

# 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

The future of retailing in America may all come down to where Jessica Pfeifer shops. There's one place it's not: the mall.

Anyplace *but* the mall.

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



the shifting market



## COVER STORY

# Malls are like, totally uncool, say hip teens

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

By Bruce Horovitz  
USA TODAY

The future of retailing in America may all come down to where Jessica Pfeifer shops. There's one place it's not: the mall.

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



the s

**BELDEN  
RUSSONELLO &  
STEWART**  
Opinion Research  
Strategic Communication

### 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

[www.brspoll.com](http://www.brspoll.com) • 1320 - 19th Street, Suite 620, Washington DC 20036 • 202.622.6090

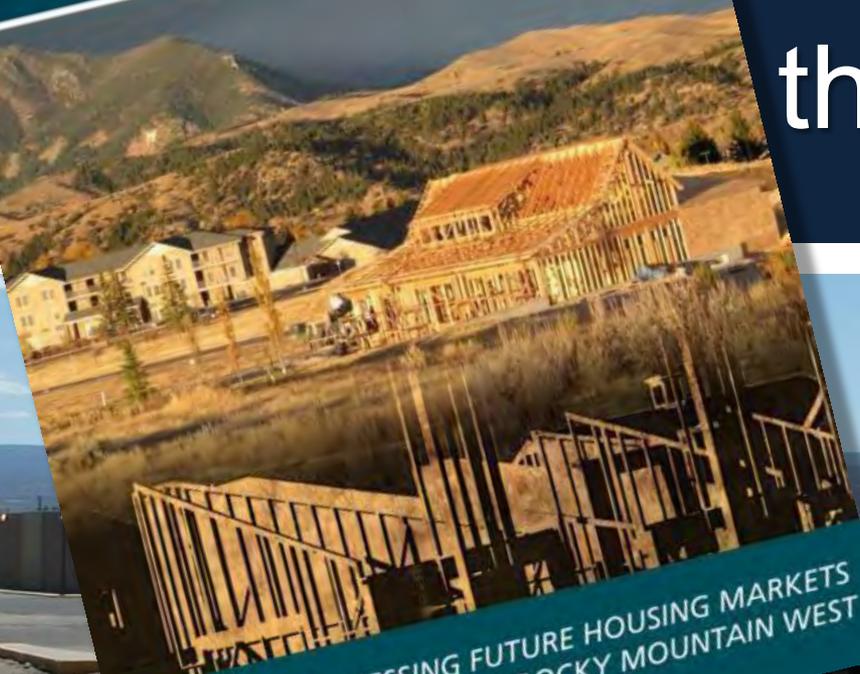


COVER STORY

Malls are like,  
totally up

RESET

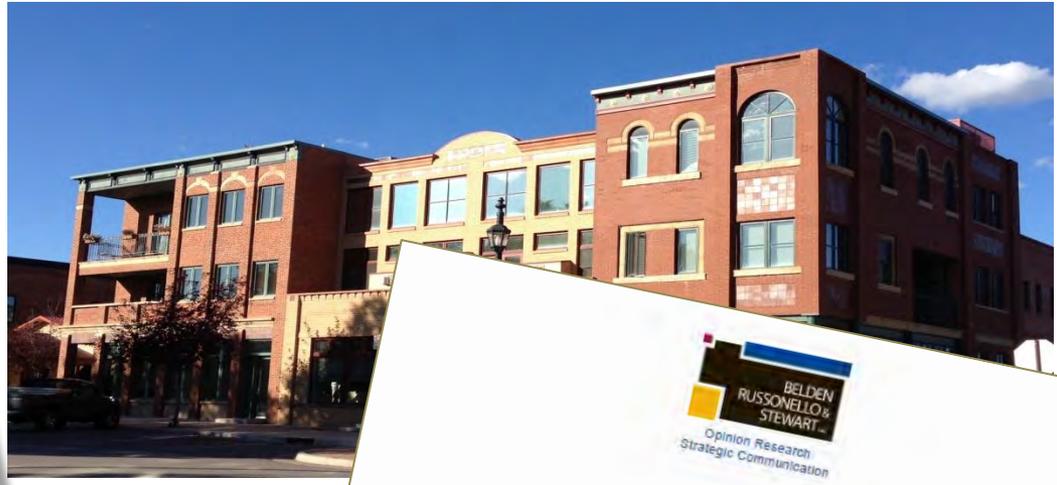
ore  
w  
for  
off



ASSESSING FUTURE HOUSING MARKETS  
IN THE ROCKY MOUNTAIN WEST



Mountain  
INSTITUTE  
Shaping The Future of the West



the s



**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

[www.brspoll.com](http://www.brspoll.com) • 1320 - 19th Street, Suite 620, Washington DC 20036 • 202.622.6090

