Lifestyle Districts 2026

How and why dynamic neighbourhoods outperform across all property types

Research

United States

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jll.com

Executive summary

Lifestyle Districts are vibrant mixed-use regions where the built environment aligns with users' aspirational lifestyles. There is nearly 1 billion s.f. of Lifestyle real estate in the U.S.

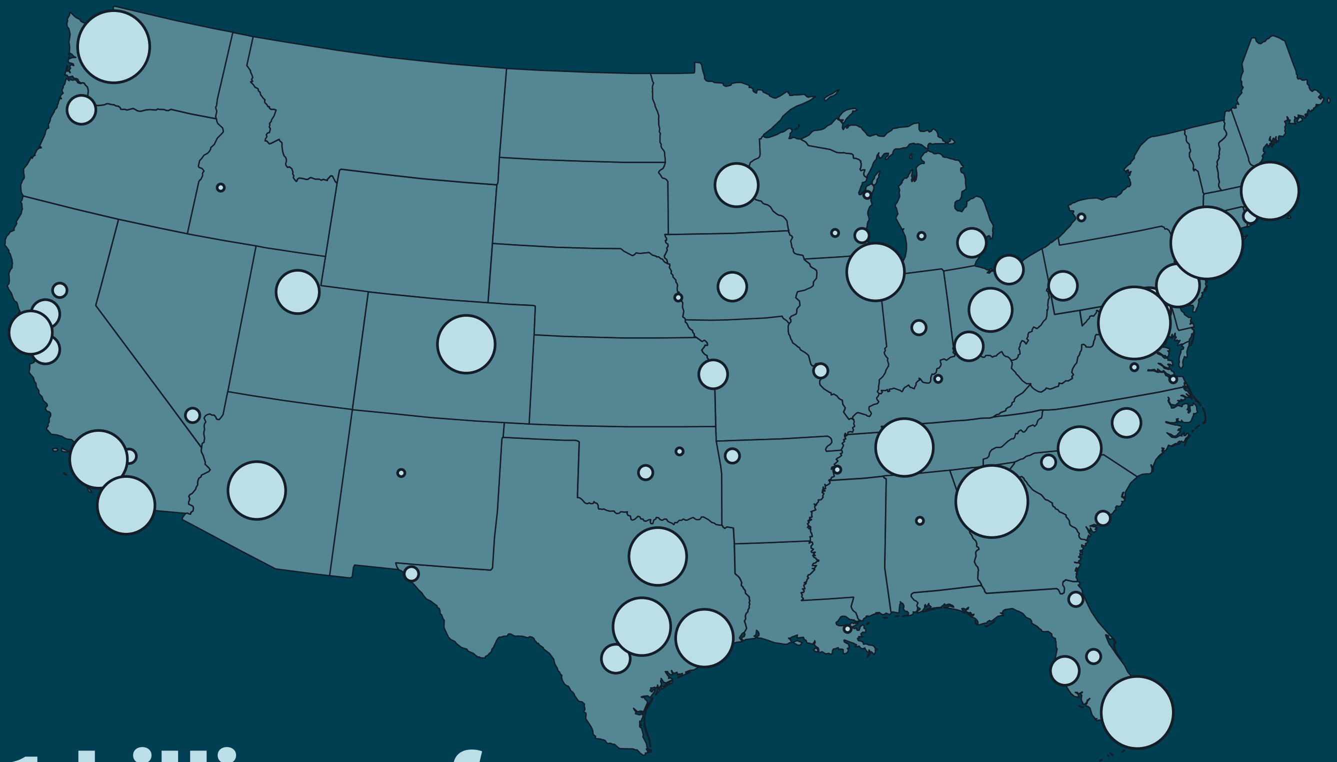
Every property type sees rent and occupancy premiums in Lifestyle Districts. Successful districts create a closed-loop ecosystem and generate demand surges through a robust event economy.

Single-ownership districts have practical advantages that improve returns: Capital expenditures and operating costs can be reduced through efficiencies and economies of scale.

Developers and owners of Lifestyle real estate face challenges around operational complexity and large-scale coordination that can drive delays, often the biggest obstacle for successful curation of a district.

Urban planning is shifting towards synergistic districts, and development is elevated in Lifestyle Districts — over the next two decades Lifestyle assets will become a more significant share of commercial real estate.

Lifestyle District inventory in the U.S.



1 billion s.f.

(4-5% of total stock)

Explore the interactive Lifestyle District map

Source: JLL Research, Costar

Office	Existing stock: **392 million s.f.** Rent premium: **+38%** Occupancy premium: **+3.8%**
Multi-housing	Existing stock: **403,000 units** Rent premium: **+48%** Occupancy premium: **+1%**
Retail	Existing stock: **108 million s.f.** Rent premium: **+46%** Occupancy premium: **+0.6%**
Hotels	Existing stock: **114,000 rooms** ADR premium: **+45%** Occupancy premium: **+3.3%**
Entertainment	Existing stock: **1,535,000** (Total capacity)

