

# Results of the TGM Homebuilders Survey

## Final Report

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### Prepared by:

#### Community Planning Workshop

Community Service Center  
1209 University of Oregon  
Eugene, OR 97403-1209  
<http://darkwing.uoregon.edu/~cpw>

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The contents of this document do not necessarily reflect views or policies of the State of Oregon.

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# Home Builder Survey Results

This report represents the results of a mail survey of Oregon homebuilders implemented by the Community Planning Workshop (CPW) in April 2005. CPW administered the survey to 900 builders that were members of the Oregon Home Builder Association. Of the 900, 867 were deliverable addresses. CPW received 66 valid survey responses – a 7.6% response rate.<sup>1</sup>

The purpose of the survey was to gather information to gain a better understanding of developer perceptions of smart development projects. Specifically, the survey focused on why some developers and not others were embarking on smart development projects, what developers need to make smart developments attractive, what barriers exist to these developments and how they can be reduced, and the transportation benefits developers see as an outcome of smart development.

## Survey Findings

### Perceptions of Smart Development

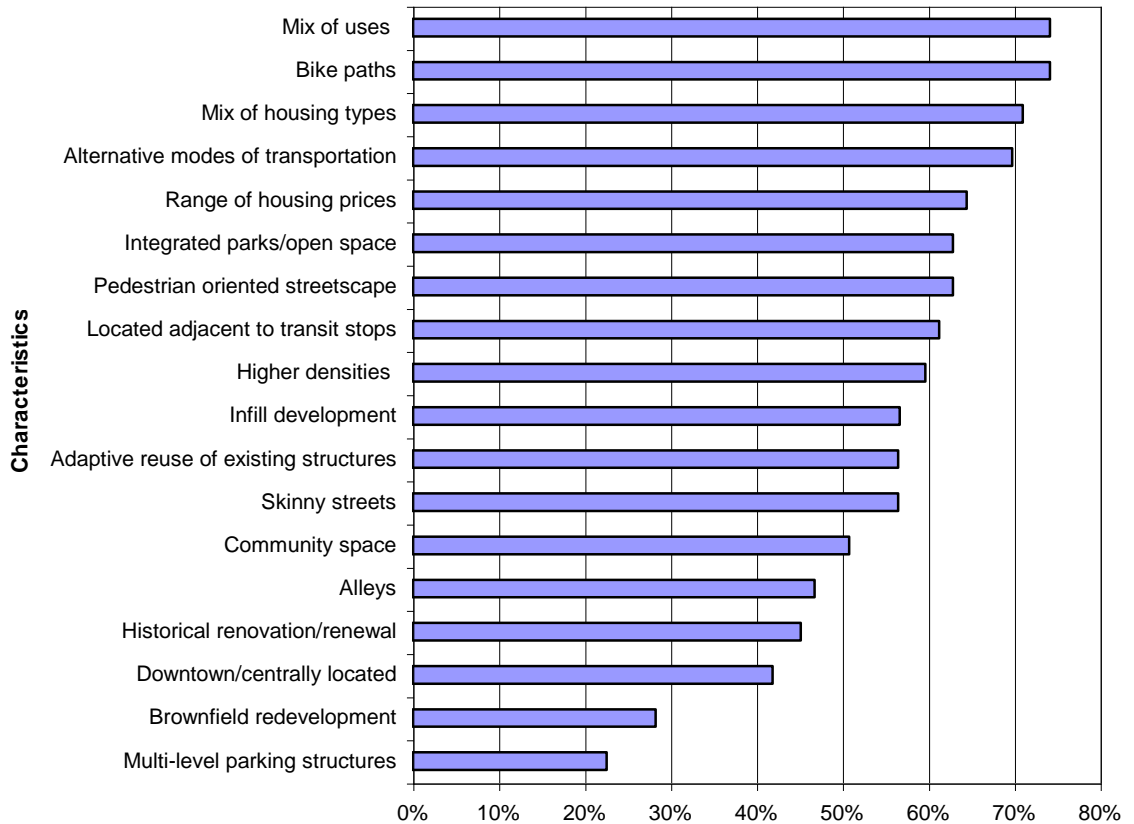
The survey asked a series of questions about developer's perceptions of smart development. Survey respondents provided insight on the characteristics they associated with smart development projects. Figure 1 shows the characteristics associated most with smart developments were, bike paths (74.2%), mix of residential, retail, employment, educational, and recreational uses (74.2%), and a mix of housing types (71.0%). Other characteristics receiving a high response rate were, designs supporting alternative modes of transportation (69.8%), a range of housing prices (64.5%), pedestrian oriented streetscapes and integrated parks and open space (both with 62.9%) and being located near or adjacent to transit stops (61.3%). The only characteristics not to receive a response rate of 40.0% or higher were Brownfield redevelopment (28.3%) and multi-level parking structures (22.6%).

In summary, these results show that many of the characteristics the state considers indicative of smart developments are also perceived that way from the building community. The results also show that the most chosen characteristics dealt with the mixed-use aspects (in terms of housing and uses) and transportation options (bike paths and other alternative forms).

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<sup>1</sup> This is a disappointing response rate. CPW commonly achieves response rates of 30% to 50% on mail surveys. It is unclear why we received such a low response on this survey.

**Figure 1: Perceived Characteristics of Smart Development Projects**



## Effectiveness of Smart Development

CPW asked survey respondents to rate how effective smart developments were to achieving five goals: efficient land use and compact development, central location, mixed uses, the use of existing transportation infrastructure, and design which is on a human scale and locally appropriate. Overall, respondents indicated they thought smart development was effective at reaching the five goals listed in Table 1. Efficient land use and compact development received the highest response rate under very effective (22.4%). When combining the percentage of rates for 5 and 4 (5 being very effective and 4 being effective), mixed uses received the highest response with 66.6%.

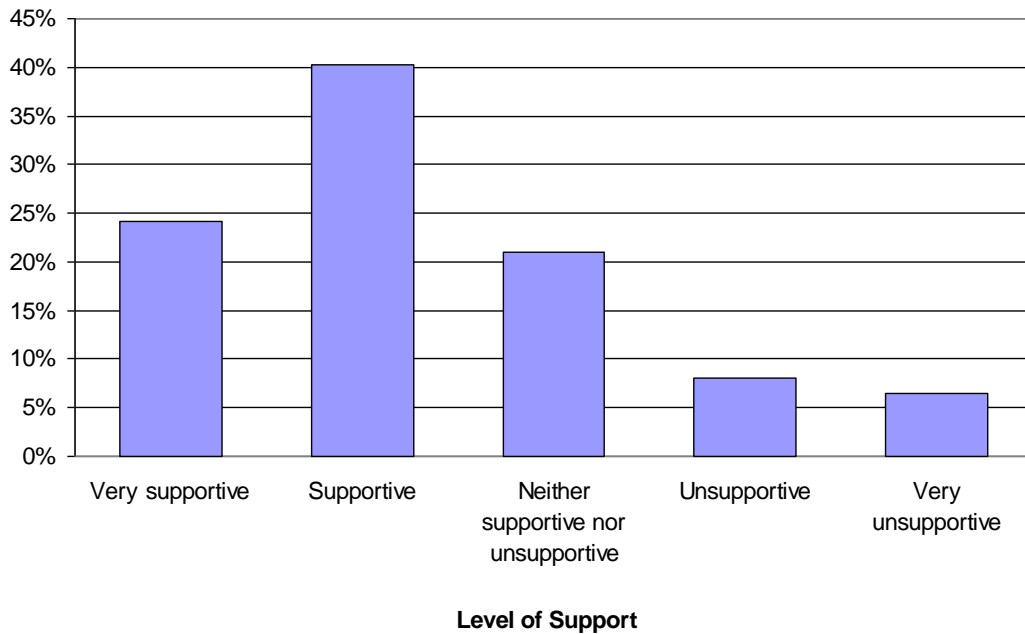
**Table 1: Effectiveness of smart development achieving the following goals**

