

WELCOME TO THE FUTURE.

The Demand for Walkable Urbanism →
Sustainable Growth & Fiscal Health



BUILT ENVIRONMENT VS US ASSETS

35%*

MUST BE
RE-ENGAGED



For Sale

Income / Commercial

Civic

Infrastructure

TRANSPORTATION *DRIVES* DEVELOPMENT

We first build our transportation system
and then it molds our metro regions

- Modification of Winston Churchill quote



Highways Only = Drivable Sub-Urban



TRANSPORTATION *DRIVES* DEVELOPMENT

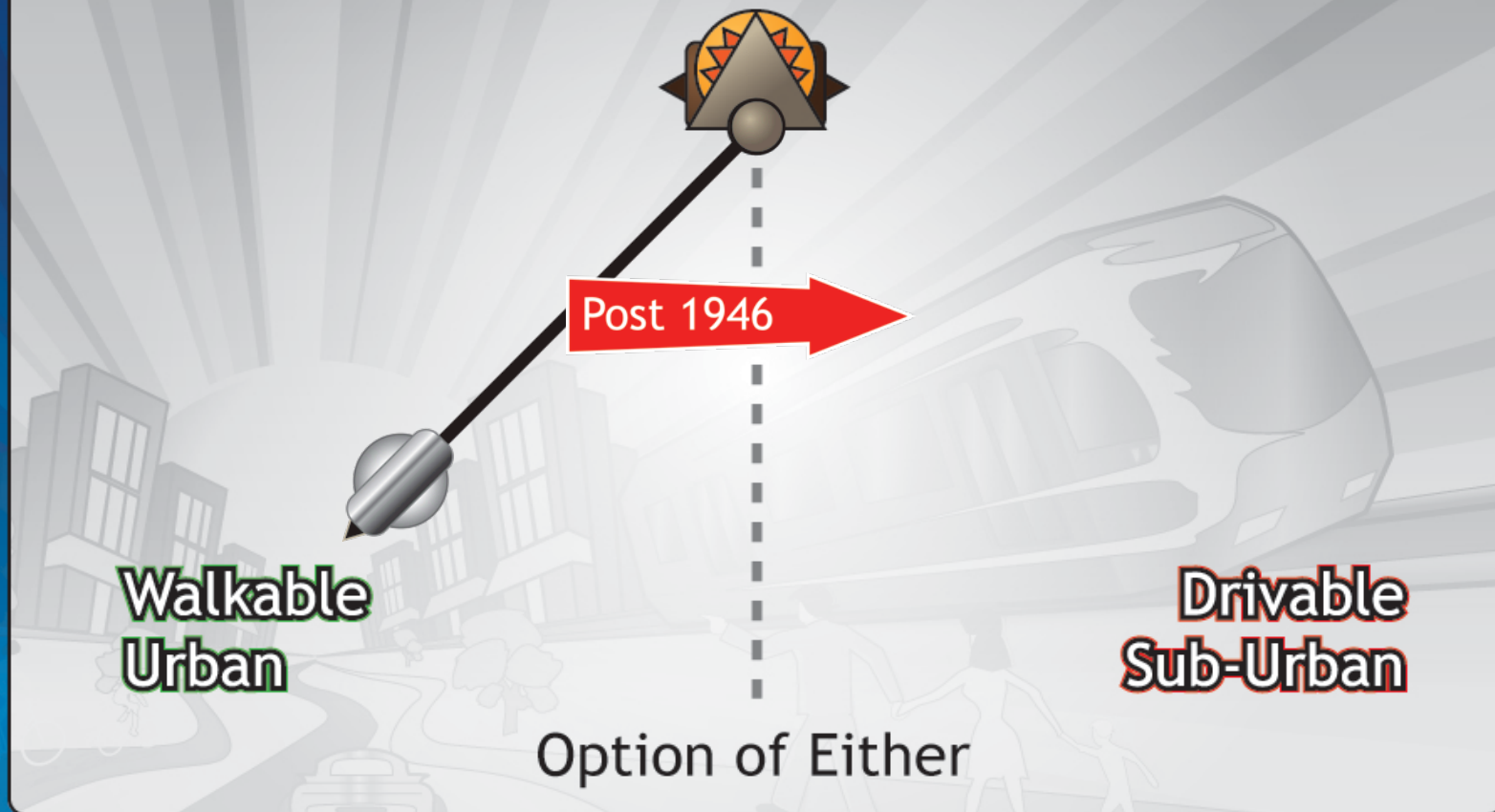


Multiple Modes = Walkable Urbanism



ONLY TWO GENERAL WAYS TO BUILD THE **BUILT ENVIRONMENT**

