

The Changing Face of America

And What it Means to You

CLARION

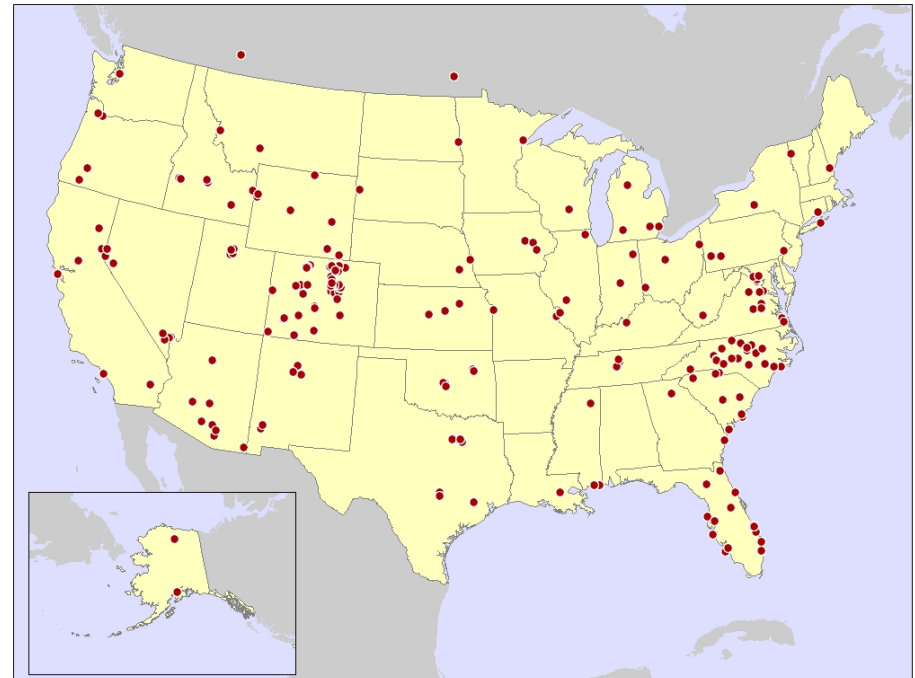
Matt Goebel, AICP

Clarion Associates, LLC

New Partners for Smart Growth 2014

CLARION ASSOCIATES

- 17 lawyers, planners, landscape architects, and urban designers
- Form, use, and performance-based codes
- Leaders in hybrid codes and sustainable development practices
- Community, corridor, neighborhood, and sustainability plans



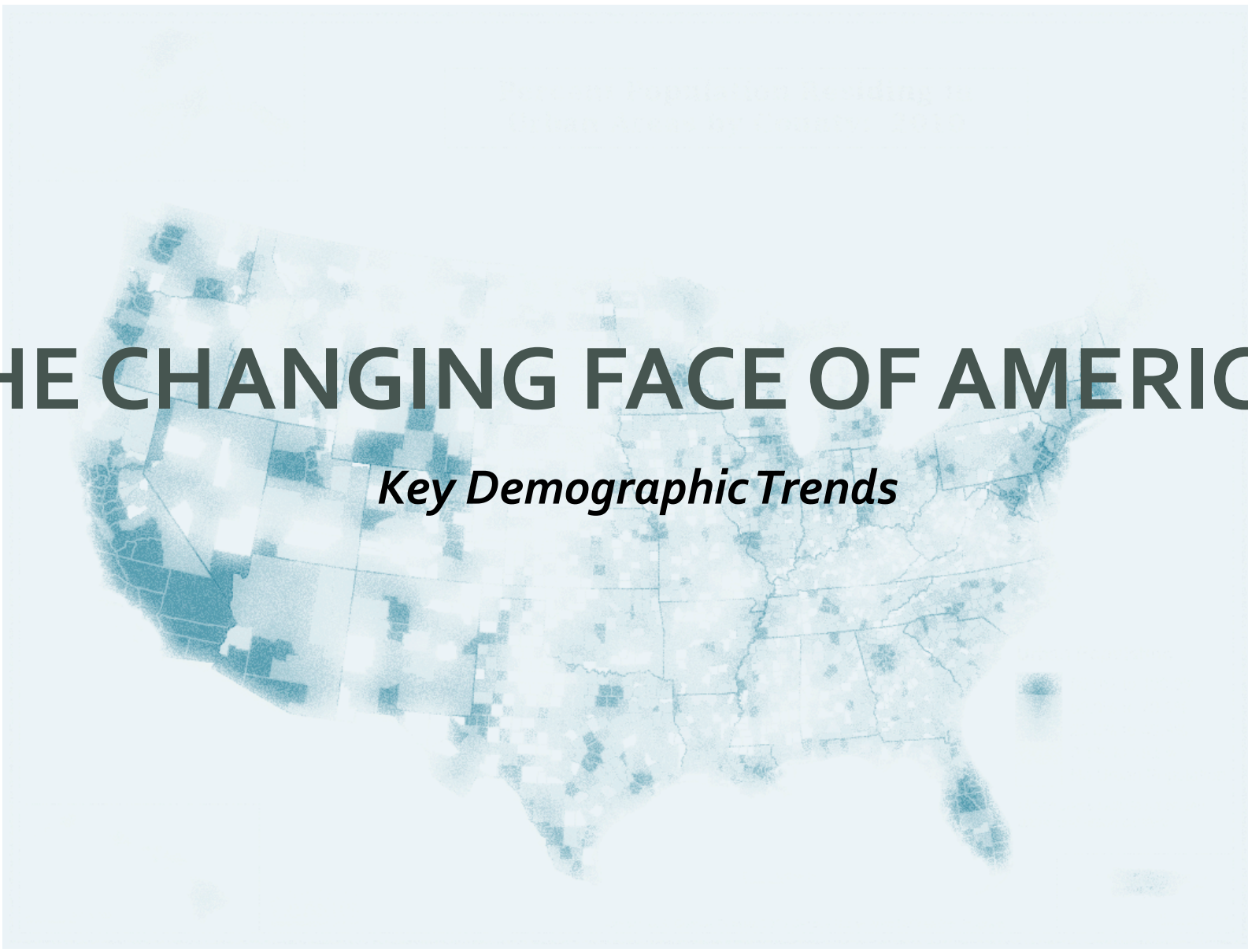
OVERVIEW

- **Part 1: The changing face of America**
 - Key demographic trends
 - What about the West?
 - So what? Initial observations
- **Part 2: Implications for planners**
 - Zoning and land use policy responses
 - Demographics and form-based controls

U.S. Population Residing in
Major Metropolitan Areas, 2010

THE CHANGING FACE OF AMERICA

Key Demographic Trends



AMERICA IS CHANGING...



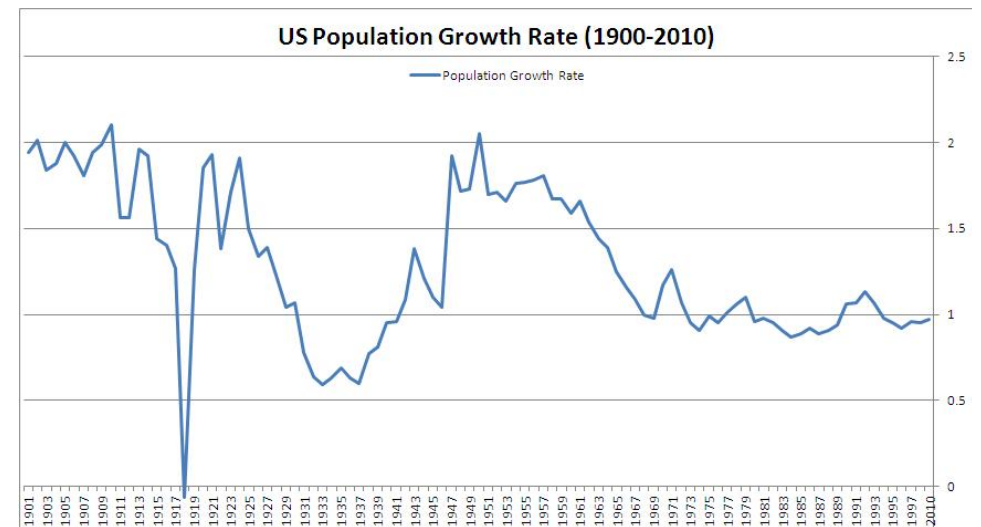
KEY TRENDS

- Growth rate is slowing
- Population is aging
- Household composition is shifting
- Racial diversity is accelerating
- Locational preferences are changing
- Real income is declining
- The impact of technology is growing



