

Upgrading Suburbia: Regulatory Frameworks and Implementation

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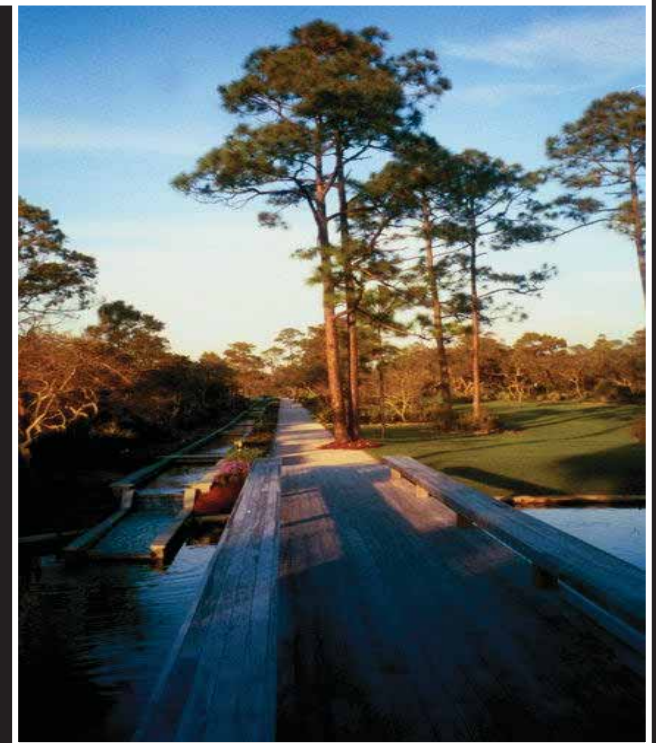
Seven Steps for Suburban Upgrades

- ✓ Develop vision - engage leaders
- ✓ Engage public
- ✓ Remove impediments
- ✓ Build-up development mechanisms
- ✓ Build supporting codes
- ✓ Invest in infrastructure
- ✓ Execute relentlessly through all available mechanisms

Seven Steps for Suburban Upgrades


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Vision



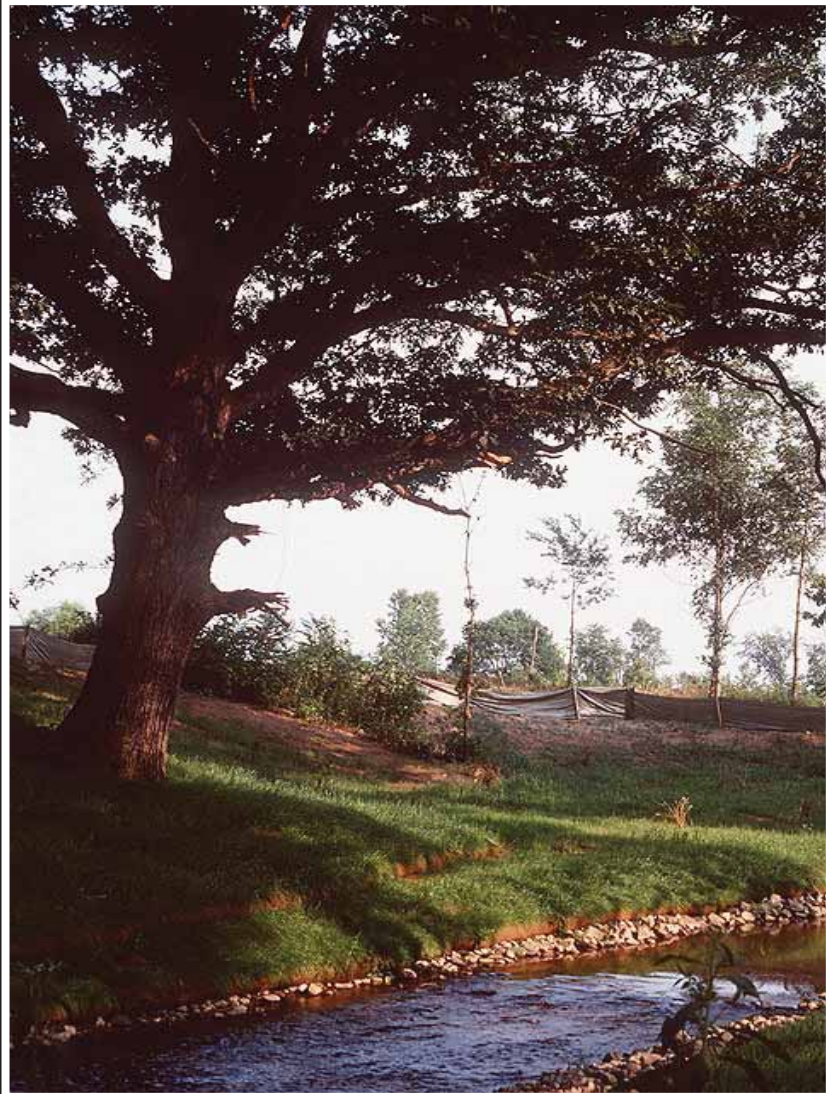






Aging
in Place
A TOOLKIT FOR
LOCAL GOVERNMENTS
BY M. SCOTT BALL







Fruit trees at Village Homes, Davis, California







Green Infrastructure & Buildings

Green Infrastructure as Neighborhood Amenities



Image courtesy of Dattner Architects/Grimshaw/Lee Weinstraub Landscape

Remove Impediments

A man in a dark suit is seen from behind, standing in front of a wall made of concrete blocks. The wall is topped with several strands of barbed wire. The background is a clear, light blue sky. The overall scene suggests a barrier or an impediment that needs to be removed.

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Build Development Mechanisms

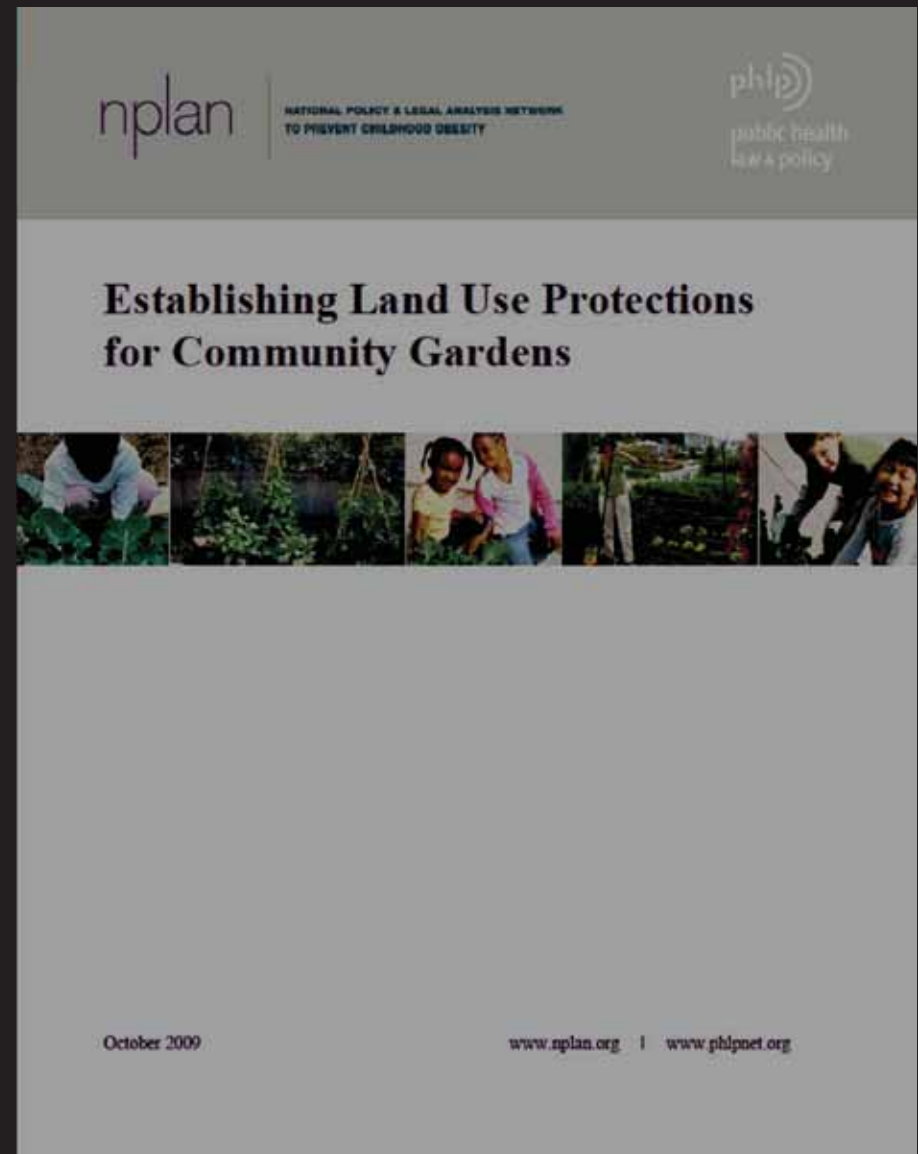
- ✓ Condemnation
- ✓ CDA's
- ✓ Financing (TIFF's, CDD's etc)
- ✓ Development Agreements
- ✓ Tax districts
- ✓ Urban renewal tactics
- ✓ Community Enhancement Authority

Build Supporting Codes



Property

- ✓ Available land
 - ✓ Vacant land
 - ✓ Public parks
 - ✓ HOA property
 - ✓ Yards
 - ✓ Roofs and Walls
- ✓ Zoning
 - ✓ Agricultural Preservation
 - ✓ Urban Agriculture
 - ✓ Parking and Livestock
- ✓ CC&Rs, Leases et. al.







