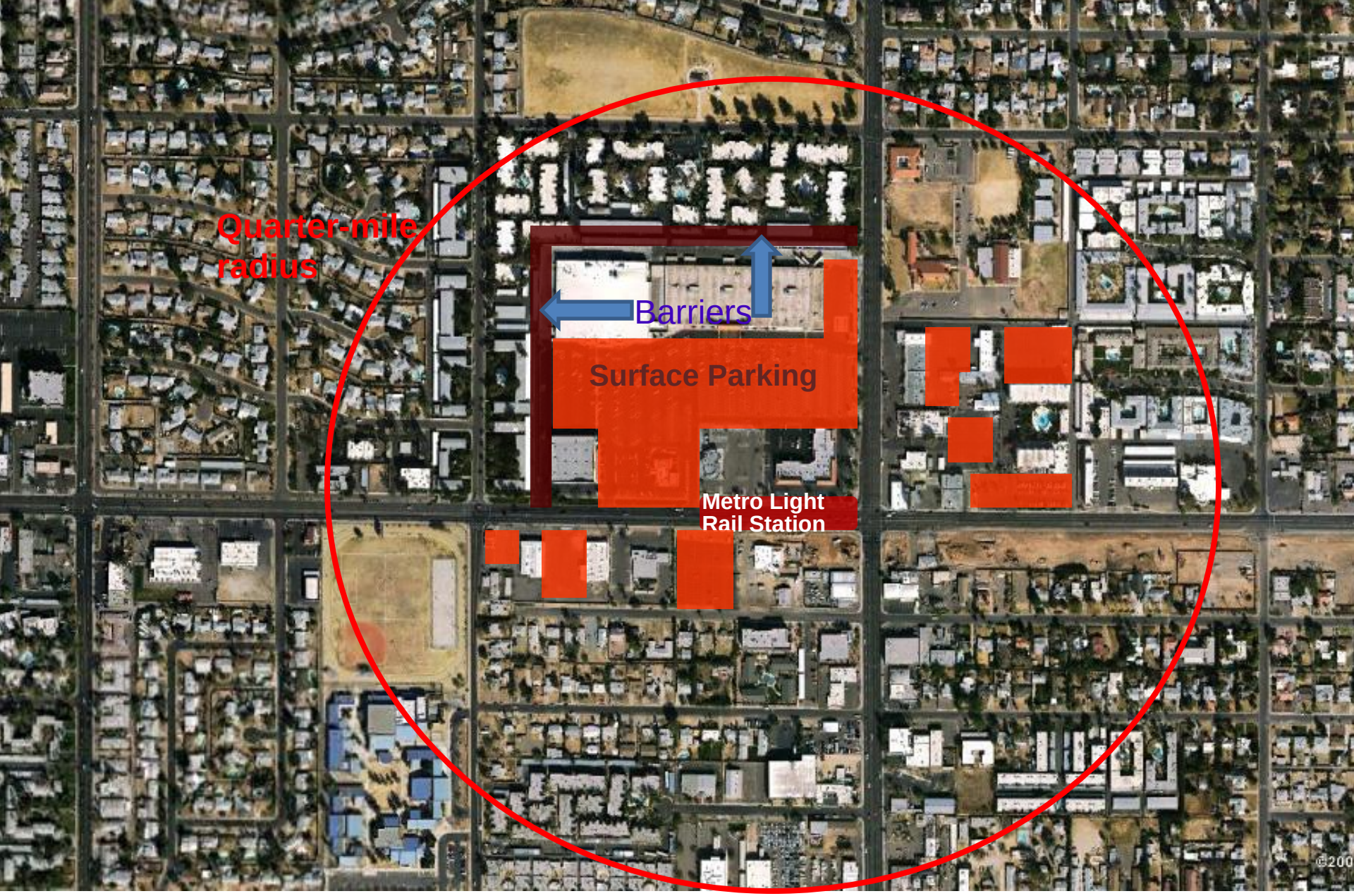


Energy

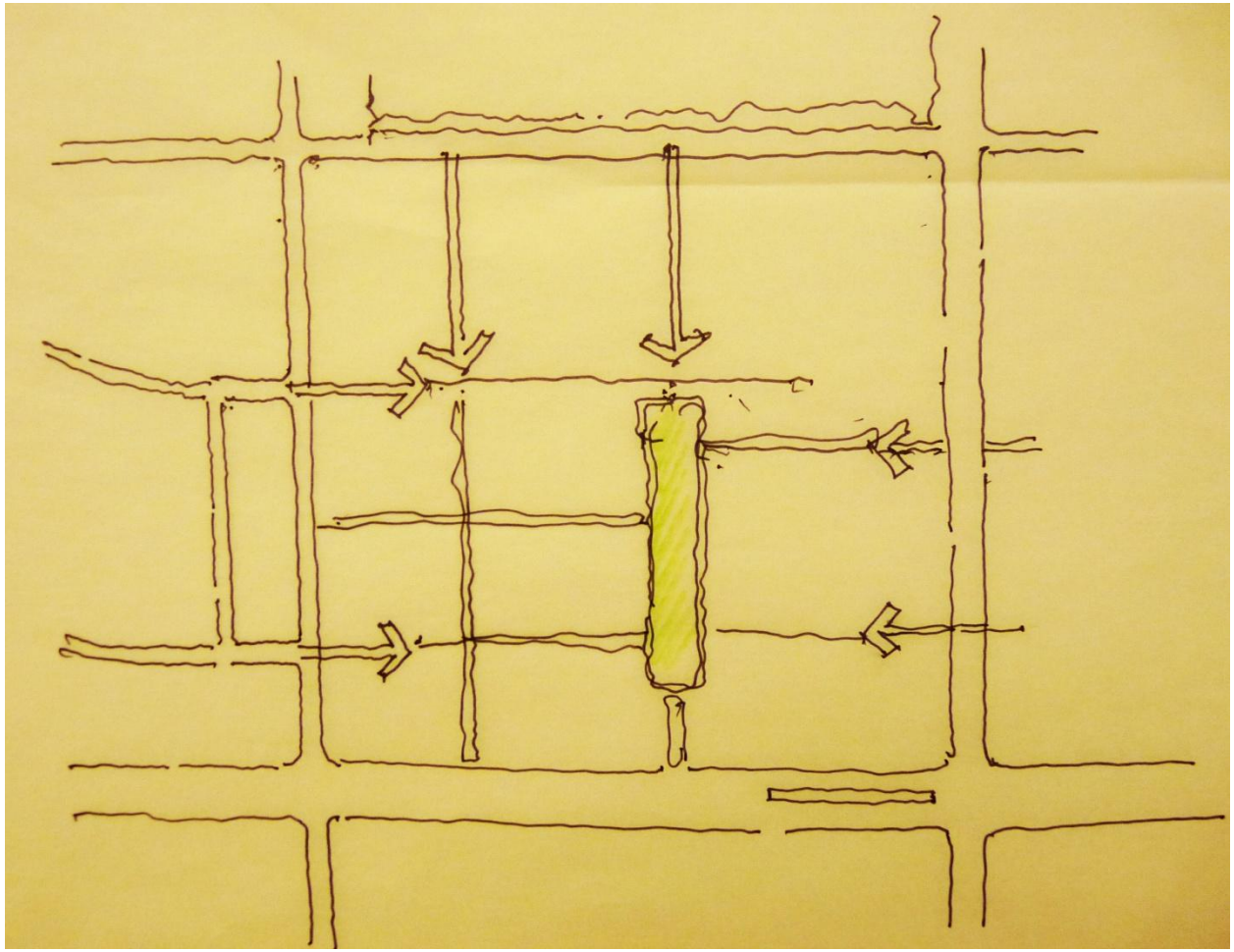


