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Friday, December 15, 2006

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## Smart Growth at the Ballot Box

The movement for forward-looking, people-oriented planning and development scored tremendous gains at the ballot box this fall.

Governors in at least 13 states were elected or re-elected on platforms with strong calls for moves such as focusing investment on existing cities, towns and suburbs; expanding affordable housing options near job centers; balanced

transportation investments; and protecting farmland and natural lands. In at least 21 of 30 transportation initiatives, citizens voted to tax themselves to invest about \$40 billion in transit and other transportation upgrades. Voters in 23 states approved more than \$5.7 billion for land conservation, a 77 percent success rate, marking the highest rate since the Trust for Public Land began keeping track in 1988.

Perhaps most encouraging, voters in three key Western states California, Washington and Idaho – rejected anti-taxpayer measures that sought to hamstring communities' efforts to protect property value and make decisions about future growth and development. For more, see [SGA's post-election newsletter](#).

### New Transportation Resources

With anxiety over oil security mounting along with angst over traffic congestion, even as most states face shortfalls in transportation funding, the nation is reaching a pivotal decision point over transportation policy, as [Neal Peirce points out in this excellent column](#). (And [don't miss his follow-up column](#).)



The Surface Transportation Policy Partnership is working hard to make sure citizens and local communities aren't left out of that conversation. Fresh from a series of interactive sessions with communities across the country STPP has released a

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[Americans drive less for first time in 25 years](#)  
CNN.com/Reuters

[Fat Neighborhoods?](#)  
CNN.com

[Will state leaders heed election message?](#)  
Michigan Land Use Institute

[SmartCode plan hammered out](#)  
Biloxi Sun Herald

[Voters nip libertarian election dreams](#)  
The Oregonian

[How will the USA cope with unprecedented growth?](#)  
USA Today

["Complete Streets" key to Sacramento's quality of place](#)  
Sacramento Bee

[Army Embraces New Urbanism](#)  
Washington Post

[Atlanta: One traffic accident every 2.8 minutes](#)  
Atlanta Journal-Constitution

[Census: fast-growing](#)

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# But Will It Happen?

Do Americans Want More  
Compact Development?

# RCLCo Consumer Research

## ▶ 12 studies for builders and developers as input to planning new communities

- Consumer surveys in Atlanta, Phoenix, Denver, Provo, Albuquerque, Boise, and Chattanooga conducted in the early part of this decade
- More recent studies conducted in Tampa, Orlando, Phoenix, Charlotte and Savannah
- Both urban and suburban locations



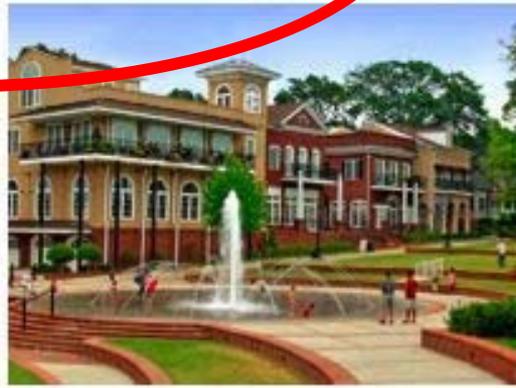
## ▶ Surveys measuring the interest in new urbanism communities

- Indicate the market for smart growth

## ▶ Consistently find one third respondents prefer new urbanism communities and housing product

# Findings: 1/3 want smart growth products

- ▶ Reviews of existing studies on consumer demand...
- ▶ Survey's conducted by Robert Charles Lesser & Co. LLC...
  - Consistently find that about a third of the market prefers smart growth products
    - Demand increases with shorter commute
- ▶ Share of the market growing due to
  - Demographic trends and
  - Changing buyer preferences (lifestage changes)



# Market Acceptance of Smart Growth

- Kentlands, Lakelands, and 20878 zip code
  - 4,744 resales between 1997 - 2005
  - Kentlands 16.1% price premium
  - Lakelands 6.5% price premium
- 1997-2005 year-over-year:
  - Kentlands - sustained premium
  - Lakelands - sustained and growing (9.5% between 2002 - 2005)

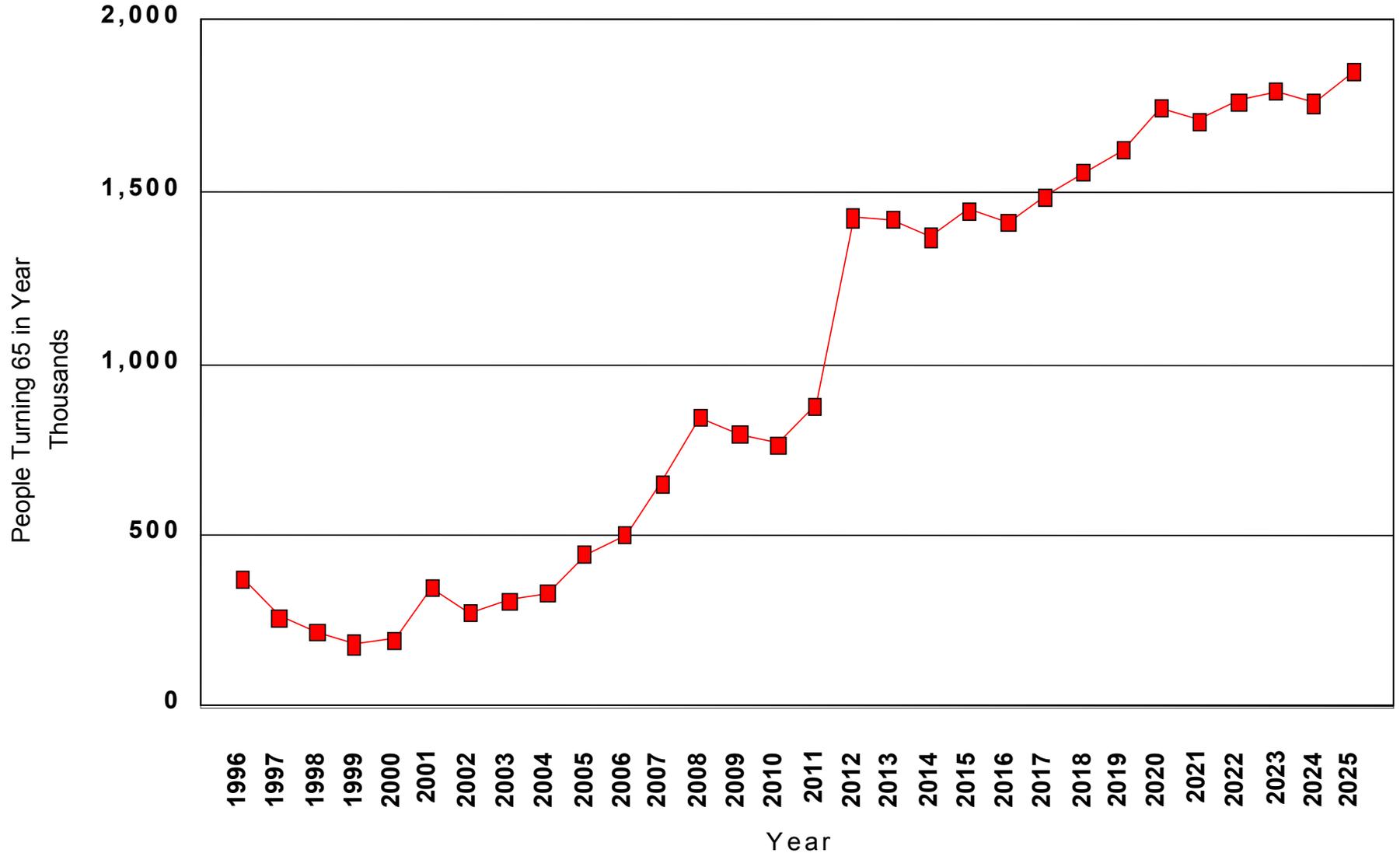
# Strong Returns for Smart Growth Investment

