

CITIES IN AN ERA OF CHANGE

ULI Columbus, OH – Women's Leadership Initiative

Lisa Wise, AICP
President & CEO, Lisa Wise Consulting, Inc.

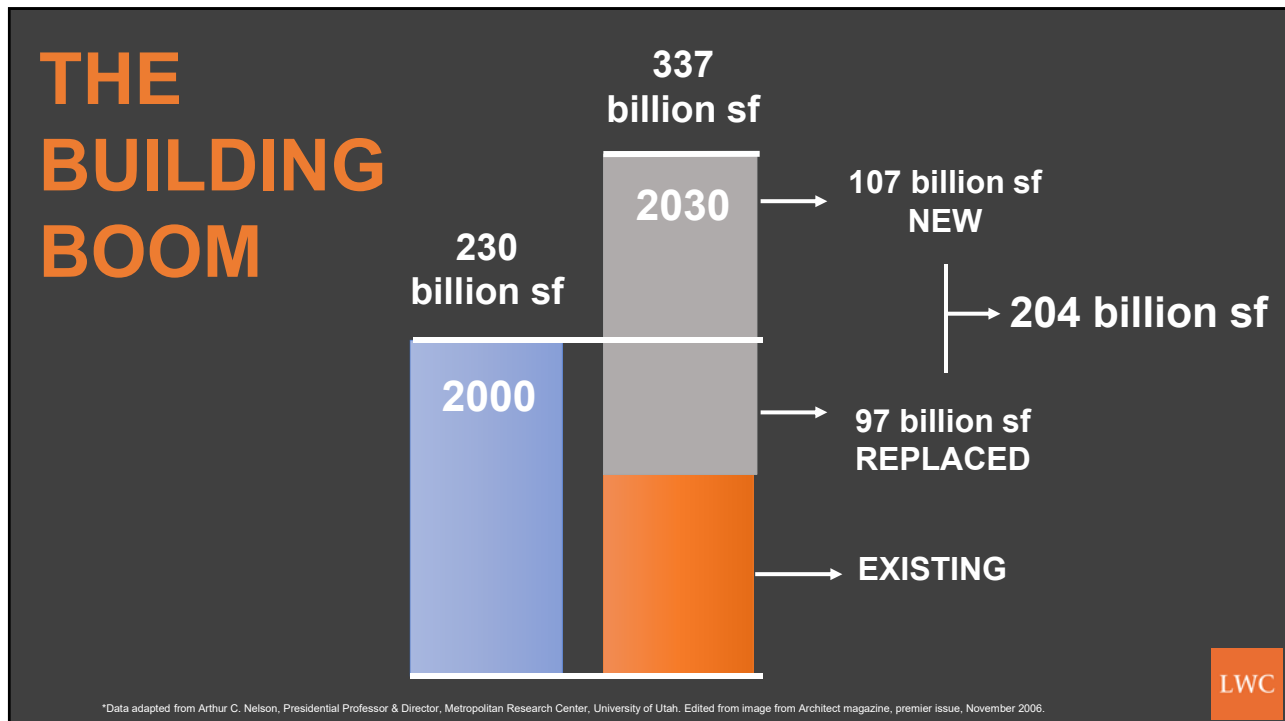
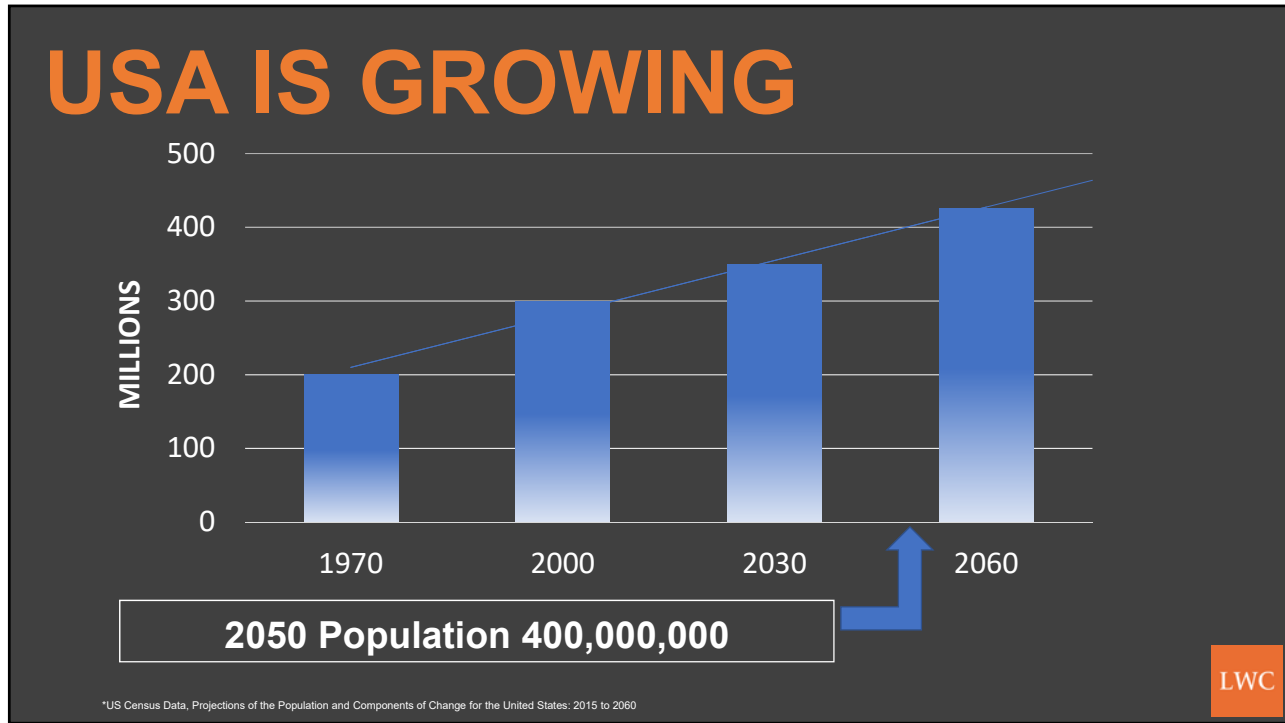
December 11, 2017

