

# Economic & Community Impacts of Complete Streets

Patrick McMahon, CEO

Connecticut Main Street Center

## OUR HISTORIC MAIN STREETS

Centers of Community Life

Vibrant neighborhoods with  
a mix of uses:

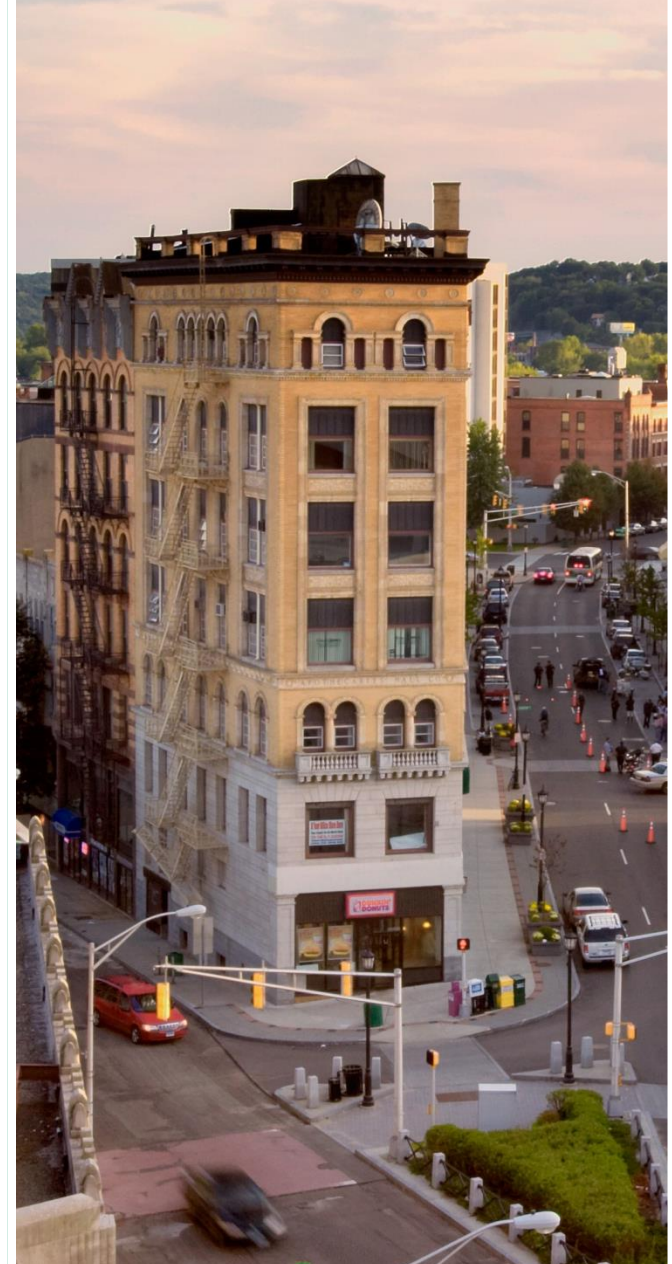
- Retail & dining
- Residential & office
- Government & institutions
- Multi modal transportation

However, there were forces  
and trends that changed the  
course of Main Street...





# Village Centers – Traditional Town Centers – Urban Downtowns





- Economic
- Environmental
- Health
- Safety
- Livability
- Equity











Smart Growth America  
Putting Neighbortowns Back Together



National Complete  
Streets Coalition

# SAFER STREETS, STRONGER ECONOMIES

Complete Streets project outcomes  
from across the country





# Return on Investment

- Collision + Injury Costs ↓
- Employment Levels ↑
- Property Values ↑
- Private Sector Investment ↑
- Net New Businesses ↑

# Consumer Spending

- “Aggregate weekly spending by public transit and non-motorized transportation users account for **95 percent** of retail dollars spent in the study area.”
- “People on bike and foot spend the most per capita per week, **\$163** and **\$158**, respectively, at local businesses.”

