Lake Park
Market Study & Neighborhood Stabilization & Reinvestment Program

Status Update, February 2018

Prepared by Treasure Coast Regional Planning Council
Developed in Collaboration with Housing Leadership Council of Palm Beach County
Market Study & Branding Effort

- Commissioned by Lake Park CRA
- Regulatory Document Review
- Stakeholder Interviews & Field Work
- Market Assessment
  - Demographic & Economic Profile
  - Real Estate Market Trends & Conditions
  - Market Demand & Absorption Potentials
- Recommended Implementation Strategies
Town of Lake Park
Market Analysis & Marketing Plan
INITIAL FINDINGS
Why a Market Study & Marketing Plan?

- Analyze economic “drivers”: demographic characteristics & trends
- Evaluate real estate market conditions
- Measure real estate & economic development potentials for key uses:
  - Residential
  - Workplace
  - Hospitality
  - Retail & Food Service
- Identify target markets, brand based on Town’s strongest characteristics
- Guide public decisions to reinforce & sustain brand identity (incentives, infrastructure/public realm improvements, etc.)
Market Findings: Economic Profile

- 625,300 jobs in Palm Beach County
- **Lake Park contains 6,000+ jobs**
  - = 0.91% share of County
- Largest sectors:
  - Services (44%)
  - Retail (27%)
- State forecasts: **81,600 new jobs** in Palm Beach County (2016 – 2024)
  - **750 new jobs** if Town maintains its fair share of .91%
Market Findings: Economic Profile

- Retail spending generated by households, visitors, regional residents, employees (demand)
  - $61 million per year from Town residents

- Total annual retail sales of $477 million includes car dealerships, gas stations, auto repair shops
  - Generates significant sales tax revenues

- Store sales (supply):
  - $229 million (non-automotive sales)
  - $168 million difference is known as *inflow*
  - Lake Park is a regional retail destination at edges
Market Findings: Housing

- **Town-wide inventory:**
  - 4,100 units (34% owner-occupied)
  - Diverse mix—44% detached
  - “True Vacancy” (empty & available) is high—480 vacant units (11.7%)

- **Housing starts (2007-2016):**
  - County: **3,500+ units per year** (56% single-family)
  - Town: **2 units built past 10 years**

- **Multi-family rental trends:**
  - Very strong occupancies: 96% to 98%
  - Lower achieved rents than nearby communities
  - Marina Key: Class A/strongest “investment-grade” property
    - $1,800/month ($1.36/SF)
  - Overall vacancy: 2.8%
**Market Findings: Housing**

<table>
<thead>
<tr>
<th></th>
<th>Average Values</th>
<th>As % of County</th>
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<tbody>
<tr>
<td>Palm Beach County</td>
<td>$327,227</td>
<td></td>
</tr>
<tr>
<td>Palm Beach Gardens</td>
<td>$429,862</td>
<td>131%</td>
</tr>
<tr>
<td>North Palm Beach</td>
<td>$409,837</td>
<td>125%</td>
</tr>
<tr>
<td>Riviera Beach</td>
<td>$263,641</td>
<td>81%</td>
</tr>
<tr>
<td>Lake Park</td>
<td>$203,399</td>
<td>62%</td>
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*Source: American Community Survey; ESRI Business Analyst; WTL+a, October 2017.*

Lake Park is a Community with “Natural Occurring Affordable Housing”
Market Findings: Retail

Town-wide Statistics

Total Inventory: 1,717,079 SF
Total Vacancy: 200,140 SF (11.7%)
US Avg Retail SF/Person: 23.5

Lake Park Avg Retail SF/Person: 190.3
8X the US Avg!

(Source: Business Insider, 2017)
Market Findings: Retail

Town-wide Statistics

- 56% (962,800 SF) is General Retail in 59 businesses
  - 83% (798,250 SF) is in 7 large format stores
- Food & Beverage: only 10.3%
- By comparison:
  - Downtown at the Gardens/"The District" will be 30% to 40%
  - Atlantic Avenue/Delray 37.4%
- Consumer Services: 10.9%
- Automotive: 120,200 SF (7%)
Market Findings: Retail

Park Avenue/Downtown Retail

Total Inventory (SF) **112,580 SF** in 57 spaces

Total Vacancy 43,675 SF (**39%**) in 20 spaces

General Retail 25,670 SF (**23%**) of total

Food & Beverage 22,990 SF (**21%**) of total

- Downtown represents the identity of the community
- Lots of available space
- Sale of 801 Park is a big plus, adds activity
- Selected businesses appear fragile, especially some F&B
- Arts/cultural focus is real, present (Easel Art Supplies is 40% of retail)
Preliminary Market Potentials
HISTORIC LAKE PARK …

Smart & Connected Neighborhoods in a Smart & Connected Region
Fannie Mae
Innovation Challenge......

Fannie Mae is challenging you to help us revitalize the nation’s neighborhoods
What is The Challenge?

