

A Desire Named Streetcar: America Rediscovered the Trolley

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Transportation for America

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Creating a 21st Century Vision for Transportation





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- PolicyLink
- Surface Transportation Policy Partnership (STPP)
- Transit for Livable Communities (TLC)
- US PIRG

REVIVING A TRADITION



PORTLAND, OR
EARLY 1900's

The Halcyon era of the streetcar



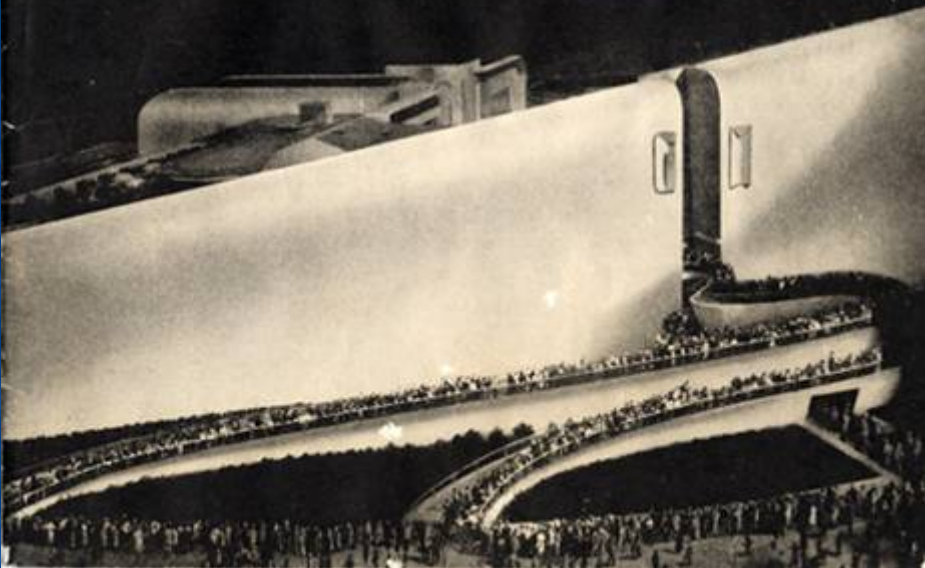
World War II: Radical transformation begins



Post War Prosperity: Marketing the American Dream



FUTURAMA



“We are pushing ahead with a great road program, a road program that will take this Nation out of its antiquated shackles of secondary roads... It will be a nation of great prosperity, but will be more than that: it will be a nation that is going ahead every day... The expanding horizon is one that staggers the imagination.”

— October 29, 1954



A New Form of Human Habitat



A New Form of Human Habitat



The Pendulum swings: Portland Leads the Way



PORTLAND STREETCAR

- 2.4 mile line opened in 2001.
- \$56.9 million cost, no federal funds.
- Modern low floor cars.
- In-street operation.

THE PEARL DISTRICT



PORTLAND STREETCAR RESULTS

- \$3.5 billion in private investment.
- 12,000 riders per day.
- 10,000 new housing units.
- This housing in high density reduces by 70 million the annual vehicle miles traveled in the region.

STREETCAR WAS A WATERSHED EVENT IN PORTLAND'S DOWNTOWN



In the Pearl:

- *140 projects worth \$3.5 billion -- 10,000 housing units, 5.5 million sf retail*
- *25 percent of housing is affordable*
- *Developers built at 90 % allowable density next to line, twice as high as further away*
- *Portland achieved 20-year housing goal in 7 years*
- *Issued record number of building permits 7 years in a row*



In South Waterfront

- *Even more ambitious redevelopment effort – 5,000 jobs, 3,000 housing units*
- *Connects to downtown via streetcar, to OHSU via aerial tram*
- *Sustainable building practices throughout (built to LEED Platinum standards)*
- *Developer building streets, riverfront greenway, parks*

PORTLAND STREETCAR EXTENSIONS

- Three extensions adding 1.6 miles.
- Property owners paid 20% of cost.
- Two additional major extensions under study for federal funds.
- 30% higher ridership than bus.