*Source: Transportation Alternatives. (2012). East Village Shoppers Study: A Snapshot of Travel and Spending Patterns of Residents and Visitors in the East Village. New York City: Transportation Alternatives.*



# 1

## Suffield

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Strengthening the  
Town Center















HEATHER CONLEY  
PHOTOGRAPHY

# Property Values

1 pt. ↑ WalkScore  
↑ home values  
\$700-\$3,000

Source: CEOs for Cities (2009, August).  
Walking the walk.

# Property Values

10 pt. ↑ WalkScore  
↑ commercial values  
by 5% - 8%

Source: University of Arizona & Indiana  
University 2010



# 2

## Brookfield

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Creating a Town Center

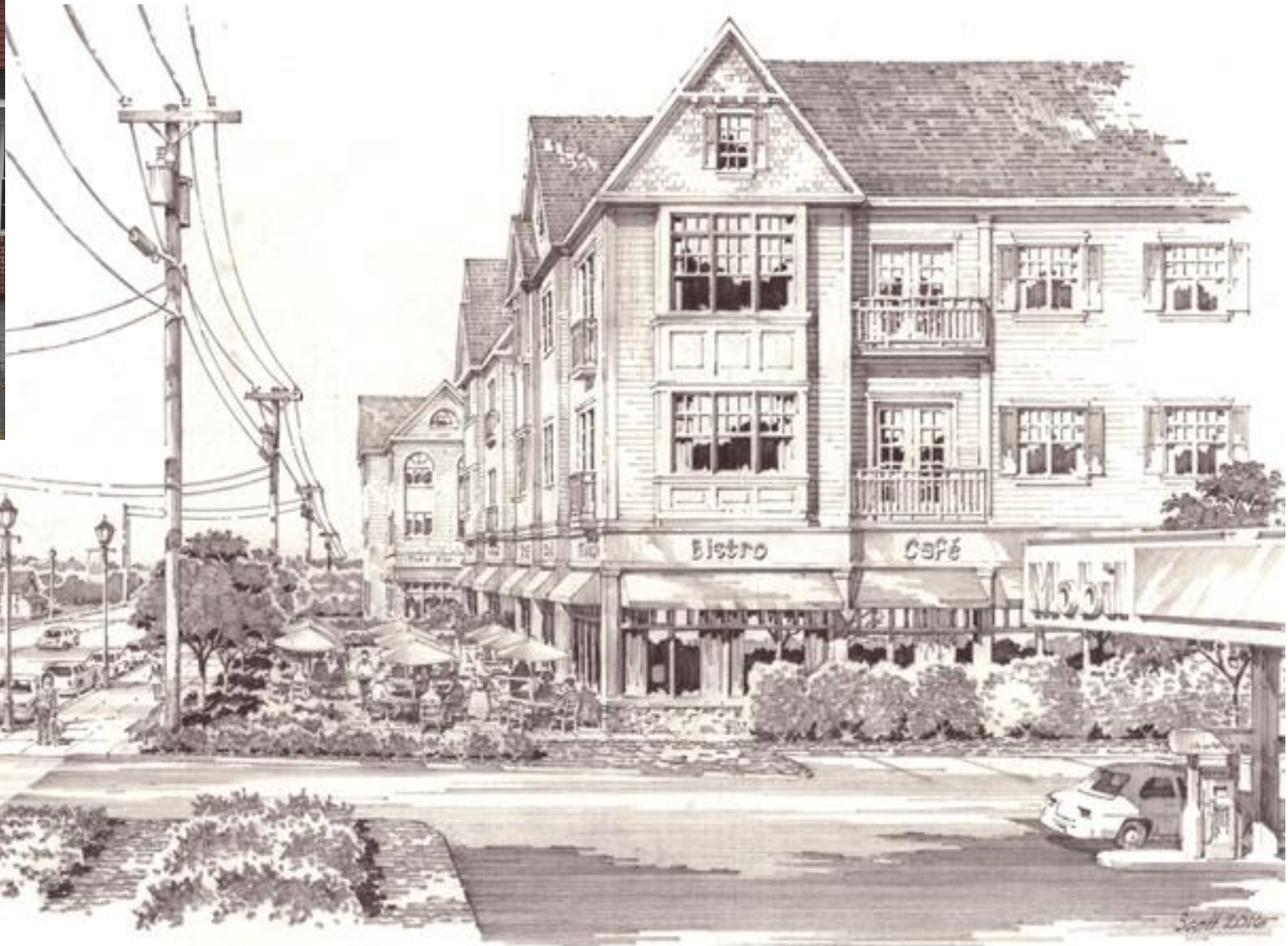














# Individual Transportation Costs

19% vs. 9%

Typical household  
expenditure on  
transportation

In places where  
there are  
Complete Streets

*Source: Reconnecting America*

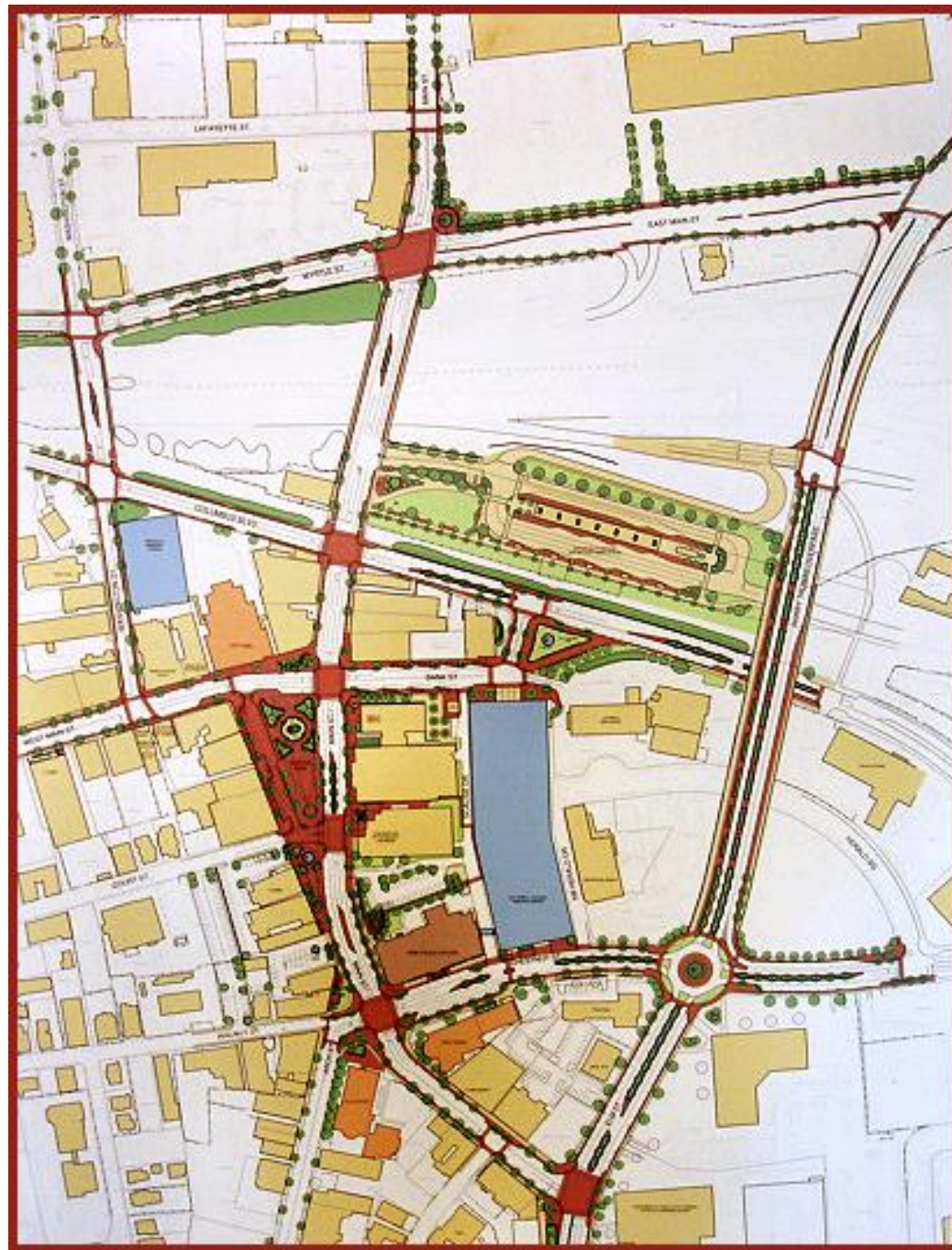


# 3

## New Britain

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Complete Streets Pays  
Dividends





