Lifestyle District primary types and typical scale

Organic Lifestyle District

10 million s.f.
Average scale

490 million s.f.
National inventory

Master-planned Lifestyle District

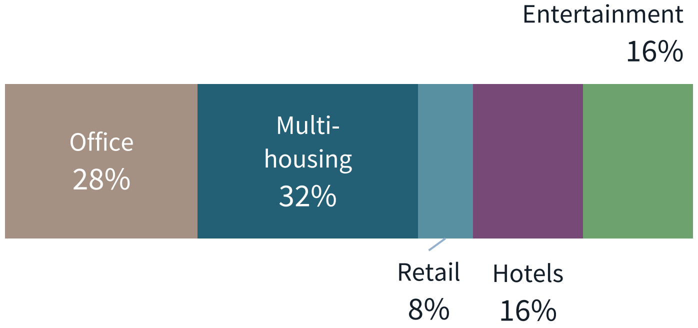
5 million s.f.
Average scale

436 million s.f.
National inventory

Sports-anchored Lifestyle District

4 million s.f.
Average scale

87 million s.f.
National inventory



Source: JLL Research

Lifestyle Districts take on many forms and specializations

Urban Edge Districts
Subset of Organic Lifestyle Districts
National inventory: 200 million s.f.

Examples:
- Midtown Atlanta
- Brickell Miami
- South Lake Union Seattle
- Seaport District Boston

Historic Main Street Districts
Subset of Organic Lifestyle Districts
National inventory: 165 million s.f.

Examples:
- South End Charlotte
- San Antonio Riverwalk
- Camperdown/Falls Park Greenville
- Short North Columbus

Retail Town Centers
Subset of Master-Planned Lifestyle
National inventory: 132 million s.f.

Examples:
- Legacy Town Center Dallas
- Cherry Creek Denver
- North Hills Raleigh
- St. Johns Town Center Jacksonville

Mega Development Urban Expansion
Subset of Master-Planned Lifestyle
National inventory: 119 million s.f.

Examples:
- Hudson Yards New York
- The Domain Austin
- Victory Park Dallas
- Water Street Tampa

Reimagined Warehouse Districts
Subset of Organic Lifestyle Districts
National inventory: 124 million s.f.

Examples:
- Fulton Market Chicago
- Meatpacking District New York
- LoDo Denver
- Wynwood/Design District Miami

Master-Planned Downtown
Subset of Master-Planned Lifestyle
National inventory: 106 million s.f.

Examples:
- Las Colinas Dallas
- The Boro Washington, DC
- Mueller District Austin
- Market District/Bridge District Des Moines

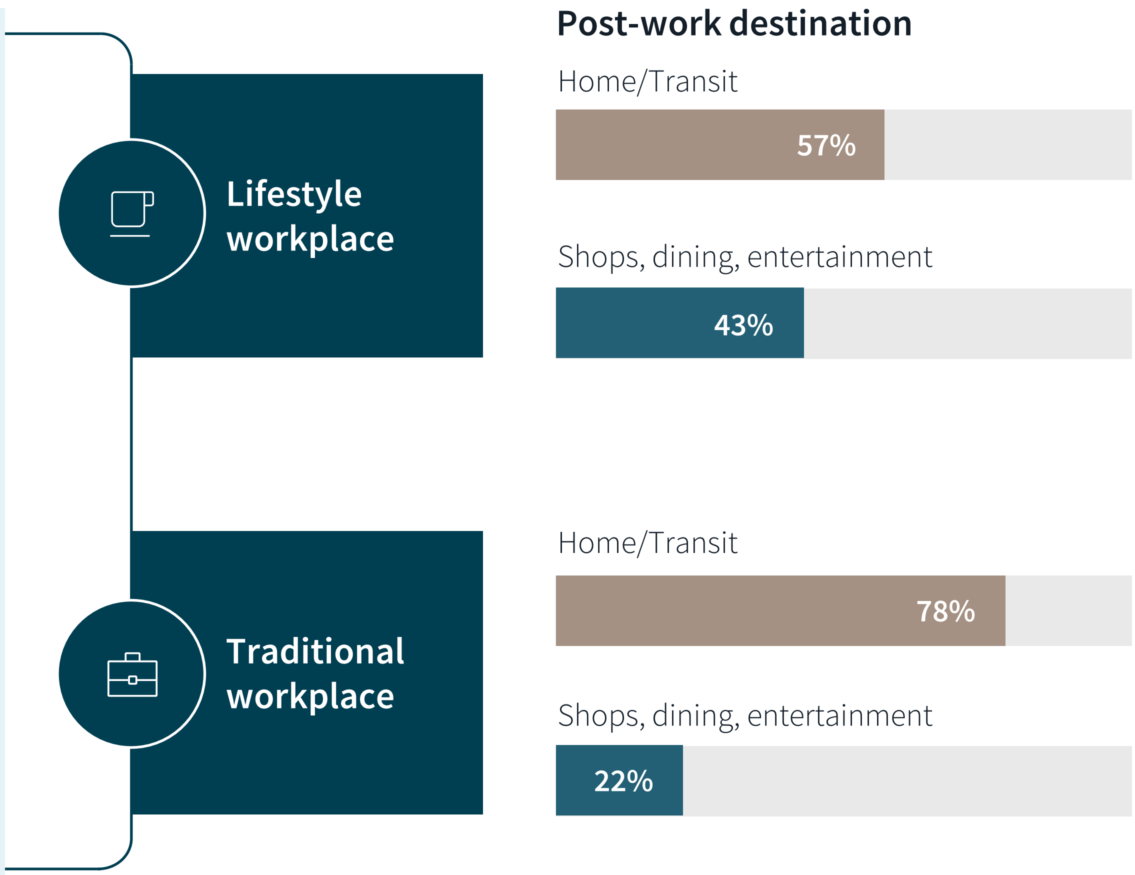
Innovation Districts
Subset of Master-Planned Lifestyle
National inventory: 77 million s.f.

