

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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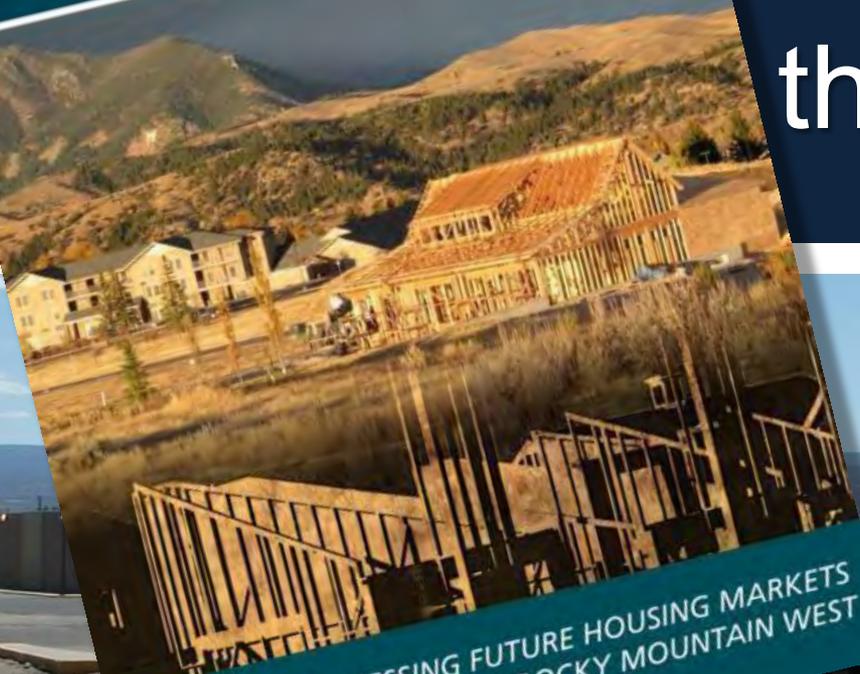


COVER STORY

Malls are like,
totally up

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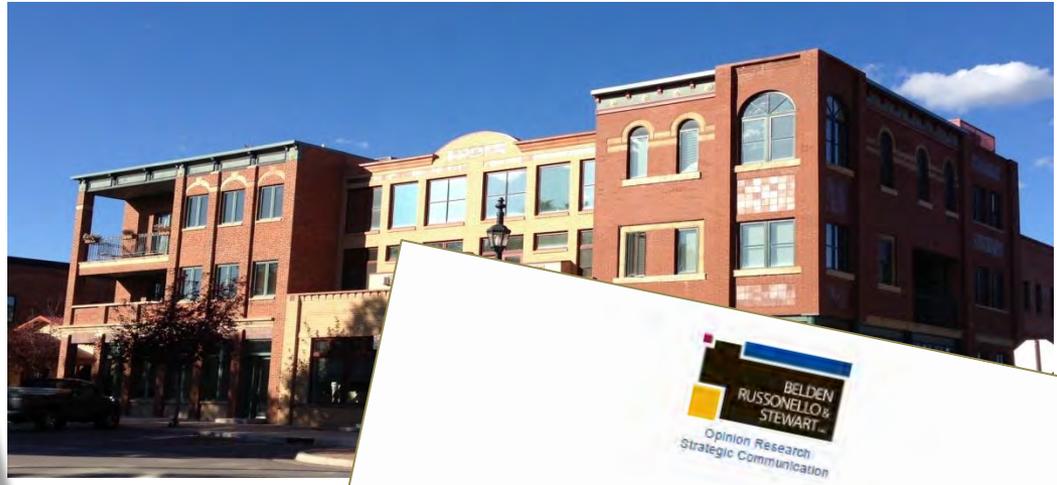
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ASSESSING FUTURE HOUSING MARKETS
IN THE ROCKY MOUNTAIN WEST



