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

8,000 new homes by opening day
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

- Population
- Service
- VMT
- Ridership
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