

SECRET PROMISE DRI

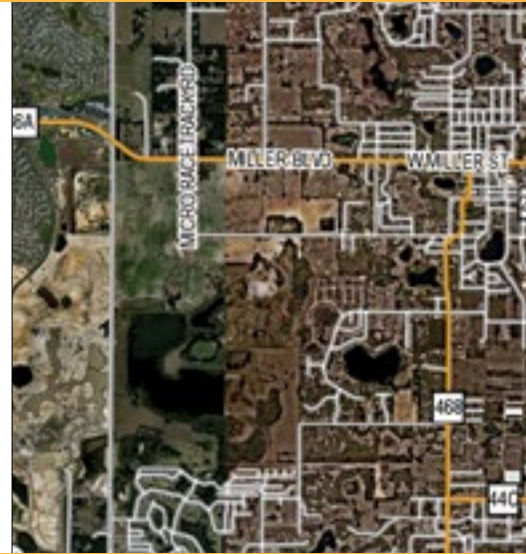
Leesburg, Florida

A Large,
Master Planned,
Mixed-Use Community
on 3,747 +/- Acres
6,800 Residential Units

Clay Taylor, ALC
863.224.0835
Clay@SaundersRealEstate.com



David Hitchcock, ALC, CCIM
863.557.0082
DavidH@SaundersRealEstate.com



Strategic Location



Development Details

SECRET PROMISE is proposed to become a large master planned, mixed-use community.

The proposed development is in a prime location that is ready for residential communities and commercial projects. Everything is in place for development and is a PUD in The City of Leesburg (Lake County). The northeast corner of this property is at the interchange of exit 296 for the Florida's Turnpike and CR 470!

Individual communities within Secret Promise are planned to maintain the small town ambience of Leesburg. Traditional single-family neighborhoods, different types of multifamily, commercial and industrial components, as well as interior neighborhood commercial will also benefit. In addition, a school site is proposed and a serious commitment has been made to infrastructure to support Secret Promise.

One of the greatest benefits of the project site is its habitat preservation through community parks, passive recreation, and nature sanctuaries. A wildlife management area is planned along the western limits of the project.

Acreage: 3,747 +/- acres

Sale Price: \$95,000,000

Price Per Acre: \$25,353.62

Permitted Lots (flexibility to increase any categories)

- 6,800 Total
- 3,832 units of single-family lots
- 2,968 units of multifamily lots
- 200 assisted living units
- 1,600,000 square feet of retail space
- 1,500,000 square feet of office space
- 400 hotel rooms
- 500,000 square feet of light industrial

Lot Sizes:

- Lots range from 18 ft wide (smallest multifamily) to 90 ft wide (largest single family)
- Lot sizes - 18, 25, 40, 50, 60, 70 and 90 ft wide

Site Addresses:

- 600 CR 470, Leesburg, FL 34762
- 1041 CR 48, Leesburg, FL 34748

Nearest Intersections:

- CR 48 and CR 33
- CR 470 and Florida's Turnpike (SR 91) Exit 296

Water on Site: Features small ponds on property

Road Frontage:

- 2.2 +/- miles on CR 48
- 675 +/- feet on CR 470
- 2.5 +/- miles on Florida's Turnpike - high visibility

Uplands/Wetlands:

- 3,071 +/- acres uplands (82% uplands)
- 676 +/- acres of wetlands



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Zoning/FLU:

Planned Unit Development with the City of Leesburg

Planning/Permits:

- Development of Regional Impact - July 2006
- Development Order - December 2009
- PUD - April 2010

Utilities & Water:

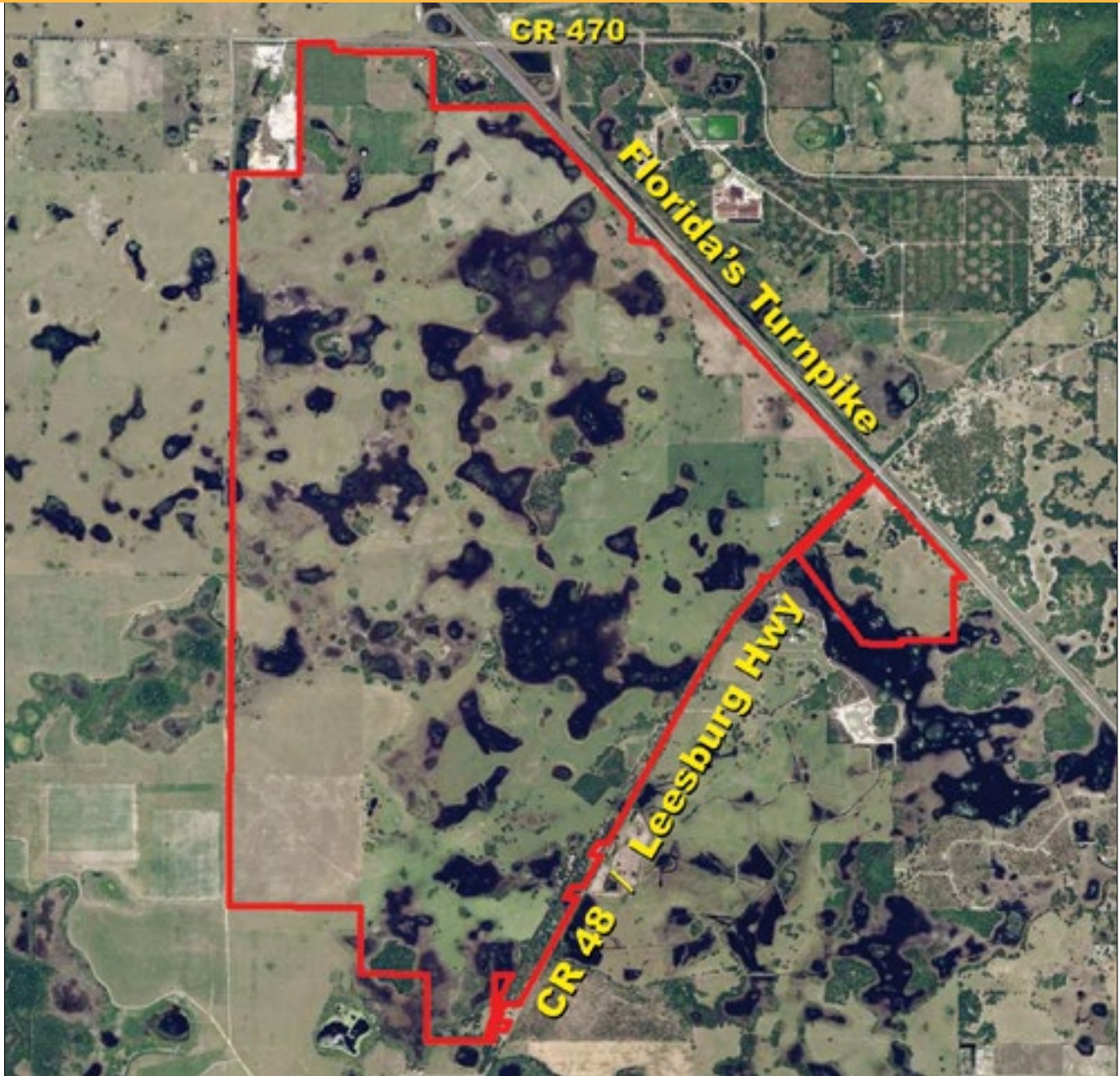
- Electricity - SECO Energy
- Water and Sewer - available with capacity at CR 48 & 33 that is 1.3 miles away

HOA/CDD: None

Infrastructure: No concurrency issues with City of Leesburg

Taxes & Tax Year: 2013 \$14,550.53 (Greenbelted)

Aerial



Driving Directions:

- From Florida's Turnpike, take Exit 296 onto CR 470 (to the west of the Turnpike)
- The NE portion of the property is on the left side of the road

Parcel IDs:

' 172024000200000200	' 212024000200001700	' 292024000100000200
' 172024000300000300	' 212024000300000700	' 292024000100000800
' 172024000300000300	' 212024000300001900	' 302024000100000100
' 182024000100000400	' 212024000400001400	' 312024000100000100
' 182024000100000500	' 212024000400002100	' 312024000400010000
' 182024000200000200	' 282024000100001300	' 322024000100010000
' 182024000200000201	' 282024000100001500	' 322024000200000300
' 192024000100000100	' 282024000200000100	' 322024000200001200
' 202024000100000100	' 282024000200001100	' 322024000300000204
' 202024000200000200	' 282024000200001600	' 322024000300001100

View Aerial Video!

