

# Economics and Housing Summary

## Alternative 1: Central Corridors



- ▶ New housing and commercial development is concentrated in and around Downtown and along key transit lines extending from the city center.
- ▶ Additional retail Downtown is equipped to serve a larger number of customers, potentially limiting business growth elsewhere in the city.
- ▶ City center office space capitalizes on freeway and transit access, supporting the ability to attract larger and knowledge-based businesses, spending at Downtown restaurants, and demand for new, nearby housing.

## Alternative 2: Neighborhood Main Streets



- ▶ Housing and commercial growth is focused in neighborhood retail centers and along community corridors.
- ▶ Shopping centers across the city support a greater number of small storefront businesses serving nearby residents.
- ▶ Office space citywide hosts businesses serving local households, such as insurance agents, accountants, and medical services.

## Alternative 3: Distributed Housing



- ▶ Housing and other commercial uses across the city grow proportionally where they exist today.
- ▶ Residents may need or prefer to travel to larger retail locations, potentially limiting new smaller-scale retail in some neighborhoods.
- ▶ Office growth occurs in current locations to serve new housing.



**Where should we encourage new jobs, retail, single-family housing, and multi-family housing?**



**Is nearby access, including walking and wheeling, to shopping important, or is it okay for housing to be more separated from commercial uses?**