Kenton County is going to change over the next 20 years; it's one of those few guarantees of life. What we as citizens need to do is help shape the change so it benefits the community's overall quality of life. That's what Direction 2030 is about... reaching out and engaging citizens on how to shape the change that's coming. We appreciate the commitment you've made this evening by sharing your time and opinions with us. We hope you'll stay engaged so the final product reflects the community's true hopes and desires.
Kenton County's new Comprehensive Plan will provide policy and direction for future decisions that are rooted in strong public participation that sets a firm foundation representing the interests of the community. Direction 2030 will provide the framework for public and private decisions concerning our community's future for residents, decision-makers, planners, developers and other interest groups.

The reasons for this new comprehensive plan are many. The first Comprehensive Plan was started in 1968 and completed in 1972 and since then only updates have been made. The most important elements of the Comprehensive Plan, the goals and objectives, have not changed since this original plan. Over the past decade or two new trends on how people want to live and travel, along with changes in the economy make it important to take a whole new look at our county. Direction 2030: Your Voices Your Choices will be a plan founded in a strong public engagement effort and that prepares our Kenton County community for the challenges of the next 20 years.

Round 1: Public Meetings

Wednesday, October 26 (5:30 to 7:30) - Dixie Heights HS
Thursday, November 17 (6:30 to 8:30) - K C Agricultural Extension Office
Tuesday, November 29 (5:30 to 7:30) - Calvary Baptist Church
Tuesday, December 6 (6:30 to 8:30) - Piner Elementary School
Website http://direction2030.org

Find Out More

Facebook http://www.facebook.com/direction2030
Blog http://direction2030.org/category/learn/
Twitter http://twitter.com/#!/Direction2030

NKAPC
Kenton County Planning Commission
The following articles are for information only and represent a sample of some information widely available on topics related to trends discussed tonight. Participants are encouraged to read further on their own beyond the few articles enclosed.

Article 1: No McMansions for Millennials, by S. Mitra Kalita and Robbie Whalen, from the Wall Street Journal

Article 2: Baby Boomers Statistics on Empty Nests and Retirement: Escape Homes.com, from Del Webb annual survey

Article 3: Are Millennials Driving Downtown Corporate Relocations?, by Christopher Leinberger, from The New Republic
No McMansions for Millennials (from Yahoo! Real Estate)
By S. Mitra Kalita and Robbie Whelan, WSJ.com
Jan 14, 2011 Provided by: THE WALL STREET JOURNAL

Here's what Generation Y doesn't want: formal living rooms, soaker bathtubs, dependence on a car. In other words, they don't want their parents' homes.

Much of this week's National Association of Home Builders conference has dwelled on the housing needs of an aging baby boomer population. But their children actually represent an even larger demographic. An estimated 80 million people comprise the category known as "Gen Y," youth born roughly between 1980 and the early 2000s. The boomers, meanwhile, boast 76 million.

Gen Y housing preferences are the subject of at least two panels at this week's convention. A key finding: They want to walk everywhere. Surveys show that 13% carpool to work, while 7% walk, said Melina Duggal, a principal with Orlando-based real estate adviser RCLCO. A whopping 88% want to be in an urban setting, but since cities themselves can be so expensive, places with shopping, dining and transit such as Bethesda and Arlington in the Washington suburbs will do just fine.

"One-third are willing to pay for the ability to walk," Ms. Duggal said. "They don't want to be in a cookie-cutter type of development. ...The suburbs will need to evolve to be attractive to Gen Y." Outdoor space is important—but please, just a place to put the grill and have some friends over. Lawn-mowing not desired. Amenities such as fitness centers, game rooms and party rooms are important ("Is the room big enough to host a baby shower?" a millennial might think). "Outdoor fire pits," suggested Tony Weremeichik of Canin Associates, an architecture firm in Orlando. "Consider designing outdoor spaces as if they were living rooms."

Smaller rooms and fewer cavernous hallways to get everywhere, a bigger shower stall and skip the tub, he said. Oh, but don't forget space in front of the television for the Wii, and space to eat meals while glued to the tube, because dinner parties and families gathered around the table are so last- Gen. And maybe a little nook in the laundry room for Rover's bed?

