



**SFMTA**

Municipal  
Transportation  
Agency

# Economic Benefits of Streetscape Improvements

May 16, 2014

Policy and Governance Committee

# More Streetscape Projects Citywide

Jane Warner Plaza – 2008



Jane Warner Plaza - 2010

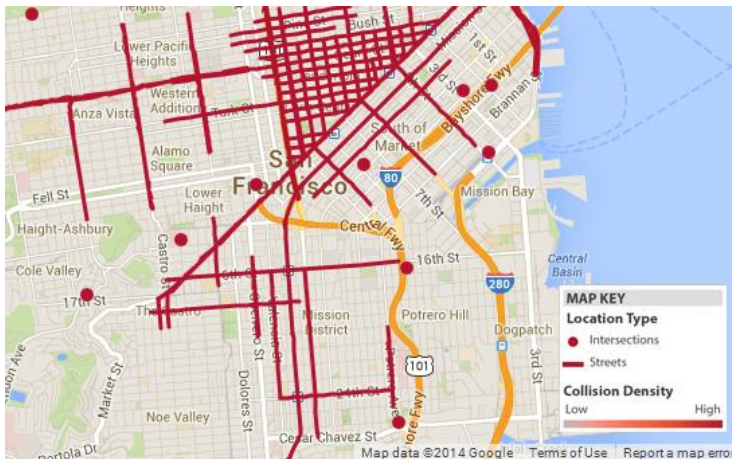
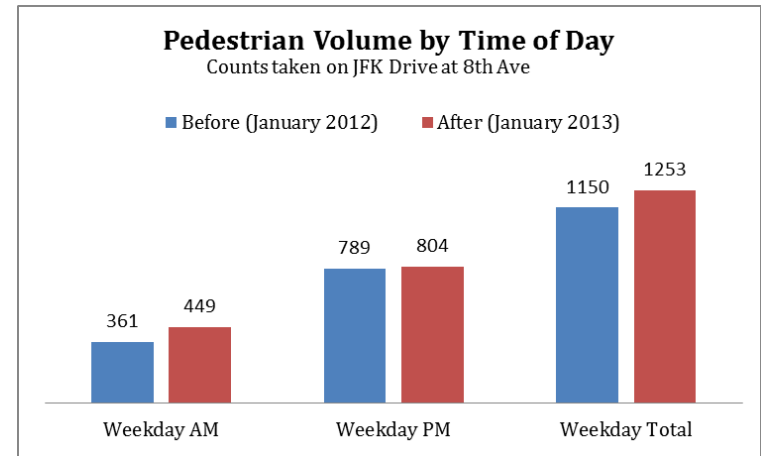


# Elements of Streetscape Improvements

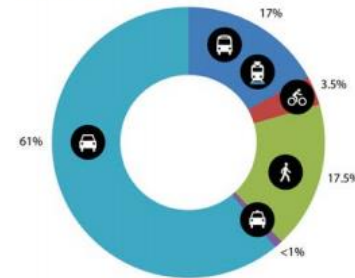


# Typical SFMTA Project Metrics

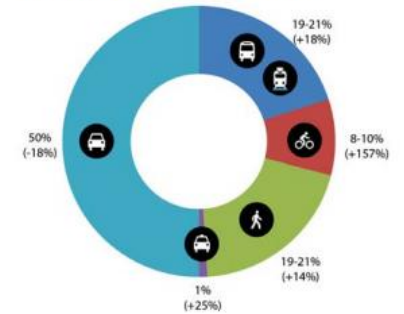
- Collisions
- Vehicle Speeds
- Mode Share/Volumes
- Transit Delay
- Intercept Surveys
- ...and more...



