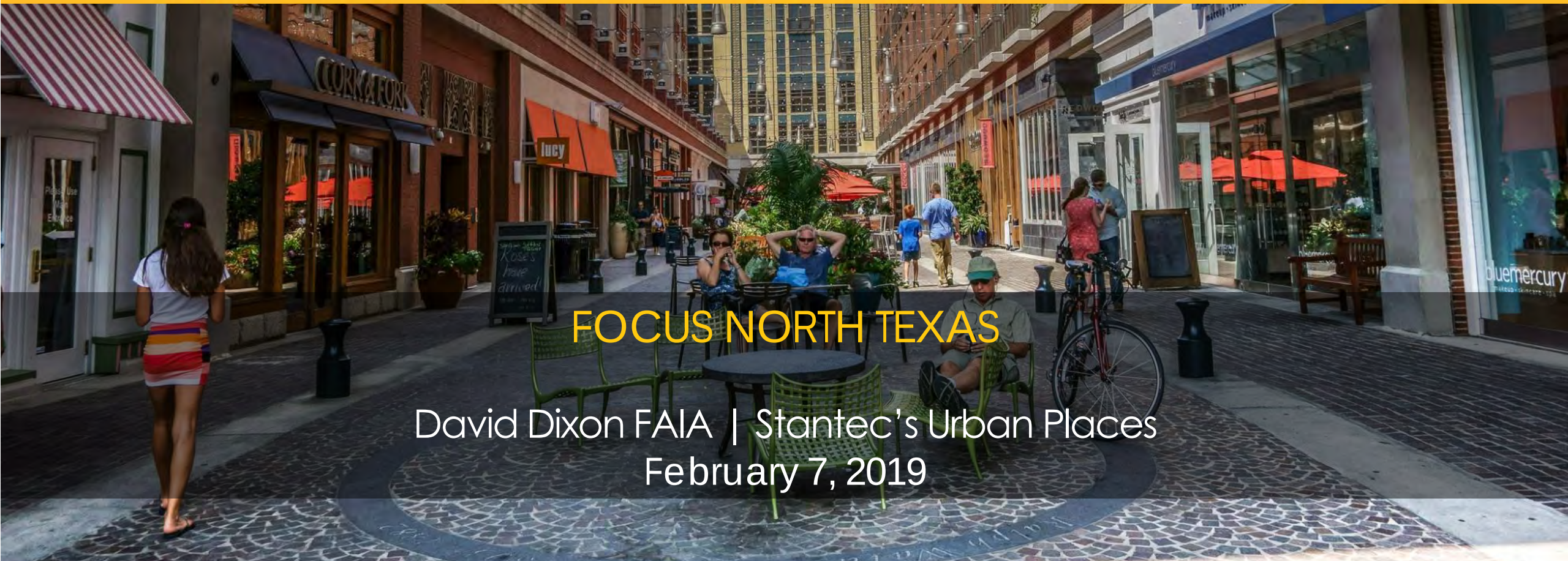
SUBURBAN REMIX

CREATING THE NEXT GENERATION OF URBAN PLACES



FOCUS NORTH TEXAS

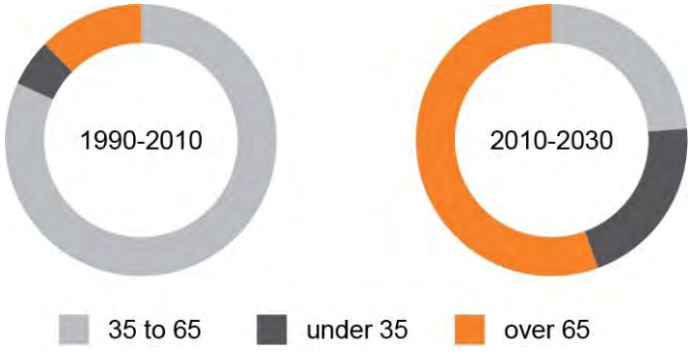
David Dixon FAIA | Stantec's Urban Places

February 7, 2019

1. Demographics

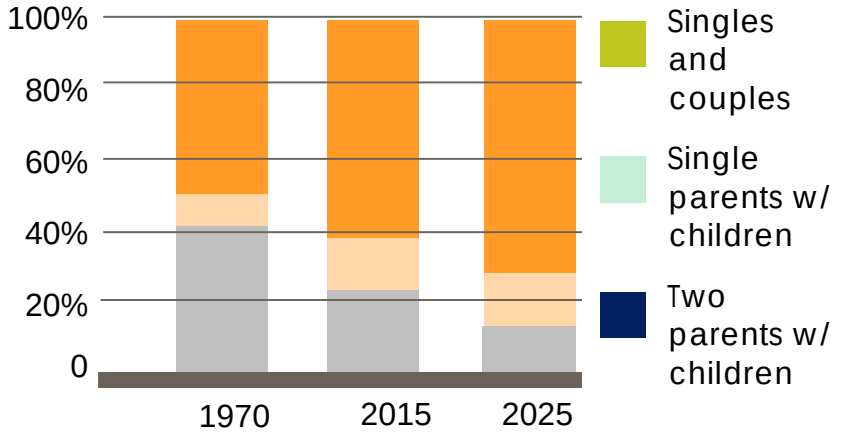
AN URBAN OPPORTUNITY shaped by two decades of unparalleled demographic change