COVER STORY

Malls are like,  
totally up

RESET

ore  
w  
for  
off



ASSESSING FUTURE HO  
IN THE ROCKY M



Shaping The Future of the West

RESTORE

Commercial And  
Mixed-Use Development  
Trends In The  
Rocky Mountain West



Shaping The Future of the West

BELDEN  
RUSSONELLO &  
STEWART  
Polling Research  
& Communication

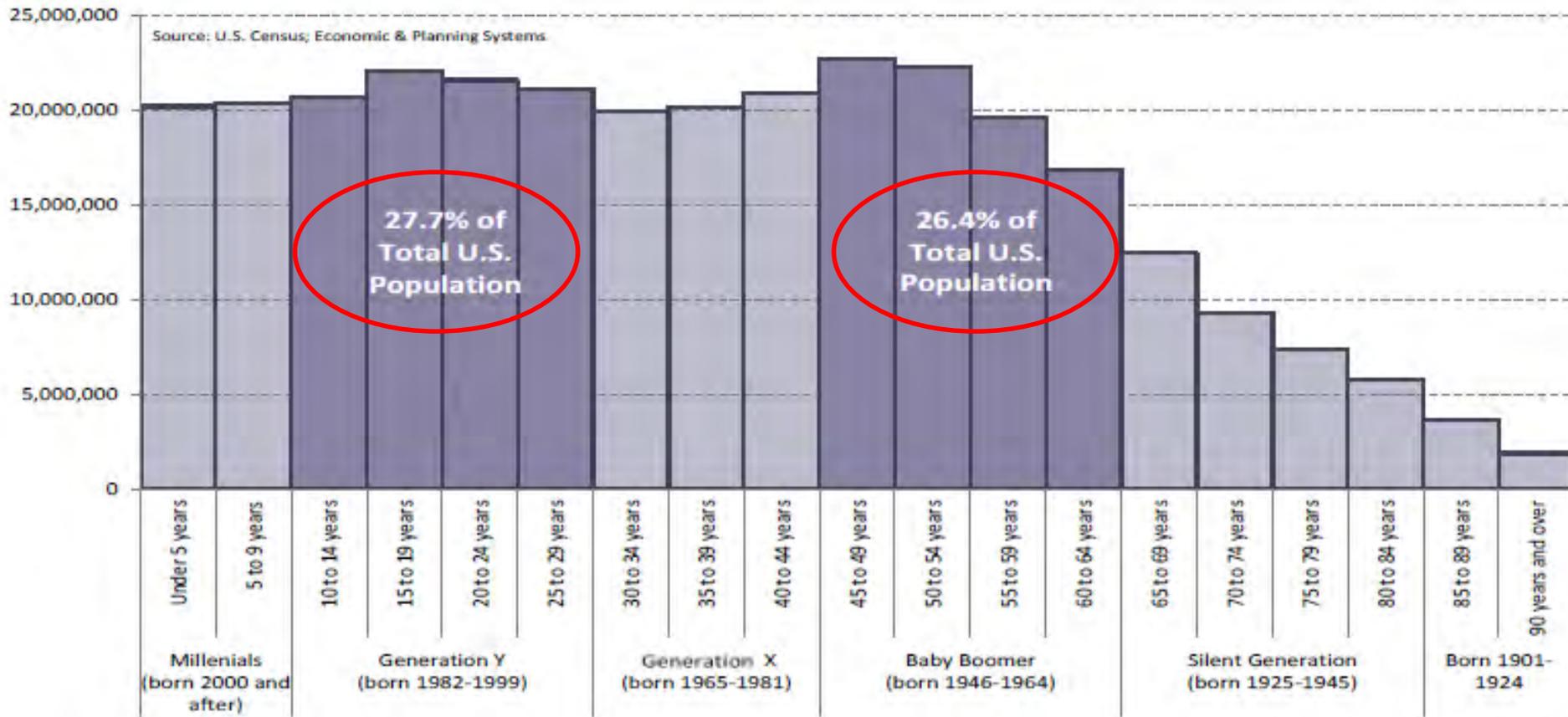
Reference Survey  
for when deciding

adults nationally  
of Realtors®

www.brspoll.com • 1320 - 19th Street, Suite 620, Washington DC 20036 • 202.622.6090

