

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

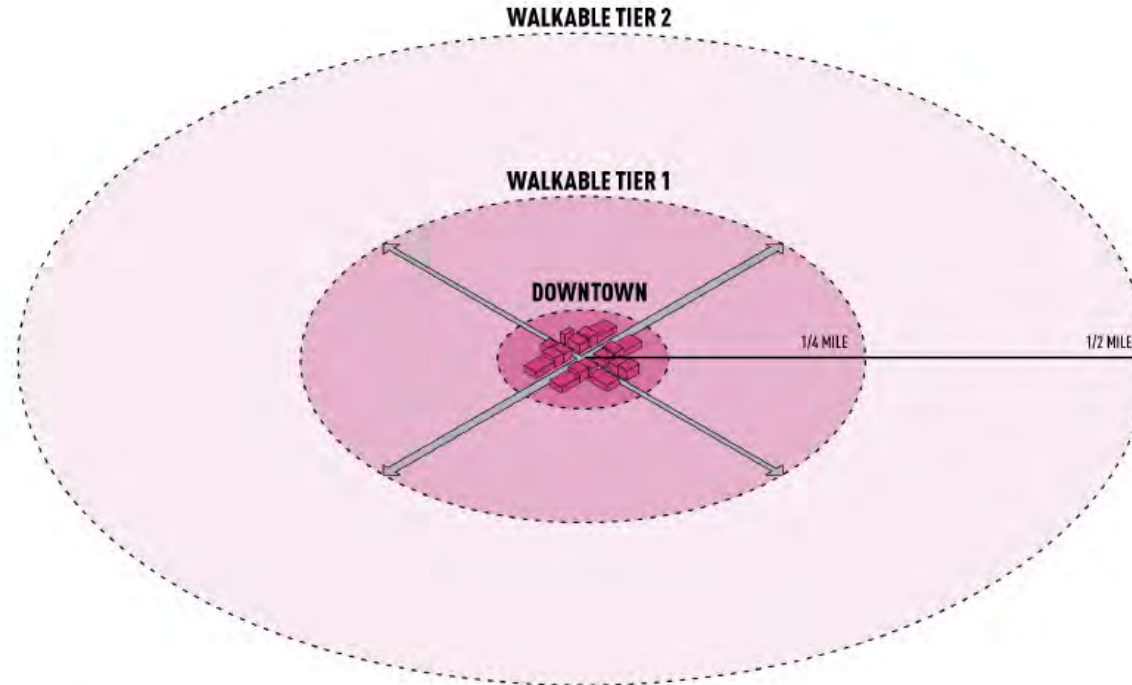
Katherine Moore – Georgia Conservancy

Geoff Koski – Bleakly Advisory Group

Sam Collier – Avondale Estates DDA

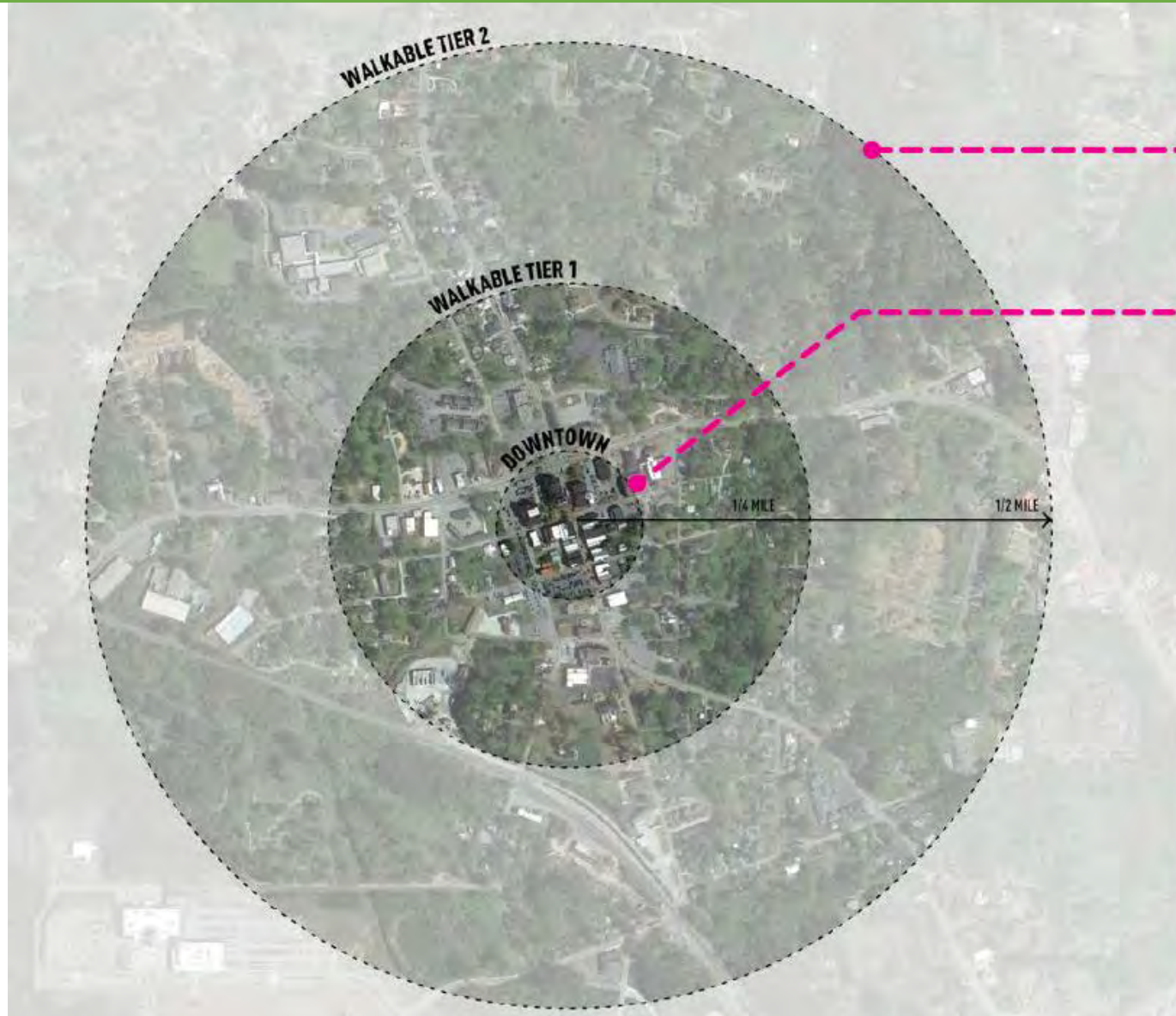
Tina Garver – City of Powder Springs

WHAT IS OUTSIDE OF MAIN STREET?



- **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

