

# COMPLETE STREETS

## 301

PUTTING PEOPLE FIRST

*Building Complete  
Streets:  
The Developer's  
Perspective*

Webinar begins at 2:00 p.m. ET

# Building Complete Streets: The developer's perspective

October 1, 2019



**Smart Growth America**  
Improving lives by improving communities



**National Complete Streets Coalition**

**LANDERGROUP**  
urban placemaking



**JAIR LYNCH**  
REAL ESTATE PARTNERS




# Calvin Gladney

President and CEO



**Smart Growth America**  
Improving lives by improving communities



*We envision a country where no matter where you live, or who you are, you can enjoy living in a place that is healthy, prosperous, and resilient.*





















Building Complete Streets: The developer's perspective

@CompleteStreets



# Michael Lander

Founder and President

**LANDERGROUP**  
urban placemaking

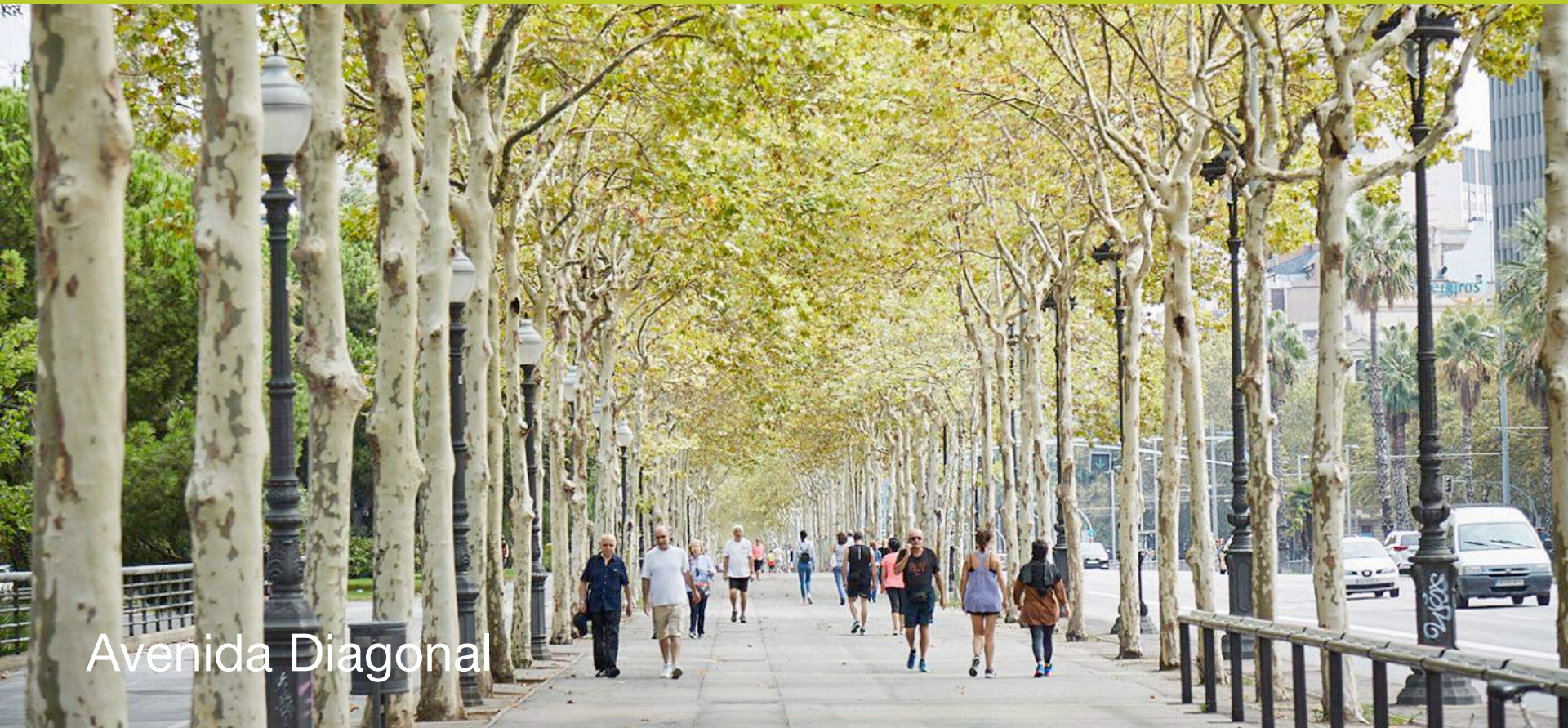




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Avenida Diagonal



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## TOP ISSUES PREVENTING COMPLETE STREETS

1. Development projects executed in silos
2. Cars demand all resources, focus, and staff
3. Culture expects car dominance
4. Lack of additional mobility options
5. Allowing space for Right of Way





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Need to change how culture views transportation needs.





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Car domination





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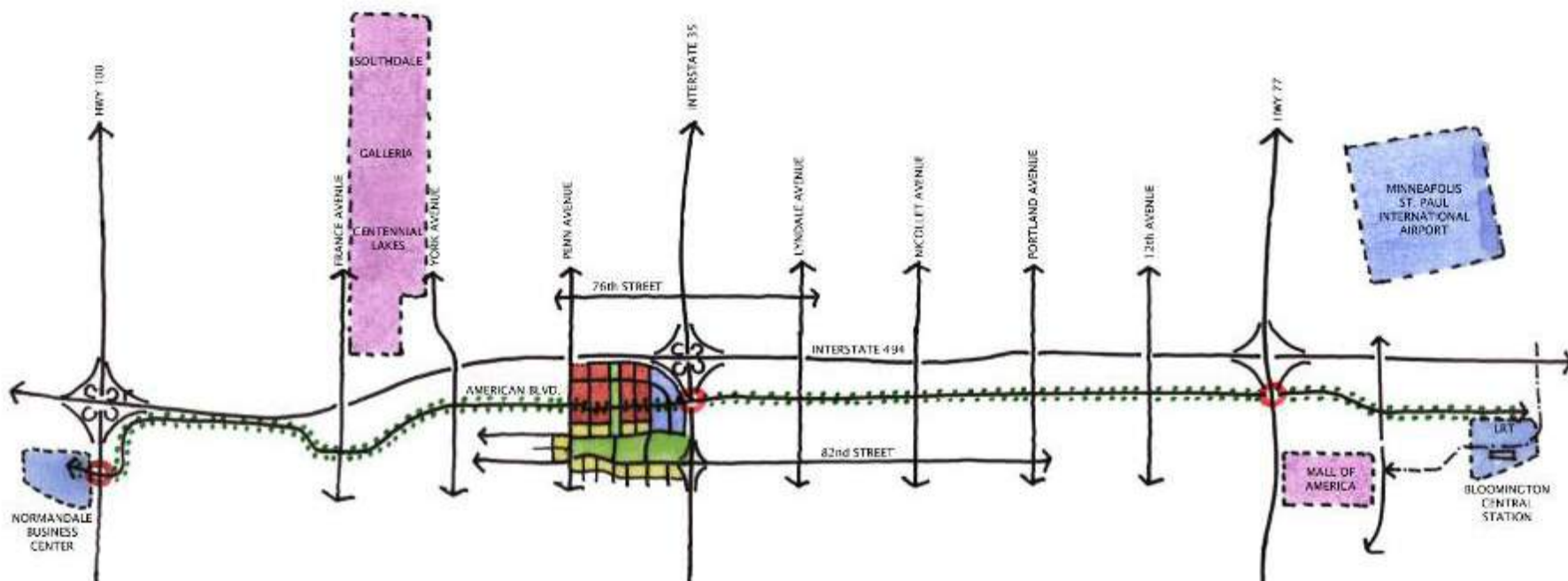
Right of way