# 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

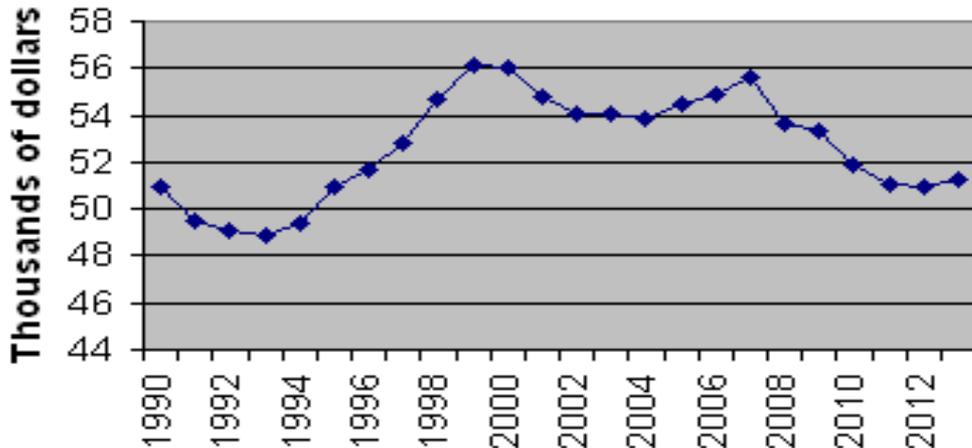
**Average US Household Size**

(population per household)

**1948-2012**



**US Household Median Income (Inflation Adjusted)**



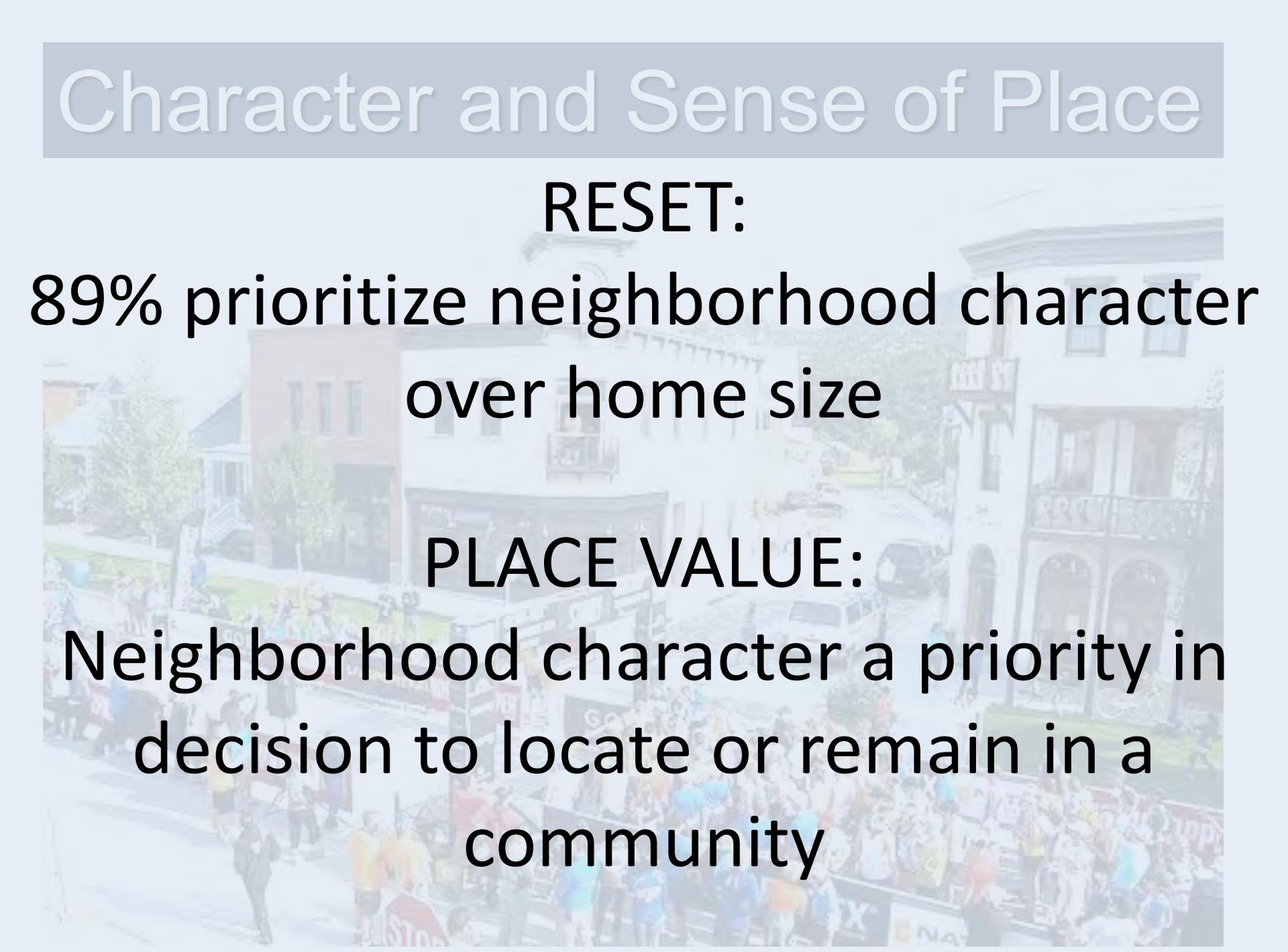
A photograph of a two-story brick building housing Juicy Lucy's Steakhouse. The building features a prominent sign on the roof that reads "Juicy Lucy's STEAKHOUSE" in a stylized font. An American flag is displayed on the second floor. The building is surrounded by lush green trees and foliage. The text "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

The background of the slide is a faded, high-angle photograph of a busy urban street. A large crowd of people is gathered on the sidewalks and in the street, suggesting a public event or festival. The buildings are multi-story, with varied architectural styles, including brick and white facades. The overall atmosphere is one of a vibrant, active community.

