

# The Economic and Fiscal Benefits of Walkable and Bike-able City and Town Centers

October 30, 2015



# 1. Webinar Outline



1. Introduction
2. Profiles of 7 cities
3. Acknowledgements and resources
4. Q & A

# 1. Introduction



# 5. Maps \_\_ Case Studies with Multi Modal Features



- Bus Rapid Transit (BRT)
- Enhanced Car Traffic Safety
- Signage
- Enhanced Bike Safety
- ADA Compliance
- Enhanced Pedestrian Safety
- Street Furnishings
- Aesthetic Improvements

## 6. Profiles of 7 cities

# 6. The Health Line \_\_ Cleveland, OH



## 6. What Cleveland, OH is Known For



Rock and Roll Hall of Fame, Cleveland Clinic, Euclid Avenue



## 6. Case Study Boundary \_\_ Cleveland, OH

## 6. Project History \_\_ Cleveland, OH

- n Early 1950s: Exploration to build a subway
- n 1998: Former City mayor George Voinovich sees Curitiba's (Brazil) celebrated Bus Rapid Transportation (BRT) system
- n City leaders secured funding for a BRT system from federal and state sources, and University Hospital
- n Cleveland Clinic and University Hospitals purchased the naming rights to the new line for \$6.25 million: BRT = "HealthLine"
- n 2008: HealthLine opens
- n 2012: System's average weekday ridership was 15,800, or 67% higher ridership than the bus line it replaced



BRT station in Curitiba

## 6. Project Features \_\_ Cleveland, OH

The Health Line was much more than a BRT system:

- n \$50 million spent on vehicles, stations, and platforms; \$150 million for infrastructure and street-level enhancements:
  - n Over 71% of curb parking lanes are replaced by Cleveland's 1<sup>st</sup> dedicated bike lanes and pedestrian improvements
- n Undergrounding of power lines
- n Installation of fiber-optic telecommunications cables
- n Reconstruction of water and sewer lines





## 6. Project Features \_\_ Cleveland, OH

The HealthLine is user-friendly

- n Easy, ADA friendly bus boarding; platforms have real-time arrival information
- n High service frequencies during rush hours
- n Off-board fare payment



## 6. Project Features \_\_ Cleveland, OH

For pedestrians and bicyclists . . .

- n New streetlights, well lit intersections
- n New sidewalks with pattern designs
- n Artwork and plantings along sidewalks (\$1.2 million public art along the HealthLine)





# 6. Project Features: Artwork \_\_ Cleveland, OH

*Chorus line luminaries*



*Osmosis*



*Poetry Walking Sculptures*

# 6. Project Features: Artwork \_\_ Cleveland, OH



Artwork on the Health Line

# 6. Project Features: Artwork \_\_ Cleveland, OH



Artwork on the Health Line



## 6. Project Features \_\_ Cleveland, OH

For pedestrians and bicyclists (cont.)

- n Corridor divided into 8 different districts, each having distinct designs and featuring 3 – 7 tree species
- n Critical mass of people walking
- n Cars travel at lower speeds, in fewer traffic lane
- n Safe crosswalks with fewer lanes to cross



# 6. Project Features: Artwork \_\_ Cleveland, OH



Distinctive signage coloring in different districts along Euclid Ave.



## 6. Project Features: Enhanced Bikeability \_\_ Cleveland, OH

### New bike lanes from CSU to University Circle

- n Bike counts at the Euclid and Chester Avenue intersection in the University Circle area increased by 92 percent between 2006 to 2010
- n Bike counts tripled at Euclid Avenue and East 40th Street in MidTown during the same period



# 6. Before & After \_\_ Euclid Avenue in Cleveland, OH



## 6. Economic & Fiscal Benefits \_ Cleveland, OH

- n Nov. 2013 ITDP study found Healthline leveraging \$114 for every transit dollar invested
- n Investments included:
  - n \$180 million by Cleveland State University
  - n \$500 million by University Hospital
  - n \$350 million by the Cleveland Museum of Art
  - n \$506 million by the Cleveland Clinic Heart Center
  - n \$27.2 million by the Museum of Contemporary Art





## 6. Economic & Fiscal Benefits \_\_ Cleveland, OH

The HealthLine is also credited with

- n Stimulating the creation of over 4,400 new residential units, and 7.9 million square feet in commercial development (GCRTA)
- n Leading to the creation of 13,000 new jobs (GCRTA)
- n Generating \$62 million in local taxes (GCRTA)
- n Increasing property values along the HealthLine corridor by 325 percent (2006 – 2012)



## 6. Safety Benefits \_\_ Cleveland, OH

- n Walk Score: Downtown and University Circle are now two of the three most walkable neighborhoods in Cleveland
- n HealthLine buses powered by diesel engine with an electronic transmission: Results in 97% lower particulate emissions and 75% better fuel economy (GCRTA)
- n Low polluting HealthLine buses help make for a healthier walking and biking experience along the corridor



## 6. Conclusion \_\_ Cleveland, OH

Lessons learned

Future projects





## 6. Project Experts \_\_ Cleveland, OH



n **Thomas Bier**

Senior Fellow, Levin College of Urban  
Affairs

Cleveland State University

Phone: (216) 687-3907

e-mail: [t.bier@csuohio.edu](mailto:t.bier@csuohio.edu)

# 6. Bx12 SBS FORDHAM ROAD \_\_\_ Bronx, NYC



## 6. What the Bronx, NYC is Known For



## 6. Bx12 SBS FORDHAM ROAD \_\_ Bronx, NYC



## 6. Project History \_\_ Bronx, NYC

Bx12 SBS was New York City's first SBS route:

- n Replaced limited service Bx12 in 2008
- n Service Extension: Transfer opportunities to all subway lines and Metro-North lines in the Bronx
- n Fordham Road corridor selected due to high demand for missing east/west connection in the borough

Project goals:

- n Increase ridership and improve transit experience
- n More efficient operation
- n Improve east/west travel and transit connections



## 6. Project Features \_\_ Bronx, NYC

Enhanced Bus Service:

- n Transit Signal Priority (\$2M)
- n Off-board fare payment (\$4M)
- n New, more efficient, ADA compliant busses
- n New bus shelters