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## The transportation connection





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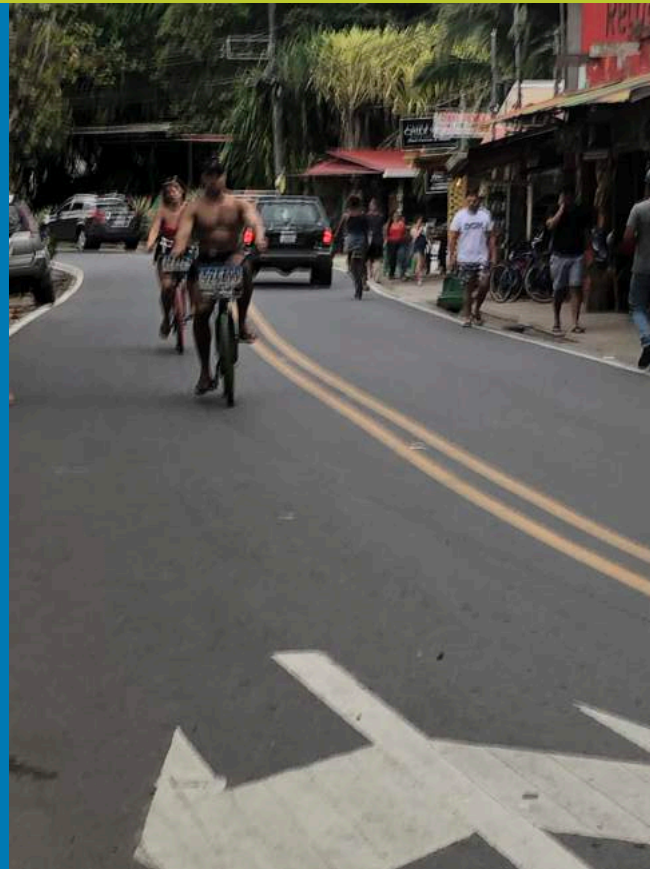




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# Andrew Peng

Acquisitions Analyst



**JAIR LYNCH**  
REAL ESTATE PARTNERS



# Jair Lynch Real Estate Partners

- ❖ An urban regeneration company that has been in business for 20 years
- ❖ Ranked by Washington DC Economic Partnership as one of top 5 most active DC developers since 2012
- ❖ \$1 Billion of completed projects
  - ❖ Developed over 1,700 multifamily homes
  - ❖ 2.7 MM SF of office, commercial, and special purpose buildings
- ❖ \$1 Billion of active projects
  - ❖ Office, multifamily, condominium, retail, library, short-term family housing, and schools