## RESET:

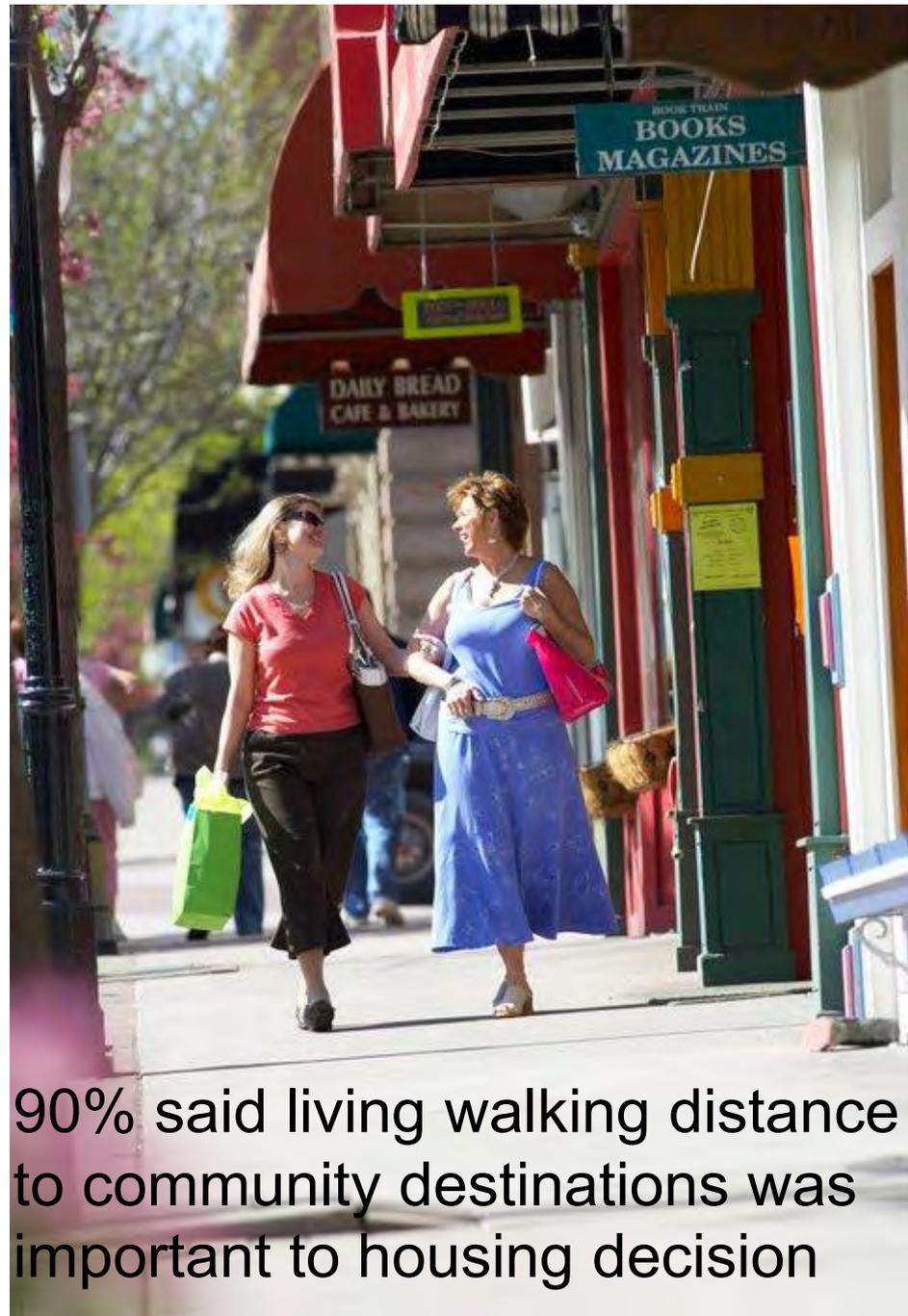
89% prioritize neighborhood character  
over home size