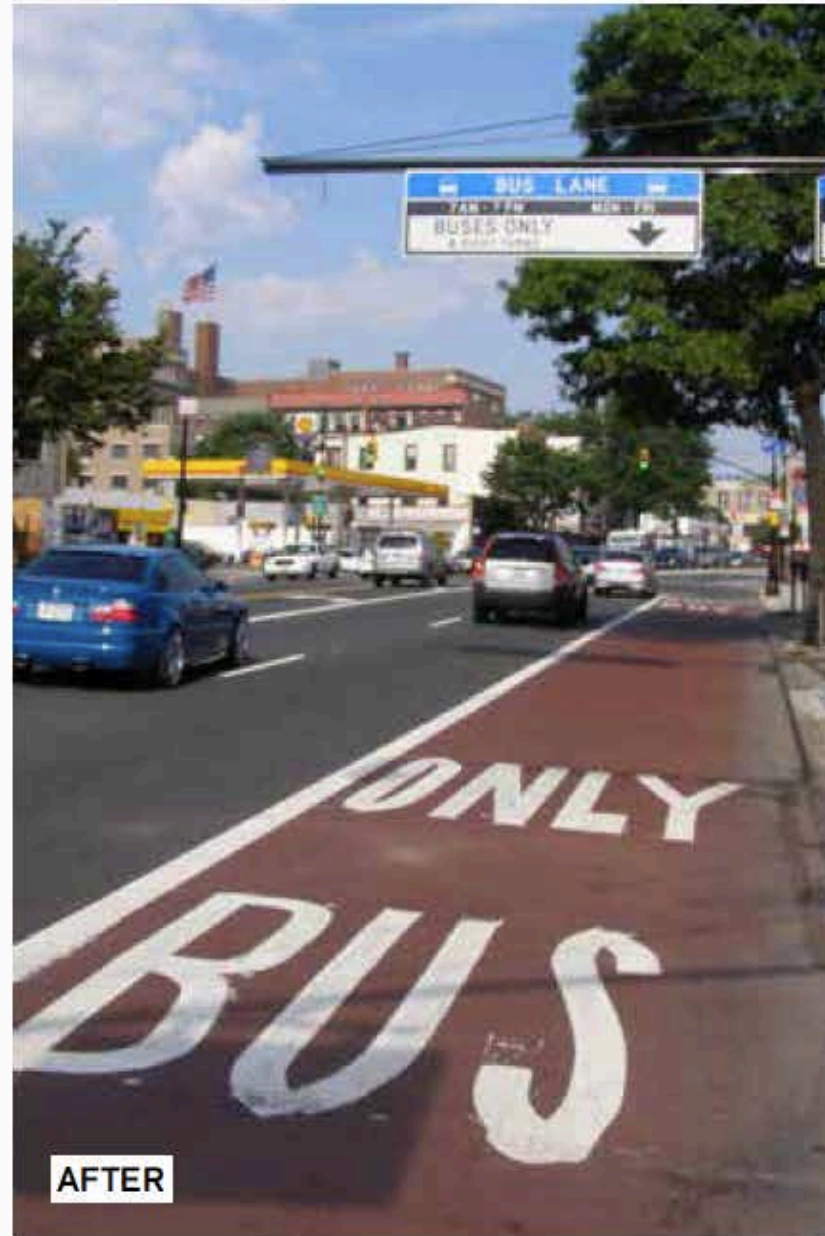
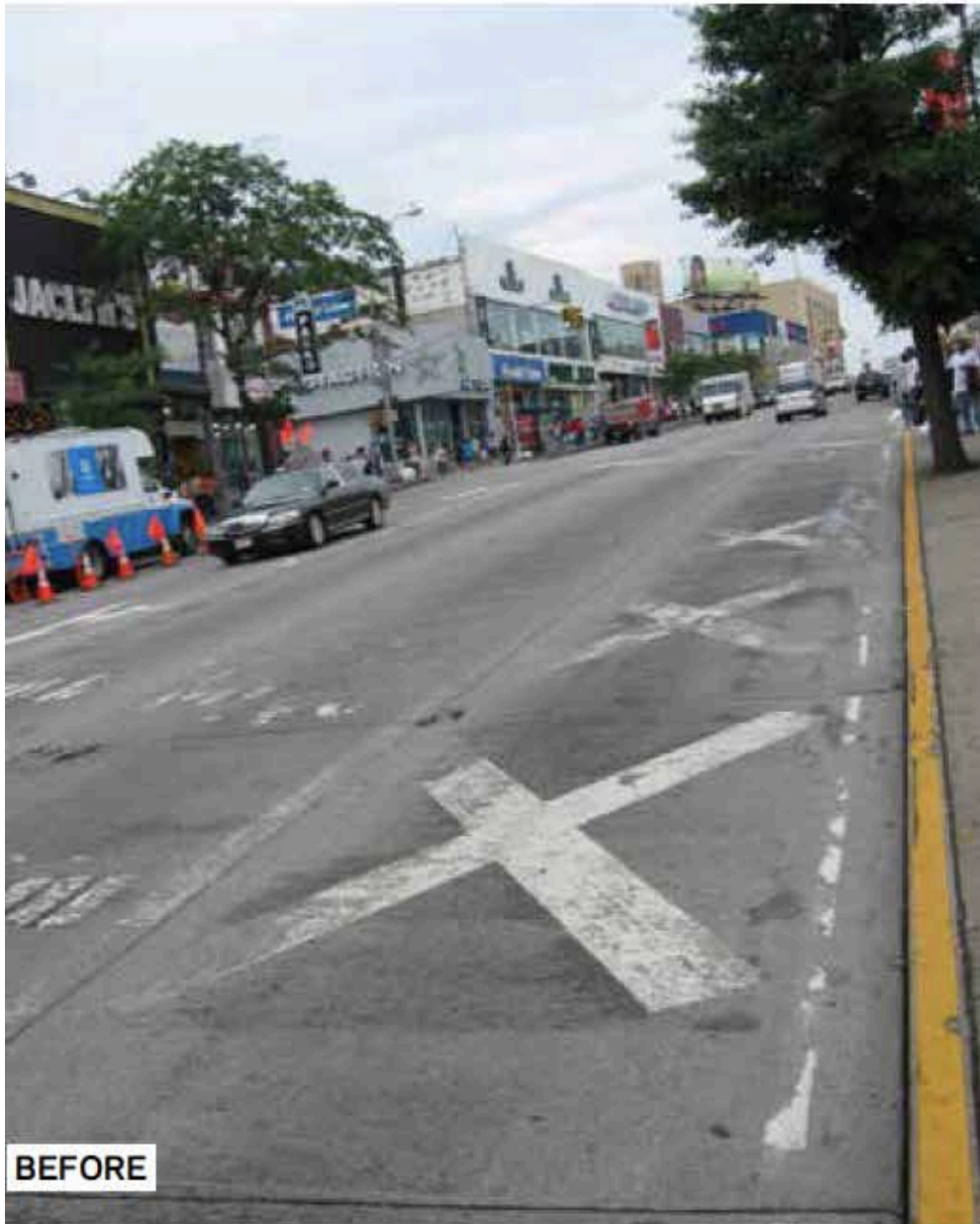


## 6. Project Features \_\_ Bronx, NYC

- n Curbside management: Dedicated curbside bus lanes (\$4M), parking regulations
- n Intersection improvements: Cross walk markings, turning lanes



# 6. Before & After \_\_ Bronx, NYC





## 6. Project Costs & Funding \_\_ Bronx, NYC

Cost:

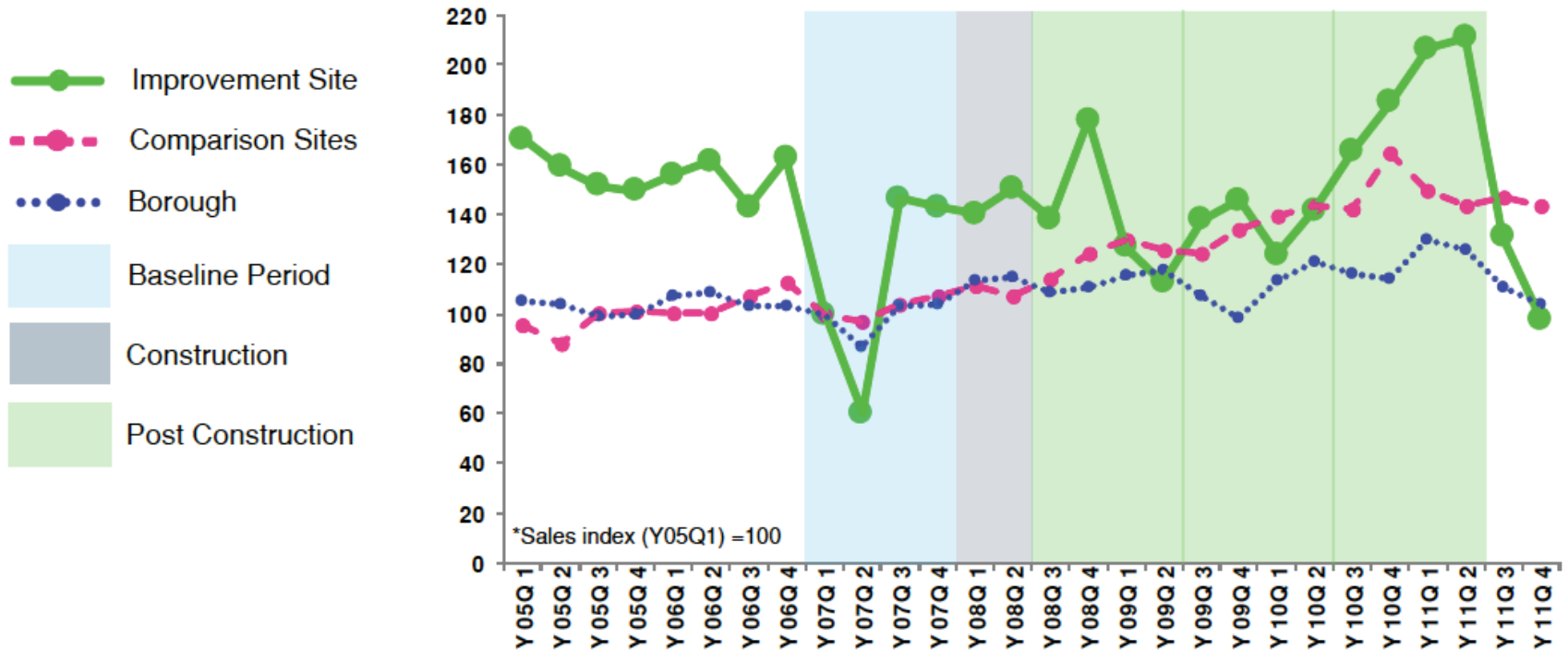
- n \$ 10 Million (average cost for SBS project implementations in NYC)
- n Very low implementation costs for the 9-mile corridor