Urban Land Institute
Daniel Rose Center for Public Leadership in Land Use

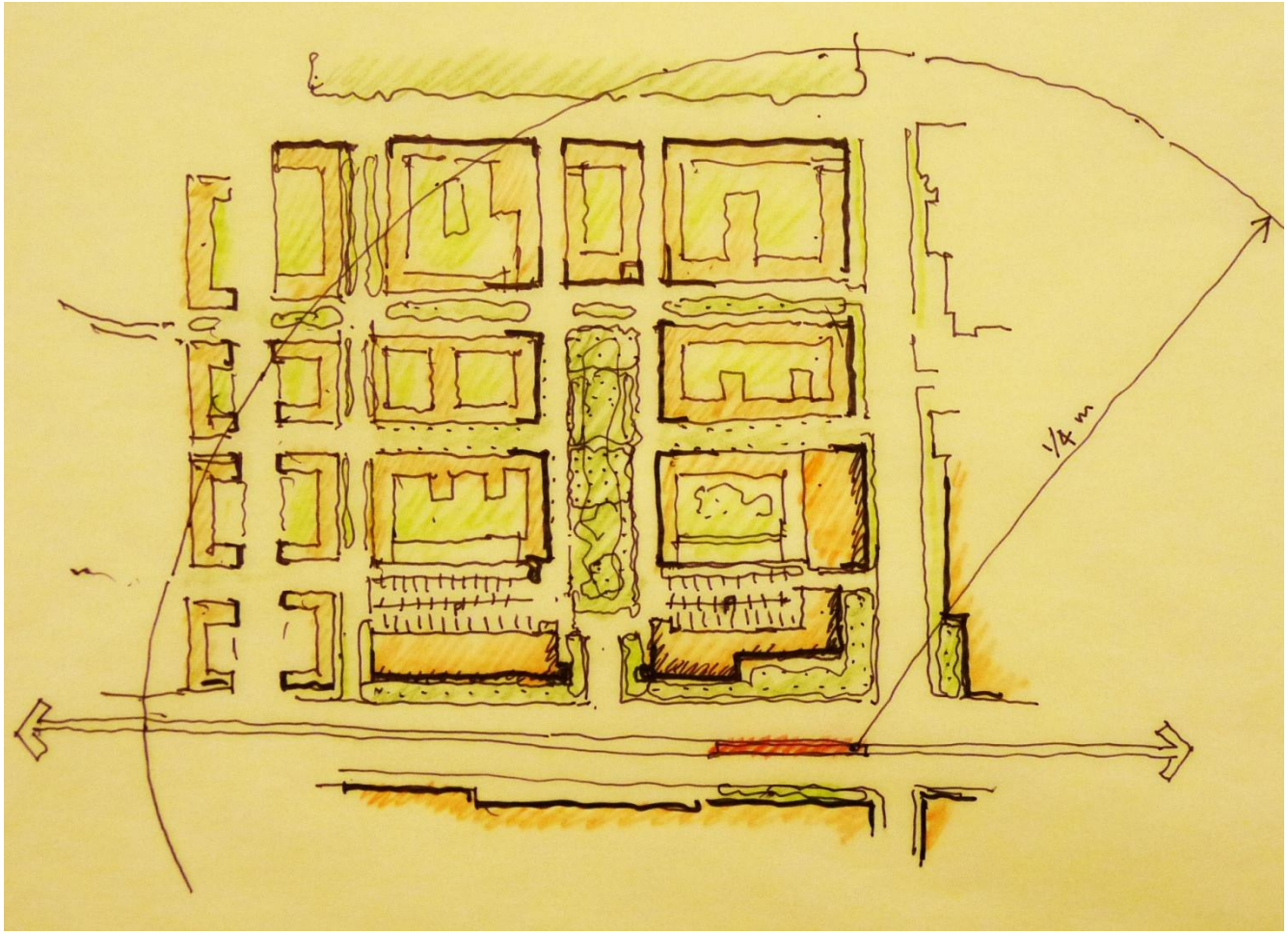
Rose Center Advisory Panel
Phoenix, AZ
February 2010


