

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**

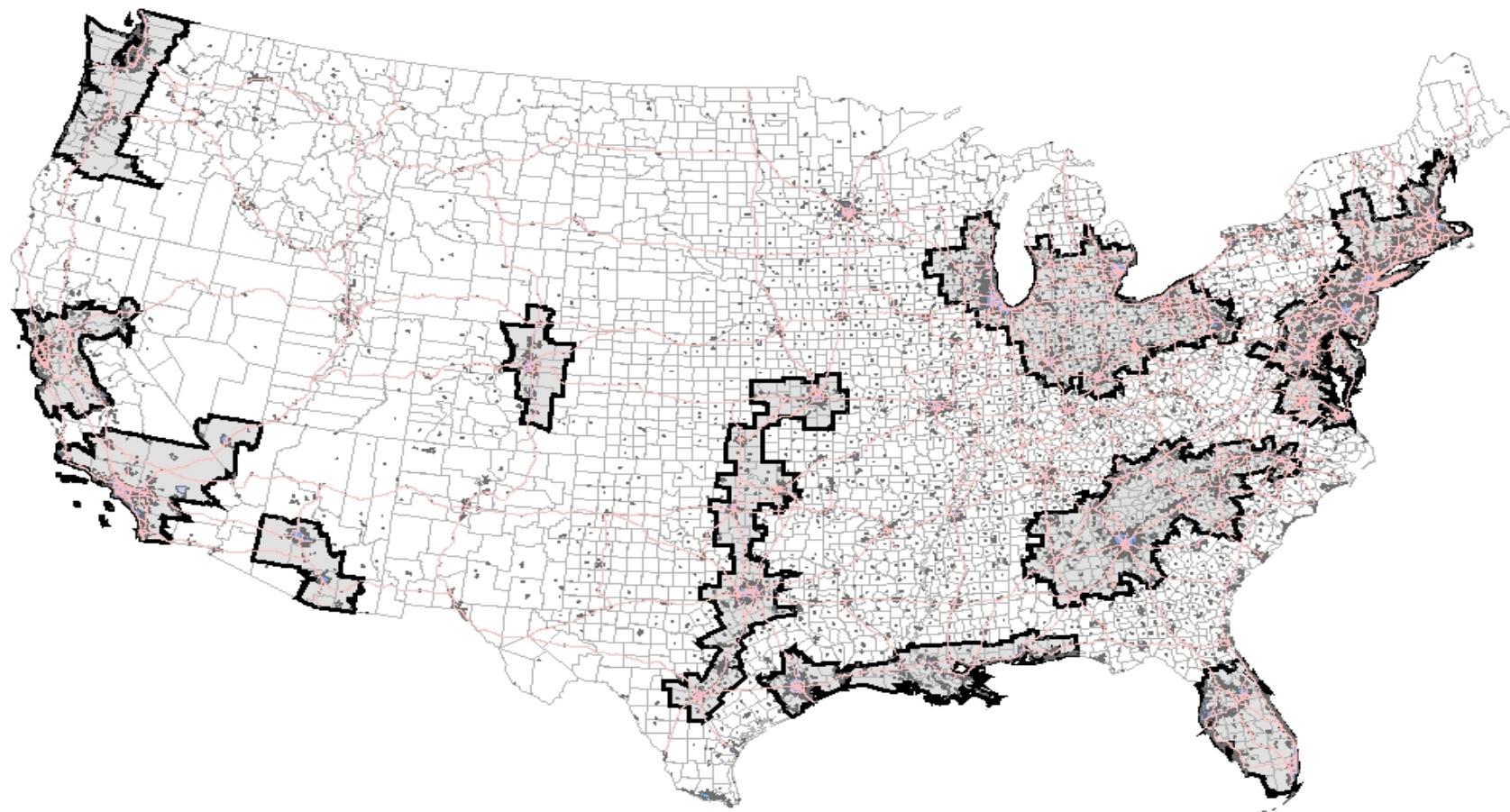
What is the Market Telling Us?



