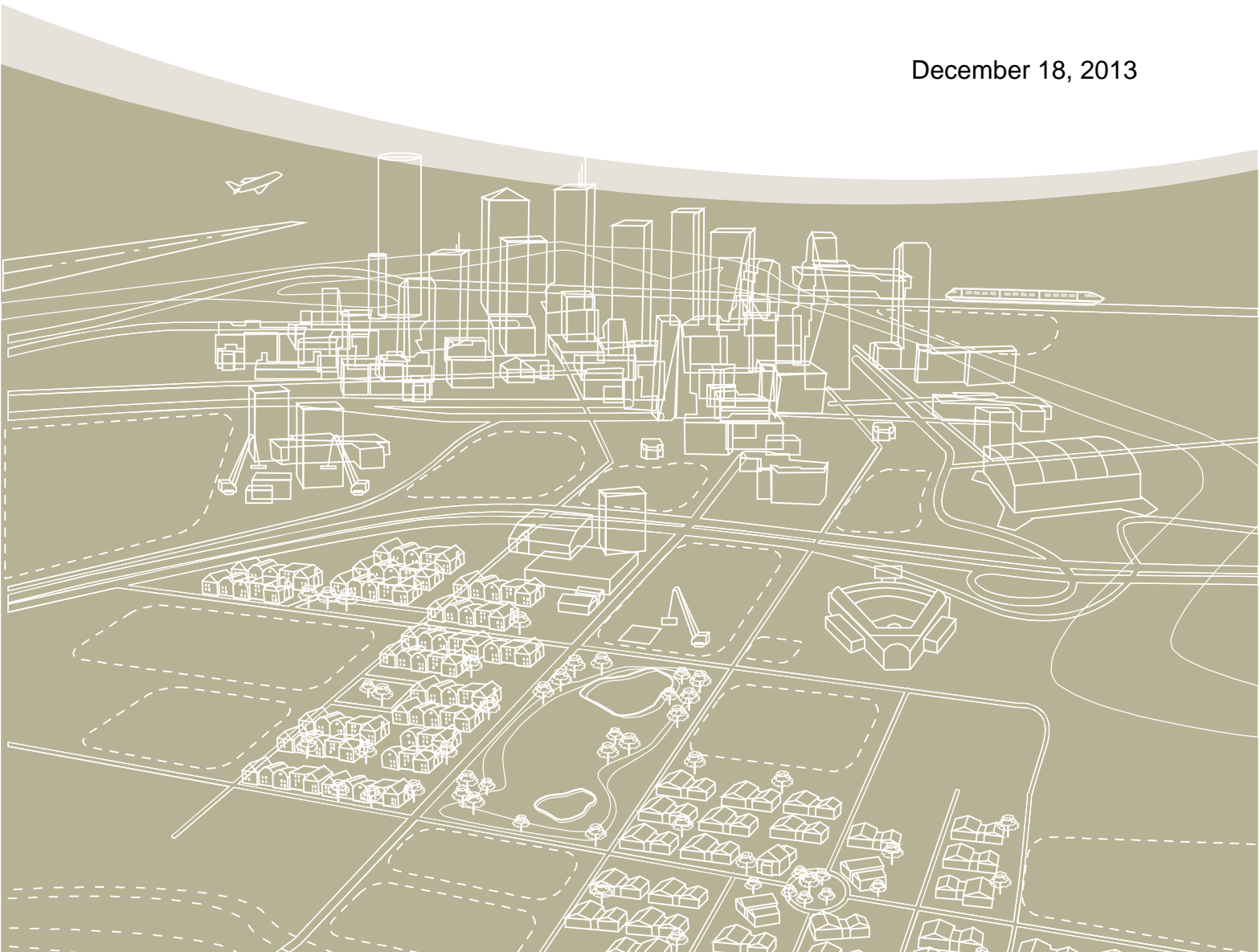


Analysis of Proposed Mount Dora Employment Center City of Mount Dora and Lake County

Prepared for Renaissance Planning Group

December 18, 2013



MEMORANDUM

TO: Mark Reggentin, Planning and Development Director
City of Mount Dora, Florida

FROM: Owen M. Beitsch, PhD, CRE, FAICP
Dave Darsey, Senior Principal
Real Estate Research Consultants, Inc.

DATE: December 18, 2013

RE: **Analysis of Proposed Mount Dora Employment Center**

1.0 INTRODUCTION

Real Estate Research Consultants, Inc. (RERC) was retained as a sub-consultant to Renaissance Planning Group (Renaissance) to provide consulting services associated with a proposed employment center near the City of Mount Dora, Florida.

Renaissance is preparing a master plan that describes the content of this major new employment center which will generally support the city and nearby communities. The plan responds to key markets that could be served based on an analysis of growth occurring in appropriate employment categories and the experiences of case study circumstances to be determined. Generally, RERC was charged with identifying those markets, describing the possible scale of such a venture, determining the efforts and lessons from comparable situations and to otherwise assist in executing the basic documents associated with the master plan. This memorandum summarizes the results of our analysis.

2.0 MOUNT DORA EMPLOYMENT CENTER SITE

Access and Context

The subject site is located east of US 441 and straddles both sides of SR 46. A portion of the Wekiva Parkway will be constructed through the site, exiting onto SR 46. The site is shown on the following regional map.

Figure 2.1: Mount Dora Employment Center Location

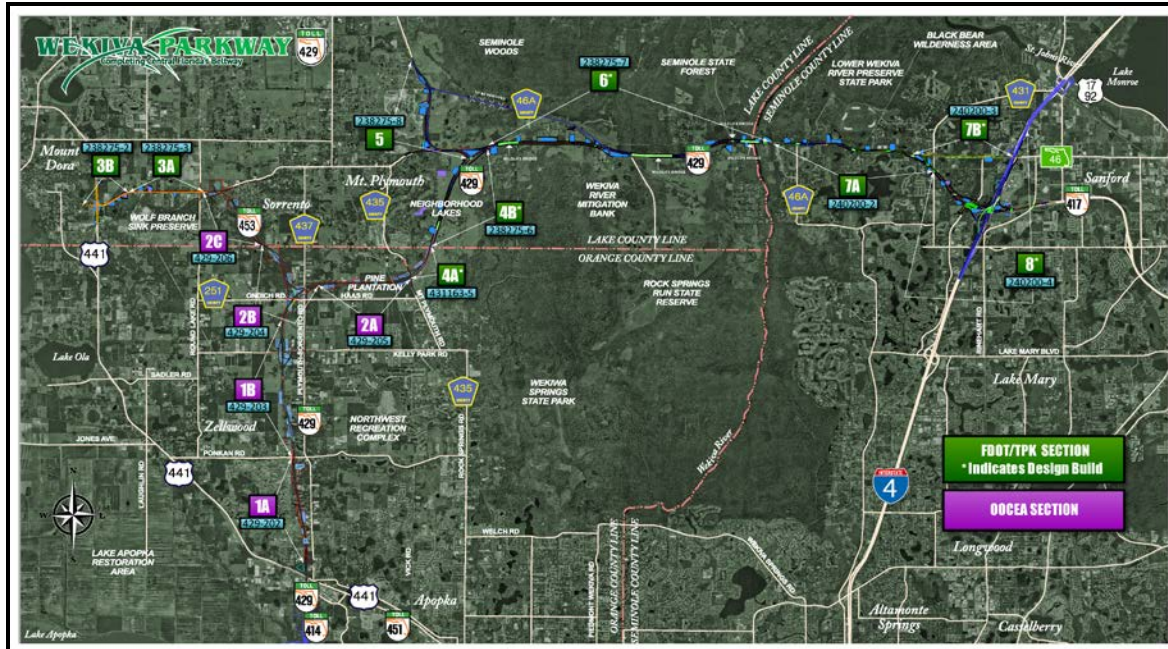


Source: Orlando-Orange County Expressway Authority; FDOT; RERC

As indicated on the above map, the site will have excellent interconnectivity within the greater Orlando region upon completion of the Wekiva Parkway. The Parkway will complete the toll road beltway system around Orlando. Construction is underway now on the Parkway, with various stages opening in phases over the next seven years.

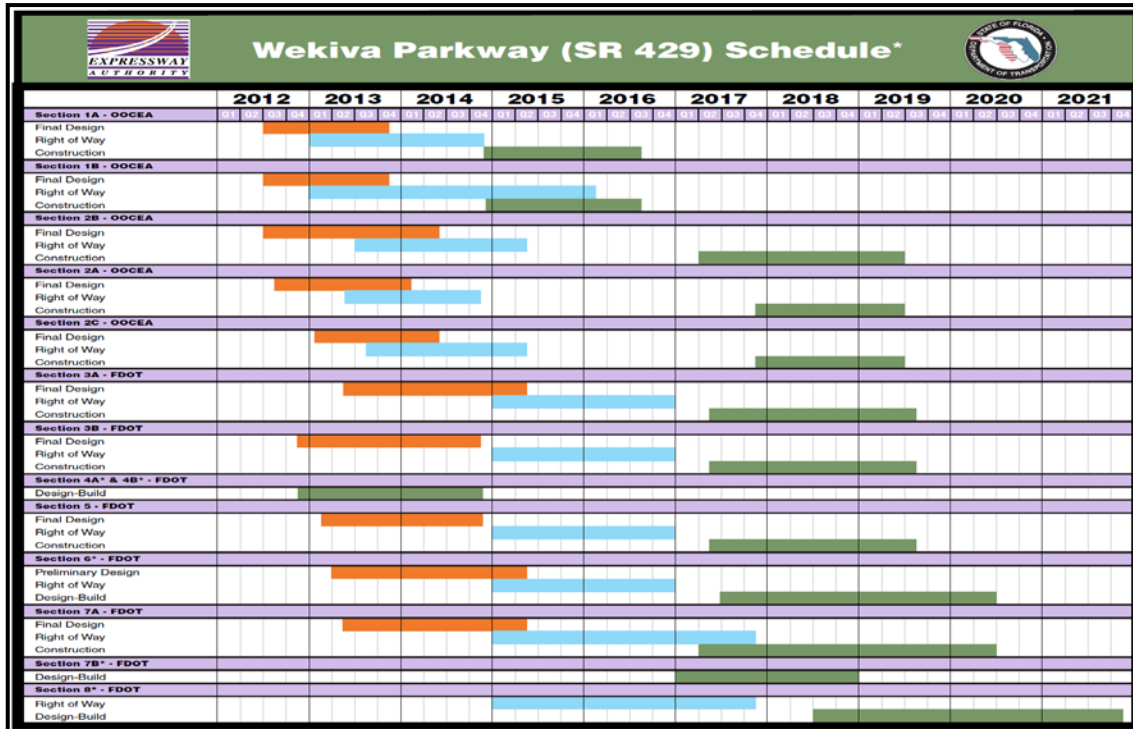
The following map shows a more detailed view of the Wekiva Parkway route, along with the estimated construction schedule.

Figure 2.2: Wekiva Parkway Alignment



Source: Orlando-Orange County Expressway Authority; FDOT; RERC

Figure 2.3: Wekiva Parkway Construction Schedule

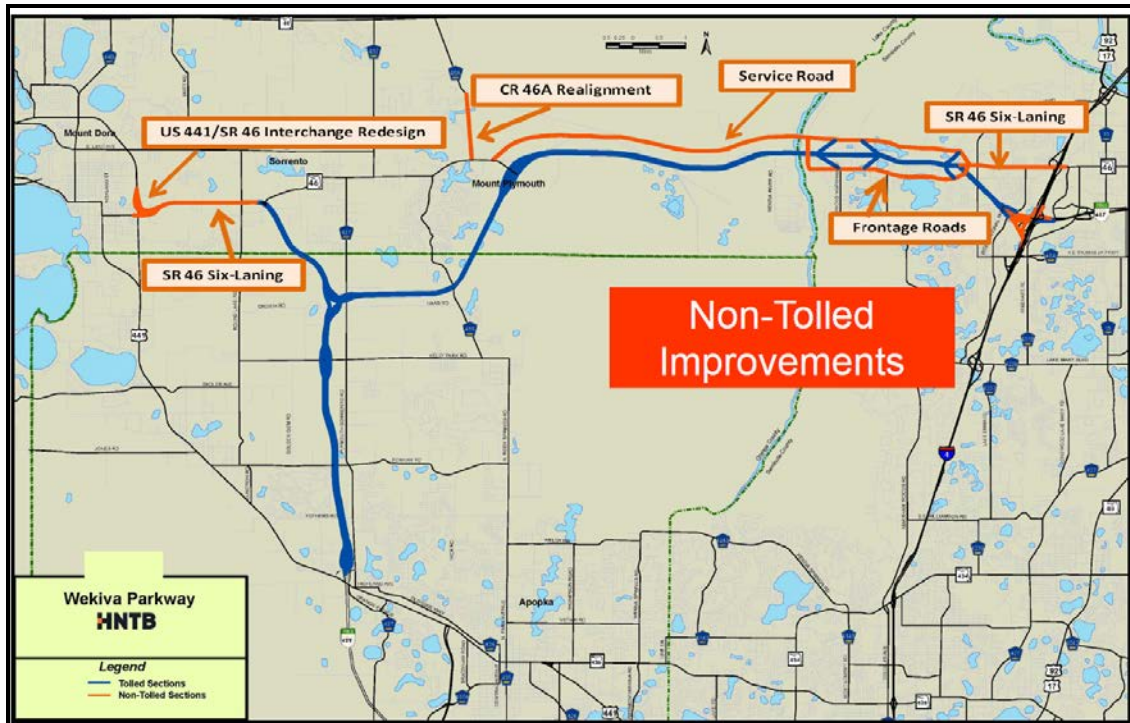


Source: Orlando-Orange County Expressway Authority; FDOT; RERC

The entire Parkway system is scheduled to open by mid-year 2020. The leg of the system that extends into Lake County to the subject site is scheduled to be completed in mid-year 2019, about one year prior to the entire road opening.

Improvements to SR 46 will also occur as a part of the Parkway construction process. These improvements are scheduled to be completed at the same time as the toll road extension to the subject site. The following map highlights the non-tolled road improvements.

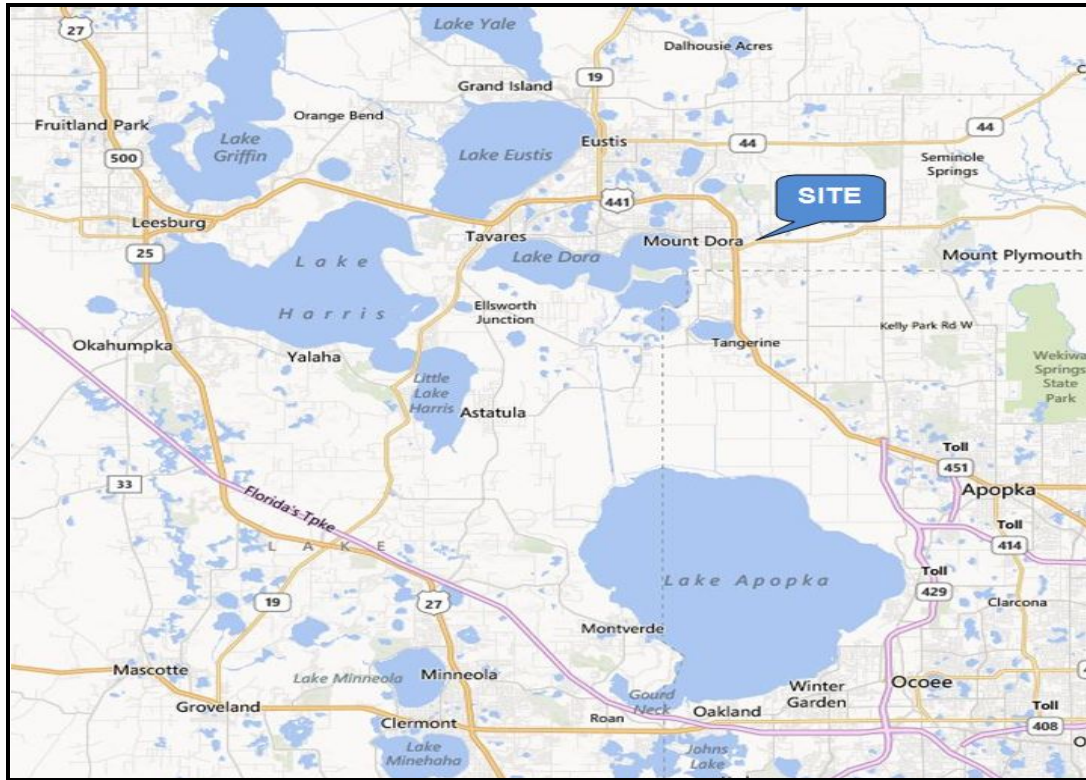
Figure 2.4: Other Road Upgrades



Source: Orlando-Orange County Expressway Authority; Florida Department of Transportation; RERC

A portion of the improvements to SR 46 extending west towards US 441 will go through the subject site. These improvements will only enhance the access to other areas within Lake County, such as Tavares and Leesburg. The location of the Mount Dora Employment Center site relative to other cities in Lake County is shown in the figure on the following page.

