

Shared Housing Meets Micro Real Estate

Mining a Multi-Billion Dollar Underground
Market in Search of Game-Changing Insights



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Figures from
the 2010
Census
show that
the number of
renters has
increased
significantly
in the last
decade.



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MAKING ROOM

NEW
MODELS
FOR
HOUSING
NEW
YORKERS

PRESENTED IN CONJUNCTION WITH
CITIZENS HOUSING & PLANNING COUNCIL



MAKING ROOM: NEW MODELS FOR HOUSING NEW YORKERS

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Small Studios for Single Adults



Accessory Housing Units





Legal Shared Housing

REQUEST FOR PROPOSALS



KIPS BAY, MANHATTAN

Issue Date: July 9, 2012

Pre-Submission Conference: July 31, 2012

Proposal Submission Deadline: September 14, 2012



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STUDIO V









A photograph of a family of three standing outdoors in front of a black metal railing and lush green trees. The father, on the left, has long blonde hair and a beard, wearing a white t-shirt, and is holding a baby. The mother, on the right, has long dark hair and is wearing a dark top. The baby is wearing a white long-sleeved shirt. They are all holding a large white sign that contains text.

18%
NYC households

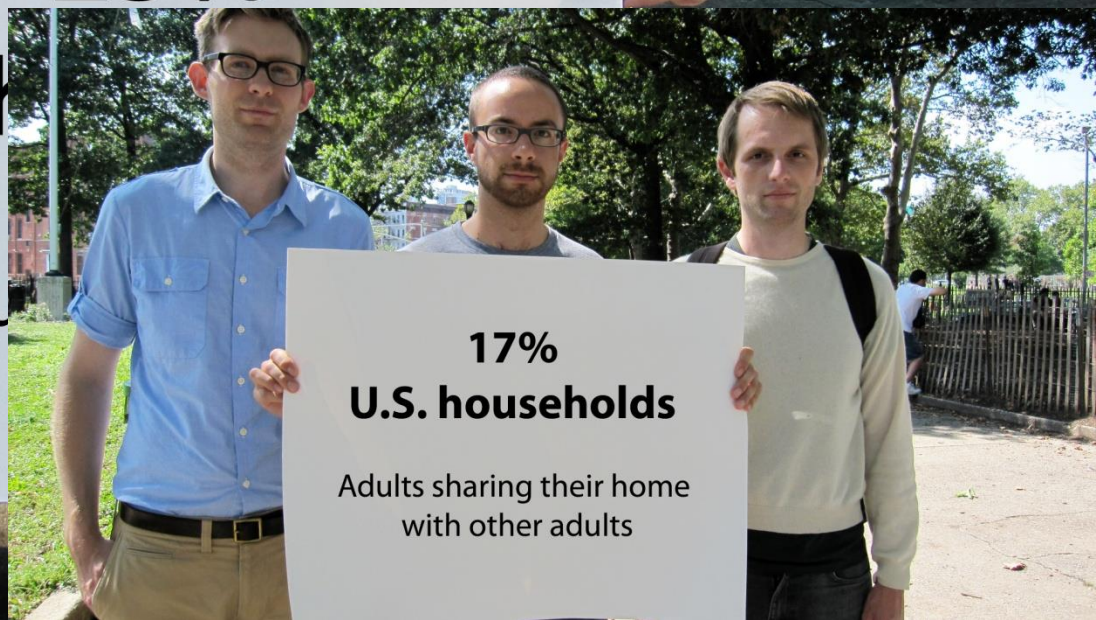
Nuclear family
with all children under 25



U.S. P
Nu
with all



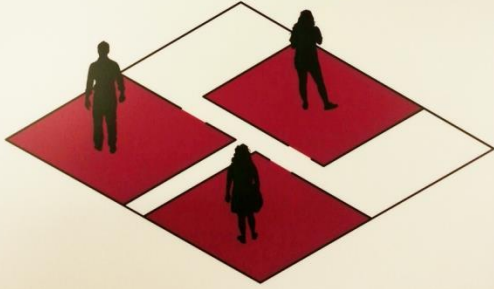
28%
U.S. households
Single person living alone



17%
U.S. households
Adults sharing their home
with other adults



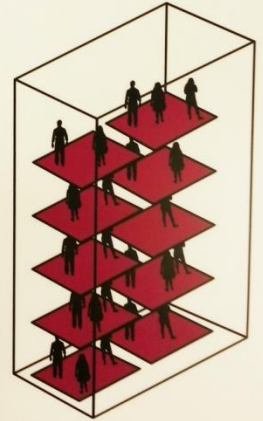
Occupancy



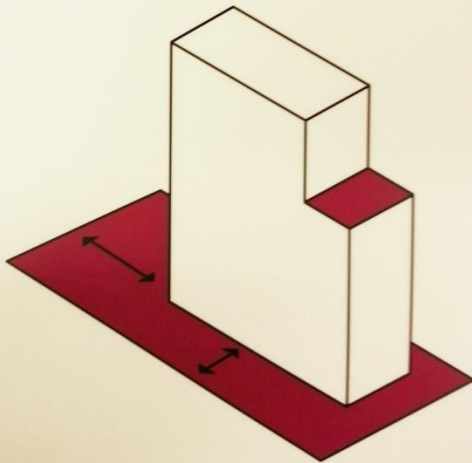
Minimum Room/Unit Size



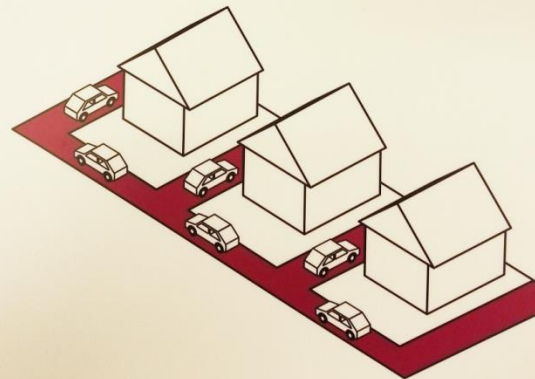
Density



Lot Coverage



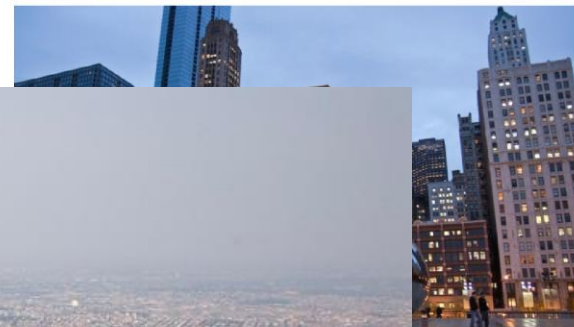
Parking











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