Quarter-mile radius
Barriers
Surface Parking
Metro Light Rail Station

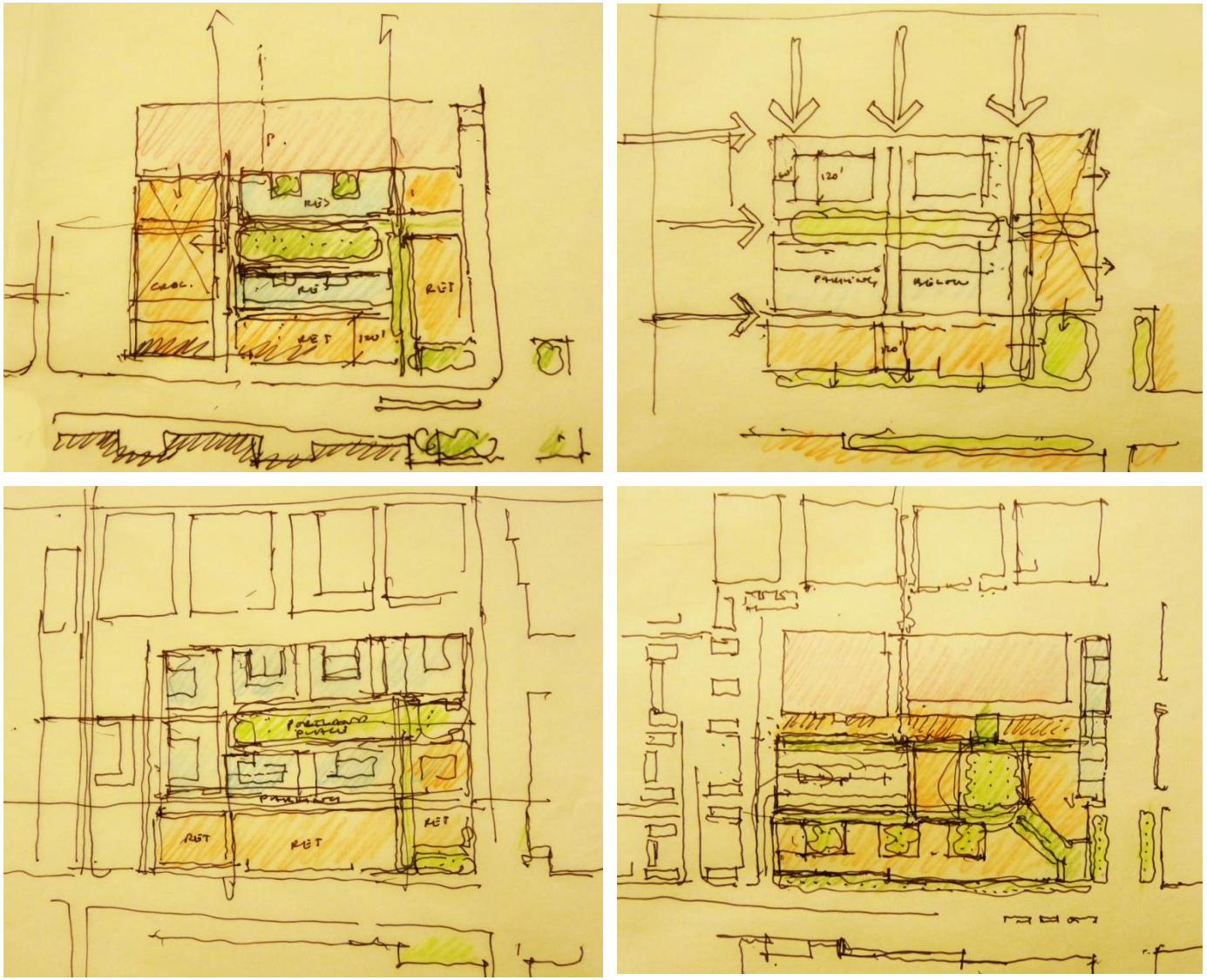
Connectivity



Station Area Concept



Station Area Concept



Next Steps/Action Plan

David Leininger

Action Plan for Phoenix Green Line Corridor

Strategies	Next Steps	Short Term	Long Term	Goal/Result
First a Vision: A Collective & Collaborative Effort	• Collaboration with agencies& stakeholders around Vision & Plan for the North Central Corridor	• Complete the plan and communicate with the community • Track progress, successes & failures	• Review Vision & Plan metrics for changes/benchmarks	Consensus North Central will have a vision that is unified and embodied by all its citizens & stakeholders.
Station Area Planning	• Implement Station Area Planning • Create service delivery standards and expectations (timing, frequency and coordination with other modes)	• Complete & Adopt Station Area plans for high priority locations • Achieve service delivery expectations	• Complete & Adopt Station Area plans for all station locations • Maintain service delivery expectations	Realization The North Central corridor is identified as a "Great Boulevard"
Market & Urban Development	• Create a strategic development policy that incorporates incentives, development opportunities and other tools • Facilitate redevelopment opportunities at Station 3 & 7 sites	• Pursue redevelopment opportunities and initiate public private partnerships with highest priority locations	• Continue to build on opportunities at all station locations along the corridor • Benchmark results and define metrics for success	Sustainability The North Central corridor will have a jobs/housing balance, and capture its share of the growth while maintaining quality of life and sustainability.
PR/Promotional Communications	• Determine "who does what" to ensure accountability • Create a strategic marketing plan that communicates the vision • Create easy accessibility of information with a variety of tools	• Create the "Cool Factor" to delight and excite the riders and stakeholders of the corridor • Create a strategy for programming the corridor (1st Fridays)	• Accomplish enthusiasm and loyalty of riders and stakeholders	Market Success The North Central corridor will be regarded as a high value location and destination by the majority of target audiences both internally and externally

