



Obstacles to Small Businesses

Working Group
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Small Business

A business that is privately owned and operated, with a small number of employees, has a relatively low volume of sales, and is not dominant in its field on a national basis. Small business size standards vary widely, and may be determined by revenue or number of employees, depending on industry.

-Imagine Austin, Appendix C



Local Business

Locally-owned independent business, nonprofit, or farm.

-Imagine Austin, Appendix C



Imagine Austin

Provide paths to prosperity for all

- To ensure our economic strength, it is critical to preserve Austin's mix of large and small businesses, local entrepreneurs, major employers, clean industries, educational institutions, and government jobs. (page 10)



Imagine Austin

Economy (page 46)

- Austin small businesses grew by 1.5 percent between 2007 and 2008, at a much higher rate than any other region in the nation (no other region had a growth rate higher than 0.6 percent).
- Firms with fewer than 20 employees accounted for 81% of total growth in businesses in 2007.

Imagine Austin Economy (page 46)

- Local businesses contribute three times the economic impact to Austin's economy as national merchants, according to a 2002 study for the Austin Independent Business Alliance.



Imagine Austin

Priority Program 3

Continue to grow Austin's economy by investing in our workforce, education systems, entrepreneurs, and local businesses. (page 193)



Imagine Austin

Priority Program 3

Relationship to CodeNEXT

Create better rules for flex space and adaptive re-use to support small businesses, urban farms, and start-ups. (page 194)



Code Diagnosis

Themes Across Neighborhood Plans

Chapter 2: Policy and Planning Framework

The assessment will also help the team to identify common themes, patterns, and issues among Austin's neighborhoods, as well as to identify unique or unusual situations so that as the code is developed in 2015, appropriate regulations can be created for different conditions.

Neighborhood Plan Assessment Findings

Common Themes Across Neighborhood Plans

Common themes emerged from the assessment of the goals of the individual neighborhood plans. The goals from each neighborhood plan were categorized into a number of themes. The most common themes that appeared relate to:

- Transportation (complete streets, streetscape, transit, and traffic);
- Neighborhood character (maintaining established neighborhood character & assets, and preserve historic character);
- Protection and enhancement of creeks and open spaces; and
- Compatible land uses.

See Table "Definitions of Themes Used in Assessment" on page 28.

See Appendix A, for a detailed list of goals and themes by neighborhood plan.

	Theme	Number of times theme appeared across all NP goals	Number of NPs the theme appeared in
Affordability	Affordability	16	15
	Encourage Home Ownership	3	3
Community Character	Maintain Established Neighborhood Character & Assets	38	22
	Public Safety	32	22
	Diversity	20	17
	Preserve Historic Character	13	12
	Appearance/Orderliness/Maintenance	15	12
	Cultural Arts and Civic Institutions	7	6
	Community Identity	10	5
	Health & Human Services	5	5
Design of Development	Youth	7	5
	Compatible Land Uses	27	21
Economy	Encourage Mixed Use	16	14
	Focus Growth	22	22
	Retain and Attract Neighborhood-Serving Businesses	11	11
	Improve Business Environment	6	6
Environment, Resources, & Open Space	Support/Attract Local Businesses	5	5
	Protect and Enhance Creeks & Open Spaces	20	20
	Preserve and Enhance Parks	17	16
	Create Additional Public/Green Spaces	14	11
	Drainage	11	10
Natural Resources	Environment	9	9
	Pollution	7	6
	Complete Streets	35	27
Transportation, Parking, Streets	Transit	31	26
	Traffic	15	11
	Connectivity	13	9
	Streetscape	12	10
Other	Enforcement	5	4
	Other	7	7

Code Diagnosis

Themes Across Neighborhood Plans

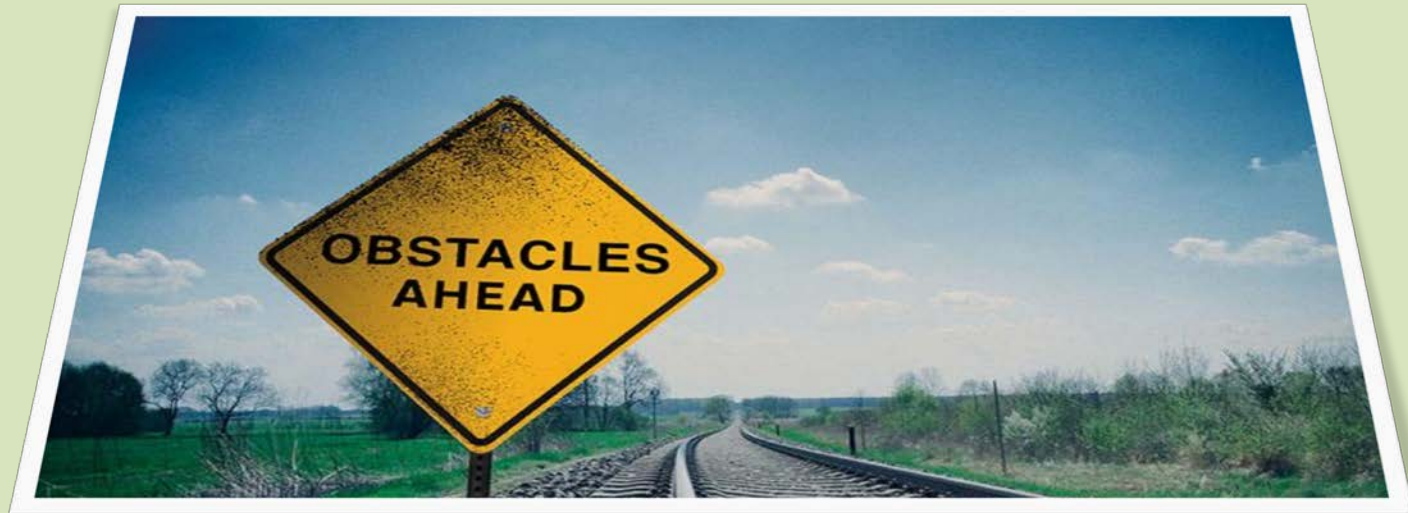
Economy	Retain and Attract Neighborhood-Serving Businesses	11	11
	Improve Business Environment	6	6
	Support/Attract Local Businesses	5	5

Definition: Obstacle

Oxford Dictionary

Obstacle noun \ 'äbstək(ə)l \

A thing that blocks one's way or prevents or hinders progress



Obstacle

Types of Obstacles for small businesses

- Land Development Code related
- Building Code related
- Process related

Video

https://www.youtube.com/watch?v=F7R9wXMN5gM&x-yts=1421914688&feature=player_embedded&x-yt-cl=84503534



Issues to Address

- What are key barriers for creation, expansion and conversion of buildings for small businesses?
- How can these barriers be addressed in the code?

