

**FOREST CITY —
SHARED ECONOMY + PARKING**

11•06•13



COMMUNITY

Local Context

DIVERSITY

Flexibility

OPENNESS

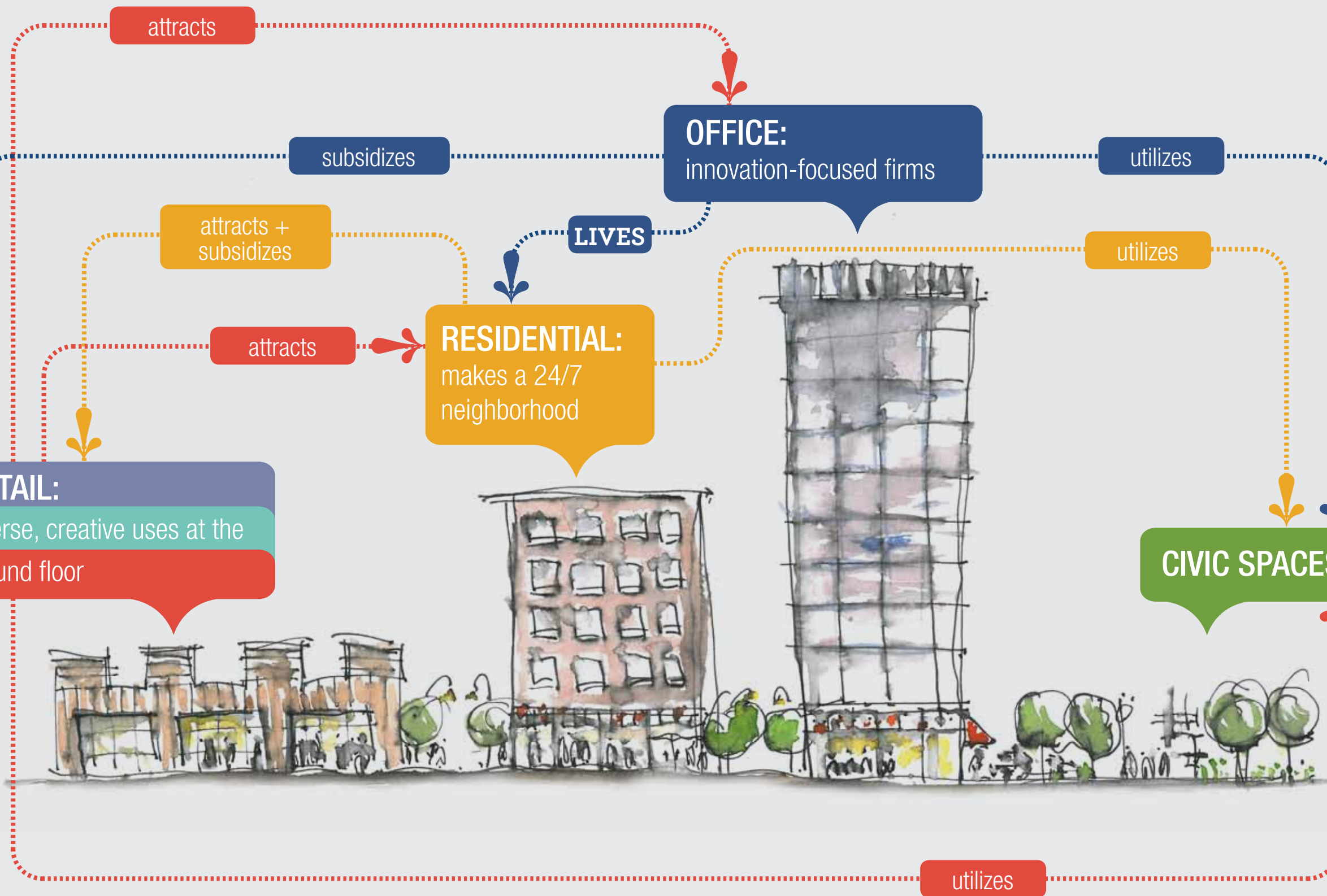
Density

ECONOMY

**URBAN
ECOSYSTEM**

WHERE COMMUNITY AND
ECONOMY THRIVE IN
RELATIONSHIP TO EACH OTHER

URBAN ECOSYSTEM



TRANSIT-CENTRIC SHIFT

DEMOGRAPHICS

Percent of people who are single in core cities:

47–57%, about 20% higher than the national average

Average age of single person in core cities:

31–34, compared to 29 nationally

Roughly 30% of the U.S.