CITY	COST (\$M) <i>Excluding buses</i>	TRAVEL TIME CHANGE
New York, NY	\$18M	18%
New York, NY	\$10M	20%
New York, NY	\$5M	22%
New York, NY	\$6M	16%
<b>New York, NY</b>	<b>\$10M</b>	<b>19%</b>
Boston, MA	\$14M	17%
Cleveland, OH	\$164M	7%
Eugene, OR	\$19M	4%
Las Vegas	\$8M	35%
Los Angeles, CA	\$324M	6%
Los Angeles, CA	\$5M	29%
Los Angeles, CA	\$3M	23%
Miami, FL	\$43M	0%
Orlando, FL	\$21M	0%
	<b>\$67M</b>	<b>13%</b>

Major Bus Rapid Transit projects in the US

# 6. Economic & Fiscal Benefits \_\_ Bronx, NYC

## Combined Sales : Improvement Sites vs. Comparison Sites - Bx12 Select Bus/Fordham Road



## 6. Economic & Fiscal Benefits \_\_ Bronx, NYC

Area	Baseline Quarterly Sales	Δ Sales Post-Improvement		
		1st Year	2nd Year	3rd Year
<b>Bx12</b>	\$ 7,439,735	24%	22%	71%
<b>Borough</b>				
<b>Bronx</b>	\$ 362,097,700	15%	12%	23%
<b>Neighborhood Comparisons</b>				
<b>Average</b>	\$ 1,328,357	16%	25%	38%
<b>Kingsbridge</b>	\$ 2,735,121	-24%	-36%	-34%
<b>Grand Concourse</b>	\$ 661,370	22%	43%	51%
<b>Jerome</b>	\$ 504,943	46%	71%	96%
<b>Webster</b>	\$ 1,411,994	21%	24%	39%

## 6. Economic & Fiscal Benefits \_\_Bronx, NYC

Increased revenue for bus line:

From 2007-2008:

n 30% increase in daily ridership



## 6. Other Benefits \_\_ Bronx, NYC

- n Saved time: Travel time has decreased by 20%
- n Higher customer satisfaction
  - 98% of riders: very satisfied
  - 98% dependability of fare collection machine





## 6. Conclusion \_\_ Bronx, NYC

### Future expansions

n Based on Bx12 SBS success:

Phase II Plan: 16 corridors for future BRT development

Already implemented:

- Webster Avenue in the Bronx, and service to LaGuardia Airport from Woodside and Jackson Heights
- SBS service on 125th Street in Manhattan, also serving LaGuardia Airport



SBS Bx41 Webster Ave

## 6. Project Experts \_\_ Bronx, NYC



n Matt Kroneberger

New York City Department of Transportation

Transit

Development Community Outreach  
Coordinator +selectbusservice

55 Water Street. 6th Floor New York, NY 10041

Only via email: [brt@dot.nyc.gov](mailto:brt@dot.nyc.gov)

**+selectbusservice**

## Carolyn Hope

City of Redmond Department of Parks and Recreation

Park planning, arts, and culture manager

Redmond Central Connector \_\_ Redmond, WA



# 6. Project Name \_\_ Redmond, WA



## 6. What Redmond, WA is known





# 6. Case study boundary \_\_ Redmond, WA



King County

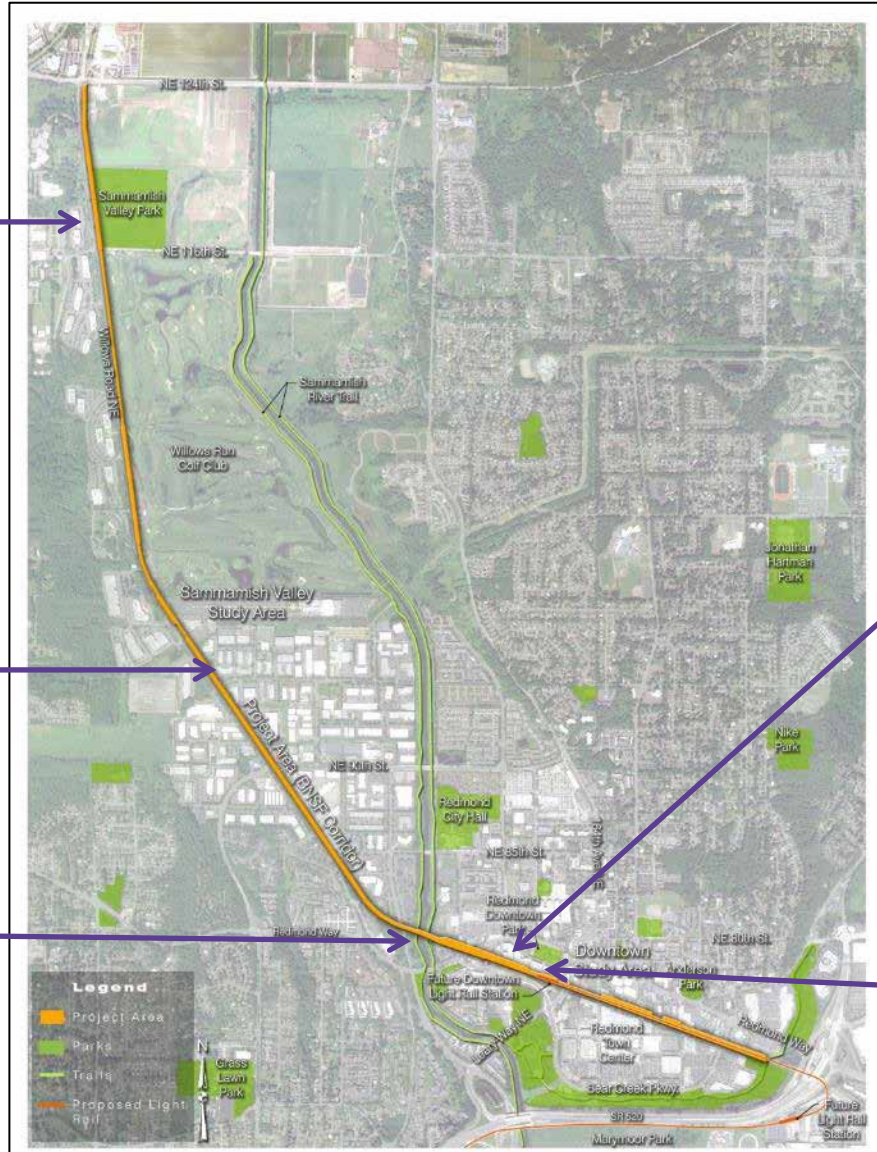


- Trail
- + Park
- + Art
- + Transit
- + Utilities
- + Roads

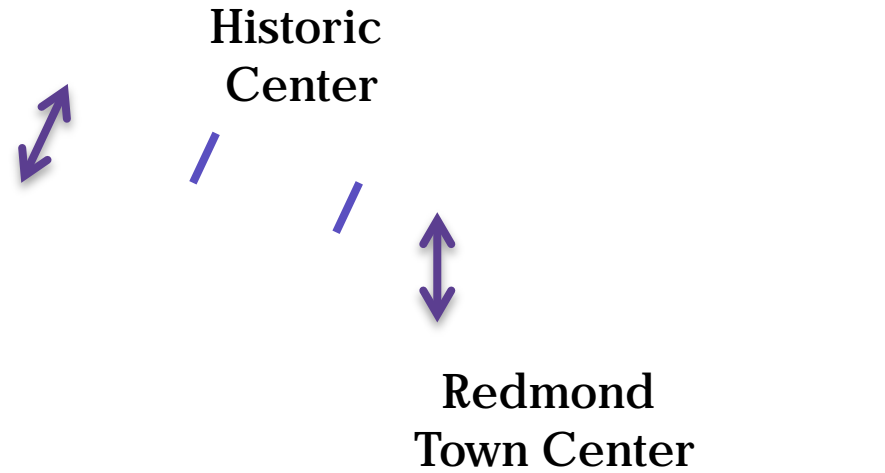
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Redmond Central Connector

# 6. Case study boundary \_\_ Redmond, WA



Redmond Central Connector – Four Miles of Railroad Corridor





# 6. Before & After \_\_ Redmond, CA

2008  
RR  
Abandoned

2010  
Acquisition &  
Master Plan

2011  
Stormwater  
Truckline &  
Road Built

2011-2013  
Design &  
Construct  
Trail

2013 Phase  
I of Trail  
Open!

1950s – The Railroad Depot was the center of the economy



1980s to present – Technology Industry is Economic driver





## 6. Project features \_\_ Redmond, WA

- n Improve pedestrian and bicycle culture
- n Integrated art and park design
- n Leader in design quality for redevelopment





