
RESIDENTIAL MARKET POSITION ANALYSIS

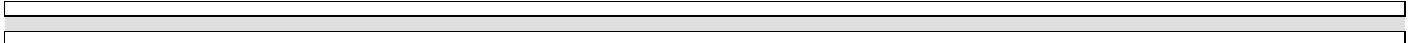
Of
Traditional Neighborhood Development

In the
City of Lake Wales
Polk County, Florida

May, 2023

Conducted by
ZIMMERMAN/VOLK ASSOCIATES, INC.
P.O. Box 4907
Clinton, New Jersey 08809

On Behalf of
Dover, Kohl & Partners
1571 Sunset Drive
Coral Gables, Florida 33143





ZIMMERMAN/VOLK ASSOCIATES, INC.

Post Office Box 4907
Clinton, New Jersey 08809
908 735-6336
info@ZVA.cc • www.ZVA.cc

Residential Market Analysis Across the Urban-to-Rural Transect

STUDY CONTENTS

Introduction	1
The Draw Areas	2
Annual Average Market Potential by Draw Area, Polk County, Florida	3
Annual Market Potential for a New Traditional Neighborhood in Lake Wales	3
Annual Average Market Potential by Draw Area, Potential Traditional Neighborhood Development, City of Lake Wales	4
Average Annual Potential Market by Housing Type, Potential Traditional Neighborhood Development, City of Lake Wales	4
Target Markets	4
Target Markets with Incomes At or Above \$50,000 by Lifestage and Housing Types, Potential Traditional Neighborhood Development, City of Lake Wales	5
New Multi-Family For-Rent, Distribution by Rent Range and Lifestage, Potential Traditional Neighborhood Development, City of Lake Wales	5
New Multi-Family For-Sale, Distribution by Price Range and Lifestage, Potential Traditional Neighborhood Development, City of Lake Wales	6
New Single-Family Attached For-Sale, Distribution by Price Range and Lifestage, Potential Traditional Neighborhood Development, City of Lake Wales	7
New Single-Family Detached For-Sale, Distribution by Price Range and Lifestage, Potential Traditional Neighborhood Development, City of Lake Wales	7
The Market Context	8
Multi-Family Rental Properties	8
Multi-Family and Single-Family Attached For-Sale Units	9
For-Sale Single-Family Detached Houses	10
Optimum Market Position for a New Traditional Neighborhood Development in Lake Wales	11
Optimum Market Position, Potential Traditional Neighborhood Development, City of Lake Wales	12
Weighted Average Base Rents, Prices, and Sizes, Potential Traditional Neighborhood Development, City of Lake Wales	13
Market Capture: A New Traditional Neighborhood in Lake Wales	14
Annual Forecast Absorption, Potential Traditional Neighborhood Development, City of Lake Wales	15

Traditional Neighborhood Development

City of Lake Wales, Polk County, Florida

May, 2023

Amenities	16
Potential Buyer Household Participation in Recreational/Leisure Activities, Potential Traditional Neighborhood Development, City of Lake Wales	16
Potential Renter Household Participation in Recreational/Leisure Activities, Potential Traditional Neighborhood Development, City of Lake Wales	17
Building and Unit Types	19
Multi-Family Building Types	19
Multi-Family Unit Types	20
Single-Family Attached Building Types	21
Single-Family Detached Building Types	22
Miscellaneous Types	22
Neighborhood Form	23
Traditional Neighborhood Development	25

• • •

Table 1: Annual Market Potential, Traditional Neighborhood Development, City of Lake Wales
Table 2: Annual Market Potential by Lifestage and Housing Type, Traditional Neighborhood Development, City of Lake Wales
Table 3: Summary of Rental Properties Built Since 2020
Table 4: Summary of Selected For-Sale Multi-Family and Single-Family Attached Listings
Table 5: Summary of New For-Sale Single-Family Detached House Listings
Table 6: Target Groups for New Multi-Family For-Rent, Traditional Neighborhood Development, City of Lake Wales
Table 7: Target Groups for New Multi-Family For-Sale, Traditional Neighborhood Development, City of Lake Wales
Table 8: Target Groups for New Single-Family Attached For-Sale, Traditional Neighborhood Development, City of Lake Wales
Table 9: Target Groups for New Single-Family Detached For-Sale, Traditional Neighborhood Development, City of Lake Wales
Table 10: Optimum Market Position, Traditional Neighborhood Development City of Lake Wales

Traditional Neighborhood Development

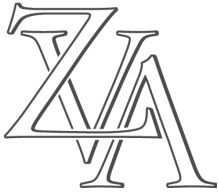
City of Lake Wales, Polk County, Florida

May, 2023

Assumptions and Limitations

Rights and Study Ownership





ZIMMERMAN/VOLK ASSOCIATES, INC.

Post Office Box 4907
Clinton, New Jersey 08809
908 735-6336
info@ZVA.cc • www.ZVA.cc

Residential Market Analysis Across the Urban-to-Rural Transect

RESIDENTIAL MARKET POSITION ANALYSIS

Traditional Neighborhood Development
City of Lake Wales, Polk County, Florida

May, 2023

INTRODUCTION

This analysis identifies the depth and breadth of the market for potential traditional neighborhood development in the City of Lake Wales, Polk County, Florida. The study provides the target residential mix and optimum market position for new housing within new traditional neighborhoods in the city.

The extent and characteristics of the potential market for new housing units that could be developed within potential traditional neighborhood developments in Lake Wales were identified using Zimmerman/Volk Associates' proprietary target market methodology. This methodology was developed in response to the challenges that are inherent in the application of conventional supply/demand analysis to traditional neighborhood development. Supply/demand analysis ignores the potential impact of newly-introduced housing supply on settlement patterns, which can be substantial when housing choices in the market are increased with new housing types that match the housing preferences and economic capabilities of the draw area households. The target market methodology is particularly effective in defining realistic housing potential for traditional neighborhood development because it encompasses not only basic demographic characteristics, such as income qualification and age, but also less-frequently analyzed attributes such as mobility, lifestyle, lifestyle patterns, and neighborhood preferences.

In brief, using the target market methodology, Zimmerman/Volk Associates determined:

- Where the potential market for new housing units within potential new traditional neighborhood development (TNDs) in Lake Wales currently lives (the draw areas);
-

RESIDENTIAL MARKET POSITION ANALYSIS

Traditional Neighborhood Development
City of Lake Wales, Polk County, Florida

May, 2023

- Who lives in the draw areas and what they are like (the target markets);
- How many households have the potential to move to a new traditional neighborhood development (TND) in Lake Wales each year over the next five years (depth and breadth of the market);
- What their housing preferences are in aggregate (rental or ownership, multi-family or single-family attached and detached);
- What their alternatives are (relevant rental and for-sale properties in the market area);
- What are the rents and prices of new units that could be developed within potential TNDs in Lake Wales that correspond to target household financial capabilities and housing preferences (optimum market position); and
- How quickly they would lease or purchase the new units each year (absorption forecasts).

The target market methodology is described in detail in the document: METHODOLOGY, TARGET MARKET TABLES, APPENDICES ONE AND TWO, provided separately.

THE DRAW AREAS

The depth and breadth of the potential market for new rental and for-sale dwelling units within TNDs in Lake Wales were determined through analysis of the housing and neighborhood preferences and financial capabilities of the draw area households identified through Zimmerman/Volk Associates' proprietary target market methodology. The methodology includes analysis of migration and mobility patterns, and the geo-demographic characteristics of households currently living within the defined draw areas.

Based on analysis of the most recent taxpayer records compiled by the Internal Revenue Service and the most recent American Community Survey data, the principal draw areas for Polk County and TNDs in Lake Wales have been delineated as follows:

- The local draw area, covering households moving within Polk County.

RESIDENTIAL MARKET POSITION ANALYSIS

Traditional Neighborhood Development
City of Lake Wales, Polk County, Florida

May, 2023

- The regional draw area, covering households with the potential to move to Polk County from Osceola, Hillsborough, and Lake counties, Florida.
- The metropolitan draw area, covering households with the potential to move to Polk County from Orange, Broward, and Miami-Dade counties, Florida.
- The national draw area, covering households with the potential to move to Polk County from elsewhere in Florida, and all other U.S. counties.

As determined by the migration and mobility analyses, then, the distribution of the draw areas as a percentage of the annual potential market for new and existing housing units in Polk County is shown on the following table:

Annual Average Market Potential by Draw Area
Polk County, Florida

Polk County:	44.7%
Regional Draw Area:	13.5%
Metropolitan Draw Area:	9.0%
Balance of US:	<u>32.8%</u>
Total:	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

An annual average of 43,560 households represent the potential market for new and existing housing units within the county each year over the next five years.

ANNUAL MARKET POTENTIAL FOR A NEW TRADITIONAL NEIGHBORHOOD IN LAKE WALES _____

The target market methodology identifies those households with a preference for living in traditional neighborhoods. After discounting for those segments of the city's potential market that have preferences for core urban, suburban, and/or rural locations, an annual average of 4,630 households with incomes above \$50,000 have the potential to move to a TND in Lake Wales each year over the next five years.

The distribution of the draw areas as a percentage of the annual potential market for new housing units within a Lake Wales TND is outlined on the table on the following page.