**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

<u>Region</u>	SF Percent	CC Percent
US	31%	54%
NE	49%	71%
MW	22%	27%
S	21%	70%
W	46%	52%

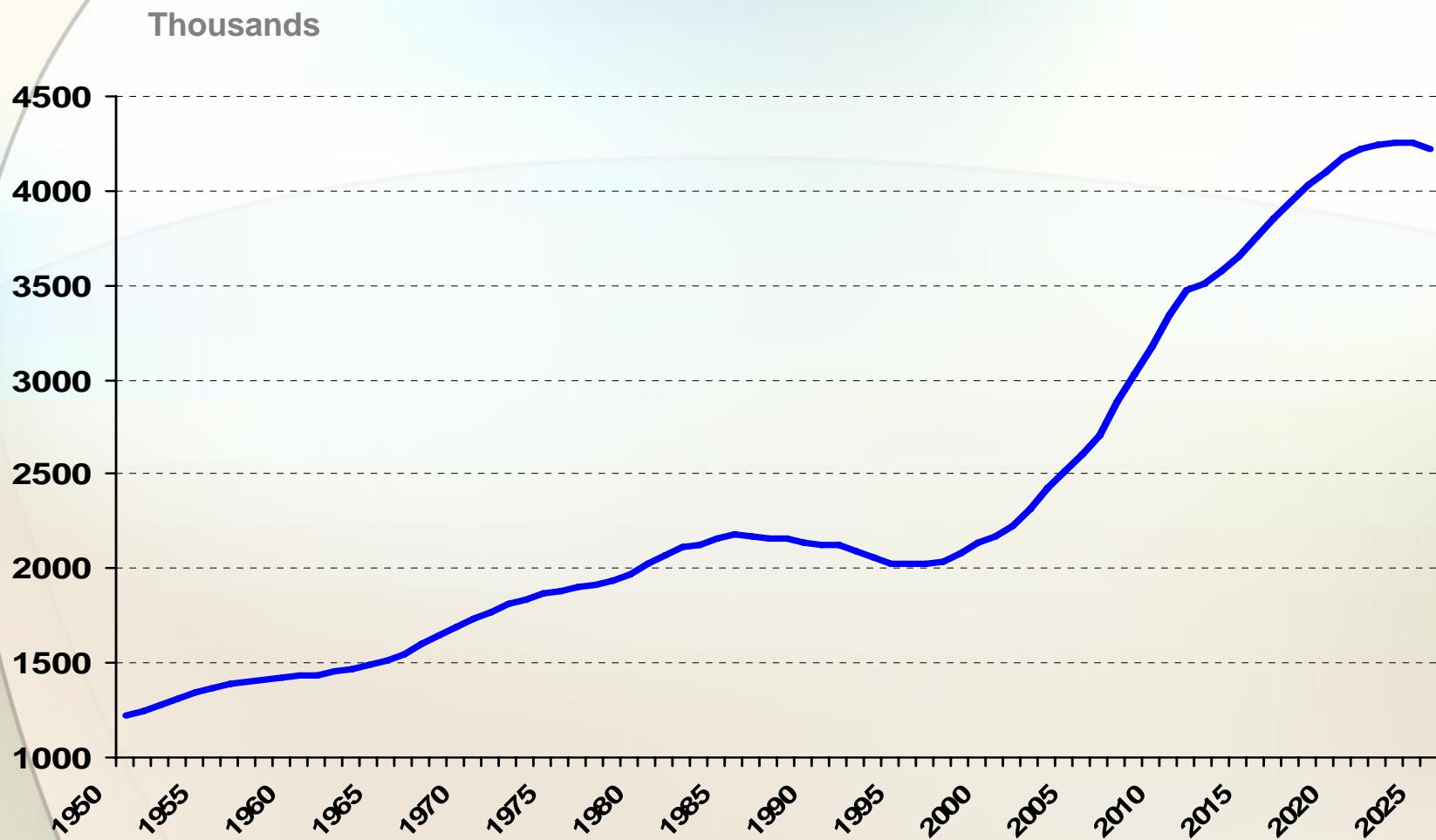
Source: Dr. Arthur C. Nelson, FAICP, adapted from National Association of Realtors 2006. There is no warranty or guarantee, express or implied, of the accuracy of the data or information contained herein.

“Traditional” Households on the Wane

<u>Household Type</u>	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>	2003	2040
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.

