



# TOP 10 GLOBAL TRENDS

Affecting Downtowns  
& How to Respond at Home

Downtown Partners Strategic Plan

May 2016

# PUMA's Global Trends Report

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- Initially created in 2006 to inform the Downtown Denver Area Plan
- Updated in 2011 and 2014; third update in progress
- Developed in partnership with the University of Colorado Denver
- Received IDA President's Award for applications throughout U.S.



Master of Urban and Regional Planning  
COLLEGE OF ARCHITECTURE AND PLANNING  
UNIVERSITY OF COLORADO **DENVER**

2006

## DEMOGRAPHICS

Changing American Demographics  
Immigration Trends  
Changes with the "Creative Class"

2011

Changing American Demographics  
Education, Talent & Jobs  
Emergence of Young Professional Women

2014

Changing American Demographics  
Education, Talent & Jobs  
Influence of Women



## LIFESTYLES

Traffic Congestion & Value of Time  
Trends in Health Care/Wellness/Recreation  
Growth of Tourism  
America's Growing Debt Burden

Changing Consumer Behaviors  
Shifts in Transportation & Mobility  
Health, Wellness & Urban Form  
The Age of Austerity

Changing Consumer Behaviors  
Shifts in Transportation & Mobility  
Health & Wellness  
Rise of Regionalism



## GLOBAL COMPETITION

Emergence of China, India, etc.  
Continued Advances in Technology  
Environmentalism, Sustainability,  
Climate Change

The Emergence of a Planetary Middle Class  
Continued Advances in Technology  
Sustainability Mainstreamed

Shift in Global Wealth  
Continued Advances in Technology  
Social Equity – The Neglected Pillar  
of Sustainability



# DEMOGRAPHICS



# Changing American Demographics

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## Baby Boomers - 76 million born 1946 to 1964

- Sheer numbers supported labor markets, entitlements & consumption
- College education rates increase 5x
- Living longer & healthier, but creating increasing demands on health care system
- Recession caused more to “age in place”
- Empty nest looking to downsize, urbanize



# Changing American Demographics

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## Gen X – 53 million born 1961 to 1984

- *Slackers to slacks!*
- Ability to multi-task & transfer skills
- Have the most post-recession disposable income, largest group of homebuyers, most have kids
- Moving into leadership positions
- Job prospects are good



# Changing American Demographics

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## Millennials – 77 million born 1977 to 2003

- Growing up with technology
- More optimistic, tolerant, open-minded
- Multi-cultural – majority minority rises from 43 to 58 of 100 largest cities since 2000
- Spirit of volunteerism, passion to foster change
- Many rebounding to home markets



# Changing American Demographics

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## Gen Z – born after 1996

- Gen Z are more realistic & cautious, yet inspired to change the world
- Ushering in the most dramatic demographic shift in American history
- By 2018, children under 18 will be majority-minority, by 2042 there will be no racial minority in the U.S.





# Education, Talent & Jobs

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## The Premium of a Highly Skilled Workforce

- Worker shortages loom due to skill gaps
- Since 2000, young college educated population grew twice as fast within 3 miles of major city centers
- Millennials today comprise 38% of workforce, 50% by 2020
- Educational institutions are economic anchors, stabilizers



# The Influence of Women

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## Dominating Professional Occupations

- 57% of bachelor's and 60% of master's degrees
- Single Boomer women emerging as an economic power
- In positions to shape cities? 17% of mayors, 15% of architects, 37% of planners
- Vibrant mixed-use environments can fulfill diverse lifestyle needs



# LIFESTYLES



# Changing Consumer Behaviors

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## New Patterns in Consumption

- Impulse replaced by deliberate spending
- E-commerce now 6% of retail sales, but influences majority of purchases
- Gen X and Millennials driving sales
- Sharing economy flourishing
- Downtown residential influencing new retail formats



# Shifts in Transportation & Mobility

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## Behaviors Shifting Away From Cars

- Driving miles have decreased since 2006
- Millennials don't love cars – 21% of all miles driven in 1995; 14% today
- Bike share programs growing faster than any mode of transport in history of planet
- Walkable real estate = value premium