For video and additional details, go to:

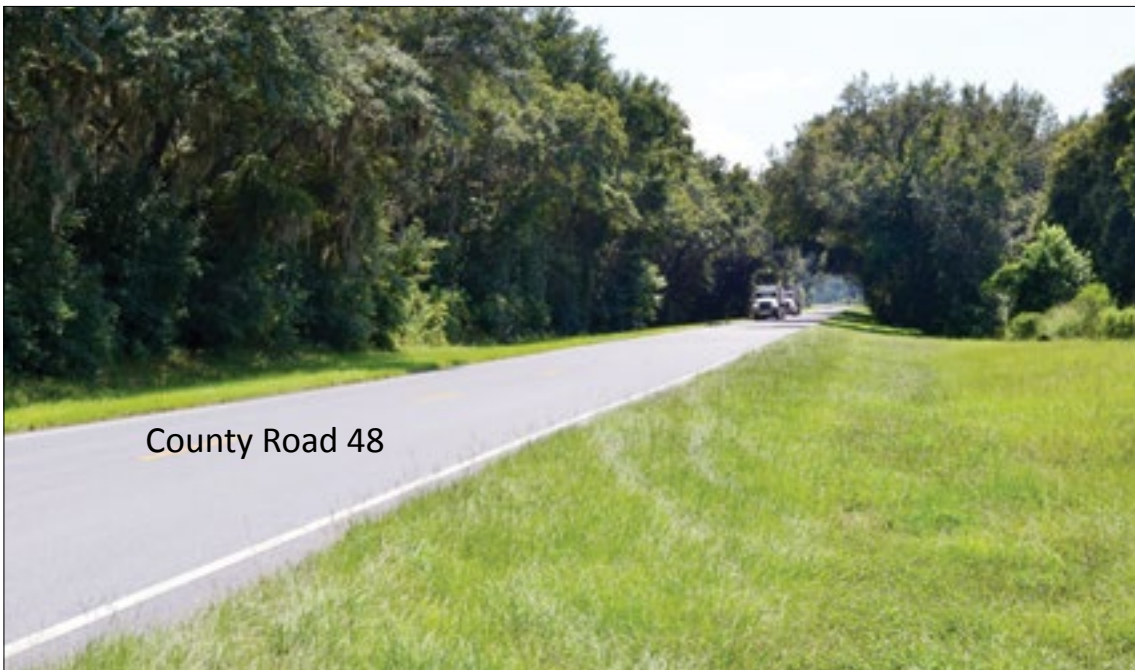
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Prime Location & Photos

SECRET PROMISE is located in an area ripe for residential and commercial development. It's central location and proximity to major transportation corridors make it a desirable location for a project of this size. Within 50 to 100 miles in all directions, you will find Florida's famous attractions, international airports, large sports arenas, best beaches, shopping, restaurants, and Florida's major cities. Nearby Florida's Turnpike is a portal to the entire state.

Miles from Secret Promise

- | | | |
|--------------------|---------------------------------------|---|
| • Disney 51 | • Clearwater Beach 96 | • Universal Studios 41 |
| • Orlando 41 | • Homosassa 49 | • Raymond James Stadium (Tampa Bay Buccaneers) 74 |
| • Tampa 73 | • Ocala 39 | • Outlet Mall (Orlando) 36 |
| • Gainesville 72 | • Clermont 20 | • Orlando International Airport 49 |
| • Jacksonville 141 | • Tropicana Field (Tampa Bay Rays) 94 | • Tampa International Airport 79 |
| • Daytona Beach 95 | • Sea World 46 | • The Villages 18 |



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AADT (Annual Average Daily Traffic)