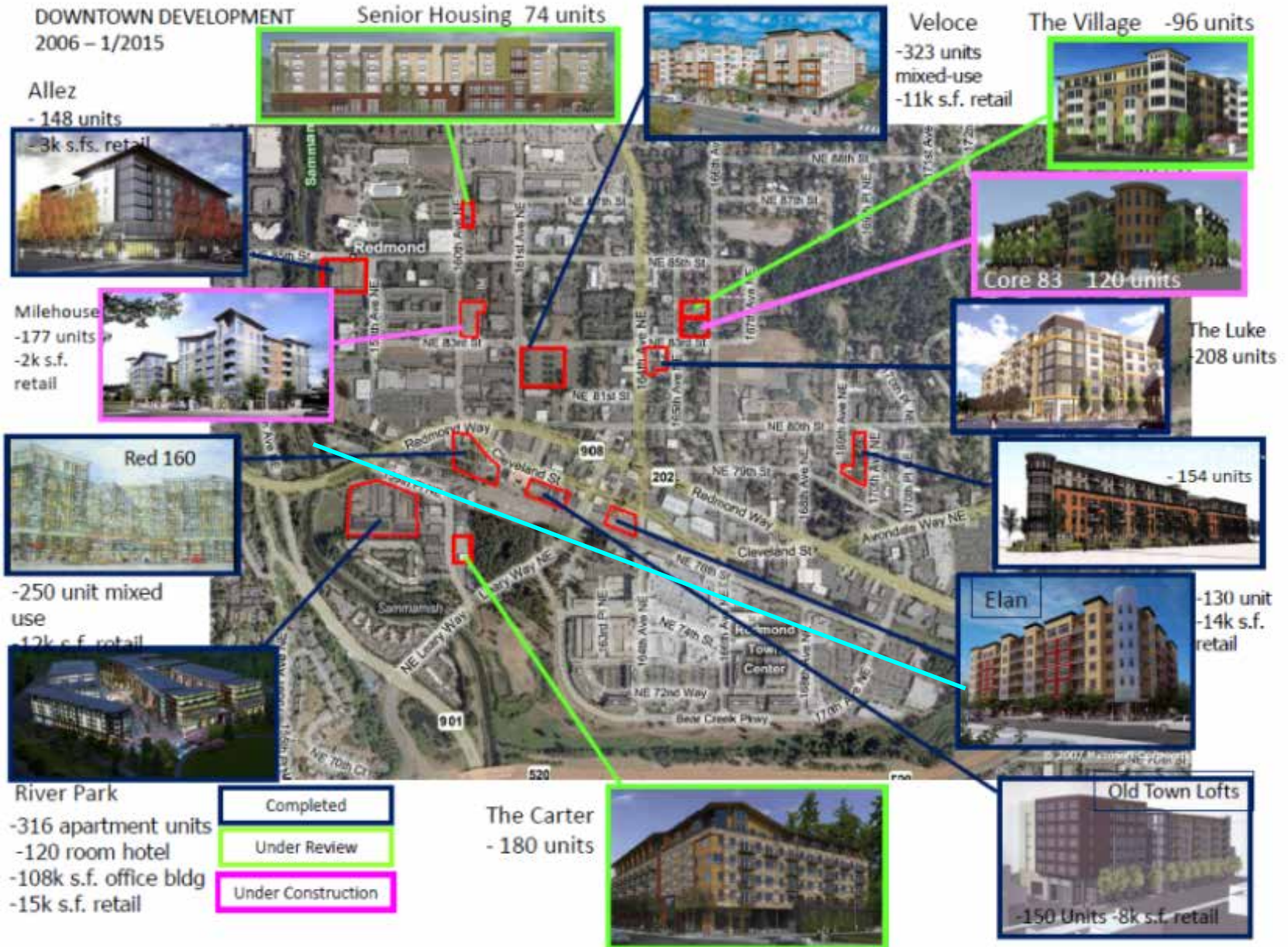
## 6. Project features \_\_ Redmond, WA



Integrated artwork in plazas for everyday respite or community events



# 6. Economic & Fiscal Benefits \_\_ Redmond, WA



Development activity around the Redmond Central Connector (blue line)

## 6. Economic & Fiscal Benefits \_\_ Redmond, WA

- n “The mixed-use, pedestrian corridor here has made a very dynamic retail environment that helped justify our investment.”

Ben Friedman, Co-Founder and CEO of Homegrown sandwich shop

- n “We selected to come into Redmond mainly for the redevelopment that the city of Redmond did. Being close to Microsoft, just a couple miles away, all the new apartments and condominiums that are coming in here, and just the walkability of the city...has been great for us and we would do it all over again.”

Keith Mourer, Co-Owner of Topsy Cow Burger Bar

- n “We came to Redmond because we were looking for a park setting. It had a great community, it had a good business plan, and we looked around, we had a lot of west side companies already here... and when we saw that, we thought, it’s a good match. We’re from Green Lake, and we had this real community feeling with a park next to us, and this is the first time we came to some place that really had that.”

Chet James, owner of Super Jock and Jill





## 6. Other Benefits \_\_ Redmond, WA

n Culture



n Community



n Tourism



Redmond Lights Luminary Walk

Bike Bash

Beat the Bunny Fun Run

So Bazaar Night Market



## 6. Conclusion \_\_ Redmond, WA

### Next Steps

- n Phase 2 - 1.3 miles of trail to begin construction in 2015-
- n Phase 3 – 1.6 miles of trail (completion of Redmond Segment) not currently funded
- n Prepare for East Link Light Rail (~2025)

Synch Programming with new adjacent projects:

- n Cleveland Street Redevelopment
- n New Downtown Park



## 6. Project Experts \_\_ Redmond, WA

n Carolyn Hope

City of Redmond Department of Parks and Recreation

Park planning, arts, and culture manager

[425-556-2313](tel:425-556-2313)

[cjhope@Redmond.gov](mailto:cjhope@Redmond.gov)



Gustavo Castro, Project Manager  
Transportation Planning Division  
City of Orlando  
Edgewater Drive \_\_ Orlando, FL

# 6. Edgewater Drive \_\_ Orlando, FL





## 6. What Orlando, FL is Known For



## 6. Case Study Boundary \_\_ Orlando, FL



## 6. Project History \_\_ Orlando, FL

- n Edgewater Dr. is located 4 miles north of downtown Orlando
- n Response to 2000 College Park Neighborhood Horizon Plan's call for increased auto, pedestrian, and bicycle safety
- n Focused on 1.6 miles of Edgewater Dr. between Par and Lakeview Street





## 6. Project Features \_\_ Orlando, FL

- n Street section converted from two travel lanes in each direction to one lane for each direction
- n Included a two-way left turn lane
- n Bike lanes added on both sides of street





## 6. Before \_\_ Orlando, FL



Edgewater Drive in the Orlando's College Park neighborhood

# 6. After \_\_\_ Orlando, FL



# 6. Before & After \_\_ Orlando, FL



# 6. Before & After \_\_ Orlando, FL

The street used to be configured like this



It was reconfigured to this in 2002





## 6. Economic & Fiscal Benefits \_\_ Orlando, FL

- n 77 new businesses have opened on study area
- n During the same time, 506 new jobs have been created
- n From 2000-2012, property values on Edgewater Dr. have increased by 80%



## 6. Safety Benefits \_\_ Orlando, FL

- n Total collisions dropped 40 %
- n Crash rate was reduced from 1 crash every 2.5 days to 1 crash every 4.2 days
- n Injuries dropped by 71 %
- n Percentage of vehicles speeding was reduced at north end, middle, and south end of converted part of street



## 6. Other Benefits \_\_ Orlando, FL

### Change in Travel Mode

- n Bicycle counts increased by 30 %
- n Pedestrian counts increased by 23 %
- n On-street parking utilization increased from 29% to 41%
- n Auto traffic reduced by 12% within a year following street redesign (but has since returned to pre-project level)



## 6. Other Benefits \_\_ Orlando, FL

Resident and Business Owner  
Satisfaction with Results . . .

