

CORE STRATEGIES FOR A GREATER DOWNTOWN

Downtown's continued resurgence will require concerted effort across the many different areas that impact the center city – topics like housing, sustainability, and transportation, among others. However, after listening to the community and reviewing potential recommendations with Greater Downtown Dayton Plan partners, the following core strategies emerged. They are cross-cutting and potentially game-changing for downtown.



CAPITALIZE ON DOWNTOWN'S STRENGTH AS AN AUTHENTIC, UNIQUE, URBAN PLACE.

Each element of the Greater Downtown Dayton Plan should build on downtown's assets and contribute to the unique sense of place inherent to downtown Dayton that gives it a competitive edge and makes it an asset in regional efforts to attract and retain talent.

REDEVELOP AND ADAPTIVELY REUSE THE UNDERUTILIZED AND VACANT BUILDINGS IN DOWNTOWN'S CORE.

The center city must be enlivened through the adaptive reuse of buildings in the core, including both conversion of downtown's historical buildings into housing and redevelopment of downtown's commercial office towers to create the more open and innovative office space that is in high demand.

CONTINUE TO AGGRESSIVELY ADD ELEMENTS THAT MAKE DOWNTOWN THE BEST PLACE FOR AN ACTIVE LIFESTYLE IN THE DAYTON REGION.

The creation and implementation of a Waterfront Master Plan will maximize the riverfront as a downtown asset. Downtown also must continue to add the bicycle infrastructure, facilities, and programming that will help Dayton achieve Platinum Bicycle Friendly status by 2020.



INCREASE THE CONNECTIVITY BETWEEN DOWNTOWN'S NEIGHBORHOODS, EMPLOYMENT CENTERS, ASSETS, AND AMENITIES.

Priority projects that will enhance connectivity downtown include bike sharing, the launch of a downtown circulator, and improved streetscapes that feel safe and are welcoming and engaging for pedestrians.

ACTIVATE DOWNTOWN'S FIRST FLOOR.

Efforts moving forward must build on the recent success to activate downtown's first floor by implementing new strategies to support the growth of street level businesses in the core. Expanding the inventory of move-in ready space must be an element of this strategy.

ESTABLISH GREATER DOWNTOWN AS THE PREMIER LOCATION IN THE DAYTON REGION FOR SMALL BUSINESSES AND ENTREPRENEURS.

Downtown is rapidly becoming the hub for small business and entrepreneurship. Partners should capitalize on this progress and do even more to support entrepreneurs and small businesses of all types across downtown.

For the entire list of Greater Downtown Dayton Plan recommendations, download the full Plan at DowntownDayton.org/Plan



Plan Partners:



For more information about the Greater Downtown Dayton Plan, visit: [**DOWNTOWNDAYTON.ORG/PLAN**](https://DowntownDayton.org/Plan)



