

# Developers are missing something big.



## You can help with home fire sprinklers.

Single-family home starts have recently increased 2.9% (U.S. Census). Builders will start hundreds of thousands of new homes this year, and that may include new developments in your jurisdiction. Only 5% are protected with home fire sprinklers (American Housing Survey).



**INSIDE:** Learn how trade ups are used in Camas, Washington.

According to NFPA data, we have a stubborn home fire problem. Despite a decrease

in home fire deaths since 1980, the fire death rate per 1,000 reported home fires is actually 10% higher; and 33% higher for 1- and 2-family homes. That makes new construction in your jurisdiction both a public safety hazard and a community risk reduction opportunity.

In jurisdictions that do not have codes that require fire sprinklers in new construction, the fastest path to increased fire safety is to offer developers something of value in exchange for installing fire sprinklers in all homes in new developments. Call them incentives or trade-ups – these locally negotiated developer benefits are resulting in sprinkler installations and improved life safety in more jurisdictions each year.



**Home Fire Sprinkler<sup>®</sup>**  
**COALITION**  
Protect What You Value Most<sup>™</sup>

**HomeFireSprinkler.org**

# COMMON HOMEBUILDER INCENTIVES:

- **Street-Width Reduction:** Traffic lanes may be narrowed, substantially reducing the amount of pavement in every linear foot of street in the development.
- **Longer Dead-End Streets:** Dead-end streets may be increased in length, allowing additional house lots to be built.
- **Tee Turnarounds Permitted:** The permitted use of tee turnarounds in sprinklered developments can create at least one additional lot per cul-de-sac.
- **Increased Street Grades and Building Setbacks:** Steeper street grades and building locations are allowed further from where the homes' access leaves the main road.
- **Additional Units Permitted:** Development plans allow homes to be closer together.
- **Expansion of Existing Water Supply May Not Be Needed:** Required fire flows for fully sprinklered developments can be greatly reduced compared to non-sprinklered developments.
- **Increased Hydrant Spacing:** Supply mains may be reduced and hydrant spacing can be increased.
- **Subdivision Single Access Point:** A fully sprinklered subdivision allows for a single public access road. This decreases infrastructure costs and significantly increases the number of single family dwellings allowed.
- **Gated Communities:** Gated communities delay fire department access. A fully sprinklered subdivision provides mitigation for this impact, allowing developers to utilize this security option when desired.
- **Reduced Basement Windows:** Fire sprinklers reduce the number of required rescue openings in every basement sleeping room.

## Home Fire Sprinklers are a Win-Win..

According to surveys of big builders and fire service members, builder-developers don't know about incentives and only 8% of fire service members offered incentives. Yet more than half the builders said they would be interested in installing home fire sprinklers if incentives were offered.

Each planned development may be a window of opportunity that you don't want to pass up. Regional and production homebuilders typically put in 50 or more houses in each new development. Even if you get fire sprinklers installed in just one new development in your jurisdiction, you'll be protecting hundreds of residents for decades to come.

### SURVEYS SHOW AHJs SHOULD BE OFFERING SPRINKLER INCENTIVES TO HOMEBUILDERS-DEVELOPERS

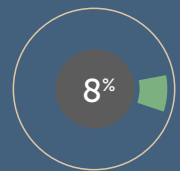
IN A 2017 SURVEY\* OF FIRE SERVICE MEMBERS



95% support  
home fire sprinklers in  
single-family homes



55% were not aware that  
jurisdictions without home  
fire sprinkler code  
requirements could offer  
incentives to developers



8% offer incentives  
to developers

IN A SURVEY\*\* OF BUILDERS



9% are aware of incentives  
for home fire sprinklers  
in developments



55% would be interested  
in protecting homes with  
sprinklers if offered incentives

Fire service survey conducted by FireHouse.

Homebuilder survey conducted by HanleyWood.

Visit [HomeFireSprinkler.org/CRR](https://HomeFireSprinkler.org/CRR) for more information

## Increased home fire sprinkler protection in Camas started with a land-use challenge.



*Camas-Washougal Deputy Fire Marshal Randy Miller*

Randy Miller's story began when the City Council asked the fire department to help improve local land use. Miller's home fire sprinkler incentive plan not only addressed land use challenges; it provided developers with valuable options that reduced costs and increased profits. Most importantly, it increased public safety by protecting thousands of new homes with fire sprinklers.

One example of the successful Camas incentive plan was when a builder had a planned 60-house development along a steep hillside. When the developer

requested approval to eliminate one of the entrance roads, Miller knew it opened up an opportunity. He offered to allow a single entrance if the developer installed fire sprinklers in every home in the development. The developer agreed and the result was \$1 million savings in infrastructure and material cost, plus the entire subdivision was protected with fire sprinklers.

Miller agreed to the single entrance if the developer agreed to install home fire sprinklers in all 60 homes. The developer agreed, and the result was \$1 million savings in infrastructure and material costs, and an entire subdivision of protected homes.

While Camas did not have an ordinance or a home fire sprinkler requirement at the time, Miller worked closely with planners, city officials, builder association leaders and developers in the pre-application phase to educate about

the life-saving benefits of home fire sprinklers and the potential trade-ups, or incentives, that can be offered if entire developments are protected.

Today, more than 2,000 Camas homes are protected with fire sprinklers. The incentives developers were able to negotiate include fire hydrants spaced further apart, narrower roads, gated communities, steeper slopes, higher lot yield and higher density. Most important, there have been four successful home fire sprinklers activations where fires were prevented from spreading and becoming deadly.

"You don't have to wait for sprinkler codes to change the future of fire safety in your community. But it's unlikely the homebuilders will come to you. It's incumbent on us in the fire service to reach out to our community stakeholders not just as fire safety resources; but also as home fire sprinkler activists."

## 9 Steps to a Safer Community

Homebuilders and developers need to know the facts about new-home fire dangers and the unparalleled protection offered by home fire sprinklers. Planning and zoning board members also need these facts so they can make good decisions about the future of their communities.

HFSC is making it easier for you to conduct that important community outreach with a free online resource. You'll find 9 clear steps that cover helpful information, advice and first-person accounts ranging from the basics of home fire sprinkler technology to identifying key stakeholders, to understanding which incentives are best for your community and finally making the case through educational outreach.

Reaching out to the right groups and individuals – early on – better positions you to be able to educate, respond to questions and concerns, arrive at a mutually beneficial agreement and end up with more sprinklered developments.

Visit [www.homefiresprinkler.org/CRR](http://www.homefiresprinkler.org/CRR)

## Are You A Built for Life Fire Department?

Built for Life Fire Departments are the first to preview HFSC's new programs and content. Only BFLFDs can apply for HFSC home fire sprinkler stipends. We value your input and ask for feedback on your home fire sprinkler education challenges as well as our new content and programs. It's easy to sign up – all you have to do is agree to make home fire sprinklers part of your educational outreach.



This home has a life-saving advantage and it is free to BFLFDs. It contains a pendent sprinkler with information about how a home fire sprinkler works. Use it to educate your community and media.



Visit [HomeFireSprinkler.org/CRR](http://HomeFireSprinkler.org/CRR) for free tools and resources that will help you keep your community safe.



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