

**MARKET ASSESSMENT FOR
FAMILY-ORIENTED CONDOMINIUMS
IN PORTLAND, OREGON**

February 2006

Prepared by:

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OPINION RESEARCH & CONSULTATION



DATE: February 2, 2006

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SUBJECT: Family Housing in the Pearl District and Central City

Introduction

Ferrarini & Associates was hired by the Portland Development Commission (PDC) to assess the market for family-oriented, ownership housing in the Central City and the Pearl District. To assess the feasibility of this product type, 15 in-depth interviews with Pearl District families and experts and a statistically valid, on-line survey of the target market were completed by Davis, Hibbitts & Midghall, Inc. (DHM), a subcontractor to Ferrarini & Associates. The purpose of this memorandum is to present the results of the survey that relate to:

- Assessing the viability of building family-oriented housing in the Central City; and
- Understanding who likely consumers are, where they are from, and what kind of product they are interested in buying.

Executive Summary

- Public officials, city planners and people who are concerned with the growth and vitality of Portland's Central City have been interested in seeing downtown Portland attract a broader mix of residents. Currently the area attracts a fairly narrow demographic: mainly young professional couples with no children and empty nesters.
- One demographic group conspicuously underrepresented are families with children. As a result, people interested in the issue are often left wondering whether the lack of families is:
 - a demand problem, which simply reflects the fact that families with children do not want to live in a dense urban environment; or



- a supply problem, which reflects the fact that while families want to move downtown, the area does not yet have the type of product that is attractive to this group.
- This analysis answers this basic policy question. It clearly shows there are a significant number of families with children, or planning to have children, who are interested in living in the Central City. This conclusion is based on a statistically valid survey of likely consumers and expert interviews.
- The analysis shows there are more than 124,000 families who live in the Portland/Vancouver metropolitan area that have or expect to have children and that have the financial wherewithal to buy a condominium in the Central City. Of this group, 15%-21% would consider purchasing a family-oriented condominium and would be willing to pay at least \$400 per square foot for that condominium. This equates to a potential market of 26,000 households.
- To attract this group, survey results indicate developers need to build condominiums with more than two bedrooms priced below what these units currently sell for in the market. Based on a review of seven recently built projects, two-bedroom units with a den average 1,860 square feet in size and sell for an average price of \$833,000. None of the existing projects that were evaluated in this analysis included three-bedroom units, the most attractive unit type to this demographic.
- The solution is to build smaller units with multiple bedroom and den options that are affordable to younger families but also remain financially viable to developers. Three basic unit options were included in this analysis. They ranged in size from 1,100 square feet to 1,475 square feet and contained two bedrooms, two bedrooms and a den, and three bedrooms. All of these units would be considered small relative to comparable units currently being built in the market. Despite their size and the associated price, all were still acceptable to this target market.
- Other features of a unit, including the quality of finishes, parking spaces, access to play areas, etc. were found to be less important than the basic need for a home large enough to accommodate a family at an affordable price. However, consumers willing to pay at least \$400 per square foot for a condominium in the Central City wanted all the upgraded features tested in the analysis, despite the fact that the upgrades would increase the price of the unit. By far the most important upgrade to this consumer group is the ability to have a second parking space. Seventy-five percent of interested families would pay \$30,000 more for their unit to have a second parking space, implying the ideal parking ratio for families is 1.75 parking spaces per unit.
- Finally, there have been several articles in the press recently about the increasing cost of construction materials. This dynamic in association with the general rate of housing appreciation in the market will surely increase the price of condominiums in the Central City. As the price of condominiums increases, survey results show families with children will remain interested in living in the Central City - however there will be fewer of them. As prices were increased from \$400 per square foot to \$430 per



square foot, the highest price point tested in the analysis, the level of interest dropped from 15%-21% of the market to approximately 13%. Despite the decreasing percentage, this potential market would still represent more than 16,000 interested households, a very deep and viable market yet to be considered in Portland.

Methodology

Four hundred and fifty nine (459) households who live in the Portland/Vancouver metropolitan area¹ were contacted to participate in the on-line survey that is the principal basis of this memorandum. Only families that realistically have the financial wherewithal to afford a condominium in the Central City were asked to complete the full survey. They included 218 families who have or who expect to have children with:

- a combined income of at least \$50,000 who own their home;
- a combined income of less than \$50,000, but more than \$50,000 in equity in their home, which would presumably be used as a downpayment to reduce the monthly cost of owning a condominium in the Central City; or
- a combined income of at least \$50,000 who rent and who could afford a minimum down payment of \$70,000.

Collectively this group is considered the target market for family-oriented condominiums.

Given the number of respondents, this survey provides answers that are statistically accurate with a 95% confidence level and an error factor that varies from approximately 6.0% to 10.0%. This means that if the survey were randomly given 100 times to the three groups described above, 95% of the time the answers would be within 10% of the answers contained in this report.²

A copy of the on-line survey and associated responses are attached. Appendix A shows the questions that were part of the standard portion of the questionnaire and all associated answers. Nested within the standard questionnaire was a discrete choice simulation exercise.

Discrete choice is the best method of measuring consumers' intent to purchase products because it simulates the tradeoffs that consumers face when making an actual purchasing decision. This is done by making consumers choose from a multitude of unit options and configurations, all associated with a realistic price. An example of one of twelve different

¹ Clark County, Washington and Multnomah, Clackamas, and Washington Counties in Oregon.

² The margin of error varies depending on the number of responses to each question: the error factor is +/- 5.8% for Question 7; +/- 9.2% for the Discrete Choice Exercise and Question 19; and 10.4% for Questions 20-27.



purchase scenarios that a respondent might have been exposed to is shown in Appendix B.

In this analysis, five unit and/or building attributes were varied resulting in the evaluation of hundreds of different condominium choices and price levels, including:³

- Unit sizes and number of bedrooms;
- Number of bathrooms;
- Unit finishes;
- Project amenities; and
- Number of parking spaces.

The net result is a rich amount of information that shows what consumers want and, critically important to the development community, how much they are willing to pay for it.

Survey Results

Consumer Interest in Family Housing

Initial survey responses indicate 26% of qualified buyers would consider owning a condominium in the Central City if they could find the right product at the right price; another 22% were unsure. However, when the Pearl District location and the following purchasing options were presented, the percentage of qualified buyers who would consider purchasing a Central City condominium decreased to 21% of the target market.⁴

- Option 1: a 1,475 square-foot, three-bedroom unit with two bathrooms for \$590,000
- Option 2: a 1,288 square-foot unit with two bedrooms, a den and two bathrooms for \$515,000
- Option 3: a 1,100 square-foot, two-bedroom unit with two bathrooms for \$440,000

The discrete choice analysis indicates a slightly smaller percent of the target market is interested in the three unit types presented above: 15%. The difference in the market's response to these questions is explained by the following:

³ Each individual survey respondent saw 48 different condominium configurations (out of the possible 888 different configurations) with associated price levels spread across 12 purchase scenarios. However the survey choices were varied randomly so that each attribute level was displayed an equal number of times.

⁴ The three condominium options were presented in question 25. In this question, buyers were asked which one they would consider buying assuming "design features and local amenities are acceptable." Buyers were also allowed to choose none-of the above.



- In question 25, respondents were told to assume “design features and local amenities are acceptable,” while the discrete choice exercise actually tests various design features and amenities; and
- In question 25, respondents were told that the building was located in the Pearl District; while respondents in the discrete choice exercise are responding to the potential to buy a family-oriented condominium anywhere in the Central City or greater downtown area.

To understand if the percentage of households interested in the product is sufficiently large to support one or potentially several family-oriented projects, survey results are applied to the total size of the target market in the Portland/Vancouver area. This calculation is illustrated in Table 1 below. It shows there are approximately 124,700 families in the Portland/Vancouver area have or expect to have children and have the income and downpayment deemed necessary to buy a family-oriented condominium. Of this group, 15% to 21%, or 18,700 to 26,200 families, would consider purchasing one of the condominium configurations included in the survey.

Table 1
Potential Consumers for Family-Oriented Condominiums
Portland’s Central City

Total Income and Downpayment Qualified Families	Families	Percent
Qualified families planning to have children	35,500	29%
Qualified families w/ children who rent	1,000	1%
Qualified families w/ children, who own	88,200	70%
Total qualified families	124,700	100%
Percent Interested in Pearl District Condominiums (low)	18,700	15%
Percent Interested in Pearl District Condominiums (high)	26,200	21%

This data shows families with children are a huge market of potential consumers that has not been well-tapped by developers who have built condominiums in the Central City thus far. This number of potential consumers is sufficiently large to support more than one project dedicated to this type of housing – or to broaden the market for projects that attract a mixed group of household types.

It is important to note that survey research measures purchase intention and can therefore tend to overestimate actual purchase behavior, particularly for expensive items like homes. However, the size of this potential market is so large, even if the survey overestimated the potential by a margin that is obviously too large, say 75%, there would still be more than enough consumers to support several projects.⁵

⁵ The typical condominium project in the Central City ranges in size from about 150-250 units.



Development Recommendations

To convert interested families into actual condominium owners, it is important to build the right product at the right price. The purpose of this section is therefore to report the preferences of this market.

Most of the recommendations and statistics reported in this section are based on the discrete choice exercise. Information from the discrete choice exercise is weighted more heavily than information from the standard questionnaire because:

- As noted previously, survey respondents are given more information regarding the price and quality of a potential family-oriented condominium in the discrete choice exercise; therefore, answers are more likely to reflect true buyer preferences; and
- The statistical software associated with the discrete choice exercise has the ability to determine how minor changes in one aspect of a condominium configuration, and the associated price, change the consumer's interest in buying that condominium.