The Pendulum Swings in How America Invests



BACK TO THE FUTURE - 1955

BACK
TO **FUTURE**
THE



SEEDS OF CHANGE IN 1955



BACK TO THE FUTURE - 1985

BACK
TO **FUTURE**
THE

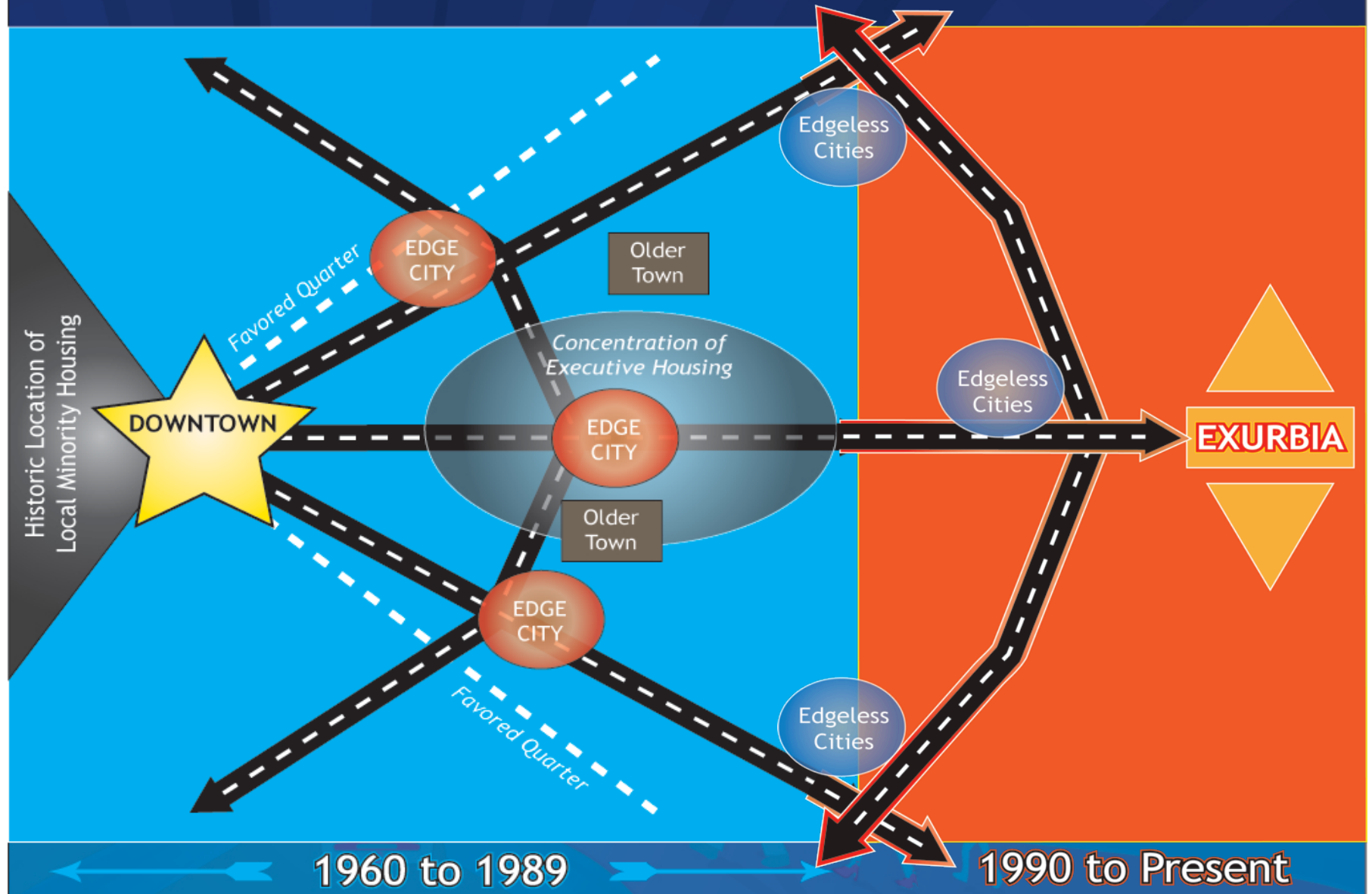


BACK TO THE FUTURE - 1985

BACK
TO **FUTURE**
THE



HOW IT LAID OUT ON THE GROUND: 1960 to PRESENT

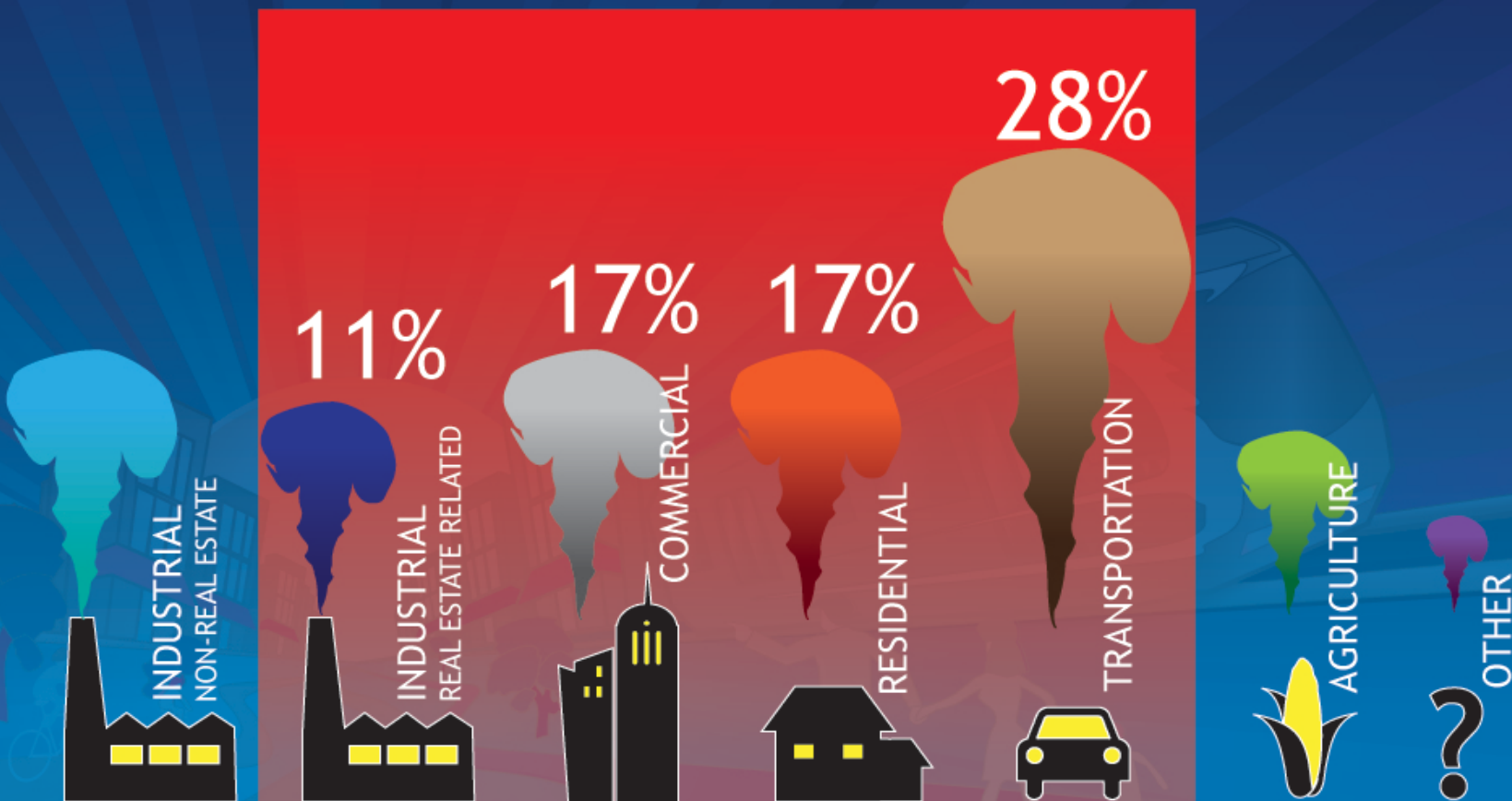




2nd Half of the 20th Century

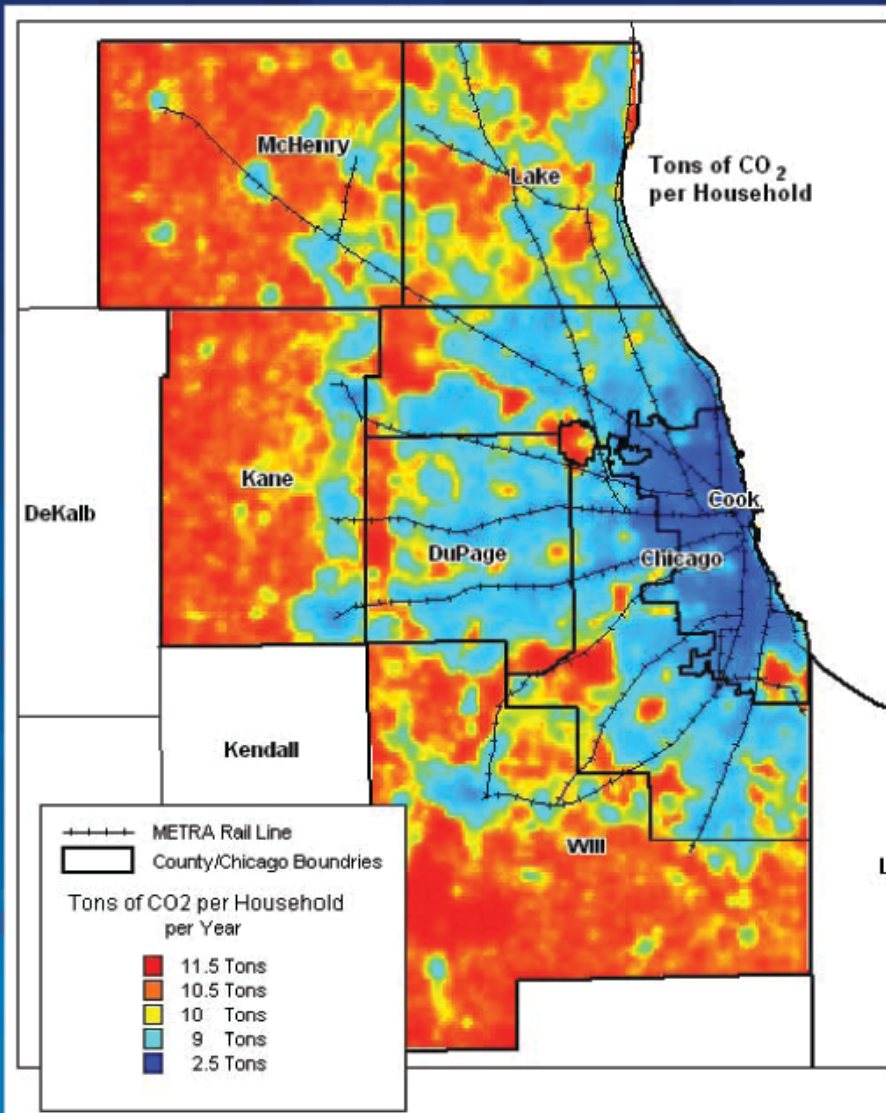
BUILT ENVIRONMENT'S GREENHOUSE GAS EMISSIONS & ENERGY USAGE

73%



As a leading oil producing state, why are we burning this incredibly valuable commodity?

