

# Integrating Economic Growth with Livability: Creating a Balance in Our Communities

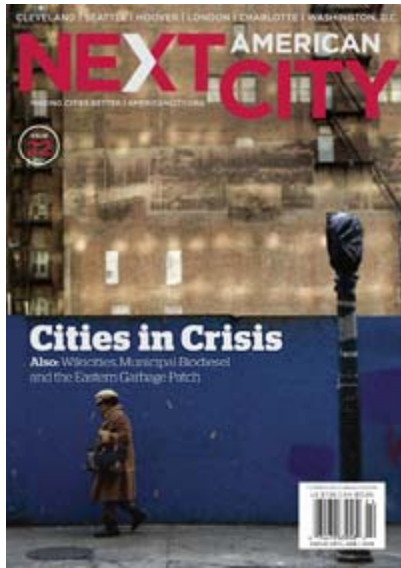


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*Georgia Planning Association*  
*October 1, 2009*

# A Time of Imbalance



## From Crisis to Innovation

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*“A Crisis is a Terrible Thing  
to Waste”*

*“If all you ever do is  
all you’ve ever done,  
then all you’ll ever get is  
all you ever got”*

# Economic Growth and Livability, Why Now?

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In the near future, our nation and our communities will be:

**Older**

**Poorer**

**Greener**

**Efficient**

So, what does this mean?

How will this inform our long range planning decisions today?

# Our Community Tomorrow: Older

## Aging of Baby Boomers

2000	2010	2020	2030
Age 36-54	Age 46-64	Age 56-74	Age 66-84
78 million	75 million	70 million	58 million

## Baby Boomers (1946-1964)

- Driven labor & housing markets
- Influenced cultural trends
- Introduced lasting lifestyle changes
- Every day 11,000 Baby Boomers turn 50
  - 1 every 8 seconds



# Our Community Tomorrow: Older



- In 2011 – first Baby Boomers will turn 65
- By 2030 – all Baby Boomers will be 65 or older
- Over 65 will triple between 1980 and 2030 because of Baby Boomers
- In 2030 – 1 in 5 people in US will be 65 or older
  - 80 million +

# Our Community Tomorrow: Older

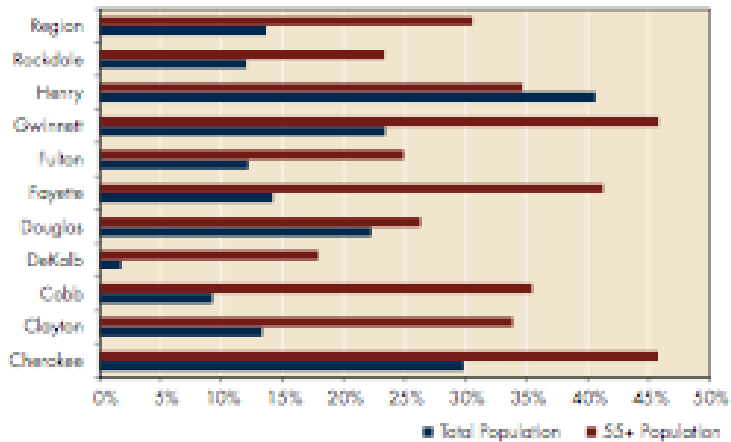


## In Georgia

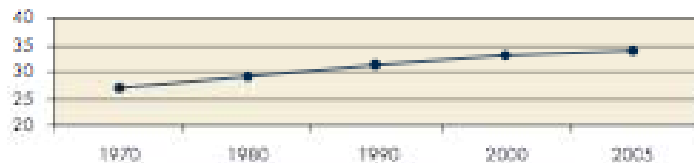
- 8<sup>th</sup> fastest growing 55+ population in US
- Has more in-migration than out-migration of 55+
- More 60+ moving FROM Florida to Georgia (more than any other state)

# Our Community Tomorrow: Older

2000 - 2005 Population Change



Median Age, Atlanta Region 1970-2005



In the Atlanta Region:

- 2000-2005 -- 55+ more than double total pop growth rate
- 55+ expected to double between 2000 & 2015
- 55+ will comprise 27% of total pop in 2030 (1.2 million)
- By 2030, 1 in 5 residents will be over 60