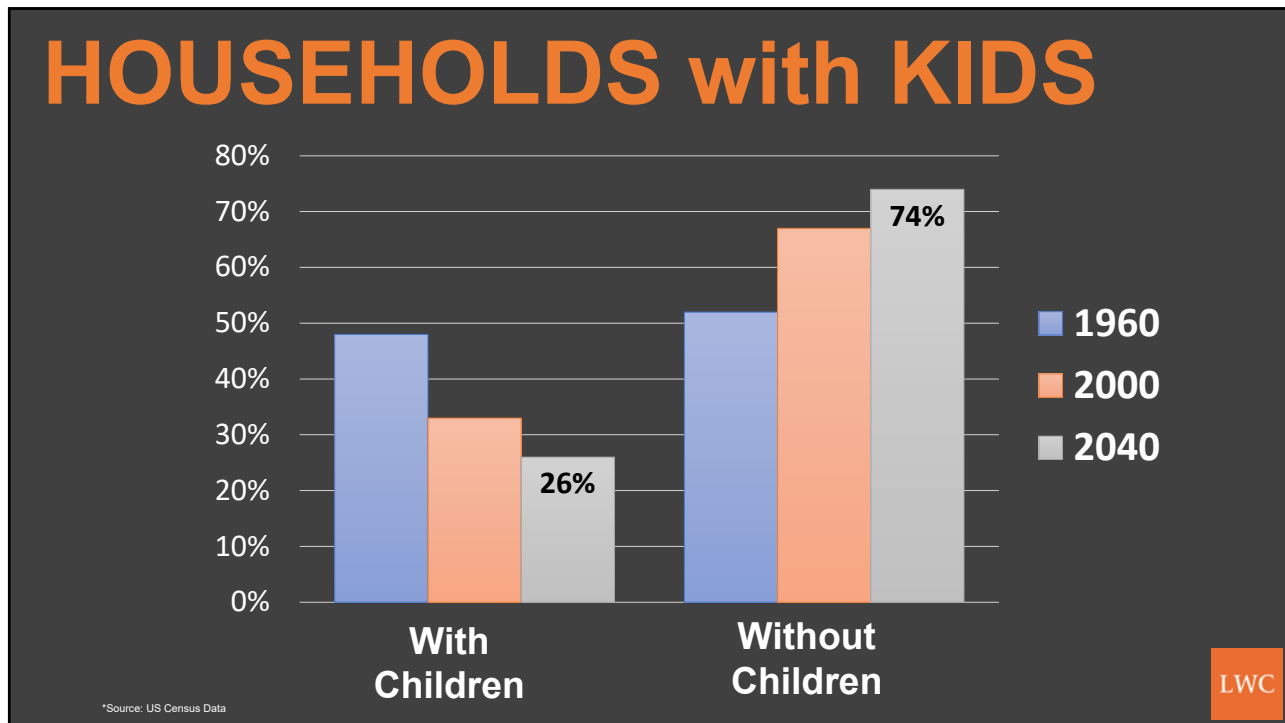
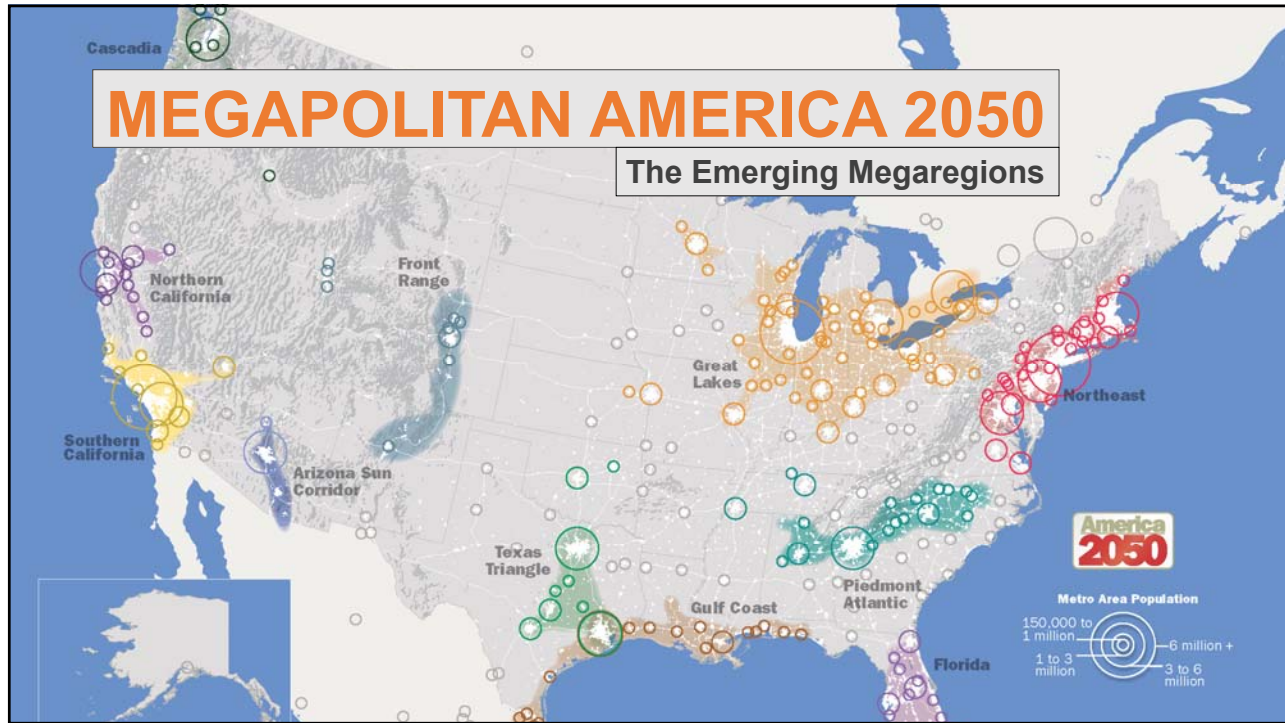
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OUTLINE

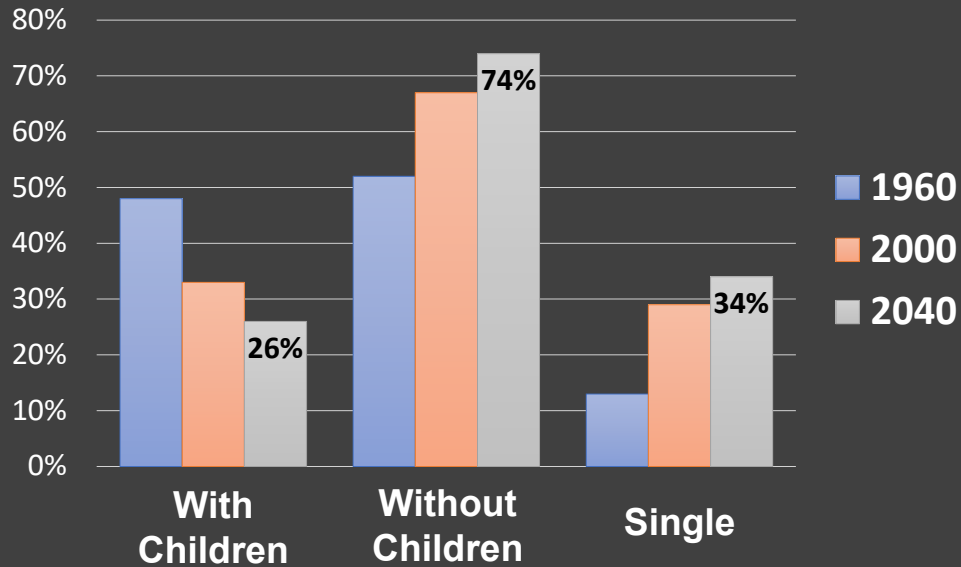
- Growth in Mega Regions
- Statewide Strategies – California
- Citywide Strategies – Austin, TX