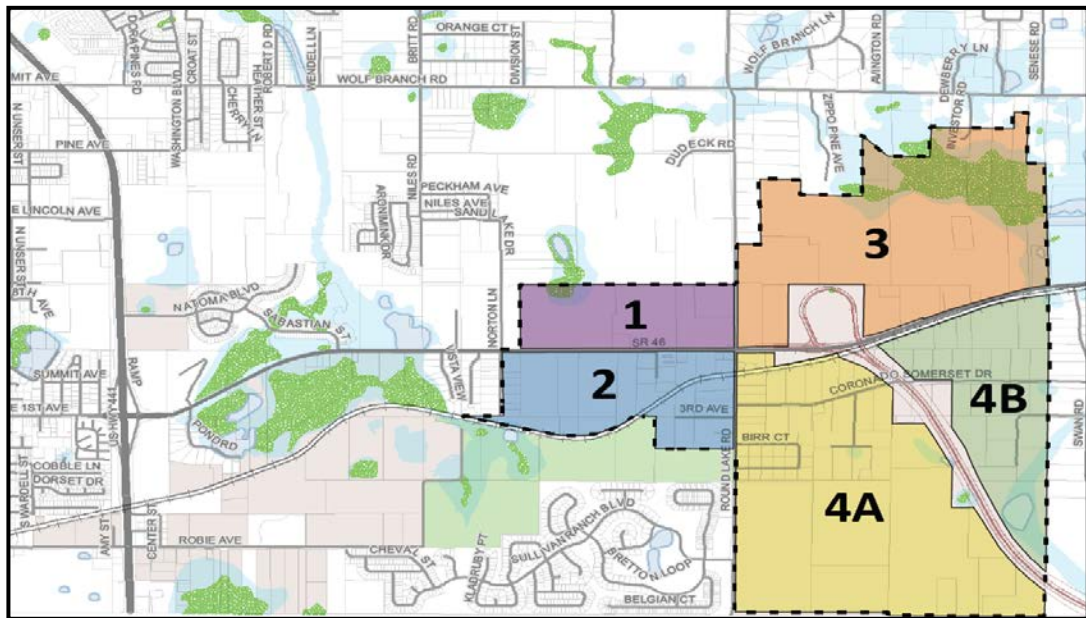
Figure 2.5: Mount Dora Employment Center's Location Relative to Other Municipalities



Source: Bing Maps; RERC

A more detailed view of the Mount Dora Employment Center site is shown in the map below.

Figure 2.6: Mount Dora Employment Center Site



Source: Renaissance; RERC

The site totals about 1,320 acres. After netting out the proposed roads and right of way there is approximately 1,217 acres remaining. Approximately 461 acres are north of SR 46, with the remaining 756 acres south of the road. The following tables illustrate the acres in the defined quadrants in the above map as well as the size of the land parcels within the site area.

Table 2.1: Site Quadrants and Parcel Sizes

Area	Acres (1)	Parcel Size	# of Parcels	Acres (1)	% of Total	
					Parcels	Acres
1	108	0 to 1 acres	36	12	20.9%	1.0%
2	146	1 to 2.5 acres	41	56	23.8%	4.6%
3	353	2.5 to 5 acres	36	148	20.9%	12.2%
4A	434	5 to 10 acres	29	172	16.9%	14.1%
4B	176	10 to 25 acres	20	268	11.6%	22.0%
Total	1,217	25 to 50 acres	5	161	2.9%	13.2%
		Greater than 50 acres	5	400	2.9%	32.9%
		Total	172	1,217	100.0%	100.0%

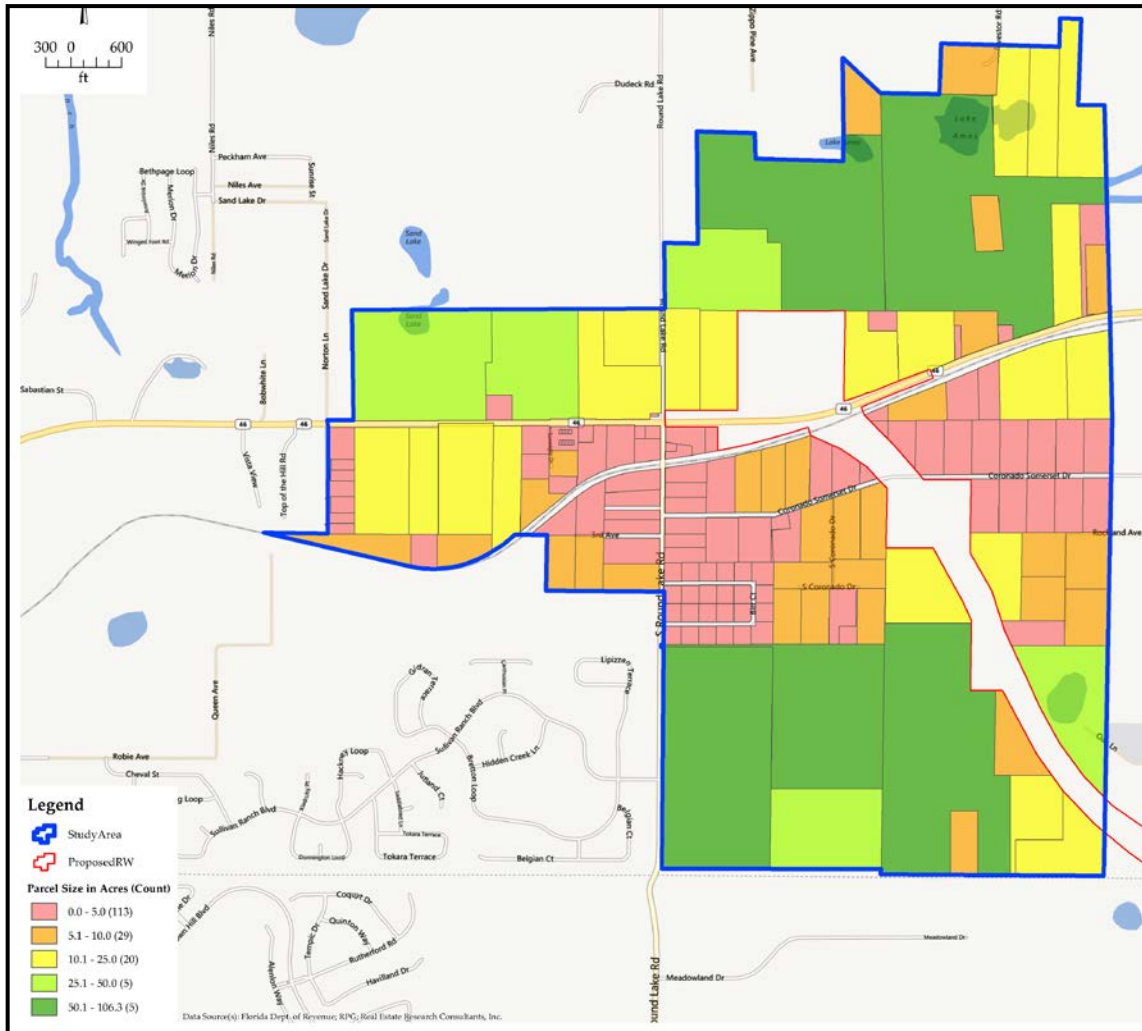
(1) Net of roads and right of way.

Source: Renaissance; Lake County Property Appraiser; RERC

The existing and proposed road systems that run through the site divide the Employment Center up into five areas. Areas 3 and 4A have the largest acreage. Currently 4A and 4B are not separated but will be once the Wekiva Parkway is extended to SR 46. The proposed interchange at SR 46 and the Wekiva Parkway will also impact the available land in area 3.

The property is all under private ownership, with about 134 owners of 172 parcels. The parcels vary in size with the largest at approximately 106 acres. The largest number of parcels is in the 1 to 2.5 acre size but only account for about 5% of the site acreage. Ten parcels are greater than 25 acres in size, accounting for about 6% of the parcels and 46% of the site's acreage. The map on the following page shows each parcel color coded by the size of the parcel.

Figure 2.7: Parcelization of Mount Dora Employment Center Site



Source: Renaissance; RERC

As can be seen in the above map, several of the larger parcels are adjacent to each other, meaning the ability to assemble land into larger development sites should be enhanced. The dark green shaded parcels on the map are 50 acres or more in size. The larger parcels north of SR 46 shown in dark green have access to the roadway and may offer some particularly good opportunities for development and assemblage.

This location is unique as it will offer one of a very limited number of development sites along the Wekiva Parkway. The Parkway was designed to minimize its impact on the environment as well as allow corridors for passage of wildlife in the area. There are only three permanent interchanges on the Parkway between Apopka and I-4, one at the subject site, another at Kelly Park Road in Orange County, and a third at Camp Challenge Road in Lake County. The Kelly Park Road interchange is about two miles south of the subject site, and the Camp Challenge Road interchange is about five miles east of the site. This could limit the competition for new product within easy access to the Parkway in the region.

The Kelly Park Crossing DRI project is proposed at the Kelly Park interchange off the Wekiva Parkway. This project could have up to 900 developed acres including 1,550 housing units, a 1,400,000 square feet regional mall, offices, a campus for Valencia College, 500 hotel rooms, a 400-bed hospital with medical office space, as well as a 4,000,000 square feet merchandise mart. There are 9,200,000 square feet of development rights secured for this project. Even though the limited number of interchanges on the Wekiva Parkway will impact the potential for future competition, the Kelly Park Crossing project should certainly attract its fair share of commercial space, even if not developed as currently envisioned. In many ways Kelly Park Crossing, which is much further along in obtaining entitlements, could be a preferred development site compared to the proposed Mount Dora Employment Center. Its location slightly closer to the Orlando metro area could also make it more desirable in the near term to the subject site. These factors were taken into account in our estimates of development potential discussed later in this document.

Regulatory Environment

The area is subject to a joint planning agreement and it is understood that the property in question will be annexed into the City of Mount Dora as the planning process continues. The location will benefit from zoning and land use designations favorable to most kinds of non-residential development opportunities. While residential activity may also be permitted, there are expectations the overall number of units ultimately approved would be relatively low to retain the area's focus on employment generating initiatives.

While Florida substantially suspended the rules for land development approvals, this area may still be subject to special approvals. By virtue of being within the Wekiva Study Area, there will still be requirements for specific properties of a certain size to follow the procedures for submitting a DRI. Given the number of property holders in the area, it is difficult to evaluate how, at this point, this level of approvals could affect actual implementation.

Implications

All in all, the proposed Employment Center should be able to compete very effectively for new development opportunities over an extended time frame.

The Mount Dora Employment Center site is well situated to take advantage of the dramatic improvement to regional access in the area that will occur upon the opening of the Wekiva Parkway. In 2020 the Parkway will ultimately connect with I-4 to the east and provide the last leg of the beltway system around Orlando. The extension of the beltway into Lake County will end at the subject site and should open by 2019. Various developers and property owners can be expected to position themselves and any potential projects to coincide with the roadway's actual completion.

The parkway is literally a limited access highway, which enhances the value and access stemming from any of the interchanges that will be constructed. The restricted number of access points along the road will impose some limits on potentially competitive development that will emerge in the region

The property has extensive acreage contained within parcels over 25 acres in size, which should ease, but not eliminate, the effort of assembling large developable sites. Also, several of

the larger parcels are adjacent to each other, which should help in assembling land into larger development sites. The need to satisfy some regulatory hurdles which do not apply in, or to, other development areas will remain something of an obstacle to implementing a truly integrated and cohesive plan. At the very least, the complications stemming from a large plan seem likely to slow the rate at which the property is absorbed by the market.

3.0 SOCIO-ECONOMIC TRENDS

Orange County remains the dominant housing and business location in the larger region and will continue to attract a disproportionate share of the metropolitan area’s population and employment growth. However, as competition for the remaining land to accommodate both residential and non-residential uses grows, costs will also grow, forcing users to become more economically discriminating in their choices. The need to balance land prices and land suitability will ultimately shift a substantial part of the region’s development activity to less settled areas. It will advance first to those with the most supportive access and infrastructure.

Several of the trends influencing the region’s development patterns and comprising major considerations in our analysis are discussed in the sections below. In effect, these are observable conditions which provide a valuable frame of reference for our ultimate findings. In the main, we believe these trends largely benefit the study area and affirm its position among many regional locations competing for future employment opportunities.

Population

There are a number of ways the region’s geography could be profiled. Given the connecting linkages of I-4, the Wekiva Parkway and other related extensions of the Orlando area’s beltway, we are focusing exclusively on Lake, Seminole and Orange counties for this analysis. Even if Osceola or other nearby counties may be a part of the formal regional structure, they are not an obvious part of the surface transportation system servicing today’s key residential and commercial centers.

Table 3.1: Current and projected area population

<u>Year</u>	<u>Lake</u>	<u>Orange</u>	<u>Seminole</u>	<u>Total Tri-County Area</u>	<u>Lake % of Total</u>	<u>Lake % Avg Annual Growth Rate</u>	<u>Orange</u>	<u>Seminole</u>	<u>Tri-County</u>
		(1,000)							
1980	105.9	474.8	182.0	762,728	13.9%				
1990	153.5	685.8	291.2	1,130,405	13.6%	3.8%	3.7%	4.8%	4.01%
2000	212.3	903.0	367.4	1,482,744	14.3%	3.3%	2.8%	2.4%	2.75%
2010	298.0	1,149.5	423.5	1,870,958	15.9%	3.4%	2.4%	1.4%	2.35%
Projections									
2020	384.2	1,370.2	507.4	2,261,799	17.0%	2.6%	1.8%	1.8%	1.92%
2025	427.7	1,482.9	550.2	2,460,756	17.4%	2.2%	1.6%	1.6%	1.70%
2030	471.0	1,595.1	592.8	2,658,903	17.7%	1.9%	1.5%	1.5%	1.56%
2040	557.0	1,818.4	677.6	3,052,927	18.2%	1.7%	1.3%	1.3%	1.39%

Sources: U.S. Bureau of the Census, Decennial Census, Woods and Poole 2012 State Profile; RERC.

By 2040, this three county area will grow to approximately 3,000,000 people; double the population in 2000, adding about 1,500,000 people in that time horizon. The total change from 1980 to 2040 will be about 2,300,000 people, a figure larger than the resident population in place in 2010, the year of the last decennial census. This will be a period of extraordinary growth.

Within this regional context, Lake’s population will have grown by 451,000 persons in the 1980 to 2040 period, a change that exceeds the total population in Seminole County in 2010. As a share of the region’s growing population, Lake is expected to control a growing proportion

across the entire study period. In 1980, Lake comprised about 14% of the three county population, dipping slightly in 1990 during a prior recession. Since then, its share has steadily expanded and will grow to about 18% of the three county total by 2040.

Just as its share has grown so has the rate of expansion. In almost every decennial year and in all future years, Lake is forecast to have an annualized growth rate that exceeds that of its neighbors.

Employment

Lake's share of the defined region's employment, however, has not kept pace with its growing population. In effect, Lake County has become an alternative location for housing displaced from Seminole, which is almost fully developed and Orange, where there are higher demands on land resources. Current employment projections, based on data from Woods & Poole Economics, Inc., actually show a moderately declining share of employment relative to population through 2040. The Woods & Poole firm specializes in long-term county economic and demographic projections. Woods & Poole's database for every county in the U.S. contains projections through 2040 for more than 900 variables. Each year Woods & Poole updates the projections with new historical data. Woods & Poole has been making county projections since 1983.

In terms of absolute job growth, however, the numbers are impressive. Lake County will have added about 161,000 jobs from 1980 to 2040, only slightly less than the total employment in Seminole County in 2000. In 2040, there could be as many as 207,000 workers in Lake County, approximately the total in place in Seminole County between the years 2000 and 2010. Beyond 2020, Woods and Poole expect the annualized rate of job change in Lake County to be on par with that of its neighboring counties.

Table 3.2: Current and projected area employment

<u>Year</u>	<u>Lake</u>	<u>Orange</u>	<u>Seminole</u>	<u>Total Tri-County Area</u>	<u>Lake % of Total</u>	<u>Lake</u>	<u>Orange</u>	<u>Seminole</u>	<u>Tri-County</u>
	<u>(1,000)</u>					<u>% Avg Annual Growth Rate</u>			
1980	46.3	291.2	61.6	399,068	11.6%				
1990	58.3	516.9	121.2	696,455	8.4%	2.3%	5.9%	7.0%	5.7%
2000	85.8	733.6	185.1	1,004,518	8.5%	3.9%	3.6%	4.3%	3.7%
2010	115.0	809.7	221.0	1,145,649	10.0%	3.0%	1.0%	1.8%	1.3%
Projections									
2020	140.3	988.8	266.2	1,395,292	10.1%	2.0%	2.0%	1.9%	2.0%
2025	155.3	1,091.9	292.3	1,539,401	10.1%	2.0%	2.0%	1.9%	2.0%
2030	171.4	1,202.8	320.9	1,695,032	10.1%	2.0%	2.0%	1.9%	1.9%
2040	207.3	1,448.8	386.9	2,042,954	10.1%	1.9%	1.9%	1.9%	1.9%

Sources: U.S. Bureau of the Census, Decennial Census, Woods and Poole 2012 State Profile; RERC.