Examples:
- National Landing Washington, DC
- Tempe Phoenix
- Spring District Seattle
- Navy Yard Philadelphia

Source: JLL Research

Lifestyle workplaces support spontaneous employee socialization

- A major benefit of the Lifestyle ecosystem for both occupiers and landlords is the diverse mix of uses which breaks the mold of monolithic development. In commercially-dominated urban CBDs or isolated suburban business parks, employees experience a utilitarian atmosphere that gives a sense that the only reason for being there is to work. In Lifestyle Districts, an abundance of dining, shopping, and entertainment as well as residential density within the district create a more engaging and serendipitous atmosphere.
- In Northern Virginia, the post-work destinations of employees in a Lifestyle District compared to a traditional suburban business park show that an additional 21% of employees shift to some form of shopping, dining or leisure after the workday, with many of them remaining within the district. In the traditional location, almost 80% of employees return home after work, and workers who shift to shopping, dining or leisure often do so at a different location, not within the same development and not with their coworkers.
- For owners, this means that economic activity that would otherwise occur in other properties (e.g. coffee shops, restaurants by employee's home) are being captured in the same development, bolstering demand and improving profitability for retail and leisure spaces.
- For occupiers, this creates organic employee engagement experiences where coworkers can gather before or after work for teambuilding and recreation.