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HOUSEHOLDS with KIDS



MILLENNIALS

Largest adult population

Boost demand for housing

40% Bachelor Degree vs. 32% Gen X, less for Boomers



Value energy efficiency

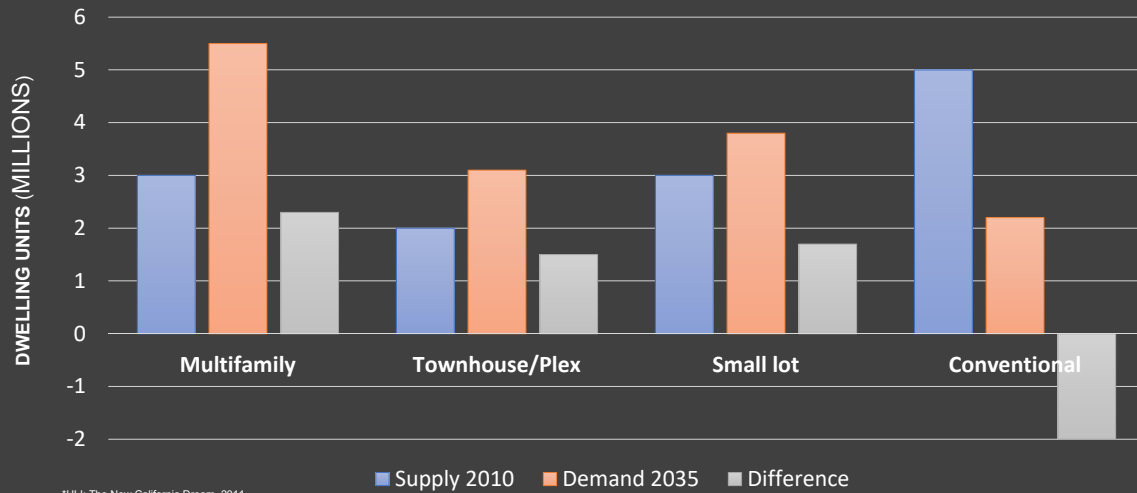
Seek pedestrian-friendly retail, open space, public schools

Prefer "18 hour cities"

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RESIDENTIAL

California: Demand for residential units, 2010 vs. 2035



*ULI: The New California Dream, 2011

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IMPLEMENTATION



How do we
turn needs
into realities?

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SOLUTIONS?

What can municipal governments do to more effectively accommodate and encourage densification?



FORM-BASED CODES



Jenna Hornstock,
deputy executive officer,
countrywide planning, Los
Angeles County Metropolitan
Authority (Metro); vice chair,
Public/Private Partnership
Council (Blue Flight)



A.J. Jackson,
SVP of land acquisition and
development, partner, EYA,
Bethesda, Maryland; chair,
Public/Private Partnership
Council (Gold Flight)



**Christopher
Leinberger**,
President, Locus, Washington,
D.C.; vice chair, Transit-Oriented
Development Council



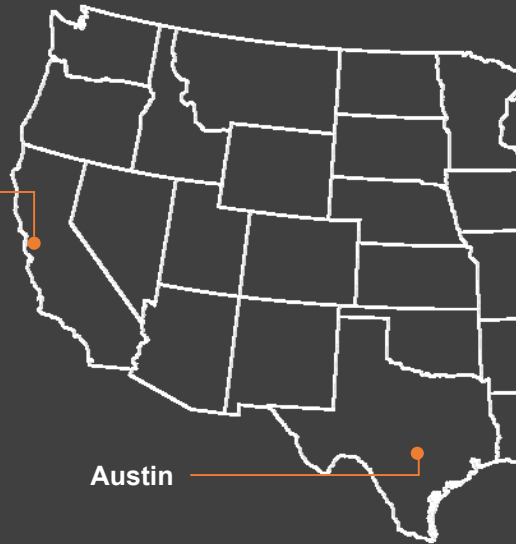
Jodie W. McLean,
CEO, EDENS, Washington,
D.C.; member, Commercial &
Retail Development Council
(Gold Flight)

...need to look at existing land use plans...zoning process doesn't do a good job of setting community's expectations...most effective thing a jurisdiction can do is to change to a form-based code...

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REGIONAL & LOCAL STRATEGIES

San Francisco Bay Area



Austin

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CALIFORNIA

Global Warming Solutions Act (AB 32), 2006

Sustainable Communities Act (SB 375), 2008

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PLAN BAY AEA 2040

Bay Area Sustainable Communities Strategy (SB 375)

820,000 new HH
1.3 million new jobs

\$300 billion in transportation investment



SAN FRANCISCO BAY AREA

9 counties

101 cities

Since 1990 –
2 jobs/ housing unit

4M
TOTAL
JOBS

7.6M
POPULATION

2.7M
HOUSEHOLDS

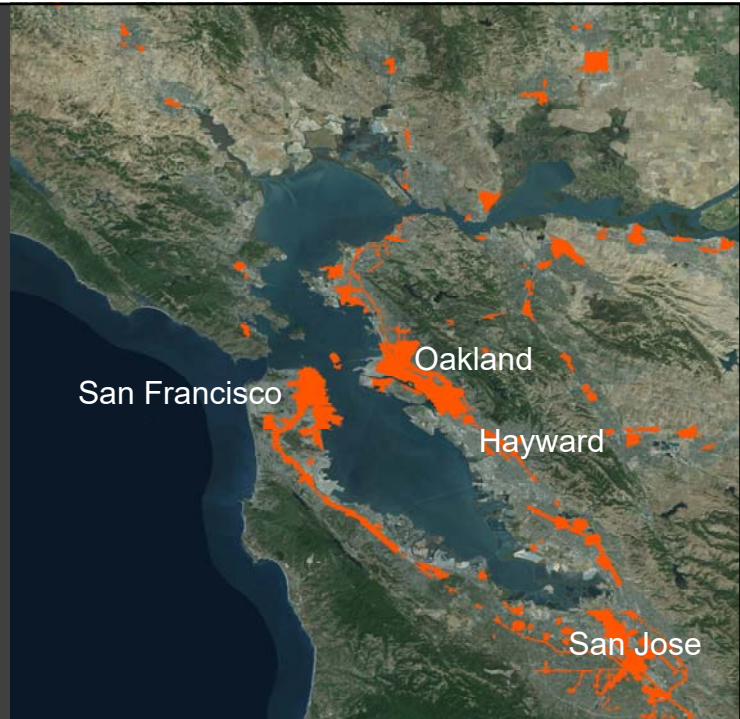


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*Plan Bay Area 2040: Final Regional Forecast of Jobs, Population and Housing, July 2017

