

WELCOME TO THE FUTURE.

Back to the Future:
Walkable Urbanism & Fairfax

built environment vs **u.s. assets**

* Source: Roulac Global Places, LLC



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



Corollary to Transportation Drives Development:

One does *NOT* build transportation systems
with the *goal* of moving people

One builds transportation
systems with the *goal of*
economic development, the
means is by moving people



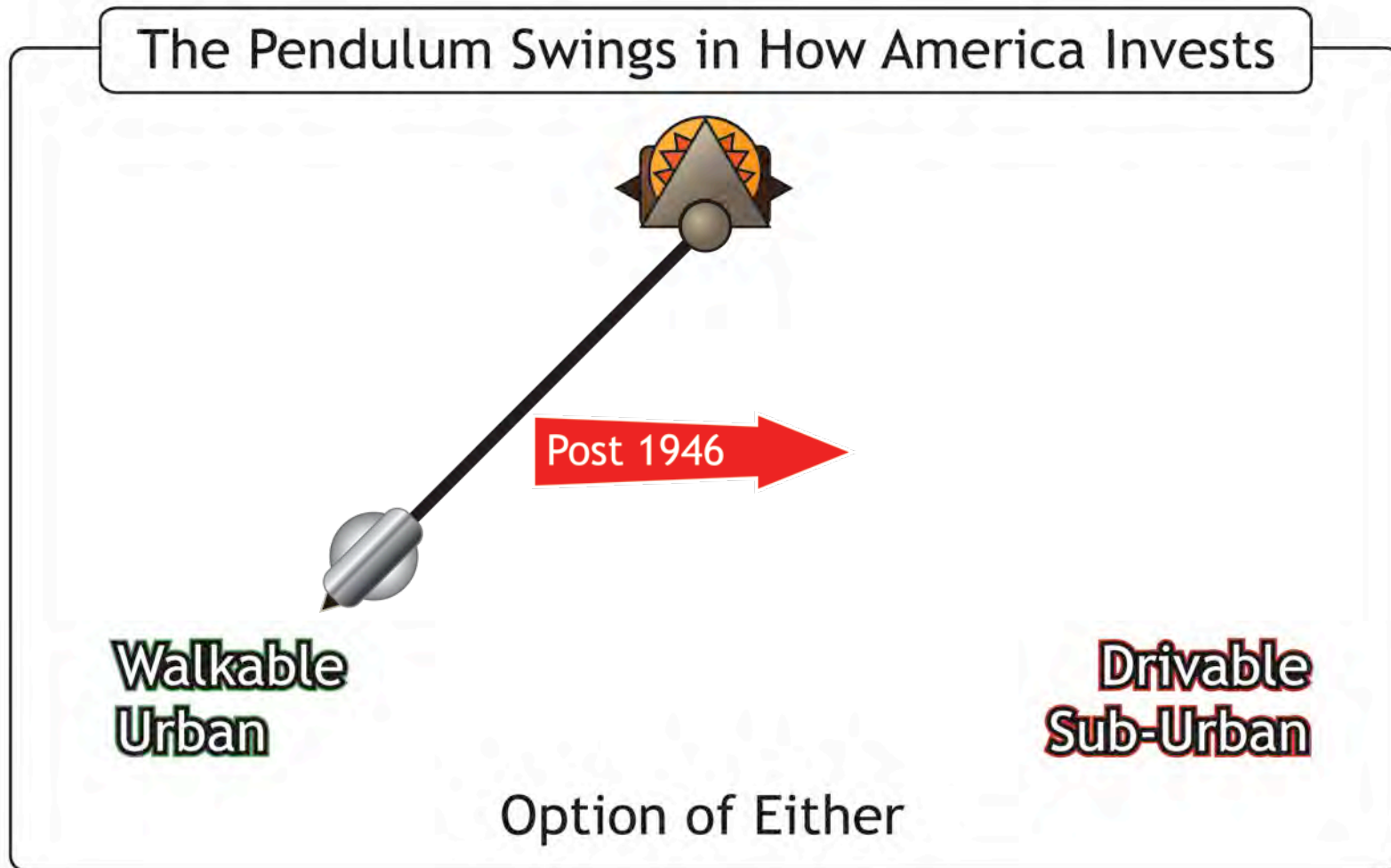
2nd Version of the American Dream... *Drivable Sub-Urban*

INDUSTRIAL ECONOMY



"See the USA in your Chevrolet"

