



El Paso Mass Transit Project

"Increasingly, the availability of high quality public transportation options is a critical component of a package of amenities available to residents of economically competitive regions." – Center for Econ. Dev., UNT





El Paso Mass Transit Project

Concept Statement

Proposal involves installation of a fixed rail transit system in El Paso for the following reasons:

- * Stimulate Economic Development In The Core**
- * Connect Existing Dense Pedestrian Areas**
- * Future Mass Transit Link With Juarez**
- * Brand El Paso As A 21st Century City**



El Paso Mass Transit Project

Ingredients for Success

- ✓ Dense and consistent pedestrian sheds
- ✓ Significant and varied places of interest
- ✓ Underutilized land for redevelopment
- ✓ Linkages to other mass transit options
- ✓ Varied land uses (i.e., live, work, place)
- ✓ Manageable distance for cost control
- ✓ Available existing right of way



Oregon Street

History

Site of El Paso's first house - 1827

Adjacent to Pioneer Plaza - 1870s

Adjacent site of city's first hotel - 1873



Adjacent to city's first park - 1883

First electric car line in El Paso – 1902

Adjacent to Taft-Diaz meeting site - 1909

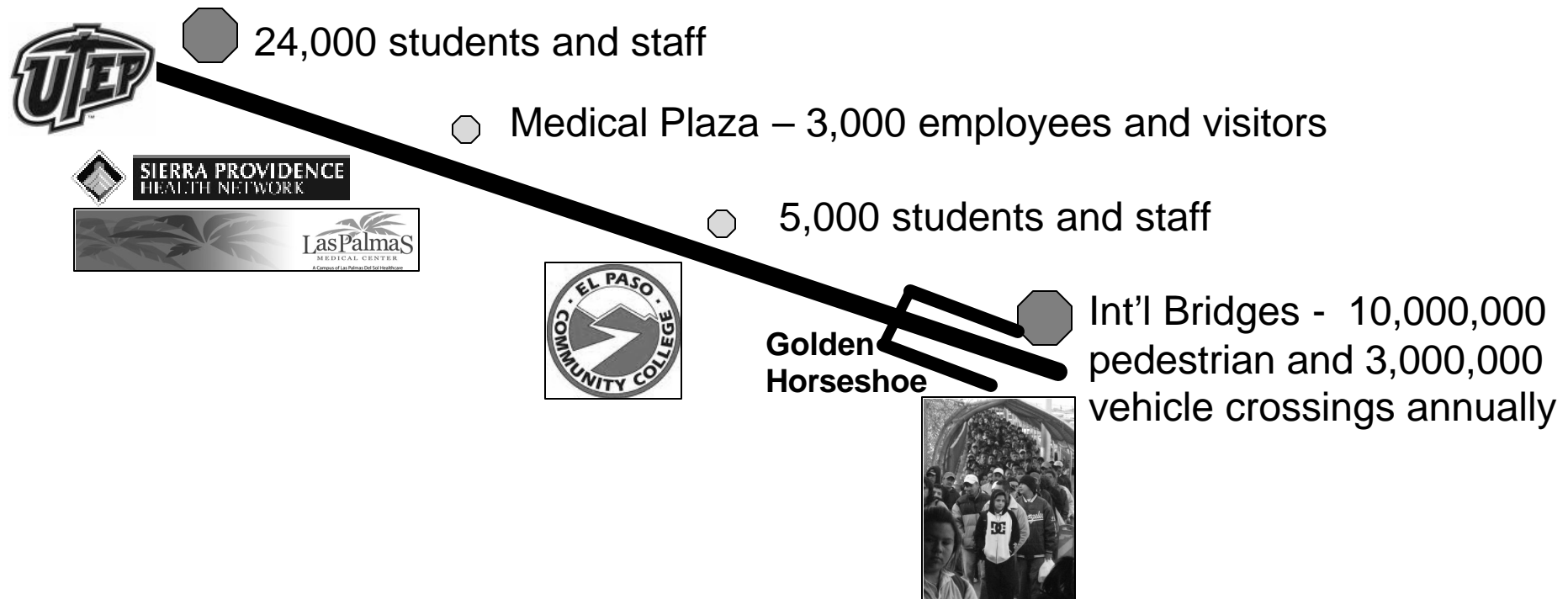




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Linking Population Hubs

Within the two mile corridor segment, there are four dense population hubs - the EPCC Rio Grande Campus, University Medical Plaza, UTEP, and the Int'l Bridges area.

