

Smart Growth and REALTORS®: A National Perspective

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National Association of REALTORS®**

**Lane County
Moving Forward Together**

**Smart Growth Conference
Eugene, Oregon
June 11, 2008**

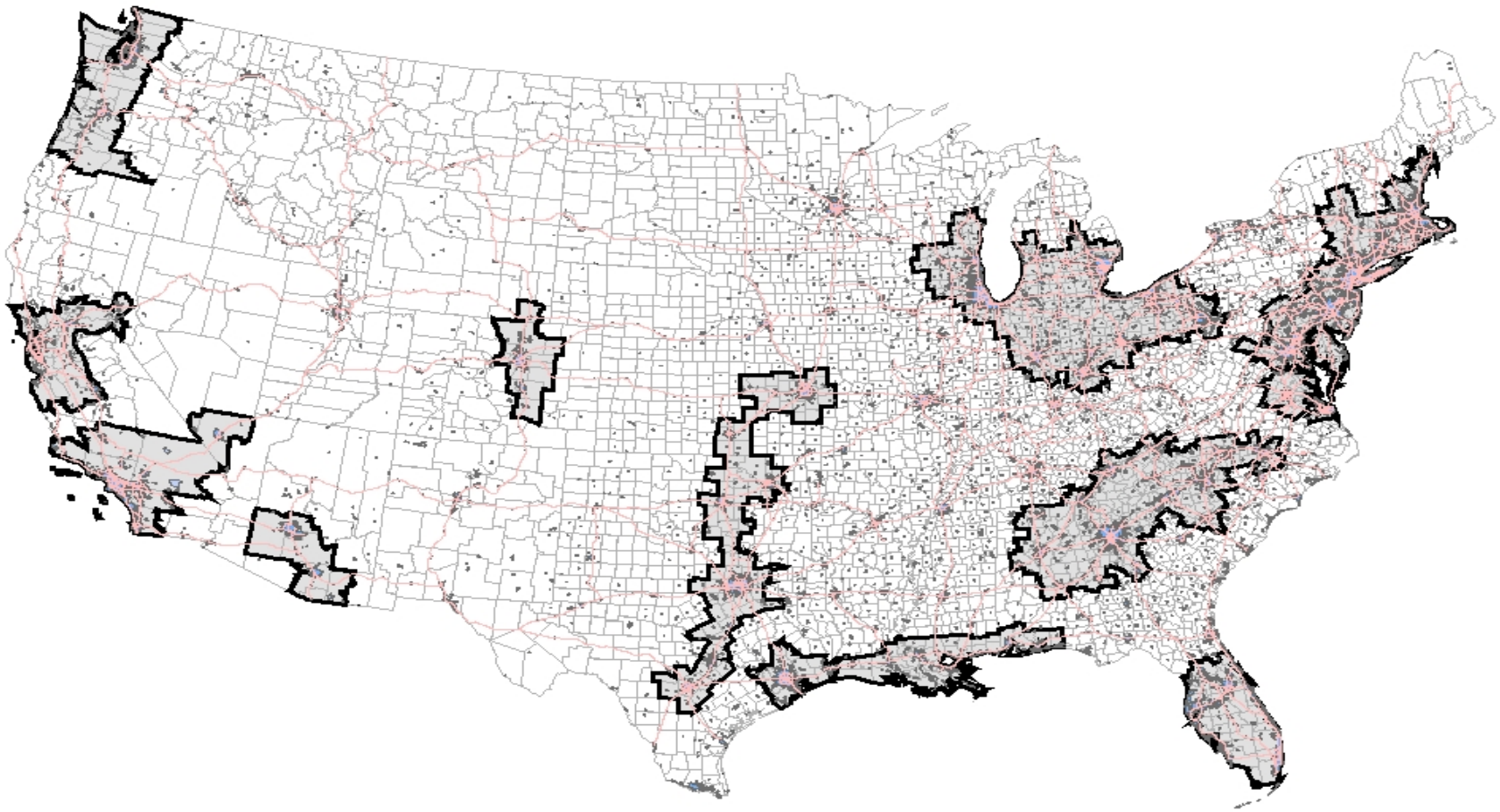
What is the Market Telling Us?



**Source of following slides:
Dr. Arthur C. Nelson, FAICP, Virginia
Tech.**

There is no warranty or guarantee, express or implied, of the accuracy of the data or information contained herein.