only two general ways to build
the built environment



BACK TO THE FUTURE - 1955



BACK
TO
THE FUTURE

SEEDS OF CHANGE IN 1955



BACK TO THE FUTURE - 1985

BACK
TO
THE FUTURE

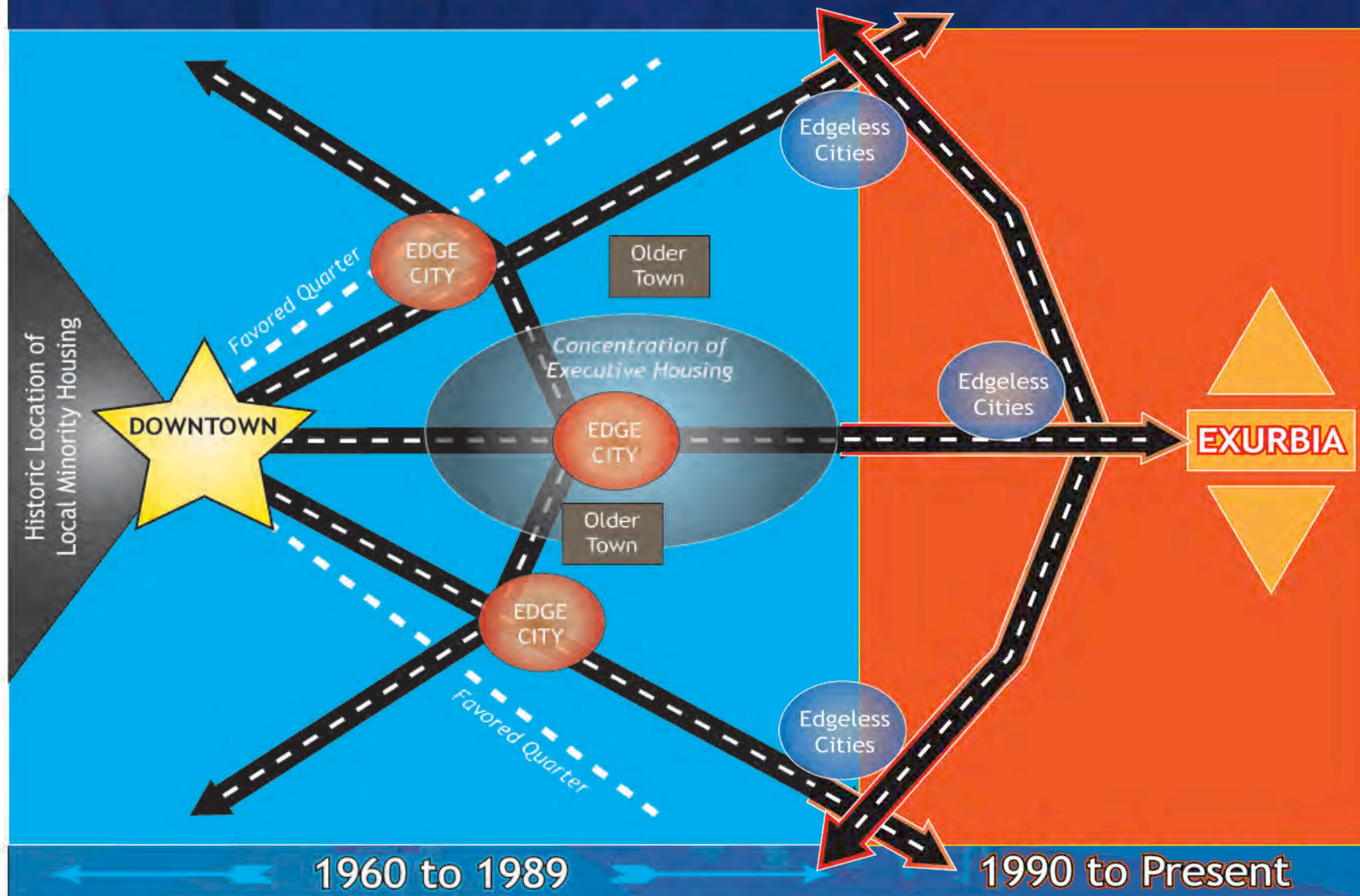


BACK TO THE FUTURE - 1985

BACK
TO
THE FUTURE