Goals of Smart Development	Very Effective <-----> Very Ineffective					Don't Know
	5	4	3	2	1	
Efficient land use and compact development	22.4%	39.7%	25.9%	5.2%	5.2%	1.7%
Centrally located	12.5%	42.9%	28.6%	7.1%	3.6%	5.4%
Mixed Uses	17.5%	49.1%	21.1%	5.3%	3.5%	3.5%
Uses existing transportation infrastructure	14.0%	40.4%	24.6%	7.0%	7.0%	7.0%
Human scale and locally appropriate design	12.3%	31.6%	31.6%	8.8%	7.0%	8.8%

## Support for Smart Development

The survey asked respondents to rate their level of support for the concept of smart development. Figure 2 shows that the majority of respondents (40.3%) were supportive of the concept and 24.2% of the respondents were very supportive of the concept. Only 14.6% were either unsupportive (8.1%) or very unsupportive (6.5%).

**Figure 2: Level of Support for the concept of smart development**



CPW asked respondents to rate how important it was to include the five smart development characteristics into their developments. As Table 2 shows, the majority of respondents indicated that it was very important (35.5%) to include the characteristics of smart development. 19.4% indicated it was somewhat important and only 11.3% responded that it was very unimportant.



**Table 2: How important it is to include smart development characteristics into respondent's projects**

How Important it is to Include Smart Development Principles	Percent
Very important	35.5%
Somewhat important	19.4%
Neither important nor unimportant	22.6%
Somewhat unimportant	8.1%
Very unimportant	11.3%
Don't know	3.2%

### Perceptions of Government Policies

To better understand what government policies could assist smart development projects, the survey asked respondents to indicate how they perceived 13 policies and whether they were incentives or disincentives to building smart developments. As shown in Table 3 the reduction or elimination of SDCs (75.9%) was perceived as the largest incentive to building smart developments. Other popular policies were property tax credits (43.9%), donated land or property (46.4%), flexible zoning (45.6%), and flexible design codes (45.0%). Of all 13 policies, all but one (request for proposal process) were perceived as a significant incentive or and an incentive to the building of smart developments.

**Table 3: Developer perceptions of government policies**

Policy	Significant Incentive <----> Significant Disincentive					Not Sure
	5	4	3	2	1	
Property tax-abatements	33.3%	38.6%	17.5%	1.8%	0.0%	8.8%
Property tax credits	43.9%	42.1%	7.0%	1.8%	0.0%	5.3%
Density bonuses	26.3%	33.3%	29.8%	1.8%	1.8%	7.0%
Tax Increment Financing	18.5%	31.5%	29.6%	0.0%	0.0%	20.4%
Donated land/property	46.4%	28.6%	17.9%	0.0%	0.0%	7.1%
City sponsored clean-up of remediation sites	32.1%	39.3%	16.1%	0.0%	0.0%	12.5%
Fast track permitting	40.4%	42.1%	12.3%	0.0%	0.0%	5.3%
Flexible zoning such as PUD ordinances and zoning overlays	45.6%	42.1%	3.5%	1.8%	0.0%	7.0%
Reduced or eliminated SDCs/Fees	75.9%	17.2%	1.7%	1.7%	0.0%	3.4%
Relaxed parking regulations that reduce or modify the number of parking spaces required	32.8%	39.7%	17.2%	1.7%	3.4%	5.2%
Flexible design codes	45.0%	40.0%	8.3%	1.7%	1.7%	3.3%
Relaxed street design standards that allow for skinny street	30.5%	33.9%	20.3%	3.4%	3.4%	8.5%
Request for proposal process	13.2%	18.9%	41.5%	0.0%	0.0%	26.4%

The next survey question asked respondents if they thought there was a market for smart development projects in the communities where they build. 65.6% of the respondents answered yes, there was a market for smart developments with 34.4% of the respondents answering no. The respondents who answered no were asked why not, and given an opportunity to fill in their comments. Comments ranged from, "Very little support [from the market]– the majority of people want their own lot and space," to "Although great in concept, the high level of government

involvement in the process makes it overly expensive,” and “As long as they are affordable.”

## Perceived Market Demand for Real Estate Products

Next, CPW asked respondents if they perceived market demand for certain real estate products and were given 8 from which to choose. As shown in Table 4 site-built housing (85.0%) was perceived to have the highest demand from respondents. Affordable housing (75.4%) was also considered to be in high demand. About half the respondents perceived a demand for Townhouses/condos (53.3%) and Duplexes (50.8%). Mid-Rise apartments (31.7%) were perceived to have the lowest demand.

**Table 4: Perceived market demand for real estate products**

Real Estate Product	High Demand <-----> No Demand				Not Sure
	4	3	2	1	
Affordable housing	75.4%	19.7%	3.3%	0.0%	1.6%
Site-Built housing	85.0%	13.3%	0.0%	1.7%	0.0%
Mixed-Income housing	11.7%	40.0%	31.7%	10.0%	6.7%
Row houses	8.3%	40.0%	41.7%	6.7%	3.3%
Townhouses/condos	15.0%	53.3%	26.7%	3.3%	1.7%
Mid-Rise apartments	3.3%	21.7%	33.3%	31.7%	10.0%
Vertically integrated mixed-use	12.1%	17.2%	41.4%	20.7%	8.6%
Duplexes	28.8%	50.8%	16.9%	1.7%	1.7%

## Perception of Smart Development Costs

Opinions varied about whether smart development projects cost more than traditional development. To better understand the perceptions developers have regarding the cost of smart development the survey listed 11 smart development project costs and asked respondents to rate its cost increase over traditional developments (see Table 5). Inconsistency of local government regulations and/or requirements (50.8%) and design and architecture (38.7%) received the highest percentage of responses for a significant cost increase. Other costs written in by respondents included site location (existing uses or surrounding uses make development more costly) and code conflicts.

