

# The San Diego Union-Tribune.

Publication Date:  
09/25/2010

## Downtown-sizing: At Bayside by Bosa, lifestyle is the focus.

In the past 50 years, the baby boom generation has redefined virtually every business category from toys to Toyota's, and this giant consumer demographic is moving again, literally. Today, they're downsizing, and to help them do it, an entire industry has been created.

A Google search under the term 'downsizing your home' brings 409,000 results. Books, websites, how-to guides, and a whole raft of companies have formed to assist boomers with every aspect of the transition. It's another boomer boom.

To understand what is driving this trend, one need look no further than Bayside by Bosa. Downsizing, or 'rightsizing', combines both home and lifestyle, as it typically involves de-cluttering one's life,



trading in the upkeep of a large home and yard and reducing one's ecological footprint by living in a condominium where everything is within walking distance.

Bayside by Bosa, now 75% sold, has been downtown San Diego's top selling condominium property for the past several months, and offers the ideal combination that today's boomer consumer is looking for: central downtown location right at the water, first class amenities for entertaining friends and family, walking distance to Little Italy, Gaslamp Quarter, even Petco Park, and all variety of shopping, with condominium homes that are shockingly spacious and arrestingly stylish.

The steady stream of Bayside buyers are predominantly, but not exclusively, empty nesters; couples choosing the convenience and security of a perfectly located highrise to enable a simpler life, worry-free travel, and the luxury of avoiding yard and maintenance work. Closer inspection of Bayside homeowners reveals even more interesting insights.

We discovered some surprises, among which was a pattern suggesting that the perceived value of a luxury condominium is measured by more than the traditional mix of location, amenities,



features and re-sale price, all of which are Bayside strengths. For today's boomer and empty-nester, it's their eco-footprint, their health and their social life that attracts them to Bayside. It's the downtown lifestyle itself that acts as a large part of the draw. In our youth, we all tended to head downtown for the fun, energy and vitality of the social scene. With Bayside, youth is being served once again, only this time for a slightly more sophisticated demographic. As the Reverend William Sloane Coffin famously said, "the secret to life is clearly to die young, as late as possible". Today's owner at Bayside by Bosa is living proof of this philosophy.

Walking around Bayside, one senses an abundance of youthful energy and thoughtfulness. People are hitting the outdoor pool for a morning swim before strolling out to the embarcadero for a cappuccino with their newspaper; they are staying in shape, working out in the gym, entertaining friends in the expansive

## BAYSIDE

at the Embarcadero

private theatre, wine tasting lounge and enormous outdoor entertaining areas. They are walking to dinner in Little Italy, and leaving the car in their secure parking spot. This luxurious efficiency suddenly makes sense. One realizes this really is a smart way to live.

It seems like only yesterday that our bigger-is-better culture had us all coveting the monster home. But today, downsizing, or rightsizing as some call it, has turned the tide. Whether it's an ecological footprint decision, or the desire for more free time, travel and adventure, or simply a revitalized social life, the downtown condominium lifestyle has taken off. Downtown-sizing, as they call it at Bayside by Bosa, is really nothing more than convenient and sustainable living, right in the heart of the action. As we discov-

ered with the homeowners at Bayside, it's a pretty fun way to live as well.

We encourage you to register today at [BaysideByBosa.com](http://BaysideByBosa.com) to receive regular updates on your opportunity to become part of this stylish community. Now is the time to take advantage of breathtaking water and city views and luxurious amenities at a competitive price point – starting from the mid \$500,000s.

To learn more about Bayside residences, please contact our sales team at 619.239.2339 or visit Bayside Sales Center at 1325 Pacific Highway, San Diego, CA 92101, open daily from 11 a.m. to 5 p.m.