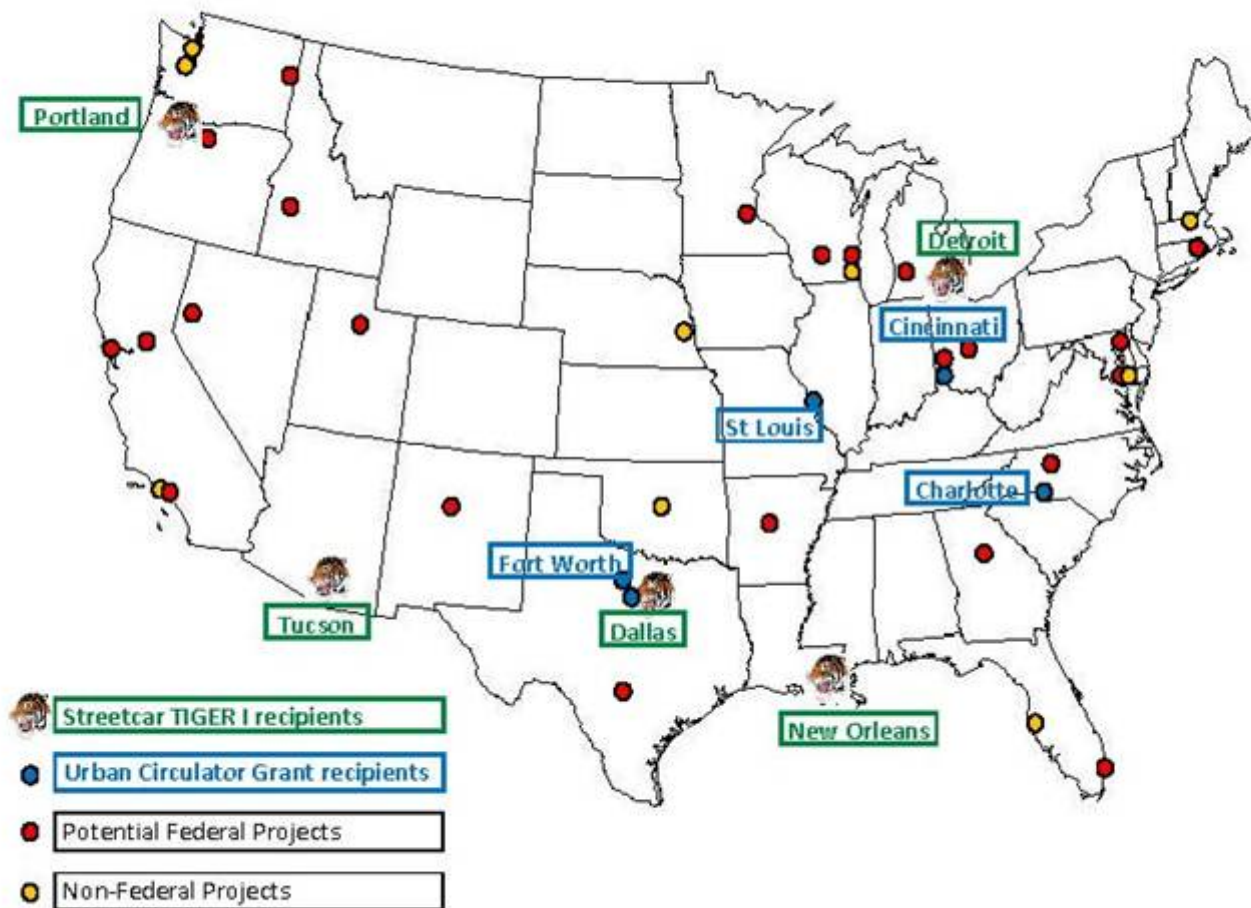
PORTLAND LESSONS LEARNED:

- Developer agreements can leverage significant public benefit
- One or more large development sites needed with owners willing to work with public sector
- Local improvement districts can help fund streetcar & improvements
- Involving stakeholders is critical



- Success of early projects demonstrate market demand for higher-densities, mixed use, less parking
- High density development does not = a livable community. Also need affordable housing, parks, public space and art.