## Hi-Pros Expanding Their Urban Brands

- Centex Homes - Cityhomes
- K. Hovnanian - Metro Living
- KB Homes - KB Urban
- Toll Brothers - City Living



# People Turning 65 Annually 1996-2025

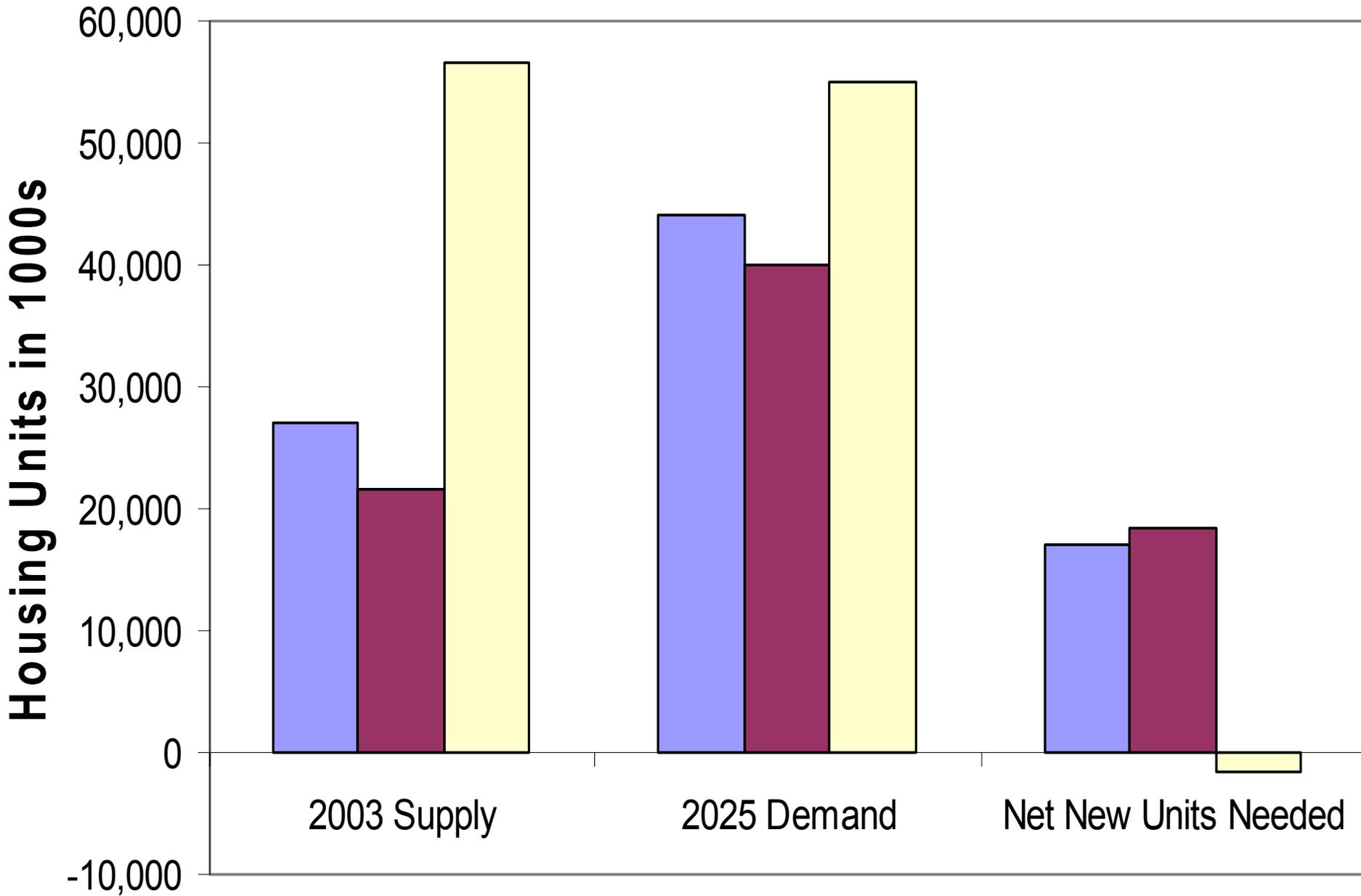


# Decline in Households with Kids

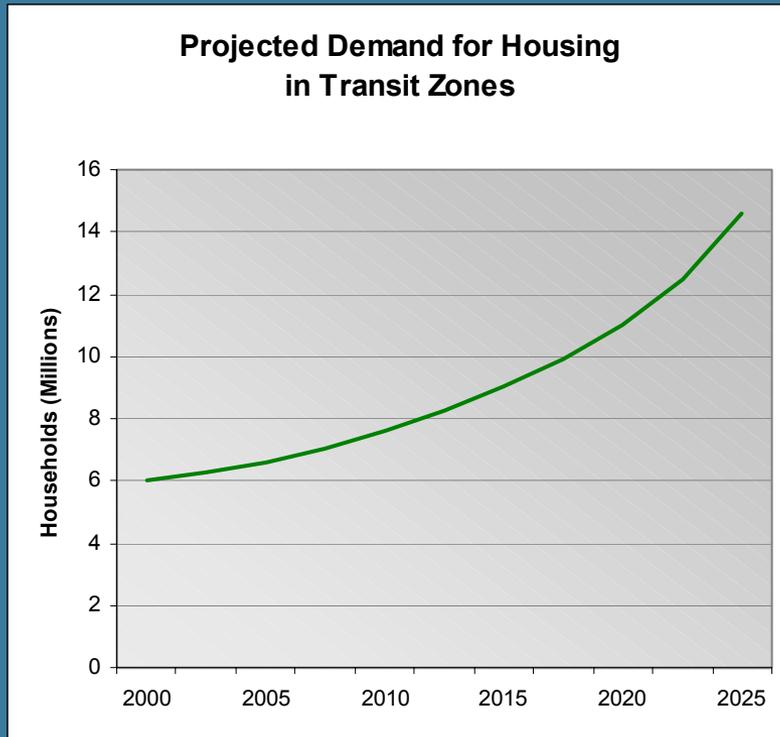
<u>Household</u>	<u>1960</u>	<u>2000</u>	<u>2025</u>
With Children	48%	33%	28%
Without Children	52%	67%	72%
<i>Single</i>	13%	26%	28%