Certain classes of employment will assume greater importance over time. Not surprisingly, as the county has shifted from its agricultural past, the rate of decline in farming and forestry has been steady compared with both Orange County and Seminole County. The decline continues through 2040. Nonetheless, this category of employment remains material to the composition of

Lake's economy. While Lake may have only 10% of all jobs in the region by 2040, the county will still account for about 24% of the region's jobs in agricultural, mining, and forestry related industries.

Other important categories of employment in the larger mix of employment include various services, retail services, government, health care and construction. The above average shares within these categories reflect the area's steadily increasing population and its needs. Less significant in terms of its relative share, but still a large category of future employment, are jobs in selected professional services and management.

Implications

Even as socio-economic projection methods have improved, the numbers used in this analysis have limitations because they are derived from recent gains and losses in the housing and commercial markets very specific to jurisdictional boundaries. Consequently, population and employment forecasts at the county level can vary materially over time as policies and local investments deter or attract patterns of development, yielding higher or lower rates of growth.

Without discounting their value for planning purposes, the numbers used here are best deployed as relative measures describing generalized patterns of a certain velocity and character subject to shifting political or physical conditions. They are suggestive of trends to be exploited or manipulated in the short and long terms. They absolutely do not represent an immutable condition.

On balance, what the information does indicate is, absent specific interventionist strategies, Lake County is on a trajectory to achieve growth that equals or exceeds other nearby counties. The comparison provides insight into the nature and composition of that growth. The scale of potential growth is such that the affected local governments are wise to control and direct it to areas of the county most suitable to support the pace of development. Whatever the limitations of the forecast, the data point to substantial gains in population and employment which certain nearby jurisdictions have leveraged to achieve powerful long term goals.

Using these numbers as reference points, we have selected a number of other areas in Florida also suggestive of what might be achieved in a given location over a period of several years and the sequence of events likely to be experienced as the area matures and evolves.

4.0 MARKET CHARACTERISTICS OF THE LAKE COUNTY OFFICE, INDUSTRIAL AND RETAIL MARKET

The following table summarizes the office, industrial and retail activity occurring in Lake County over various time periods.

Table 4.1: Summary of Lake County Office, Industrial and Retail Markets

<u>Year Built</u>	<u>Office</u>		<u>Industrial</u>		<u>Retail</u>	
	<u>Absorption</u>	<u>Cumulative Total</u>	<u>Absorption</u>	<u>Cumulative Total</u>	<u>Absorption</u>	<u>Cumulative Total</u>
Prior to 1970	806,830	806,830	1,121,290	1,121,290	2,027,602	2,027,602
1970-1979	290,551	1,097,381	1,248,639	2,369,929	1,368,565	3,396,167
1980-1989	539,587	1,636,968	1,407,702	3,777,631	2,765,659	6,161,826
1990-1999	400,154	2,037,122	2,282,460	6,060,091	2,861,099	9,022,925
2000-2010	1,933,454	3,970,576	2,786,159	8,846,250	5,630,620	14,653,545
2011-2012	23,152	3,993,728	0	8,846,250	320,021	14,973,566
	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>
Prior to 1970	NA	NA	NA	NA	NA	NA
1970-1979	29,055	3.1%	124,864	7.8%	136,857	5.3%
1980-1989	53,959	4.1%	140,770	4.8%	276,566	6.1%
1990-1999	40,015	2.2%	228,246	4.8%	286,110	3.9%
2000-2010	175,769	6.3%	253,287	3.5%	511,875	4.5%

Source: CoStar; RERC

Among the various uses, retail square footage dominates Lake County's non-residential land uses at this point in time. There is almost four times the amount of retail as there is office space in the County. The retail inventory is almost two times greater than the industrial inventory in the County. However, average annual growth rates of office space within Lake County were greater than retail over the latest 10 year period. Growth in industrial space has yet to catch up to retail space growth on a percentage basis. Retail activity absorbed more than twice the amount of office and industrial space over the last 10 year period in Lake County.

To place Lake County within the context of the region, we also profiled the office, industrial and retail markets in neighboring Orange and Seminole Counties in the tables on the following page.

Table 4.2: Summary of Orange County Office, Industrial and Retail Markets

Year Built	Office		Industrial		Retail	
	Absorption	Cumulative Total	Absorption	Cumulative Total	Absorption	Cumulative Total
Prior to 1970	8,972,613	8,972,613	16,676,396	16,676,396	9,175,564	9,175,564
1970-1979	5,585,544	14,558,157	18,310,452	34,986,848	6,938,112	16,113,676
1980-1989	19,872,289	34,430,446	29,316,424	64,303,272	15,759,384	31,873,060
1990-1999	7,756,478	42,186,924	17,336,840	81,640,112	15,139,115	47,012,175
2000-2010	16,367,937	58,554,861	25,860,690	107,500,802	21,137,702	68,149,877
2011-2012	379,307	58,934,168	295,646	107,796,448	909,920	69,059,797
	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>
Prior to 1970	NA	NA	NA	NA	NA	NA
1970-1979	558,554	5.0%	1,831,045	7.7%	693,811	5.8%
1980-1989	1,987,229	9.0%	2,931,642	6.3%	1,575,938	7.1%
1990-1999	775,648	2.1%	1,733,684	2.4%	1,513,912	4.0%
2000-2010	1,487,994	3.0%	2,350,972	2.5%	1,921,609	3.4%

Source: CoStar; RERC

Table 4.3: Summary of Seminole County Office, Industrial and Retail Markets

Year Built	Office		Industrial		Retail	
	Absorption	Cumulative Total	Absorption	Cumulative Total	Absorption	Cumulative Total
Prior to 1970	1,386,407	1,386,407	2,500,945	2,500,945	2,471,752	2,471,752
1970-1979	1,558,886	2,945,293	3,875,152	6,376,097	4,779,084	7,250,836
1980-1989	5,502,865	8,448,158	8,855,150	15,231,247	8,035,133	15,285,969
1990-1999	4,041,462	12,489,620	5,711,973	20,943,220	6,698,279	21,984,248
2000-2010	5,291,446	17,781,066	5,096,102	26,039,322	6,393,458	28,377,706
2011-2012	200,072	17,981,138	53,829	26,093,151	87,930	28,465,636
	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>
Prior to 1970	NA	NA	NA	NA	NA	NA
1970-1979	155,889	7.8%	387,515	9.8%	477,908	11.4%
1980-1989	550,287	11.1%	885,515	9.1%	803,513	7.7%
1990-1999	404,146	4.0%	571,197	3.2%	669,828	3.7%
2000-2010	481,041	3.3%	463,282	2.0%	581,223	2.3%

Source: CoStar; RERC

As would be expected in these substantially more mature counties, there is a much higher amount of developed square footage in all the profiled land uses versus the amount of space in Lake County. However, average annual growth rates in Lake County from 2000 to 2010 were much higher than those in Orange and Seminole Counties, indicating Lake is still a growing market within the region that has yet to reach stabilization.

The table on the following page summarizes Lake County's capture of regional (Lake, Orange and Seminole Counties) demand for each respective land use.

Table 4.4: Lake County Capture of Regional Office, Industrial and Retail Markets

Year Built	Office		Industrial		Retail	
	Absorption	Cumulative Total	Absorption	Cumulative Total	Absorption	Cumulative Total
Prior to 1970	7.2%	7.2%	5.5%	5.5%	14.8%	14.8%
1970-1979	3.9%	5.9%	5.3%	5.4%	10.5%	12.7%
1980-1989	2.1%	3.7%	3.6%	4.5%	10.4%	11.6%
1990-1999	3.3%	3.6%	9.0%	5.6%	11.6%	11.6%
2000-2010	8.2%	4.9%	8.3%	6.2%	17.0%	13.2%
2011-2012	3.8%	4.9%	0.0%	6.2%	24.3%	13.3%

Source: CoStar; RERC

As noted earlier, Lake County is dominated by retail compared to the office and industrial markets. This fact comes through in the County's much higher capture rate of regional retail space versus the office and industrial markets. In recent years the retail capture rate has been generally growing but the office and industrial rates have been much more inconsistent.

Obviously there are many other settings in the County itself where office, retail or industrial uses have, and are likely to, be developed. These land uses have emerged in part based on perceived opportunity, settlement patterns, need, and regional transportation access such as that now generating interest in the subject location.

The current tax rolls, summarized below, offer some indication of the areas in which these land use activities have been concentrated over the last two decades. The figures are at least suggestive of the ways in which the Mount Dora and nearby areas might perform over some future period relative to one another. Certainly, new areas will emerge but it will take some time for the existing patterns to alter on a substantial scale. For the present analysis, we are interested only in the last twenty year period because the region was in its most active and sustainable period of development. This more recent perspective mitigates the impacts of yet new and undeveloped or identified areas. Please note that the areas shown below are for properties that have mailing addresses in the respective municipalities or unincorporated Lake County.

Table 4.5: Concentrations of Office, Industrial and Retail Facilities Constructed in Lake County, 1990-2010

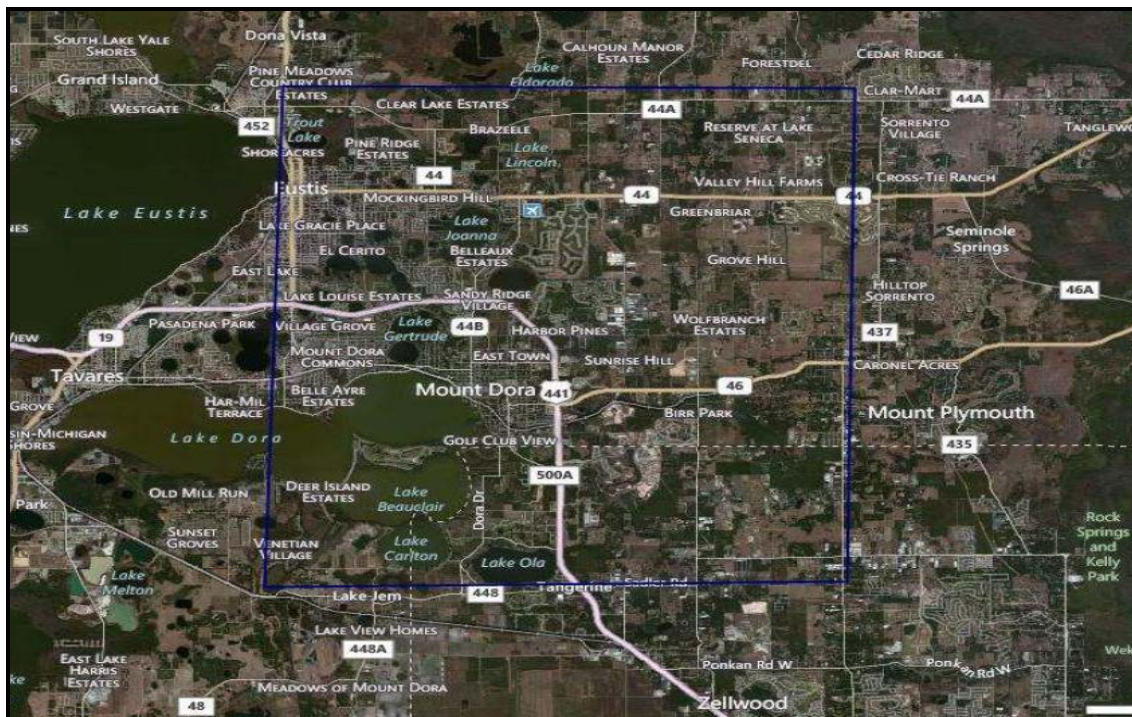
Area	Industrial	Percent of Total	Office	Percent of Total	Retail/ Restaurants	Percent of Total	Total	
							Square Feet	Percent Total Area
Clermont	318,847	4.4%	755,096	24.2%	2,343,925	27.3%	3,417,868	18.1%
Leesburg	1,077,872	15.0%	578,662	18.6%	1,274,963	14.9%	2,931,497	15.5%
Lady Lake	209,197	2.9%	368,024	11.8%	1,555,860	18.1%	2,133,081	11.3%
Tavares	667,653	9.3%	369,374	11.8%	344,065	4.0%	1,381,092	7.3%
Mount Dora	211,826	2.9%	215,994	6.9%	774,324	9.0%	1,202,144	6.4%
Eustis	346,737	4.8%	216,342	6.9%	494,874	5.8%	1,057,953	5.6%
Groveland	761,428	10.6%	8,888	0.3%	178,468	2.1%	948,784	5.0%
Minneola	307,444	4.3%	22,365	0.7%	143,257	1.7%	473,066	2.5%
Fruitland Park	39,133	0.5%	54,163	1.7%	89,137	1.0%	182,433	1.0%
Mascotte	22,076	0.3%	0	0.0%	14,146	0.2%	36,222	0.2%
Umatilla	6,480	0.1%	4,062	0.1%	17,021	0.2%	27,563	0.1%
Howey in the Hills	0	0.0%	2,310	0.1%	1,950	0.0%	4,260	0.0%
Astatula	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Montverde	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lake Unincorporated	3,239,871	44.9%	523,260	16.8%	1,343,697	15.7%	5,106,829	27.0%
Total Square Feet	7,208,564	100.0%	3,118,540	100.0%	8,575,687	100.0%	18,902,793	100.0%

Sources: Lake County Property Appraiser Tax Roll 2011F; RERC.

In effect, the largest share of development has occurred in the County, outside any municipality. With some exceptions, we have to assume that much of what is located inside the County's unincorporated areas is relatively close to a true municipal area and distributed in some proportion to that more properly associated with a designated town or community. Setting aside that issue for a moment, the data suggests that for the last two decades Mount Dora has captured between 6.0% and 7.0% percent of the continuing non-residential land uses most germane to the current analysis.

We defined a "Mount Dora area" that includes the subject site, the City of Mount Dora and nearby property. The following map shows the general boundaries of this area.

Figure 4.1: Map of Mount Dora Area



Source: CoStar; Microsoft Maps; RERC

The following table summarizes in much greater detail the ebbs and flows of market share in Mount Dora itself and the balance of Lake County, again focusing on office, industrial and retail land uses. Please note that the defined Mount Dora area is larger than the actual City, meaning that the square feet shown in the table on the following page (Table 4.6) is larger than that shown in Table 4.5 for Mount Dora.

Table 4.6: Summary of Mount Dora Area Office, Industrial and Retail Markets

Year Built	Office		Industrial		Retail	
	Absorption	Cumulative Total	Absorption	Cumulative Total	Absorption	Cumulative Total
Prior to 1970	233,894	233,894	49,095	49,095	594,196	594,196
1970-1979	43,764	277,658	339,147	388,242	341,324	935,520
1980-1989	117,661	395,319	59,106	447,348	541,459	1,476,979
1990-1999	38,612	433,931	82,649	529,997	514,951	1,991,930
2000-2010	151,520	585,451	138,595	668,592	636,041	2,627,971
2011-2012	12,152	597,603	0	668,592	24,833	2,652,804
	Avg Annual Absorption	Avg Annual Growth Rate	Avg Annual Absorption	Avg Annual Growth Rate	Avg Annual Absorption	Avg Annual Growth Rate
Prior to 1970	NA	NA	NA	NA	NA	NA
1970-1979	4,376	1.7%	33,915	NA	34,132	4.6%
1980-1989	11,766	3.6%	5,911	NA	54,146	4.7%
1990-1999	3,861	0.9%	8,265	1.7%	51,495	3.0%
2000-2010	13,775	2.8%	12,600	2.1%	57,822	2.6%
Capture Rate of County Total:						
Prior to 1970	29.0%	29.0%	4.4%	4.4%	29.3%	29.3%
1970-1979	15.1%	25.3%	27.2%	16.4%	24.9%	27.5%
1980-1989	21.8%	24.1%	4.2%	11.8%	19.6%	24.0%
1990-1999	9.6%	21.3%	3.6%	8.7%	18.0%	22.1%
2000-2010	7.8%	14.7%	5.0%	7.6%	11.3%	17.9%

Source: CoStar; RERC

Similar to the County as a whole, the Mount Dora area is dominated by retail space. Retail accounts for about 68% of the combined office, industrial and retail space there. The retail market has about four times the amount of office and industrial square footage. Average annual growth rates for all profiled land uses ranged from about 2.0 to 3.0 percent in the last ten year period. Capture rates of the County's total have been declining over time, but still range from about 8% to 18% depending on the land use.

In our opinion, the Mount Dora area's declining capture rates of the County's office, industrial and retail development should reverse after the road extension into Lake County is in place in 2019. This new road network will significantly enhance the area's accessibility within the region and should certainly increase demand for industrial space at a minimum. Retail space will be impacted more by growth in housing/population across the community and office demand will be dependent on employment growth fueled by expanding companies and relocations. The following section profiles case study areas in other locations that could offer insight into the future potential of the planned employment center after the completion of the Wekiva Parkway.

Implications

Lake County has historically been dominated by retail development with smaller amounts of office and industrial space. Retail growth really expanded dramatically from 2000 to 2010 within the County, averaging about 511,000 square feet of new space added each year. Industrial and office absorption was about half or less of the retail total over that same time period. Lake County's capture of the regional office, industrial and office markets reflect these same patterns.

The Mount Dora area is also dominated by retail development. The capture rate of the County's total has been declining over time for office, industrial and retail uses indicating this area is becoming less viable for this type of development.

