



TO: INTERESTED PARTIES
FROM: ROBERT JONES, GS STRATEGY GROUP
RE: PUBLIC ATTITUDES TOWARDS PLANNING AND HOUSING IN SHERWOOD
DATE: 02.22.21

As part of Metropolitan Land Group’s ongoing planning and due diligence related to its Sherwood community land holdings west of Hwy 99 near the new high school, we conducted public opinion research from February 6-11, 2021 to measure public attitudes about the future of the community. We completed 181 interviews among likely voters. The survey has a margin of error of +/- 7.00%

MAJOR TAKEAWAY:

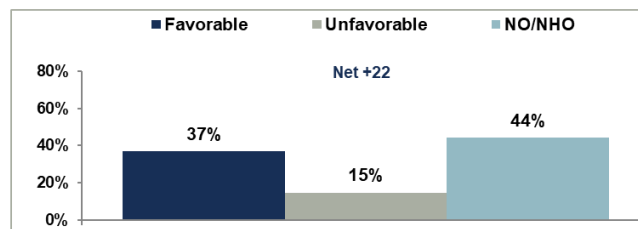
VOTERS WANT TO SEE A NEW RESIDENTIAL NEIGHBORHOOD DEVELOPED AROUND THE NEW SHERWOOD HIGH SCHOOL

Overall, Sherwood residents strongly prefer the development of new residential neighborhoods and housing over businesses and offices. Specifically, they favor a new, carefully planned neighborhood on the land near and around the new Sherwood High School. Residents believe the city council should move forward this year to bring land near the high school inside the city limits and urban growth boundary so it can be planned and developed over the next 15-20 years.

By a 2-1 margin, residents have a favorable opinion of the city council and, importantly, those who have a favorable opinion of the council are more likely to support moving forward to create a new neighborhood around the high school. Finally, residents strongly believe that a new residential neighborhood around the high school will generate tax revenues to support schools and local services and that the area will be carefully planned and slowly built over 15-20 years.

THE SHERWOOD CITY COUNCIL IS VIEWED FAVORABLY

Please tell me whether you have a favorable or unfavorable opinion of the *Sherwood City Council*.

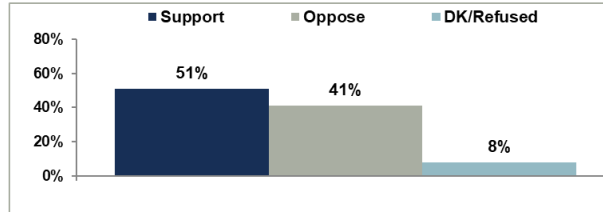


	Overall	Party		
		Dem	Indy	GOP
Favorable	37	48	29	30
Unfavorable	15	14	15	17
Net	+22	+34	+15	+14

VOTERS SUPPORT EXPANDING THE CITY WEST OF HWY 99 TO ALLOW DEVELOPMENT OF LANDS AROUND THE NEW SHERWOOD HIGH SCHOOL

The Sherwood city council is considering a proposal to expand the city limits to include undeveloped land west of Hwy 99 around the new Sherwood High School. This decision will allow for planning and gradual development of the area over the next 15-20 years. The city has already spent several years and substantial tax dollars on this project. Final approval will require both the Sherwood city council and Metro regional government to approve bringing these lands inside the urban growth boundary.

Given what you've heard, do you support or oppose the city council moving ahead with this proposal for future development?