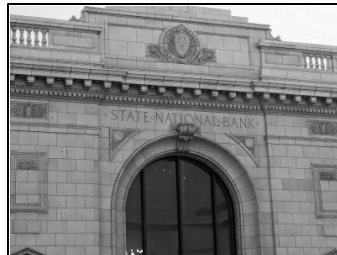




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Showcasing El Paso's History

- Sacred Heart Church (1893)
- Mills Building (1911)
- Camino Real (1912)
- St. Patrick's Cathedral (1916)
- Texas Tower (1920)
- State National Building (1922)
- Plaza Hotel (1930)
- Plaza Theatre (1930)
- Kress Building (1937)

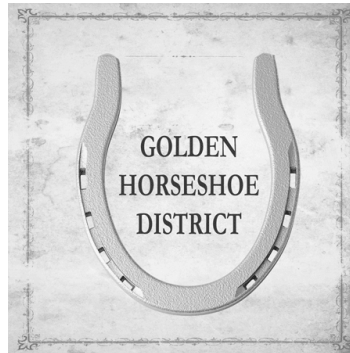


* All of the above buildings with the exception of Sacred Heart Church have existing local, state, and/or federal historic designation.



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Golden Horseshoe District



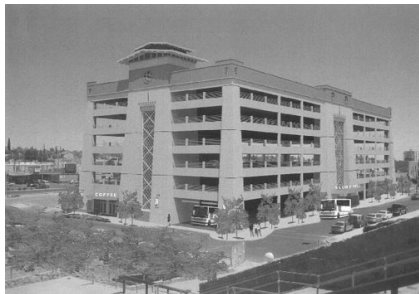
- Corridor is immediately surrounded by the Golden Horseshoe
- \$350 million dollars in retail sales annually
- Voted Greatest Places in America 2008
- Over 300 Shops
- Downtown Plan strategically targets this area for revitalization because of the surrounding economic vibrancy



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UTEP Capital

- 24,000 students and staff (approximately 2,500 students are daily international commuters)
- Miner Village Residential – 500 students
- Hilton Garden Inn – 153 Rooms
- Don Haskins Center – 12,000 seat arena
- Sun Bowl – 52,000 seat stadium
- Glory Road Terminal – 7 stories, 450 parking spaces, retail
- Opportunity for Transit Pass partnership with the university

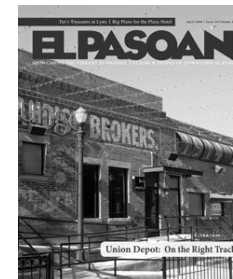




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Cultural, Entertainment, and Tourism Districts

