

To: DaNiel Jose, Janice Duncan &
Swan Valley City Council

From: Caden Fuhriman

Date: March 8, 2018



MEMORANDUM

Subject: Market Analysis

A. Master Planned Communities proposed to contain any residential uses shall require submission of at least the following market data:

1. Details about the proposal pertaining to: housing types, floor area of dwellings, estimated price ranges, number of bedrooms, densities, amenities included, etc.

There will be four (4) types of development on this mixed use property.

- 1. Townhomes: 12 buildings (1 building/ 2 units)*
 - a. Floor Area: 2,542 sq. ft. of living space/building*
 - b. Price Range: \$200,000-\$400,000 (assumed)*
 - c. Bedrooms: 1-2*
 - d. Densities: 1 building/± 51,000 sq. ft.*
 - e. Amenities Included: HOA, access to Rainey Creek, natural recreation, close proximity to market's and shops.*
 - 2. Bayhomes: 6 buildings (1 building/ 5 units (condominiumized))*
 - a. Floor Area: 5,000 sq. ft./ building (1,000 sq. ft./ unit)*
 - b. Price Range: \$200,000-\$400,000 (assumed)*
 - c. Bedrooms: 1*
 - d. Densities: 1 unit/ ± 18,000 sq. ft.*
 - e. Amenities Included: HOA, access to Rainey Creek, natural recreation, close proximity to market's and shops.*
 - 3. Community Services: 1 building (1 building/ 9 units)*
 - a. Floor Area: 10,800 sq. ft./ building*
 - b. Price Range: N/A*
 - c. Bedrooms: N/A*
 - d. Densities: 1 building/61,516 sq. ft.*
 - e. Amenities: access to Rainey Creek, natural recreation.*
 - 4. Market Place: 1 building*
 - a. Floor Area: 6,000 sq. ft.*
 - b. Price Range: N/A*
 - c. Bedrooms: N/A*
 - d. Densities: 1 building/ 44,034 sq. ft.*
 - e. Amenities: access to Rainey Creek, natural recreation.*
2. An evaluation of the historical market pattern for the types of units proposed. Building permit issuance trends and/ or surveys of existing recently constructed residential developments shall be used in the evaluation.

N/A – There is nothing like the proposed development in the area to base information off of.

3. Total anticipated demand in the City for the type of unit(s) proposed shall be estimated for the immediately subsequent five (5) year period. The percent of that demand which would be absorbed by the proposed Master Planned Community shall be identified. Methods used in determining the five (5) year demand shall be indicated.

N/A – The total anticipated demand for the proposed types of units is to phase out the entire development within the immediate five (5) years. The proposed development would be encompassed by the proposed Master Planned Community.

- B. Master Planned Communities proposed to contain any commercial uses shall require submission of at least the following market data:
 1. Details about the proposal pertaining to: number of users, floor area of each use area, bulk of buildings, price or rent ranges, floor area ratios, place of residence of prospective employees, etc.
 - a. Number of users: *N/A – subject to a variety of options*
 - b. Floor area of each use area: *N/A – subject to a variety of options*
 - c. Bulk of buildings: *N/A - subject to a variety of options*
 - d. Price or rent range: *N/A - subject to a variety of options*
 - e. Floor area ratios: *N/A - subject to a variety of options*
 - f. Place of prospective employees: *Proposed townhomes*
 2. Trade area which the commercial development is intended to serve.
 - a. *The City of Swan Valley and surrounding areas*
 3. Location of comparable commercial developments within the trade area.
 - a. *N/A – no comparable commercial developments*
 4. Population and effective per capita buying income of the trade area.
 - a. *N/A – Approx. population of 221 people, no data on effective per capita buying income*
 5. Anticipated sales volume of the commercial development.
 - a. *N/A – no specific anticipated sales volumes for the commercial development*
- C. Master Planned Communities proposed to contain any industrial uses shall require submission of at least the following market data:
 1. Details about the proposal pertaining to: number of users, floor area of each use area, bulk of buildings, price or rent ranges, floor area ratios, approximate number of employees, place of residence of prospective employees, etc.
 - a. *N/A – there will be no industrial uses*
 2. Location of other industrial development within the community.
 - a. *N/A – there will be no industrial uses*
 3. Market area for anticipated industries
 - a. *N/A – there will be no industrial uses*

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