Post-implementation satisfaction  
measures were assessed via  
resident and merchant feedback  
forms

Results are shown at right

(Merchants didn't think  
pedestrians liked the changes)

<b>Measure of Effectiveness</b>	<b>Did the Re-Striping Accomplish the Objective?</b>
<b>Avoid Increasing Traffic On Neighborhood Streets</b>	<b>YES</b>
<b>Reduce Speeding on Edgewater Dr</b>	<b>YES</b>
<b>Increase Bicyclist Volumes</b>	<b>YES</b>
<b>Increase Pedestrian Volumes</b>	<b>YES</b>
<b>Reduce Crashes</b>	<b>YES</b>
<b>Increase On-Street Parking Use Rates</b>	<b>YES</b>
<b>Increase Pedestrian Satisfaction (Residents)</b>	<b>YES</b>
<b>Increase Pedestrian Satisfaction (Merchants)</b>	<b>NO</b>
<b>Increase Parking Satisfaction (Residents)</b>	<b>YES</b>



## 6. Conclusions \_\_ Orlando, FL

Possible future expansions

similar planned projects

Lessons learned



## 6. Project Experts \_\_ Orlando, FL



n **Gustavo Castro, Project Manager**

Transportation Planning Division

City of Orlando 400 South Orange Avenue

Orlando, Florida 32801

(407).246-3385

[gustavo.castro@cityoforlando.net](mailto:gustavo.castro@cityoforlando.net)

**Brian Ludicke**  
City of Lancaster Economic Development  
Planning Director  
The Boulevard \_\_ Lancaster, CA



# 6. The Boulevard \_\_ Lancaster, CA



## 6. What Lancaster, CA is Known For



Lancaster Museum of Art and History, aerial view of city, Lancaster Performing Arts Center

## 6. Case Study Boundary \_\_\_ Lancaster, CA





## 6. Project History \_\_ Lancaster, CA

- n Completion of downtown specific plan in 2008
- n Nine block revitalization completed in late 2009
- n Lancaster Boulevard rebranded as “The BLVD”



### n “La Rambla”



Barcelona, Spain



Lancaster, CA

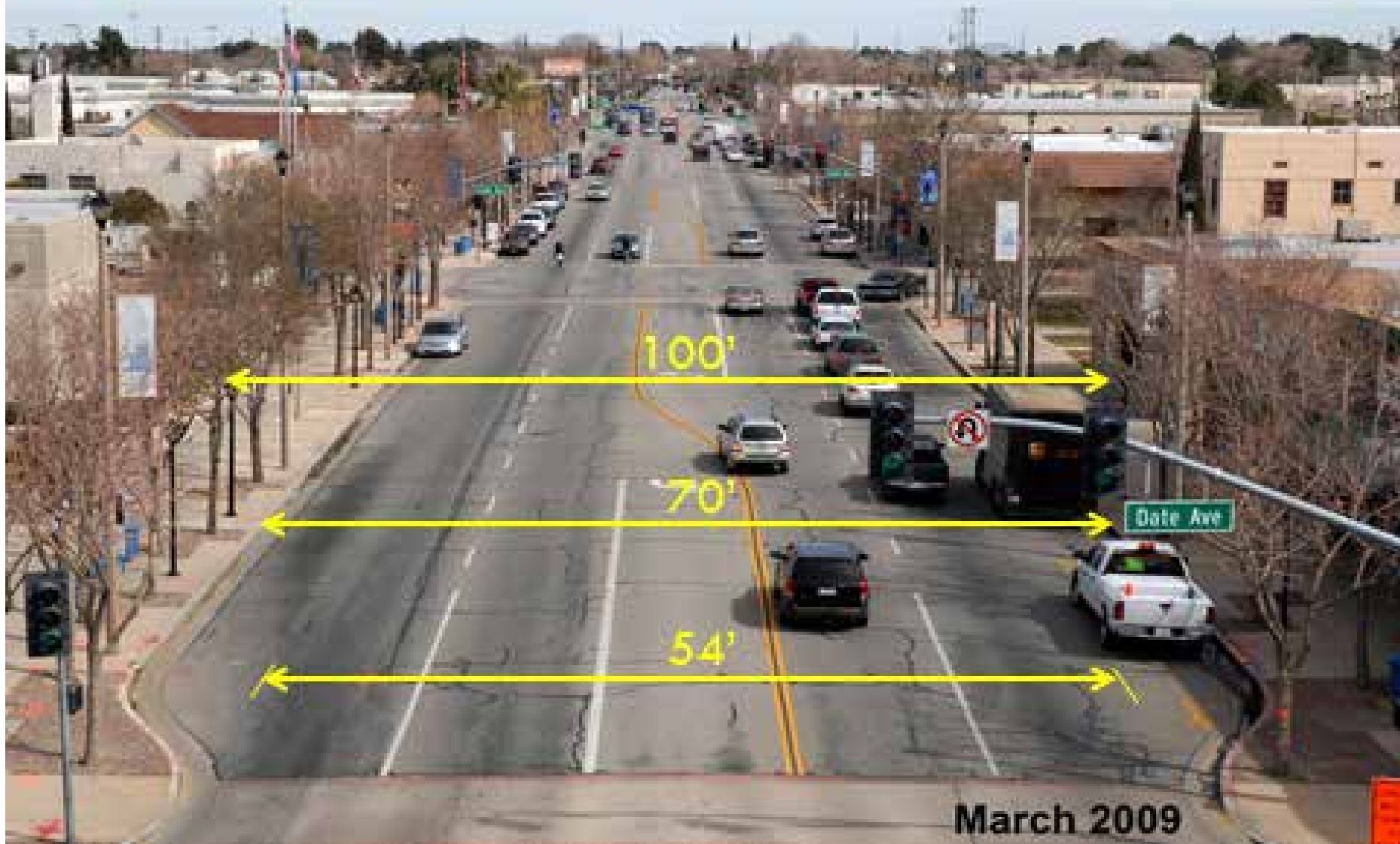
## 6. Project Features \_\_ Lancaster, CA

- n Traffic reduced to two lanes
- n Pedestrian plaza
- n Enhanced crosswalks
- n Angled parking
- n Landscaping, lighting, outdoor seating





# Lancaster Blvd – Before



## 6. After \_\_ Lancaster, CA



## Traffic Signals

Before: 8 Signals



After: 2 Signals





## 6. Economic & Fiscal Benefits \_\_ Lancaster, CA

- n \$130 million in new private development
- n Nearly 50 new businesses
- n Over 800 new or rehabilitated housing units
- n Over 145,000 s.f. of new or rehabilitated commercial space



## 6. Economic & Fiscal Benefits \_\_ Lancaster, CA

- n Over 800 new permanent jobs
- n 119% increase in revenue for downtown area (2007-2012)
- n 9.5% increase in property values
- n Estimated \$280 million in economic output





## 6. Other Benefits \_\_ Lancaster, CA

### n Safety

- n Overall traffic collisions down 50%
- n Injury-related collisions down 85%

### n Culture

### n Community



## 6. Conclusion \_\_ Lancaster, CA

Possible Future expansions

- n Lancaster PBID

Similar planned projects

- n "Medical Main Street"





## 6. Project Experts \_\_ Lancaster, CA



n **Brian Ludicke**

City of Lancaster Economic Development

Planning Director

[661-723-6105](tel:661-723-6105)

[bludicke@cityoflancasterca.org](mailto:bludicke@cityoflancasterca.org)

n **Chenin Dow**

City of Lancaster Economic Development

Management Analyst II

**661-723-6165**

[cdow@cityoflancasterca.org](mailto:cdow@cityoflancasterca.org)

Dennis A. Randolph, P.E.  
Director of Public Works, City of Grandview  
Main Street Revitalization \_\_ Grandview, MO

# 6. Main Street Revitalization \_\_ Grandview, MO





# 6. What Grandview, MO is known for



Longview Lake, Grandview Community Center, Truman Farm Home



## 6. Case study boundary \_\_ Grandview, MO



## 6. Project history \_\_ Grandview, MO

1979: I-49/ 71 Highway Conversion splits city into two, with limited, and dangerous crossings:

- n Businesses left the city: customers cannot get there directly
- n Due to difficult access, Grandview became very unattractive for new business owners
- n Result: 2006: Main Street Revitalization Plan in 4 phases
- n Funding: 2010: Transportation sales tax. Number 1 project to be funded with tax revenues: Main Street improvements
- n 2012: Federal highway funds allow for early project start & project expansion.