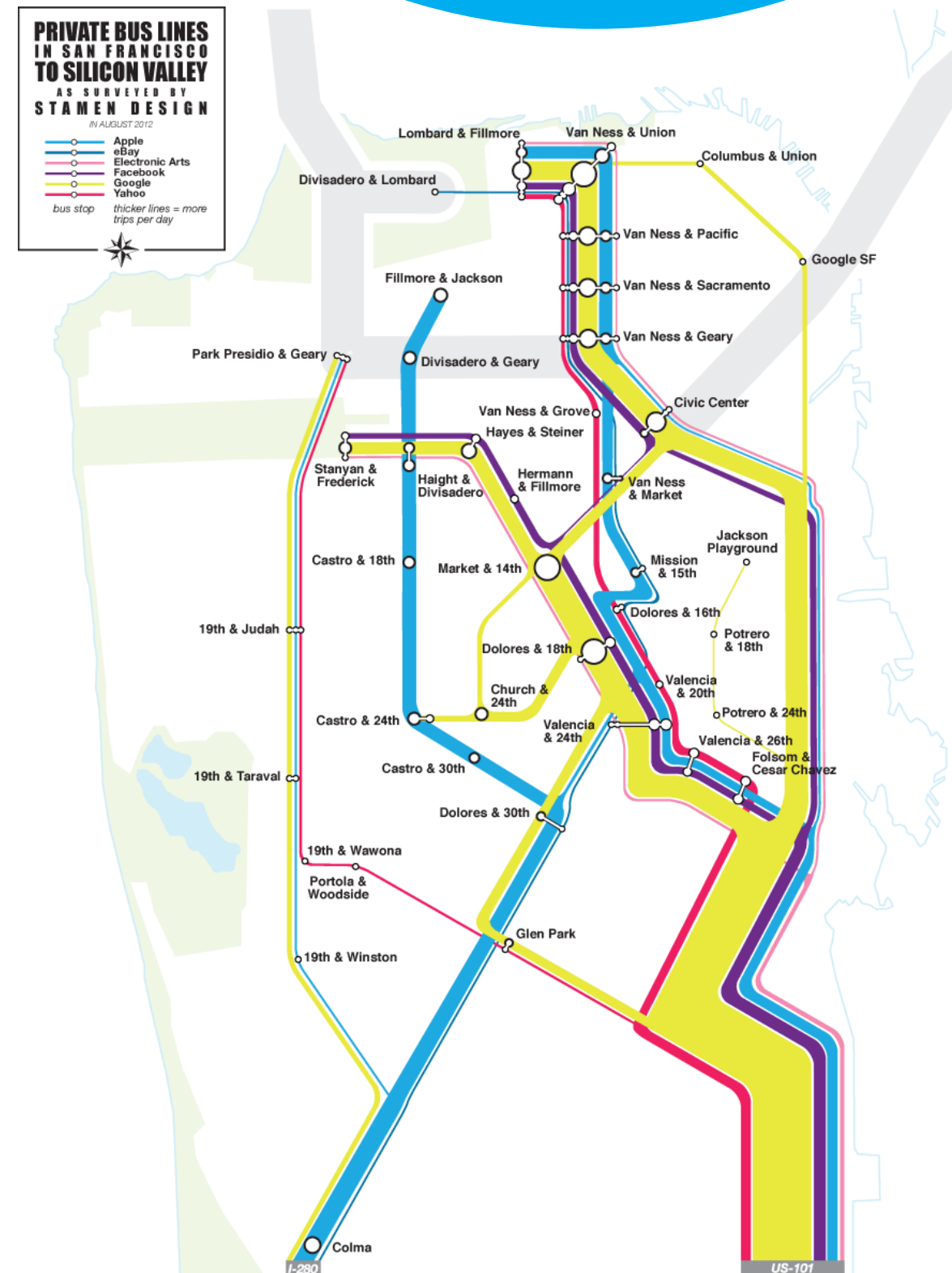
is creative class—

it's **40–50%** in San Francisco, D.C., Boston, New York, and L.A.—or about 15% higher than U.S.

