

# How Complete Streets Help Businesses

Increases  
revenue

Decreases  
vacancies

Increases  
safety

Increase  
property  
values

The design practice to develop “Complete Streets” has shown large benefits to businesses, consumers, and residents alike. Beyond increase property values and increased safety and wellness, examples illustrate the benefits pedestrian and bicycle features can bring to businesses. While **a myth persists that transitioning from a car-focused street design will deter customers**, commercial corridors have found otherwise. Barracks Row in Washington D.C. attracted **40 new businesses and nearly 200 new jobs** due to increased foot traffic and sales.<sup>1</sup> Pearl Street in Brooklyn **increased sales volume by 172%** by converting a parking lot into a public park.<sup>2</sup> Supporting these findings, a study in Toronto found that **customers who arrive by foot and bicycle visit stores the most and spend more per month** than customers that arrive by car.<sup>3</sup>

## Case Studies: Complete Streets Benefits to Business

### Lancaster, CA<sup>4</sup>

- 49 new businesses opened
- Double the revenue generated
- Almost 10% rise in property values
- 800 new permanent jobs,
- 1,100 temporary construction jobs
- \$273 million in economic output
- 800 new and rehabbed homes.
- Traffic collisions cut in half and personal injury cut by 85%
- \$125 million in private investment
- 26% increase in sales tax revenue

### New York City, NY<sup>5</sup>

- Bike paths increased local business retail sales up to 49%
- Converting parking lot increased nearby retail sales volumes by 172%
- Expanding walking facilities reduced commercial vacancies 49%
- Increased sales at adjacent businesses by 14% by converted curb lane into public seating
- 71% increase in retail sales due to bus lane and transit improvements
- 47% reduction in commercial vacancy

<sup>1</sup> National Complete Streets Coalition. “Complete Streets Stimulate the Local Economy.” *Smart Growth America*. n.d.

<sup>2</sup> Litman, Todd. “Economic Value of Walkability.” *Victoria Transport Policy Institute*. July 2018.

<sup>3</sup> Ibid.

<sup>4</sup> Benfield, Kaid. “The Case for Walkability as an Economic Development Tool.” *City Lab*. January 2013.

<sup>5</sup> Litman, Todd. “Economic Value of Walkability.” *Victoria Transport Policy Institute*. July 2018.