

LANDCO PROPERTIES

Houston, Texas

In June of 2004, RCLCO was retained by Landco Properties, LLC (Landco) to conduct a market feasibility analysis for the conversion of the obsolete, high-rise hotel at 801 St. Joseph Parkway to condominiums. The 30-story existing building was originally built as a Holiday Inn in the early 1970's and subsequently converted to a Days Inn. The building has been vacant and decommissioned since 1997. At the time this report was commissioned, Landco was exploring adding extensions to each side of the building with new skin and providing two-story units with a recessed upper mezzanine level to allow units a partial two-story ceiling. Ultimately, the reconfiguration would help mitigate the presence of eight-foot ceilings, which is not found in new product construction. In addition, as part of the reconfiguration, Landco was pursuing retail space on the ground floor as well as a fitness center operator.

Our analysis of the market indicated that the subject property represented a good opportunity for moderately priced (under \$250,000) condominium units targeting young singles and couples seeking conveniently located housing within their budget.

RCLCO was tasked with preparing a market analysis that would assist in determining the depth of the condominium market opportunity at the subject site as well as providing input relative to anticipated market audience, unit mix, size, pricing, anticipated absorption, unit features and amenities.