# Health & Wellness

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## Healthy Places an Emerging Trend

- Shortage of health care workers looming
- Health care industry will continue to be an economic anchor, civic partner
- Connection between health and built environment increasingly important
- Opportunities from new food movements



# Rise of Regionalism

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## Cities Propel Growth & Innovation

- Per capita US debt: 2007: \$29,000  
2016: \$59,400+
- In 1950, 16 workers for each SSI recipient, by 2030, 2 workers for each recipient
- Feds broke and dysfunctional
- Investment in infrastructure, education & innovation to come from regions



# GLOBAL COMPETITION





# Shift in Global Wealth

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The World's Largest Economies: 1850 to 2050

1850	1950	2016	2050
China	United States	United States	China
India	United Kingdom	China	United States
United Kingdom	Germany	Japan	India

# Shift in Global Wealth

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## America's Grip On Its Destiny Diminishes

- Recession accelerated relative growth of emerging economies
- China's global share of car sales: 2000 < 1%; 2015 > 27.5%
- Global middle class: 1.8B in 2009, 3.2B by 2020, 4.9B by 2030; 66% in Asia
- Emerging economies feature low debt, strong central governments – will invest in infrastructure and innovation



# Continued Advances in Technology

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## Key advances shaping cities

- Mobile connections: 7.7B+
- Explosion in apps for real-time information
- Influencing office & living design to blend work/social space, less sq.ft. per person
- 3D printing changes manufacturing process – opportunities for cities
- Clusters of innovation key to growth



# Sustainability & Social Equity

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## Majority of planet now lives in cities

- At current growth rates, global consumption exceeds 200% Earth's biocapacity by 2050
- Economic & environmental pillars of sustainability widely understood
- U.S. income inequality most extreme since 1928 – 1% earn 22.5% of wealth, 90% earn less than 50% for first time ever.
- Rising tide of civic activism expected to promote equity in schools, wages, housing



# CONCLUSIONS

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## *Trends favorable for vibrant downtowns*

- America's population growing more diverse, as well as younger & older
- Increasingly connected & competitive world
- Resource-intensive lifestyles are not sustainable
- Innovation & investment more reliant on regional initiative
- Planning for economic diversity emerging as a priority



# Implications for Downtown Sioux City

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- Capitalize on the “Rebound Wave”
- Appeal to women
- Housing with diverse price points
- Mobility options, “complete streets”
- Promote the “sharing economy”
- Keep it fun, entertaining & interesting
- Foster/promote entrepreneurship
- Capitalize on adaptive reuse



# Downtown Partners Strategic Plan

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## *Priorities from Roundtables...*