Because of the veracity of this information and how it can be analyzed, all those involved in the project were interested in a wide range of issues that could affect consumer demand. However there is a practical limit to how many issues could be explored while maintaining statistical reliability. Thus only five building and/or unit attributes were varied. All of the variations and adjustments were made to three basic unit types:

- an 1,100 square-foot, two-bedroom unit;
- a 1,275 square-foot, two-bedroom unit with a den; and
- a 1,475 square-foot, three-bedroom unit.

The degree to which these five attributes were varied is outlined briefly below. The price levels associated with these adjustments is detailed in Appendix C.⁶

- Price:
 - \$353 per square foot
 - \$380 per square foot
 - \$405 per square foot
 - \$432 per square foot
- Number of bathrooms:
 - two bathrooms; or
 - one and a half bathrooms
- Unit finishes (actual materials were not displayed to respondents but used to estimate realistic prices for analysis):
 - low: concrete floors and tile counters

⁶ Price variations used in the analysis are based on discussions with realtors who sell condominiums in the Central City and is meant to be as realistic as possible.



- standard: maple floors and tile counters
- sustainable: bamboo floors and recycled stone counters
- high-end: cherry floors and slab granite counters
- Number of parking spaces:
 - none
 - one
 - two
- Access to a play area:
 - none nearby
 - nearby at a park
 - one within the building

When analyzing all of the information it is clear that the type of home (number of bedrooms and size) and the associated price are the two variables that have the greatest impact on the target market’s willingness to buy a family-oriented condominium in the Central City.

The vast majority of families with children who are interested in buying a condominium in the Central City want a home with more than two bedrooms. This finding is best quantified in question 25 in the standard survey and in the discrete choice exercise because both associate a price with the type of unit that could be purchased. The information from these questions shows 86% to 93% of the families who would consider buying a Central City condominium would chose one with two bedrooms and a den or three bedrooms rather than a smaller two bedroom unit.⁷

Table 2
Buyer Preferences by Unit Type

Unit Type	Square Feet	Percent Preference ^{1/}	
		Q25	DC
2B/2b	1,100	7%	13%
2B/2b den	1,288	44%	33%
3B/2b	1,475	49%	53%

^{1/} Reflects only the percent of families who expressed an interest in buying a family-oriented condominium.

A family’s desire for a larger home runs into a practical consideration in the Central City: cost. It is clear in question 19 that most families (41%) would prefer a home priced under \$400,000; however, given the costs of land and of constructing high-rise buildings in the Central City, it is simply not possible to deliver a home with more than two bedrooms at that price level. This is why only 15% to 21% of the market remained interested in

⁷ The strong preference for condominiums with more than two bedrooms held true for the 13% of respondents who were childless couples expecting to have children.



buying a condominium in the Central City once realistic unit types and prices were provided.

To understand how sensitive potential consumers are to price, the discrete choice exercise varied the price of the above unit types from an average of \$353 per square foot to \$432 per square foot, while keeping all other attributes of the unit the same.⁸ The results of the analysis show the market for family-oriented condominiums drops in half as the price of the condominiums increases from the bottom to the top end of the price range. However, once prices reach approximately \$400 per square foot (roughly the equivalent to the current price of new condominiums in Pearl District), buyers become less sensitive to price increases:

- From \$353 to \$380 per square foot, the percentage of consumers decreases by 2.1% for every 1% increase in price.
- From \$405 to \$432 per square foot, the percentage of consumers decreases by 0.8% for every 1% increase in price.

Despite the overall decrease, there are still more than enough consumers to keep the concept viable as prices in the market increase.

Table 3
Price Elasticity Analysis
Family-Oriented Condominiums

Unit Type	Square Feet	Potential Prices			
		Low	Med. Low	Med. High	High
		\$353/SF	\$380/SF	\$405/SF	\$432/SF
3B/2b	1,475	\$526,000	\$564,000	\$597,000	\$634,000
2B/2b D	1,288	\$453,000	\$488,000	\$521,000	\$557,000
2B/2b	1,100	\$380,000	\$412,000	\$445,000	\$480,000
Weighted Avg.		\$470,673	\$508,646	\$551,727	\$581,052
% Families Interested		27.5%	22.9%	14.0%	13.4%
No. Families Interested		34,300	28,500	17,400	16,600

The combination of unit type and price is one of the main reasons why families have not yet been attracted to live in the Central City. Very few existing condominium projects contain either two-bedroom with den or three-bedroom units, and those that do are typically priced well above \$650,000.

To illustrate the point, a sample of seven recently developed condominium projects was analyzed (Appendix H). This sample includes more than 1,200 units. Within the sample there were 210 two-bedroom condominiums with a den and no three-bedroom

⁸ This analysis is based on a standard unit finishes that include one parking space, two full bathrooms, and no play structure on premises.



condominiums. From this group, less than 32 condominiums appear to be priced below \$650,000, representing less than 3% of all condominiums contained in these buildings.

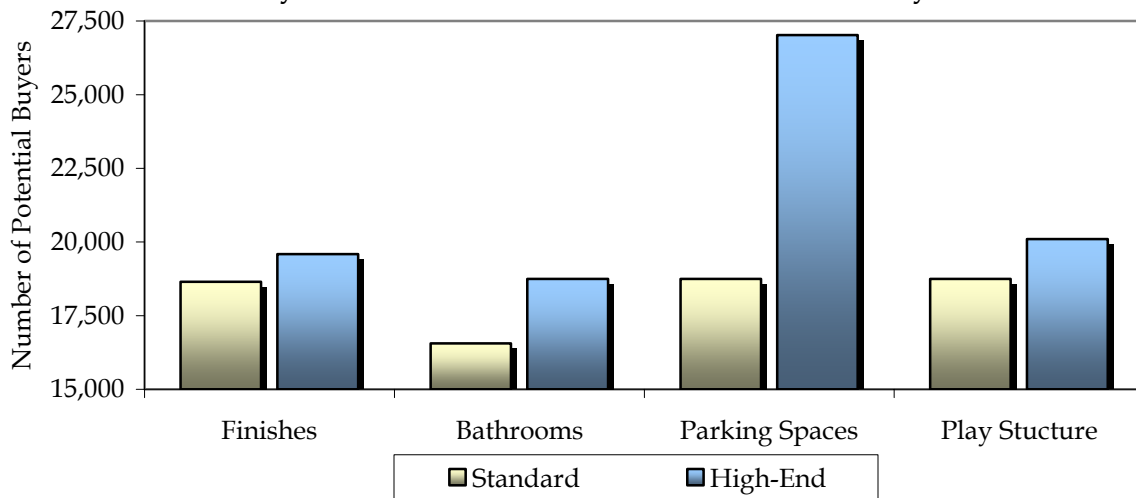
Other Design Features

Information from the survey clearly demonstrates that once consumers are able to satisfy their basic need for a home large enough to accommodate a family and one they can afford, other features associated with the condominium are less important. However, survey research also indicates that the portion of the market who are willing to pay at least \$400 per square foot for a family-oriented condominium want a well-finished home with many amenities.

This conclusion is supported by the discrete choice analysis, which shows the number of consumers interested in buying a condominium increased when all of the highest-quality features and amenities were included, despite the fact that a known cost was associated with them. See Exhibits 1 through 5.

The most important additional feature to consumers was the ability to get another parking space. The current standard in the market is to provide one parking space with each unit. However, when an option was provided to obtain a second space for \$30,000, the number of families interested in buying a condominium in the Central City increased by 44%. No other feature tested in this analysis had nearly this amount of impact on consumer demand.

Figure 1:
Number of Potential Buyers Based on Changes in Various Attributes^{1/}
Family-Oriented Condominiums in Portland's Central City



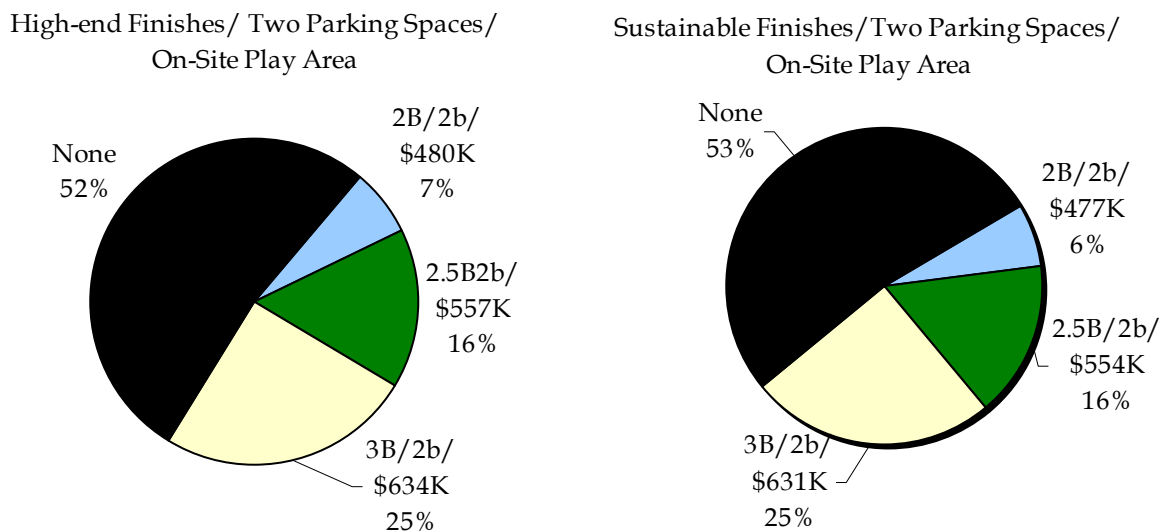
^{1/} See Exhibit 1 for definitions and standards. The difference reported for bathrooms represents the change from low (1.5 baths) to standard or high-end (2 baths).



