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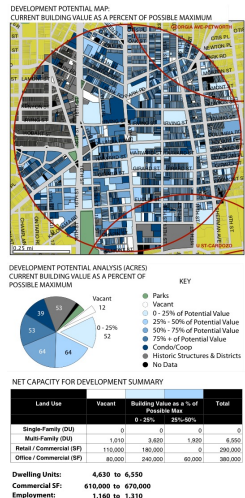## selected project experience

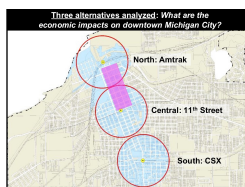### *Baltimore, Maryland:* Highlandtown-Greektown TOD Analysis

Working with TND Planning Group and Seth Harry & Associates, Urban Advisors provided market and economic impact analysis for the Highlandtown-Greektown Transit Oriented Development charrette and plan. The goal of this analysis was to determine how the public investment of the planned Red Line light rail stop could help revive a traditional commercial corridor. Our analysis coordinated with the station area design and public improvements to describe how the transit stop was positioned to capture new development of working class professionals and new employment uses that would help support the corridor. With an existing retail base, highway access, an adjacent Johns Hopkins medical campus, large and underutilized sites, and a planned light rail stop, the location has the potential to be an economic engine for the City as well as revitalize the neighborhood. Our conclusions outlined goals and requirements for successful redevelopment and strategies for improving business conditions and support for the corridor. The impact analysis quantifying the potential redevelopment value is now a tool for the community to use in advocating for the implementation of the plan and funding for the Light Rail.

*"This planning effort helped give us a road map of what's possible."(Chris Ryer, Southeast CDC)
-Baltimore Sun*

Washington, District of Columbia: TOD Station Area Analysis & Typology

Working with Nelson Nygaard, TND Planning, and DC Office of Planning Staff, Urban Advisors helped in developing a typology of 35 Metro Station Areas. Urban Advisors has been developing analysis tools for understanding the potential of places to change under the formative effects of planning. Looking at 35 station areas, we used GIS analysis to identify the capacity of station areas for new development based on existing zoning. The analysis first identified how much land was either vacant, or under-improved. Under-improvement was evaluated based on the projected value of total build-out of each tax parcel under current zoning, compared with the actual tax assessments. This removed the price of land from the analysis, which eliminated factors such as neighborhood and locational values allowing us to compare different neighborhoods around the city. Next, the net capacity for development under the same categories of existing improvement value were calculated to understand the capacity for new development in the station areas. This innovative analysis technique is proving useful in helping policy makers classify Station Areas by existing potential and land utilization, so that appropriate policy tools and zoning can be applied to shape the vision for each area.

Michigan City, Indiana: TOD Economic Impact Analysis

Michigan City retained Economic Visions, TND Planning Group, and Urban Advisors to evaluate the economic development potential around three alternative commuter rail stations. The commuter line is required to make safety changes to its track, opening the opportunity to relocate the line and build a new station and with it transit oriented development. Our team was asked to comment on three alternative alignments and determine the potential economic impacts of each for the downtown. Our conclusions outlined the potential economic benefits of each location, while acknowledging the political and implementation constraints. This study succeeded in building consensus for choosing an alignment, and at the final presentation the regional rail authority publicly announced support for the recommended station area configuration and development.

*Graphic by
TND Planning Group*

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Buffalo, NY: Main Street Streetcar Analysis- Tiger III Grant Application

*Images courtesy of
Buffalo Rising
www.buffalorising.com*

Urban Advisors worked on a team with Highland Planning, Bergman Associates, and DiDonato Associates to submit a successful 2011, TIGER III grant application for infrastructure and street improvements along the existing downtown Buffalo streetcar corridor. This complete streets project will reintroduce two-way vehicle traffic to Main Street in downtown Buffalo, NY and improve existing transit stations along the Main Street and fund major streetscape improvements to revitalize and reorient economic growth downtown — part of a larger initiative to revitalize the historic downtown by improving transportation connectivity, reinvesting in streetscaping, and encouraging retail growth. Urban Advisors conducted the benefit/cost analysis, quantifying the impacts of improvements. Analysis included evaluation of land productivity based on rents and residual land value, residual value of right of way improvements, construction and long term employment, retail spending and reduction in injury. Our team carefully considered the aspects of each benefit and advanced successful arguments for the advantages of the streetcar corridor improvements. The City received a $15 million grant for the project, have bid for construction of the first block, and are awaiting permission to proceed.

Petaluma, CA: Petaluma SMART Station Area TOD Planning and Code

*Graphic courtesy of
Opticos Design*

Urban Advisors participated with Opticos Design in planning two SMART rail station areas for the City of Petaluma. We provided local and regional market information for housing, retail, and employment uses to begin the process and then worked with the public and the design team during a charrette to develop site programs and determine preliminary feasibility. The resulting scenarios were used to provide a basis for creating a form based code for the station areas and to assist in updating the current code for downtown Petaluma.

Beaufort County, SC: Form Based Code

*Graphic courtesy of
Opticos Design*

Urban Advisors was retained to assist Opticos Design in the development of an economically viable vision as a basis for a form based code for Beaufort County, SC. Through analysis of local employment and demographic trends and pro forma financial testing of alternatives in collaboration with the design team, the code was developed and included the following goals: freeing land from access restrictions that prevent development; repairing non-conforming conditions with coding that recognizes past patterns as a guide to the future while maintaining historic character; providing tools for preserving self-determining communities that enable change over time without undue expense; increasing land use efficiency in a way that enables landowners to realize greater profit on land held while also creating needed development and services in a way that benefits the community; and, increasing the flexibility of use to enable developers to respond to market conditions.

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