

Build it so They Will Come: 21st Century Downtown For 21st Century Demographics



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Agenda

- 1 What tribe are you planning for?
- 2 Radical Incrementalism: Best Practices
- 3 Low hanging next steps







Gray Dawn and Millenials



- By the 2030s, 1/4 of N. America will be a senior citizen
- In 2010 the Gen Y'ers surpassed the Baby Boomers to become the largest cohort



The Gray Dawn

In a few decades, **1 in 4** persons will be 65 or older

Over the next fifty years, the number of people aged **65 to 84** is projected to **triple**, the number of those aged **85 and over** is projected to grow **sixfold**

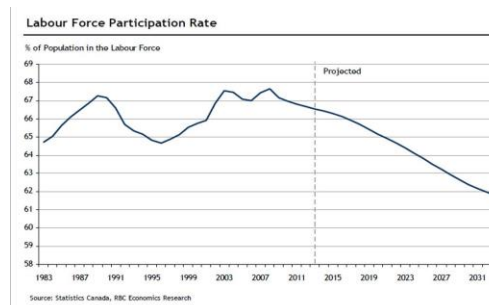


The Gray Dawn

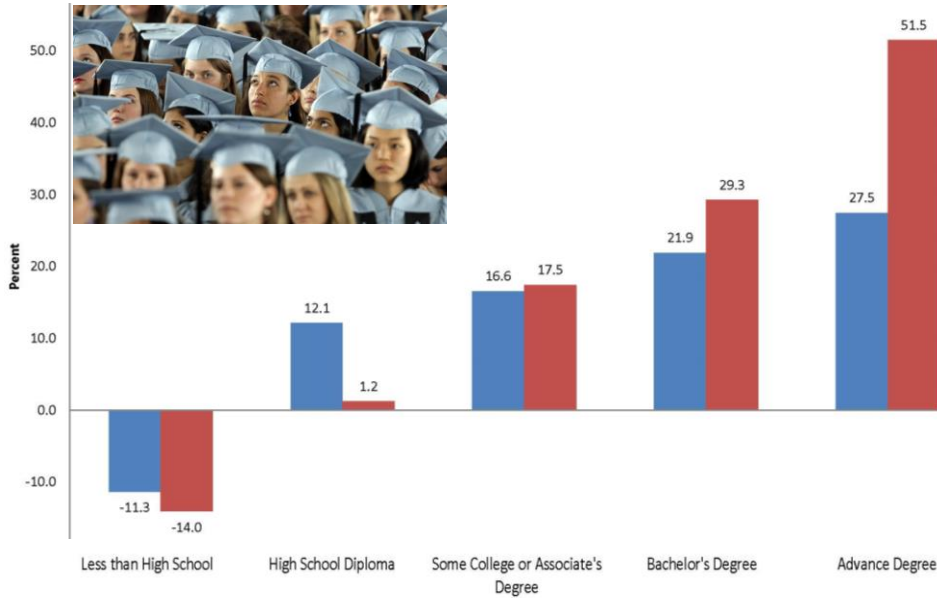
In **2014**, there was **22** retirees for every 100 members of the work force.

By **2023**, there will be **30** retirees for every 100 members of the workforce.

As a result of baby boomer retirement, the labour participation rate is expected to decline until 2031

