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**Property Owner Briefing**

*Re: Community Facilities District  
for the Downtown L.A. Streetcar*

Dear Property Owner:

You are invited to an important informational briefing to discuss the Downtown Los Angeles Streetcar project. **We will be discussing the project and funding details – including a Community Facilities District (a special tax on private property).**

We encourage you to attend one of the upcoming meetings to find out how the streetcar will both impact and benefit your property.

**Briefings Will Include:**

- 1) An overview of the project and benefits
- 2) Proposed public funding sources
- 3) Details of the proposed Community Facilities District (special tax) to fund the private sector portion of this public-private partnership
- 4) Question and answer session

Three briefing times have been arranged for your convenience. You may choose whichever briefing fits your schedule; the content will be the same for each.



**Meeting Times:**

**Tuesday February 22, 2011**  
10am - noon

**Wednesday February 23, 2011**  
2pm - 4pm

**Thursday February 24, 2011**  
7pm - 9pm

**Meeting Location:**

**The Biltmore Hotel**  
506 South Grand Ave.  
Los Angeles, CA 90071

PARKING IS AVAILABLE AT PERSHING SQUARE AND NEARBY LOTS. PARKING WILL NOT BE VALIDATED.

THE BILTMORE IS ACCESSIBLE VIA THE PERSHING SQUARE RED LINE PORTAL.

*While not required, an RSVP to [emetz@lastreetcar.org](mailto:emetz@lastreetcar.org) is appreciated*



Thanks in advance for your participation; we look forward to working with you. If you should have questions please do not hesitate to contact me directly at 213-814-2994.

Sincerely,

Dennis Allen  
Executive Director  
Los Angeles Streetcar, Inc.



## STREETCAR SYSTEM



### WHY STREETCARS, WHY NOW?

Pedestrian circulation and connectivity drives urban development. Cities across the world have recognized the benefits of streetcars and are heavily investing in these pedestrian-friendly and environmentally-conscious systems to efficiently and reliably take people where they need and want to go. These efforts have catalyzed urban revitalization, redevelopment, and economic growth.

### MODERN STREETCAR

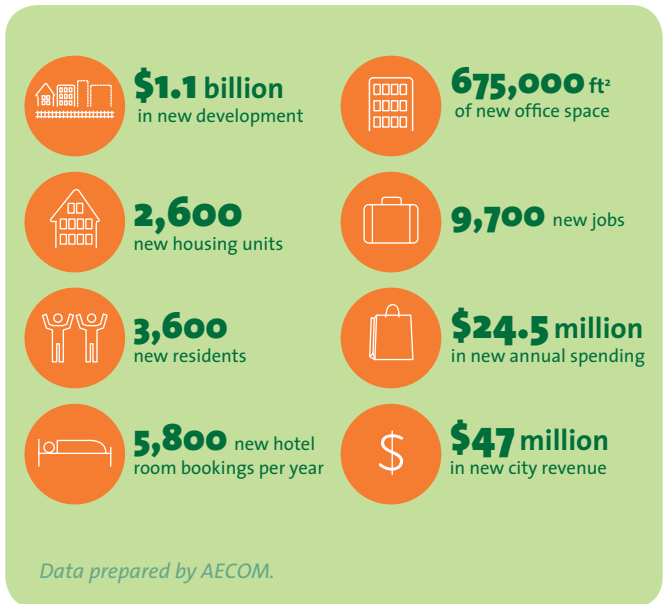
Modern streetcar systems are highly efficient urban circulators that are larger than buses, but smaller than light rail vehicles. They run on fixed rails embedded in public streets and move with the flow of traffic. They integrate with existing urban environments and street corridors, are ADA compliant, have low-floor boarding areas that are flush with existing sidewalks, and do not require dedicated rights-of-way.

### CATALYST FOR INVESTMENT

With highly visible rails installed in the street, a permanent, dependable streetcar system will assure investors and financial partners that their investments have permanent access to public transit and a steady flow of patrons and tenants. This benefit gives property owners the ability and confidence to invest in projects that will enhance Downtown.

### MAJOR BENEFITS FOR ALL OF DOWNTOWN

The Downtown L.A. Streetcar will create additive value and stimulate development above and beyond Downtown's forecasted level of growth.





### INCREASING LONG-TERM ECONOMIC COMPETITIVENESS

The Downtown L.A. Streetcar is a powerful way to spur redevelopment and community revitalization. Some areas along the proposed alignments have received tremendous investment, yet many areas still need significant attention to realize their full potential. Rehabilitating historic buildings and constructing new in-fill development is a critical step towards connecting Downtown's fragmented communities and neighborhoods.