The US is growing older and younger

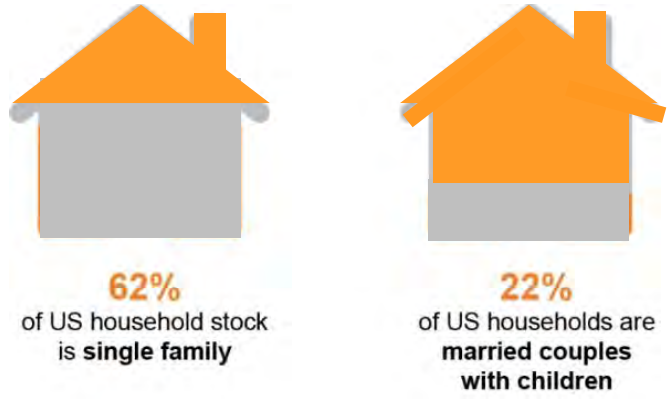


Stantec

Traditional single family market—two parents with kids—is shrinking



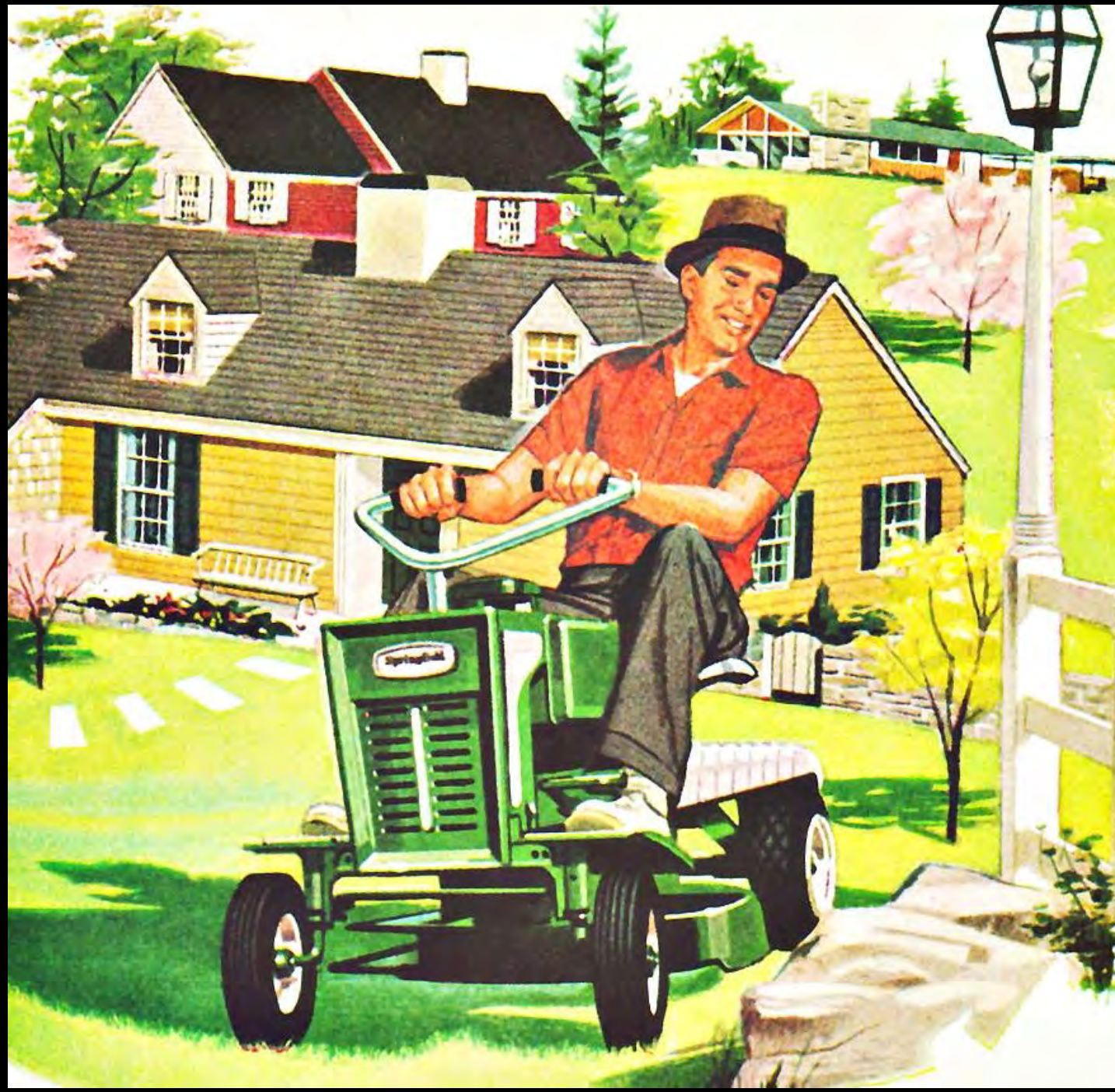
The US is under-supplied with MF housing



Families with kids dominated US growth for decades.

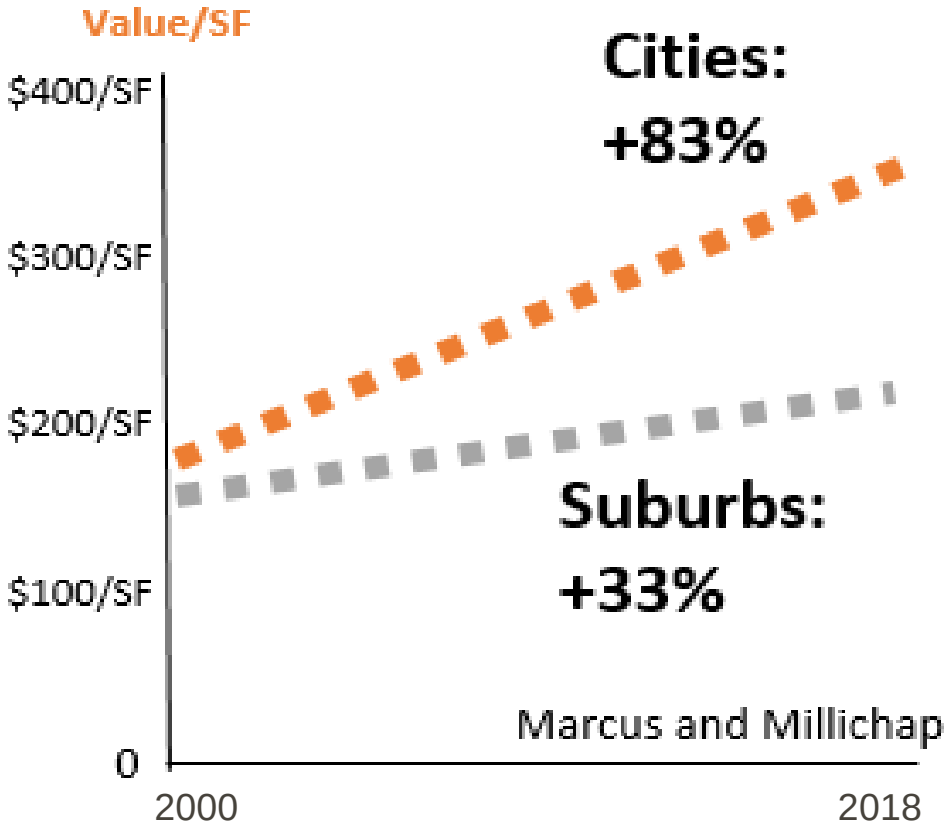
For the next two decades, ~80% of net new households will be singles and couples.

