

What makes a place great?



COVER STORY

Malls are like, totally uncool, say hip teens

The bigger question for retailers is, will parents follow their offspring?

By Bruce Horowitz
USA TODAY

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Anyplace *but* the mall.

For this 18-year-old high school senior and her 15-year-old sister, Andrea, the mall



the shifting market



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The 2011 Community Preference Survey What Americans are looking for when deciding where to live

Analysis of a survey of 2,071 American adults nationally
Conducted for the National Association of Realtors®
March 2011

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ASSESSING FUTURE HOUSING MARKETS
IN THE ROCKY MOUNTAIN WEST



Shaping The Future of the West

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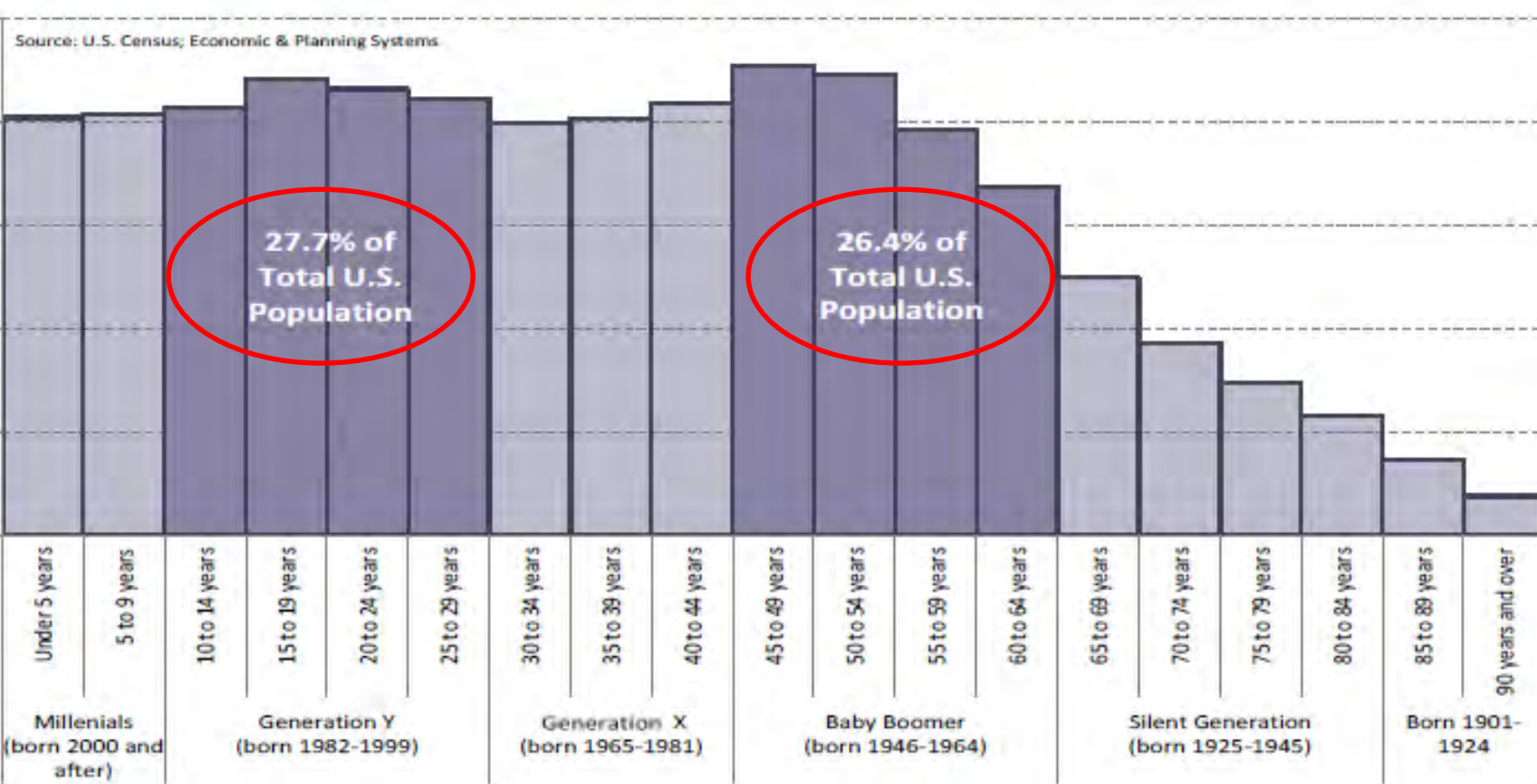
BELDEN
RUSSONELLO &
STEWART
Union Research
Public Communication

Preference Survey
for when deciding

adults nationally
of Realtors®

Who is the future market?