## 6. Project features \_\_ Grandview, MO

- n Road Diet : Lane reduction from 4 to 3, Inclusion of center-left-turn lanes, Reduction of lane widths to 10 -11-feet
- n Construction of Bump-outs
- n Enhanced Sidewalks: Widening of sidewalks with aesthetic and functional improvements



## 6. Project features \_\_ Grandview, MO

- n Aesthetic Improvements: Extensive plantings, colored concrete, two pocket parks
- n Signature marking piece at street entrance
- n Street Furnishings: New, decorative LED street lighting, banners, street furniture



## 6. Before & After \_\_ Grandview, MO

**Before**



**After**





## 6. Before & After \_\_ Grandview, MO

**Before**



**After**



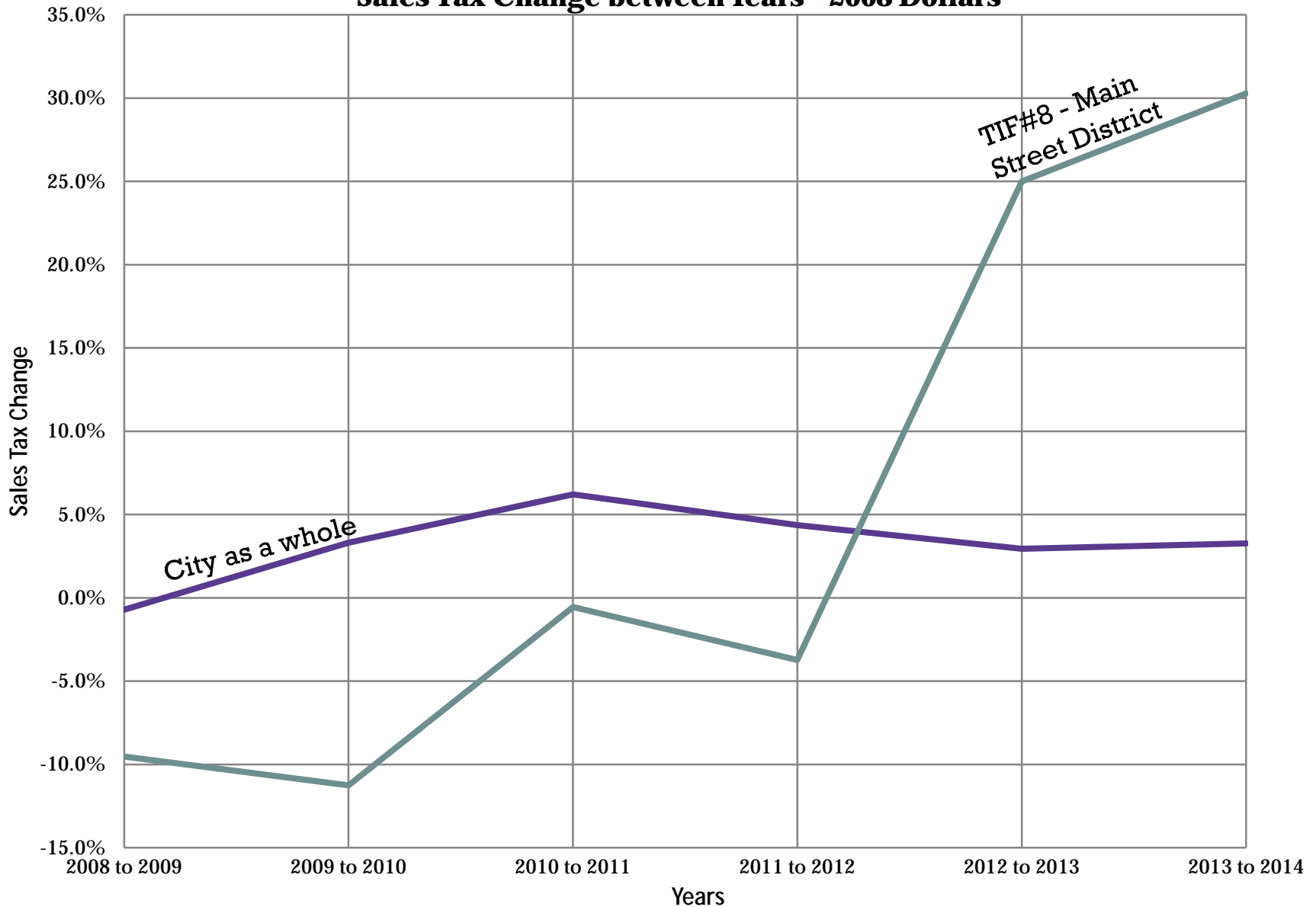


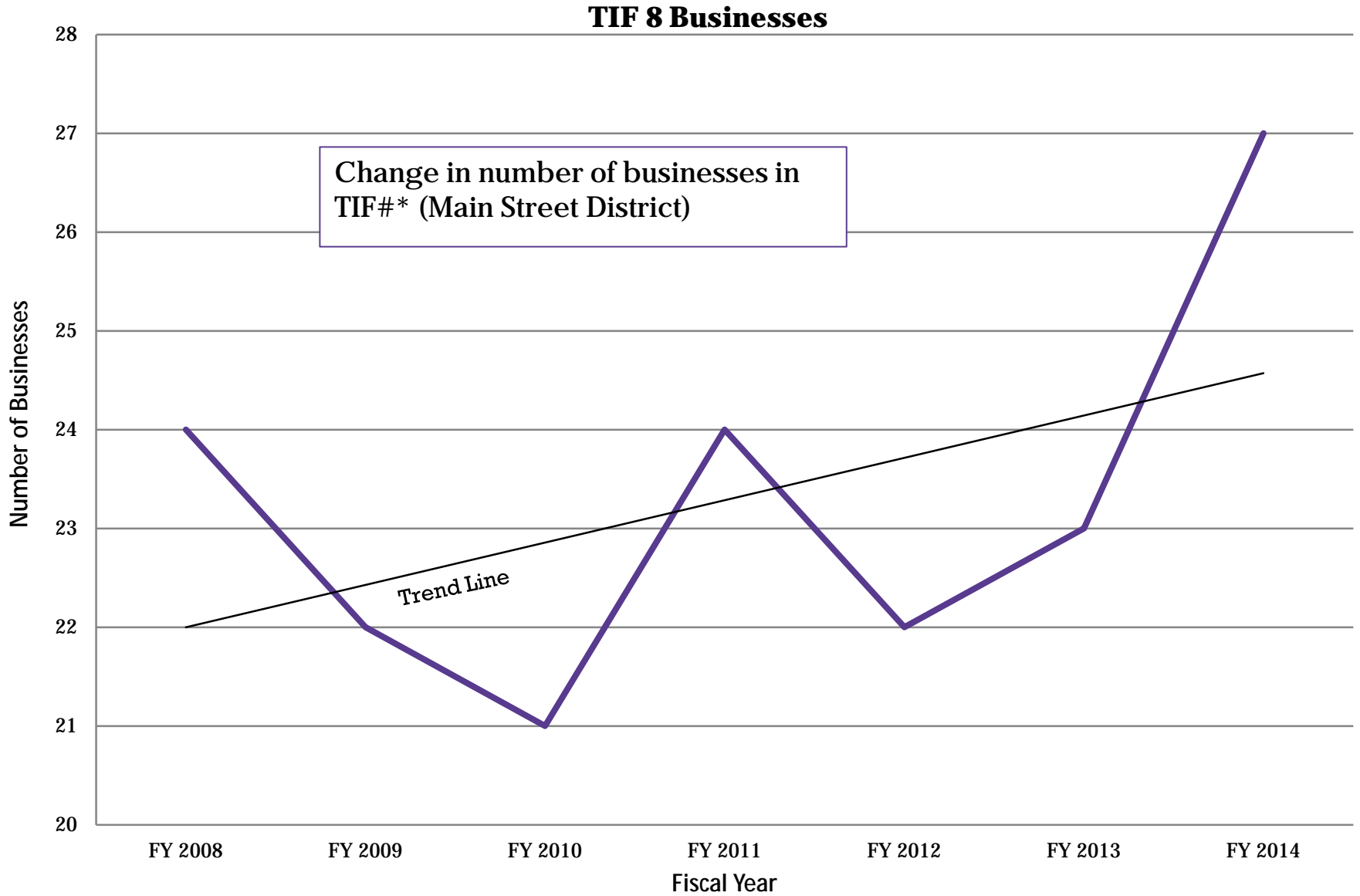
## 6. Project costs & funding \_\_ Grandview, MO

Project	Engineer's Estimate	Low Bid	Company	City Share	Federal-Aid	Miles
<i>Main Street - Phase I</i>	\$1,588,616	\$1,118,546	Amino Brothers	\$1,118,546	\$ -	0.17
<i>Main Street Phase II</i>	\$ 1,394,438	\$1,215,865	Orr Wyatt Streetscape	\$1,215,865	\$ -	0.25
<i>City Hall Clock</i>		\$ 27,500	City Forces	\$ 27,500		
<i>Main Street Phase III</i>	\$386,745	\$395,340	Amino Brothers	\$ 79,068	\$ 316,272.12	0.10
<i>Civic Plaza</i>	\$375,000	\$440,383	Fleshman Construction, Inc	\$ 236,212	\$ 204,170.25	
<i>Main Street Phase IV</i>	\$ 1,413,750	\$ 1,868,748	JM Fahey	\$ 766,023.00	\$ 1,102,725.00	0.12
<i>Main Street Phase VII</i>	\$1,200,000	\$1,094,355	JM Fahey	\$ 244,355	\$ 850,000.00	1.17
<b>TOTAL</b>	<b>\$6,358,548</b>	<b>\$ 6,160,737</b>		<b>\$ 3,687,569</b>	<b>\$ 2,473,167</b>	<b>1.81</b>