SHAPING THE FUTURE OF THE WEST



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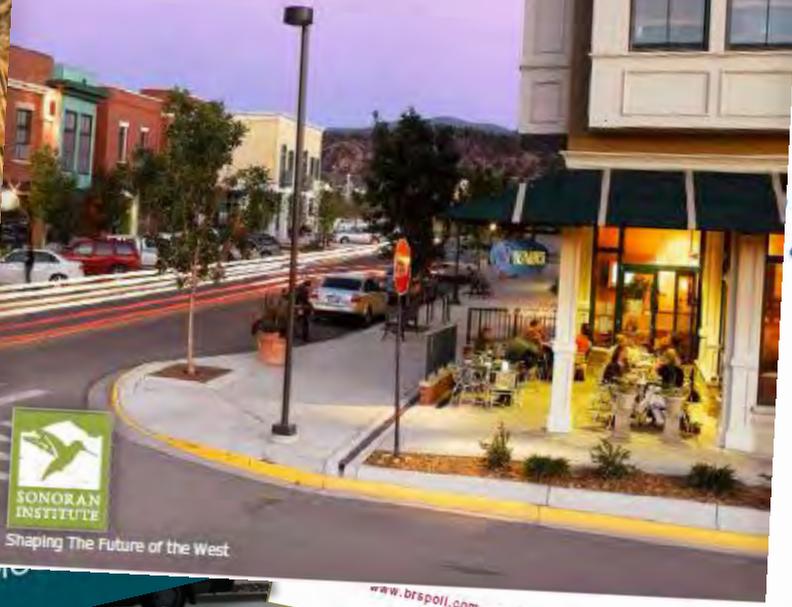
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Reference Survey
for when deciding

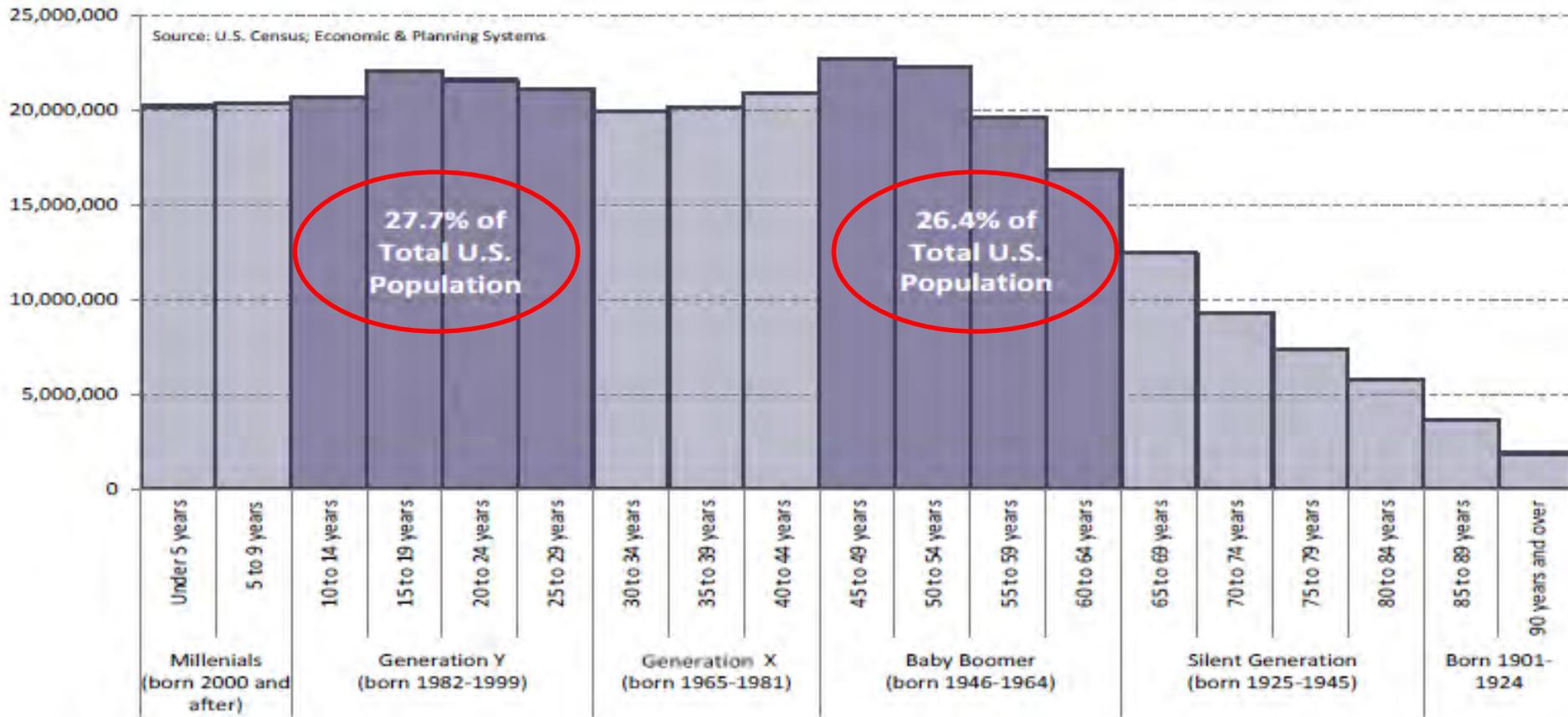
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Who is the future market?