REGIONAL CARBON EMISSIONS

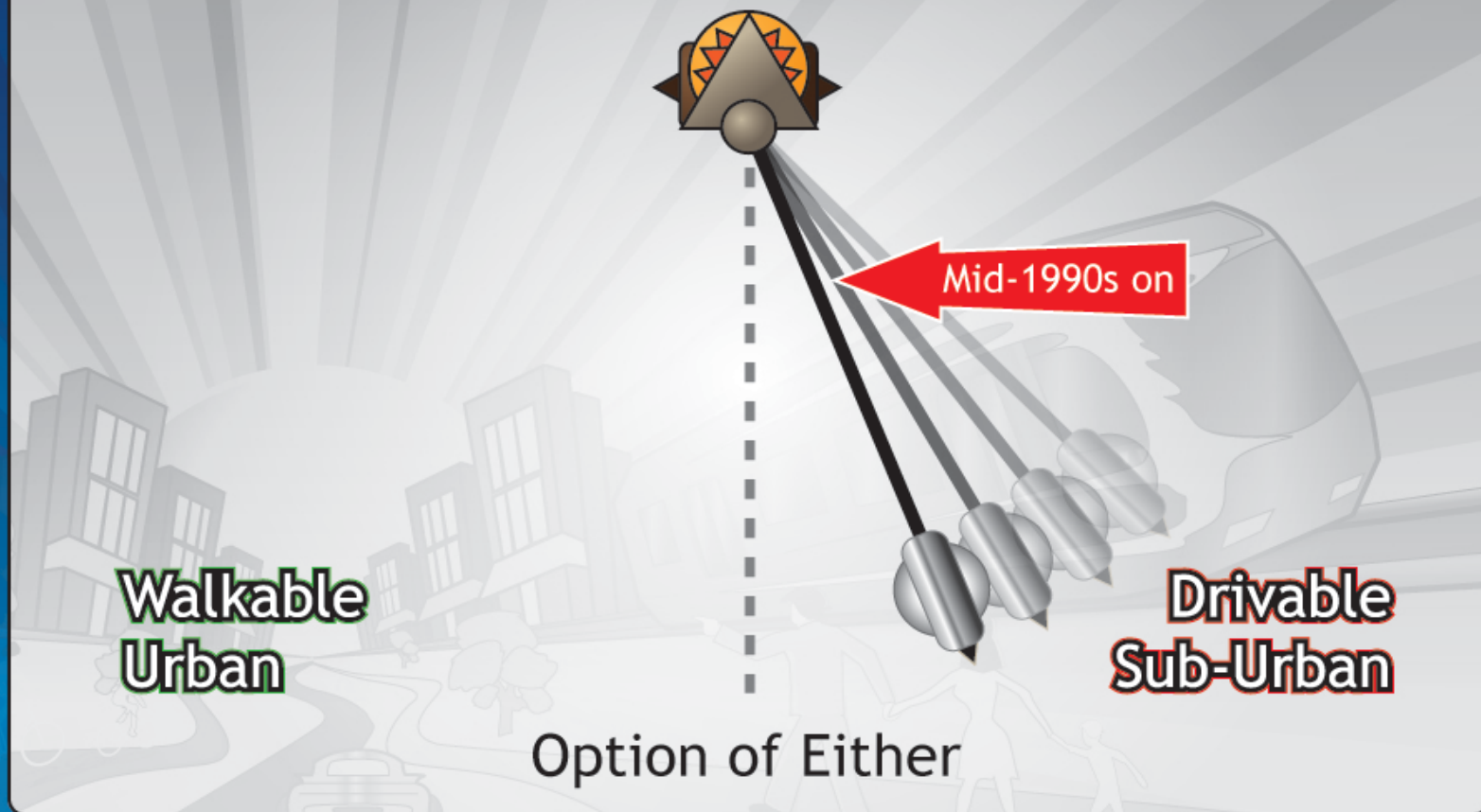


CO₂ Per Household;
Proxy for energy
consumption

Source: Center for Neighborhood Technology,
TravelMatters.com

THE BEGINNING OF ANOTHER STRUCTURAL SHIFT

The Pendulum Swings in How America Invests



WHAT'S THE **PRIMARY REASON** FOR MARKET DEMAND FOR **WALKABLE URBAN PLACES**?

The Millennials!



Television as a reflection of how we want to live... then & now.



I Love Lucy - January, 1957



SEINFELD - 1991

Seinfeld

OTHER REASONS FOR MARKET DEMAND FOR WALKABLE URBAN PLACES

- **Baby Boomers** have become *empty nesters* and soon *retirees*, starting in 2012 in big numbers
- 50% of Households in **1950s w/children** / 50% w/no children; **25% w/children Today** / 75% without ⇨ target WU market
- **ONLY 14%** of new households over **next 20 years** will have children / **86% without**
- **Boredom** with drivable sub-urbanism; “More is Less”
- **Creative Class** demanding the option of urbanism
- **Expense** of maintaining the household fleet of cars

U.S. HOUSEHOLD SPENDING: Average, Drivable, & Walkable



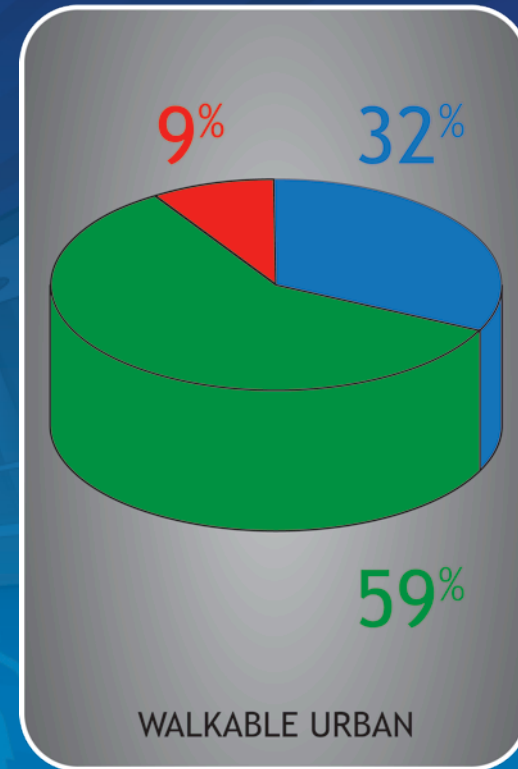
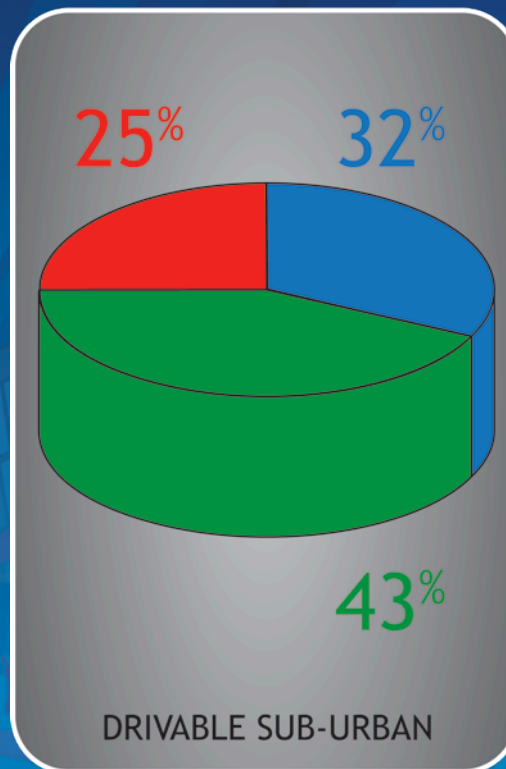
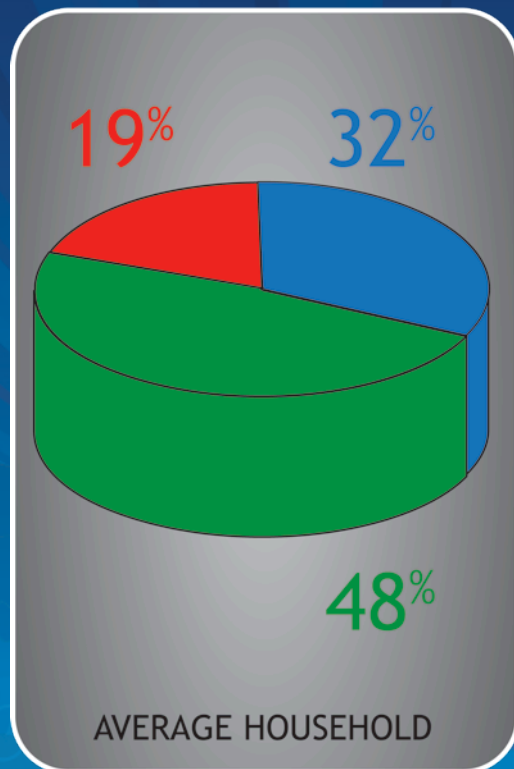
TRANSPORTATION



