40 Years of Smart Growth
Arlington County’s Experience with Transit Oriented Development in the Rosslyn-Ballston Metro Corridor

A presentation by the Arlington County Department of Community Planning, Housing and Development, Planning Division
Tri-State Transportation Campaign, November 15, 2013
Agenda

- Arlington Overview
- Setting the Stage
  - Arlington History
  - Planning for Metro
- How We did It
  - Sector Plans
  - Site Plans
- Mid Course Review
- Then & Now
- Where are we now?
- Measuring Success
- Lessons Learned
- Challenges
• Located in the core of a rapidly growing Washington region (over 5 million residents, 3 million jobs and 1,200 sq. miles of urbanized area)
Arlington County

- 25.8 square miles
- Population 214,500 (2012)
- Employment 227,500 (2012)
- Housing Units 107,519 (2012)
- Daytime Population 301,100 (2012)
- 11 Metrorail Stations
Arlington County - 1960

- 7.5 million sq. Ft. Office
- Declining retail corridors
- Emerging market for government office space
- Strong single family neighborhoods
- Large number of garden apartments, some of which were beginning to decline
- 97,505 jobs
- 71,230 housing units

Photo Credit: Arlington County Department of Community Planning, Housing & Development.
1960s and 1970s

• Beginning of the planning for a regional transit system

• Embarked on an ambitious community planning effort

• Had already debated the impacts of development vs the benefits of growth and decided we wanted to encourage growth as well as encourage riders
The Proposed Metrorail Route

Arlington lobbied strongly for an underground route along the old commercial corridor vs along the median of future highway.
The Bull’s Eye

• Concentrate high and mid-density redevelopment around transit stations (highly targeted) and taper down to existing neighborhoods

• Encourage a mix of uses and services in station areas

• Create high quality pedestrian environments and enhanced open space

• Preserve and reinvest in established residential neighborhoods

Image Source: Arlington County Department of Community Planning, Housing & Development. Found in the RB ’72 Land Use Alternatives.
How We Did It

The General Land Use Plan (GLUP)
Walkability & Multimodal Transportation Planning

- Focus community development around transit and require appropriate investments in transportation
- Emphasize community walkability
- Maximize travel choice for residents, workers and visitors
- Provide comprehensive and easy to access information about travel options
- Employ transportation demand management strategies
- Manage curb-space and parking efficiently
- Emphasize multi-modal street operations

Photo Credit: Arlington County Department of Community Planning, Housing & Development.
Sector Plans

- Adopted a corridor-wide GLUP based on agreed-to development goals
- Then focused on developing sector plans to create distinctive “urban villages”
  - Overall vision for each station area
  - Desired public improvements
  - Location for retail
  - Urban design standards
  - Public infrastructure needs
  - Open space, streetscape standards
  - Each focused on an area of approximately 1/4 mile to ½ mile from the metro station

Source: Arlington County Department of Community Planning, Housing & Development.
How We Did It

Zoning

Planning for Metro

- 11% of county (2 rail corridors) re-planned to encourage mixed-use, high density development
- Zoning in the 89% was primarily low density so little unplanned development can happen

General Land Use Plan

For Metro Corridors

- Land remains zoned for low density, but GLUP indicates willingness to rezone for higher density.
- In response to proposals, county would rezone to higher density as shown on GLUP
- Requires a special exception. Site Plan is used to approved the development. Requires County Board approval.
Site Plan

Site Plan is Approved IF:

- It complies with the standards of the zoning ordinance,
- Is in compliance with the mix required by the GLUP
- Provides the features called for in the sector plan for the area - including public improvements
- Matches the FORM identified in the Sector Plan

Increased density in return for

- Building the development we want
- Where we want it
- And building significant amount of the required and desired public improvements
- LEED & Affordable Housing
Setting the Stage

1979 – First Year Metro Started Service

Ballston Metro    Virginia Square Metro    Clarendon Metro

Photo Credit: Arlington County Department of Community Planning, Housing & Development.
Then & Now

Rosslyn 1950s-1960s

Photo Credit: Arlington County Department of Community Planning, Housing & Development.
Then & Now

Courthouse 1950s-1960s

Photo Credit: Arlington County Department of Community Planning, Housing & Development.
Then & Now

Clarendon – 1920s-?

