

Education

Ph.D. City and Regional Planning, University of California Berkeley

M.A. City Planning, University of California Berkeley

M.S. Transportation Engineering, University of California Berkeley

B.S. Architecture & Certificate in Land Development, Georgia Institute of Technology

Years at ECONorthwest: 6

Years in Industry: 22

Areas of Expertise:

Land Use Planning

Real Estate Investment

Transit Planning

Equitable TOD

Affordable Housing

Economic Development

Land Use Modeling

Public Finance

Value Capture

Ian Carlton, Ph.D., Senior Economic Advisor

Dr. Ian Carlton is a Senior Economic Advisor at ECONorthwest and the co-founder of MapCraft Inc. In addition to directing the customization of MapCraft's web applications, Ian develops analyses to aid policymaking, urban planning, and investment decision-making. Ian's project work considers land-use planning, real estate investment, transit planning, equitable transit-oriented development (TOD), affordable housing, economic development, land-use modeling, public finance, and value capture.

With a specialization in integrated transportation and land use planning, Ian's work often considers the complex and context-specific relationships between transit investments and urban development, especially the implementation of equitable transit-oriented development. Ian's research sponsors and consulting clients have included private and public sector entities: local governments, transit agencies, regional planning organizations, federal agencies, nonprofits, landowners, and real estate developers.

Ian leverages his prior professional experiences in policy development, residential real estate, economic development, and business strategy consulting to carry out his advisory work.

REPRESENTATIVE PROJECTS

Ian has served as Project Director or Research Lead on the following projects, unless otherwise noted:

- **Better Red TOD Station Planning - Portland, OR (Ongoing).** The Better Red Station Area Planning project will produce insights and multiple station area evaluations to stimulate catalytic joint development projects on the MAX Red Line extending from the Portland International Airport through Downtown Portland to the City of Hillsboro. ECONorthwest is leading a team to complete a range of station area planning projects for prioritized MAX Red Line stations, ranging from joint development feasibility studies to community gap analyses. These projects will build on TriMet's long tradition of Transit-Oriented Development (TOD) with a focus on community-engaged planning supportive of equitable development.

- **TriMet TOD Strategy - Portland, OR (Ongoing).** Working with a cross-disciplinary team led by MIG, ECONorthwest is providing feasibility and data analysis support for the development of Trimet's TOD Plan. The plan will provide a structure for managing the agency's portfolio of real estate holdings. ECONorthwest is leading the development of a property inventory and a property evaluation framework. The framework will identify typologies for various types and scales of development and a prioritized list of parcels with joint development potential.
- **Purple Line—College Park, MD (Ongoing).** Working with the Purple Line Corridor Coalition within the University of Maryland's National Center for Smart Growth, evaluating TOD planning opportunities to enhance equitable outcomes in the corridor. Assessing economic development strategies, value capture funding and financing opportunities, accessibility impacts, and testing scenarios of potential TOD outcomes on parcels throughout the 12-mile corridor.
- **ODOT Transit and Housing Study—Portland, OR (Ongoing).** In response to a request from Oregon State Legislature, ECONorthwest is working as a subconsultant to HDR to engage housing agencies, developers, transit providers, local and tribal governments across Oregon to identify policies and actions that improve access to attainable housing and reliable convenience transit. The study is intended to provide information that will help many stakeholders—like developers, affordable housing agencies, and advocacy groups—find cooperative solutions to meet local needs.
- **21 Elements California RHNA Support—Portland, OR (Ongoing).** Working with Baird + Driskell Consulting and MapCraft, ECONorthwest is evaluating the potential housing unit production and fiscal impacts of 10 different land use and zoning policy changes for 18 jurisdictions in San Mateo County, California. This evaluation includes site-specific pro forma analyses across the county to estimate the development feasibility of these different policy options so that jurisdictions can prioritize housing production strategies that best help them achieve their RHNA allocations in updated Housing Elements.
- **Pacific Grove Middle Housing Evaluation - Pacific Grove, CA (2021).** ECONorthwest evaluated potential zone changes and changes to development regulations to allow several middle housing types in specific neighborhoods within the City of Pacific Grove, CA. The analysis provided development feasibility insights for middle housing to help staff refine policy proposals to better deliver the desired multiplex redevelopment of single-family properties.