CR 470 - 11,100 • Florida's Turnpike - 36,000 • CR 48 - 2,200

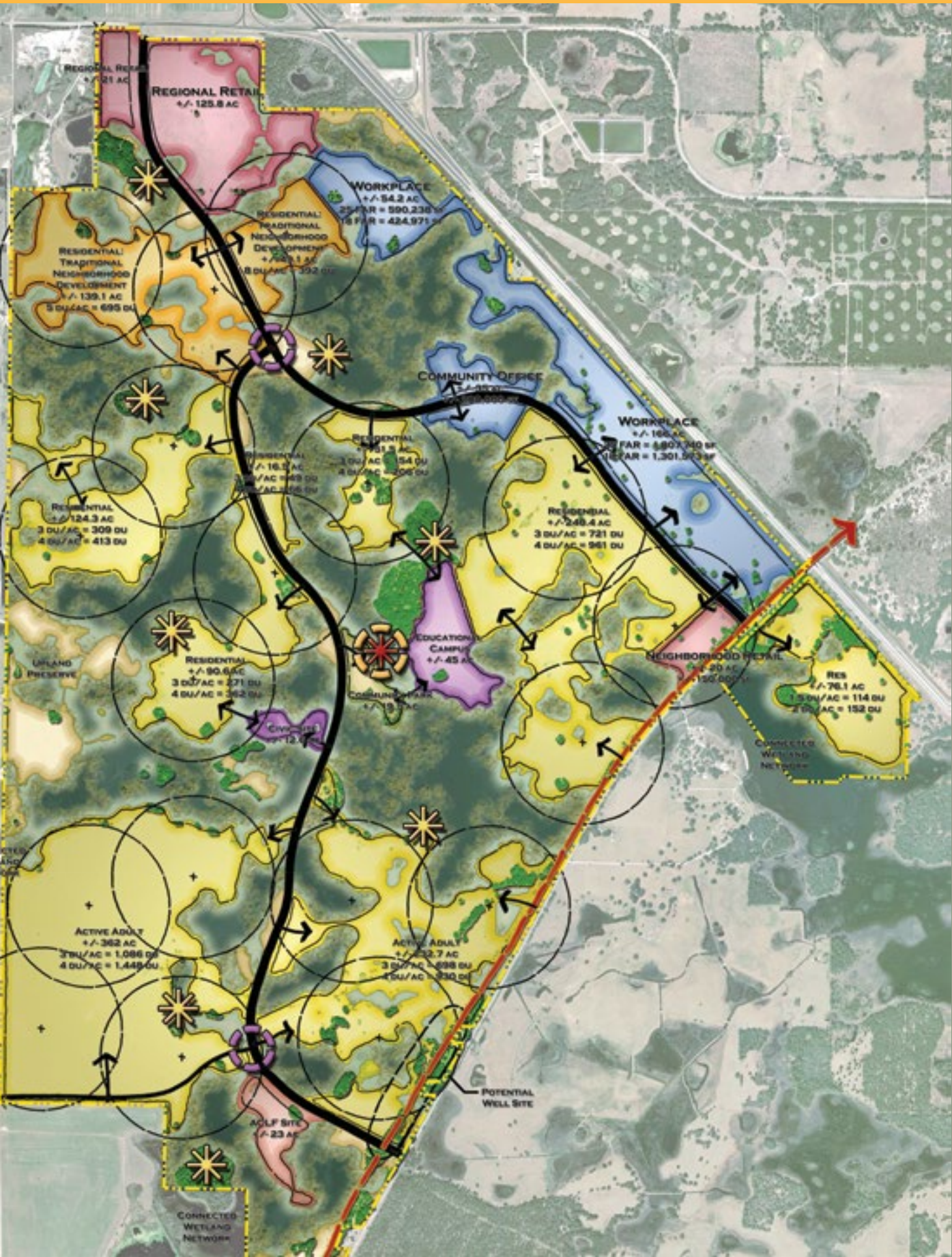
Florida's Turnpike - major traffic artery that links into I-95 and connects directly to I-4, and I-75.



Coldwell Banker Commercial Saunders Real Estate

114 North Tennessee Avenue, 3rd Floor, Lakeland, FL 33801 • 863.648.1528 • SaundersRealEstate.com

Concept Master Plan



Concept Master Plan Details

Master Plan Calls for:

Individual Communities

Maintaining Small Town Ambience

Interior Neighborhood Commercial Projects

A School within the Community

Commitment to Infrastructure and Road Upgrades

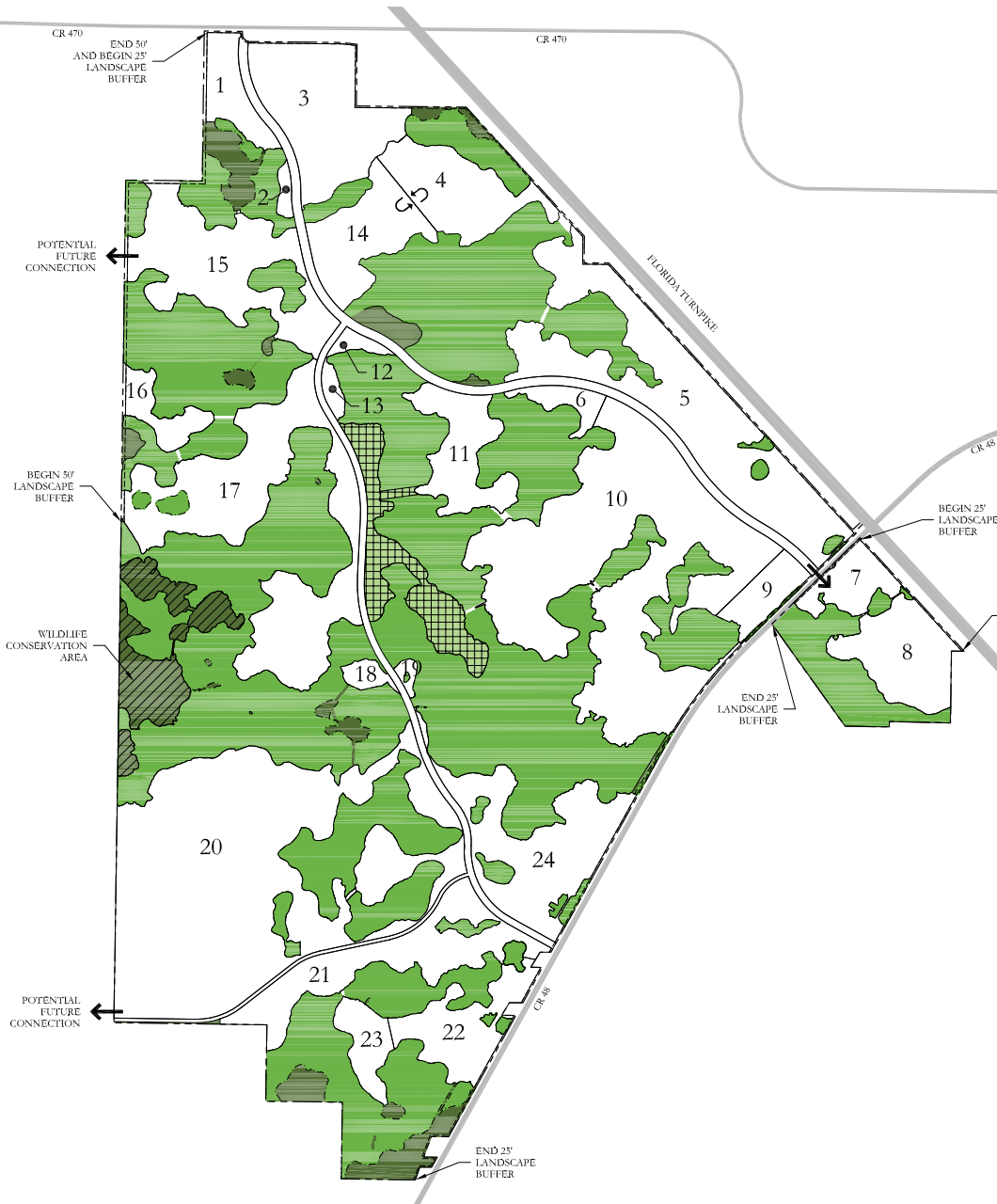
Protecting Habitats and Wildlife

Land Use	Amount	Acreage
Single-family Housing	3,832 dwelling units (with no more than 1,736 dwelling units as age restricted)	1,432
Multifamily Housing	2,968 dwelling units (with no more than 1,064 dwelling units as age restricted)	
Affordable Housing Units	Maximum of 349 density bonus dwelling units (not to exceed 5% of 6,800 total dwelling units)*	TBD
Assisted Living	200 units	24
Light Industrial	500,000 gross square feet	64
Office	1,500,000 gross square feet	199
Retail and Service	1,600,000 gross square feet	163
Hotel	400 rooms	
Institutional	50,000 gross square feet	65
Remaining lands, including open space, community park, wetlands, and public facilities	N/A	1,801
<p><i>The acreage numbers above are approximate and subject to change, based upon permitting, design, and engineering requirements. Minor changes in acreage are therefore, not subject to the rezoning process if proposed changes are consistent with Section 25-279(2) of the City's Land Development Code, as determined by the City's Community Development Director.</i></p> <p><i>*If density bonus units are built off-site, they would receive a 5% increase in density, above the established maximum number of units per acre in the applicable Future Land Use category. The units shall be allowed in any Future Land Use category that allows residential uses when permitted by the comprehensive plan.</i></p>		

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Conceptual Development Plan

SECRET PROMISE is committed to habitat preservation through community parks, passive recreation, and nature sanctuaries. A wildlife management area is planned along the western limits of the project.