Arlington’s Old Downtown
Then & Now

Ballston – 1970s

Metro Entrance

Photo Credit: Arlington County Department of Community Planning, Housing & Development.
Setting the Stage

2009 – 30 Years of Metro

Ballston Metro

Virginia Square Metro

Photo Credit: Pictometry International Corporation.
Setting the Stage

2009 – 30 Years of Metro

Court House Metro

Rosslyn

Photo Credit: Pictometry International Corporation.
Measuring Success

Development

1970
OFFICE
• 5,568,600 SF

RESIDENTIAL
• 7,000 UNITS

RETAIL
• 865,507

JOBS
• 22,000

2011
OFFICE
• 21,917,017 SF

RESIDENTIAL
• 29,366 UNITS

RETAIL
• 2,842,169

JOBS
• 96,300

Photo Credit: Flickr User “M.V. Jantzen”.

Prepared by Community Planning, Housing and Development - Planning Division: Planning, Research and Analysis Team (PRAT), April 2012.
Real Estate Assessments

• $27.5 billion of a total $57.5 billion in assessed land and improvements value in the county is in the metro corridors which is 11% of total land
• Today Arlington has more office space than downtown – Dallas, Los Angeles, Denver, or Boston
• County has maintained low property tax rate ($0.935 per $100 fmv) and maintains amongst the highest levels of services
• Tax base divided between 46% commercial and 54% residential
• County consistently maintains AAA bond rating from all rating agencies
Balanced Development

Measured by percentage of land use:
- Retail
- Hotel
- Residential
- Office

Locations:
- Crystal City
- Pent City
- Rosslyn
- Court House
- Clarendon
- Virginia Square
- Ballston

Prepared by Community Planning, Housing and Development - Planning Division: Planning, Research and Analysis Team (PRAT), April 2012.
Balanced Development = Balanced Ridership

For All Arlington Stations

- **AM PEAK**: 35,000 entries, 30,000 exits
  - (Opening - 9:29 a.m.)
- **AM OFF**: 25,000 entries, 20,000 exits
  - (9:30 a.m. - 2:59 p.m.)
- **PM PEAK**: 35,000 entries, 30,000 exits
  - (3:00 p.m. - 6:59 p.m.)
- **PM OFF**: 10,000 entries, 8,000 exits
  - (7:00 p.m. - 12:00 a.m.)

Source: WMATA
## Measuring Success

### METRO RIDERSHIP (Average daily entries and exits)

<table>
<thead>
<tr>
<th></th>
<th>1991</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROSSLYN</td>
<td>13,637</td>
<td>33,891</td>
</tr>
<tr>
<td>COURT HOUSE</td>
<td>5,561</td>
<td>14,640</td>
</tr>
<tr>
<td>CLARENDON</td>
<td>2,964</td>
<td>8,617</td>
</tr>
<tr>
<td>BALLSTON</td>
<td>9,482</td>
<td>23,641</td>
</tr>
</tbody>
</table>

Source: WMATA
• Car ownership (*vehicles per household*)
  – Nationally, almost 91% have a car; 58% have 2 or more
  – In Fairfax, 96% have at least one; 66% have 2 or more
  – Arlington: 12% have zero cars; less than 40% have 2 or more
• Numbers are more dramatic in Arlington’s Metro corridors
  – Car ownership: 16.7% have zero cars, while less than 25% have 2 or more
  – Getting to work: Less than half drive alone (39.8%)
    • 42.8% use transit
    • 9.5% walk or bike
    • 3.1% work at home

Source: 2010 5-Year American Community Survey
Prepared by Community Planning, Housing and Development - Planning Division: Planning, Research and Analysis Team (PRAT), April 2012.
Measuring Success