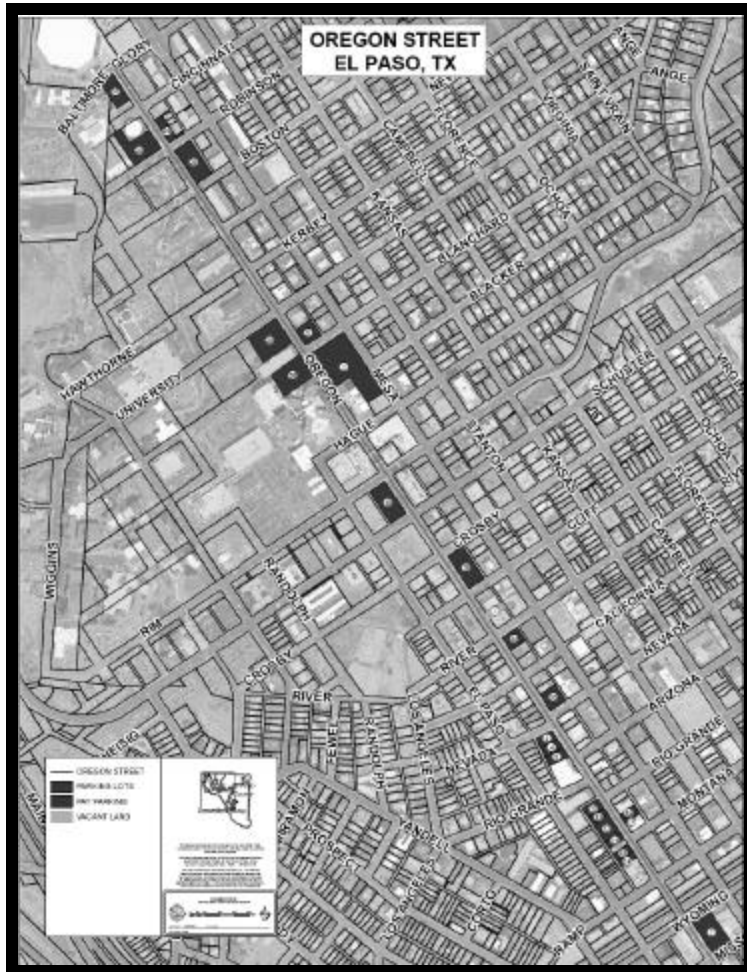
El Paso Public Library (1/2 block)
El Paso Museum of Art (1 & ½ blocks)
El Paso Museum of History (1/2 block)
Insights Museum (1 block)
Holocaust Museum (on corridor)
Lynx Exhibits (2 blocks)
San Jacinto Park (on corridor)
Arts Festival Plaza (1 block)
Plaza Theatre (1 block)
Mills Pedestrian Plaza (on corridor)
Abraham Chavez Theater (2 blocks)
Judson Williams Convention Center (2 blocks)
Union Depot Entertainment District (5 blocks)
Cincinnati Entertainment District (1 block)
Camino Real Hotel (1 block – 357 rooms)
Doubletree Hotel (on corridor – 200 rooms)
Artisan Hotel (3 blocks – 120 rooms)





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Redevelopment Potential



- 15 acres of parking lots
- 37 unique property identification parcels
- Significant portions publicly owned



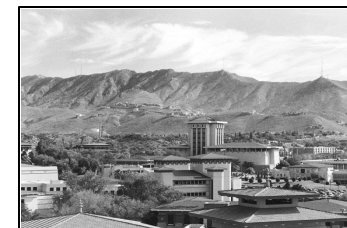
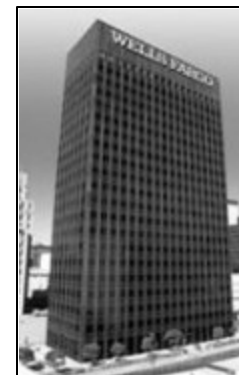
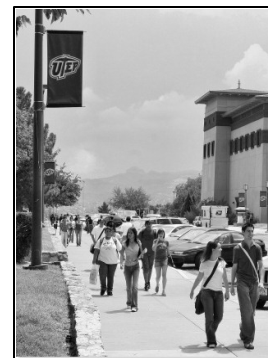
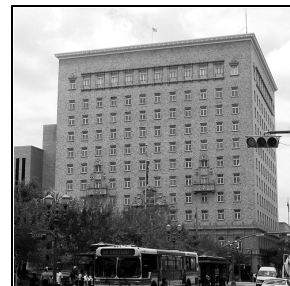


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Nearby Employment/Student/Residential Hubs