*Source:* Census for 1960 and 2000, 2025 adapted from Martha Farnsworth Riche, How Changes in the Nation's Age and Household Structure Will Reshape Housing Demand in the 21st Century, HUD (2003).

Attached Small Lot Large Lot



# Growing Demand for TOD



- Residential demand could grow from 6 million to 16 million households by 2030
- Regions with extensive and growing transit systems offer the greatest TOD potential.
- Growth is likely to be modest through 2010 and accelerate in later years as transit systems are constructed and expanded
- TOD Capture Rates are driven by household type and system size

Source:

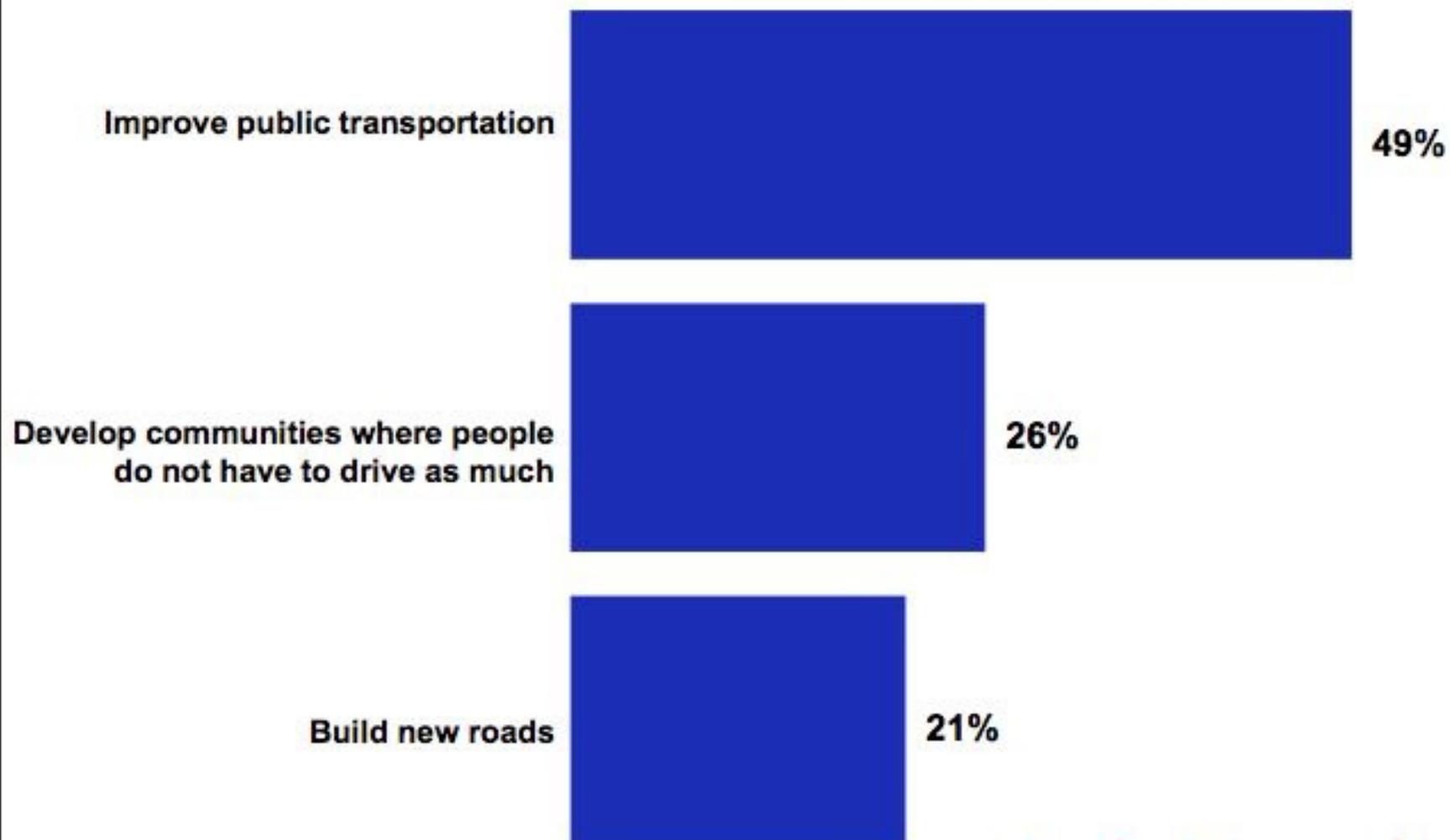
Reconnecting America, *Hidden in Plain Sight*, 2005

# Transit Systems are Exceeding Expectations

Transit System	Ridership Estimate	Target Year	Ridership Estimate	Measurement Date
Minneapolis Hiawatha	24,800	2020	31,000	August 2006
Houston Metrorail	40,000	2020	40,000	September 2006
Salt Lake City Trax	34,600	2020	55,000	October 2006
Portland Streetcar	3,000	2001	8,800	October 2006
San Diego Green Line	10,800	2015	18,455	December 2005
St. Louis St. Clair Ext	13,502	2010	14,083	November 2003
Tacoma Link	2,000	2010	2,880	March 2006
Portland Westside Max	27,100	2005	32,700	October 2005