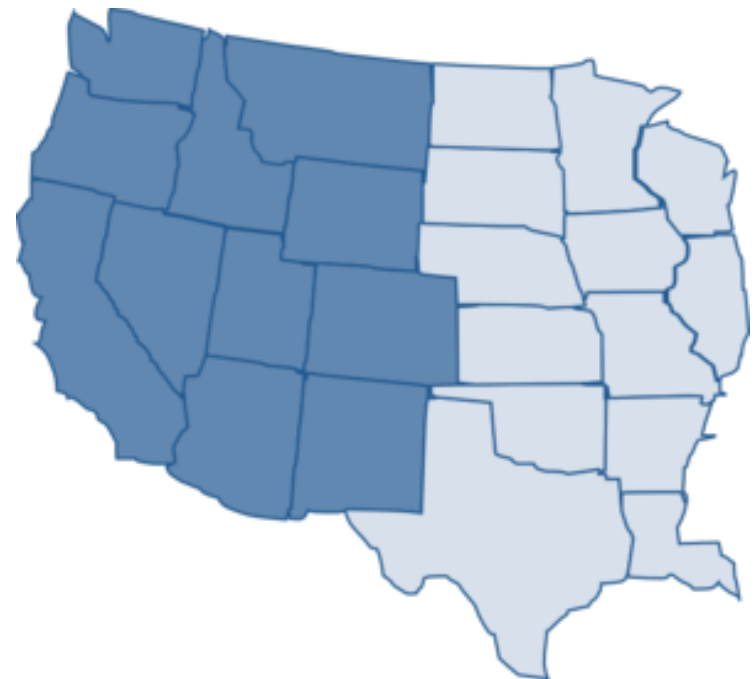
1. OUR GROWTH RATE IS SLOWING...

- The 2000s were the **slowest decade** of population growth in 70 years.
 - Reduced immigration
 - Slower economic growth
 - Low birth rates
- The period from 2030 to 2050 is expected to be the **slowest growth rate** in our country's history.
- U.S. birth rate will drop from 1% to 0.25% by 2035.



AND IN THE WEST?

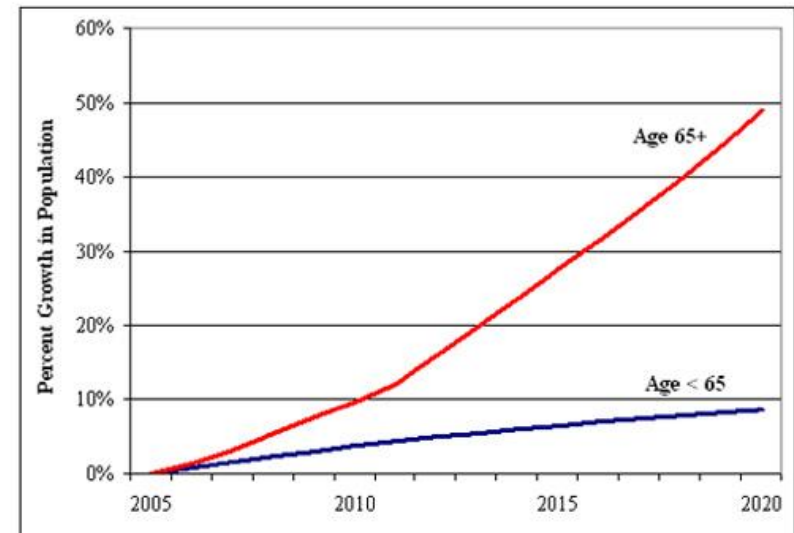
- **Between 2000 and 2010, the West's growth rate (13.7%) was well above the national average (9.7%).**
 - “These figures reflect a movement of young people westward, as well as an immigrant population settling heavily in the south and west.” *US News and World Report*
- **But it's still slowing. From 1960-2000, it was 20-30% per decade.**



2. OUR POPULATION IS AGING

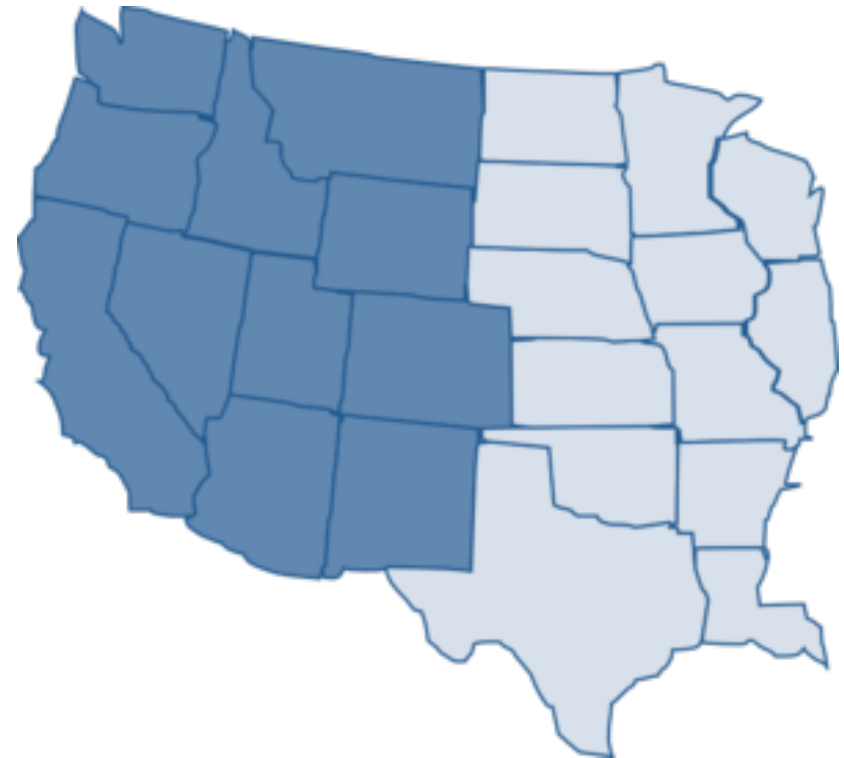
- Life expectancy is expected to increase:
 - 1993: 76
 - 2050: 82
- Population 65+ years:
 - 1950: 8%
 - 2050: 20%
(one out of every five people!)
- The nation's elderly population is expected to more than double from 2005 to 2050.