However, we believe the Mount Dora area's declining capture rates of the County's office, industrial and retail development should begin to reverse after the Wekiva Parkway extension into Lake County is in place in 2019. Industrial development should certainly be enhanced with growth in office and retail fueled by expanding companies/relocations and growth in housing/population, respectively.

5.0 CASE STUDY AREAS

RERC identified several case study counties and areas to profile based on several factors, including:

- Population growth trends that shed light on potential post-Wekiva Parkway growth in Lake County and Mount Dora.
- Areas that have seen past growth due to new or improved road access.
- Similar locations adjacent to regional arterials.

These case studies offer some perspective on the pace of development which might be realized and the combinations of activities which might be supported as growth extends into areas that have largely been rural or ex-urban, changing in responses to pressures from development in nearby areas or responding to transportation or other major infrastructure improvements.

The following areas were summarized for comparison to Lake County and Mount Dora:

- Seminole County:
 - Lake Mary/Heathrow Area
 - West Sanford Area
- Polk County:
 - West Lakeland Area
- Pasco County:
 - South Pasco County Area
- Lee County:
 - Ft. Myers Airport Area (Southwest Florida International Airport)
- St. Lucie County:
 - St. Lucie/Turnpike Area
- Duval County:
 - Southeast Duval County Area
- Dade County:
 - Florida Turnpike/US 27 Area

The counties are discussed first, followed by the subareas. Within the subarea discussion, maps showing the boundary of each area are also presented. Please note that although we included subareas in both Duval and Dade Counties, we do not believe those counties as a whole are indicative of future potential within Lake County. Both Duval and Dade Counties are significantly larger with much higher population and commercial inventory than Lake could be expected to capture in the foreseeable future. For those reasons, we excluded Duval and Dade Counties in the county discussion in the next section.

Case Study Counties

The following table profiles the office market within Lake County as well as the selected case study counties.

Table 5.1: Summary of Case Study Counties' Office Market

Year Built	Lake County		Seminole County		Polk County	
	Absorption	Cumulative Total	Absorption	Cumulative Total	Absorption	Cumulative Total
Prior to 1970	806,830	806,830	1,386,407	1,386,407	3,328,340	3,328,340
1970-1979	290,551	1,097,381	1,558,886	2,945,293	1,526,277	4,854,617
1980-1989	539,587	1,636,968	5,502,865	8,448,158	2,028,312	6,882,929
1990-1999	400,154	2,037,122	4,041,462	12,489,620	1,944,458	8,827,387
2000-2010	1,933,454	3,970,576	5,291,446	17,781,066	1,998,678	10,826,065
2011-2012	23,152	3,993,728	200,072	17,981,138	103,023	10,929,088
	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>
Prior to 1970	NA	NA	NA	NA	NA	NA
1970-1979	29,055	3.1%	155,889	7.8%	152,628	3.8%
1980-1989	53,959	4.1%	550,287	11.1%	202,831	3.6%
1990-1999	40,015	2.2%	404,146	4.0%	194,446	2.5%
2000-2010	175,769	6.3%	481,041	3.3%	181,698	1.9%
Year Built	Pasco County		Lee County		St. Lucie County	
	Absorption	Cumulative Total	Absorption	Cumulative Total	Absorption	Cumulative Total
Prior to 1970	548,421	548,421	2,065,056	2,065,056	550,319	550,319
1970-1979	1,022,105	1,570,526	1,873,739	3,938,795	385,565	935,884
1980-1989	1,470,154	3,040,680	3,807,267	7,746,062	1,761,829	2,697,713
1990-1999	859,628	3,900,308	4,012,870	11,758,932	754,703	3,452,416
2000-2010	3,207,389	7,107,697	6,134,685	17,893,617	1,404,092	4,856,508
2011-2012	200,511	7,308,208	233,761	18,127,378	153,064	5,009,572
	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>
Prior to 1970	NA	NA	NA	NA	NA	NA
1970-1979	102,211	11.1%	187,374	6.7%	38,557	5.5%
1980-1989	147,015	6.8%	380,727	7.0%	176,183	11.2%
1990-1999	85,963	2.5%	401,287	4.3%	75,470	2.5%
2000-2010	291,581	5.6%	557,699	3.9%	127,645	3.2%

Source: CoStar; RERC

Lake County has the smallest amount of office space of all counties profiled. Seminole and Lee County have the largest at about 18,000,000 square feet of space. However, in the more recent 2000 to 2010 time period, Lake County's absorption of office space was about what was achieved in Polk County and was higher than St. Lucie County. Pasco County added about 100,000 square feet more of office space each year than what Lake County absorbed, and Seminole and Lee Counties were more than double the Lake County 2000 to 2010 absorption.

The following table profiles the industrial market within Lake County as well as the selected case study counties.

Table 5.2: Summary of Case Study Counties' Industrial Market

Year Built	<u>Lake County</u>		<u>Seminole County</u>		<u>Polk County</u>	
	<u>Absorption</u>	<u>Cumulative Total</u>	<u>Absorption</u>	<u>Cumulative Total</u>	<u>Absorption</u>	<u>Cumulative Total</u>
Prior to 1970	1,121,290	1,121,290	2,500,945	2,500,945	8,208,631	8,208,631
1970-1979	1,248,639	2,369,929	3,875,152	6,376,097	5,535,577	13,744,208
1980-1989	1,407,702	3,777,631	8,855,150	15,231,247	11,940,562	25,684,770
1990-1999	2,282,460	6,060,091	5,711,973	20,943,220	9,265,405	34,950,175
2000-2010	2,786,159	8,846,250	5,096,102	26,039,322	12,338,796	47,288,971
2011-2012	0	8,846,250	53,829	26,093,151	59,200	47,348,171
	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>
Prior to 1970	NA	NA	NA	NA	NA	NA
1970-1979	124,864	7.8%	387,515	9.8%	553,558	5.3%
1980-1989	140,770	4.8%	885,515	9.1%	1,194,056	6.5%
1990-1999	228,246	4.8%	571,197	3.2%	926,541	3.1%
2000-2010	253,287	3.5%	463,282	2.0%	1,121,709	2.8%
Year Built	<u>Pasco County</u>		<u>Lee County</u>		<u>St. Lucie County</u>	
	<u>Absorption</u>	<u>Cumulative Total</u>	<u>Absorption</u>	<u>Cumulative Total</u>	<u>Absorption</u>	<u>Cumulative Total</u>
Prior to 1970	824,063	824,063	2,905,378	2,905,378	1,343,060	1,343,060
1970-1979	1,484,990	2,309,053	4,921,679	7,827,057	1,723,222	3,066,282
1980-1989	2,549,833	4,858,886	6,158,309	13,985,366	2,861,643	5,927,925
1990-1999	1,098,392	5,957,278	4,589,241	18,574,607	1,711,533	7,639,458
2000-2010	2,541,961	8,499,239	11,012,884	29,587,491	4,748,186	12,387,644
2011-2012	19,500	8,518,739	229,697	29,817,188	98,670	12,486,314
	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>
Prior to 1970	NA	NA	NA	NA	NA	NA
1970-1979	148,499	10.9%	492,168	10.4%	172,322	8.6%
1980-1989	254,983	7.7%	615,831	6.0%	286,164	6.8%
1990-1999	109,839	2.1%	458,924	2.9%	171,153	2.6%
2000-2010	231,087	3.3%	1,001,171	4.3%	431,653	4.5%

Source: CoStar; RERC

Lake and Pasco County have similar amounts of industrial space, but are the lowest amongst the profiled counties. St. Lucie County has about 40% more industrial space than Lake County. However, Seminole, Lee and Polk County are significantly higher at more than three times Lake County's industrial space.

The following table profiles the retail market within Lake County as well as the selected case study counties.

Table 5.3: Summary of Case Study Counties' Retail Market

<u>Year Built</u>	<u>Lake County</u>		<u>Seminole County</u>		<u>Polk County</u>	
	<u>Absorption</u>	<u>Cumulative Total</u>	<u>Absorption</u>	<u>Cumulative Total</u>	<u>Absorption</u>	<u>Cumulative Total</u>
Prior to 1970	2,027,602	2,027,602	2,471,752	2,471,752	4,756,485	4,756,485
1970-1979	1,368,565	3,396,167	4,779,084	7,250,836	3,719,609	8,476,094
1980-1989	2,765,659	6,161,826	8,035,133	15,285,969	6,452,267	14,928,361
1990-1999	2,861,099	9,022,925	6,698,279	21,984,248	4,409,686	19,338,047
2000-2010	5,630,620	14,653,545	6,393,458	28,377,706	6,522,791	25,860,838
2011-2012	320,021	14,973,566	87,930	28,465,636	56,238	25,917,076
	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>
Prior to 1970	NA	NA	NA	NA	NA	NA
1970-1979	136,857	5.3%	477,908	11.4%	371,961	5.9%
1980-1989	276,566	6.1%	803,513	7.7%	645,227	5.8%
1990-1999	286,110	3.9%	669,828	3.7%	440,969	2.6%
2000-2010	511,875	4.5%	581,223	2.3%	592,981	2.7%
<u>Year Built</u>	<u>Pasco County</u>		<u>Lee County</u>		<u>St. Lucie County</u>	
	<u>Absorption</u>	<u>Cumulative Total</u>	<u>Absorption</u>	<u>Cumulative Total</u>	<u>Absorption</u>	<u>Cumulative Total</u>
Prior to 1970	1,838,287	1,838,287	5,759,567	5,759,567	1,739,312	1,739,312
1970-1979	3,269,610	5,107,897	6,414,556	12,174,123	1,100,614	2,839,926
1980-1989	6,135,804	11,243,701	7,816,488	19,990,611	2,573,606	5,413,532
1990-1999	2,983,325	14,227,026	9,300,077	29,290,688	1,974,544	7,388,076
2000-2010	7,506,190	21,733,216	14,113,222	43,403,910	5,058,229	12,446,305
2011-2012	165,333	21,898,549	443,064	43,846,974	37,823	12,484,128
	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>
Prior to 1970	NA	NA	NA	NA	NA	NA
1970-1979	326,961	10.8%	641,456	7.8%	110,061	5.0%
1980-1989	613,580	8.2%	781,649	5.1%	257,361	6.7%
1990-1999	298,333	2.4%	930,008	3.9%	197,454	3.2%
2000-2010	682,381	3.9%	1,283,020	3.6%	459,839	4.9%

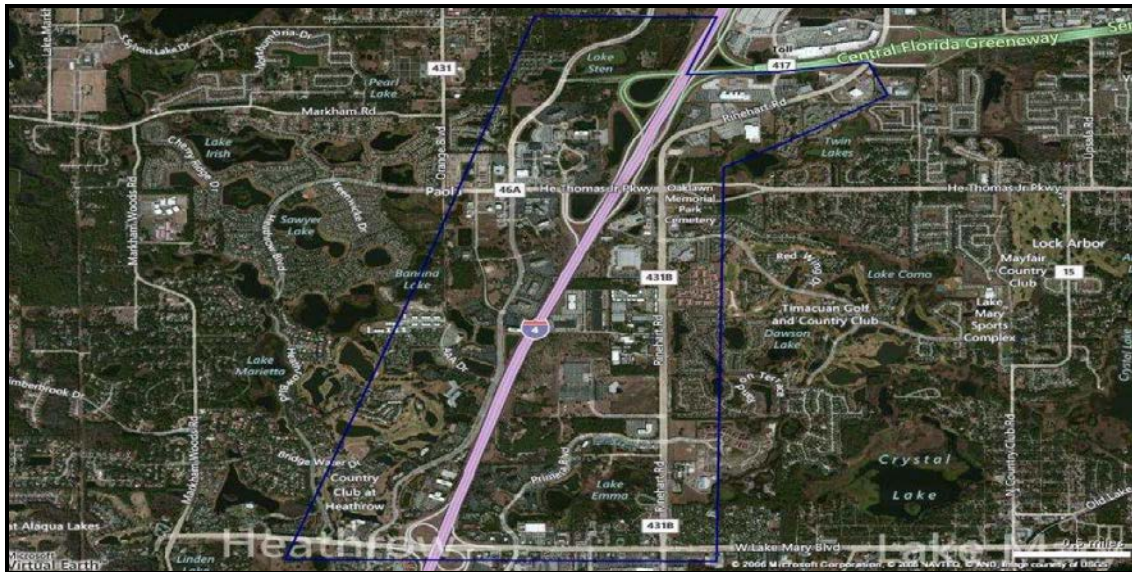
Source: CoStar; RERC

As noted previously, Lake County is dominated by retail development when compared to the office and industrial markets. However, the amount of retail space in Lake County is still much smaller than all profiled counties except St. Lucie. Pasco, Seminole and Polk Counties all have about 50% or more retail space than Lake County. Lee County has substantially more retail space than all counties profiled but its large tourist visitation is certainly contributing to retail demand.

Case Study Subareas

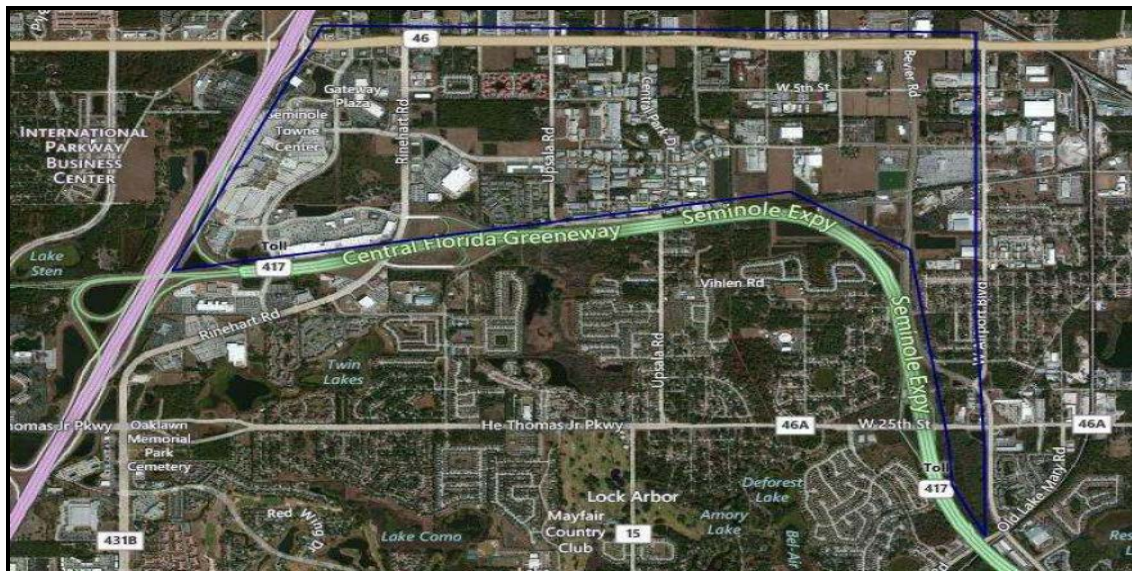
The case study subareas noted earlier are shown in the following series of figures. The areas do vary significantly in size but adjustments are made later in the analysis to account for these discrepancies.

