

The Developer's Perspective

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Iowa Department of Transportation

Agenda

- Brief Access Management Review
- Define Concept Roll-Out
- The “Real” Wall Street Game
- Concept Roll-Out Process
- Target Market Factors
- Site Considerations

What is - *Access Management*

- Generally, Access Management is the comprehensive approach for improving traffic operations by managing the location, design and operation of driveways, median openings and street connections to the roadway

Who is using – *Access Management*

- **State** governments are developing comprehensive access management programs and strategic highway initiatives that emphasize access control
- **Regional** and **Metropolitan** Planning Organizations (RPA and MPO)
- **Local** governments are preparing comprehensive plans and land use strategies

Why use - *Access Management*

- Provides Operational Benefits
 - traffic flows smoothly and safely
- Preserves the efficiency of the roadway
 - managing capacity
 - managing driver conflicts and expectancy
- Protects the investment made by the agency
 - maintaining the functional intent

Access Management can...

- Discourage urban sprawl
- Maintain roadway level of service
- Protect community character
- Coordinate consistency in land use
- Coordinate other transportation methods and interactions

For our purposes ...



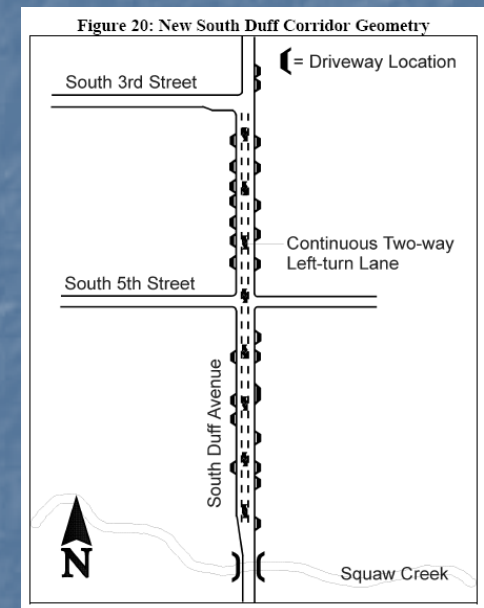
Access Management can be defined as:

"the process that provides access to land development, while simultaneously preserving the flow of traffic on the surrounding road system in terms of safety, capacity and speed."

More directly...

It involves the management of the:

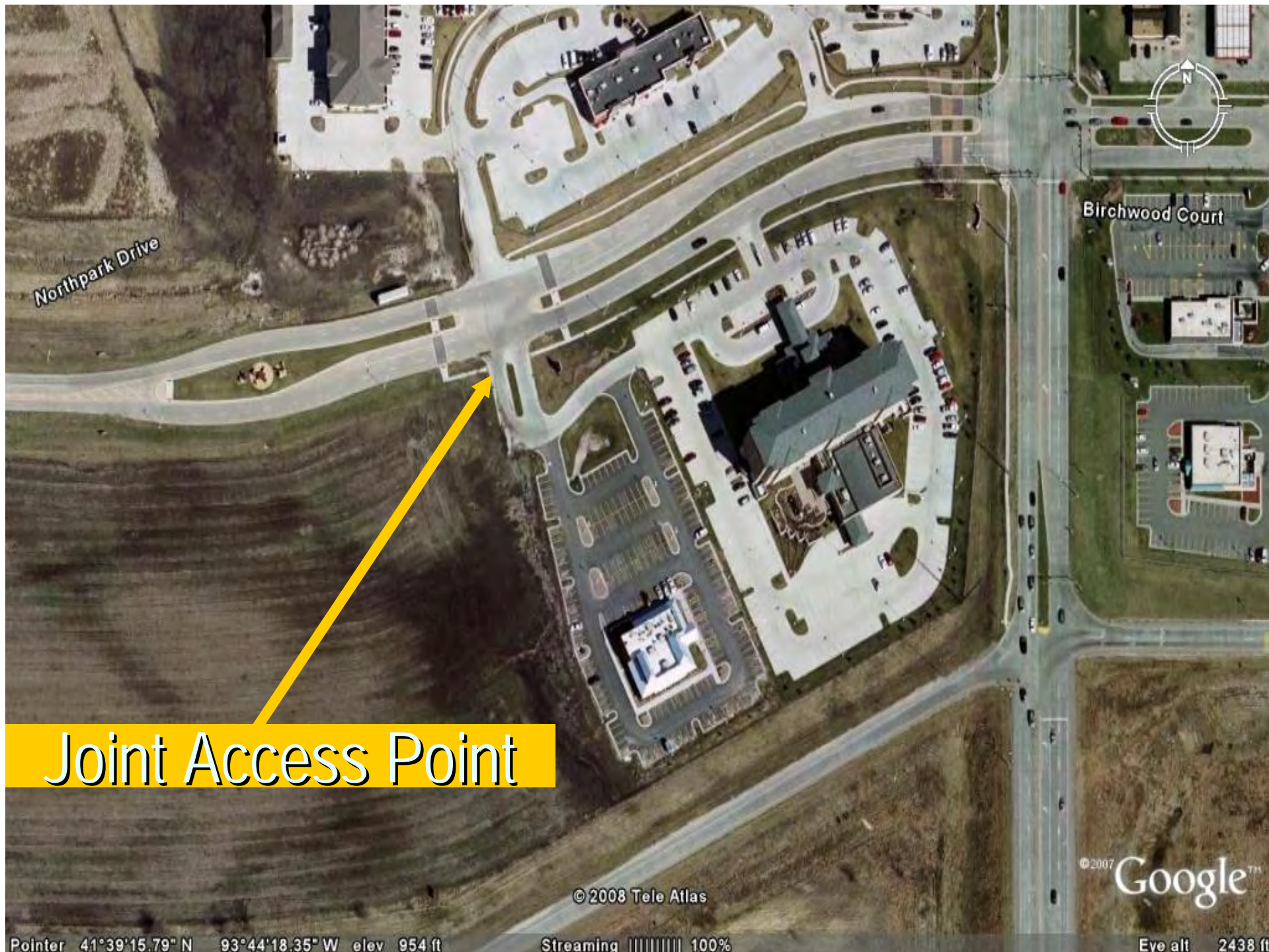
- access location, spacing and design
 - driveways
 - median openings
 - street connections to a roadway system



Which leads us to ...