## PLACE VALUE:

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



walkability



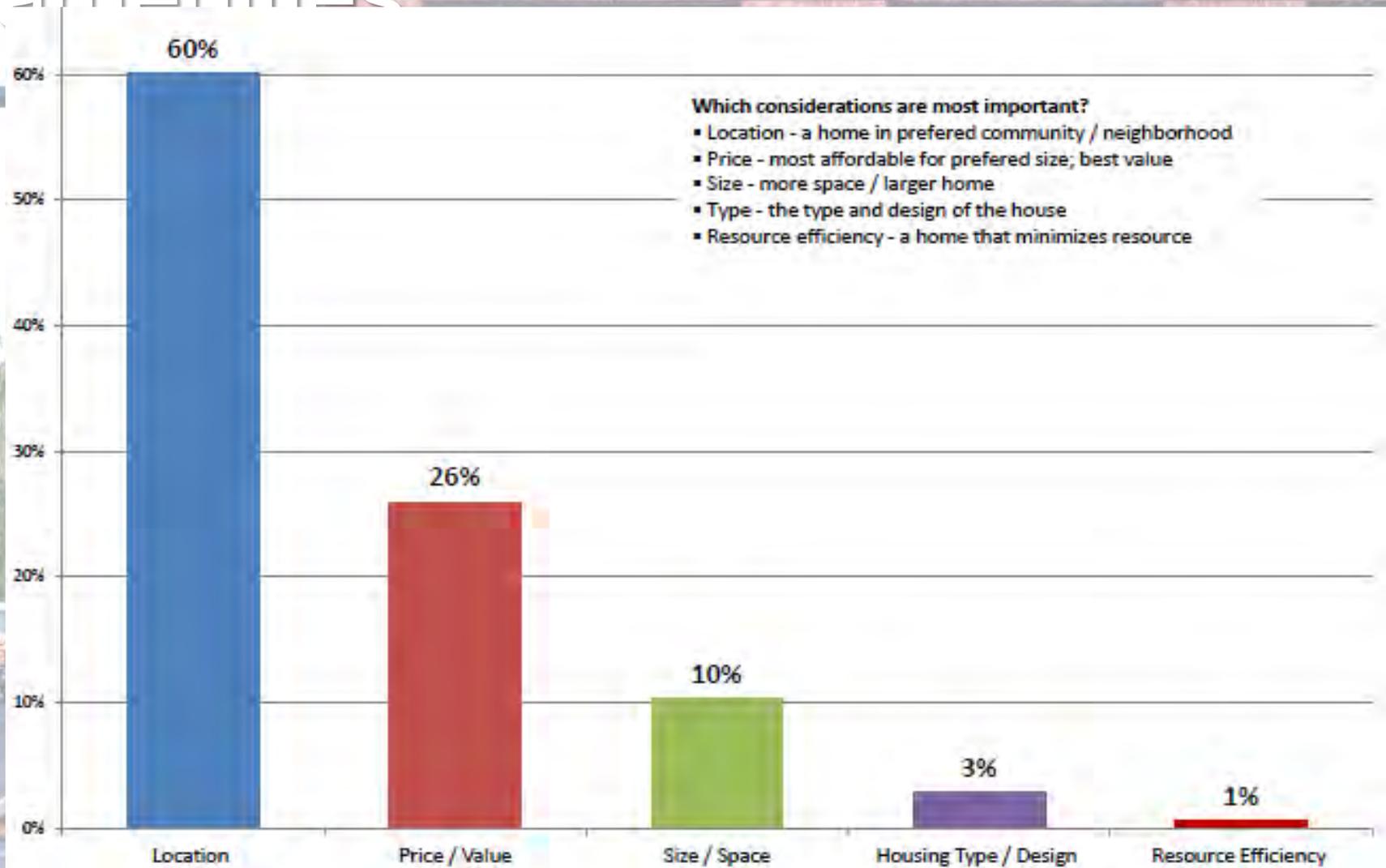
90% said living walking distance to community destinations was important to housing decision