"North America is a suburban continent with an urban population"

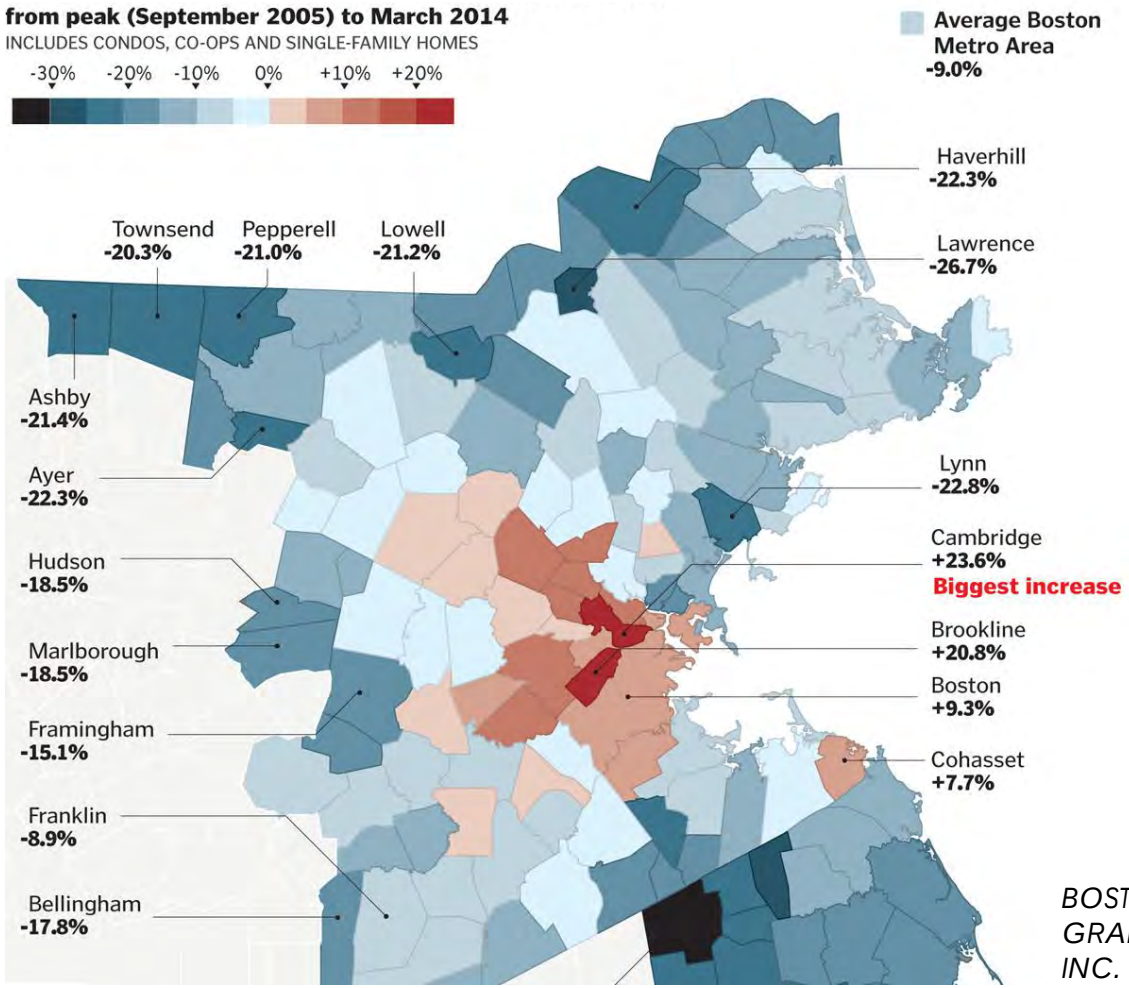


"North America is a suburban continent with an urban population"

From 2000 to 2018, urban housing values rose 2.5 times faster than suburban housing values.