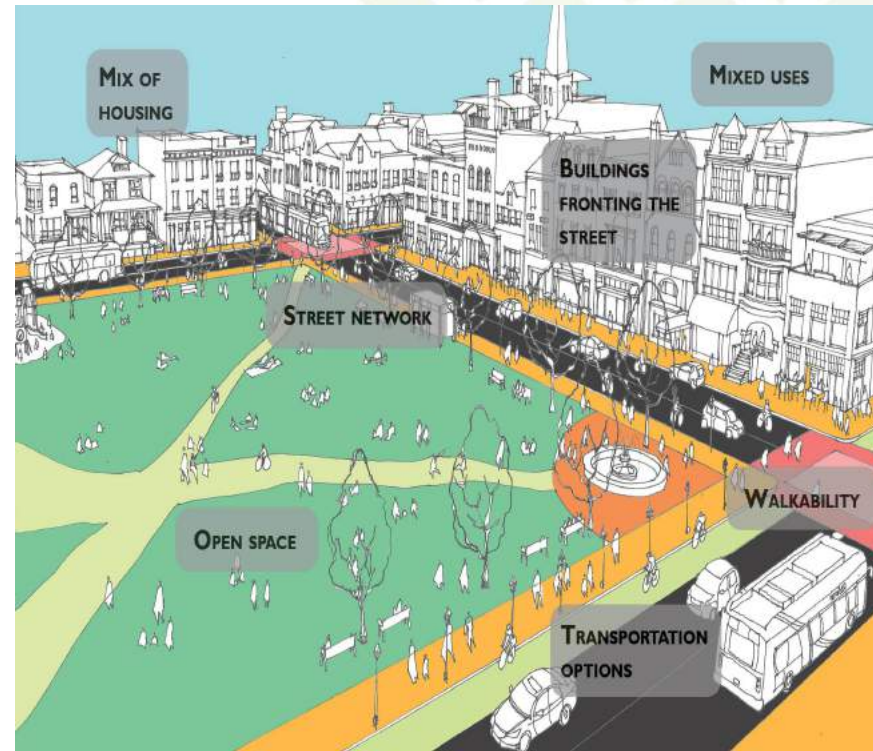


Building Complete Streets: The developer's perspective

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# Complete Streets are about more than roads

Well-executed Complete Streets means thinking of transportation and land use as two sides of the same coin



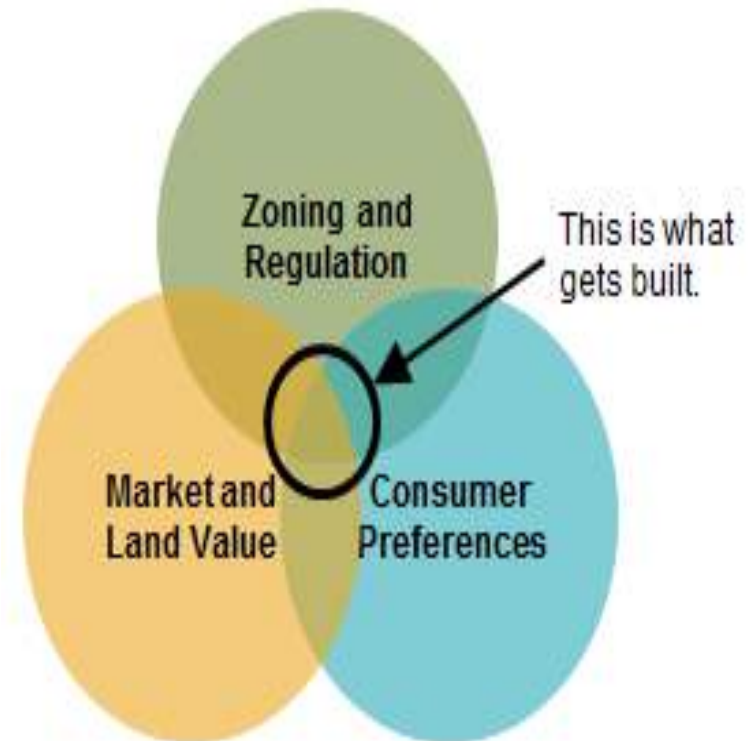


# Role of the developer

Even without right-of-way control, developers affect the streetscape through

- ❖ Access management and curb cuts
- ❖ placement and amount of parking,
- ❖ Green infrastructure and street trees
- ❖ Articulating the ground level (whether through retail frontage, outdoor seating, etc.)
- ❖ Other

