



Planning and Designing for Neighborhood Employment Opportunities

Presenters:
 Jeff Bouma, Fischer Bouma Partnership
 Sandy Fischer, Fischer Bouma Partnership
 Peter Brachvogel, BC&J Architects and Planners
 Glenn McFarlane, Executive Director Yellowstone Boys & Girls Ranch

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PRESENTATION OUTLINE

1. Relevance & Trends
 Unemployment
 Job Creation
 Sustainability
 Culture & Technology
 Lifestyle Preferences
2. Business Trends
 Small Businesses USA
 Non Employer Businesses
 Home Based Businesses
 Regional Trends
3. Planner's Insights & Case Studies
 Sandy Fischer, Fischer Bouma Partnership
 Glenn McFarlane- Yellowstone Boys and Girls Ranch (YBGR)
 Peter Brachvogel- BC&J Architects & Planners
4. Opportunities & Obstacles
5. Discussion

Neighborhood Employment Opportunities



1. Relevance & Trends

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TREND - EMPLOYMENT

- 2012 Unemployment
 20 million unemployed or under employed
 5 million for more than 6 months
- Youth Unemployment
 Rate among young people is 18%
 More than 1 in 7 (15%) of youth (16-24) are disconnected from work and school
 Higher than any other developed country
- Seniors
 Growing Population,
 Insecure about retirement
 Staying in workforce longer
- Rise of the 1099 Economy



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TREND- JOB CREATION

- Government Programs
 SBA Training programs- Focused on small business, women, and seniors
- Private Foundations
 Rockefeller Foundation announced \$1,000,000 prize for best idea to create jobs via small business.
 Job Raising-Competition sponsored by Skoll Foundation, McKinsey & Company & Huffington Post
 Huffington Post: Opportunity what is working initiative

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TREND- SUSTAINABILITY

- Strategies
 Trip Reduction
 Resource Conservation
 Efficiencies
 Preservation & Adaptive Re-Use
- Many Smart City Initiatives
 Few focus on residential neighborhoods, the largest single land use

"Smart Cities use information and communication technologies (ICT) to be more intelligent and efficient in use of resources, resulting in cost and energy savings, improved service delivery and quality of life and reduced environmental footprint, all supporting innovation and low carbon economy."

Boyd Cohen of Fast Company

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TREND- CULTURAL SHIFT / TECHNOLOGY

• Technology

Reshaping lifestyle, education, work & society
Connected across time and geography



• Women

Starting businesses and acquiring degrees
at faster rate than men



• Lifestyle

Taking on increasing importance in career decisions



• Sharing Economy

Emerging and Growing



• Shift

Competitive to Collaborative Culture
Social Networks, Collectives, Etc.

Neighborhood Employment Opportunities

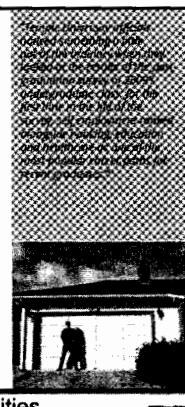
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2. Business Trends

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TREND- SMALL BUSINESSES

- Renewed focus nationally and locally on small business for job creation
- More than half of small businesses are run from owners homes and 6.6 million of them supply 50% of household income
- 2/5 employ two to five people
- 10% have more than 5 employees (Kiplinger letters)
- Small businesses (<500) make up 99% of all businesses, create up to 60% of all new hires and foster a vast amount of innovation



Kiplinger Letters 8/10/2012

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NON EMPLOYER* BUSINESS TRENDS - 1099 Economy

*Defined as no paid employees

- 2008 Census shows numbers growing since 2008
- 2009-2010-Recovering in advance of the rest of the economy (receipts fell 0.8% and earnings, 2.5% cut in earnings in 2009)
- 2010 Number of businesses up by 1.9% to 22.1 million. Total receipts grew \$951B (+ 3%) while avg. non employer business owner got a \$459 (+1%) raise
- Earnings
8/10 earn less than \$50,000 annually, 25% earn < \$5,000, 20% make more than \$50,000, 1% earn \$500,000 and of these 1/10 of these earn excess of \$1M
- Micro Businesses
Micro businesses w/ less than 5 employees) comprised 8% of business population
In 2009 total US firms (27.2 M) and Non Employers accounted for 79%
- 1992 - 26.2 % businesses employed at least 1 person. By 2012 this had declined to 20.5%



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TREND – HOME BASED BUSINESSES

• Self Employment

Number of self employed who work exclusively from home increased almost 20% from 3.47 million to 4.34 million and those working from home some of the time 9.48 million to 11.3 million (1999 to 2005 census).



