

A New Kind of an American City



The Portland Equation

Transit +
Land Use =
Livability



Pioneer Square circa 1965



downtown Portland a collection of "... towers, bunkers and bombsites."

The New York Times

"... the only urban area that appears to be consciously trying to shape itself as a new kind of American city"

The New York Times

Pioneer Square Today

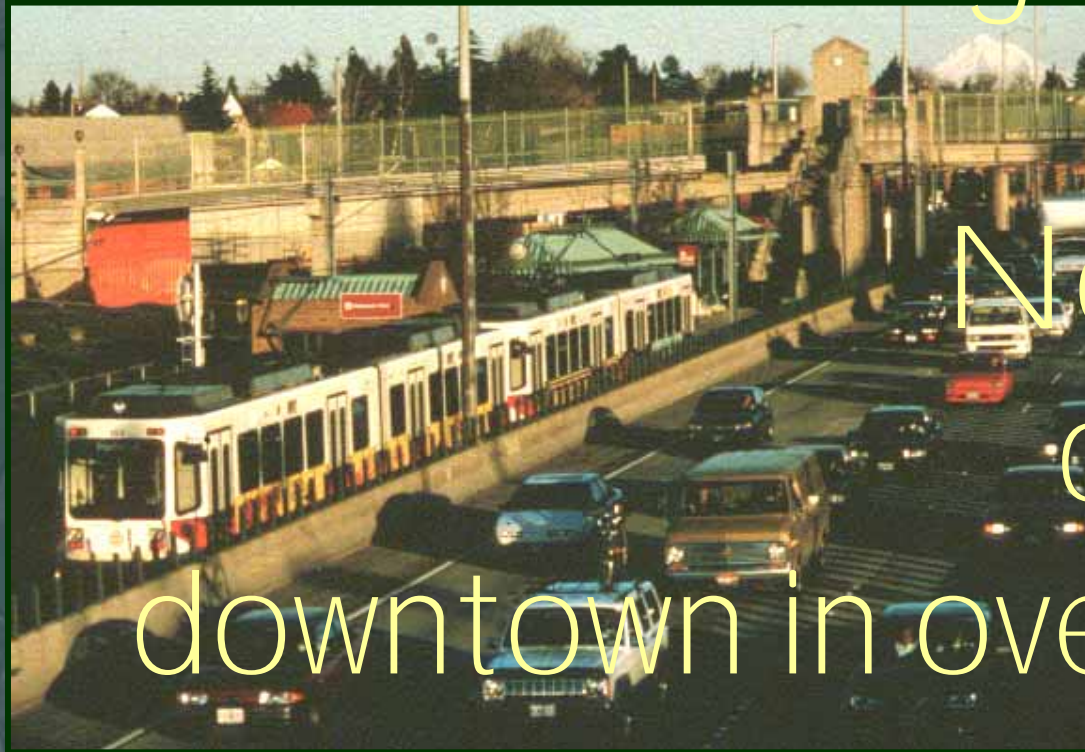


Following a different drummer

No new road capacity to

downtown in over 30 years

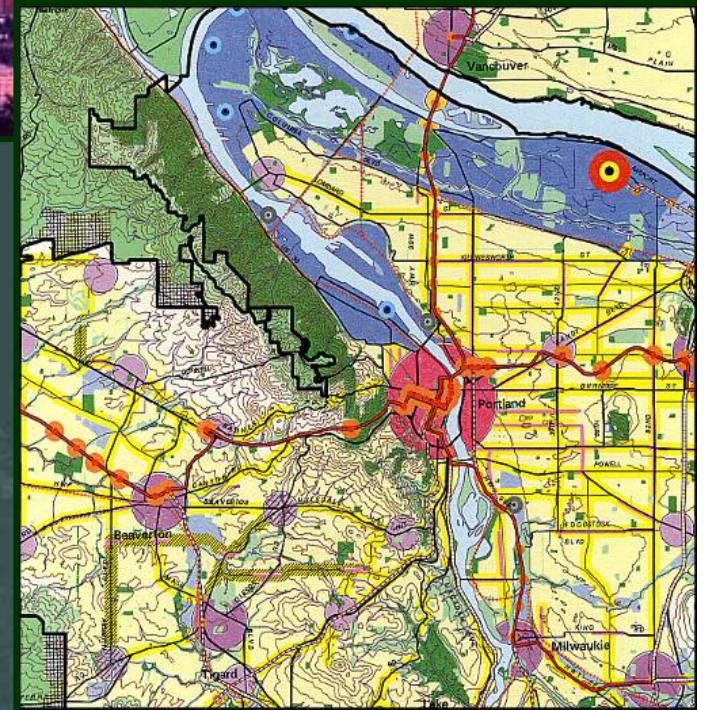
And downtown is booming



Regional Framework

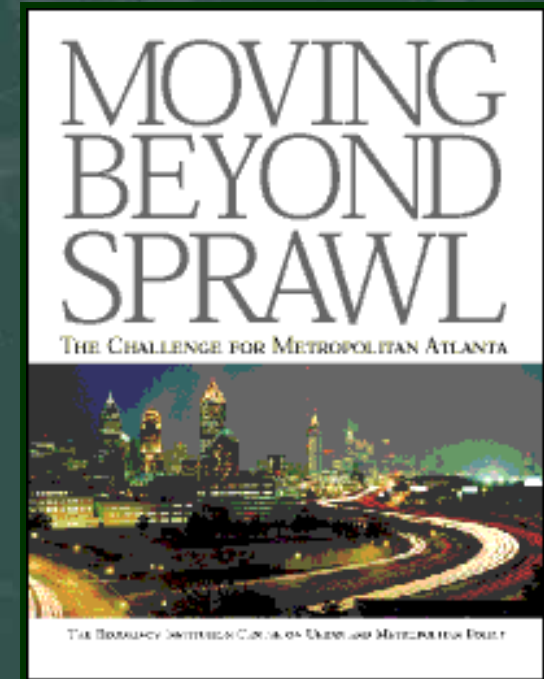


- Links transportation + land use
 - ▶ Fundamentally changed land use & transportation
- Keeps cities out of farmland
 - ▶ Access to nature a major political driver

