AGENDA

INTRODUCTIONS
SITE UNDERSTANDING
DOTMOCRACY
CountyCorp CLIENT

MKSK

URBAN DESIGN + PUBLIC SPACE
MKSKSTUDIOS.COM

MARKET ANALYSIS + STRATEGY
GREENSTREETLTD.COM

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BLDGREFUGE.COM

CIVIL ENGINEERING + INFRASTRUCTURE
LJBINC.COM

ZONING ANALYSIS & REGULATIONS
CALFEEZONING.COM
UNDERSTANDING

TOOLS
- Interviews
- Focus Group Meetings
- Dot-Mocracy
- Site Analysis
- Market Analysis
- Online Survey
- Public Meeting
IDEA TESTING

• Market Demand
• Anchor + Supportive Programming
• Concept Alternatives
• 3D Modeling
• Activation design
ACTIVATION
**DECIDING AND DOING**

**TOOLS**
- Final Concept Development
- Activation Launch
- Final Plan Production
- Identify Implementation Tools
INTRODUCTIONS

OUR PROCESS

UNDERSTANDING

IDEA TESTING

DECIDING & DOING

2 MONTHS

PRIMARY DELIVERABLES
• Summary of Understanding

TYPES OF ENGAGEMENT
• Steering Committee
• Focus Groups
• Public Meeting
• Public Survey

2 MONTHS

PRIMARY DELIVERABLES
• Activation brief
• Draft Plan Concepts

TYPES OF MEETINGS
• Steering Committee
• Focus Groups
• Activation Committee
• Public Meeting

2 MONTHS

FINAL DELIVERABLES
• Final Plan
• Activation Launch

TYPES OF MEETINGS
• Steering Committee
• Activation Committee
• Project Partners
• Public Meeting
AGENDA

INTRODUCTIONS
SITE UNDERSTANDING
DOTMOCRACY
SITE UNDERSTANDING

STREET NETWORK

Dayton Airport 15 Minutes

Wright-Patterson 25 Minutes

Downtown Dayton 10 minutes

Study Area
HOW MANY OHIO STADIUMS COULD FIT IN THE STUDY AREA?
HOW MANY OHIO STADIUMS COULD FIT IN THE STUDY AREA?

OVER 11
Median incomes in the nearby area are 35% lower than county and 40% lower than median incomes throughout the Dayton metro. Similarly, unemployment in the nearby area is double the rate of the county and the metro.

### INCOME & UNEMPLOYMENT

<table>
<thead>
<tr>
<th>Year</th>
<th>Study Area Median Income</th>
<th>Dayton Metro Median Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>$30,690</td>
<td>$51,136</td>
</tr>
<tr>
<td>2022</td>
<td>$32,905</td>
<td>$57,158</td>
</tr>
</tbody>
</table>

Montgomery County has a 2017 median income of $47,048. The study area is projected to have a 1.4% annual income growth rate. This is below the projected growth rate for both the county (2.4%) and metro (2.3%).

Unemployment rate in Forest Park Study Area:

13.3%

The unemployment rate in the Study Area is significantly higher than the County (7.5%) or Metro (6.8%) unemployment rates.

source: Esri, Bureau of Labor Statistics
note: All incomes expressed in current dollars. Study Area defined as a 15-minute walk time from Forest Park Drive and Sue Ann Boulevard.
The educational attainment levels and workforce trends in the Forest Park Study Area largely reflect those of the Dayton metro. These trends indicate that the area is primarily ‘white-collar’ workforce.

**Educational Attainment, 2017**

- **No HS Diploma**
  - Study Area: 11.3%
  - Dayton Metro: 9.5%
- **HS or HS Equivalent**
  - Study Area: 30.5%
  - Dayton Metro: 28.7%
- **Some College/Associate's Degree**
  - Study Area: 33.6%
  - Dayton Metro: 33.5%
- **Bachelor's Degree**
  - Study Area: 16.8%
  - Dayton Metro: 16.6%
- **Graduate/Professional Degree**
  - Study Area: 7.9%
  - Dayton Metro: 11.8%

**Workforce Composition & Educational Attainment**

The majority of the workforce in both the Study Area and the Dayton metro are white-collar. The study area has a slightly larger percentage of residents with Blue Collar jobs and service-industry jobs compared to the metro area.