Toward Megapolitan America



Source: Metropolitan Institute at Virginia Tech, 2005

Appreciation 2002-2005: Condos appreciating more than Single-Family Houses

| Region | SF Percent | CC Percent |
|--------|------------|------------|
| US | 31% | 54% |
| NE | 49% | 71% |
| MW | 22% | 27% |
| S | 21% | 70% |
| W | 46% | 52% |

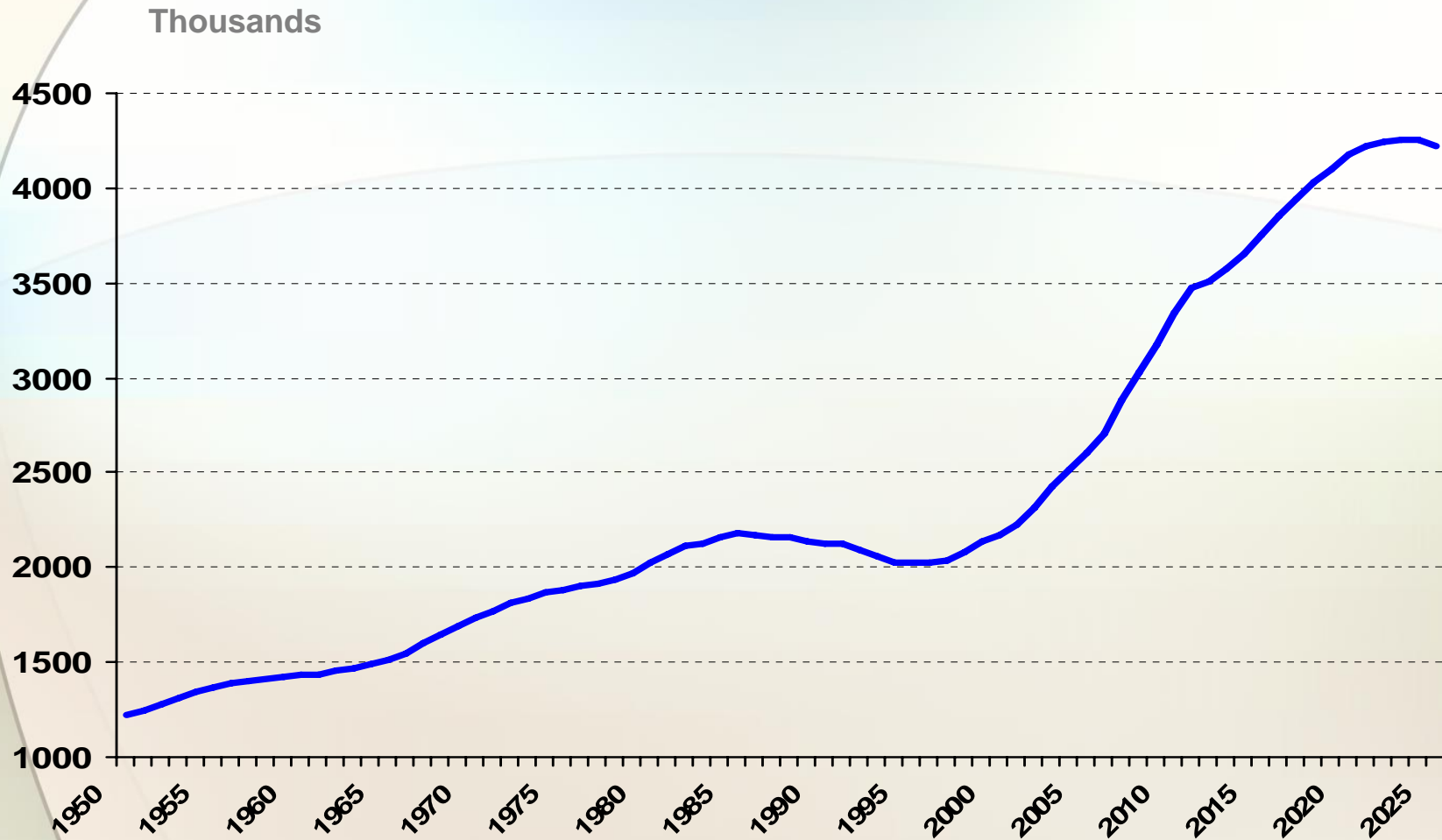
Source: Dr. Arthur C. Nelson, FAICP, adapted from National Association of Realtors 2006. There is no warranty or guarantee, express or implied, of the accuracy of the data or information contained herein.

