



The New Denser 'burbs Will they MEET the Market?

Urban Land Institute
October 22, 2014 | Brad Hunter | bhunter@metrostudy.com
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Suburban Lot Demand is Growing...

- Next year, an additional 90,000 units of single-family demand, meaning additional demand for lots in suburban communities.
- Inevitable: more “household formations”
- Who and where?
 - The “A” submarkets? No.
 - “Me-too” approach
- Builders should think more creatively.
- “*B*” is the new “A”
- Millennials will buy in the suburbs, but they will want something different.

An aerial view of a residential neighborhood featuring a central canal. The houses are multi-story with red-tiled roofs and light-colored walls. A small boat is on the canal, and trees line the banks. The sky is a mix of blue and orange, suggesting sunset or sunrise.

Case Study: “Avenir”

Residential Neighborhoods

DRAFT

Eventually “C” is the new “B”





DRAFT

Town Center

Another Example:

The Woodlands Town Center

Remington Brownstones

Waterway Lofts

Riva Row

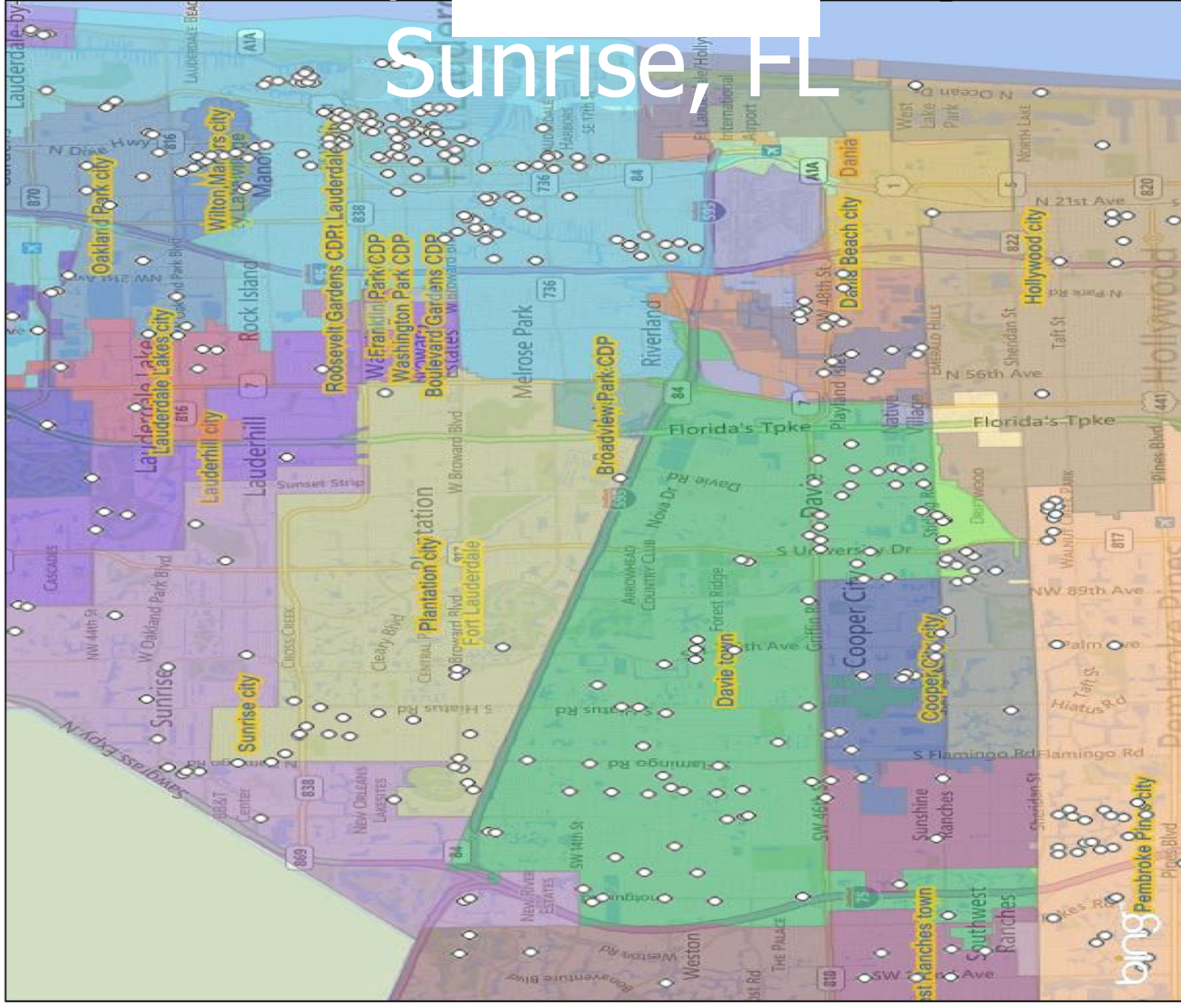
Millennium Waterway Avenue

Millennium Six Pines



Another Case Study:

Current Map View



FL | Broward Co. | Plantation | Peters Road (2Q14)
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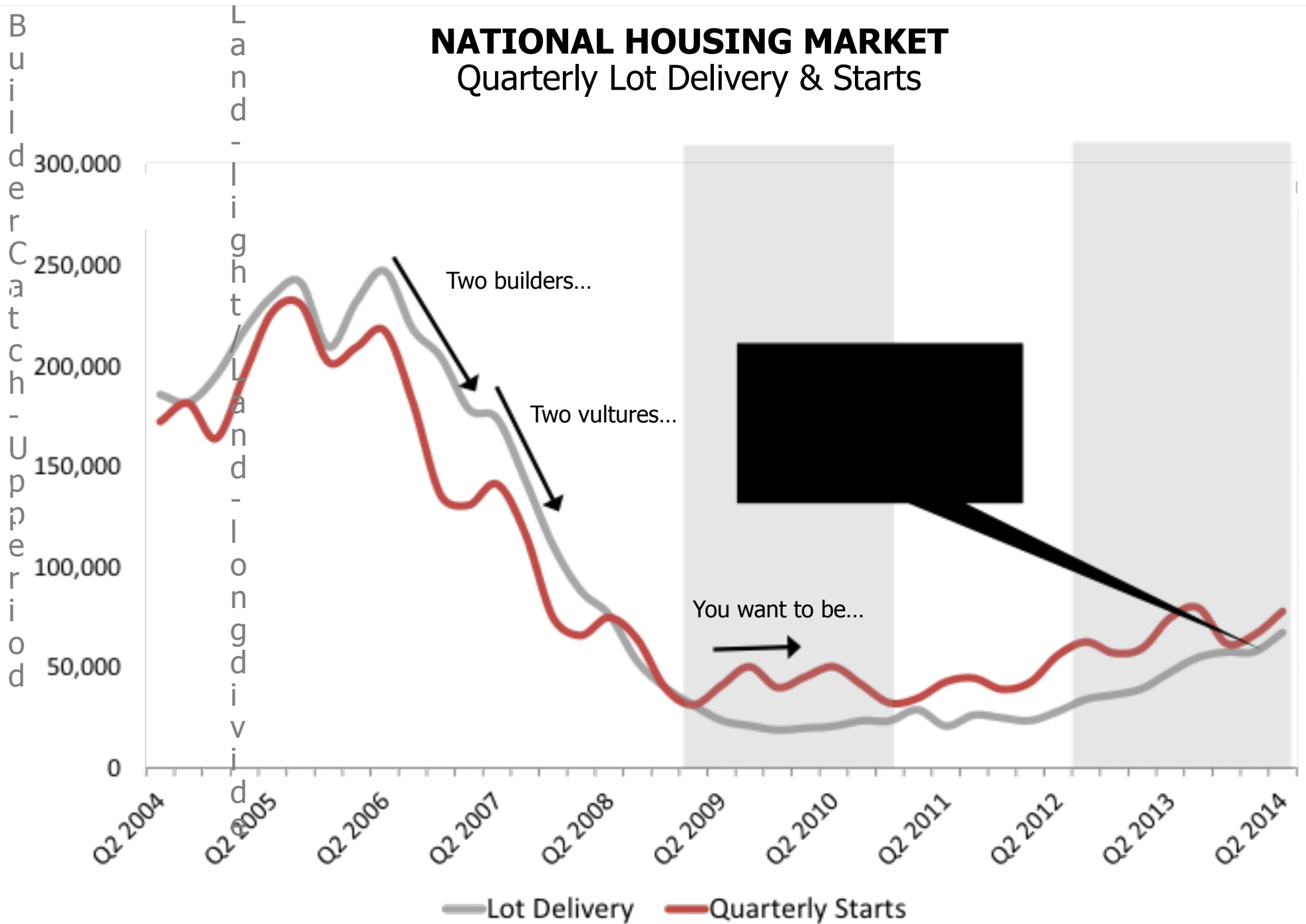
More Innovative Solutions are Needed, to MEET DEMAND!!

**Builders are having trouble finding enough
suburban lots!**

**Let's look at what has gone on with LOT
PRODUCTION...**

NATIONAL HOUSING MARKET

Quarterly Lot Delivery & Starts





**Builders will NEED more lots
in more subdivisions.**

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Brad Hunter

Chief Economist and Director of Consulting

Brad Hunter directs Metrostudy's consulting work nationwide. He has orchestrated hundreds of site-specific or area-specific housing market studies over the past 28 years. Metrostudy is the nation's premier advisor on local and regional housing market conditions. The firm's unmatched database provides the quantitative foundation for its consulting and advisory work, and backs up Mr. Hunter's forecasts of the nation's housing markets.

With 28 years worth of experience in real estate analysis and local market economic forecasting, Hunter is a Full Member of the Urban Land Institute, where he serves on the Community Development Council. He has authored numerous articles and chapters in books for ULI, including Market Profiles. He is regularly cited in local and national journals, and has recently been featured in the *Wall Street Journal*, *Business Week*, and on *CNBC* and *Bloomberg News*.