

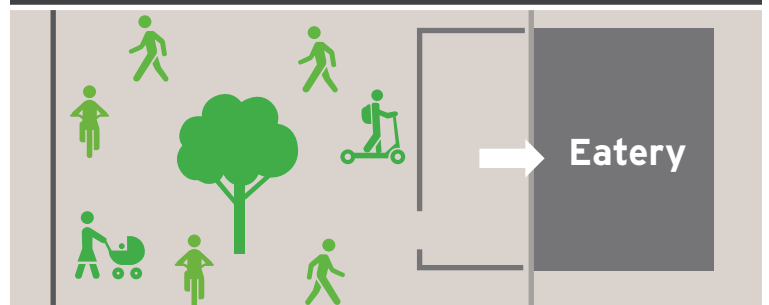
# Economic Benefits of Car-Lite Streets in Retail Areas

## Car-Dominated Street



- Low likelihood for spontaneous patrons
- Parked cars use spaces for hours (likely not a customer)
- Loud, unpleasant outdoor space
- Expanded seating is next to cars
- Drivers less likely to discover a new business

## Car-Lite Street



- High likelihood for spontaneous patrons
- More people are drawn to spend time in the area
- Quiet, pleasant - no loud cars
- Patio seating is **much** more pleasant
- Slower travelers more likely to see a new business
- Revenue for eateries is higher on car-free streets

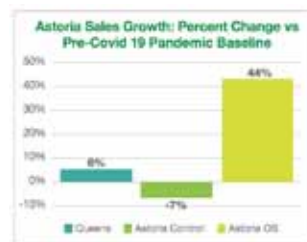
## Key Advantages

- According to YELP, people are more interested in eateries on car-free streets <sup>1</sup>
- Businesses on car-lite streets outperformed those on control streets in sales growth, number of establishments and duration of establishments <sup>1,2</sup>
- Reducing or removing vehicle parking does **not** translate to financial losses. <sup>3</sup>
- Most popular destinations in the United States are on car-lite streets.
- In 2019, the bike industry in Whatcom County accounted for \$582 million in spending and nearly 9,000 jobs. <sup>4</sup>

1. Bloomberg News, The Business Case for Car-free Streets, 2021-05-11 2. NYC.gov Streets for Recovery 2022-10 3. The Business Case for Active Transportation - NACTO 4. <https://www.cascadiadaily.com/2022/jan/26/bellingham-mountain-biking-its-not-just-galbraith/> 5. <https://www.bbva.ch/en/blog/inspiracion/invertir-en-zonas-peatonales-multiplica-los-ingresos-locales.html>



## Economic Data from Open Streets in NYC <sup>2</sup>



The Open Street corridor in Astoria, Queens saw a 44% increase in taxable sales. The Open Street corridor outperformed both the borough, which saw a 6% increase from its baseline, and the control corridor, which experienced a 7% decrease in taxable sales when compared to its baseline.

## New York City

During and after the pandemic, in every case, restaurants and bars on Open Streets saw a much faster sales growth than on the control corridors. <sup>2</sup>

## Ljubljana

In Ljubljana (Slovenia), streets were closed to car traffic in 2007, with only 40% of the population in favor of pedestrianization. In 2015, 92% of residents were happy with quality of life in the city. In 2017, 97% of inhabitants "opposed the reopening of the center to motor vehicles." <sup>5</sup>

## Spain

A study on the pedestrianization of streets in 14 Spanish cities show that "stores in pedestrian environments tend to report higher sales volumes than those located in non-pedestrian environments." <sup>7</sup>



Walk & Roll Bellingham