RESIDENTIAL MARKET POSITION ANALYSIS

Traditional Neighborhood Development
City of Lake Wales, Polk County, Florida

May, 2023

Annual Average Market Potential by Draw Area
 POTENTIAL TRADITIONAL NEIGHBORHOOD DEVELOPMENT
City of Lake Wales, Polk County, Florida

Polk County:	32.9%
Regional Draw Area:	15.2%
Metropolitan Draw Area:	13.5%
Balance of US:	<u>38.3%</u>
Total:	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

The tenure and housing preferences of these 4,630 draw area households are shown on the following table (*see also Table 1 following the text*):

Average Annual Potential Market
 By Housing Type
 POTENTIAL TRADITIONAL NEIGHBORHOOD DEVELOPMENT
City of Lake Wales, Polk County, Florida

HOUSING TYPE	NUMBER OF HOUSEHOLDS	PERCENT OF TOTAL
Multi-family for-rent	1,533	33.1%
Multi-family for-sale	318	6.9%
Single-family attached for-sale	504	10.9%
Single-family detached for-sale	<u>2,275</u>	<u>49.1%</u>
Total	4,630	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

These numbers indicate the scope of the potential market for new housing units that could be constructed within a TND in Lake Wales. These are the households (with median incomes above \$50,000) that are likely to lease or purchase new dwelling units within a traditional neighborhood if the full range of appropriate new housing options were to be made available.

TARGET MARKETS _____

These 4,630 draw area households that make up the potential market for new housing units within a TND in Lake Wales have been correlated by lifestage and general housing type as shown on the table on the following page. (*See also Table 2.*)

RESIDENTIAL MARKET POSITION ANALYSIS

Traditional Neighborhood Development
City of Lake Wales, Polk County, Florida

May, 2023

Target Markets with Incomes At or Above \$50,000
 By Lifestage and Housing Types
 POTENTIAL TRADITIONAL NEIGHBORHOOD DEVELOPMENT
City of Lake Wales, Polk County, Florida

HOUSEHOLD TYPE	PERCENT OF TOTAL	... MULTI-FAMILY SINGLE-FAMILY ...	
		RENTAL	FOR-SALE	ATTACHED	DETACHED
Empty Nesters & Retirees	31%	21%	25%	29%	39%
Traditional & Non-Traditional Families	55%	49%	53%	60%	59%
Younger Singles & Couples	<u>14%</u>	<u>30%</u>	<u>22%</u>	<u>11%</u>	<u>2%</u>
Total	100%	100%	100%	100%	100%

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

An annual average of 1,533 households with incomes above \$50,000 per year represent the target markets for newly-constructed rental housing units within a TND in Lake Wales (*as shown on Table 6 following the text*). Supportable rent ranges have been established at 25 to 30 percent of the annual gross incomes of the 1,533 annual households, yielding the distribution shown on the following table:

New Multi-Family For-Rent
 Distribution by Rent Range and Lifestage
 POTENTIAL TRADITIONAL NEIGHBORHOOD DEVELOPMENT
City of Lake Wales, Polk County, Florida

RENT RANGE	YOUNGER	FAMILY	OLDER	TOTAL	PERCENTAGE
	(1-2 PERSONS) HOUSEHOLDS PER YEAR	(3+ PERSONS) HOUSEHOLDS PER YEAR	(1-2 PERSONS) HOUSEHOLDS PER YEAR		
Under \$1,500	145	180	104	429	28.0%
\$1,500–\$1,750	134	199	70	403	26.3%
\$1,750–\$2,000	123	197	79	399	26.0%
\$2,000–\$2,500	51	152	49	252	16.4%
\$2,500 and up	<u>0</u>	<u>27</u>	<u>23</u>	<u>50</u>	<u>3.3%</u>
Total:	453	755	325	1,533	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

An annual average of 318 households with incomes above \$50,000 per year represent the target markets for newly-constructed for-sale multi-family housing units within a TND in Lake Wales (*as shown on Table 7 following the text*). Supportable price ranges have been determined by assuming a

RESIDENTIAL MARKET POSITION ANALYSIS

Traditional Neighborhood Development
City of Lake Wales, Polk County, Florida

May, 2023

down payment of 10 percent, a mortgage interest rate of six percent, and a monthly mortgage payment, including taxes and insurance but excluding utilities, that does not exceed 25 to 30 percent of annual gross income for each of the 318 households that represent the annual potential for-sale multi-family market, yielding the distribution shown on the following table:

New Multi-Family For-Sale
 Distribution by Price Range and Lifestage
 POTENTIAL TRADITIONAL NEIGHBORHOOD DEVELOPMENT
City of Lake Wales, Polk County, Florida

PRICE RANGE	YOUNGER (1-2 PERSONS) HOUSEHOLDS PER YEAR	FAMILY (3+ PERSONS) HOUSEHOLDS PER YEAR	OLDER (1-2 PERSONS) HOUSEHOLDS PER YEAR	TOTAL	PERCENTAGE
Under \$250,000	33	50	37	120	37.8%
\$250,000–\$300,000	23	63	27	113	35.5%
\$300,000–\$350,000	13	43	6	62	19.5%
\$350,000 and up	<u>0</u>	<u>13</u>	<u>10</u>	<u>23</u>	<u>7.2%</u>
Total:	69	169	80	318	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

An annual average of 504 households with incomes above \$50,000 per year represent the target markets for newly-constructed single-family attached housing units (rowhouses/townhouses/duplexes) within a TND in Lake Wales (*as shown on Table 8 following the text*). As with the for-sale lofts and condominiums, supportable price ranges for the rowhouses and townhouses have been determined by assuming a down payment of 10 percent, a mortgage interest rate of six percent, and a monthly mortgage payment, including taxes and insurance but excluding utilities, that does not exceed 25 to 30 percent of annual gross income for each of the 504 households that represent the annual potential rowhouse/townhouse market, yielding the distribution shown on the table on the following page.

RESIDENTIAL MARKET POSITION ANALYSIS

Traditional Neighborhood Development
City of Lake Wales, Polk County, Florida

May, 2023

New Single-Family Attached For Sale
 Distribution by Price Range and Lifestage
 POTENTIAL TRADITIONAL NEIGHBORHOOD DEVELOPMENT
City of Lake Wales, Polk County, Florida

PRICE RANGE	YOUNGER	FAMILY	OLDER	TOTAL	PERCENTAGE
	(1-2 PERSONS) HOUSEHOLDS PER YEAR	(3+ PERSONS) HOUSEHOLDS PER YEAR	(1-2 PERSONS) HOUSEHOLDS PER YEAR		
Under \$300,000	25	124	48	187	37.1%
\$300,000–\$350,000	22	108	53	183	36.3%
\$350,000–\$400,000	6	57	37	100	19.8%
\$400,000 and up	<u>0</u>	<u>25</u>	<u>9</u>	<u>34</u>	<u>6.8%</u>
Total:	53	304	147	504	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

An annual average of 2,275 households with incomes above \$50,000 per year represent the target markets for newly-constructed single-family detached houses within a TND in Lake Wales (*as shown on Table 9 following the text*). As with the for-sale lofts, condominiums, rowhouses or townhouses, supportable price ranges have been determined by assuming a down payment of 10 percent, a mortgage interest rate of six percent, and a monthly mortgage payment, including taxes and insurance but excluding utilities, that does not exceed 25 to 30 percent of annual gross income for each of the 2,275 households that represent the annual potential single-family detached market, yielding the distribution shown on the following table:

New Single-Family Detached For-Sale
 Distribution by Price Range and Lifestage
 POTENTIAL TRADITIONAL NEIGHBORHOOD DEVELOPMENT
City of Lake Wales, Polk County, Florida

PRICE RANGE	YOUNGER	FAMILY	OLDER	TOTAL	PERCENTAGE
	(1-2 PERSONS) HOUSEHOLDS PER YEAR	(3+ PERSONS) HOUSEHOLDS PER YEAR	(1-2 PERSONS) HOUSEHOLDS PER YEAR		
Under \$350,000	23	383	338	744	32.7%
\$350,000–\$400,000	15	424	260	699	30.7%
\$400,000–\$450,000	12	351	189	552	24.3%
\$450,000 and up	<u>0</u>	<u>179</u>	<u>101</u>	<u>280</u>	<u>12.3%</u>
Total:	50	1,337	888	2,275	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

THE MARKET CONTEXT

Summary supply-side information for a TND in Lake Wales (covering multi-family rental and for-sale properties) is provided in tabular form following the text: Table 3, Summary of Selected Rental Properties, Table 4, Summary of Selected For-Sale Multi-Family and Single-Family Attached Listings, and Table 5, Summary of Selected For-Sale Single-Family Detached Listings.

Redfin’s Walk Score has been included with each property listing. Although Walk Score measures only distance and metrics such as intersection density and block lengths to grade the walkability of a specific address or neighborhood, it has grown in importance as a value criterion. Walk Scores above 90 indicate a “Walker’s Paradise,” where daily activities do not require a car. Walk Scores between 70 and 90 are considered to be very walkable, where most activities can be accomplished on foot, and Walk Scores between 50 and 69 are regarded as somewhat walkable, where some activities can be accomplished on foot. Walk Scores below 50 indicate that most or almost all activities require an automobile.

The impact on housing values of walkability as calculated by Walk Score only begins to be measurable when Walk Scores reach 70 or above. Only a few new infill rental properties in Winter Haven and Lakeland attain that level of walkability. Detached house subdivisions generally have Walk Scores in the single digits.

—MULTI-FAMILY RENTAL PROPERTIES—

Eight rental properties built in 2020 or later in the Lake Wales area totaling 1,900 units are outlined on Table 3. Three properties are located in an urban context. RainDance, completed this year in Winter Haven, is the most urban with a Walk Score of 83; The Gardens and Mirrorton in Lakeland are also quite urban, reflected in their respective Walk Scores of 74 and 75. Other properties have Walk Scores from just three to 39.