Source: Esri
The population growth rate in the Forest Park Study Area exceeds Montgomery County, but parallels metro trends. The median age of residents in the Forest Park Study Area is nearly 6 years older than either the county or the metro.

### POPULATION CHANGE & MEDIAN AGE

<table>
<thead>
<tr>
<th>Study Area</th>
<th>Population Change, 2000-2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>3,638</td>
</tr>
<tr>
<td>2010</td>
<td>3,313</td>
</tr>
<tr>
<td>2017</td>
<td>3,474</td>
</tr>
<tr>
<td>2022</td>
<td>3,509</td>
</tr>
<tr>
<td></td>
<td>-0.93% annually</td>
</tr>
<tr>
<td></td>
<td>+0.48%</td>
</tr>
<tr>
<td></td>
<td>+0.10%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Montgomery County</th>
<th>Population Change, 2000-2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>559,062</td>
</tr>
<tr>
<td>2010</td>
<td>535,153</td>
</tr>
<tr>
<td>2017</td>
<td>533,054</td>
</tr>
<tr>
<td>2022</td>
<td>532,490</td>
</tr>
<tr>
<td></td>
<td>-0.44% annually</td>
</tr>
<tr>
<td></td>
<td>-0.06%</td>
</tr>
<tr>
<td></td>
<td>-0.02%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Dayton Metro</th>
<th>Population Change, 2000-2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>805,845</td>
</tr>
<tr>
<td>2010</td>
<td>799,232</td>
</tr>
<tr>
<td>2017</td>
<td>804,387</td>
</tr>
<tr>
<td>2022</td>
<td>809,390</td>
</tr>
<tr>
<td></td>
<td>-0.08% annually</td>
</tr>
<tr>
<td></td>
<td>+0.09%</td>
</tr>
<tr>
<td></td>
<td>+0.12%</td>
</tr>
</tbody>
</table>

Source: Esri

The median age of residents in the Forest Park Study Area is nearly 6 years older than either the Dayton Metro or Montgomery County median age (40.3 years). The age of existing residents can influence the types of housing or commercial products that are appropriate for the area.
Moving forward, the study area will see a significant shift in the age of householders. The number of householders over the age of 65 is projected to increase, while the 45-54 year old age bracket will see the largest decline.

### Change in Age of Householder, 2017 - 2022

<table>
<thead>
<tr>
<th>Age of Householder</th>
<th>&lt;25</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65-74</th>
<th>&gt;75</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Households, 2022</td>
<td>78</td>
<td>208</td>
<td>249</td>
<td>253</td>
<td>366</td>
<td>310</td>
<td>210</td>
</tr>
<tr>
<td>Projected Five-Year Change 2017-2022</td>
<td>-1</td>
<td>-17</td>
<td>+23</td>
<td>-13</td>
<td>+34</td>
<td>+32</td>
<td></td>
</tr>
</tbody>
</table>

Source: Esri
With the increases in life expectancy and Millennials delaying marriage and starting families, future household demand is changing. Over the next 15 years, half of all demand in the U.S. will be from single-person households.

**CHANGE IN HOUSEHOLD SIZE, 1960-2010**

The proportion of Americans who live alone has grown considerably since the 1920s when only 5% of people lived alone. Today single-person households make up 27% of all households nationwide. This trend is even more pronounced in the Forest Park Study Area where 42.3% of all households are single-person households.

The Forest Park Study Area has a much higher concentration of single-person households when compared to the metro. As a result, the study area has a lower average household size.

**Household Size Trends**

*Households by Type, 2017*

<table>
<thead>
<tr>
<th>Households by Type</th>
<th>2017 Study Area</th>
<th>2017 Dayton Metro</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-Person Households</td>
<td>42.3%</td>
<td>30.3%</td>
</tr>
<tr>
<td>2 Person Households</td>
<td>32.3%</td>
<td>34.8%</td>
</tr>
<tr>
<td>3 Person Households</td>
<td>12.5%</td>
<td>15.4%</td>
</tr>
<tr>
<td>4-Person Households</td>
<td>7.4%</td>
<td>11.7%</td>
</tr>
<tr>
<td>5-Person Households</td>
<td>5.5%</td>
<td>7.9%</td>
</tr>
</tbody>
</table>

*Average Household Size*

- **2017 Study Area**: 2.03
- **2017 Dayton Metro**: 2.36

Since 2000, the Study Area’s average household size has risen from 1.86, and is expected to remain stable through 2022.