MAP OF STREETCAR CITIES



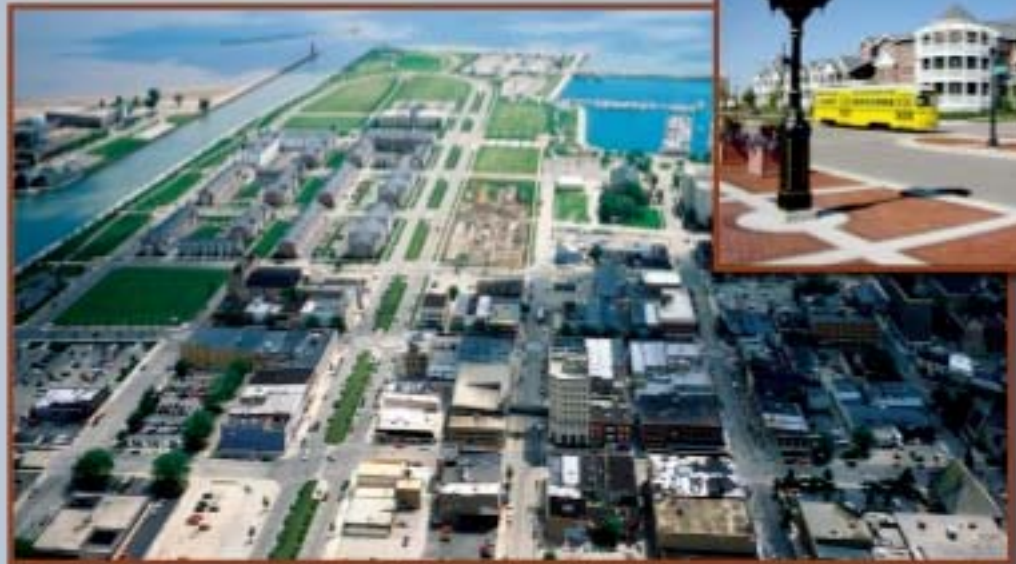
Studies show compact mixed-use development generates less VMT

***If 60% of new
development was
transit-oriented GHG
emissions would
decrease 12% by 2050***



KENOSHA: SMALL TRANSIT FOR SMALL CITIES

- As in Portland, streetcar connected downtown to large redevelopment site.
- City dusted off 1925 plan to connect waterfront to downtown with boulevard, sidewalks and streetcar, creating new higher-density neighborhood on water.



- Streetcar connects new neighborhood to commuter rail station with service into Chicago
- Kenosha growing rapidly as people leave Chicago for more affordable housing; streetcar makes it possible to accommodate growth sustainability with minimal traffic.
- Developers now proposing 14-story buildings in otherwise very low-density downtown.
- Residents have new destination park and amenities.

LITTLE ROCK: ROLLING ON PRESIDENT CLINTON AVENUE



- Connects dozens of destinations along picturesque Arkansas River and to the Clinton Library
- Streetcar acts as traffic calming device and has created much more lively streetlife
- Billboard shows that developers see streetcar as a draw
- Streetcar got 6 federal earmarks totaling \$16 million over 8 years; local government invested just \$4 million

TAMPA: CONNECTING DISPARATE PLACES INTO *"SOME PLACE"*

- Streetcar helped promote modern, dense development including fashionable new high-rise residential-shopping-entertainment district called Channelside

- Tampa is not a cab town like New York, so streetcar serves large numbers of tourists and conventioners without cars

- Connects convention center, aquarium, arena, cruise ship terminal, Ybor City historic district, Channelside



- Funded in part with revenues from tax assessment district; when it came up for annual vote last year there was no dissent

- "Streetcar is an exercise in place-making. Transportation is never about moving people from A to B. It's a tool for creating communities."

STREETCARS ARE DEVELOPMENT ORIENTED TRANSIT:



TABLE 1: *Private Returns on the Public Investment*

	Start of Service	Initial Track Miles	Initial System Cost Per Track Mile	Initial System Cost	Development Investment	Return on Investment
Kenosha	2000	2.0	3.10	6.20	150	2319.35%
Little Rock	2004	2.5	7.84	19.60	200	920.41%
Tampa	2003	2.4	20.13	48.30	1000	1970.39%
Portland (1)	2001	4.8	11.50	55.20	1046	1794.93%
Portland (Ext.)	2005	1.2	14.83	17.80	1353	7501.12%