One note of caution, however, is that the discrete choice analysis indicates there is a market (albeit smaller) for family-oriented condominiums that have no parking. Actual experience in this market demonstrates this is not the case. Only a few condominium projects have been developed in the Central City that do not provide at least one parking space per unit. These projects were able to attract buyers, but their marketability was limited to young, price-sensitive buyers who are less dependent on cars than families with children who are likely to have two working adults and family commitments that require access to a vehicle. For these reasons we would not advise developers to build family-oriented condominiums without at least one parking space per unit.

Given the above, the optimum development program that would maximize the market's interest and absorption of family-oriented condominiums, given current prices, is the following:

**Figure 2:
Optimum Unit Characteristics
Family-Oriented Housing in Central City**



In addition, a private balcony is also an important feature that should be included in family-oriented condominiums. Although this feature was not included in the discrete choice exercise, answers to question 27 show it is a valuable attribute to consumers.⁹ This fact has also been verified by many realtors who sell condominiums in the market.

⁹ The same question would appear to indicate that an additional parking space is not highly desired, which runs counter to the findings discussed above from the discrete choice analysis. However, there is no context provided in question 27 for respondents to understand what they are adding the six proposed features to (including bedrooms and bathrooms), whereas the discrete choice exercise already assumes an acceptable number of bedrooms and bathrooms.



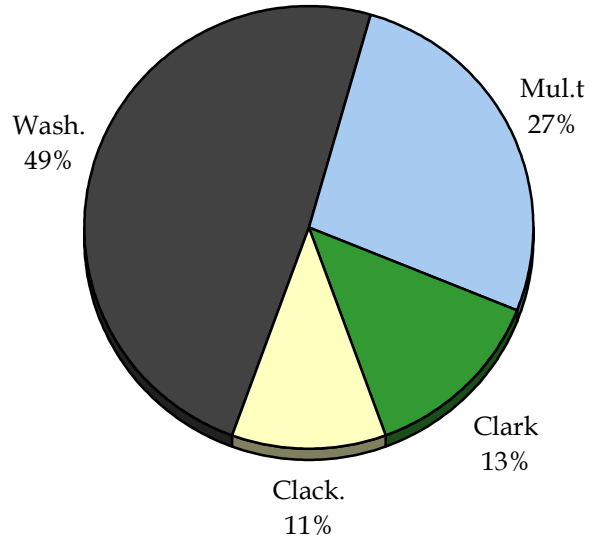
Perspective Buyer Profile

To assist with marketing, the results of the survey provide a basic demographic profile of who buyers are and where they are likely to come from.

Survey results show that buyers will come from all over the four-county metropolitan area; however, 2/3rds will come from Multnomah and Washington Counties.

Likely buyers will be middle to upper-middle income households who earn between \$75,000 and \$150,000 annually. It is interesting to note that interest among those earning more than \$150,000 is limited, while interest among families earning between \$75,000 and \$150,000 is disproportionately high.

**Figure 3:
Interested Buyers By Location
Overall Market**



**Table 4
Potential to Buy Family-Oriented Condominiums by
Household Income**

Income Group	Percent Consider Buying	Percent of General Population
\$50,000-\$75,000	25%	39%
\$75,000-\$100,000	45%	24%
\$100,000-\$150,000	27%	24%
\$150,000 +	2%	12%

Most consumers will be in their mid-30s to mid-50s and will have children living at home:

- More than 40% will have children under the age of 11 and will likely be in their mid-30s to mid-40s;
- Approximately 45% will have children between 12-18 and are likely to be in their mid-40s to mid-50s; and
- The remainder will have children over the age of 19, presumably no longer living with them.

Therefore, the discrete choice provides a more accurate finding with respect to the relative importance of parking.



Who is not interested?

Appendix I presents some of the main reasons why approximately 80% to 85% of surveyed families are not interested in living in the Central City. This information can be useful for public policy purposes or to remove barriers or misconceptions that people may have about this area. To the extent these objections can be overcome, the market of potential consumers could be increased.

The most-often cited reason why families with children were not interested in living in the Central City is the amount of development in the area (density). Other issues include concerns about:

- high taxes in Multnomah County;
- the quality of schools; and
- crime and safety.

Conclusion

This analysis addresses a long-standing policy issue in Portland: how can it attract families who have children to the Central City to broaden the mix of households and income groups living there?

This demographic group has never been the focus of a market study. Thus, people have often wondered whether the lack of families is a demand problem (they simply do not want to live downtown); or whether it is a supply problem (there is no existing product that is attractive to this group). This study clearly shows that the latter is true: there is a large market of potential buyers, but existing projects do not contain the right combination of unit types and prices to attract this demographic.

To attract families to the Central City, developers will need to build two-bedroom/den or three-bedroom units that are moderately priced compared to the current market for these unit types. This analysis indicates that the units should be priced between \$450,000 and \$650,000. These condominiums can be developed in most places in the Central City. Access to a grocery store and parks are clearly preferred by the target market, but are less important features than the size and price of the home.

Furthermore, developing family-oriented condominiums in Portland's Central City should be feasible from both a market and a financial standpoint. Not only are there a sufficient number of consumers for the right product, but there are a sufficient number of consumers who will pay at least \$400 per-square-foot for a unit. This price point is roughly equivalent to the price of new units in the Central City¹⁰ and is sufficiently high for a developer to build a high-quality project and maintain a reasonable profit margin.

¹⁰ Represents the typical unit with minimal or no views and no water-frontage.

APPENDIX A

Davis, Hibbitts & Midghall, Inc.
PDC Pearl District Family Housing
Portland Area Online Survey: Top Line Results

This Top Line Report includes the initial results of the study. Additional analysis is being carried out and will follow in a later report.

WELCOME!

This survey will help decision makers in the City of Portland improve housing needs throughout the city. The results of this study may benefit you and your family so please participate in this short survey. We are greatly interested in your opinions and all of your answers are completely confidential. Please take about seven minutes to answer the following questions.

Thank you for your participation.

To make sure we have a valid sample, we have the following demographic questions.

S1. Just your best guess, is your total household income before taxes:

- | | |
|----------------------------------|------------|
| 1. Less than \$50,000 | 8% |
| 2. Between \$50,000 - \$74,999 | 40% |
| 3. Between \$75,000 - \$99,999 | 31% |
| 4. Between \$100,000 - \$149,999 | 17% |
| 5. \$150,000 or greater | 4% |

N=459

(Do not screen out here. We can delete records later that fall short on income.)

S2. Again your best guess, how much equity do you have in your home? This is the value of your home minus what you owe on it. Your best guess is OK.

- | | |
|-----------------------------------|------------|
| 1. Less than \$50,000 | 19% |
| 2. Between \$50,000 and \$75,000 | 16% |
| 3. Between \$75,000 and \$100,000 | 13% |
| 4. \$100,000 or greater | 34% |
| 5. I don't own my home (Ask S3) | 18% |

N=459

(Screen out if S1 response 1 AND S2 response 1)

S3. (If response 5 in S2) If you were to purchase a home in the near future, how much of a down payment could you afford?

- | | |
|---|------------|
| 1. Less than \$40,000 (Screen out) | 92% |
| 2. Between \$40,000 and \$70,000 (Screen out) | 4% |
| 3. Between \$70,000 and \$90,000 | 2% |
| 4. \$90,000 or greater | 2% |

N=82

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Portland Area Online Survey: Top Line Results

S5. Do you have children in your household in the following age groups? Click all that apply.
(Allow for multiple answers.)

- | | |
|---------------------------------|------------|
| 1. Less than 5 years of age | 13% |
| 2. Ages 5-11 | 21% |
| 3. Ages 12-14 | 14% |
| 4. Ages 15-18 | 16% |
| 5. Age 19 or older | 17% |
| 6. Don't have children (Ask Q6) | 47% |
- N=370**

S6. (If no children) Are you planning to have a family in the near future?

- | | |
|--------------------|------------|
| 1. Yes | 13% |
| 2. No (Screen out) | 87% |
- N=152**

(GENERAL INTEREST LEVEL-CENTRAL CITY FAMILY HOUSING)

7. If you could find family housing with your ideal home features and local amenities and which you could afford, would you consider owning a home in the Central City or the greater downtown Portland area? Here is a map of the general area. (Includes a map defining areas)

- | | |
|-----------------------------------|------------|
| 1. Yes (Ask Q8) | 26% |
| 2. No (Ask Q9) | 52% |
| 3. Depends / Don't know (Ask Q10) | 22% |
- N=218**

8. (If yes) Why? (Open) (Always skips to DC Exercise)

9. (If no) Why? (Open, then skip to demographics)

10. (If depends) What would make you consider moving to the Central City or greater downtown area? (Open)

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(TRADE-OFF ANALYSIS (discrete choice exercise) – IMPORTANCE OF DIFFERENT CONSIDERATIONS IN DECISION TO PURCHASE FAMILY HOUSING UNIT IN A HIGH RISE BUILDING LOCATED IN THE CENTRAL CITY)

DISCRETE CHOICE, TRADE-OFF EXERCISE

An example of the discrete choice exercise is found in Appendix B. Data that comes from the exercise is found in Appendices C through G.

PEARL DISTRICT

18. Regardless of whether you prefer to own or rent your home, if you were to rent a high rise family housing unit in the Pearl District, how much would you consider paying per month for rent, excluding utilities?

1. Less than \$1,001	20%
2. \$1,001 - \$1,200	15%
3. \$1,201 - \$1,400	15%
4. \$1,401 - \$1,600	11%
5. \$1,601 - \$1,800	9%
6. \$1,801 - \$2,000	8%
7. \$2,001 - \$2,200	4%
8. \$2,201 - \$2,400	2%
9. More than \$2,400	0%
10. Would not rent in Pearl (If 10, skip to demographics)	16%

N=105

19. Again, regardless of whether you prefer to own or rent your home, if you were to purchase a high rise family housing unit in the Pearl District, what price range would you consider?

