Using Density to Create Livability

DUBLIN, OHIO | DECEMBER 1, 2009 | DAVID DIXON, FAIA | GOODYCLANCY
Not all visions represent progress
You have been right to say no...up until now

Top Seven Intelligent Community, 2010

*Fox Business News:*  
Top Small City to Start a Business

*Forbes.com:*  
One of best 25 places to move in 2009

*BusinessWeek:*  
Top Small City in Ohio to Start a Business

*Columbus Monthly:*  
Best Suburban Community
In many ways, the quintessential suburb

- Extremely rapid growth over 40 years
- High-quality development—major emphasis on planning
- Single-family detached/suburban office environment
- Extremely healthy tax base
- High quality of life
The past represents the dream of a different America...
Suburbs are facing the same cycles that urban neighborhoods have faced.

AVERAGE ANNUAL PERCENT OF PERSONS BUYING AND SELLING HOMES IN EACH AGE GROUP, FOR THE UNITED STATES, 1995 TO 2000

Note: On average, 8.8% of persons 80 and older sold homes each year.
Now, an aging population creates new challenges...and opportunities

GROWTH IN UNITED STATES POPULATION 25 AND OVER FOR EACH DECADE FROM 1960 TO 2030 (IN MILLIONS)


<table>
<thead>
<tr>
<th>Decade</th>
<th>Ages 25–64</th>
<th>Ages 65 and older</th>
<th>Age Group Accounting for Largest Amount of Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>1960–1970</td>
<td>7.9</td>
<td>2.1</td>
<td>55–64 = 3.1 million</td>
</tr>
<tr>
<td>1980–1990</td>
<td>15.2</td>
<td>4.8</td>
<td>35–44 = 12.0 million</td>
</tr>
<tr>
<td>1990–2000</td>
<td>18.5</td>
<td>5.5</td>
<td>45–54 = 12.8 million</td>
</tr>
<tr>
<td>2000–2010</td>
<td>21.8</td>
<td>6.2</td>
<td>55–64 = 11.8 million</td>
</tr>
<tr>
<td>2010–2020</td>
<td>25.0</td>
<td>7.0</td>
<td>65–74 = 10.5 million</td>
</tr>
<tr>
<td>2020–2030</td>
<td>27.3</td>
<td>7.7</td>
<td>75–84 = 8.3 million</td>
</tr>
</tbody>
</table>
History of income tax revenues

(years)

(in thousands)

$80,000

$70,000

$60,000

$50,000

$40,000

$30,000

$20,000

$10,000

$0

The past is

...and the present represents the dream of a different world
A leader in building one of Ohio’s most competitive communities for one generation... Dublin can again lead in building for a new generation.
Laurie Volk: Singles and couples are reshaping America’s housing market

DEMAND FOR...

LARGE-LOT SUBURBAN HOUSING

2007

SMALL-LOT SUBURBAN AND URBAN HOUSING

2007

2030

2030
Agenda

- Demographics are destiny
- A new values equation
- New choices for livability
Volk: demographics are transforming Dublin’s housing markets

- There is demand for 1,500 housing units in the corridor study area over the next 5-7 years
- Demographic breakdown:
  - 9% empty nesters/retirees
  - 7% families
  - 84% younger singles/couples
- Unit type breakdown:
  - 54% multi-family for-rent
  - 28% multi-family for-sale
  - 12% townhouses
  - 6% small-lot detached
- One-third of Dublin’s housing demand over this period
Carol Coletta: vibrant downtown’s attract the talent that attract investment

- America faces a chronic labor shortage
- 25-34-year olds were no more likely than the rest of the population to want to live in or near a downtown 20 years ago
- …today they are 33% more likely
- ….and “creative workers” in this age range are 53% more likely
Dublin’s employers hunt for staff

- Large and small employers need help attracting the diverse, skilled staff they need to thrive
- Today, people choose where to live based on lifestyle; the jobs follow
- Roughly 5,000 new positions are needed in Dublin annually just from routine turnover ... this means 5,000 decisions about lifestyle
- Dublin/Columbus compete for top talent with many other regions nationwide. Recruitment is challenging.
- Service staff are challenged by high housing costs and difficult commutes
Chris Leinberger: Mixed-use adds value

GROWTH IN RENTS 2000-2007
FOR MIXED-USE, WALKABLE
DEVELOPMENTS: +35%

GROWTH IN RENTS 2000-2007
FOR SUBURBAN OFFICE PARKS: 0%
CEOs for Cities: For each additional Walk Score point, housing prices increase $600 to $3,000

Top 10 Walk Score neighborhoods in Columbus (selected median home price*):

1. Weinland Park—89
2. Victorian Village—89 ($239,500)
3. Downtown—86
4. Brewery—86
5. Italian Village—86
6. Southside—82
7. Harrison West—80
8. University—77
9. Clintonville—67 ($188,100)
10. Franklinton—66

*Zillow.com, for October 2009
Bridge Street Corridor: a very different 6%
Vision principles

• Enhance economic vitality
• Integrate the new center into community life
• Embrace Dublin’s natural setting and commitment to sustainability
• Expand “livability choices” for Dublin and the region
• Create places that embody Dublin’s commitment to community
Dublin’s opportunity: vision framework
Enhance economic vitality
Integrate the new center into community life
A bar scene—or other millennial entertainment—contrast with previous older generation slides.
Embrace Dublin’s natural setting and commitment to sustainability
Expand “livability choices” for Dublin and the region
Create places that embody Dublin’s commitment to community
Indian Run: vision framework
Indian Run: developer’s concept study