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

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A Time of Imbalance
From Crisis to Innovation

“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?

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?

Source: ULI; Image: governancefocus.com
Our Community Tomorrow: Older

Aging of Baby Boomers

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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

Source: The Boomer Project
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
- 8th 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)

Source: Atlanta Regional Commission
Our Community Tomorrow: Older

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

Source: Atlanta Regional Commission
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

Source: American Hospital Association
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

Source: American Hospital Association
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

Source: Pulte Home Baby Boomer Study
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

- Retrofitting to be welcoming/age-friendly
- Affluent or fixed income
- Alterations in proportion of budget for housing
Our Community Tomorrow: Poorer

- 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

Source: Economic Policy Institute
Our Community Tomorrow: Poorer

- 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%

Source: American Enterprise Institute
Our Community Tomorrow: Poorer

He-cession

- 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

Source: National Center for Policy Analysis
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

Source: Georgia Department of Labor
Our Community Tomorrow: Poorer

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”

Graphic: Engineering News-Record
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

![Housing Image 1](image1)

![Housing Image 2](image2)
Infrastructure Recommendations: Poorer

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

- 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

Source: Lincoln Institute of Land Policy; ULI; Graphic: governancefocus.com
Our Community Tomorrow: Greener

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

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

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

Photo: Ecos
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.
Infrastructure Recommendations: Greener

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

Photo/Graphic: Ecos; PATH
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

- 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

Graphic/Photo: Ecos
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’

Graphic: Open Air Architecture
To Have a Balance, Need a Systems Approach

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

Source: Oregon Progress Board
“Poor planning can precipitate decline, good planning is an essential element of recovery”

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