**We help localities
make themselves
more sustainable**





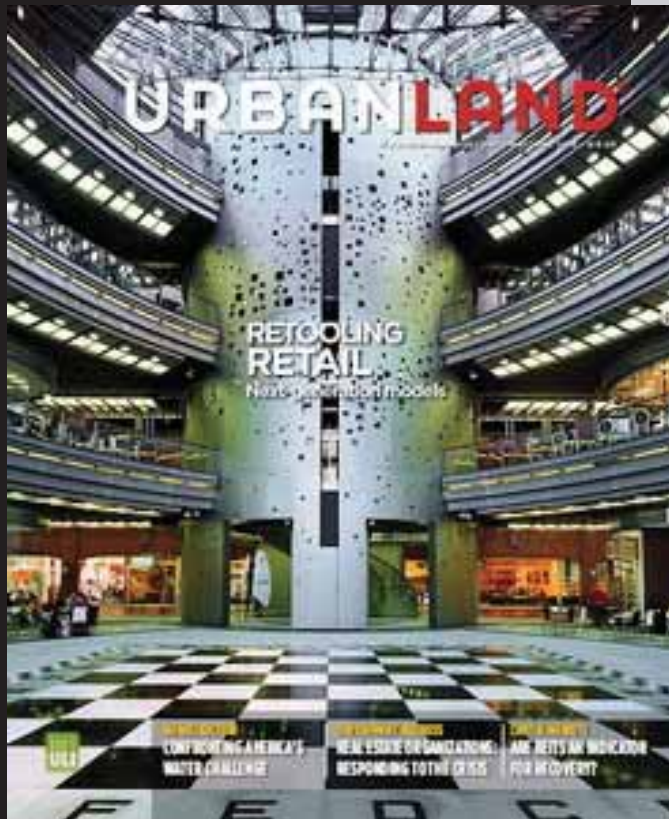
Interim Use and Planned Densification: Potomac Yard











Planning Densification from the Start

Density increasingly is prescribed by those seeking to improve U.S. cities. At the same time, it is becoming harder to accomplish. A move to a process that systemically preplans density in key locations can help projects overcome obstacles.

A KEY OBSTACLE TO BUILDING density in the United States is that first construction often occurs in low-activity, low-value markets, such as the suburban fringe or in early phases of infill and redevelopment projects. Associated low revenue streams preclude high-density development. Once low-density construction occurs, the assets have a long functional life—commonly 40 to 80 years or more—with commitments that are barriers to change, even though surrounding markets often experience value increases.

Markets change; buildings do not. Especially in key locations, economic and environmental value is lost because of the lack of synchronization between in-place construction and the surrounding market—and the loss accrues. (See Figure 1.) Loss occurs because the additional density is not built even though

market growth might support it, and it accrues with each day of suboptimal density. It is realized by many stakeholders, including owners and developers, in terms of value not captured. In the case of municipalities, loss is realized in reduced returns on infrastructure investment, lower tax revenue, reduced regional economic competitiveness, and lost vitality. For transit agencies, loss is realized in lower density around stations; for environmental advocates, it is the lost opportunity to place more effective urban forms in key locations.

In order to transform accruing losses into accruing gains, the process of planned densification prescribes four methods to preplan increased density for sites, buildings, blocks, and regions. The methods include both physical design and a change in processes to allow density to evolve more quickly, commensurate

with market changes. Transaction costs are predicted, then reduced or eliminated. The four methods are:
 ▷ Property infill and building reuse;
 ▷ Construction then deconstruction or relocation of buildings, then replacement with structures at a higher density;
 ▷ Addition of space atop or alongside buildings, or both; and
 ▷ Hybrids of these three methods.

Each method represents different opportunities and constraints that can relate to each project's property size, market, municipality, and other variables. The locally appropriate solution should be determined through a multidisciplinary assessment and implementation process. Each densification method also has precedent, though the methods generally have been applied infrequently and without a whole-system view of stakeholders and how they can contribute to cost-effective densification and benefit from it.

Accommodation of demand locally through densification is an infill pattern that has been lost, especially in the past half century. At the same time, population growth has put unprecedented demand on the country's infrastructure and land use paradigm. Modern, automobile-focused development patterns are low-density first construction without a mechanism to densify key locations, which are limited in number in most communities. (See Figure 2 on page 82.)

The past ten years in the United States has been a period of urban renaissance and infill development, much of it under conditions of low construction costs and exuberant revenues, with sound municipal and agency budgets providing support. But these relationships have changed.

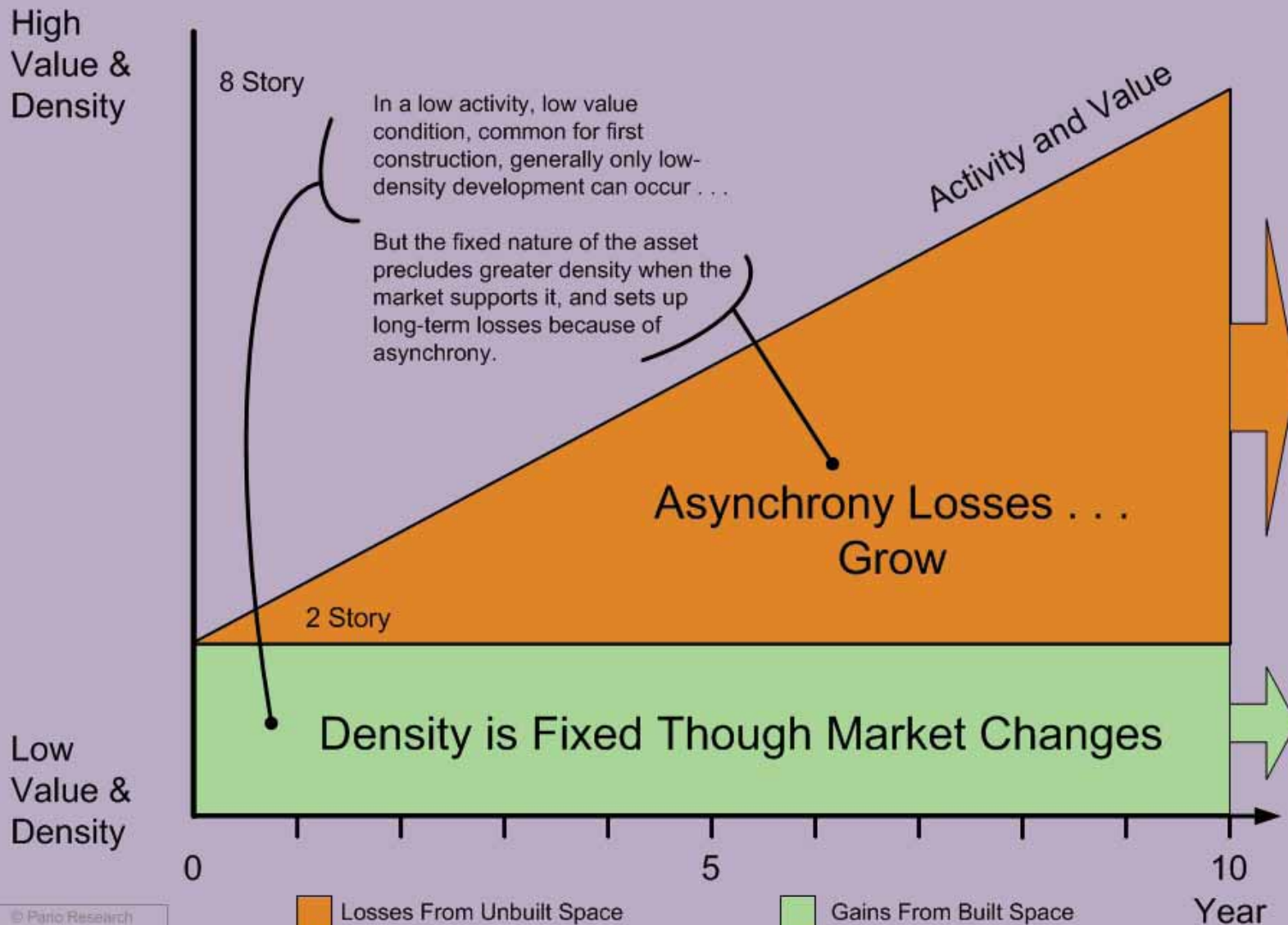
Going forward, a new pro forma will make density less financially feasible in many locations. In addi-

FIGURE 1: ASYNCHRONY LOSSES IN PRIME LOCATIONS WHEN FIRST CONSTRUCTION CONFORMS TO LOW-ACTIVITY, LOW-VALUE MARKET



Exhibit 1

Asynchrony Losses in Prime Locations When First Construction Conforms to Low Activity, Low Value Market



Process of Adding Capacity

- ✓ Preplan to Eliminate & Reduce Transaction Costs
- ✓ Regulation & Entitlement That Enables PD
- ✓ Infrastructure Solutions
- ✓ Design @ First Construction and Densification
- ✓ Equity and Debt Finance Solutions
- ✓ Market, Marketing & Occupancy Solutions
- ✓ Actual Densification / Construction

Not just single disciplines, but real estate development's systemic feasibilities and interdependencies.