Figure 5.1: Lake Mary/Heathrow Subarea (Seminole County) – 2,816 Acres



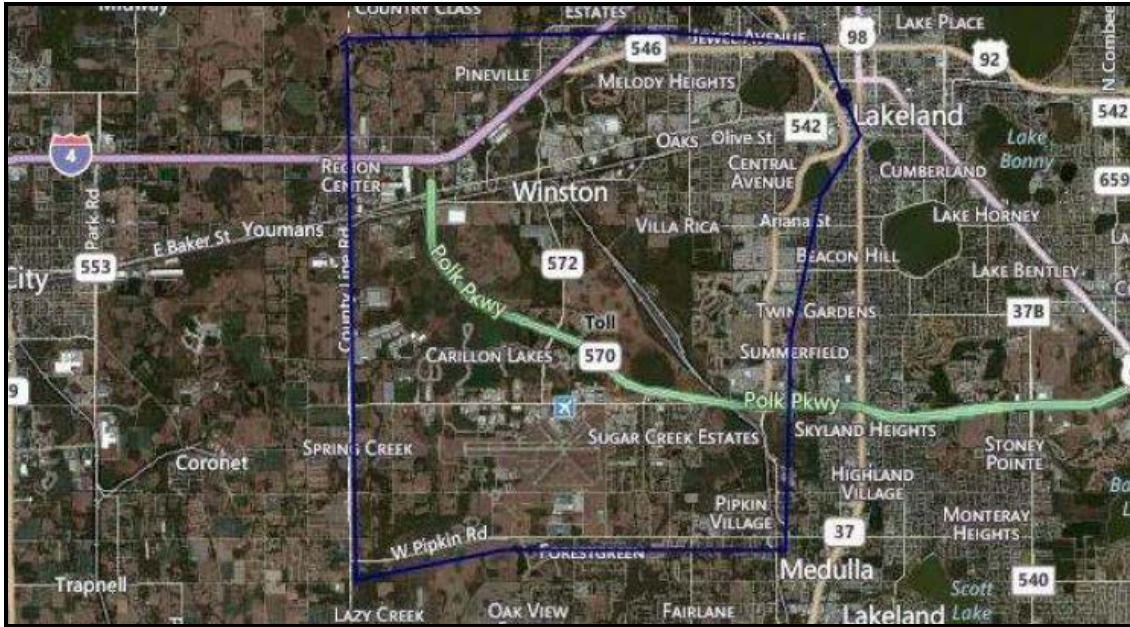
Source: CoStar; Microsoft Maps; RERC

Figure 5.2: West Sanford Subarea (Seminole County) – 1,670 Acres



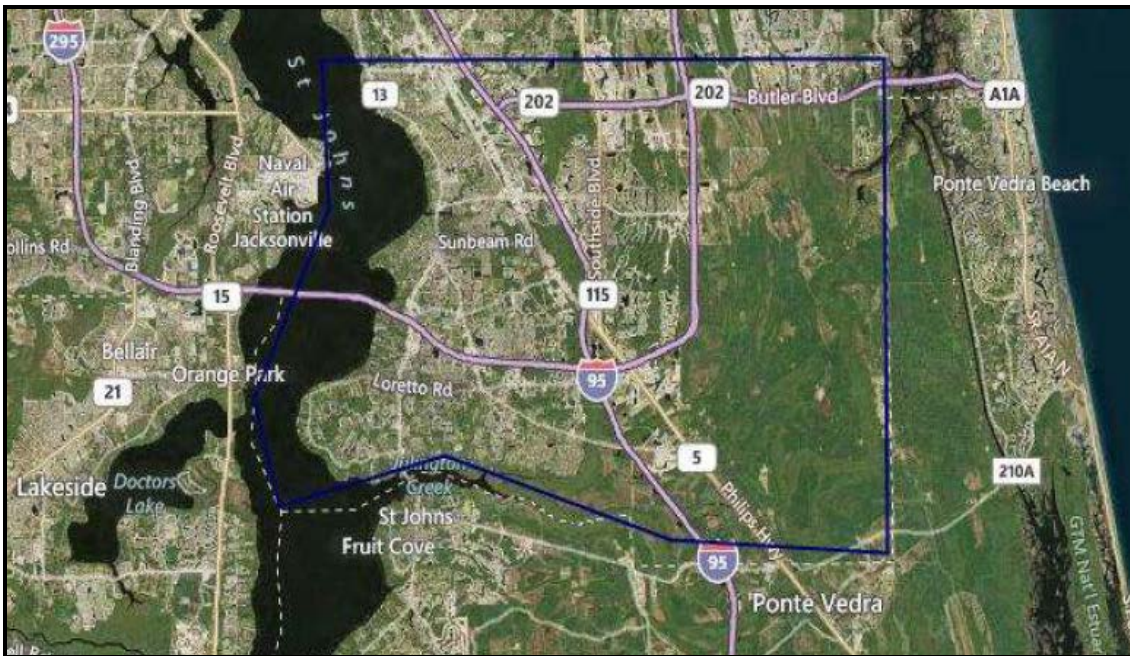
Source: CoStar; Microsoft Maps; RERC

Figure 5.3: West Lakeland Subarea (Polk County) – 18,720 Acres



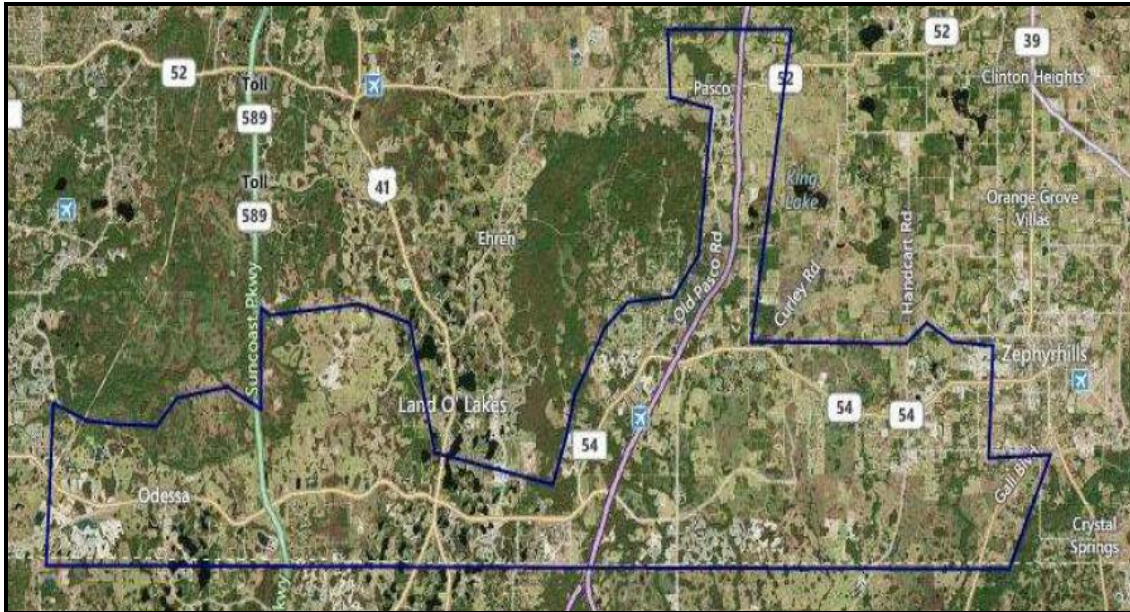
Source: CoStar; Microsoft Maps; RERC

Figure 5.4: Southeast Duval County Subarea – 100,653 Acres



Source: CoStar; Microsoft Maps; RERC

Figure 5.5: South Pasco County Subarea – 82,611 Acres



Source: CoStar; Microsoft Maps; RERC

Figure 5.6: Ft. Myers Airport Subarea (Lee County) – 13,786 Acres



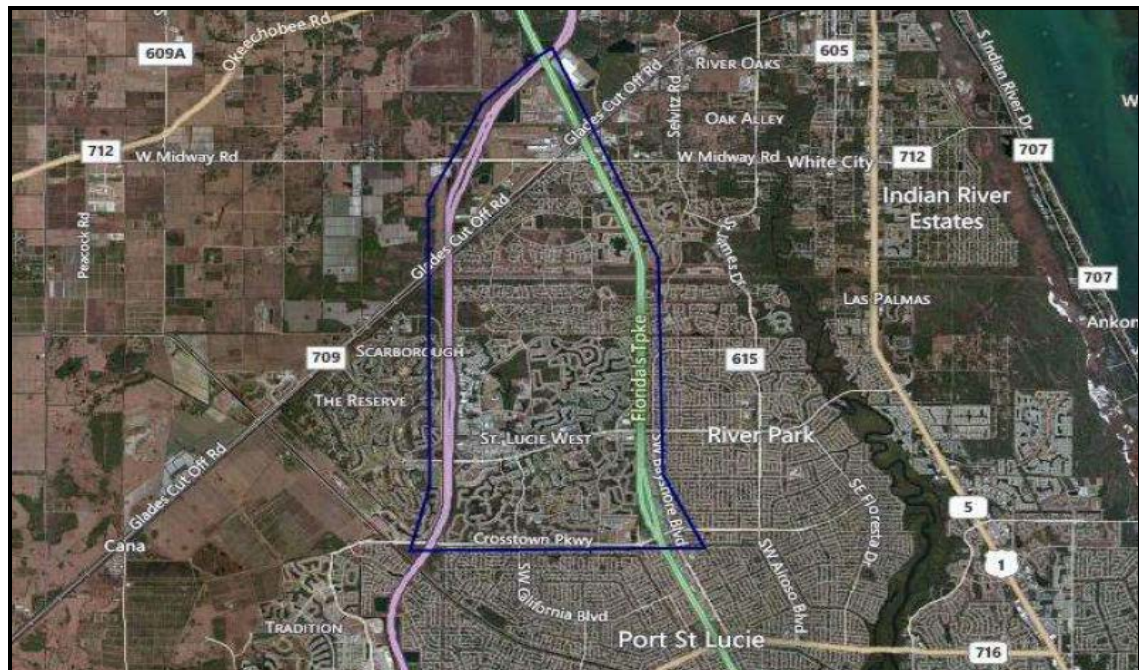
Source: CoStar; Microsoft Maps; RERC

Figure 5.7: Florida Turnpike/US 27 Subarea (Dade County) – 4,275 Acres



Source: CoStar; Microsoft Maps; RERC

Figure 5.8: St. Lucie/Florida Turnpike Subarea – 10,739 Acres



Source: CoStar; Microsoft Maps; RERC

The table on the following page summarizes the office market within the Mount Dora area and each of the respective subareas.

Table 5.4: Summary of Case Study Subarea's Office Market

Year Built	Mt. Dora Area		Lake Mary/Heathrow		West Sanford Area	
	Absorption	Cumulative Total	Absorption	Cumulative Total	Absorption	Cumulative Total
Prior to 1970	233,894	233,894	0	0	1,051	1,051
1970-1979	43,764	277,658	0	0	0	1,051
1980-1989	117,661	395,319	692,443	692,443	10,000	11,051
1990-1999	38,612	433,931	2,013,212	2,705,655	3,851	14,902
2000-2010	151,520	585,451	2,310,825	5,016,480	162,242	177,144
2011-2012	12,152	597,603	0	5,016,480	0	177,144
	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>
Prior to 1970	NA	NA	NA	NA	NA	NA
1970-1979	4,376	1.7%	0	NA	0	0.0%
1980-1989	11,766	3.6%	69,244	NA	1,000	26.5%
1990-1999	3,861	0.9%	201,321	14.6%	385	3.0%
2000-2010	13,775	2.8%	210,075	5.8%	14,749	25.2%
Capture Rate of County Total:						
Prior to 1970	29.0%	29.0%	0.0%	0.0%	0.1%	0.1%
1970-1979	15.1%	25.3%	0.0%	0.0%	0.0%	0.0%
1980-1989	21.8%	24.1%	12.6%	8.2%	0.2%	0.1%
1990-1999	9.6%	21.3%	49.8%	21.7%	0.1%	0.1%
2000-2010	7.8%	14.7%	43.7%	28.2%	3.1%	1.0%
Area in Acres		44,634		2,816		1,670
Developed SF per Acre		13		1,781		106
Year Built	West Lakeland Area		SF Duval County Area		South Pasco County Area	
	Absorption	Cumulative Total	Absorption	Cumulative Total	Absorption	Cumulative Total
Prior to 1970	287,139	287,139	139,668	139,668	13,746	13,746
1970-1979	70,182	357,321	1,086,578	1,226,246	2,847	16,593
1980-1989	57,429	414,750	7,511,149	8,737,395	76,081	92,674
1990-1999	712,875	1,127,625	8,151,718	16,889,113	71,756	164,430
2000-2010	605,905	1,733,530	7,239,589	24,128,702	1,943,664	2,108,094
2011-2012	0	1,733,530	134,234	24,262,936	102,939	2,211,033
	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>
Prior to 1970	NA	NA	NA	NA	NA	NA
1970-1979	7,018	2.2%	108,658	24.3%	285	1.9%
1980-1989	5,743	1.5%	751,115	21.7%	7,608	18.8%
1990-1999	71,288	10.5%	815,172	6.8%	7,176	5.9%
2000-2010	55,082	4.0%	658,144	3.3%	176,697	26.1%
Capture Rate of County Total:						
Prior to 1970	8.6%	8.6%	1.3%	1.3%	2.5%	2.5%
1970-1979	4.6%	7.4%	18.1%	7.2%	0.3%	1.1%
1980-1989	2.8%	6.0%	53.2%	28.0%	5.2%	3.0%
1990-1999	36.7%	12.8%	73.3%	39.9%	8.3%	4.2%
2000-2010	30.3%	16.0%	70.3%	45.9%	60.6%	29.7%
Area in Acres		18,720		100,653		82,611
Developed SF per Acre		93		241		27
Year Built	Ft. Myers Airport Area		FL Turnpike/US 27 Area		St. Lucie/Turnpike Area	
	Absorption	Cumulative Total	Absorption	Cumulative Total	Absorption	Cumulative Total
Prior to 1970	0	0	0	0	0	0
1970-1979	0	0	23,172	23,172	1,873	1,873
1980-1989	12,876	12,876	24,683	47,855	54,262	56,135
1990-1999	204,959	217,835	9,905	57,760	208,041	264,176
2000-2010	449,418	667,253	799,032	856,792	450,997	715,173
2011-2012	159,141	826,394	0	856,792	17,576	732,749
	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>
Prior to 1970	NA	NA	NA	NA	NA	NA
1970-1979	0	NA	2,317	NA	187	NA
1980-1989	1,288	NA	2,468	7.5%	5,426	40.5%
1990-1999	20,496	32.7%	991	1.9%	20,804	16.8%
2000-2010	40,856	10.7%	72,639	27.8%	41,000	9.5%
Capture Rate of County Total:						
Prior to 1970	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1970-1979	0.0%	0.0%	0.1%	0.1%	0.5%	0.2%
1980-1989	0.3%	0.2%	0.1%	0.1%	3.1%	2.1%
1990-1999	5.1%	1.9%	0.1%	0.1%	27.6%	7.7%
2000-2010	7.3%	3.7%	4.2%	0.9%	32.1%	14.7%
Area in Acres		13,786		4,275		10,739
Developed SF per Acre		60		200		68

Source: CoStar; RERC

The Mount Dora subarea has the smallest amount of office space of all other areas, with the exception of West Sanford. However, based on the developed office square feet per acre, Mount Dora is by far the least developed of all areas profiled.

The experience of several of these case study subareas offers some perspective on the potential of future development in the Mount Dora area.

- South Pasco has come on strong over the past 10-12 years as development has continued to expand northward from the Tampa area along the I-75 corridor and the Suncoast Parkway (SR 589). Although I-75 has been in existence in this area for decades, the Suncoast Parkway opened in 2001, providing an alternate north-south express route from Tampa into Pasco and through Hernando County. About 2,000,000 square feet of office space has been constructed in the south Pasco area since 2000, adding about 177,000 square feet of space every year. At the end of the 1990's there was only about 2 square feet of office space per acre in South Pasco County, but by the end of 2012 that ratio had increased to 27 square feet of office space per acre. As a point of comparison Mount Dora now has approximately 13 square feet of office space per acre.
- The West Lakeland area has seen steady growth of office space since about 1990. Although it has a slightly smaller amount of office space than South Pasco it is in a smaller geographic area, so its ratio of office space per acre is larger at 93 square feet. The I-4 corridor has been open in this area for many decades but the Polk Parkway (SR 570), which goes through the West Lakeland area, is a more recent addition with the toll highway completed in 1999. This road provides an alternate route around the southern portion of Lakeland and ultimately reconnects with I-4 around Polk City. Over the last 20 years, the West Lakeland area has been adding about 55,000 to 70,000 square feet of office space each year.
- The Lake Mary/Heathrow area has seen significant additions to office space since the 1990's. Although I-4 has been open in this corridor for decades International Parkway, which was completed in the late 1990's, created access to a significant amount of developable land in the Heathrow area just west of the interstate. Also contributing to improvements in access was the opening of the SR 417 extension to International Parkway in 2011. Over 2,000,000 square feet of office space was added in this area in each 10 year period from 1990-1999 and 2000 to 2010, averaging about 200,000 new square feet each year. The much smaller land area created a significantly higher density of 1,781 square feet of office space per acre.
- The Southeast Duval County subarea is bisected by I-295, a beltway system around the Jacksonville metro area. The first portion of the eastern section of I-295 opened in 1983, with the remaining sections opening over a long period of time through 2006. In 2009 the entire beltway was considered interstate ready. This is one of the more mature subareas we profiled, with about 7,200,000 to 8,000,000 square feet of office space added in each decade from 1980 on. On average this area has absorbed about 650,000 to 800,000 square feet of each space annually over the past 30 years. Even though the subarea is very large at almost 101,000 acres, it has achieved a ratio of approximately 241 square feet of office space per acre.

The following table summarizes the industrial market within the Mount Dora area and each of the respective subareas.