1. less than \$400,000	41%
2. \$400,001 - \$500,000	31%
3. \$500,001 - \$600,000	19%
4. \$600,001 - \$700,000	5%
5. \$700,001 - \$800,000	0%
6. More than \$800,000	0%
7. Would not own in Pearl (If 7, skip to demographics)	3%

N=88

20. How many bedrooms would you need?

1. 1 bedroom	
2. 2 bedrooms	31%
3. 3 bedrooms	52%
4. 4 bedrooms	17%

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N=85

21. How many parking spaces would you need for your household?

- | | |
|---------------------|------------|
| 1. 0 spaces | 0% |
| 2. 1 space | 17% |
| 3. 2 spaces | 76% |
| 4. 3 or more spaces | 7% |

N=85

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(Q22 and Q23 on same screen always) DONE

22. Please rank the top three design features that would be most important to you in deciding to live in a high rise family housing unit in the Pearl District? Enter '1' for your top design feature, '2' for your second, and '3' for your third. (RANDOMIZED LIST)

	<u>1st</u>	<u>2nd</u>	<u>3rd</u>
1. Optional finish upgrades	0%	3%	6%
2. Soundproofing	11%	7%	14%
3. Washer/Dryer	5%	12%	17%
4. Building courtyard	0%	1%	0%
5. Child safety design	4%	2%	5%
6. Views	4%	6%	1%
7. Parking garage nearby	4%	13%	3%
8. Community room/playroom	0%	0%	4%
9. 1 parking space	4%	3%	7%
10. Building playground	1%	1%	2%
11. Storage	0%	5%	11%
12. More than 1 ½ bathrooms	7%	14%	11%
13. Balcony	4%	2%	2%
14. 2 bedrooms	7%	1%	1%
15. More than 2 bedrooms/ bonus room	44%	24%	8%
16. Building security features	6%	2%	6%

N=85

23. What other design features, which are not listed above, would you consider more important?
(Open)

24. Please rank the top three local amenities to have within walking distance from your high rise family housing unit in the Pearl District? Enter '1' for your top design feature, '2' for your second, and '3' for your third. (RANDOMIZED LIST)

	<u>1st</u>	<u>2nd</u>	<u>3rd</u>
1. Fitness/Health club	0%	7%	2%
2. Art and theatre	3%	1%	7%
3. Convenience store	0%	0%	2%
4. Other families residing nearby	1%	8%	10%
5. Grocery store	32%	19%	14%
6. Private schools	1%	0%	0%
7. Day care	0%	0%	1%
8. Bus/Light rail/Streetcar access	12%	16%	8%
9. Family-friendly restaurants	4%	4%	13%
10. Movie theatre	4%	3%	0%
11. Playgrounds	1%	3%	1%
12. Pedestrian/Bike friendliness	2%	9%	3%

APPENDIX A

Davis, Hibbitts & Midghall, Inc.
PDC Pearl District Family Housing
Portland Area Online Survey: Top Line Results

13. Parks/Open space	19% / 18% / 11%
14. Additional parking	9% / 5% / 15%
15. Public schools	13% / 5% / 12%
16. Community center	0% / 0% / 0%

N=85

25. If design features and local amenities were acceptable to you in a high rise housing unit in the Pearl District, which one unit would you consider buying? All units would include standard finishes, one parking space, and a small storage space in the building.

1. 1,475 square foot 3 bedroom/2 bath unit for \$590,000 (skip to Q27)	29%
2. 1,288 Square foot 2 bedroom + den/2 bath unit for \$515,000 (skip to Q27)	26%
3. 1,100 square foot 2 bedroom/2 bath unit for \$440,000 (skip to Q27)	4%
4. None of the above	37%
5. Don't know / not sure (skip to Q27)	3%

N=85

26. (IF NONE TO Q25) Please describe the family housing unit (square footage, number of bedrooms and baths), including the cost, you would consider buying? (OPEN)

27. If you were to buy a high rise family housing unit in the Pearl District, which of the following amenities would you be willing to pay extra to have? (Allow multiple choices)
(RANDOMIZED LIST)

1. \$20,000 for an extra full bathroom	30%
2. \$5,000 for your own balcony	51%
3. \$65,000 for an extra bedroom/bonus room	23%
4. \$5,000 for a storage unit	29%
5. \$30,000 for an additional parking space	15%

N=85

(DEMOGRAPHICS)

These last few questions are for statistical purposes only.

D28. Is your age between:

1. 18-24	2%
2. 24-34	19%
3. 35-54	66%
4. 55 or older	12%

N=218

D29. How many years have you lived in the Portland area?

1. Less than one year	1%
2. 1-5 years	14%
3. 5-10 years	15%

APPENDIX A

Davis, Hibbitts & Midghall, Inc.
PDC Pearl District Family Housing
Portland Area Online Survey: Top Line Results

4. 10-20 years	20%
5. 20 years or more	49%
Refused	1%
N=218	

D30. What is your 5-digit zip code?

Clackamas County	12.3%
Washington County	34.1%
Multnomah County	25.5%
Clark County	19.4%
Refused	8.7%
N=218	

D31. Gender

1 Female	50%
2 Male	50%
Refused	1%
N=218	

APPENDIX B

Example Purchase Scenario

If all other features and amenities were identical, which of these four housing options would you prefer?

Choose by clicking on the button at the bottom of the column for your preferred choice. Please avoid selecting 'None' unless all of the options DO NOT meet your criteria for urban housing.

Finish Materials*:	Standard	Sustainable	Low-end	High-end	
Bedrooms:	3	2	2 + den	2 + den	
Total Size:	1475sq.ft	1100sq.ft	1288sq.ft	1288sq.ft	
Bathrooms:	2	1 1/2	1 1/2	2	NONE: I wouldn't choose any of these.
Parking:	0 spaces	1 space	0 spaces	2 spaces	<input type="radio"/>
Play Area:	Down the street	On building premises	None nearby	None nearby	
Price:	\$526,000	\$480,000	\$521,000	\$488,000	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

*Each 'Finish Material' option includes several comparably priced materials that are coordinated with the overall building design.

Note: Mortgage payments range from \$1,823/mo. (for a \$380,000 home) to \$3041/mo (for a \$634,000 home) on an 80% loan-to-value mortgage at 6.0% interest.

APPENDIX C
DISCRETE CHOICE EXERCISE
ATTRIBUTE LEVELS AND ASSOCIATED PRICES

The discrete choice analysis tests the market's response to 240 different condominium options. All these options are variations of three base unit types:

- a 1,100 square foot, two bedroom unit with a price of \$440,000 assuming standard finishes
- a 1,288 square foot, two bedroom unit with a den with a price of \$515,000 assuming standard finishes
- a 1,475 square foot, three bedroom unit with a price of \$590,000 assuming standard finishes

To create the possible option the following attributes are varied. The prices shown represent the cost associated with varying each attribute level from the standard level. For example a standard unit would have one parking space. To see how the market would respond to having two parking spaces, survey respondents would be given an option that would be identical to the standard unit in every way, except it would have two parking spaces and the unit would cost \$30,000 more.

#	ATTRIBUTES	Low	Standard	Sustainable	High-end:	Comments
1	Finish Materials	Concrete flooring, maple cabinets, tile counters. <ul style="list-style-type: none"> ▪ -\$5,000 for 2 Bdrm unit ▪ -\$6,000 for 2 Bdrm unit w/ den ▪ -\$7,000 for 3 Bdrm unit 	Maple floor & cabinets, tile counters	Bamboo floor & cabinets, recycled stone counters. <ul style="list-style-type: none"> ▪ +\$2,000 for 2 Bdrm unit ▪ +\$3,000 for 2 Bdrm unit w/ den ▪ +\$4,000 for 3 Bdrm unit 	Maple floor, cherry cabinets, granite slab counters. <ul style="list-style-type: none"> ▪ +\$5,000 for 2 Bdrm unit ▪ +\$6,000 for 2 Bdrm unit w/ den ▪ +\$7,000 for 3 Bdrm unit 	None
2	# Bathrooms	1.5 bathroom -\$20,000	2 bathrooms	2 bathrooms	2 bathrooms	Only two variations tested
3	Parking Spaces	0 parking spaces : -\$30,000	1 parking space	2 parking spaces: +\$30,000	2 parking spaces: +\$30,000	Only three variations tested
4	Play Area	None nearby: <ul style="list-style-type: none"> ▪ -\$5,000 for 2 Bdrm unit ▪ -\$6,000 for 2 Bdrm unit w/ den ▪ -\$7,000 for 3 Bdrm unit 	At park down the street	On-premises: <ul style="list-style-type: none"> ▪ +\$5,000 for 2 Bdrm unit ▪ +\$6,000 for 2 Bdrm unit w/ den ▪ +\$7,000 for 3 Bdrm unit 	On-premises: <ul style="list-style-type: none"> ▪ +\$5,000 for 2 Bdrm unit ▪ +\$6,000 for 2 Bdrm unit w/ den ▪ +\$7,000 for 3 Bdrm unit 	Only three variations tested
5	Price	Depends on the combination of the above attributes and the assumed unit type.				