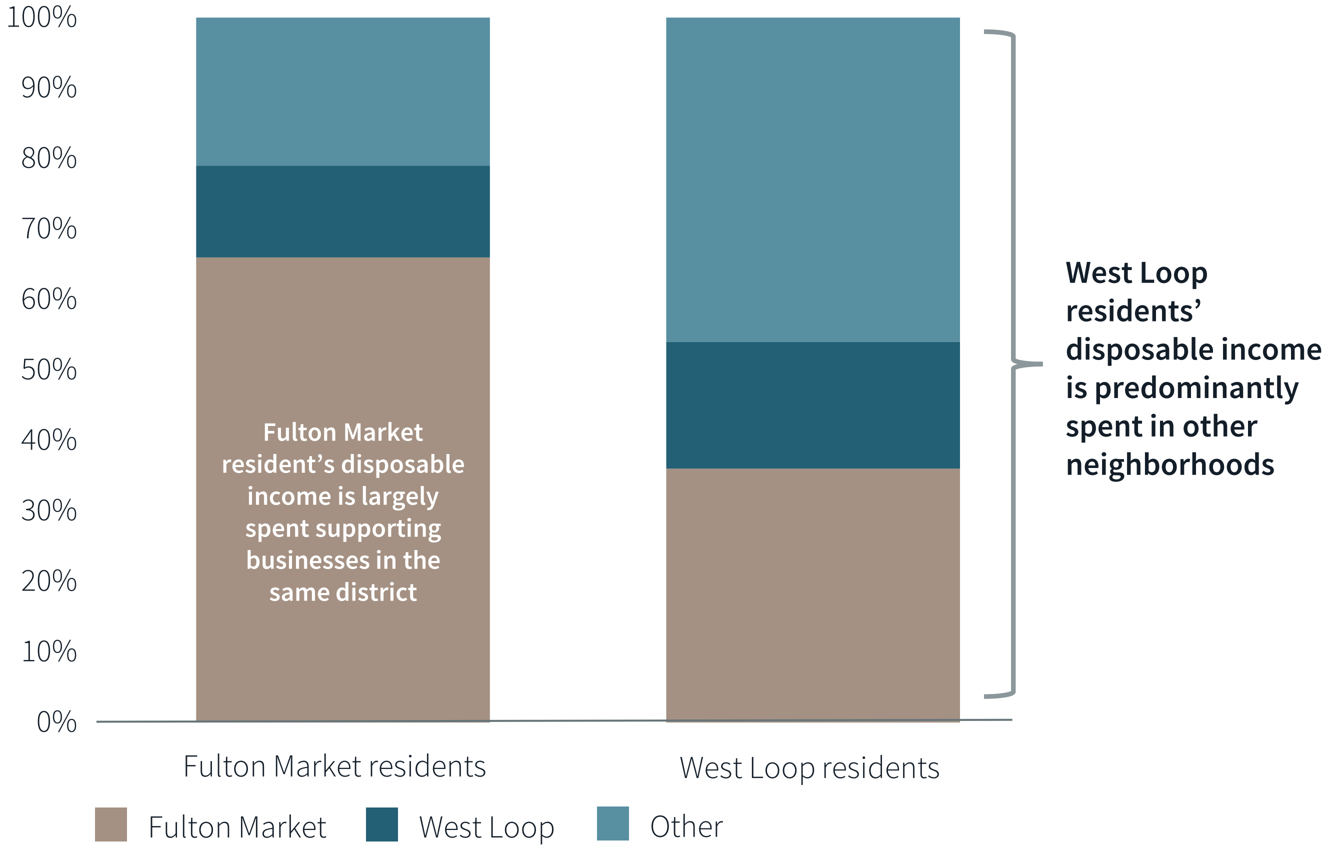


Source: Placer.ai

Lifestyle Districts preserve commercial activity within the district

- One of the significant advantages to developing a synergistic ecosystem is the degree to which Lifestyle Districts translate foot traffic and activation into commercial advantages.
- This is evident when looking at residents' shopping and leisure patterns: residents of Lifestyle Districts perform most of their shopping and spend the dominant share of their leisure time in other properties within the district, creating a relatively closed-loop system in which residents' economic activity is captured at a much higher rate.
- In Chicago, two adjacent urban neighborhoods with vastly different placemaking gravity illustrate this point perfectly: residents of the organic urban Lifestyle District Fulton Market remain in the district for two-thirds of their shopping and leisure destinations, while residents of the office-dominated West Loop submarket remain in-district for only 18% of their shopping and leisure trips. In fact, Fulton Market captures twice the shopping and leisure visits from West Loop residents, further evidencing its superregional appeal.
- For investors, this creates "stickier" revenue streams: Developing on-site demand engines create cash flows that are less sensitive to competition or minor frictions.

Top leisure destinations for different city residents



Source: Placer.ai

Lifestyle retail generates placemaking gravity, creating a destination

- Curated retail within Lifestyle Districts is potentially the single most important factor in establishing identity and originating demand for the other property types. Retail is both the first-order magnet that introduces demand and visitors to the district, but also the connective tissue that extends dwell times and creates serendipitous demand.
- Lifestyle Districts that prioritize robust retail districts with curated tenants see significantly larger foot traffic compared to Lifestyle Districts with lighter retail density. Baseline foot traffic acts as a demand generator for hospitality and entertainment spaces and accelerates leasing velocity in office and residential product by attracting stronger tenants.
- Not only does Lifestyle retail establish legitimacy and drive demand for other properties in the ecosystem, it also independently benefits from other proximate demand drivers:
    - **Office:** Weekday daytime foot traffic
    - **Residential:** Off-hours stabilization
    - **Entertainment:** Event-driven surges

Source: JLL Research, Placer.ai

Gateway/primary markets

Retail-heavy

Georgetown (Washington, DC)

The Bellevue Collection (Seattle/Puget Sound)

Santana Row (Silicon Valley)

CityPlace/The Square (Miami/South FL)

Retail-light

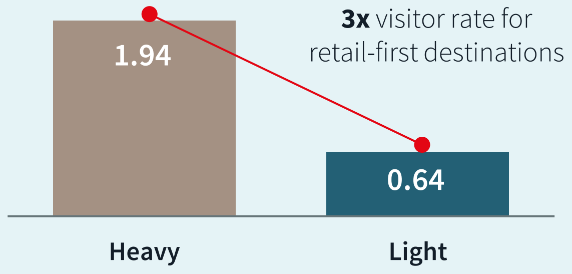
Manhattan West (New York)

Mission Bay (San Francisco)

Spring District (Seattle)

Reston Station (Washington, DC)

Foot traffic per s.f. per year



Secondary and tertiary markets

Retail-heavy

Woodlands Town Center (Houston)

Cherry Creek (Denver)

St. Johns Town Center (Jacksonville)

Over-the-Rhine (Cincinnati)

Retail-light

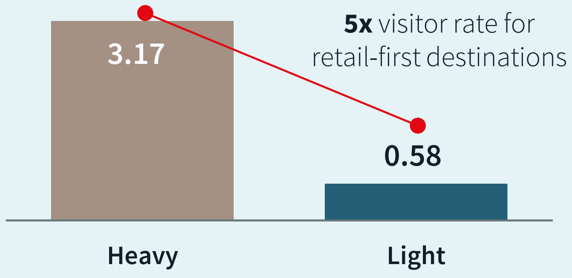
DTC/Belleview Station (Denver)

South Waterfront (Portland)

Navy Yard (Philadelphia)

Harbor East (Baltimore)