**Table 5: Perception of smart development costs**

Smart Development Project Costs	Significant			
	Cost Increase	Some cost increase	No Cost Increase	Not Sure
Design or architecture	38.7%	45.2%	6.5%	9.7%
Site preparation	30.6%	43.5%	19.4%	6.5%
Alleys	27.9%	44.3%	11.5%	16.4%
Parking	20.0%	35.0%	28.3%	16.7%
Development insurance	32.3%	30.6%	19.4%	17.7%
Building permits	30.5%	22.0%	37.3%	10.2%
Construction costs	36.1%	41.0%	14.8%	8.2%
Infrastructure	27.9%	37.7%	19.7%	14.8%
Legal fees	29.0%	37.1%	16.1%	17.7%
Enhanced street design	29.5%	55.7%	3.3%	11.5%
Inconsistency of local government	50.8%	26.2%	6.6%	16.4%
Other	50.0%	12.5%	0.0%	37.5%

Prevailing thought suggests that smart developments are more difficult to build than conventional developments. Survey respondents were asked to indicate their perception of the factors listed in and to what level they presented barriers to smart development. Land availability and land acquisition received the highest percentage of responses under significant barriers with a response rate of 62.5% each. Other factors perceived as significant barriers were SDCs (50.8%) and neighborhood opposition (42.1%).

**Table 6: Perception of cost barriers to smart development**

Factor	Significant Barrier	Somewhat of a Barrier	Not A Barrier	Not Sure
Extended debt-service	19.0%	39.7%	20.7%	20.7%
Finding a willing lender	20.7%	43.1%	22.4%	13.8%
Assembling equity partners	20.7%	32.8%	22.4%	24.1%
Political support	15.8%	36.8%	35.1%	12.3%
Insufficient secondary market value	15.5%	34.5%	31.0%	19.0%
Land availability	62.5%	23.2%	5.4%	8.9%
Land acquisition	62.5%	25.0%	3.6%	8.9%
Neighborhood opposition	42.1%	35.1%	12.3%	10.5%
Operating costs	22.4%	36.2%	20.7%	20.7%
Site preparation	24.6%	35.1%	26.3%	14.0%
Site remediation costs	33.9%	27.1%	15.3%	23.7%
Systems Development Charges	50.8%	25.4%	11.9%	11.9%
Project planning	33.9%	33.9%	19.6%	12.5%
Infrastructure costs	31.6%	33.3%	19.3%	15.8%
Development insurance	31.3%	25.0%	18.8%	25.0%
Other	0.0%	0.0%	0.0%	0.0%

## Perceptions of Zoning Barriers to Smart Development

Zoning regulations may pose unique challenges to developers pursuing smart development projects. The next survey question asked developers to indicate their perception of 11 zoning regulations and to what level they presented barriers to smart development. Table 7 shows that the land use permitting process (63.9%) was considered the largest significant barrier. Other zoning regulations considered significant barriers included design codes and development standards (48.3%), single use zoning (45.8%) and lot size and building height requirements (45.0%).

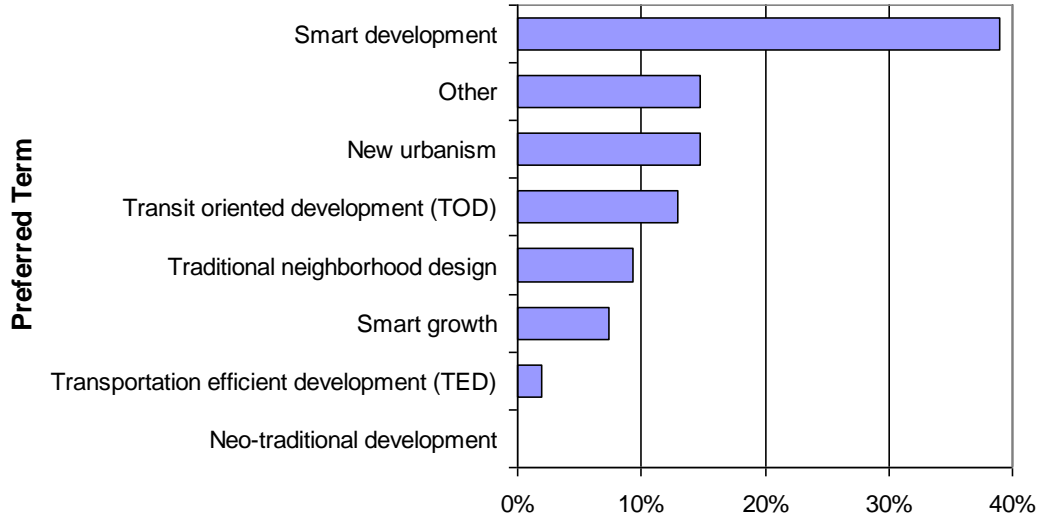
**Table 7: Perception of zoning barriers to smart development**

Zoning Regulation	Significant Barrier	Somewhat of a Barrier	Not a Barrier	Not Sure
Design codes and development standards	48.3%	36.7%	8.3%	6.7%
Parking regulations	43.3%	38.3%	8.3%	10.0%
Fire code requirements	32.2%	47.5%	13.6%	6.8%
Land use permitting process	63.9%	31.1%	4.9%	0.0%
Landscaping requirements	25.4%	39.0%	30.5%	5.1%
Floor area ratio requirements	27.1%	45.8%	11.9%	15.3%
Environmental restrictions	27.1%	45.8%	13.6%	13.6%
Set-back requirements	35.0%	41.7%	18.3%	5.0%
Lot size and building height requirements	45.0%	38.3%	11.7%	5.0%
Street width requirements	33.9%	44.1%	13.6%	8.5%
Single use zoning	45.8%	30.5%	13.6%	10.2%
Other	50.0%	0.0%	25.0%	25.0%

## Preferred terminology

CPW then asked the respondents what their preferred term was regarding these types of developments. Figure 3 shows that “smart development” was the most preferred term (38.9%) followed by new urbanism (14.8%) and transit oriented development (13.0%).