The only recent rental development in Lake Wales is the 335-unit Serenity with one-, two-, and three-bedroom units renting for \$1,495 to \$2,705 per month. Units range from 756 to 1,627 square feet, with square foot rents from \$1.47 to \$1.98. Like all the new rental properties, Serenity includes

a range of community amenities: pool, clubhouse, business center, fitness centers, yoga room, game room and dog run.

The other seven properties—one each in Winter Haven and Auburndale, the rest in Lakeland—all have one- and two-bedroom flats, one with two-bedroom townhouses, with four offering three-bedroom flats, and one property including studios. Rents range from \$1,336 for a 488-square-foot one-bedroom flat to \$2,825 for a two-bedroom, 1,851-square-foot townhouse. Rents per square foot run from \$1.16 to \$2.74.

Rental occupancies in these newer properties are notably high, with most properties reporting occupancy at or above 95 percent (functional full occupancy).

—MULTI-FAMILY AND SINGLE FAMILY ATTACHED FOR-SALE UNITS—

Table 4 summarizes the few listings of condominiums and townhouses in the Lake Wales area. Even the higher-priced units are in undistinguished, garage-front, concrete block and stucco structures in homogenous subdivisions.

The only newly-constructed units are the two- and three-bedroom townhouses in the Tuscan Preserve subdivision in Poinciana. The 1,055- to 1,597-square-foot units are priced from \$230,000 to \$305,000 (\$189 to \$227 per square foot).

Only two condominium units are currently listed for sale, both two-bedroom, two-bath units in older properties, one in Highland Park built in 1975, and the other in the unincorporated county east of Lake Wales near the north shore of Lake Weohyakapka. Asking prices are \$140,000 and \$150,000 (\$126 and \$147 per square foot).

Other than the new townhouses at Tuscan Preserve, only limited single-family attached units are currently for sale—all resale units in duplex structures. Two-bedroom, two-bath age-restricted units at Traditions in Winter Haven have asking prices of \$240,000 and \$255,000 for 1,385 and 1,521 square feet (\$168 and \$182 per square foot). In Lakeland, 1,742-square-foot two-bedroom,

two-bath duplexes at Terra Largo have asking prices of \$380,000 and \$395,000 (\$218 and \$227 per square foot).

—FOR-SALE SINGLE FAMILY DETACHED HOUSES—

Table 5 summarizes single-family detached houses newly constructed, under construction, or listed for resale in and near the City of Lake Wales. Subdivisions range in age from 68 years old to the three new subdivisions: Southern Homes' Harper Estates, Lennar's Leoma's Landing, and Highland Homes' Scenic Bluff. Lot sizes in Lake Wales subdivisions range between about 4,800 square feet and half an acre.

The three latest Lake Wales detached house subdivisions are built by regional or national builders with typical commodity-priced, block and stucco, slab-on-grade units with two-car garages facing the street.

Highland Homes' 55-lot Scenic Bluff is nearly built out. One five-bedroom house is currently for sale priced at \$419,7500 for 3,240 square feet (\$134 per square foot). The last units being built are priced from \$306,600 to 330,000 for 1,600 to 1,820 square feet (\$181 to \$192 per square foot).

Lennar's Leoma's Landing is just underway and, although no houses have yet been completed, prices have increased slightly since opening. Houses are priced from \$303,000 to 360,000 for 1,460 to 1,935 square feet (\$179 to \$211 per square foot). Leoma's Landing will have a community pool and playground.

Two spec units are under construction at Southern Homes' Harper Estates. House plans are priced from \$285,000 to 355,000 for three-and four-bedroom houses with 1,180 to 2,040 square feet (\$174 to \$241 per square foot).

Maronda Homes is building on scattered half-acre lots of the thousands remaining vacant in Indian Lake Estates, the 1950s-vintage 8,000-lot speculative development that is a Census-Designated Place (CDP). Completed three- and four-bedroom houses are priced from \$280,000 to 400,000 for 1,440 to 2,140 square feet (\$153 to \$201 per square foot). Residents have access to community

RESIDENTIAL MARKET POSITION ANALYSIS

Traditional Neighborhood Development
City of Lake Wales, Polk County, Florida
 May, 2023

facilities including a clubhouse, fitness center, and tennis and basketball courts. The original 1964 par-72 championship and par-three golf courses are open to the public.

Throughout the area there are spec houses built on infill lots in existing neighborhoods or subdivisions, ranging from modest two-bedroom, two-bath one-story units to tear-downs on lakefront lots. Infill prices range from \$239,000 to \$425,000 for 1,100 to 2,450 square feet (\$164 to \$253 per square foot).

North of Lake Wales in Southwest Winter Haven, the rapid growth of Polk County is exemplified by Villamar, a large planned unit development with the typical concrete block and stucco houses built by regional and national builders including Adams Homes, DR Horton, Highland Homes, and Meritage. Three- to five-bedroom houses there currently are priced from \$288,000 to \$371,000 for 1,270 to 2,600 square feet (\$141 to \$244 per square foot).

OPTIMUM MARKET POSITION FOR A NEW TRADITIONAL NEIGHBORHOOD IN LAKE WALES_____

The optimum market position for a new traditional neighborhood in Lake Wales has been established based on a variety of assumptions and factors, including but not limited to:

- The new unit rental and purchase propensities of draw area households (*see ANNUAL MARKET POTENTIAL FOR A NEW TRADITIONAL NEIGHBORHOOD IN LAKE WALES and TARGET MARKETS above*);
- A high-quality, site-sensitive neighborhood design and regulating code that adheres to traditional neighborhood planning and development principles (*see NEIGHBORHOOD FORM and TRADITIONAL NEIGHBORHOOD DEVELOPMENT below*);
- Local residential market dynamics (*see THE MARKET CONTEXT above*); and
- A high-profile marketing campaign.

The rents and price points for new market-rate housing units that could be developed within a TND in Lake Wales were derived from the financial capabilities of those target households with annual incomes at or above \$50,000.

RESIDENTIAL MARKET POSITION ANALYSIS

Traditional Neighborhood Development
City of Lake Wales, Polk County, Florida

May, 2023

An annual average of 4,630 target households—1,533 potential renters, 318 potential condominium purchasers, 504 potential townhouse buyers, and 2,275 potential detached house buyers—comprise the annual potential market for new market-rate rental and ownership housing units within a TND in Lake Wales each year over the next five years.

Based on the target households' financial capabilities and housing preferences, adherence to the principles of traditional neighborhood development, and the market context, the optimum market position for new market-rate rental and for-sale housing units within a TND in Lake Wales is summarized on the following table (*see also Table 10 following the text*):

Optimum Market Position
 POTENTIAL TRADITIONAL NEIGHBORHOOD DEVELOPMENT
City of Lake Wales, Polk County, Florida

HOUSING TYPE	DENSITY/ LOT FRONTAGE RANGE	APPROX. BASE RENT/PRICE RANGE	APPROX. UNIT SIZE RANGE	APPROX. RENT/PRICE PER SQ. FT.
MULTI-FAMILY FOR-RENT—33.1%				
Apartments/ Lofts	25 du	\$1,250 to \$2,700/mo.	450 to 1,500	\$1.80 to \$2.60
MULTI-FAMILY FOR-SALE—6.9%				
Mansion Condominiums	20 du	\$200,000 to \$325,000	850 to 1,650	\$197 to \$235
SINGLE-FAMILY ATTACHED FOR-SALE—10.9%				
Rowhouses	20 – 24 ft.	\$250,000 to \$315,000	1,100 to 1,450	\$217 to \$227
Townhouses/ Duplexes	22 – 32 ft.	\$345,000 to \$400,000	1,500 to 1,900	\$211 to \$230
SINGLE-FAMILY DETACHED FOR-SALE—49.1%				
Cottages/ Bungalows	35 – 40 ft.	\$275,000 to \$335,000	1,150 to 1,550	\$216 to \$239
Houses	40 – 55 ft.	\$365,000 to \$415,000	1,600 to 2,000	\$208 to \$228
Large Houses/ Mansions	55 ft. and up	\$450,000 to \$500,000 and up	2,200 to 2,600 and up	\$192 to \$205 and up

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

RESIDENTIAL MARKET POSITION ANALYSIS

Traditional Neighborhood Development
City of Lake Wales, Polk County, Florida
 May, 2023

Lot sizes are shown as an approximate range of linear feet of frontage on a vehicular or pedestrian right-of-way, pedestrian court, or other open space, but subject to a site-specific neighborhood plan.

The proposed rents and prices are in year 2023 dollars, apply to the first marketing phase only, and are exclusive of location, view, or floor premiums, and options or upgrades.

Based on the mix of unit types, sizes, rents and prices outlined above, the weighted average rents and prices for each of the housing types are shown on the following table:

Weighted Average Base Rents, Prices and Sizes
 POTENTIAL TRADITIONAL NEIGHBORHOOD DEVELOPMENT
City of Lake Wales, Polk County, Florida

HOUSING TYPE	WEIGHTED AVERAGE BASE RENT/PRICE	WEIGHTED AVERAGE UNIT SIZE	WEIGHTED AVERAGE BASE RENT/PRICE PER SQ. FT.
MULTI-FAMILY FOR-RENT			
Apartments	\$1,855	913 sf	\$2.03 psf
MULTI-FAMILY FOR-SALE			
Mansion Condominiums	\$276,250	1,298 sf	\$213 psf
SINGLE-FAMILY ATTACHED FOR-SALE			
Rowhouses	\$286,250	1,288 sf	\$222 psf
Townhouses/Duplexes	\$372,000	1,680 sf	\$221 psf
SINGLE-FAMILY DETACHED FOR-SALE			
Cottages/Bungalows	\$299,000	1,330 sf	\$225 psf
Houses	\$389,500	1,780 sf	\$219 psf
Large Houses/Mansions	\$479,000	2,400 sf	\$200 psf

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

Location premiums will apply to frontage on and near views of natural areas. Elements of traditional neighborhood planning techniques should increase and enhance premiums which would accrue to frontage on, and proximity to completed formal open space, as well as those lots that benefit from a neighborhood plan condition, such as those that terminate a street, corner lots, and mid-block lots adjacent to pedestrianways. Additional premiums can be derived from unit plans that enhance or emphasize a premium condition, *e.g.*, two fronts, and sometimes wrapped

porches, on corner lots; spacious, and two-level porches on lots with views or open space adjacency, etc.