Station Area Fact Sheets

DART

MOCKINGBIRD STATION

Mockingbird Station is Dallas' most successful Transit Oriented Development (TOD) project. This open-cut station was opened in 2001 and serves both the red and blue lines. New multi-family and mixed-use development characterizes recent growth around the station. A trail system for the area is under development. New development can take advantage of the new TOD Tax Increment Financing (TIF) District.

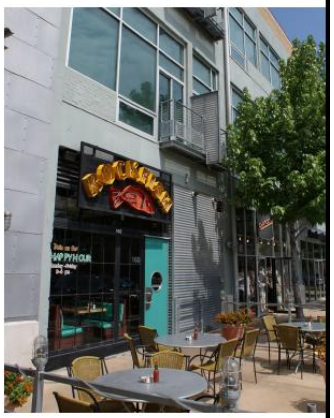
COMMUNITY ATTRACTIONS — Southern Methodist University, future George W. Bush Presidential Library.

PLANNING AREA — City of Dallas Transit Oriented Development Tax Increment Financing District (Mockingbird / Lovers Lane Sub-District).

MOCKINGBIRD STATION TRANSIT ORIENTED DEVELOPMENT — 600,000 existing square feet of development. More than 90 shops and restaurants, 200+ loft apartments. Retailers include 8-screen Angelika Film Center and Cafe, Urban Outfitters, West Elm, The Gap and more.

MOCKINGBIRD STATION TRANSIT ORIENTED DEVELOPMENT PHASE II — 23,000 additional square feet of retail.

PROXIMITY — Two miles to Uptown, four miles to Downtown.



MOCKINGBIRD STATION — 5465 E Mockingbird Lane, Dallas, TX 75206 (MAPSCO 36J)

DART

Station Area Fact Sheets

DART

STATION AREA FEATURES

MOCKINGBIRD STATION KEY LANDMARKS

STATION ATTRIBUTES

PARKING SPACES: 735

AVERAGE DAILY RIDERSHIP: 3,480

PEAK SERVICE FREQUENCY: 5 Minutes

AREA DEMOGRAPHICS (1/2 MILE RADIUS)

Source: NCTCOG 2010 Estimates

POPULATION: 4,772

EMPLOYMENT: 7,653

TOTAL HOUSEHOLDS: 2,738

MEDIAN HOUSEHOLD INCOME: $44,842 (2000 Census)

PLANNING AND DEVELOPMENT INFORMATION

City of Dallas Development Services Department,

www.dallascityhall.com/

City of Dallas Office of Economic Development,

www.dallas-ecodev.org/

GENERAL INFORMATION

DART Economic Development

www.dart.org/economicdevelopment

TOD Guidelines, TOD Policy, and more

MOCKINGBIRD STATION LAND USE

REV 2/10

MOCKINGBIRD STATION — 5465 E Mockingbird Lane, Dallas, TX 75206 (MAPSCO 36J)

DART

The following people took the time to discuss their perspectives with our panel:

Maria Hyatt, Assistant to the City Manager | Sid Anderson, Street Transportation Department | Matt Fraser, ASU | Kammy Horne, URS | Grady Gammage | Kevin Kellogg, ASU | Don Keuth, Phoenix Community Alliance | Steve Betts, Suncor | David Schell | Tim Sprague, Habitat Metro | Kimber Lanning, Local First | Reid Butler, Butler Housing | Tim Frakes, Weingarten Realty | Marc Soronson, Friends of Transit | Matt Seaman, Design Review Standards Committee | Brad Brauer, Willo Neighborhood | Brian Davidson, Encanto Village | Jasper Hawkins | Jay Hicks, AECOM | Teresa Brice, Arizona LISC | Mike Lieb