U.S. Age Distribution, 2000-2010



Who is the future market?

**Gen Y - \$170 billion/year
spending power**



**Convenience, authenticity, work/life balance,
sense of community, being engaged**

**2/3 say walkability is very important to their
housing decision 1/3 will pay more for it**

Seeking walkable communities with diversity,
activities, and authenticity.

**Boomers - \$1.7 trillion/year
spending power**



**Value: convenience, culture, staying engaged,
healthy lifestyle , simplicity**

**Safety and proximity medical services are
priorities**

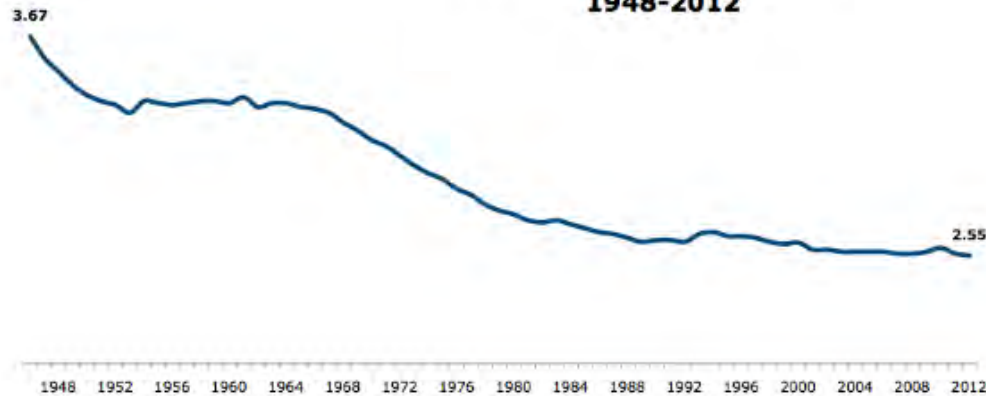
Seeking communities with convenient access to
amenities, entertainment, culture, and education

Smaller Households and Stagnant Household Income

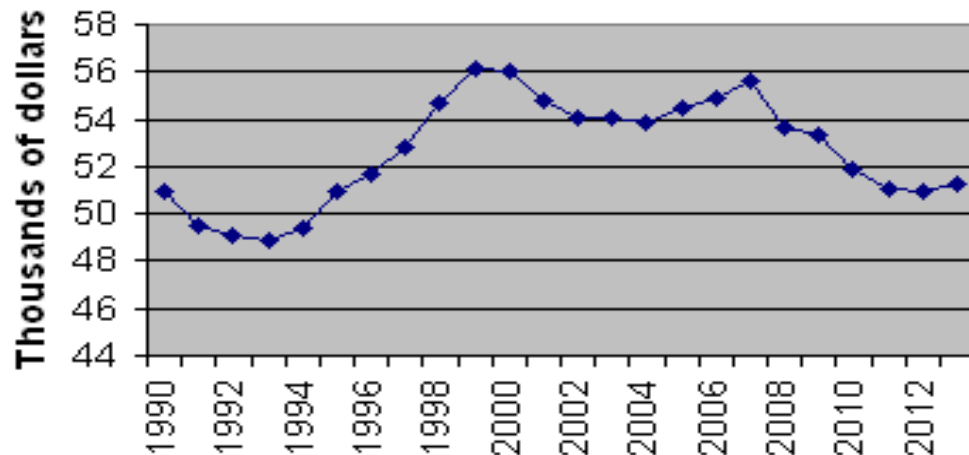
Average US Household Size

(population per household)

1948-2012



US Household Median Income(Inflation Adjusted)



A photograph of a two-story brick building, identified by a sign as Juicy Lucy's Steakhouse. The building has a dark brick facade with decorative checkerboard patterns. An American flag is mounted on the side. A large, illuminated sign on the roof reads "Juicy Lucy's STEAKHOUSE". The building is surrounded by lush green trees and foliage. In the background, a hillside covered in dense green trees is visible. The text "So what do people want?" is overlaid in large white letters across the center of the image.

So what do
people want?