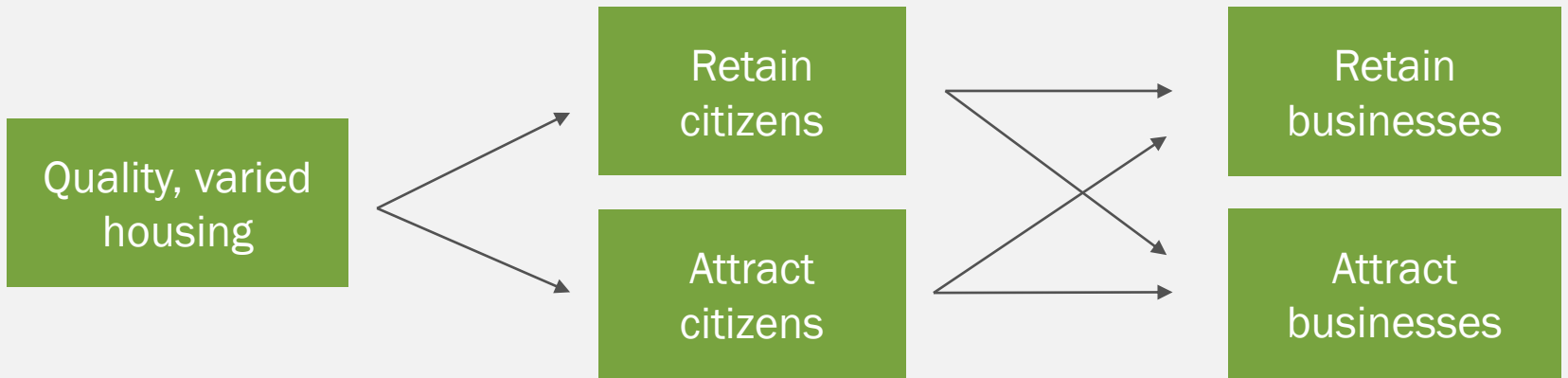
2,000 / 350 ACRES =

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?



Community | Walkability | Activity | Vibrancy | High Quality of Life

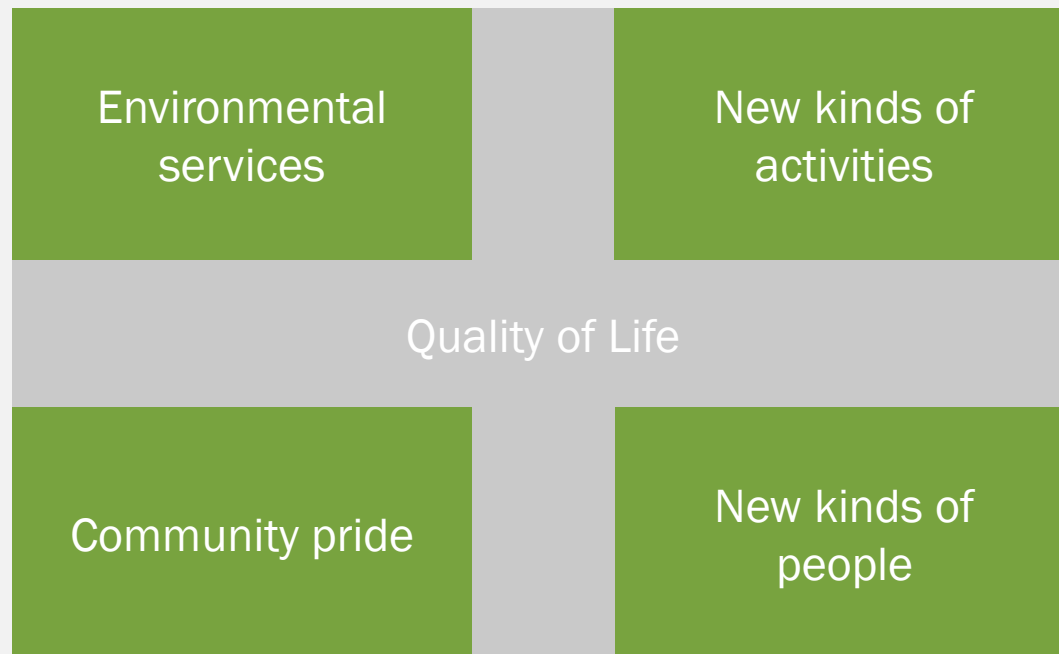
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Why zoning?

- 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?



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?