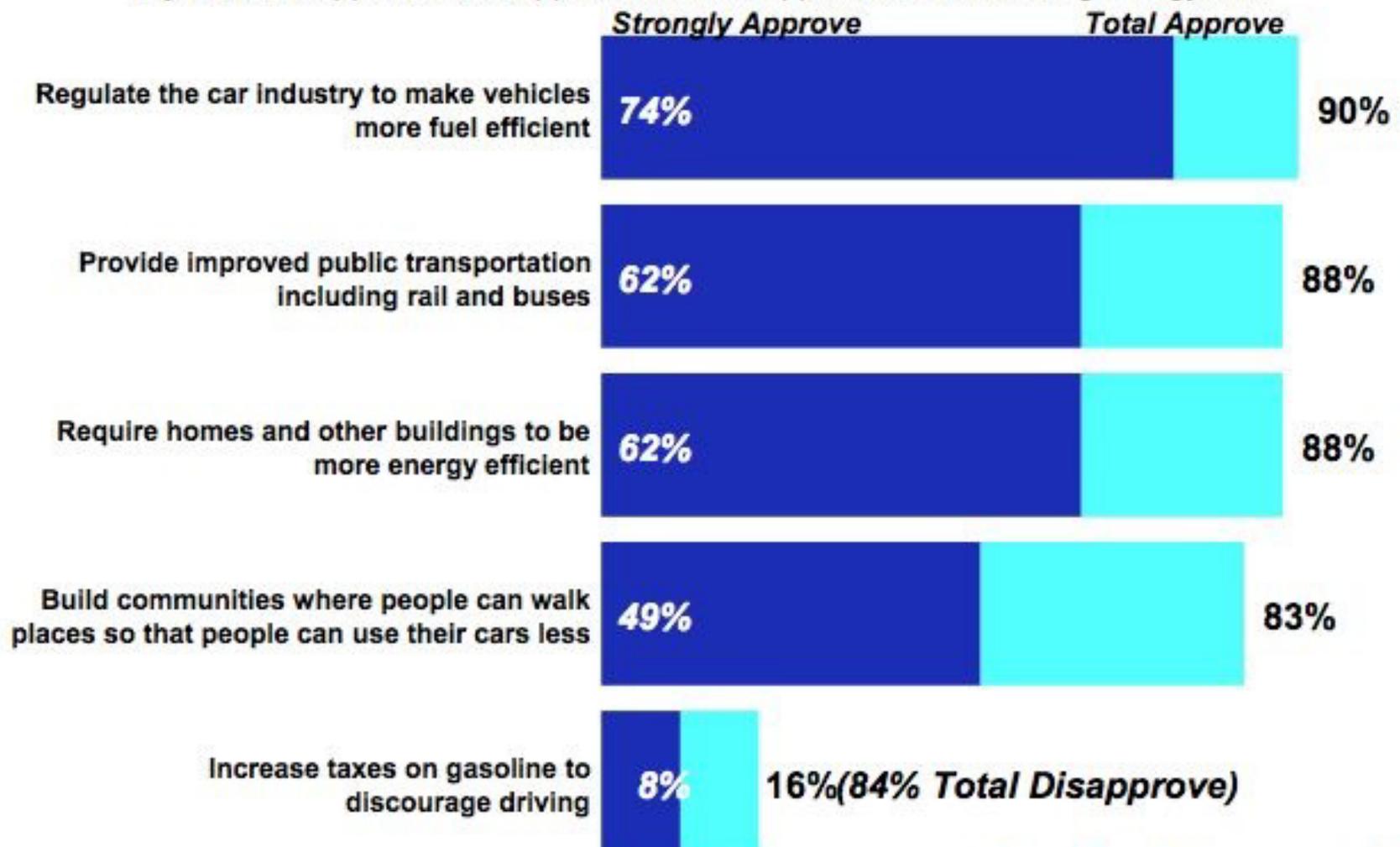
# Three-fourths of Americans believe public transportation and smarter development will do more to cure traffic than building new roads.

"Which of the following proposals is the best long-term solution to reducing traffic in your area?"



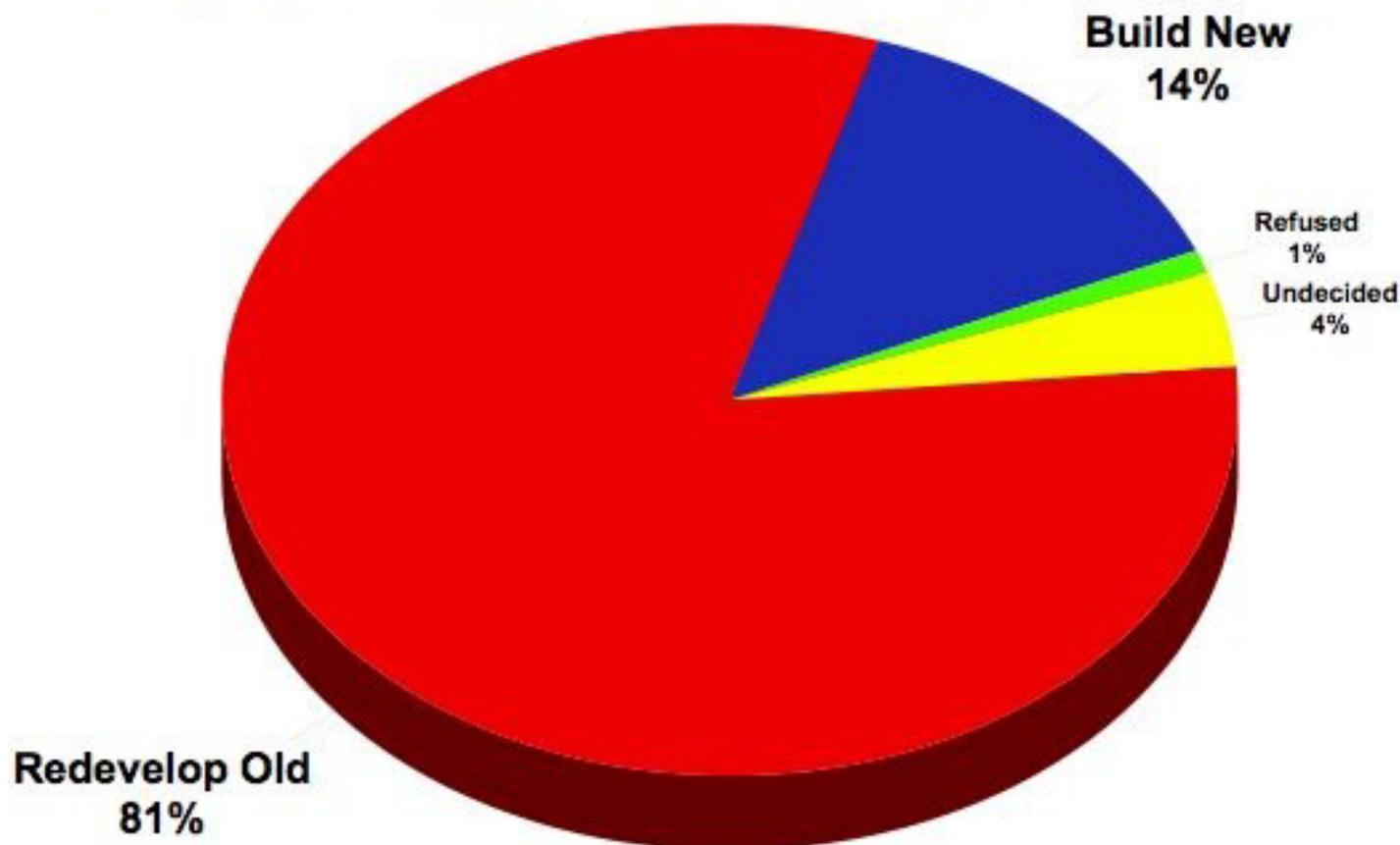
# Americans embrace transit and walkable communities as solutions to climate change.