Exhibit 21. Population Growth, 2000 to 2020

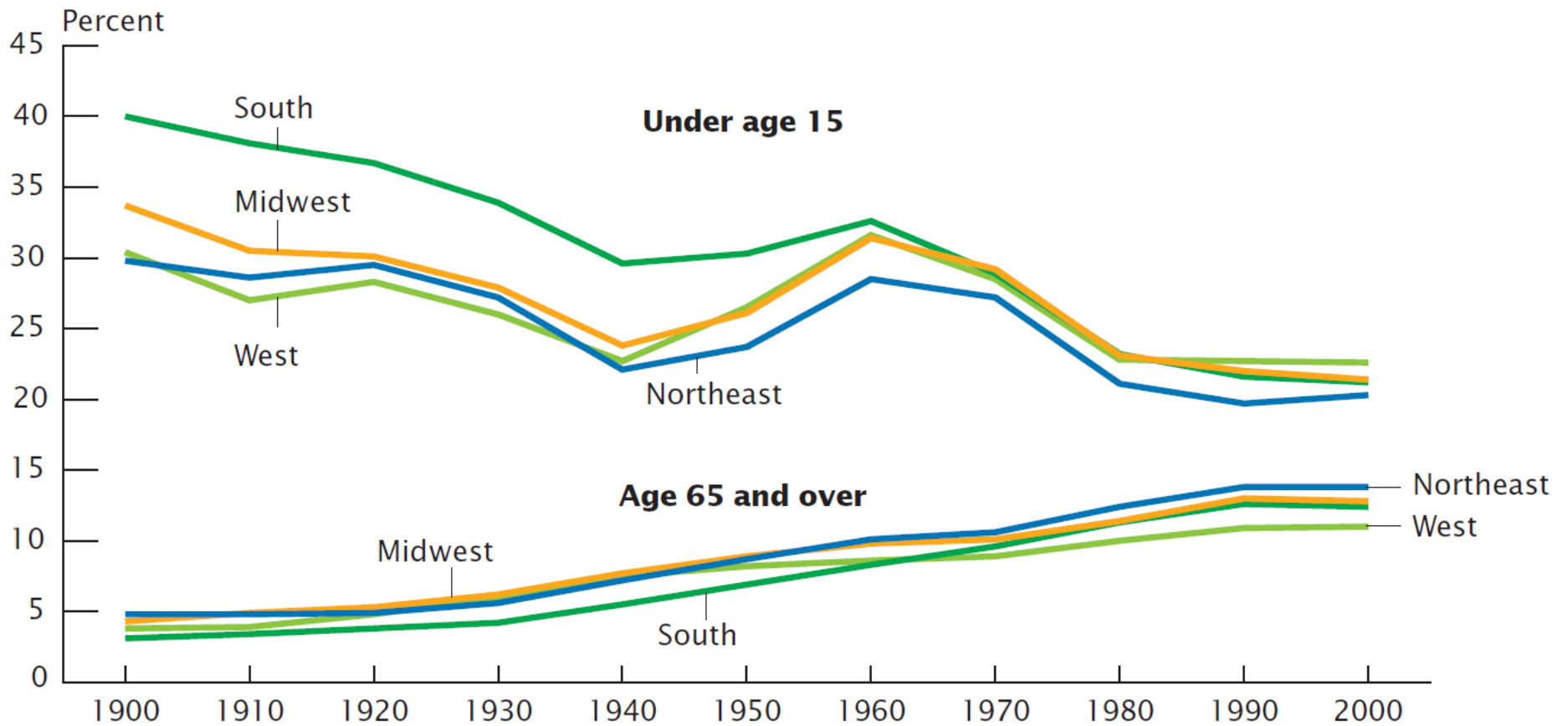


AND IN THE WEST?

- Since 1990, the West is the “youngest” region of the U.S., with the highest portion of the population under 15.
- Though offset in part by the attractiveness of the area for retirees.
 - 2010 census: The West had the fastest growth in the population 65 years and over and the population 85 years and over



Percent Under Age 15 and Percent Age 65 and Over by Region: 1900 to 2000



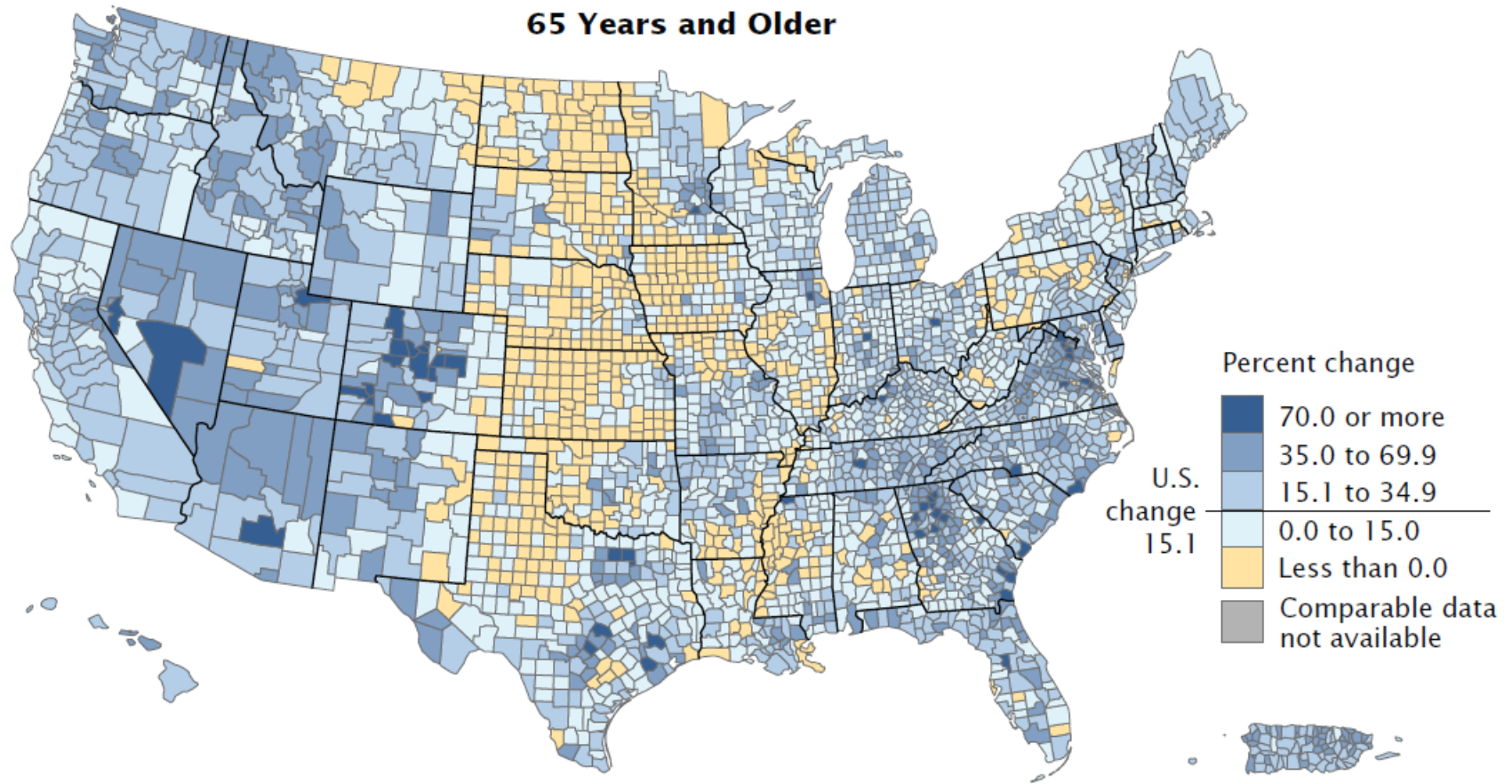
Source: U.S. Census Bureau, decennial census of population, 1900 to 2000.



Figure 7.

Percent Change in Population 65 Years and Older and 85 Years and Older by County: 2000 to 2010

(For information on confidentiality protection, nonsampling error, and definitions, see www.census.gov/prod/cen2010/doc/sf1.pdf)



SO WHAT?

- The nation will need more **housing and land uses that cater to older individuals.**
- That's not just one product, but a **range of products** to provide different services as personal abilities decline:
 - Nursing homes (both small and big)
 - Continuum of care facilities (big)
 - CVS (small sites)
 - Home health care/assisted living businesses (distributed)
 - Small hospitals – and expansions of big ones



SO WHAT?

- There will be fewer children in our neighborhoods.
- There may be an oversupply of school facilities in core cities (though urban schools are making a comeback).



SO WHAT?

- More people are likely to need **transportation services or easy access** to goods and services in **their own neighborhoods**
 - A wider range of transportation-service businesses
 - Retrofits for walkability
- A larger proportion of the population will be less willing or able to **maintain** their own properties
 - Elderly sellers often move into rentals
 - Many more sellers than buyers:
 - Prices drop -- sellers hold on and rent out the house
 - More property maintenance businesses

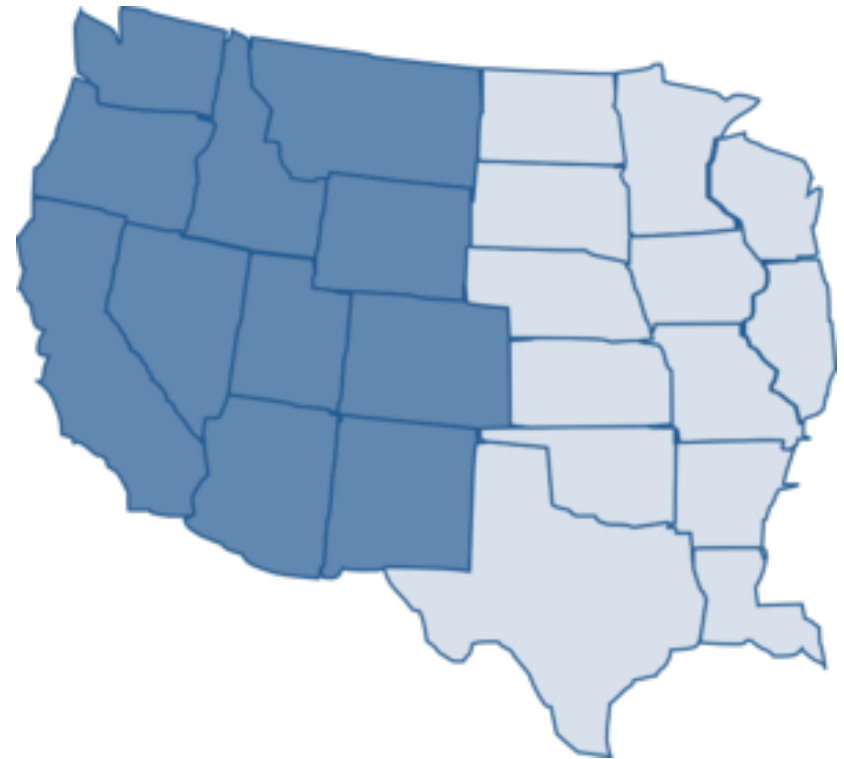
3. SHIFTING HOUSEHOLD COMPOSITION

- **Household size is declining:**
 - 1940: 3.8 persons
 - 2010: 2.59 persons
- **“Ideal family size” is declining:**
 - 1945: 3 or more kids: 77% of US adults
 - 2011: 2 or more kids: 58%
- **Households comprised of single persons are increasing:**
 - 1960: 13%
 - 2010: 27%
- **Households containing at least two adult generations are increasing:**
 - 1980: 28 million
 - 2010: 50 million