Planned DensificationSM

Increasing Land Productivity,
Urban Capacity,
Return on Investment,
Return on Assets,
and
Environmental Performance

“Markets Change,
Buildings Don’t.

They Could.

Some Should”

Planned Densification
Understands
Coevolution

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next

Land use study for tomorrow.

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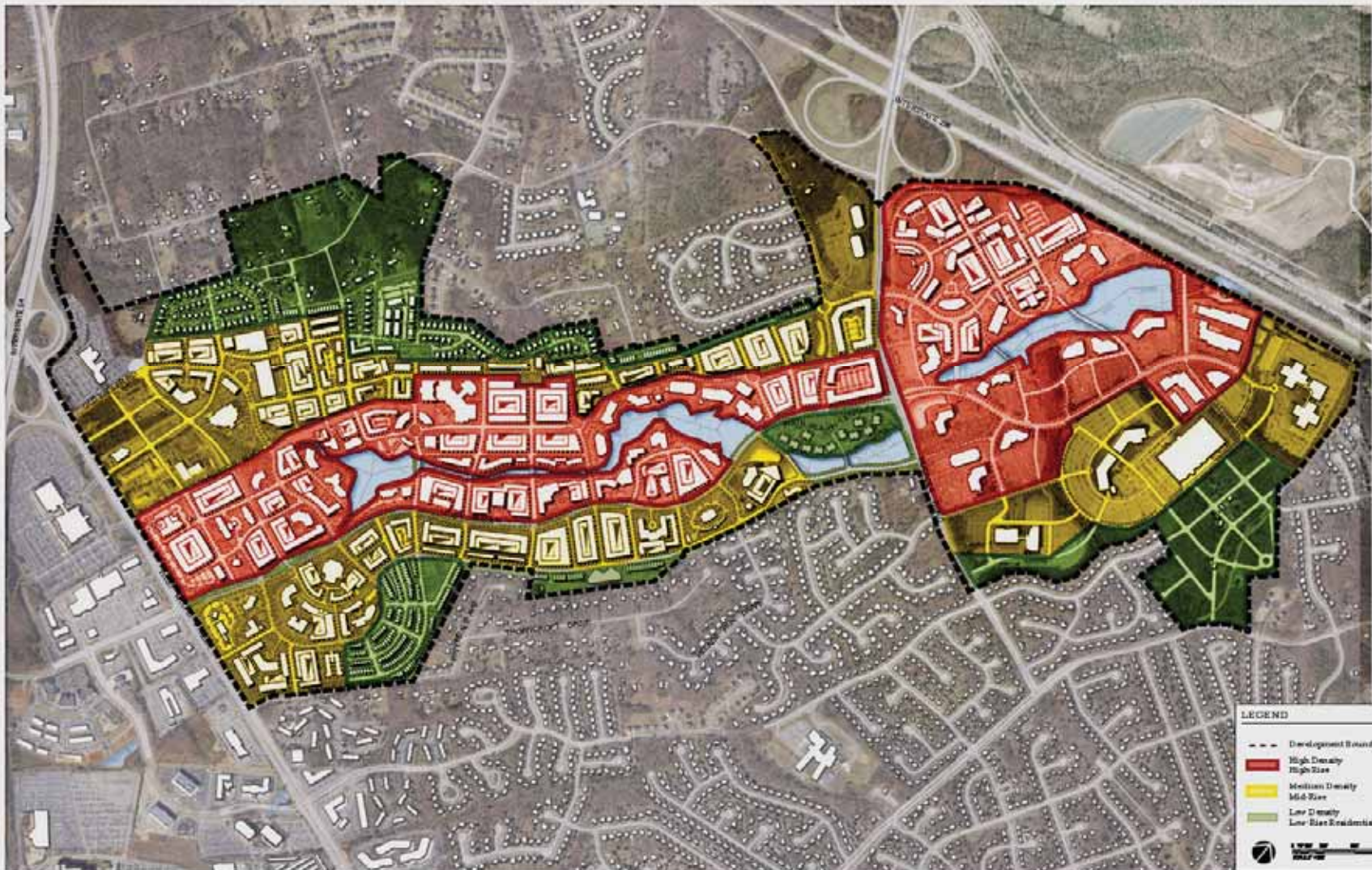


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next

Land use study for tomorrow.

Urban Form Base Zones



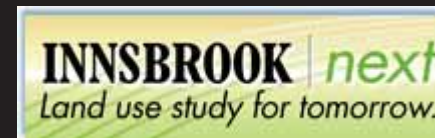
SPONSORED BY INNSBROOK OWNERS ASSOCIATION

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Photo Source: Innsbrook Owners Association

Multiple Decision Makers: Land Use Planning at Innsbrook

- Innsbrook Owners Association has begun Innsbrook Next, a land use planning process
- Henrico County has begun a separate Innsbrook Area Study
- Despite similar aims, they have different incentives and influences

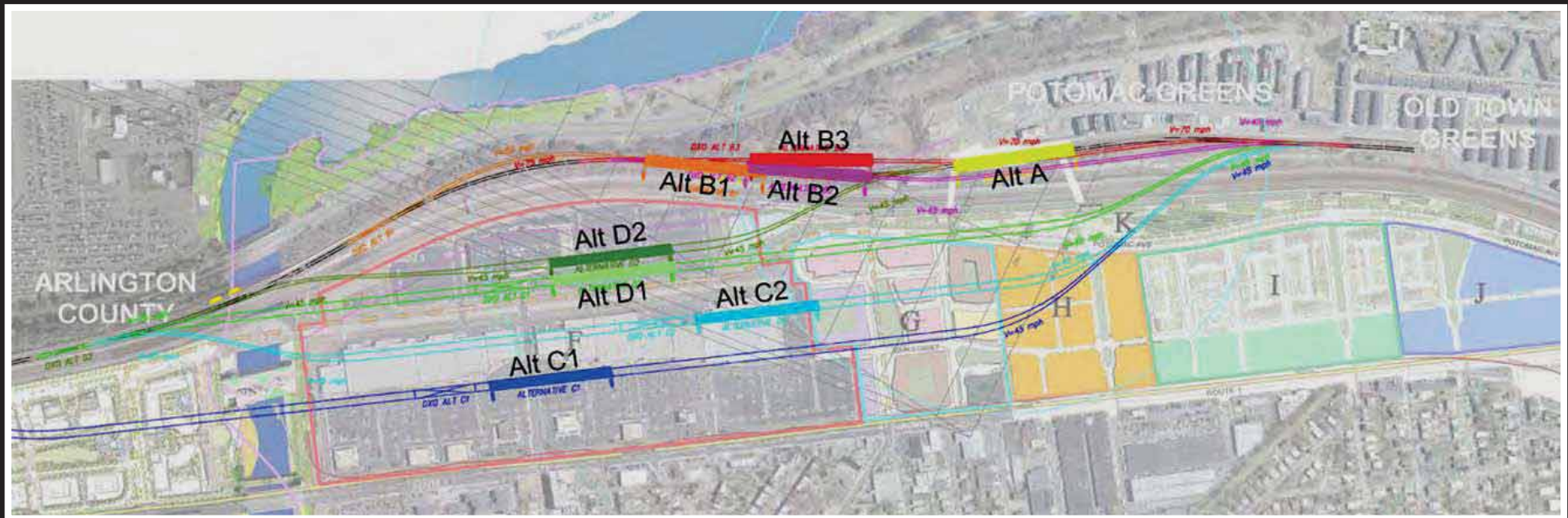


Innsbrook

- Water and Sewer Upgrades: study area is served by three separate sewer pumping station basins; addition density will require systems upgrades
- Transit: transit goes *from* not *within* the site—commuter bus park-and-ride is adjacent