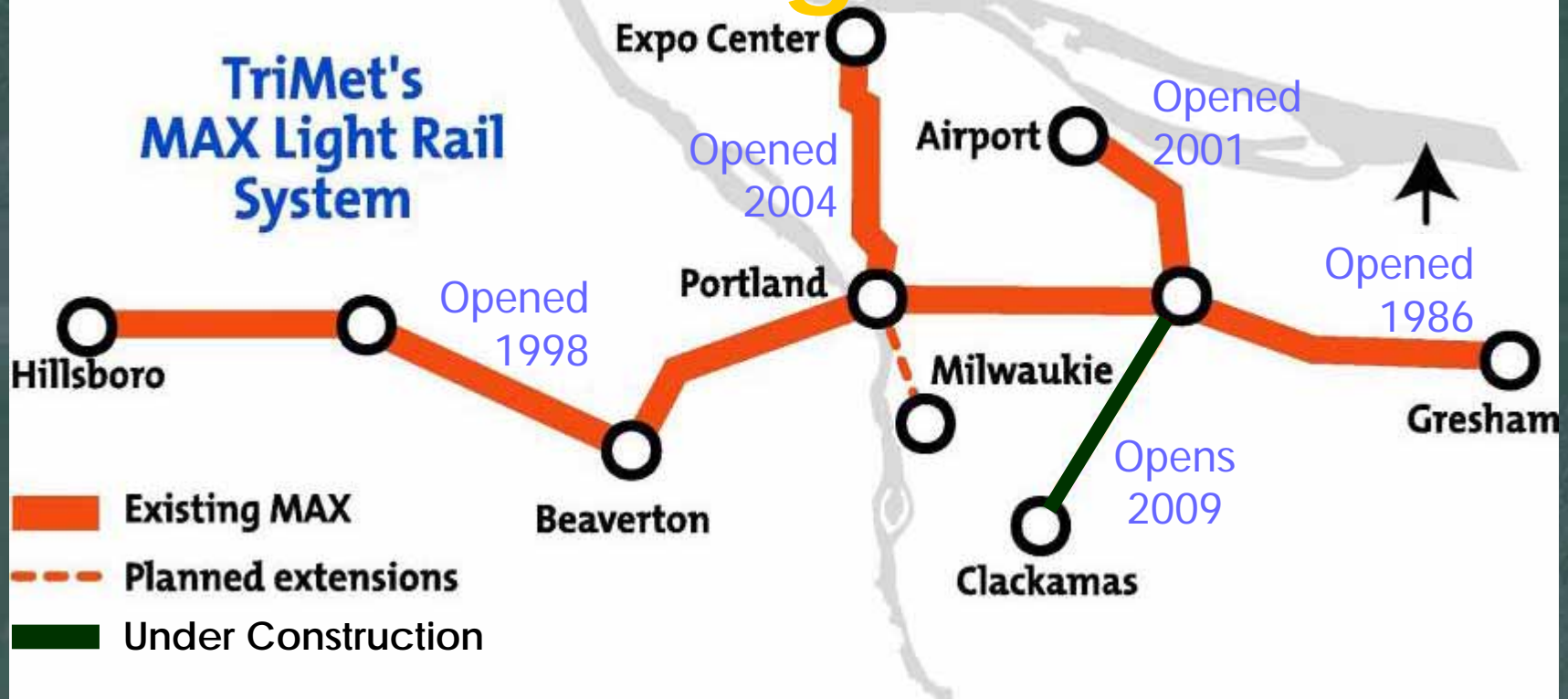


Marrying Transportation & Land Use Made a Difference

- Portland has grown up not out
- 1979 to 1997 Portland grew:
 - ▶ +30% in population
 - ▶ +16% in land area
- Atlanta comparison
 - ▶ 1990 to 1995 Atlanta sprawled 40 times faster than Portland in 20 years



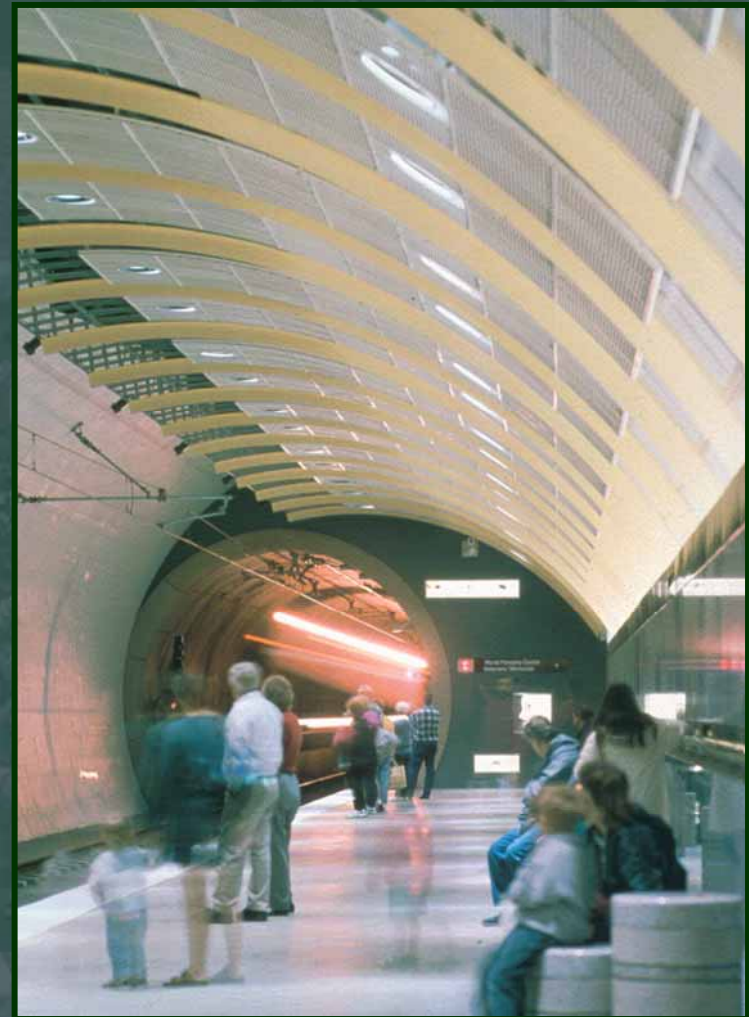
Portland's Light Rail



- 1975 decision to stop Mt Hood freeway
- 1979 decision to build eastside LRT
- 5 rail lines 5 separate funding packages

Who Uses Tri-Met

- 300,000 rides a day
- 80% "choice" riders
- 44% residents ride twice a month or more
- 80% of residents rode at least once in past year



\$5.5+ Billion in development



Pioneer Place Portland, OR

Portland's 100% corner
defined by transit

- Downtown Mall
- 3 1/2 blocks office and retail
- 1 million+ Sq Feet
- Saks 5th Ave Anchor
- 2 LRT stops at front door
- Expanded in 2000



Orenco Station Portland, OR

- 190-acre
- 1,834 units
- Mixed-use town center
- TOD Zoning
- 18.2% mode split



\$1/2 Billion in Development Before Westside MAX Opened

Four Factors:

- Available sites
- Zoning for TOD
- Strong Market
- Urban Growth Boundary



Portland Streetcar

1997 to 2005:

- Over \$2.8 billion invested within three blocks of streetcar
- Over 7,200 new residential units
- Over 4.6 million square feet of commercial