Source: *Reconnecting America*

SEATTLE, WA



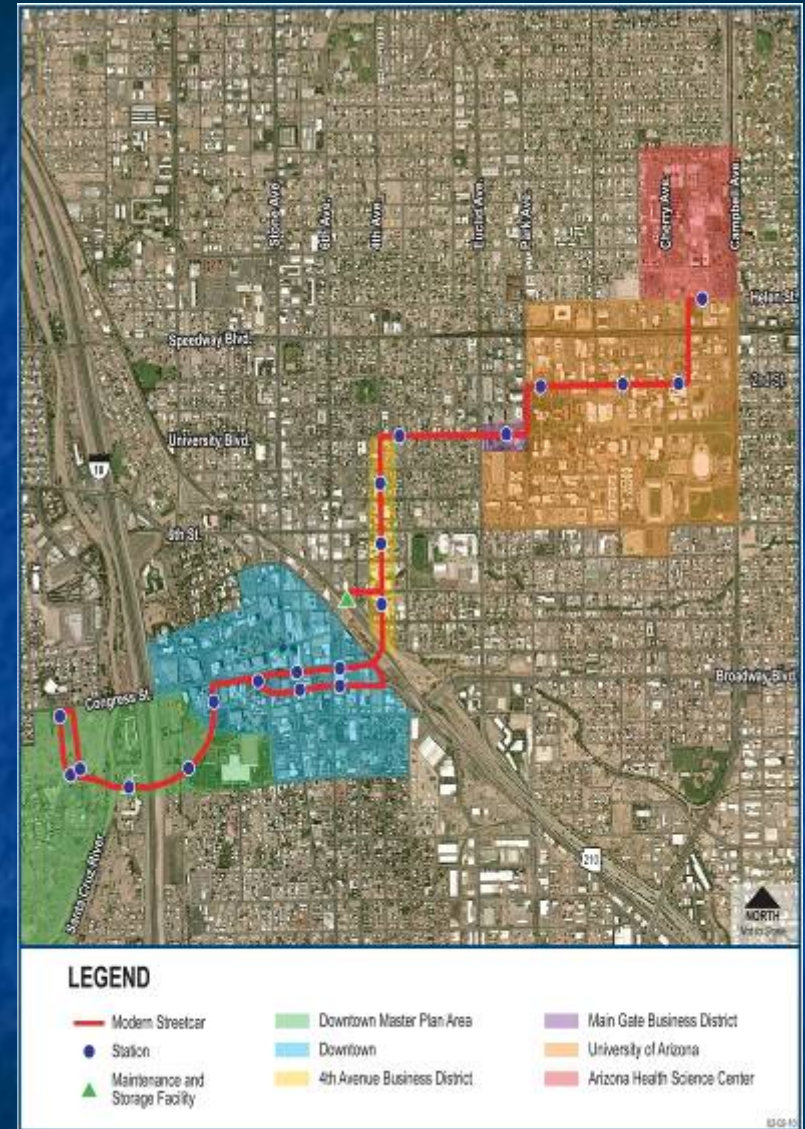
NEW FEDERAL SUPPORT

- Urban Circulator Grants
- Rescinded Cost Effectiveness
- TIGER Grants to 5 Cities
- DOT/HUD/EPA Livability and Sustainability Initiative





