

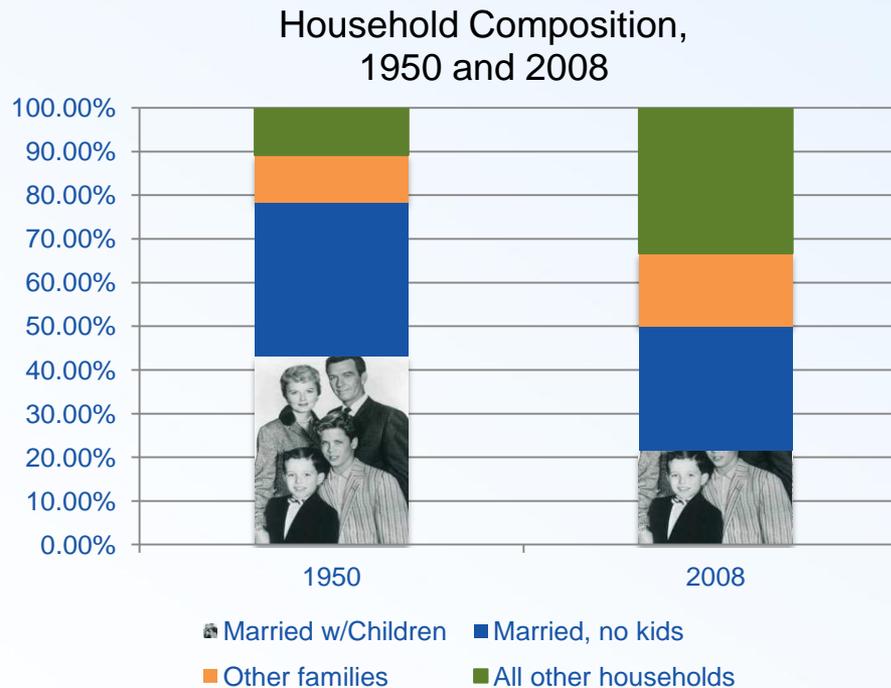
Realtors® & Smart Growth

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Meeting changing demands

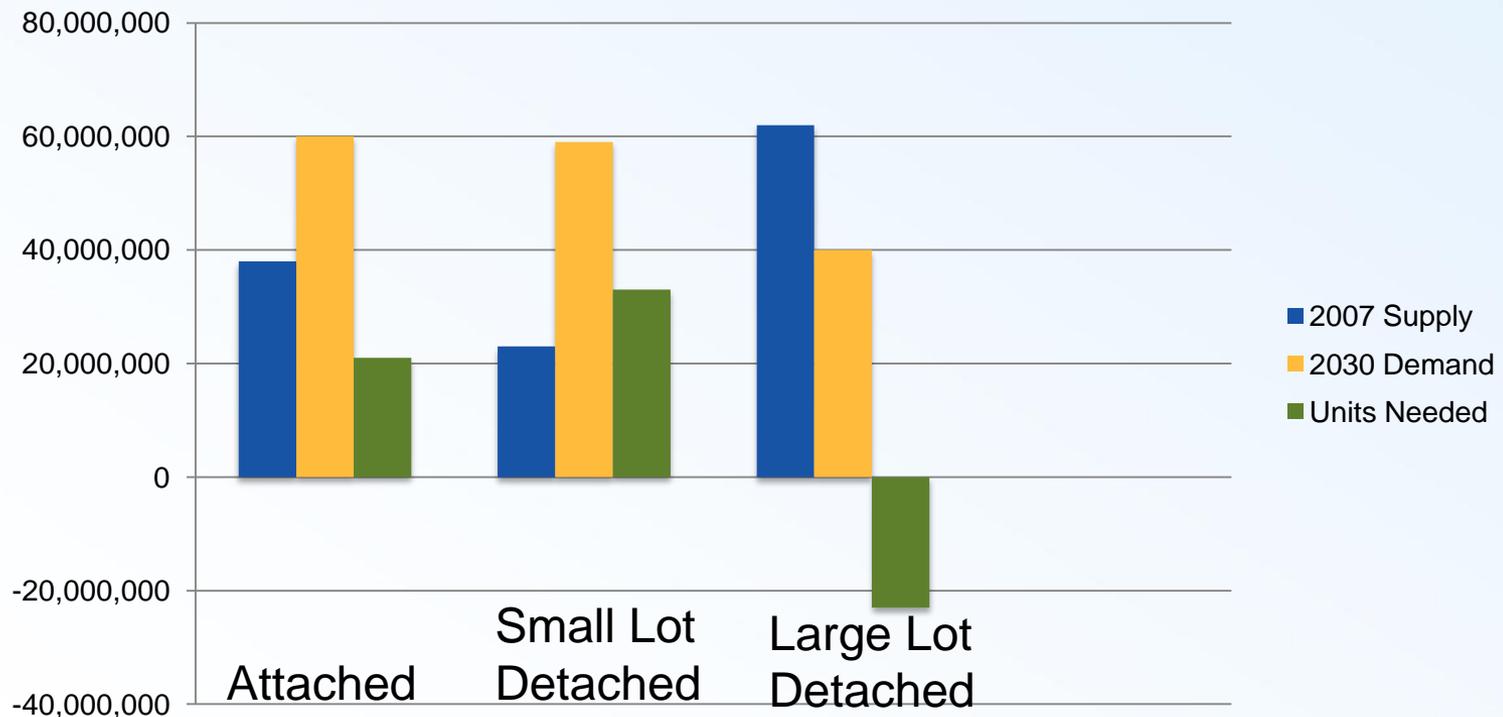
- Married parents with children are a smaller share of the market.