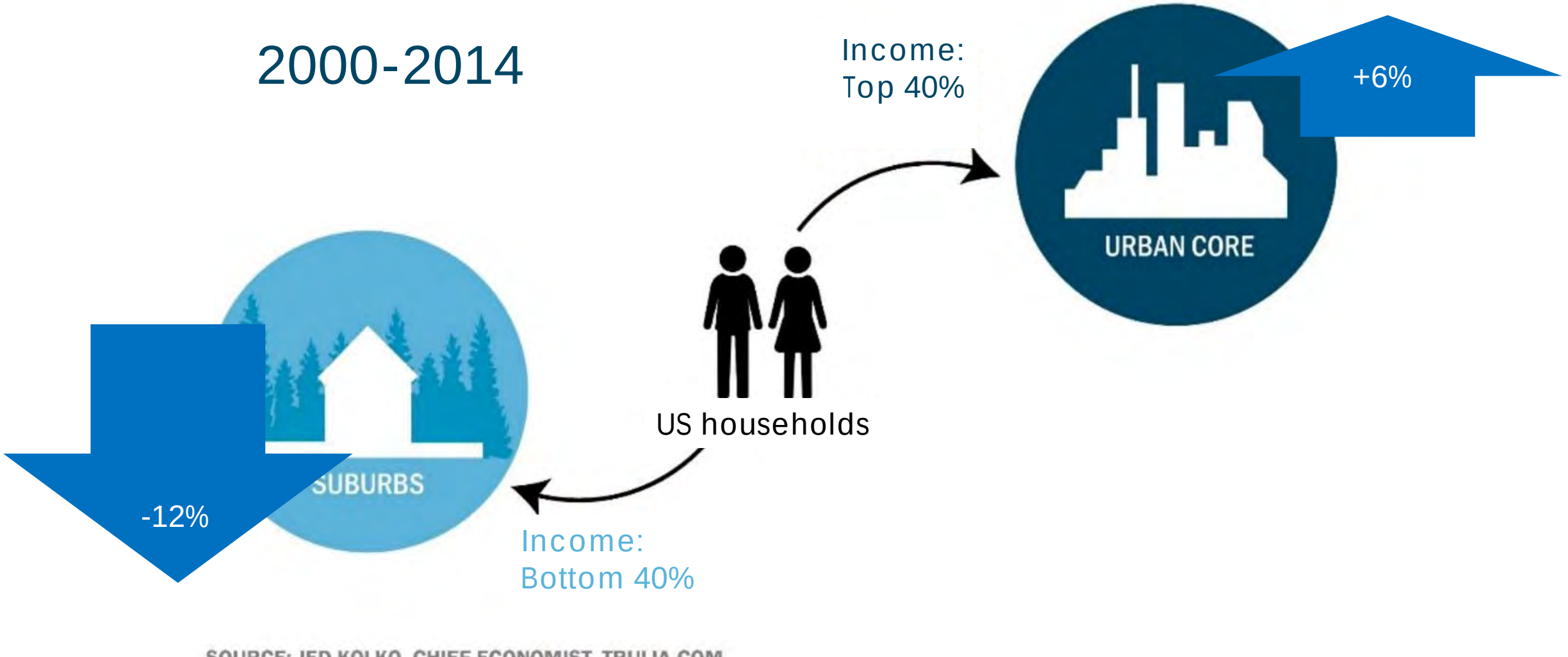


Median housing values, 2005-14



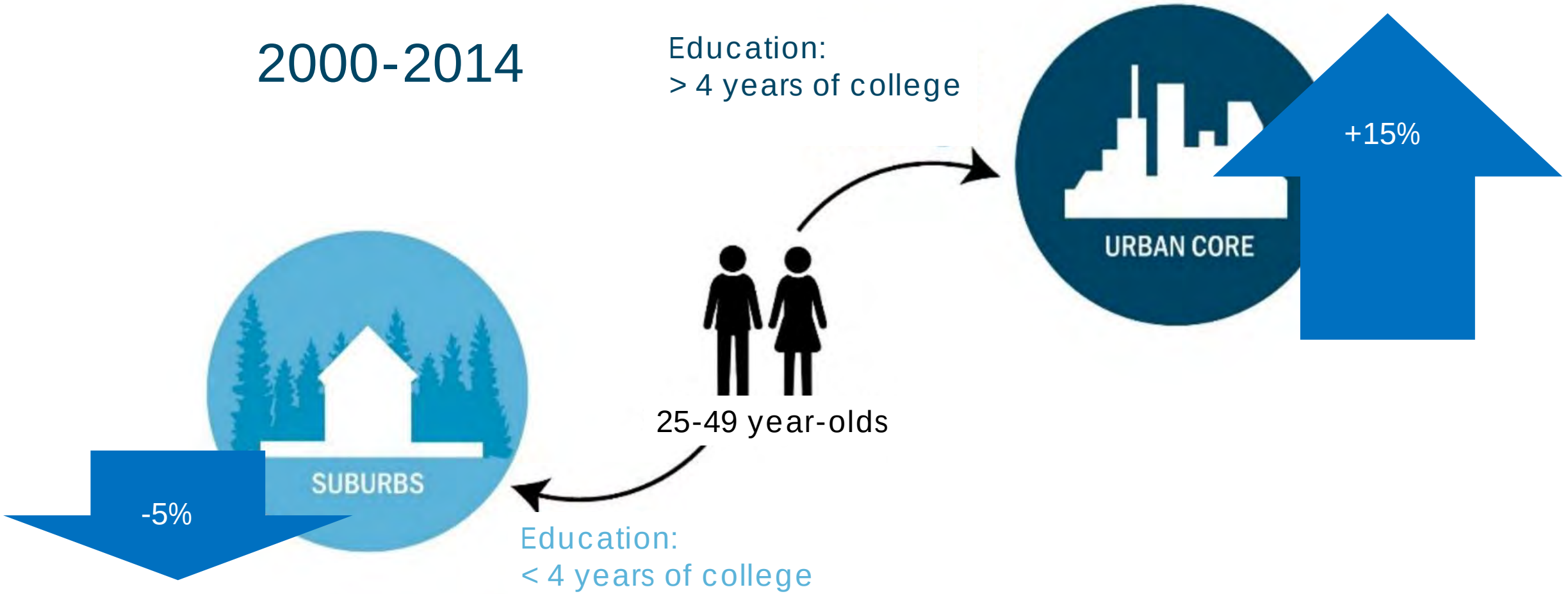
BOSTON GLOBE GRAPH OF ZILLOW, INC. DATA

Affluent households are moving into urban cores, displacing lower-income households



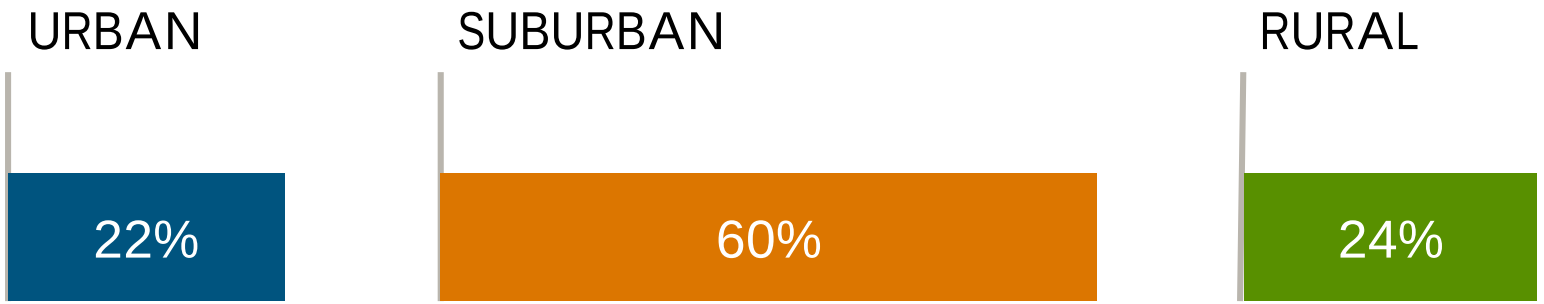
SOURCE: JED KOLKO, CHIEF ECONOMIST, TRULIA.COM