# Our Community Tomorrow: Older



## Healthcare

- More than 6 of every 10 Baby Boomers will be managing more than one chronic condition by 2030
- 1 out of every 4 will be living with diabetes
- 1 out of every 3 will be considered obese
- 1 out of every 2 will be living with arthritis
  - By 2020, will account for 4 out of 10 office visits

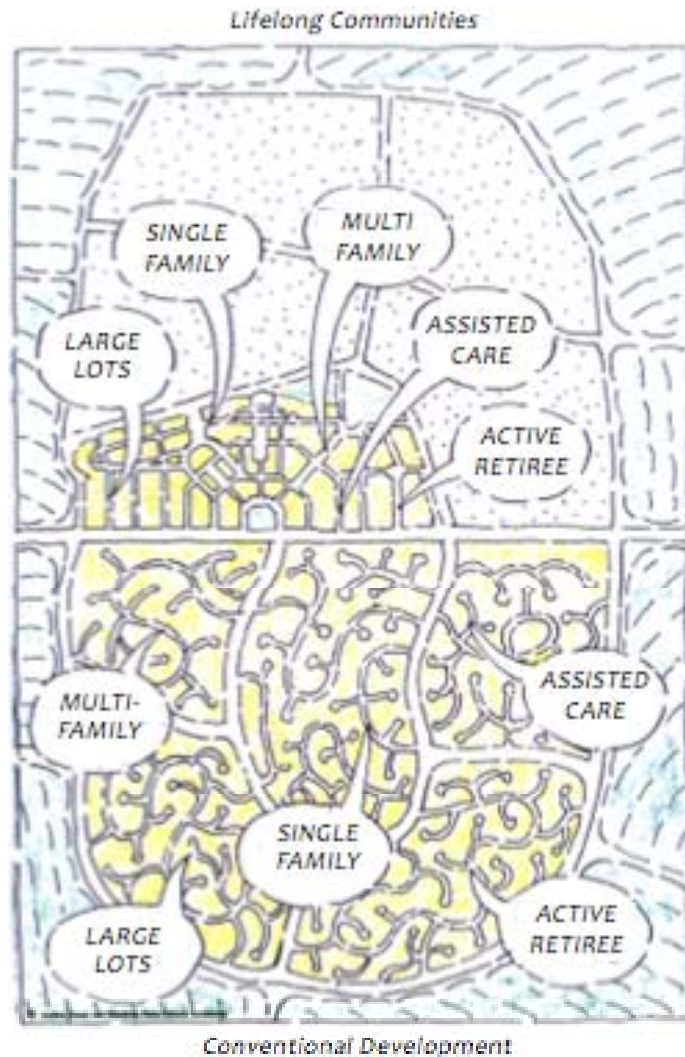
# Our Community Tomorrow: Older



## Healthcare:

- Demand for services will increase
- Will require more resources
- New approaches to care & delivery
- Greater focus on wellness & prevention
- Increase in jobs
  - Workers not expected to keep pace with need
  - Home health aides

# Land Use Recommendations: Older



- Community, neighborhood, “the good life”
- Gathering places
- Location & proximity
- Mixed uses
  - Redefined “essential” services





# Housing Recommendations: Older



- 50% of 50-59 yr olds plan to buy new home for retirement
- 48% of 50-59 yr olds plan to move out of current state for retirement
- 70% of 50-59 yr olds cite more affordable housing as reason for moving
- 66% of 50-59 yr olds also cite seeking a better community lifestyle

# Housing Recommendations: Older



- Baby Boomers will reshape housing market
- “Downsizing”
- Active lifestyle, but realistic about limitations...maintenance
- Affordable
  - Spending on other things, fixed income
- Full-spectrum housing
  - ADUs, modular, intergenerational layouts, cohousing, on-demand guest space



# Infrastructure Recommendations: Older



- Walkability
  - “Canaries in coal mine”
- Accessibility
  - Biking, segway, golf cart, pod cars...
- “Complete Streets”
- Healthcare
  - Proximity to hospital & local urgent care, home care, specialists

# Economic Recommendations: Older

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- Retrofitting to be welcoming/age-friendly
- Affluent or fixed income
- Alterations in proportion of budget for housing



# Our Community Tomorrow: Poorer

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- Since Dec 2007 – 6.9 million lost payroll jobs
- One-third of jobless have been unemployed more than 6 months
- Wage growth has slowed dramatically – 1.3% in first half of 2009
- Unemployment & underemployment rate is 16.8%
- 6 job seekers per available job