Source: Statistical Abstract of the United States, 1951, 2010 Table 59.

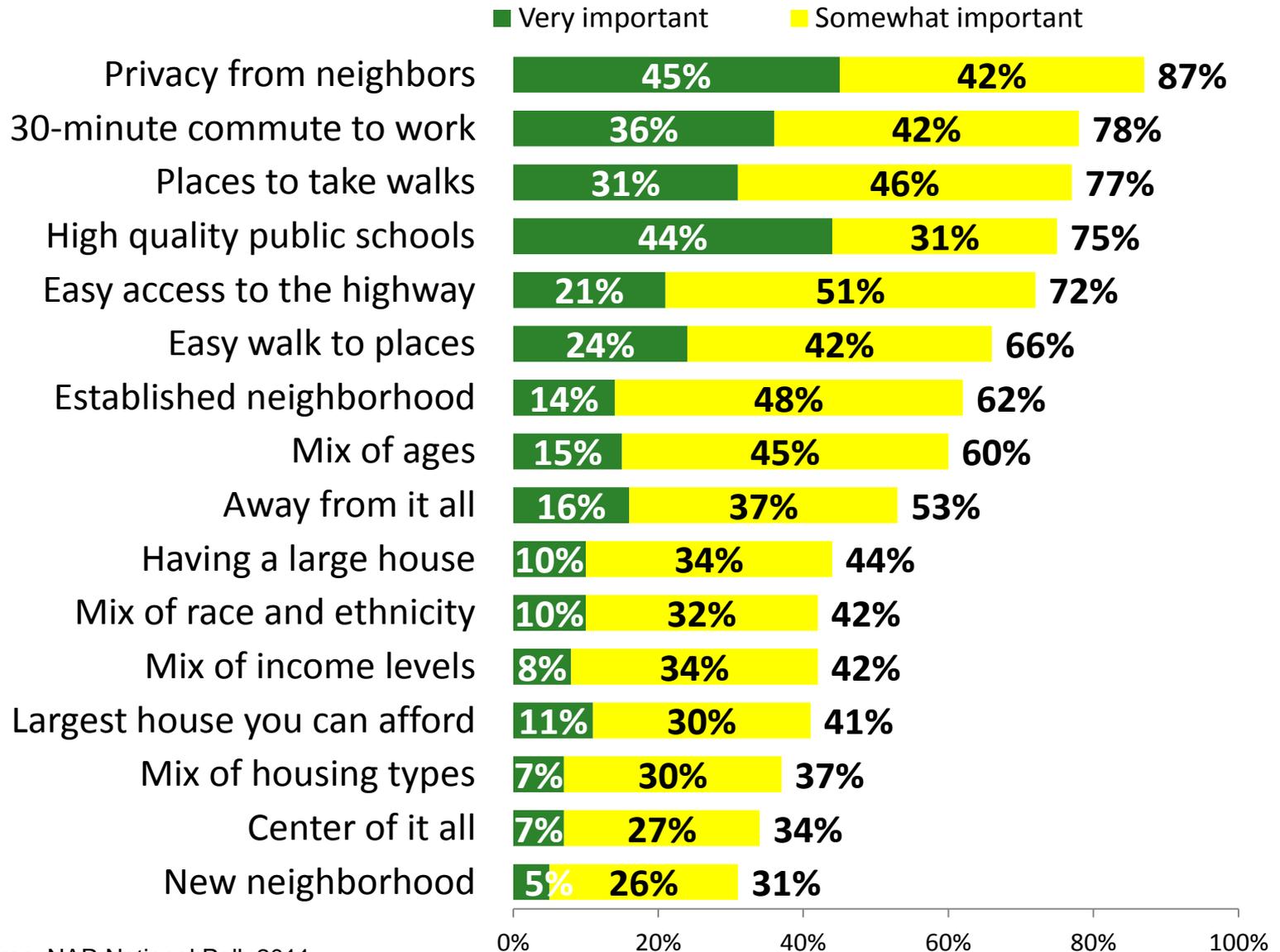
Changes in Demand for Housing Types

- Increasing demand for attached and small lot homes, but potential under-supply



Source: Nelson, Arthur C. The New Urbanity: the rise of a new America. *Annals of the American Academy of Political And Social Science*, 626 (November 2009) Adapted from Table 6, p. 196.

