

# New Life in the City

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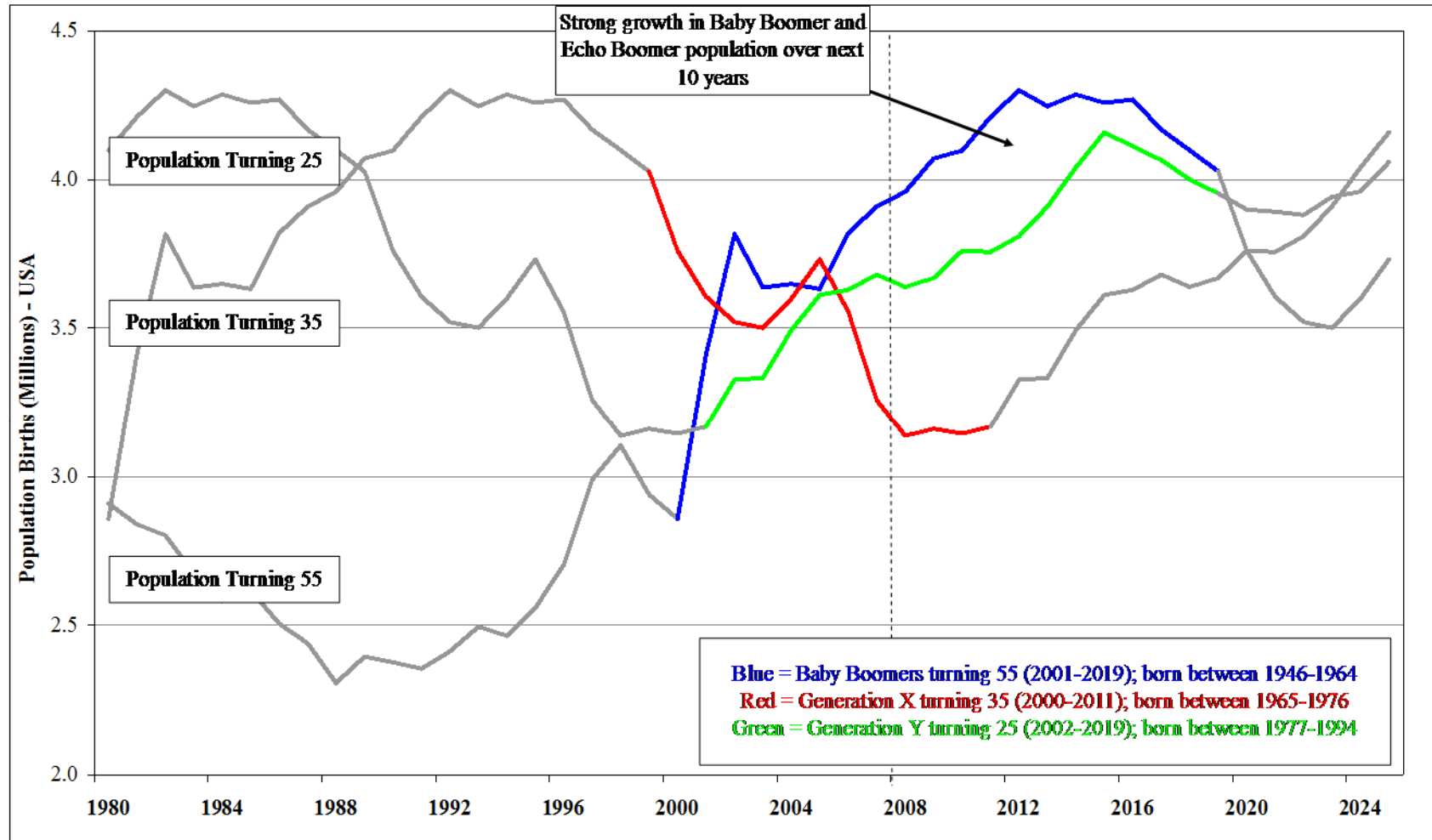
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THE CONCORD GROUP  
Newport Beach | San Francisco | Boston