Multiple Processes: Transit Planning at Potomac Yard

Separate tracks for Real Estate Planning (zoning, development, private finance) and Transportation Planning (NEPA, state/local authority, public finance)



Infrastructure Constraints: Potomac Yard

- Development will exceed City's flow and treatment capacity
- Costs will include increasing treatment capacity and purchase of nutrient offsets
- Possible Approaches:
 - low flow plumbing fixtures
 - water conservation measures
 - construction of a separate, parallel sanitary trunk sewer
 - partial on-site treatment
 - reuse of gray water



Property Assemblage: West Village (Atlanta)

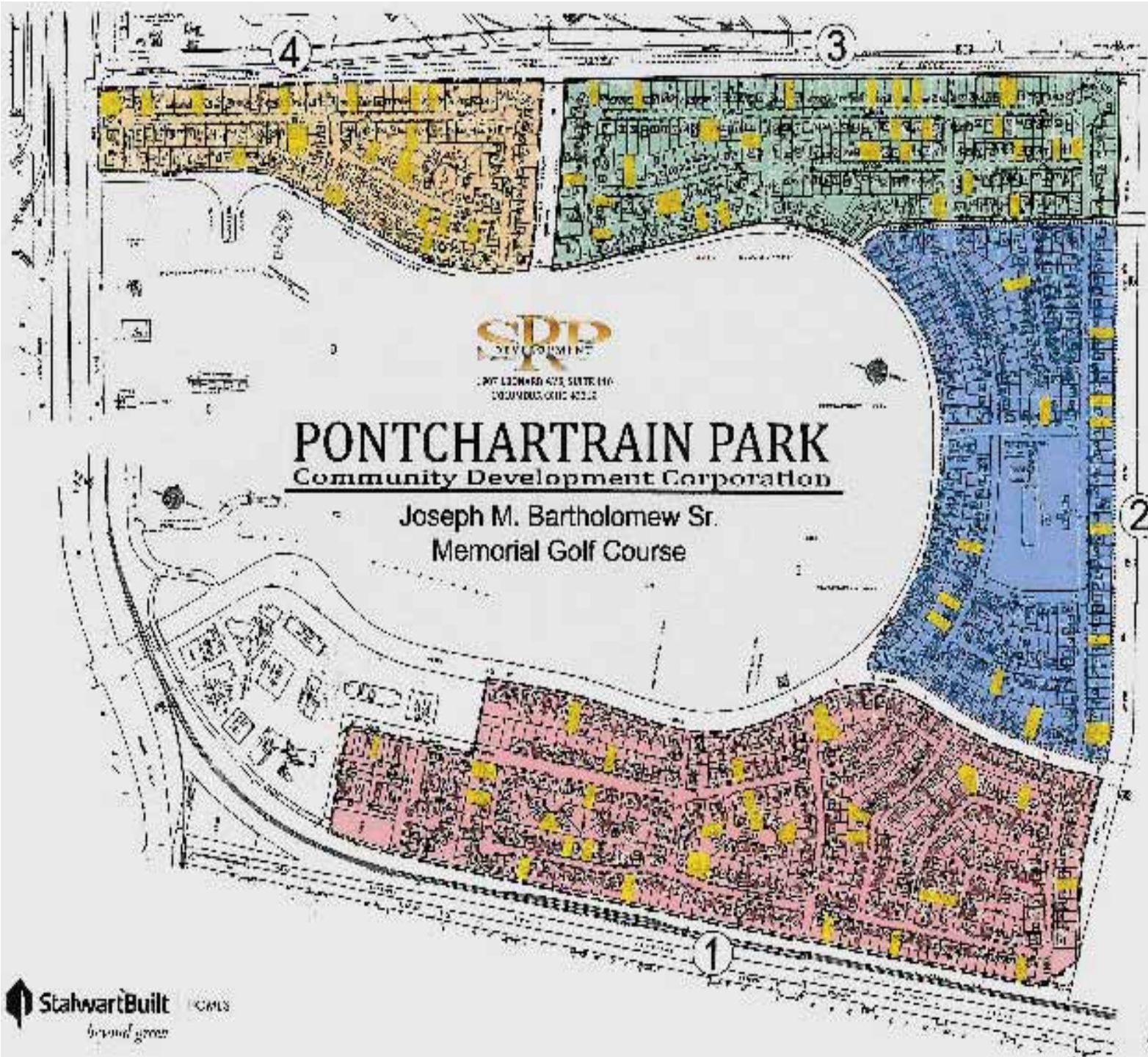
- Property acquired over two years from 63 separate owners of light industrial and residential property
- Developers met with property owners and businesses individually and in groups



Before



After



- ZONE 1
- ZONE 2
- ZONE 3
- ZONE 4

TARGET SITES

SPP
DEVELOPMENT
1907 LEONARD AVE. SUITE 110
COVINGTON, LA 70422

PONTCHARTRAIN PARK
Community Development Corporation

Joseph M. Bartholomew Sr.
Memorial Golf Course

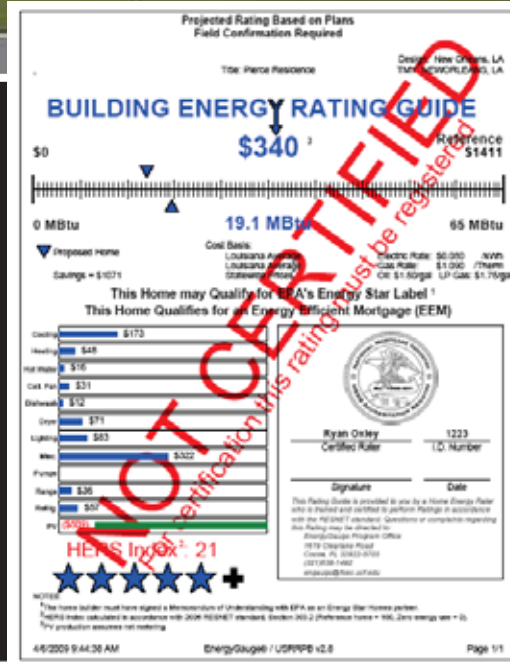
SPP
DEVELOPMENT
1907 LEONARD AVE. SUITE 110
COVINGTON, LA 70422

PONTCHARTRAIN PARK
Community Development Corporation

DAVILLIER
LAW
GROUP



HERS Index = 21



StalwartBuilt | HOMES

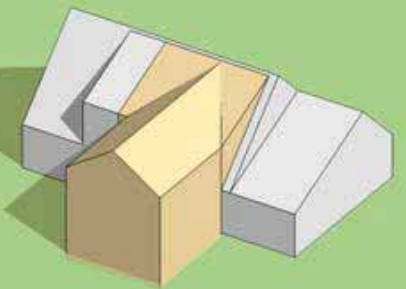
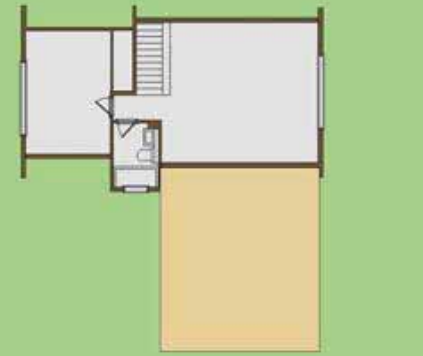
beyond green