Table 5.5: Summary of Case Study Subarea's Industrial Market

Year Built	Mt. Dora Area		Lake Mary/Heathrow		West Sanford Area	
	Absorption	Cumulative Total	Absorption	Cumulative Total	Absorption	Cumulative Total
Prior to 1970	49,095	49,095	262,511	262,511	70,000	70,000
1970-1979	339,147	388,242	0	262,511	122,746	192,746
1980-1989	59,106	447,348	0	262,511	474,169	666,915
1990-1999	82,649	529,997	264,804	527,315	1,044,815	1,711,730
2000-2010	138,595	668,592	48,044	575,359	733,780	2,445,510
2011-2012	0	668,592	0	575,359	0	2,445,510
	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>
Prior to 1970	NA	NA	NA	NA	NA	NA
1970-1979	33,915	23.0%	0	NA	12,275	10.7%
1980-1989	5,911	1.4%	0	NA	47,417	13.2%
1990-1999	8,265	1.7%	26,480	7.2%	104,482	9.9%
2000-2010	12,600	2.1%	4,368	0.8%	66,707	3.3%
Capture Rate of County Total:						
Prior to 1970	4.4%	4.4%	10.5%	10.5%	2.8%	2.8%
1970-1979	27.2%	16.4%	0.0%	4.1%	3.2%	3.0%
1980-1989	4.2%	11.8%	0.0%	1.7%	5.4%	4.4%
1990-1999	3.6%	8.7%	4.6%	2.5%	18.3%	8.2%
2000-2010	5.0%	7.6%	0.9%	2.2%	14.4%	9.4%
Area in Acres		44,634		2,816		1,670
Developed SF per Acre		15		204		1,464
Year Built	West Lakeland Area		SE Duval County Area		South Pasco County Area	
	Absorption	Cumulative Total	Absorption	Cumulative Total	Absorption	Cumulative Total
Prior to 1970	2,876,986	2,876,986	1,332,284	1,332,284	12,844	12,844
1970-1979	865,679	3,742,665	3,391,080	4,723,364	119,900	132,744
1980-1989	4,668,977	8,411,642	5,189,240	9,912,604	491,588	624,332
1990-1999	3,448,829	11,860,471	5,486,274	15,398,878	664,945	1,289,277
2000-2010	3,859,148	15,719,619	2,456,514	17,855,392	1,401,950	2,691,227
2011-2012	37,000	15,756,619	13,372	17,868,764	0	2,691,227
	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>
Prior to 1970	NA	NA	NA	NA	NA	NA
1970-1979	86,568	2.7%	339,108	13.5%	11,990	26.3%
1980-1989	466,898	8.4%	518,924	7.7%	49,159	16.7%
1990-1999	344,883	3.5%	548,627	4.5%	66,495	7.5%
2000-2010	350,832	2.6%	223,319	1.4%	127,450	6.9%
Capture Rate of County Total:						
Prior to 1970	35.0%	35.0%	4.2%	4.2%	1.6%	1.6%
1970-1979	15.6%	27.2%	16.1%	8.9%	8.1%	5.7%
1980-1989	39.1%	32.7%	30.7%	14.2%	19.3%	12.8%
1990-1999	37.2%	33.9%	32.1%	17.7%	60.5%	21.6%
2000-2010	31.3%	33.2%	11.4%	16.5%	55.2%	31.7%
Area in Acres		18,720		100,653		82,611
Developed SF per Acre		842		178		33
Year Built	Ft. Myers Airport Area		FL Turnpike/US 27 Area		St. Lucie/Turnpike Area	
	Absorption	Cumulative Total	Absorption	Cumulative Total	Absorption	Cumulative Total
Prior to 1970	0	0	447,266	447,266	0	0
1970-1979	0	0	577,877	1,025,143	449,464	449,464
1980-1989	140,334	140,334	3,608,180	4,633,323	240,033	689,497
1990-1999	347,479	487,813	5,533,367	10,166,690	572,346	1,261,843
2000-2010	950,028	1,437,841	7,569,042	17,735,732	1,891,241	3,153,084
2011-2012	0	1,437,841	105,524	17,841,256	0	3,153,084
	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>
Prior to 1970	NA	NA	NA	NA	NA	NA
1970-1979	0	NA	57,788	NA	44,946	NA
1980-1989	14,033	NA	360,818	16.3%	24,003	4.4%
1990-1999	34,748	13.3%	553,337	8.2%	57,235	6.2%
2000-2010	86,366	10.3%	688,095	5.2%	171,931	8.7%
Capture Rate of County Total:						
Prior to 1970	0.0%	0.0%	0.6%	0.6%	0.0%	0.0%
1970-1979	0.0%	0.0%	1.3%	0.9%	26.1%	14.7%
1980-1989	2.3%	1.0%	8.3%	2.9%	8.4%	11.6%
1990-1999	7.6%	2.6%	14.6%	5.2%	33.4%	16.5%
2000-2010	8.6%	4.9%	27.0%	7.9%	39.8%	25.5%
Area in Acres		13,786		4,275		10,739
Developed SF per Acre		104		4,173		294

Source: CoStar; RERC

As with the office development noted earlier, the Mount Dora area has the lowest ratio of industrial square feet per acre of any area profiled. Some of the pertinent observations from other areas profiled include:

- South Pasco County again has relevance to Mount Dora. The opening of additional north-south access to the area via the Suncoast Parkway impacted the growth of industrial space in South Pasco. After the opening of this corridor, growth in industrial space doubled during the 10 year period starting in 2000 versus the 1990's. Absorption reached about 127,000 square feet of space each year during the most recent decade. The South Pasco area has a ratio of 33 square feet of industrial space per acre, about twice that of the Mount Dora area.
- The West Lakeland area has seen substantial growth in industrial space over most of the time periods analyzed. This area has attributes other than the road network contributing to this growth in industrial space, including rail access. Industrial space has grown at a faster rate than any other area profiled, and currently averages 842 square feet of space per acre. About 350,000 to 470,000 square feet of space has been added each year over the past 30 years.
- The Southeast Duval County area has the largest amount of industrial space of any area profiled. Again, industrial growth has been ongoing for a long period of time, with the greatest amount of activity occurring from 1980 through 1999. During that time frame about 500,000 to 550,000 square feet of space was added each year. The I-295 road access has certainly helped this area as the largest amount of growth occurred after the first section of highway opened. The area currently averages about 178 square feet of industrial space per acre.
- The Homestead extension of the Florida Turnpike was opened in phases between 1973 and 1974 and certainly was a contributor to future growth in industrial square feet in the Florida Turnpike/US 27 area of Dade County. This area has the second highest concentration of industrial space just behind the Southeast Duval County area. However, the Florida Turnpike/US 27 area is much smaller, at about 4,275 acres, only about 4 percent the total acres in Southeast Duval County. This smaller area results in a much higher density of 4,173 square feet of industrial space per acre, by far the highest of all areas profiled. Growth has averaged about 550,000 to 690,000 square feet of industrial space per year over the last 20 years, slightly higher than what has been experienced in Southeast Duval County.
- The West Sanford area had considerable growth in industrial space beginning in 1990 and continuing through the last decade. Industrial space now totals about 2,500,000 square feet and the area has about 1,464 square feet of space per acre, the second highest ratio behind the Florida Turnpike/US 27 area of Dade County. This area also benefited from the opening of the SR 417 section connector to I-4 in 2002. About 70,000 to 100,000 square feet of industrial space was added annually in this area over the last 20 years.

The following table summarizes the retail market within the Mount Dora area and each of the respective subareas.

Table 5.6: Summary of Case Study Subarea's Retail Market

Year Built	Mt. Dora Area		Lake Mary/Heathrow		West Sanford Area	
	Absorption	Cumulative Total	Absorption	Cumulative Total	Absorption	Cumulative Total
Prior to 1970	594,196	594,196	0	0	10,180	10,180
1970-1979	341,324	935,520	0	0	41,738	51,918
1980-1989	541,459	1,476,979	239,075	239,075	12,094	64,012
1990-1999	514,951	1,991,930	324,398	563,473	1,546,958	1,610,970
2000-2010	636,041	2,627,971	958,849	1,522,322	967,175	2,578,145
2011-2012	24,833	2,652,804	25,318	1,547,640	4,113	2,582,258
	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>
Prior to 1970	NA	NA	NA	NA	NA	NA
1970-1979	34,132	4.6%	0	NA	4,174	17.7%
1980-1989	54,146	4.7%	23,908	NA	1,209	2.1%
1990-1999	51,495	3.0%	32,440	9.0%	154,696	38.1%
2000-2010	57,822	2.6%	87,168	9.5%	87,925	4.4%
Capture Rate of County Total:						
Prior to 1970	29.3%	29.3%	0.0%	0.0%	0.4%	0.4%
1970-1979	24.9%	27.5%	0.0%	0.0%	0.9%	0.7%
1980-1989	19.6%	24.0%	3.0%	1.6%	0.2%	0.4%
1990-1999	18.0%	22.1%	4.8%	2.6%	23.1%	7.3%
2000-2010	11.3%	17.9%	15.0%	5.4%	15.1%	9.1%
Area in Acres		44,634		2,816		1,670
Developed SF per Acre		59		550		1,546
Year Built	West Lakeland Area		SF Duval County Area		South Pasco County Area	
	Absorption	Cumulative Total	Absorption	Cumulative Total	Absorption	Cumulative Total
Prior to 1970	177,701	177,701	673,736	673,736	27,217	27,217
1970-1979	131,677	309,378	1,012,462	1,686,198	262,217	289,434
1980-1989	296,069	605,447	2,946,642	4,632,840	605,760	895,194
1990-1999	18,617	624,064	3,934,411	8,567,251	612,408	1,507,602
2000-2010	683,901	1,307,965	4,518,246	13,085,497	4,321,331	5,828,933
2011-2012	0	1,307,965	49,259	13,134,756	8,785	5,837,718
	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>
Prior to 1970	NA	NA	NA	NA	NA	NA
1970-1979	13,168	5.7%	101,246	9.6%	26,222	26.7%
1980-1989	29,607	6.9%	294,664	10.6%	60,576	12.0%
1990-1999	1,862	0.3%	393,441	6.3%	61,241	5.4%
2000-2010	62,173	7.0%	410,750	3.9%	392,848	13.1%
Capture Rate of County Total:						
Prior to 1970	3.7%	3.7%	4.7%	4.7%	1.5%	1.5%
1970-1979	3.5%	3.7%	13.9%	7.8%	8.0%	5.7%
1980-1989	4.6%	4.1%	24.4%	13.8%	9.9%	8.0%
1990-1999	0.4%	3.2%	38.9%	19.6%	20.5%	10.6%
2000-2010	10.5%	5.1%	31.2%	22.5%	57.6%	26.8%
Area in Acres		18,720		100,653		82,611
Developed SF per Acre		70		130		71
Year Built	Ft. Myers Airport Area		FL Turnpike/US 27 Area		St. Lucie/Turnpike Area	
	Absorption	Cumulative Total	Absorption	Cumulative Total	Absorption	Cumulative Total
Prior to 1970	0	0	31,946	31,946	0	0
1970-1979	8,624	8,624	27,428	59,374	0	0
1980-1989	8,519	17,143	27,522	86,896	24,113	24,113
1990-1999	47,699	64,842	18,975	105,871	390,877	414,990
2000-2010	1,052,611	1,117,453	185,656	291,527	1,568,607	1,983,597
2011-2012	0	1,117,453	6,670	298,197	0	1,983,597
	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>
Prior to 1970	NA	NA	NA	NA	NA	NA
1970-1979	862	NA	2,743	NA	0	NA
1980-1989	852	NA	2,752	3.9%	2,411	NA
1990-1999	4,770	14.2%	1,898	2.0%	39,088	32.9%
2000-2010	95,692	29.5%	16,878	9.6%	142,601	15.3%
Capture Rate of County Total:						
Prior to 1970	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%
1970-1979	0.1%	0.1%	0.2%	0.1%	0.0%	0.0%
1980-1989	0.1%	0.1%	0.1%	0.1%	0.9%	0.4%
1990-1999	0.5%	0.2%	0.1%	0.1%	19.8%	5.6%
2000-2010	7.5%	2.6%	0.9%	0.2%	31.0%	15.9%
Area in Acres		13,786		4,275		10,739
Developed SF per Acre		81		70		185

Source: CoStar; RERC

Mount Dora area is dominated by retail development. However, even given this retail dominance, the area has the lowest square feet per acre of any area profiled. Some of the pertinent observations from other areas profiled include:

- The West Sanford area has about the same amount of retail space as the Mount Dora area, although in a much smaller amount of acres. The West Sanford area also includes the Seminole Towne Center Mall, which has about 1,213,000 square feet of space and opened in 1994. The jump in retail space in this area began in the 1990's and is directly related to the opening of the mall.
- The Lake Mary/Heathrow area's growth in retail space occurred after the opening of International Parkway in the late 1990's. About 1,000,000 square feet of space was added from 2000 to 2010. Still this area has a lower amount of overall retail space than the Mount Dora area but does have a much higher ratio of retail space per square feet at 550 square feet per acre.
- The South Pasco County area again is a good example of the potential for Mount Dora. Retail growth exploded in the period from 2000 to 2010 as new households were added to the market. During that time about 400,000 square feet of retail space per year was added to the market. This area has a ratio of about 71 square feet of retail space per acre versus 59 square feet in the Mount Dora area. The West Lakeland area has about the same amount of retail space per acre as the South Pasco market.
- The much larger Southeast Duval County area has a substantial amount of retail space, by far the largest of any area profiled. The area has about 13,000,000 square feet of space, adding from about 300,000 to 400,000 square feet of retail space annually over the last 30 years. The Southeast Duval County area has more than twice the amount of space per acre (130 square feet) as Mount Dora. Certainly the amount of households in the large area is a contributor to the growth in retail space.

The following series of tables summarize the combined office, industrial and retail markets within the Mount Dora area and each of the respective subareas.

Table 5.7.1: Summary of Case Study Subarea's Combined Office, Industrial and Retail Markets

Year Built	Mt. Dora Area		Lake Mary/Heathrow		West Sanford Area	
	Absorption	Cumulative Total	Absorption	Cumulative Total	Absorption	Cumulative Total
Prior to 1970	877,185	877,185	262,511	262,511	81,231	81,231
1970-1979	724,235	1,601,420	0	262,511	164,484	245,715
1980-1989	718,226	2,319,646	931,518	1,194,029	496,263	741,978
1990-1999	636,212	2,955,858	2,602,414	3,796,443	2,595,624	3,337,602
2000-2010	926,156	3,882,014	3,317,718	7,114,161	1,863,197	5,200,799
2011-2012	36,985	3,918,999	25,318	7,139,479	4,113	5,204,912
	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>
Prior to 1970	NA	NA	NA	NA	NA	NA
1970-1979	72,424	6.2%	0	NA	16,448	11.7%
1980-1989	71,823	3.8%	93,152	NA	49,626	11.7%
1990-1999	63,621	2.5%	260,241	12.3%	259,562	16.2%
2000-2010	84,196	2.5%	301,611	5.9%	169,382	4.1%
Capture Rate of County Total:						
Prior to 1970	22.2%	22.2%	4.1%	4.1%	1.3%	1.3%
1970-1979	24.9%	23.3%	0.0%	1.6%	1.6%	1.5%
1980-1989	15.2%	20.0%	4.2%	3.1%	2.2%	1.9%
1990-1999	11.5%	17.3%	15.8%	6.9%	15.8%	6.0%
2000-2010	8.9%	14.1%	19.8%	9.9%	11.1%	7.2%
Area in Acres		44,634		2,816		1,670
Developed SF per Acre		88		2,535		3,116
% Office:						
Prior to 1970	26.7%	26.7%	0.0%	0.0%	1.3%	1.3%
1970-1979	6.0%	17.3%	NA	0.0%	0.0%	0.4%
1980-1989	16.4%	17.0%	74.3%	58.0%	2.0%	1.5%
1990-1999	6.1%	14.7%	77.4%	71.3%	0.1%	0.4%
2000-2010	16.4%	15.1%	69.7%	70.5%	8.7%	3.4%
2011-2012	32.9%	15.2%	0.0%	70.3%	0.0%	3.4%
% Industrial:						
Prior to 1970	5.6%	5.6%	100.0%	100.0%	86.2%	86.2%
1970-1979	46.8%	24.2%	NA	100.0%	74.6%	78.4%
1980-1989	8.2%	19.3%	0.0%	22.0%	95.5%	89.9%
1990-1999	13.0%	17.9%	10.2%	13.9%	40.3%	51.3%
2000-2010	15.0%	17.2%	1.4%	8.1%	39.4%	47.0%
2011-2012	0.0%	17.1%	0.0%	8.1%	0.0%	47.0%
% Retail:						
Prior to 1970	67.7%	67.7%	0.0%	0.0%	12.5%	12.5%
1970-1979	47.1%	58.4%	NA	0.0%	25.4%	21.1%
1980-1989	75.4%	63.7%	25.7%	20.0%	2.4%	8.6%
1990-1999	80.9%	67.4%	12.5%	14.8%	59.6%	48.3%
2000-2010	68.7%	67.7%	28.9%	21.4%	51.9%	49.6%
2011-2012	67.1%	67.7%	100.0%	21.7%	100.0%	49.6%

Source: CoStar; RERC

Table 5.7.2: Summary of Case Study Subarea's Combined Office, Industrial and Retail Markets