HOUSING



DISPOSABLE

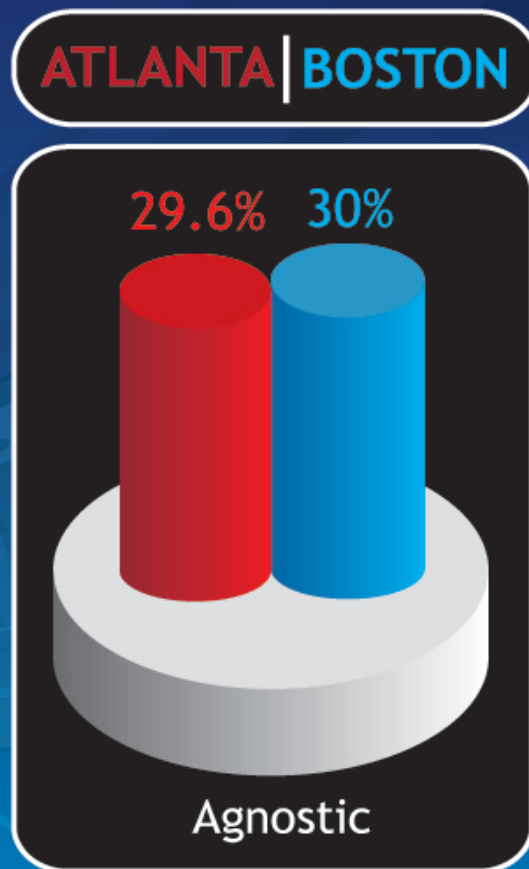
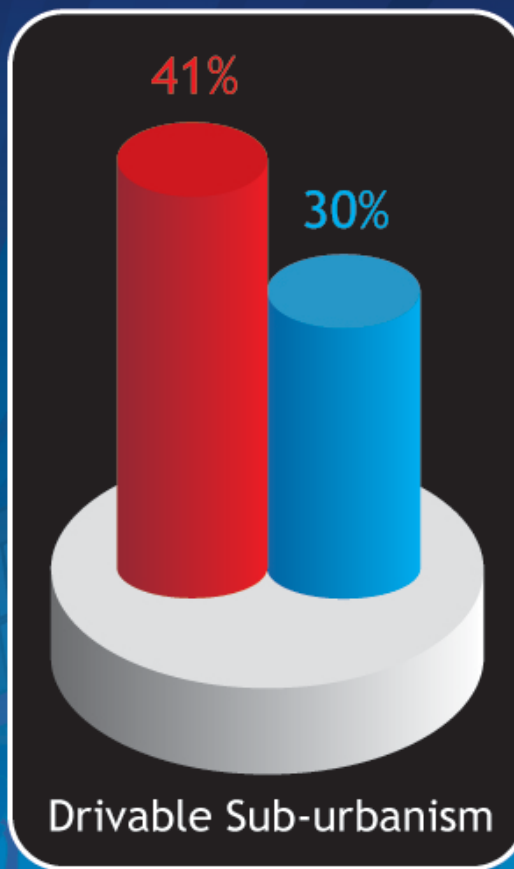
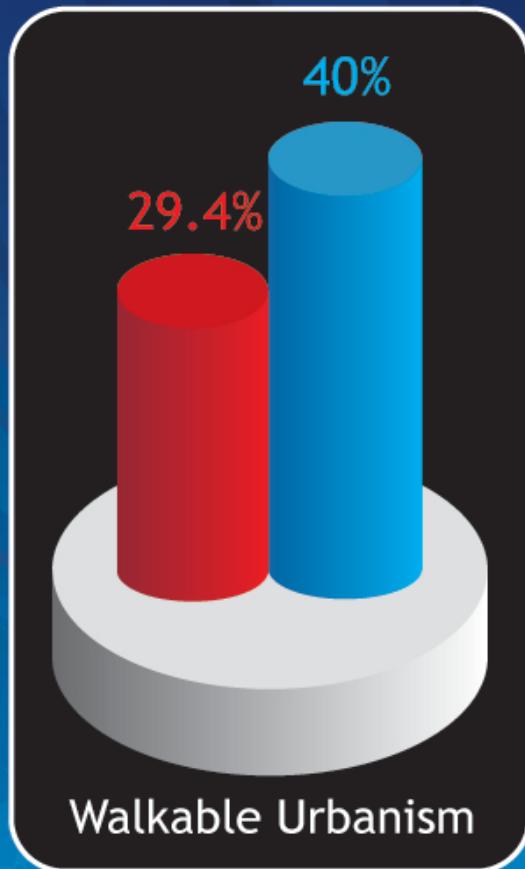


*Source: Center for Neighborhood Technology



DEMAND PREFERENCE

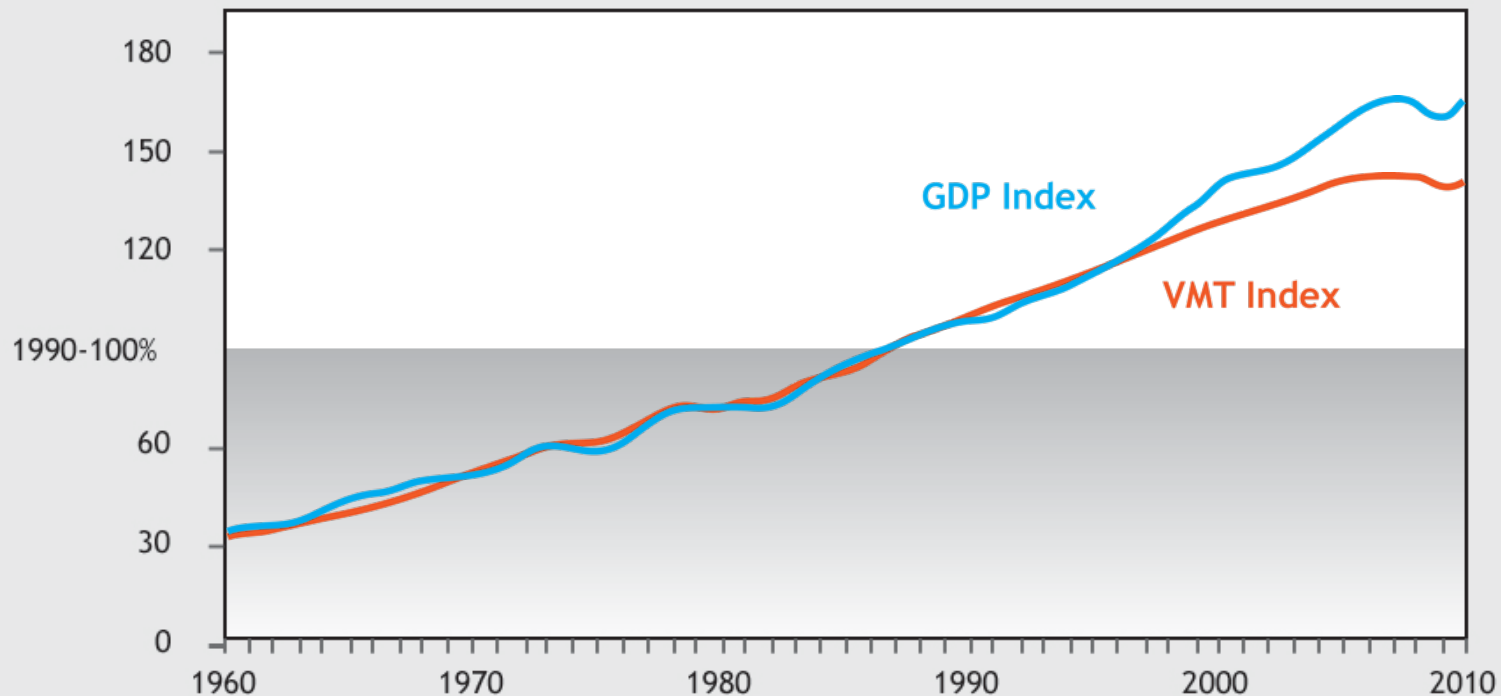
Source: Dr. Jonathan Levine, University of Michigan