The coordination of land use and how it connects into a roadway/highway system





Joint Access Point

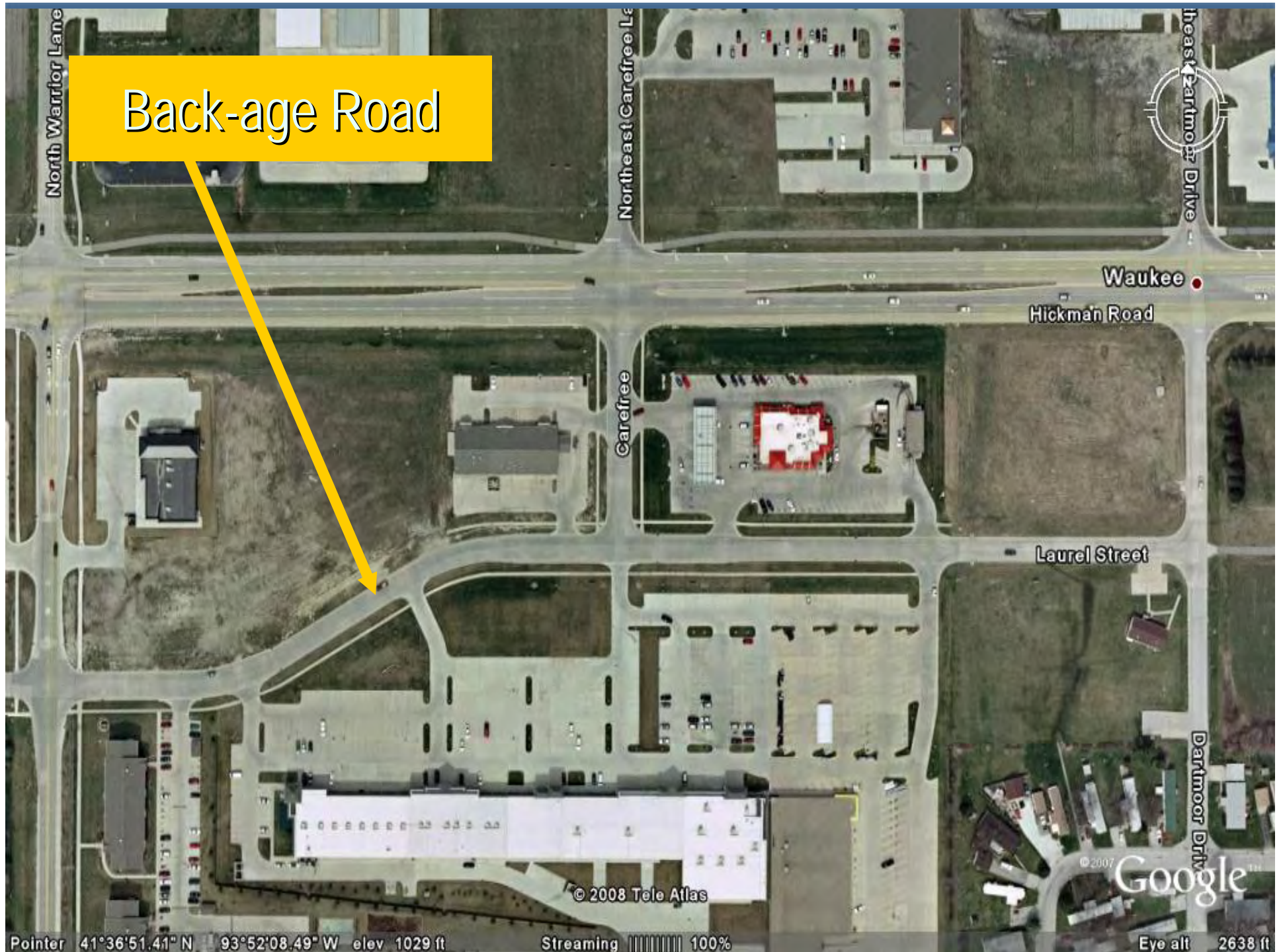
Pointer 41°39'15.79" N 93°44'18.35" W elev 954 ft

Streaming ||||| 100%

© 2007 Google™

Eye alt 2438 ft

Back-age Road



Concept Roll-Out



- What is a concept rollout?
- What's the real game when it comes to a concept roll-out?

Concept Roll-Out



- What is a concept rollout?
- What's the *real game* when it comes to a concept roll-out?

"THE WALL STREET GAME"

"The Wall Street Game"



- Concept Prototype

"The Wall Street Game"

- Concept Prototype
- **Road Show**
- Known as the "Road Show" –
What are the prototypes ROI,
Occupancy, Competition, Barriers to
Entry....



"The Wall Street Game"

- Concept Prototype
- Road Show
- **Money Guys**
 - Develop interest by Investment Banker House



"The Wall Street Game"

- Concept Prototype
- Road Show
- Money Guys
- **Go Public**
(known as an IPO)



"The Wall Street Game"

- Concept Prototype
- Road Show
- Money Guys
- Go Public
- **Announce Roll-Out goals**



"The Wall Street Game"

- Concept Prototype
- Road Show
- Money Guys
- Go Public
- Announce Roll-Out goals
- **Manage "Analyst's Expectations"**
Known as "The Street"



"The Wall Street Game"

- Concept Prototype
- Road Show
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- Go Public
- Announce Roll-Out goals
- Manage "Analyst's Expectations"
- **Exceed Analyst's Expectations**



"The Wall Street Game"



- Concept Prototype
- Road Show
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- Go Public
- Announce Roll-Out goals
- Manage "Analyst's Expectations"
- Exceed Analyst's Expectations
- **Promote Stock = Value Increases = \$\$\$\$**