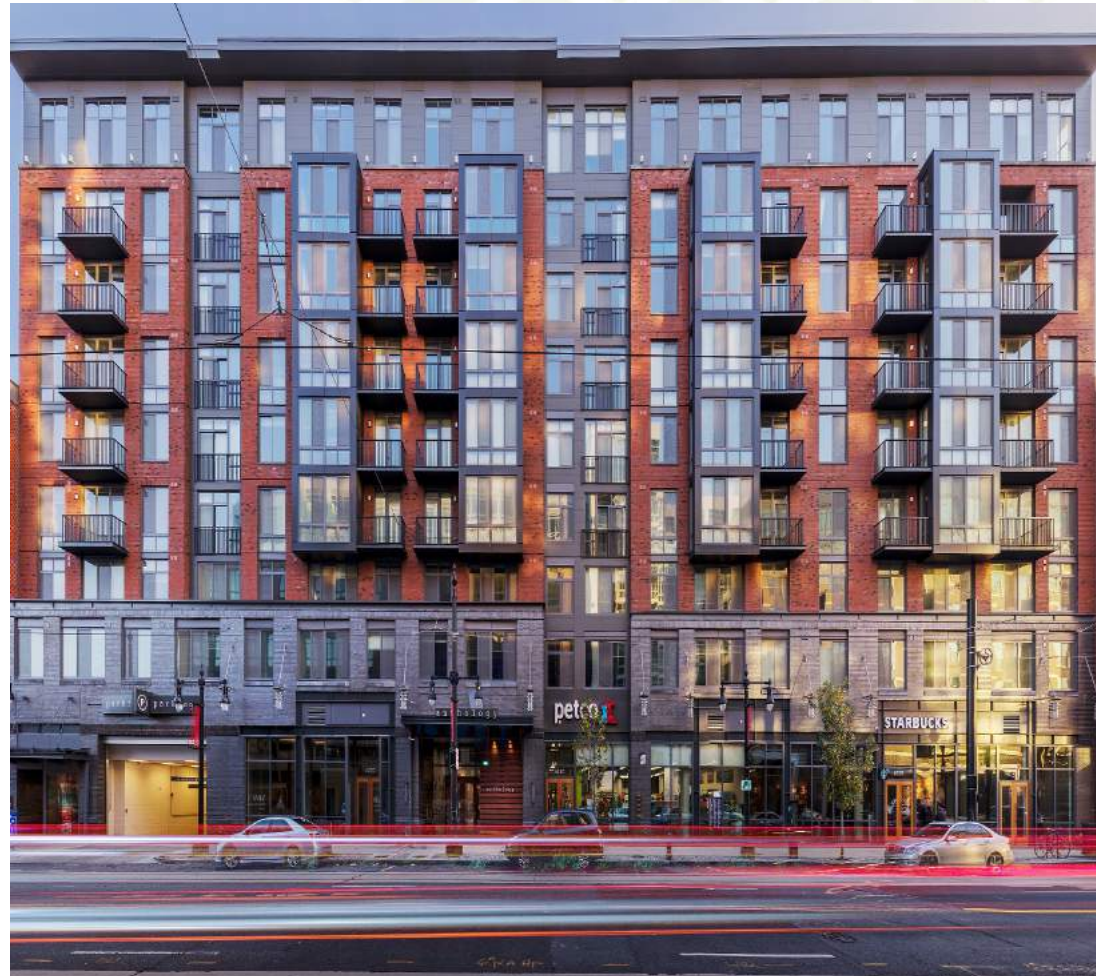
But they must remain responsive to:



# Public investments provide certainty

If there aren't already shifting market forces, there needs to be investment or the promise of investment from the public sector, such as:

- ❖ Transit
- ❖ Infrastructure
- ❖ Capital improvements





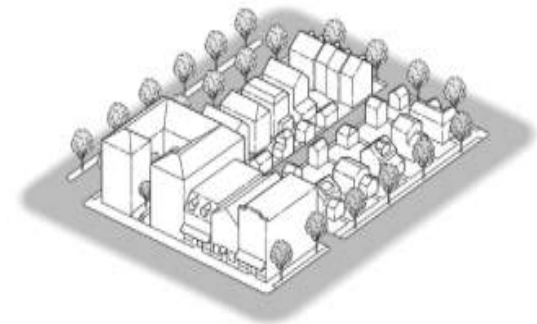
# Land use regulation – market pitfalls

Avoid provisions that have the potential to cause problems from a market perspective, such as:

- ❖ Promoting or requiring higher density than is supported by the market
- ❖ Requiring a certain percentage of retail on the ground floor of building frontage
- ❖ Imposing housing requirements that are inconsistent with local buyer preferences

## Form-Based Codes

Street and building types (or mix of types), build-to lines, number of floors, and percentage of built site frontage specified.