Parcel #	Land Use	Acres
1	Retail & Service	30
2	Retail & Service	4
3	Retail & Service	103
4	Industrial	61
5	Office	176
6	Office	13
7	Residential	86
8	Residential	
9	Retail & Service	23
10	Residential	302
11	Civic	47
12	Civic	11
13	Civic	
14	Residential	58
15	Residential	103
16	Residential	17
17	Residential	166
18	Residential	7
19	Residential	2
20	Age-Restricted Residential	366
21	Age-Restricted Residential	81
22	Age-Restricted Residential	48
23	Assisted Living Facility	22
24	Age-Restricted Residential	97
Sub Total		1,823
Upland Preservation and Wildlife Conservation Areas		147
Parks		53
Wetland Preservation		1,625
Road Row		99
Total Acreage		3,747

Total Maximum Development Program (per DRI) and Phasing Plan

	Phase 1	Phase 2	Phase 3	Total
Retail and Services (SF)	0	386,473	1,213,527	1,600,000
Office (SF)	0	383,632	1,116,368	1,500,000
Light Industrial (SF)	0	127,877	372,123	500,000
Civic/Institutional (SF)	0	0	50,000	50,000
Hotel Rooms	0	150	250	400
Single-Family Dwelling Units	265	567	1,264	2,096
Multifamily Dwelling Units	0	575	1,329	1,904
Single-Family Dwelling Units (Age Restricted)		450	1,286	1,736
Multifamily Dwelling Units (Age Restricted)	0	200	864	1,064
Assisted Living Facility (Beds/Units)	0	0	200	200