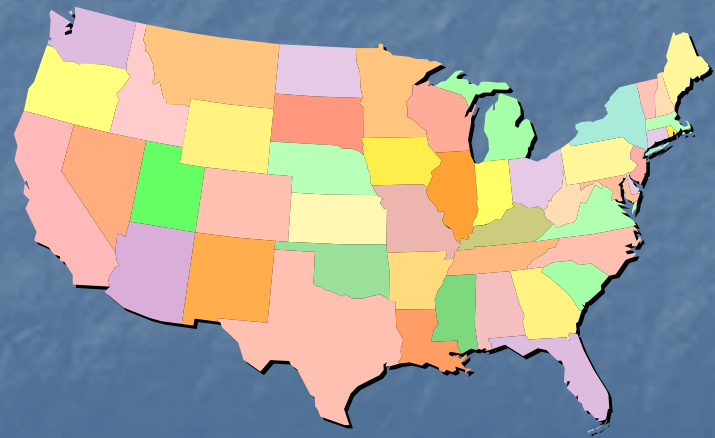


Concept Development Process

- The country is divided into regional sections

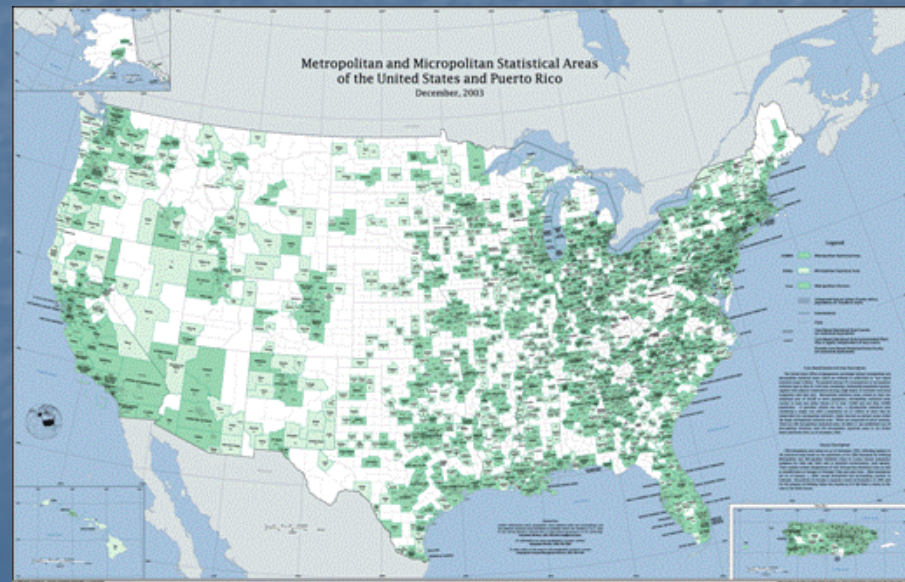
Concept Development Process

- These regional sections have a zone office
- Usually, there are about 7 or 8 zones across the country:
- Northwest, Mid-Pacific, Southwest, Upper-Midwest, Lower Midwest, Southeast, Mid-Atlantic, Northeast



The Game Begins...

Once the country is divided into regional zone offices, the regions are divided into target markets or MSA (Metropolitan Statistical Area) targets



December 2000

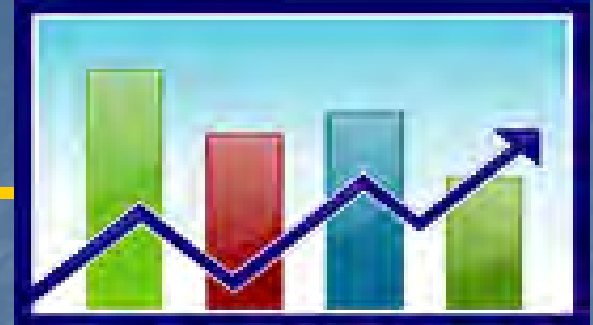
Target Markets



- Population

Target Markets

- Population
- **Income Levels/Demographics**



Target Markets



- Population
- Income Levels/Demographics
- **Demand Generators**

Competition



- Identify the locations of other competing concepts

Competition



- Identify the locations of other competing concepts
- **How are the concepts performing**

Competition



- Identify the locations of other competing concepts
- How are the concepts performing
- **Up / Lower Market competition**

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- **New additions to the Market**

Competition



- Identify the locations of other competing concepts
- How are the concepts doing
- Up / Lower Market competition
- New additions to the Market
- **Barriers to Entry**

