

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

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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
 Equity
- **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.



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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

Small businesses are the backbone of the economy and the source of the most job opportunities. They are also the most innovative and dynamic part of the economy.



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%




<http://smallbiztrends.com/2012/09/census-nonemployer-data-corrections.html>

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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/joelkatin/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 Katkin

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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

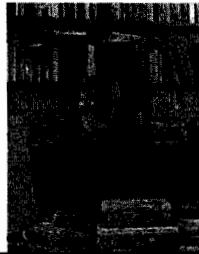
Caring Services
Child, Elder, Home Health

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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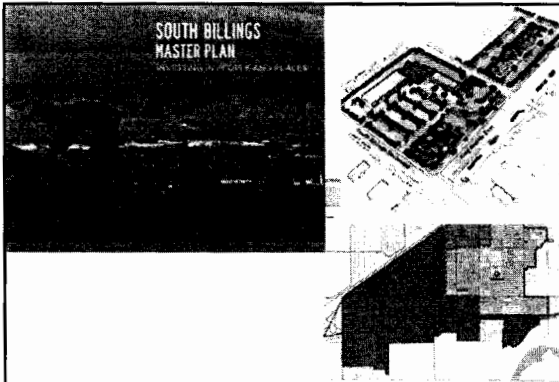


3. Insights & Case Studies

South Billings
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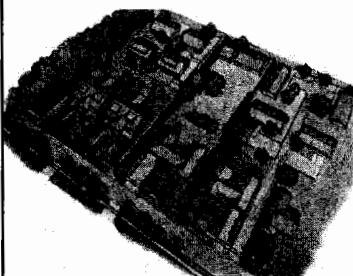
SOUTH BILLINGS MASTER PLAN

WILLIAM W. FOSTER PARTNERS



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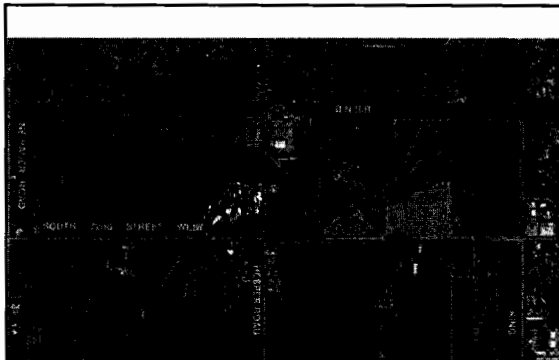
Suburban Live Work



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

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Hesper Community Plan

Hesper Community Plan
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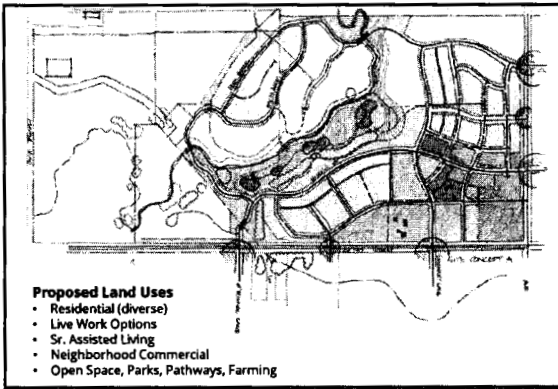


YELLOWSTONE BOYS AND GIRLS RANCH
 101 EAST MAIN ST. • PO BOX 1000 • HESEPER, WY 83429 • (307) 438-2222

Hesper Community Plan
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Proposed Land Uses

- Residential (diverse)
- Live Work Options
- Sr. Assisted Living
- Neighborhood Commercial
- Open Space, Parks, Pathways, Farming


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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



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OPPORTUNITIES

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
 Farming, Ranching, Nursery, Horticulture, Landscaping, Greenhouse Operations, Equestrian, Senior Services, Health Case Assistance, Retail, Service

Shared Infrastructure
 Water, Sewer, Pathways, Parks, Drainage & Flood 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

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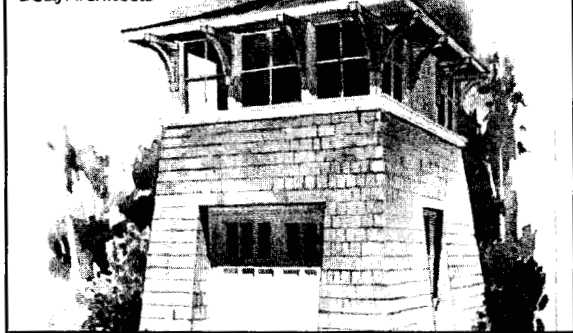
Architectural Forms