# Our Community Tomorrow: Poorer

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- 31% worried about being laid off – up from 15%
- 32% thought wages might be cut – up from 16%
- 46% feared fringe benefits might be reduced – up from 27%

# Our Community Tomorrow: Poorer



## Recession

- Of 7 million lost jobs, 3 of 4 were held by men
- Half of losses in male-dominated fields, such as manufacturing, construction & Wall Street
- Male unemployment at 10.1% & female at 7.6%
- 49.8% of US jobs held by women



# Our Community Tomorrow: Poorer



## He-cession in GA

- Between Dec 2007 & May 2009
  - Men drawing unemployment increased 160%
  - White males increased by 211%
- Men accounted for 58% of unemployment benefits
  - (May 2009)
- Men underrepresented in state education & training programs

# Our Community Tomorrow: Poorer

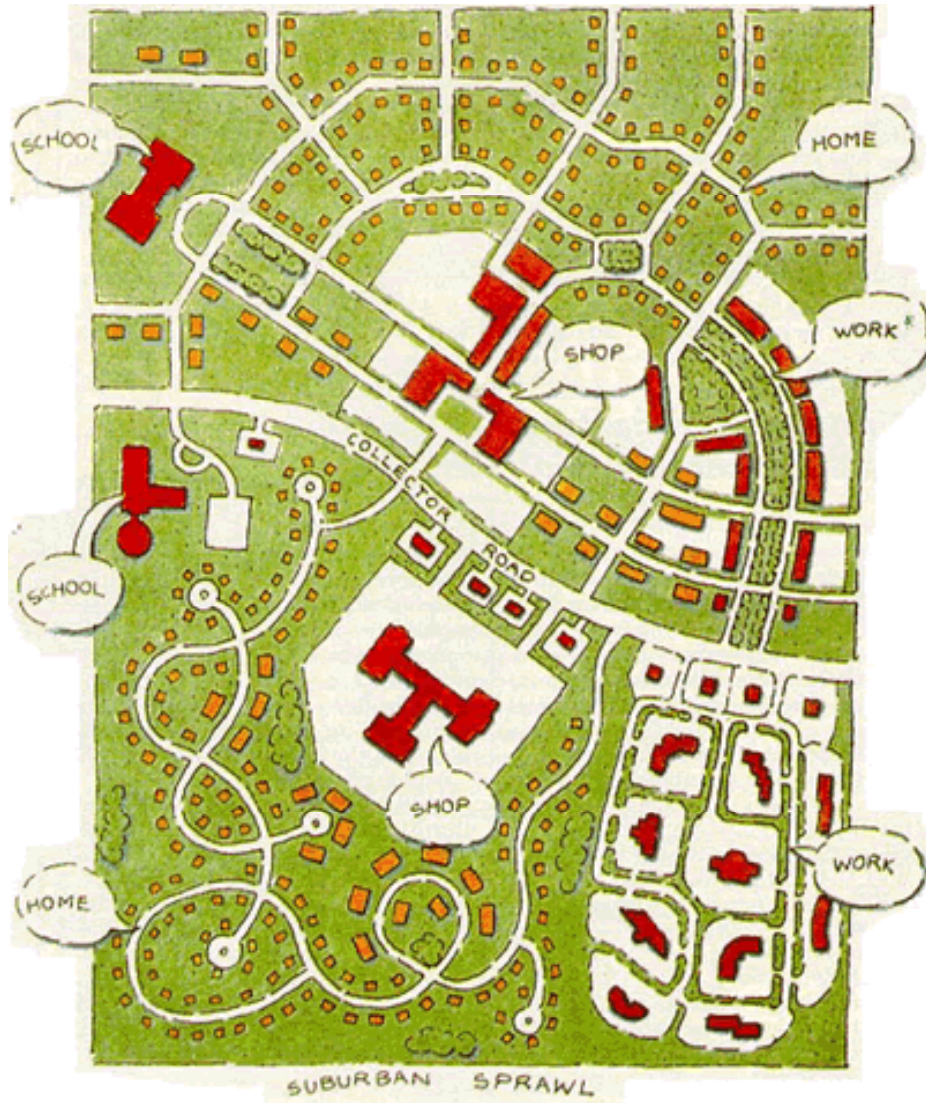
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## Restructuring...