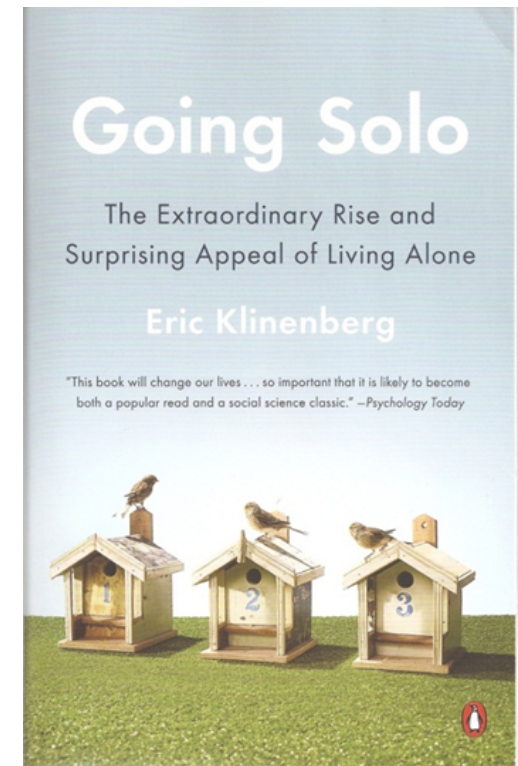
AND IN THE WEST?

- Regional differences are relatively small, and becoming even less pronounced.
- However, the West still has relatively more “traditional” households than the rest of the country
 - Highest number of persons per household (2.74) and per family (3.30)
 - Highest percentage of husband-and-wife households (49.5%)
 - Lowest number of one-person households (24.8%)



SO WHAT?

- 60% of dwellings in the US are **single-family homes**, which are difficult to modify in response to evolving needs and lifestyles.
- A primary purpose of zoning has been to protect single-family neighborhoods from change.
- The population needs a **wider array of housing choices** that can accommodate extended families, including smaller homes, very small apartments, and accessory dwelling units.



SO WHAT?

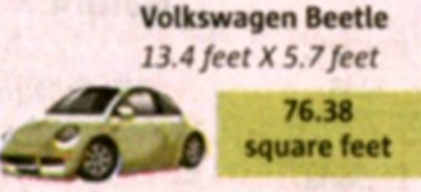
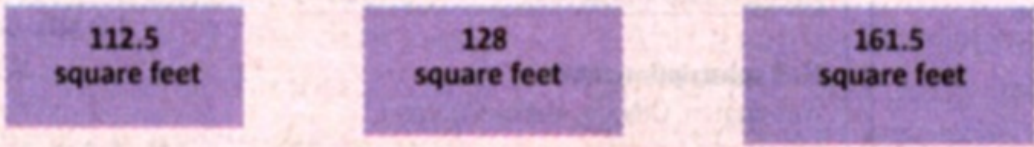


COMPARING SIZES

How size of rooms compares to Seattle parking-lot spaces:



PARKING-LOT SPACES:
 Small: 15 feet X 7.5 feet Medium: 16 ft. X 8 ft. Large: 19 ft. X 8.5 ft.



Sources: Videré, Seattle Department of Planning and Development, Seattle city code

THE SEATTLE TIMES

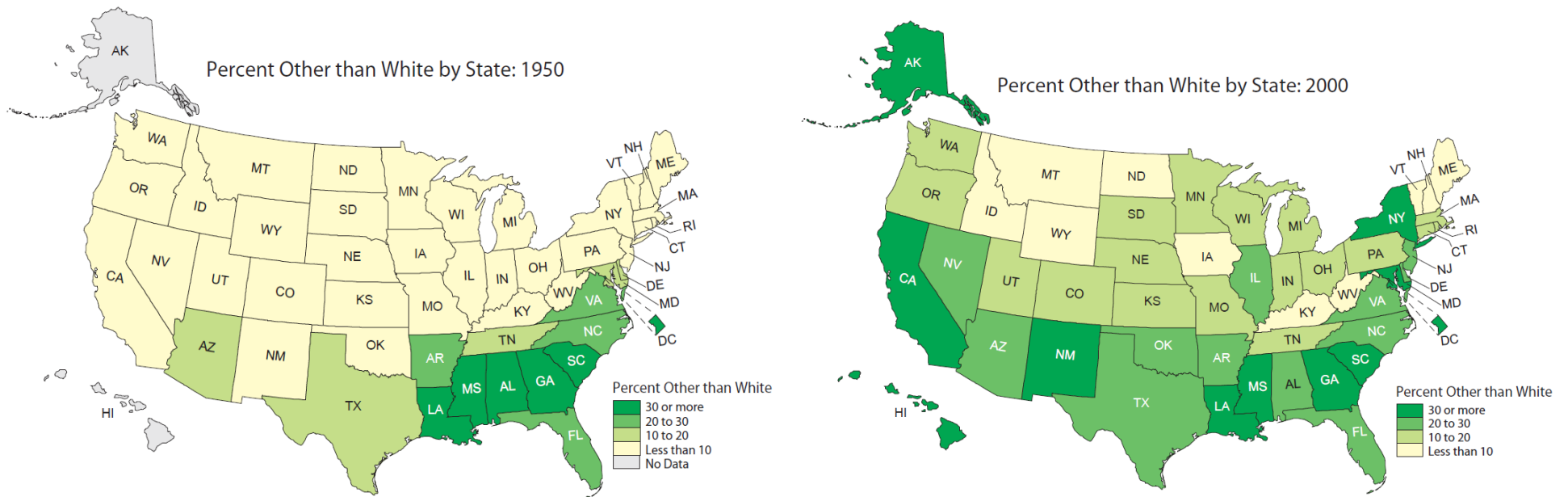


4. RACIAL DIVERSITY IS ACCELERATING

- Immigration is the primary driving force behind US population growth
- Every year, 1 million new immigrants arrive (legally) in the US
 - By 2050, one in five Americans is expected to be a recent immigrant
- During the 2000's, 92% of US population growth was a result of immigration by non-whites (primarily Latinos and Asians)
- In 2010, 50% of newborn infants were non-white
- The Latino population is expected to triple in size:
 - 2005: 14% of US population
 - 2050: 29% of US population



AND IN THE WEST?



- Largest percentage jump in foreign population in the U.S. between 2000 and 2010 was Montana

SO WHAT?

- By and large immigrants move into urban areas; however, this is beginning to change as **immigrants are now also moving into the inner suburbs**
- With generally larger households, immigrants have the potential to increase need for **schools**.
- Immigrants often have unique **social services and educational needs**.



SO WHAT?

- Move to suburbs with larger houses may lead to rising demand to have **multiple families occupy single houses**.
- Immigrants can bring **differing cultural views** and expectations regarding residential density, employment, and shopping—and residential and commercial developments will likely change to accommodate this expanding market.
 - Open-air sales and public gathering areas are some likely examples of these kinds of changes.

5. LOCATIONAL PREFERENCES ARE CHANGING

- **Generation Y and Millennials are seeking urban environments, less auto dependency.**
 - Housing prices in central cities have soared in last 30 years, after periods of decline or slow growth;
 - Urban housing carries a premium price tag between 40% to 200% of that found in the suburbs – *The Atlantic*
- **Older generations still drawn to suburbs.**
- **Data:**
 - 2012: 43% of Americans prefer traditional, large (2,000 sf+) suburban homes, but the majority do not.
 - Americans over 45: 35% live in urban areas, 45% in the suburbs
 - Since 2000, more minorities live in the suburbs than urban cores. (Brookings)

AND IN THE WEST?