# Regulatory silos

- ❖ Strong initiatives may lead to great plans, programs, and policies, but without inter-agency and cross-sector support, they can be undermined or work against each other
  - ❖ E.g. much of the decisionmaking that impacts how a streetscape looks falls well outside the scope of a Complete Streets Policy
- ❖ A framework approach can help ensure that new initiatives:
  - ❖ Are consistent with other development control documents
  - ❖ Work from a process and implementation standpoint
  - ❖ Provide for the desired form of development



# Programmatic linkages

## Bonita Springs, FL

In conjunction with its 2014 Complete Street policy, the City provided incentives for the economic redevelopment of the downtown area.

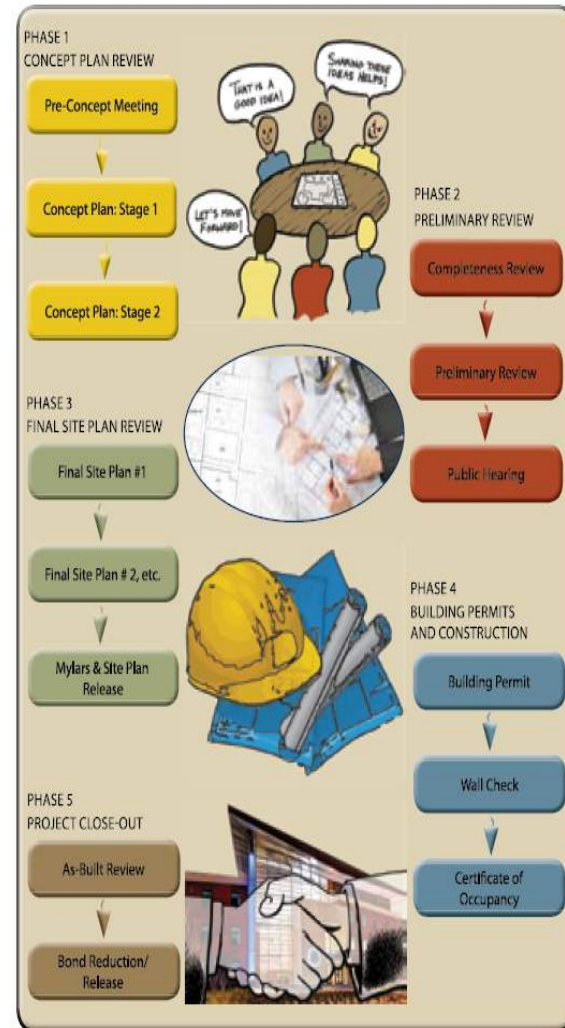
- ❖ Combine an environmentally-friendly street redesign with an economic development incentives program



# Interagency plan review

## Alexandria, VA

- ❖ Alexandria's development review process allows all City departments to provide feedback within the early stages of predevelopment
  - ❖ Developer submits a Concept Plan detailing the site plan, program, building footprint, parking, traffic, stormwater management, and architectural design
  - ❖ City staff schedules the concept plan for interdepartmental review of all agencies
  - ❖ The developer also schedules meetings with nearby civic associations and groups





# McMillan Sand Filtration Site



# McMillan – Site Plan





# McMillan – Design Review

## Revision Descriptions

A. Grocery mezzanine included

B. Grocery entry revised



PROPOSED DESIGN



PREVIOUSLY  
SUBMITTED  
DESIGN

# McMillan – Streetscape







# Questions?

Type them in the bottom left  
chatbox.

# COMPLETE STREETS 301

PUTTING PEOPLE FIRST

Coming up:

*Federal Advocacy  
Update*

Tuesday, November 12  
1:30 p.m. ET