EMPLOYER	DISTANCE	POPULATION
EPCC	On Corridor	5,000
UTEP	On Corridor	24,000
Las Palmas	On Corridor	1,400
Providence	On Corridor	1,600
Mills Plaza	On Corridor	400
Center Bldg.	On Corridor	350
Cortez	1 block	300 est.
City Hall	1 block	1,100
Chase Bldg.	1 block	800
Cathedral High	1 block	500
Wells Fargo	2 blocks	700
Stanton Bldg.	2 blocks	700
300 E. Main	2 blocks	400 est.
County Court	3 blocks	1,000
State Bldg.	3 blocks	450
Fed. Court	5 blocks	500 est.
Sunset Heights	0-8 blocks	2,000

POPULATION: **42,500 employees/students/
residents within walking distance**





Oregon Street Points of





Oregon Rail Transit Project

Transit-Oriented Development



Transit Oriented Development (“TOD”) is a planning and economic development strategy that seeks the creation of compact, walkable, and economically vibrant communities centered around high quality fixed mass transit systems. Successful TOD does the following:

- * increases mass transit ridership
- * reduces traffic congestion and driving
- * boosts and stabilizes property values
- * promotes revitalization of underutilized land
- * spurs private sector development based on a substantial and long-term investment



Oregon Rail Transit Project

The Economic Case

"Street rail cars have sex appeal," says Len Brandrup, transportation director in Kenosha, Wis., which opened a 1.9-mile line in 2000. "It resonates with folks . . . developers don't write checks for buses." -USA Today, 2007

Development ROI for Streetcar Lines

	Initial Track Miles	Capital Cost/Mile	Total Capital Cost	Development Investment	ROI	Expansion Planned
Kenosha, Wis.	2.0	\$3.00	\$6.00	\$150	2,400%	Yes
Little Rock Ark.	2.5	\$7.84	\$19.60	\$200	920%	Yes
Tampa, Fla.	2.3	\$24.35	\$56.00	\$1,000	1,686%	Yes
Portland, Ore.	4.8	\$11.38	\$54.60	\$2,300	4,112%	Yes

All costs in millions of dollars. Tampa's costs include land acquisition.

Source: hamiltonlightrail.com



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The Economic Case

"Values of properties adjoining DART light rail stations are 25 percent higher than for similar properties not served by the rail system. ... Proximity to DART light rail stations appears to be a plus for most classes of real estate."

- Dr. Bernard Weinstein, UNT Professor, 2007

Case Summaries

San Diego
Light Rail

Every 3 ft. closer to a station, housing prices rose \$2.72 over a 4 yr. period...multi-family housing has premiums of 4%-18% along the line...condo sale prices along line 46% higher

Portland MAX

Residences near MAX stations 10.6% higher than those farther away...over 55% of all downtown development since 1997 has occurred within one block of the streetcar...over \$2.28 billion in new investment within two blocks of the rail

DART
Light Rail

More than \$8 billion in transit-oriented development projects have opened, are under construction, or are planned along DART Rail corridors... businesses located near the DART light rail starter line have experienced a nearly 33% jump in retail sales in one year, compared to just 3% elsewhere in the city



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The Case Against Rail

- Loss of parking space
- Noise near the line
- Arguments based on costs (est. \$10 mil. – \$50 mil. per mile)
- Arguments based on projected low usage
- May need land acquisition
- Arguments based on the economics of placement
- Disruption of existing traffic flow
- Arguments based on lack of need
- Low SMART 101 ridership – 1,000 per weekday
- Arguments for investment in traditional transportation projects



Oregon Rail Transit Project

The Case For Rail

- Documented to significantly increase ridership
- 25%-75% lower operating cost per passenger
- Documented to spur significant private investment
- Significantly reduced overall emissions
- Coincides and compliments downtown renaissance
- Brands region as a 21st century transportation community
- Directly correlates with policy goal of being less auto dependent
- Near job centers
- Can be made into an attractive pedestrian corridor as well
- Existing bus exclusive lanes currently on a portion of Oregon
- Potential to spur reinvestment in historic and underutilized properties
- Connects to Glory Road Transit Terminal
- Documented to increase property values and increase tax base

NO EXIT

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