Location Considerations

- General Growth Trend



Location Considerations

- General Growth Trend
- **Support Services**



Location Considerations

- General Growth Trend
- Support Services
- **Demand Proximity**



Location Considerations

- General Growth Trend
- Support Services
- Demand Proximity
- **Demand Growth**



Location Considerations

- General Growth Trend
- Services
- Demand Proximity
- Demand Growth
- **Competition**

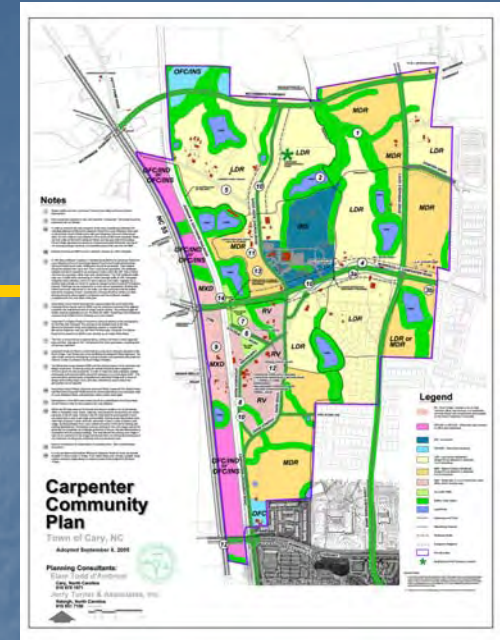


- **Allowed Use / Zoning**



Site Considerations

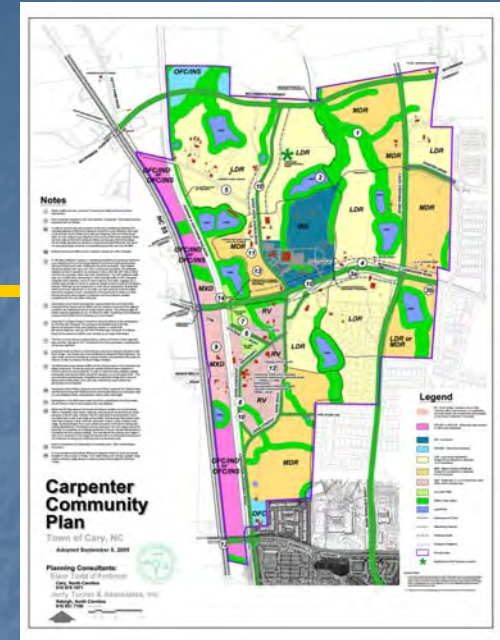
- Allowed Use / Zoning
- Utilities



Site Considerations

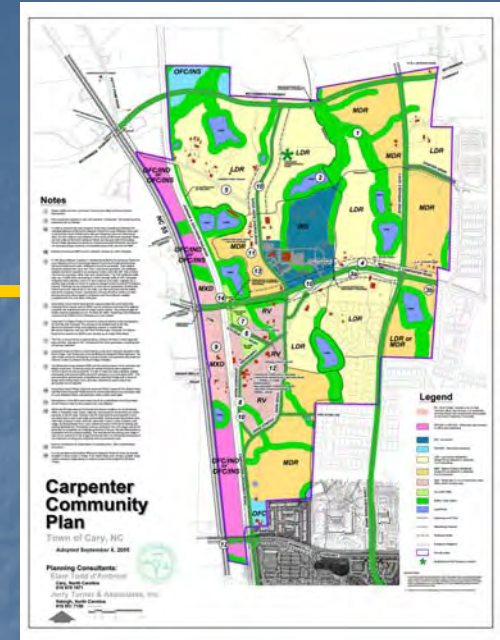
- Allowed Use / Zoning
- Utilities
- **Economics**