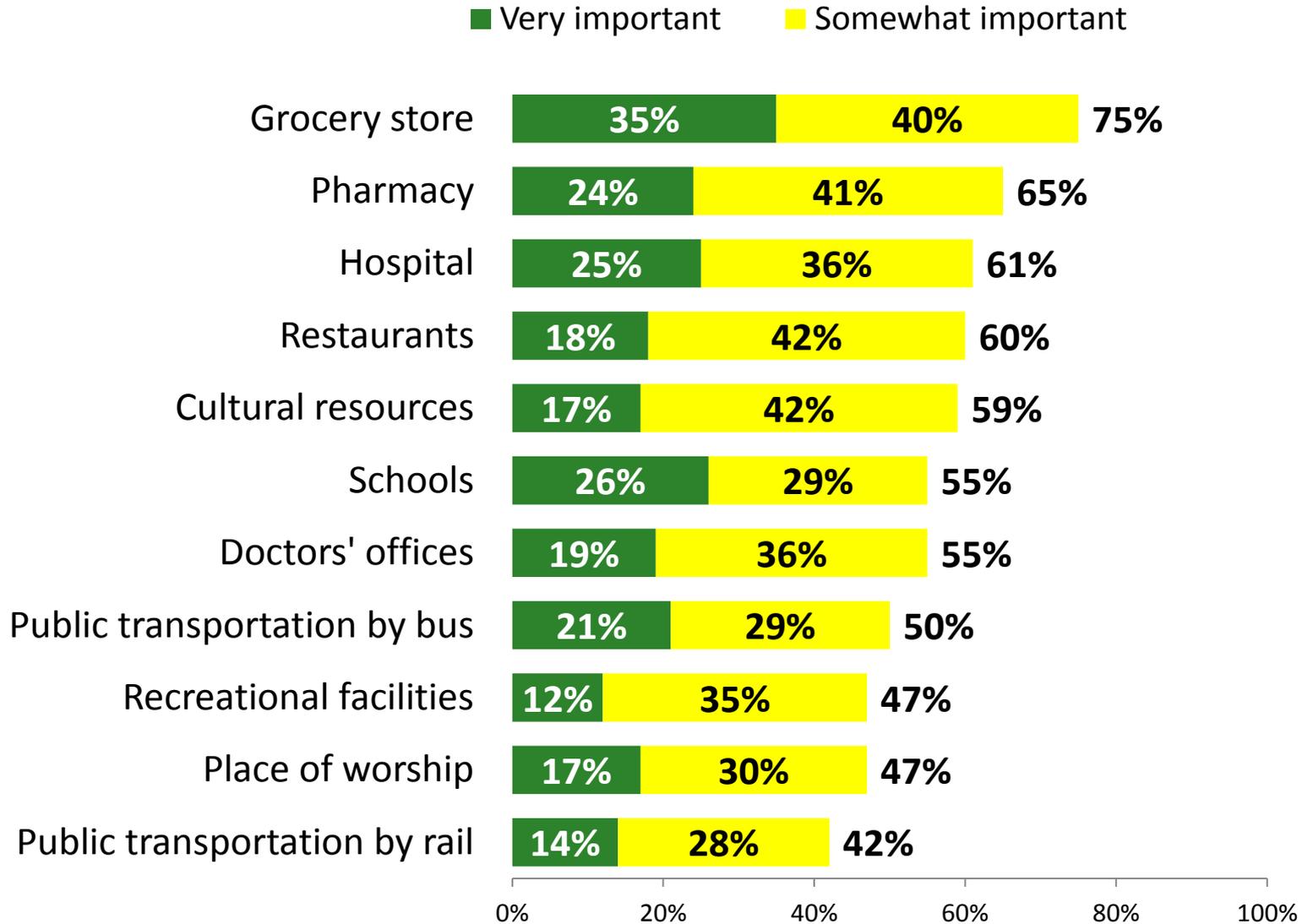
Importance of Community Characteristics



Source: NAR National Poll, 2011

Q17. In deciding where to live, indicate how important each of the following would be to you: very important, somewhat important, not very important, or not at all important (RANDOMIZE)

Importance of Walkability by Destination Type



Source: NAR National Poll, 2011

Q18. In deciding where to live, indicate how important it would be to you to have each of the following within an easy walk: very important, somewhat important, not very important, or not at all important. (RANDOMIZE)

Community Preferences

- More people would prefer to live in a smart growth community over sprawl

Sprawl Community – 43%

There are **only single-family houses** on large lots

There are **no sidewalks**

Places such as shopping, restaurants, a library, and a school are within **a few miles** of your home and you **have to drive** most places

There is enough parking when you drive to local stores, restaurants, and other places

Public transportation, such as bus, subway, light rail, or commuter rail, is **distant or unavailable**

Smart Growth Community – 56%

There is a **mix** of single-family detached houses, townhouses, apartments, and condominiums on various sized lots

Almost all of the streets have **sidewalks**

Places such as shopping, restaurants, a library, and a school are within **a few blocks** of your home and you can **either walk or drive**

Parking is **limited** when you decide to drive to local stores, restaurants, and other places

Public transportation, such as bus, subway, light rail, or commuter rail, is **nearby**

Most Attractive Community Attributes

■ Smart growth selector ■ Sprawl selector

Preferred Aspects of Smart Growth Community



40% of people preferring a sprawl community want places to walk.