Character and Sense of Place



Character and Sense of Place

RESET:

89% prioritize neighborhood character
over home size

PLACE VALUE:

Neighborhood character a priority in
decision to locate or remain in a
community



walkability



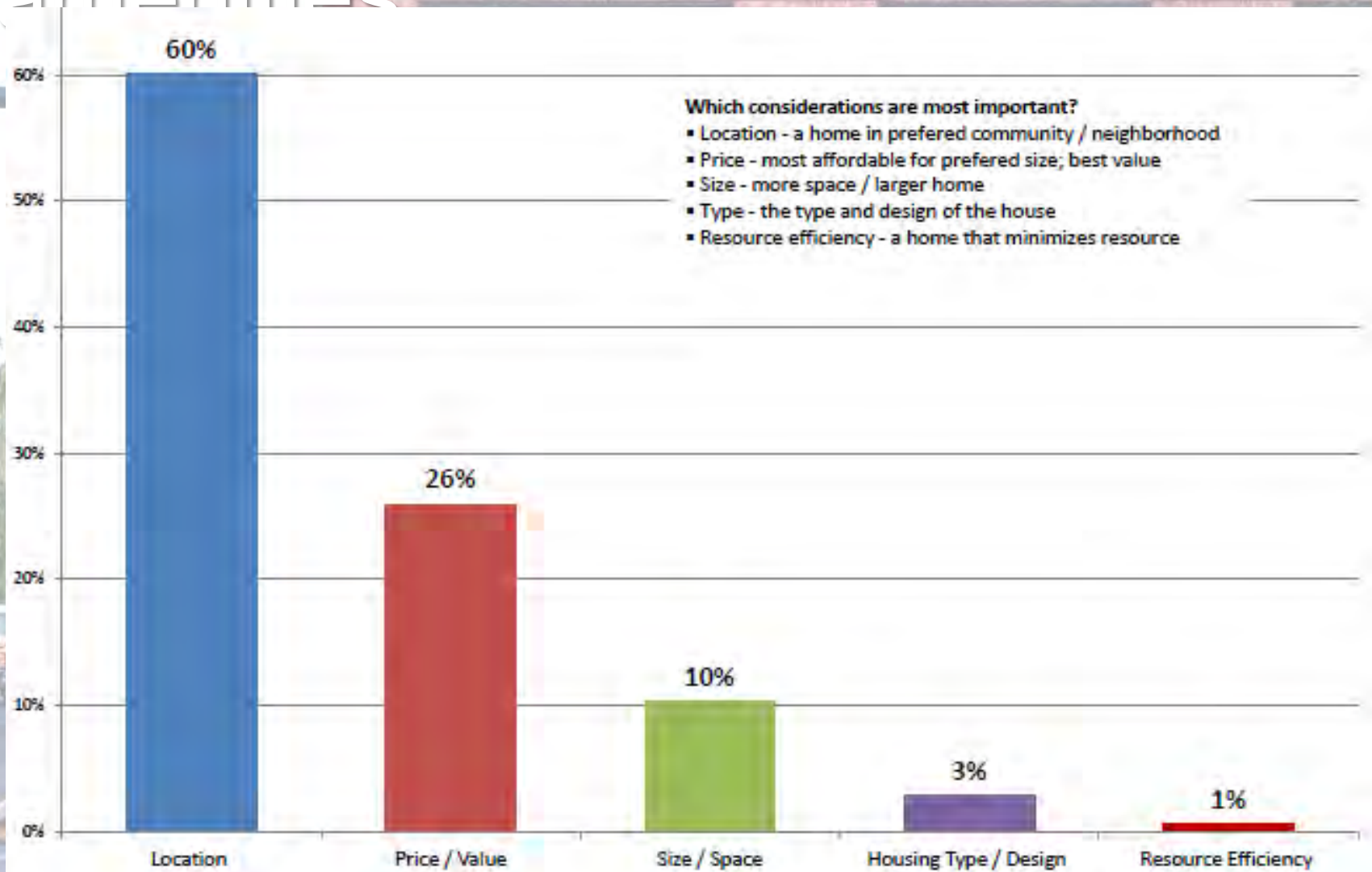
90% said living walking distance to community destinations was important to housing decision

