

# DEVELOPMENT STRATEGY AND SEGMENTATION ANALYSIS FOR THE LAKE NONA MASTER-PLANNED COMMUNITY

Orlando, Florida



## Project Areas

- Conservation Communities
- Design Economics
- Economic Development
- Economic & Fiscal Impact
- Large Land Holdings
- Master-Planned Communities
- Metropolitan Growth Strategy
- Neighborhood Planning
- Public-Private Partnerships
- Townhomes & Dense Single-Family
- University/Medical Campus-Related Development

*Lake Nona Property Holdings, LLC*

## Scope of Work

- Amenity Program
- Consumer Research
- Economic Analysis
- Financial Modeling
- Fiscal Impact
- Implementation
- Market Analysis
- Partnership Structuring
- Project Segmentation, Positioning, & Pricing
- Public Financing
- Public Outreach
- Regional Economics
- Repositioning
- Retail Tenancing
- Strategy Planning

## The Challenge

Lake Nona is a large, 7,000-acre master-planned community located in southeast Orlando. It has a 650-acre health and life sciences park, known as Medical City, that currently houses the VA Medical Center, University of Central Florida Medical School Campus, Nemours Children’s Hospital, Sanford-Burnham Medical Research Institute, University of Florida Research Center, and MD Anderson Orlando Cancer Research Institute. By 2030, there are anticipated to be up to 30,000 jobs in this area. As part of the master plan, Lake Nona Property Holdings sought to plan a new community on a large, strategic parcel of land next to this emerging Central Florida employment center. RCLCO was retained to provide a residential development and segmentation analysis to help Lake Nona take advantage of this excellent proximity to employment and plan a successful community.

## Solution

RCLCO completed a series of studies analyzing segmentation possibilities and innovative product offerings and programming. The studies involved multiple analyses, including market analysis, demand segmentation, and consumer research through Realtor focus groups. By synthesizing the results of these multiple studies, RCLCO established a market-driven, actionable development program for the Lake Nona master-planned community.

## Impact

RCLCO’s detailed segmentation analysis enabled Lake Nona to capture buyers from across the market and achieve excellent absorption, ultimately facilitating Lake Nona’s success as a Top 20 Selling Master-Planned Community in 2012. RCLCO’s analysis also established the development program at Laureate Park, which has become one of Lake Nona’s most successful communities and boasts some of the most innovative housing product in Central Florida.