SOURCE: Davis, Hibbetts and Midghall, Ferrarini & Associates, and Portland Development Commission

**APPENDIX D
DISCRETE CHOICE ANALYSIS
PRICE ELASTICITY ANALYSIS RESULTS**

Unit Type	Low Price per Sq.Ft.				
	Price	Square Feet	Price/Sq/ft	Percent Share	Percent All Consumers
3B/2b	\$526,000	1,475	\$357	44.9%	12.3%
2B/2b+D	\$453,000	1,288	\$352	34.5%	9.5%
2B/2b	\$380,000	1,100	\$345	20.7%	5.7%
Total/Wtd. Avg	\$470,673	1,333	\$353	100.0%	27.5%
Number of Interested Consumers					34,305

Unit Type	Mid-low Price per Sq.Ft.				
	Price	Square Feet	Price/Sq/ft	Percent Share	Percent All Consumers
3B/2b	\$564,000	1,475	\$382	46.3%	10.6%
2B/2b+D	\$488,000	1,288	\$379	34.4%	7.9%
2B/2b	\$412,000	1,100	\$375	19.2%	4.4%
Total/Wtd. Avg	\$508,646	1,339	\$380	100%	22.9%
Number of Interested Consumers					28,506

Low to Mid-low Sq. Ft. Comparison

Percentage Change in Price	8%
Percentage Change in Demand	-17%
Price Elasticity	-2.1

Unit Type	Mid-high Price per Sq.Ft.				
	Price	Square Feet	Price/Sq/ft	Percent Share	Percent All Consumers
3B/2b	\$597,000	\$1,475	\$405	54%	7.5%
2B/2b+D	\$521,000	\$1,288	\$405	33%	4.6%
2B/2b	\$445,000	\$1,100	\$405	13%	1.9%
Total/Wtd. Avg	\$551,727	1,363	\$405	100%	14.0%
Number of Interested Consumers					17,396

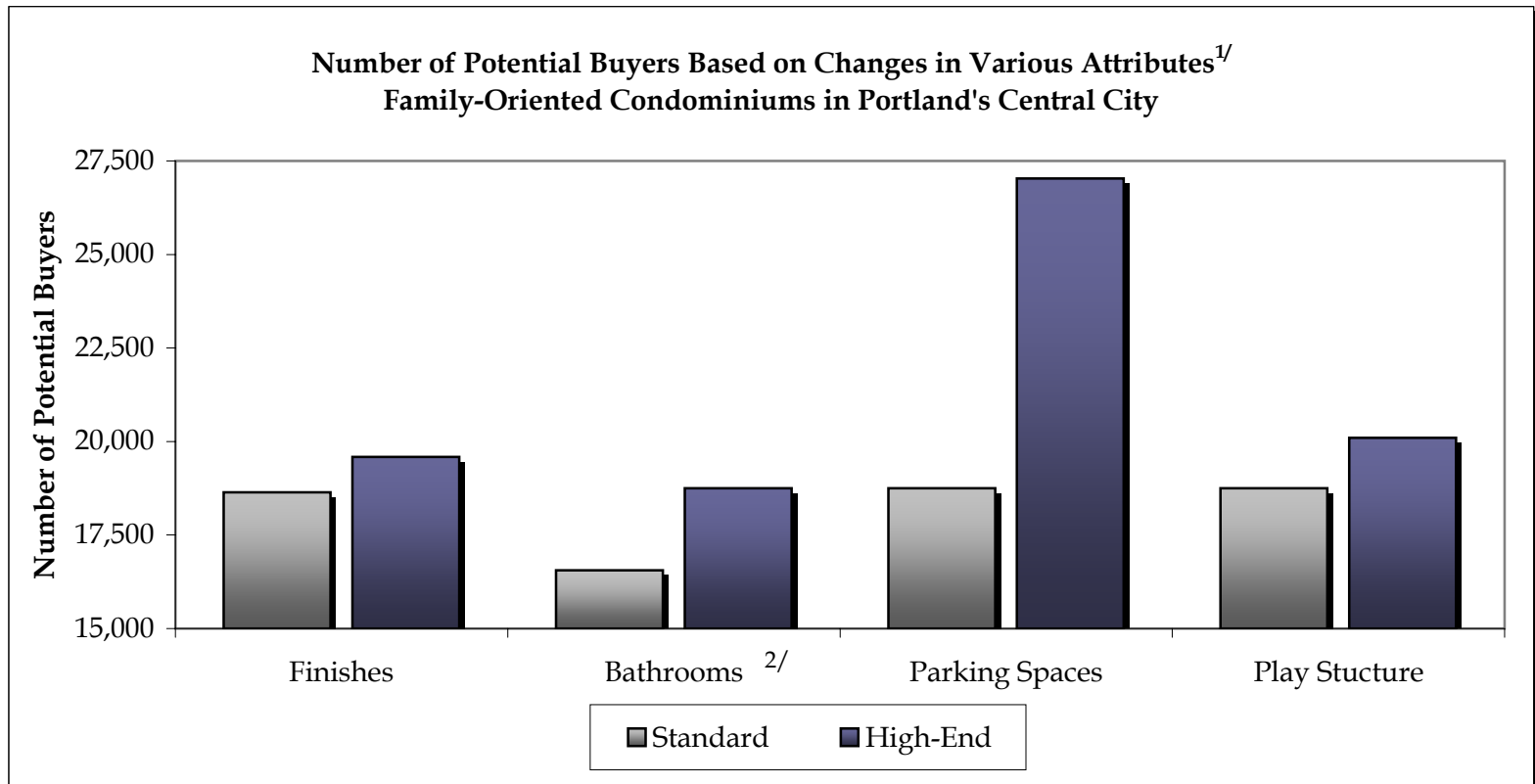
Unit Type	High Price per Sq.Ft.				
	Price	Square Feet	Price/Sq/ft	Percent Share	Percent All Consumers
3B/2b	\$634,000	1,475	\$430	48%	6.5%
2B/2b+D	\$557,000	1,288	\$432	34%	4.5%
2B/2b	\$480,000	1,100	\$436	17%	2.3%
Total/Wtd. Avg	\$581,052	1,346	\$432	100%	13.4%
Number of Interested Consumers					16,647

Mid-high to High Price Comparison

Percentage Change in Price	5%
Percentage Change in Demand	-4%
Price Elasticity	-0.8

SOURCE: Davis, Hibbetts and Midghall, Ferrarini & Associates, and Portland Development Commission

APPENDIX E
DISCRETE CHOICE ANALYSIS
CONSUMER PREFERENCE: SUMMARY OF VARIABLES TESTED

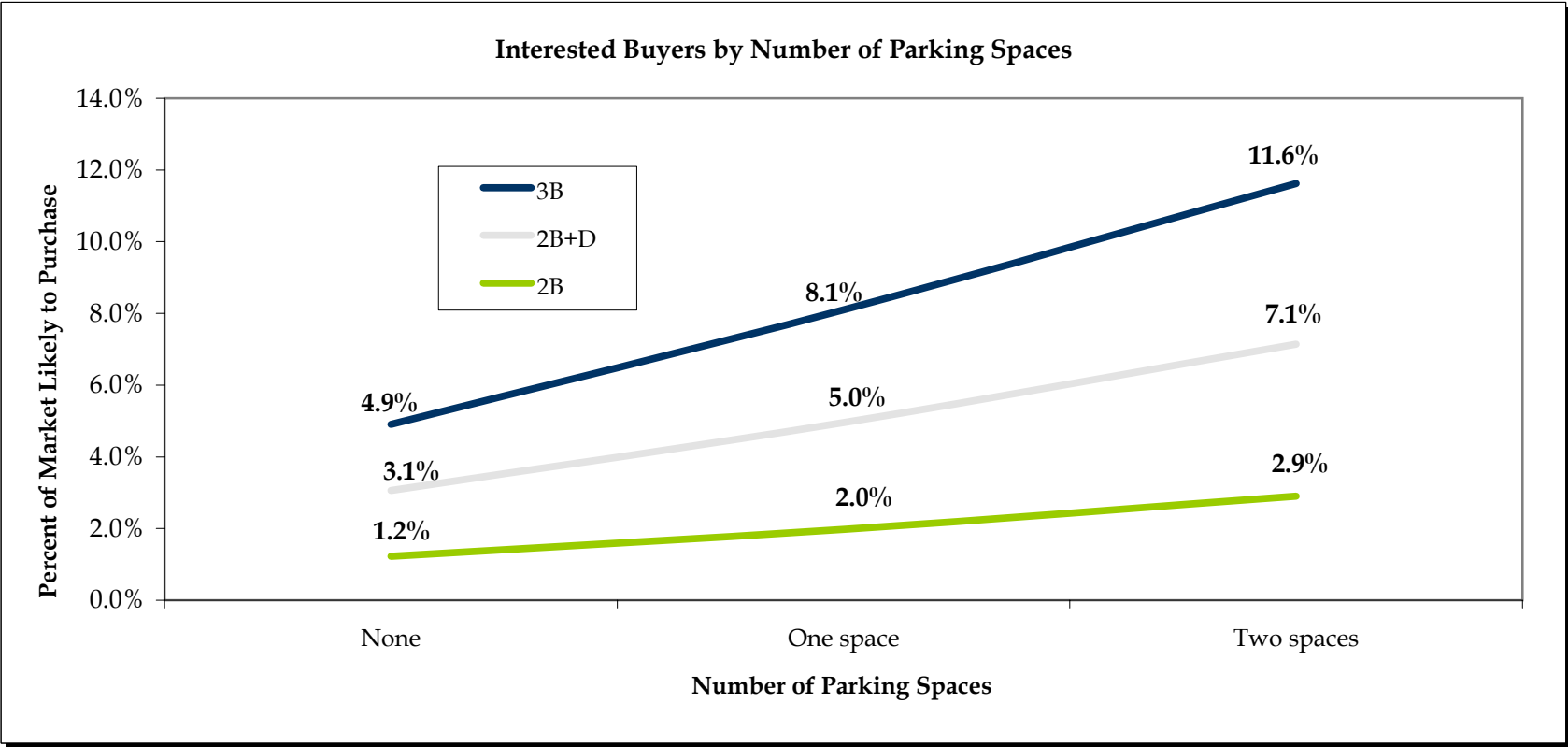


^{1/} See Appendix C for definitions and standards.

^{2/} Represent the change from low (1.5 baths) to standard or high-end (2 baths).