- **Silicon Valley Foundation Rent Control Analysis—San Francisco, CA (2021).** In collaboration with UC Berkeley’s Urban Displacement Project and sponsored by the Silicon Valley Community Foundation, conducting analyses of the financial implications of rent control policy variants on real estate development. ECONorthwest completed a first-of-its-kind study of rent control’s impacts on housing development feasibility by creating an econometric model to measure the impact of rent control on property valuation, with a specific focus on how the policy’s configuration affects development feasibility. And ECONorthwest conducted interviews with developers and lenders that provided further inputs into an assessment of rent control policies’ potential impacts on new housing supply. Findings are being shared with jurisdictions to help them understand policy impacts and potential mitigations.
- **South Central Waterfront Regulating Plan—Austin, TX (2019–2021)** Evaluated the financial viability of regulations, including density bonuses, affordable housing, and public infrastructure exactions, for the City of Austin planning department and a new economic development corporation tasked with implementing the area plan.
- **Bothell Lot P TOD—Bothell, WA (2020).** Worked with the Sound Transit Office of Land Use and Development to consider joint development options for a proposed park-and-ride site in downtown Bothell as part of the SR 522/NE 145th Bus Rapid Transit (BRT) Project. Evaluated development alternatives that would achieve the goals of the City of Bothell – including intense mixed-use affordable housing wrapping the proposed parking garage – while efficiently meeting Sound Transit’s project needs.
- **130th TOD Site Development Strategy—Bellevue, WA (2020).** On behalf of the City of Bellevue, evaluated the financial feasibility of different joint development strategies for a Sound Transit property. The potential joint development would occur on property purchased by Sound Transit for the East Link Extension and designated as a future park-and-ride facility in the Bel-Red district.
- **Existing Density Bonus Calibration—Austin, TX (2020).** Worked with the City’s housing department to calibrate the requirements of existing density bonus programs in the City, including the development of an Excel-based tool to assist future calibration efforts.
- **Land Development Code Revision—Austin, TX (2019–2020).** Used MapCraft’s software tools to determine the effect of new Citywide zoning code on the financial feasibility of affordable housing density bonuses for the City’s housing department

- **Upjohn Institute Housing Feasibility—Kalamazoo, MI (2019–2020).** Providing a web-based interactive MapCraft model for the South-Central Michigan planning organization to aid in local housing policymaking. The tool contemplates the influence of abatements, funding tools, and other methods on the feasibility of housing production.
- **California Senate Bill 50 Housing Analysis—Bay Area and Los Angeles County, CA (2019).** CA YIMBY asked MapCraft Inc to evaluate how much additional housing development capacity, both market-rate and affordable inclusionary housing units, might be enabled by the proposed policy compared to current policies. ECONorthwest produced submarket demand data and parcel-specific data for MapCraft, which helped MapCraft evaluate market-feasible housing capacity on millions of parcels in the Bay Area and Los Angeles County.
- **Los Angeles TOD under Senate Bill 50—Los Angeles, CA (2019).** MapCraft engaged ECONorthwest to produce submarket demand data and parcel-specific data for characteristics that influence development potential as part of an evaluation of how SB 50 might have interacted with the Transit Oriented Communities Program in the City of Los Angeles, a successful, equitable housing development policy with similarities to SB 50. With the help of UC Berkeley’s Urban Displacement Project and ECONorthwest, MapCraft assessed market-feasible housing capacity, both market-rate and affordable inclusionary housing units, on thousands of parcels in Los Angeles.
- **Portfolio Analysis Tool—Seattle, WA (2019). Project Advisor.** Provided economic analyses and software design guidance for a cash flow analysis tool that supports long-term asset management and investment decisions for wastewater and stormwater infrastructure.
- **Regional Supportive Housing Impact Fund—Portland, OR (2019).** Contributed to a comprehensive strategic plan and implementation guide to create a Regional Supportive Housing Impact Fund to reduce chronic homelessness in the Portland region. This strategic plan describes the need that can be addressed by the fund and walks local healthcare, business, and philanthropic funders through the impact fund development process.
- **Regional Transit Vision—Las Vegas, NV (2019).** Using MapCraft.io, developed a regional land use model sensitive to TOD policy interventions to determine where TOD was likely, and transit investment was more or less warranted.