- On average, women earn 77¢ for every \$1.00 men earn
- In two-earner families, women bring in average of 36¢ of every \$1.00
- Most families get health insurance through male's job
- Impact on family structure to be seen

# Land Use Recommendations: Poorer



- Proximity of work & home
- Prioritize trip reduction – more efficient
- Reorientation to community
  - Free gathering places
- Amenities & services more important
- Retail as even more important social experience
  - “Touch, try & feel”



# Housing Recommendations: Poorer



- Affordability
- Proximity to jobs
  - Shorter commute
- Less square footage
- Proximity to lifestyle components
  - Family, school, services, community
- Rethinking tenure type
- Mix & proximity of price points & ownership types

# Infrastructure Recommendations: Poorer

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- Will be demand for more transit options
- Cars – smaller, smarter, alternative fuels
- Accessibility – impacts jobs





# Economic Recommendations: Poorer

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- Re-think “normal”
  - Were in boom, now bust
- Fewer or different jobs?
- Training & re-training
- No longer living beyond means
- Consumer spending reduced
  - Not expected to bounce back to previous levels
- Government spending reduced
  - Property & sales tax

# Our Community Tomorrow: Greener



- Higher energy and food prices will alter behavior patterns
- 'Green collar' jobs are in demand
- New technologies are no longer new

# Our Community Tomorrow: Greener



- Where there is water, there is life
- ‘Public health issues’ are integrated with ‘urban planning issues’

**CNU 18**

NEW URBANISM: Rx FOR HEALTH PLACES  
MAY 19-22, 2010  
ATLANTA, GEORGIA

How can we replace sprawl with neighborhoods that promote health environments and even healthy walk at urbanism's top annual event, org assistance from the Centers for Dis Prevention. Don't miss what's sure alignment of planners, health profes agencies, local governments and de livable, sustainable communities for

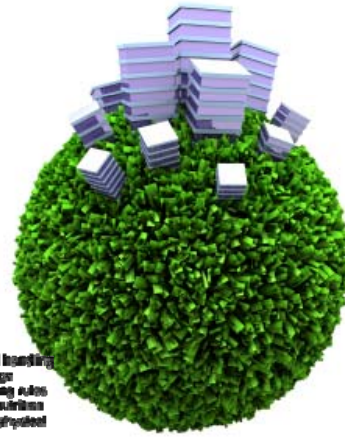
**HEALTHY COMMUNITIES**  
PREVENTING CHRONIC DISEASE BY ACTIVATING GRASSROOTS CHANGE

**AT A GLANCE**  
2009

NATIONAL CENTER FOR CHRONIC DISEASE PREVENTION AND HEALTH PROMOTION  
IMPROVING HEALTH AND QUALITY OF LIFE FOR ALL PEOPLE

Source: Centers for Disease Control and Prevention;

# Our Community Tomorrow: Greener



- Open Space: It isn't an amenity, it's a necessity
- From homes to hotels to hospitals, 'green building' is the only business model

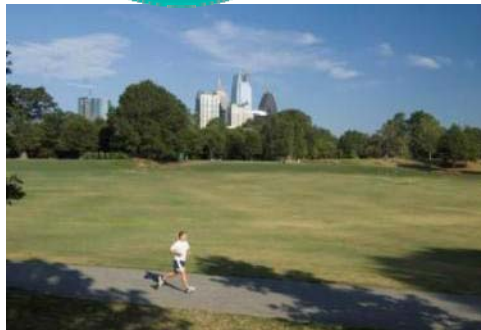
- Systemic issues
- Radon
- Fire hazards
- Fall hazards
- Allergens
- Lead
- Pesticides
- Asbestos
- Volatile organic compounds
- Growth and carbon monoxide detectors
- Pesticide cleaning water walls



- Safe food handling and storage
- No smoking rules
- Improve nutrition
- Increase physical activity
- Improve parenting skills
- Improve coping and conflict management skills

- Universal design
- Construction standards
- Handicapped accessible

- Access to recreation and green space
- Government liability



Source: Centers for Disease Control and Prevention; Photo: Ecos



# Land Use Recommendations: Greener



- Allow a Mix of Uses- yet start *first* with the Comprehensive Plan
- Lower the bar to reduce energy
  - Less lighting requirements
  - Lower parking standards
  - Smaller street widths
- Master plan your greenspaces today so you can negotiate tomorrow



# Housing Recommendations: Greener



- Incorporate gardens and small plots within developments AND revise codes to allow by right
- Demand environmentally-sound site and building solutions
  - Earthcraft House/ Communities
- Remove minimum house size requirements
  - Including architectural/ site standards such as garages, wide street widths, etc.