Preferred Aspects of Sprawl Community



37% of people preferring a smart growth community want ample parking.

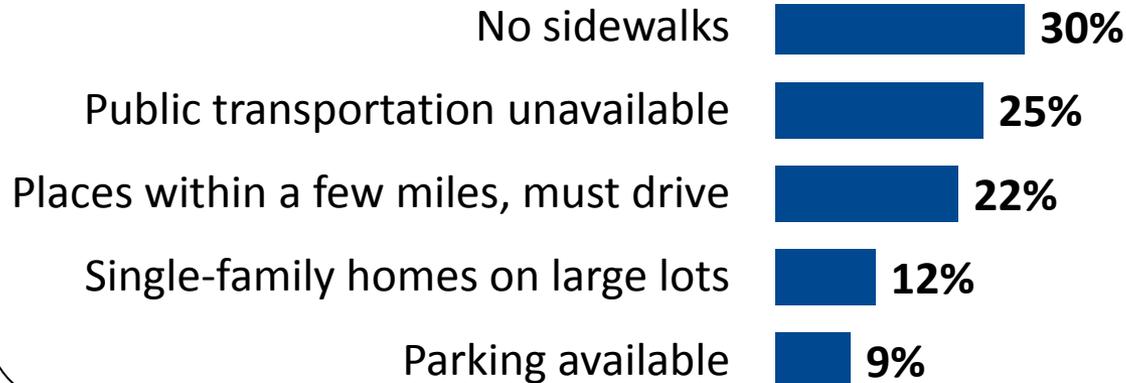
Source: NAR National Poll, 2011

0% 20% 40% 60% 80% 100%

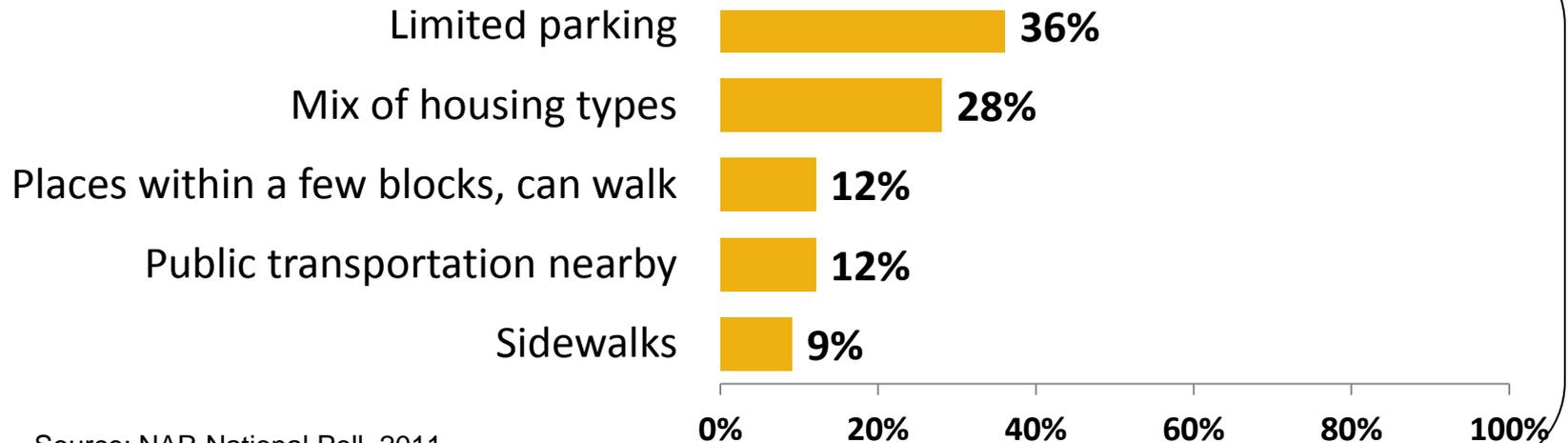
Q14. Look at the community you selected and choose the ONE most appealing characteristic of that community for you? Q15. Looking at the community you did NOT select, choose the ONE most appealing characteristic of that community you would like to have from that list? (Selected Community A, n=923; Selected Community B, n=1,138)

Least Attractive Community Attributes

Smart Growth Selectors: What did they dislike about the sprawl community?