- **Fund Development for Affordable TOD—Vancouver, BC (2019).** Prepared a business framework to guide City planners at Metro Vancouver, BC regional government in developing a transit-oriented affordable housing (TOAH) revolving loan fund. We (1) engaged with the local affordable housing development sector to assess the development challenges and opportunities in the region, (2) assessed the lessons learned and best practices from US TOAH Funds, (3) advanced recommendations for three potential fund concepts and estimated the level of investment needed, and (4) prepared the business framework with recommended fund products and implementation steps over the next several years.
- **Metro SW Corridor Equitable Development Strategy—Portland, OR (2017–2019).** As part of the initial planning for the corridor alignment, Metro commissioned ECONorthwest and collaborators to work with City and community partners on a comprehensive set of actions to mitigate the potential negative effects of a light rail transit investment. The effort sought to proactively leverage the transit investment to foster a diverse range of new housing units and encourage the creation of new businesses and family-wage jobs.
- **Eugene River Road BRT Corridor Planning—Eugene, OR (2018–Ongoing).** Identifying and implementing changes to land use and zoning to implement neighborhood planning efforts and support potential future transit investments along the River Road corridor in Eugene, Oregon. Providing housing and retail market research, analysis of development potential using MapCraft labs, and evaluating displacement risk as a result of policy changes.
- **Broadway Corridor Master Plan—Portland, OR (2018–Ongoing). Project Advisor.** The Broadway Corridor Master Plan is reimagining a 34-acre redevelopment site in downtown Portland, evaluating market feasibility of potential uses and development scenarios for the entire site.
- **TriMet SW Corridor Planning—Portland, OR (2018–Ongoing).** The TriMet Southwest Corridor project is planning a new light rail connection from downtown Portland to Tualatin, analyzing TOD opportunities and development propensity to support transit project planning and agency joint development efforts.
- **UTA TOD System Plan—Wasatch Front, UT (2018–Ongoing).** The Transit-Oriented Development (TOD) System Plan is a resource that enables a variety of interests to better understand the viability of transit-oriented development near all Frontrunner, TRAX, and Streetcar stations along the Wasatch Front. By comparing all stations to one another, UTA and other entities are able to strategically utilize their resources (i.e., property, time, funds, etc.) to further the objectives of individual cities and communities. Ian is station that exhibits high TOD readiness.

- **Maryland Parkway EIS—Las Vegas Region, NV (2018). Project Advisor.** Contributed to an environmental document for a proposed high-capacity transit project along Maryland Parkway in Clark County, NV. Conducted a buildable land supply analysis to determine the existing supply of potential opportunity sites at key nodes along the corridor. Identified local match funding options to meet the financial needs of the potential transit investment.
- **Tampa Transit Sales Tax Measure—Tampa, FL (2018).** Evaluated the burden of the successful sales tax measure on the November 2018 ballot that will pay for transit by adding a 1% consumer tax on goods in Hillsborough County, Florida.
- **Citywide TOD Affordability Bonus—Austin, TX (2018).** Using MapCraft.io, tested millions of variants of a local density bonus program proposal to identify optimal requirements for affordable unit delivery in regional centers and corridors, including extensive analysis of missing middle feasibility and missing middle affordable housing potential.
- **Up For Growth—Portland, OR (2017–Ongoing).** Providing research, data, and analysis related to reducing obstacles to housing supply. Evaluated federal and state policy proposals that would enable multifamily development, particularly TOD. Estimated policy impacts of 2019’s Senate Bill 10 in Oregon, which would have upzoned areas surrounding high-frequency transit services in major metropolitan areas.
- **West Seattle to Ballard LRT—Seattle, WA (2017–Ongoing).** The West Seattle to Ballard Link Extension project is planning a north-south light rail connection through downtown Seattle, including a new downtown light-rail tunnel, analyzing TOD opportunities and development propensity to support transit project planning and agency joint development efforts.
- **RTC High Capacity Transit Plan—Las Vegas Region, NV (2016–2018).** Evaluated market for transit-oriented development and land use scenarios as part of a regional transit system plan for the Las Vegas region.
- **TOD Zoning Analysis—Milwaukie, OR (2016).** Using MapCraft.io, tested development feasibility on every parcel within a prospective TOD plan; identified tradeoffs between industrial preservation and other policy objectives.
- **Corridor Zoning Analysis—Portland, OR (2015).** Using MapCraft.io, co-developed computational housing pro forma, tested millions of variants of a local density bonus program, identified tradeoffs between affordable housing and other policy objectives.