- **Denver**
 - City growth = 2.4%
 - Suburbs = 1.4%
 - **Phoenix**
 - City growth = 1.5%
 - Suburbs = 1.1%
- Brookings, 2010-2012*

**Downtown Denver New Multi-Family Residential Developments
1.5-Mile Radius of 17th & Arapahoe, 10 Units or More
January 2014 Project Status
© DenverInfill.com 2014**

Completed (since January 2012)	# Units	Under Construction	# Units
1099 Osage	100	EnV (1000 Speer)	260
1145 Ogden	11	Verve (1490 Delgany)	285
B-Street LoHi (1736 Boulder)	74	Platform (1650 Wewatta)	300
1756 Clarkson	60	16M	47
2020 Lawrence	231	20th & Chestnut	312
2828 Zuni (Skyline View Apartments)	105	2100 Delgany	187
Ascent Uptown	22	2120 Blake	160
Cadence	219	24 Jefferson Park	28
Clay\28	21	2785 Speer	325
Element 47	265	3500 Rockmont	390
Highland Park	126	8th & Lincoln	265
Line 28	130	Alta City House	280
LoHi Court	11	AMLI Riverfront	242
	12	Balfour at Riverfront Park	205
	134	Clay Village	29
	257	Curtis Street Lofts	12
	292	Legacy 22	212
	57	LoHi Central	14
	205	LoHi City View	100
	29	LoHi Place	12
	10	Lumina	61
	310	Mariposa Phase V	109
	301	Renaissance Stout Street	78
	982	Residences at Prospect Park	296
		Texas 24	28



SO WHAT?

- Despite the evidence of increasing movement into urban cores, **the suburbs are likely to see the majority of continued growth** for the foreseeable future
 - More suburban population X lower growth rate = more growth in numbers
 - Higher housing costs in urban areas are likely to reinforce this trend
- **More and more elderly will be seeking to “age in place” in the suburbs**
- Those with the **lowest earning potential (and largest needs)** are increasingly located in the suburbs

6. REAL INCOME IS DECLINING

- Real income is the income of individuals after adjusting for inflation. (*measures real purchasing power without the influence of changes in price*)
- **2000-2010 was the first decade on record where real income declined (by 8.9%)**
 - In other words, people earned more in the 1990s than they did in the 2000s.
- **The number of people living in poverty increased to 15.1% in 2010, the highest number since 1993.**

SO WHAT?

- The US population, on average, has a **diminished ability to purchase a home.**
- Unemployment, limited credit and tighter lending means that **renting** will become more widespread
 - In houses
 - In condos
 - Through conversions of non-residential buildings



SO WHAT?

- **Increasing rental demand vs. slow building and tight credit =**
 - Low rental vacancies and higher rents until the market adjusts
 - Increasing pressure to rent out properties that are not selling
- **Detached single-family neighborhoods are the most resistant to the kinds of changes that may help address these problems**
 - Wider range of housing types and sizes
 - Accessory dwelling units
 - Building conversions



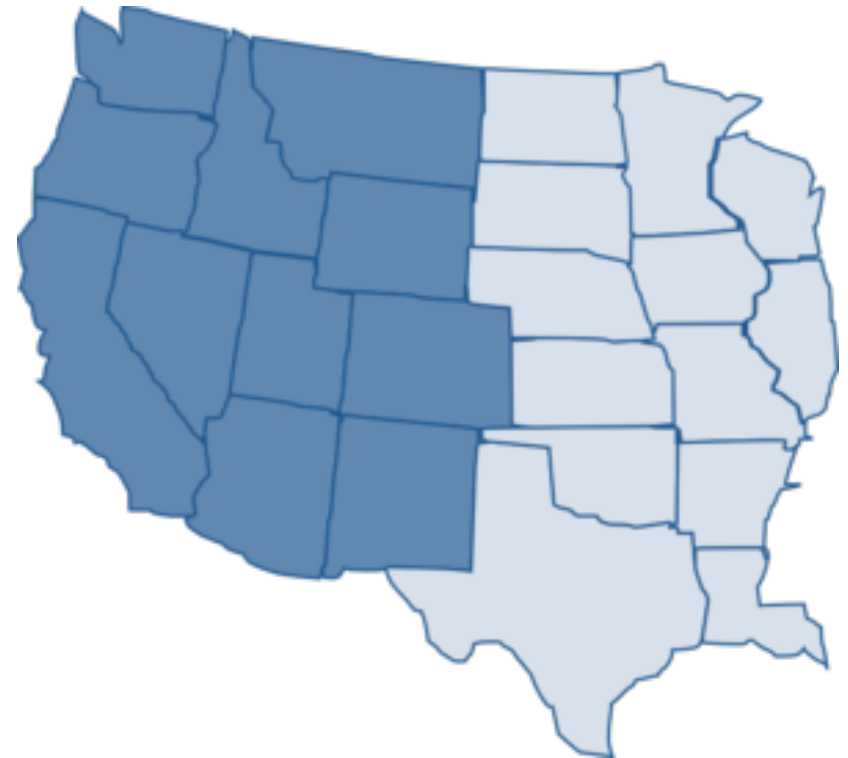
7. IMPACT OF TECHNOLOGY IS INCREASING

- More people are becoming “knowledge workers” who depend on the internet
- 4 million people work from home full-time, according to the US Census (44 million part-time)
- Teleconferences and web-based interactions are reducing the need for people to congregate and meet face-to-face
- On-line shopping is rapidly changing the retail model that has been in place for the last 50 years



AND IN THE WEST?

- Ditto – if not more so.
- Higher concentration of younger Americans, who tend to have higher percentage employment in and use of technology.
- Greater driving distances tends to increase reliance on and use of technology.



SO WHAT?


- Less floor area needed for **employment uses, offices, or retail** than in the past
- More **home offices** and home-based businesses
- **Greater need for:**
 - Live/work structures
 - Open spaces, gathering areas, and uses that foster human contact outside the traditional work environment
 - Evolving uses like “server farms,” call centers, and recycling of electronic equipment
 - Adaptive reuse of “dead” retail centers

WORKSPACES

How do you work best? With a door you can close or being part of a more open, collaborative environment? Shift Workspaces accommodates both, and much more. Choose from a number of flexible office space options: a private office, desk, coworking, or a virtual office. We'll provide the support and services to have you up and running in no time.

[VIEW FLOOR PLANS →](#)


Private Office



Our private, ready-to-use offices include access to all Shift Workspaces amenities.

[DETAILS & PRICING →](#)

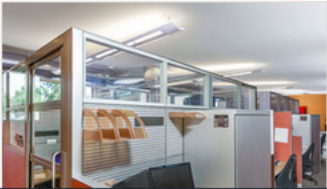
Coworking




Coworking is cost-effective for individuals or teams. Plus, we have great coffee.

[DETAILS & PRICING →](#)