PLAN BAY AREA 2017 - 2040

Priority Development Areas



SAN FRANCISCO BAY AREA

State planning grants (FY 2017-2018)

\$25 million

SF One Bay Area Grant Program (2017-2022)

\$916 million

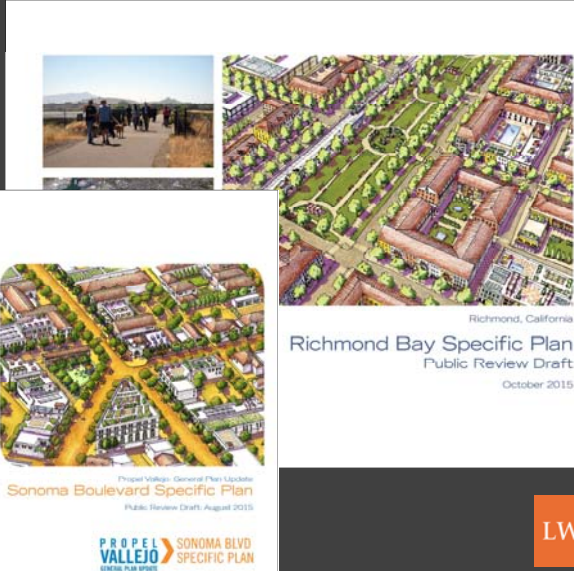
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SAN FRANCISCO BAY AREA

Hayward, CA – Downtown Specific Plan & Development Code

Richmond, CA – Richmond Bay Specific Plan

Vallejo, CA – Sonoma Boulevard Specific Plan

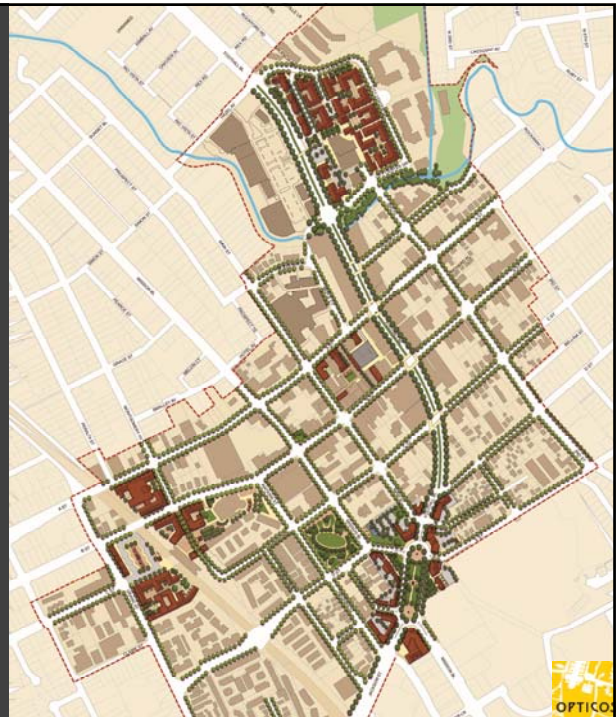


Hayward

Downtown Specific Plan & Development Code

320 acre
Priority Development Area

5,120 new units
920 new jobs



Hayward

BART TOD

- Class A Office
- Sequence of unique open spaces
- Relocate bus stops
- Mixed-use block (No min parking)

The image is an architectural site plan for a transit-oriented development (TOD) in Hayward. It features several buildings outlined in brown and green, with blue numbered callouts (1-7) and red arrows pointing to specific areas. The plan includes streets labeled 'B ST', 'RAND ST', and 'WATKINS ST'. A bus stop icon is visible near callout 3. A logo for 'OPTICO' is in the bottom right corner.

Hayward

BART Transit Oriented Development

Existing conditions

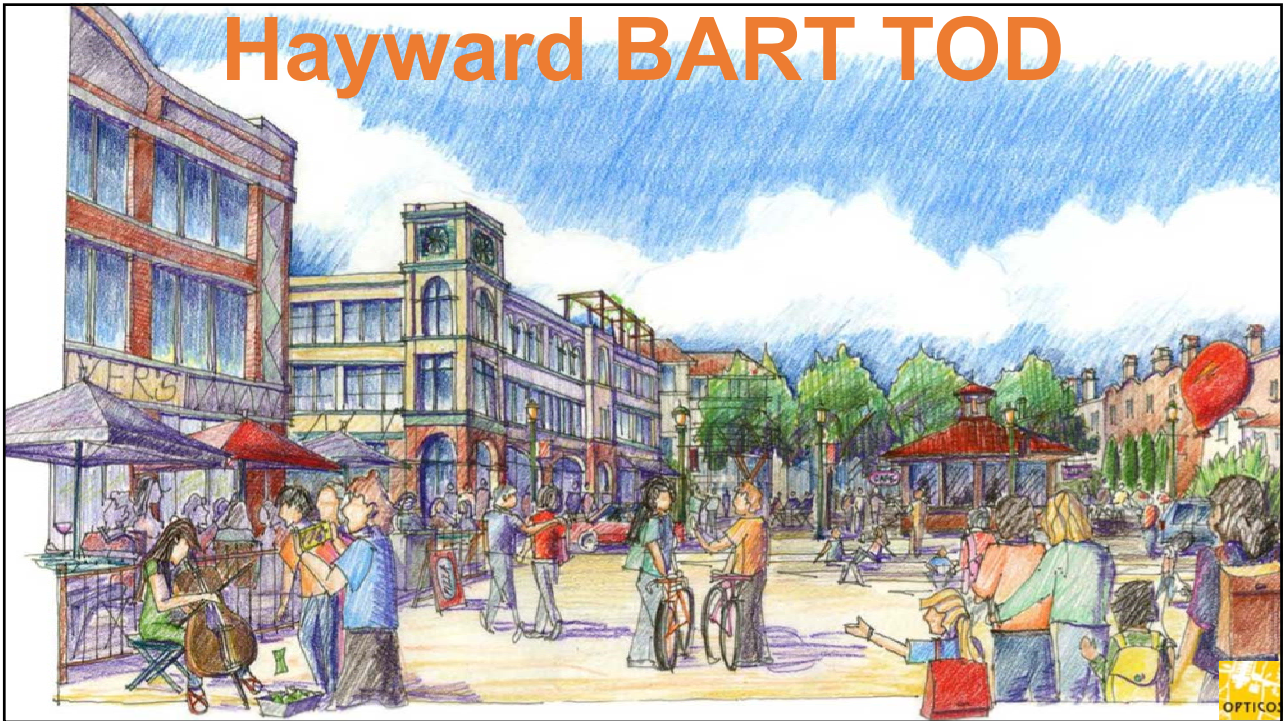
City Hall from the BART station

The photograph shows a street-level view from the BART station. In the foreground, there is a paved area with a bus stop shelter and a person walking. In the background, a large, modern building with a curved facade (City Hall) is visible under a clear blue sky. Streetlights and trees are also present.