“Traditional” Households on the Wane

| Household Type | 1960 | 2000 | 2040 |
|------------------|------|------|------|
| HH with Children | 48% | 33% | 27% |
| Single-Person HH | 13% | 26% | 29% |

Source: Arthur C. Nelson, FAICP. There is no warranty or guarantee, express or implied, of the accuracy of the data or information contained herein.

People Turning 65 → 1950-2025



Source: Dr. Arthur C. Nelson, FAICP, from Rosen Consulting.

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Housing Choices of Elderly

| <u>Housing Type</u> | <u>All Elderly</u> | <u>New Movers</u> |
|-------------------------|--------------------|-------------------|
| Detached | 69% | 35% |
| Townhouse | 5% | 11% |
| 2+ Units in Bldg | 19% | 43% |
| Manufactured | 7% | 11% |
| All Attached | 24% | 54% |
| Owner | 80% | 41% |

Source: Arthur C. Nelson, FAICP, from *American Housing Survey 2003*. New movers means moved in past year. Annual elderly movers are about 5% of all elderly households; 75%+ of all elderly will change housing type between ages 65 and 80.

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Future Housing Shares

| <u>Housing Type</u> | <u>2003</u> | <u>2040</u> |
|-----------------------|-------------|-------------|
| Apartment | 24% | 30% |
| Owner Attached | 11% | 20% |
| Small Lot | 15% | 30% |
| Large Lot | 51% | 20% |

Source: Arthur C. Nelson, FAICP, from 2003 data from *American Housing Survey 2003*. 2040 figures derived from preference surveys. There is no warranty or guarantee, express or implied, of the accuracy of the data or information contained herein.