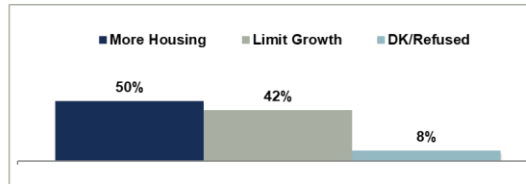


	Overall	Party		
		Dem	Indy	GOP
Support	51	52	51	55
Oppose	41	37	44	39
Net	+10	+15	+7	+15

VOTERS SUPPORT CREATING MORE HOUSING OVER LIMITS ON FUTURE GROWTH

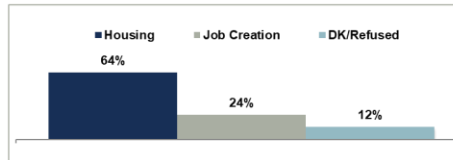
In thinking about the future of Sherwood, which comes closest to your opinion?

- Sherwood needs more housing choices, particularly so young families, seniors and first-time home buyers can afford to live in the area
- Sherwood has enough housing and despite population growth in the area, the city should limit the building of new neighborhoods and homes



In thinking about the future of Sherwood, which comes closest to your opinion?

- In planning for the future, Sherwood should prioritize creating residential neighborhoods with more construction of housing choices for young families, seniors and first-time homebuyers.
- In the planning for future, Sherwood should prioritize creating jobs with more construction of office buildings, business districts and industrial manufacturing buildings.

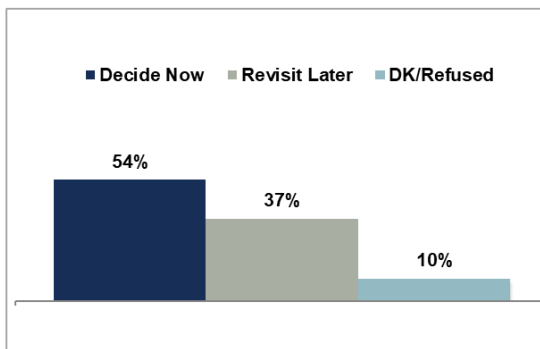


	Overall	Party		
		Dem	Indy	GOP
Housing	64	68	63	61
Industry	24	20	22	30
Net	+40	+48	+41	+30

VOTERS WANT THE CITY TO MOVE AHEAD NOW TO CREATE A NEW NEIGHBORHOOD AROUND THE HIGH SCHOOL

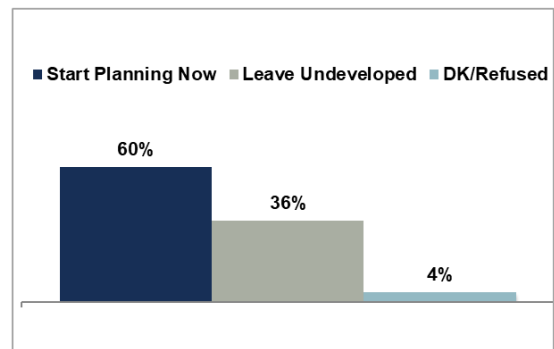
Which of the following comes closest to your opinion about the future of the undeveloped land west of Hwy 99 around the new Sherwood high school?

- The city council has already invested several years and substantial tax dollars in planning for the gradual development of a residential area over the next 15-20 years -- they should make a decision this year to move forward with the project.
- The city should slow down, start over and revisit plans for a new residential neighborhood in the area -- even if that means wasted time and tax dollars and no development on the land around the new high school for many years to come.



Which of the following comes closest to your opinion about the future of the undeveloped land west of Hwy 99 around the new high school?

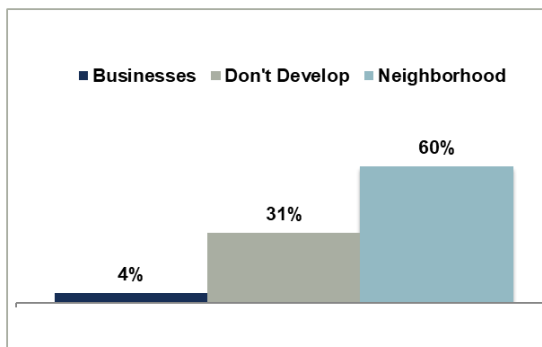
- Sherwood should start planning now so it can gradually develop the area over the 15-20 years into residential neighborhoods with easy walking access to the high school and small retail areas.
- Sherwood is growing too fast and should leave the area undeveloped -- even if that means there is no neighborhood around the new high school for many years to come.