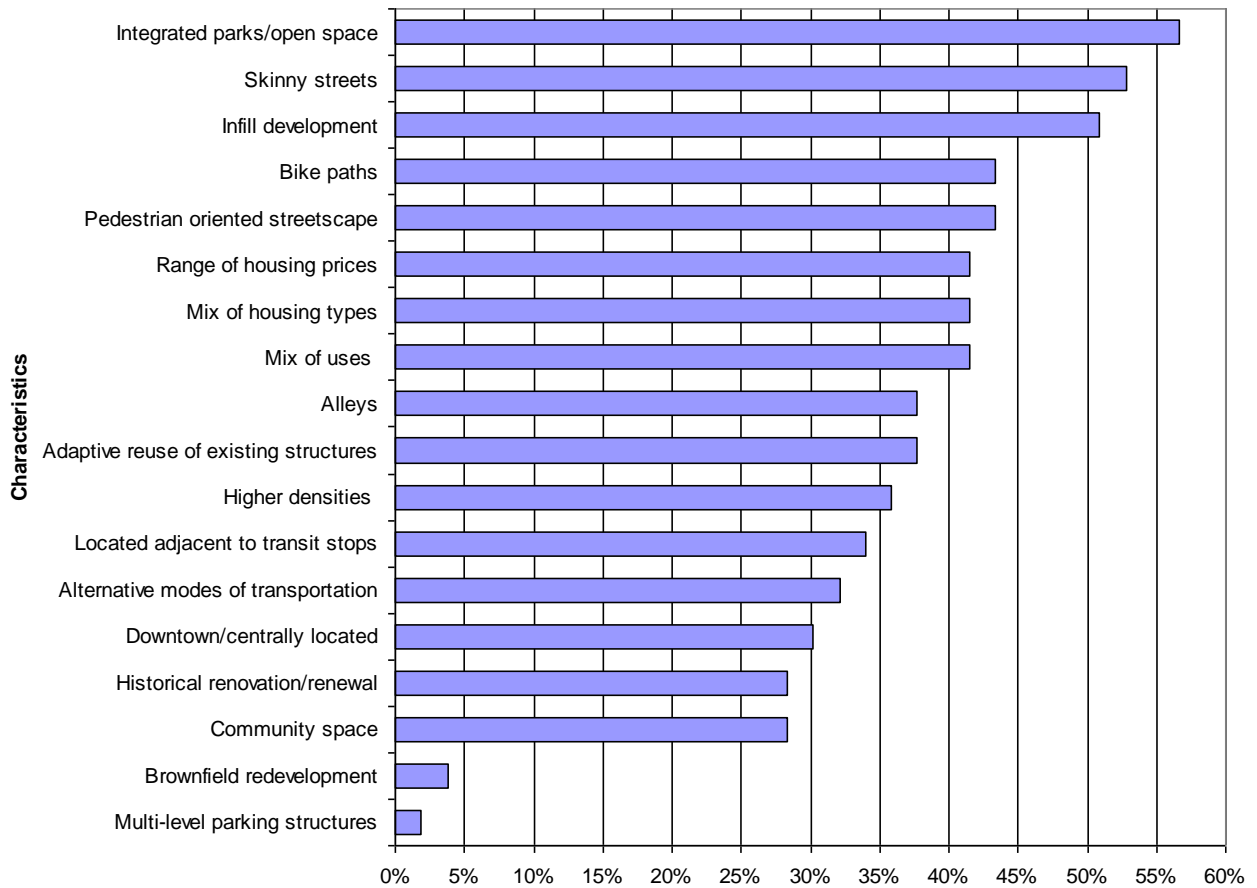
**Figure 3: Preferred term as reported by homebuilders**



### **Developer Experience in Oregon Building Smart Development**

The next section of the survey dealt with the respondents' building experience in Oregon. The first question in this section asked if they had ever incorporated any of the 18 elements listed in Figure 4 into their projects. The most chosen characteristics were the integration of parks and open space (56.6%), skinny streets (52.8%), and infill development (50.9%). The least chosen characteristics were Brownfield redevelopment (3.8%) and multi-level parking structures (1.9%).

**Figure 4: Characteristics of smart development incorporated in respondents' project**

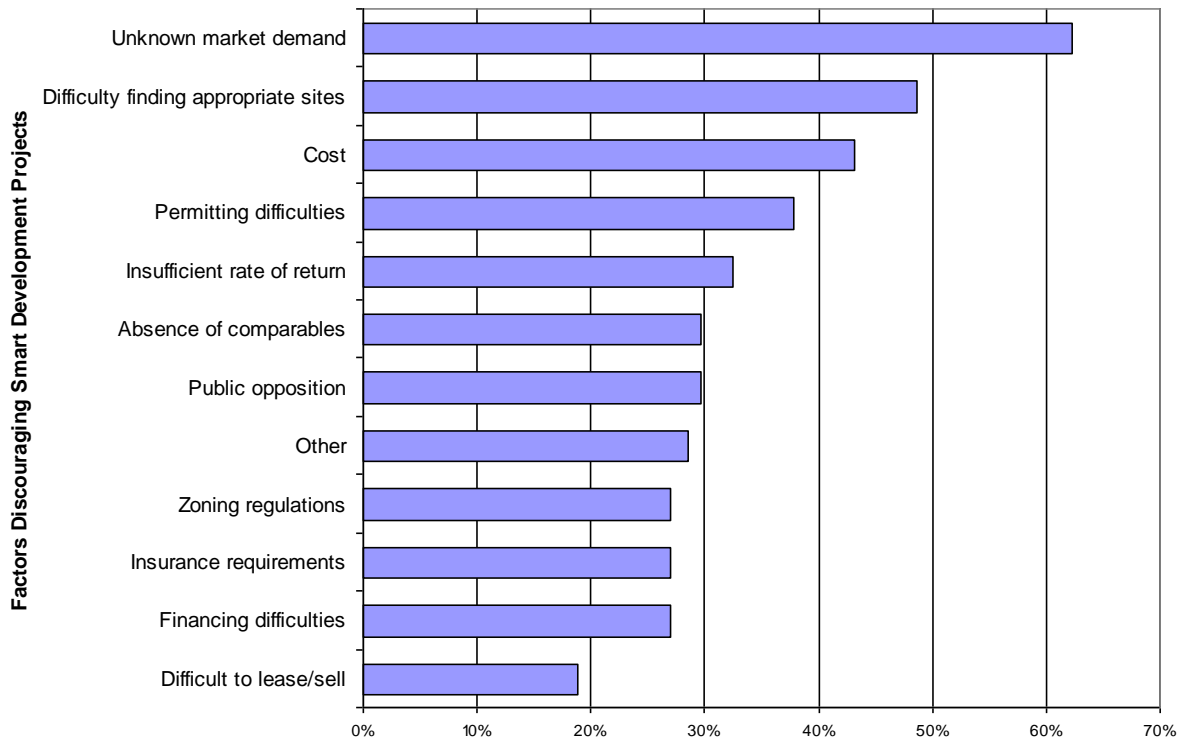


When asked what was the primary motivation behind incorporating the characteristics listed in Figure 4, market demand (53.3%) was rated the highest. Personal motivations were next (48.3%), followed by regulatory requirements (20.0%). Nearly 12% of the respondents indicated they did not incorporate any of the elements listed in Figure 4.

### **Factors Discouraging Smart Development**

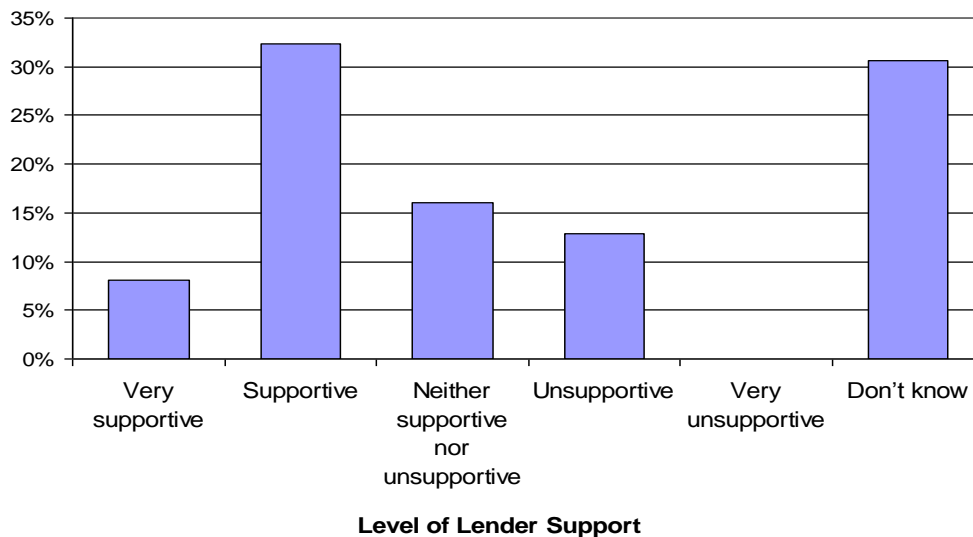
When asked if they had ever considered building a smart development project, 67.7% said yes. When asked if they had ever completed a smart development project only 28.3% indicated that they had. The 71.7% who had not completed a smart development project were asked what discourage them from building such a project. Figure 5 shows that the number one factor discouraging smart development projects was the uncertainty of market demand (62.2%). The difficulty in finding appropriate sites for smart development was the next most chosen reason with a response rate of 48.6%, followed by the cost of building smart developments with a 43.2% response rate.

