

# TOD Pilot

# Desirability and Readiness

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# TOD Desirability and Readiness Factors



## Local Leadership

Citizen, business, stakeholder and elected official support



## Market Strength

Recently completed, ongoing or planned development projects



## Physical Suitability

Built and natural environment surrounding station



## Plans in Place

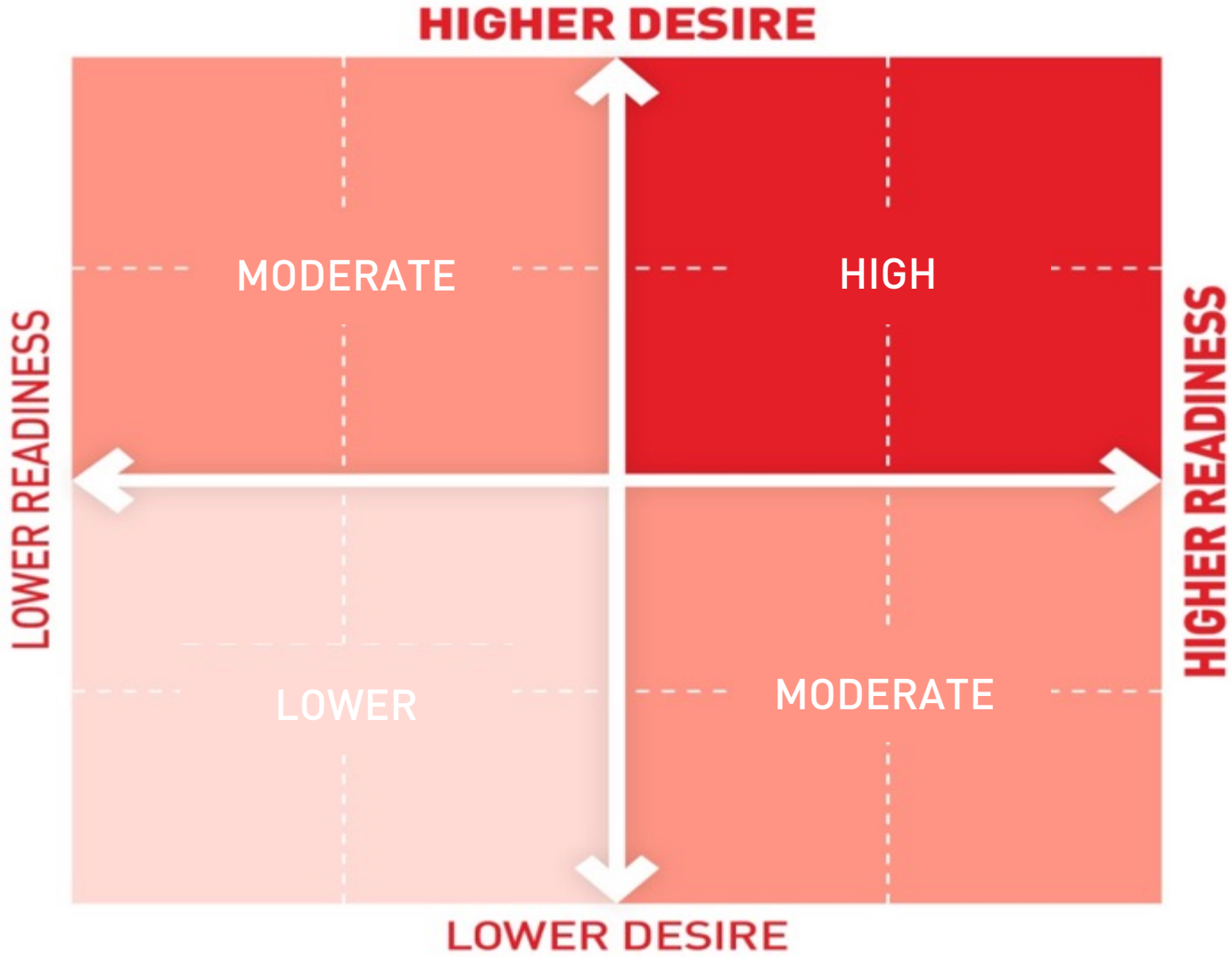
Previously completed plans and other local policies