SOURCE: Davis, Hibbetts and Midghall, Ferrarini & Associates, and Portland Development Commission

APPENDIX F
DISCRETE CHOICE ANALYSIS
CONSUMER PREFERENCE: PARKING SPACES BY UNIT



SOURCE: Davis, Hibbetts and Midghall, Ferrarini & Associates, and Portland Development Commission

APPENDIX G
DISCRETE CHOICE ANALYSIS
ANALYSIS RESULTS: VARIOUS ATTRIBUTES TESTED

Finishes

	Low End (\$4,000)	Standard -----	High-End \$5,000 -\$7,000	Sustainable \$2,000-\$4,000
2B/2b	1.7%	2.0%	2.1%	2.1%
2B/2b+D	4.2%	5.0%	5.3%	5.2%
3B/2b	7.1%	8.1%	8.4%	8.3%
% of market	13.0%	15.0%	15.8%	15.6%
Number	16,114	18,643	19,592	19,375

Bathrooms

	1.5 Baths (\$20,000)	Standard 2 Baths
2B	1.8%	2.0%
2B+D	4.4%	5.0%
3B	7.1%	8.1%
% of market	13.3%	15.0%
Number	16,554	18,749

Parking

	None (\$30,000)	One space -----	Two spaces \$30,000
2B/2b	1.2%	2.0%	2.9%
2B/2b+D	3.1%	5.0%	7.1%
3B/2b	4.9%	8.1%	11.6%
% of market	9.2%	15.0%	21.7%
Number	11,466	18,749	27,029

Play Area

	No park (\$5,000)	Near park -----	In building \$5,000
2B/2b	1.6%	2.0%	2.2%
2B/2b+D	4.2%	5.0%	5.4%
3B/2b	6.9%	8.1%	8.6%
% of market	12.7%	15.0%	16.1%
Number	15,874	18,749	20,102

SOURCE: Davis, Hibbetts and Midghall, Ferrarini & Associates, and Portland Development Commission

Appendix H
Selected Condominium Projects
Portland's Central City

<u>Location</u>	<u>Date</u>	<u>Unit</u>	<u>Total</u>	<u>Unit</u>	<u>Unit Size</u>	<u>Avg.</u>	<u>Price</u>	<u>Avg.</u>	<u>Avg.</u>
<u>Project Name</u>	<u>Sales</u>	<u>Type</u>	<u>Units</u>	<u>Mix</u>	<u>Range</u>	<u>Size</u>	<u>Range (Fall 2005)</u>	<u>Price</u> ^{1/}	<u>Price per SF</u> ^{1/}
<u>Address/Developer</u>	<u>Begin</u>								
Entry-Level									
The Lexis	April	Studio	30	22%	494 - 566	533	\$177,758 - \$196,469	\$185,764	\$349
NW 10th and Marshall/Lovejoy	2005	1B/1b	2	1%	676 - 695	695	\$224,536 - \$224,536	\$224,536	\$323
<i>Hoyt Street Properties</i>		1B/1b+D	71	51%	605 - 1,003	745	\$215,180 - \$346,159	\$247,574	\$332
		2B/2b	28	20%	1,053 - 1,203	1,151	\$367,210 - \$415,157	\$390,265	\$339
		Live/work	4	3%	1,446 - 1,453	1,450	\$465,444 - \$471,291	\$467,491	\$322
		PH	4	3%	1,372 - 1,452	1,372	\$569,526 - \$637,354	\$603,440	\$440
			139	100%	494 - 1,453	818	\$177,758 - \$637,354	\$279,215	\$340
The Pinnacle	March	Studio	17	10%	617 - 697	664	\$234,476 - \$282,424	\$254,495	\$384
(Under Construction)	2004	1B/1b	49	28%	770 - 868	807	\$270,145 - \$355,515	\$309,954	\$384
NW 9th and 10th	(sales in	1B/1b+D	10	6%	865 - 865	865	\$308,737 - \$354,346	\$331,541	\$383
<i>Hoyt Street Properties</i>	escrow)	1B Loft	45	26%	672 - 1,213	871	\$239,739 - \$454,334	\$321,562	\$369
		Live/Work	6	3%	1,463 - 1,727	1,519	\$528,595 - \$657,820	\$555,882	\$365
		2B/2b	40	23%	1,186 - 1,640	1,251	\$428,021 - \$816,281	\$512,939	\$408
		PH Terrace	6	3%	1,457 - 2,027	1,847	\$706,937 - \$1,030,292	\$925,333	\$501
		PH	3	2%	1,940 - 2,593	2,233	\$1,010,996 - \$1,430,247	\$1,206,880	\$539
			176	100%	617 - 2,593	998	\$234,476 - \$1,430,247	\$399,576	\$392
High-end									
The Strand	March	1B/1b	44	30%	652 - 948	764	\$249,000 - \$309,000	\$275,043	\$360
(Phase One)	2005	1B/1b/D	10	7%	984 - 1,022	1,016	\$309,000 - \$369,000	\$334,000	\$329
(Under Construction)	(reservati	2B/2b	31	21%	1,483 - 1,618	1,557	\$509,000 - \$644,000	\$576,273	\$370
RiverPlace		2B/2.5b/D	30	21%	1,824 - 2,059	1,963	\$824,000 - \$934,000	\$876,143	\$446
<i>H. Williams, J. Onder</i>		TH*	20	14%	1,582 - 2,503	1,984	\$549,000 - \$944,000	\$746,500	\$376
		PH*	10	7%	2,084 - 3,252	2,668	n/a - n/a	1,020,855	\$490
			145	100%	652 - 3,252	1,498	\$269,272 - \$1,020,855	\$581,542	\$389
Waterfront Pearl/ The Mistral	May	1B/1b	21	23%	900 - 1,100	1,050	\$350,000 - \$450,000	\$390,000	\$371
(Phase One)	2005	1B/1b/D	4	4%	1,250 - 1,350	1,270	\$550,000 - \$750,000	\$650,000	\$512
(Under Construction)	(reservati	2B/2b	15	17%	1,400 - 1,600	1,500	\$550,000 - \$800,000	\$704,000	\$469
Naito Parkway and Albers Mill		2B/2.5b/D	37	41%	1,700 - 2,100	1,800	\$824,000 - \$934,000	\$876,143	\$487
<i>Naito Properties and Pemcor</i>		TH	5	6%	1,100 - 1,300	1,200	\$350,000 - \$450,000	\$400,000	\$333
		PH	8	9%	1,350 - 2,200	2,000	\$725,000 - \$1,000,000	\$862,500	\$431
			90	100%	900 - 2,200	1,403	\$269,272 - \$1,020,855	\$581,542	\$445
John Ross	March	Loft/1b	96	43%	637 - 1,062	850	\$225,000 - \$350,000	\$287,500	\$338
(Under Construction)	2005	1B/S/1-1.5b	48	21%	1,204 - 1,246	1,225	\$450,000 - \$625,000	\$537,500	\$439
South Waterfront	(reservati	1B/1b	2	1%	891 - 891	891	n/a - n/a	\$287,500	\$323
<i>Gerdng/Edlen</i>		2B/S/2-2.5b ^{2/}	43	19%	1,778 - 1,826	1,802	\$799,000 - \$989,000	\$894,000	\$496
		2B/D/2-2.5b	16	7%	1,873 - 1,873	1,873	\$749,000 - \$749,000	\$749,000	\$400
		2B/D/S/2.5b	5	2%	2,133 - 2,133	2,133	\$859,000 - \$899,000	\$879,000	\$412
		PH	15	7%	1,895 - 5,058	3,477	\$1,199,900 - \$3,499,999	\$2,349,950	\$676
			225	100%	637 - 5,058	1,388	\$225,000 - \$3,499,999	\$640,201	\$418
The Meriwether	Nov	Studio	3	1%	638 - 913	747	n/a - n/a	n/a	n/a
(Under Construction)	2004	1B/1b	66	27%	797 - 981	894	\$269,272 - \$409,856	\$334,010	\$373
South Waterfront	(sales in	1B/1.5-2b/D	32	13%	1,246 - 1,248	1,247	\$431,484 - \$534,219	\$482,260	\$387
<i>Gerdng/Edlen</i>	escrow)	2B/2b	17	7%	1,326 - 1,326	1,326	\$442,299 - \$501,776	\$472,037	\$356
		2B/2b/D	32	13%	1,523 - 1,605	1,567	\$555,847 - \$653,174	\$602,314	\$385
		2B/2b/D (2 balc)	17	7%	1,831 - 1,831	1,831	\$669,396 - \$842,422	\$755,909	\$413
		2B/2.5b/D	30	12%	2,030 - 2,384	2,207	\$820,794 - \$1,123,590	\$977,599	\$443
		TH	17	7%	1,540 - 2,775	2,130	\$409,856 - \$799,165	\$734,980	\$334
		2B PH	9	4%	1,608 - 1,756	1,702	\$820,794 - \$887,618	\$872,161	\$513
		2B+D PH	18	7%	1,639 - 3,123	2,544	\$755,909 - \$1,621,041	\$1,303,446	\$511
			241	100%	638 - 3,123	1,529	\$269,272 - \$1,621,041	\$625,561	\$395