Land Cost, Build-able Area, ROI



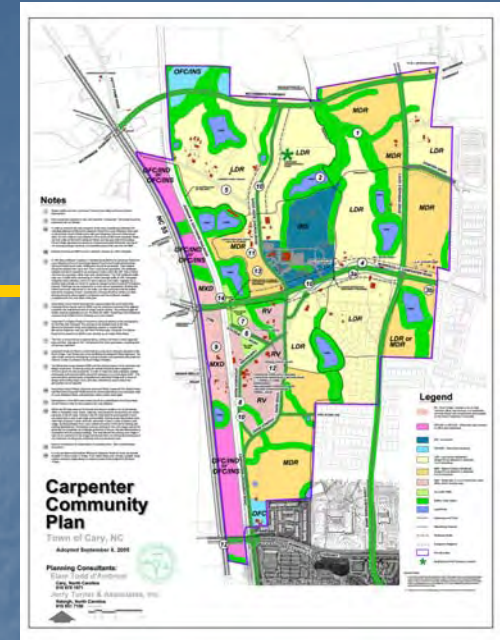
Site Considerations

- Allowed Use / Zoning
- Utilities
- Economics
- **Environmental & Geotechnical Reports**



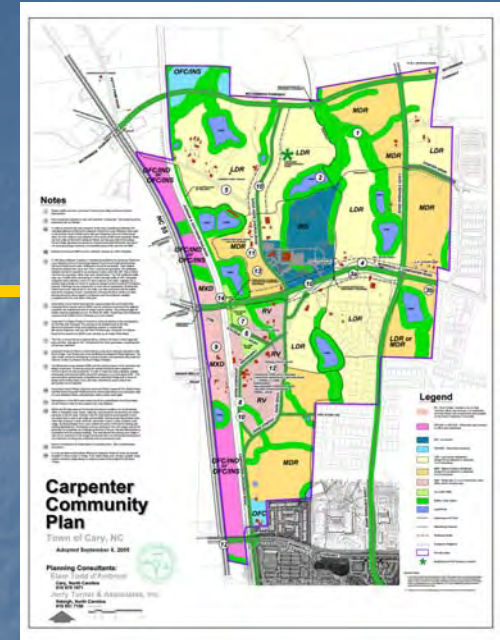
Site Considerations

- Allowed Use / Zoning
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- **Proximity of Demand Generators**



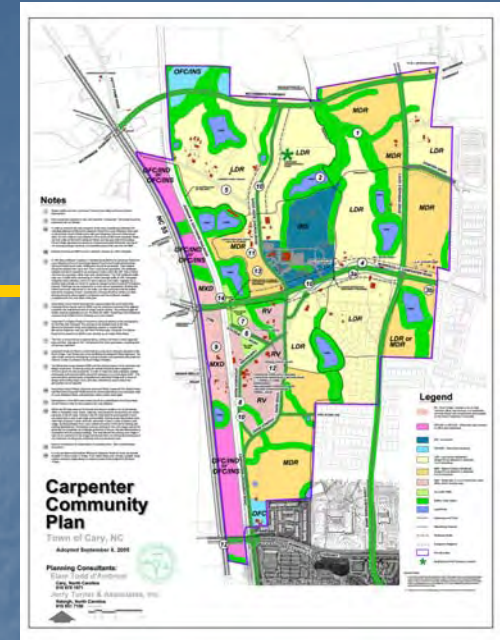
Site Considerations

- Allowed Use / Zoning
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- Economics
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- Proximity of Demand Generators
- **Proximity of Service Providers**



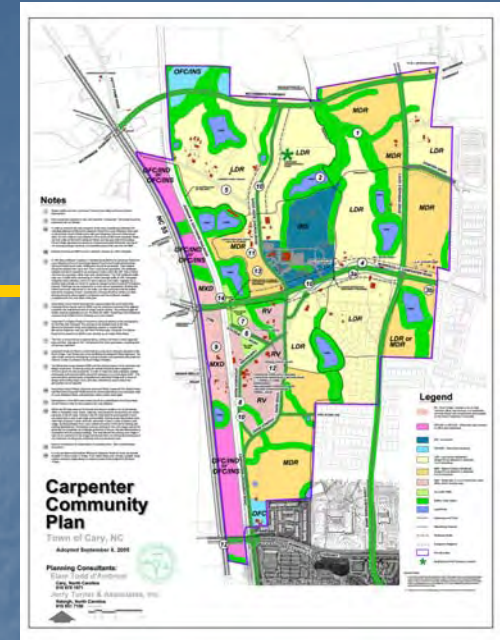
Site Considerations

- Allowed Use / Zoning
- Utilities
- Economics
- Environmental & Geotechnical Reports
- Proximity of Demand Generators
- Proximity of Service Providers
- **Visibility**