Metrorail Station Access

Rosslyn-Ballston Corridor Stations

- 76.9% Walk
- 6.3% Metrobus
- 4.3% Other Bus
- 10.9% Auto (including dropoff)
- 0.5% Other
- 1.2% No Response

Suburban VA Orange Line Stations

- 15.2% Walk
- 9.6% Metrobus
- 10.2% Other Bus
- 49.9% Auto (including dropoff)
- 1.3% Other
- 13.8% No Response

Rosslyn, Court House, Clarendon, Virginia Square, and Ballston stations

East Falls Church, West Falls Church, Dunn Loring, and Vienna stations

Source: WMATA 2007 Metrorail Passenger Survey
Awards

- **League of American Bicyclists** -- Bicycle Friendly Community designation
- **APTA** -- Outstanding Public Transportation System Award (for ART)
- **American Podiatric Association** -- Best Walking City in America
- **APA Great Streets Award**
Lessons Learned

- Transit investments can be used as a catalyst to reshape communities
- Multimodal transportation strategies can result in substantial benefits – allowing continued growth with less reliance on autos
- Establish the vision, design supportive public policies/plans and tools and be patient
- Build community consensus
• Ensure that transit is integrated with development – not secondary
• An attractive and functional pedestrian environment is important
• Develop public-private partnerships to continue consensus building and assist in the implementation
• Integrity of plan – be consistent
• Do the detailed planning at the sector area to avoid the battles at development review time
Lessons Learned

• Station areas must be able to satisfy the daily needs of users if they are to really leave their cars behind (mixed use)
• Reduce parking requirements
Refining the Vision

- Transportation Demand Management (TDM)
- Affordable housing
- Parking
- Pedestrian improvements
- Expansion of transportation options
- Architecture
Then & Now

R-B Corridor – Late 2000s

Photo Credit: Arlington County Department of Community Planning, Housing & Development.
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Planning Director
Department of Community Planning and Development
703-228-3797
bduffy@arlingtonva.us
www.arlingtonva.us
# Measuring Success

## Real Estate Values in Transit

### Arlington County Real Estate Assessed Values by Sub-area (2011)

<table>
<thead>
<tr>
<th>Sub-area</th>
<th>Comm. Value*</th>
<th>%</th>
<th>Resid. Value **</th>
<th>%</th>
<th>Total Value</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>R-B Corridor</td>
<td>$8,770,173,300</td>
<td>51%</td>
<td>$9,218,388,700</td>
<td>23%</td>
<td>$17,988,562,000</td>
<td>31%</td>
</tr>
<tr>
<td>J-D Corridor</td>
<td>$6,490,559,100</td>
<td>38%</td>
<td>$3,315,434,200</td>
<td>8%</td>
<td>$9,805,993,300</td>
<td>17%</td>
</tr>
<tr>
<td>Columbia Pike</td>
<td>$342,617,000</td>
<td>2%</td>
<td>$3,604,671,400</td>
<td>9%</td>
<td>$3,947,288,400</td>
<td>7%</td>
</tr>
<tr>
<td>Shirlington</td>
<td>$312,391,700</td>
<td>2%</td>
<td>$816,882,600</td>
<td>2%</td>
<td>$1,129,274,300</td>
<td>2%</td>
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<tr>
<td>Other ***</td>
<td>$1,128,291,900</td>
<td>7%</td>
<td>$23,399,656,100</td>
<td>58%</td>
<td>$24,527,948,000</td>
<td>43%</td>
</tr>
<tr>
<td>Total</td>
<td>$17,044,033,000</td>
<td>100%</td>
<td>$40,355,033,000</td>
<td>100%</td>
<td>$57,399,066,000</td>
<td>100%</td>
</tr>
</tbody>
</table>

