



LOS ANGELES STREETCAR INC

Streetcar 101: Case Studies

Place-making Amenity
Stimulates Civic Pride
Driver of Economic
Development

Many cities have had great success with streetcars, and Los Angeles should be next. Streetcars attract businesses into downtowns, create a sense of place, and engender the kind of civic pride that encourages business owners and residents to invest time, money, and their lives into taking ownership of their communities. The following success stories exemplify how a streetcar system can positively affect Downtown Los Angeles.

Portland



Streetcar integrated with health research campus in Portland

Stimulated Development
Job Creation
Civic Amenities
Public Space
Intensified Development
Leveraged Public Benefit
Local Improvement District
Demand for Higher Densities
Generated Local Investment
Economic Impact
High Ridership

In Portland’s Pearl District, the streetcar stimulated significant redevelopment, including:

- 140 projects values at \$3.5 billion, producing 10,000 housing units and 5.5 million sq. ft. of retail space
- Developments near the streetcar line where constructed at 90% allowable density
- Portland was able to achieve its 20-year housing goal in 7 years, with 25% of new housing being affordable

In Portland’s South Waterfront Redevelopment Project Area, the streetcar:

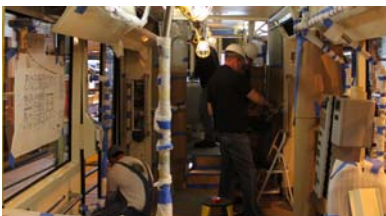
- Spurred a highly ambitious redevelopment effort producing 5,000 jobs and 3,000 housing units (including a 16-story, high-tech medical research facility)
- Provided a contiguous streetcar connection between downtown and Portland’s major research hospital (OHSU) via aerial tram
- Enabled real estate developments to successfully finance and sell LEED Platinum residential, commercial, and retail products
- Generated significant public infrastructure investment in sustainable streets, parks, and riverfront greenways

Results of Economic Development Study in Portland:

- BEFORE alignment was announced, developers built at 30% of allowable density and land located within a block of the alignment captured 19% of all development in the Central Business District.
- AFTER alignment was announced, developers built at 90% of allowable density within 1 block of the alignment, 75% within 2 blocks of alignment, and 40% 3 blocks and further away; these same blocks captured 55% of all new development.

Significant lessons were learned by the Portland streetcar effort, including:

- Special Benefit Districts are instrumental in funding initial streetcar development and public improvements, as they can be funded relatively quickly (i.e. bonds)
- Initial success demonstrated a market demand for higher densities and mixed-uses, and clearly illustrated parking requirements can be reduced near streetcar lines
- Livable, high-density communities require affordable housing, parks, public spaces and arts to create vibrant destinations
- Streetcars have a tangible financial impact on city revenues, as Portland’s initial \$100 million investment produced over \$2.3 billion in economic development and investment along the first streetcar line



Workers finalize interior of a Portland streetcar

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The initial line demonstrated how a streetcar system positively impacted both the urban environment and transit ridership, and positioned Portland to successfully obtain over \$45 million to fund an additional line – initial projected ridership was 2,800 riders per day, and within the first week, the system was experiencing 4,000 riders per day

SEATTLE – SOUTH LAKE UNION LINE



Seattle Streetcar in operation

Completed on Time and on Budget

Higher Ridership than Projected

Success Led to Approval of Additional Lines

Seattle's original South Lake Union Line was completed in December 2007, on time and within budget, with a substantial portion of the line being operational within three months of ground-breaking. Success of the initial route led to approval of the Seattle Streetcar Network, which funded an additional 4 lines through a mixture of fare revenues, innovative sponsorship programs, local improvement districts, federal rail transit funds, and taxes.

The initial period of development activity, from 2005-2010, has already generated:

- 3.3 million sq. ft. of commercial development for retail and commercial uses
- Over 6,000 residential units
- The relocation of major businesses, including:
 - Amazon.com: new world headquarters is adjacent to the streetcar
 - Whole Foods/Pan Pacific Hotel
 - Group Health Cooperative Headquarters

Critical lessons have been learned from Seattle, including:

- Streetcars can serve both existing and emerging “main streets” throughout different neighborhoods and business districts, and work best when they link distinct areas together
- Major destinations and attractions substantially benefit from streetcar service, as both locals and tourists gain easier access to in-demand sites
- Streetcars easily integrate with different transit modes, especially busses
- Developing streetcar infrastructure provides municipalities a unique opportunity to reorient streetscapes towards pedestrian activity, and allows property owners to capture more value
- Bicyclists, buses, and automobiles can successfully share space with streetcars
- Thoughtful design and engineering can enable a streetcar system to minimally impact existing utilities and traffic during construction

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