In his presentation, KTGY Group residential designer David Senden showed slide after slide of dwellings that looked like a cross between a hotel lobby and the set of "Melrose Place." He christened the subset of the generation delaying marriage and family as "dawdlers." "A house in the suburbs is not for them," Mr. Senden said. "At least not yet."

Places to congregate are more important than a big apartment, he cautioned. He showed one layout of a studio apartment-350 square feet, as big as Mom and Dad's Great Room. Common space has migrated to "club rooms," he said, where Gen-Y residents can host meals and hang out before heading to a common movie-screening room or rooftop swimming pool that they share with the building's other tenants.

The Great Recession and its effects on young people's wages will affect how much home they can buy or rent for years to come.

"Not too many college grads can afford a lot of space in the city," he said. "Think lots of amenities with little tiny units-and a lot of them to keep (fees) down. ...The things these places are doing is constantly coordinating activities. The residents get to know each other and it makes for a much livelier and friendlier environment."
The United States experienced an explosion of births after American soldiers returned home from World War II. Sociologists define those born between 1946 and 1964, or those who are currently 40-58 years of age, as "Baby Boomers." During the Baby Boomer years, approximately 76 million American were born. Today, this represents 28 percent of the American population. In 1957, 4.3 million babies were born in the U.S. This is more than any year before or since. A second boom has not occurred as Boomers reached childbearing years. Boomers waited longer to have children and many have not had children. Many experts say the Baby Boom phenomenon is a one-time event. After the Boomers came the era of the Generation X'ers. There are about 41 million Generation X'ers in the United States. Generation X'ers were born between 1968 and 1979.

36 percent of Boomers will move or plan to move when they become Empty Nesters. When they retire, 55 percent say they will move. Of the Boomers who moved or will consider moving once becoming Empty Nesters, roughly one-third (36 percent) will move more than three hours away. Upon retirement that number climbs to 51 percent. 26 percent of Baby Boomers will consider purchasing a home in an age-qualified Active Adult Community. Roughly one-half (51 percent) are not sure whether or not they would make this purchase and 24 percent would not consider buying in an active adult community.

Of Baby Boomers who are considering purchasing a home in an age qualified active adult community, 30 percent prefer a community in an urban location. Additionally, 29 percent want a community that maximizes local natural benefits; 22 percent like an active adult community located within a multi-generational development; 6 percent want a small to midsized community with golf; 5 percent choose a country-club setting and 3 percent prefer a large community with golf.

Boomers are more than twice as likely as those aged 59-70 to prefer an Active Adult Community that is part of a multi-generational neighborhood. Boomers who moved or will consider moving from their old Empty Nest cite wanting a smaller house (44 percent) and one that requires less maintenance (44 percent) as their top reasons for moving. Upon retirement, they say maintenance will be the paramount issue in choosing a home (62 percent), but they also will want a smaller home (23 percent).
**Fast Facts about Retirement:**
- Boomers generally view retirement in a more positive light than becoming an Empty Nester.
- 75 percent say they will be even happier upon retirement.
- 74 percent will feel freer to be themselves upon retirement. This is higher than the 57 percent who will feel freer to be themselves once they become an Empty Nester.
- Only about one-third (36 percent) of Baby Boomers think they will have enough money to live comfortably once they retire. Nearly half (47 percent) of older Americans (those aged 59-70) believe they will have enough money to live comfortably in retirement.
- 40 percent of Boomers are not sure if they will have enough money to live comfortably.
- One-fourth of Boomers do not think they will have enough money to retire. Male Boomers (50 percent) are significantly more likely than females (34 percent) to think they will have enough money to live comfortably in retirement.