HOW IT LAID OUT ON THE GROUND: 1960 to PRESENT





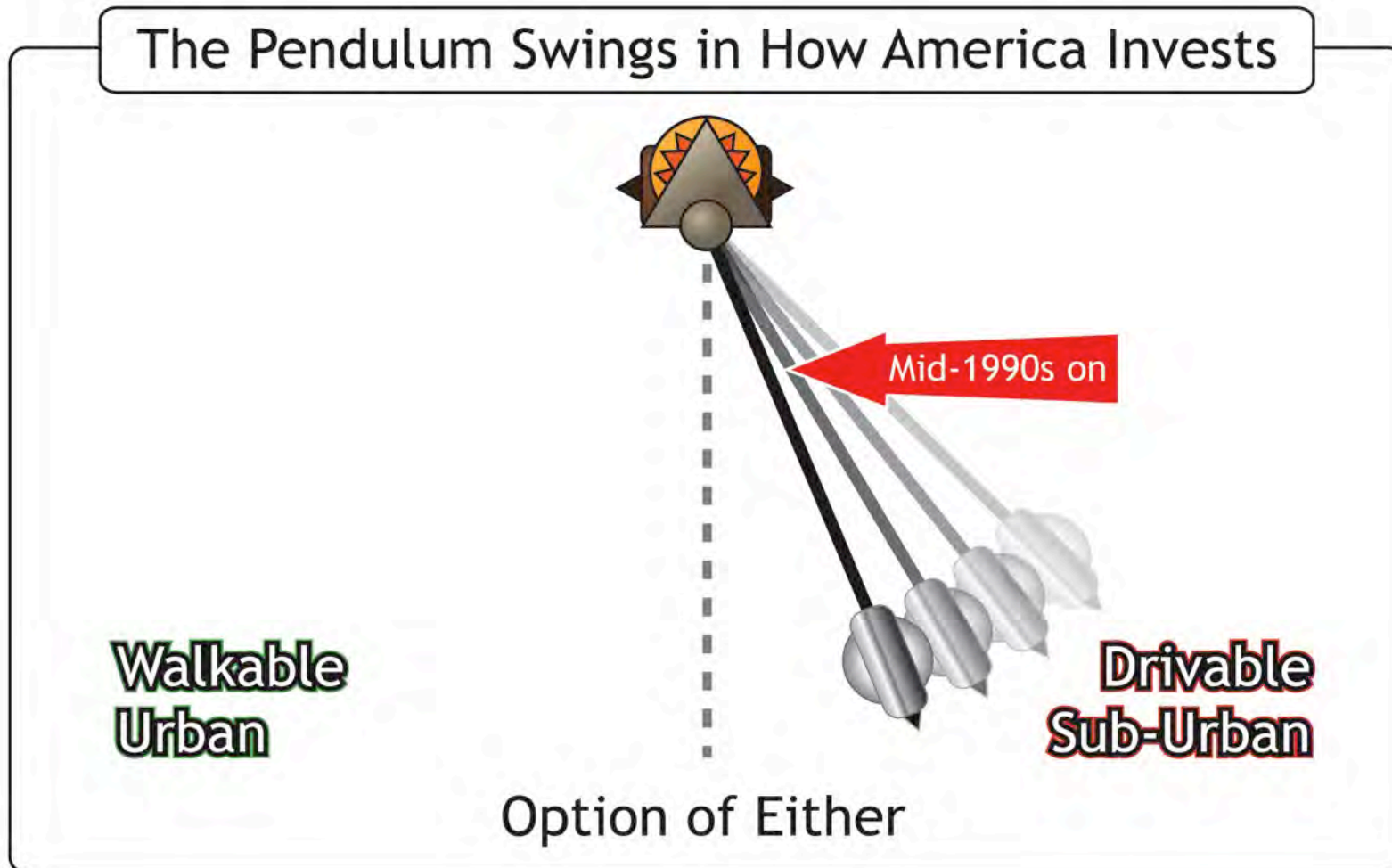
2nd Half of the 20th Century

KNOWLEDGE/EXPERIENCE ECONOMY



3rd Version of the American Dream:
Option of Walkable Urban OR Drivable Sub-Urban

the beginning of another
structural shift



