

# ULI Washington Technical Assistance Panel

## Harvesting the Value of Metrorail in Loudoun County

Loudoun County, VA  
May 7-8, 2014



Urban Land  
Institute

Washington

# Harvesting the Value of Metrorail in Loudoun County



# ULI – the Urban Land Institute

## Who we are...

- Research and Education Institute
- 30,000 members worldwide
- Offices in Washington, DC, London, and Hong Kong
- 52 District Councils in the Americas
- 14 District Councils in Europe
- Multi-Disciplinary
- Multi-Professional
- Members from 90 Countries

# ULI Washington

## A District Council of the Urban Land Institute

**ULI at the local level:** 1,900+ Members: developers, architects, planners, public officials, financiers, students...

### **Emphasis on sharing best practices and providing outreach to communities**

- Technical Assistance Panels
- Regional Land Use Leadership Institute
- UrbanPlan Program
- Washington Real Estate Trends Conference
- Case Studies
- Regionalism and Housing Initiative Councils

# ULI Washington: Technical Assistance Panels (TAPs)



# ULI Washington: Technical Assistance Panels (TAPs)

## Recent TAPs:

- Indian Head Rail Trail, Charles County, MD
- Workhouse Arts Center, Lorton, VA
- Bowie State MARC Station
- Prince George's County: Metro Green Line Corridor
- MDOT: Public Safety Training Academy/Shady Grove Life Sciences Center
- Manassas, VA: Mathis Avenue Corridor
- City of Annapolis: Annapolis City Dock
- D.C. Dept. of Housing and Community Development: Anacostia Gateway
- Maryland Dept. of Transportation: Wheaton CBD
- Interim Uses at the former Walter Reed Army Medical Center
- Revitalization and Development in East Frederick



# Today's Assignment

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**Panel Chair: Richard Perlmutter**

Argo Development Company



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# Today's Assignment

- This study represents a bold step
- Engage independent, market-based advice
- Provide a Reality Check – where are we today, and where are we going?



# Loudoun County TAP Panelists

## Panel Members:

- **Bob Brosnan**, Arlington County, Department of Community Planning
- **Andy Brown**, Stanford Properties
- **Mark Jinks**, City of Alexandria
- **Chris Leinberger**, LOCUS: Responsible Real Estate Developers and Investors; The George Washington University
- **Anita Morrison**, Partners for Economic Solutions
- **Stephanie Pankiewicz**, LandDesign
- **Laura Rydland**, The Louis Berger Group
- **Jamie Weinbaum**, The JBG Companies

# Market Realities

- Original RCLCo report completed in 2011
- Based on continued rapid growth in the office market
- Office use assumptions have subsequently changed