**Figure 5: Factors Discouraging smart development**



The next survey question asked, in the respondents' opinion, how supportive were lenders to smart development. As Figure 6 shows responses were varied: 32.3% of respondents thought that lenders were supportive of smart development and 30.6% did not know.

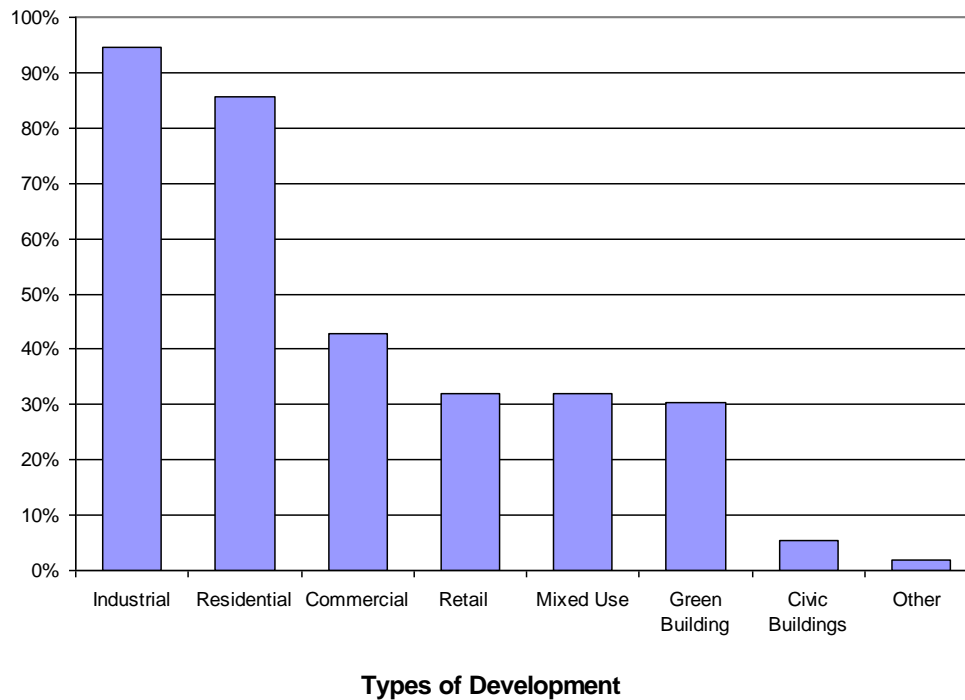
**Figure 6: Level of lender support of smart development**



## Types of Developments Built by Respondents

The next survey question asked respondents what type of developments they included in their projects. The respondents were given seven choices from which to choose. Figure 7 shows that 94.6% of the respondents have built industrial projects, followed by 85.7% residential. Almost one third (32.1%) of the respondents have built mixed-use projects.

**Figure 7: Types of development built by respondents**



The final survey question asked respondents to state what they thought decision-makers (e.g. city councils and planning commissions) could do to make smart development more attractive to developments. Most of the comments centered around three main themes. The first was to leave developers alone and allow the market to decide what is built, “Get out of it and let the market decide what they will sell.” The second theme dealt with process and codes. The respondents wanted more flexibility in the entitlement process, “Make process (land use/permit) easier, give subsidies” and in codes, “Make design requirements more flexible...”. Finally, the third theme was around partnership and communication, “Friendly attitude, encourage new ideas, don’t say no – say how can we make this work.”

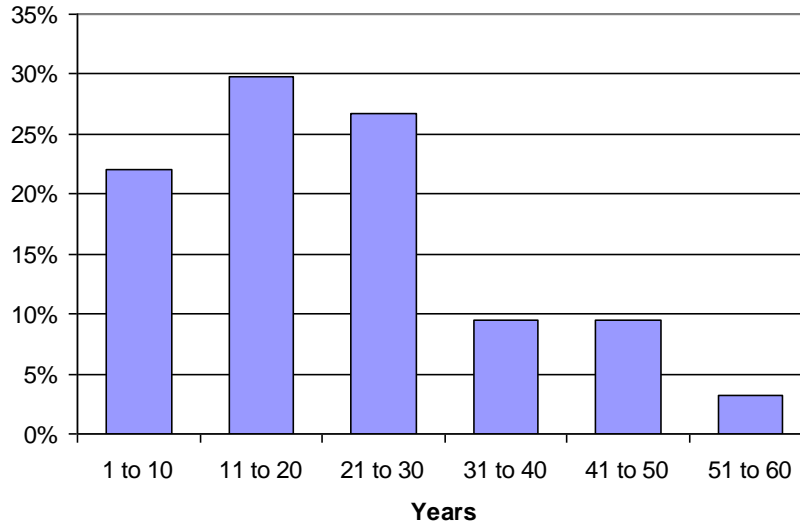
In summary, most respondents seemed open to smart development and were willing and wanting to see it work. What was needed, from their point of view, was more flexibility and communication on the part of government.



## Characteristics of Respondents

The survey asked questions about the characteristics of the developer's company. The first question asked how long their company has been operating in Oregon (see Figure 8). The majority of respondents (30.0%) have been in business for 11-20 years. Only 2.9% have been in business for 50-60 years.

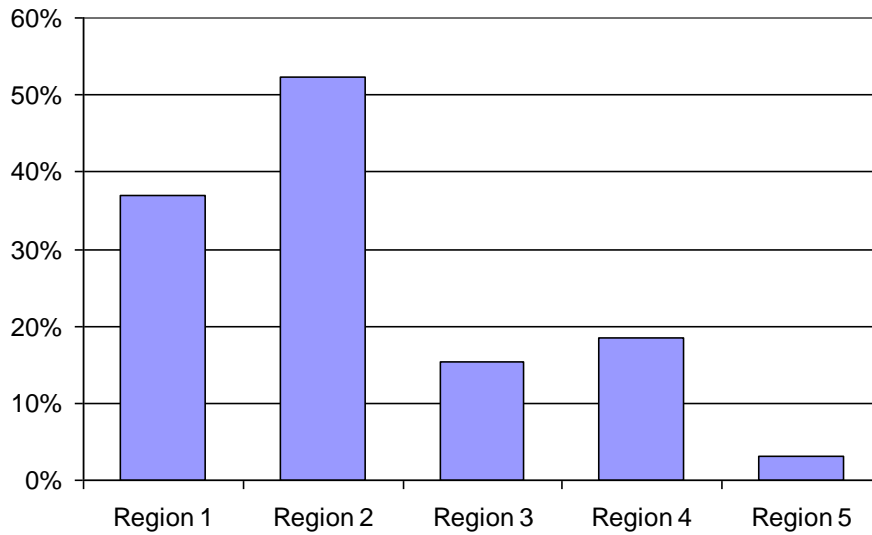
**Figure 8: Length of Company Operation**



The next survey question asked what regions the respondents operate in. They were given five choices from which to respond. Region 1 includes Multnomah, Hood River, Clackamas, Washington, and Columbia. Region 2 includes Clatsop, Tillamook, Yamhill, Polk, Lincoln, Benton, Marion, Linn, and Lane. Region 3 includes Coos, Douglas, Curry, Josephine, and Jackson. Region 4 includes Klamath, Lake, Deschutes, Crook, Jefferson, Wheeler, Wasco, Sherman, and Gilliam. Region 5 includes Harney, Malheur, Baker, Grant, Morrow, Union, Umatilla, and Wallowa.