2010 Mode Split



2018 Mode Split Potential





# Do these projects affect business?



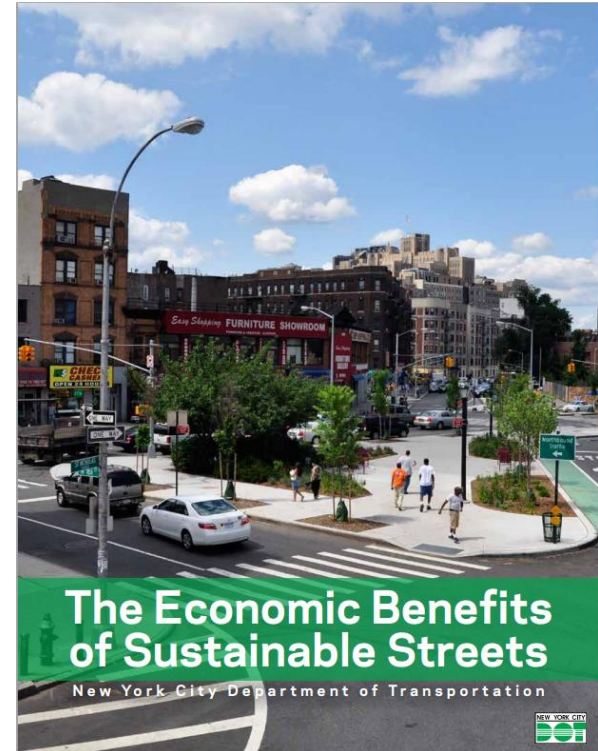
# Economic Study

## Background:

- Commissioned by SFMTA in 2013
- Conducted by Fall Line Analytics/David Latterman
- Recent NYC Study

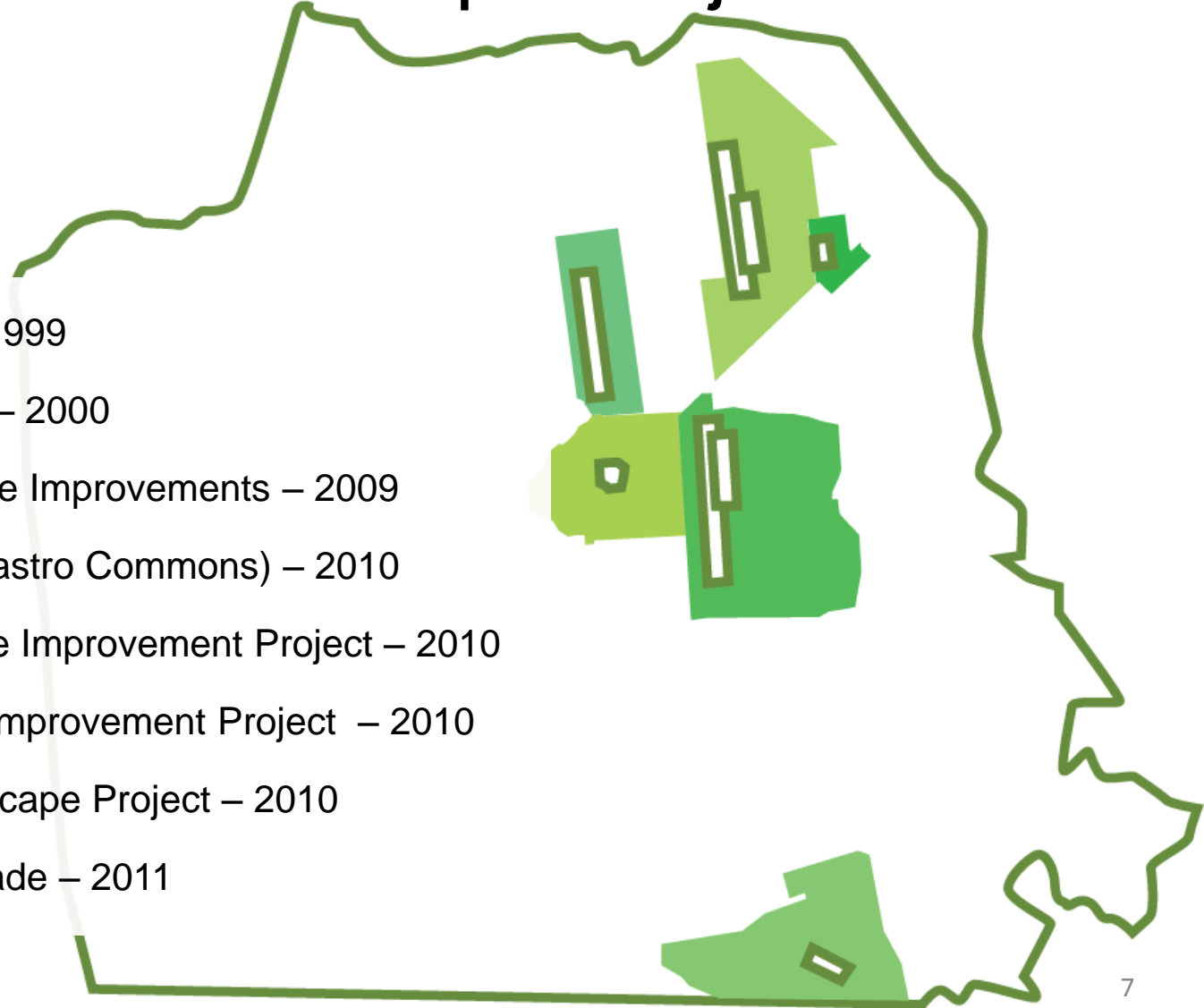
## Purpose:

- Evaluate Past Projects
- Establish Methodology



# Eight Streetscape Projects

- Valencia Road Diet – 1999
- Polk Street Road Diet – 2000
- Lower Polk Streetscape Improvements – 2009
- Jane Warner Plaza (Castro Commons) – 2010
- Divisadero Streetscape Improvement Project – 2010
- Valencia Streetscape Improvement Project – 2010
- Leland Avenue Streetscape Project – 2010
- Powell Street Promenade – 2011



# Data Source: Retail Sales Tax Data

- 8** streetscape projects
- 6** neighborhoods
- 1** city
- 13** comparison streets
- 4** years (1 before, 3 after)



**\$5 billion**

worth of tax receipts reviewed!

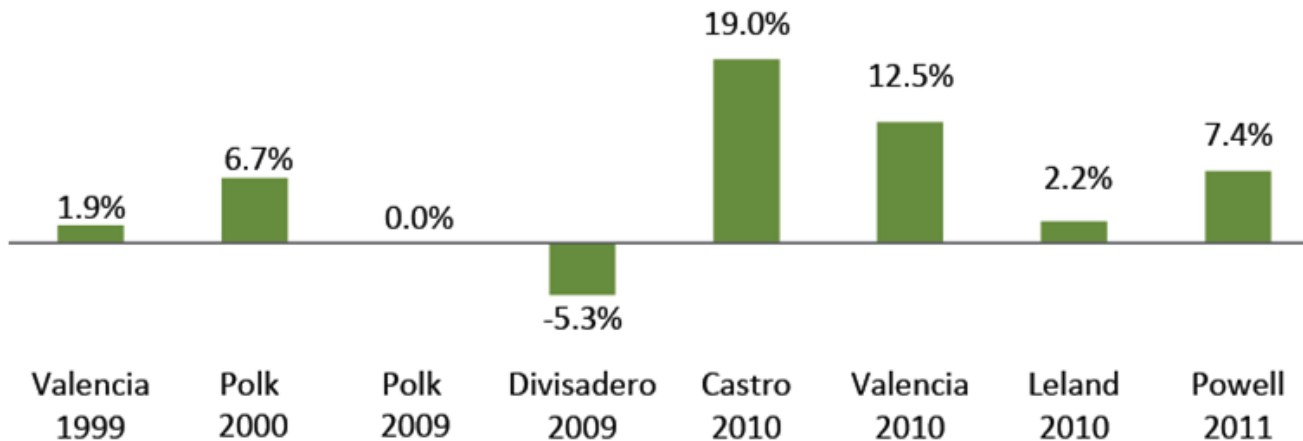


# Key Findings

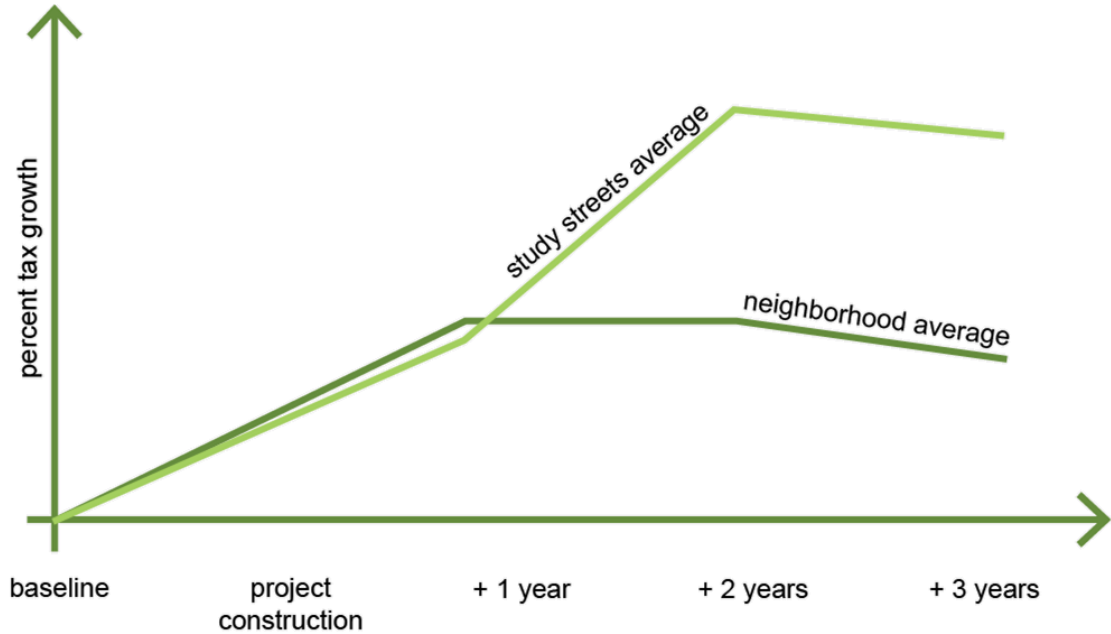


Seven of the eight study streets performed as well as or better than the surrounding neighborhood for the three years after construction

Difference in rate of growth of retail sales taxes between Study Street and Neighborhood (3 year average)