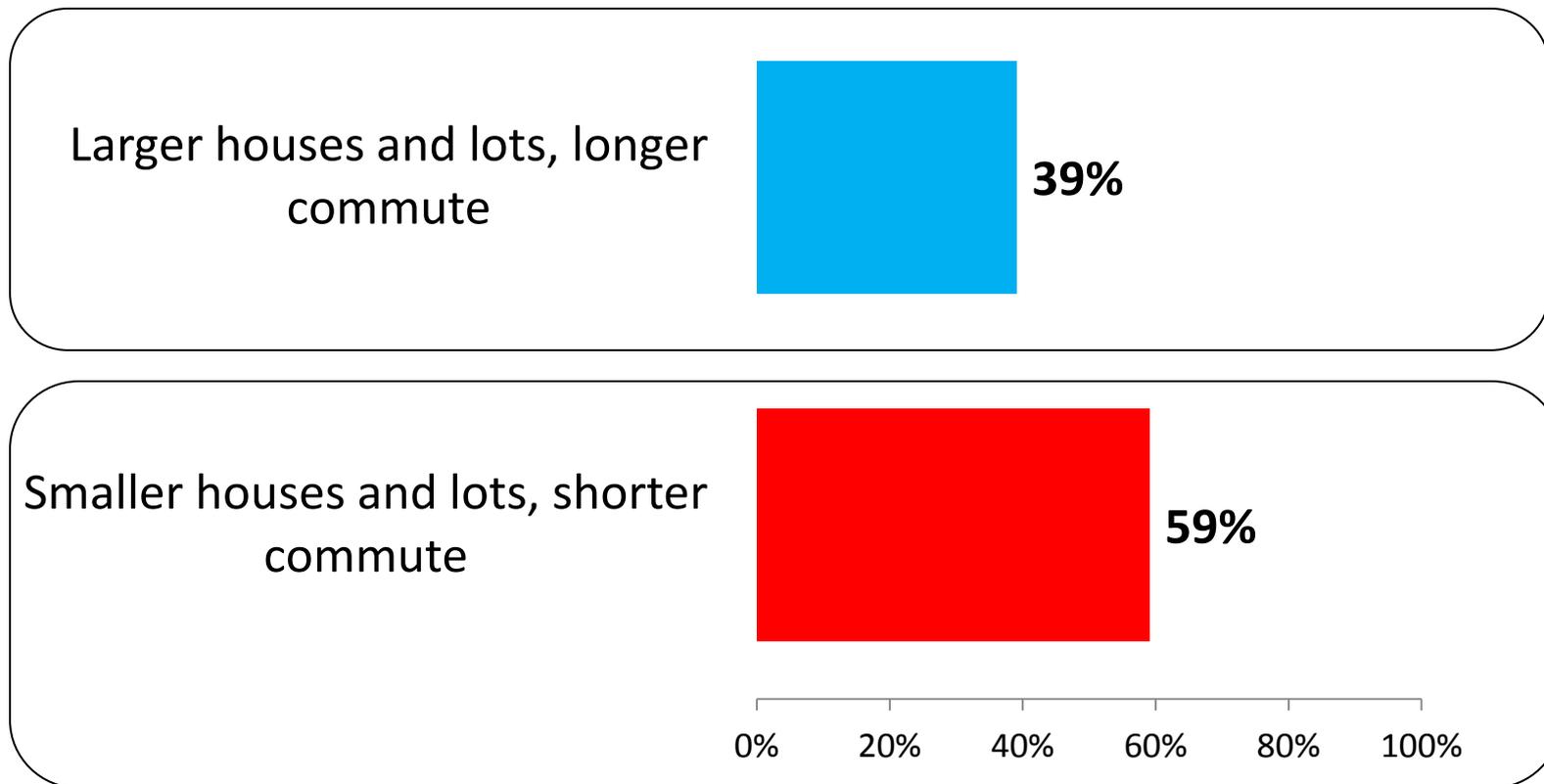
Sprawl Selectors: What did they dislike about the smart growth community?



Source: NAR National Poll, 2011

Q16. Looking at the community you did NOT select, choose the ONE LEAST appealing characteristic of that community? (Selected Community A, n=923; Selected Community B, n=1,138)

