

## PROPERTY OWNER

Laura wants to make some upgrades to her home while supporting her community.

# LAURA POWERS: PROPERTY OWNER

Laura bought her home in this neighborhood about six years ago. She has started to notice that many of her neighbors are starting to fix their homes, making her own home look drab next to the remodeled ones. She worries about the price, but feels she should start making some upgrades to her home. It is important that she finds someone local to do the job for her, because she worries about the future of her community.

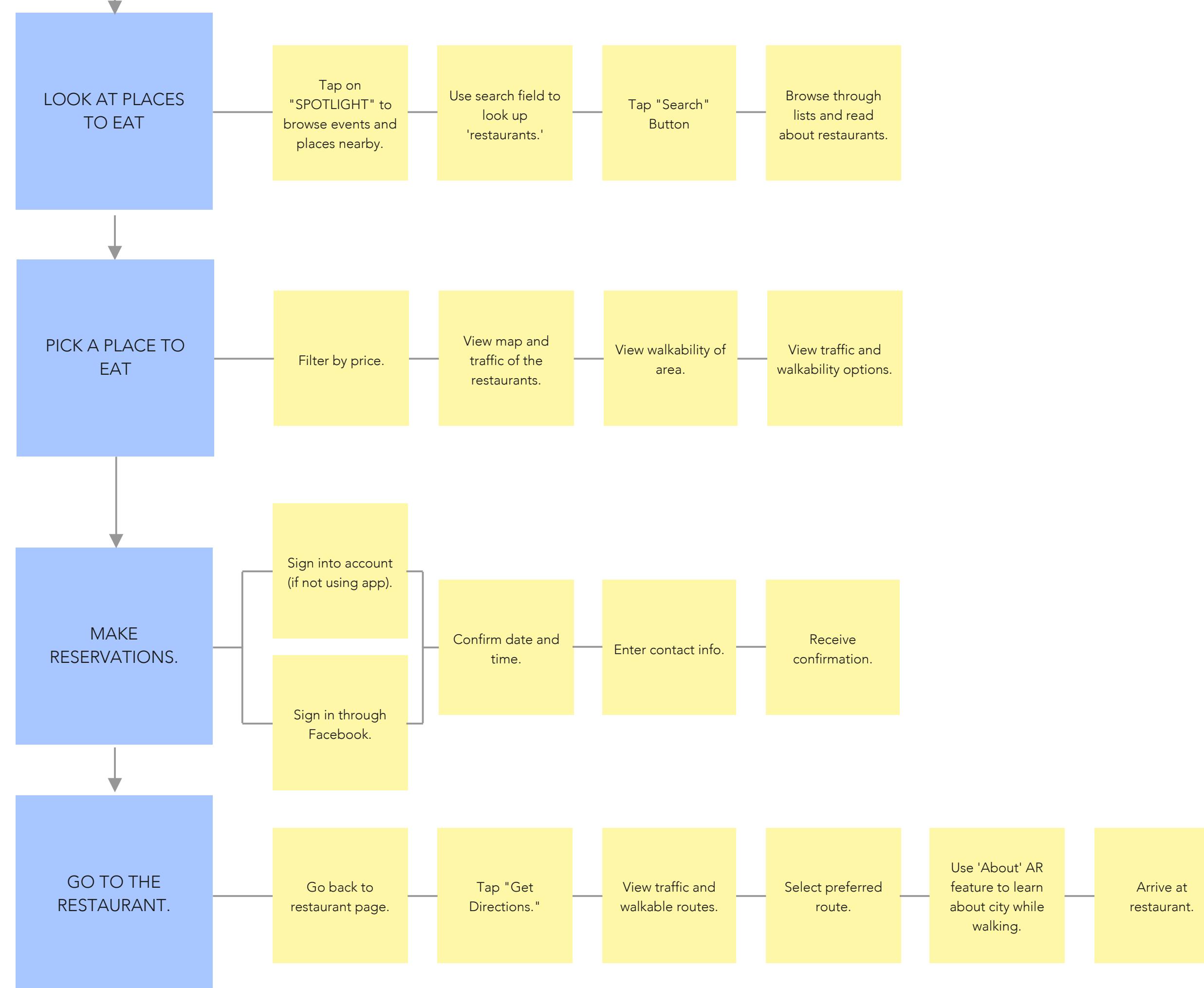


## NEW TRANSPLANT

Summer wants to find a place to eat, and get there with as little traffic as possible.

# SUMMER NICHOLS: THE NEW TRANSPLANT

Summer moved into one of the newly developed lux apartments last year. She moved in with a roommate to be closer to work. She is not too concerned with getting to know the community because she is focusing on her career right now, but is starting to notice how crowded the city has gotten in just a year. She wants to find some new local places to eat at, and avoid traffic at all costs.

