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
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.”

1

Suffield

Strengthening the Town Center
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

Creating a Town Center
### Individual Transportation Costs

<table>
<thead>
<tr>
<th>Typical household expenditure on transportation</th>
<th>In places where there are Complete Streets</th>
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<tbody>
<tr>
<td>19%</td>
<td>9%</td>
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Source: Reconnecting America
New Britain

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
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Windsor Locks

Reimaging Main Street & TOD
MAIN STREET (RTE 159)

STREETScape ENLARGEMENT

DOWNTOWN COMPLETE STREETS IMPROVEMENTS

WINDSOR LOCKS, CT

FUSS & O'NEILL

ACTIVECT
“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
A Classic Downtown Gets New Life
“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
Farmington Avenue - Hartford

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 – 2nd 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
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?