• Serious Enterprises

Workforce is well educated, earns significant income with median income of \$63,638 compared to national median income of \$46,242.

Largest share are professional services-lawyers, accountants, programmers, consultants, and the like.

• Well Educated

In 2005 46.5% had a bachelors degree compared to 27.3% of total pop over 25 years old.

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REGIONAL TRENDS

Self Employment

Seattle Tacoma Bellevue- Self employment in 2012 is 138,432 a 10% increase since 2008
4th in USA (Houston TX, Riverside CA, Phoenix AZ @ 12%)

Source:Forbes using EMSI data for national 30 largest Metro Statistical areas

<http://www.forbes.com/sites/pelikabin/2012/07/25/the-rise-of-the-1099-economy-more-americans-are-becoming-their-own-bosses/>

"It may be too early to declare which economies will finally rebound fully from the ravages of the Great Recession. But for my money, I'd look to those places where people are taking the leap to go out on their own as the ones most likely to reinvent themselves when the economy begins expanding robustly again."

Joel Kotkin

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Neighborhood Employment- Looking Beyond Vertical Mixed Use in Town Centers

- Adaptive Reuse of Existing Buildings
- Home Based Businesses
- Rural Enterprises
- New Formats in Suburbia



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Opportunities

Trades

Small skilled trades-plumbing, carpentry, electrical, repair, etc.

Professional & Creative Services

Legal, Accounting, Financial, Advisory, Consultants, Admin

Personal Services

Hair, Nails, Massage, Shoppers, Maintenance, Cleaning, Travel

Education

Tutor, Language, Art

Caring Services

Child, Elder, Home Health

Accommodations

B&B, Guest Homes, Home Exchanges

Small Scale Manf. & Production

Farm Products, Furniture, etc.

On Line Businesses

Publishing, Product Sales, Etc.

Farms

Food, Flowers, Herbs, Artesian Foods



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3. Insights & Case Studies

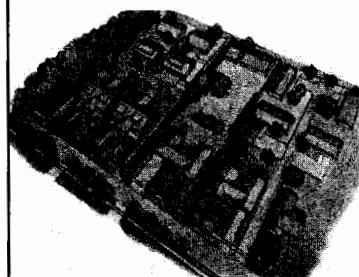
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South Billings

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Suburban Live Work

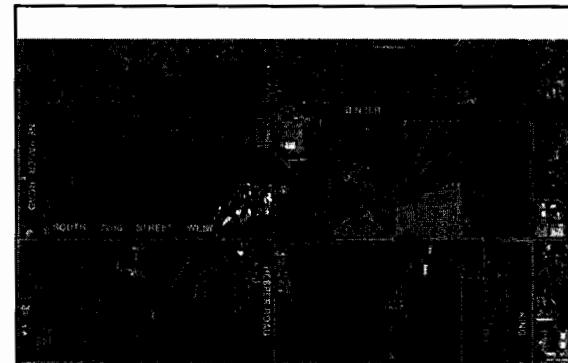


Code Recommendations

- Streetscape improvements
- Retain appearance of Single Family at street edge
- Maximum width on drive approaches & coverage of driveways
- No on street parking of business vehicles
- Trash collection off alley
- Floor plate size limits
- Signage & exterior lighting regulations
- Screening & landscape requirements
- Hours of operation

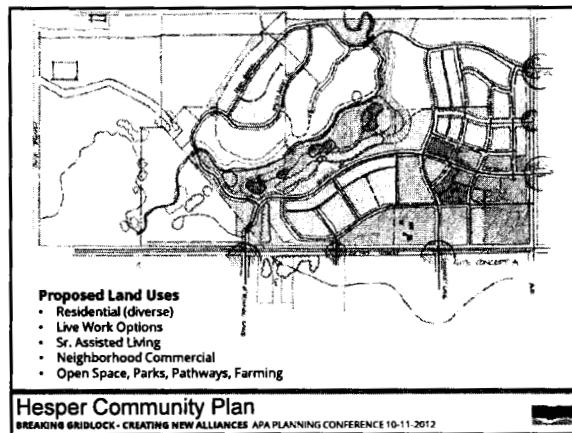
South Billings

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Hesper Community Plan

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COMMUNITY PLANNING PRINCIPLES