Educated millennials (and gen-Xers) are moving into urban cores, their less-educated peers are moving out



SOURCE: JED KOLKO, CHIEF ECONOMIST, TRULIA.COM

The rise of suburban poverty



According to the Brookings Institution, in 2015 43.1 million people (13.5% of US population) were poor. That represented

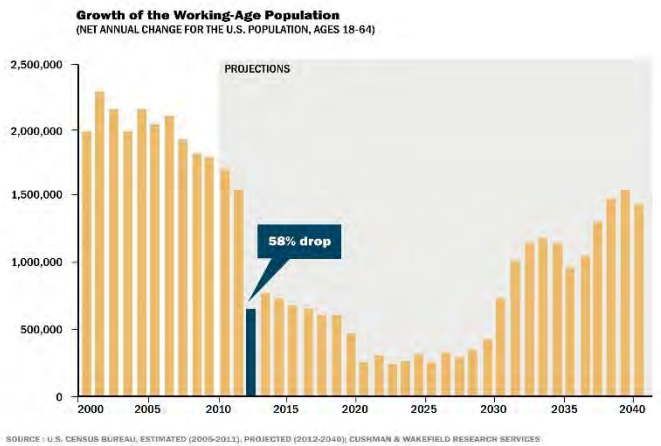
- An increase of 5.8 million over 2007, the start of the recession.
- An increase of 11.5 million over 2000.

SOURCE: METROPOLITAN POLICY PROGRAM, BROOKINGS

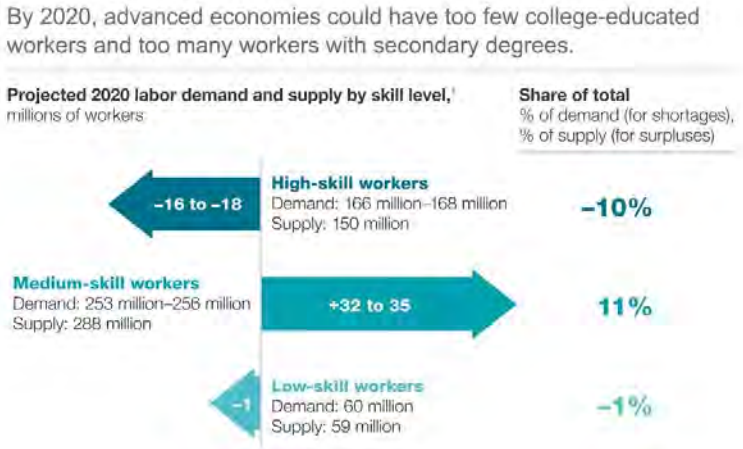
2. Knowledge Economy

AN URBAN IMPERATIVE shaped by an aging workforce and growing demand for knowledge workers