# 6. Economic & Fiscal Benefits \_\_ Grandview, MO

### Sales Tax Change between Years - 2008 Dollars





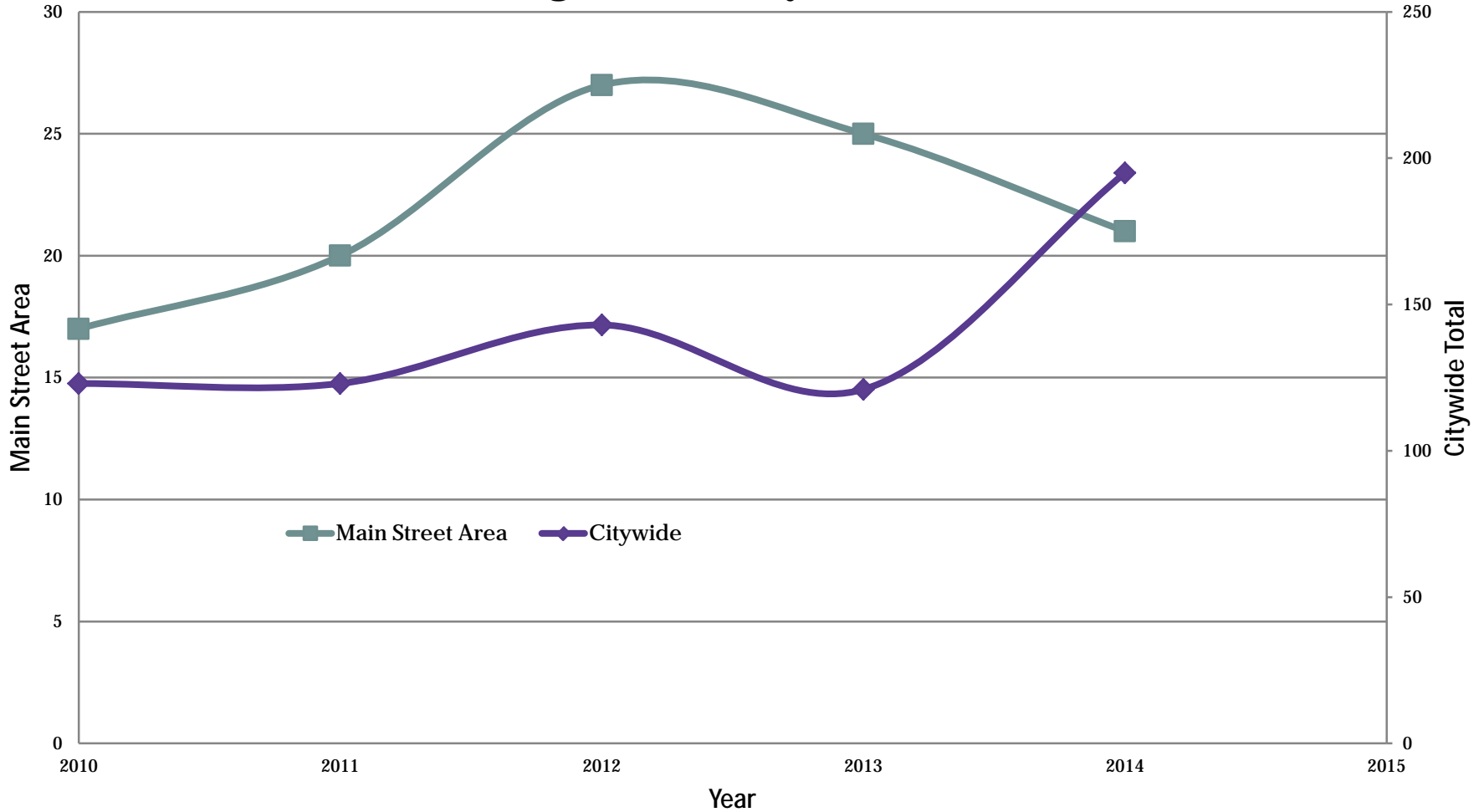


# 6. Economic & Fiscal Benefits \_\_ Grandview, MO

## Year to Year Percentage Change in Sales Tax Generated (2008 Dollars)



## Building Permit History



Permits in Main Street area peak to coincide with the first improvement phases

# 6. Economic & Fiscal Benefits \_\_ Grandview, MO



<b>TIF # 8 Sales Tax Revenue</b>							
<b>FY2008 thru FY2014</b>							
	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014
Total Sales Tax	\$ 7,428,214	\$ 6,419,518	\$ 5,996,293	\$ 6,218,200	\$ 6,318,746	\$ 6,095,099	\$ 5,856,360
Growth		-14%	-7%	4%	2%	-4%	-4%
TIF 8 Area Tax Generated	\$ 66,364	\$ 60,255	\$ 52,608	\$ 50,808	\$ 47,834	\$ 58,932	\$ 75,550
Growth		-9%	-13%	-3%	-6%	23%	28%
TIF 8 # of Businesses	24	22	21	24	22	23	27
Growth		-8%	-5%	14%	-8%	5%	17%

Annual Values Adjusted to 2008 Dollars	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014
TTL Sales Tax	\$ 7,428,214	\$ 7,375,452	\$ 7,619,392	\$ 8,093,121	\$ 8,447,055	\$ 8,696,325	\$ 8,980,755
TIF *	\$ 66,364	\$ 60,041	\$ 53,281	\$ 52,984	\$ 51,009	\$ 63,765	\$ 83,071
		08 to 09	09 to 10	10 to 11	11 to 12	12 to 13	13 to 14
		-0.7%	3.3%	6.2%	4.4%	3.0%	3.3%
		-9.5%	-11.3%	-0.6%	-3.7%	25.0%	30.3%
per Business	\$ 2,765	\$ 2,729	\$ 2,537	\$ 2,208	\$ 2,319	\$ 2,772	\$ 3,077

## 6. Other Benefits \_\_ Grandview, MO

- n Redevelopment: Led way to redevelopment of 2 of 3 retail centers.
- n Main Street Program: Associated with the Missouri Main Street program, and the National Main Street Program.





## 6. Conclusion \_\_ Grandview, MO

Project take-aways/ lessons learned

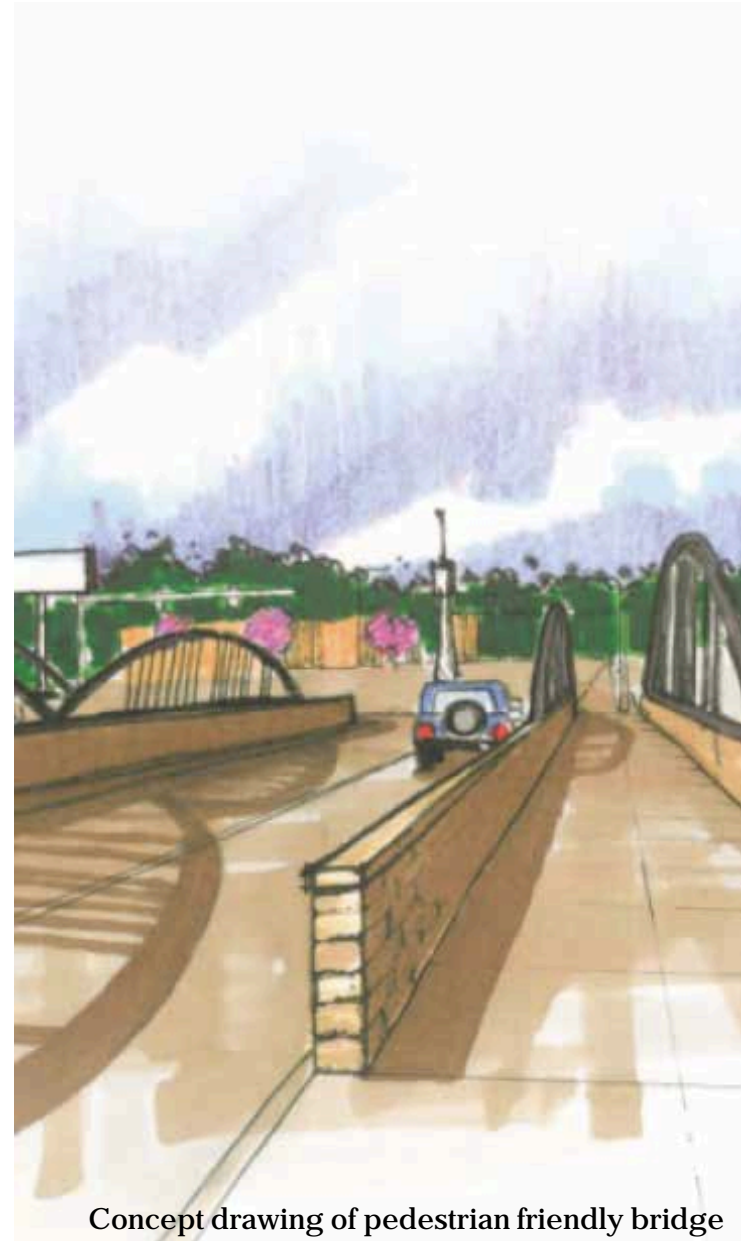


### Future expansions

- n Phases 5-7:
- n Phase 5 (Late 2016): New pedestrian friendly bridge across I-49 to reconnect the city.
- n Phase 6 (2018-2019): Complete the work across the City from city limit to city limit

### Other planned future complete street developments in the city/neighborhood

- n Conversion of frontage roads (along I-49) to 2-way operation as complete streets
- n Conversion of 15<sup>th</sup> Street to complete street through the Truman Marketplace redevelopment



Concept drawing of pedestrian friendly bridge

## 6. Project experts \_\_ Grandview, MO



n Dennis A. Randolph, P.E.