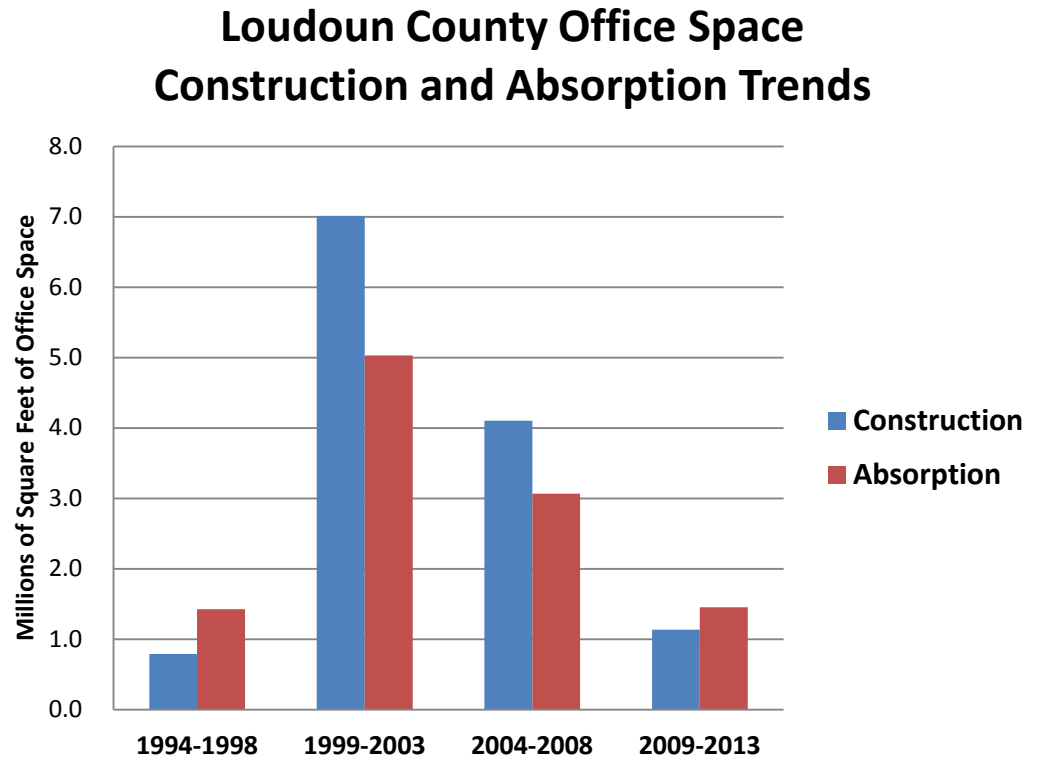
# Square Feet per Employee

- Formerly 225 rentable square feet per employee in early 2000s
- Now closer to 175 square feet
- Going to 150 square feet or lower



# Slower Employment Growth

- Recession
- Federal budget cutbacks
- Diminished expectations for Federal government contracting



# Employers' Preference for Urban Locations

- Accessing the young labor force
  - Millennials' preference for urban locations
- Appeal of mixed uses and walkable urban environments
- 75% of office absorption is going to walkable urban locations
- Investment market is showing a strong preference for walkable urban office space