Hayward BART TOD



Hayward BART TOD



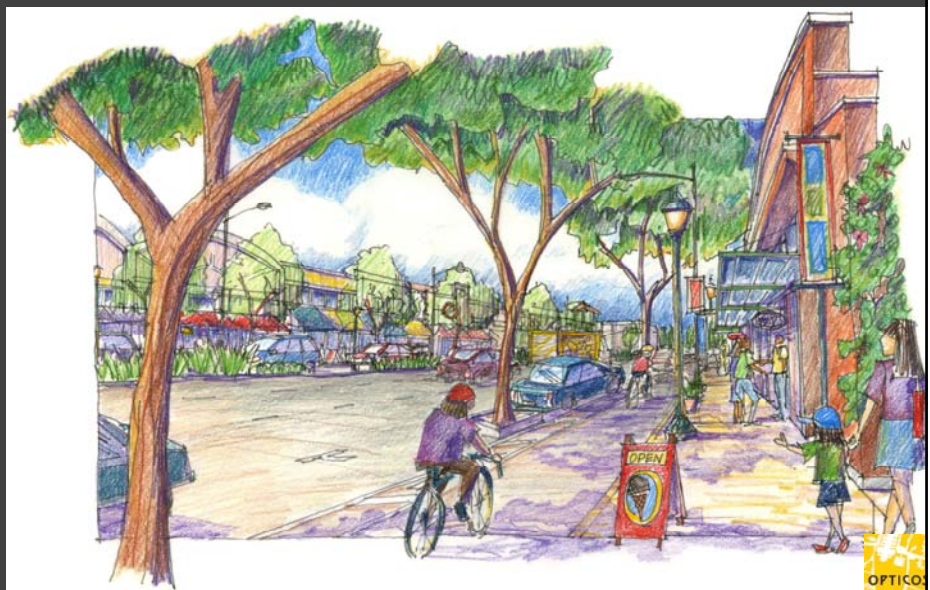
Hayward Foothill Boulevard

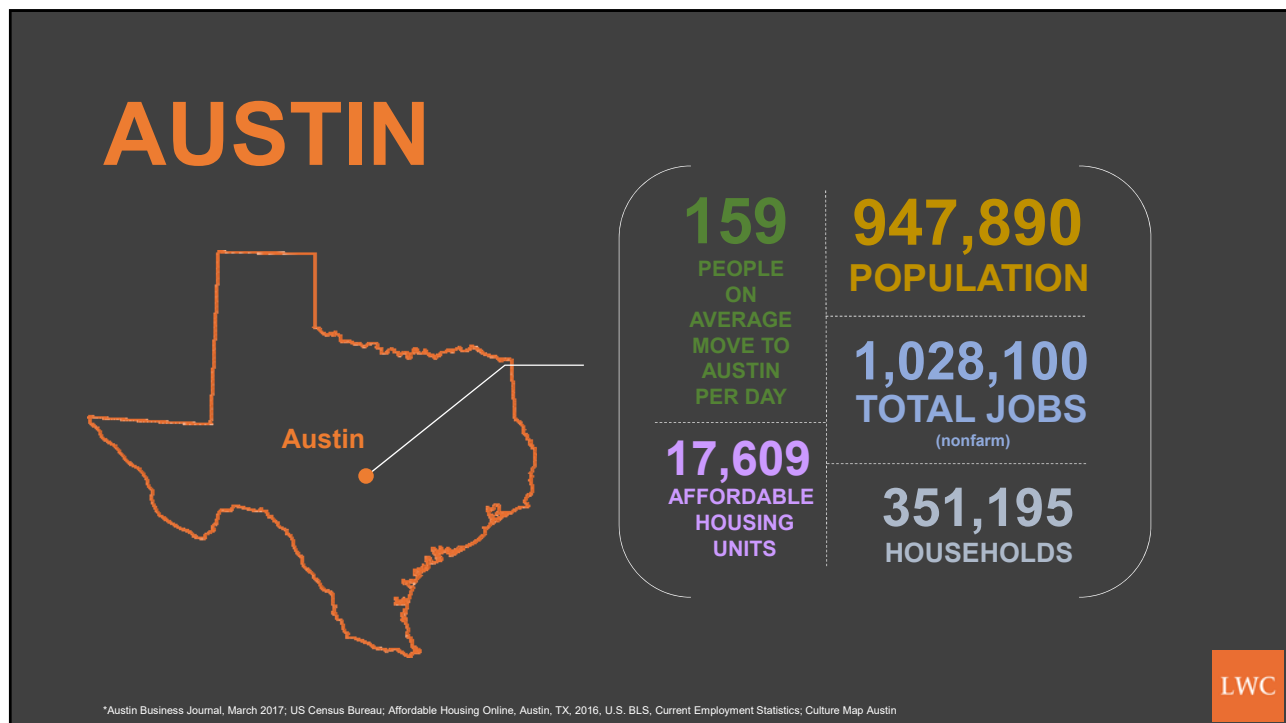
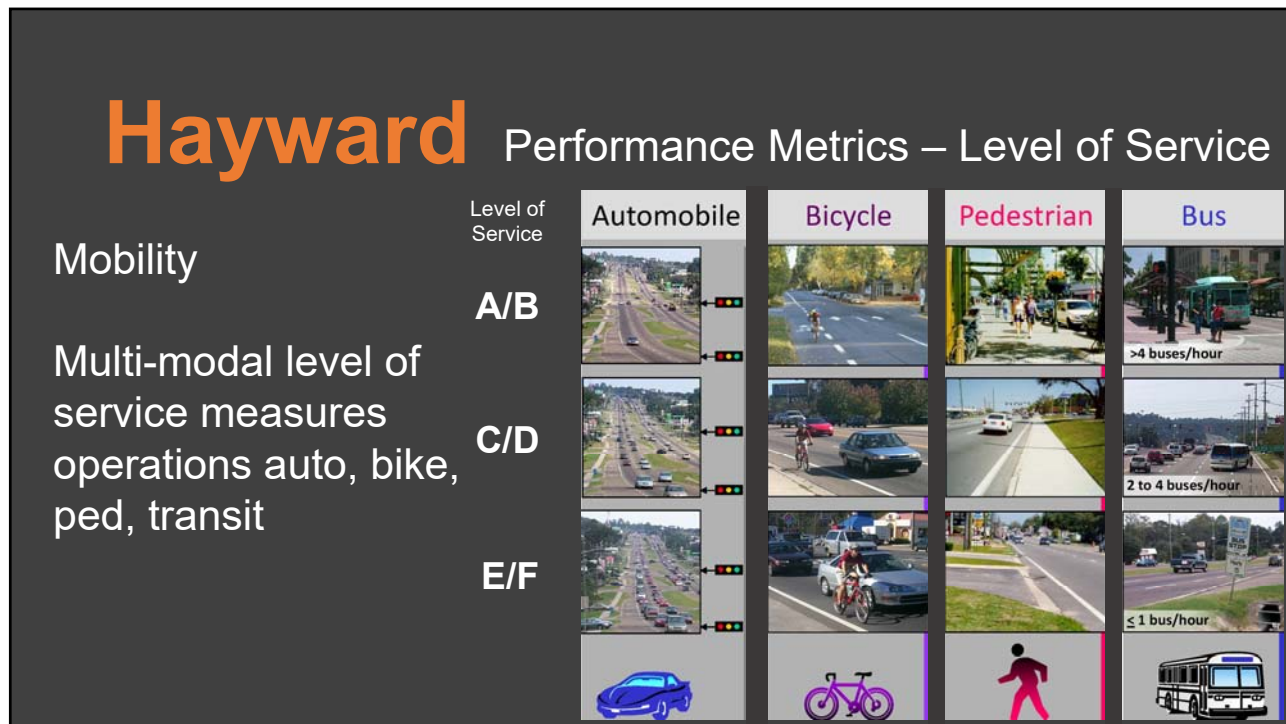
Existing conditions