ATLANTA | BOSTON

Studies are nice... what about the facts on the ground?
Yet supply is FAR less = Pent-Up Demand
Initial study: 40-200% price/foot premium

GDP vs VMT GROWTH: Disconnect After All These Years



Data Sources: VMT: US DOT, BTS, Table 1-32: US Vehicle Miles, FHWA Traffic Volume Trends August 2010.
GDP: BEA National Income and Product Account Table, Table 1.1.6 Real GDP, Chained (2006) Dollars.

Knowledge Economy requires fewer car/truck trips

Smart Growth/Walkable Urban Places are Different & Complex to Manage

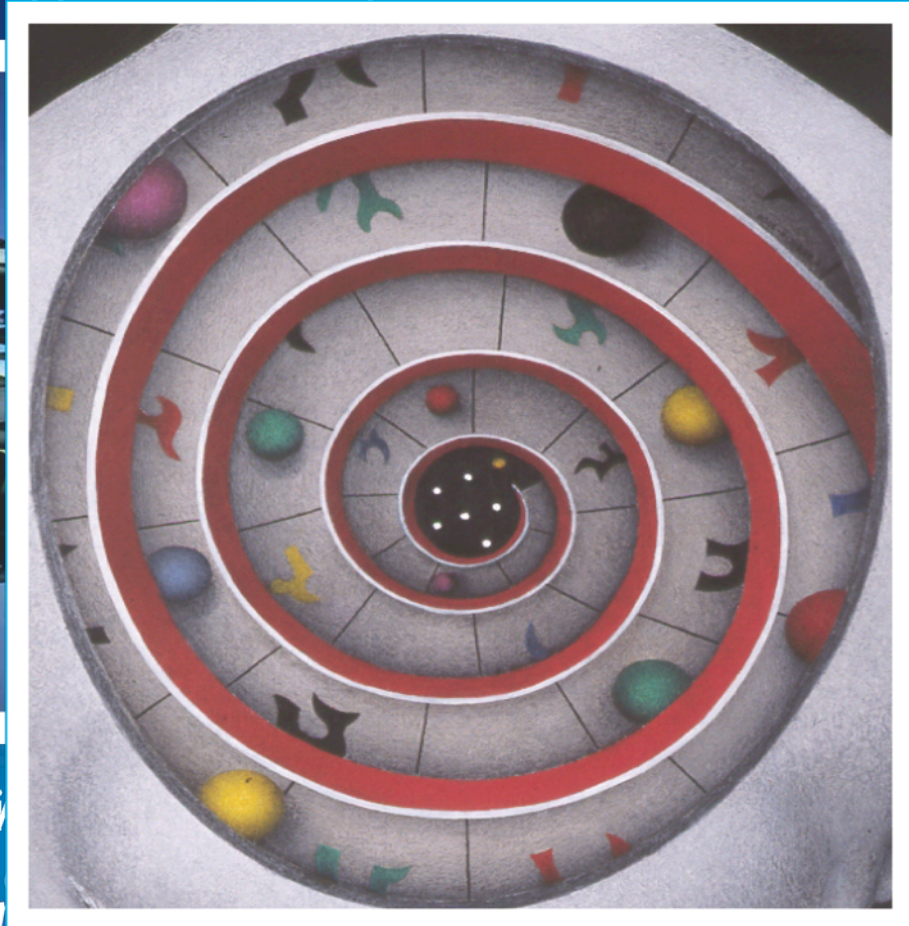
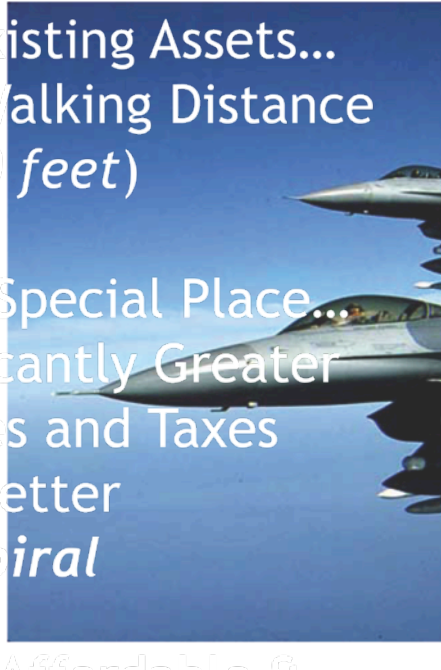
But ~~Over~~ ~~the~~ ~~years~~ ~~this~~ ~~more~~ ~~development~~ ~~requires~~ ~~NA~~ ~~SCA~~ ~~Risk~~ ~~kit~~ ~~set~~.

- Each New Element Adds Value to Existing Assets... IF within Walking Distance (1500-3000 feet)

- Creates a Special Place... and Significantly Greater Asset Values and Taxes = More is Better
Upward Spiral

- Conscious Affordable & Workforce Housing Program Required

- Go straight, up, down, left, right, and up again
- Go straight or turn left, travel at 150 mph



6 Types of Regional-serving Walkable Urban Places

- **Traditional Downtown**

(San Diego, Denver, Downtown NYC, Seattle, Chattanooga, DC, etc.)

- **Downtown Adjacent**

(Dupont Circle, DC; Atlantic Station & Midtown, Atlanta; King/Spadina, Toronto)

- **Historic Commercial**

(Cary Street, Richmond; Greektown & Yorkville, Toronto; Virginia Highlands, Atlanta; North Shore, Chattanooga; U Street, DC)

- **Suburban Town Center**

(Pasadena & Santa Monica, LA; Palo Alto & Mountain View, SF; Redmond, Seattle; North York, Toronto; White Plains & Stamford, NYC)

- **Suburban Redevelopment**

(Ballston, Friendship Heights, Belmar, Santana Row, etc.)

- **Suburban Green Field**

(Valencia Town Center, Reston Town Center, new generation of lifestyle centers, etc.)