<u>Year Built</u>	<u>West Lakeland Area</u>		<u>SE Duval County Area</u>		<u>South Pasco County Area</u>	
	<u>Absorption</u>	<u>Cumulative Total</u>	<u>Absorption</u>	<u>Cumulative Total</u>	<u>Absorption</u>	<u>Cumulative Total</u>
Prior to 1970	3,341,826	3,341,826	2,145,688	2,145,688	53,807	53,807
1970-1979	1,067,538	4,409,364	5,490,120	7,635,808	384,964	438,771
1980-1989	5,022,475	9,431,839	15,647,031	23,282,839	1,173,429	1,612,200
1990-1999	4,180,321	13,612,160	17,572,403	40,855,242	1,349,109	2,961,309
2000-2010	5,148,954	18,761,114	14,214,349	55,069,591	7,666,945	10,628,254
2011-2012	37,000	18,798,114	196,865	55,266,456	111,724	10,739,978
	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>
Prior to 1970	NA	NA	NA	NA	NA	NA
1970-1979	106,754	2.8%	549,012	13.5%	38,496	23.4%
1980-1989	502,248	7.9%	1,564,703	11.8%	117,343	13.9%
1990-1999	418,032	3.7%	1,757,240	5.8%	134,911	6.3%
2000-2010	468,087	3.0%	1,292,214	2.8%	696,995	12.3%
Capture Rate of County Total:						
Prior to 1970	20.5%	20.5%	3.8%	3.8%	1.7%	1.7%
1970-1979	9.9%	16.3%	16.0%	8.3%	6.7%	4.9%
1980-1989	24.6%	19.9%	36.3%	17.3%	11.6%	8.4%
1990-1999	26.8%	21.6%	45.9%	23.6%	27.3%	12.3%
2000-2010	24.7%	22.3%	30.7%	25.1%	57.8%	28.5%
Area in Acres		18,720		100,653		82,611
Developed SF per Acre		1,004		549		130
% Office:						
Prior to 1970	8.6%	8.6%	6.5%	6.5%	25.5%	25.5%
1970-1979	6.6%	8.1%	19.8%	16.1%	0.7%	3.8%
1980-1989	1.1%	4.4%	48.0%	37.5%	6.5%	5.7%
1990-1999	17.1%	8.3%	46.4%	41.3%	5.3%	5.6%
2000-2010	11.8%	9.2%	50.9%	43.8%	25.4%	19.8%
2011-2012	0.0%	9.2%	68.2%	43.9%	92.1%	20.6%
% Industrial:						
Prior to 1970	86.1%	86.1%	62.1%	62.1%	23.9%	23.9%
1970-1979	81.1%	84.9%	61.8%	61.9%	31.1%	30.3%
1980-1989	93.0%	89.2%	33.2%	42.6%	41.9%	38.7%
1990-1999	82.5%	87.1%	31.2%	37.7%	49.3%	43.5%
2000-2010	75.0%	83.8%	17.3%	32.4%	18.3%	25.3%
2011-2012	100.0%	83.8%	6.8%	32.3%	0.0%	25.1%
% Retail:						
Prior to 1970	5.3%	5.3%	31.4%	31.4%	50.6%	50.6%
1970-1979	12.3%	7.0%	18.4%	22.1%	68.1%	66.0%
1980-1989	5.9%	6.4%	18.8%	19.9%	51.6%	55.5%
1990-1999	0.4%	4.6%	22.4%	21.0%	45.4%	50.9%
2000-2010	13.3%	7.0%	31.8%	23.8%	56.4%	54.8%
2011-2012	0.0%	7.0%	25.0%	23.8%	7.9%	54.4%

Source: CoStar; RERC

Table 5.7.3: Summary of Case Study Subarea's Combined Office, Industrial and Retail Markets

Year Built	Ft. Myers Airport Area		FL Turnpike/US 27 Area		St. Lucie/Turnpike Area	
	Absorption	Cumulative Total	Absorption	Cumulative Total	Absorption	Cumulative Total
Prior to 1970	0	0	479,212	479,212	0	0
1970-1979	8,624	8,624	628,477	1,107,689	451,337	451,337
1980-1989	161,729	170,353	3,660,385	4,768,074	318,408	769,745
1990-1999	600,137	770,490	5,562,247	10,330,321	1,171,264	1,941,009
2000-2010	2,452,057	3,222,547	8,553,730	18,884,051	3,910,845	5,851,854
2011-2012	159,141	3,381,688	112,194	18,996,245	17,576	5,869,430
	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>	<u>Avg Annual Absorption</u>	<u>Avg Annual Growth Rate</u>
Prior to 1970	NA	NA	NA	NA	NA	NA
1970-1979	862	NA	62,848	NA	45,134	NA
1980-1989	16,173	34.8%	366,039	15.7%	31,841	5.5%
1990-1999	60,014	16.3%	556,225	8.0%	117,126	9.7%
2000-2010	222,914	13.9%	777,612	5.6%	355,531	10.6%
Capture Rate of County Total:						
Prior to 1970	0.0%	0.0%	0.4%	0.4%	0.0%	0.0%
1970-1979	0.1%	0.0%	0.8%	0.5%	14.1%	6.6%
1980-1989	0.9%	0.4%	3.7%	1.5%	4.4%	5.5%
1990-1999	3.4%	1.3%	9.0%	2.8%	26.4%	10.5%
2000-2010	7.8%	3.5%	12.6%	4.3%	34.9%	19.7%
Area in Acres		13,786		4,275		10,739
Developed SF per Acre		245		4,443		547
% Office:						
Prior to 1970	NA	NA	0.0%	0.0%	NA	NA
1970-1979	0.0%	0.0%	3.7%	2.1%	0.4%	0.4%
1980-1989	8.0%	7.6%	0.7%	1.0%	17.0%	7.3%
1990-1999	34.2%	28.3%	0.2%	0.6%	17.8%	13.6%
2000-2010	18.3%	20.7%	9.3%	4.5%	11.5%	12.2%
2011-2012	100.0%	24.4%	0.0%	4.5%	100.0%	12.5%
% Industrial:						
Prior to 1970	NA	NA	93.3%	93.3%	NA	NA
1970-1979	0.0%	0.0%	91.9%	92.5%	99.6%	99.6%
1980-1989	86.8%	82.4%	98.6%	97.2%	75.4%	89.6%
1990-1999	57.9%	63.3%	99.5%	98.4%	48.9%	65.0%
2000-2010	38.7%	44.6%	88.5%	93.9%	48.4%	53.9%
2011-2012	0.0%	42.5%	94.1%	93.9%	0.0%	53.7%
% Retail:						
Prior to 1970	NA	NA	6.7%	6.7%	NA	NA
1970-1979	100.0%	100.0%	4.4%	5.4%	0.0%	0.0%
1980-1989	5.3%	10.1%	0.8%	1.8%	7.6%	3.1%
1990-1999	7.9%	8.4%	0.3%	1.0%	33.4%	21.4%
2000-2010	42.9%	34.7%	2.2%	1.5%	40.1%	33.9%
2011-2012	0.0%	33.0%	5.9%	1.6%	0.0%	33.8%

Source: CoStar; RERC

The combined office, industrial and retail land uses continue the trends noted earlier for Mount Dora. The Mount Dora area has the lowest square feet per acre (88) of any area profiled. The South Pasco area is the next highest at 130 square feet per acre. Some of the pertinent observations from other areas profiled include:

- The retail dominance in the Mount Dora area can clearly be seen. In the current and most prior time periods, that land use represented about 68% of the market. Office and industrial land uses have been declining as a percentage of total acres over time. Also, the Mount Dora area has seen a declining capture rate of development within the County. All of the other subareas have achieved increasing shares of development within their respective counties. This means other areas in Lake County have been able to attract an increasing share of development. To date the Mount Dora area has not been as desirable for office and industrial development as other areas of the County.
- The annual absorption rate in the Mount Dora area is far less than what has been achieved in the other profiled areas. Many of the other areas have ranged from about 300,000 to 500,000 square feet of new office, retail and industrial space each year. Those areas that were significantly above this range are in locations that may not be comparable to the future potential in Mount Dora. However, the experience of some of the subareas does provide proof that development can increase dramatically over a relatively short period of time. For example, the South Pasco area jumped from an annual absorption rate of about 135,000 square feet in the 1990's to approximately 697,000 square feet annually from 2000 through 2010. As noted earlier, the Suncoast Parkway's opening allowed access to new greenfield areas just north of the Hillsborough/Pasco County line and was a factor in the rapid growth that occurred during the last decade. The Lake Mary/Heathrow area had a large jump in development from the 1980's (93,000 square feet per year) to the 1990's (260,000 square feet per year). The Ft. Myers Airport and St. Lucie/Turnpike areas also had a large growth in developed square feet from the 1990's to the 2000's, increasing almost three to four times from the earlier to the later time period.
- Each area is unique and has a varying amount of office, retail and industrial space. On average the percent of developed square feet is approximately 23% office, 45% industrial and 33% retail. Some areas are dominated by a particular land use, such as:
 - Mount Dora: Retail
 - Lake Mary/Heathrow: Office
 - West Lakeland: Industrial
 - South Pasco: Retail
 - Ft. Myers Airport: Industrial
 - Florida Turnpike/US 27: Industrial
 - St. Lucie/Florida Turnpike: Industrial

It would be rare to have all three of these land uses coexisting in equal amounts. For example, traditional office and industrial development usually do not make good partners unless the land area in question is so large that separation can occur. Office/warehouse space is more likely to locate in industrial areas than traditional office. Retail can coexist with either office or industrial space but generally prefers office, again unless there is enough land area to create separation amongst the uses.

Implications

Lake County is generally less developed in office, retail and industrial space as the other counties profiled. This trend continues with the Mount Dora area versus the other subareas we profiled. However, the experience of some of the subareas that have undergone improved access provides some examples on what could occur in the Mount Dora area in the future after the Wekiva Parkway is in place. Several of the subareas had significant jumps in development of new office, industrial or retail space after access was improved. It is highly likely that the proposed Mount Dora Employment Center will experience growth in demand once the Parkway is complete. However, there are some limiting factors that could temper this growth, including:

- All of the areas we profiled had more available land than the Mount Dora Employment Center. This would certainly impact the absolute amount of space that could be developed. Also, the road improvements themselves will take up some of the available land and other areas in the site are not developable due to wetlands or other issues. Taking these into account, about 1,152 acres of the total 1,320 acre site could be developable. The wetlands and road impacts will need to be better defined in future study efforts.
- As noted earlier, the site is dominated by land parcels that are less than 5 acres in size. About 65% of the parcels fall in this category. There are 10 parcels that account for about 560 acres (46% of the site less impact of roads and right of way). Several of the larger parcels are adjacent to each other, meaning the ability to assemble those areas into larger development sites should be enhanced. However, some of the larger parcels south of SR 46 are not adjacent to the roadway, limiting their access.
- The Mount Dora Employment Center will compete with other areas in attracting development activity. In particular, the proposed Kelly Park Crossing project located in Orange County off the Wekiva Parkway, has up 9,200,000 square feet of approved entitlements, which could compete directly with the subject site.
- The 1,152 acres of developable land at the subject site could have a bearing on the mix of land uses that are compatible with each other. As noted earlier, certain land uses do not mix well together unless there is sufficient room for separation. Although there are some limitations due to the absolute amount of developable acres, some separation could be created via the road improvements that will occur through the site. The road improvements separate the site into five quadrants ranging in size from 108 to 434 acres, which may allow the noted separation of land uses to some degree.

6.0 INTERVIEWS AND DISCUSSIONS

The enormity of the undertaking and the prospects of its impacts on the City and nearby areas suggest the need to engage at least some property owners and other key stakeholders to solicit their opinion about opportunities, constraints, observed trends, and general planning issues. RERC staff contacted a number of people to solicit different prospective, building on some comments gathered in the course of the initial meeting held earlier in November 2013.

In general, there is the impression the area will undergo substantial transformation as the road ultimately opens. While some are concerned about a loss of rural character and the physical consequences of the road's completion, others have formed a vision of what the area might be. Selected comments were useful in selecting our case study areas.

Some of those with an ostensible understanding of road's impacts already observe the possibility change may occur *even before* the road opens, effectively the outcome of people selling, making plans, or buying property. Mount Dora is well ahead of other areas that could be similarly affected by the road's completion [Mount Plymouth for example] but are taking no action. Given the scale of potential development, there is an obvious sense it is not too early to secure a position along the corridor.

Without attributing comments to specific people, several suggested that healthcare and education needed to be indeed in the mix of future development. Regarding health care, it was suggested Mount Dora has ceded all of its tertiary care and much of its secondary care needs to other communities. With a population increase likely to accompany the plan's implementation, it was intimated that health options need to be considered now. Moreover this area seemed to be a naturally attractive site given its location at the extreme east side of the county. As one of the farthest points east, it may also be underserved by academic opportunities beyond the high school level. While we did not complete either a health care analysis or an academic analysis specifically, the two are obviously symbiotically related based on the emergence of the healthcare profession generally and the proximity to University of Central Florida and its medical school.

These observations were vetted with both healthcare and academic professionals who seemed generally in agreement that benefits could be reciprocal and extend to other uses. Not only are these particular uses symbiotic, they could function to advance the timetable of the area's overall development, providing a large number of jobs and visually anchoring the location in the market. Among key property owners there appears to be some realization that one or both of these substantial uses, should they be incorporated in the master plan, would add to the advantages already seeded by the road. Valencia College and Seminole State College were discussed as examples. These have both grown enormously as they have extended their classroom services into areas which may have otherwise been difficult to reach.

One real estate professional with whom we spoke at length voiced some concerns about the layer of regulations that might thwart specific opportunities along the corridor. This party was dissuaded from being involved in the area's longer term development because of the combined challenges associated with approvals, small parcelization, funds as yet uncommitted for nominal local improvements, and potentially overvalued properties. All of these together mitigate in demonstrable ways the City's efforts to implement a cohesive plan of action. Certainly, any one of the potential obstacles is problematic but they become more so when many properties must

be acquired and any one may distort the total effort. Certainly, the possibility exists that these impediments will slow any overall development timetable.

Despite the evidently attractive overall access, some expressed concern about the overall bifurcation of the property. In general terms, the fear is that circulation between and among parcels could prove difficult even as regional access to the area is good. In effect, road alignment could impose some challenges to linking the best parcels together and undermine the best overall plan for the larger area.

The real estate brokerage community is eying the corridor and the study area with great interest. There is recognition the corridor properties could take on varied character as it develops.

Implications

Even as many are very optimistic about the future of the study area and the opportunities associated with the Wekiva Parkway, there is a recognition that many development initiatives may have to be small. As a result, the creation of an overarching plan that enables the area's full potential to be realized is a logistics challenge. It remains to be seen how the property's ownership and its division will impact any implementation plans. For the moment, we believe that the planned parkway may naturally divide the property in a way that serves as an organizing spine allowing uses, which might otherwise not be complementary, to locate nearby. Effectively the uses could be buffered by a combination of road alignment, grade separations and gateways features. Still, whatever opportunities there could be may unfold slowly initially as various property owners explore their options.

It seems most likely there will have to be incentives and interventionist efforts to overcome inertia. There may have to be certain public investments, presently not being considered, that would advance some activities and strategies.

7.0 LONG TERM OUTLOOK

Our analysis points to a number of different land uses which are appropriate for the properties in question but their mix and timing will depend upon several factors connected to the form of the plan itself, the parcelization of the holdings, and the willing exchanges between buyers and sellers as opportunities arise.

Toward quantifying those uses, we prepared a series of population projections for Lake County extending through 2040 and then estimated the commensurate space needs linked to those long term projections. The projections were based on per capita square feet estimates based on the current situation in Lake County compared to other counties that may have already experienced growth as their markets matured.

The table below shows varying relationships among large, small, urban and rural counties in Florida. The data links the period's estimated population and the actual square footage of the various uses listed.

Table 7.1: Per Capita Square Feet in Service for Selected Commercial Land Uses 1990-2010

County	Industrial			County	Office			County	Retail/Restaurants		
	1990	2000	2010		1990	2000	2010		1990	2000	2010
	Per Capita				Per Capita				Per Capita		
Alachua	37	45	54	Alachua	28	32	36	Alachua	47	49	51
Charlotte	22	24	28	Charlotte	18	18	26	Charlotte	47	54	65
Clay	43	41	37	Clay	17	17	21	Clay	52	47	49
Collier	46	39	37	Collier	16	16	18	Collier	62	57	71
Miami-Dade	83	89	92	Miami-Dade	41	40	45	Miami-Dade	46	47	50
DeSoto	33	29	70	DeSoto	11	10	11	DeSoto	48	40	45
Duval	118	131	147	Duval	57	67	70	Duval	47	51	61
Escambia	45	50	57	Escambia	31	34	40	Escambia	65	71	83
Gadsden	78	87	98	Gadsden	10	11	14	Gadsden	35	33	40
Glades	38	30	25	Glades	5	26	29	Glades	21	18	22
Hardee	21	20	26	Hardee	13	10	11	Hardee	40	33	42
Highlands	37	34	39	Highlands	17	17	20	Highlands	48	51	56
Hillsborough	94	94	88	Hillsborough	57	63	61	Hillsborough	45	53	53
Lee	52	54	58	Lee	31	32	34	Lee	53	60	67
Liberty	75	70	60	Liberty	10	11	10	Liberty	19	17	20
Okaloosa	37	39	60	Okaloosa	31	35	42	Okaloosa	56	67	78
Okeechobee	20	40	46	Okeechobee	15	16	18	Okeechobee	68	67	69
Orange	97	99	101	Orange	53	54	58	Orange	45	52	57
Osceola	33	32	33	Osceola	19	19	18	Osceola	45	43	48
Pasco	28	32	34	Pasco	16	16	19	Pasco	51	49	52
Polk	93	108	110	Polk	22	23	22	Polk	48	52	51
St. Lucie	44	43	48	St. Lucie	15	16	16	St. Lucie	35	35	37
Seminole	49	56	62	Seminole	30	38	46	Seminole	45	54	59
Volusia	34	40	50	Volusia	20	22	27	Volusia	61	63	73

Source: CoStar; RERC

Based upon the data described, we subsequently evaluated the general location's ability to capture or support a part of this future potential based upon considerations of the property's general configuration, access, ownership, and development patterns experienced elsewhere. Given the number of likely uses and the many variables influencing the actual deployment of any specific parcel, the analysis points to obvious time frames in which expectations might be realized and greater or lesser inventories of space and jobs which might be accommodated. Further, local preferences or policies could advance or delay certain uses. At least today, the disparate number of owners may be the most challenging consideration to address as any longer term plan is implemented.