TUCSON, AZ

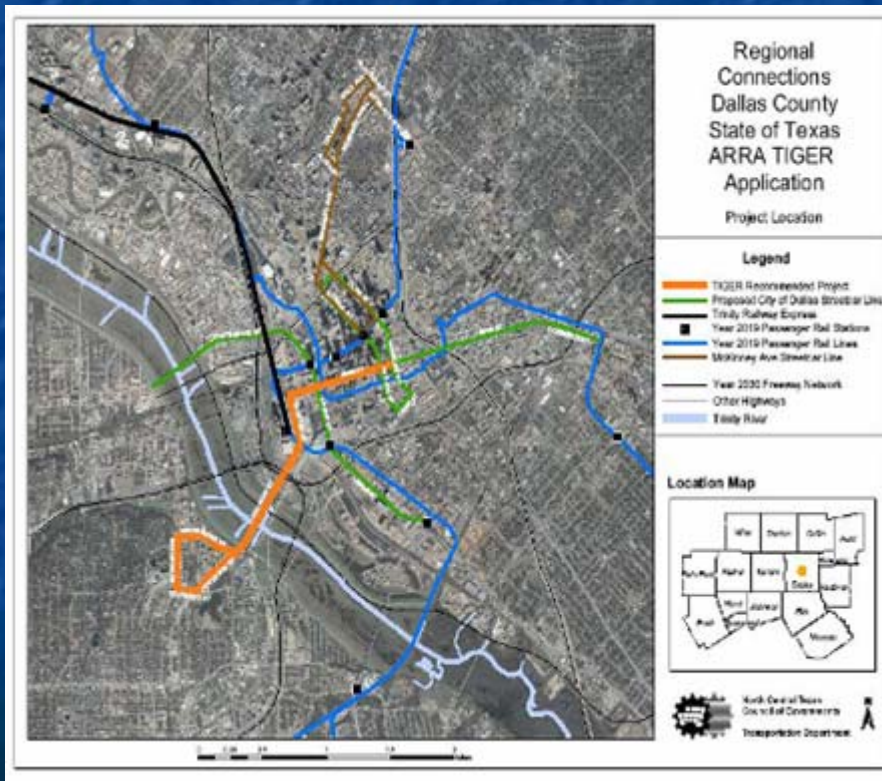


\$156,000.000 Total

\$ 63,000,000 TIGER

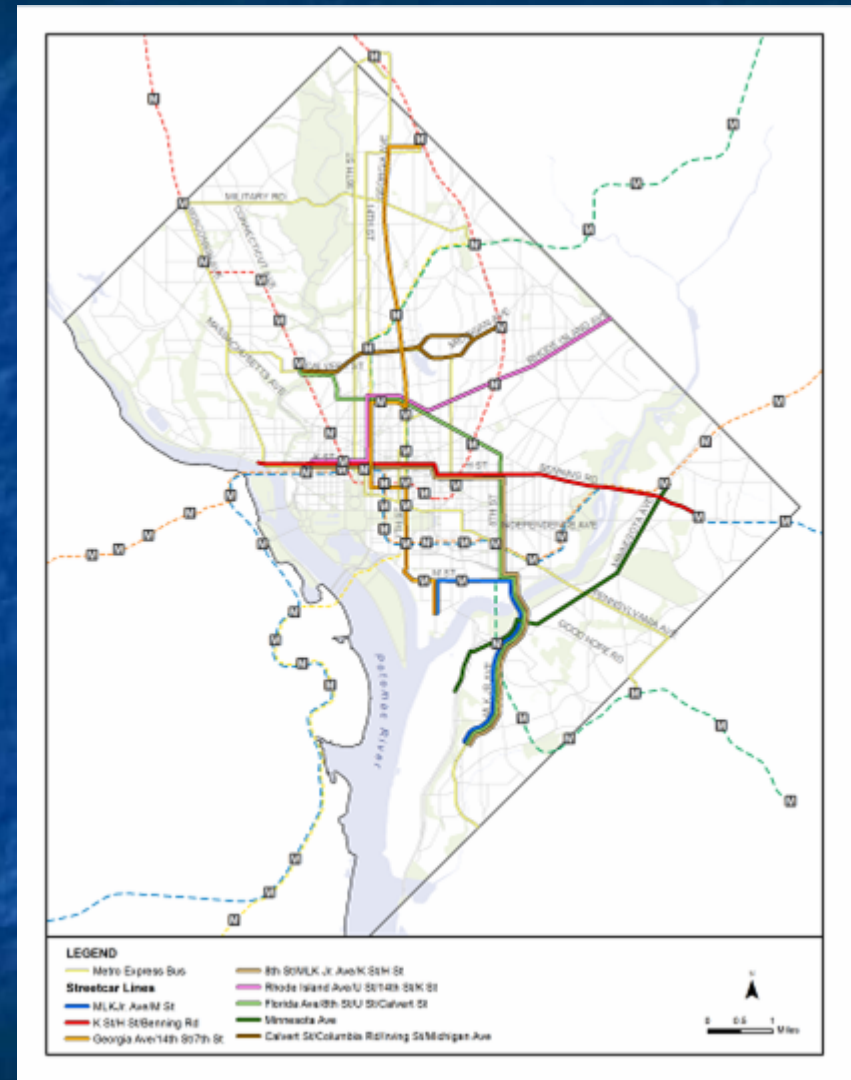


DALLAS, TX



\$ 58,000.000 Total
\$ 23,000,000 TIGER

WASHINGTON, D.C.



ATLANTA, GA

Reclaiming a birthright

1924 Streetcar Map

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decompressor
are needed to see this picture.