# Convenience & access to



# Convenience & access to

amenities



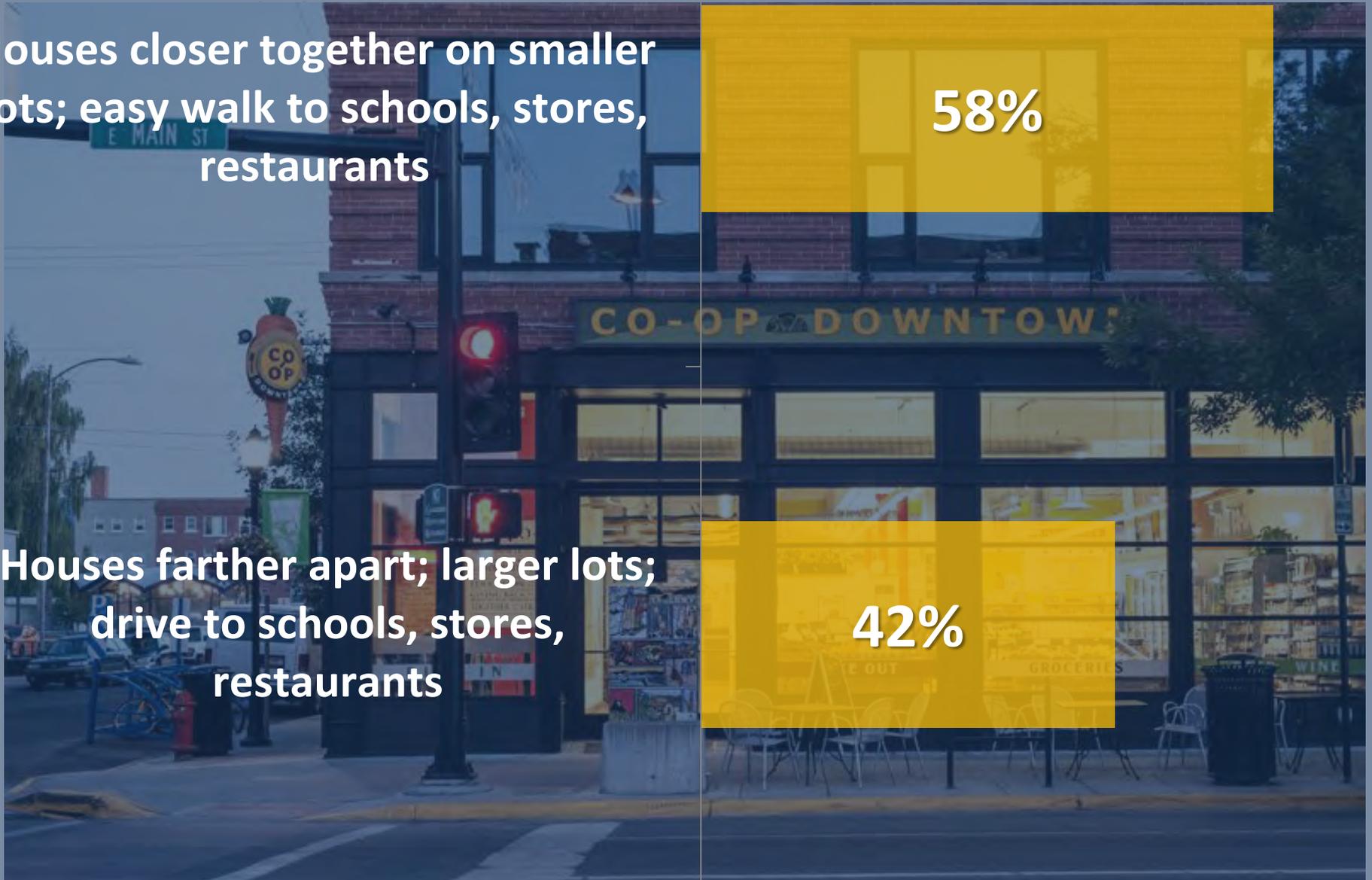
# Convenience & access to

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

58%

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

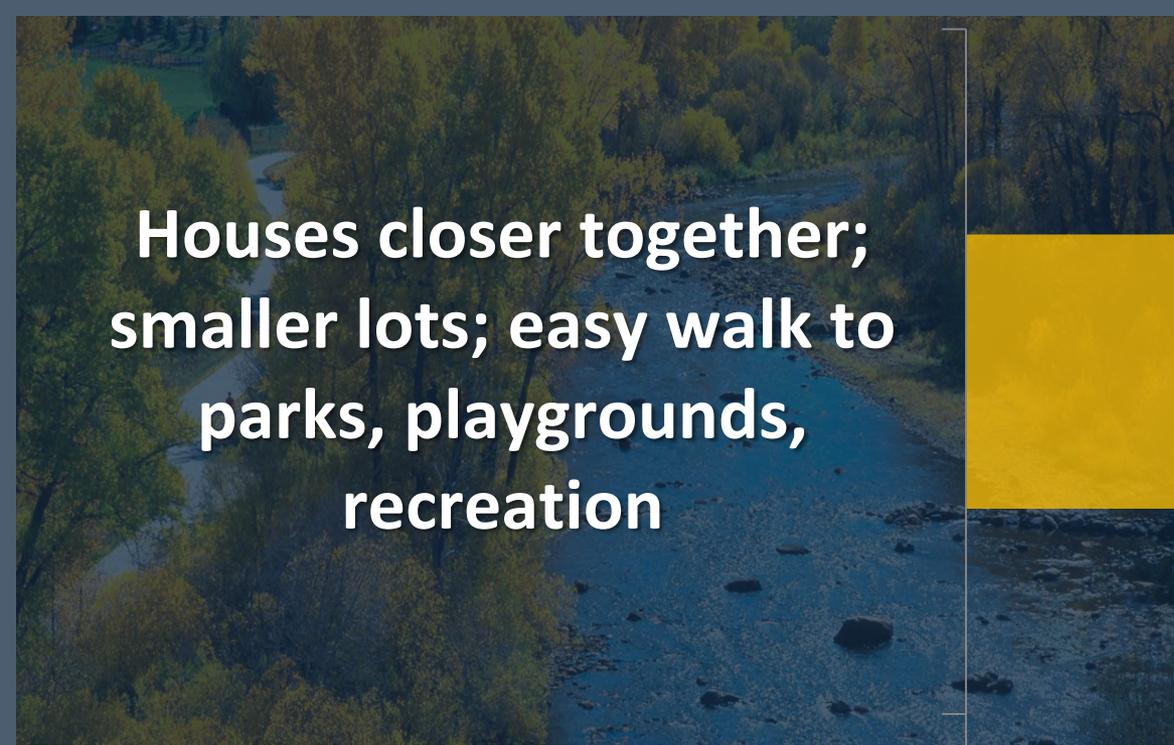
42%





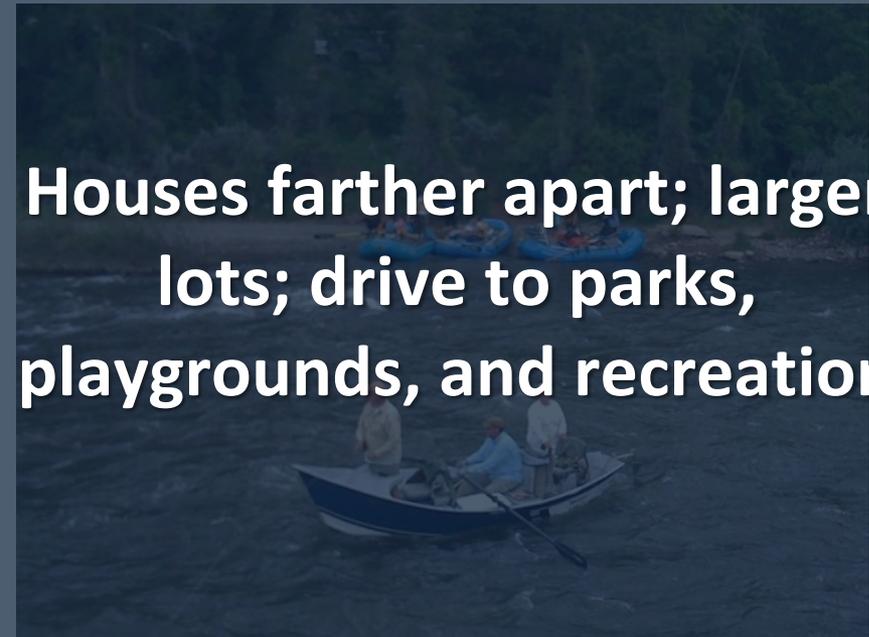