"Now thinking about the environment... Climate change and energy security are of increasing concern to many people. I will read you a list of approaches to reducing energy use. After each one please tell me if you would approve or disapprove of these approaches to reducing energy use?"



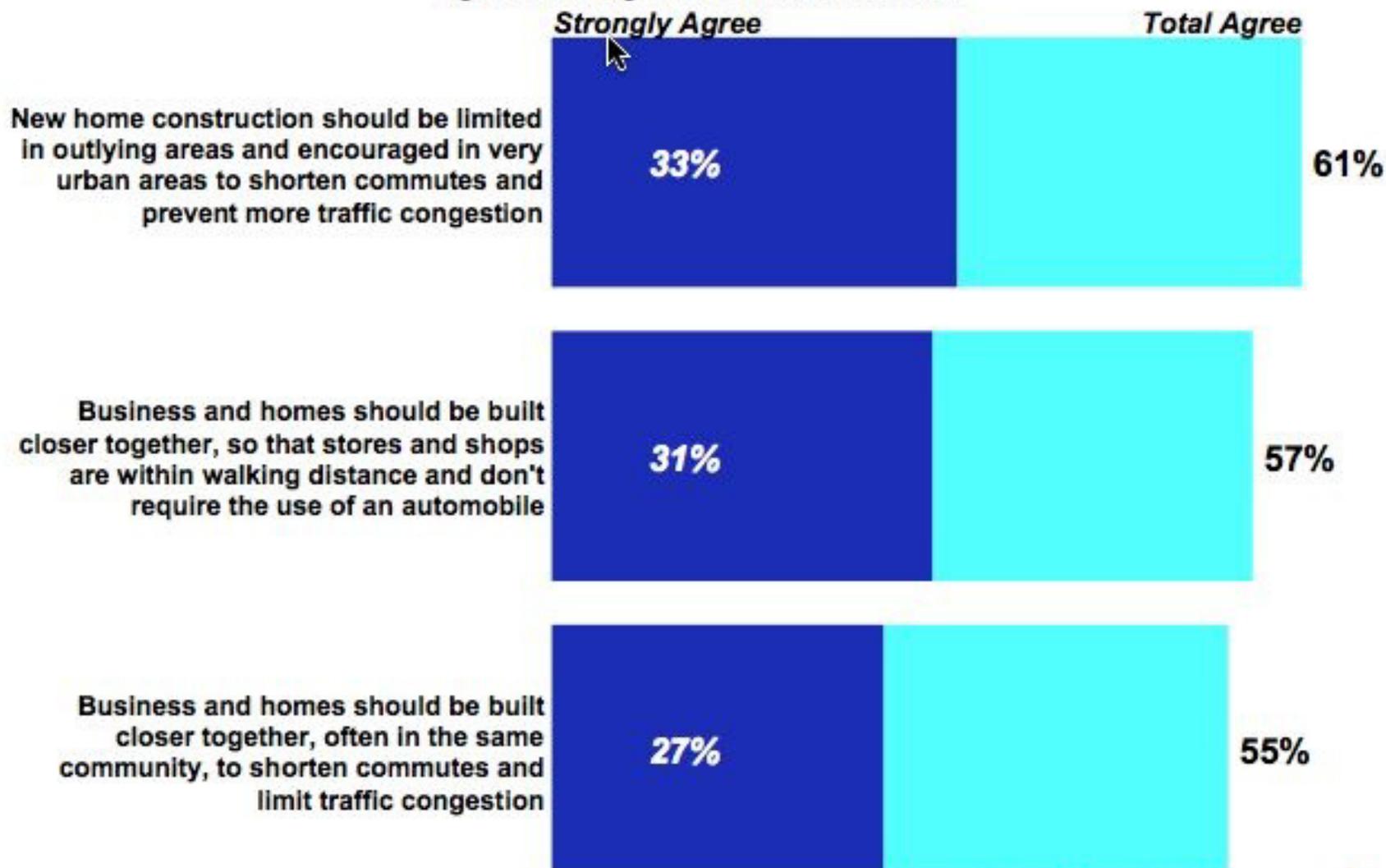
## Eighty-one percent of voters want to redevelop older areas rather than building new.

"The population of the United States is expected to increase from 300 million to 400 million by 2050. I am going to read you two statements, please tell me which approach do you prefer to accommodate this growth... Continue to build new suburbs on the edge of the existing suburbs ...or... Redevelop older urban and suburban areas with additional development, that is, build new housing and commercial development in already developed areas. Which approach do you prefer?"



# Americans see smarter development patterns as a viable way to reduce traffic and shorten commutes.

"I am now going to read you several about growth, and after I read each one, please tell me whether you agree or disagree with that statement."



---

# **What Policies Do We Need?**

# Four General Recommendations

- **Set targets** and get states and localities to show how they will achieve them
- Invest in transportation **choices**
- Provide technical know-how and staffing capacity to help communities **rewrite the rules**
- Create **positive incentives** and eliminate perverse incentives

*and roles for citizens and businesses*

# Setting Targets

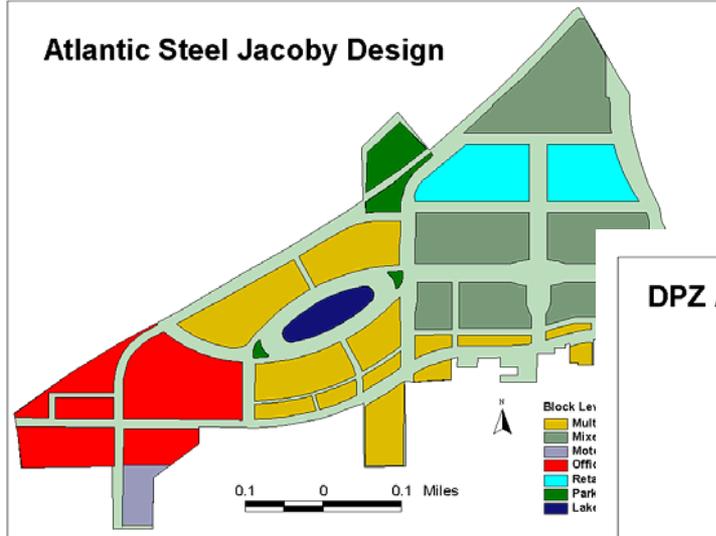
- Supreme Court recently affirmed EPA's authority to regulate CO<sub>2</sub> and other GHG emissions under the Clean Air Act.