- 1. Employ rural town planning principles**
Celebrate Heritage; plan and build to accommodate a variety of lifestyles and provide diversity in housing choices
- 2. Design Neighborhoods** vs. subdivisions (living, learning, working and playing)
- 3. Land and open space** is as important as the layout of houses
- 4. Plan for the social dimensions** of life; which are as important as physical dimensions
- 5. Equal consideration** to conservation and open space programs as is given to the development and building programs



OPPORTUNITIES

Employment

Employment
YBGR- Ranch Operations, Equestrian Center, Schools, Greenhouse, Farms, Market, Community Sponsored Agriculture Program, Main Street Businesses, Commercial, Assisted Living, Local Businesses inn, Coffee Shop...

Occupational Training

Occupational Training
Farming, Ranching, Nursery, Horticulture, Landscaping, Greenhouse Operations
Equestrian, Senior Services, Health Care Assistance, Retail, Service

Shared Infrastructure

Water, Sewer, Pathways, Parks, Drainage & Flood Control

Community Services

Shared Amenities

Master Community Plan

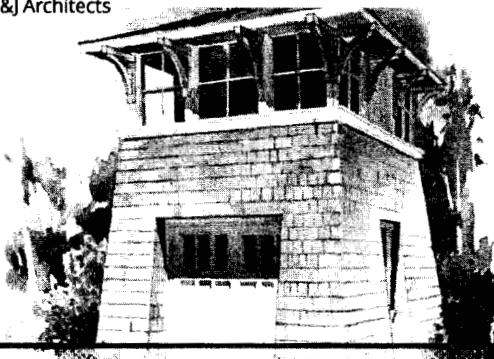
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Architectural Forms

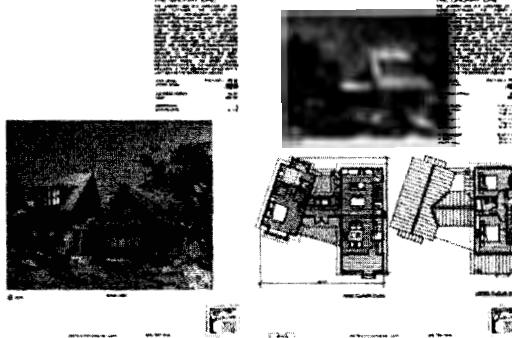
- Flex Houses - Perfect Little Houses
- Barns
- Adaptive Reuse
- Garages
- ADU's
- Other Ideas

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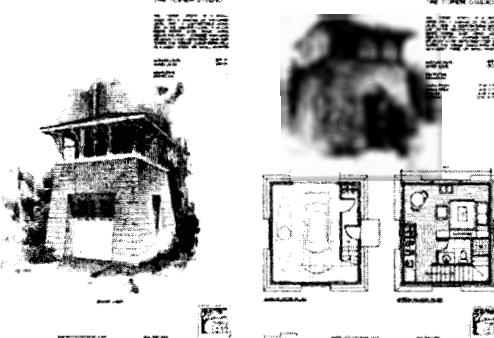
Perfect Little Houses
BC&J Architects

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Perfect Little House

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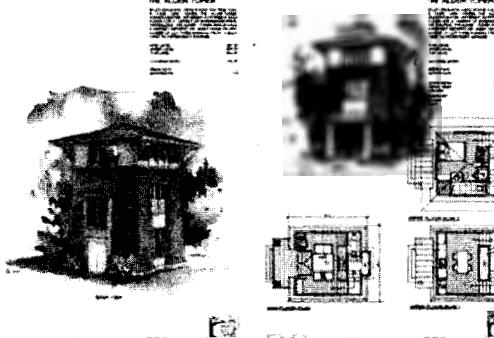
Perfect Little House