- **Implementing Equitable TOD Projects—National Research (2014).** Evaluated equitable TOD projects to understand implementation pitfalls and best practices. Published “Advancing Equitable Transit-Oriented Development: Steps to Avoid Stalled Equitable TOD Projects.”
- **City of Los Angeles TOD Strategy—Los Angeles, CA (2012).** Advised the Mayor’s TOD Cabinet on transit and TOD tactics, authored strategy whitepaper.
- **Southwest Corridor TOD Evaluation—Minneapolis, MN (2011).** Contributed to the realignment of the Southwest light-rail corridor in the Twin Cities after evaluating the economic feasibility and political viability of TOD at five proposed stations.
- **TOD Financing Policy Guidance for Federal Officials—Washington, DC (2010).** For T4America, in Washington DC, led the collaboration that drafted policy concepts to enhance federal role in TOD finance
- **Mixed-Income TOD Action Guide—Washington, DC (2009).** For Reconnecting America, developed an online equitable TOD toolkit for transit planners and other TOD stakeholders.

RECENT INVITED PANELS AND PRESENTATIONS

- **Is TOD an Awesome Missing Middle Housing Policy?—APA National Conference (2021).** Presented on the overlap and discrepancies between TOD policies and missing middle housing production strategies, including pitfalls and best practices.
- **The Build More Housing Near Transit Act—Washington D.C. (2020).** Provided introductory presentation at a Capitol Hill convening on the motivation for and potential impact of a federal bill encouraging transit agencies to pay more attention to housing outcomes.
- **TOD Affordable Housing—Rail-Volution Conference, Vancouver, BC (2019).** Provided an introductory overview and moderated a session on equitable TOD with key staff from three U.S. transit agencies and the lead planner of an equitable TOD strategy for the Vancouver regional government.
- **Calibrating Affordable Housing Density Bonuses—APA National Conference, San Francisco, CA (2019).** Presented on the underlying real estate development economics that inform effective density bonus programs, described one approach to calibrating density bonuses, and identified pitfalls worthy of consideration.
- **Burgeoning Statewide TOD Upzoning Policies—APA National Conference, San Francisco, CA (2019).** Described several policy proposals, shared evidence of the potential efficacy of each, and described the political and practical headwinds facing the proposals.