Appendix H
Selected Condominium Projects
Portland's Central City

Location	Date	Unit	Total	Unit	Unit Size	Avg.	Price	Avg.	Avg.
Project Name	Sales	Unit	Units	Mix	Range	Size	Range (Fall 2005)	Price ^{1/}	Price per SF ^{1/}
<i>Address/Developer</i>	Begin	Type							
The Eliot Tower	Nov	Studio	8	4%	500 - 549	543	\$165,132 - \$207,523	\$192,451	\$354
(Under Construction)	2004	1B/1b Loft	101	46%	669 - 1,135	850	\$178,001 - \$391,472	\$291,087	\$342
SW Jefferson & 11th/10th	(sales in	2B/2b Loft ^{3/}	46	21%	897 - 1,846	1,370	\$332,427 - \$631,438	\$496,738	\$363
<i>John Carroll, H. Williams</i>	escrow)	2B/2b	26	12%	1,286 - 2,080	1,787	\$453,113 - \$960,837	\$755,650	\$398
		2B/2.5b	18	8%	1,735 - 2,173	2,115	\$621,922 - \$1,034,481	\$903,000	\$427
		2-3B PH	21	10%	1,532 - 2,982	2,211	\$822,308 # \$1,621,906	\$1,280,269	\$535
			220	100%	500 - 2,982	1,292	\$165,132 - \$1,621,906	\$515,151	\$379
Apartment-style units									
Summary		Studio	58	6.1%	494 - 913	584	\$165,132 - \$282,424	\$207,981	\$360
		1B/1-2b	184	19.4%	652 - 1,100	855	\$224,536 - \$450,000	\$318,197	\$372
		1B+D	175	18.5%	605 - 1,350	1,003	\$215,180 - \$750,000	\$388,946	\$378
		2B/2b	157	16.6%	1,053 - 2,080	1,414	\$367,210 - \$960,837	\$557,586	\$387
		2B/2.5b	18	1.9%	1,735 - 2,173	2,115	\$621,922 - \$1,034,481	\$903,000	\$427
		2B+D	210	22.2%	1,523 - 2,384	1,862	\$555,847 - \$1,123,590	\$833,214	\$447
		TH	52	5.5%	1,100 - 2,775	1,862	\$350,000 - \$944,000	\$665,960	\$353
		PH	94	9.9%	1,350 - 5,058	2,400	\$569,526 - \$3,499,999	\$1,299,376	\$531
			948	100.0%	494 - 5,058	1,414	\$165,132 - \$3,499,999	\$605,715	\$407
Loft-style units									
Summary		Loft/1b	242	84.0%	637 - 1,213	854	\$178,001 - \$454,334	\$295,331	\$346
		2B/2b Loft	46	16.0%	897 - 1,846	1,370	\$332,427 - \$631,438	\$496,738	\$363
			288	100.0%	637 - 1,846	936	\$178,001 - \$631,438	\$327,500	\$348

^{1/} In 2005 dollars (reflects pricing in Fall 2005)

^{2/} Includes one 2B unit with no study or den

^{3/} 2B loft units contain one traditional (walled) bedroom and one open bedroom

Source: Individual properties and Ferrarini & Associates

Appendix I
Sample of Answers to Open-Ended Questions
Family-Oriented Condominiums in Portland's Central City

Question 8: Respondents who answered "yes" to question 7 - "If you could find family housing with your ideal features and local amenities and which you could afford, would you consider owning a home in the Central City of greater downtown Portland area? - were asked "why?"

Convenient to work/regional access:

- We already live there. We can walk to everything.
- to live closer to where my kids go to school and to where my husband works
- shorter commute to work; close to downtown Portland entertainment, arts, restaurants
- short commute. close to friends. close to shopping
- My husband works in Portland and it would be close to his job
- It is very close to where my husband works and would minimize his commute. Near lots of shopping and entertainment
- It is easier to get around Portland the closer you get to city center. It would make it even easier to use the Max and other public transport.
- I'd love to be able to walk to more of the businesses I currently drive to. We try to limit our driving to 120 miles per week and living closer in would make this very easy to achieve.
- I work full time from home (with monthly travel to my company's main office outside San Francisco), so I have no concerns about commute traffic. This makes living in downtown Portland attractive, because a short MAX ride would take me anywhere I want to go -- Powell's, Saturday Market, the shopping district, restaurants, etc. At present my main concern would be school districts for two of my children, but the oldest is planning to attend PSU next September so this would appeal to three of us.
- I like the City, I think it would be very accessible to transit, lots of opportunities for the kids
- I like downtown; convenient access to things and easy transportation without having to use a car.
- I currently own a home near Downtown Portland and love it. If I could upgrade and stay within the area it would be ideal. Greater downtown area of Portland still has a great neighborhood feel with easy public transport access to downtown and surrounding areas.
- Ease of commute. But, most of these areas do not have family homes, much less affordable. Almost all of it is either commercial or too high priced. Lower Albina is the only area still family friendly.
- Close to everything in the city and availability of public transportation
- Close to activities, Airport.....work.
- BECAUSE IT WOULD BE HANDY
- centralized access to everywhere

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- without relying on a car is ideal in this day and age. With gas prices and cost of living increasing most people would rather not have to commute. Also spending time in the car rather than with those you care about is not the way to live your life.

Cultural/entertainment/environment:

- Would be fun to live downtown, if I could find affordable housing.
- TO BE PART OF THE TOWN ENVIROMENT.
- Want something close to shops, restaurants and schools.
- This district offers much. Portland offers communities within the city--each with their own identity. Transportation is excellent throughout the Metro district (easy to travel to any area in and around the city). Many of the houses have character not found in the newer suburbs. There are just too many to list here; the only negative is the school district.
- The city would be a wonderful place to raise children. You may give up the burbs, backyards, neighbors who have children etc. However you are gaining more access to our museums, culture, parks, walking everywhere, wonderful restuarants etc. A child will thrive either way, however a parent like myself who would love to be apart and closer to the culture of city is missing out because of the housing costs in that area.
- The area is exciting and has so much to offer its residents.
- Would like to move to a more urban environment
- portland is a nice city and it is in proximity to many of the shops and restaurants we like
- Portland is a cool city, with lots of advantages for my kids and lots of cultural events, art museums, and educational events
- Nice area.
- My parents live close to downtown in SW Portland. My husband's work is in NE on Williams. We prefer to be located close to shopping, dining, & cultural activities.
- My husband and I already live close in east side, and we enjoy being able to walk to a variety of restaurants, shops, and parks. We also prefer older architecture to the newer "cookie cutter" type houses. We prefer established nieghborhoods with a little more character as opposed to suburban generic areas. We feel that being close in offers more diversity in many areas of our lives. My husband also uses public transportation as his primary form of transportation, and it is widely available in the area in which we live.
- Location
- Just last night I had to put up my son that spent the weekend with a friend that lives on N.W Lovejoy. I was amazed at how that area has developed. I've grown up in North Portland. I know that area was being up dated, it took my breath away how great it looked!!! We'll never move but if I would it would be there. Look Great and Fun.
- it is a nice city

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- If we could continue sending our children to the Lincoln cluster schools, we would consider moving to an more urban area. There would be better access to the cultural parts of the city.
- I like the pearl area, I like all the activities available. I like being able to be near colleges. I like the access to restaurants and tri-met
- I like the close proximity of available general services and entertainment.
- good neighborhood
- Easy, foot access to shops, arts, and entertainment.
- Convenience and I like the city.
- Convenience
- closer to activities and downtown
- Central location means close to all the great amenities of downtown - museums, theatre, etc.
- Because I will be close to the cultural center and great restaurants
- because I love to shop
- Because being close to everything

Other:

- Would like to invest more property.
- if the price was right I would
- I would love to live in or close to downtown (SW or NW) Portland.
- I would like to be closer to downtown and if the house had the features I needed that would be great
- I love downtown Portland
- I love down town Portland, as long as they keep down the crime and pan handlers so my children could feel safe.
- I like to be centrally located and enjoy the city
- I like the city
- I like the area closer to the city, the homes and the eclecticness of it.
- I like living downtown, and I really like the city of Portland...for the most part.
- because I love the downtown area
- Because I like to be close to the city. We are from this area originally and intend on continuing to live here.
- because i like portland.
- Because I know that this area is growing. I also know that everything that I could need or want is close.

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Question 9: Respondents who answered "no" to question 7 - "If you could find family housing with your ideal features and local amenities and which you could afford, would you consider owning a home in the Central City of greater downtown Portland area? - were asked "why?"

Concerns about crime/safety:

- too much crime
- they are old expensive and dangerous
- The safety in the area and surrounding areas.
- Lack of safety
- It is too dangerous in those areas. Plus it is not family oriented.
- I like the city for entertainment and shopping but I hate the smell, the congestion, the values of most city dwellers, the crime, the beggars on every corner, the kids with facial piercings and punk hair. It's a lifestyle not conducive to raising happy, healthy, moral children.
- I don't like the inner city area due to the poor schools, not enough area for children to run around such as a yard, and the crime rate is higher so I wouldn't feel comfortable with my children being out without me to keep an eye out for them.
- I don't like "town" areas, I don't like being close to my neighbors. I especially would not like to raise children in or around areas affected by gang and drug activity or that has many homeless people living nearby, as there is a much greater chance of being robbed, shot, or injured. Downtown Portland is, from my experiences, full of these type of people and activities.
- I don't believe they are safe areas
- HIGH CRIME RATE, LOTS OF GANG ACTIVITIES THERE, MOSTLY INDUSTRIAL OR LOW INCOME HOUSING IN AREA

Crowding/congestion /prefer suburbs:

- Too much congestion. Too much concrete. Like open areas trees.
- Too many people, houses are on smaller lots
- Too crowded, no yard, too much traffic.
- too crowded
- too crowded
- Too congested.
- Too congested.
- Too busy.
- Too busy, don't like downtown area.
- too much traffic, higher costs for housing and crime.
- to many people
- Prefer Vancouver Washington. Less Traffic. Great Schools in Vancouver
- No parking. Too crowded. Too noisy. Traffic sucks!
- lived downtown.. once.. now enjoy the rural life
- like the suburbs better
- like the outer rural areas better. Want kids to stay in current schools.