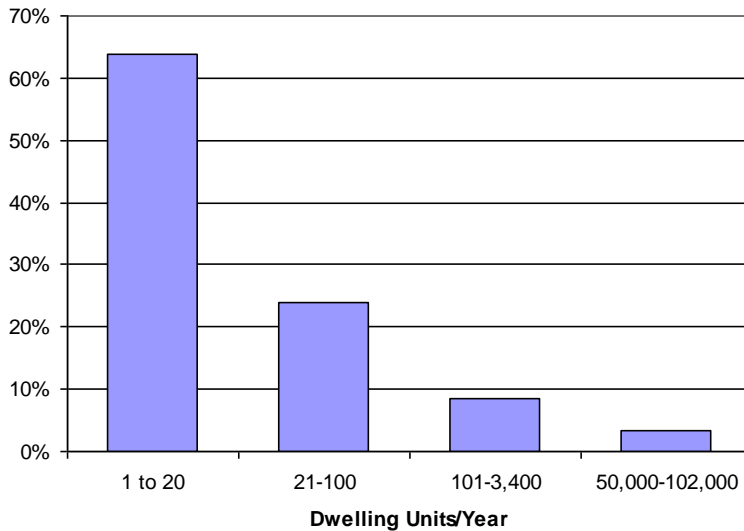
As Figure 9 shows, Region 2 (52.3%) was the region that received the highest amount of responses. Region 1 (36.9%) received the second most responses. Region 5 (3.1%) was the region in which the least amount of respondents operates.

**Figure 9: Regions of Operation**



The next survey question asked how many dwelling units the respondents build per year. The responses ranged from 1-102,000 dwelling units per year. Figure 10 shows that the highest proportion of respondents (63.7%) build 1-20 dwelling units per year.

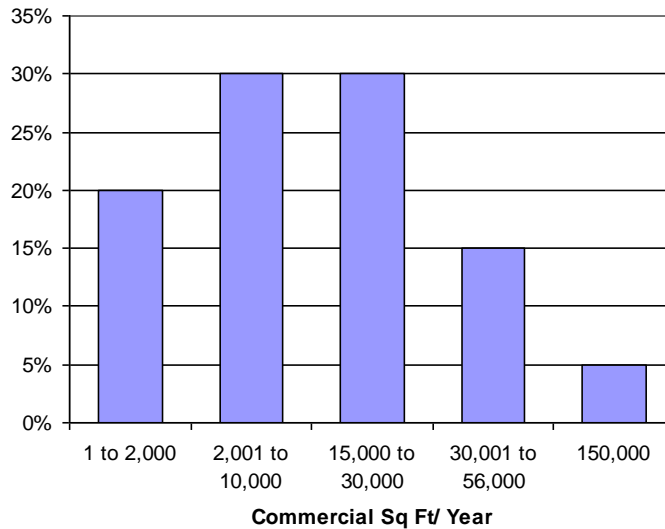
**Figure 10: Dwelling Units Built Per Year**



The same survey question asked how many sq ft of commercial space respondents built per year. The responses ranged from 5-150,000 sq ft per year. Figure 11 shows that 30.0% of the respondents build between 2,001-10,000 sq ft of

commercial space per year and 30.0% of respondents build between 15,000-30,000 sq ft of commercial space per year.

**Figure 11: Commercial Square Feet Built Per Year**



The final survey question asked if the respondents ever worked with government agencies on a development project. The results show that just under half (47.7%) of the respondents had worked with a government agency and just over half (52.3%) had not.

# Appendix A

## Responses to Open Ended Questions

**Question 2: What would anything would you add to the list above? (The list this question is referring to is of characteristics associated with smart development projects)**

- Development of nominal rural parcels = change land use laws to allow “REAL SMART DEVELOPMENT”
- Places people really want to live, not where planners think people want to live.
- I think how I would fill out the above list depends on where the city is located, the size of the city, and the marketplace you are addressing. I am responding to the city I build infill products – Salem, OR
- Respect for existing neighborhoods, as to density
- I would make sure that “housing mix” included price mix. In other words, smart development should include income levels and age groups.
- Solar orientation of lots in new developments.
- Efficient use of materials, “green” building practices, uses of durable materials, recycling of construction waste, solar energy use.
- Barrier free – use ADA guidelines for various disabilities.
- Small town renovation, parking, energy efficiency
- Development that is environmentally “friendly” especially developments that are oriented toward passive solar housing.
- Consider solar easements, i.e. street directions, open space
- Cramped tight living cages packed close together, like a chicken barn.
- Traffic congestion, smog, pedestrian risk, kids/bike dangers.
- Too many now.
- Low density suburban development – auto oriented
- Smart growth can happen in any master planned development and does not necessarily occur in centrally located areas.
- Lots for younger buyers.
- Affordability

- Architecture that enables people to visit outside (i.e. front porches).
- Energy efficient building practices – both structures and infrastructure
- “Smart Development” is not the result of market forces; it’s the result of government forcing an issue. I’ve never had a client ask to live in a “smart development” . . . but that’s just my 14+ years of experience.
- General view of valley, mountains – that is, pretty land.
- Well designed units. Reduce side yard setback. Remove solar access restrictions, which are useless & ineffectual. Remove design requirements such as Eugene recently instituted which only doubly increase costs. Design with designers not planners or city council.
- You can’t have them all. But all should be considered.
- Sustainable construction – green
- Design that includes energy efficient measures
- Energy savings – conservation
- “Green” development

**Question 6: Please explain your answer to question 5. (Question 5 asks: How important is it to include smart development characteristics in your project(s)?)**

- I build homes for educators & government type people – they buy this concept of small lots, front porches; they never use neighborhood gardens.
- I have found from experience in dealing with the Planning Dept. at the city of Salem that they have written so many layers of code that smart development is NOT POSSIBLE!!
- It’s rare when “Smart Growth” applies.
- You can do all the smart development characteristics, but most people want the live on their own lot of sufficient size. Smart development does not take into account what people (users) want – it only has what planners want.
- Increase density where it fits, not as infill in established neighborhoods.
- Some elements must be included. I’m not sure every element every time is required. On each new project some portion of smart development is “very important.”
- Economics demand that we become more efficient, I think that with the UGB we have no other choice.
- There are several other factors that are as important or more important – mostly relating to cost and affordability, or lack thereof.