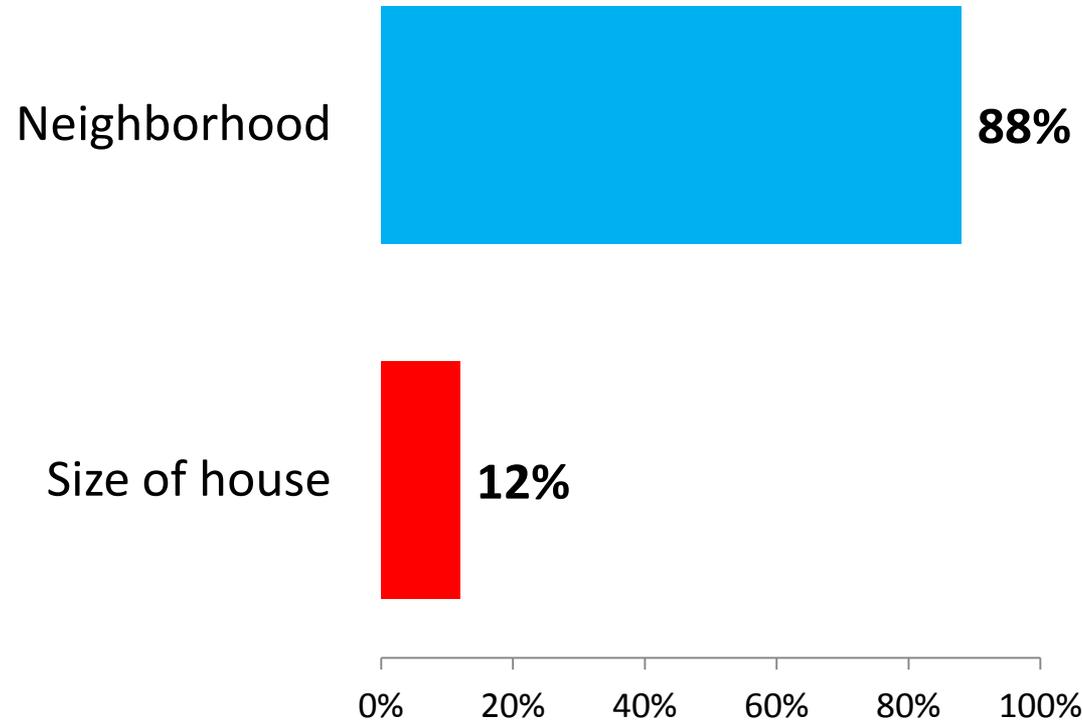
More people willing to have a smaller house for a shorter commute



Source: NAR National Poll, 2011

Q9. Community A: Houses are smaller on smaller lots, and you would have a shorter commute to work, 20 minutes or less; or Community B: Houses are larger on larger lots, and you would have a longer commute to work, 40 minutes or more.

Neighborhood characteristics more important than house size



Source: NAR National Poll, 2011

Q7. Which is more important to you in deciding where to live: (ROTATE) The size of a house; The neighborhood?

What are you selling?



home

+

community

Source: © Mithun | Roger Williams

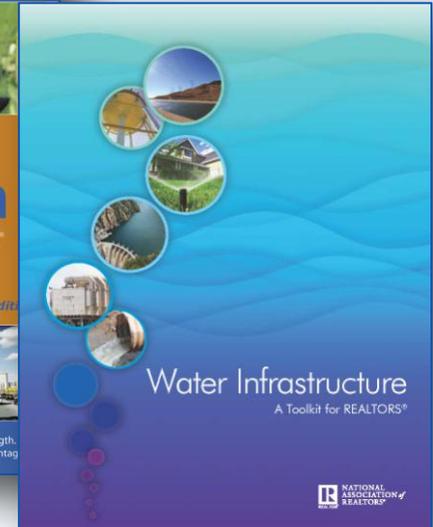
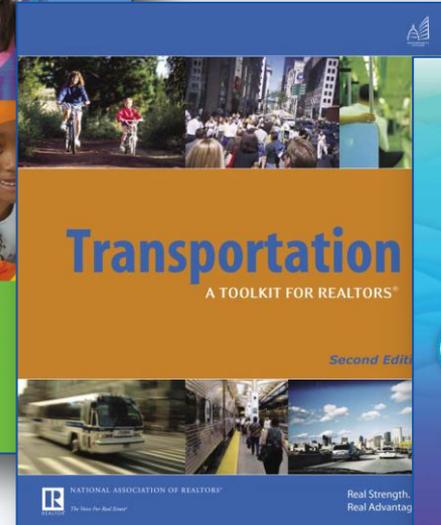
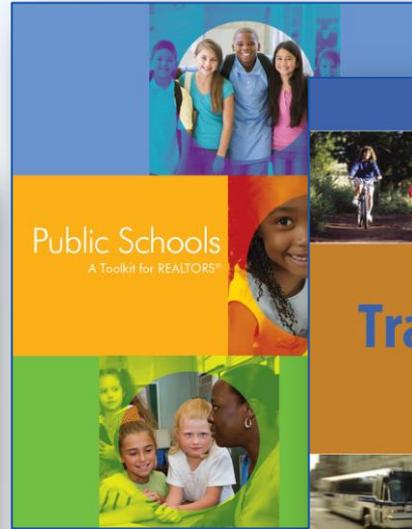
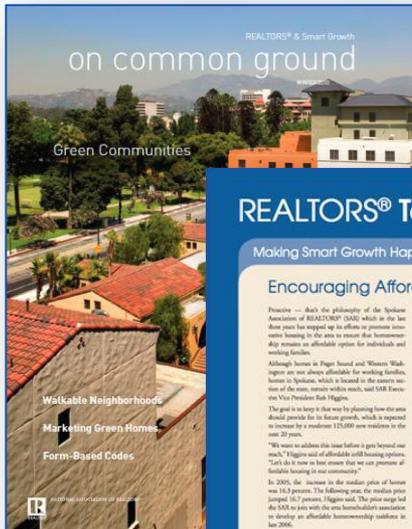