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

The Millennials!



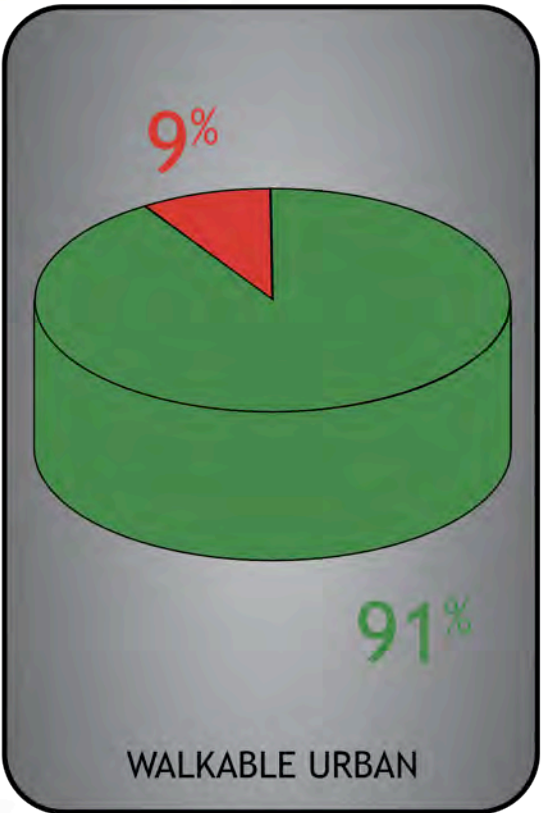
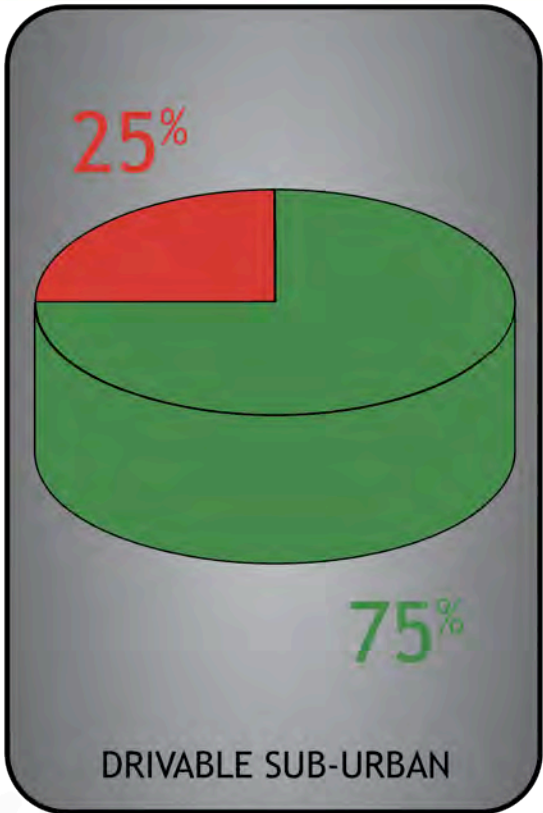
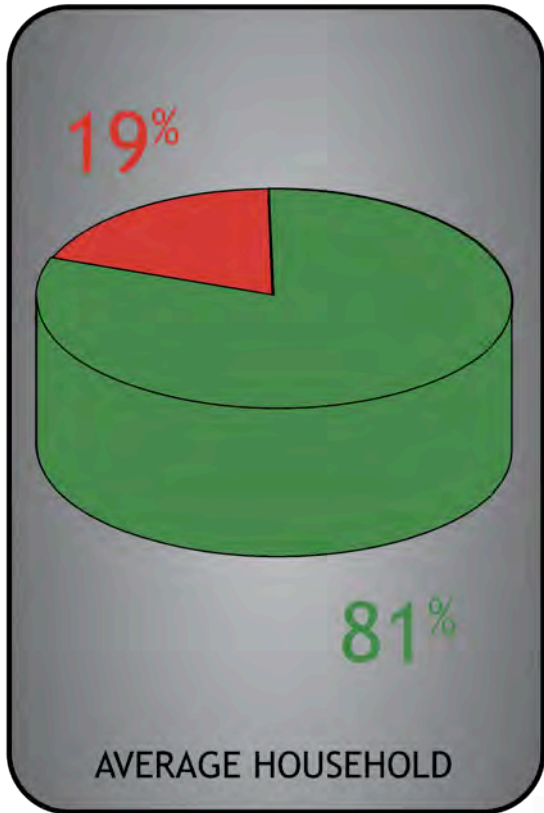
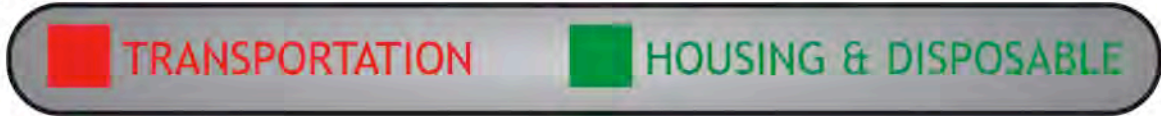
Television as a reflection of how we want to live... then & now.