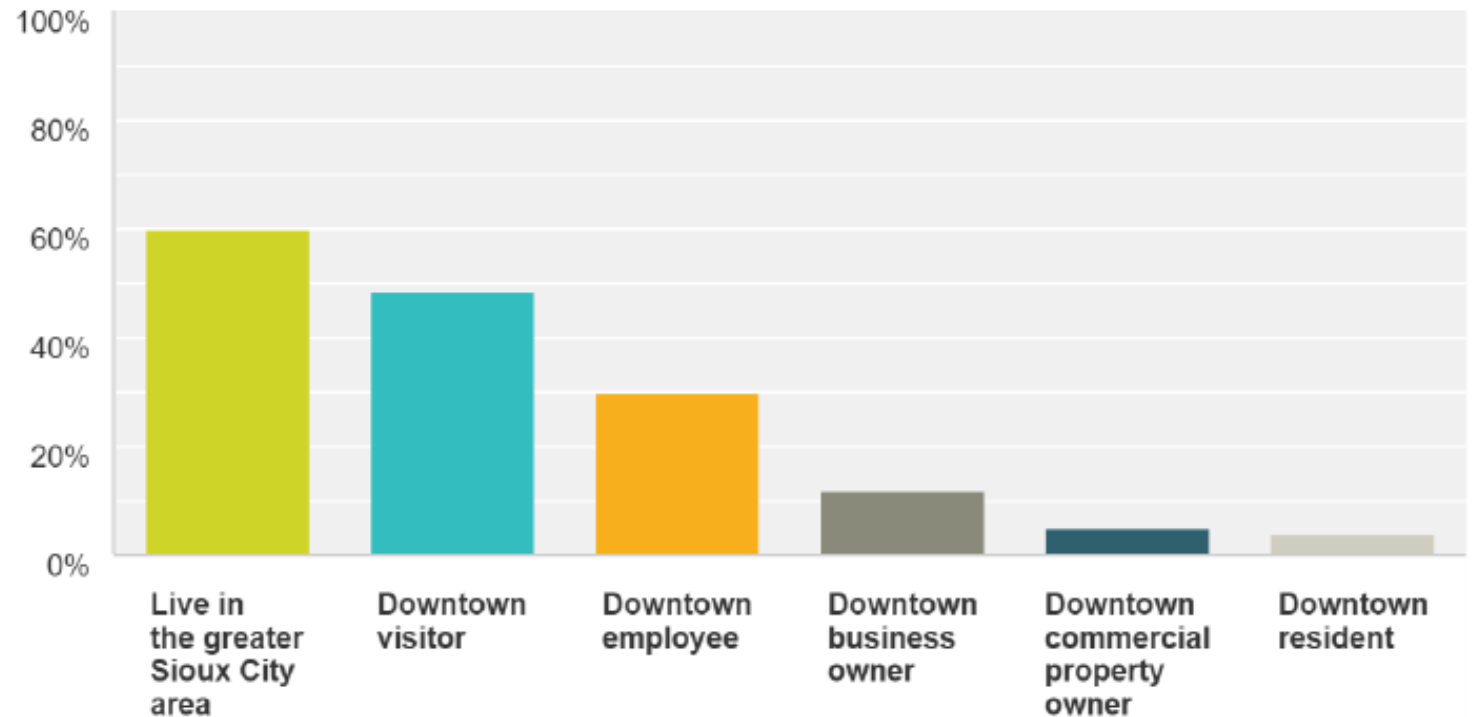
- Increase market rate housing options
- Improve property owner accountability and engagement
- Emphasis on place-making
- Improve infrastructure to enhance curb appeal
- Involve the rebounders (young professionals)



# Downtown Partners Strategic Plan

*616 responses to the online survey...*

- Female 60%
- White 92%
- 50K to \$200K: 69%
- Zip code
  - ✓ 51104 (32%)
  - ✓ 51106 (27%)





# Downtown Partners Strategic Plan

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*Factors most important in improving downtown over past 5 years...*

- New restaurants and retail
- New businesses and jobs
- Festivals and events/farmer's markets
- Historic building rehabilitation
- LaunchPAD Children's Museum





# Downtown Partners Strategic Plan

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## *Priorities to achieve this vision...*

- Activate the riverfront (19%)
- Encourage more nightlife, restaurants & entertainment (14%)
- Support/incentivize business start-ups & entrepreneurs (13%)
- Attract neighborhood serving retail & amenities (10%)
- Promote a fresh image/brand for downtown (9%)
- Improve the parking experience (8%)

Suggest one specific improvement to enhance downtown



# Downtown Partners Strategic Plan

Community	Economy	Environment
<p><i>Unify and strengthen the influence of downtown stakeholders</i></p>	<p><i>Attract new investment, including jobs, businesses &amp; housing</i></p>	<p><i>Place-making to make downtown more walkable, bikeable &amp; livable</i></p>
<ol style="list-style-type: none"> <li>1. Communications with stakeholders</li> <li>2. “City Building Portal” to engage younger demographic</li> <li>3. Organize residents to attract amenities</li> </ol>	<ol style="list-style-type: none"> <li>1. Establish business support services</li> <li>2. Promote &amp; support entrepreneurship</li> <li>3. Work with civic partners to create incentives for housing &amp; innovation</li> </ol>	<ol style="list-style-type: none"> <li>1. Advocate for riverfront connections &amp; activation</li> <li>2. Improve pedestrian &amp; bicycle experience</li> <li>3. Advance the greening of downtown, including a central gathering place</li> </ol>

Bottom Line:  
Never in our  
lifetimes have  
converging  
trends  
favored  
downtowns  
like they do  
today.