- **Land Valuation Impacts of Autonomous Vehicles—Urbanism Next, Portland, OR (2019).** Co-lead of a half-day workshop where participants considered the impacts of new mobility on site selection. Provided a real-time regional model results informed by their inputs.
- **Evaluating Real Estate in a Car-Light Future—Rail-Volution Conference, Pittsburgh, PA (2018).** Presented a real estate development evaluation of regional growth scenarios using MapCraft modeling of major transit investments or autonomous vehicle investments, highlighting the similar outcomes resulting from two vastly different approaches.
- **Reshaping Cities in a Post-Parking World: A Real Estate Developer Perspective—UrbanismNEXT, Portland, OR (March 2018).** Presented on the real estate project-level impact of autonomous vehicles if one assumes on-site parking was no longer required or necessary in the future and moderated a discussion among developers on the topic.
- **Getting the Job Done: Tools for Affordable Housing Success—New Partners for Smart Growth, San Francisco, CA (Feb. 2018).** Shared insights on the utility and applicability of technology when developing new affordable housing development policies.
- **The Real Estate Developer’s Perspective on TOD Implementation—RailVolution Conference, Denver, CO (Sept. 2017).** Presented a real estate development introduction to transit planners and policymakers who were interested in the impacts (or lack of impacts) of common TOD policies on real estate project economics.
- **Real Estate Market Analysis in Transit Planning—TRB GIS in Transit Conference, Washington DC (Sept. 2017).** Presented case studies and methods for incorporating real estate development evaluations into transit planning processes.
- **The Economics of TOD and Affordability Bonuses—Congress for New Urbanism, Seattle, WA (May 2017).** Described the underlying real estate development incentives that govern effective density bonus programs and identified pitfalls worthy of consideration.
- **The Economics of Inclusionary Zoning—New Partners for Smart Growth, St. Louis, MO (Feb. 2017).** Co-organized session on the implementation of inclusionary zoning and presented a primer on the policy’s interactions with development economics.

RECENT PUBLICLY AVAILABLE REPORTS AND ARTICLES

Metcalf, Ben, Ian Carlton, David Garcia, Kate MacFarlane. “Will Allowing Duplexes and Lot Splits on Parcels Zoned for Single-Family Create New Homes? Assessing the Viability of New Housing Supply Under California’s Senate Bill 9.” UC Berkeley Turner Center for Housing Innovation (2021).

Carlton, Ian, Michelle Anderson, Carson Hartmann, James Kim, Emily Picha and Renee Roy Elias. “The Impact of Rent Control Policies on Bay Area Housing Supply: Developer

Perceptions and Development Calculus.” Center for Community Innovation at UC Berkeley and ECONorthwest (2021).

Monkkonen, Paavo, Ian Carlton, and Kate Macfarlane. “One to Four: The Market Potential of Fourplexes in California’s Single-Family Neighborhoods.” UCLA: The Ralph and Goldy Lewis Center for Regional Policy Studies (2020).

Ian Carlton, James Kim, Becky Steckler; “Chapter 6: Impacts on Real Estate” in “Multilevel Impacts of Emerging Technologies on City Form and Development” University of Oregon Urbanism Next Center (2020).

Ian Carlton. “Transit Planners’ Transit-Oriented Development-Related Practices and Theories.” *Journal of Planning Education and Research*, 39(4), 508–519 (2019).

Anna Cash, Miriam Zuk, and Ian Carlton; “Upzoning California: What Are the Implications of SB50 for Bay Area Neighborhoods?” UC Berkeley Urban Displacement Project (2019).

Ian Carlton, Miriam Zuk, Anna Cash; “SB 827 2.0: What Are the Implications for Communities in the Bay Area?” UC Berkeley Urban Displacement Project (2018).

Williams, Stockton, et al. “The Economics of Inclusionary Development,” Washington, DC: Urban Land Institute (2016).

Miriam Zuk and Ian Carlton; “Equitable Transit-Oriented Development: Examining the Progress and Continued Challenges of Developing Affordable Housing in Opportunity and Transit-rich Neighborhoods;” Poverty & Race Research Action Council (2015).

Dan Chatman, Robert Cervero, Emily Moylan, Ian Carlton, et al.; “Transit Cooperative Research Program Report 167—Making Effective Fixed-Guideway Transit Investments: Indicators of Success” Transportation Research Board of the National Academies (2014).

Ian Carlton and Will Fleissig. “Advancing Equitable Transit-Oriented Development: Steps to Avoid Stalled Equitable TOD Projects.” Living Cities (2014).

AFFILIATIONS

Urban Land Institute—National Transit Oriented Development Council Member; Northwest District Council: Portland UrbanPlan Committee.

Portland State University—Adjunct faculty for core planning and ethics coursework in the Master of Real Estate Development program.

University of Oregon—Adjunct faculty for an introductory course in real estate development in the Architecture program at the University of Oregon’s Portland campus.