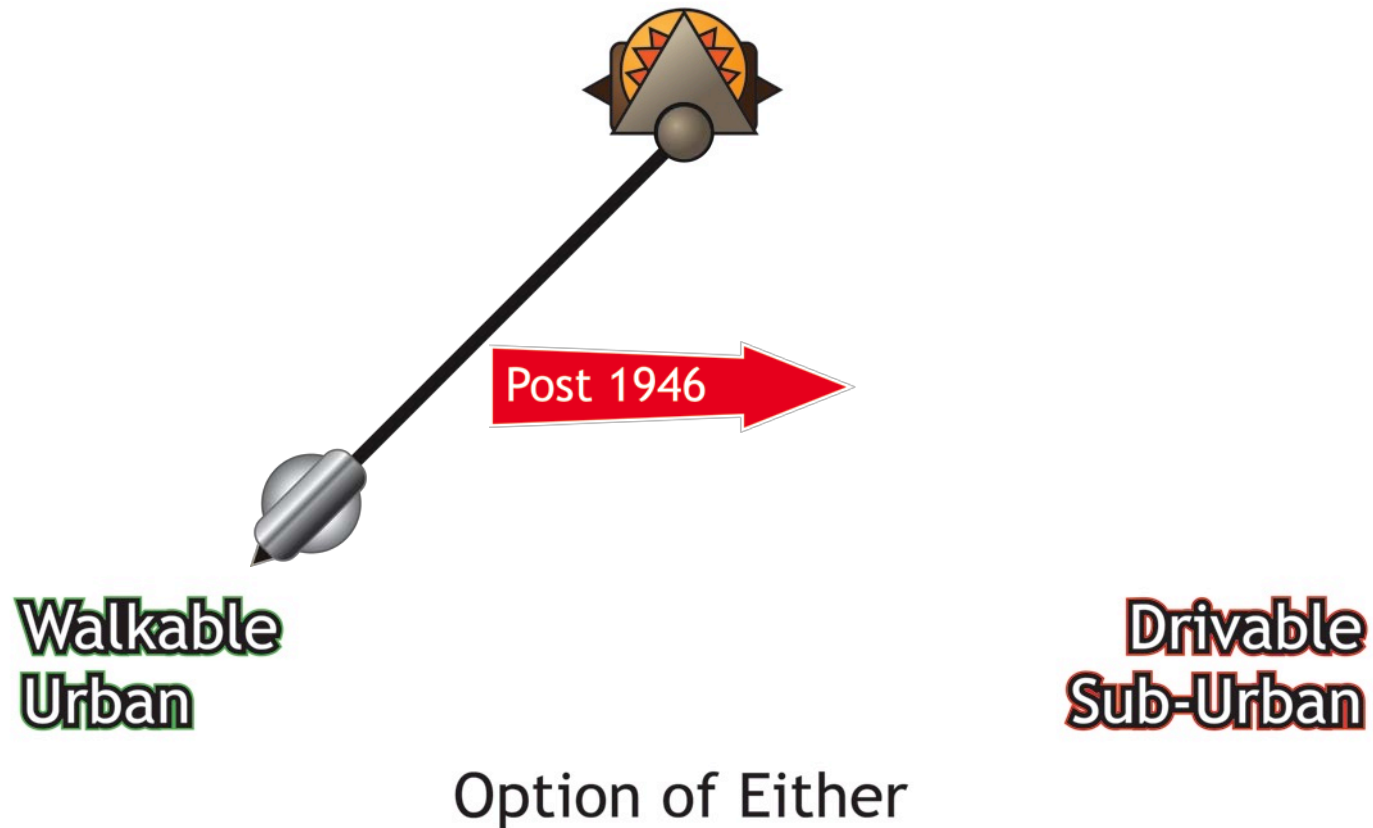


# Office Development Potential

- Going forward, office development is likely half that projected by RCLCo
  - 19 million square feet currently exists countywide
  - 21 million additional square feet projected in report
  - 10 to 14 million square feet more likely
- Reduced reliance on office development

# only two general ways to build **the built environment**

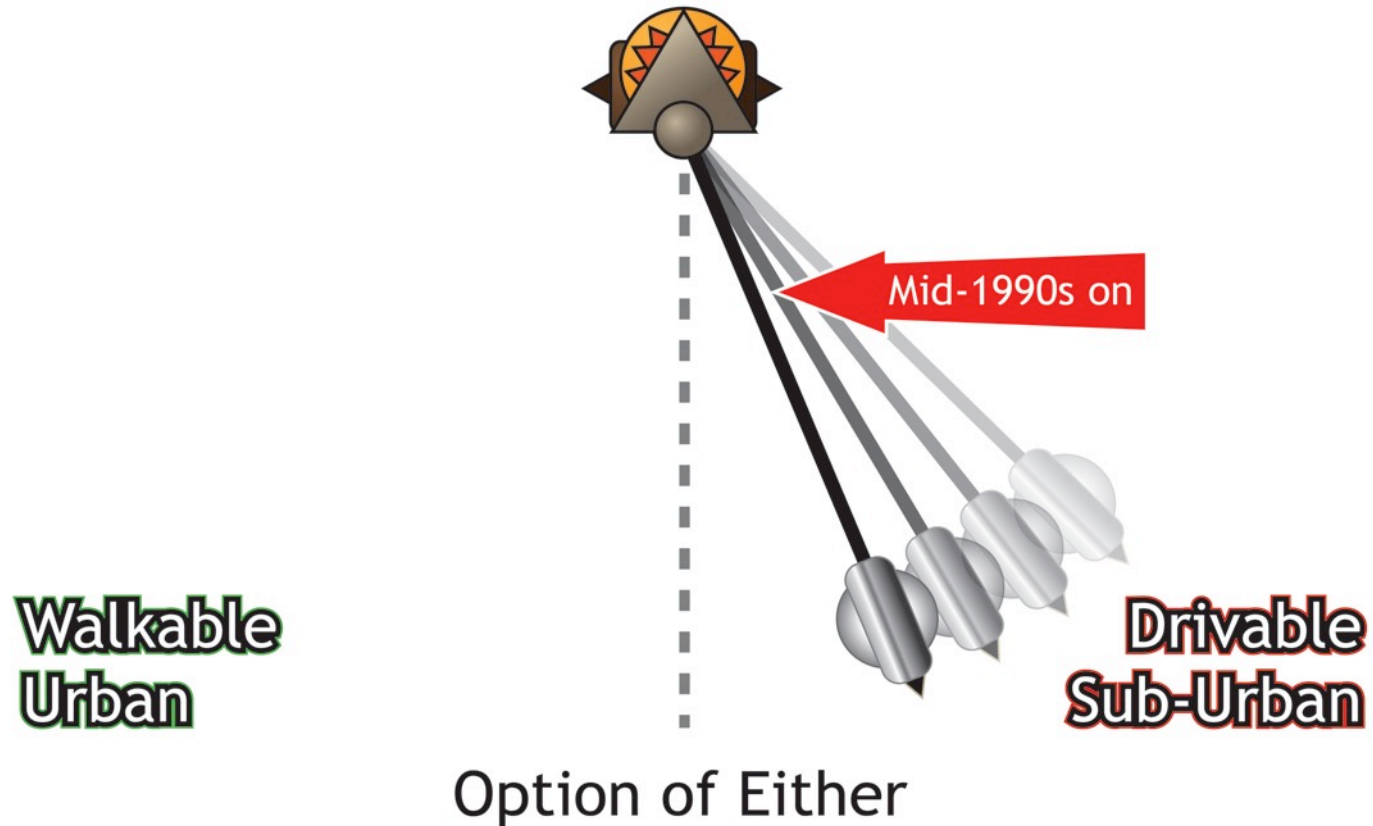
The Pendulum Swings in How America Invests