# Key Findings



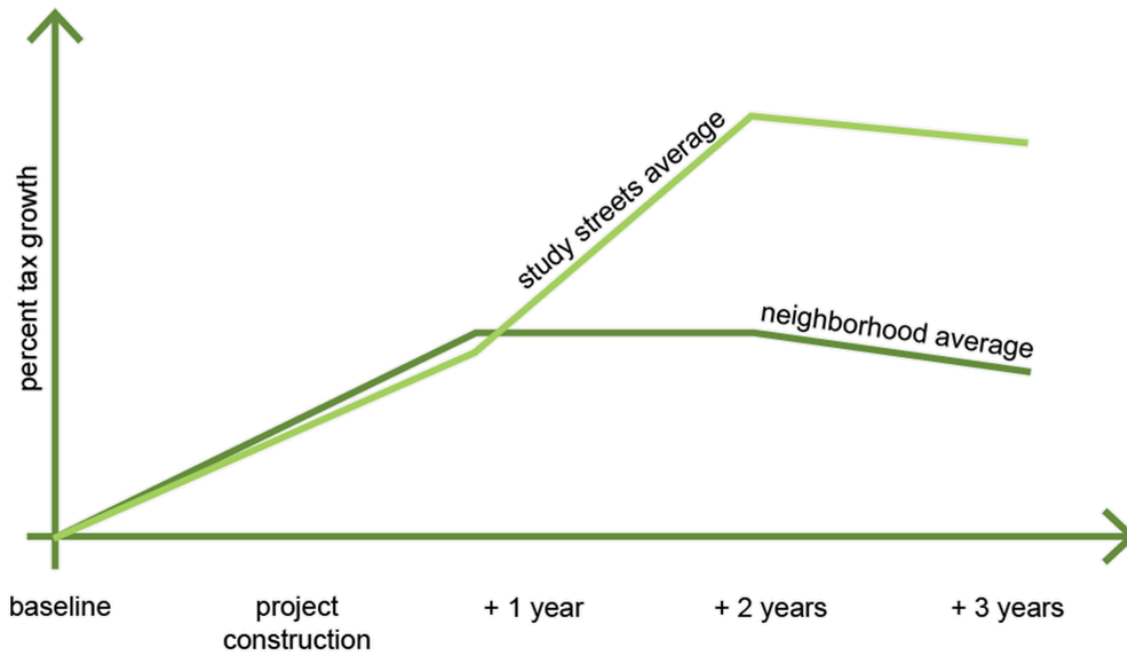
**4.8%**

Average growth of retail sales tax receipts on study streets relative to their surrounding neighborhoods

# Key Findings

**1 year**

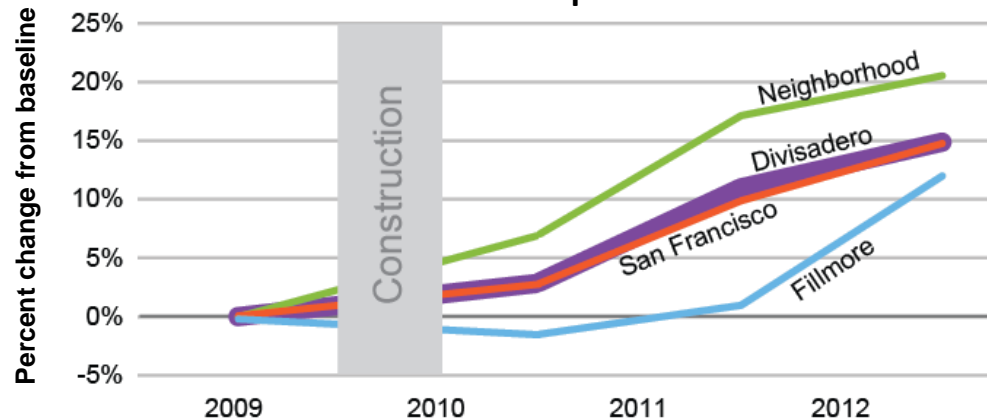
