VISION AND IMPLEMENTATION STRATEGY FOR A TOD PILOT IN LA MAGDALENA STATION

QUITO METRO
WHY DON'T THINK ABOUT A TOD FOR QUITO?
TRANSIT ORIENTED DEVELOPMENT

WHY IS IT SO IMPORTANT FOR QUITO?

TOD INCREASES ACCESSIBILITY TO MASS TRANSPORT AND PROMOTES CONNECTED, SUSTAINABLE, COMPACT, ACTIVE AND INCLUSIVE URBAN CENTRES.

SPECIFIC OBJECTIVES

SOCIAL
- IMPROVE THE INFRASTRUCTURE AND PUBLIC FACILITIES
- PROMOTE SOCIAL HOUSING

ECONOMIC
- FINANCING URBAN INTERVENTIONS. LAND VALUE INCREASE AROUND METRO STATIONS

URBAN
- PROMOTE MIXED USE
- INCREASE DENSITY

ENVIRONMENTAL
- SUSTAINABLE URBAN MOBILITY NODES AND INTERMODALITY
PHASE I: INPUTS

3V APPROACH AND LOCATION ANALYSIS

LA MAGDALENA TOD PILOT STATION

THE WORLD BANK
PHASE I: INPUTS

LA MAGDALENA PILOT. MAIN CHARACTERISTICS

• THE METRO STATION AREA OF INFLUENCE HAS CONSOLIDATED NEIGHBORHOODS WITH STRONG SENSE OF IDENTITY AND ORGANIZATIONAL CAPACITY.

• THERE IS A COMMUNITY DESIRE TO GENERATE URBAN DEVELOPMENT THROUGH A COMMUNITY PARTICIPATION PROCESS.

• THERE ARE LARGE PLOTS NEAR THE METRO STATION THAT COULD ATTRACT PRIVATE INVESTMENTS FOR THE SPECIAL ARCHITECTURAL URBAN PROJECTS (PUAES) DEVELOPMENT.

• THE NEW METRO CONNECTIVITY CAN CREATE OPPORTUNITIES IN LA MAGDALENA EXISTING SPACES TO BE LANDMARKS OF ATTRACTION.

• LA MAGDALENA COULD BE CONSOLIDATED AS THE MAIN CENTER IN THE SOUTH OF QUITO
PHASE I: INPUTS

LA MAGDALENA PILOT. BUIDABILITY

BUILDABILITY BY PUOS VS CURRENT
BUILDABILITY BY ZONING

CONSTRUCTION AREA BY PUOS

THE WORLD BANK
IBRD • IDA | WORLD BANK GROUP
PHASE I: INPUTS

LA MAGDALENA PILOT. REGULATORY FRAMEWORK

SIGNIFICANT ADVANTAGES

1. Decentralization process that has allowed Quito to have specific competencies to make decisions on urban development and transport with a significant degree of independence.

2. Legal framework that allows land management and value capture instruments: structured planning system with specific mechanisms.

MAIN INSTRUMENTS STUDIED
PHASE II: RESEARCH

URBAN STRATEGY-AREA OF INTERVENTION

THE WORLD BANK
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PHASE II: RESEARCH

URBAN STRATEGY - PUBLIC TRANSPORT ACCESSIBILITY

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PHASE II: RESEARCH

URBAN STRATEGY-COMMUNITY PARTICIPATION
PHASE II: RESEARCH

URBAN STRATEGY-REPRESENTATIVE LANDMARKS
PHASE II: RESEARCH

URBAN STRATEGY- PLOTS OPPORTUNITY AND CONNECTOR ROUTES

OPPORTUNITY PLOTS
PUAE-PARTIAL PLAN

CONNECTORS ROUTES
REPRESENTATIVE LANDMARKS SYSTEM
PHASE III: OUTPUT

1. TOD MASTERPLAN. LA MAGDALENA STATION

CONSOLIDATES: THE PROPOSAL FOR SPATIAL PLANNING AND POSSIBLE URBAN INTERVENTIONS AND THE INSTRUMENTS FOR LAND VALUE CAPTURE.

SPECIAL PLAN

MODIFIES THE LAND USE FROM THE PUOS FOR THE TOD AREA OF INFLUENCE

SETS SPECIFIC PARAMETERS FOR BUILDING ELIGIBILITY ASSIGNMENT

STABILISHES SPECIFIC BUILDING ELEGIBILITY PARAMETERS

DEFINES A MANAGEMENT SCHEME TO ASSIGN URBAN LOADS
PHASE III: OUTPUT

2. URBAN PROPOSAL - LAND OCCUPATION AND BUILDABILITY
PHASE III: OUTPUT

2. URBAN PROPOSAL-LAND LAND USE
PHASE III: OUTPUT

2. URBAN PROPOSAL-LAND TRAFFIC CONTROL STRATEGIES (PEDESTRIANS AND VEHICLES)
PHASE III: OUTPUT

2. URBAN PROPOSAL-ROADS CATEGORY

PEDESTRIAN AND VEHICLE FLUX IS BASED IN A HIERARCHICAL MATRIX THAT CATEGORIZES A STREET DEPENDING ON HIS PLACE VALUE AND ITS MOVEMENT
PHASE III: OUTPUT