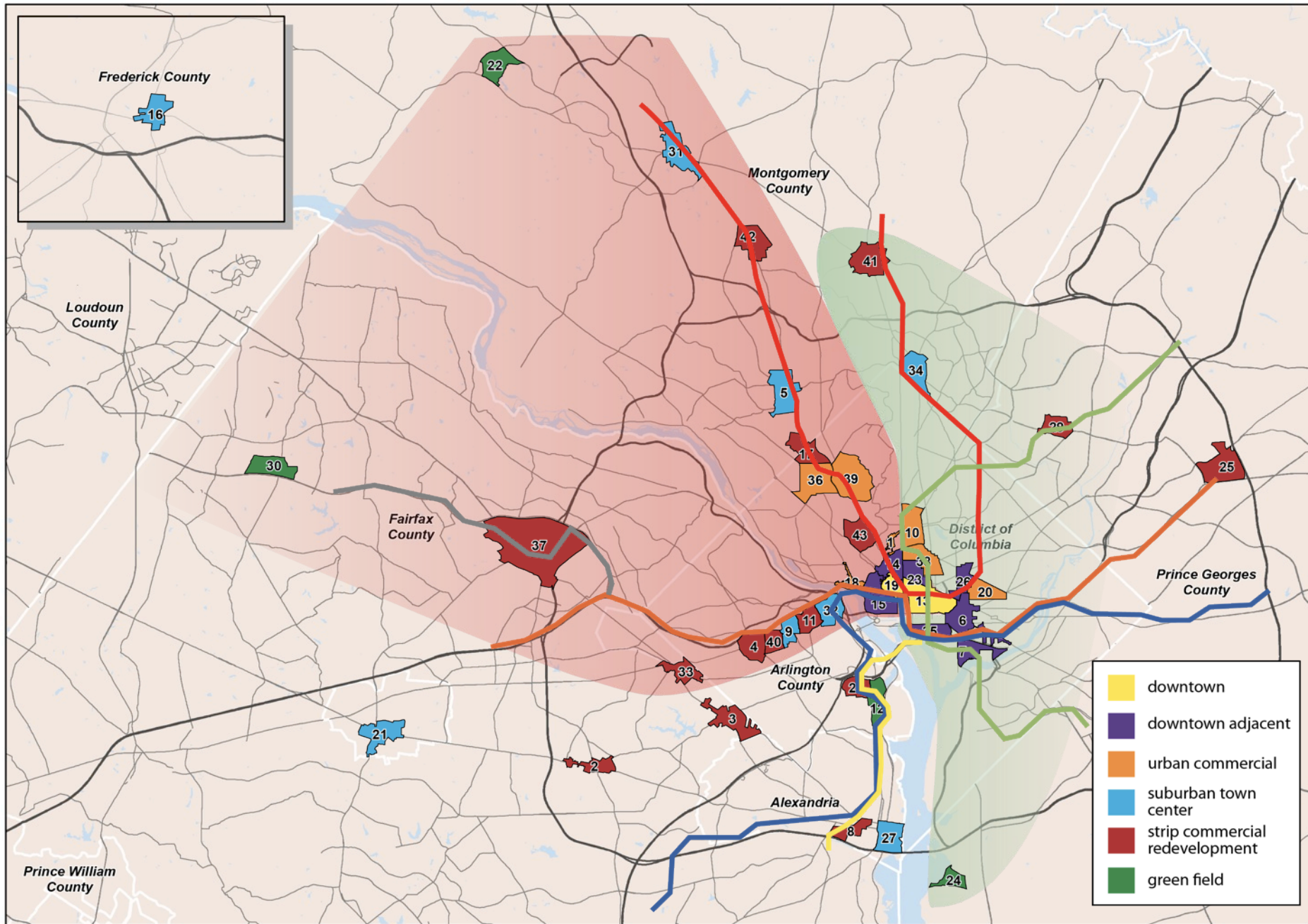




the beginning of another  
**structural shift**

## The Pendulum Swings in How America Invests

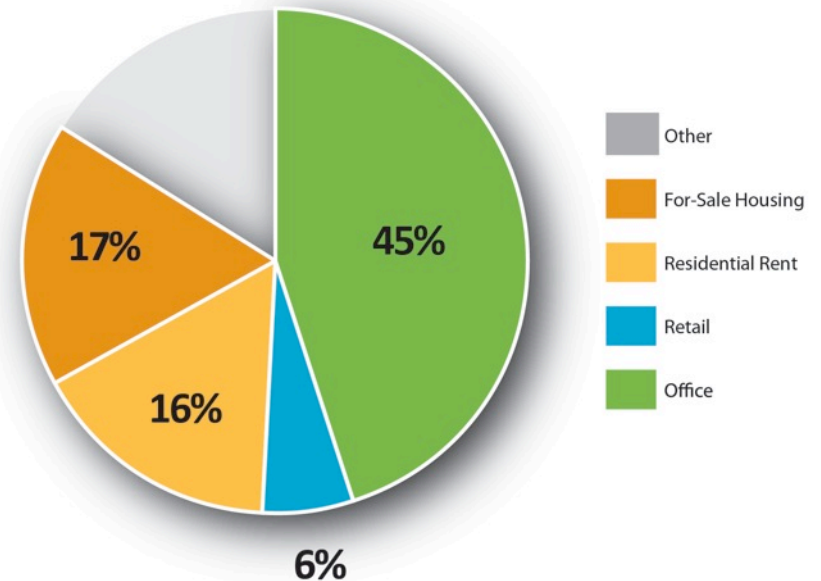




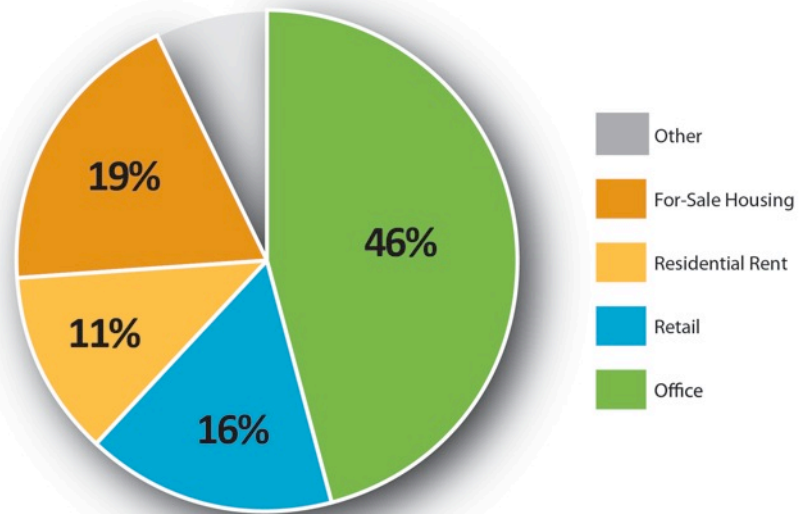
## REGIONALLY SIGNIFICANT WalkUPs



# 6 types of walk ups: **green field**



# suburban town center & **strip commercial** redevelopment

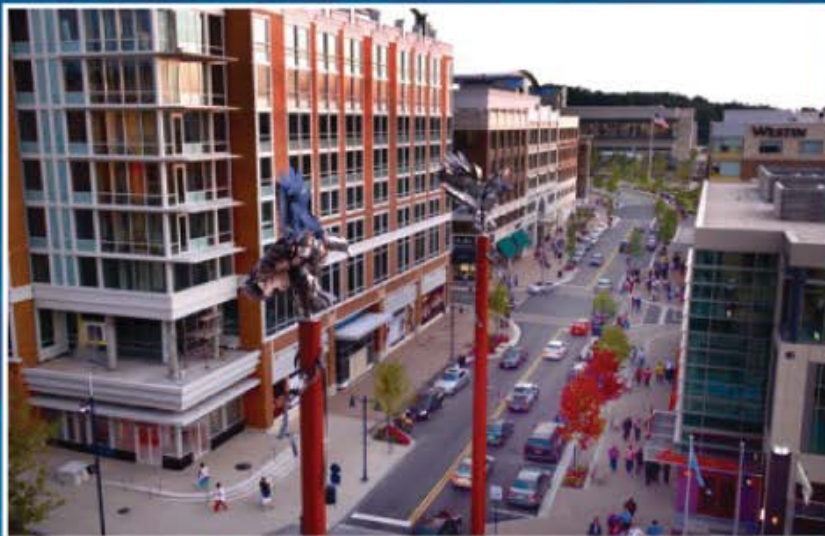




# Country Club Plaza: One-of-a-Kind Walkable Urban Pioneer



# Green Field: National Harbor, Prince George's County, MD





# Suburban