Hayward Foothill Boulevard

- On-street Parking
- Buffered bike lanes
- Wide sidewalks
- Street Trees
- Building and entrances that front the street

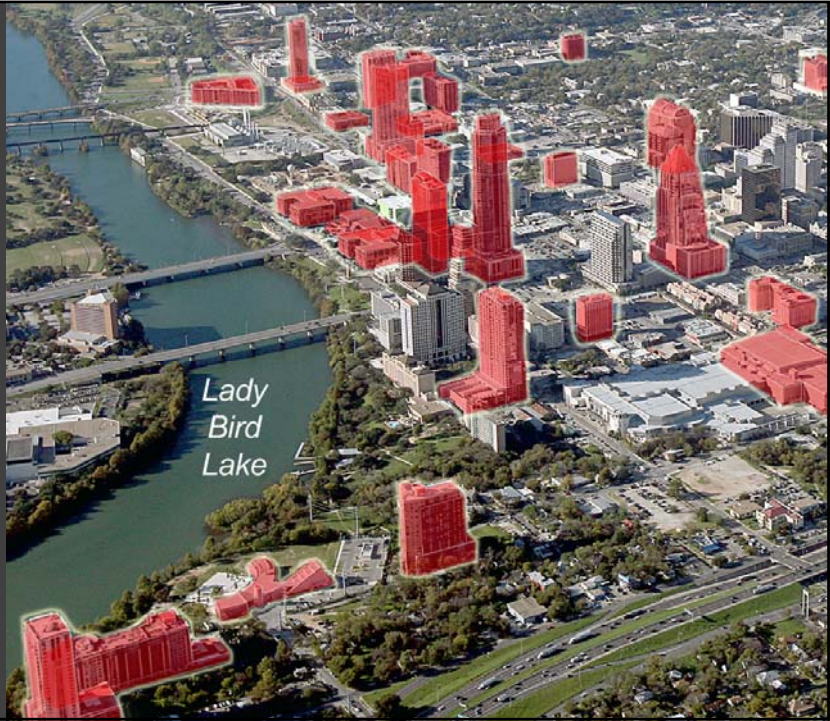




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Home prices
Up 54%
(Since 2006)

Median HH Income
Up 34%
(Since 2006)

