

HOW TO SHAPE A RAILWAY STATION INTO A TOD PROJECT?



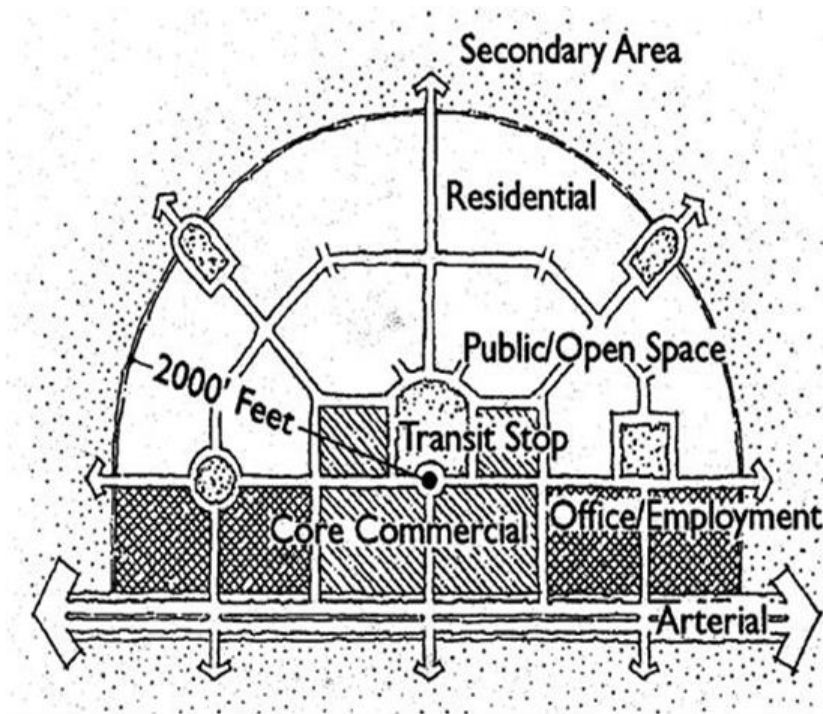
FABRICE MORENON, PH D
MANAGING DIRECTOR
SNCF HUBS & CONNEXIONS

TRANSIT-ORIENTED DEVELOPMENT (TOD) CONCEPT

The first definition was formulated by Peter Calthorpe, american and urban scholar, in 1993 identifying TOD as:

"A mixed-use community within an average 2,000-foot walking distance of a transit stop and core commercial area. TODs mix residential, retail, office, open spaces, and public use areas within a walking environment, making it convenient for residents and employees to travel by transit, bicycle, foot, or car"

- **emphasis on communities and sustainability**



Original illustration of a TOD by Calthorpe.
Source: Calthorpe, The Next American Metropolis

TOD : DEFINITION AND CRITERIA

Criteria: key elements of the model

● Multifaceted-mobility

- Through the development of non-motorized mobilities
 - Walkable and bicycle friendly environments
- Through the establishment of an efficient transit system

● Creation of a transportation node integrated into a large scale transportation network Land use