# Desirability and Readiness Analysis

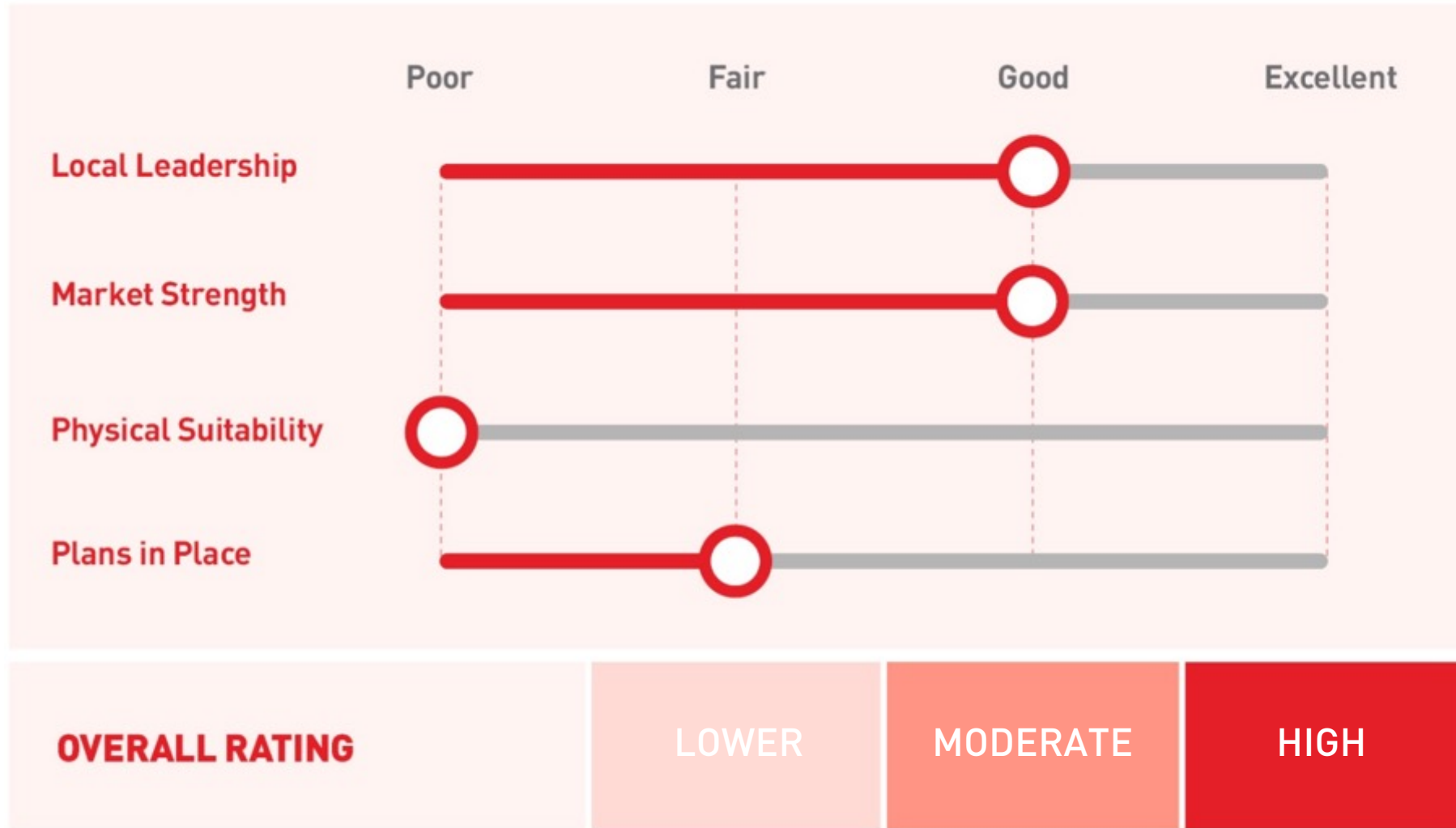
	Strengths and Opportunities	Weakness and Challenges
Local Leadership		
Market Strength		
Physical Suitability		
Plans in Place		

Analyze for each Proposed Station Area

# Desire/Readiness Matrix



# Station Assessment Scorecard



# Station Desire and Readiness Overall Ratings



HIGH

- Rosa Parks
- JRTC
- Brooklyn
- Sports Complex
- Kings Ave
- The District

# Station Desire and Readiness Overall Ratings



MODERATE

- 8th & Main
- 2nd & Main
- Jefferson
- Central
- Market St
- Riverside
- RAM
- San Marco
- Riverplace

# Station Desire and Readiness Overall Ratings



LOWER

- UF Health & VA
- Hemming Park
- Shipyards
- Five Points
- Medical Complex
- East San Marco





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Share your thoughts in our survey.

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TRANSPORTATION  
AUTHORITY