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Atlanta Project 1: The Beltline

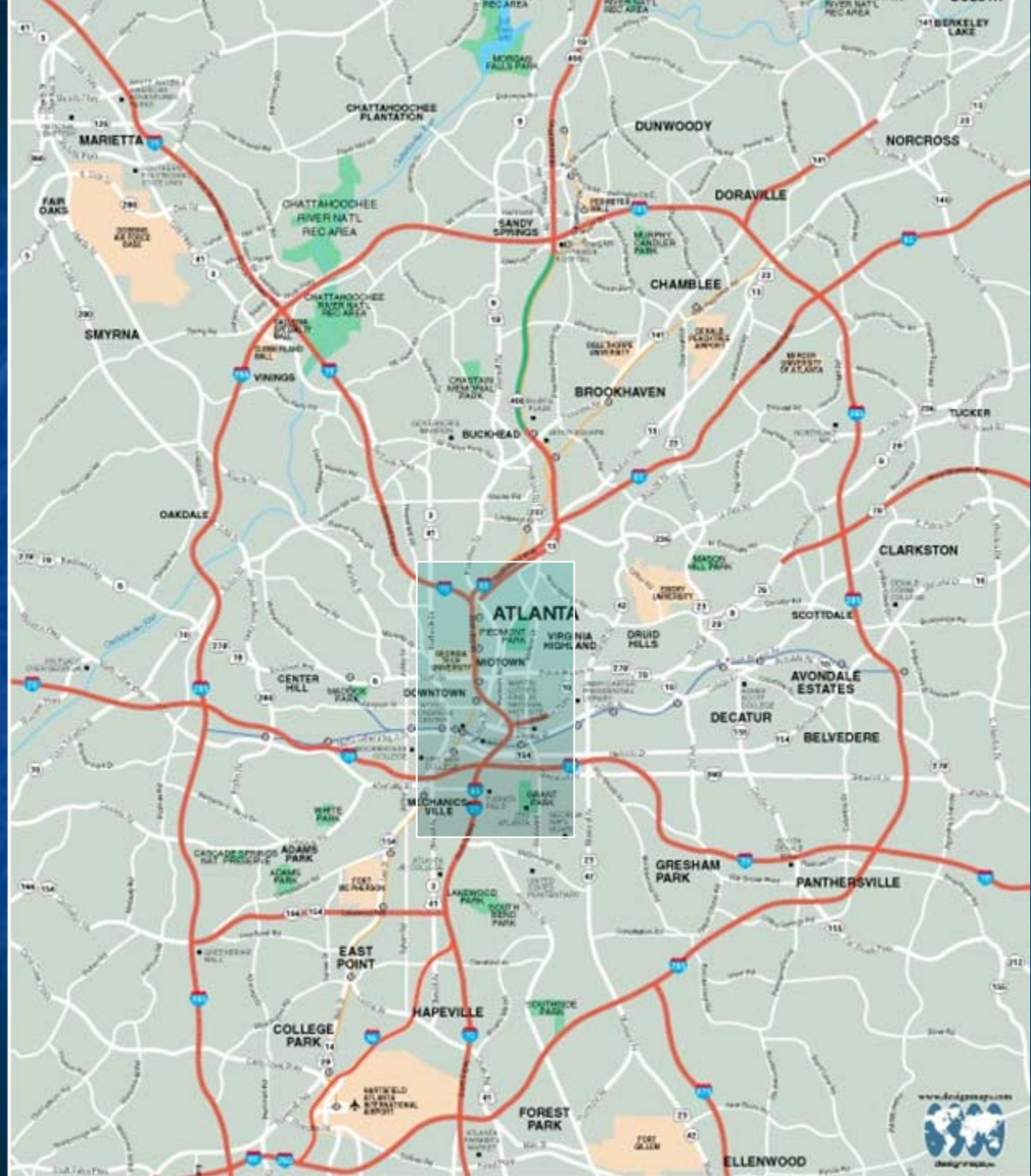


BeltLine Basics

- 22-mile streetcar loop on former industry-serving rail corridors
- A spine for development and redevelopment, traversing 45 neighborhoods
- 33 miles recreational trail and necklace of new and existing parks



Beltline: Regional Context



Atlanta Project 2: Peachtree Corridor

- Proposed 16.5 miles along Atlanta's signature corridors, Peachtree Street and Auburn Ave.



Looking north on Peachtree, toward Piedmont Hospital, in the Brookwood segment of the Corridor



■ Envisioned as streetscape makeover



Columbia Pike, Fairfax-Arlington Co., VA

- 5 miles along Columbia Pike highway, connecting Fairfax Co., VA to DC, via Arlington
- Formerly suburban thoroughfare redeveloping as mixed use, walkable urban corridor
- Expected growth and greater density call for a transit solution
- \$160m project going through federal process

Columbia Pike



Evolving from this ... to development like this



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