The Developer’s Perspective

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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
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
- Money Guys
- Go Public
- Announce Roll-Out goals
- Manage “Analyst’s Expectations”
- *Exceed* Analyst’s Expectations
“The Wall Street Game”

- Concept Prototype
- Road Show
- Money Guys
- 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
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.
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
Competition

- Identify the locations of other competing concepts
- How are the concepts doing
- Up / Lower Market competition
- 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
Site Considerations

- 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

[Map of Carpenter Community Plan]
Site Considerations

- Allowed Use / Zoning
- Utilities
- Economics
- Environmental & Geotechnical Reports
- Proximity of Demand Generators
Site Considerations

- Allowed Use / Zoning
- Utilities
- Economics
- Environmental & Geotechnical Reports
- 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
Key Factors

- Visibility is key in order to tie in with Branding
Key Factors

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- ADT of adjacent roadway
Key Factors

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- 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**
Same C-Store within PUD
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 the concept.
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
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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