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

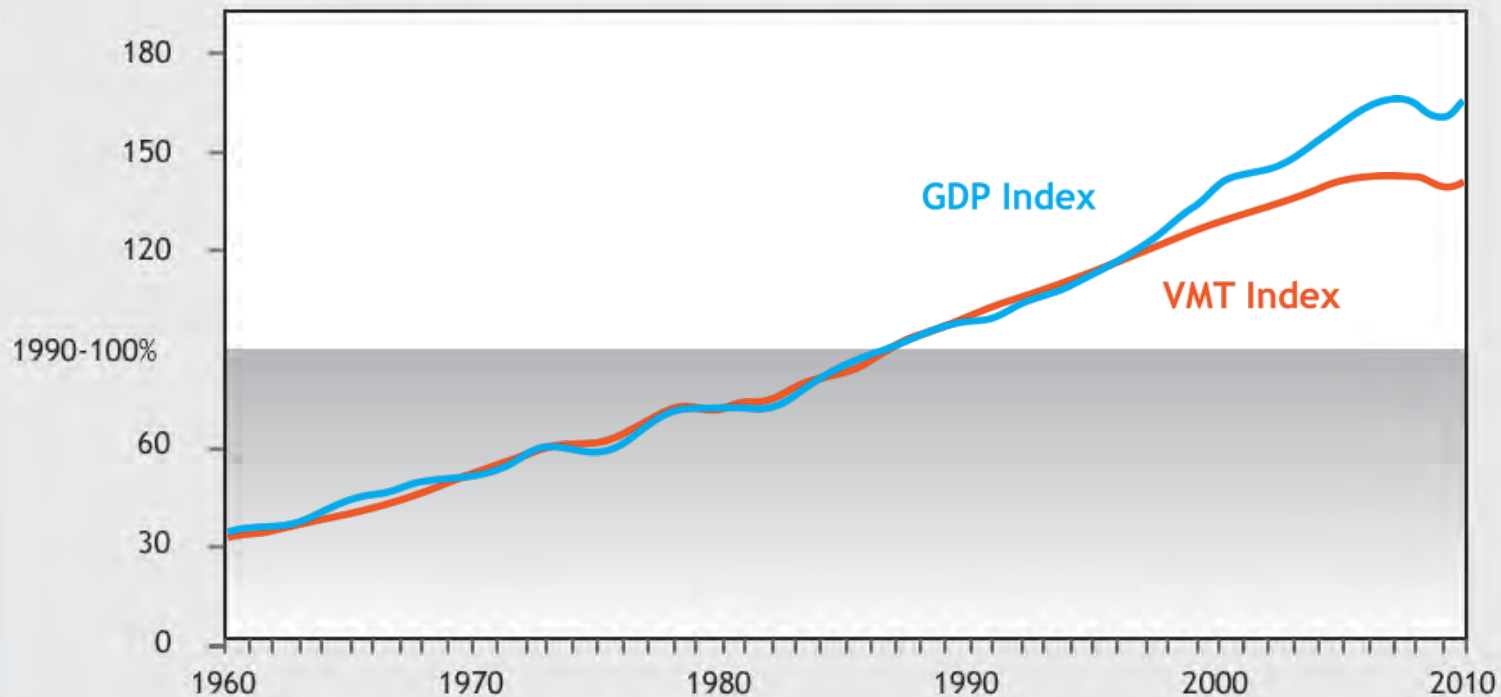


u.s. household spending: **average, driveable, & walkable**



*Source: Center for Neighborhood Technology

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 many developers board require NASCA Red risk set.

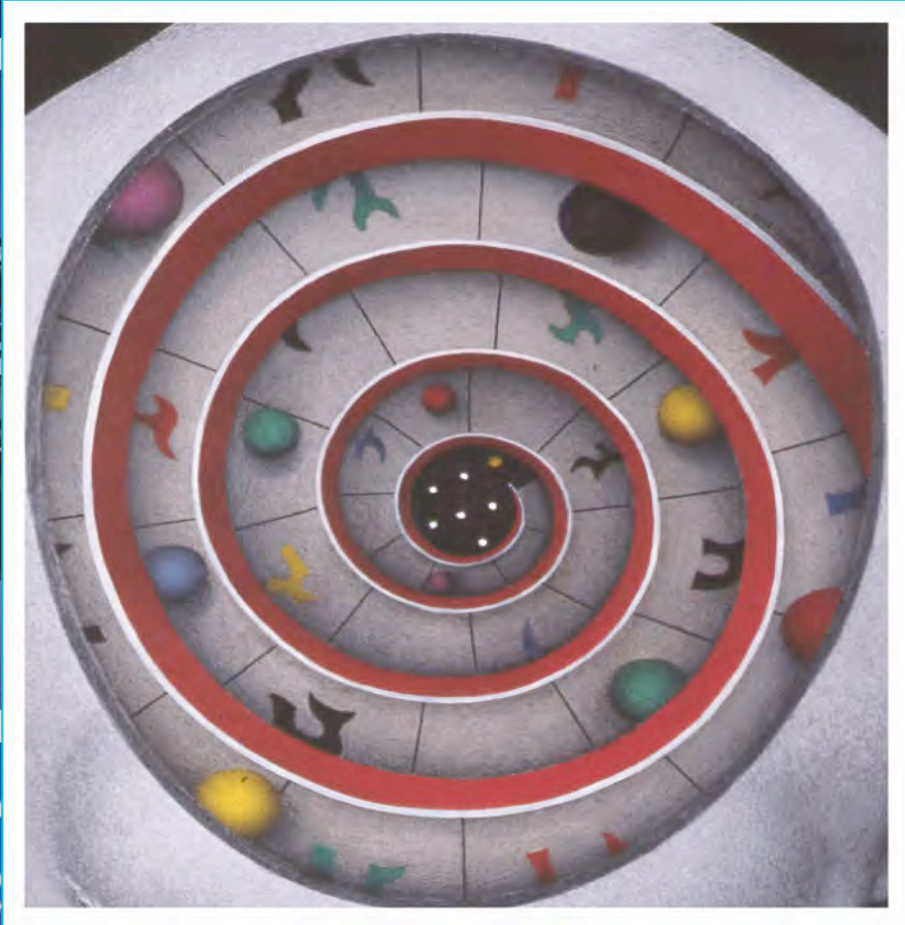
- Each New Element Adds Value to Existing Assets... IF within Walking Distance (1500-3000 feet)