**“The City of New Britain took the initiative to invest heavily in the complete streetscape overhaul. This has not only attracted proposed development within the core downtown but rather actualized completed projects with many more in pre-development stages. A more attractive walkable downtown with access to transit will only continue to gain momentum for new investment and sustainable growth.”**

**Avner Krohn, Jasko Group, Developers**

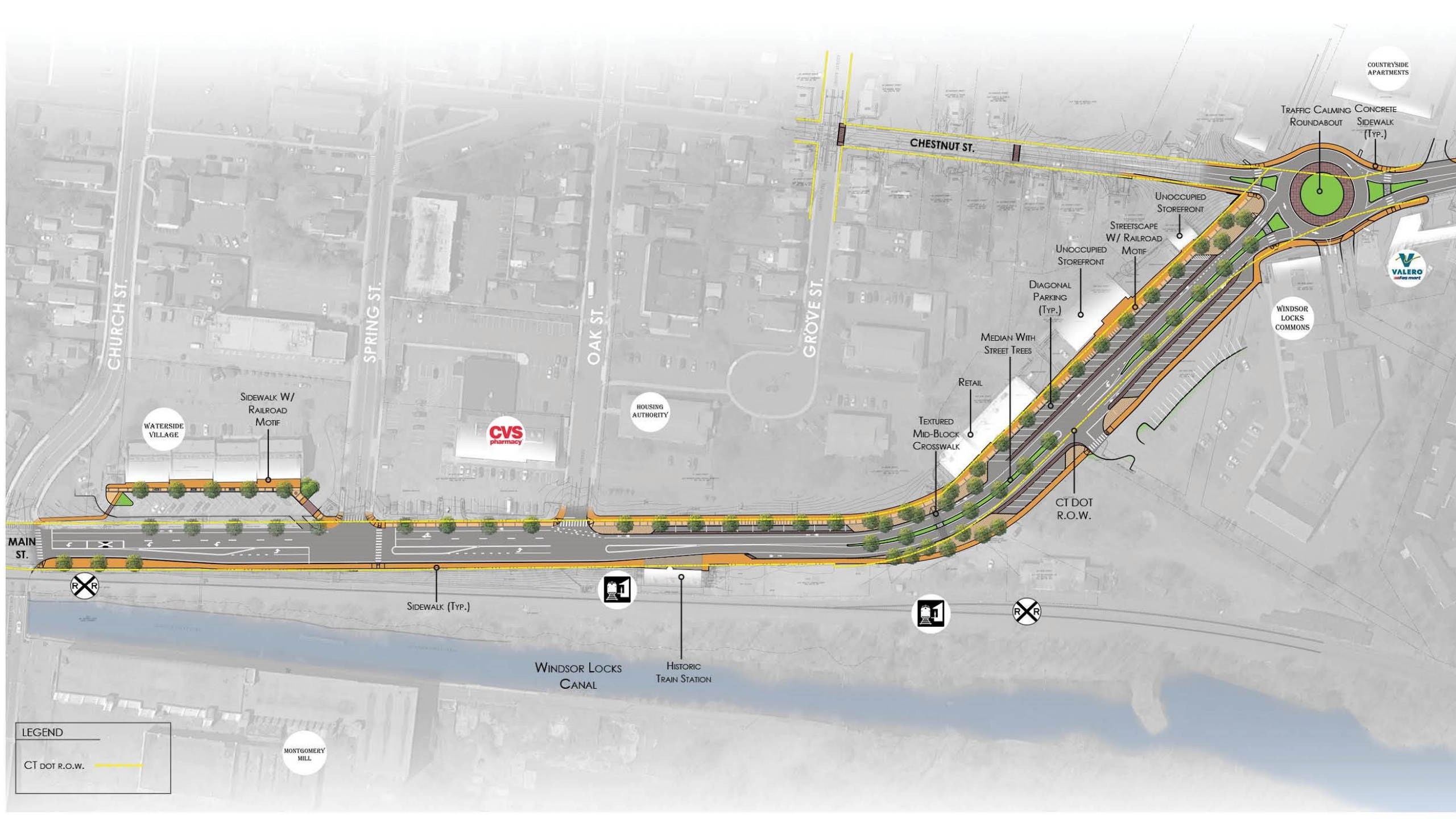
# 4

## Windsor Locks

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Reimagining Main Street &  
TOD





COUNTRYSIDE APARTMENTS

TRAFFIC CALMING  
ROUNDABOUT

VALERO  
plus more

WINDSOR LOCKS COMMONS

CHESTNUT ST.

UNOCCUPIED  
STOREFRONT

STREETSCAPE  
W/ RAILROAD  
MOTIF

UNOCCUPIED  
STOREFRONT

DIAGONAL  
PARKING  
(TYP.)

MEDIAN WITH  
STREET TREES

RETAIL

TEXTURED  
MID-BLOCK  
CROSSWALK

CT DOT  
R.O.W.

GROVE ST.

OAK ST.

SPRING ST.

CHURCH ST.

HOUSING  
AUTHORITY

CVS  
pharmacy

SIDEWALK W/  
RAILROAD  
MOTIF

WATERSIDE  
VILLAGE

MAIN  
ST.

SIDEWALK (TYP.)

WINDSOR LOCKS  
CANAL

HISTORIC  
TRAIN STATION

MONTGOMERY  
MILL

LEGEND

CT DOT R.O.W.