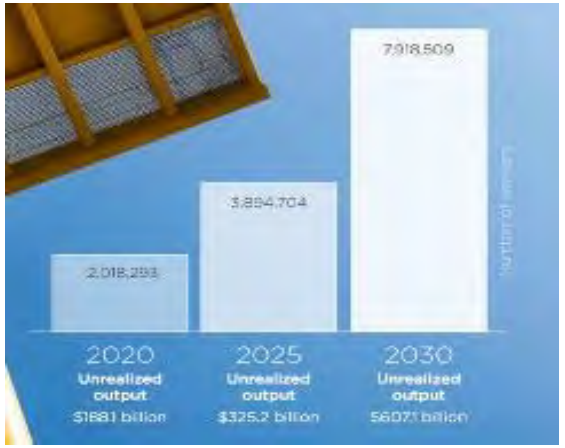
The US is adding fewer new workers…



…fueling a shortage of knowledge workers

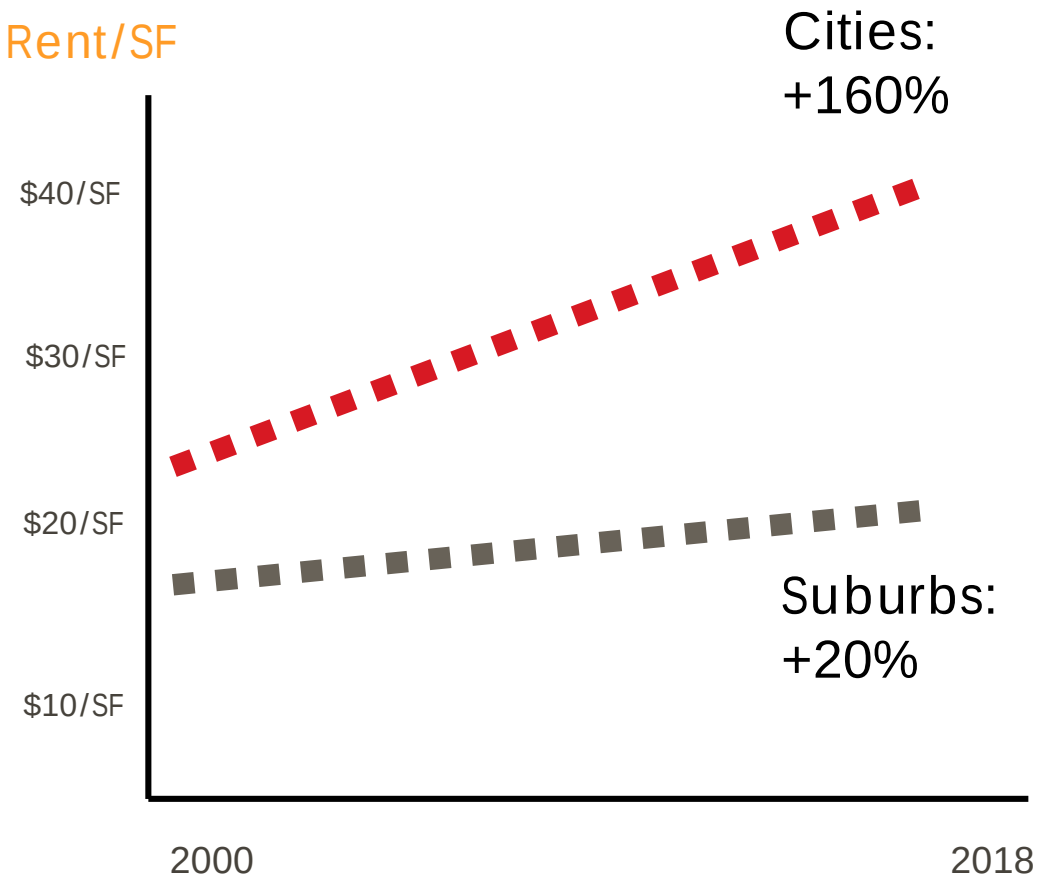


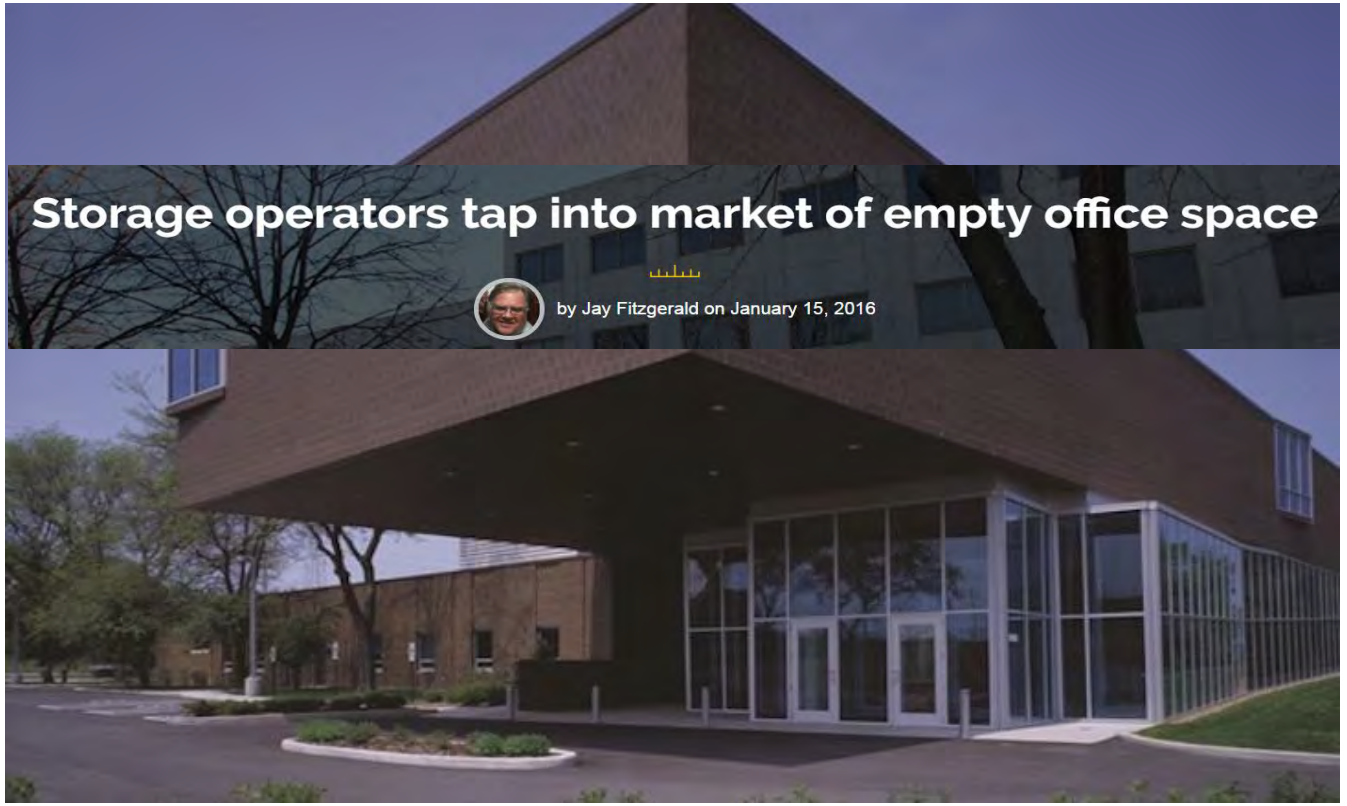
…which will cost the US economy > $600B by 2030



WATCH THIS SPACE

Commercial rents roses even more: Office rents in urban settings rose 8 times faster than in suburbs.





3. Disruptive technology

URBAN ACCELERATOR driven by rapid changes that are reshaping commerce and mobility

Needham Street, Newton

Online retail favors walkable Main Streets anchored by food and fun over malls, strip centers, and big-box stores.