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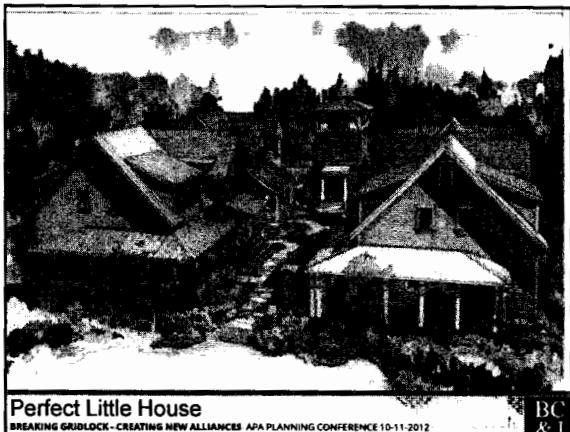
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Perfect Little House

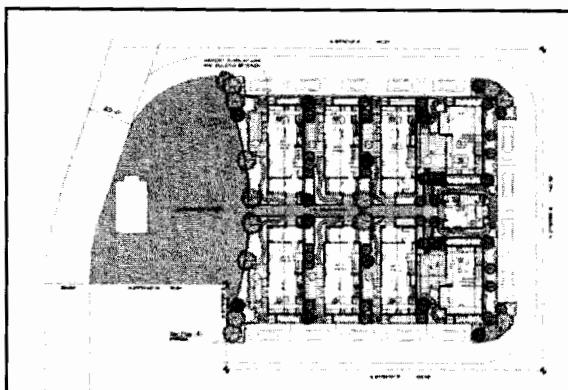
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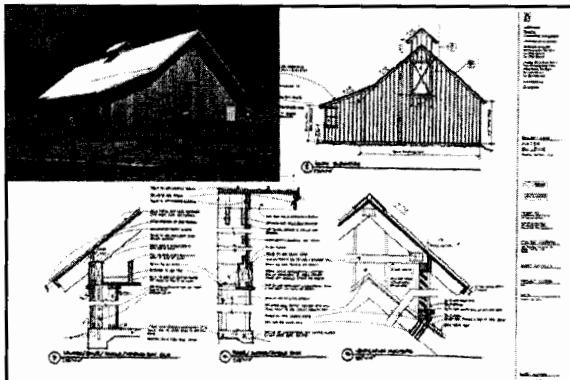
BC
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Alder Forest

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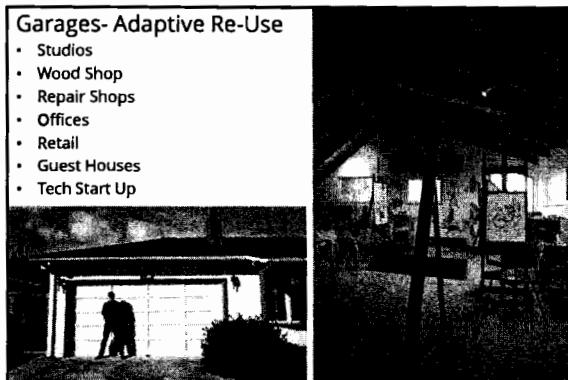
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Barn Water Building

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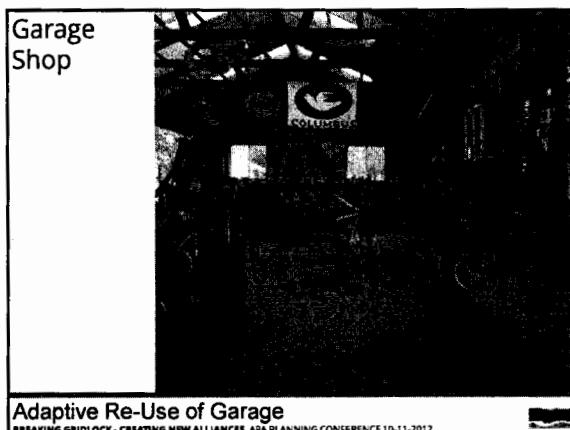


Garages- Adaptive Re-Use

- Studios
- Wood Shop
- Repair Shops
- Offices
- Retail
- Guest Houses
- Tech Start Up