U.S. Age Distribution, 2000-2010

Source: U.S. Census; Economic & Planning Systems



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

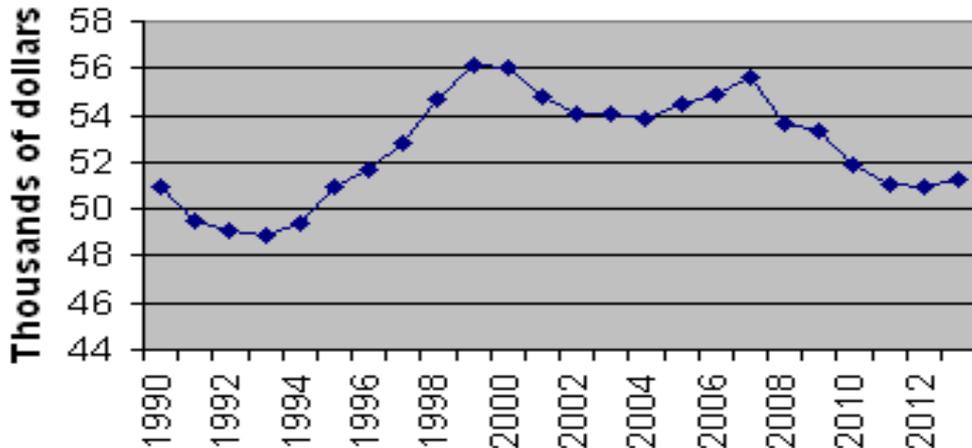
Average US Household Size

(population per household)

1948-2012



US Household Median Income (Inflation Adjusted)



A photograph of a two-story brick building housing Juicy Lucy's Steakhouse. The building features a prominent sign on the roof that reads "Juicy Lucy's STEAKHOUSE" in a stylized font. An American flag is displayed on the second floor. The building is surrounded by lush green trees and foliage. The text "So what do people want?" is overlaid in large white font across the center of the image.

So what do
people want?