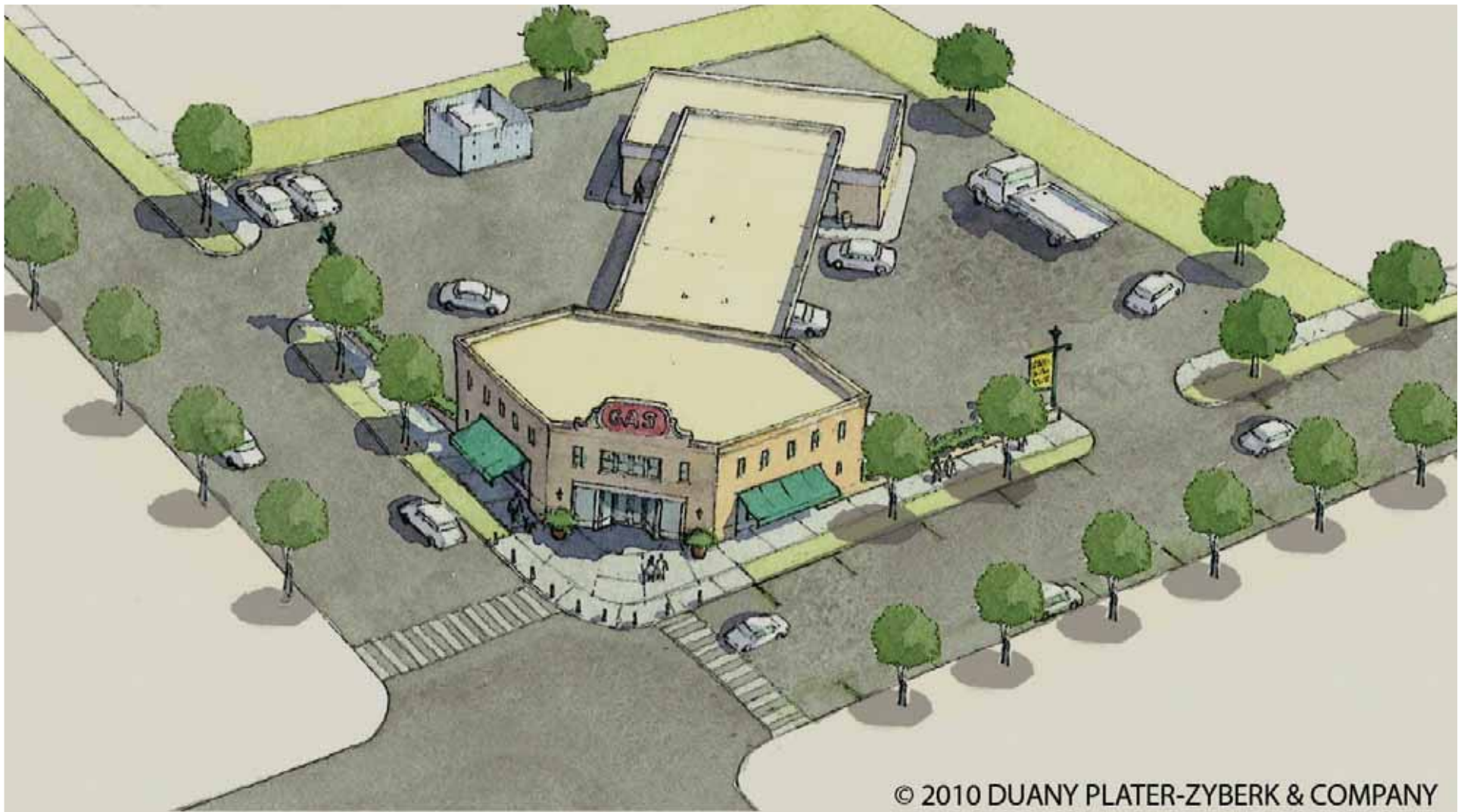
Homeowner's Enhancement Guide

- ✓ Provide ideas and tools to modernize and enhance homes and property, especially in mature neighborhoods
- ✓ Chapters address popular style homes (ranch, Cape Cod, etc) and include diagrams, checklists, resources and reference material

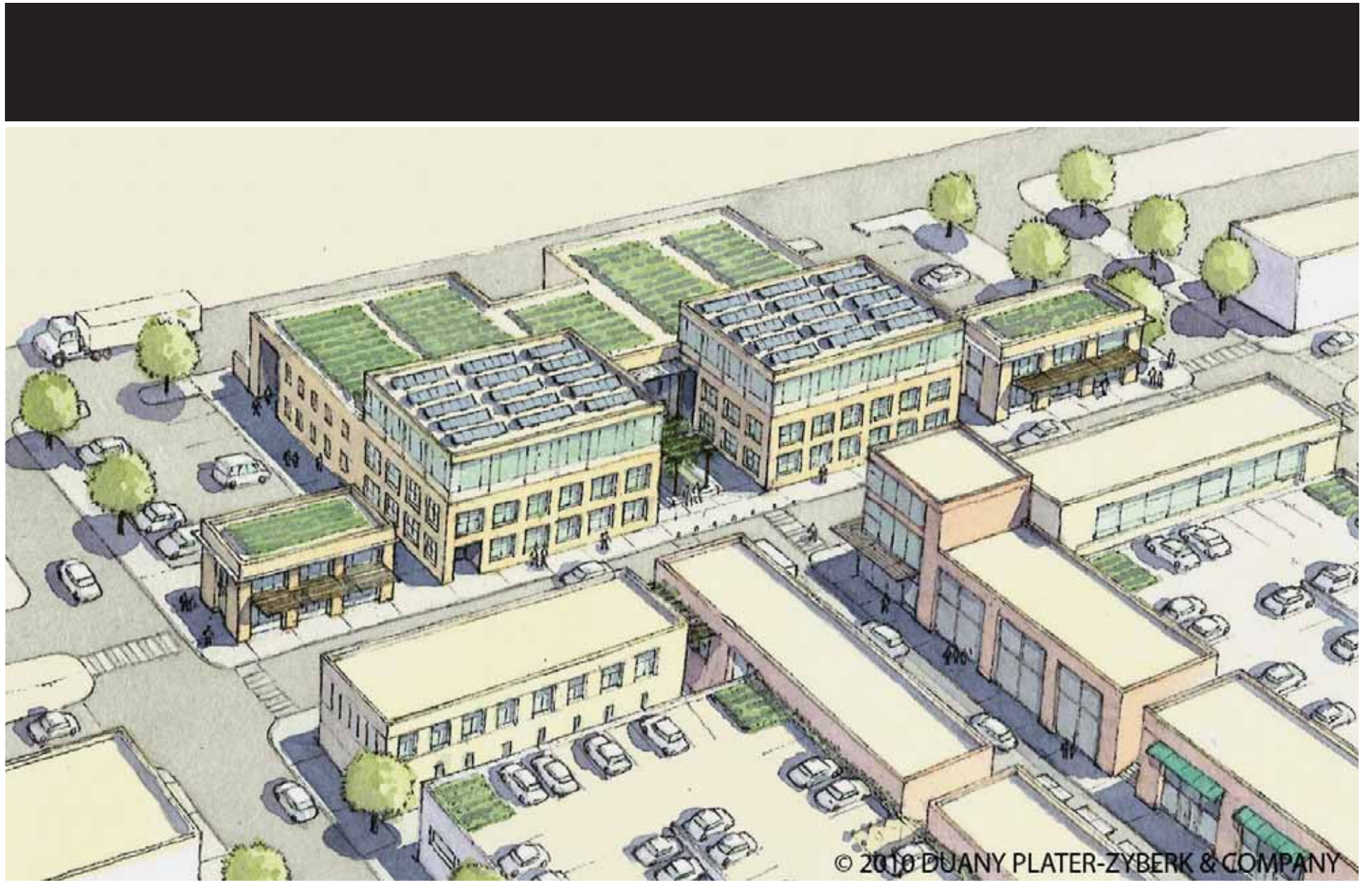


Reinvest: Residential Investment Tax Abatement Program

- ✓ partial tax exemption program for residential real estate (excludes multifamily rental units).
- ✓ encourages rehabilitation, renovation, or replacement of qualifying structures through a property tax incentive
- ✓ Qualifications
 - ✓ Home must be a minimum of 40 years old
 - ✓ maximum assessed value of \$200,000
 - ✓ increase base structure value by a minimum of 20 percent
 - ✓ not increase the original square footage of the structure by more than 100 percent.

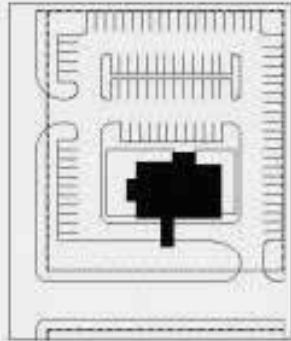


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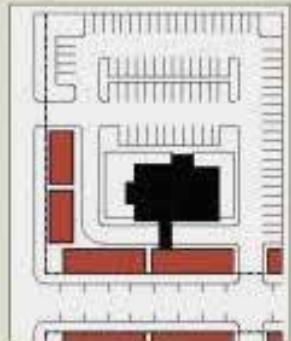
BEFORE



