



Guiding Planning Principles

The Process

- Open and inviting to all who want to participate.
- Collaborative process involving stakeholders in the Greater Downtown, including the private sector and city, county, regional, state and federal partners. Private sector involvement and leadership are critical.
- Sense of urgency is paramount. This will be an expedient but thoughtful process, not a long, drawn-out one. Immediate action is needed.
- We will build on existing plans and work underway; there is no need to start over.

Planning Principles

- Focus on cost-effective, smart growth, taking advantage of both existing public and private infrastructure whenever possible.
- Embrace an authentic urban environment that's attractive to workers and businesses in the new knowledge economy. Young professionals and the creative class are prime targets.
- Incorporate sustainable, green strategies in future development/reuse plans, with special emphasis on recruiting and providing training for green jobs (byproducts, wind turbines, fuel cells, hybrid/electrical vehicles, etc.). Use objective national criteria to rank Dayton's green/sustainability score and develop an improvement plan.
- Strengthen and improve Dayton's corridors and gateways so visitors' first impressions of Dayton and the Greater Downtown are positive. It's imperative that Dayton's corridors and gateways are attractive and give the impression of a city on the move.
- Bring our streets, recreational corridors, parks and public spaces alive again, making our city a pedestrian-friendly environment that invites businesses, visitors, residents and bicyclists. Our streets and public spaces should create and strengthen the unique sense of a Dayton place where it is desirable to live, work and play.
- Evaluate and make a recommendation as to the future of the proposed streetcar project in Dayton. Numerous cities have embraced the streetcar system and are reaping the benefits. Is it right for Dayton? Incorporated in this evaluation should be the development of a transportation plan that seeks to strengthen the walkability, convenience and attractiveness of the travel experience, connecting job centers, institutions, housing, amenities and parking solutions.
- Increase and diversify housing opportunities that are attractive to all lifestyles, demographics and economic realities. We must make a quantum leap in the number of people living in the Greater Downtown area. More people living and playing downtown will create excitement and

lead to more restaurants, shops, quality education options and entertainment. Creative funding strategies must be developed to encourage more downtown housing.

- Remove the barriers to growth that stifle the flow of residents, businesses, visitors and investment into the Greater Downtown area. These barriers include parking, decay of public infrastructure, perception of safety and other critical issues that literally block future growth.
- The downtown office market is underperforming. Strategies must be developed to stabilize, reposition and/or transform the downtown office market so it can compete. Several initiatives are currently underway and should be incorporated if shown to be valid. Representing 40 percent of the income tax generated to operate the city, the Greater Downtown area is the economic engine for the city and must be strengthened and re-energized. Its health is critical to the well-being of the City of Dayton.
- Build a customer-focused business environment that is welcoming to small businesses, entrepreneurs, education, health care and other core business sectors in the Greater Downtown area.
- Strengthen and connect community assets like the Oregon Arts District, UD/Sinclair and health care institutions in the Greater Downtown area. Connections can include public transit (including a streetcar system), marketing, public infrastructure, recreational and transportation corridors, and gateways.
- The Greater Downtown is the region's cultural and entertainment center. The economic impact of the arts and cultural community, a critical asset underpinning the region's ability to retain and attract a talented workforce, cannot be understated. The arts and cultural community must be embraced and supported.
- The river is a community asset that should be celebrated and utilized as a prime development strategy for job growth, residential expansion and recreational/entertainment opportunities.
- Build on Greater Downtown's existing educational center of excellence, which includes such academic institutions as Stivers School for the Arts, the University of Dayton, Wright State University, Sinclair Community College, the Dayton Early College Academy and others.

The Plan

- The plan will be actionable and results-oriented.
- While the plan must be realistic, it must be bold and instill a call to action to all citizens.
- The end result will be one plan connecting all districts, projects, villages and pockets of activities, not lots of different plans. The plan will align and integrate individual plans — of districts, neighborhoods, villages and stakeholders — into one greater, bold vision.
- The foundation for the plan will be a compelling Greater Downtown Value Proposition.
- The plan will set priorities and identify potential funding strategies and sources.