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

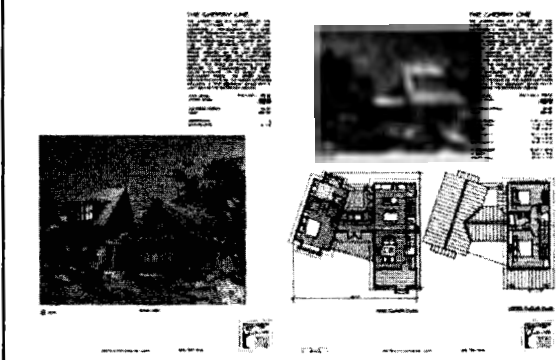
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Perfect Little Houses

BC&J Architects

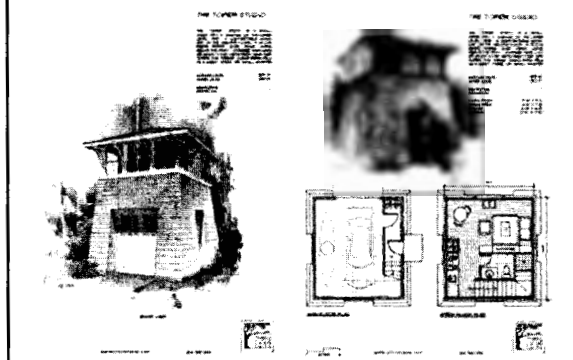


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Perfect Little House

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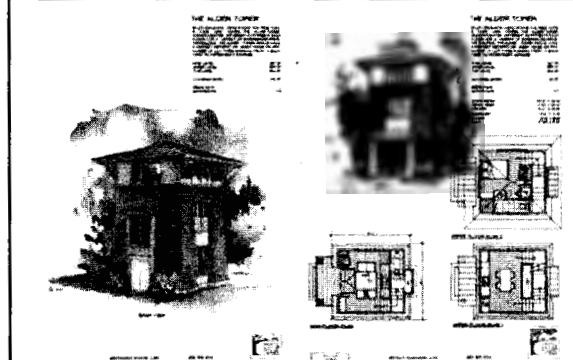
Perfect Little House