Population and space projections

While potential uses will almost certainly include some commercial office, healthcare, educational, and other uses, we believe the emphasis will be on varying intensities of industrial and distribution type of facilities capable of supporting distribution, manufacturing, and technology activities. These activities will be complemented by office and retail uses. The latter could serve site specific employment populations as well as nearby resident populations.

This basic assessment underlies our long term outlook which extends to 2040. We used three sets of population projections reflecting low, medium and high estimates that tie our projections of population and space utilization patterns together. The highest figures generally assume the most aggressive growth scenarios for both the region and the county, increasing population gains in the county relative to nearby counties which will have fewer land options as the region matures, and patterns of space needs which demonstrate increasing concentrations of space relative to the resident population and diversity in the employment mix.

The outcome of this analysis, shown on the following page in Table 7.2, was then compared with that of several other counties and tested for reasonableness. The table on the following page summarizes our estimates of future office, industrial and retail square feet in Lake County through 2040. Estimated square feet per capita for each land use was derived using historic information from other counties as a base. These estimates appear reasonable given the history in Lake County and the potential for future growth given the improvements in access to the area.

Table 7.2: Lake County’s Projected Office, Industrial and Retail Square Feet, 2015-2040

	Per Capita SF	Total County SF			Avg Annual Growth Rates			Increase in Total County SF			Avg Annual County SF Absorption		
		Low	Midpoint	High	Low	Midpoint	High	Low	Midpoint	High	Low	Midpoint	High
Office:													
2010		3,970,576	3,970,576	3,970,576	NA	NA	NA	NA	NA	NA	NA	NA	NA
2015	14	4,254,600	4,526,200	4,797,800	1.4%	2.7%	3.9%	284,024	555,624	827,224	56,805	111,125	165,445
2020	14	4,564,000	5,071,500	5,579,000	1.4%	2.3%	3.1%	309,400	545,300	781,200	61,880	109,060	156,240
2025	16	5,504,000	6,400,800	7,297,600	3.8%	4.8%	5.5%	940,000	1,329,300	1,718,600	188,000	265,860	343,720
2030	18	6,445,800	7,860,600	9,275,400	3.2%	4.2%	4.9%	941,800	1,459,800	1,977,800	188,360	291,960	395,560
2035	20	7,364,000	9,441,000	11,518,000	2.7%	3.7%	4.4%	918,200	1,580,400	2,242,600	183,640	316,080	448,520
2040	22	8,247,800	11,145,200	14,042,600	2.3%	3.4%	4.0%	883,800	1,704,200	2,524,600	176,760	340,840	504,920
Industrial:													
2010		8,846,250	8,846,250	8,846,250	NA	NA	NA	NA	NA	NA	NA	NA	NA
2015	30	9,117,000	9,699,000	10,281,000	0.6%	1.9%	3.1%	270,750	852,750	1,434,750	54,150	170,550	286,950
2020	31	10,106,000	11,229,750	12,353,500	2.1%	3.0%	3.7%	989,000	1,530,750	2,072,500	197,800	306,150	414,500
2025	32	11,008,000	12,801,600	14,595,200	1.7%	2.7%	3.4%	902,000	1,571,850	2,241,700	180,400	314,370	448,340
2030	34	12,175,400	14,847,800	17,520,200	2.0%	3.0%	3.7%	1,167,400	2,046,200	2,925,000	233,480	409,240	585,000
2035	36	13,255,200	16,993,800	20,732,400	1.7%	2.7%	3.4%	1,079,800	2,146,000	3,212,200	215,960	429,200	642,440
2040	38	14,246,200	19,250,800	24,255,400	1.5%	2.5%	3.2%	991,000	2,257,000	3,523,000	198,200	451,400	704,600
Retail:													
2010		14,653,545	14,653,545	14,653,545	NA	NA	NA	NA	NA	NA	NA	NA	NA
2015	49	14,891,100	15,841,700	16,792,300	0.3%	1.6%	2.8%	237,555	1,188,155	2,138,755	47,511	237,631	427,751
2020	50	16,300,000	18,112,500	19,925,000	1.8%	2.7%	3.5%	1,408,900	2,270,800	3,132,700	281,780	454,160	626,540
2025	51	17,544,000	20,402,550	23,261,100	1.5%	2.4%	3.1%	1,244,000	2,290,050	3,336,100	248,800	458,010	667,220
2030	52	18,621,200	22,708,400	26,795,600	1.2%	2.2%	2.9%	1,077,200	2,305,850	3,534,500	215,440	461,170	706,900
2035	53	19,514,600	25,018,650	30,522,700	0.9%	2.0%	2.6%	893,400	2,310,250	3,727,100	178,680	462,050	745,420
2040	54	20,244,600	27,356,400	34,468,200	0.7%	1.8%	2.5%	730,000	2,337,750	3,945,500	146,000	467,550	789,100
Total:													
2010		27,470,371	27,470,371	27,470,371	NA	NA	NA	NA	NA	NA	NA	NA	NA
2015	93	28,262,700	30,066,900	31,871,100	0.6%	1.8%	3.0%	792,329	2,596,529	4,400,729	158,466	519,306	880,146
2020	95	30,970,000	34,413,750	37,857,500	1.8%	2.7%	3.5%	2,707,300	4,346,850	5,986,400	541,460	869,370	1,197,280
2025	99	34,056,000	39,604,950	45,153,900	1.9%	2.8%	3.6%	3,086,000	5,191,200	7,296,400	617,200	1,038,240	1,459,280
2030	104	37,242,400	45,416,800	53,591,200	1.8%	2.8%	3.5%	3,186,400	5,811,850	8,437,300	637,280	1,162,370	1,687,460
2035	109	40,133,800	51,453,450	62,773,100	1.5%	2.5%	3.2%	2,891,400	6,036,650	9,181,900	578,280	1,207,330	1,836,380
2040	114	42,738,600	57,752,400	72,766,200	1.3%	2.3%	3.0%	2,604,800	6,298,950	9,993,100	520,960	1,259,790	1,998,620

Source: RERC

Market penetration or capture

The analysis above describes our broad approach to estimating a long term outlook for an area and location which will compete at a number of levels with many different settings, each with advantages and disadvantages. This area’s superior access, the relatively limited number of interchanges along the road’s alignment, the planned entitlements, and the availability of other supportive infrastructure make it a dynamic and robust location over time.

That said, in both the long and short term there are other emerging and established areas in Lake County itself and throughout central Florida that will remain major employment centers. Even as some of these reach maturity, others will be redeveloped to take advantage of, or to secure, their locations. At least in the short term, the most obvious nearby competing location is associated with the Kelly Park Crossing DRI project, effectively accessed by the closest interchange in neighboring Orange County and envisioned as both a major residential and non-residential project. Areas further south in Lake County have been addressed in terms of Mount Dora’s potential share.

The capture rates applied in this analysis stem largely from observations and interpretations of the case study situations, prior development patterns in the region, and our own understanding about the competitive framework in the region. The case study holdings or locations have

generally emerged over 10 to 20 year time frame in the context of very dynamic and competing settings. We believe the experience of the case study group in particular is instructive regarding a pace of development, a market share, and intensity of activity that could be expected.

At the same time, we are mindful that Lake County has failed to enhance its share of regional activity even as Seminole has materially improved its regional capture. We believe Seminole's dominant position, if not falling away, will begin to decline as locations in southeast Orange, west Orange and Lake mature. Certainly, the beltways and parkways which connect the region will open new lands and opportunities. We believe our analysis centered on Lake County and its share of the region's longer term economic activity establishes the basis for our outlook and understanding about this location's competitiveness.

The table below summarizes our estimates of potential future development at the subject site based on site capture percentages of the County's growth in supply for each land use (office, industrial, retail). Other land uses could certainly occur which would make use of land not fully utilized on-site.

Table 7.3: Site Capture of Lake County's Projected Office, Industrial and Retail Square Feet, 2015-2040

	Site Capture %	Site Cumulative Total SF			Site Avg Annual SF Absorption			FAR			Cumulative Acres		
		Low	Midpoint	High	Low	Midpoint	High	Low	Midpoint	High	Low	Midpoint	High
Office:													
2010	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2015	0.0%	0	0	0	0	0	0	0.25	0.25	0.25	0	0	0
2020	0.0%	0	0	0	0	0	0	0.25	0.25	0.25	0	0	0
2025	10.0%	94,000	132,930	171,860	18,800	26,586	34,372	0.25	0.25	0.25	9	12	16
2030	20.0%	282,360	424,890	567,420	37,672	58,392	79,112	0.25	0.25	0.25	26	39	52
2035	25.0%	511,910	819,990	1,128,070	45,910	79,020	112,130	0.25	0.25	0.25	47	75	104
2040	30.0%	777,050	1,331,250	1,885,450	53,028	102,252	151,476	0.25	0.25	0.25	71	122	173
Industrial:													
2010	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2015	0.0%	0	0	0	0	0	0	0.20	0.20	0.20	0	0	0
2020	0.0%	0	0	0	0	0	0	0.20	0.20	0.20	0	0	0
2025	15.0%	135,300	235,778	336,255	27,060	47,156	67,251	0.20	0.20	0.20	16	27	39
2030	25.0%	427,150	747,328	1,067,505	58,370	102,310	146,250	0.20	0.20	0.20	49	86	123
2035	35.0%	805,080	1,498,428	2,191,775	75,586	150,220	224,854	0.20	0.20	0.20	92	172	252
2040	40.0%	1,201,480	2,401,228	3,600,975	79,280	180,560	281,840	0.20	0.20	0.20	138	276	413
Retail:													
2010	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2015	0.0%	0	0	0	0	0	0	0.15	0.15	0.15	0	0	0
2020	0.0%	0	0	0	0	0	0	0.15	0.15	0.15	0	0	0
2025	4.0%	49,760	91,602	133,444	9,952	18,320	26,689	0.15	0.15	0.15	8	14	20
2030	6.0%	114,392	229,953	345,514	12,926	27,670	42,414	0.15	0.15	0.15	18	35	53
2035	8.0%	185,864	414,773	643,682	14,294	36,964	59,634	0.15	0.15	0.15	28	63	99
2040	10.0%	258,864	648,548	1,038,232	14,600	46,755	78,910	0.15	0.15	0.15	40	99	159
Total:													
2010		NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
2015		0	0	0	0	0	0	NA	NA	NA	0	0	0
2020		0	0	0	0	0	0	NA	NA	NA	0	0	0
2025		279,060	460,310	641,559	55,812	92,062	128,312	0.20	0.20	0.20	32	53	75
2030		823,902	1,402,171	1,980,439	108,968	188,372	267,776	0.20	0.20	0.20	92	160	228
2035		1,502,854	2,733,191	3,963,527	135,790	266,204	396,618	0.21	0.21	0.21	168	311	454
2040		2,237,394	4,381,026	6,524,657	146,908	329,567	512,226	0.21	0.21	0.21	249	497	745

Source: CoStar; RERC

As can be seen in the following table, the midpoint scenario's site capture percentages for the combined office, industrial and retail land uses are in-line with the Mount Dora area's historic capture of the County's growth in supply shown earlier in Table 4.5. The site capture percentages in later years reflect slight increases from the past Mount Dora area capture due to the improved access that will occur once the Wekiva Parkway is completed.

Table 7.4: Site Capture Percentages for the Combined Office, Industrial and Retail Square Feet, 2015-2040

<u>Year</u>	<u>Site Capture Percentage</u>		
	<u>Low</u>	<u>Midpoint</u>	<u>High</u>
2010	0.0%	0.0%	0.0%
2015	0.0%	0.0%	0.0%
2020	0.0%	0.0%	0.0%
2025	0.8%	1.2%	1.4%
2030	2.2%	3.1%	3.7%
2035	3.7%	5.3%	6.3%
2040	5.2%	7.6%	9.0%

Source: CoStar; RERC

If the property is developed as noted earlier, the percent of office, industrial and retail development would be as follows.

Table 7.5: Percentage of Office, Industrial and Retail Square Feet Developed at Subject Site, 2015-2040

	<u>% of Site Total SF</u>		
	<u>Low</u>	<u>Midpoint</u>	<u>High</u>
Office:			
2010	NA	NA	NA
2015	NA	NA	NA
2020	NA	NA	NA
2025	33.7%	28.9%	26.8%
2030	34.3%	30.3%	28.7%
2035	34.1%	30.0%	28.5%
2040	34.7%	30.4%	28.9%
Industrial:			
2010	NA	NA	NA
2015	NA	NA	NA
2020	NA	NA	NA
2025	48.5%	51.2%	52.4%
2030	51.8%	53.3%	53.9%
2035	53.6%	54.8%	55.3%
2040	53.7%	54.8%	55.2%
Retail:			
2010	NA	NA	NA
2015	NA	NA	NA
2020	NA	NA	NA
2025	17.8%	19.9%	20.8%
2030	13.9%	16.4%	17.4%
2035	12.4%	15.2%	16.2%
2040	11.6%	14.8%	15.9%
Total:			
2010	NA	NA	NA
2015	NA	NA	NA
2020	NA	NA	NA
2025	100.0%	100.0%	100.0%
2030	100.0%	100.0%	100.0%
2035	100.0%	100.0%	100.0%
2040	100.0%	100.0%	100.0%

Source: CoStar; RERC

This mix of office, industrial and retail land uses makes sense given the area's future improvements in access beginning around 2020. We have assumed that no significant development will occur on-site until after the Wekiva Parkway is completed. By 2040 office, industrial and retail will make up approximately 30%, 55% and 15%, respectively of these land uses combined square feet.

Sequence of development

The exurban location and road access suggest to us that the various industrial and distribution opportunities will emerge first, possibly in conjunction with aggressive plans for the addition of regional educational and healthcare facilities. While modest office development may occur in response to the industrial activities, they will be among the last kinds of uses to be implemented at a major scale. Various other commercial uses (mainly retail) will occur as the location is established but will depend primarily on the addition of residential population. We believe that some residential development is an attractive use in the larger mix because it complements those that should occur as the employment concept is established.

The table below summarizes, the excess acres that will be available for other land uses after office, retail and industrial uses are developed.

Table 7.6: Excess Acres at Subject Site after Office, Retail and Industrial Development, 2015-2040

<u>Year</u>	<u>Remaining Site Acres</u>		
	<u>Low</u>	<u>Midpoint</u>	<u>High</u>
2010	922	922	922
2015	922	922	922
2020	922	922	922
2025	890	868	847
2030	829	762	694
2035	754	611	468
2040	673	424	176

Source: CoStar; RERC

We have assumed that the approximate 1,152 acres of developable property would be reduced by about 20% to account for internal roads and other infrastructure. About 922 acres would remain to be allocated to various land uses. As can be seen above, the high scenario makes use of a significant amount of the property, leaving only about 176 acres for other uses, such as residential, hospital/medical, institutional, etc. The low and midpoint scenarios have much more land available for these other uses, or continued absorption of office, retail and industrial development beyond the 2040 time period.

Nature and form of development

The overall program is not highly intensive because of its form. Throughout the case studies, the overall intensity of developed square feet per acre for combined office, industrial and retail uses ranged from about 88 square feet to 4,400 square feet. By 2040, our projected development program results in about 1,700 square feet per acre for the low scenario, 3,300 square feet for the midpoint and 4,900 square feet for the high scenario. The midpoint and high scenarios may appear to have a very large intensity of development based on the case studies. However, all of the case study areas are much larger in size than our total site (1,320 acres).

The smallest site area in size was West Sanford at 1,670 acres, which had a development intensity of approximately 3,116 square feet per acre. This compares favorably to our midpoint estimate. These figures, however, are “modified” gross densities or intensities in that the case studies include some combination of internal and major roads that would otherwise not be included for plan estimation purposes. The subject site would also have an internal road system and other infrastructure that would make use of some of the available property.

Implications

While the analysis is obviously conceptual, it relies upon both observed and historical experience to set a baseline outlook which could be accelerated with the addition of one or two major users, projects, or initiatives. Still, this employment center is, and is plausibly expected to be, a long term undertaking.

Whatever the actual mix and future of the study area and the opportunities associated with the Wekiva Parkway, many of the early development efforts are likely to be small with the market’s share and the total inventory growing at increasing rates over time.

Though much of what will actually occur here is dependent upon competing activity, both the City of Mount Dora and Lake County can begin to work cooperatively with certain institutional users to seed the location and establish it as an emerging commercial center in the region.

While the properties in this employment area should not center on residential uses, they can fit into the mix. Similarly, retail has a purpose and a beneficial connection but will not dominate the opportunities.

As for residential uses, while not a focus of this study, they are logically thought of as indirect uses generated by growing employment counts.

We believe our conversations with others associated with the healthcare and education communities point to opportunities in those areas. We also believe that those uses could potentially accelerate the uses estimated so we are strong advocates of accommodating them in the overall program. They would certainly complement the principal uses.