# Setting Targets

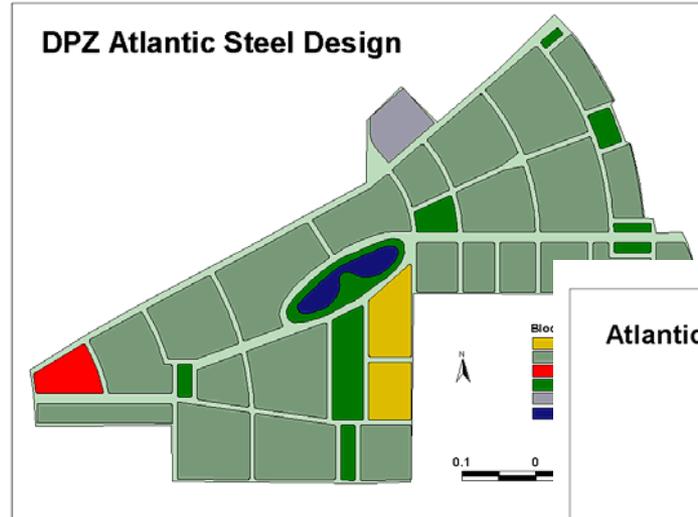
- Federal and state transportation policies should support conformity goals
- State climate action plans
- Local plans

# Atlantic Station Scenarios

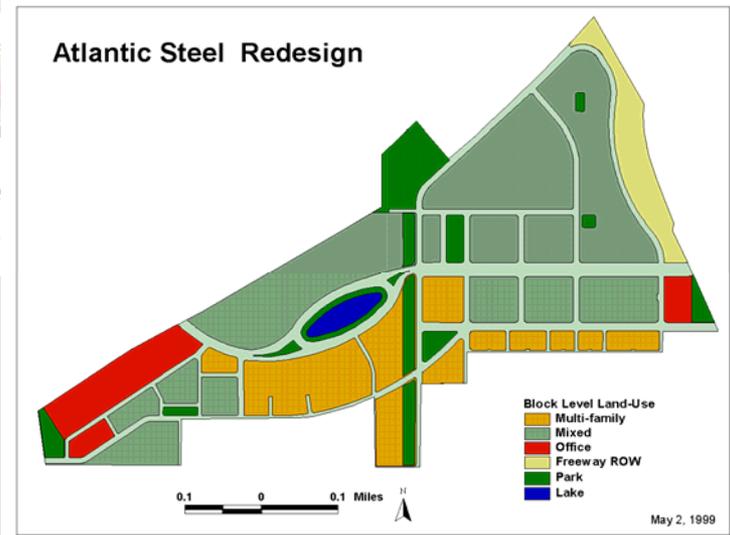
Atlantic Steel Jacoby Design



DPZ Atlantic Steel Design



Atlantic Steel Redesign



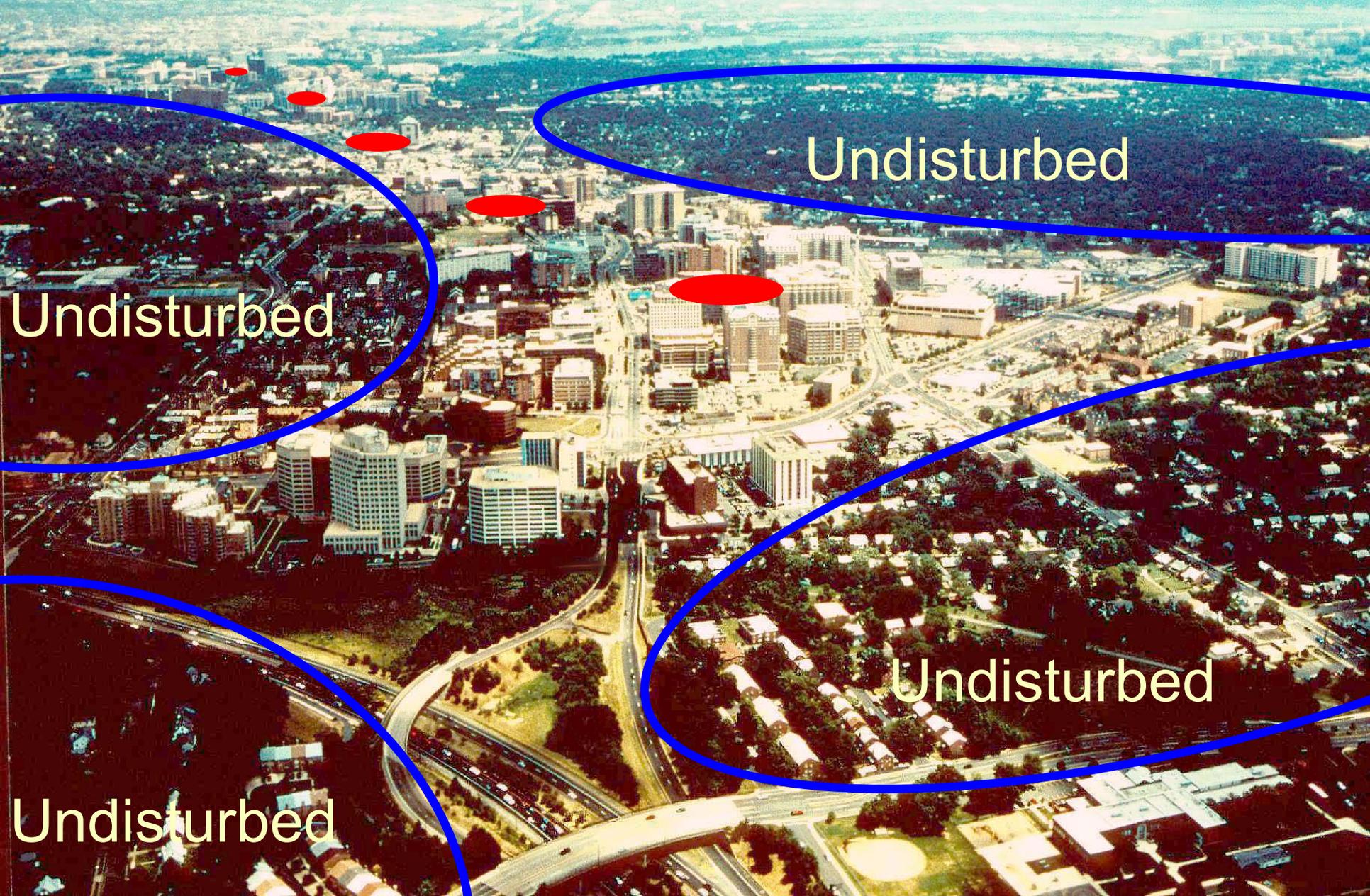
# Invest in Choices

- SAFETEA-LU reauthorization
- “Green-TEA”
- Direct funding of metropolitan areas