Pearl District Portland

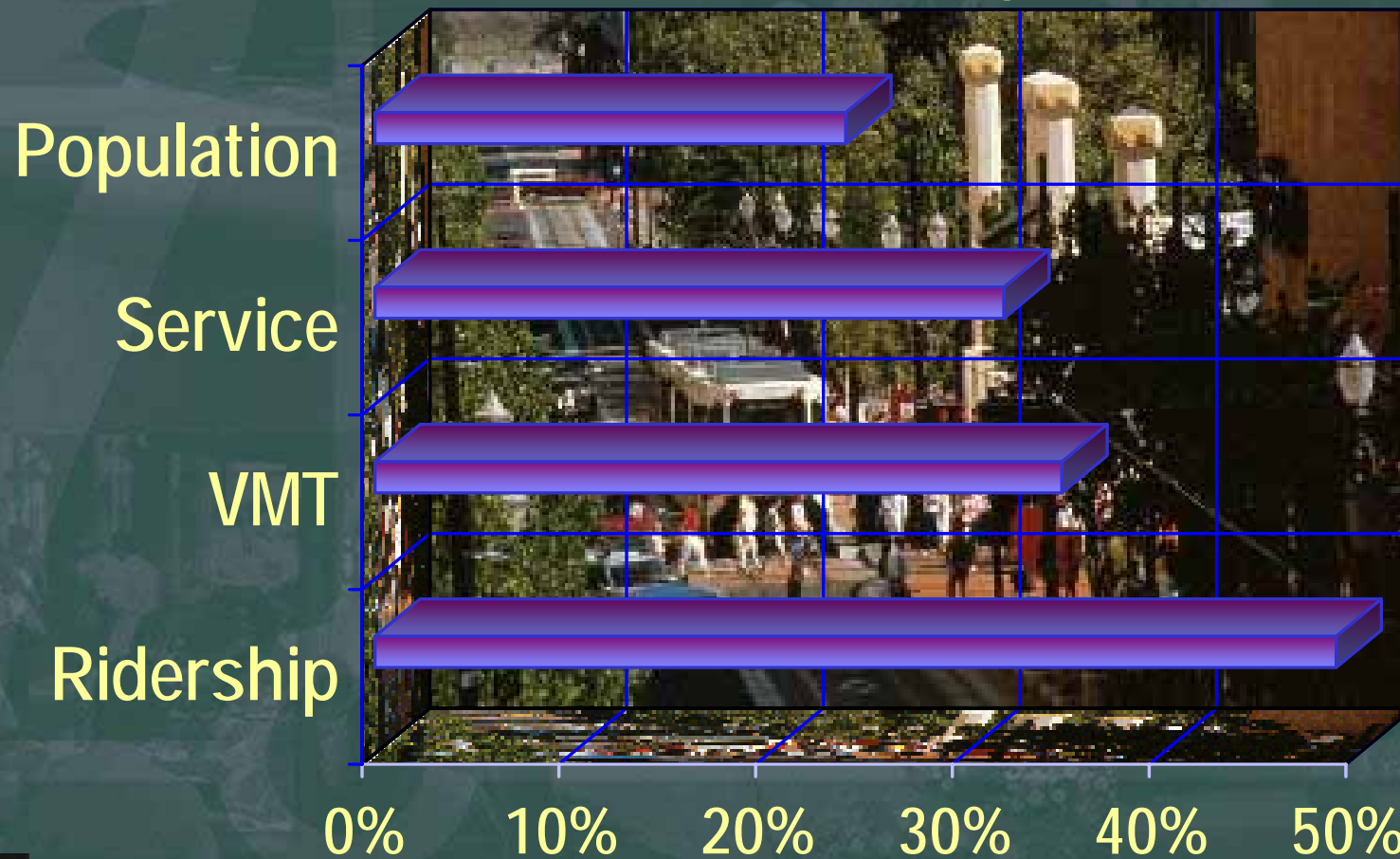
Portland's most exclusive address

- 90 block area
- Development tied to Streetcar
- \$750m+ development since 1997
- 2700 units built
- 131 units per acre minimum density



Portland's ridership growth outpaces auto use:

% Change 1990 - 2000



Portland by the numbers



- Sustained 30 year strategy
- Rapid growth in 90's
- Transit out performs VMT
- Transit 80% "choice riders"
- Downtown employment +90%
- MAX \$5.5+ billion catalyst development
- Streetcar \$2.8 billion catalyst development
- Housing remains affordable
- Urbanizing ½ rate population growth
- Portland #1 destination for adults 24 to 35

Key Lessons: *Portland is transferable*

- Leadership critical
- Trend is not destiny
- Building community not transit
- Regional approach
- Link transit & land use
- Good policy,
good politics,
good economics