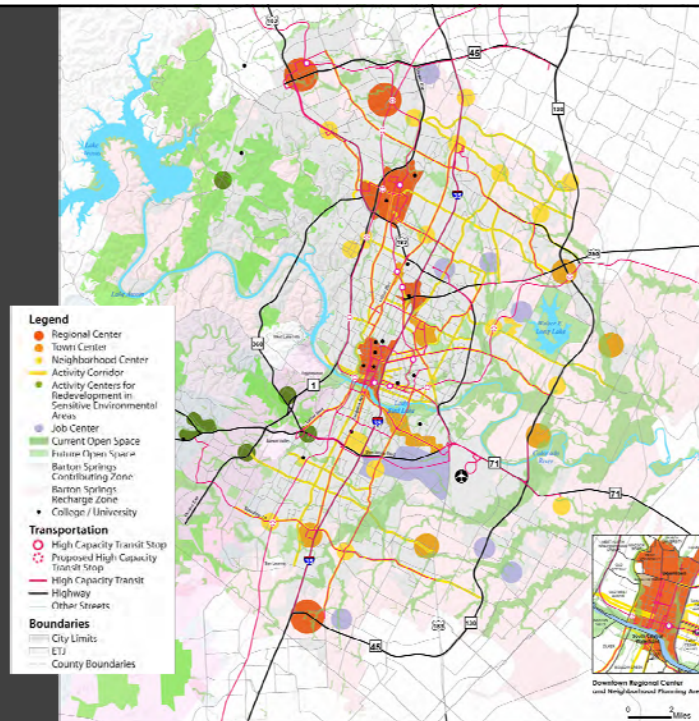


AUSTIN

30-year plan

Quality of life

Compact, connected development

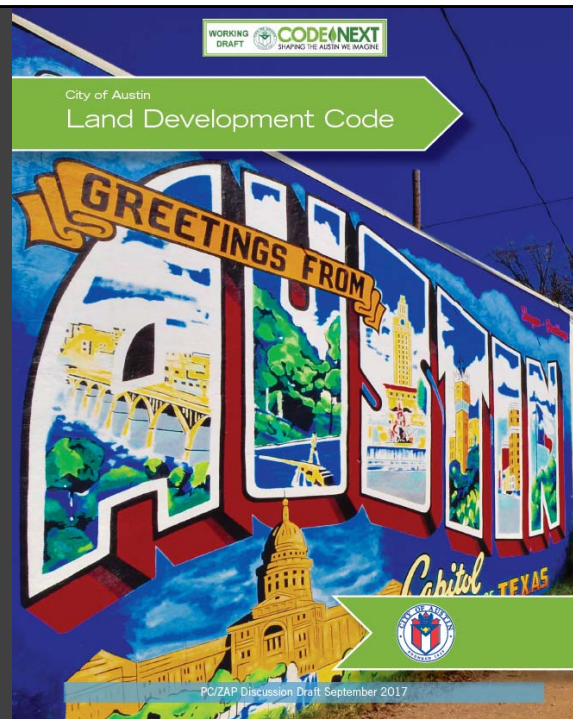


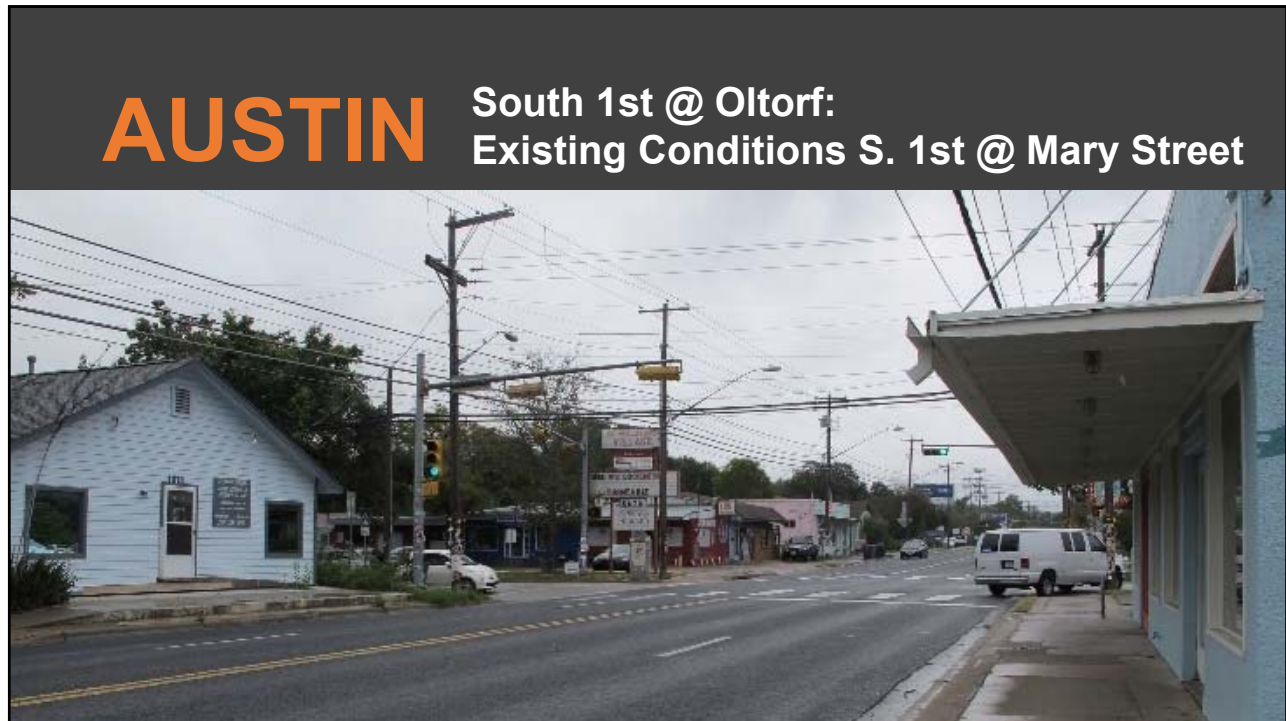
*Imagine Austin Comprehensive Plan, June 2012

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First major rewrite of Austin's Land Development Code in 30 years!





AUSTIN South 1st @ Oltorf: Illustrative Plan



AUSTIN South 1st @ Oltorf: Overall Plan



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South 1st @ Oltorf: Additional Commercial Cottage



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South 1st @ Oltorf: Additional Commercial 2-Story Cottage



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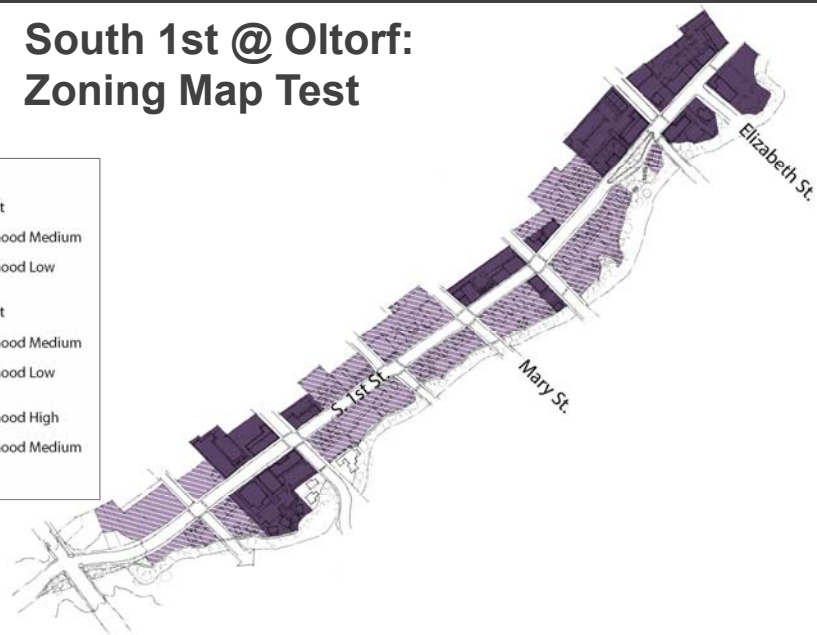
South 1st @ Oltorf: Additional 3-story Main Street Building