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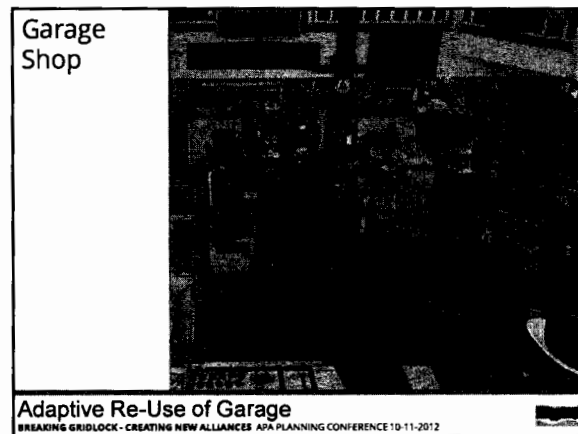
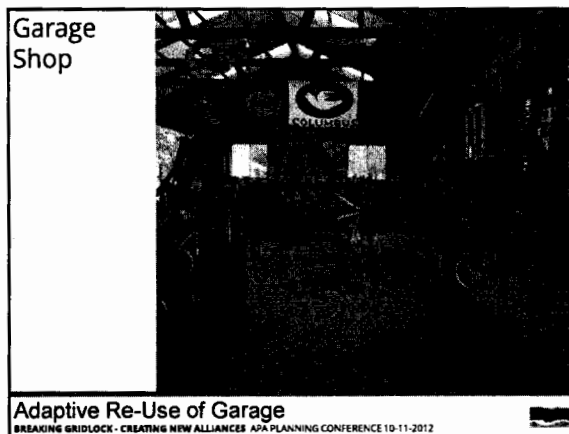
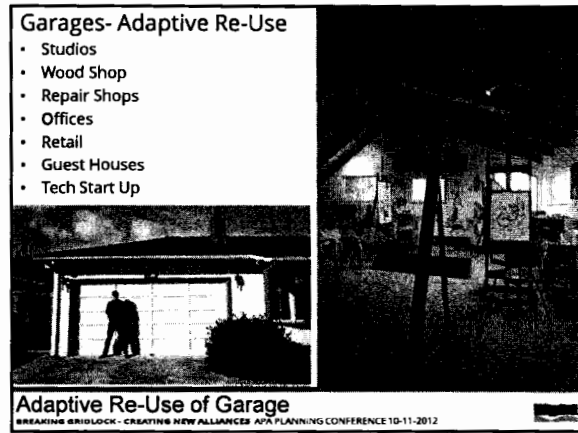
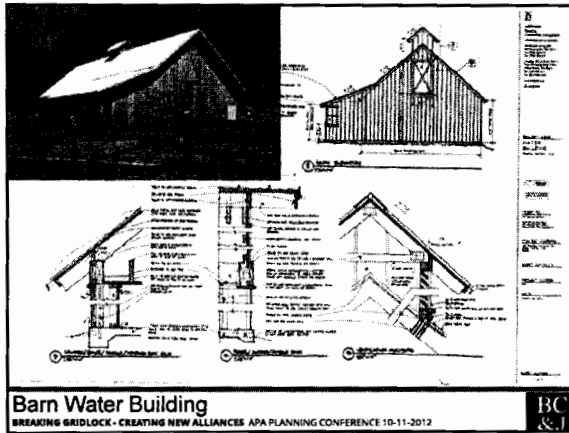
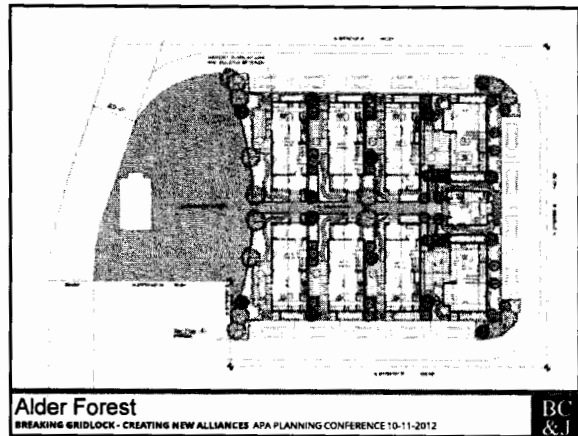
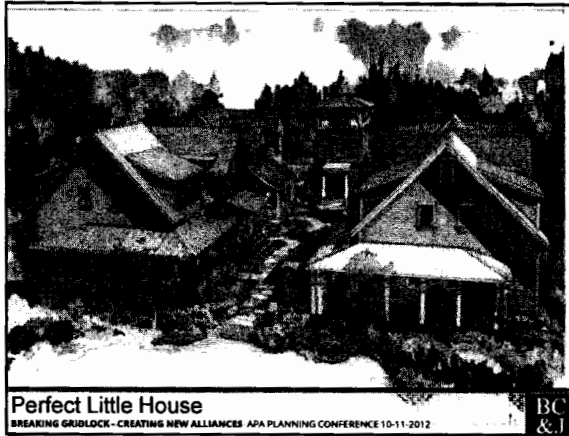
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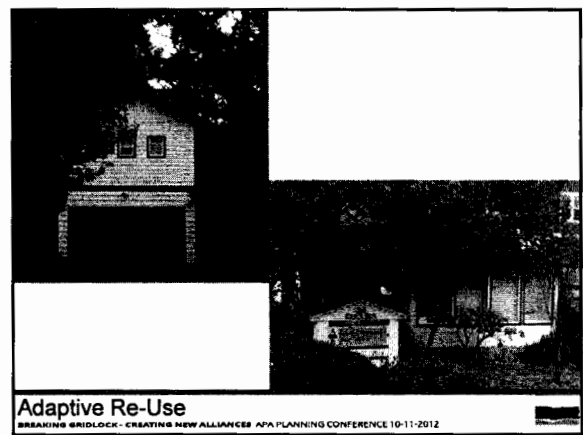
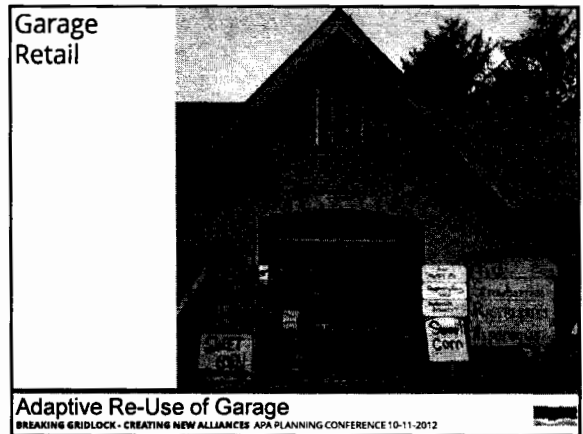
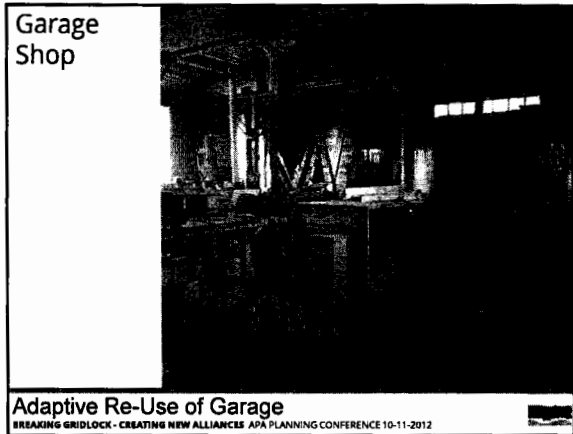
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4. Panel Questions

- 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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