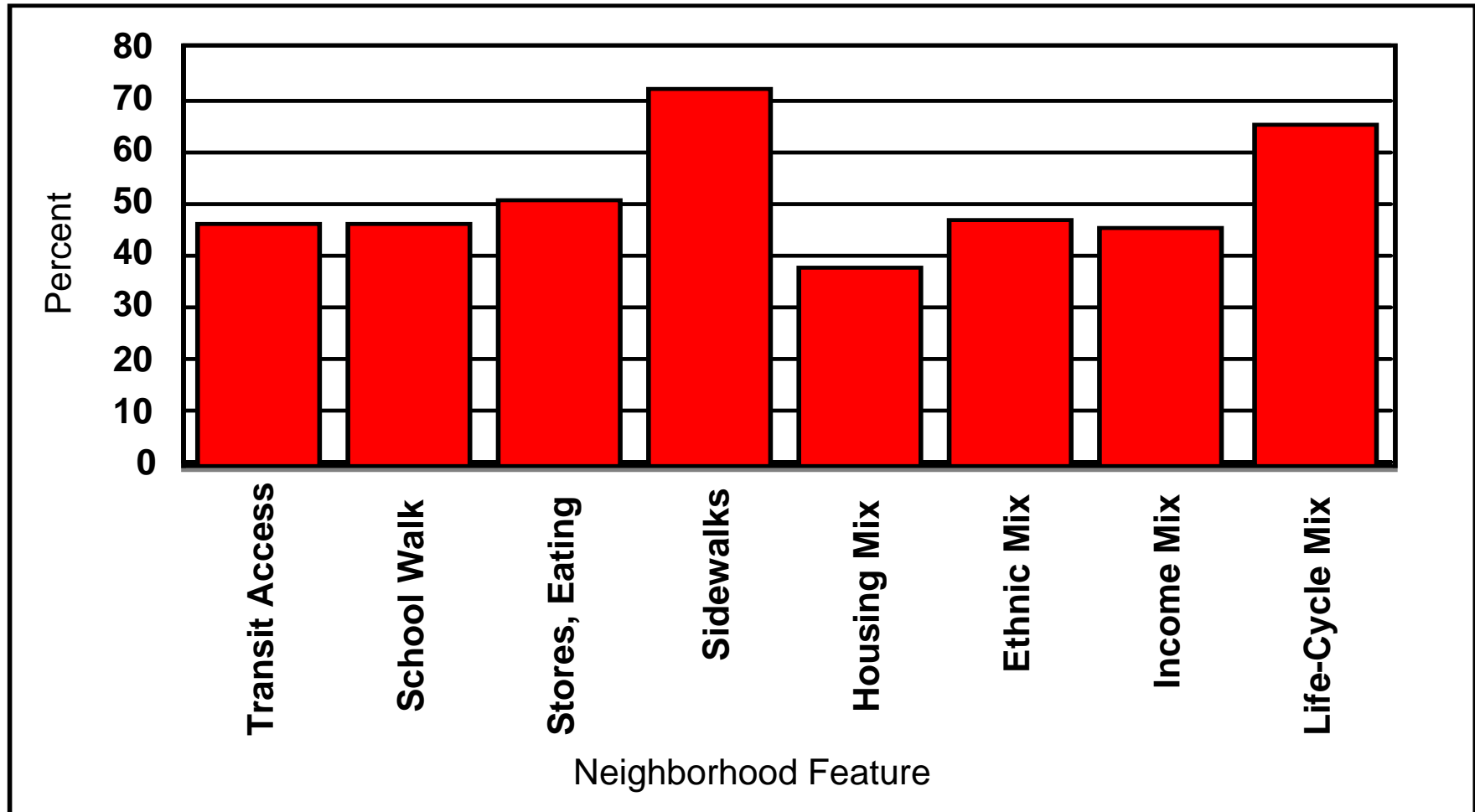
2003 Supply & 2040 Demand

| Housing Type | 2003 | 2040 | Change | % Dif |
|--------------|------|------|--------|-------|
| Apartments | 25 | 46 | 21 | 84% |
| Owner Attach | 12 | 30 | 18 | 150% |
| Small Lot | 15 | 45 | 30 | 200% |
| Large Lot | 54 | 30 | -24 | -44% |
| Total | 105 | 151 | 46 | 44% |

Figures may not add due to rounding.

Source: Arthur C. Nelson, FAICP, from 2003 data from *American Housing Survey 2003*. There is no warranty or guarantee, express or implied, of the accuracy of the data or information contained herein.

Neighborhood Feature Preferences

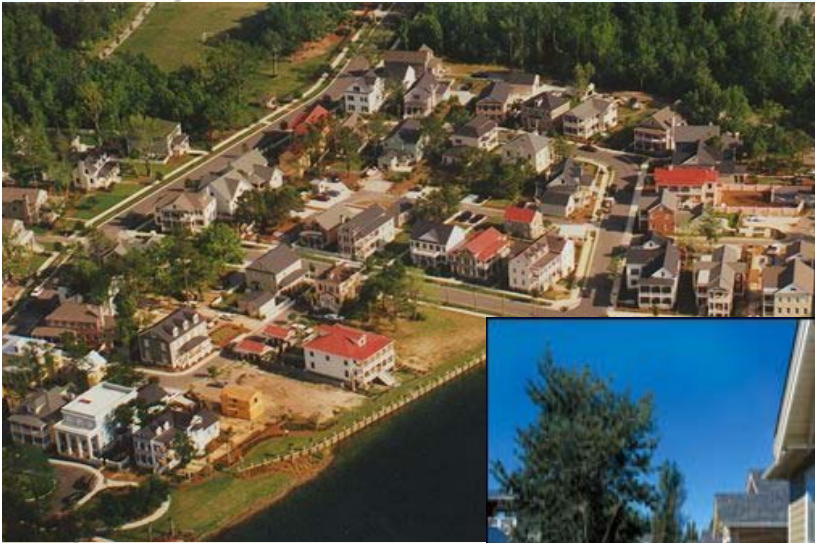


Source: Arthur C. Nelson, FAICP, from National Association of Realtors & Smart Growth America, American Preference Survey 2004.

What will be selling? This?



Or this?