### CONNECTING NEIGHBORHOODS

After nearly a decade of unprecedented growth and revitalization, Downtown L.A. has a number of burgeoning communities, established cultural and entertainment venues, diverse office and commercial districts, and increasing pedestrian activity. While Downtown has regional bus and rail connections, transit connectivity is limited between neighborhoods and major destinations. The streetcar will connect Downtown and enable it to function as a cohesive, easy to navigate 24/7 urban core.

Streetcar schedules will be integrated into real-time transit maps, available on mobile phones and the internet, so riders know exactly when and where streetcars arrive and depart. This will allow riders to conveniently make transit connections and encourage automobile drivers to park once and circulate around Downtown L.A. via public transit.

### ROUND THE CLOCK ACTIVITY

High-volume pedestrian foot traffic throughout the day and night will support local businesses. Heightened pedestrian and storefront activity will translate into increased sales, higher lease rates, active uses in upper floors, and a diversity of consumer options. With a wide variety of businesses occupying Downtown's retail spaces, urban living will become more sustainable and convenient.

## STREETCARS PRODUCE RETURN ON INVESTMENT

### Portland

- » Over \$3.5 billion in economic development
- » 55% of all development in downtown Portland within one block of a streetcar line

### Seattle

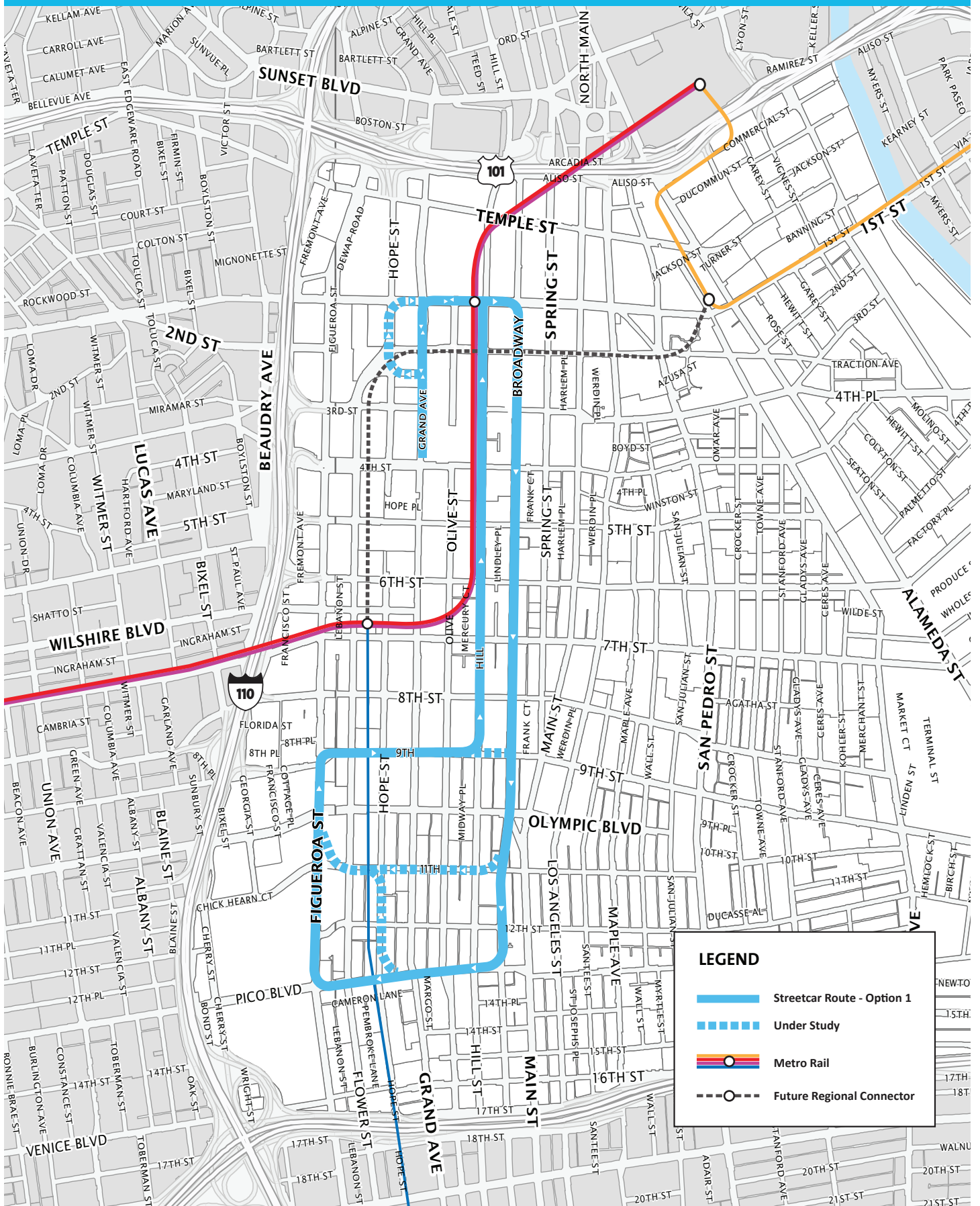
- » Over 2,000 residential units
- » Vacant land within three blocks of the streetcar line increased by a median of 123%, whereas the city median was 53%

