

3.0 PROCESS FOR PREPARING DEVELOPMENT RECOMMENDATIONS FOR RT PROPERTY

Site plans and development pro formas were prepared for seven stations where RT owns property that could be made available for joint development projects with the private sector. The stations selected were: Sunrise and Mather Field/Mills on the Folsom Line; Meadowview and Florin on the South Line; and Swanston, Marconi and Royal Oaks on the Northeast Line. Detailed information on this work can be found in Section 5 of this report and in Appendix F. The following process was used to develop the recommendations.

- **Developer Interviews.** Interviews were held with local developers interested in transit oriented development. A meeting was also held with developers from around the state and nation at the November, 2001 Rail-Volution conference in San Francisco. Developers were asked about their interest in developing property with RT at these seven sites and what factors would influence their decision to compete for these opportunities;
- **Site Designs.** Site designs consistent with the finalist land use plans for all seven properties were developed for “build-out” conditions. Build-out conditions were defined as full development on the sites, accommodating park and ride stalls in structured parking and the planned bus transit center functions at Swanston, Sunrise and Florin at grade with, in some cases, development on top of it;
- **Pro Forma Analysis.** Pro formas were developed for the seven full build-out site plans to determine whether it would be economical for the private development community to construct these plans, or whether some form of public partnership would be required;
- **Phasing Plans.** Phasing plans were created for each site to develop portions of the sites first that made the most sense from standpoints of site functionality and market economics;
- **Recommendations for on and off-Site Improvements and Land Assembly.** Recommendations to improve pedestrian access were developed for each site, and in appropriate cases recommendations for RT to purchase additional adjacent land were developed;
- **Entitlements.** Recommendations for securing entitlements, including environmental review and land use permits from the city or county, were developed for each site;
- **Recommendations for Public/Private Partnerships.** Recommendations for how RT should enter into agreements with developers for joint development initiatives at each site were developed; and
- **Marketing Plan and Packages.** A marketing plan was created and individual marketing packages to solicit developer interest at each site were developed. In addition, a list of local, statewide, and national

developers was created. All of this information can be found in project report "Regional Transit Property Marketing Plan", 2002, Bay Area Economics, and in Section 6 of this report. A sample marketing package is included in Appendix H.