Houses fronting open space clearly command a substantial premium; however even lots within 100 feet of a neighborhood park or open space can obtain a premium of more than 20 percent, and, while the premium potential falls off with distance from the open space, lots within 600 feet still carry an average five percent premium. Eighty-five percent of the aggregate premium accrues to lots within a three-minute, 900-foot walk of open space. Ideally, no dwelling unit should be further than 900 feet from open space that is accessible to the community.

After nearly 40 years of traditional neighborhood developments across the country, it has been demonstrated that, once a skillfully-planned neighborhood has been established, appreciation of remaining dwelling units—manifest as escalating absorption, rising values of those units, or both—occurs at a higher rate than within an otherwise comparable conventionally-planned community. However, this escalation must be earned through disciplined first-phase construction in a concentrated area so that the character and high quality of the neighborhood’s public realm and physical form is demonstrated as quickly as possible. The experience of other traditional neighborhood developments around the country has shown that this is best achieved by completing buildings on two sides of a street or around a small square or green. For the same reason, it is important that the first phase include as many different housing types as possible.

MARKET CAPTURE: A NEW TRADITIONAL NEIGHBORHOOD IN LAKE WALES ---

Based on over three decades of experience using the target market methodology in 47 states, Zimmerman/Volk Associates has developed and refined a capture rate methodology scaled to study area size and context. Zimmerman/Volk Associates has determined that, for a TND in Lake Wales, an approximate capture rate of 7.5 to 10 percent of the annual average number of potential renters, and between five and 7.5 percent of the annual average number of potential condominium and townhouse buyers, and between 2.5 and five percent of the annual average number of potential detached house buyers is supportable each year over the next five years, assuming the production of appropriately-positioned new housing.

RESIDENTIAL MARKET POSITION ANALYSIS

Traditional Neighborhood Development
City of Lake Wales, Polk County, Florida

May, 2023

Based on these capture rates, annual average absorption of new units in a TND in Lake Wales is forecast as shown on the following table (*see again Table 10 following the text*):

Annual Forecast Absorption
 POTENTIAL TRADITIONAL NEIGHBORHOOD DEVELOPMENT
City of Lake Wales, Polk County, Florida

HOUSING TYPE	NUMBER OF HOUSEHOLDS	FORECAST ANNUAL ABSORPTION	ANNUAL CAPTURE RATE
MULTI-FAMILY FOR-RENT			
Apartments/Lofts	1,533	115 to 153	7.5% to 10.0%
MULTI-FAMILY FOR-SALE			
Mansion Condominiums	318	16 to 24	5.0% to 7.5%
SINGLE-FAMILY ATTACHED FOR-SALE			
Rowhouses	260	13 to 19	5.0% to 7.3%
Townhouses/Duplexes	244	12 to 18	4.9% to 7.4%
SINGLE-FAMILY DETACHED FOR-SALE			
Cottages/Bungalows	744	18 to 37	2.4% to 5.0%
Houses	975	24 to 49	2.5% to 5.0%
Large Houses/Mansions	<u>556</u>	<u>14 to 28</u>	2.5% to 5.0%
Total	4,630	212 to 326 units	
Total For-Sale	3,097	97 to 175 units	

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

The capture rates of the annual potential market used here fall within the target market methodology's parameters of feasibility.

NOTE: The target market capture rates of the potential purchaser or renter pool are a unique and highly-refined measure of feasibility. Target market capture rates are not equivalent to—and should not be confused with—penetration rates or traffic conversion rates.

The **target market capture rate** is derived by dividing the *annual* forecast absorption—in aggregate and by housing type—by the number of households that have the potential to purchase or rent new housing within a specified area *in a given year*.

RESIDENTIAL MARKET POSITION ANALYSIS

Traditional Neighborhood Development
City of Lake Wales, Polk County, Florida

May, 2023

The **penetration rate** is derived by dividing the *total* number of dwelling units planned for a property by the *total* number of draw area households, sometimes qualified by income.

The **traffic conversion rate** is derived by dividing the *total* number of buyers or renters by the *total* number of prospects that have visited a site.

Because the prospective market for a location is more precisely defined, target market capture rates are higher than the more grossly-derived penetration rates. However, the resulting higher capture rates are well within the range of prudent feasibility.

AMENITIES

Like any large, well-conceived planned development with a mix of housing types and uses, a TND in Lake Wales would include recreational amenities. Households that make up the potential market lead reasonably active lives, with higher-than-average participation rates in several recreational activities. Recreational activities in order of adult participation rates are broken out by potential buyers and potential renters on the following tables.

Potential Buyer Household
 Participation in Recreational/Leisure Activities
 POTENTIAL TRADITIONAL NEIGHBORHOOD DEVELOPMENT
City of Lake Wales, Polk County, Florida

ACTIVITY *	PERCENT ADULT PARTICIPATION PER HOUSEHOLD	PERCENT ABOVE NATIONAL AVERAGE
Swimming	37%	12%
Bicycling	30	14
Running/jogging	27	16
Health club member	23	23
Fishing	20	1
Hiking	18	12
Boating	18	11
Play golf	12	22
Yoga/pilates	12	13
Play tennis	6	26

* At least one occasion per year.

SOURCE: Nielsen Scarborough; Zimmerman/Volk Associates, Inc., 2019.

RESIDENTIAL MARKET POSITION ANALYSIS

Traditional Neighborhood Development

City of Lake Wales, Polk County, Florida

May, 2023

Potential Renter Household
Participation in Recreational/Leisure Activities
POTENTIAL TRADITIONAL NEIGHBORHOOD DEVELOPMENT
City of Lake Wales, Polk County, Florida

ACTIVITY *	PERCENT ADULT PARTICIPATION PER HOUSEHOLD	PERCENT ABOVE NATIONAL AVERAGE
Swimming	39%	19%
Running/jogging	31	31
Bicycling	30	16
Health club member	23	25
Fishing	20	3
Hiking	19	18
Boating	17	4
Yoga/pilates	12	18
Play golf	11	11
Play tennis	6	28

* At least one occasion per year.

SOURCE: Nielsen Scarborough; Zimmerman/Volk Associates, Inc., 2019.

A defining element of a successful traditional neighborhood is its walkable street network with meaningful destinations. (*See TRADITIONAL NEIGHBORHOOD DEVELOPMENT below.*) Ideally one or more mixed-use walkable centers within a TND in Lake Wales should provide dining, shopping, and entertainment within walking distance. Safe and pleasant pedestrian access to retail and services would be considered a valuable amenity by potential residents.

The pedestrian-oriented neighborhood form will accommodate many of the recreational activities identified through analysis of these target market household propensities. For example, fitness walking, jogging, running, and bicycling are encouraged by the traditional neighborhood network of streets, sidewalks, and pedestrianways. In the TND were to be developed in an area with significant preserved natural land, the network could be augmented by a trail system into those areas accommodating hiking and biking.

Bicycling interest is particularly high among family buyers—over a third of both potential buyers and renters—so it would be important to have safe and secure cycle paths for young cyclists throughout any new TND in Lake Wales. Cycling could be supported further by the installation of a public bicycle repair stand and pump in a trailside location. This could be co-sponsored by a

bicycle shop if one were to be added to the retail tenant mix; the nearest bicycle shop is about a half-hour drive northwest in Winter Haven.

A 250-acre community—the typical size of a traditional neighborhood—would support a variety of opportunities for swimming designed to accommodate both exercise and recreational swimmers. Rather than one large community pool, swimming should be provided in smaller neighborhood pools, each located with small clubhouse or pavilion. If a fitness facility is included, it would be likely to incorporate a lap pool for exercise swimmers.

Family households among the potential buyers have a higher propensity for swimming than older and younger households, suggesting that the neighborhood pools should include ample terraces or deck areas for adults supervising children and socializing. In contrast, among potential renters, younger households also have a high propensity for swimming. For potential renters, larger multi-family buildings would include the requisite social pool.

The relatively-high health club membership—over a fifth of both potential renters and buyers—should ultimately be recognized with on-site facilities. As with a conventional master-planned community, fitness activities could be accommodated in a variety of ways, depending upon the feasibility of the approach: a community recreation center open to all owners and covered by association fees; a private club; or a commercial fitness facility. Despite the presence of the Lake Wales Family YMCA and a few commercial fitness operations in and near the city, the concentration of active households within a new TND could ultimately make it an attractive site for a new or relocated facility. Nationally, commercial facilities or YMCAs have been commonly-found non-residential uses in new traditional neighborhoods.

Potential Lake Wales TND residents are dog owners at rates higher than the national average, with 37 percent of renters and 38 percent of buyers likely to own a dog. Fenced dog parks would be a practical and social amenity. Pet waste stations and refuse containers should be located in all parks and greens.

Given the somewhat higher-than-average boating propensity of potential buyer households, discrete storage for boats, as well as recreational vehicles may be considered.

BUILDING AND UNIT TYPES

Building types in the optimum market position for a TND in Lake Wales are those that historically have made up the nation's highly-valued neighborhoods. Buildings in the traditional neighborhood should be designed with simple proportions and materials of the revival styles found in American neighborhoods prior to the advent of post-war, auto-dominated subdivisions.