Director of Public Works, City of Grandview

1200 Main Street, Grandview, MO 64030

[drandolph@grandview.org](mailto:drandolph@grandview.org)

(816)316-4855

Dean Ledbetter, Senior Planning Engineer  
North Carolina Dept. of Transportation Division 11  
West Jefferson Streetscape Project \_\_ West Jefferson, NC



# 6. West Jefferson Streetscape Project — West Jefferson, NC



## 6. What West Jefferson, NC is Known For



Art District West Jefferson, Mount Jefferson, Downtown West Jefferson

## 6. Case Study Boundary \_\_ West Jefferson, NC



## 6. Project History — West Jefferson, NC

- n 2011: NCDOT's plans for a routine resurfacing and drainage improvement project along Jefferson Avenue
- n Town negotiated with NCDOT to implement streetscape improvements to main intersection: improve safety, walkability, and aesthetics
- n NCDOT funded a \$208,000 small construction project for roadway improvements in exchange for the removal of the traffic signals
- n Town contributed \$140,000 for sidewalk and streetscape improvements





## 6. Project Features \_\_ West Jefferson, NC

- n Street Improvements: Replaced two traffic lights with four-way stop signs, diagonal on-street parking, utilities underground
- n Safety Improvements: Created paved crosswalks with bulb-outs (curb extensions)
- n Aesthetic Improvements: landscaping, pedestrian-scale street lighting, street furniture



# 6. Before \_\_ West Jefferson, NC





# 6. After \_\_\_ West Jefferson, NC



## 6. Before & After \_\_ West Jefferson, NC



Before: Traffic light at main intersection induced many drivers to speed up as they approached the green light



After: There's no legal way to beat a stop sign. Picture taken right after 4 way stop signs replaced the traffic light and before creation of bulb-outs.



## 6. Economic & Fiscal Benefits \_\_ West Jefferson, NC

- n 10 new businesses since improvements: 55 new jobs
- n Decreased vacancy: Vacant storefronts and apartments in the downtown area dropped from 33 to 5
- n Number of annual visitors increased an average of 14%
- n Local leaders credit the slower traffic and improved pedestrian environment with attracting \$500,000 worth of investment to Jefferson Avenue



## 6. Safety Impacts \_\_ West Jefferson, NC

- n No traffic accidents at the town's main intersections in this area
- n District-wide 24 % reduction in crashes and 53 % reduction in injuries
- n \$\$ savings from fewer accidents: more than \$2.7 million in the first year after the improvements, more than 9 times the total cost of the town's expenditure on improvements





## 6. Safety Impacts \_\_West Jefferson, NC

“The Town is very proud of this project. This project not only gave the Town a face lift but has substantially increased our daily foot traffic and given us an economic boost.”

- Brantley Price  
Town Manager, West Jefferson

“Dean,

I wanted you to know that the impacts of the bump-outs in West Jefferson are having.

I knew that they would increase pedestrian safety, but this business (Good Ole Days) is opening another business in Town because of the bump-outs.

So West Jefferson appreciates your help!

Matthew”



## 6. Conclusion \_\_ West Jefferson, NC

Lessons learned

Recommendations





## 6. Project Experts \_\_ West Jefferson, NC



n Dean Ledbetter, Senior Planning Engineer

North Carolina Dept. of Transportation Division 11

(336) 903-9129

[dledbetter@ncdot.gov](mailto:dledbetter@ncdot.gov)

## 7. Acknowledgements and Further Resources

## 7. Acknowledgements and Resources



n Acknowledgements: Thank you to the city specialists!

The full list of our citations and photo credits can be found in the attachment of this presentation at <http://smartgrowth.org/>

n General Questions:

Dr. Jim Cohen

Urban Studies and Planning Program

University of Maryland, College Park, MD 20742

(301) 405-6795

[jimcohen@umd.edu](mailto:jimcohen@umd.edu)

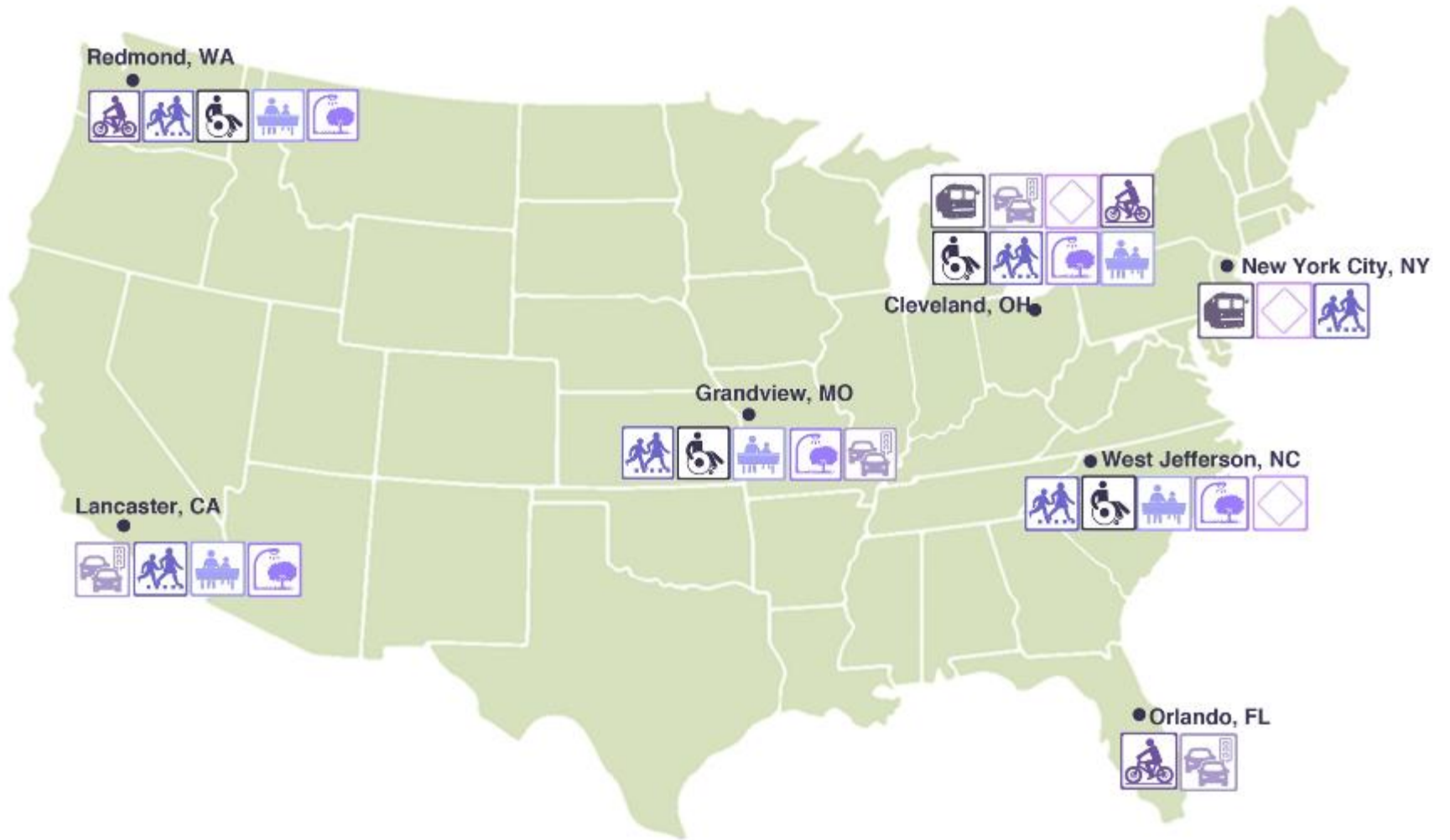
# 7. Closing Statements



Houston, TX



## 8. Q & A



**THANK YOU!**