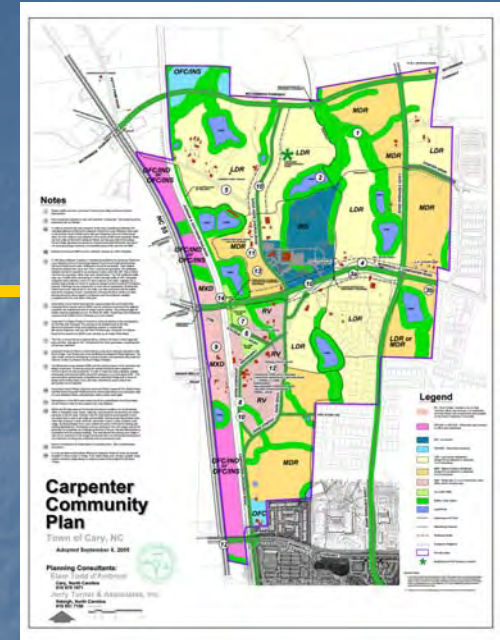
Site Considerations

- Allowed Use / Zoning
- Utilities
- Economics
- Environmental & Geotechnical Reports
- Proximity of Demand Generators
- Proximity of Service Providers
- Visibility
- **ADT of Roadway**



Site Considerations

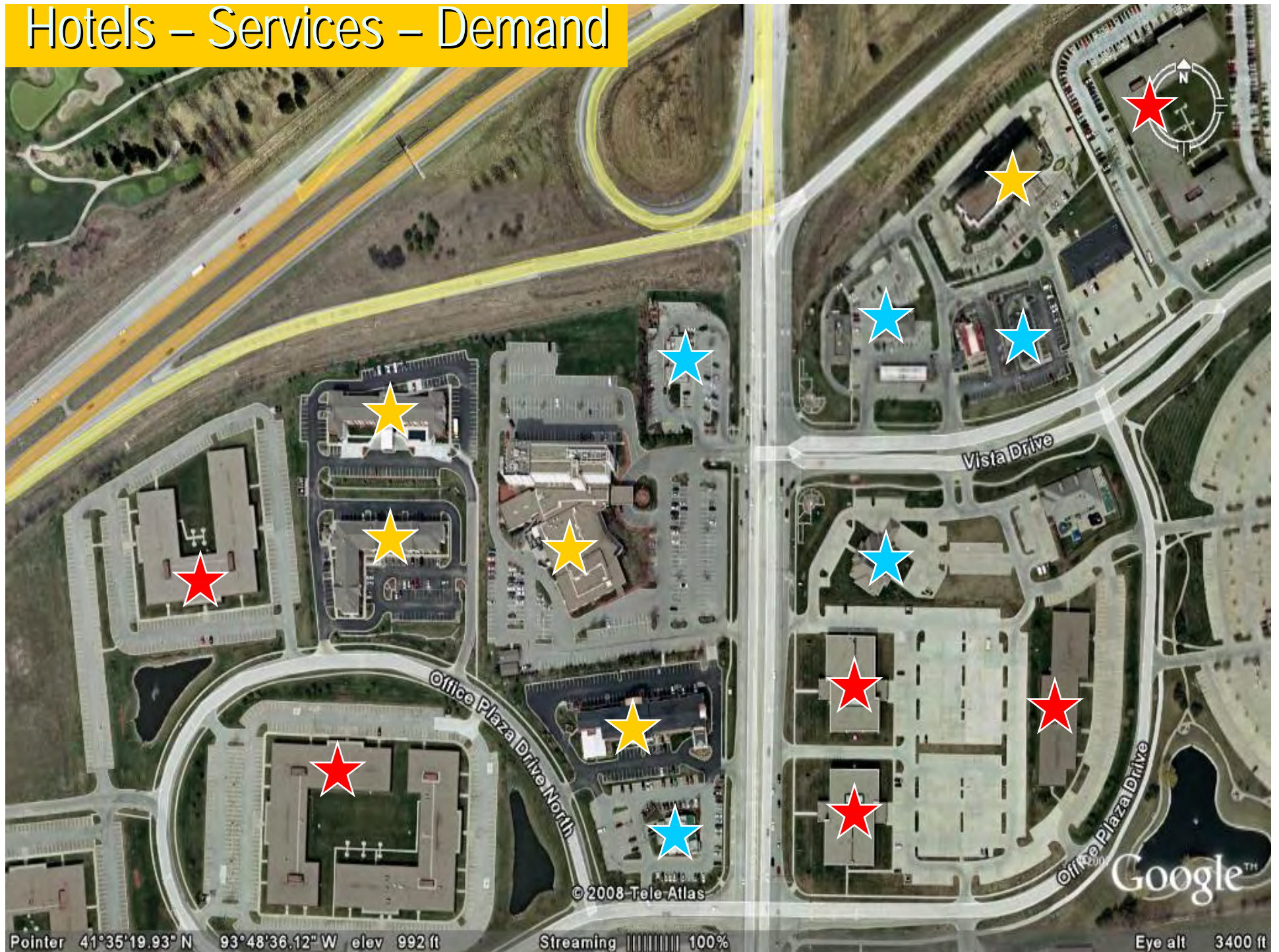
- Allowed Use / Zoning
- Utilities
- Economics
- Environmental & Geotechnical Reports
- Proximity of Demand Generators
- Proximity of Service Providers
- Visibility
- ADT of Roadway
- **Access to site**