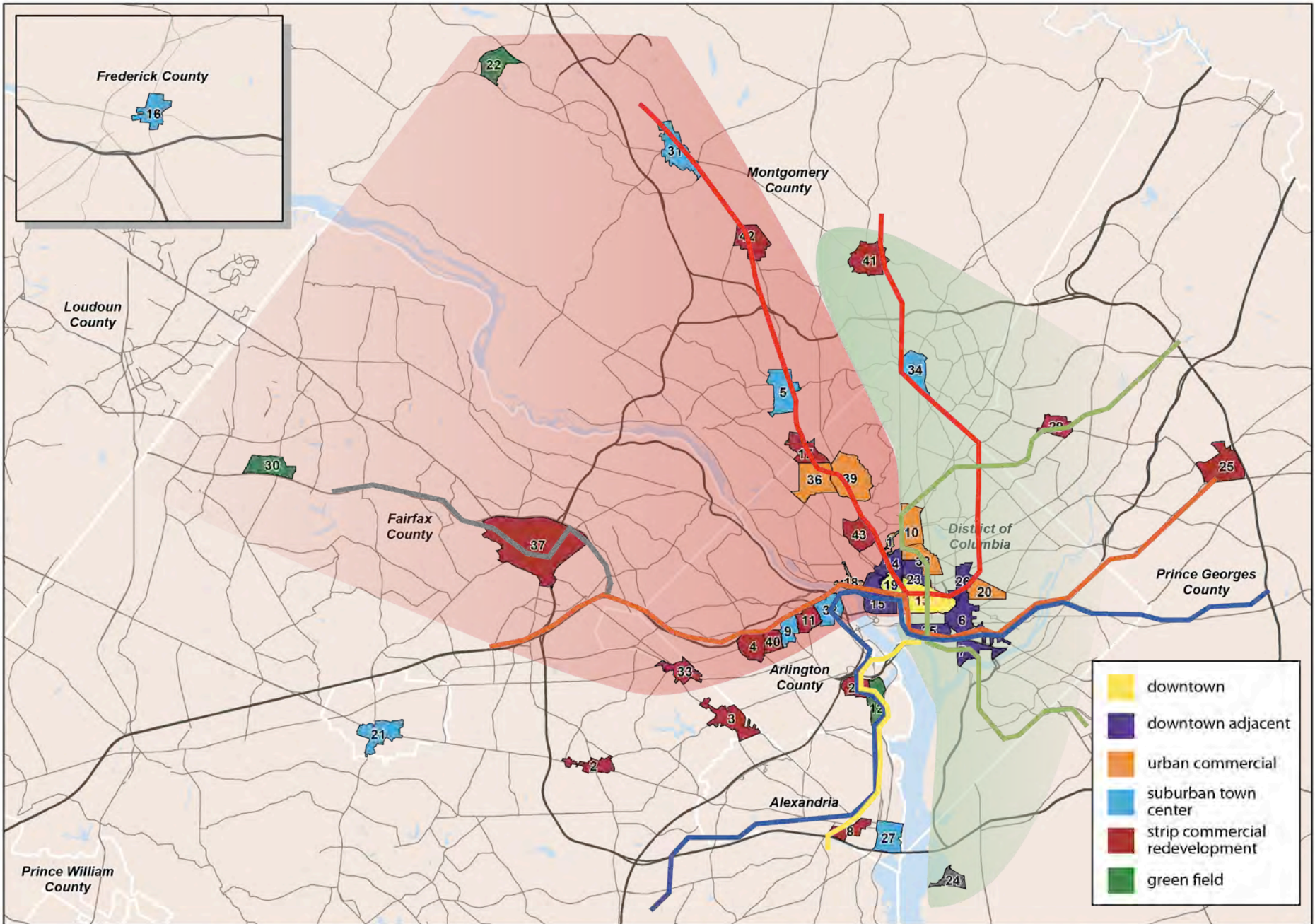


- Creates a Special Place... and Significantly Greater Asset Values and Taxes = More is Better *Upward Spiral*

- Conscious Affordable & Workforce housing. It's a key to making the city work. Required

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





REGIONALLY SIGNIFICANT WalkUPs

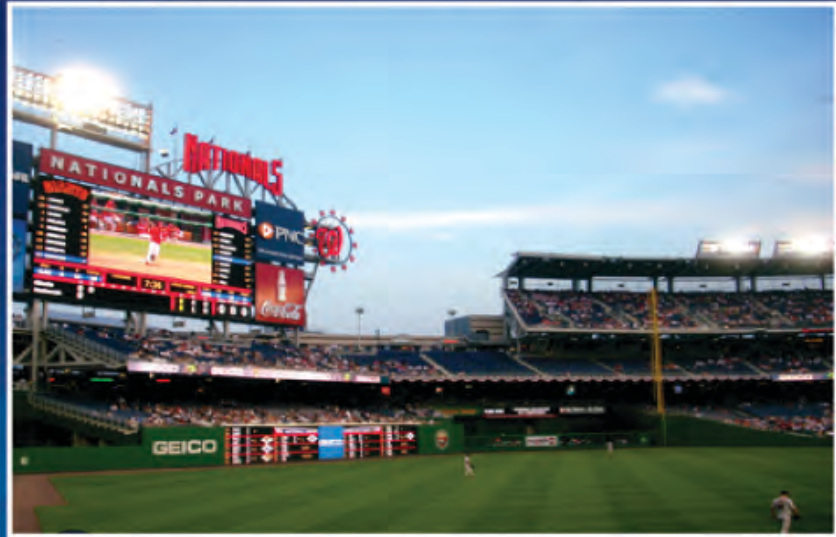
0 1 2 4 6 Miles



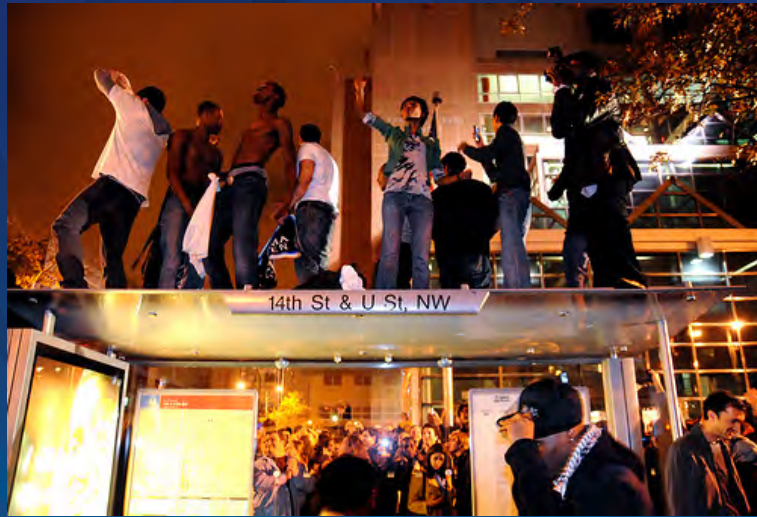
TRADITIONAL DOWNTOWN: WASHINGTON D.C. (NOW)