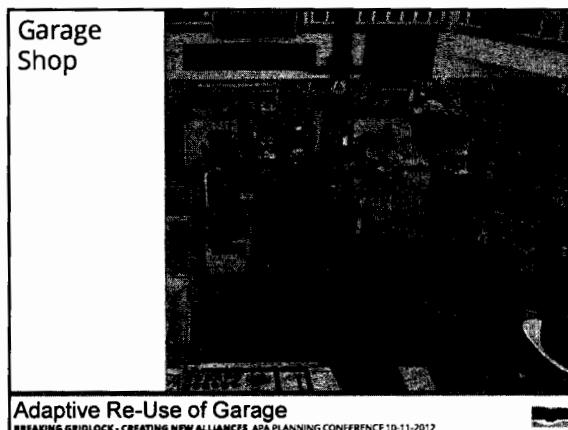
Adaptive Re-Use of Garage

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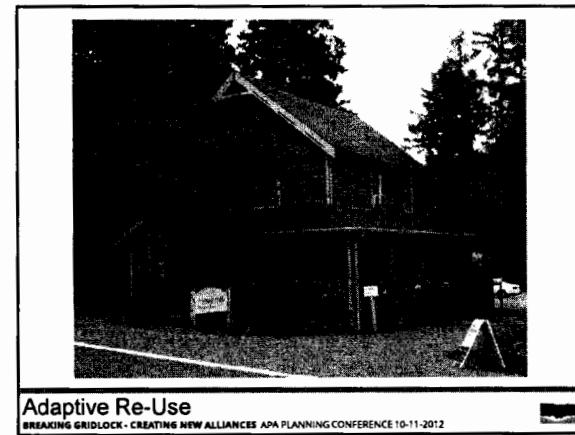
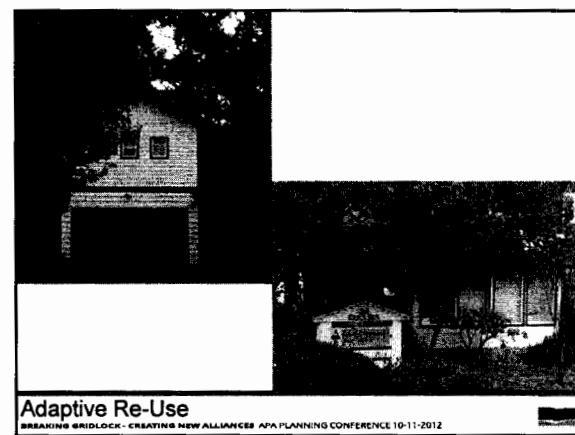
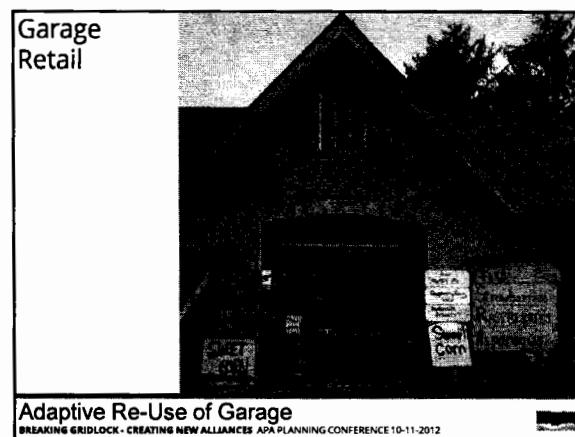
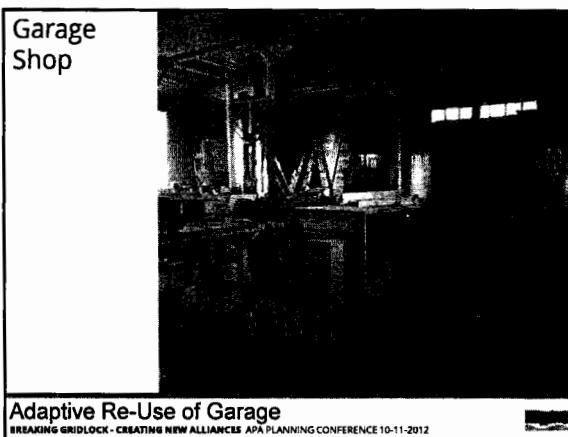
Adaptive Re-Use of Garage

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Adaptive Re-Use of Garage

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4. Panel Questions

- Opportunities & Challenges?
- Obstacles?
 - Single Family Neighborhoods are "Sacred"
 - Concerns about character, traffic, parking, noise, & trash
 - Challenges of Regulating
- Code and Policy Changes?
 - Building Code Challenges

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5. Discussion

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