**LARGE URBAN CORE** Transit-Oriented Development

**Market Conditions Associated with Urban Core TOD**
- Strong regional population and employment growth
- Residents with disposable income for discretionary spending
- High-frequency rapid transit system
- High consumer preference for close live-work proximity and a culture of riding transit by choice

**Tactics Used to Spur TOD**
- New stations and transit lines
- Rezoning, density bonuses, and transfer of development rights
- Parking requirement reductions
- Infrastructure funding and other development subsidies

**TRANSFORMATIVE** Transit-Oriented Development

**Market Conditions that Necessitate Transformative TOD**
- Low homeownership and neighborhood instability
- Limited purchasing power to support local retail and services
- Low-frequency regional transit and local bus service
- Weak demand for residential and commercial space in well-established downtowns with transit access

**Potential Tactics to Explore to Spur Transformative TOD**
- Changes to rail fare structure and scheduling improvement to local transit services
- Development subsidies for residential and commercial construction and rehabilitation
- Complete streets and improvements targeted at active mobility modes
- Placemaking, place-branding, and marketing