Unit types are based on the target household preferences for each housing type and tenure.

—Multi-Family Building Types—

Two main multi-family building types, each flexible in form, would be appropriate for a Lake Wales TND.

- Courtyard Apartment Building: A pedestrian-oriented equivalent to conventional garden apartments. A courtyard building in a traditional neighborhood is at minimum three, and potentially four or more stories when combined with non-residential uses on the ground floor, or with a ground floor configured for later conversion from residential to retail use. The building should be built to the sidewalk edge; when the ground-floor serves a residential use it should be elevated significantly above grade to provide privacy and a sense of security. Parking is either below grade, at grade behind or in a parking courtyard, or integral to the building.
- Mansion Apartment Building: A two- to three-story flexible-use structure with a street façade resembling a large detached house (hence, “mansion”). The building can accommodate a variety of uses—from rental or for-sale apartments, professional offices, any of these uses over ground-floor retail, a bed and breakfast inn, or a large single-family detached house—and its physical structure complements other buildings within a neighborhood. Parking behind the mansion buildings can be either rear-loaded, or served

by shared drives from the street. The form of the parking can be in open lots, in garages with units above, or integral to the building.

Mansion buildings can be grouped, alone or with other housing types, in pedestrian courts (*see Pedestrian Court below*).

—Multi-Family Unit Types—

- Apartment Flat: A unit on a single level in a multi-family building, with completely-partitioned rooms. Finishes and fixtures—trim, interior doors, kitchens and baths—are now typically offered in contemporary styles.

If the new neighborhood ultimately develops a mixed-use urban core, three urban unit types could be considered.

- Soft Loft: A unit on one level in a multi-family building, typically with open floorplans, high ceilings and large industrial-style windows. In contrast to “hard” lofts they are fully finished with sleeping areas partitioned from the main living area. A soft loft may also contain architectural elements reminiscent of hard lofts, *e.g.*, exposed ductwork, sprinkler piping, scored, stained and polished concrete floors.
- Mezzanine Loft: A loft with an additional half level, the mezzanine, that typically occurs only on the lowest or uppermost full floor of a multi-family building. The main double-height space—with at least 16-foot ceilings—should have large, two-story windows. The kitchen and often a half bath are on the main level, at least one full bath is located on the mezzanine.
- Maisonette: An apartment that is integral to a multifamily apartment building, but that includes a private, individual entrance at street level. When sited with shallow setbacks, the entrance to the apartment on the first floor is elevated above sidewalk level to provide privacy and a sense of security. When the bedroom is on a mezzanine level, it is not as critical to elevate the first floor above sidewalk level. The high ceiling and individual at-

grade entrance makes the mezzanine maisonette ideal for future conversion to a non-residential use.

—Single-Family Attached Building Types—

Single-family attached types—rowhouses, townhouses, and duplexes—can be grouped, alone or with other housing types, in pedestrian courts (*see Pedestrian Court below*).

- Rowhouse, Townhouse: These single-family units can take various forms, but are always attached side-to-side. Garages—either attached, tucked under, or detached—are located to the rear of the unit and accessed from a rear lane, alley, or auto court. Garages can be detached or loosely linked, *e.g.*, with a breezeway or pergola, along with a side-yard garden wall that serves to create a private rear yard.

The rowhouse, as distinct from the townhouse, typically has a uniform front façade and cornice height, and is located on the most urban streets.

Rowhouses and townhouses should generally conform to the pattern of streets. When sited with shallow front yard setbacks, the first floor is elevated above sidewalk level to provide privacy and a sense of security.

Since nearly 30 percent of potential attached single-family buyers in a Lake Wales TND are likely to be older couples, end units and some wider interior units should be designed to accommodate ground-floor master bedroom suites.

- Duplex: A two-unit building with the garages—either attached or detached—located to the rear of the lot and accessed from a rear lane, alley, or auto court. Duplexes in traditional neighborhoods conform to the pattern of streets, typically with shallow front-yard setbacks, and work particularly well in corner locations with each unit facing a different street. Like end-unit townhouses, duplexes are particularly well-suited to accommodating ground-floor master bedroom suites, matching the preferences of the older couples among the potential market for attached single-family (townhouse/duplex) units.

—Single-Family Detached Building Types—

Single-family detached houses appropriate for a TND in Lake Wales should be based on traditional and historical forms, ranging from vernacular houses to the classical revival façades perfected by builders during the early 20th century.

- Cottage/Bungalow: A relatively small one- or one-and-a-half-story single-family detached house on a small lot with rear-loaded parking accessed from a rear lane, alley, or auto court. As distinct from the cottage, a bungalow always includes a large porch, usually spanning the full width of the front façade.

Cottages and bungalows can also be grouped, alone or with other housing types, in pedestrian courts (*see Pedestrian Court below*).

- House: A one-and-a-half- or two-story single-family detached unit sited relatively close to the street. The structure can be disposed on a narrow lot as a sideyard house, with one side wall of the unit having no setback from the lot line. (An equivalent alternative has conventional sideyard setbacks, but combines adjoining sideyards through use easements.) Parking can be in attached or detached garages or open, and located at the rear of the lot well back from the front façade. Parking must be accessed from a rear lane, alley, or auto court on lots narrower than 50 feet.
- Large House/Mansion: A typically two- to two-and-a-half-story detached house, the largest of which is compatible in scale with similar-sized flexible-use structures.. Parking is attached or detached, and—whether rear-loaded or not—set at least 20 feet back from the front façade.

—Miscellaneous Types—

- Pedestrian Court: Assuming regulations permit units that do not front a public vehicular right-of-way, attached and detached houses can be grouped in pedestrian courts facing a mews, small common, green, or garden, shared through an owners' association. A

pedestrian court is often, but not always, arranged in a U-shape. The units are separated from the common area only by a sidewalk, path, or other non-vehicular way. Parking is from rear lanes or alleys in attached or detached garages or in open parking.

- Accessory Dwelling Unit: A small residential unit associated with a principal residence on a single lot. An accessory unit is typically located over the detached garage of an attached or detached house. Utilities for accessory units are not typically metered separately. Also known as “garage apartment,” “ancillary apartment,” “accessory apartment,” “granny flat,” “outbuilding” or “casita” when detached, and “backbuilding” when attached to the principal residence.

NEIGHBORHOOD FORM

A central assumption underlying the Lake Wales TND optimum market position is that its plan will incorporate high-quality traditional neighborhood design, as well as a regulating code that assures the form and quality of all the elements within the neighborhood. It is important to accentuate the neighborhood characteristics required to achieve the optimum market position.

The plan should allow the same housing type to be sited within a wide range of contexts. With a variety of neighborhood contexts—from very formal squares and greens to adjacency to natural neighborhood edge conditions—the same housing type can take on a very different character and thus have a broader market appeal. A variety of contexts can also impart a sense of buyer urgency when a limited number of for-sale units are available in any given neighborhood condition.

The basic elements of neighborhood form are outlined below under TRADITIONAL NEIGHBORHOOD DEVELOPMENT. However, the application of these elements can be summarized in several practical guidelines which should be always maintained with any development decision:

- The streets should be as narrow as possible and well-defined, where appropriate, by sidewalks and street trees. If possible, street plans should incorporate existing hardwood trees.

- To facilitate mixing of housing types at a fine grain, lots have common depths on a block, accommodating a range of lot widths and housing types. This allows maximum flexibility to mix housing types, both to respond to real estate market changes and to make graceful transitions from the mixed-use center and other compact clusters to less-dense edges.
- Buildings should generally hold a build-to (rather than set-back) line. Build-to lines are as important to establish as lot lines and will vary depending on block condition, view potential and other factors.
- Most housing types will require that parking is loaded from the rear through alleys, lanes, or auto courts. Although single-loaded alleys should be avoided to minimize infrastructure costs, there may be areas in which they will become necessary; the increased unit yield and value should more than offset their potential additional expense.
- When garages must be accessed from the street, attractive streetscapes will depend upon garages being situated well behind the façades of the houses, so that vehicles parked in front of the garage do not dominate the streetscape. A simple guideline is that a garage should be recessed at least 20 feet from the main façade of the house—slightly deeper than the length of a normal passenger vehicle.
- Buildings facing each other across a street should be of similar height, scale, and lot disposition. Front-loaded lots facing rear-loaded lots across a street must be avoided.
- Buildings facing each other across a green, park or other open space can be of a different height, scale, and lot disposition.
- A rational phasing program should be planned from the outset. The advantage of traditional neighborhood principles is that each phase of efficient infrastructure can contain a range of housing types and values.
- It is essential that the first phase include a length of street completed with structures on both sides. Optimally, the view down that street is terminated with a completed structure,

either by ending or deflecting the street, so that a completely enclosed public realm can be experienced by prospective residents as early as possible.

- Phases undertaken from mid-block to mid-block (or alley to alley) allow construction on both sides of streets is completed in each phase of construction.

A significant financial advantage of traditional neighborhood development is that property values escalate in direct proportion to the degree of completion. The emphasis on quality of community in a traditional neighborhood must always be a paramount consideration in any development decision. As noted above, then, a major task of the first phase should be to establish the character of the traditional neighborhood while maintaining the appropriate balance between revenues and infrastructure costs.

TRADITIONAL NEIGHBORHOOD DEVELOPMENT

The central assumption underlying the optimum market position is not only a high-quality traditional neighborhood plan, but also that the development execution of that plan will adhere to the traditional neighborhood principles that underlie America's most esteemed neighborhoods.