Convenience & access to



Convenience & access to

amenities



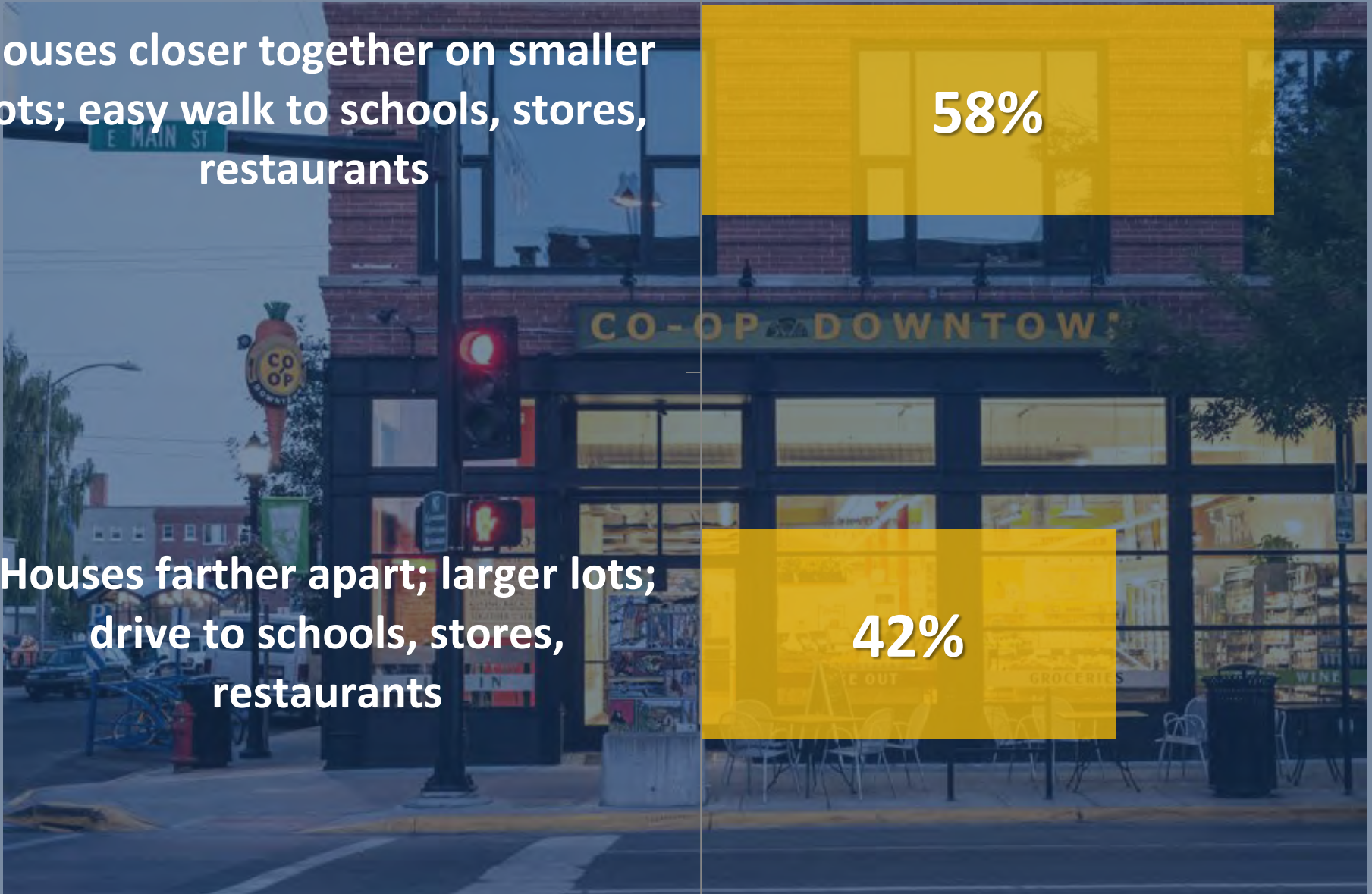
Convenience & access to

Houses closer together on smaller lots; easy walk to schools, stores, restaurants

