Think Outside the Main Street: Supporting Your Downtown from the Outside In

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• Most people will walk 5 - 10 minutes for daily goods and services
• Providing housing choice near your downtown helps **support** your downtown
LOCATION: MORE HOUSEHOLDS PER ACRE

1/2 MILE = 500 ACRES
LESS 30% PUBLIC SPACE = 350 ACRES

TYPICAL COMMERCIAL NODE = 30,000 SF

2,000 HOUSEHOLDS NEEDED TO SUPPORT 30,000 SF

2,000 / 350 ACRES =

5.7 HOUSEHOLDS / ACRE NEEDED WITHIN A 1/2 MILE WALK OF DOWNTOWN

DALLAS TODAY: 1.5 HOUSEHOLDS / ACRE
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Why housing?

Quality, varied housing

Retain citizens

Attract citizens

Retain businesses

Attract businesses

Community | Walkability | Activity | Vibrancy | High Quality of Life
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Why zoning?

1. Creative zoning + subdivision allows for flexibility and adaptability over time.
2. A “diversity of things” next to/on top of/behind each other fosters a sense of vibrancy and excitement that helps cities grow.
3. Building this “diversity” through flexible zoning is best done everywhere, not just in one location (i.e. downtown).
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Why recreational and cultural assets?

- Environmental services
- New kinds of activities
- Quality of Life
- Community pride
- New kinds of people
Questions for planners:

Where do we achieve/support these things?
How can we remove barriers to these things across our cities?
What are some actionable steps to take?