Character and Sense of Place



Character and Sense of Place

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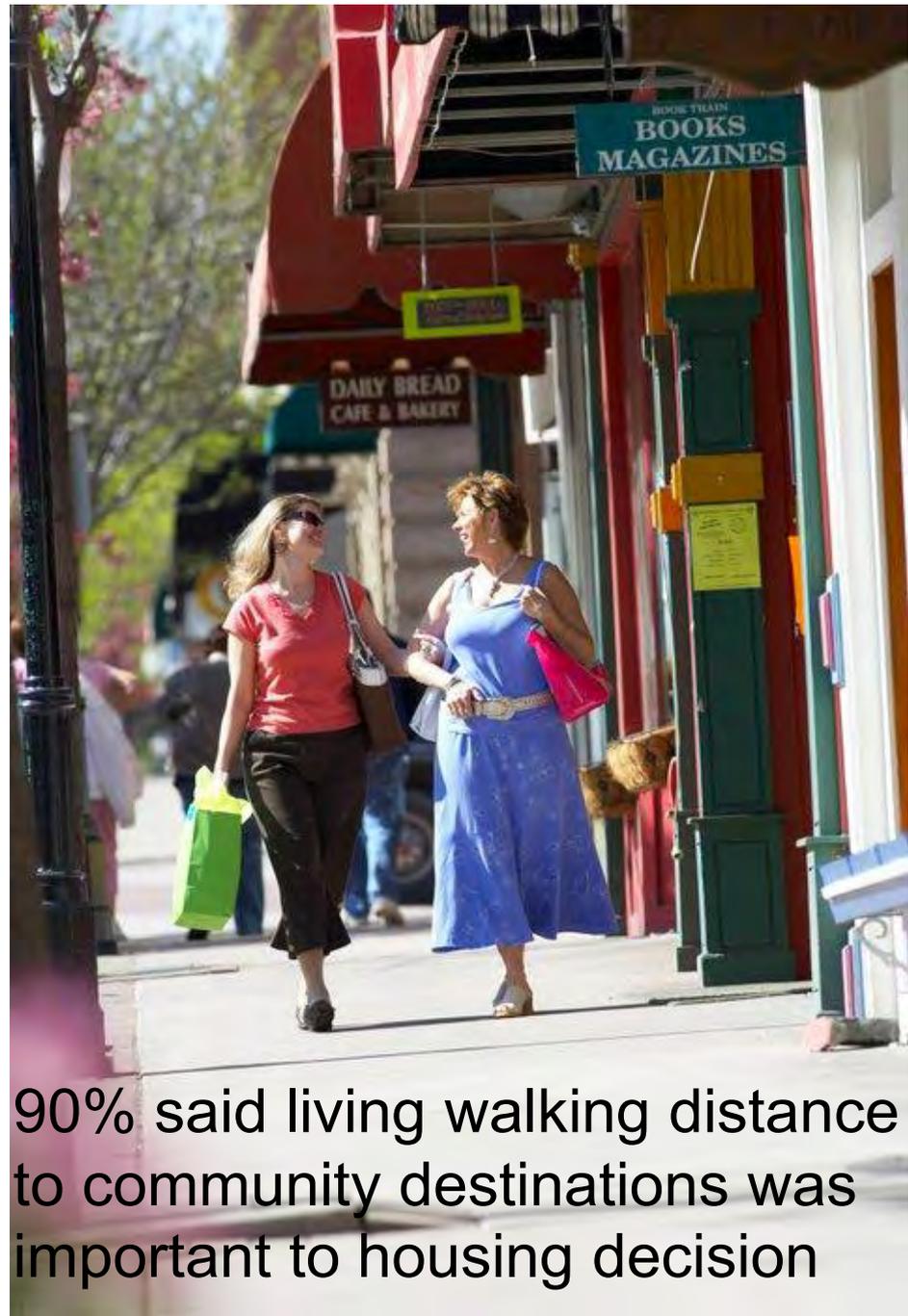
89% prioritize neighborhood character
over home size

PLACE VALUE:

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



walkability



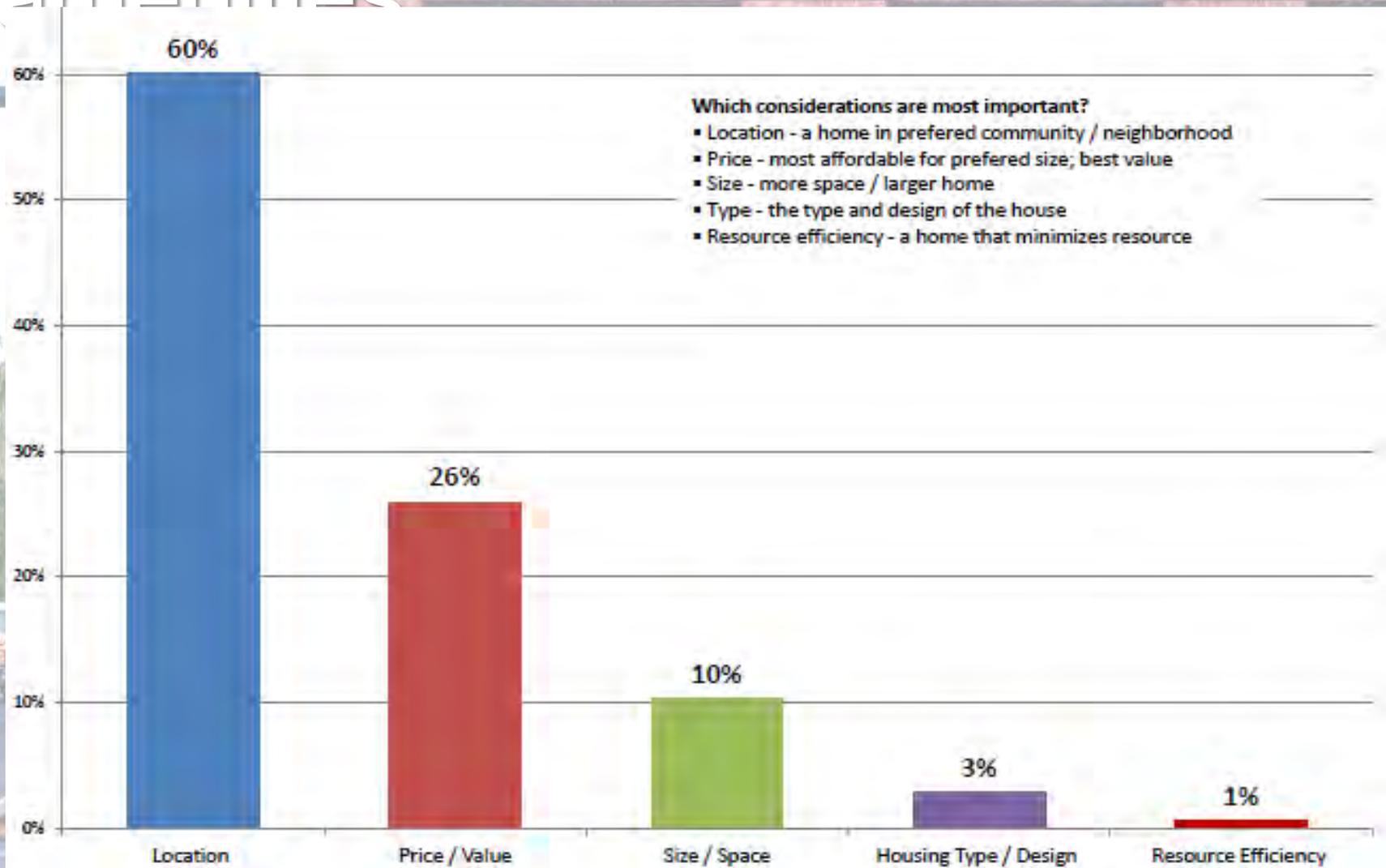
90% said living walking distance to community destinations was important to housing decision