### Arlington County Real Estate Taxes Levied by Sub-area (2011)

<table>
<thead>
<tr>
<th>Sub-area</th>
<th>Comm. Value*</th>
<th>%</th>
<th>Resid. Value **</th>
<th>%</th>
<th>Total Value</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>R-B Corridor</td>
<td>$82,878,138</td>
<td>51%</td>
<td>$87,113,773</td>
<td>23%</td>
<td>$169,991,911</td>
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<tr>
<td>J-D Corridor</td>
<td>$61,335,783</td>
<td>38%</td>
<td>$31,330,853</td>
<td>8%</td>
<td>$92,666,637</td>
<td>17%</td>
</tr>
<tr>
<td>Columbia Pike</td>
<td>$3,237,731</td>
<td>2%</td>
<td>$34,064,145</td>
<td>9%</td>
<td>$37,301,875</td>
<td>7%</td>
</tr>
<tr>
<td>Shirlington</td>
<td>$2,952,102</td>
<td>2%</td>
<td>$7,719,541</td>
<td>2%</td>
<td>$10,671,642</td>
<td>2%</td>
</tr>
<tr>
<td>Other ***</td>
<td>$10,662,358</td>
<td>7%</td>
<td>$221,126,750</td>
<td>58%</td>
<td>$231,789,109</td>
<td>43%</td>
</tr>
<tr>
<td>Total</td>
<td>$161,066,112</td>
<td>100%</td>
<td>$381,355,062</td>
<td>100%</td>
<td>$542,421,174</td>
<td>100%</td>
</tr>
</tbody>
</table>

* Commercial use = office, retail, hotel  
** Residential includes apartments  
*** All other parcels outside listed areas.
Where are we now?

Demographic Overview

• R-B Corridor is 21% of the County Population

• The R-B Corridor is young.

• According to the 2010 Census, Arlington County had the highest percentage of 25-34 Year Olds out of any other city or county in the U.S.

Source: American Community Survey, 2006-2010 5-Year Sample. Tabulated by the Planning Research and analysis Team, Arlington County Department of Community Planning, Housing & Development.
Where are we now?

Demographic Overview

• 70% of R-B Corridor residents are white

• 82% of R-B residents have a Bachelor’s degree or higher.

• Median Household Income for R-B Corridor: $92,000 - $98,000 (2010 dollars)

Source: American Community Survey 2006-2010 5-Year Sample. Tabulated by the Planning Research and analysis Team, Arlington County Department of Community Planning, Housing & Development.
Where are we now?

Demographic Overview

- R-B Corridor: 40% of residents take public transportation to work.

- R-B Corridor has “Car-Light” households
  - 16% have no vehicle available.
  - 59% have one available.

Source: American Community Survey 2006-2010 5-Year Sample. Tabulated by the Planning Research and analysis Team, Arlington County Department of Community Planning, Housing & Development.
Measuring Success

High Transit Accessibility for Jobs and People

Transit Accessibility in Arlington County

Using Round 8.1 Population and Employment Data

August 2012

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>People</td>
</tr>
<tr>
<td>Metrorail</td>
<td></td>
</tr>
<tr>
<td>0 - ¼ Mile</td>
<td>16%</td>
</tr>
<tr>
<td>Metrorail</td>
<td></td>
</tr>
<tr>
<td>0 – ½ Mile</td>
<td>34%</td>
</tr>
<tr>
<td>Any Transit</td>
<td></td>
</tr>
<tr>
<td>0 – ¼ Mile</td>
<td>97%</td>
</tr>
</tbody>
</table>

Prepared by Community Planning, Housing and Development - Planning Division: Planning, Research and Analysis Team (PRAT), December 2012.
Arlington Metro Ridership

Average Weekday Passenger Boardings for Arlington, VA (1977-2012)

- Jefferson Davis Corridor*
- Rosslyn-Ballston Corridor**

Source: WMATA

* Includes Arlington Cemetery Station
** Includes East Falls Church Station
Data are for May of each calendar year.
Measuring Success

Development Approval Trend 2001-2011

- GFA (in millions of square feet)
- Year: 2001 to 2011
- Units/Roans: 0 to 4,000

Legend:
- Orange: Office (GFA)
- Red: Retail (GFA)
- Brown: Other (GFA)
- Purple line: Residential (Units)
- Blue line: Hotel (Rooms)