Source: Steve Price, Urban Advantage



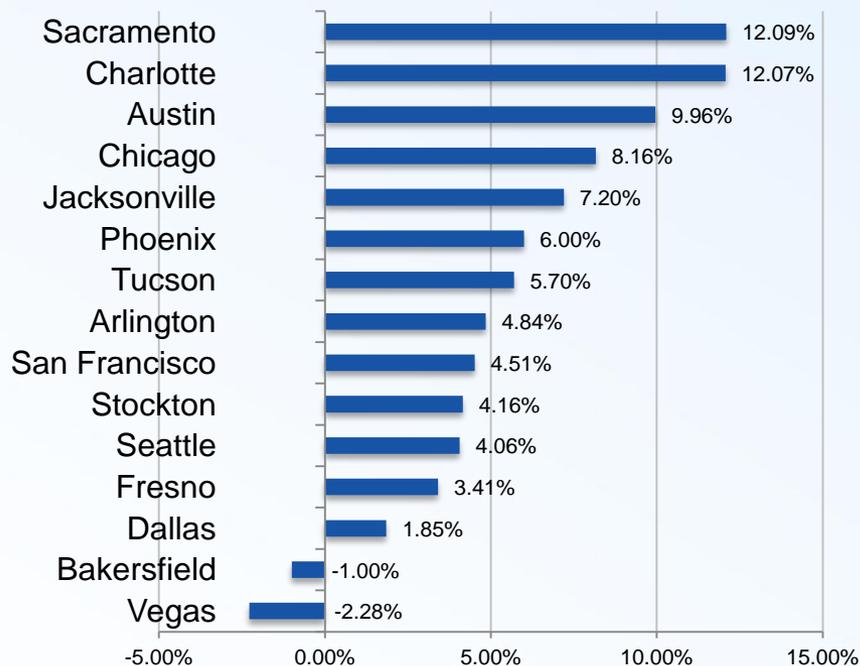
Source: Steve Price, Urban Advantage

Assistance available from NAR



Home Price Premiums for Walkability

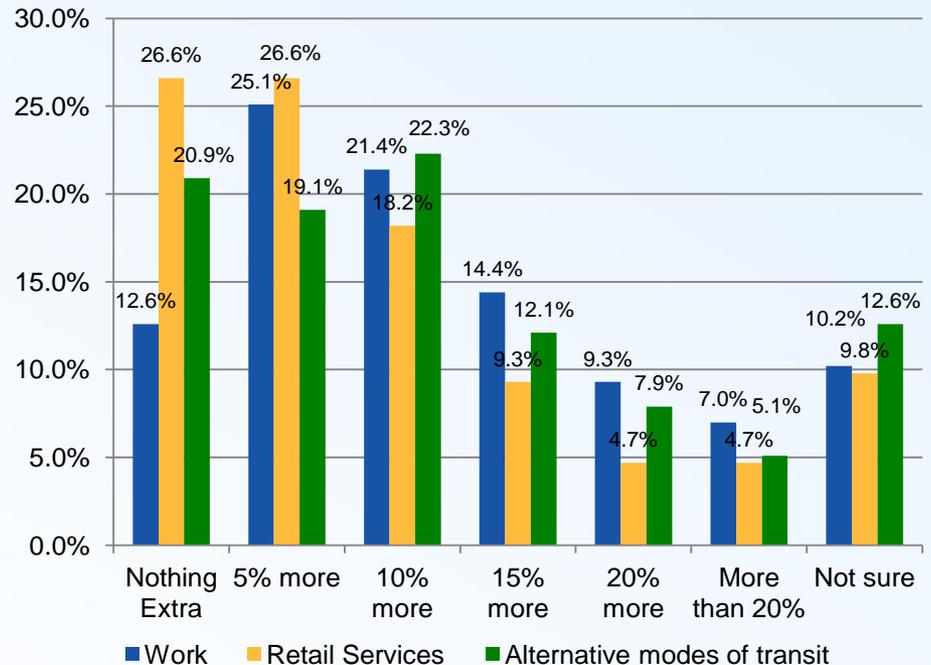
Premium attributable to increase in WalkScore as a percentage of area median value.



Source: Cortright, Joe. *Walking the Walk: How Walkability Raises Home Values in U.S. Cities*, CEOs for Cities, 2009 (Derived from Tables 3 and 8).