Green Field: Reston Town Center - Reston, VA





# Arlington Starts Transformation 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



# Where are We?

- Adopted a vision for each station area
- Planned for high density, mixed-use development
- Conflicts over the vision of amount and timing of office
- Concerns about additional residential





# Recommendations

# A New Plan

- Update Comprehensive Plan
- Create a more detailed small area plan for each station area

Clarendon Small Area Plan



# Flexibility in Zoning

- FAR vs. DU/acre
- Flexibility on timing (phasing)
- Ability to shift uses
- Easier Process

# Patience and Balance

- Places develop over an extended period of time – take the long view
- Be ready to monitor and adjust for longer term trends
- Markets move differently





# Invest in Infrastructure

- Fill in missing pieces of road network (before proffers)
- Assist in creating place
- Incentivize highest and best use closest to metro (don't place garages at touchdown points)



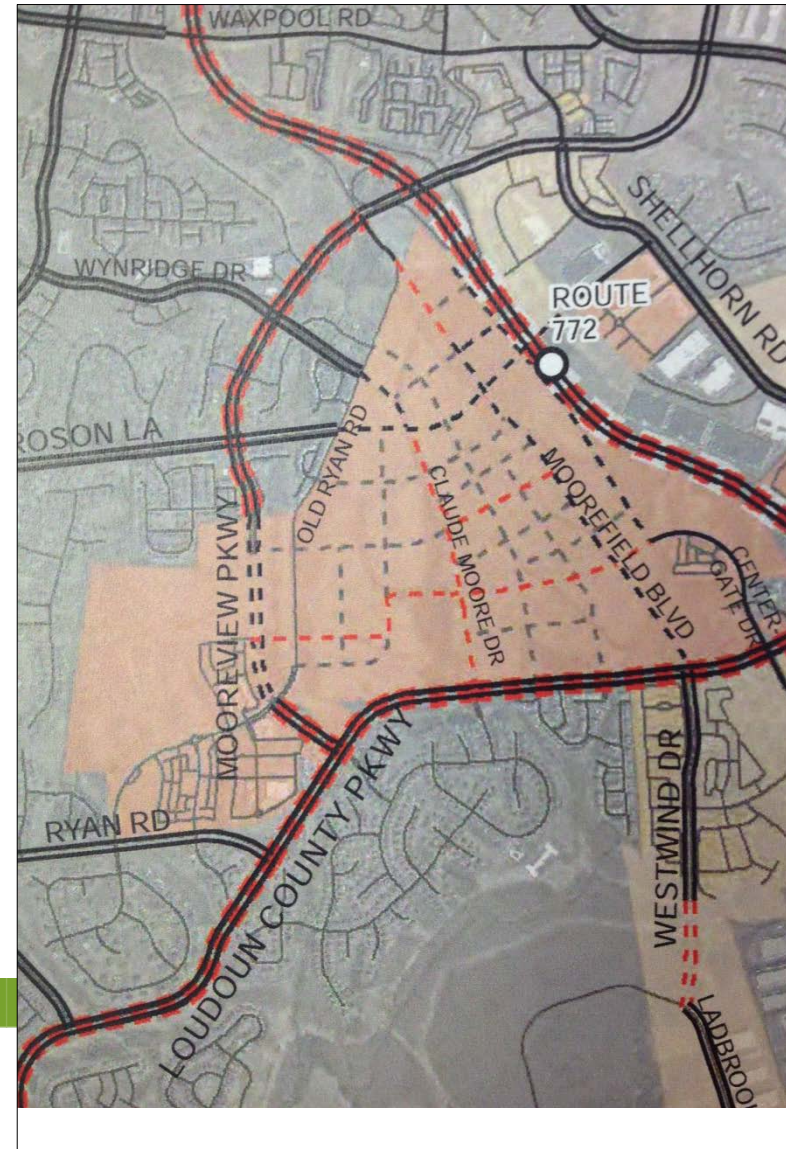
# Create a Sense of Urgency to Implement