A traditional neighborhood development performs best, socially, economically, and environmentally, when it meets the following criteria:

1. When it includes a variety of housing types and tenures, often with higher densities within and surrounding centers or other focal points.
2. When a majority of these dwelling units are within a five-minute walk—approximately 1,300 feet—of one or more compact centers. A center can range from a formal park or a recreational center and pool, to a mixed-use neighborhood center with shopping dining and entertainment uses.
3. When different housing types and tenures are mixed at a fine grain, rather than located in separate sections. A single block can include a range of housing types.

RESIDENTIAL MARKET POSITION ANALYSIS

Traditional Neighborhood Development
City of Lake Wales, Polk County, Florida

May, 2023

4. When smaller neighborhood centers—greens, squares, and pocket parks—are located throughout the neighborhood.
5. When at least one important location is reserved for a civic use, which can range from a meeting hall to a school or house of worship.
6. When there is a continuous street network with a hierarchy ranging from boulevards to narrow rear lanes or alleys. Neighborhood streets—to accommodate pedestrians and bicyclists as well as motor vehicles—should have relatively narrow cartways, and small curb radii and usually include sidewalks.
7. When all streets are fronted by private or public uses and collector roads are avoided. Parking lots and garage doors should not front the street. Lots narrower than 50 feet generally have parking accessed from the rear by a lane, alley, or automobile court.



Table 1

Annual Market Potential

Annual Average Number Of Draw Area Households With The Potential To Move
To TNDs Within Lake Wales Each Year Over The Next Five Years
Households In Groups With Median Incomes Above \$50,000

Traditional Neighborhood Development

City of Lake Wales, Polk County, Florida

*Polk County; Osceola, Hillsborough, and Lake Counties;
Orange, Miami-Dade, and Broward Counties; and Balance of the U.S.
Draw Areas*

Annual Target Market Households
With The Potential To Rent/Purchase In
Polk County 43,560

Annual Target Market Households With The Potential
To Rent/Purchase In Traditional Neighborhood
Developments Within Lake Wales 4,630

Annual Market Potential

	<i>Multi- Family</i>		<i>Single- Family</i>		Total
	<i>For-Rent</i>	<i>For-Sale</i>	<i>.. Attached .. For-Sale</i>	<i>.. Detached .. For-Sale</i>	
Total Households:	1,533	318	504	2,275	4,630
<i>{Mix Distribution}:</i>	33.1%	6.9%	10.9%	49.1%	100.0%

NOTE: Reference Appendix One, Tables 1 Through 10.

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Table 2

Annual Market Potential By Lifestage And Housing Type
 Annual Average Number Of Draw Area Households With The Potential To Move
 To TNDs Within Lake Wales Each Year Over The Next Five Years
 Households In Groups With Median Incomes Above \$50,000
Traditional Neighborhood Development
City of Lake Wales, Polk County, Florida

Number of Households:	Total	Multi- Family		Single- Family	
		<i>For-Rent</i>	<i>For-Sale</i>	<i>Attached .. For-Sale</i>	<i>Detached .. For Sale</i>
	4,630	1,533	318	504	2,275
Empty Nesters & Retirees	31%	21%	25%	29%	39%
Traditional & Non-Traditional Families	55%	49%	53%	60%	59%
Younger Singles & Couples	14%	30%	22%	11%	2%
	100%	100%	100%	100%	100%

SOURCE: Claritas, Inc.;
 Zimmerman/Volk Associates, Inc.

Summary Of Rental Properties Built Since 2020

Lake Wales Market Area, Polk County, Florida

April, 2023

<u>Property (Date Opened)</u> <u>Address/Walk Score</u>	<u>Number</u> <u>of Units</u>	<u>Unit</u> <u>Type</u>	<u>Reported</u> <u>Base Rent</u>	<u>Reported</u> <u>Unit Size</u>	<u>Rent per</u> <u>Sq. Ft.</u>	<u>Additional Information</u>
<i>. . . City of Lake Wales . . .</i>						
Serenity at Lake Wales (2020)	335	<i>... Apartments ...</i>				97% occupancy
105 Serenity Loop		1br/1ba	\$1,495 to \$1,550	756 to 786	\$1.97 to \$1.98	Pool, clubhouse, fitness center,
NM Residential		2br/2ba	\$1,630 to \$1,790	1,095 to 1,214	\$1.47 to \$1.49	inland beach, yoga room, business
39 Walk Score		3br/2ba	\$2,115 to \$2,705	1,258 to 1,627	\$1.66 to \$1.68	center, game room, and dog park.
<i>. . . City of Winter Haven . . .</i>						
RainDance (2023)	105	<i>... Apartments ...</i>				In lease-up
200 Avenue C SW		1br/1ba	\$1,475 to \$1,675	645 to 723	\$2.29 to \$2.32	Pool, lounge, clubroom, bar,
Rangewater Real Estate		2br/2ba	\$2,045 to \$2,110	1,058 to 1,077	\$1.93 to \$1.96	coworking space, fitness center, dog park & spa.
83 Walk Score						
<i>. . . City of Auburndale . . .</i>						
The Groves at Lake Juliana (2020)	240	<i>... Apartments ...</i>				95% occupancy
935 Groves Boulevard		1br/1ba	\$1,495 to \$1,545	777 to 786	\$1.92 to \$1.97	Pool, clubhouse, fitness center,
Lincoln Property Company		2br/2ba	n/a	1,142 to 1,146	n/a	business center, outdoor kitchen &
6 Walk Score		3br/2ba	\$1,975	1,325	\$1.49	playground, gaming center, pet spa & dog park.
<i>. . . City of Lakeland . . .</i>						
The Gardens (2021)	90	<i>... Apartments ...</i>				93% occupancy
325 South Lake Avenue		1br/1ba	\$1,336 to \$1,434	488 to 634	\$2.26 to \$2.74	Controlled access, outdoor living areas, and bike storage.
Broadway Real Estate Services						
74 Walk Score						

Summary Of Rental Properties Built Since 2020

Lake Wales Market Area, Polk County, Florida

April, 2023

<u>Property (Date Opened)</u> <u>Address/Walk Score</u>	<u>Number</u> <u>of Units</u>	<u>Unit</u> <u>Type</u>	<u>Reported</u> <u>Base Rent</u>	<u>Reported</u> <u>Unit Size</u>	<u>Rent per</u> <u>Sq. Ft.</u>	<u>Additional Information</u>
<i>. . . City of Lakeland (continued) . . .</i>						
The Shore (2022) 5680 Waterside Boulevard 5 Walk Score	300	<i>... Apartments ...</i>				99% occupancy
		1br/1ba	\$1,465 to \$1,565	698	\$2.10 to \$2.24	Pool, clubhouse, fitness center,
		1br/1.5ba	\$1,600 to \$1,845	852	\$1.88 to \$2.17	lakeside dock, business center,
		2br/2ba	\$1,700 to \$2,050	1,209 to 1,273	\$1.41 to \$1.61	playground, dog park.
The Caroline (2022) 1906 Griffin Road BlueRoc Premier 17 Walk Score	228	<i>... Apartments ...</i>				96% occupancy
		1br/1ba	\$1,659 to \$1,815	901	\$1.84 to \$2.01	Pool, clubhouse, fitness center,
		2br/1ba	\$1,950	957	\$2.04	conference room,
		2br/2ba	\$2,000	1,281	\$1.56	lake, hammock
		3br/2ba	\$2,154 to \$2,365	1,396	\$1.54 to \$1.69	garden, and dog park.
Mirrorton (2021) 600 East Bay Street Gables Residential 75 Walk Score	305	<i>... Apartments ...</i>				100% occupancy
		Studio/1ba	n/a	517 to 638	n/a	Pool, sauna, fitness center,
		1br/1ba	\$1,737 to \$1,883	728 to 1,022	\$2.39 to n/a	cabanas, coffee bar, coworking space,
		2br/2ba	n/a	1,075 to 1,171	n/a	game room, terrace, grilling area, EV charging stations,
		3br/2ba	n/a	1,293	n/a	and dog park
		<i>... Townhouses ...</i>				& dog spa.
		2br/2.5ba	\$2,716 to \$2,825	1,788 to 1,851	\$1.52 to \$1.53	
The Bridgewater Grand (2021) 5546 Autumn Ridge Road Highland PMG 3 Walk Score	300	<i>... Apartments ...</i>				99% occupancy
		1br/1ba	\$1,750	1,219	\$1.44	Pool, clubhouse,
		2br/2ba	\$1,985	1,711	\$1.16	fitness center,
		3br/2ba	\$2,200	1,853	\$1.19	business center, and dog park.