time from project completion before study streets begin to outpace neighborhoods



# Divisadero Streetscape Project - 2010



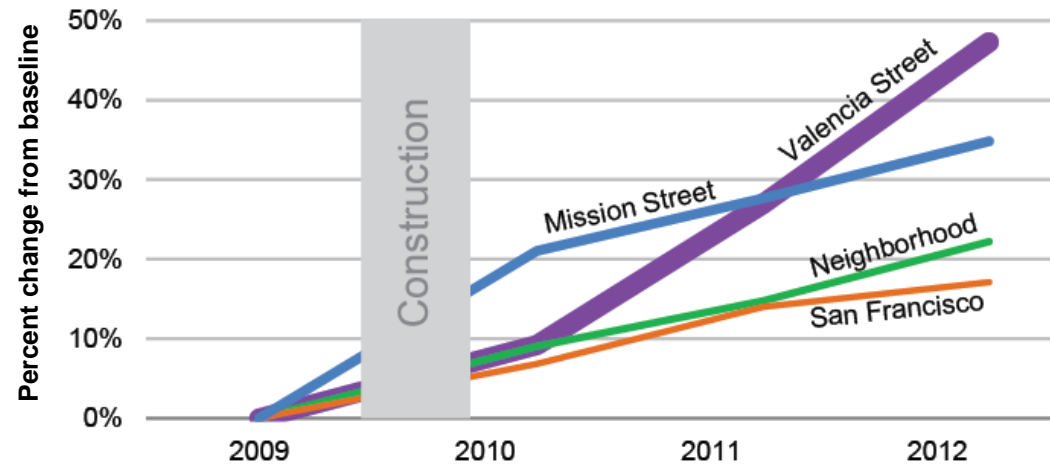
**Retail Sales Tax Growth**  
**Divisadero and Comparison Sites**