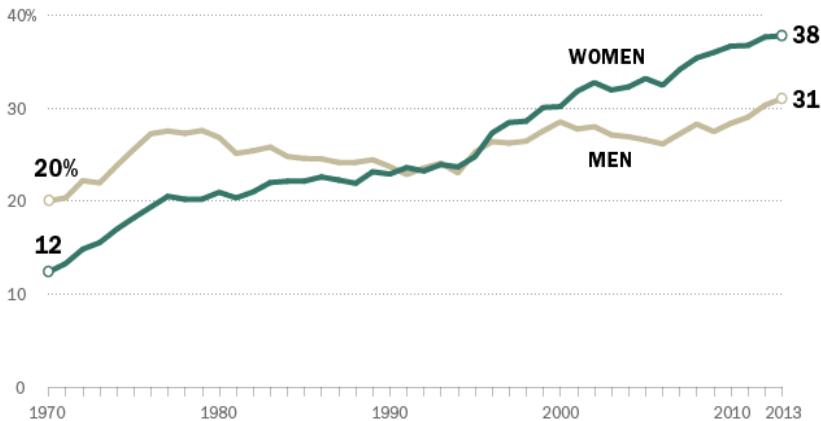


Women: White Collar Labour



Women: White Collar Labour

Percent of 25-32 year-olds with a least a four-year college degree



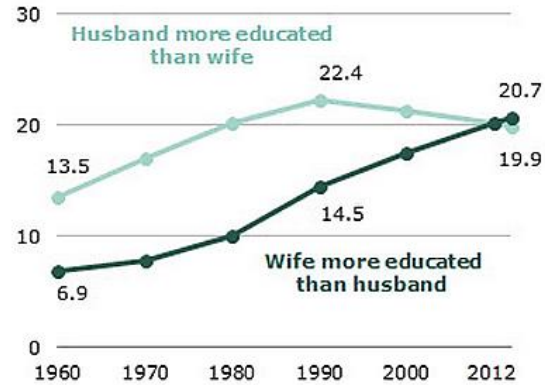
Source: Pew Research Center tabulations of Current Population Survey data.



Women: White Collar Labour

More Women Marrying 'Down'

% of currently married couples



Source: Pew Research Center analysis of the Decennial Census and American Community Survey, IPUMS files.

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Radical Incrementalism: The surprising power of planning small



Radical Incrementalism

- The power of lots of little ideas.
- It is all about the long play.
- 65% of the big ideas proposed for cities never get off the ground.



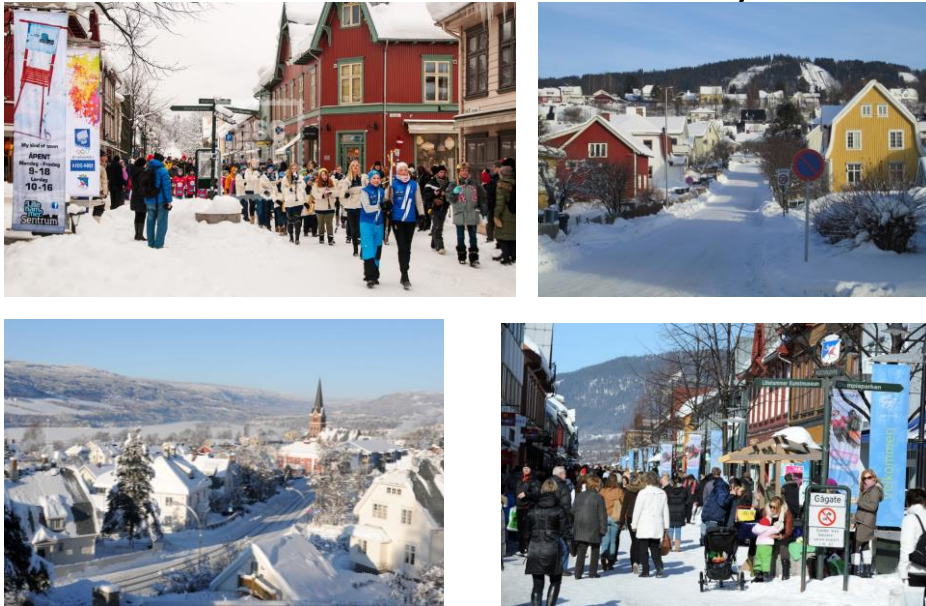
Chelsea, Quebec



Boulder, Colorado



Lillehammer, Norway



Low Hanging Fruit

- Unlock development potential
- Embrace winter
- Plan for women
- Design Excellence



The Problem: Failed Centres



- Truncated Evolution
- Static Neighbourhoods
- Under Investment
- Planner urban utopias don't materialize



The Problem: Earnest Planning & Regulating the Wrong Things



The Problem: NIMBYs



The Solution: Market Urbanism



The Solution: Form Based Code

- Desegregation of land uses: form based code
- Design the street first and then form and mass of buildings last
- Growth will occur organically and incrementally
- Predictable public realm for users and investors
- Outcome: urban areas will grow denser and more interesting, vital and mixed



The Outcome: Messy Vibrancy



Make it for all seasons...