Existing Suburban Restaurant Pad



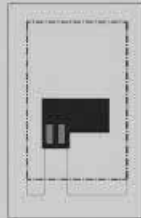
AFTER



Proposed Liners



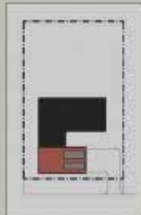
BEFORE



Existing Suburban House



AFTER



Proposed Auxiliary Wing

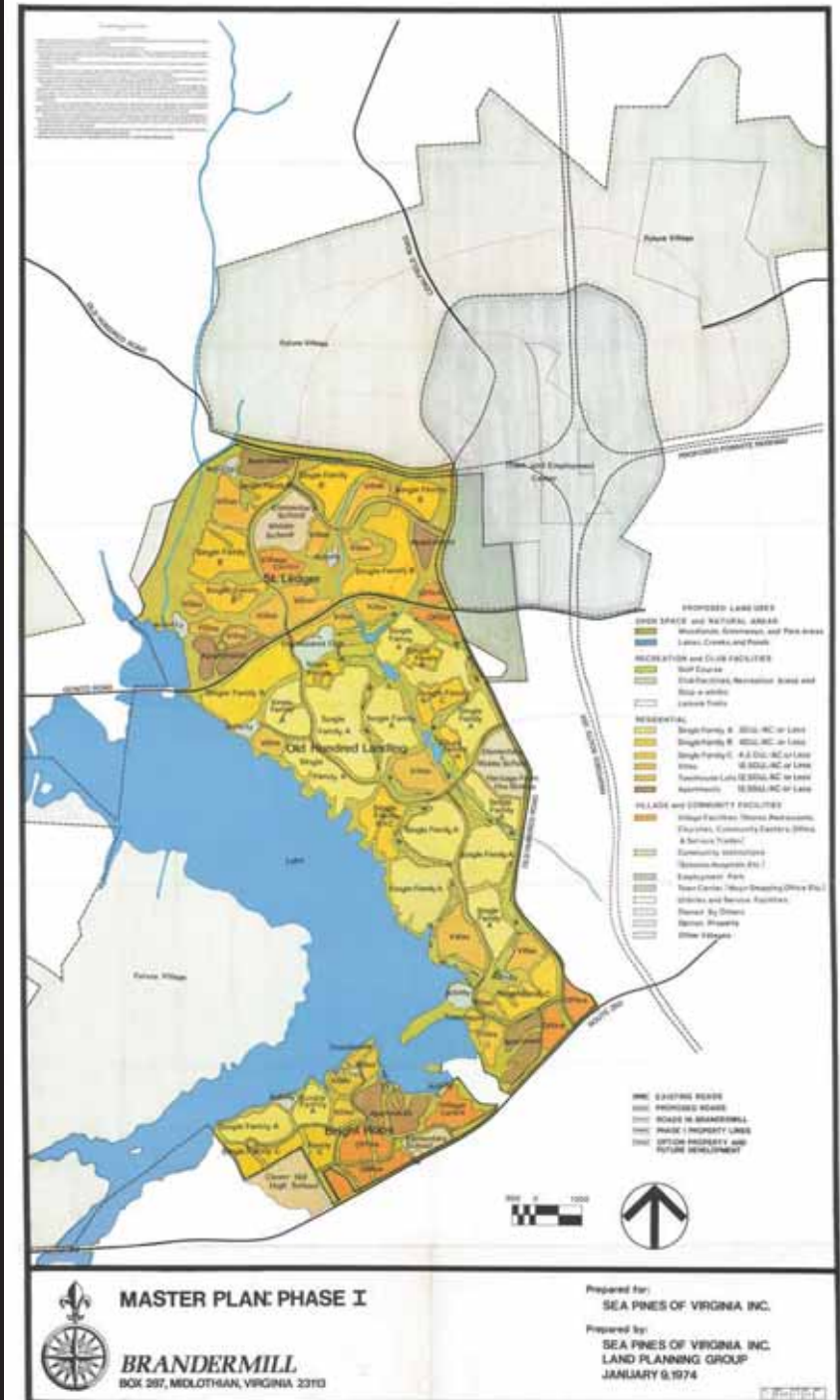


Adjusted front setback brings new construction closer to sidewalk for better street definition

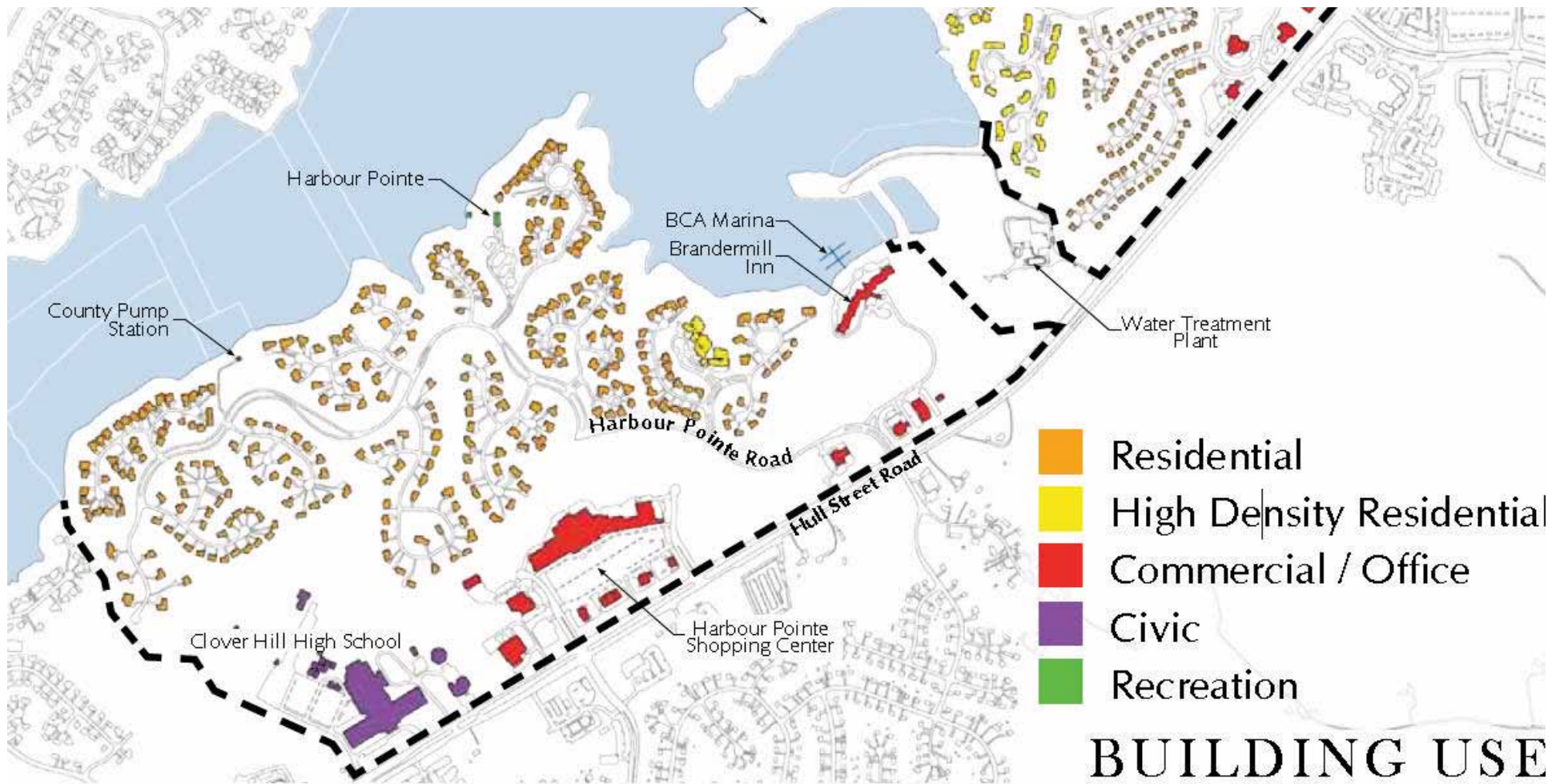


Brandermill

- ✓ 1977 "Best Planned Community in America"
- ✓ 2008-09 Revised Master Plan addressing
 - ✓ Natural resources
 - ✓ Community facilities
 - ✓ Commercial Development
 - ✓ Transportation
 - ✓ Community Character
 - ✓ Implementation







BRANDERMILL
 MASTER PLAN
 Chesterfield County, Virginia

Brandermill: Rethinking Adjacent Commercial

- ✓ Residents expressed desire for main street style shopping districts, walkable streets, nearby jobs, and convenient restaurant options
- ✓ Master Plan envisions mixed-use buildings, central greens, low impact development, farmers markets, etc.