Table 4

**Summary of Selected For-Sale Multi-Family
And Single-Family Attached Listings**

Lake Wales Market Area, Polk County, Florida

April, 2023

<u>Property (Market-Entry Year)</u> <u>Address/Walk Score</u>	<u>Building</u> <u>Type</u>	<u>Unit</u> <u>Configuration</u>	<u>Asking Price</u>	<u>Unit Size</u>	<u>Asking Price</u> <u>Per Sq. Ft.</u>	
<i>. . . Highland Park CDP . . .</i>						
La Casa (1975) 130 La Casa 6 Walk Score	CO Built 1975	Resale Listing 2br/2ba	\$140,000	954	\$147	
<i>. . . Winter Haven . . .</i>						
Traditions (2005) Age Restricted 4 Walk Score	Duplex Built 2019 Built 2020	Resale Listings 2br/2ba	\$240,000 to \$255,000	1,385 to 1,521	\$168 to \$182	
<i>. . . City of Lakeland . . .</i>						
Terra Largo (2007) 27 Walk Score	Duplex Built 2019	Resale Listings 2br/2ba	\$380,000 to \$395,000	1,742	\$218 to \$227	
<i>. . . Unincorporated Polk County . . .</i>						
Granada (1983) 2809 Granada Court 14 Walk Score	CO Built 1992	Resale Listing 2br/2ba	\$149,900	1,185	\$126	
<i>. . . Poinciana CDP . . .</i>						
Tuscany Preserve (2008) 4 Walk Score	TH	New Construction 2br/2ba 2br/2.5ba 3br/2.5ba	\$230,000 to \$279,900 \$339,900 \$304,900	1,055 to 1,398 1,795 1,597	\$200 to \$227 \$189 \$191	
		Resale Listings Built 2018 Built 2018	3br/3ba 5br/3ba	\$299,900 \$354,900	1,870 2,172	\$160 \$163

**Summary of New For-Sale
Single-Family Detached House Listings**
Lake Wales Market Area, Polk County, Florida
May, 2023

<u>Property (Market-Entry Year)</u> <u>Walk Score</u>	<u>Lot</u> <u>Size</u>	<u>Unit</u> <u>Configuration</u>	<u>Price</u>	<u>Unit Size</u>	<u>Price</u> <u>Per Sq. Ft.</u>
<i>. . . City of Lake Wales . . .</i>					
Harper Estates (2023)	<i>....Floorplans....</i>				
4 Walk Score		3br/2ba	\$284,900 to	1,182 to	\$185 to
			\$335,900	1,816	\$241
		4br/2ba	\$340,900 to	1,946 to	\$174 to
			\$354,900	2,042	\$175
Leoma's Landing (2023)	<i>....Under Construction Listings....</i>				
12 Walk Score	0.11 to	3br/2ba	\$303,305 to	1,461 to	\$207 to
	0.15 ac.		\$329,225	1,555	\$211
	0.15 to	4br/2ba	\$349,579 to	1,817 to	\$185 to
	0.23 ac.		\$359,070	1,936	\$190
	0.12 ac.	4br/2.5ba	\$337,490	1,879	\$179
Scenic Bluff (2022)	<i>....New Construction Listing....</i>				
17 Walk Score	0.14 ac.	5br/3.5ba	\$419,750	3,141	\$134
	<i>....Under Construction Listings....</i>				
	0.14 to	4br/2ba	\$306,625 to	1,597 to	\$181 to
	0.25 ac.		\$329,860	1,819	\$192
<i>. . . Lake Wales Adjacent . . .</i>					
Ridge Manor (1950)	<i>....Under Construction Listing....</i>				
22 Walk Score	0.38 ac.	4br/2ba	\$340,000	2,077	\$164
Oakwood Golf Club (1994)	<i>....New Construction Listings....</i>				
7 Walk Score	0.28 ac. to	4br/3ba	\$350,000 to	2,084 to	\$168
	0.31 ac.	4br/3ba	\$370,000	2,076	\$178
<i>. . . Village of Highland Park . . .</i>					
Highland Acres (1975)	<i>....New Construction Listing....</i>				
0 Walk Score	0.17 ac.	3br/2ba	\$239,000	1,173	\$204
<i>. . . Crooked Lake Park CDP . . .</i>					
South Lake Wales (1959)	<i>....New Construction Listing....</i>				
14 Walk Score	0.22 ac.	3br/2ba	\$242,000	1,096	\$221
Crooked Lake Park (1956)	<i>....New Construction Listing....</i>				
12 Walk Score	0.41 ac.	4br/2.5ba	\$549,999	2,170	\$253

**Summary of New For-Sale
Single-Family Detached House Listings**
Lake Wales Market Area, Polk County, Florida
May, 2023

<u>Property (Market-Entry Year)</u> <u>Walk Score</u>	<u>Lot Size</u>	<u>Unit Configuration</u>	<u>Price</u>	<u>Unit Size</u>	<u>Price Per Sq. Ft.</u>
<i>. . . Indian Lake Estates CDP . . .</i>					
Indian Lake Estates (1957)	<i>....Scattered Lot New Construction....</i>				
0 Walk Score	0.5 ac.	3br/2ba	\$278,990	to 1,443	to \$192
			\$429,990	2,144	\$201
	0.5 ac.	4br/2ba	\$299,990	to 1,546	to \$153
			\$314,990	2,052	\$194
	0.5 ac.	4br/3ba	\$399,000	2,100	\$190
	<i>....Proposed Construction....</i>				
	0.5 ac.	3br/2ba	\$279,990	to 1,273	to \$220
			\$317,000	1,388	\$228
	0.5 ac.	4br/2ba	\$258,960	to 1,546	to \$126
			\$343,750	2,052	\$199
	0.5 ac.	4br/2.5ba	\$363,990	2,692	\$135
	0.5 ac.	4br/3.5ba	\$339,990	to 2,284	\$149 to
			\$348,990	2,284	\$153
	0.5 ac.	5br/3ba	\$276,215	to 2,284	to \$103
			\$349,990	2,692	\$153
	<i>....Floorplans....</i>				
		3br/2ba	\$275,000	to 1,443	to \$184
			\$284,990	1,546	\$191
		4br/2ba	\$295,090	to 1,867	to \$126
			\$364,990	2,797	\$160
<i>. . . City of Winter Haven . . .</i>					
Villamar PUD (2021)	<i>....New Construction Listings....</i>				
5 Walk Score		3br/2ba	\$287,990	to 1,269	to \$191
			\$370,990	2,601	\$244
		4br/2.5ba	\$375,145	to 2,168	\$173 to
			\$386,325		\$178
		5br/3ba	\$345,990	to 2,447	to \$141
			\$370,990	2,601	\$143
<i>. . . Unincorporated Polk County . . .</i>					
Timberlane (1956)	<i>....New Construction Listing....</i>				
11 Walk Score	0.25 ac.	3br/2ba	\$279,000	1,500	\$186
Lake Pierce Heights (1955)	<i>....New Construction Listing....</i>				
4 Walk Score	0.17 ac.	3br/2ba	\$299,900	1,273	\$236
Pleasant Acres (1981)	<i>....Under Construction Listing....</i>				
5 Walk Score	0.24 ac.	3br/2ba	\$312,000	1,323	\$236

**Summary of New For-Sale
Single-Family Detached House Listings**
Lake Wales Market Area, Polk County, Florida
May, 2023

<u>Property (Market-Entry Year)</u> <u>Walk Score</u>	<u>Lot</u> <u>Size</u>	<u>Unit</u> <u>Configuration</u>	<u>Price</u>	<u>Unit Size</u>	<u>Price</u> <u>Per Sq. Ft.</u>
<i>. . . Unincorporated Polk County (continued) . . .</i>					
Nature's Edge Estates (2002)	<i>....New Construction Listing....</i>				
4 Walk Score	0.41 ac.	4br/3ba	\$410,000	2,071	\$198
Timberlake (1983)	<i>....New Construction Listing....</i>				
10 Walk Score	0.39 ac.	4br/3ba	\$425,000	2,452	\$173
Walk In Water Lake Estates (1976)	<i>....New Construction Listing....</i>				
0 Walk Score	0.5 ac.	3br/2ba	\$450,000	1,970	\$228
	<i>....Under Construction Listing....</i>				
	0.52 ac.	4br/2ba	\$359,000	1,644	\$218

Table 6

**Target Groups For New Multi-Family For-Rent
Traditional Neighborhood Development**

City of Lake Wales, Polk County, Florida

Empty Nesters & Retirees*	<i>Number of Households</i>	<i>Percent</i>
The One Percenters	4	0.3%
Old Money	2	0.1%
Small-Town Patriarchs	15	1.0%
Affluent Empty Nesters	3	0.2%
Suburban Establishment	21	1.4%
New Empty Nesters	7	0.5%
Mainstream Empty Nesters	82	5.3%
Middle-American Retirees	84	5.5%
Pillars of the Community	14	0.9%
Second City Establishment	13	0.8%
Blue-Collar Retirees	80	5.2%
Subtotal:	325	21.2%
Traditional & Non-Traditional Families†		
Corporate Establishment	9	0.6%
Ex-Urban Elite	13	0.8%
Nouveau Money	17	1.1%
Late-Nest Suburbanites	107	7.0%
Unibox Transferees	44	2.9%
Fiber-Optic Families	10	0.7%
Full-Nest Suburbanites	56	3.7%
New Town Families	14	0.9%
Button-Down Families	25	1.6%
Kids 'r' Us	130	8.5%
Multi-Ethnic Families	124	8.1%
Uptown Families	206	13.4%
Subtotal:	755	49.2%
Younger Singles & Couples*		
The VIPs	204	13.3%
Fast-Track Professionals	249	16.2%
Subtotal:	453	29.5%
Total Households:	1,533	100.0%

* Primarily one- and two-person households

† Primarily three- and four-person households.

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Table 7

Target Groups For New Multi-Family For-Sale Traditional Neighborhood Development

City of Lake Wales, Polk County, Florida

Empty Nesters & Retirees*	<i>Number of Households</i>	<i>Share of Households</i>
The One Percenters	1	0.3%
Old Money	1	0.3%
Small-Town Patriarchs	5	1.6%
Suburban Establishment	9	2.8%
New Empty Nesters	2	0.6%
Mainstream Empty Nesters	18	5.7%
Middle-American Retirees	22	6.9%
Pillars of the Community	2	0.6%
Second City Establishment	5	1.6%
Blue-Collar Retirees	15	4.7%
Subtotal:	80	25.2%
Traditional & Non-Traditional Families†		
Corporate Establishment	3	0.9%
Ex-Urban Elite	4	1.3%
Nouveau Money	6	1.9%
Late-Nest Suburbanites	36	11.3%
Unibox Transferees	14	4.4%
Fiber-Optic Families	3	0.9%
Full-Nest Suburbanites	17	5.3%
New Town Families	3	0.9%
Button-Down Families	3	0.9%
Kids 'r' Us	25	7.9%
Multi-Ethnic Families	19	6.0%
Uptown Families	36	11.3%
Subtotal:	169	53.1%
Younger Singles & Couples*		
The VIPs	45	14.2%
Fast-Track Professionals	24	7.5%
Subtotal:	69	21.7%
Total Households:	318	100.0%

* Primarily one- and two-person households

† Primarily three- and four-person households.

