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
But Will It Happen?

Do Americans Want More Compact Development?
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

<table>
<thead>
<tr>
<th>Household</th>
<th>1960</th>
<th>2000</th>
<th>2025</th>
</tr>
</thead>
<tbody>
<tr>
<td>With Children</td>
<td>48%</td>
<td>33%</td>
<td>28%</td>
</tr>
<tr>
<td>Without Children</td>
<td>52%</td>
<td>67%</td>
<td>72%</td>
</tr>
<tr>
<td>Single</td>
<td>13%</td>
<td>26%</td>
<td>28%</td>
</tr>
</tbody>
</table>

*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).*
The Market Is Changing Dramatically

- 2003 Supply
- 2025 Demand
- Net New Units Needed

Housing Units in 1000s

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.

## Transit Systems are Exceeding Expectations

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

- Improve public transportation: 49%
- Develop communities where people do not have to drive as much: 26%
- Build new roads: 21%
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?”

<table>
<thead>
<tr>
<th>Approach</th>
<th>Strongly Approve</th>
<th>Total Approve</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regulate the car industry to make vehicles more fuel efficient</td>
<td>74%</td>
<td>90%</td>
</tr>
<tr>
<td>Provide improved public transportation including rail and buses</td>
<td>62%</td>
<td>88%</td>
</tr>
<tr>
<td>Require homes and other buildings to be more energy efficient</td>
<td>62%</td>
<td>88%</td>
</tr>
<tr>
<td>Build communities where people can walk places so that people can use their cars less</td>
<td>49%</td>
<td>83%</td>
</tr>
<tr>
<td>Increase taxes on gasoline to discourage driving</td>
<td>8%</td>
<td>16%(84% Total Disapprove)</td>
</tr>
</tbody>
</table>
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?”

Build New 14%

Refused 1%

Undecided 4%

Redevelop Old 81%
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.”

New home construction should be limited in outlying areas and encouraged in very urban areas to shorten commutes and prevent more traffic congestion

- Strongly Agree: 33%
- Total Agree: 61%

Business and homes should be built closer together, so that stores and shops are within walking distance and don’t require the use of an automobile

- Strongly Agree: 31%
- Total Agree: 57%

Business and homes should be built closer together, often in the same community, to shorten commutes and limit traffic congestion

- Strongly Agree: 27%
- Total Agree: 55%
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$_2$ 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
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
**Land Use Outcomes**

4.7M ft² of Office, Retail, Hotel & Entertainment

1,700 Housing Units

$1.5 Billion Investment

<table>
<thead>
<tr>
<th></th>
<th>Gallery Place</th>
<th>Loudoun County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Land Used</td>
<td>25 Acres</td>
<td>1300 Acres</td>
</tr>
<tr>
<td>Green Space</td>
<td>Zero</td>
<td>1200 Acres</td>
</tr>
<tr>
<td>Land for Cars</td>
<td>Zero</td>
<td>500 Acres</td>
</tr>
</tbody>
</table>
What Does 1300 Acres Look Like?

The Town Of Middleburg, Loudoun County, VA
Plan of the City of Washington.
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)
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
Regional Simulation Studies

Envision Utah
<table>
<thead>
<tr>
<th>Topic</th>
<th>Scenario A</th>
<th>Scenario B</th>
<th>Scenario C</th>
<th>Scenario D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agricultural Land Consumed: 1998 - 2020</td>
<td>174 sq mi</td>
<td>143 sq mi</td>
<td>65 sq mi</td>
<td>43 sq mi</td>
</tr>
<tr>
<td>Infrastructure Cost 1998-2020 (Transportation, water, sewer, utilities)</td>
<td>$38 billion</td>
<td>$30 billion</td>
<td>$22 billion</td>
<td>$23 billion</td>
</tr>
<tr>
<td>Single Family Homes vs. Condos, Apts. &amp; Townhomes</td>
<td>SF 77% Condos, etc. 23%</td>
<td>SF 75% Condos, etc. 25%</td>
<td>SF 68% Condos, etc. 32%</td>
<td>SF 62% Condos, etc. 38%</td>
</tr>
<tr>
<td>Transportation Choices</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Walkable Communities (Walk to work, stores, school, transit)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Year</th>
<th>Developed Land (millions)</th>
<th>US Population (millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1982</td>
<td>72.80</td>
<td>232</td>
</tr>
<tr>
<td>1992</td>
<td>86.50</td>
<td>259</td>
</tr>
<tr>
<td>2002</td>
<td>107.30</td>
<td>288</td>
</tr>
<tr>
<td>Change 1982-2002</td>
<td>47%</td>
<td>24%</td>
</tr>
</tbody>
</table>
### VMT Growth vs. Population Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Miles (millions)</th>
<th>2 &amp; 4 Wheel (millions)</th>
<th>Population (millions)</th>
<th>Per Capita VMT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1967</td>
<td>976,577</td>
<td>802,980</td>
<td>200</td>
<td>4,015</td>
</tr>
<tr>
<td>2006</td>
<td>3,100,000</td>
<td>2,800,000</td>
<td>300</td>
<td>9,333</td>
</tr>
<tr>
<td>% Change</td>
<td>217%</td>
<td>249%</td>
<td>50%</td>
<td>132%</td>
</tr>
<tr>
<td>2043</td>
<td></td>
<td></td>
<td>400</td>
<td></td>
</tr>
</tbody>
</table>
Smart Growth at the Ballot Box

The movement for forward-looking, people-oriented planning and decision making at the ballot box this fall, has been significant. Governors in at least 14 states, platforms with state investment on ex-urban transportation efforts; and protecting 30 transportation initiatives, citizens voted billion in transit and other transportation than $5.7 billion for land conservation, a rate since the Trust for Public Land began.

Perhaps most encouraging, voters in three and Idaho -- rejected anti-taxpayer efforts to protect property value and make development. For more, see SGA’s post.

New Transportation Resources

With anxiety over oil security mounting across traffic congestion, even as most states transportation funding, the nation is reacting to pollution, which is a decision point over transportation policy, points out in this excellent column. (his follow-up column)

The Surface Transportation Policy Partner and local communities aren’t left out of the interactive sessions with communities acr