

MIXED-USE DEVELOPMENTS: HOW DO THEY AFFECT MILLENNIAL LIFESTYLES AND VALUES?

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ABSTRACT:

The Millennial generation is America's largest, fastest growing, and most influential generation to date. The purpose of this study aimed to determine how the design of mixed-use developments affect the Millennial lifestyles and values pertaining to socialization in an urban community, identify Millennial's needs within a housing environment and community, and differentiate Millennial values pertaining to socialization in an urban community and housing environment with the generations preceding them. This study concluded that compared to the generations preceding them, Millennials are unique in their beliefs, values, culture, and socialization. With these factors in mind, mixed-use developments offer walkability, convenience, variety, and an integrated and balanced sense of community within a single living environment that make them an applicable solution that accommodates to the desires of Millennials.

METHODOLOGY:

- To identify the values and needs of Millennials within a housing environment and community, a survey was conducted using a variety of online platforms.
- Survey responses were voluntary and anonymous.
- The survey was comprised of multiple choice and five-point Likert scale questions, aiming to gather and compare information on the factors that will help to design an environment that satisfies the needs, lifestyles and values of the Millennial generation and the generations preceding them.

REVIEW OF LITERATURE:

Mixed-use developments have become a growing trend in the housing market as they offer a chance to bring regeneration to neighborhoods. The sense of place in many of our communities has been lost over time because fewer cities are community centered. Human beings are lacking a connection to those around them as a result of suburban sprawl (Wilwert, 2015). Mixed-use developments deliver environments that infuse new life into communities by integrating a variety of different uses into one destination that draws in residents, tenants, visitors, and patrons to engage, interact, live, shop, work and play (Timmerman, 2015). With these different uses, these developments have the power to contribute to a socially mixed and balanced community by attracting varied people, at varied times, for varied reasons thus creating a socially diverse environment that Millennials crave (Polic, 2005).

SURVEY RESULTS:

615 TOTAL RESPONDENTS
 F: 76%
 M: 23%
 Other: 1%

PURPOSE:

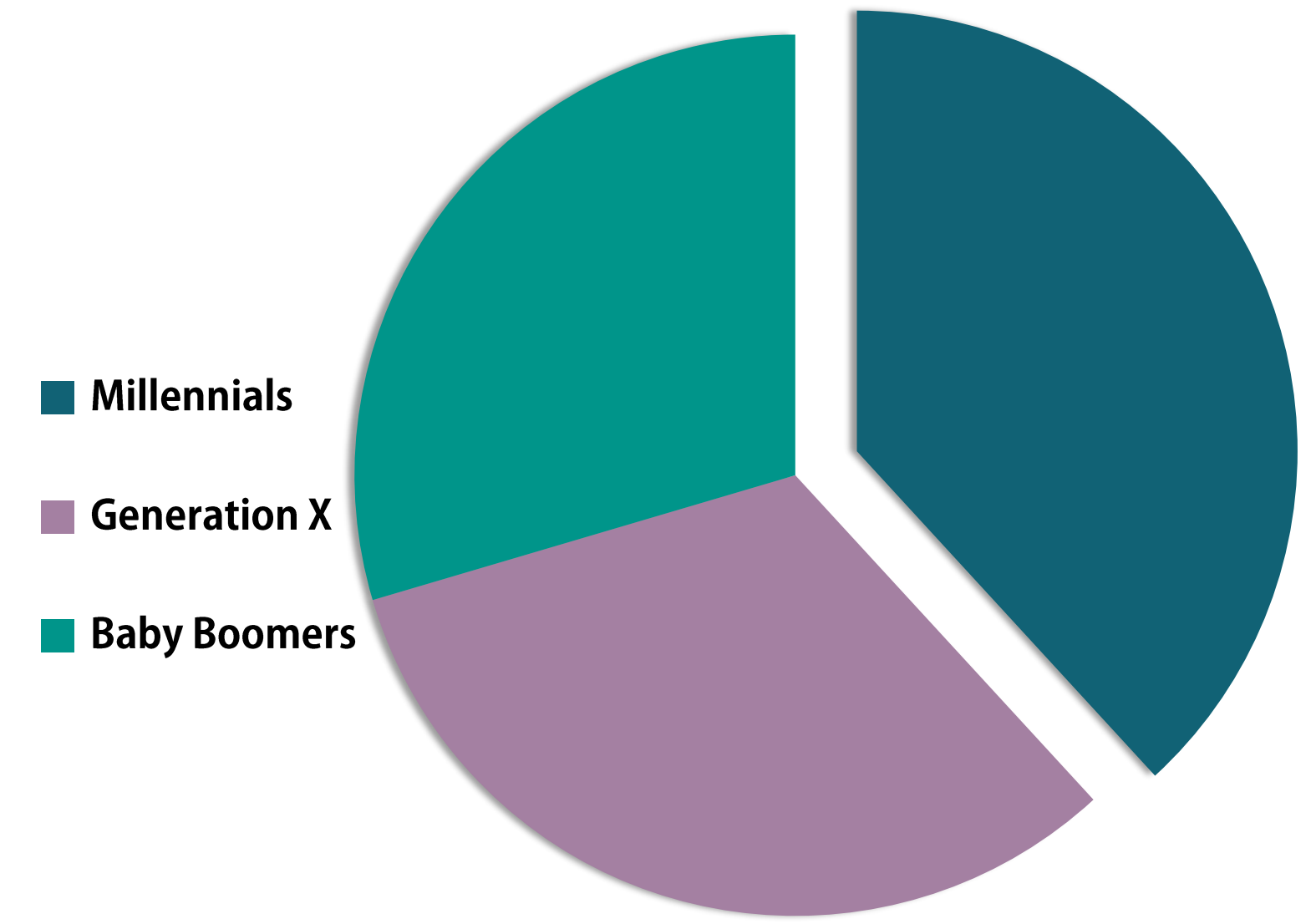
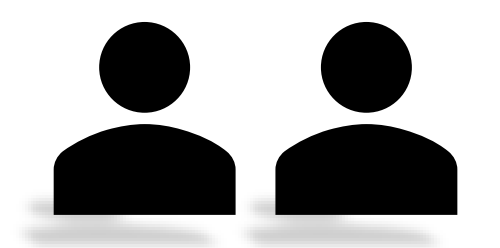
1. Determine how the design of mixed-use developments affect the Millennial lifestyles and values pertaining to socialization in an urban community.
2. Identify Millennial's needs within a housing environment and community.
3. Differentiate Millennial values pertaining to socialization in an urban community and housing environment with the generations preceding them.

CONCLUSION:

- As stated by The Pew Research Center (2010), compared to previous generations, Millennials are unique in their beliefs, values, culture, and socialization.
- Our findings indicate that Millennials have generational values that differ from generations proceeding them – which affect how this generation lives in their diverse communities. Through the data collected from our research, we have gained a better understanding of the lifestyles and preferences Millennials have in their built environment.
- We concluded how mixed-use developments offer walkability, convenience, variety, and an integrated and balanced sense of community within a single living environment making them an applicable solution that accommodates to the desires of Millennials.
- With our results, will be able to implement these findings to design an all-encompassing mixed-use development that reflects the personal and social identities of the Millennial generation.

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68% OF MILLENNIALS HAVE 1-2 ROOMATES



71% OF MILLENNIALS PREFER TO LIVE IN A CITY/SUBURBAN COMMUNITY

42% OF MILLENNIALS SOCIALIZE OUTSIDE OF THEIR HOMES 5-7 DAYS PER WEEK

15% OF MILLENNIALS INVITE OTHERS TO SOCIALIZE IN THEIR HOMES 5-7 DAYS PER WEEK



MILLENNIAL GENERATION: CURRENT VS. DESIRED AMENITIES