- We frame custom homes in the \$300,000 to \$2,000,000 range. We are a sub-contractor. We have no involvement in the development phase.
- As long as it doesn't price people out of it. AFFORDABILITY!
- The question is "important." I assume important to me, the Dev. Characteristics, if appropriate to the site, would be important, but the site should be the key.
- It is all about what buyers want.
- We are not developers, therefore we are stuck with what's available.
- I'm a home builder – not spec – I do what the customer tells me to do.
- Smart development is embraced by an expanding market; it will be the expectation of all consumers.
- City has too many restrictions.
- I am only a contractor, not a developer.
- We must make better use of our urban areas to stop sprawl. People will return to cities if they are safe, interesting, affordable, and friendly.
- We develop to meet demand. In the urban areas this type of development is popular.
- If smart development characteristics are used in developments people will hopefully drive less and make use of public trans or walk to places in close proximity.
- Consider the environment, not tree hugging environmentalism, but the melding of humans and nature – hillside terracing vs. steep embankment is one example, green spaces for existing wildlife another, sure project to reality.
- We are running out of land. Why not develop the rest ways we can?
- Our projects are of a smaller scale in rural areas. We focus on solar, landscape choice, water conservation.
- Design needs to be somewhat market driven.
- PEOPLE don't want to live like chickens or rabbits in cages.
- We are a low-volume, high-end custom homebuilder. We build on individual owners' lots.
- Our area is rural. People do not want to be jammed into one space.
- My projects are smaller & infill. I can only identify how they respond to being a smart project. I cannot create a "smart project."
- I think it enhances the overall value and livability of our project.

- Cost of profitability!
- Buyers want space (their own space), not compact development
- We build neighborhoods w/alleys, proximity friendly home sites, open spaces & parks as appropriate.
- The answer is obvious, it's very important.
- The city I work in has no public transit & has a height restriction of 2 stories. However, for the health of the community I'd love to see all classes be able to live & work in Sisters.
- Don't do "developments"
- I do not build in the areas which you are referring.
- We try to build to our customers' wishes & demands and not to what local/regional government & regulations require!
- OR developers should always try to make the best care of the land available to him.
- We only do historical renovation of pre-1940 structures – all elements in Q1 (except parking) was part of that design – design for the human, not the car.
- We build residential subdivisions – try to build to buyer's demands.
- Better development is always important – we should not squander land.
- I am on Planning Commission, I actively want to test the theory.
- I don't develop land, I build in pre-existing subdivisions.
- Most developers will do popular projects that have a good chance of financial success. There appears to be a growing interest from the public for smart, "green" developments.
- Where possible we include smart dev characteristics – especially increased density, alternative transit modes, & energy efficiency
- When we build on any scale we try to encourage owners to evaluate the broadest range of impacts their project might have on the surrounding area.
- I am not a developer.
- Social engineering as promoted in many Smart Development characteristics is way too much Big Brotherism. The market should dictate – which government won't allow time to happen!

- My projects involve remodeling existing single family homes. Smart Development is not a consideration. Well, I guess infill develop. And resource preservation & adaptive use of existing structures would qualify.

**Question 8: In the communities where you build, do you believe there is a market for smart development projects? No, why not.**

- I support it from my profit standpoint only!!
- Depends on the target population
- It's being forced upon us. It is not market-driven.
- Very little – the majority of people want their own lot and space.
- I guess I don't generally agree w/your concept of smart development.
- To some degree.
- Lot size & privacy are paramount to the wealthy.
- As long as they are affordable.
- Density not there (other opportunities for buyers).
- Don't oversell it.
- Buyers want options not available in our area at this time.
- Too small of a community.
- Although great in concept, the high level of government involvement in the process makes it overly expensive.
- Limited market demand.
- Not a very big market.
- PEOPLE don't want to live like chickens or rabbits in cages.
- At this time we are in a rural, low-density environment.
- Rural area.
- Buyers would prefer larger lots.
- On the available land left in my area there are lots of city restrictions. The restrictions are there to enable Sisters, OR to be a tourist town, which is one of the reasons it is thriving.



- People want space for yards & distance between neighbors rather than be squeezed into close proximity.
- I build in more rural, open areas with larger lots.
- Much of smart growth in the Metro area is not very smart – causes quality of life issues with higher-density, congestion, crime.
- Cost prohibitive in most cases.
- But the cities' codes work against it, especially on small sites. Codes need to be set up to allow development on incentives on small sites, not just the overworked large site.
- People do not want to be cramped into a small area with narrow streets. That promotes ghettos.
- We build in suburban Portland area, and believe special incentives for urban areas are unfair.
- Demand from consumers.
- Only a very limited scale.
- What do you mean market? There are always markets; let private enterprise test and determine successful characteristics – then private enterprise will pay for the success characteristics. Keep government out of the design business.

**Question 10: Opinions vary about whether smart development projects cost more than traditional development. Please indicate how each of the following contributes to the cost of smart development. (Below are responses from the option of “Other”.)**

- Sites often are difficult because of location, existing issues, surrounding uses, etc.
- City regs
- SDC fees, fire department regulations, storm & water drainage issues.
- Code conflicts
- Difficult to clearly answer – each of these depends on what type of smart dev project (high rise downtown Brownfield redevelopment will cost more on some items, but smart dev on vacant land in UGB may not have increased costs)

**Question 12: Zoning regulations may pose unique challenges to developers pursuing smart development projects. Please indicate your perception of the following zoning regulations and to what level they present barriers to smart development. (Below is response from the option of “Other”.)**

- Permits thru hearings

**Question 13: Do you have a preferred term besides “smart development?”  
(Below are responses from the option of “Other”.)**

- Neo-Communism
- Affordable development, mindful development
- Do not like “smart growth” or “smart development” at all!
- Government regulated existence quarters – GREQ
- High density development
- Compact development
- Urban infill
- Sometimes smart development isn’t very smart.

**Question 15: If you incorporated any of the elements in question 14, what was your primary motivation? (Question 14 is a list of characteristics associated with smart development projects)**

- Opportunities were available
- Opportunity to advance the ideas without negative consequences.
- Rehab of old Ford garage into apartments, retail commercial space & parking – since it was an existing building it somewhat dictated that particular project.
- Do not develop subdivisions, only homes
- Last lot on block
- Organization motivations

**Question 18: Which of the following discouraged you from building a smart development project? (Below are responses from the option of “Other”.)**

- We are a framing sub-contractor. We do no development of our own.
- Demand is limited.
- Others do it better than I
- A stupid idea. People don’t want to live like that.
- Our market niche is low-volume single-family residence/custom homes.

- It's a bad idea.
- Not my type of building
- The unknown & what people want.