58%

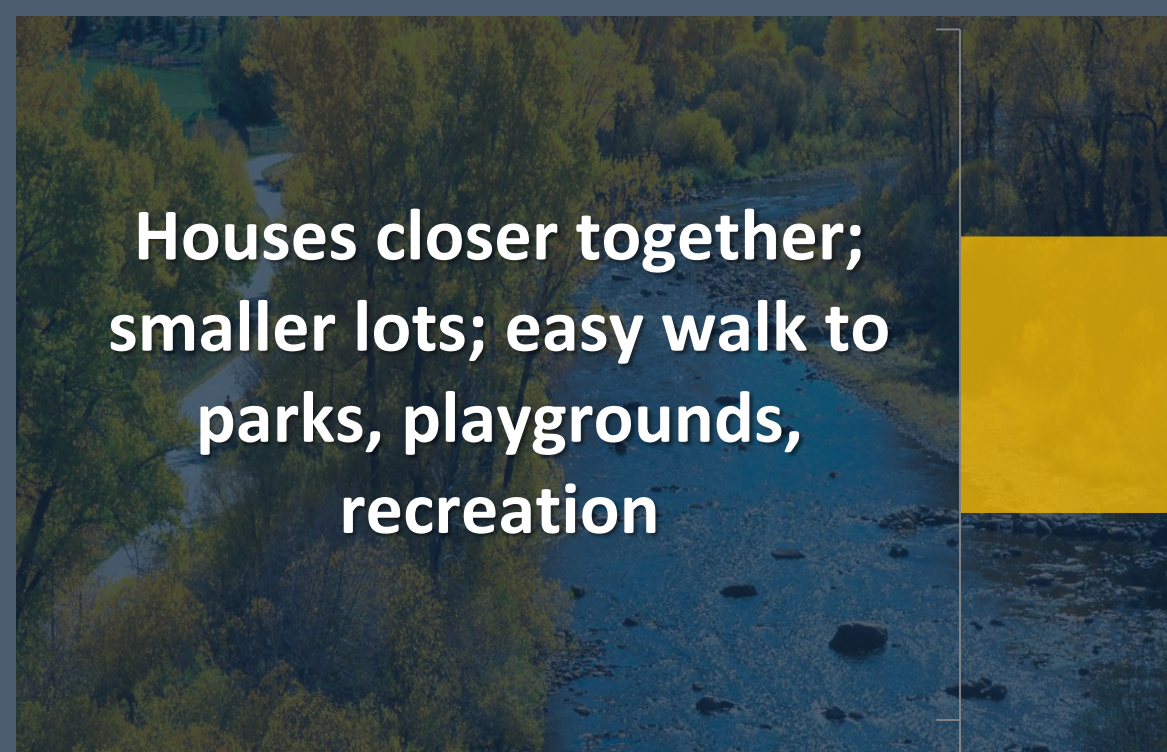
Houses farther apart; larger lots; drive to schools, stores, restaurants

42%



Access to Open Space & Recreation

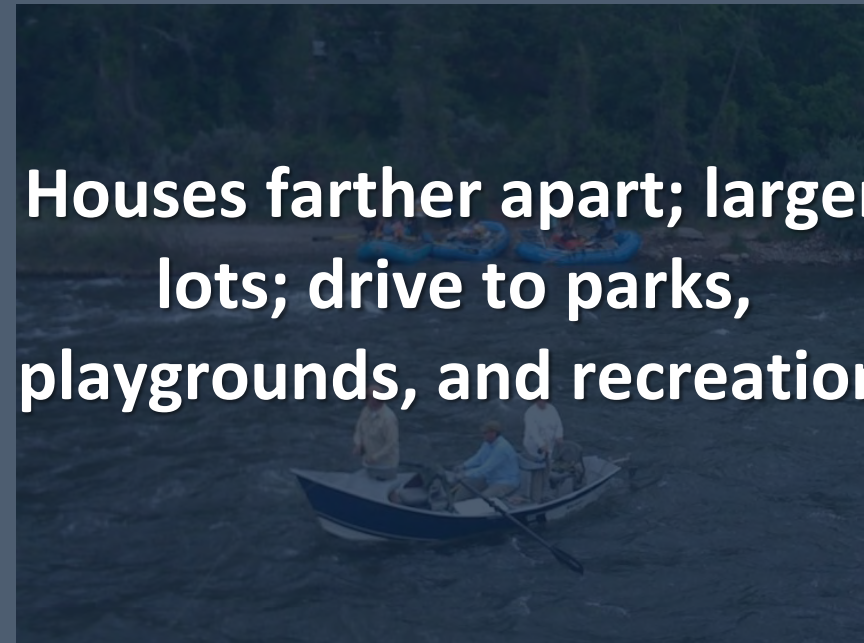




**Houses closer together;
smaller lots; easy walk to
parks, playgrounds,
recreation**

**Access to
Open Space
& Recreation**

62%



**Houses farther apart; larger
lots; drive to parks,
playgrounds, and recreation**

38%

Housing Choices



Transportation Choices

Factors important to housing decision:
Short Commute 89% (68% VERY)
Walk to destinations 90%
Live near transit 57%



A nighttime photograph of a downtown street. On the left, a large tree is illuminated by a bright, warm light source, creating a strong lens flare. The street is lined with buildings housing shops. One shop has a large window display with a mannequin. Another shop's entrance is decorated with a string of warm white lights. A few people are walking on the sidewalk. A street sign is visible on the left. The overall atmosphere is festive and urban.

The Downtown Premium

How do we respond?





Know what you want...
...and enable it to happen

Strategic Investments



Practice Placemaking



Create Choices





Housing Choices



Bringing Housing to Core Areas



Transportation Choices





Cultivate Leadership and Civility

Maintain
your mojo...



Community Builders

The Business of Building Strong Communities

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