In some of these cities' neighborhoods, the creative class is **76–96% of the population**

Average income of creative class: **\$85k–\$91k**

In 1999, 35% of population was the highest metro area creative class, **now it's 50%**



PARKING = BIKES, NOT CARS

- TENANTS DRIVE CHOICE
- CITY REGULATIONS PROVIDE PLATFORM

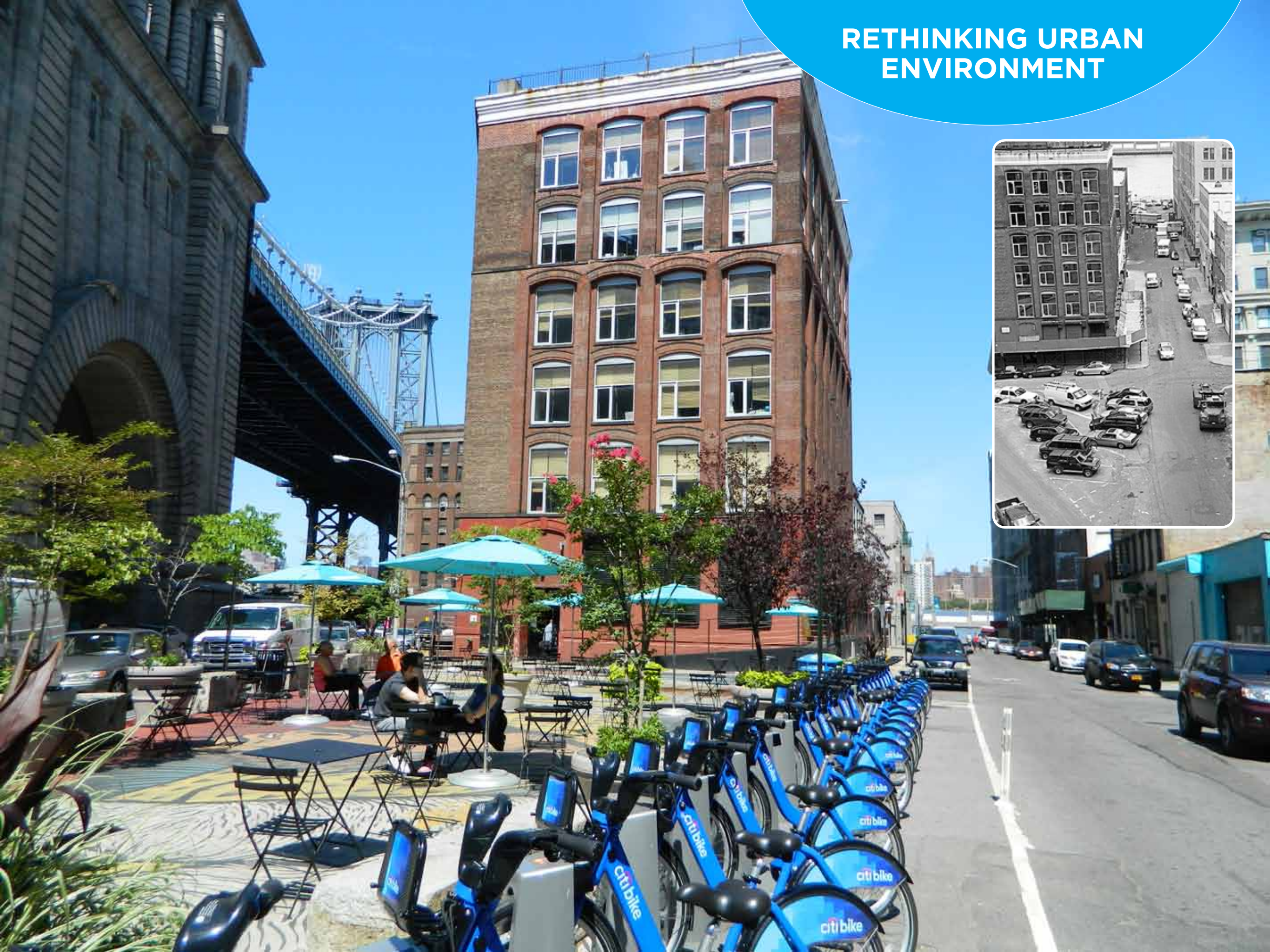


SHARING TRENDS:

BIKE SHARE; UBER X;
AIRBNB; TASKRABBIT



RETHINKING URBAN ENVIRONMENT



CULTIVATING COMMUNITY IN BUILT SPACE



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