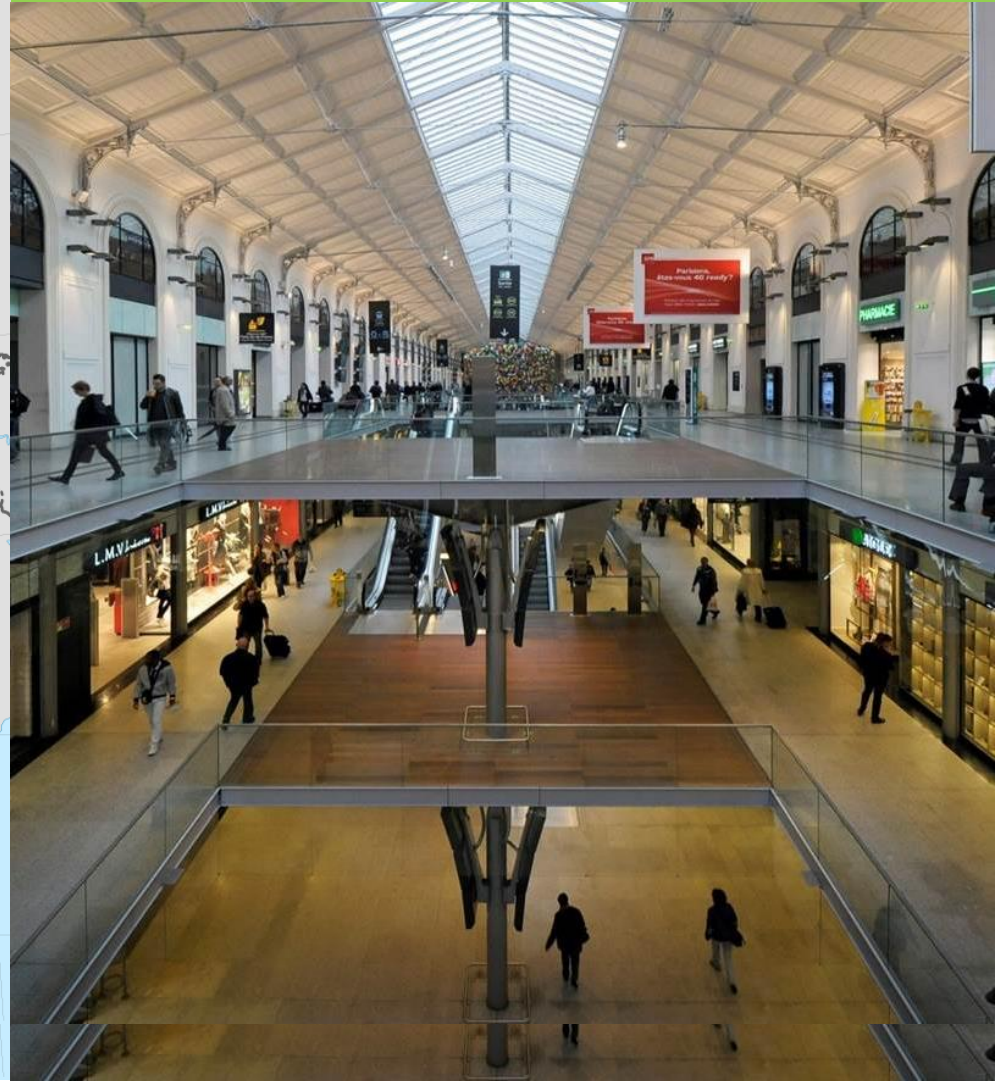
- Through a mixed land use development
 - Commercial area, business, divers residential housing, community amenities, public services, public spaces
- Through an optimized density
 - Compact development

ECONOMIC POTENTIAL OF TOD PROJECTS

- + Passenger flow concentration in a restricted space
- + Creation of added-value for the neighborhood
- + Employment in and around the station
- + Hub of green mobility
- + Decrease of CO2 emissions



PARIS SAINT LAZARE STATION



SAINT LAZARE TOD CASE STUDY

STAKES

+ Began with no experience in 2009, SNCF did not want to take too much risk → not an investor on the first renovation projects

+ Renovate a major Parisian station:

- 132 million passengers/year
- 450,000 daily passengers
- 65,000 sq.
- 87 shops

+ Need high investment to create a *TOD*

WORKS

- + Renovation of the entire passenger hall and creation of a new reception hall
- + Creation of a commercial gallery with escalators and stairs to link the different levels
- + Creation of more functional ticket offices
- + Remodelling of the parvis and plazas
- + Creation of new entries

SAINT LAZARE TOD CASE STUDY

RESULTS

+ Renovation of the station:

- Investment : €250 MILLION
- Creation of 80 new shops (managed by Klépierre)
- General turnover per sq. = €16,000/year

