



Architectural rendering of a modern urban development. The scene features a central transit station labeled "ROSA PARKS STATION" with a blue train. To the left, there are office buildings labeled "INNOVATION HUB" and "INCUBATOR". A landscaped public space with palm trees and people is visible in the foreground. The text "Implementation & Phasing" is overlaid in the center.

Implementation & Phasing





Key Strategies for TOD Implementation

Three conditions should be met to successfully implement transformative TOD along the U²C system.

1

Defined Project Vision and Partnerships

JTA should develop a plan that defines the land uses, densities, public realm, and basic infrastructure to promote equitable and market-supportable TOD, while earning community and stakeholder buy-in.

2

Strategic Financing Plan

To deliver the U²C System, JTA and its partners must explore a variety of TOD financing and value capture strategies that leverage private capital and alternative revenue sources.

3

Sustainable Operating & Management Structure

JTA should create a sustainable governance structure for the U²C System, one that achieves long-term financing goals and ensures equitable distribution of TOD benefits.



Phasing TOD Across the U²C System

Successful TOD takes time, and phasing strategies help realize TOD plans. Implementing the U²C System should begin with “first mover” developments to build momentum in the corridors, followed by development in other areas of the corridors that support U²C TOD goals.





Phasing TOD Across the U²C System

“First mover” developments leverage existing development momentum and provide a “proof of concept” to attract private developers and investors.

- First movers are likely to be publicly-owned sites in station areas like **Brooklyn**, where mixed-use residential buildings include a modest amount of commercial/retail space for activation.
- Less central neighborhoods like **Springfield** have opportunities for lower-density multifamily buildings.
- The **JRTC area** is a priority but will likely require longer lead time and public investment.



Potential First Mover Station Areas and Neighborhoods



Phasing TOD Across the U²C System

- The next phase of development will be around stations like **Rosa Parks**, where larger parcels and more intensive development programs will take longer to gain market traction and absorb.
- With each phase, **development values will increase**, making development easier to pencil.
- This also creates an imperative to **support affordable housing and commercial space** to ensure residents and businesses are not displaced.



Potential Phase II Station Areas