Conceptual Development Plan Details & Photos

Notes on the Conceptual Development Plan

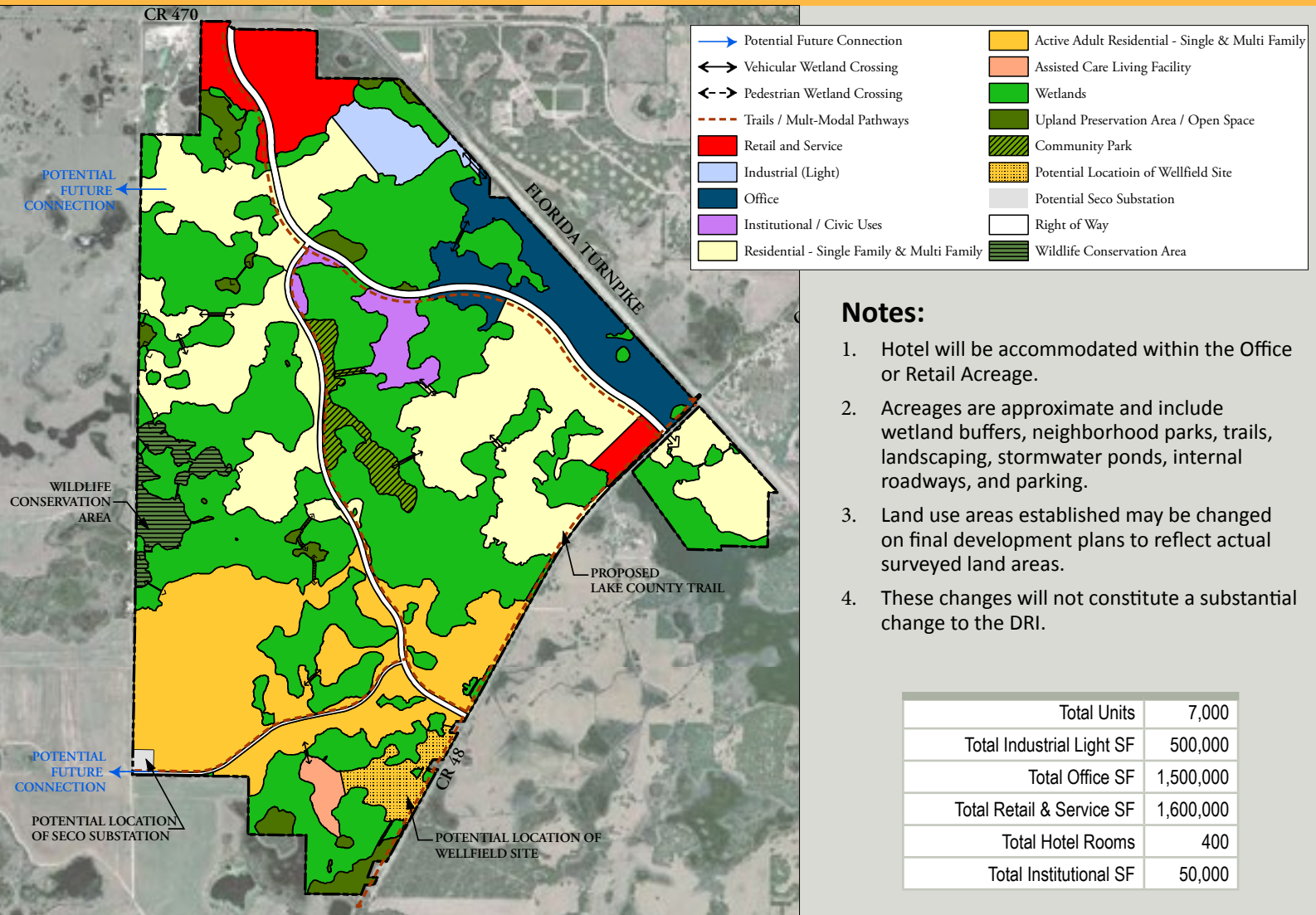
1. Road alignments, park boundaries, parcel boundaries, and wetlands should be treated as conceptual and may be subject to change based on more detailed surveys, environmental issues, and final engineering. These changes will not constitute a substantial change to the prior PUD.
2. Multifamily residential shall be permitted, but not required, over retail or office (vertically-mixed) in parcels 1, 2, 3, 5, 6, and 9.
3. Multifamily residential shall also be permitted, but not required, in all residential parcels.
4. There shall be no maximum residential densities on any specific parcel, except that the total number of residential units project-wide shall not exceed 7,000 units (including 200 assisted-living units) and a maximum of 340 density bonus units.
5. Vertically-mixed residential areas shall be excluded from the percentage calculation of residential in the Land Use mix, consistent with Future Land Use element policy 1.14.3.
6. An elementary school site and a middle school site are planned for Parcel 11. The school district may construct these school(s) in any phase of development. The square footage of any schools constructed is not included in the above development program.
7. While the maximum development program shall not be exceeded, in order to accommodate the final layout of residential and non-residential uses, the boundary marked ↻ may shift resulting in reciprocal changes of up to 30 acres to the residential and mixed-use areas.
8. While the maximum development program shall not be exceeded, the 64 acres reserved for institutional/civic uses, such as public schools, public safety facilities, and public parks, may be developed with other compatible uses if the Lake County School Board and/or City of Leesburg do not exercise their options to utilize or acquire all of said property.



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Mixed Use Map



	Phase 1		Phase 2		Phase 3		Total	
	Units/SF	Acres	Units/SF	Acres	Units/SF	Acres	Units/SF	Acres
Residential								
Single Family	265	53	567	229	1,264	519	2,096	801
Multifamily	0		575		1,329		1,904	
Single Family (Age-restricted)	0		450	146	1,286	485	1,736	631
Multifamily (Age-restricted)	0		200		864		1,064	
Assisted Care Living Facility	0		0		200	24	200	24
Industrial (Light)	0		127,877	16	372,123	48	500,000	64
Office	0		383,632	51	1,116,368	148	1,500,000	199
Retail & Service	0		386,473	39	1,213,527	124	1,600,000	163
Hotel Rooms	0		150	-	250	-	400	-
Institutional	0		0		50,000	64	50,000	64
Roads								99
Wetland Preservation Areas								1,491
Community Park				17		42		59
Upland Preservation Areas / Open Space								152
Total Acres								3,747

SECRET PROMISE is a community that will meet the needs of generations of families. An outstanding opportunity exists to provide a sustainable community that preserves the benefits of the environment.