Educating REALTORS

Vermont Assn. of REALTORS

- Developed Continuing Education smart growth course with Vermont Forum on Sprawl



Florida Assn. of REALTORS Smart Growth Council



Abacoa in Jupiter, FL



Seaside, FL

Twice-yearly smart growth conferences
in “smart growth” locations
Curriculum developed by Florida Atlantic
University

Smart Growth for REALTORS®



Developed for the
National Association of REALTORS®
by

University of Maryland's
National Center for Smart Growth Research and Education



- **Michigan Assn. of REALTORS**
 - **Annual Land Use Academy educates REALTORS about sprawl and smart growth**
- **York, PA**
 - **“York City Savvy” four-night course trains REALTORS to sell homes in urban neighborhoods**

REALTORS Supporting Smart Growth Policy

- **New Orleans: REALTORS in coalition to create new Form-Based Code.**
- **Vermont: REALTORS supported Growth Centers Legislation**
- **Massachusetts: REALTORS supported new laws 40B (incentives for high density mixed-use centers) and 40S (reimburses localities for school costs due to higher density housing).**

REALTORS supporting community planning charrettes

- **Memphis Area Assn. contributed to Intown Memphis charrette**
- **Greater Springfield (MO) Assn. worked with NAR, local university, and a REALTOR-Mayor to hold charrette in Ash Grove, MO**

Ash Grove, MO., Pop. 1,430



REALTORS Using New Planning Tools

- Charrettes
- Visual Preference Surveys
- Photo Simulation



Clever, MO:
Clarke Street



Clever, MO: Clarke Street



Clever, MO: Clarke Street



Clever, MO: Clarke Street



Clever, MO: Clarke Street



Clever, MO: Clarke Street



Lansing, MI: The Grand River



Lansing, MI: The Grand River



Lansing, MI: The Grand River



Lansing, MI: The Grand River



Lansing, MI: The Grand River



Lansing, MI: The Grand River



REALTORS connecting consumers with:

- **Small walkable towns**
- **Mixed-use neighborhoods**
- **Condos, lofts, urban housing products**
- **“Green” homes**





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[1251 66th Street](#)
Emeryville townhomes

TERRACES AT EMERYSTATION



[5855 Horton Street](#)
Emeryville loft style condos

MAGNOLIA ROW



[3239 Magnolia Street](#)
Oakland lofts-like townhomes

NEW MARKET LOFTS



WEST END COMMONS



200 SECOND STREET CONDOS



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Find Your Home Intro

Information on Getting Started



Search the MLS

Find Condos, Lofts and Townhomes Listed in the Multiple Listing Service



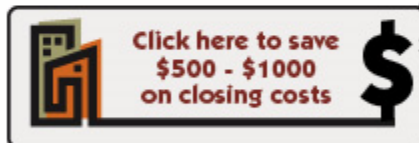
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Be Prepared for the Best Choice and Best Price



Building and Development Guide

Waiting for www.minneapolisurbanhomes.com...



Finding your perfect condo or loft is easy as 1, 2, 3:

1. Click on the button to the left to go to the Building Guide.
2. Click on the Buildings that interest you for more information.
3. Click on the Check for Available Units link for details and to schedule a showing.

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Check out the newest addition to the Historic Mill District. 201 Park is now taking reservations. [Click here](#) for



This is *life* within walking distance

::
The café.
The bookshop.
The florist at
the corner.
The local market.
The theater, or a
neighbor's patio.
It's all close to
home when
home is EYA.
::

— now SELLING —

:: **CENTERPOINTE** ::
Fairfax, VA
Rowhomes from the \$500's

:: **ARTS DISTRICT
HYATTSVILLE** ::
Hyattsville, MD
Rowhomes from the \$300's

:: **NATIONAL
PARK SEMINARY** ::

— coming SOON —

:: **CAPITOL QUARTER** ::
Navy Yard Metro, Washington, DC
Rowhomes from the \$500's

IN THE NEWS

EYA featured in
Washington Spaces
magazine →

EYA Launches Takoma
Metro Station Website →

EYA and the Alexander
Company Partner on
Unique Project →

So, how can Smart Growth work for REALTORS?

- **Preparation for new markets**
- **Serve clients' needs and wants better**
- **Establish REALTORS as civic leaders**
- **Use smart growth ideas to improve existing and new communities**
- **Use smart growth to improve the effectiveness of their political activity**

NAR/SGA Poll 2007

Which of the following proposals is the best long-term solution to reducing traffic in your area?

- Build new roads – 21%
- Improve public transportation – 49%
- Communities where people don't have to drive as much – 26%

NAR/SGA Poll 2007

Should the United States Congress spend more...

- Expand roads, bridges, highways – 24%
- Maintain/repair roads, bridges, highways – 40%
- Expand/improve bus, rail, other transit – 33%



ON COMMON GROUND

REALTORS® & 
Smart Growth