Demand for smart growth

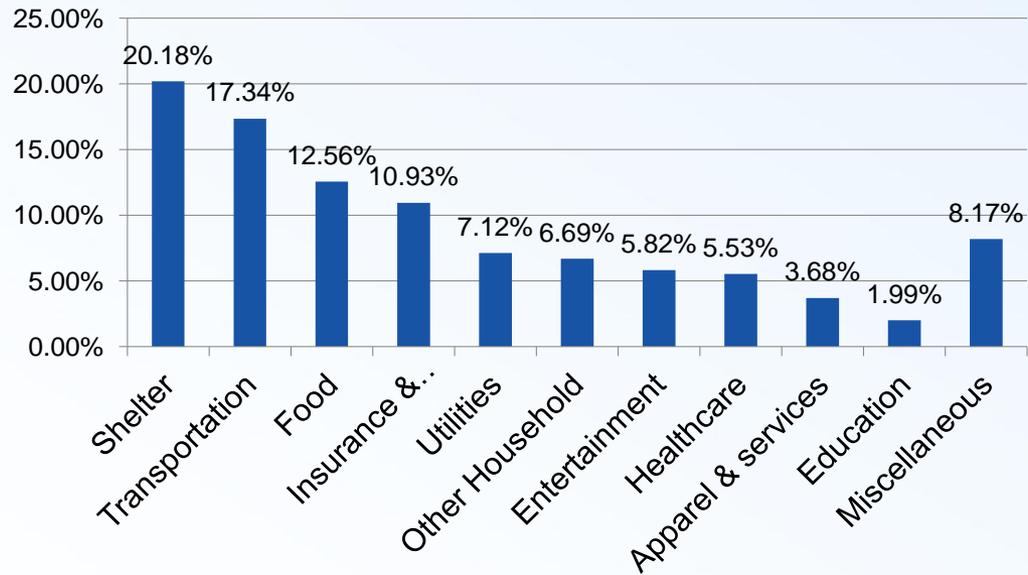
- Generation Y is just beginning to buy homes (and their expectations are different than their parents').
 - *If you were buying a house, how much extra (if any) do you think you would pay to live near (i.e. 10-minute walk/ bike ride or short car trip): Work, Retail Services, Alternative modes of transit*



Source: The Concord Group, "Housing for the Next Generation." April 2009

Household budgets

How Households Use Each Dollar

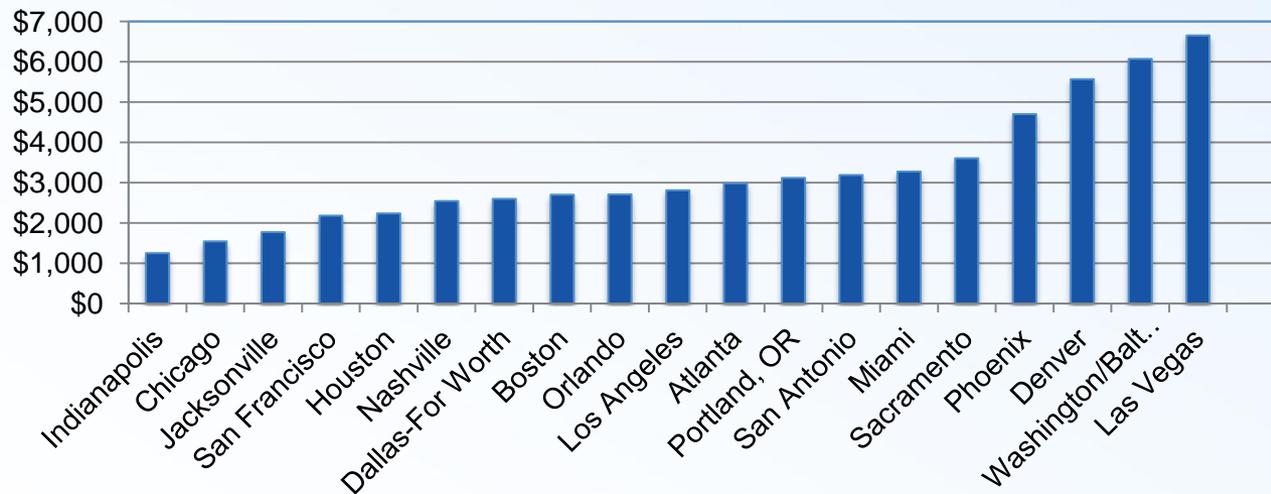


Source: *Driven to Spend*. Surface Transportation Policy Project. Washington, DC 2000.

Public costs

- If 25% of the expected low density growth in each economic region were shifted to compact growth, over 25 years (2000-2025), the savings per person would be...

Per Person Savings From Shift to Compact Growth



Source: *Sprawl Costs* (2005), Burchell, Downs, McCann & Mukherji

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NAR 2011 Poll available at:
www.Realtor.org/polling