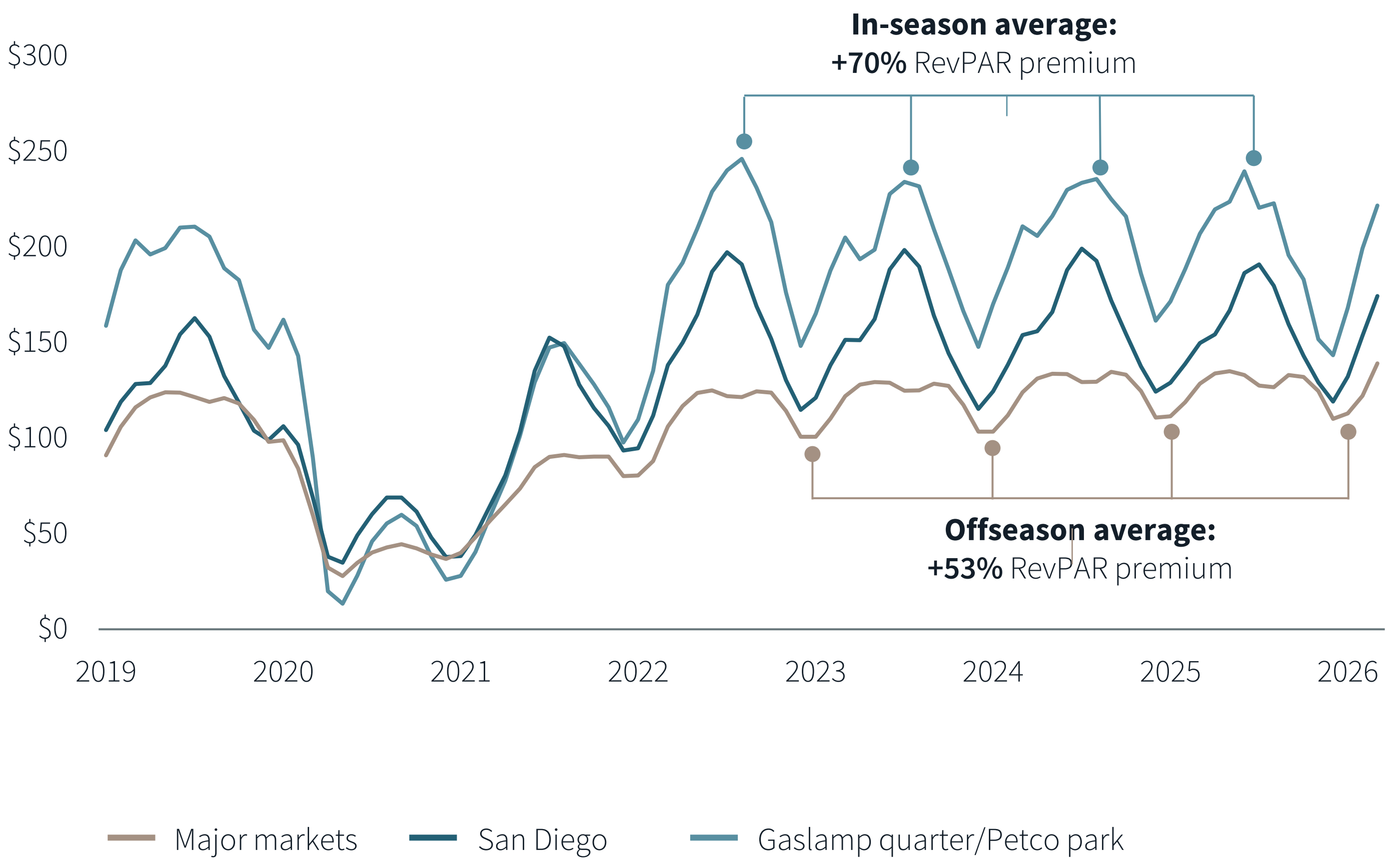
Foot traffic per s.f. per year



Hotels in Lifestyle Districts capture event-driven occupancy spikes

- In addition to introducing out-of-market demand and facilitating longer stays, hospitality assets within Lifestyle Districts outperform on an occupancy and income basis by capturing event-driven occupancy surges.
- Such a case is acutely present in San Diego's Gaslamp Quarter/Petco Park Lifestyle District, where event scheduling at the San Diego Padres' home venue is tied to meaningful gains in occupancy and revenue. During the active season, occupancy rates and ADR outperform national averages and metro averages, and RevPAR premiums increase from 50% to 70%.
- To further evidence the event-driven nature of these occupancy spikes, **the RevPAR premium disappeared from 2020-2021 when MLB games were played with no spectators** and returned during the 2022 season when attendance rates normalized.
- A similar phenomenon can be measured in Lifestyle Districts with a strong corporate presence when conventions, annual meetings, or other significant events are scheduled. Hospitality product within Lifestyle nodes of downtown Austin habitually see occupancy and RevPAR surges in conjunction with the SXSW convention and festival.

RevPAR in sports-anchored Lifestyle Districts



Source: JLL Research, Costar

Lifestyle-embedded sports venues generate higher attendance

Lifestyle Ballpark Districts see elevated attendance

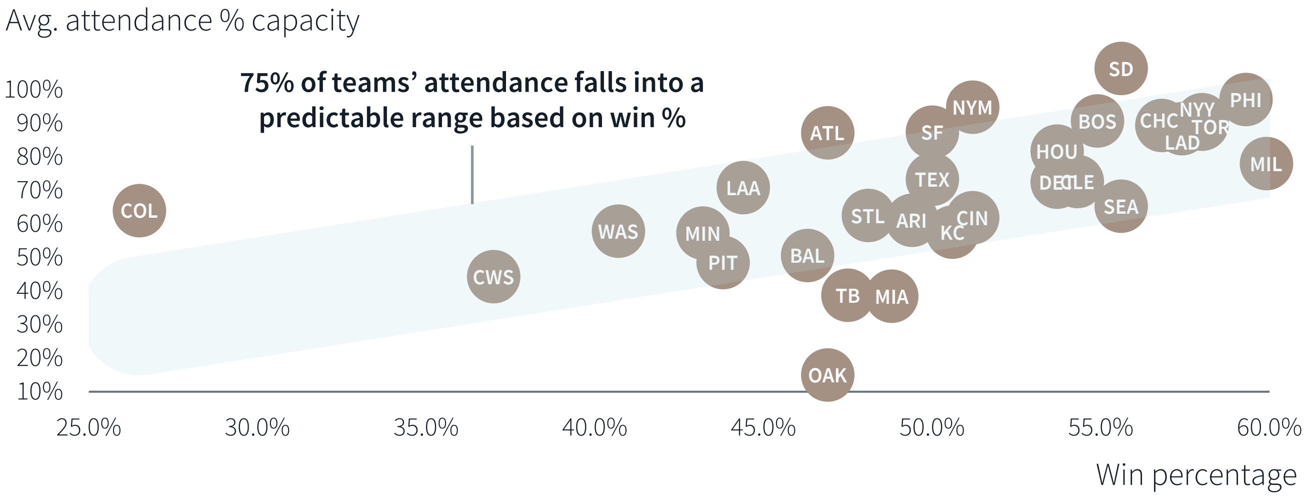
Stadium outperformers:

- The Battery (Atlanta Braves) - only team in the MLB to achieve nearly 90% attendance relative to capacity, despite having a losing record in 2025.
- Petco Park (San Diego Padres) sits in the heart of the Gaslamp Quarter, the core restaurant and nightlife district of San Diego with walkable mixed-use connection.
- Oracle Park (San Francisco Giants) has a waterfront location and organic connection to Mission Bay and surrounding new development.
- Coors Field (Colorado Rockies) is embedded in the self-sustained organic Lifestyle District of LoDo, a redeveloped warehouse district which has become a hub for dining, entertainment, creative office and new residential development.