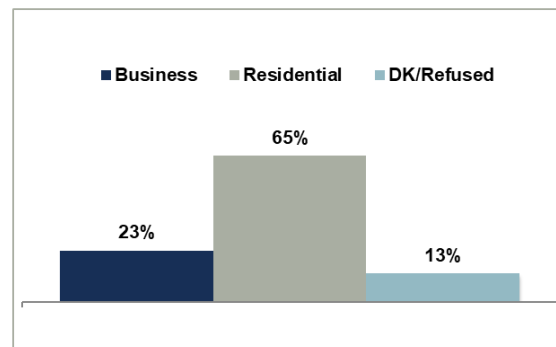
VOTERS WANT A RESIDENTIAL NEIGHBORHOOD AROUND THE NEW HIGH SCHOOL

In thinking about the future of the undeveloped land west of Hwy 99 around the new Sherwood High School, which comes closest to your opinion?

- The area should be developed into businesses, offices and industrial areas.
- The area should remain undeveloped and vacant for many years to come
- The area should be developed into a mixed-use neighborhood with homes, small retail, public parks and walking trails.



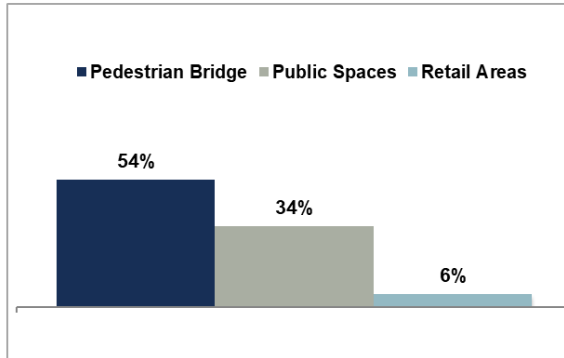
And if you had to choose between just the business and residential development, which would be your choice?



VOTERS WANT TO SEE A PEDESTRIAN BRIDGE AND NEIGHBORHOOD HOUSING CHOICES AROUND THE NEW HIGH SCHOOL

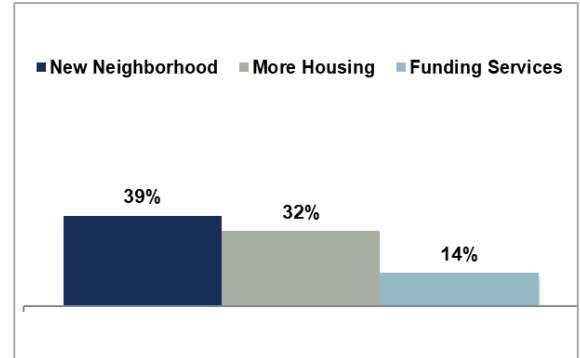
In thinking of possible improvements and amenities on the undeveloped land around the new high school, which of the following is most needed?

- A pedestrian bridge across Highway 99 to improve safety for students and residents accessing the school
- Parks, trails, playing fields and open spaces accessible to the public and neighborhood
- Small retail areas with coffee shops and restaurants



In thinking of the possible benefits of creating a new residential area on land around the new high school, which of the following is most important?

- Strengthening the local tax base to fund schools and city services
- Creating more housing choices for families of all income levels
- Ensuring a safe, well-planned neighborhood surrounds the new high school



VOTERS ARE CONFIDENT A NEW HIGH SCHOOL NEIGHBORHOOD WILL BOOST TAX REVENUES AND WILL BE CAREFULLY PLANNED

The following are additional elements of the plan for developing the land around Sherwood High School. After hearing each, please tell me if you think that project is likely to be happen or if it is unlikely to happen.