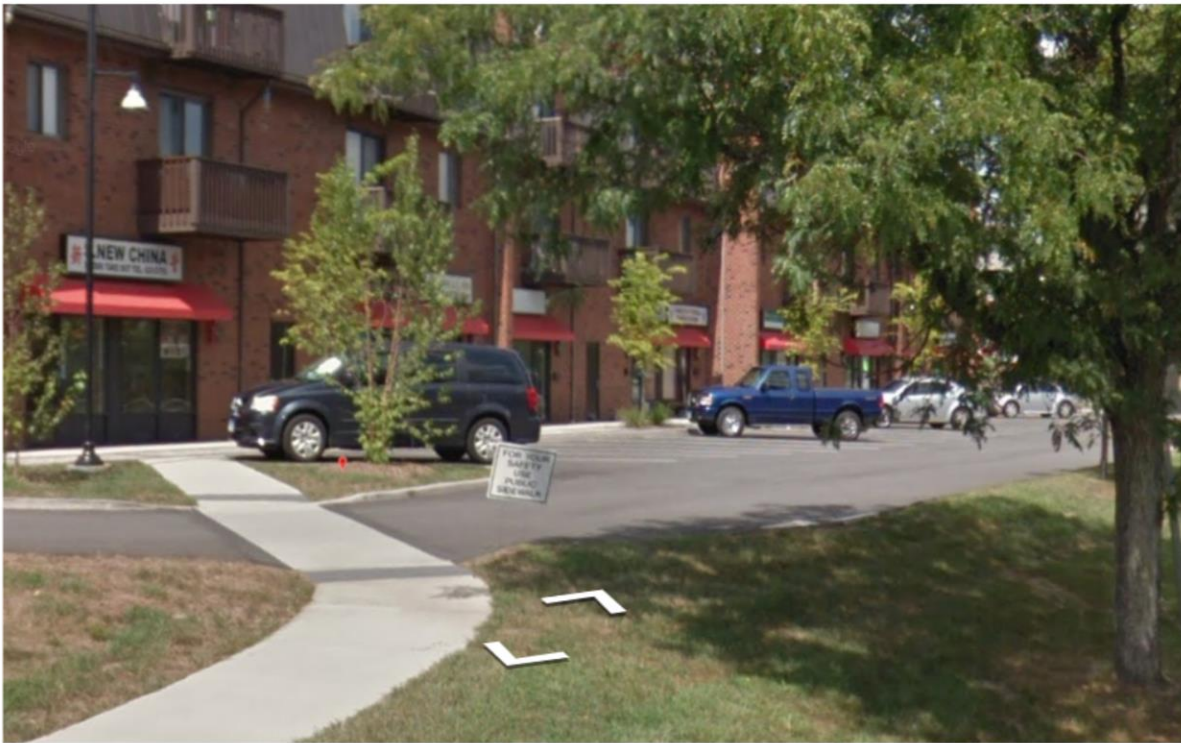


BEFORE

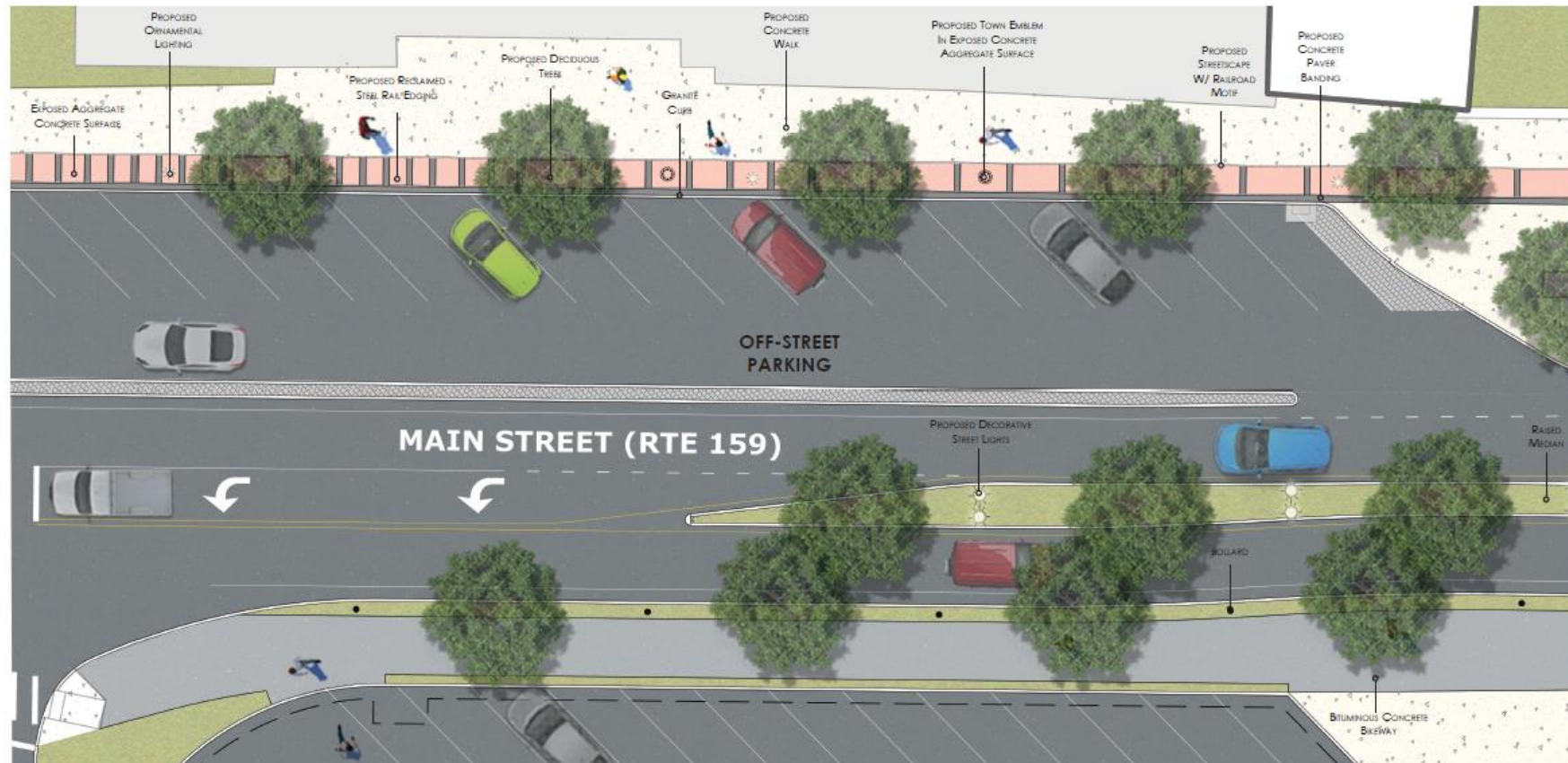


AFTER

## Waterside Village Public Realm







INSPIRATION



RAILROAD TRACKS



PAVER BANDING



12' X 12' PAVER BANDING



RAILROAD TRACK STEEL EDGING



TOWN EMBLEM IN EXPOSED AGGREGATE CONCRETE



ORNAMENTAL LIGHTING



BENCHES

## STREETSCAPE ENLARGEMENT



DOWNTOWN COMPLETE STREETS IMPROVEMENTS  
WINDSOR LOCKS, CT  
MARCH 2019



# Bridge & Main Street Improvements



 **CT rail**











**“We expect every dollar spent will count. Safer, more equitable and desirable streets are a must, but they also translate into new businesses, more jobs and increased local spending.”**

**Jen Rodriguez, Director of Planning and Development**

# 5

## Torrington

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A Classic Downtown Gets  