2. URBAN PROPOSAL-ROADS CATEGORY

ARTERIAL L1
PHASE III: OUTPUT

2. URBAN PROPOSAL-ROADS CATEGORY
PHASE III: OUTPUT

2. URBAN PROPOSAL-ROADS CATEGORY
PHASE III: OUTPUT

2. URBAN PROPOSAL - BYCICLE LANES, GREEN CORRIDORS AND PUBLIC SPACES
PHASE III: OUTPUT

2. URBAN PROPOSAL-URBAN AXIS REFURBISHMENT
PHASE III: OUTPUT

2. URBAN PROPOSAL-INTERVENTIONS (ARCHITECTURAL URBAN SPECIAL PLANS, PUAES AND PARTIAL PLANS)
### PHASE III: OUTPUT

#### 2. “CUARTEL PUAE”

<table>
<thead>
<tr>
<th>Category</th>
<th>Area (m²)</th>
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<tbody>
<tr>
<td>PLOT AREA</td>
<td>57,036 m²</td>
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<tr>
<td>BUILT AREA</td>
<td>119,242 m²</td>
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<tr>
<td>HOUSING</td>
<td>107,855 m²</td>
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<tr>
<td>UNITS</td>
<td>1,600</td>
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<tr>
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<td>21,571 m²</td>
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<tr>
<td>COMMERCIAL</td>
<td>17,381 m²</td>
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<tr>
<td>HOUSING UNITS</td>
<td>205</td>
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<tr>
<td>EDUCATION</td>
<td>40,000 m²</td>
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<tr>
<td>SCHOOL</td>
<td>5,120 m²</td>
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<tr>
<td>NEW PARK</td>
<td>8,555 m²</td>
</tr>
<tr>
<td>NEW ROADS</td>
<td>15,534 m²</td>
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</tbody>
</table>

*Image of the area and its layout is also included.*
PHASE III: OUTPUT

2. “CUARTEL PUAE”
3. MANAGEMENT STRATEGIES—LAND CAPTURE AND MANAGEMENT TOOLS

Plan Maestro DOT La Magdalena
Polígono de Intervención del Plan Especial
Mapa de Instrumentos para Captura de Valor
PHASE III: OUTPUT

3. MANAGEMENT STRATEGY

THE SPECIAL PLAN’S MANAGEMENT STRATEGY IS BASED IN THE FOLLOWING PRINCIPLES:

1. THAT PROPERTY HAS A SOCIAL INCLUSION AND ENVIRONMENTAL FUNCTION.
2. THE RIGHT TO BUILD ENTAILS URBAN OBLIGATIONS.
PHASE III: OUTPUT

3. BUSINESS MODEL

STEPS FOR THE DEFINITION OF A SELF-SUSTAINABLE BASE CASE

STEP 1: DEFINE A SUSTAINABLE SCENARIO FOR EACH PUAE/PP

HYPOTHESIS
CONSTRUCTION: Construction schedule, cost per m2 and type of building, construction area, land cost, etc.
MAINTENANCE AND OPERATION: General expenses, administrative expenses, etc.
REVENUES: Sales Schedule, m2 Price and type of Building, sale area, etc.
FINANCING: Financing structure and financing conditions
OTHERS: Accounting assumptions, fiscal and macroeconomics

DOES IT MEET THE SUSTAINABILITY CRITERIA?
• Market return
• Financing conditions
• Urban Appeal
• Social considerations (place making)

STEP 2: DEFINITION OF A VIABLE REVENUE AND COST SCHEDULE FOR THE MUNICIPALITY

MUNICIPALITY REVENUES
VALUE CAPTURE INSTRUMENTS:
• Special contribution per land created;
• Onerous concession of rights;
• Special contribution for improvements;
• Property tax increase and capital gains tax increase; and
• New commercial areas for rental

COSTS OF THE MUNICIPALITY
• PUAEs and PPs not included loads
• Public Infrastructure and equipment maintenance

LOADS SCHEDULE AND % SPECIAL CONTRIBUTION PER LAND IMPROVEMENTS

REVENUES VS COSTS?
4. MAIN PROBLEMS IDENTIFIED

RELEVANT PROBLEMS

- INADEQUATE WASTE DISPOSAL
- INSECURITY
- HIGH CRIME RATE
- HIGH LEVEL OF DRUG USE AND SALE
- INFORMAL COMMERCE
- UNCONTROLLED URBAN DEVELOPMENT
- DEFICIENT SEWERAGE SYSTEM

THE COMMUNITY EXPECTED FROM TOD PROPOSAL:

- BETTER MOBILITY
- ECONOMIC OPPORTUNITIES
- BETTER INFRASTRUCTURE
- SOCIAL PROBLEMS
- MORE SECURITY
- ENVIRONMENTAL CONCERNS
- MORE RECREATIONAL AREAS
- HOUSING IMPROVEMENT
THANK YOU
ANNEX
3V APPROACH

INTEGRATION (Betweenness)

ECOEFFICIENCY
INTERVENTION
URBAN AREAS
OCCUPATION (BRT Terminals)
3. MANAGEMENT STRATEGY
PHASE I: INPUTS

LA MAGDALENA PILOT. ANALYZING THE URBAN EXPERIENCE

<table>
<thead>
<tr>
<th>Criterios</th>
<th>A Atractiva</th>
<th>B Racentera</th>
<th>C Intermedia</th>
<th>D Monótona</th>
<th>E No atractiva</th>
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</thead>
<tbody>
<tr>
<td>Entradas / 100m</td>
<td>15 a 20</td>
<td>10 a 15</td>
<td>6 a 10</td>
<td>2 a 5</td>
<td>0 a 1</td>
</tr>
</tbody>
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FACADES CATEGORIZATION

Categorización de fachadas
PHASE III: OUTPUT

4. Stakeholders Engagement

- Community
- Azea
- STHV
- Quito Chamber of Commerce
- Production and Industry Chamber
- PUCE
- Architect School
- Renarec
- Planning Secretaries
- Quito Tourism
- Quito Metro
- Developers
- Maginals
- Goods and Services Providers
  (Teleco, City 4.0)
- Commerce and Control Agency
- Firefighters
- Metropolitan Council
- Public Transport Company
- Other Municipal Institutions