Retail anchors are shrinking

Economist.com

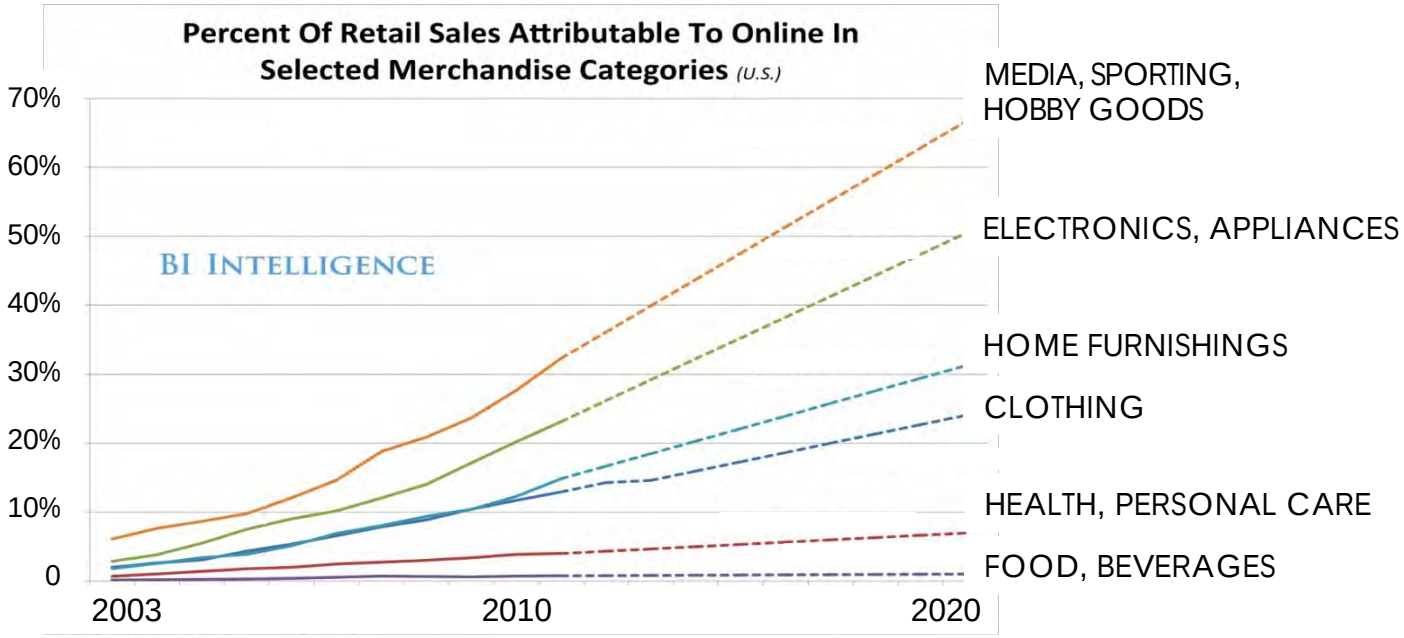
Retail rents are dropping

THE WALL STREET JOURNAL.

Retail Rents Decline in Big U.S. Cities as Landlords Succumb to the Retail Storm

Landlords...once considered immune from downturns are having to adjust their lease pricing

Online retail cannot compete with restaurants, cafés, brewpubs...and experiential retail



Autonomous mobility will be about personal AVs in suburbs, shared mobility (with many benefits) in cities

Why plan now for AVs now?

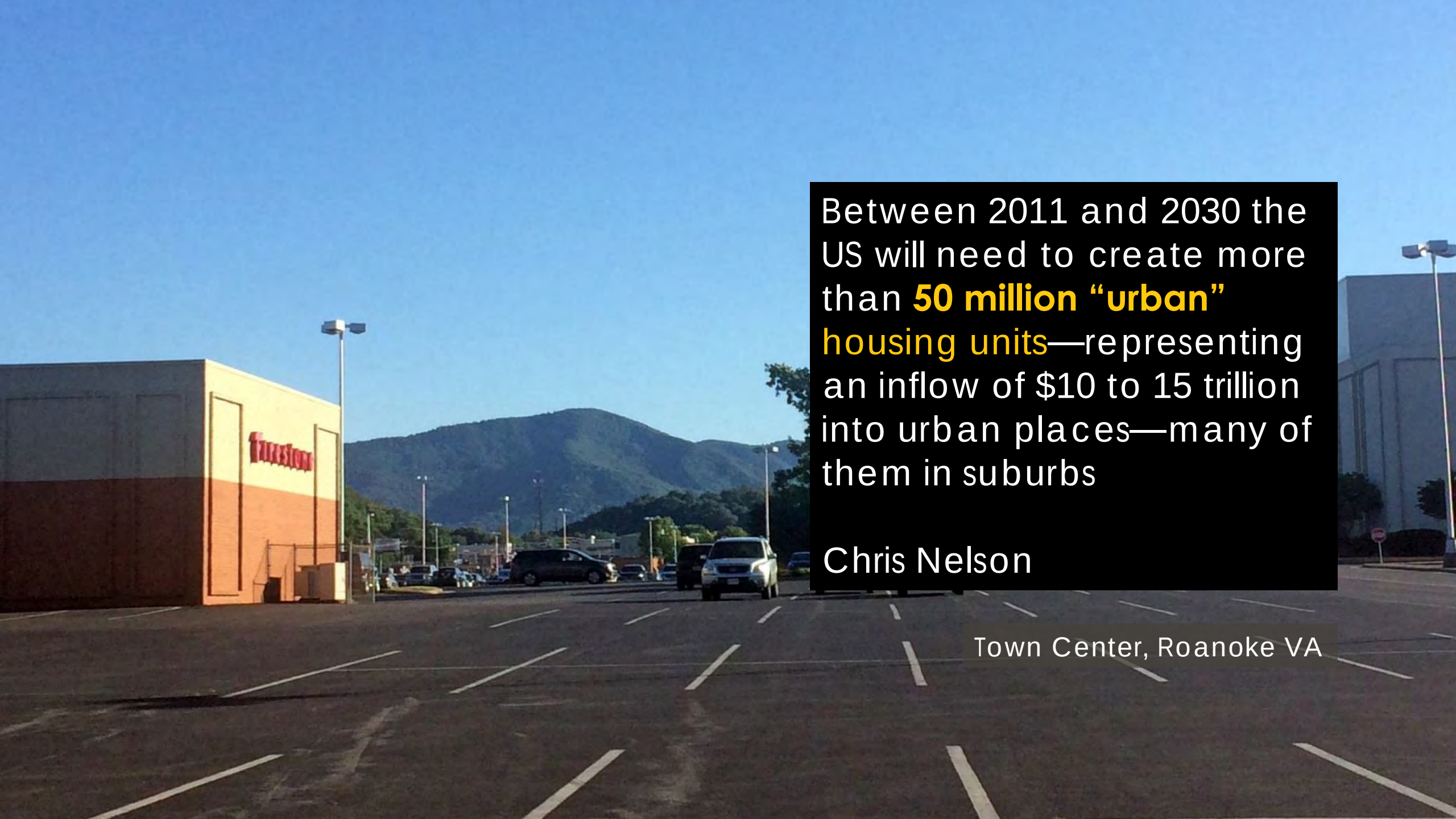
Over the period 2022-2027, Stantec's AV specialists project:

- 60% of vehicles will be connected by 2025.
- AV and legacy vehicles will share the road.
- SAV fleets will begin appearing in urban cores.