Designated Desk



Virtual Office



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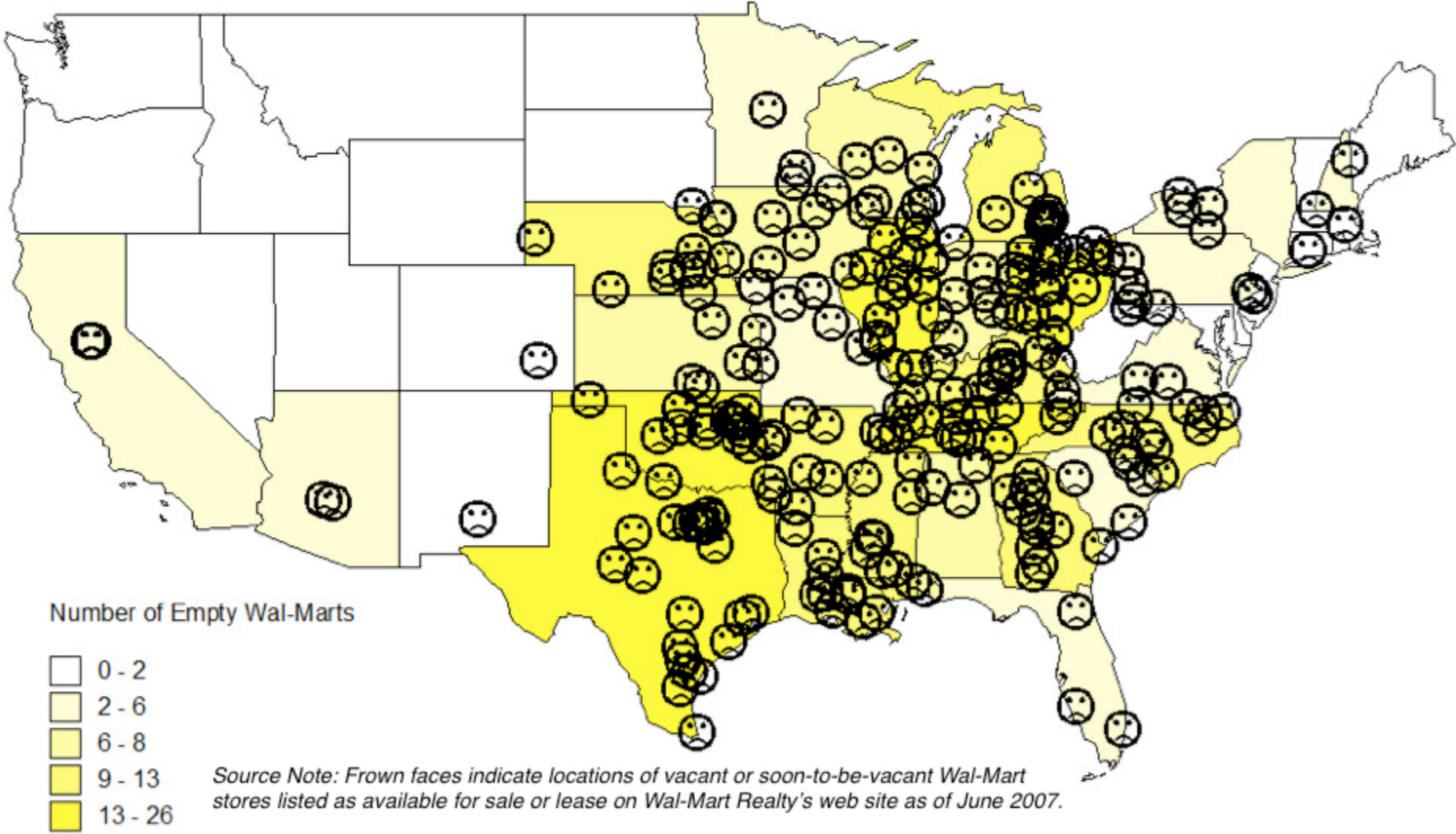


UPCOMING EVENTS

Feb 25: [Health Insurance Workshop](#)

[VIEW ALL EVENTS →](#)

Vacant Wal-Mart Stores

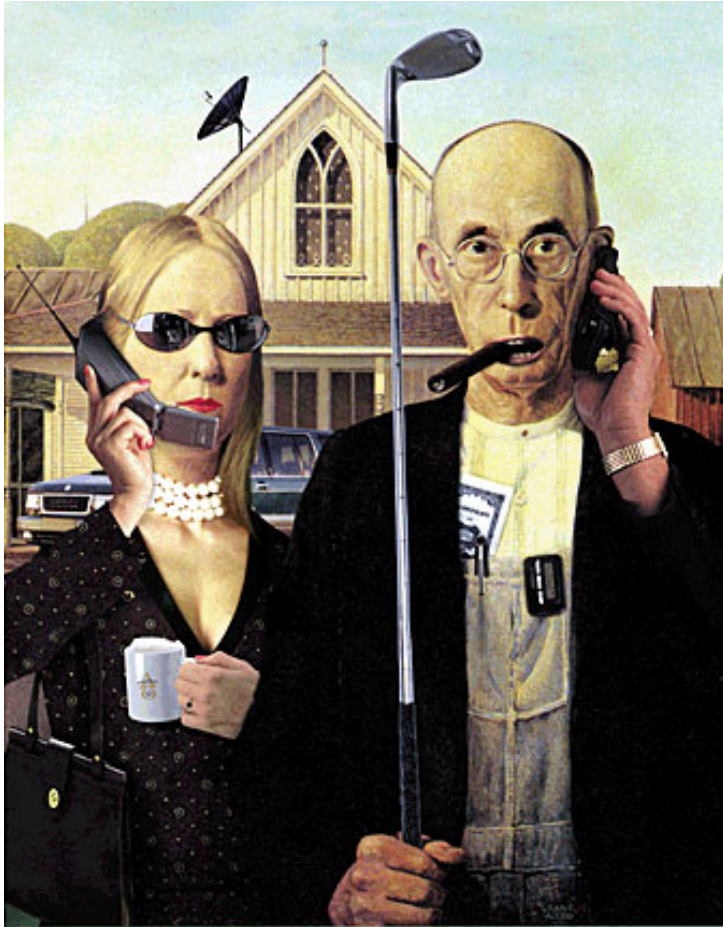


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POLICY RESPONSES

- Housing
- Transportation
- Workspaces
- Retail
- Mixed Uses
- Specialized Facilities
- Public Spaces





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POLICY RESPONSES

- Housing
- Transportation
- Workspaces
- Retail
- Mixed Uses
- Specialized Facilities
- Public Spaces



HOUSING

- Promote residential infill
- Increase “missing middle” housing options:
 - Attached residential
 - Townhomes
 - Mansion apartments
 - Accessory dwelling units
- Allow smaller units & smaller lots
- Encourage higher densities, especially at nodes in suburban areas
- Promote reuse of vacant retail and school facilities for multi-family housing



TRANSPORTATION

- Organize land uses to reduce VMT
- Retrofit to provide improved automobile and pedestrian connectivity within existing residential neighborhoods, particularly in more suburban locations
- Modernize and reduce (or cap) parking requirements



WORKSPACES

- Generalize use categories to allow easier adaptation to new uses as the market changes
- Identify specialized workspace and gathering space needs for increasingly immigrant populations
- Allow more live/work structures, particularly in residential areas
- Consider incentives to put redevelopment on a level playing field with greenfield development
- Recognize the need for effective home occupation standards that work with trends instead of against them



MIXED USES

- Allow some forms of low-intensity commercial/service uses in residential neighborhoods
- Allow some residential development in most or all commercial districts
- Don't get hung up on vertical vs. horizontal mixed use (even horizontal provides most of the benefits)
- Incorporate compatibility standards to protect existing single-family homes from denser infill or redevelopment



- 1 Upper floors occupied by residential and office uses.
- 2 Street-level space occupied by retail uses to promote pedestrian activity.



RETAIL

- Recognize the need for less floor area
- Foster retail clusters that will support park/walk, not drive/park
- Allow small-scale neighborhood-serving retail in residential neighborhoods
- Include performance bond requirements to adapt/remove big boxes when they become obsolete





SPECIALIZED FACILITIES

- Accommodate the need for an increasingly wide array of health care facilities and assistive services for the elderly and disabled
- Foster adaptive reuse of schools for housing and specialized care facilities
- Accommodate a wide variety of technology / R&D uses
- Embrace the evolution in the wireless communication system (more antennas, closer to the ground)