- Invest in adequate staff resources to actively implement
- Establish a BID at each station area to assist in implementation
  - Ex: DC ballpark



# Supporting Transportation

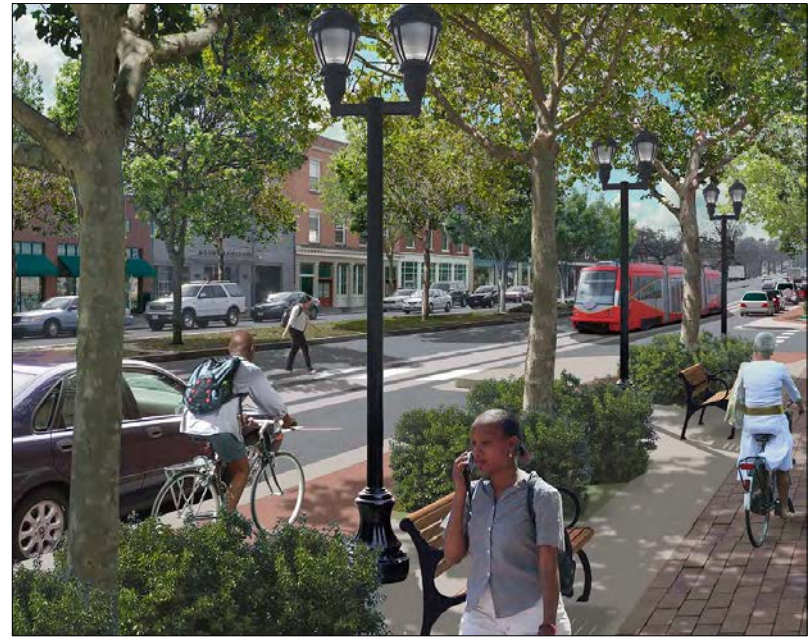
- Coordinate between agencies on plans and develop a complete map of existing/proposed facilities (in process)
- Plan for and construct a network of streets





# Supporting Transportation

- Include a connected system of pedestrian and bicycle facilities
- Create Complete Streets (Multi-modal network with variety of transportation options & high quality design)
- Start with surface parking, transition to garage parking shared between uses
- Accommodate all modes of transportation and create high quality pedestrian environment



# Concentration and Location of Uses

- Creation of Place
- Where's the “there” there?
- Mix of uses, including residential and retail, is key to creating any high quality destination environment
- Keynote out, data centers in Route 28 Corridor



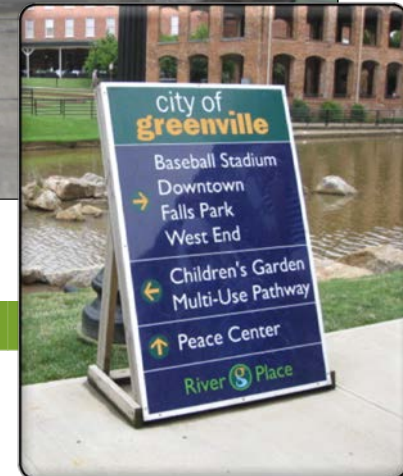
# Integrated Planning = economic benefit

## Essential Component of the Metropolitan Context

- Environment different from streetscape
- Not just a sidewalk and street trees
- Green Infrastructure System
- Part of a larger system

## Close to Transit – Easy Access for

- Residents, Workers, Visitors
- Provides Social Mixing
- Clear Circulation
- Well Orchestrated Access



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# Small Area Plan



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# Dulles Center International Station





# Blue Ridge Gateway Station



Questions?