Underperforming stadiums:

- loanDepot Park (Miami Marlins) sits in a low-density residential neighborhood with little walkability and no integration to Miami's organic entertainment districts.
- Tropicana Field (Tampa Bay Rays) is in an isolated suburban enclave of St. Petersburg with very little surrounding development.

2025 MLB attendance vs. team success



	Avg. annual activation	YoY change	Attendance % capacity
Lifestyle Ballparks	**3.6 million**	**+2.5%**	**84%**
MLB Average	3.2 million	+1.8%	70%
Lifestyle Stadiums	**3.2 million**	**+16.7%**	**98%**
NFL Average	2.3 million	+4.5%	97%
Lifestyle Arenas	**3.3 million**	**+3.2%**	**99%**
NBA/NHL Average	2.2 million	-6.0%	95%

Source: JLL Research, MLB, NBA, NFL, NHL

Capital deploys more efficiently in single-ownership districts

- A considerable advantage of single-entity ownership at the district level is the ability to more effectively deploy capital by utilizing shared amenities. Rather than optimizing offerings for a single building, ownership or management entities can deliver the same experiential qualities without the same commitment of rentable building area. For instance, a vibrant retail district which includes a large-scale fitness club would reclaim a large degree of rentable space in multi-housing and office assets by minimizing the need for independent fitness centers or F&B offerings.
- These efficiencies can also extend to operating costs once buildings are delivered, as many services can be combined or streamlined to save up to 10% on ongoing operating expenses.
- These benefits are most acute in master-planned districts developed and operated by a single ownership entity, but even in organic districts or mature master-planned districts that have begun to sell components, some degree of the same benefits can be achieved. Developers and investors can still feasibly retain many of these practical advantages while selling components of Lifestyle Districts if new buyers are scrutinized for their operational competence and service providers including management, leasing and marketing are maintained in concert with the remainder of the district.

Separate ownership	Single-owner district
Office: Fitness, conferencing/event space, tenant lounge, F&B, outdoor gathering spaces **Resources:** $15-25 million, 3-5% of RBA	Fitness, F&B, outdoor activation zones partially satisfied by other components. **Savings:** $5-10 million, 2-3% of RBA
Multi-housing: Clubhouse, coworking spaces, fitness, outdoor gathering spaces, pools **Resources:** $12-20 million, 3-5% of RBA	Fitness, F&B, outdoor activation zones partially satisfied by other components. **Savings:** $5-10 million, 2-3% of RBA
Retail: Event spaces, gathering spaces/ public realm **Resources:** $8-12 million, 1-3% of RBA	Public realm and event accommodation partially satisfied by other components. **Savings:** $3-5 million, ~1% of RBA
Hotels: Meeting spaces, F&B, ballroom **Resources:** $10-15 million, 5-7% of RBA	F&B requirements partially satisfied by other components. **Savings:** $2-4 million, ~1% of RBA
Total cost: $45-60 million; 4% reduction in RBA	**Total savings:** $15-25 million, 1-2% reclaimed RBA

Source: JLL Research

Lifestyle District economies of scale reduce operating costs by 10%

Discrete ownership (Four separate owners)

Cost category	Office	Multi-housing	Retail	Hotel	Blended avg.
Security	$2.25	$1.75	$2.50	$3.50	$2.30
Maintenance	$3.50	$2.75	$3.25	$4.50	$3.30
Janitorial	$2.75	$1.80	$2.25	$3.25	$2.35
Utilities	$3.25	$2.50	$3.75	$5.00	$3.25
Insurance	$1.10	$0.90	$1.25	$1.75	$1.15
Marketing/ Leasing	$1.50	$1.75	$2.00	$2.25	$1.80
Management	$1.75	$1.50	$1.75	$2.25	$1.75
Taxes	$4.50	$3.75	$4.25	$5.50	$4.30
Total	**$20.60**	**$16.70**	**$21.00**	**$28.00**	**$20.20**