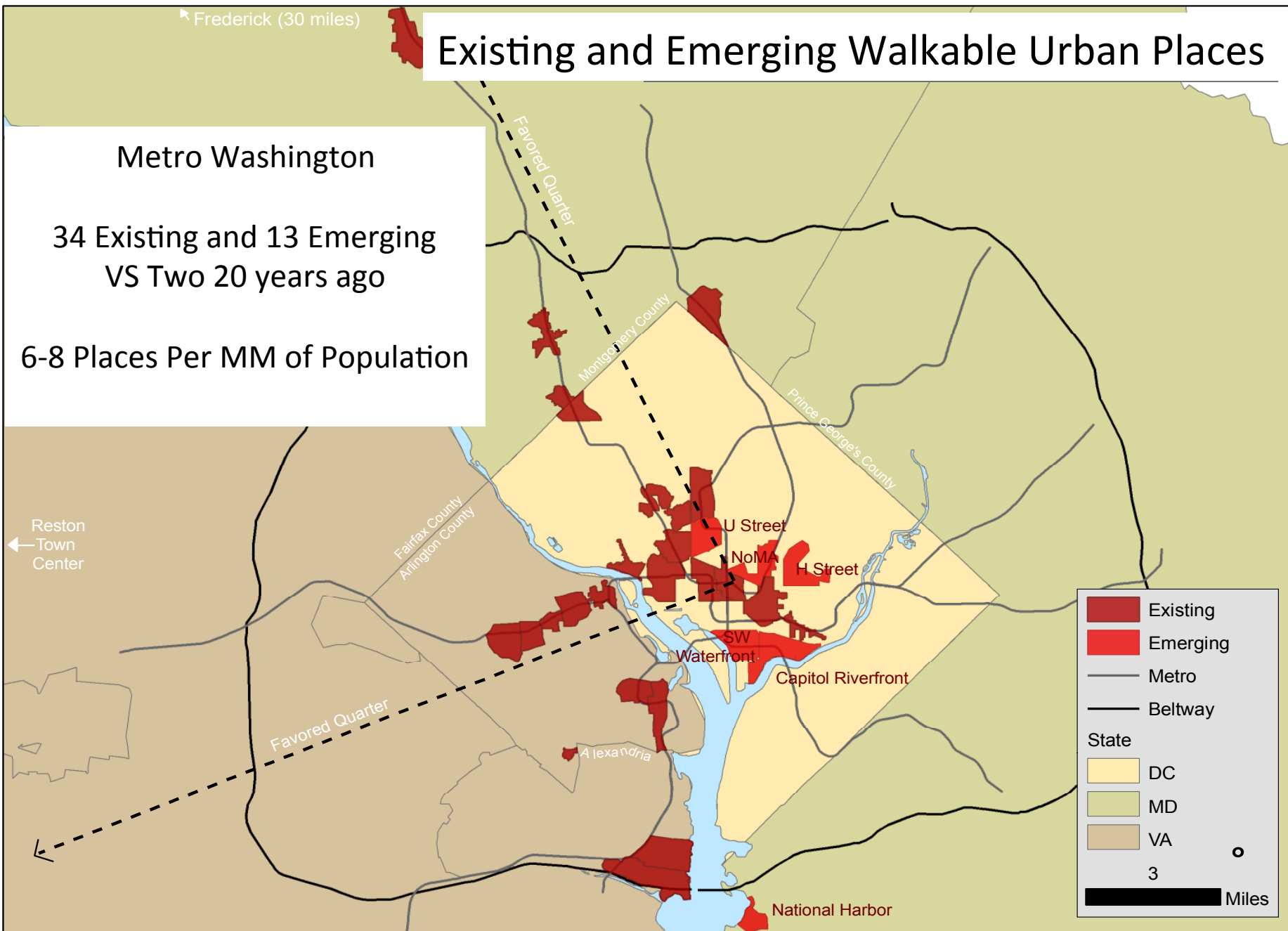
Frederick (30 miles)

Existing and Emerging Walkable Urban Places

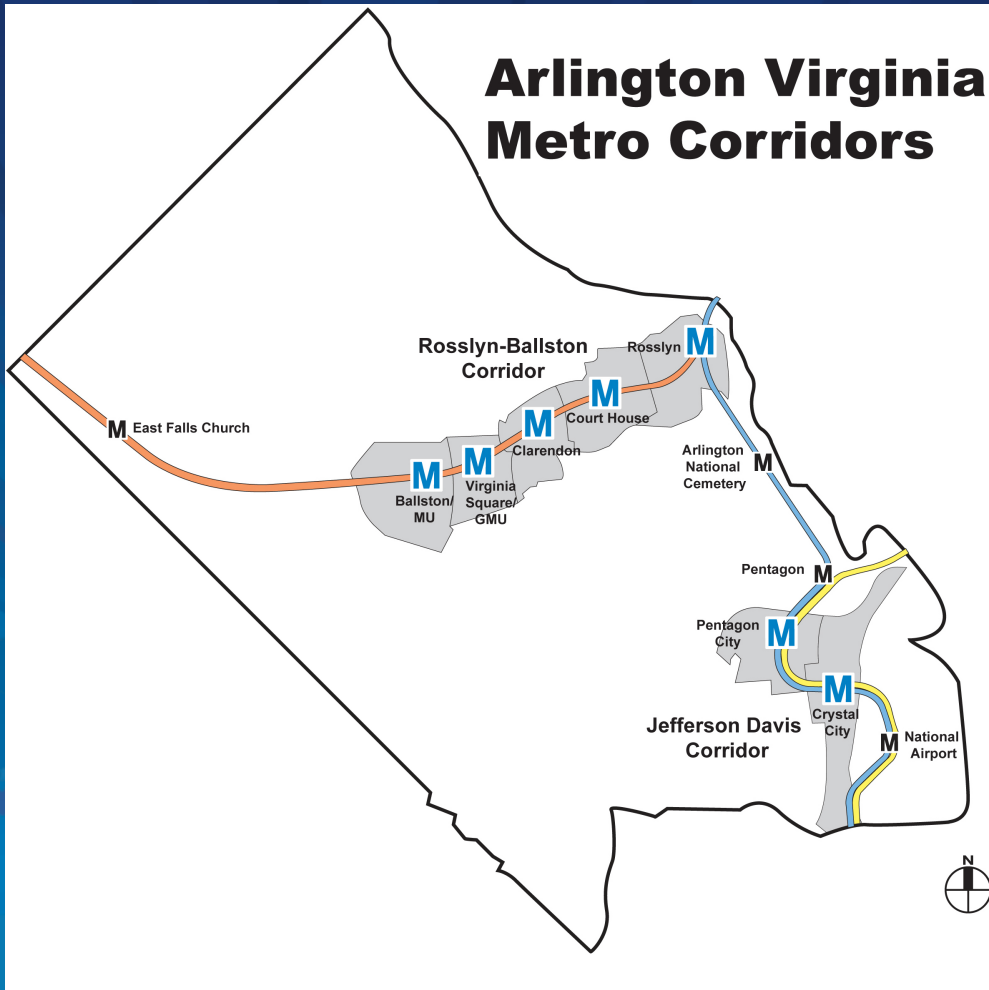
Metro Washington

34 Existing and 13 Emerging
VS Two 20 years ago

6-8 Places Per MM of Population



Rosslyn-Ballston Corridor



- 1.6 Sq. Mi. (6.1%) of Arlington's Land Area
- 5 Metro Stations
- Metro Stations spaced ~1/2 mile apart

Pasadena VS Arlington Comparison

Pasadena, CA

- Suburban town absorbed by larger city (LA)
- Founded 1874/incorp. 1886
- Geographic size: 23 sq miles
- Population: 137,000 (2010)
- Make-up: White, Hispanic, African-Am & Asian
- Peak in mid-century followed by decline through 1980s & then revitalization
- Rail transit: 2005

Arlington, VA

- Suburban town absorbed by larger city (DC)
- Founded 1801/incorp. 1846
- Geographic size: 26 sq miles
- Population: 207,000-note
- Make-up: White, Hispanic, African-Am & Asian(28% F)
- Peak in mid-century followed by decline through 1980s & then revitalization
- Rail Transit: 1979