Hotel
Cluster –
limited
access

Hotels – Services – Demand



Key Factors



- **Visibility** is key in order to tie in with Branding

Key Factors



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- **ADT of adjacent roadway**

Key Factors



- Visibility is key in order to tie in with Branding
- ADT of adjacent roadway is very important
- **Reasonable Access**

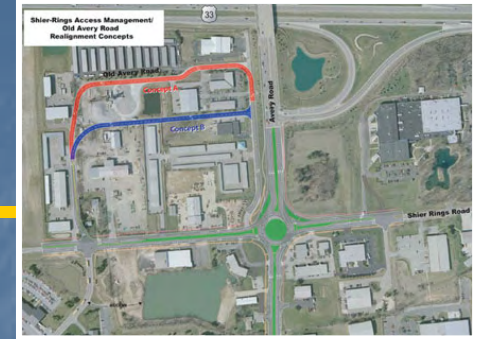
Key Factors



- Visibility is key in order to tie in with Branding
- ADT of adjacent roadway is very important
- Reasonable Access
- **Surrounding Land Uses – Demand Generators**

Access

- Access needs to be reasonable



C-Store



Hickman Road

© 2008 Tele Atlas

Laurel Street

Google

inter 41°36'53.25" N 93°52'30.44" W elev 1020 ft Streaming 100% Eye alt 2561 ft

Same C-Store
within PUD



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Pointer 41°36'52.21" N 93°48'06.94" W elev 907 ft

Streaming ||||| 100%

Eye alt 2638 ft

Same C-Store with one access



Regarding Development

- The name of the game is:
Location, Location, Location

Regarding Development

- The name of the game is “Location, Location, Location”
- **Visibility** with a high traffic count is key to success

Regarding Development

- The rule of the game is “location, location, location”
- Visibility with a high traffic count is key to success
- Capture the market before your competition knows what is coming

Regarding Development

- The rule of the game is “location, location, location”
- Visibility with a high traffic count is key to success
- Capture the market before your competition knows what is coming
- **If possible, take the oxygen out of the market to reduce competition and create greater barriers to market entry**

Conclusion

- The market dictates the viability of concept

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- The Development Decision Logic & Site Packet provides executive management with the data needed to allocate project funding

Conclusion

- The market dictates the viability of concept
- The Development Decision Logic & Site Packet provides executive management with the data needed to allocate project funding
- Access to the concept is certainly needed – but...

Conclusion

The overall market conditions and demand factors have far greater impact on the decision for a concepts placement than unreasonable demands for greater access

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