New Life

















**DINNER**  
FULL MENU SERVED

40 Craft Brewed Beers on Tap  
50 Hand Made Dishes to Wash Them Down

**BACKSTAGE**  
EAT, DRINK, LIVE. →



**“The completed sidewalk project has transformed our Main Street! Aside from making our sidewalks safe for pedestrians, great attention was given to the design elements and details that enhance the appearance and help re-define how our downtown will be used,” she said. “The brick-lined sidewalks that now complement the beautiful historic buildings, along with new trees, widened sidewalks for outdoor cafés and coordinated street furniture and fixtures, combine to create a picturesque setting that is sure to spur a rise in both pedestrian traffic and commerce. Even before the streetscape was completed, we had already been receiving calls from potential developers who have a renewed interest in investing in our downtown.”**

**Torrington Mayor Elinor Carbone**

# 6

## Farmington Avenue - Hartford

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Complete Streets for  
Mixed-Use Neighborhood  
Commercial Corridors



















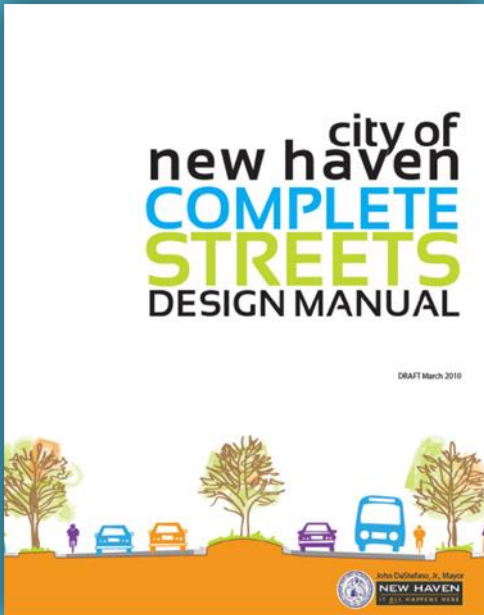


# Business Benefits

**Neighborhoods with bicycle, pedestrian, and transit friendly environments are much more likely to have high businesses occupancy rates.**



# Complete Streets Policies



- New Haven adopted in 2010
- West Hartford – 2<sup>nd</sup> Place Best Complete Streets Policies of 2015
- Fairfield – Top 10 Best Complete Streets Policies of 2018
- Submit to Smart Growth America for their national inventory