Convenience & access to



Convenience & access to

amenities



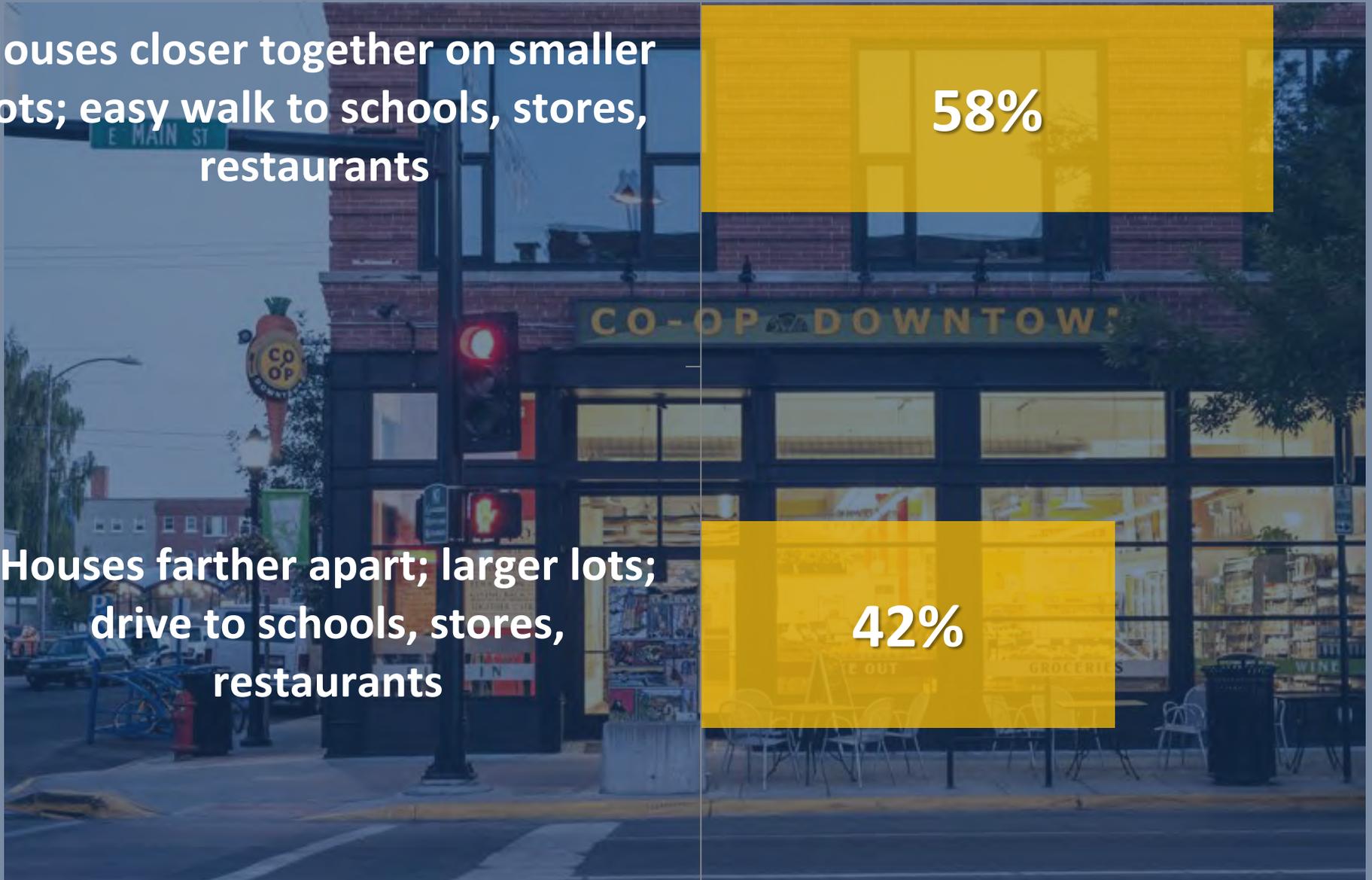
Convenience & access to

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

58%

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