Winter City Design Guidelines





Warming Huts



Warm Materials

Public Art



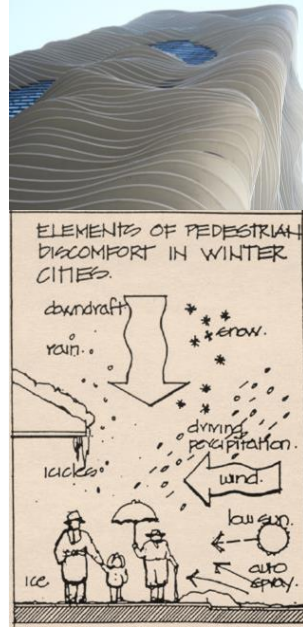
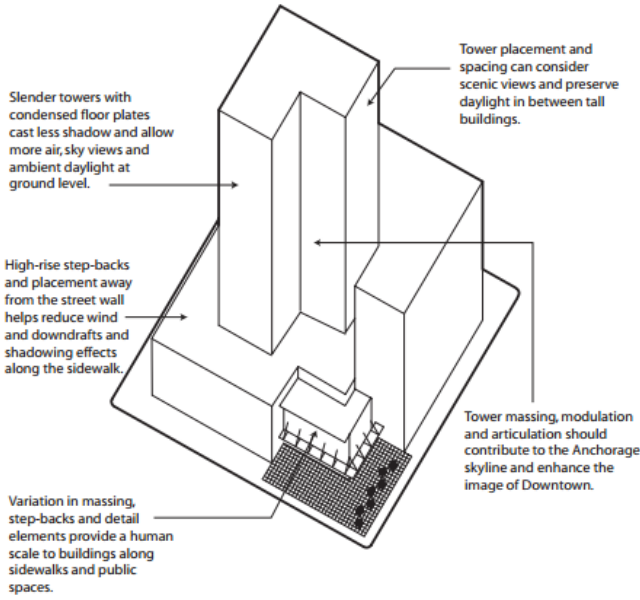
Use of Light

Cafés & Sidewalks



Fire and Seating

Urban Design Considerations



“Light the Bridge” Project, High Level Bridge, Edmonton, AB



Landscape Lighting in Winter



Make it for everyone...



Female Friendly Cities





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Safe and Friendly Cities for All

Date: 22 June 2011

Speech delivered by UN Women Executive Director Michelle Bachelet at the launch of the UN Women/UNICEF/UN-HABITAT joint Programme "Safe and Friendly Cities for All", UN Headquarters, New York, 22 June 2011.

[Check against delivery.]



GenderMainstreaming – leichtgemacht
Praxistipps für mehr Gleichstellung im Magistrat

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What a city designed for women looks like

See what happens when a city takes women's needs, listens to them, and meets them with urban improvements

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How to Design a City for Women

A fascinating experiment in "gender mainstreaming."

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In 1999, officials in Vienna, Austria, asked residents of the city's ninth district how often and why they used public transportation. "Most of the men filled out the questionnaire in less than five minutes," says Ursula Bauer, one of the city administrators tasked with carrying out the survey. "But the women couldn't stop writing."

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How city planners could help women feel safer

India, Austria among countries looking to improve public spaces

By Megan Williams, CBC News Posted: Oct 07, 2014 12:12 PM ET | Last Updated: Oct 07, 2014 12:54 PM ET



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The accounts of rape and murder of women in India have given rise to widespread protests as well as research into ways to make public spaces more safe. (Sahil Hussain/AP/ Getty Images)

Improved
Lighting



Design Parks
For Women

Improve
Accessibility



Improve the
Pedestrian
Environment

Hanging Baskets = Cared for Space



Design
Excellence

Make things beautiful...



Lego Bridge

Wuppertal, Germany



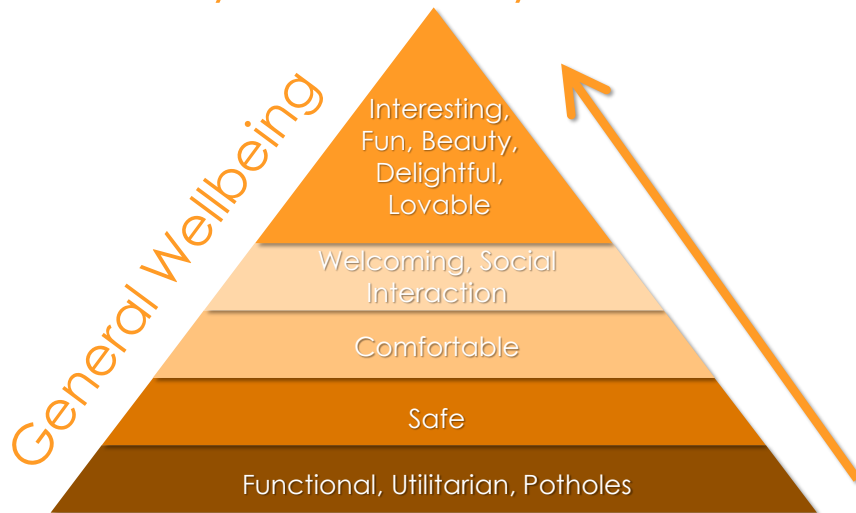
Vibrant Public Realm = Successful Business



Parklets



A City's Hierarchy of Needs



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Questions?

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