Capitol Riverfront, DC



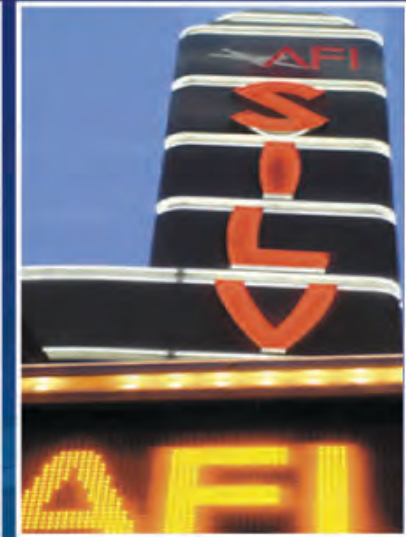
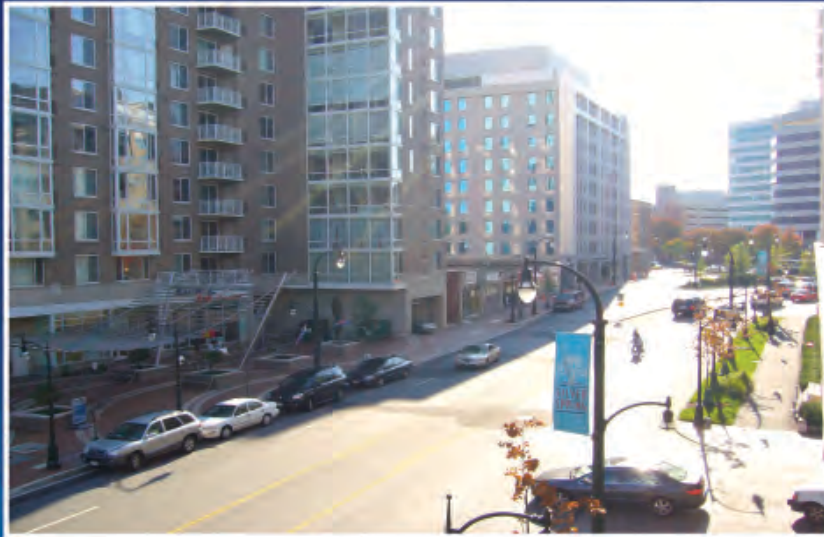
U Street/Shaw in D.C.



Suburban Town Center: Bethesda, MD



Suburban Town Center Silver Spring, MD



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
10% of the land=50%+ of government revenues
Among best schools in Country