# 5 Metro Stations in Arlington, VA



# 5 Metro Stations in Arlington, VA



Undisturbed

Undisturbed

Undisturbed

Undisturbed

# Outcomes

- 73.3% of patrons walk to transit; over 58,000 trips daily
- 38% of residents near stations take transit to work
- 12% of Arlington County households don't own cars--triple the regional average
- Corridor produces 32.8% of the County's real estate tax revenue from 7.6% of its land area
- Arlington has the lowest property tax of any major jurisdiction in Northern Virginia

Source:

Reconnecting America, *Hidden in Plain Sight*, 2005

# Infill & Transit-Oriented Development

**New Construction**  
**Broke Ground 2001**



**MCI**



PLAN  
of the City of  
WASHINGTON.



Lat. Capitol 38: 53, N.  
Long: ..... 0: 0.

# Land Use Outcomes

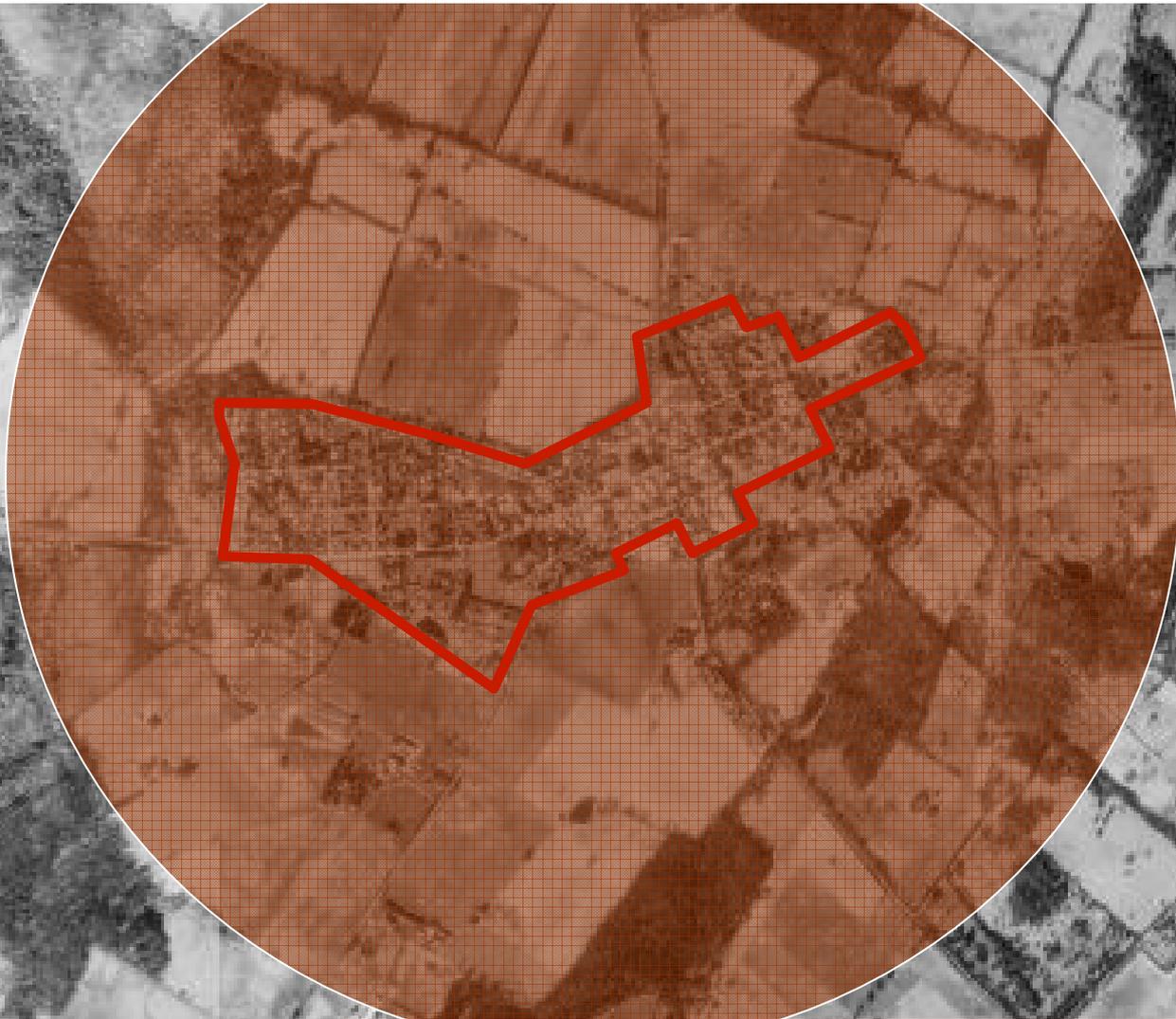
**4.7M ft<sup>2</sup> of Office, Retail, Hotel & Entertainment**

**1,700 Housing Units**

**\$1.5 Billion Investment**

	<b>Gallery Place</b>	<b>Loudoun County</b>
<b>Land Used</b>	<b>25 Acres</b>	<b>1300 Acres</b>
<b>Green Space</b>	<b>Zero</b>	<b>1200 Acres</b>
<b>Land for Cars</b>	<b>Zero</b>	<b>500 Acres</b>

# What Does 1300 Acres Look Like?



**The Town Of Middleburg, Loudoun  
County, VA**

PLAN  
of the City of  
WASHINGTON.



Lat. Capitol 38: 53, N.  
Long: ..... 0: 0.