**Question 20: Have any of your projects included the following types of development? (Below is response from the option of "Other".)**

- Rehabilitation/renovation/renewal

**Question 21: What could decision-makers (e.g., city councils and planning commissions) do to make smart development more attractive to developers?**

- Land use outside cities & towns – use marginal ground for development.
- Make process (land use/permit process) easier, give subsidies
- Great areas slated for higher density, infill, redevelopment and provide a simple development process. Streamlined permit process, and reduced SDCs to encourage growth sometime before we all retire.
- Lessen restrictive codes
- Planners don't make development attractive – they only put up roadblocks. Consumers, buyers, users make development attractive (MARKET DEMAND)
- Work with us . . . .
- Work together to obtain a common goal, if this means to adapt a code to make it happen, adapt the code to the situation. Don't take an excessive amount of time for this process, move it along. Integrate a "partnership" approach to the project, be positive towards obtaining a result.
- Continue the process of code simplification – lower SDC fees, look at eliminating overly onerous public improvement design standards.
- Consistent, level-headed cost-conscious decisions.
- It seems that the planners want the developments. Builders build what people want, if they want to sell.
- Move the UGB. Let the markets decide. Too much social engineering.
- Learn more about them. Be pro-active. Codes should encourage accessory dwelling units, zoning should encourage some types of at-home businesses.
- Develop and adopt standards that allow for mixed use/smart development; understand that developers will not do projects they expect to fail.
- Get rid of the red tape and permit time.

- Friendly attitude – encourage new ideas, don't say why not, say why – how could we make this work? Set standards, encourage models and publicize them widely – bring \$ to the table.
- Keep an open mind, don't make decisions based on prior prejudices, how well does it enhance the existing neighborhood, what might the future hold?
- Not require government. to be involved in details, leave to developer.
- No “smart development” happens without political support and ownership. The “political: capital expended to progress can and usually is excessive.
- Get out of it and let the market decide what will sell. Why does the government need to influence every aspect of our lives?
- Perhaps reshape guidelines for setbacks and square footage requirements. Taxing agents could perhaps institute deferral incentives.
- Reduce SDCs. For example, I am converting an old restaurant site to 35 condos. I will have a \$75,000 transportation impact “credit.” Current policy only allows me to offset this credit against another future project. I would like to be able to use the credit to reduce other fees for storm, water, sewer, etc. in the same city. I may never build in this jurisdiction in the foreseeable future.
- Get people on these committees & councils to understand that delays cost thousands of \$ & they should act rapidly! I know that is as likely as winning the lottery!
- Change zoning codes to allow this type of development.
- Annex more land
- Cost of permits, give some tax breaks for downtown rebuilding.
- Make process easier.
- Be very educated about it! Don't presume to know everything about building. They would be wise to ask a variety of builders some questions, & tour a Smart Development site or two.
- Financial incentives – tax breaks/SDC's & zoning flexibility.
- Enforce the people's decision and not make their own, i.e. Multnomah County – City of Portland. Common sense would be nice.
- Developers will build what the market demands, NOT what city councils & planning commissions THINK should be built. The developers are the ones that have most financial risks & do not want to build things that are financially risky!
- Stop putting in code requirements, which limit and add unnecessary costs to development or even stop development. Get planners and city council members “out of the decision business.” Give incentives for small properties, i.e. 2 plus miles & up.

Remove SOC fees in downtown infill. All the services are already in place and have been in place for a number of years. There is NO justification for SDC fees in existing areas.

- Do a lot of marketing & find the support of buyers. No one wants to take a big chance.
- Make design requirements more flexible, not to reduce design, but to create more unique buildings – we can't say no to urban sprawl and no to density. Density = height. Let's go taller.
- Let market demand work. Reduce regulation & fees.
- Be more open to non-conforming but workable road design, lot sizes, etc. Don't try to fit everything into the same box.
- 1) Unwavering endorsements, 2) Financial incentives, including speeding processing without crucifying the middle class, i.e. extra tax burdens
- 1) Waive permit fees SDCs, 2) either clean up Brownfield's on "hold" land for developers (not many lenders want to provide acquisition financing on Brownfields, 3) provide financing for particular elements (bike paths?, green elements?)
- Resist the Neanderthal mentality of brokers-realtors & builders who think that "faster – greater profits" is the only motive to use in life!!
- Allow developers to test substantially, then adjust codes to accommodate successes. Don't follow developers w/o a successful, profitable track record . . . as in Villebois and Orenco.
- Favorable zoning, ease of permitting

**Question 28: Please provide any additional comments or suggestions in the space provided below.**

- At the point someone is willing to try this process in Salem, OR, I would be interested in being involved: Boulder Ridge Development, Inc., Scott McKinney, 8771 Boulder Ridge Ct. S.E., Salem, OR 97305, 503-363-5166 off, 503-364-7318 fx, 503-508-1030 cell.
- To create livable communities, government needs to "partner" with developers and not have a structure and attitude that portrays you can't do this, but rather we can do this together. Build incentives that assist good & "socially responsible" developers. This would be a start to get "smart" developments on track.
- I have retired from construction (dwellings), and now only involved in property managements (apts) and land development (res only). It is my belief that the Pearl District in Portland is doing what you envision here, but economics & densities are different in the other areas of the state. I am afraid that the squeeze being put on land values is forcing increased densities, but mixing commercial uses is not helpful to better living conditions.

- We need to revitalize and return people to city centers – endless generation is not possible – need to create an option to the American dream of individual home ownership for community participation and source of place.
- Please send a copy of your final report to: Joseph S. VanDevor Const., PO Box 496, Waldport, OR 97394.
- I know that only the surveys that support your agenda will be used to show that your ideas are the best ones. But I just couldn't resist. There is plenty of land. It is just tied up by zoning – check the voter response to Measure 37!!! Grass seed & nursery stock! Haven't eaten any of that lately.
- Small infill projects are by nature “smart” projects. Yet most cities require a “higher” standard to be met for infill projects & if they improve transportation (reduce it) they do not give the developers any credit in reduced immediate cost.
- The smart development proposal will not meet the population growth in this area. We need growth on marginal land instead of road blocks to development of these lands. We need to have new development opportunities – not restricted to tight land use! This probably ties in with no growth!
- Hello – we are not developers, but did develop one project in the early 90's in Bend – a “co-housing community” where we applied for & received permission to build a 37 home development as a PUD. We have skinny streets, high density home sites, open spaces (common areas), community space, a variety of homes build w/environmentally friendly materials including straw bale, panelized Styrofoam, RASTA Black & more. We went ahead & briefly answered some questions that seemed to apply.
- Good luck on your survey! Contact NAHB to get their insight on this.
- The two biggest obstacles are: 1) availability of land, and 2) Market demand – more education needed to create demand. The “suburban” model still rules.
- Green building will be built most easily by big construction companies who can spend the money to design & market, do research. The smaller builders will have a hard competing.
- The Round in Beaverton is a good example of a “Smart Growth” development that did not work well. Customers' acceptance just did not happen. Most builders/developers will build what the market place demands, not what government planners think should be built.
- Government follows pied-pipers w/o successful (economic) experience. Government wants to socially engineer through housing/community development when efforts should be put for the in other areas – bring religion back into schools, stop overcrowding our cities and streets, etc. You get the idea.
- Smart growth as currently formulated: dictates urbanization from a centralized, command control set of principles; requires large subsidies to participate in the

economy, substitutes ideologically based policies for market driven economic planning solutions, assumes there is no degradation in the quality of life in higher density communities, forces anti-sprawl regulations on areas that need incentives to grow, and places economic burdens on any area it is applied.