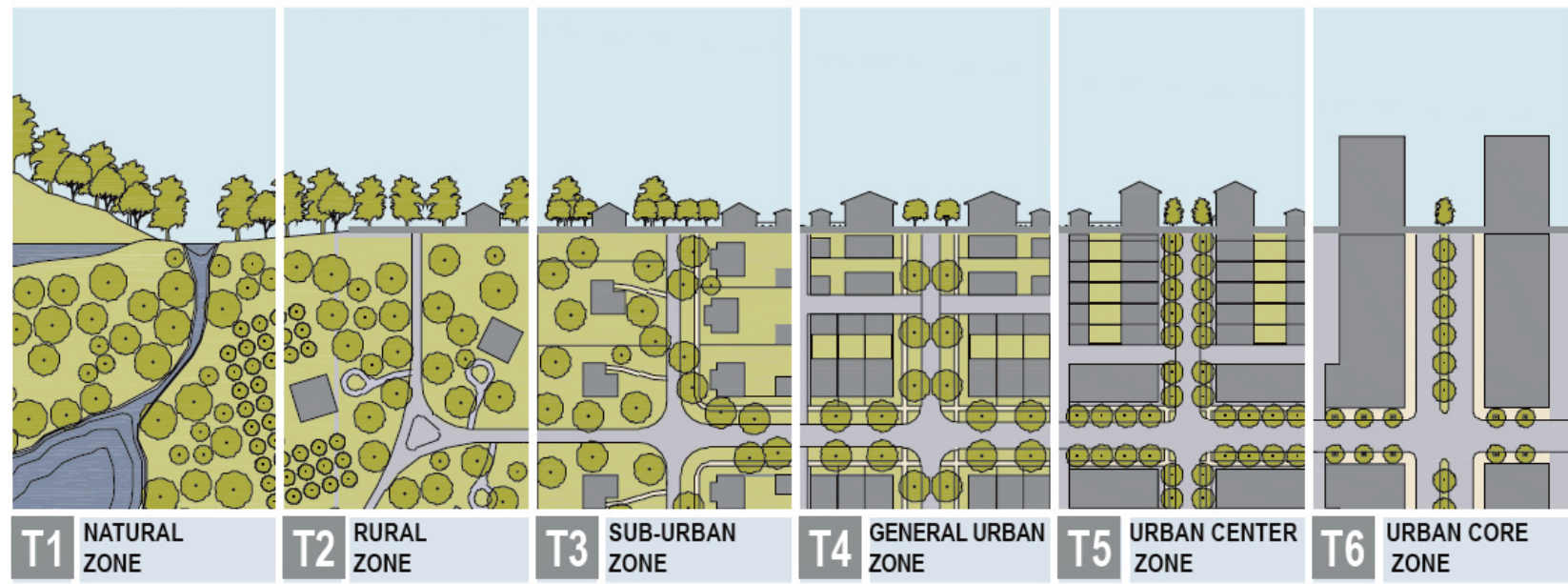
PUBLIC SPACES

- Respond to changing demands for open and recreation spaces
 - Diminishing need for open space as a recreation resource for younger children
 - Increasing need for spaces for the elderly and coworkers
- Ensure that open spaces and gathering spaces reflect the specialized needs of growing immigrants in those neighborhoods



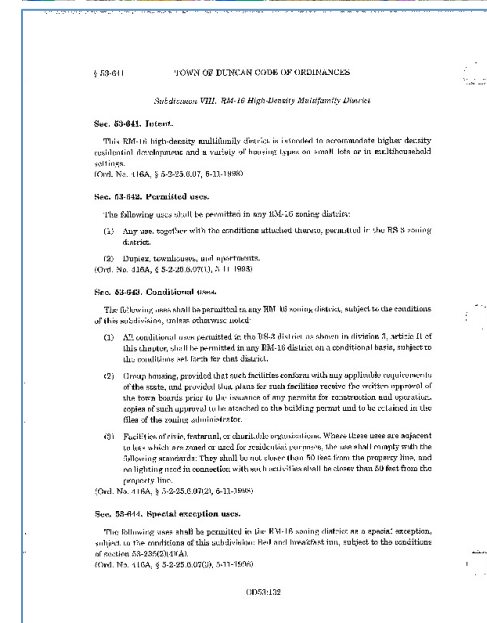
Table 5.5.1.C.2: Allowable Common Open Space Areas		
Area Counted as Common Open Space	Description	Design and Maintenance Requirements
Natural Resource and Hazard Areas		
	Natural water features (including lakes, ponds, rivers, streams, rivers, wetlands, drainageways), riparian buffer, flood hazard areas, existing tree canopy and specimen trees, steep slopes, and important wildlife habitat areas, including such areas used for required public recreation area	<ul style="list-style-type: none"> • Preservation of any existing natural resource and hazard areas shall have highest priority for locating open space. • Maintenance is limited to the minimum removal and avoidance of hazards, nuisances, or unhealthy conditions. • See tree protection standards (Section 5.4).
Active Recreational Areas		
	Land occupied by areas and facilities used for active recreational purposes, such as pools, playgrounds, tennis courts, jogging trails, ball fields, and clubhouses, including required public recreation area	<ul style="list-style-type: none"> • Land shall be compact and contiguous unless used to link or continue an existing or planned open space resource. • Areas shall have at least one direct access to a building or to a street, bikeway, or walkway accessible to the public or the development's occupants and users.

FORM CONTROLS AND DEMOGRAPHIC TRENDS



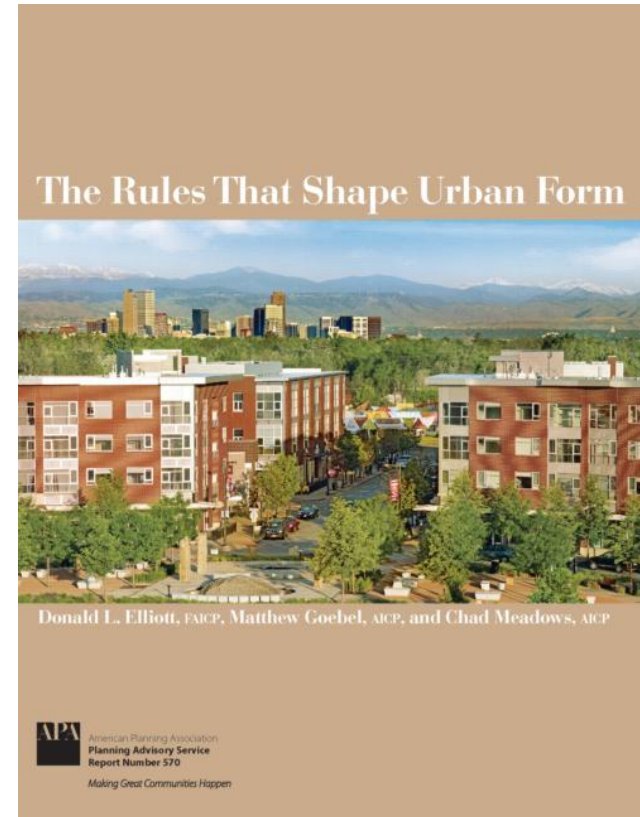
CONVENTIONAL USE-BASED ZONING

- Based on 1916 NYC Zoning Resolution & 1920's Standard Enabling Acts
- Focused on separation of land use, minimum lot sizes and minimum parking requirements
- Can be rigid and complex, with many amendments and patches to adapt a 90 year model to modern practice



FORM-BASED REGULATIONS

- Focused on the design of the **streetscape**; and the role of individual buildings in shaping the public realm
- Are more **restrictive** in terms of **building & site design** requirements
- Are more **permissive** in terms of **use & parking** requirements
- Encourage **mixed-use, compact & walkable** development



FORM-BASED BUILDING TYPES



TOD Template Zoning Code Standards
2.1-5 Building Standards: Mixed Use Building

Figure 2.1-5(1): Building Siting

A. Building Siting		B. Height	
1. Street Frontage	Multiple Principal Structures Not Permitted	Overall Height	Low, Mid, & High Rise per Table 2.1-5(1)
	Front Property Line Coverage 95%	Ground Story Minimum Height	15'
	Occupation of Corner Required	Upper Stories Minimum Height	14'
	From BTZ: 0' to 5'	Upper Stories Minimum Height	9'
	Corner BTZ: 0' to 5'	Notes:	'H 20' or more in height, Ground Floor shall count as 2 stories towards maximum building height.
	ROW Encroachment: By window, Eave, awning/canopy, balcony, & signs		

C. Uses	
Ground Story	Institutional, Retail, & Service; Refer to 2.2 Uses
Upper Story	Residential, Lodging & Housing, Institutional, Retail, Service, & Office; Refer to 2.2 Uses
Parking within Building	Permitted in all floors & in Basement
Parking Lot Location	Rear Yard
Occupied Space	30' depth space facing Primary Street and space on front Facade on all floors. Outside of 1/4 mile radius accepted street requirement on Ground Floor only.
Access	From alley or 1 drive, way off a Secondary St.

Notes:
 * A BTZ of 0' to 15' permitted on lots adjacent to transit station.
 † Occupies more than 50% adjacent to the building and within the Build-to-Zone shall be paved to match adjacent walk.