# Creating Incentives and Eliminating Perverse Incentives

- Federal
  - Stop linking federal funds to VMT
- State
  - Allow gas tax revenue to pay for choices
- Local
  - Facilitate good development (LEED-ND)

# Transit without Development



**Landover  
Metro Station**

# Automobile-Oriented Transit



# Technical Know-How and Capacity

- Technical assistance
- Staffing capacity
- Advanced planning strategies, e.g., regional transportation scenario planning

# Visioning



# Non-Policy Strategies

- Citizens
  - Support good development
  - Get involved in the development and planning process
- Developers
  - ULI's Smart Growth Alliance program
- Government
  - Engage the public through charrettes, visioning efforts, and other tools

# Choosing

## Our Community's Future



A Citizen's Guide to Getting the Most Out of New Development

BY DAVID GOLDBERG  
Smart Growth America

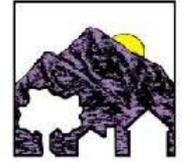
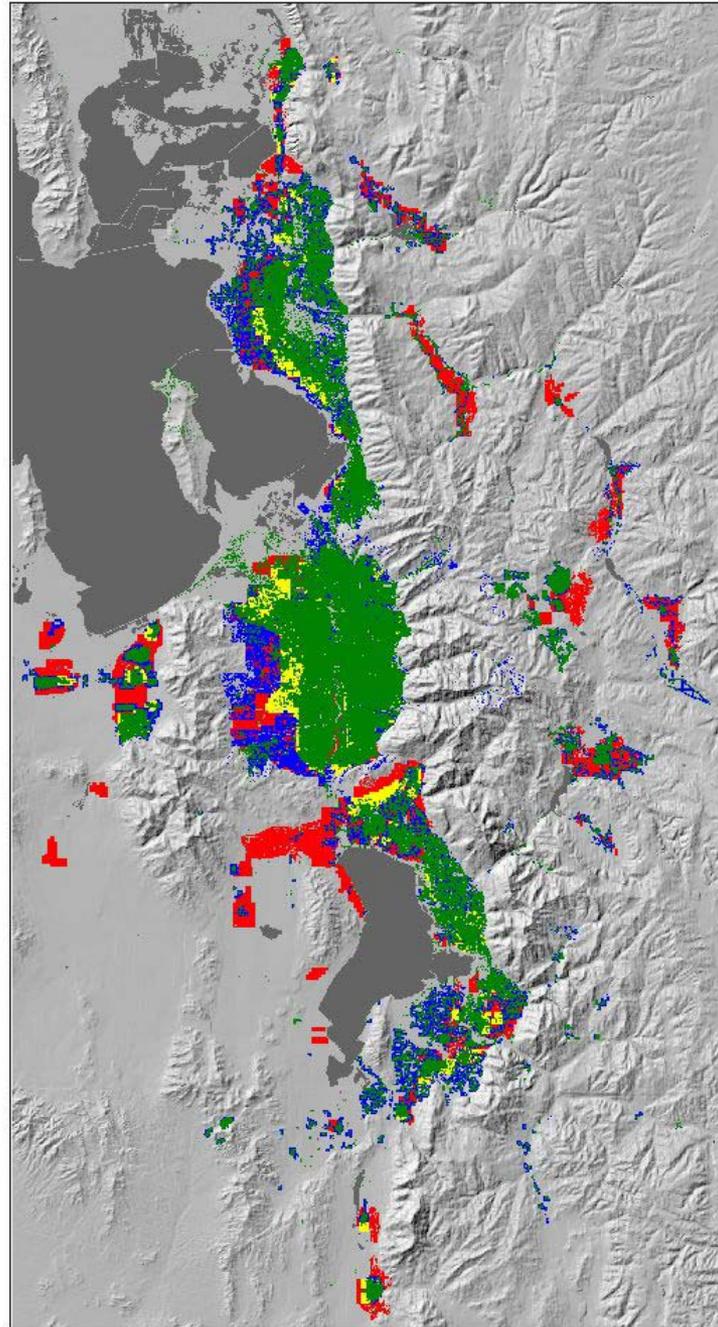
# Engaging and Educating Citizens





# Regional Simulation Studies

## Envision Utah



ENVISION UTAH  
*A Partnership for Quality Growth*

Developed  
Area

-  Scenario A
-  Scenario B
-  Scenario C
-  Scenario D

Fregonese  
Calthorpe  
Associates

Regional and Urban Planning



Topic	Scenario A	Scenario B	Scenario C	Scenario D
Agricultural Land Consumed: 1998 - 2020	174 sq mi 	143 sq mi 	65 sq mi 	43 sq mi 

Topic	Scenario A	Scenario B	Scenario C	Scenario D
Infrastructure Cost 1998-2020 (Transportation, water, sewer, utilities)	\$38 billion \$ \$ \$ \$ \$ 	\$30 billion \$ \$ \$ \$ \$ 	\$22 billion \$ \$ \$ 	\$23 billion \$ \$ \$! 

Topic	Scenario A	Scenario B	Scenario C	Scenario D
Single Family Homes vs. Condos, Apts. & Townhomes	SF 77% Condos, etc. 23% 	SF 75% Condos, etc. 25% 	SF 68% Condos, etc. 32% 	SF 62% Condos, etc. 38% 

Topic	Scenario A	Scenario B	Scenario C	Scenario D
Transportation Choices				

Topic	Scenario A	Scenario B	Scenario C	Scenario D
Walkable Communities (Walk to work, stores, school, transit)				

# What *Growing Cooler* Does Not Include

- Gains from Pricing
- Gains from More Travel Options
- Emissions Benefits of Natural Areas



# US Developed Land vs. Population Growth

	Developed Land (millions)	US Population
1982	72.80	232
1992	86.50	259
2002	107.30	288
Change 1982-2002	47%	24%

# VMT Growth vs. Population Growth

<b>Year</b>	<b>Total Miles (millions)</b>	<b>2 &amp; 4 Wheel (millions)</b>	<b>Population (millions)</b>	<b>Per Capita VMT</b>
1967	976,577	802,980	200	4,015
2006	3,100,000	2,800,000	300	9,333
% Change	217%	249%	50%	132%
2043			400	?

*a national coalition  
working towards better  
choices for our communities*

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## Smart Growth at the Ballot Box

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Governors in at least 10 states have adopted platforms with strong commitments to investment on expanding affordable housing, transportation investments; and protecting

of 30 transportation initiatives, citizens voted more than \$5.7 billion in transit and other transportation investments, a 70 percent rate since the Trust for Public Land began its campaign.

Perhaps most encouraging, voters in three states – California and Idaho – rejected anti-taxpayer measures that would have restricted efforts to protect property value and make development. For more, see [SGA's post-](#)

### New Transportation Resources

With anxiety over oil security mounting and concerns over traffic congestion, even as most states are reaching a decision point over transportation funding, the nation is reaching a decision point over transportation policy, as [points out in this excellent column.](#) ([his follow-up column.](#))

The Surface Transportation Policy Partners and local communities aren't left out of the interactive sessions with communities across

### RECENT HEADLINES

[Americans drive less for](#)

## Growing Cooler:

The Evidence on Urban Development and Climate Change



Reid Ewing, Keith Bartholomew, Steve Winkelman,  
Jerry Walters and Don Chen

with Barbara McCann and David Goldberg