*Percentage of 1-Person Households*

- **2017 Study Area**: 42.3%
- **2017 Dayton Metro**: 30.3%

There is a much higher percentage of 1-person households in the study area than in the metro area. This can have a significant impact on they types of units in the future demand projections.

*Source: Esri*
Housing diversity attracts and retains people at all life-stages. Providing options for many demographic groups aids in economic resilience. New housing supply should fill in gaps in Forest Park’s current supply.

**Housing Type by Generation**

- **2015**: Millennial / Millennial / Millennial / Millennial / Gen X / Baby Boomer / Gen X / Eisenhower / Baby Boomer
- **2020**: Gen Z / Millennial / Millennial / Millennial / Gen X / Millennial / Gen X / Millennial / Baby Boomer
- **2025**: Gen Z / Gen Z / Millennial / Millennial / Gen X / Millennial / Gen X / Baby Boomer

Source: Adapted from RCLCO; U.S. Census Bureau; Greenstreet analysis

Compared to both the county and the metro, the Study Area has a much higher residential vacancy rate and lower homeownership rate. This is reflective of the lower area median incomes and higher percentage of single-person households.

**Housing Units by Tenure, 2017**

<table>
<thead>
<tr>
<th></th>
<th>Study Area</th>
<th>Montgomery County</th>
<th>Dayton Metro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner Occupied</td>
<td>30%</td>
<td>13%</td>
<td>11%</td>
</tr>
<tr>
<td>Renter Occupied</td>
<td>29%</td>
<td>52%</td>
<td>55%</td>
</tr>
<tr>
<td>Vacant</td>
<td>41%</td>
<td>35%</td>
<td>34%</td>
</tr>
</tbody>
</table>

Source: Esri
Average home values in the study area are well below the county average. Furthermore, the Study Area’s has limited housing price diversity, with 86% of the total housing stock valued at less than $150,000.

**FOREST PARK AREA HOME VALUES**

- **86%** < $150,000
- **24%** $150,000 - $249,999
- **13%** > $250,000

2017 Median Home Value in Forest Park Study Area: $85,625

Home values in the Study Area are 29% lower when compared to the County, which has a median home value of $120,504.

Source: Esri
The majority of residents do not work in the Forest Park area, while more than 2,100 employees commute to the area and live somewhere else.

**STUDY AREA COMMUTING TRENDS**

| 2,105 | Commute in to the study area |
| 82    | Both live and work in the study area |
| 3,318 | Commute out of the study area |

*source: U.S. Census on the Map. Area defined by 1-mile radius from Forest Park Drive and Sue Ann Boulevard.*
AGENDA

INTRODUCTIONS
SITE UNDERSTANDING
DOT-MOCRACY
TONIGHT’S ACTIVITY  DOT-MOCRACY

1. BREAK OUT INTO TABLES

2. INTRODUCTIONS

3. ASSIGN A SCRIBE AND SPOKESPERSON

4. DOT-MOCRACY
   FOR THE MAP
   - **STRENGTHS**: WHAT IS WORKING WELL?
   - **WEAKNESSES**: WHAT IS NOT WORKING WELL?
   - **PRIORITIES**: WHERE SHOULD WE FOCUS?

   FOR THE IMAGES
   - WHAT DO YOU LIKE?
   - WHAT DO YOU NOT LIKE?

5. REPORT OUT
STRENGTHS: WHAT IS WORKING WELL?
WEAKNESSES: WHAT IS NOT WORKING WELL?
PRIORITIES: WHERE SHOULD WE FOCUS?
WHAT DO YOU LIKE?
WHAT DO YOU NOT LIKE?

CASE STUDY IMAGE BOARDS
NEXT STEPS

1. Refine this analysis and project understanding
2. Analyze public survey results
3. Create a summary of understanding
4. Establish Activation Committee
5. Begin idea testing phase
VISIT THE PROJECT WEBSITE & BE SURE TO TAKE THE SURVEY

WE WANT YOUR INPUT!
As we develop the plan for Forest Park, we want to hear from the community. Take the survey and tell us what you would like to see included in the plan.

TAKE THE SURVEY

COUNTYCORP.COM/FORESTPARK