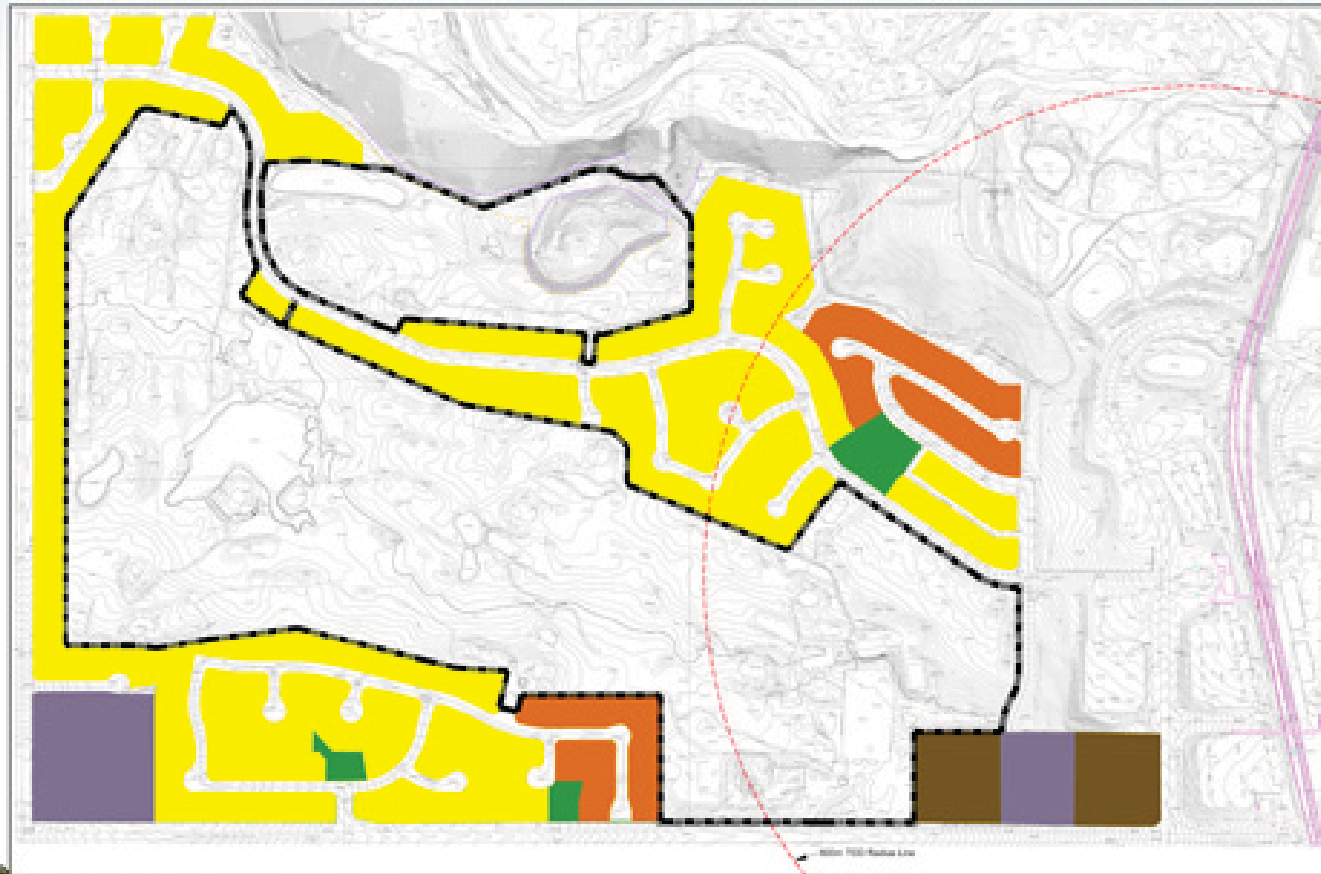
Opportunities

- ✓ Recreation areas to YMCA and Commercial
- ✓ Open spaces to community gardens integrated into venders
- ✓ Oversized storm water into aesthetic features and higher density
- ✓ Relocation of foreclosed houses to create density
- ✓ Introduction of geothermal, solar, water recovery
- ✓ Creation of parks and connection spaces through transferred houses
- ✓ Development of golf courses and undeveloped phases
- ✓ Monetization of environmental services on open spaces

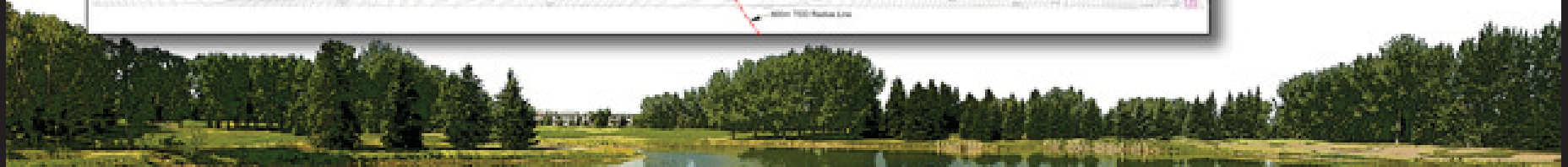
Golf Retrofit



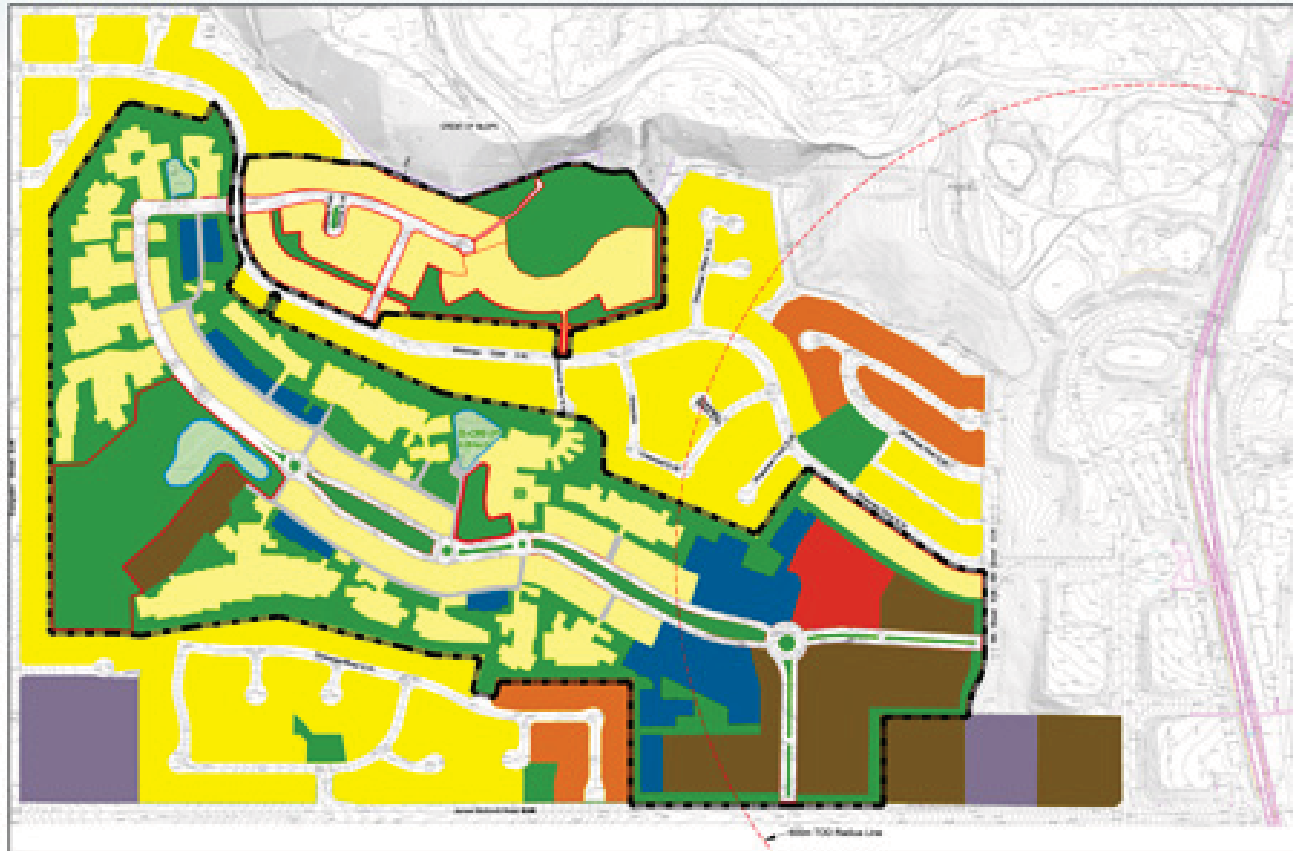
Existing Housing



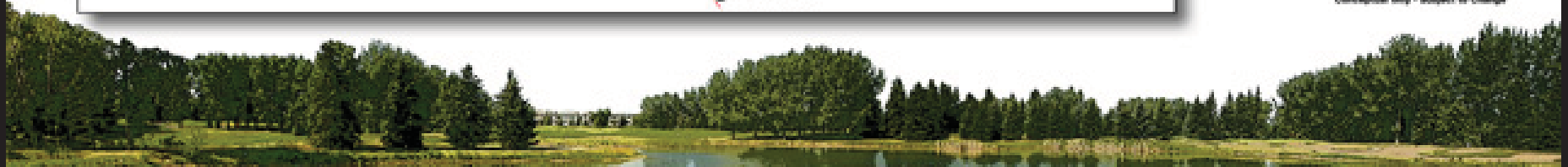
- LEGEND**
- CONTOUR INTERVAL 0.5 METRE
 - PROPERTY LINE
 - EXISTING SEMI-DETACHED
 - OPEN SPACE
 - EXISTING SINGLE FAMILY
 - EXISTING INSTITUTIONAL
 - MEDIUM DENSITY CONDO