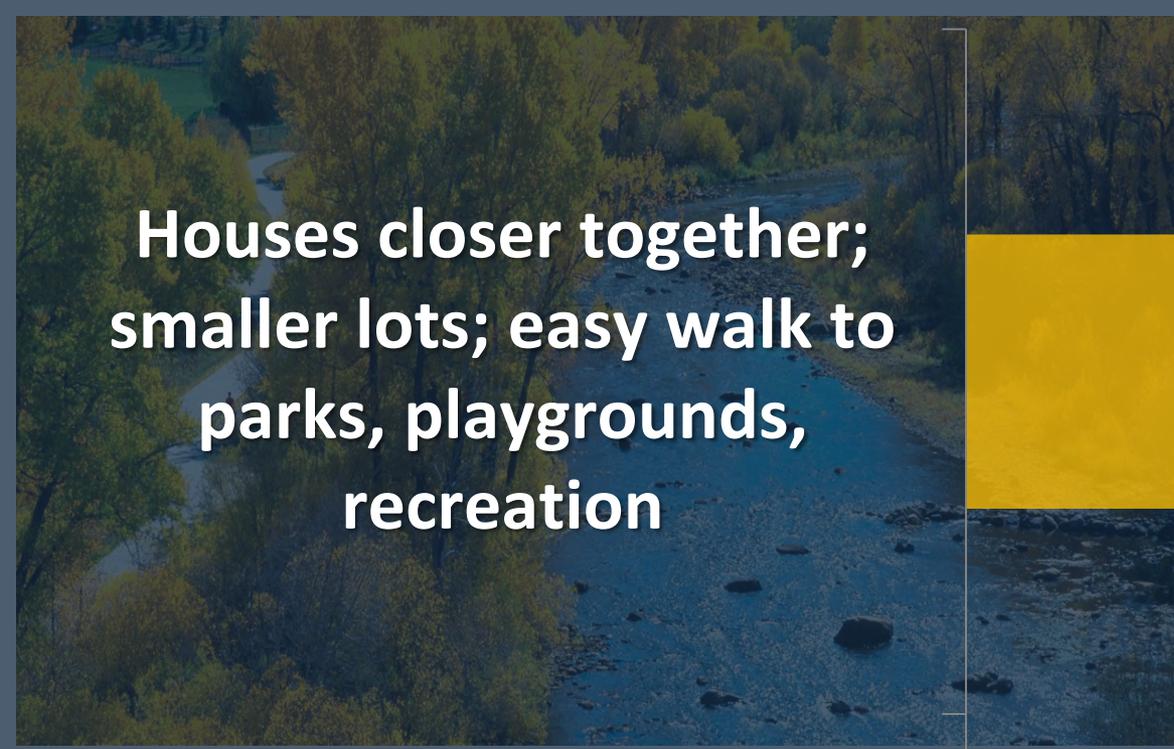
42%





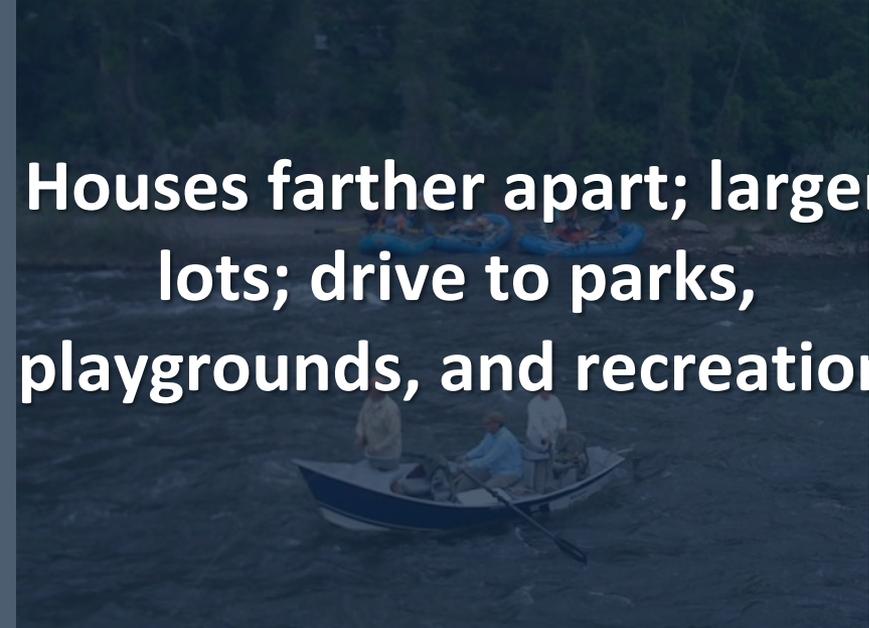
Access to Open Space & Recreation





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

Access to
62%
Open Space
& Recreation



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