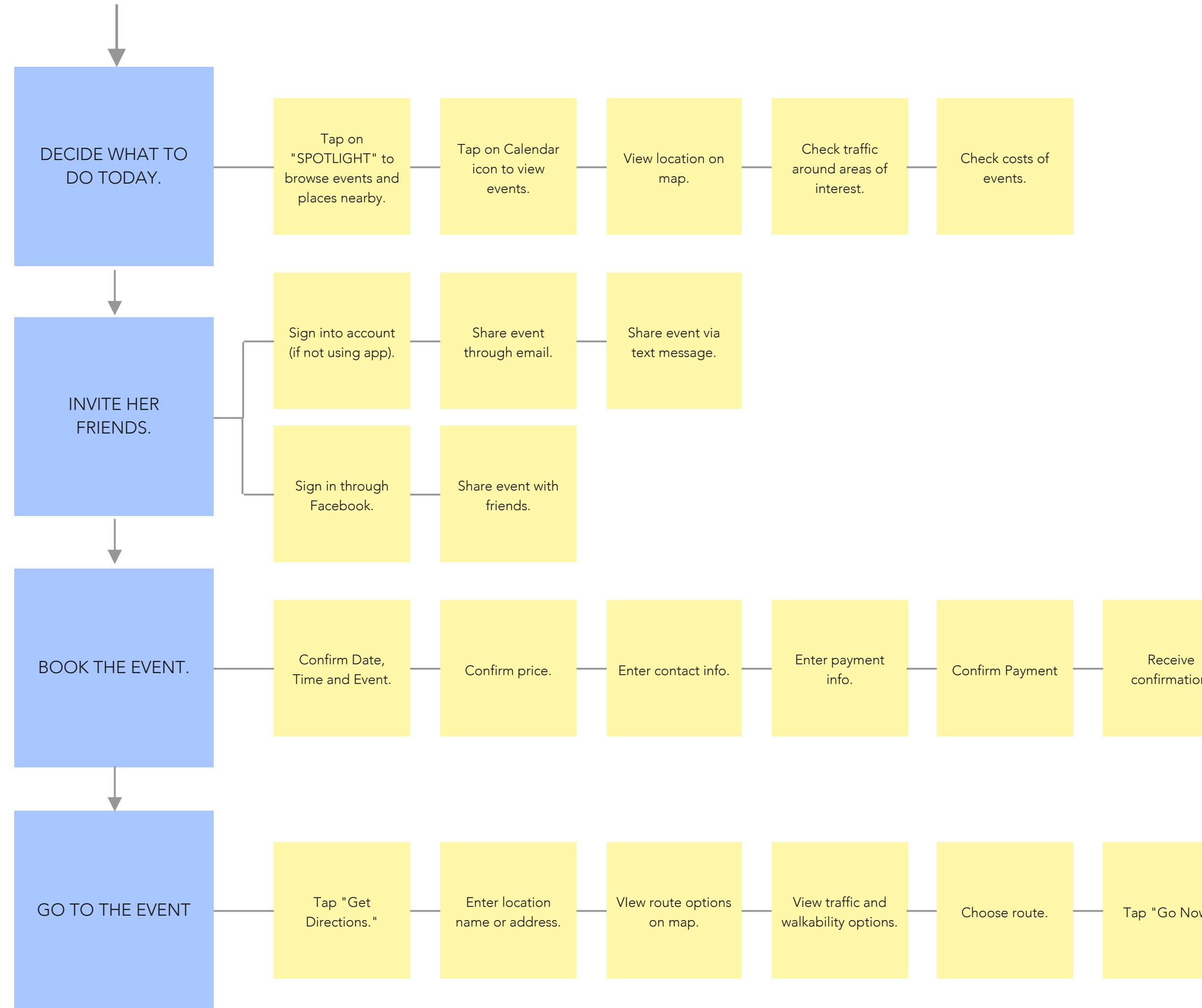


## MULTI-GENERATIONAL RESIDENT

Karen wants to feel connected to her community while out with her friends.

# KAREN LEE: THE MULTI-GENERATIONAL RESIDENT

Karen has lived here her whole life. She has friends, family, and work close by. She has seen the slow changes that have been taking place in her community. While she admits she likes the improvements in the city, safety, and even the restaurants, she can't help but worry that she may start to feel like she will not belong here in a few years. Karen wants to find things to do with her friends and family that can make her still feel like she is a part of the community.



**Mood Board:**  
**Yellows: familiarity, optimism**  
**Blues: Trust, stability, reliability**  
**Green: Renewal, growth**