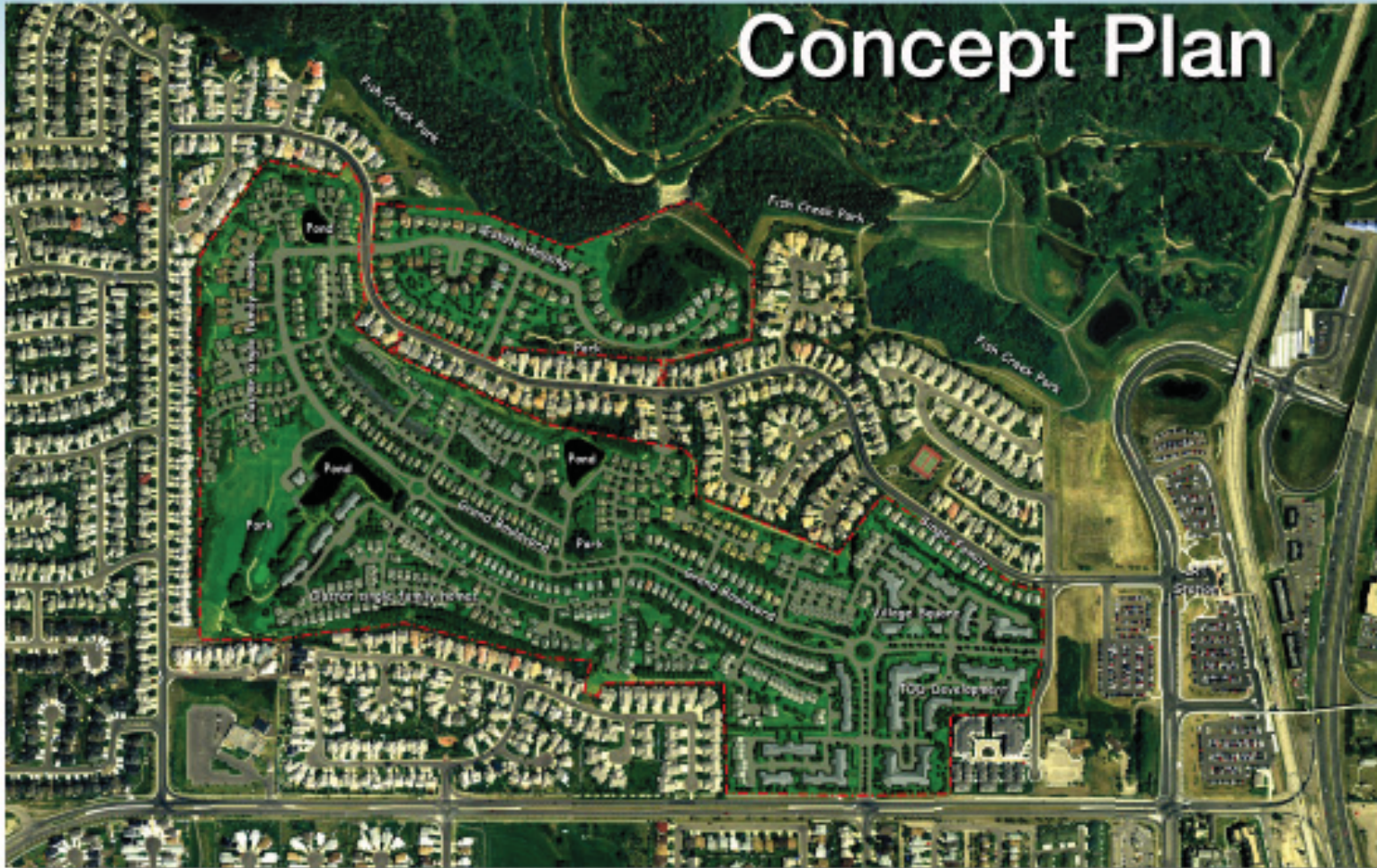
Proposed Housing and Open Space



Conceptual only - Subject to Change

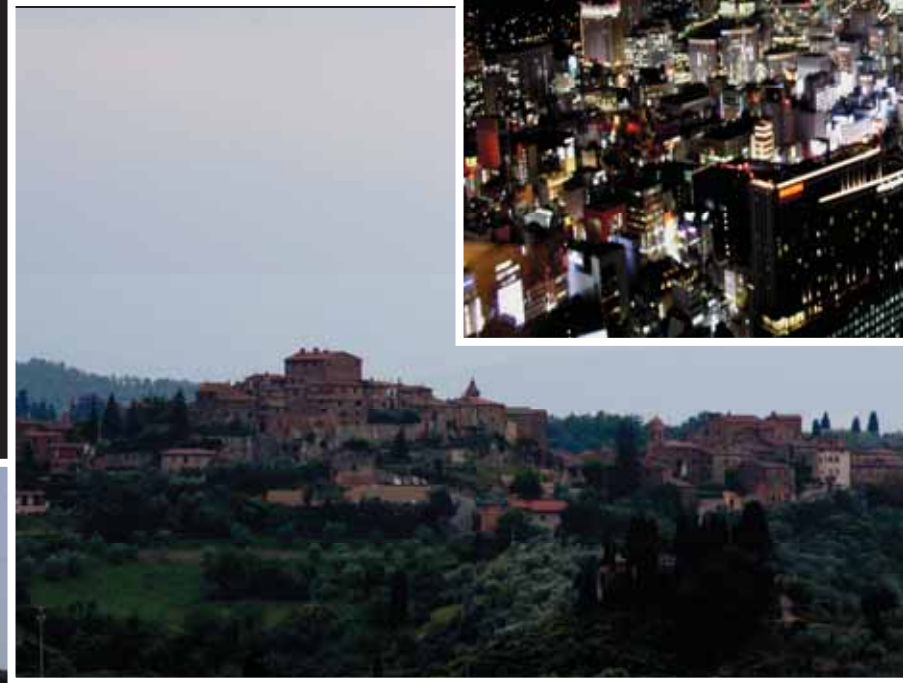


Concept Plan



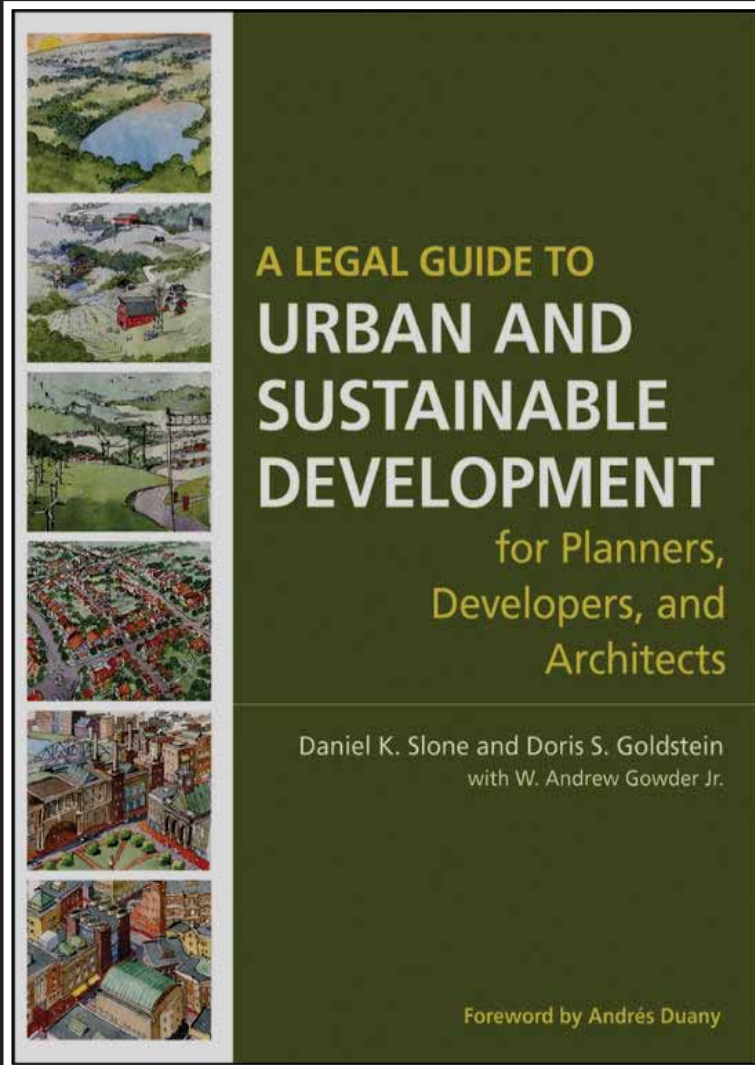
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CNU

CONGRESS FOR THE NEW URBANISM