# Valencia Streetscape Project - 2010

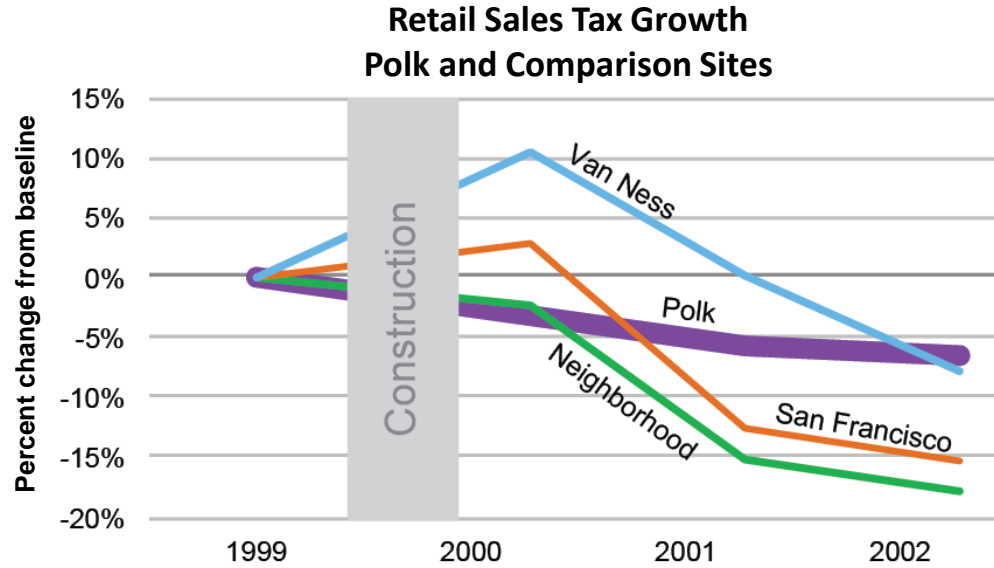


**Retail Sales Tax Growth  
Valencia and Comparison Sites**





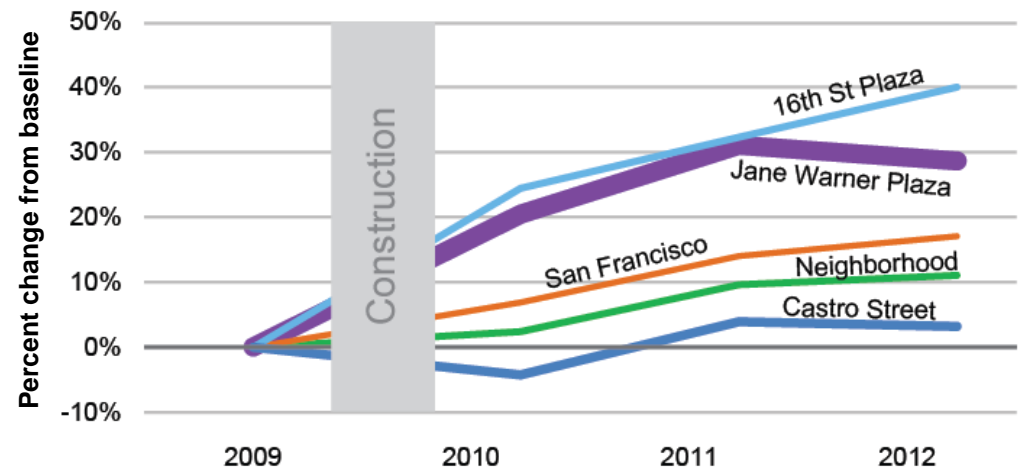
# Polk Street Road Diet - 2000



# Jane Warner Plaza - 2010



**Retail Sales Tax Growth**  
**Jane Warner Plaza and Comparison Sites**



Questions?

