

PLANNING FOR THE NEXT GENERATION

HOW WILL GENERATION Z INFLUENCE LAND USE
PLANNING AND DESIGN?

WHO IS GENERATION Z?

- ✓ Mid-late teens through people in their mid-20s
- ✓ Also called the iGeneration and Post-Millennials
- ✓ 25.9% of population now; by 2020 this segment will make up 1/3 of the US population!
- ✓ *True Digital Natives*
- ✓ Learned from Generation X and Millennials and have altered their lifestyles to mirror the positive and minimize the negative
- ✓ Organizers of Social Movements; Concerned about public welfare
- ✓ Inclusive, optimistic and environmentally-conscious
- ✓ Stressed, lacking free time, wary of current political climate

MILLENNIALS VS GENERATION Z

MILLENNIALS	GENERATION Z
Always searching for information and updates	Accustomed to automatic and constant updates
Delay of traditional milestones	Elimination of traditional milestones
Integration of family and work	Continuous multi-tasking
Large focus on social media and publishing life events	More interested in privacy and more selective when using social media
Prefer city-like setting, walkable communities and public transportation as the priority	Prefer city-like and suburban settings, want to purchase a single-family home, and want a myriad of transportation choices

Source: GfK Consumer Life

HOW PLANNERS CAN ADDRESS GEN Z

- ✓ Housing Choices – plan for the modern family, not always the nuclear family
- ✓ Access to a Mobile Technology– Gen Z is always on; Access to free Wi-Fi is imperative
- ✓ Provide Public Transportation **and** Adequate Parking – Gen Z wants ease of transportation but also wants to be able to host parties, visit with family and friends
- ✓ Remove range anxiety – provide frequent Electric Vehicle charging stations; Access for charging of technology, specifically smart phones

HOW PLANNERS CAN ADDRESS GEN Z

- ✓ Design integrated green space – Gen Z needs a stress relief that fits into their schedules and is in close proximity to their homes, work and/or other commitments
- ✓ Bring services to the neighborhood – Mobile health screenings, informational tables at Farmers Markets, etc.
- ✓ Diversify your downtown – Make everyone feel welcome; review your zoning!
- ✓ Incorporate sustainability and health into **all** aspects of planning

CASE STUDY 1: MOBILE HEALTH SCREENINGS



Saint Peter's Healthcare System (New Brunswick, Middlesex County) travels to regional and local senior centers, community centers, corporations, shopping centers and more. Services they offer include:

- ✓ Skin cancer screenings
- ✓ Immunizations
- ✓ Blood pressure screenings
- ✓ Stroke assessments

Offering these services as well as mental health screenings are beneficial for those in need as well as those with limited time and maximum stress



CASE STUDY 2: WIFI ACCESS



Municipalities are realizing the importance of providing free Wi-Fi to residents, employers/employees and visitors.

The Township of Franklin (Somerset County) provides free public Wi-Fi in its municipal buildings and library. A constantly updated website provides information about meeting times, upcoming events and community programs.



Newark recently partnered with Intersection (the leading Smart Cities Technology company) to deploy kiosks that offer a gigabit of free Wi-Fi

CASE STUDY 3: TRANSPORTATION CHOICES

“The loss of each and every life as a result of a traffic crash is avoidable.”