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- Like living in the burbs
- prefer the suburbs
- I'd prefer to be more in the suburbs vs. more central downtown. The traffic is more of a headache the closer you get to downtown and I'm not sure I like the idea of raising children in that area.
- I work on the westside and the commute would be a nightmare.
- I prefer to live in the suburb of Washington County.
- I prefer to live in a less urban environment.
- I prefer the suburbs. Most of our family is on the westside and it is more convenient for work.
- I prefer rural living. I like having an acre or more of land with my home.
- I live in the suburb. I feel safer there. However, I do enjoy the excitement and action in the downtown area, and drive there at least once per week to participate.
- I like the suburbs
- I like my smaller town
- I like living in the country and having some land.
- I like living in a smaller town out more in the country
- I like being in the country. Fewer neighbors, clean air, can have horses, cows and chickens.
- I have lived in the surrounding country life for 35 years and live a very quiet and crime free area which is seldom seen any where
- I like rural living, in the city I could not have my garden and fruit trees
- I don't really like urban life. I prefer the suburbs or small towns.
- I don't like that area too well it is too congested, I would prefer to live on some land
- I don't like living in a big city.
- I don't like living in a big city, I live in a small suburb of Portland
- I don't like bigger cities. I live in Vancouver and it's getting bad too. Would rather stay in the rural areas. I have lived in Portland. Wouldn't go back.
- Don't want to live in big city
- don't want to deal with portland traffic
- I am a suburbanite
- Don't like the traffic of downtown. Prefer the suburbs to the city.
- Don't like east of the Willamette. Prefer living in the suburbs.
- do not like living in the city
- because we like living in a rural area
- because it is downtown
- Because I like living out in the country with acreage.

Concern about schools:

- Too far from work. Not happy with public schools in that area.
- the schools lack funding
- schools area expensive housing for the area
- Portland schools
- Portland public schools

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- Location of family and work and the schools in Portland Public leave A LOT to be desired
- I have kids that go to high school and I don't want them going to school in that area or living in the downtown district
- Do not have a favorable image of that area -- wouldn't change school districts either.
- Because I live in Washington State, Clark County, where there are better schools and no State Income Tax. I have lived in the Portland area and it is too crowded.

Higher taxes:

- To many taxes and to high compared to the surrounding areas.
- the cost of living in Portland is almost twice what the cost of living is in Vancouver, we pay sales tax, but it is still a lot less than the state tax you have to pay in Oregon. Also, the property taxes are lower
- Property taxes are too high in Oregon and the Oregon schools are having financial problems. I'd rather stick to the Washing ton side of the River.
- Multnomah taxes are outrageous
- Multnomah County taxes are completely out of control.
- Multnomah County and Portland has the highest tax rates in the state of Oregon and Portland has some of the worst schools. If I could find a comparable house within the city I couldn't afford the taxes and private schools that make it truly comparable.
- I would never live in Portland, to many taxes and a wacked out city counsel.
- Don't like to personal income tax Oregonians have to pay. High crime, high taxes, pollution, and all the other liberal BS that goes along with bigger cities.
- Multnomah County income tax 2. Multnomah County commissioners illegal acts (gay marriages, etc) 3. Poor schools (failing report cards, high violence ratings)

Other:

- Too far from my son's school and my husband's work.
- Portland is not good for families
- Our family is already established outside the downtown area.
- Not a good environment to raise children.
- No parking and streets that are entirely too narrow.
- My business is in Vancouver
- If you have cars and need to use them, Portland area is terrible. No place to park unless you pay a lot for it. Not enough green space also, and with the dog poisonings in the past, I am afraid to go to them ant way with my pet.
- If I were to move I would move out of the portland area.
- I wouldn't live in the downtown area even if it were affordable as I like a neighborhood atmosphere
- I wouldn't live in Portland if you were to give me the finest penthouse. Tax and spend. No yards. Crime. Lousy mayors. Parks just a few blocks away. Noise. Heat. Dirt. Need I say more?
- I would not choose to live in Portland or Oregon. I currently live in Vancouver, Washington

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- I live in Vancouver, WA (just across the Columbia River) & housing is much more affordable including land. Also, the neighborhood and schools are much nicer.
- I live across the river in a small town I like the woods and being able to walk with out a house on top of the other
- I like where I live now
- I like where I live
- I like where I currently live. It is far enough away from the city, yet still close enough for me to get there if I want to
- I like northwest portland more
- I flat out would NEVER live in the state of Oregon!
- I find the city way too confining. There are too many "special interests" competing to make the city unlivable. Taxes are too high with too many exclusions for corporations and developers. The public transportation is chaotic, and at the same time the city is notoriously automobile unfriendly. Crime and the homeless problem (especially drugs). Too much emphasis on growth for growth's sake.
- I enjoy where I live, right across the bridge in Washington.
- I don't like the City Life for raising kids.....
- I do not want to live in Multnomah County.
- I do not live in Portland and have no desire to. I live in SW Washington.
- I am happy with the current location of our house
- don't like the areas
- DON'T LIKE THE AREA
- don't like the area
- Do not want to live in Portland.
- Because my children would not want to move away from their friends.
- Because I live in Vancouver Washington. That is just across the border from Portland OR. I like it here.
- I live in Camas

Question 23: "What other design features would you consider more important?"

Parking:

- parking
- parking
- more parking spaces, close to trimet, quality of upgrades
- free CLOSE parking
- Enough parking for everyone in my family so they wouldn't have to park on the street.
- enclosed, private garage for 2 cars
- at least 2 parking spaces
- As you can see, every thing is about children and parking
- 2 parking spaces
- 2 parking spaces

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- 2 or more parking spaces

Unit design/amenities:

- spacious floor plan to accommodate the children
- Room and square footage
- Open floor plan, large windows, french panes, granite counters, wood floors, and high end carpeting.
- I would need at least 4 bedrooms because we are expecting twins in January. I would prefer that the building to be close to the Max line.
- Keep the floor plans open and make the courtyards have an open feeling to encourage a friendly living community.
- bigger space
- a gourmet kitchen
- A big open kitchen is very important
- 2 bathrooms-3bedrooms at least

Building design/ amenities:

- Urban design plan to support family living - parks, outdoor or indoor play areas, community areas, green space, close by corner markets, restaurants, etc.
- single story, easy access from car (parking under building at least 2 designated spaces), doorman, amenities in building like rec room/workout room, garden on roof, easy access to grocery store, delivery services, free high speed internet
- Pool, spa, workout area,

Other:

- You should have put this question in the beginning; I would not have answered the previous questions as I had. I never thought of a parking garage nearby!
- Wireless high-speed Internet should be included at no extra cost. If they can do it in Umatilla, we should be able to do it in Portland.
- Vicinity to public transportation
- security guard
- Noise Level
- Near public transportation.
- Homeless population in the area.
- Having lived in a condo: the inability for someone to track your lifestyle. i.e. private entrances
- good community of people
- you've covered everything
- Air conditioning/ heat
- As few people sharing the same building as possible.
- Affordability
- Accessibility to public transport

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Question 26: "Please describe the family housing unit (square footage, number of bedrooms and baths), including the cost, you would consider buying?" This question was only answered by respondents who answered "none" to the standard unit types and pricing (\$440,000 to \$590,000) presented in question 25.

- something reasonably priced
- It would have to be over 1400 sq ft. 3 bedrooms and living room with a den/office. less the 300,000 dollars though, can't go over that amount in my head
- It is difficult to say since I would be coming from a house that is 2,400 square feet with four bedrooms and three bathrooms. My house is valued at \$360,000. It makes no sense to me to consider living in an apartment that is smaller, but costs \$200,000 more than my house. That would not work for me and my family.
- This is all far too expensive for the trade-off of losing a yard, etc, which I have in very close-in Portland.
- I would want a 3 bedroom at least 1200 square feet with at least two parking spots. I would not want to pay more than 200,000
- I would need at least 1600 sq ft of living space, at least 2 bedrooms (3 would be preferred) 1 1/2 bath (2 would be preferred) and I wouldn't pay more than \$250,000 for it.
- I would consider buying 3bd/1&1/2 bath. At least parking for 1. Square ft over 1200. It would have to be around 250,000.
- at least 2000 square feet, 4 bedrooms, 2 bath I'd pay \$300,000
- at least 2000 sq ft, no more than \$325K
- 4 bedrooms, 2 baths, 2 car parking, rent \$1600-\$1800, 2000+ square feet
- 4 bedroom, 2 bath, 350,000
- 3bdrm 1100 sq feet
- 3 bedrooms, 2 baths, probably at least 1,200 sq ft. i would not pay more than 250,000 for this
- 3 bedroom, 2 bath, 1200 sq ft., \$300,000
- 3 bdrms 2 bath 1400-2000 square feet, ample storage, fireplace, master bath, vaulted ceilings
- 2Bedroom 1 1/2 bathroom balcony, view, 2 parking spots, user friendly streets and able to bike ride or walk to grocery, park, and restaurants. 400,000
- 2000+ sf, 4+ BR, 2+ baths. \$500-600K
- 2+ bedrooms, 2 bath, parking, \$375.00 or less
- 2 bedrooms+den or 3 bedrooms; 2-3 parking spaces, standard finished, high-end finished in common areas, small storage space; would consider paying \$420K
- 2 bedrooms, 2 baths, bonus/den, storage, minimum of 1 parking space, under \$400,000
- 1700+ SF 3bed/2+bath 2+ parking <= \$375,000

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- 1500sq ft, 2 bed, at least 1.5 baths , \$300,000 with 2 parking spaces and nearby parks.
- 1500 sq. ft. 2 bedroom 1 1/2 bath for less than \$350,000
- 1500 sq ft, 3 bedrooms, 2 full baths, 2 car garage, \$500K or less
- 13000sf, 2 baths, 3 bedrooms/1den \$425,000
- 1300 sq ft. Three bedrooms two baths. I would love to live in a high rise, but that's not possible my child is scared to death of elevators.
- 1200 sq ft, 2 bedrooms, 2 baths, under \$300,000
- 1100+ sq. feet. 2 bedrooms 2 baths under \$100,000
- 1100 sq ft, 2/1.5, \$150,000
- 1000 sq ft, 2 bedrooms, 1 bath, \$300,000
- \$300,000 for 2000 sq. ft. with 3br and 2 baths