**Facts on Empty Nester Emotions:**
- 71 percent say parenting was a wonderful experience, but it wasn't easy. 19 percent say it was more challenging than they expected.
- 26 percent say they will feel like newlyweds when their kids are gone and even more (34 percent) say they will feel closer to their spouse without the children around.
- Fifty-eight percent say they are or were emotionally ready to get the kids out of the house. Males (70 percent) are significantly more likely to be emotionally prepared than females (55 percent.)
- The older the Boomers become the more ready they are to clear the Nest. In fact 71 percent of the Boomers between 53-58 years old are emotionally ready to be Empty Nesters.
- Boomers have mixed feelings about becoming Empty Nesters. While a large percentage is neutral about the emotional impact, Boomers do feel an increase in freedom to be themselves with Empty Nesting.
- Most (at least 75 percent) don't or will not miss the parenting roles, like coaching sport teams or helping with school work. But 64 percent do or will miss the family vacations.
- Getting out of debt is their Number 1 priority when becoming Empty Nesters.
- 40 percent of Boomers believe their children will be better off financially than they are.
- Only 2 percent say they wished they would not have had children.
- 46 percent would advise future parents to spend less time at work and more time with their children.
- 74 percent say they have been good role models.
- 27 percent would not let their grown children move back in with them assuming that their children were in good health and financially secure.
- 40 percent of Boomers anticipate that their adult children will move back in with them. 30 percent anticipate that their parents will move in with them.
- 28 percent would charge their kids rent, but far less (8 percent) are likely to bill their parents.

For more information or the full survey, see the Del Webb website.
Are the Millennials Driving Downtown Corporate Relocations?

Christopher Leinberger  June 9, 2011 | 5:33 pm

In spite of the U.S. Census data for the past decade showing continued job de-centralization, there is now much anecdotal evidence for the just the opposite. The Chicago Crain’s Business Journal reports that companies such as Allstate, Motorola, AT&T, GE Capital, and even Sears are re-considering their fringe suburban locations, generally in stand alone campuses, and may head back to downtown Chicago. The irony of Sears possibly moving back to downtown could not be greater, having abandoned the country’s tallest building for an equally huge, though horizontal, building 45 miles from the Loop over 20 years ago.

The New York Times has been reporting this week that UBS, the huge Swiss banking firm, is considering moving their U.S. headquarters back into New York City, possibly to the next World Trade Center building, from Stamford, Connecticut. Even downtown Detroit, the basket case of American downtowns, has seen four major corporate arrivals in recent years ... most recently the headquarters of the parent company of Quicken Loans.

The reason in nearly every case? The millennial generation is demanding it. Highly-educated young workers, the life’s blood of many industries, have been flocking to center cities in recent years. Trying to recruit this talent to Stamford, Conn., or Hoffman Estates, Ill. is exceedingly difficult. They are voting with their feet for a hip, high-density walkable lifestyle and a reverse commute to the ‘burbs is not in the cards for most of them.

The companies moved out to the suburbs to attract their baby boomer parents, raising their kids in suburban isolation. The millennials are doing what many generations have done in the past; they have rejected how they were raised. This once again shows that building a high quality residential base will lead to the attraction of jobs...only this time it is back to the future.

We Recommend

McArdle: Inequality Is So Five Minutes Ago (The New Republic)
Democrats Beware! Occupy Wall Street Could Sink Obama’s Re-Election (The New Republic)
Two Candidates and Seven Clowns: How Did This Happen to the GOP? (The New Republic)
Liberalism and Occupy Wall Street (The New Republic)
If You Haven’t Read Michael Lewis’s Latest Vanity Fair Piece By Now... (The New Republic)

From Around the Web

The Many Faces of Mitt Romney (LIFE)
I’m Under Arrest for What? Fifty Bizarre U.S. Laws (Divine Caroline)
These US Presidents Would Make the Worst Roommates (Biography.com)
Jennifer Aniston Really Is Dull, Just Like Brad Pitt Said (The Stir By CafeMom)
Why Romney Can’t Beat Obama in 2012 (The Fiscal Times)
COMMENTS AND QUESTIONS

See the last page of this packet to make General Comments or comments specific to the Keypad Questions. Thank You.

SMALL GROUP DISCUSSION QUESTIONS

Please take notes during the conversations at your table. Remove the following pages with your notes and leave them at your table. This will help us make sure we have all the ideas and comments you have to offer us tonight. Feel free to add other comments on these pages if you need to. Thank You.
1. What generation do you identify with?

2. Do you agree with the trend data that was presented about your generation or your observation of other generations? (Silent, Baby Boomers, Gen X, Millennials)
3. As you think about the needs of different generations are there certain aspects that are either missing or can be improved upon in Kenton County?

4. What are the needs in Kenton County that are important across multiple generations?
COMMENTS AND QUESTIONS

Keypad Questions and Comments

General Comments about the meeting or other items discussed tonight