*Photo: Preston & Assoc;  
Graphic: tiltongroup.com*

# Infrastructure Recommendations: Greener



- Plan now for a trail and sidewalk network
- Green Streets
- Share parking and reduce the pavement

# Economic Recommendations: Greener

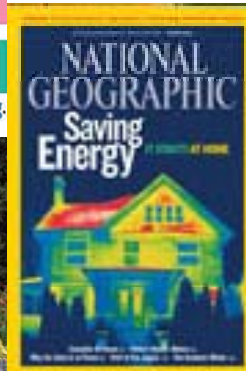
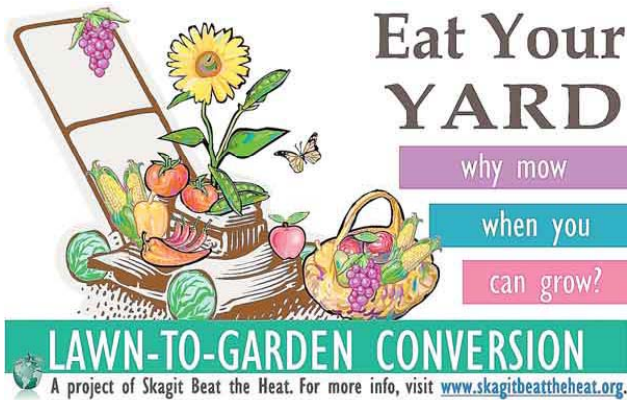


- Partnerships for implementation/ maintenance of parks and greenspace
- ‘Sustainable codes’
  - Reduction in materials
  - Reduction in water, energy consumption
  - Improved air quality; daylighting
- Reuse and Recycle
  - Utility easements
  - Non profit/ faith based/ school facilities
  - Retrofit buildings

Photo: Ecos; Graphic: Greenprints Alliance



# Our Community Tomorrow: Efficient

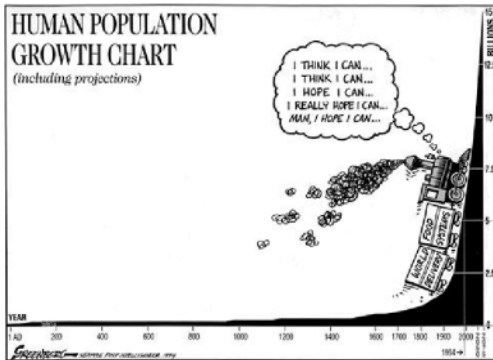


- The size of the family is shrinking
- It's the incredible, edible yard
- Spatial land patterns can no longer afford the infrastructure

Source: Energy Information Administration; ULI; ANDP; Photo: Gannon garden; Model by Jong and Loco



# Our Community Tomorrow: Efficient



- Anticipate a population increase of 50%, or, ‘the rest of the state’ moving into Atlanta over the next 50 years
- There exists enough redevelopable/ undeveloped land in the job centers of metro Atlanta (5 counties) for housing growth

Source: ARC; ANDP;  
Graphic: Ecos/ PATH

# Our Community Tomorrow: Efficient



- Buildings will be productive and healthy
- Multi-use neighborhoods and mobility-oriented communities
- Everything 'compact'

Source: Energy Information Administration; ULI;  
Photo: Ecos; North American Motoring Company

# Land Use Recommendations: Efficient

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- Flexible buildings and compact land patterns
- Promote areas that maximize location with projects that maximize performance



*Photo: Ecos*



# Housing Recommendations: Efficient



- Allow ADUs, FROGs and Co Housing
- NORCs: Naturally Occurring Retirement Communities
- Consider a new definition for 'multi-family'



# Infrastructure Recommendations: Efficient



- Improve sidewalks, intersections and crosswalks
- Add to the street grid
- Make your open spaces work for you