Demographics, Drive Times

Demographics 15 Miles, 30 Miles, 45 Miles



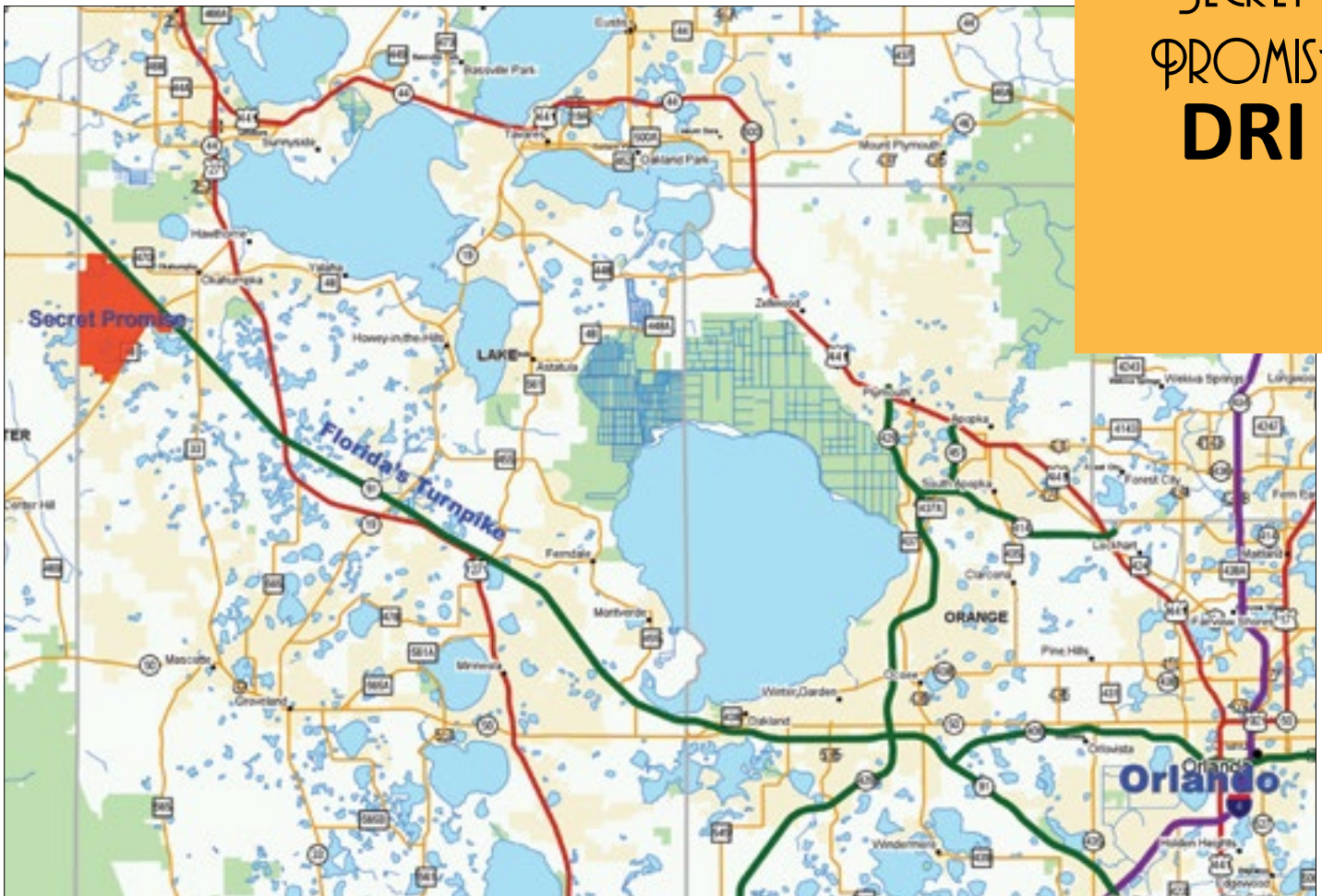
Drive Times - 15 Min., 30 Min., 45 Min.



Demographics 15-30-45 Miles

2013	15 Miles	30 Miles	45 Miles
Population	234,360	852,382	2,876,897
Households	105,349	342,029	1,138,968
Median Income	\$40,133	\$44,293	\$43,781

Central Florida Location



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**SAUNDERS
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114 North Tennessee Avenue, 3rd Floor
Lakeland, FL 33801 • 863.648.1528 (Main office)

www.SaundersRealEstate.com

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6,800 Residential Units



**Full Concept Master
Plan on Page 6.**

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