– Mayor Steven M. Fulop

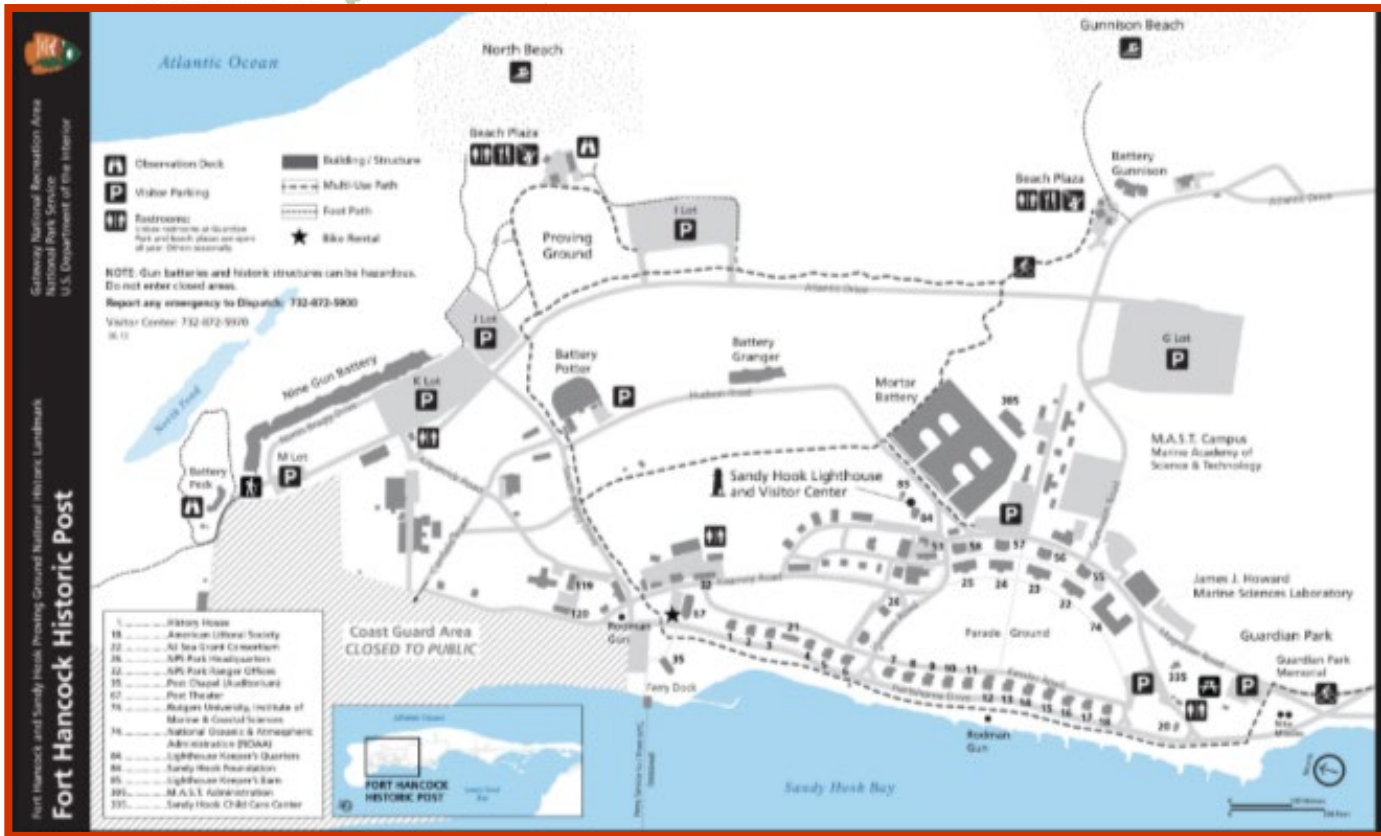


Source: Jersey City – Vision Zero (Facebook) ; Mercer Planning Associates

Jersey City joined the Vision Zero Initiative, with the goal of eliminating traffic fatalities by 2026. This project has taken on a large planning effort that is heavily focused on community involvement, education and addressing traffic accidents and fatalities as a public health problem. This study will look at:

- ✓ Parking needs
- ✓ Complete Streets implementation
- ✓ Traffic calming measures
- ✓ Conditions and improvements for public transportation

CASE STUDY 4: RECREATIONAL NEEDS AND INTEGRATED GREEN SPACE



A study of Gen Z's recreational needs was performed in 2018 in Malaysia. The findings were:

- ✓ Gen Z prefers natural spaces to public spaces
- ✓ These spaces are a primary source for mental and emotional relief
- ✓ While they are focused on physical fitness, their activities of choice lean towards natural playgrounds, cycling and skateboarding
- ✓ Example: Sandy Hook Gateway Park



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