



Neighborhood-Oriented Strategies

Adopted from the Sustainable South Bay Strategies



DECEMBER 2017

Neighborhood-Oriented Strategies are land use and transportation strategies for built-out suburban neighborhoods that lack robust transit. The strategies are designed to increase mobility and reduce greenhouse gas emissions through shortening trip lengths and converting trips to zero or reduced emissions by walking, biking, electric vehicles, telecommuting, transit, and shared mobility. Neighborhood-Oriented Strategies equitably address all types of neighborhoods enhancing access and mobility without requiring large expenditures.

LAND USE AND PARKING

The land use strategy promotes the **densification of retail and commercial uses creating walkable neighborhood villages or 'centers'**. The centers can be visualized at the intersection of major arterials because the boulevards provide walking and vehicle access, and because the four corners combined offer a larger commercial setting. In practice, centers will be established by remodeling existing buildings located where business density is currently high.

The South Bay is characterized by long commercial arterials which have been declining in productivity. Neighborhood-oriented land use strategies **promote the shift of arterial commercial to neighborhood centers**, concentrating and densifying activity so residents can access a compact array of goods and services within walking distance. **Medium-density housing** can replace the moved commercial activity on the arterials providing a larger customer base for the centers and more affordable housing for the community. Parking measures **limiting parking and offering reduced-space parking** for smaller vehicles further incentivize walking, biking, shared mobility, and the use of neighborhood electric vehicles.

MOBILITY

The mobility strategies complement land use through **encouraging the use of electric vehicles**, both short-range neighborhood electric vehicles (NEVs) and long-range electric vehicles (BEVs). Research in the South Bay has demonstrated that NEVs and BEVs can serve as a household's first or second car and reduce household emissions by 20 to 40%. The neighborhood-oriented mobility strategies also include **shared mobility** such as ride-sharing (UberPool and LyftLine), **ride-hailing** (Uber and Lyft non-shared services) and **car/bike sharing**. Essential to the land use strategies are actions that **facilitate walking and biking** through slow speed lanes, paths, lighting, signage, signals, and other appropriate bike and pedestrian infrastructure.

Flexible workplace practices have the ability to address long-distance trips associated with work and chained to work trips (such as shopping and eating near work) and can either eliminate work trips or bring them closer to the home through shared workplaces in the neighborhood centers.

Land Use

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| <ul style="list-style-type: none"> • Encourage high business establishment density through zoning codes, general plans, and other plans • Encourage smaller-scale business footprints through zoning codes, general plans, and other plans | <ul style="list-style-type: none"> • Businesses per acre • Businesses per household within ½ mile • Walking trips • Trip capture • Zoning ordinance revisions |
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Parking

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| <ul style="list-style-type: none"> • Reduce or eliminate minimum parking requirements for neighborhood centers • Institute optimal-priced parking in neighborhood centers • Provide charging and preferential parking for NEVs | <ul style="list-style-type: none"> • # of parking spaces per sq. feet of center • # of NEV parking spaces |
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Plug-in Electric Vehicle (PEV) Strategies

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| <ul style="list-style-type: none"> • Lobby regional, state, and federal agencies to increase NEV and BEV rebates and target low and medium-income families • Provide charging in publicly-owned parking lots and other opportunity areas, such as schools • Provide education and outreach on NEV and BEV technology • Implement South Bay slow-speed network • Encourage multi-unit dwelling (MUD) owners to provide an electric, shared vehicle | <ul style="list-style-type: none"> • # of PEV registrations • # of PEV rebates utilized • # of charging stations per ½ mile • % of slow speed network coverage |
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Shared Mobility

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| <ul style="list-style-type: none"> • Fund a bike-share program using development fees • Encourage a car-sharing program • Build cross-sector alliances with businesses, educational institutions, community organizations, and other stakeholders to develop shared mobility services | <ul style="list-style-type: none"> • Single occupant mode-share • Scale of service available |
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Active Transportation

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| <ul style="list-style-type: none"> • Develop a bike and pedestrian plan • Implement pedestrian infrastructure such as curb extensions, complete sidewalks, high visibility crosswalks, traffic calming improvements, etc. | <ul style="list-style-type: none"> • Reductions in bike and pedestrian fatalities • Zoning ordinance revisions • Walking trips • Bicycle trips |
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Organizational Strategies

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| <ul style="list-style-type: none"> • Work with local employers to institute flexible workplace practices • Encourage shared workspaces in neighborhood centers | <ul style="list-style-type: none"> • % of workers able to telecommute • % of total days telecommuted |
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For more info, see the implementation guide at www.southbaycities.org/programs/climate-action-planning