Arlington Starts Transforms in 1980s: Rail Transit, Overlay Zoning & Mgmt

1980s: Ex-Sears Stores

Same Place Today

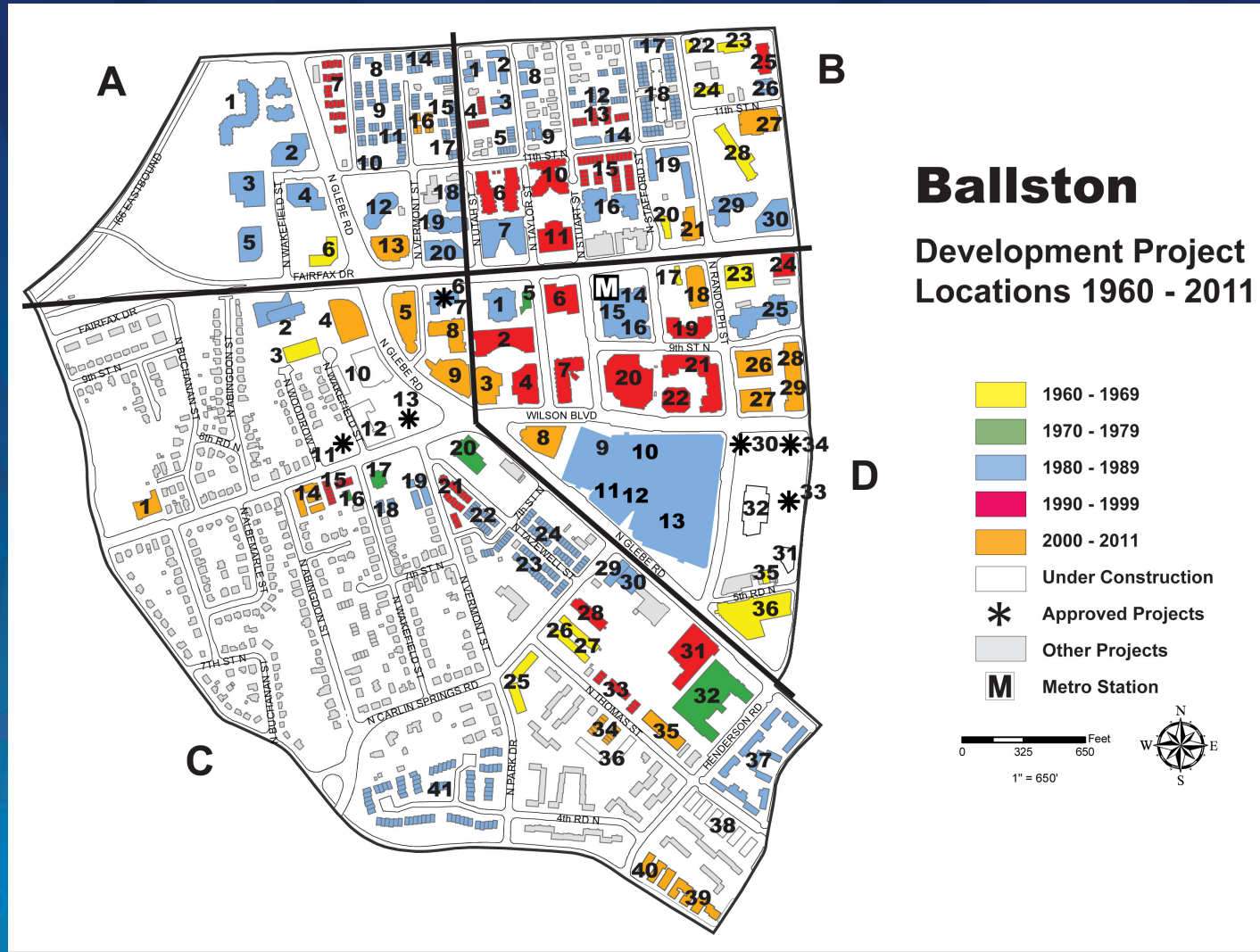


Two blocks north and south, single family housing that is highest priced in
Arlington on \$/foot basis: Best of Two Worlds

Suburban Redevelopment: Clarendon, Arlington, VA



Walkable Urban Ballston



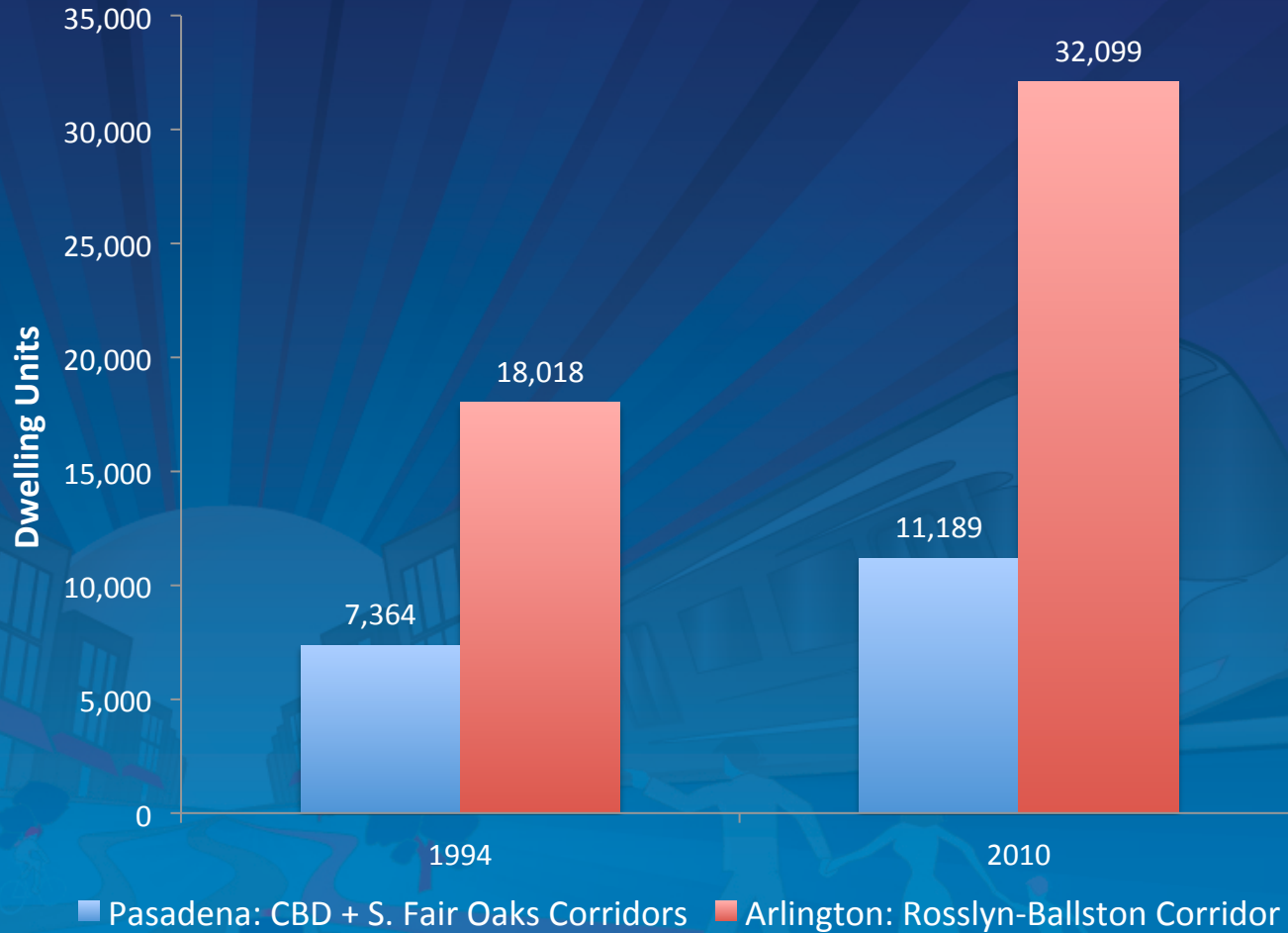
Suburban Redevelopment: Ballston - Arlington, VA