# Access to Open Space & Recreation



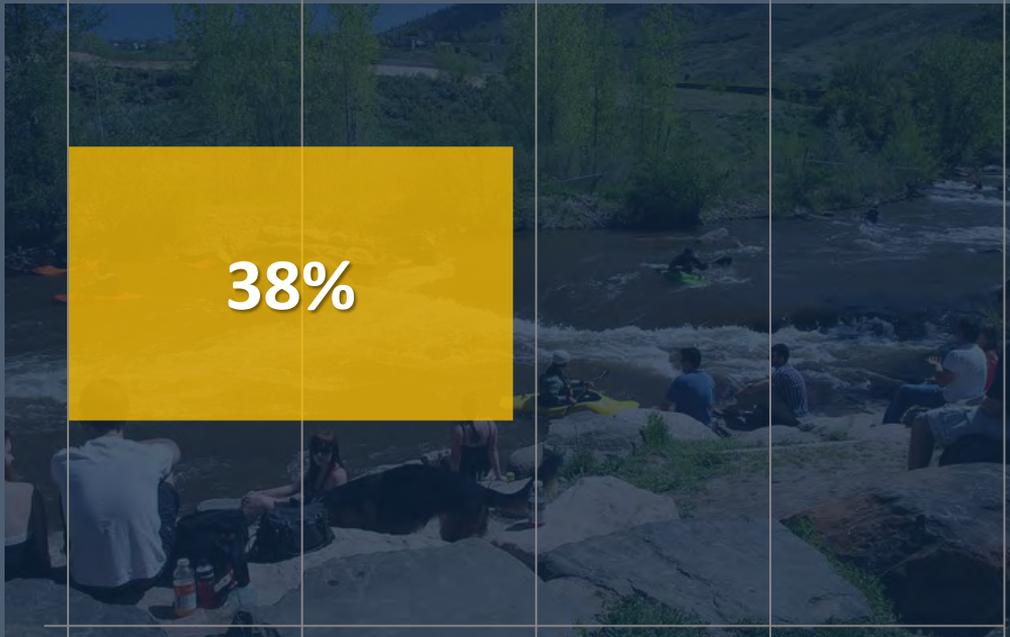


**Houses closer together;  
smaller lots; easy walk to  
parks, playgrounds,  
recreation**

Access to  
**62%**  
Open Space  
& Recreation



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



**38%**

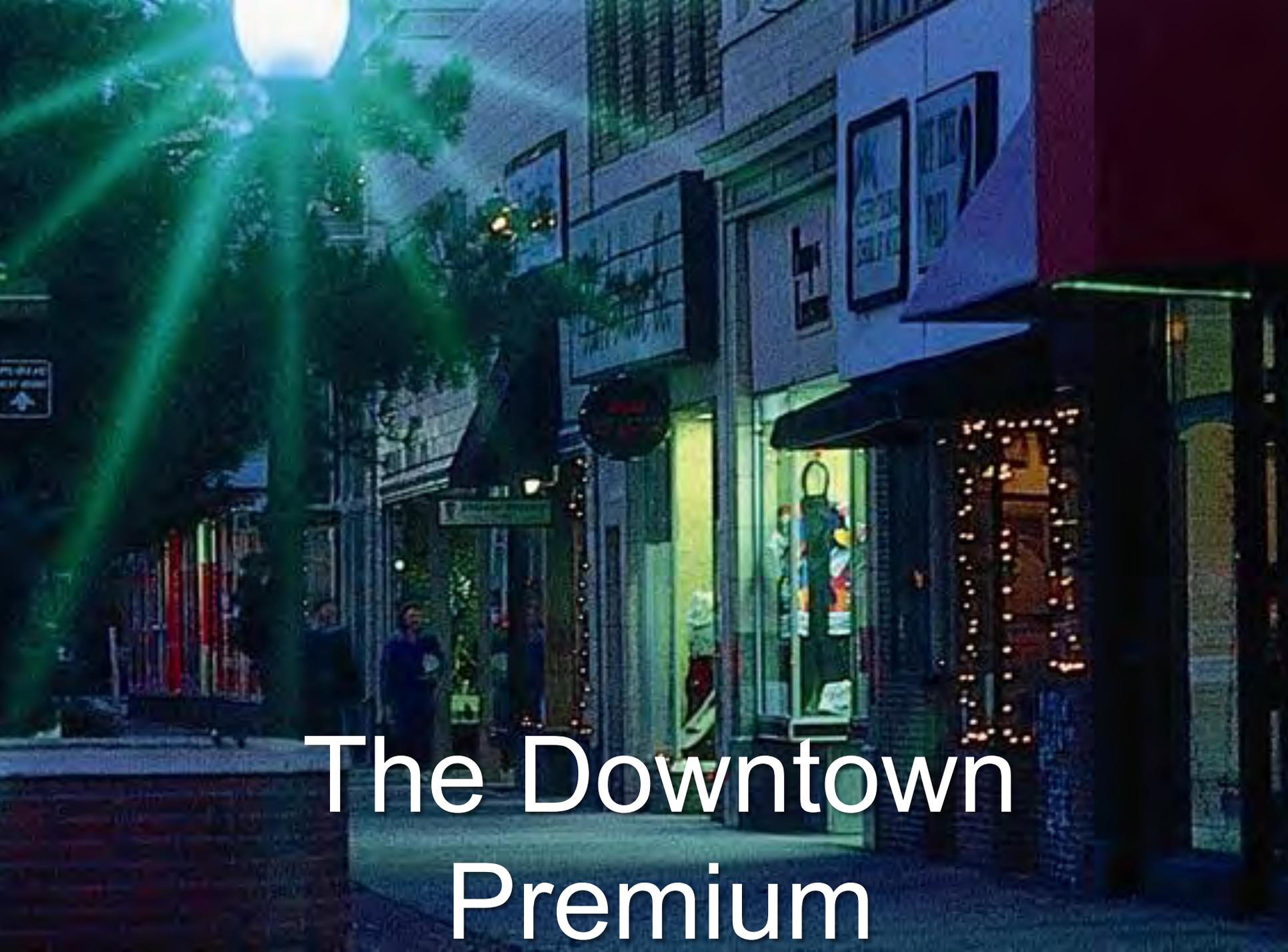
# Housing Choices



# 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*

[www.communitybuilders.net](http://www.communitybuilders.net)

[info@communitybuilders.net](mailto:info@communitybuilders.net)

[www.newmobilitywest.org](http://www.newmobilitywest.org)

Clark Anderson

[canderson@sonoraninstitute.org](mailto:canderson@sonoraninstitute.org) // 970-390-7191