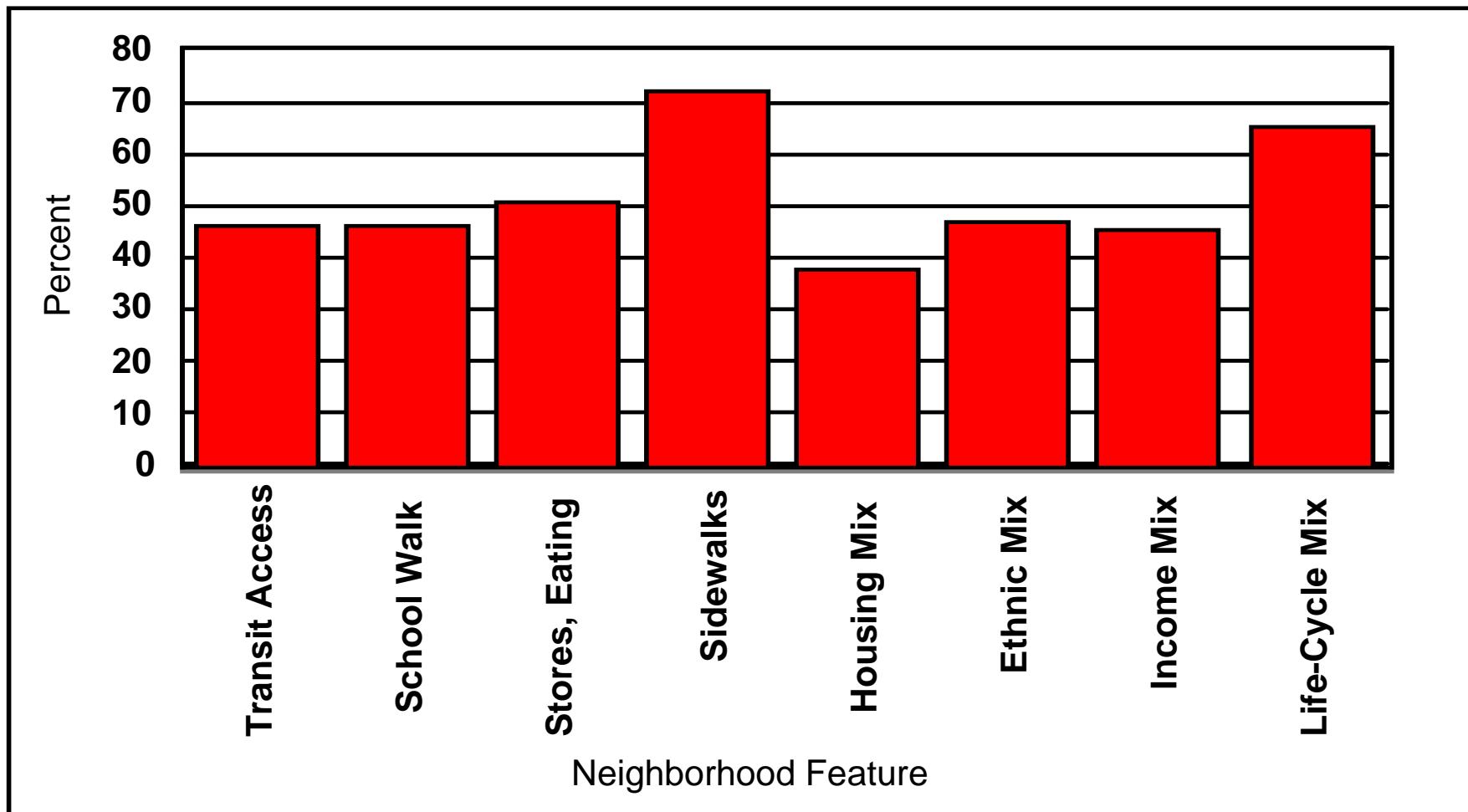
2003 Supply & 2040 Demand

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

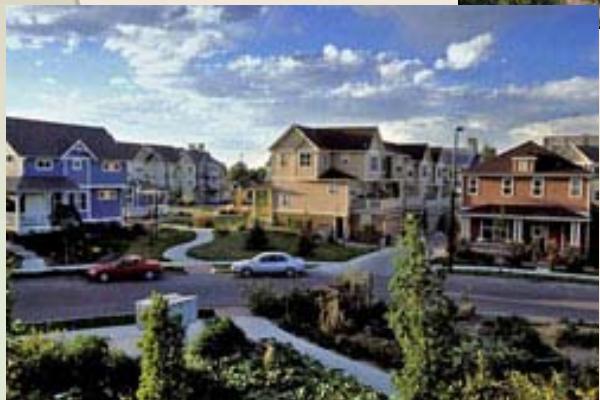
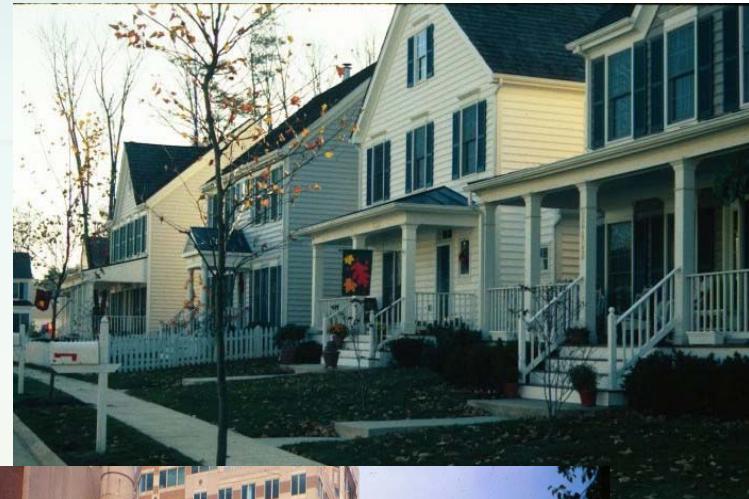
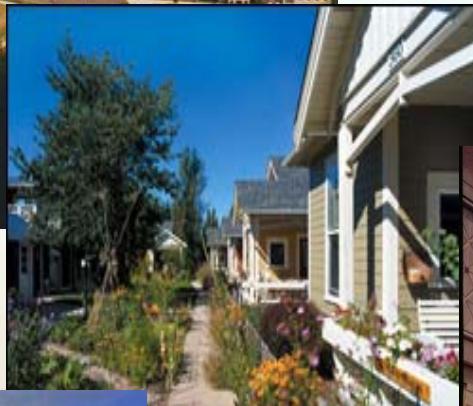
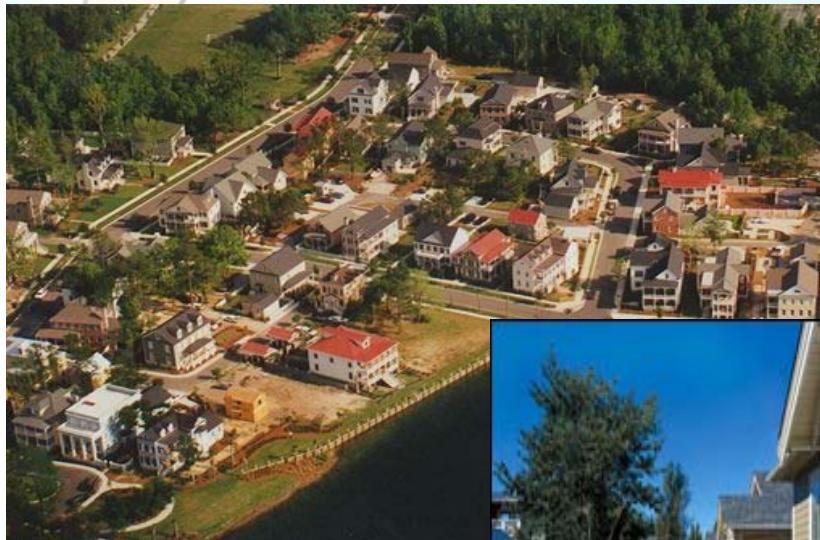


Source: Arthur C. Nelson, FAICP, from National Association of Realtors & Smart Growth America, American Preference Survey 2004.

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



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



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Clever, MO: Clarke Street



Clever, MO: Clarke Street



Clever, MO: Clarke Street



Lansing, MI: The Grand River



Lansing, MI: The Grand River



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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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Please contact us when you're ready to get started. Our job is to be your real estate guide and advocate – and to help you reach your goals. We look forward to hearing from you.

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



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The café.
The bookshop.
The florist at
the corner.
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neighbor's patio.
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home when
home is EYA.
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:: **CAPITOL QUARTER** ::
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IN THE NEWS

EYA featured in
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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%