BEST COMPLETE STREETS POLICIES of 2015			
Rank	Jurisdiction	State	Score
1	Reading	PA	100.0
2	West Hartford	CT	94.4
3	Park Forest	IL	92.8
3	South Bend	IN	92.8
3	Longmeadow	MA	92.8
4	Weymouth	MA	92.0
5	Omaha	NE	88.8
6	Vincennes	IN	88.0
7	Ashland	MA	87.2
7	Natick	MA	87.2
7	Norwell	MA	87.2
8	Little Rock	AR	85.6
9	Frammingham	MA	84.8
9	Lynn	MA	84.8
9	Portage	MI	84.8
10	Battle Ground	WA	84.0

# CT Bike Friendly Communities

Canton	Bronze
Farmington	Bronze
Glastonbury	Bronze
Hartford	Bronze
Mansfield	Bronze
New Britain	Bronze
New Haven	Silver
Simsbury	Silver
South Windsor	Bronze
West Hartford	Bronze





# CT Walk Friendly Communities

Hartford Silver



# Creative solutions during the pandemic



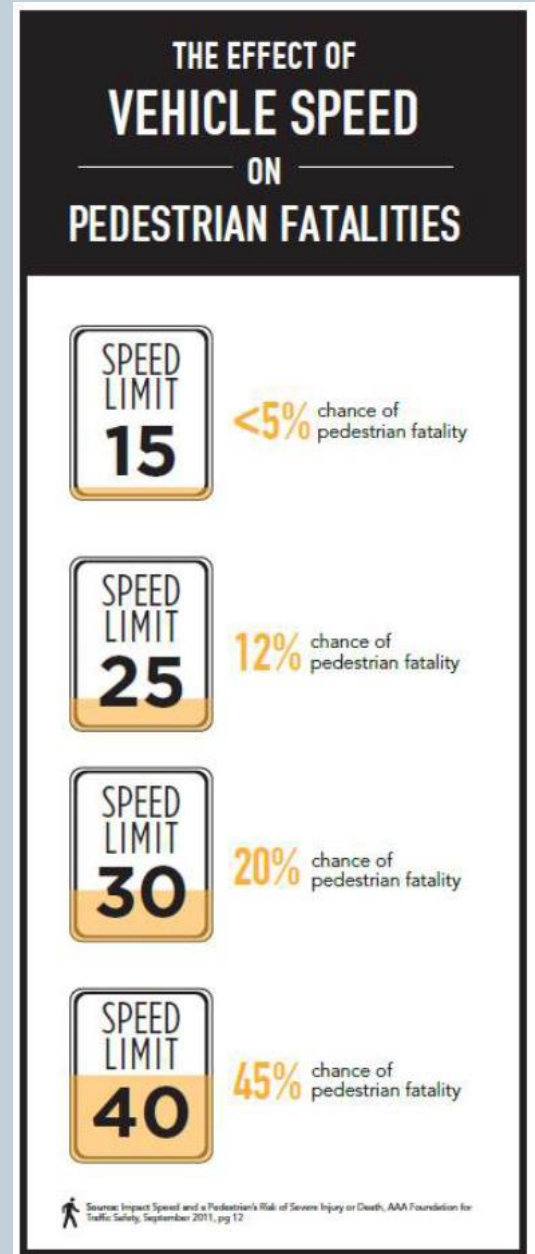


# Advocacy

Urban Act, LOTCIP, STEAP,  
Community Connectivity

Pedestrian Safety Measures  
Vehicle Speeds

Bike Walk Connecticut



# 12%

Millennials prefer walking over driving

*Source: 2015 National Association of  
Realtors Survey*



# 75%

Having sidewalks and places to walk are important factors in buying a home

*Source: 2015 National Association of Realtors Survey*

# Property Values

\$20,000 to  
\$34,000

Homeowners are willing to  
pay a premium for homes in  
pedestrian-friendly  
communities.

Source: CEOs for Cities (2009, August).  
Walking the walk.



# QUESTIONS?

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