Market, Schmarket Let’s Develop Stuff

BRIDE OF TOD

They Said it Couldn’t Be Done

Best Way To Spend 8-9am On Wednesday, October 23 in Seattle
When Big Things Happen To Little Places
Defining The Art Of Scrappy Initiatives

Tad Savinar – Railvolution 2013
Portland Transit Mall Revitalization TriMet

Block By Block Project
Dividing up a 119 block urban LRT alignment into 1,872 twenty-foot redevelopment projects
$1.5 million in public grants leveraged $9.4 million of private investment.

Every $1 of public funds leveraged $5 to $30 of private sector investment
(during 24 months of a recession)
$288,000 Private Investment
$1M+ Private Investment
Portland Milwaukie Light Rail

TriMet

Identifying bootstrappy partnerships with neighborhoods, property owners, developers and city agencies
The Portland-Milwaukie alignment travels between two cities, two counties and includes stations at ten locations along the way.
Possibilities Project

CRITERIA + OUTCOME

Criteria
• Must be funded through existing public or private programs
• Achievable within current economic and lending market
• Underway or completed by LRT ribbon cutting

Outcome
• Numerous development RFP’s scheduled
• Identification of 8 previously unidentified new development sites
• TriMet offer of 3 development RFQs
• Partnership formed to build development for 200 new senior housing units
• Investment from City to fund new stormwater facilities ($100k)
• Investment from City for new curb ramps ($100k)
• Investment from METRO and City for pedestrian link to LRT station ($450k)
PORTLAND GRAFFITI PREVENTION
BUILDING OWNER'S DESIGN TOOLKIT

SITE EXAMPLE

Extensive graffiti on buildings along rail corridor in Southwest Portland

BARRIER SCREEN PLANTING

A combination of narrow strips and ivy planting eliminates graffiti "sanctuaries" while acting to further present variation through injecting a sense of community investment and pride.
OUTDOOR THEATER/GATHERING SPACE

COST: $300k - $400k
TIMBER CAR STAGE + DOGWOOD GROVE

COST: $100 - $150k
FLAG PLAZA

COST: $1,250
(per pole with foundation)
"CITY OF MILWAUKIE" MARKET SHED  
COST: $300k
Mesa Gilbert Road Extension

METRO

City of Mesa Landscape Enhancement Project

Building on LRT transit improvements to create pedestrian connections and stimulate investment...to add a there there.
Keystone to Success

1. Walk The Alignment
2. Meet Face To Face
3. The City Staff is Your Partner – be the Cowboy ombudsman
4. For the most part, these are not Architecture projects
5. Hire talent – Not Firms
6. Use the pressure of
   A) One Time Offers
   B) 25,000 riders a day
   C) Ribbon-Cutting timeline and
   D) Current market – there is no future