Single-ownership Lifestyle District

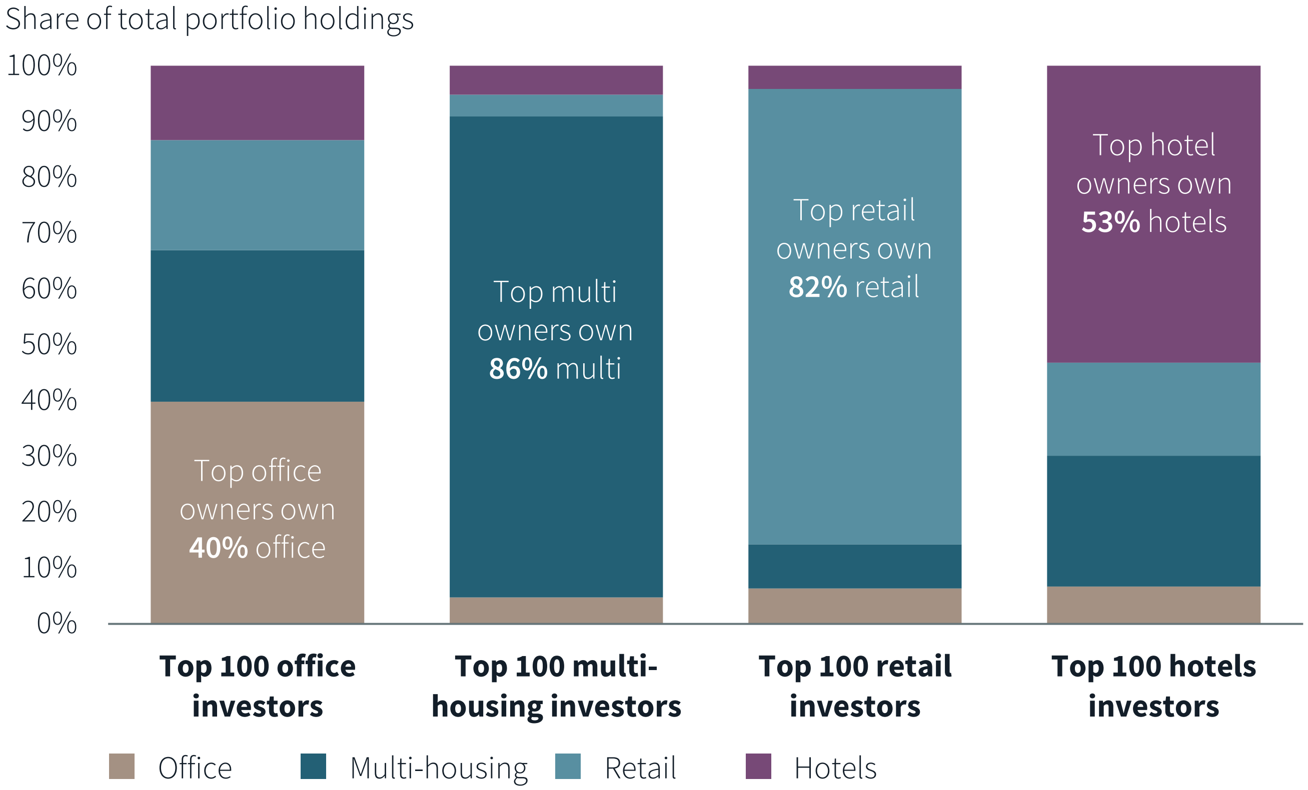
Cost category	District avg.	Cost reduction	Drivers of savings
Security	$1.75	-24%	Centralized patrols, shared facilities
Maintenance	$2.90	-12%	Shared crews, fewer redundancies
Janitorial	$2.20	-6%	Consolidate contracts
Utilities	$3.20	-2%	Load balancing, bulk purchases
Insurance	$1.00	-13%	Portfolio-level underwriting
Marketing/ Leasing	$1.25	-31%	District-level branding
Management	$1.50	-14%	Centralized management platform
Taxes	$4.30	0%	No cost reduction
Total	**$18.10**	**-10%**	

Source: JLL Research

Cross-functional expertise is a limiting factor for key players

- One challenge for the commercial real estate industry in this evolution is that the industry is organized in a very siloed fashion according to property types. The vast majority of commercial real estate brokers, managers and investors have a property type specialization and dedicate most of their time and attention to a single type. Even at a company level, most organizations are specialized, and this is illustrated quite clearly by the portfolios of some of the largest real estate investors, where holdings are hyper-concentrated according to their primary asset class.
- Developing and even operating assets within a Lifestyle District require a greater degree of coordination and awareness across asset classes so that the operational environment delivers the same degree of continuity that the built environment aims to deliver. Fortunately, market forces are already guiding participants in this direction, with property type diversification becoming an explicit aim in the past decade for many of the institutional investors that contribute a large share of real estate capital.

Operational complexity limits cross-pollination of asset classes



Source: JLL Research, Real Capital Analytics

"Unsuccessful" Lifestyle developments often result from delays

- Lifestyle Districts that are master-planned can often be the pinnacle of scale and complexity in the context of commercial real estate development. The largest master-planned Lifestyle Districts comprise over 20 million s.f. across dozens of individual buildings in some cases, and in many cases can take more than a decade to reach maturation. For that reason, one of the biggest pitfalls in the development of Lifestyle Districts can be delays in planning or approvals that result in new, unfavorable market conditions.
- Because Lifestyle Districts are supported by network effects, wherein various property types serve a complementary purpose which can enhance demand for the other properties within the district, delays or downsizings in one component can often have downstream impacts on other assets. Scaled-down retail districts can impact the appeal for office and residential tenants; the elimination of a planned entertainment venue can reduce placemaking gravity and harm the performance of retail properties, and those type of shifts can significantly undermine the ability to develop a fully-realized Lifestyle District. While thresholds vary in different geographies, districts typically must reach a minimum density of at least 2-3 million s.f. across four or more property types to achieve a true Lifestyle ecosystem.