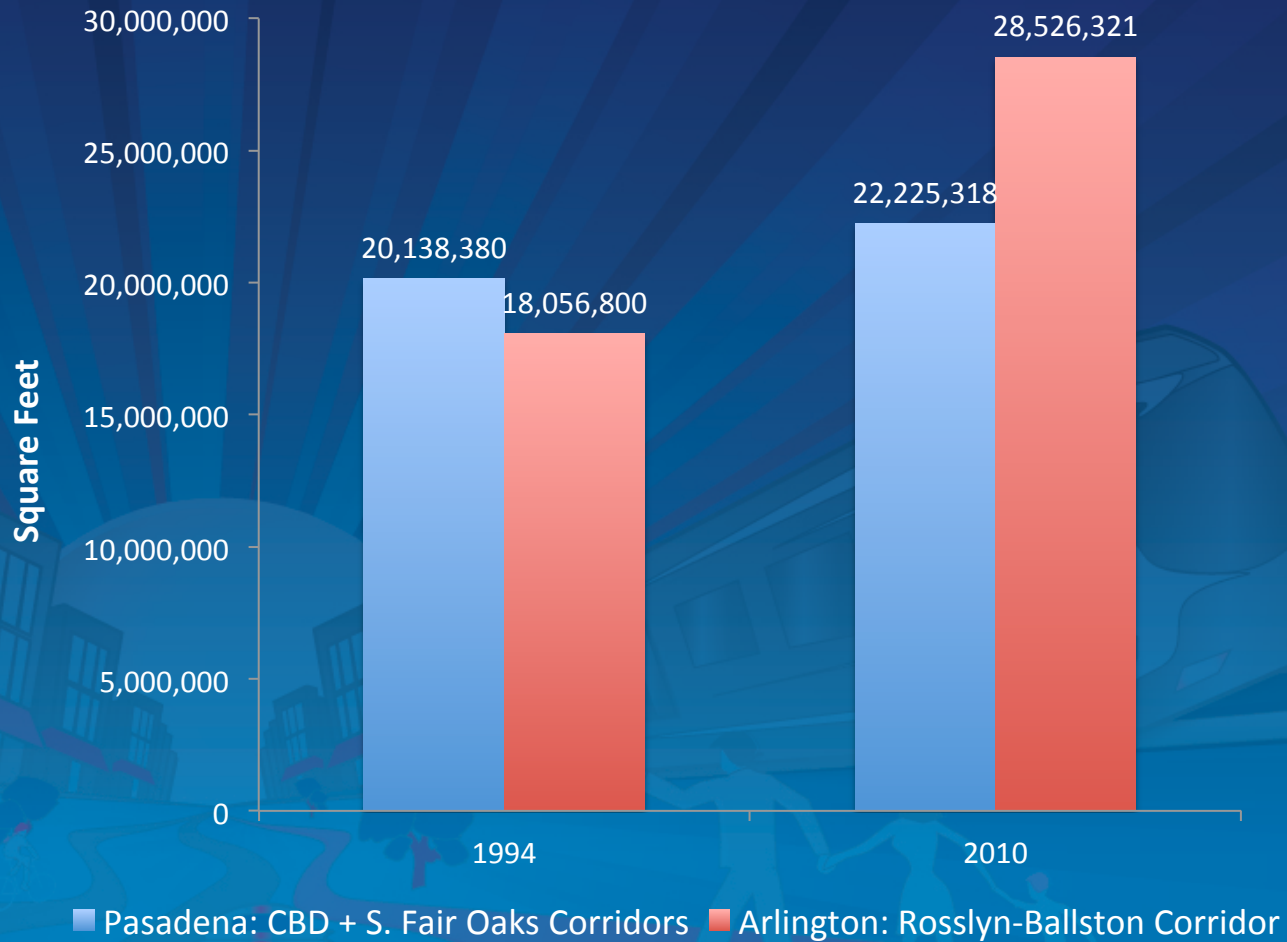
Downtown White Flint, MD



Housing Growth: Pasadena vs. Arlington

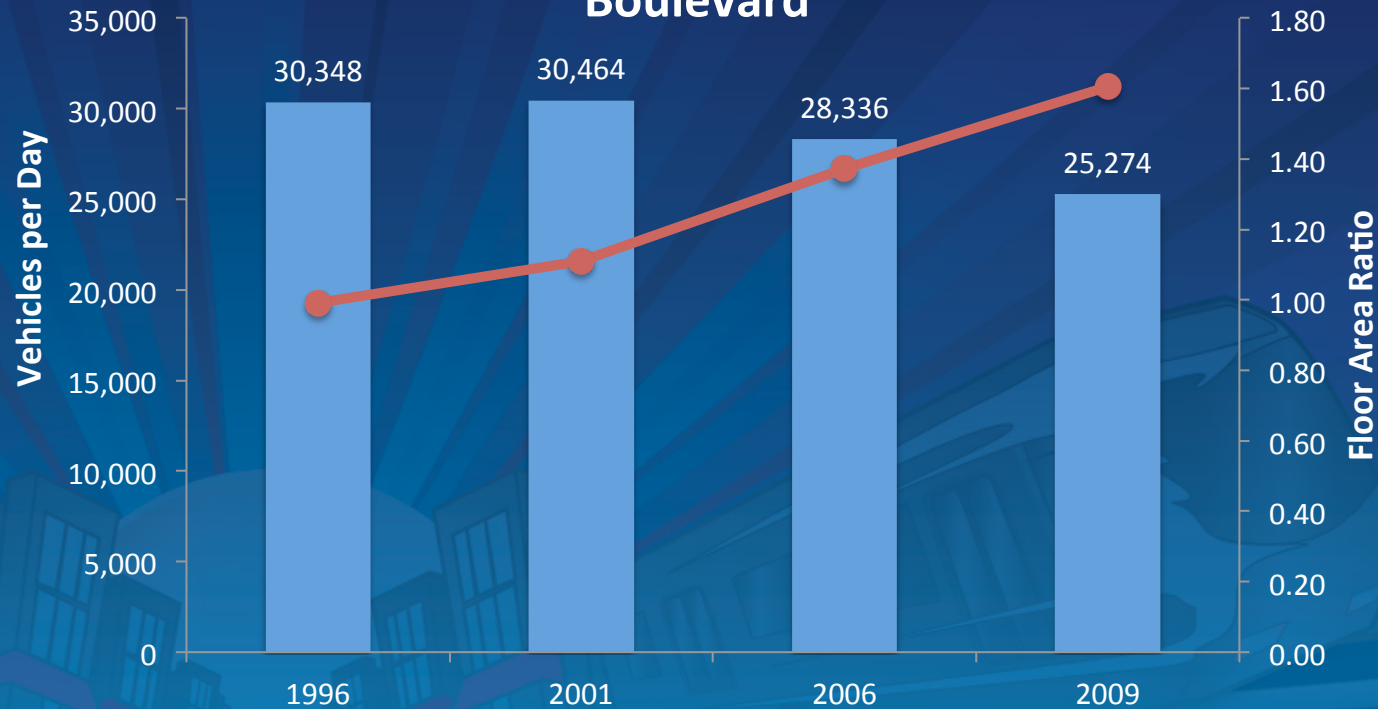


Commercial Growth: Pasadena vs. Arlington



Traffic Congestion has *Decreased* With Density

Daily Traffic Counts – Wilson + Clarendon Boulevard



Sources: Leach, Dennis. 2011. "Benefits of Smart Growth, TOD and Walkable Communities: Arlington's Experience."
Arlington County Planning, Research and Graphics Team. "Development in the Metro Corridors – 1st Quarter 2011."

<16.72%> Decline in Trips

+ 0.62 increase in FAR

Why? Virtually all transportation growth has been walking, transit and biking

Walkable Urban Places Contribute to Nearly One Third of Arlington's Tax Base

	Commercial Value	%	Residential Value	%	Total Value	%
Rosslyn-Ballston Corridor	\$82,878,138	51%	\$87,113,773	23%	\$169,991,911	31%
J-D Corridor	\$61,335,783	38%	\$31,330,853	8%	\$92,666,637	17%
Columbia Pike	\$3,237,731	2%	\$34,064,145	9%	\$37,301,875	7%
Shirlington	\$2,952,102	2%	\$7,719,541	2%	\$10,671,642	2%
Other	\$10,662,358	7%	\$221,126,750	58%	\$231,780,109	43%
Total	\$161,066,112	100%	\$381,355,062	100%	\$542,421,174	100%

Source: Leach, Dennis. 2011. "Benefits of Smart Growth, TOD and Walkable Communities: Arlington's Experience."

Develop a High Density Walkable Urban Future

**Environmental Sustainability, Fiscal
Health & Economic Growth Will Follow**



References

- *The Option of Urbanism; Investing in a New American Dream*, Island Press, 2008
- *The Next Slum?*, The Atlantic Monthly, March, 2008 (www.theatlantic.com)
- *Here Comes the Neighborhood*, The Atlantic Monthly, June, 2010 (www.theatlantic.com)
- *The Next Real Estate Boom*, Washington Monthly, November, 2010 <http://www.washingtonmonthly.com>
- *The Generational Convergence*, Smithsonian magazine, January, 2012

**THE OPTION
OF URBANISM**
INVESTING IN A NEW
AMERICAN DREAM
CHRISTOPHER
B. LEINBERGER