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Table 8

**Target Groups For New Single-Family Attached For-Sale
Traditional Neighborhood Development**

City of Lake Wales, Polk County, Florida

Empty Nesters & Retirees*	<i>Number of Households</i>	<i>Share of Households</i>
The One Percenters	3	0.6%
Old Money	1	0.2%
Small-Town Patriarchs	10	2.0%
Affluent Empty Nesters	1	0.2%
Suburban Establishment	16	3.2%
New Empty Nesters	3	0.6%
Mainstream Empty Nesters	36	7.1%
Middle-American Retirees	34	6.7%
Pillars of the Community	8	1.6%
Second City Establishment	8	1.6%
Blue-Collar Retirees	27	5.4%
Subtotal:	147	29.2%
Traditional & Non-Traditional Families†		
Corporate Establishment	6	1.2%
Ex-Urban Elite	9	1.8%
Nouveau Money	14	2.8%
Late-Nest Suburbanites	41	8.1%
Unibox Transferees	25	5.0%
Fiber-Optic Families	11	2.2%
Full-Nest Suburbanites	24	4.8%
New Town Families	7	1.4%
Button-Down Families	11	2.2%
Kids 'r' Us	54	10.7%
Multi-Ethnic Families	35	6.9%
Uptown Families	67	13.3%
Subtotal:	304	60.3%
Younger Singles & Couples*		
The VIPs	39	7.7%
Fast-Track Professionals	14	2.8%
Subtotal:	53	10.5%
Total Households:	504	100.0%

* Primarily one- and two-person households

† Primarily three- and four-person households.

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Table 9

**Target Groups For New Single-Family Detached For-Sale
Traditional Neighborhood Development**

City of Lake Wales, Polk County, Florida

Empty Nesters & Retirees*	<i>Number of Households</i>	<i>Share of Households</i>
The One Percenters	27	1.2%
Old Money	11	0.5%
Small-Town Patriarchs	80	3.5%
Affluent Empty Nesters	21	0.9%
Suburban Establishment	104	4.6%
New Empty Nesters	43	1.9%
Mainstream Empty Nesters	104	4.6%
Middle-American Retirees	200	8.8%
Pillars of the Community	81	3.6%
Second City Establishment	84	3.7%
Blue-Collar Retirees	133	5.8%
Subtotal:	888	39.0%
Traditional & Non-Traditional Families†		
Corporate Establishment	37	1.6%
Ex-Urban Elite	79	3.5%
Nouveau Money	53	2.3%
Late-Nest Suburbanites	76	3.3%
Unibox Transferees	77	3.4%
Fiber-Optic Families	61	2.7%
Full-Nest Suburbanites	68	3.0%
New Town Families	76	3.3%
Button-Down Families	131	5.8%
Kids 'r' Us	216	9.5%
Multi-Ethnic Families	197	8.7%
Uptown Families	266	11.7%
Subtotal:	1,337	58.8%
Younger Singles & Couples*		
The VIPs	42	1.8%
Fast-Track Professionals	8	0.4%
Subtotal:	50	2.2%
Total Households:	2,275	100.0%

* Primarily one- and two-person households

† Primarily three- and four-person households.

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Optimum Market Position
Traditional Neighborhood Development

City of Lake Wales, Polk County, Florida

May, 2023

<u>Households: Share Number</u>	<u>Housing Preference</u>	<u>Unit Configuration</u>	<u>Unit Mix</u>	<u>Base Price Range</u>	<u>Approx. Unit Size Range</u>	<u>Base Price Per Sq. Ft.</u>	<u>Annual Units Absorbed</u>
<u>33.1%</u>	Multi-Family For-Rent						<u>115 to 153</u>
1,533	Apartment Buildings	Studio/1ba	15%	\$1,250 to	450 to	\$2.60 to	
				\$1,300	500	\$2.78	
		1br/1ba	35%	\$1,500 to	650 to	\$2.27 to	
				\$1,700	750	\$2.31	
		2br/2ba	35%	\$1,900 to	1,000 to	\$1.83 to	
				\$2,200	1,200	\$1.90	
		3br/2ba	15%	\$2,500 to	1,350 to	\$1.80 to	
				\$2,700	1,500	\$1.85	
		Weighted Average:		\$1,855	913	\$2.03	
<u>6.9%</u>	Multi-Family For-Sale						<u>16 to 24</u>
318	Mansion Condominiums	1br/1ba	15%	\$200,000	850	\$235	
				\$265,000	1,200	\$221	
		2br/2.5ba	30%	\$295,000	1,400	\$211	
				\$325,000	1,650	\$197	
		Weighted Average:		\$276,250	1,298	\$213	
<u>10.9%</u>	Single-Family Attached For-Sale						<u>25 to 37</u>
260	Rowhouses	2br/2.5ba	35%	\$250,000	1,100	\$227	13 to 19
				\$300,000	1,350	\$222	
		3br/2.5ba/den	25%	\$315,000	1,450	\$217	
		Weighted Average:		\$286,250	1,288	\$222	
244	Townhouses/Duplexes	3br/2.5ba	40%	\$345,000	1,500	\$230	12 to 18
				\$385,000	1,750	\$220	
		3br/3.5ba/library	20%	\$400,000	1,900	\$211	
		Weighted Average:		\$372,000	1,680	\$221	

NOTE: Base prices are in year 2023 dollars, do not include lot or location premiums, consumer-added options or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

Optimum Market Position
Traditional Neighborhood Development

City of Lake Wales, Polk County, Florida

May, 2023

<u>Households:</u> <u>Share</u> <u>Number</u>	<u>Housing</u> <u>Preference</u>	<u>Unit</u> <u>Configuration</u>	<u>Unit</u> <u>Mix</u>	<u>Base</u> <u>Price</u> <u>Range</u>	<u>Approx.</u> <u>Unit Size</u> <u>Range</u>	<u>Base</u> <u>Price</u> <u>Per Sq. Ft.</u>	<u>Annual</u> <u>Units</u> <u>Absorbed</u>
49.1%	Single-Family Detached For-Sale						56 to 114
744	Cottages/ Bungalows	2br/2ba 2br/2.5ba 3br/2.5ba	30% 40% 30%	\$275,000 \$290,000 \$335,000	1,150 1,300 1,550	\$239 \$223 \$216	18 to 37
		Weighted Average:		\$299,000	1,330	\$225	
975	Houses	3br/2.5ba 4br/2.5ba 4br/3.5ba	35% 40% 25%	\$365,000 \$395,000 \$415,000	1,600 1,800 2,000	\$228 \$219 \$208	24 to 49
		Weighted Average:		\$389,500	1,780	\$219	
556	Large Houses/ Mansions	4br/3.5ba 4br/4.5ba 5br/5.5ba	30% 40% 30%	\$450,000 \$485,000 \$500,000 and up	2,200 2,400 2,600 and up	\$205 \$202 \$192	14 to 28
		Weighted Average:		\$479,000	2,400	\$200	
<hr/> <hr/>							<hr/> <hr/>
100.0%							212 to 328
4,630	Target Households						per year
3,097	Target Buyer Households						97 to 175 For-Sale Units

NOTE: Base prices are in year 2023 dollars, do not include lot or location premiums, consumer-added options or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.



ZIMMERMAN/VOLK ASSOCIATES, INC.

Post Office Box 4907
Clinton, New Jersey 08809
908 735-6336
info@ZVA.cc • www.ZVA.cc

Residential Market Analysis Across the Urban-to-Rural Transect

ASSUMPTIONS AND LIMITATIONS—

Every effort has been made to insure the accuracy of the data contained within this analysis. Demographic and economic estimates and projections have been obtained from government agencies at the national, state, and county levels. Market information has been obtained from sources presumed to be reliable, including developers, owners, and/or sales agents. However, this information cannot be warranted by Zimmerman/Volk Associates, Inc. While the proprietary residential target market methodology™ employed in this analysis allows for a margin of error in base data, it is assumed that the market data and government estimates and projections are substantially accurate.

Absorption scenarios are based upon the assumption that a normal economic environment will prevail in a relatively steady state during development of the subject property. Absorption paces are likely to be slower during recessionary periods and faster during periods of recovery and high growth. Absorption scenarios are also predicated on the assumption that the product recommendations will be implemented generally as outlined in this report and that the developer will apply high-caliber design, construction, marketing, and management techniques to the development of the property.

Recommendations are subject to compliance with all applicable regulations. Relevant accounting, tax, and legal matters should be substantiated by appropriate counsel.





ZIMMERMAN/VOLK ASSOCIATES, INC.

Post Office Box 4907
Clinton, New Jersey 08809
908 735-6336
info@ZVA.cc • www.ZVA.cc

Residential Market Analysis Across the Urban-to-Rural Transect

RIGHTS AND STUDY OWNERSHIP—

Zimmerman/Volk Associates, Inc. retains all rights, title and interest in the ZVA residential target market methodology™ and target market descriptions contained within this study. The specific findings of the analysis are the property of the client and can be distributed at the client's discretion.

© Zimmerman/Volk Associates, Inc., 2023