Lincoln Yards/Foundry Park – Chicago, IL

Developers begin acquiring land

Formal development plans unveiled

Public review, zoning, infrastructure

Office demand declines, interest rates increase, construction costs rise dramatically

Today: Site remains largely undeveloped

2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026

Brooklyn Basin – Oakland, CA

Initial development concepts emerge

Planning and entitlement, site prep

Initial vertical development begins (residential)

Later phases interrupted by changing market conditions

Today: Waterfront neighborhood that lacks full lifestyle activation

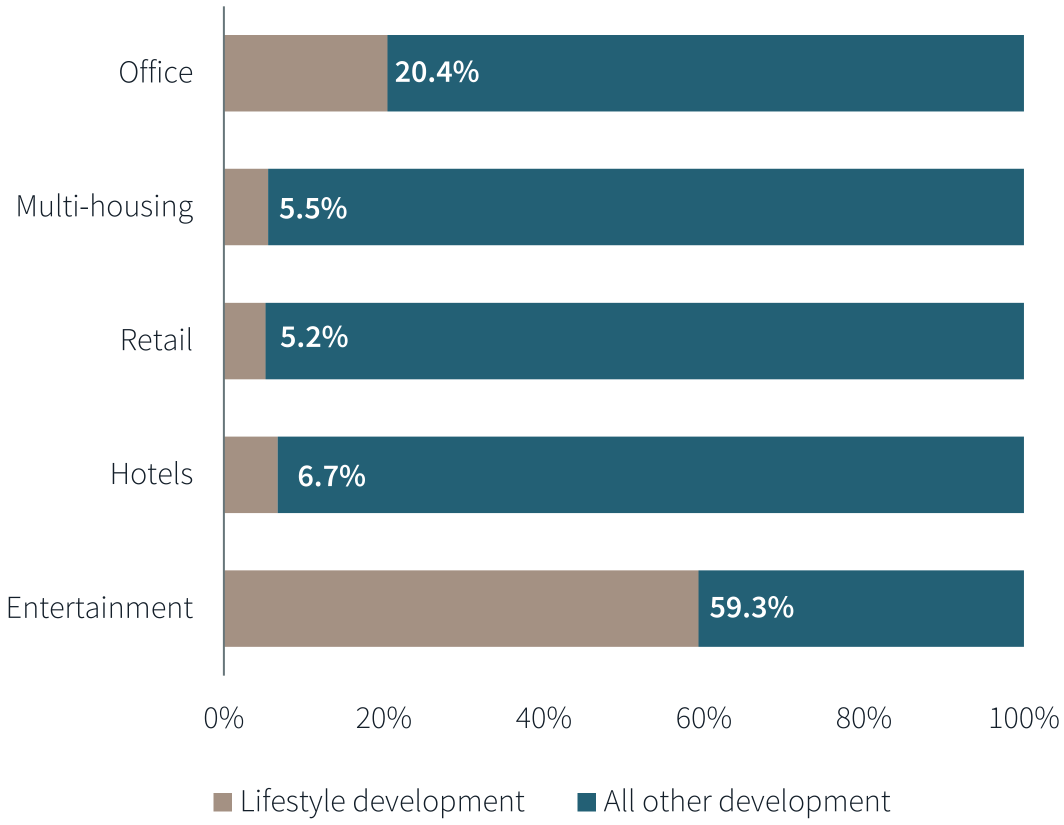
2008 2010 2012 2014 2016 2018 2020 2022 2024 2026

Source: JLL Research

Outlook: Lifestyle development will dominate the next cycle

- Although construction has slowed considerably in the last five years amid rising costs of capital, Lifestyle Districts are some of the locations that have maintained momentum for new development despite broader challenges. Lifestyle development across major property types comprises anywhere from two to six times as much of the current construction pipeline compared to its share of existing inventory.
- Property types that have a large share of construction driven by necessity (e.g. multi-housing and retail) are less dominated by Lifestyle development, but over 20% of the current office development pipeline is in Lifestyle Districts and more than half of the entertainment venues currently planned (by seating capacity) are planning supporting sports-anchored Lifestyle Districts.
- Anchors and infrastructure are the most important catalysts for Lifestyle District formation and proliferation. Developers should focus on expanding regions with a strong underlying anchor that can be enhanced by diversifying local activation engines. Policymakers should invest in expanding transit infrastructure to enable the formation of walkable districts and loosen zoning restrictions that would limit developers' ability to develop mixed-use districts.

Share of active development pipeline in Lifestyle Districts



Actual share of inventory
5.3%
2.6%
1.0%
2.3%
9.8%

Source: JLL Research, Costar

Methodology and data platform

JLL has developed a new research taxonomy designed for the nuance of Lifestyle district real estate

1

Property-level and district-level statistics for 1 billion s.f. of Lifestyle market inventory across all property types, comprising over 175 individual Lifestyle Districts across 60 markets

2

Inventory, activation data and historical foot traffic data for >900 entertainment venues and stadiums in the U.S.

3

A unique framework for measuring foot traffic, movement patterns, and inter-property dynamics

4

25+ additional datapoints tracked at the district level to describe site context, transit access, scale, activation style, experience mix, urban integration, and retail typology

Public content (last 12 months)

Title	Release date
Lifestyle Office Markets 2025	August 2025
The Stadium District Boom	October 2025
Bleachers to Buildings	November 2025
From Seasonal Asset to Year-Round Engine	March 2026
Lifestyle Districts 2026	**June 2026**

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