Downtown White Flint, MD



Suburban Green Field: Reston Town Center - Reston, VA

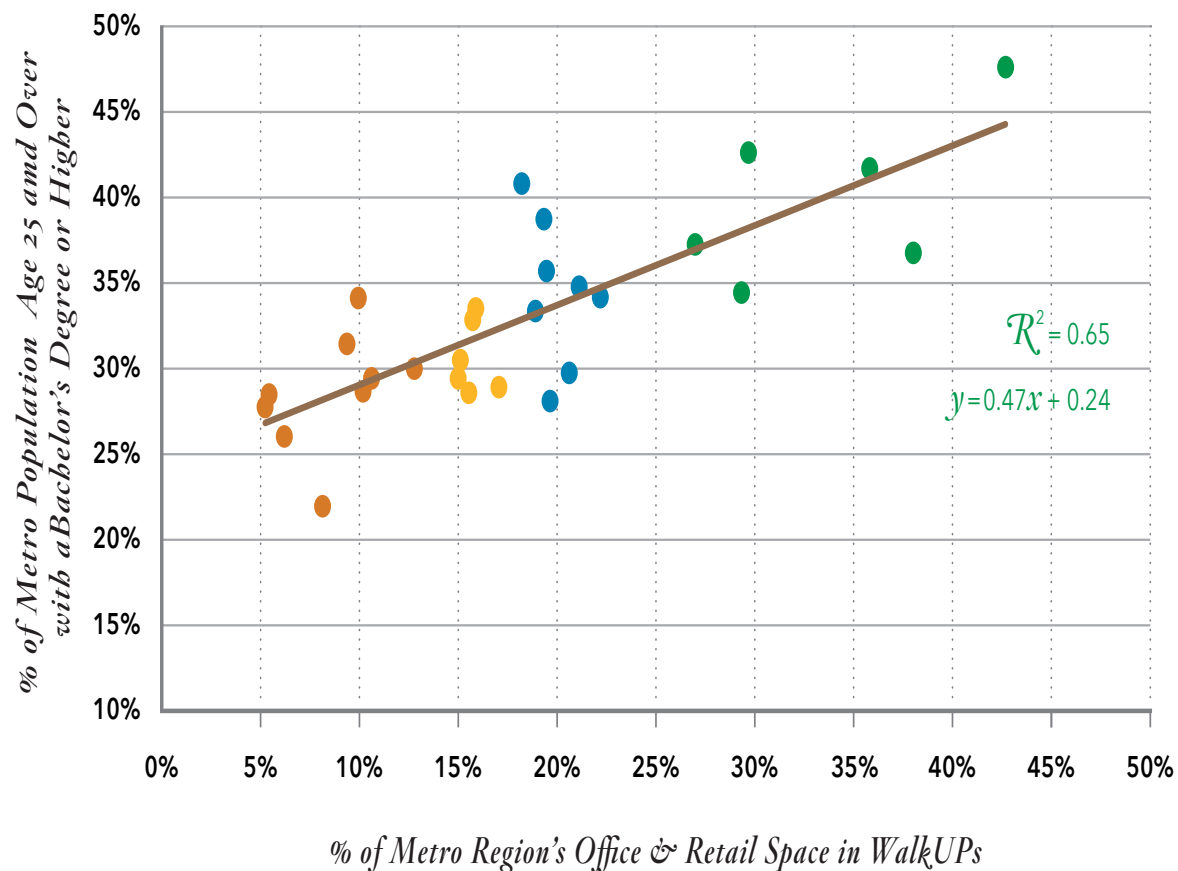


Correlation:

WALKUPS: EDUCATION & GDP

- **Significant correlation, but no causal link**
- **% of workforce with college degrees:**
 - **Top 6 high-ranked metros: 39%**
 - **Low-ranked 10 metros: 29%**
(overall average = 33%)
- **GDP per capita:**
 - **Top 6 high-ranked metros: \$60,400**
 - **Low-ranked 10 metros: \$43,900—or 38% higher**
(overall average = \$52,000)

Walkable Urbanism &
Education of Metro Region Population



average office rent
for walk ups



68%
of rents
generated
by Walk UPs

values of for-sale housing
in walk ups



71%
higher
per sq. ft.



PLACEMAKING IS A THREE-LEGGED STOOL

Walkable
Urban Place

Public
Sector

Private
Sector

PLACEMANAGEMENT KEY



Management Models for Walkable Urban Place Management

City Management

Business Improvement District

Festivals, Events & Sponsorships

- Mgmt of Services for Public & Priv. Sectors
- Manage other Walkable places
- Aggressive Retail Mgmt

- Incremental Investment & Management Of Existing:
 - *Parking decks*
 - *Parks*
 - *WiFi*
 - *Other*

- Capital Investments For New Infrast. & Parking
- Real Estate Development
- Bus and Rail Development & Mgmt
- Political Legitimacy

Cost Center

Profit Center

Investment Center



Bryant Park: From “Needle Park” to Best Park in Country



What Has Arlington Taught Us

- Best of both worlds: suburban splendor within walking distance of great walkable urbanism
- County has measured, listened and analyzed
- Started on affordable housing strategy before it was perceived to be an issue & stuck to it in good years and bad
- Walkable urban development *absolutely and on per capita basis* reduced traffic
- Walkable urban development *absolutely and on a per square foot basis* reduced need for parking
- High density rental & for-sale housing resulted in 1/13th the school age child generation rate...massive subsidy for schools
- Place Management services and roles is dramatically expand its functions (parking, parks, branding, economic development, workforce training, etc.) —devolution of County services to place level...missing level of governance in society
- Never too late to start..."In the long run, all solutions are temporary."
- Walkable urbanism is THE #1 way we are and will address climate change

Potential Fairfax To-Do List

- Consciously *intend* to redevelop downtown and have a corridor connection to GMU...two WalkUPs, one town and the other gown
- Tour national models of two WalkUP university towns, such as Ann Arbor (U of Michigan), Lancaster (F&M College), Charlottesville (UVA). Tour metro DC models, esp. Bethesda & ARL
- Establish boundaries around both GMU and downtown separating these WalkUPs from SFD neighborhoods
- Insure the proper zoning is in place to “make the right thing easy”
- Plan for a streetcar to connect the two WalkUPs, possibly someday expanding to a Light Rail connection to Vienna Metrorail
- Establish a place management organization, e.g., a business improvement district (BID)
- Research, listen, analyze and communicate about the redevelopment process, e.g., Arlington
- Track the improvement in GMU rankings as the WalkUP matures
- Track the increased quality of life, housing price premiums and economic development as the downtown WalkUP matures



walkable urbanism used to be
a niche market



Christopher B. Leinberger

Land use strategist, developer, author, researcher, professor
(www.cleinberger.com)

- *The Next Slum?*, The Atlantic Monthly, March, 2008
- *Here Comes the Neighborhood*, The Atlantic
- “The Death of the Fringe Suburbs”, New York Times, November 26, 2011
- “Now Coveted, A Walkable Convenient Place”, New York Times, May 25, 2012
- Metro DC WalkUP report
- “12 Best Movies about Urbanism” Next City

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