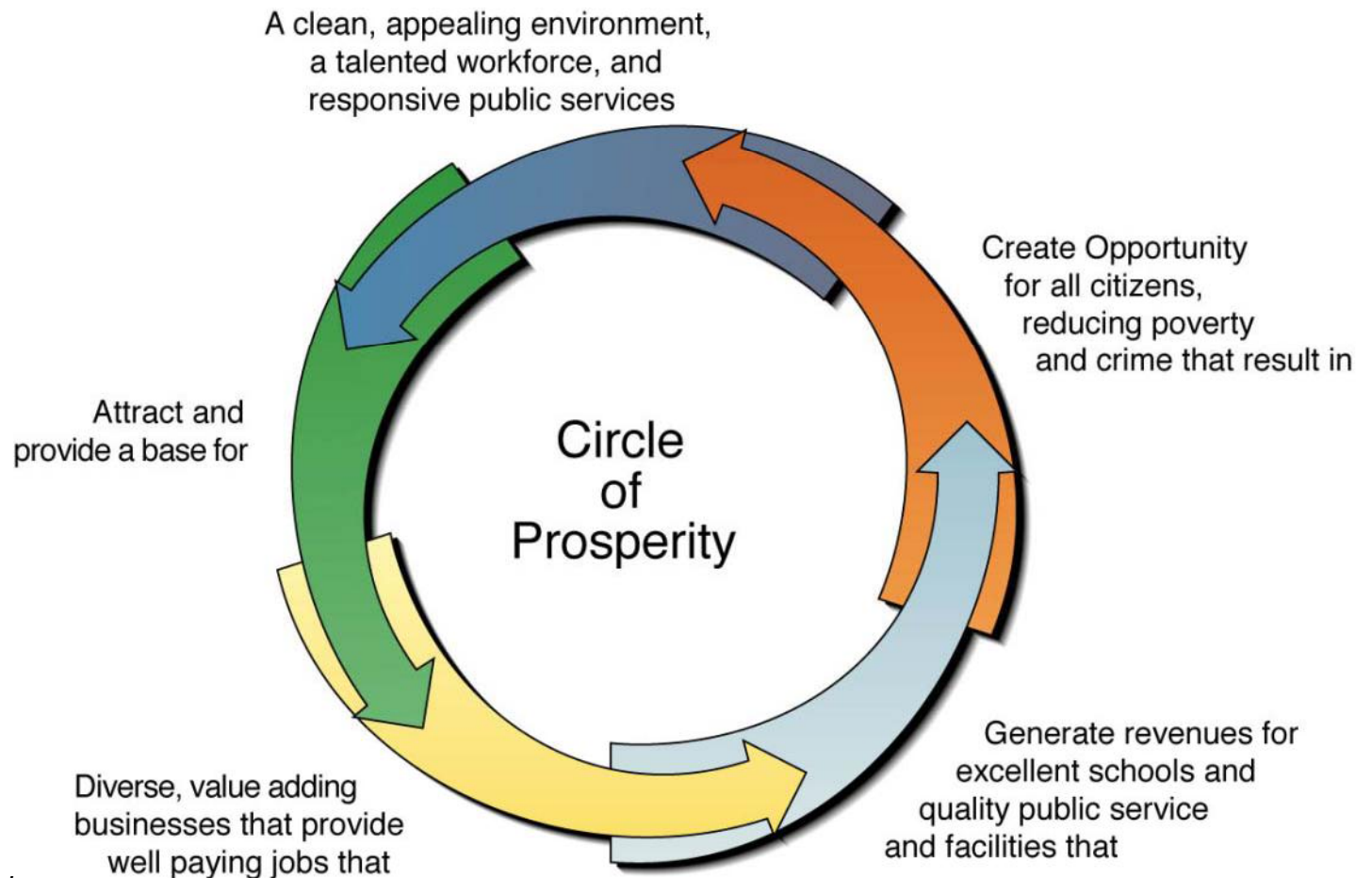
# Economic Recommendations: Efficient



- Small measures to the public realm ensure long term value overall
- Simplify your code to attract development opportunities and to lower overall taxpayer costs
- Invest in your 'center'

# To Have a Balance, Need a Systems Approach

- **Overhaul Policies and Regulations**
- **Elevate Social and Physical Well being**
- **Diversify Economic Base**



*“Poor planning can precipitate decline,  
good planning is an essential element  
of recovery”*



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