28 NeighborhoodShow

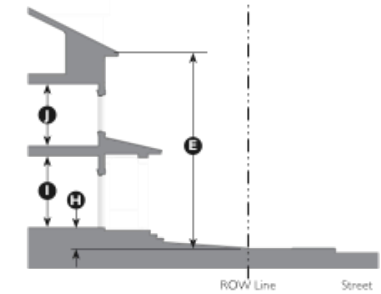
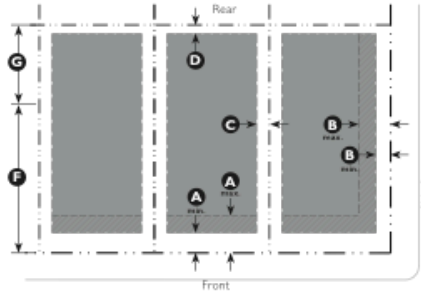
TOD Template Zoning Code Standards
2.1-5 Building Standards: Mixed Use Building

Figure 2.1-5(2): Height & Use Requirements

D. Facade Requirements		E. Cap & Base Type Requirements	
1. Transparency	Minimum Transparency ¹ 20%, per Facade	Cap Type	Parapet, Flat Roof, & Pitched Roof
	Blank Wall Limitations Required	Tower	Permitted
	Appropriately Sized Shutters Required	Front Street Facade Base Type	Storefront & Shopfront
	Notes:	Parking Lot Facade Base Type	N/A
	¹ Base Types may require a greater Ground Floor Transparency, as defined in 2.1-1 Base Types.		
2. Building Entrance	Principal Entrance: Front Facade or corner of Location		
	Street Facades: Number of Entrances: 1 per 75' of Facade		
	Parking Lot Facades: Number of Entrances: 1		
3. Balconies	Size: Minimum 3' deep & 5' wide		
	Facade Coverage: Maximum 50% of front & corner Facades, separately		
	Access to Balcony: Maximum one (1) dwelling unit or tenant space		
	Structure: Independently secured & unconnected to other balconies, or integral to the Facade.		

DRAFT

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Key
 - - - - ROW / Property Line
 - - - - Setback Line
 ■ Building Area
 ■ Facade Zone

C. Building Placement

Setback (Distance from ROW / Property Line)

Front		A
Minimum ^{1,2}	Match adjacent property	
Maximum ³	25'	
Front facade within facade zone	50% min.	
Side Street	10' min.; 15' max.	B
Side⁴		C
1 Story	5' min.	
2+ Stories	7.5' min.	
Rear		D
	5' min.	

¹ In developments on lots over 20,000 sf, the first building defines setback for block in new construction.
² 5' min.
³ No maximum front setback for Carriage houses.
⁴ No side setback required between Townhouse and/or Live/Work building types.

Miscellaneous

Distance between Main Buildings on Same Lot	
1 Story	8' min.
2+ Stories	15' min.

D. Building Form

Lot Size

See Part 5 (Building Types).

Building Height^{5,6}

Lot depth ≤ 100': Within 75' of street property line or	F
Lot depth > 100': Within 90' of street property line	
Stories	2-½ stories max E
To Eave or Parapet	24' max.
Overall	35' max.

Other lot area

Stories	1-½ stories max G
To Eave or Parapet	15' max.
Overall	24' max.

Ground Floor Finish Level	18" min. above sidewalk H
---------------------------	----------------------------------

Ground Floor Ceiling	9' min. clear I
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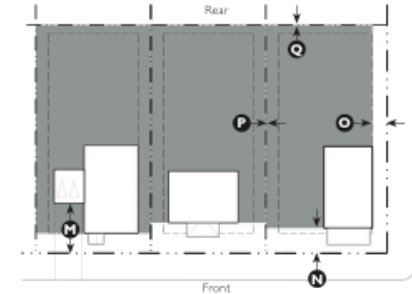
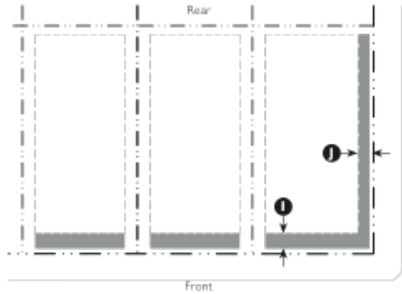
Upper Floor(s) Ceiling	8' min. clear J
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⁵ Does not apply to accessory structures. See 4.02.030 (Accessory Structures)

⁶ See Part 5 (Building Types) for additional height regulations.

Miscellaneous

Mansard roof forms are not allowed.
 Upper-floor units must have a primary entrance along a street facade or to a courtyard.
 Ground-floor residential units facing a street shall have individual entries.



Key
 - - - - ROW / Property Line
 - - - - Setback Line
 ■ Encroachment Area

E. Allowed Use Types

Ground Floor ¹	Residential
Upper Floor ¹	Residential

¹ See 3.02.080.H (T4N Use Table) for specific use

F. Frontage Types and Encroachments

Encroachments into Setback²

Front	5' max.	I
Side Street or Civic Space	3' max.	J
Side	0' max.	

Rear

Property Line	0' max.
Rear Lane	3' max.

² Encroachments are not allowed within a Street ROW.

See 4.02.020.B (Encroachments) for complete list of allowed encroachments.

Required Frontage Types³

Porch	Forecourt
Stoop	

³ See 4.03 (Frontage Standards) for descriptions and regulations.

Key
 - - - - ROW / Property Line
 - - - - Setback Line
 ■ Allowed Parking Area

G. Required Parking

Spaces

Residential Uses	
Studio or 1 Bedroom	1 space/unit min.
2+ Bedrooms	2 spaces/unit min.

Location (Setback from Property Line)

Front	
Covered or Attached	Match front facade + width of garage min. M
Uncovered	Match front facade min. N
Side Street	5' min. O
Side	0' min. P
Rear	0' min. Q

Miscellaneous

Linear feet of front or side facade that may be garage 35% max.

Tandem parking is allowed for off-street parking only if both spaces are behind the required setback and are for the same residential unit.

See Chapter 4.04 (Parking Standards) for additional general parking requirements.

DENVER NEIGHBORHOOD CONTEXTS

<p>Suburban Neighborhood</p>			
<p>Urban Edge Neighborhood</p>			
<p>Urban Neighborhood</p>			

New

on As

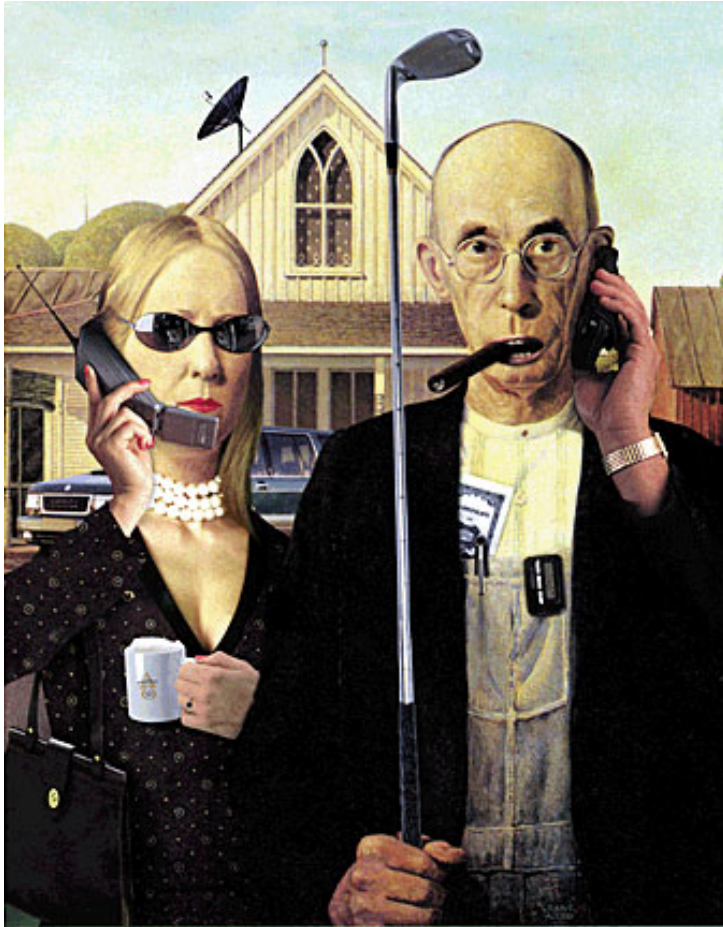
FORM CONTROLS & DEMOGRAPHIC TRENDS

- **Template-based form controls start the discussion favoring walkable urbanism, rather than requiring it to be negotiated**



FORM CONTROLS & DEMOGRAPHIC TRENDS

- **Form controls encourage a wide variety of housing types and greater mixing of those types within neighborhoods**
 - Supports more options for aging in place, single-person households, and immigrant households than zoning that promotes a monoculture of single-family homes
- **Few successful form-based models have been developed for suburban residential neighborhoods; more effective in urban areas**



The Changing Face of America

And What it Means to You

CLARION

Matt Goebel, AICP

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