### Tampa


- » Over \$1 billion of new development along streetcar route
- » Property near Tampa's Convention Center increased in value by 313% over a six year period

*Source: Brookings Institute; Fort Worth Streetcar Feasibility Study*

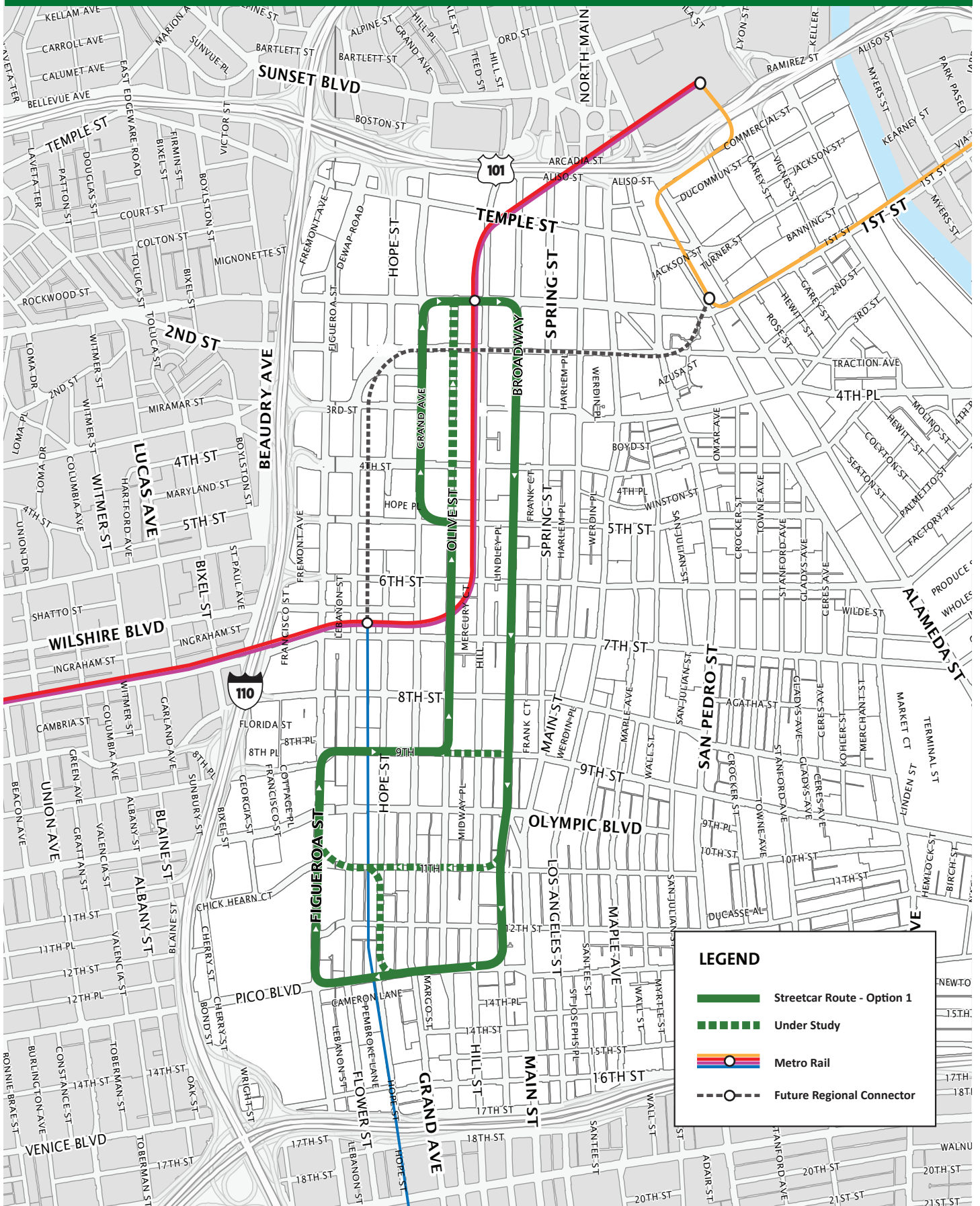
# L.A. Streetcar – Proposed Route, Option 1



## LEGEND

- Streetcar Route - Option 1
- - - Under Study
-  Metro Rail
- - - Future Regional Connector

# L.A. Streetcar – Proposed Route, Option 2



**LEGEND**

- Streetcar Route - Option 1
- Under Study
- Metro Rail
- Future Regional Connector