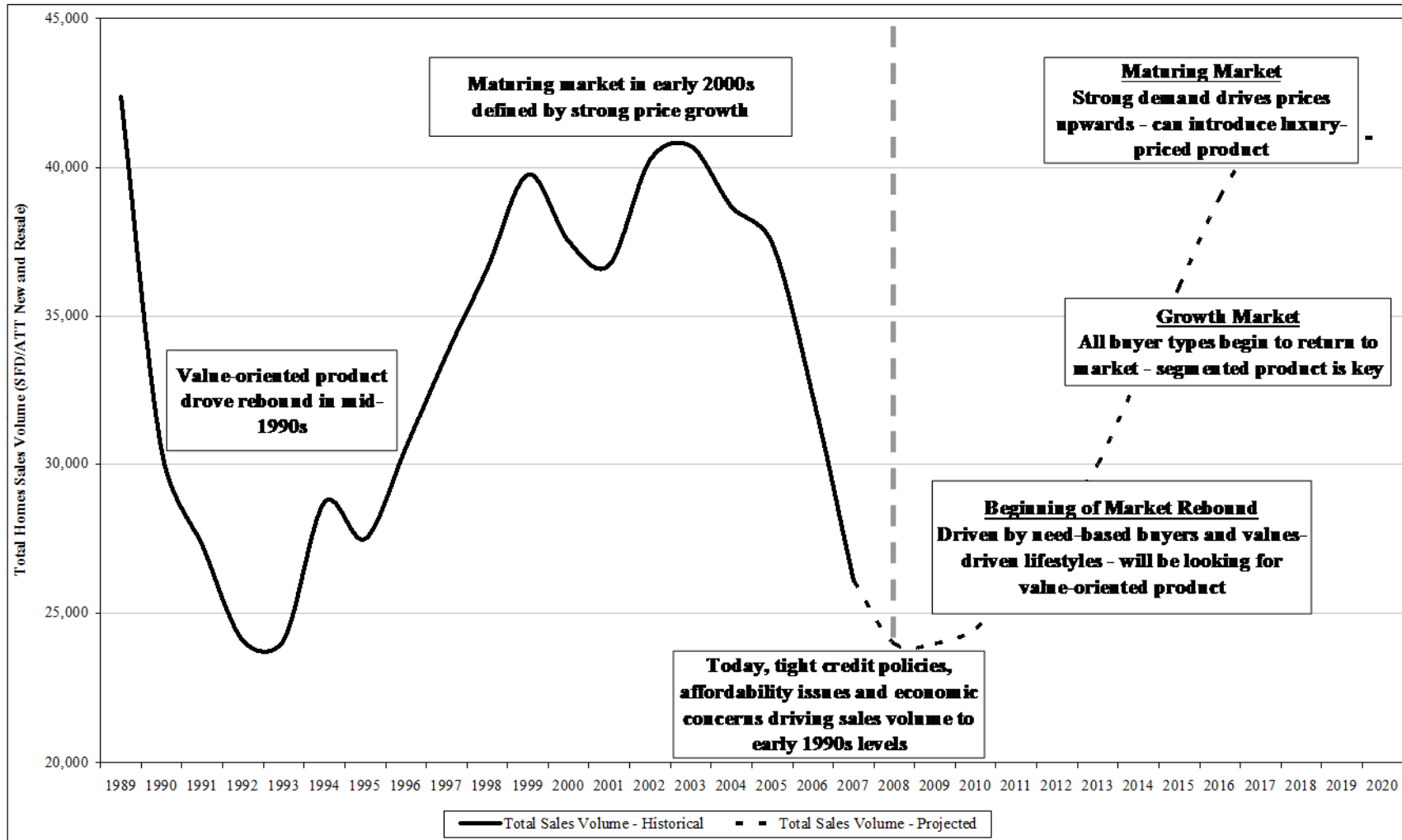


# Population Trends Favor New Patterns of Development





# Market Rebound Will Be Led by Compact, Value-Oriented Projects





# City vs. Suburbs: Pros

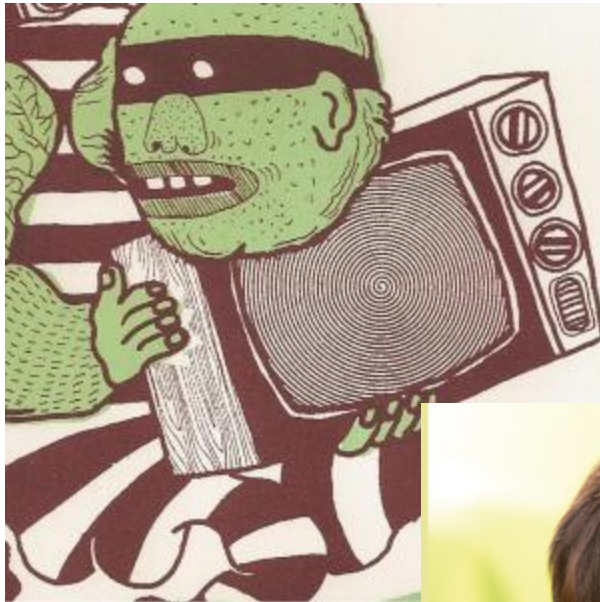
- Proximity to employment, cultural amenities, walkability





# City vs. Suburbs: Cons

- Safety concerns, space constraints, educational system





# Profiling Resident Criteria

- Life Stages and Demographics
- Income/Employment
  - Affordability
- Passions/Hobbies
- Community Asset Requirements
  - Housing choice, health and recreation, education



# Potential Resident Lifestyles

- Young Digerati\*
- DINKs/Working Professionals
- Empty Nesters/Retirees
- Bohemian Mix\*
- Second Home/Investors

\* *Claritas PRIZM Clusters*



# Young Digerati

- 25-44 years old
- Singles and couples, generally no children
- Young professionals with good incomes
- Movie and concert-goers, bar-hoppers, cooking, gym addicts



**Mixed-use, “high-rise” living close to the office, walkability, amenities and services, high-end touches, hip architecture**