The Suburban Opportunity: Creating the next generation of urban places—driven by housing demand

RESTON, VIRGINIA

RESTON TOWN CENTER



Between 2011 and 2030 the US will need to create more than **50 million "urban"** housing units—representing an inflow of $10 to 15 trillion into urban places—many of them in suburbs

Chris Nelson

Town Center, Roanoke VA

Town Center, Roanoke VA

RETAIL 23 HRS AGO

Walmart wants to turn some stores into town centers, including 2 in North Texas

Thresholds for Success:

- Leadership
- Engagement
- Partnerships
- *Transformative* planning

LEADERSHIP

SANDY SPRINGS, GEORGIA

TRANSFORMATIVE PLANNING

SOUTH BAY, BOSTON

Transformative planning puts the market to work.

SOUTH BAY, BOSTON

ENGAGEMENT

DUBLIN, OHIO

PARTNERSHIPS

BRIDGE PARK/DUBLIN, OHIO

Principles for building community:

- Walkability
- Connectivity
- Diverse public realm
- Authenticity

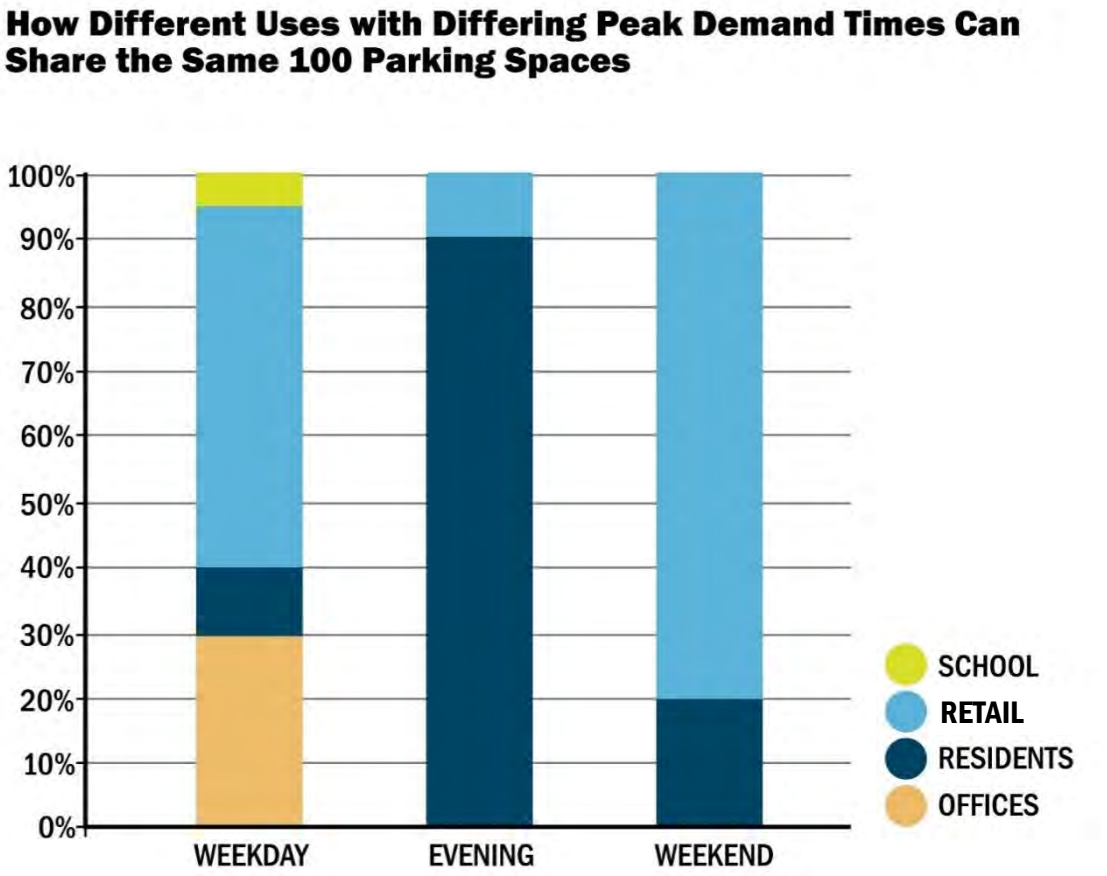
WALKABILITY

Made real with density, programming, and design.

NEWTON, MASSACHUSETTS

WALKABILITY
Subsidized and shared parking strategies

NEWTON, MASSACHUSETTS



SOURCE : HTTPS://2.BP.BLOGSPOT.COM/-XALYIP2SOES/V9E_H0DWVPI/AAAAAAAAB5Q/U4U1UHBMTHWWC1UIBKZP6YRLH1AWA-I2ACLCB/S1600/ITDP%2BSHARED%2BPARKING%2BGRAPH.JPG

CONNECTIVITY

Linking to the community, physically and socially

SANDY SPRINGS, GEORGIA

"There was no central heart of Sandy Springs, a place that people could call a city center."

SANDY SPRINGS, GEORGIA

Performing Arts center serves as a new focus of community life

RESTON, VIRGINIA

Greater Reston Arts Center

RESTON TOWN CENTER

ROCKVILLE, MARYLAND

Public library at Rockville Town Center

ROCKVILLE TOWN CENTER

PUBLIC REALM

Multilayered, from places for reflection to lively public squares

MUELLER, TEXAS

MUELLER, TEXAS

AUTHENTICITY
Celebrating the community's stories and living culture

MUELLER, TEXAS

TAMPA BAY, FLORIDA

Maker spaces will line an alley in a new urban development.

BELMAR, COLORADO

Artists' studios in storefronts at *the base of a parking garage*

RESTON, VIRGINIA

Statue of Robert E. Simon, developer of Reston

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