+ Retail success:

- + 55% of visitors make at least 1 purchase
- + 20% of visitors come to the station only to shop
- + 68% of visitors go to shops each time they pass through the station

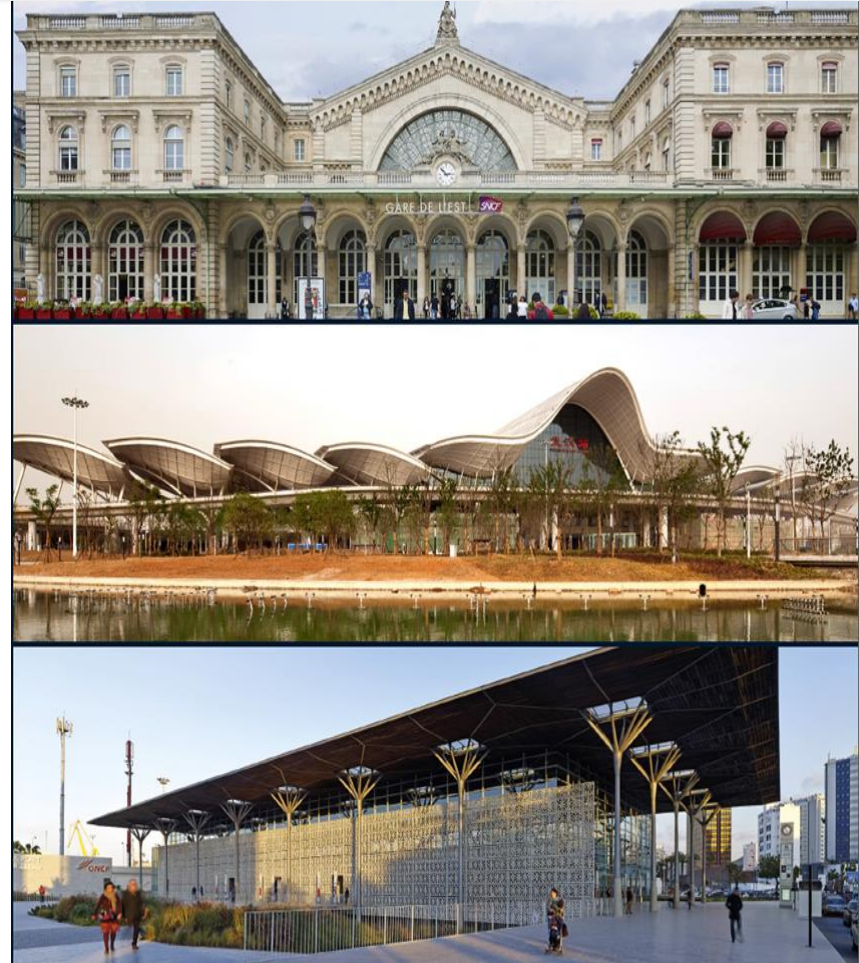
+Improve functionality and connections between different types of transportation

+ Each TOD project is specific and needs a deep evaluation:

- Station localisation/potential in a city as a hub for mobility, access and living space
- Major connectivity with all transport modes
- Quality of dialogue with all the stakeholders during the renovation process
- Quality and expertise of the real estate developer
- Credible and solid financial structure
- Quality of the relationship between SNCF and the local government

TOD PROJECT : KEY TO SUCCESS

- + Studies done ahead (commercial potential and flow studies)
- + Design to cost / Adapting the design to budgetary constraints
- + Take into account local specification / culture / history of the territory
- + Find the best partners to maintain and operate (control the collection of revenues)



SNCF HUBS&CONNEXIONS CONTRIBUTION

- + proposes a 360 degree view of station expertises
- + integrates all the know-how of SNCF group
- + Delivers 100 TOD projects each year
- + Agile structure with a branch office in India
- + International experience