# DINKs/Working Professionals



- 35-64 years old
- Singles and Double Income, No Kids
- Professionals and executives with top incomes
- Cooking, entertaining, wine tasting, water activities



**Close to restaurants, cultural amenities and the office,  
open floorplans for entertaining, thoughtful amenities,  
larger home sizes**



# Empty Nesters/Retirees

- 45+ years old
- Couples with grown children
- Retirees and professionals
- Walking, outdoor activities, entertaining



**Close to cultural amenities and community services,  
health/wellness, low maintenance, easy access,  
community programming, classic architecture**



## Bohemian Mix



- 25-35 years old
- Young singles and couples
- Entry-level professionals and recent college grads
- Movie and concert-goers, bar-hoppers, sunbathers, take-out food

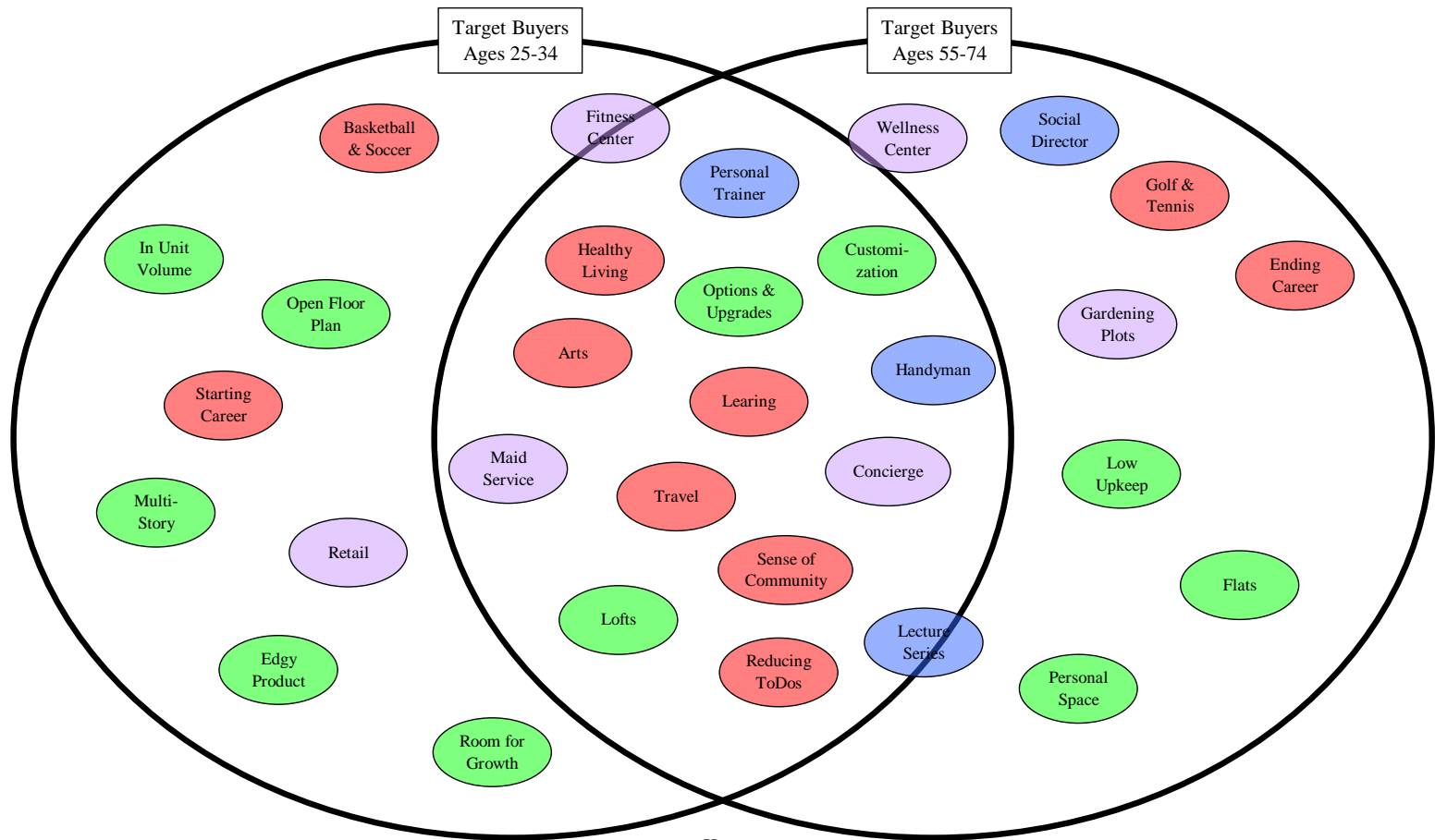


**Mixed-use with transit options nearby, smaller, more affordable floorplans, gym amenities, funky/hip architecture**



# Designing to Multiple Buyer Segments

## Overlap of selected buyer segments



Key  
Red = Lifestyle Traits   Green = Product Traits   Lavender = Amenities   Blue = Services and Programming

