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

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Smart Growth America
National Complete Streets Coalition

LANDERGROUP
JAIR LYNCH
REAL ESTATE PARTNERS

Building Complete Streets: The developer’s perspective

@CompleteStreets
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
Michael Lander
Founder and President

Building Complete Streets: The developer’s perspective

@CompleteStreets
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
Need to change how culture views transportation needs.
Car domination
Right of way
The transportation connection
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
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:

- Zoning and regulation
- Market and land value
- Consumer preferences

This is what gets built.
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
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
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 – Design Review

Revision Descriptions
A. Grocery mezzanine included
B. Grocery entry revised
McMillan – Streetscape
Questions?

Type them in the bottom left chatbox.
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PUTTING PEOPLE FIRST

Coming up:
Federal Advocacy Update
Tuesday, November 12
1:30 p.m. ET