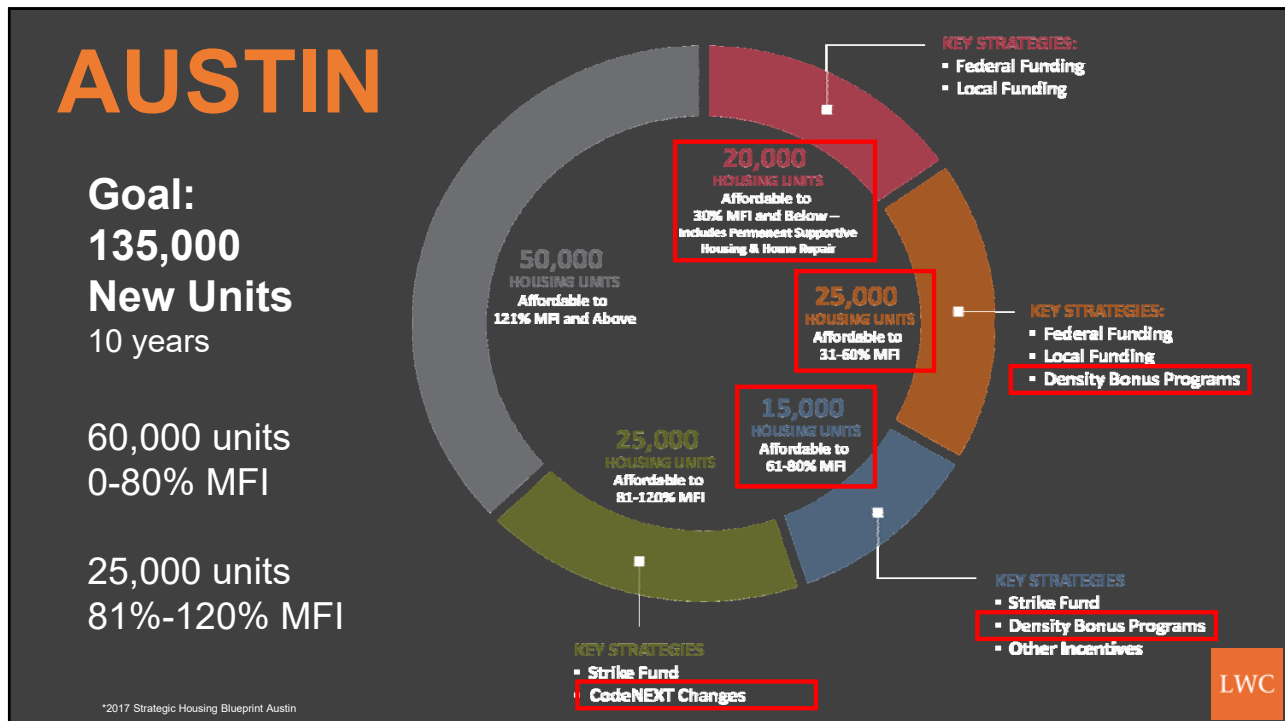
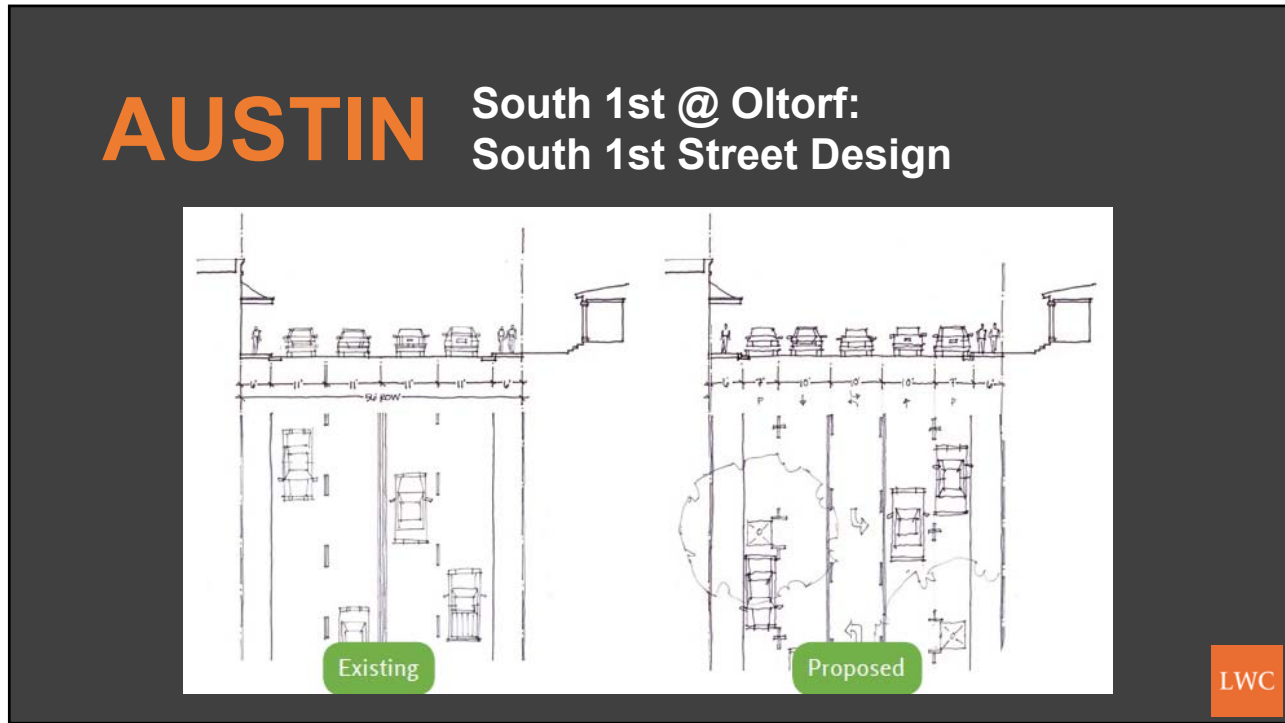


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South 1st @ Oltorf: Zoning Map Test

Transect Key	
	T5 Main Street
	T5 Neighborhood Medium
	T5 Neighborhood Low
	T4 Main Street
	T4 Neighborhood Medium
	T4 Neighborhood Low
	T3 Neighborhood High
	T3 Neighborhood Medium
	T3 Edge





*2017 Strategic Housing Blueprint Austin

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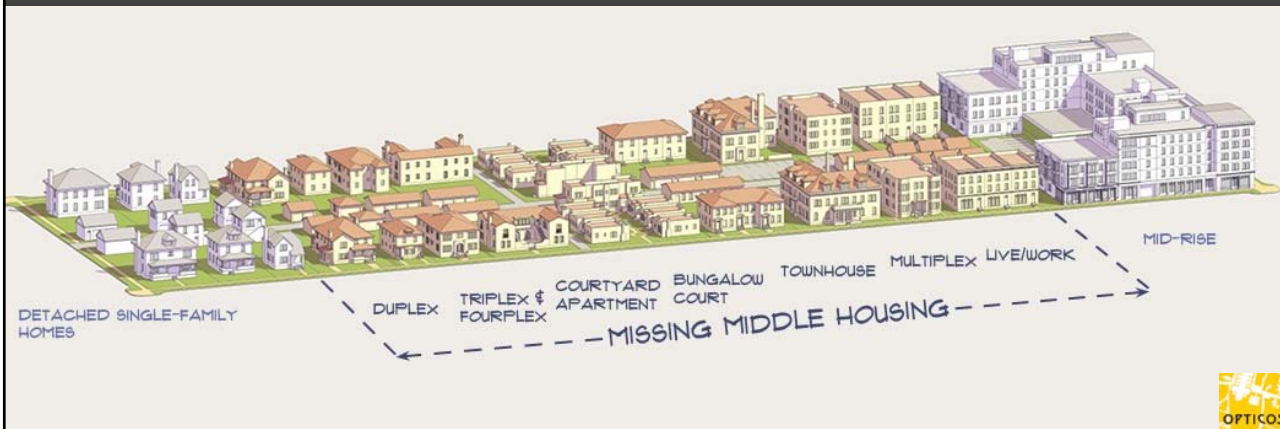
Density Bonus



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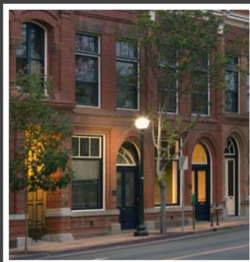
Missing Middle Housing

Providing Small, Multi-Unit Housing (Missing Middle) is Key



“A good city is like a good party. People don’t want to leave early.” -Jan Gehl

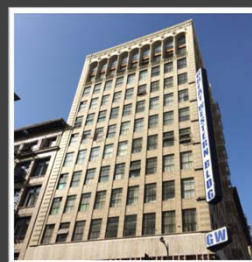
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