- Fannie Mae is launching a two-year, $10 million Sustainable Communities Innovation Challenge (The Challenge). The first phase is seeking ideas at the intersection of affordable housing and employment/economic opportunity.

- Through The Challenge, we are building on that longstanding commitment and expanding our focus by acknowledging the inextricable link between housing and the broader community.

- We are looking for ways to advance more affordable housing in high opportunity/sustainable communities and/or bring greater economic opportunities to those areas where affordable housing already exists.
“The efforts to increase economic mobility and provide affordable housing are typically disconnected,” said Lucretia Murphy, senior director, Jobs for the Future.

“Investing in communities’ efforts to develop a comprehensive solution for employment and affordable housing could be a game changer for residents and communities.”
Anticipated Project Partners

- Palm Beach North Chamber of Commerce
- Housing Leadership Council of Palm Beach County
- FPL
- T.O. of Lake Park, Florida
- Treasure Coast TCRPC
- DEO Florida Department of Economic Opportunity
- Urban League of Palm Beach County, Inc.
- Fannie Mae
- Town of Lake Park Community Redevelopment Agency
- SBA U.S. Small Business Administration
- PNC
Advances Common Regional and Agency Priorities

Smart and Connected Region
Essential Services Housing

Palm Beach County
Housing Summit 2017
SOLUTIONS FOR INCREATING ATTAINABLE HOUSING IN PALM BEACH COUNTY

Summit: Lack of affordable homes in Palm Beach County at ‘crisis’ level

... to increase the availability of attainable housing throughout Palm Beach County for workers at all income levels.
Complement to Lake Park’s “Hipster” Trends

Hipster Guide
A tour of Palm Beach County’s and the Treasure Coast's lesser-known ‘hipster’ locations.
Increases Marketability of Neighborhoods
Lake Park as a Historic Prototype in a Smart and Connected Region

Smart & Connected Downtown

Smart & Connected Neighborhoods

Smart City Technology Program
Smart & Connected Downtown

• Lake Park HUB
  – Collaborative public/private workspace
  – Targeted to Millennials, Start-Ups, High-Tech, Non-Profits
  – Integrated into Town Smart Tech App

• Expanded Arts/Cultural Hub
  – Build on Emerging Arts District
  – Targeted Business Recruitment & Expansion
  – Special Events Programming

• Downtown Multifamily Housing Analysis & Proforma
  – Consider Lake Park HUB as Amenity
  – Modern, Smaller Footprint Typologies
Forget privacy. **Shared workspaces are the latest trend in office space.**

The offices, set up in a variety of ways but emphasizing open space and the ability to rent a single desk, are also known as co-working spaces. Such offices have long been popular with technology start-ups in the San Francisco Bay Area looking for cheap space, but as the latest tech wave rises, **shared workspaces are popping up in cities around the country.**

Besides the cost advantages, entrepreneurs in technology and other fields say they like co-working spaces because their open floor plans boost collaboration, offer more flexibility on leases and can even help land investors.

"Nowadays with the shared workspaces you don't need to buy furniture, you don't need to set up Internet, you don't need to sign a long-term lease," said Saeed Amidi, founder and chief executive of Plug and Play Tech Center, a co-working space in Sunnyvale, Calif., with about 1,000 workers. "You can just get started... within two hours of walking in."
Lake Park HUB: A Collaborative Work Space

- Hot Desk
- Fixed Desk
- Private Room
- Event Space
- Meeting Room
- Hotspot
- Canteen
- Fitness
- Printing
- Storage
- Virtual Office
- Nap Room
- Projector
- Parking
Smart & Connected Neighborhoods

- **Neighborhood Stabilization Program**
  - Tailored Financing Package from HLC
  - Fannie Mae “Homestyle” Loans
  - Renovation & Downpayment Assistance
  - Weatherization & Energy Efficiency Funding/Rebates
  - Design Assistance & Facilitation by Town
  - Façade Improvement & “Fresh Face” Grants
  - Model Block Demonstration Project

- **Multi-Family Rehabilitation Program**
  - Weatherization & Energy Efficiency Funding/Rebates
  - FPL Energy Audit/Improvements & DEO/Weatherization Assistance Program

Why Rent When You Can Own?
Lake Park ...
The Best Value in Palm Beach North!
Smart City Technology

• **Town-Wide Communications Network**
  – WiFi Hotspot Coverage
  – Real-Time Transportation Data
  – Climate & Health Monitoring
  – Geolocation & Beacons for Public Safety
  – Partnership with Palm Beach County

• **Smart City App**
  – Partnership with Palm Beach North Chamber
  – “Hackathon” Idea Exchange for Unique App
  – Utilize Communications Network Data & HUB

The mission of a smart city is to integrate information and communication technologies (ICT) into the urban infrastructures to be able to improve the efficiency of key fields such as government services, transport, traffic management, energy, health care, water and waste in order to create a safer, more sustainable and better connected city.
KIM DELANEY, Ph.D.

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