Planning and Designing for Neighborhood Employment Opportunities

Presenters:
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PRESENTATION OUTLINE
1. Relevance & Trends
   - Unemployment
   - Job Creation
   - Government 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

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 & Girls Ranch
   - Peter Brachvogel, BC&J Architects & Planners

4. Opportunities & Obstacles

5. Discussion

TREND - EMPLOYMENT
1. 2012 Unemployment
   - 20 million unemployed or underemployed
   - 5 million for more than 6 months

2. 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

3. Seniors
   - Unwilling population, insecure about retirement
   - Staying in workforce longer

4. Rise of the 1099 Economy

TREND - SUSTAINABILITY
1. Strategies
   - Trip Reduction
   - Resource Conservation
   - Efficiencies
   - Preservation & Adaptive Re-Use
   - Equity

2. Many Smart City Initiatives
   - Few focus on residential neighborhoods, the largest single land use
   - "Smart ideas 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."
   - Royal Cities of Food Company
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.

2. Business Trends

TREND - SMALL BUSINESSES

- Removed focus nationally and locally on small business for job creation
- More than half of small businesses are run from owners' homes and 1.6 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 (1500) make up 99% of all businesses, create up to 50% of all new hires and foster a vast amount of innovation

TREND - HOME BASED BUSINESSES

- Self Employment
  Number of self-employed who work exclusively from home increased almost 20% from 3.67 million in 2008 to 4.34 million and those working from home some of the time 1.48 million to 11.3 million in 2008 census.

- Serious Enterprises
  Workforce is well educated, earns significant income with median income of 563,638 compared to national median income of $46,242.
  Largest share are professional services lawyers, accountants, programmers, consultants, and the like.

- Well Educated
  In 2005-6% had a bachelor's degree compared to 17.3% of total pop over 25 years old.

NON EMPLOYER® BUSINESS TRENDS - 1099 Economy

- 2008 Census show numbers growing since 2006
- 2006-2010- Recovering to advance of the rest of the economy (9.8% 0.8% and 10 earnings)
  2.5% cut in earnings in 2009
- 2016 number of businesses up by 1.5% to 22.1 million
  Total receipts grew 1.5% while avg. new employer business never got a $500,000 raise
- Earnings
  $10 earns more than $50,000 annually 20% earn $5,000, 20% make more than $50,000
  1% earn $500,000 annual and of these 1/10 of these earn excess of $1M
- Micro Enterprises
  Most businesses w. less than 5 employees contributed 8% of business population in 2009 total US firms (37.3 M) and Non Employer accounted for 79%
- 1999- 25.2% businesses employed at least 1 person
- By 2012 this had declined to 29.9%

REGIONAL TRENDS

Self Employment

Seattle-Tacoma Bellevue - Self-employment in 2012 is 138,632 a 10% increase since 2008
4th in USA based on US Census Bureau's 2010 population estimate data

Source: Forbes using EMS data for national 30 largest MSA Statistical areas

"It may be too early to declare which economies will finally rebound from the ravages of the Great Recession. But for my money, I'll 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

% of businesses that are self-employed
Neighborhood Employment Opportunities

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

3. Insights & Case Studies

Suburban Live Work

- Streetscape improvements
- Retain appearance of Single Family at street edge
- Maximum width on drive approaches & coverage of sidewalks
- 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

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 Houses, Hotel Exchanges
- Small Scale Mfr. & Production
  - Farm Products, Pur-Mints, etc.
- Online Businesses
  - Publishing, Podcasts, Stkl., Fr.

Farmlands
- Fruits, Flowers, Herbs, Artisan Goods

South Billings

Hesper Community Plan

New Urban Planning Conference 10-11-2012

10/23/2012
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, 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
- Horse Operations, Equestrian Center, Schools, Greenhouse, Farms, Market, Community Sponsored Agriculture Program, Main Street Business, Commercial, Assisted Living, Local Businesses Inc., Coffee Shop...

Occupational Training
- Farming, Spraying, Nursery, Instubs, Landscape, Greenhouse Operations, Equestrian, Senior Services, Health Care Assistance, Retail, Service

Shared Infrastructure
- Water, Sewer, Pathways, Parks, Drainage, & Road Control

Community Service
- Opportunities for mentoring and teaching

Shared Amenities
- Recreation Amenities: Pool, Recreation Center, Equestrian Facilities, Shops, Art Studio, Market, Meeting Space, Chapel, Medical Services, Pharmacy, Parks, Trails
Architectural Forms
- Flex Houses - Perfect Little Houses
- Barns
- Adaptive Reuse
- Garages
- ADUs
- Other Ideas
NEW ALUMCIA PLANNING CONFERENCE 10-11-2012

Garages- Adaptive Re-Use
• Studios
• Wood Shop
• Repair Shops
• Offices
• Retail
• Guest Houses
• Test Start Up

Barn Water Building

Adaptive Re-Use of Garage

Garage Shop

Adaptive Re-Use of Garage
4. Panel Questions

- Opportunities & Challenges?
- Obstacles?
  - Concerns about character, traffic, parking, noise, & trash
  - Challenges of neglecting
- Code and policy changes?
  - Building Code Challenges

5. Discussion