38%

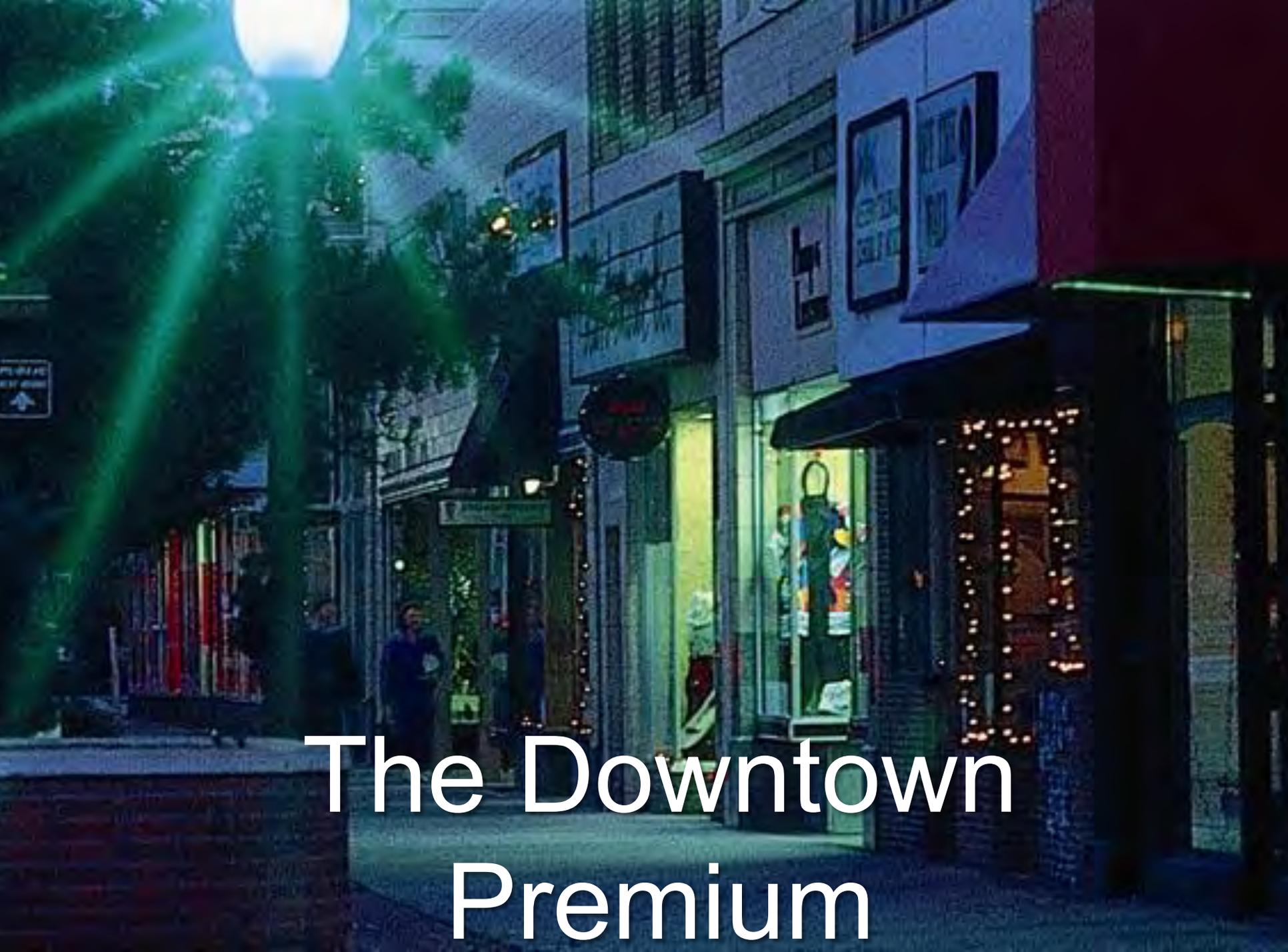
Housing Choices



Transportation Choices

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





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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