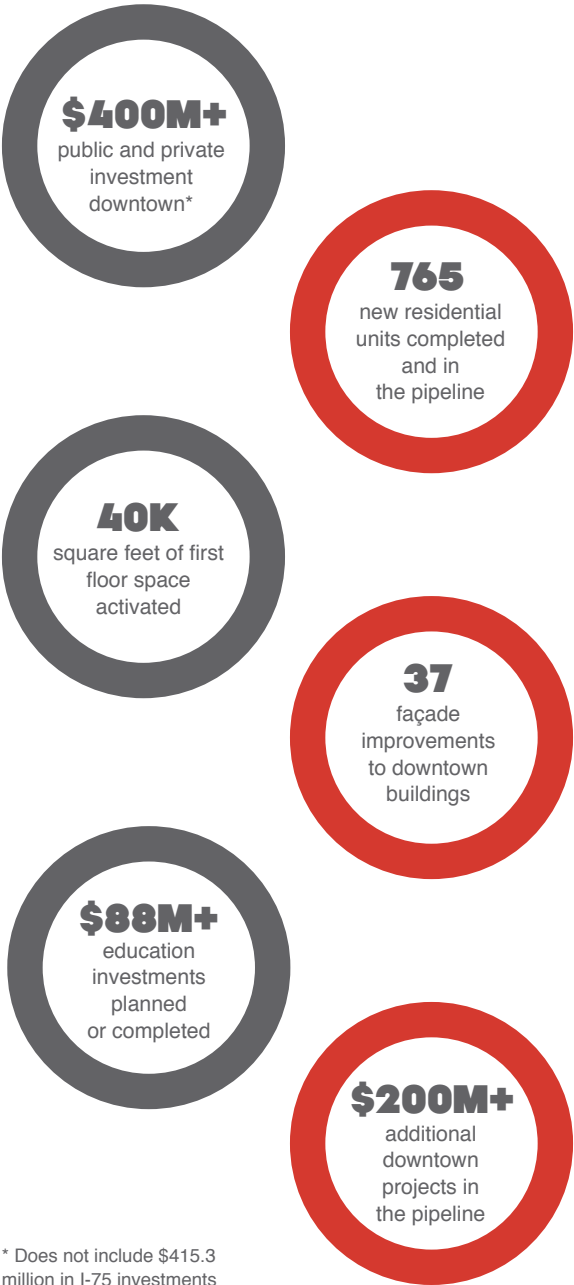
GREATER DOWNTOWN DAYTON PLAN

Progress Summary &
Updated Recommendations
2015-2020



DOWNTOWN HAS MOMENTUM

SINCE 2010:



* Does not include \$415.3 million in I-75 investments

DOWNTOWN DAYTON IS A CITY ON THE MOVE

ECONOMIC DEVELOPMENT

Existing employers are growing and new companies are choosing downtown. The center city is transitioning to such sectors as information technology and scientific services, healthcare, and education. Entrepreneurs don't have to go it alone in the Greater Downtown - through a variety of programs, the center city has solidified itself as an excellent location to start something new.



ACTIVE LIFESTYLES

Downtown is the place to live an active lifestyle. 10+ miles of new bike lanes and sharrows have paved the way for a bike share system that will launch in 2015. The River Run project will capitalize on the river corridor by creating an outdoor recreation destination for kayakers.



(Source: Miller-Valentine
GEM 2014 Regional
Apartment Market Study)

HOUSING

New housing is the hottest conversation happening downtown. Greater downtown living has increased by 320 units and another 445 units are on the way. The downtown apartment market is the tightest in the region at an occupancy rate of 96.4%.



INVESTED TO MAKE
DOWNTOWN STREETS
MORE LIVABLE

TRANSPORTATION & INFRASTRUCTURE

More than \$52 million has been invested in transportation and infrastructure projects in the urban core. These investments are built on Dayton's Livable Streets policy; encouraging features such as wider sidewalks, bike lanes, street trees, green space, enhanced lighting, and artwork in the public realm.

ARTS & ENTERTAINMENT

In downtown Dayton, the best attractions are steps away. Amenities added include new breweries and some of the most popular restaurants in the region. More than 7.25 million visitors per year patronize downtown's attractions, including the premier arts venues in the region. New retail is activating downtown's first floor and providing unique shopping.



GREEN & SUSTAINABLE

The density of buildings and people enables downtown residents and workers to live a more sustainable lifestyle. More than 67 businesses have improved their environmental stewardship by joining the DRG3 Green Business Certification program. 244 new trees planted in the core have made downtown streetscapes greener.



THIS IS GREATER DOWNTOWN DAYTON

With more than 42,000 employees, 20,000 residents, 40,000 students, and 7 million visitors per year, it's the place where Dayton lives, learns, creates, and plays. It's a city on the move.

It's also a city with a plan. Galvanized by the belief that a thriving downtown is critical to the success of the Dayton region, partners from across the community have come together since the launch of the Greater Downtown Dayton Plan in 2010 to make downtown's future a priority. In recent years, downtown has added new amenities, housing, employers, restaurants, and retail. Public and private partners have invested more than \$400 million in the Greater Downtown since 2010. With another \$200 million of new projects in the pipeline, downtown's revitalization is just getting started.

