



HARTZOG ROAD ATTAINABLE HOUSING COMMUNITY





THE CRISIS IS MAKING HEADLINES

FOX 35 ORLANDO

This is how much you need to make to afford rent in Florida, study says

- \$83,000/year to avoid being "rent burdened"

THE WASHINGTON POST

Rent has never been less affordable, especially for the middle class

NPR

Housing is now unaffordable for a record half of all U.S. renters, study finds

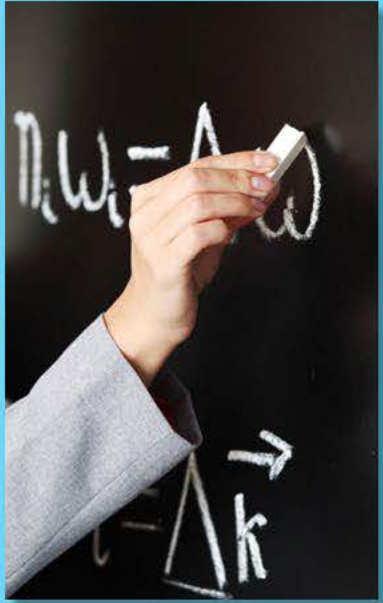
ORLANDO BUSINESS JOURNAL

Number of cost-burdened rental households jumps to record high

CLICKORLANDO – NEWS 6

Florida rent prices have increased drastically since 2020, analysis shows

PROFESSIONALS MAKING LESS THAN \$83,000 A YEAR



TEACHER



HEALTHCARE
PROFESSIONAL



EARLY CAREER
PROFESSIONAL



HOSPITALITY
WORKER



LAW ENFORCEMENT
OFFICER

OUR PLAN

- Nearly 80 acres and approximately 1,400 total apartment homes, with more than 1,000 reserved as affordable
- Privately funded; developer will pay millions of dollars in impact fees to help address transportation infrastructure and school capacity needs
- The Michaels Organization will build, own and operate the community
- Disney will not own or operate; Disney will not profit





Multiple announcements, renderings, FAQs and information shared since 2022:

- DisneyFlorida.com
- Disney Parks Blog
- Cast & Community Facebook
- MouseMail (community email)



Spoke directly with residents at Horizon West Fest



Dozens of meetings with community leaders



Thousands of fliers distributed to local businesses & organizations



Shared plan at 2 community meetings



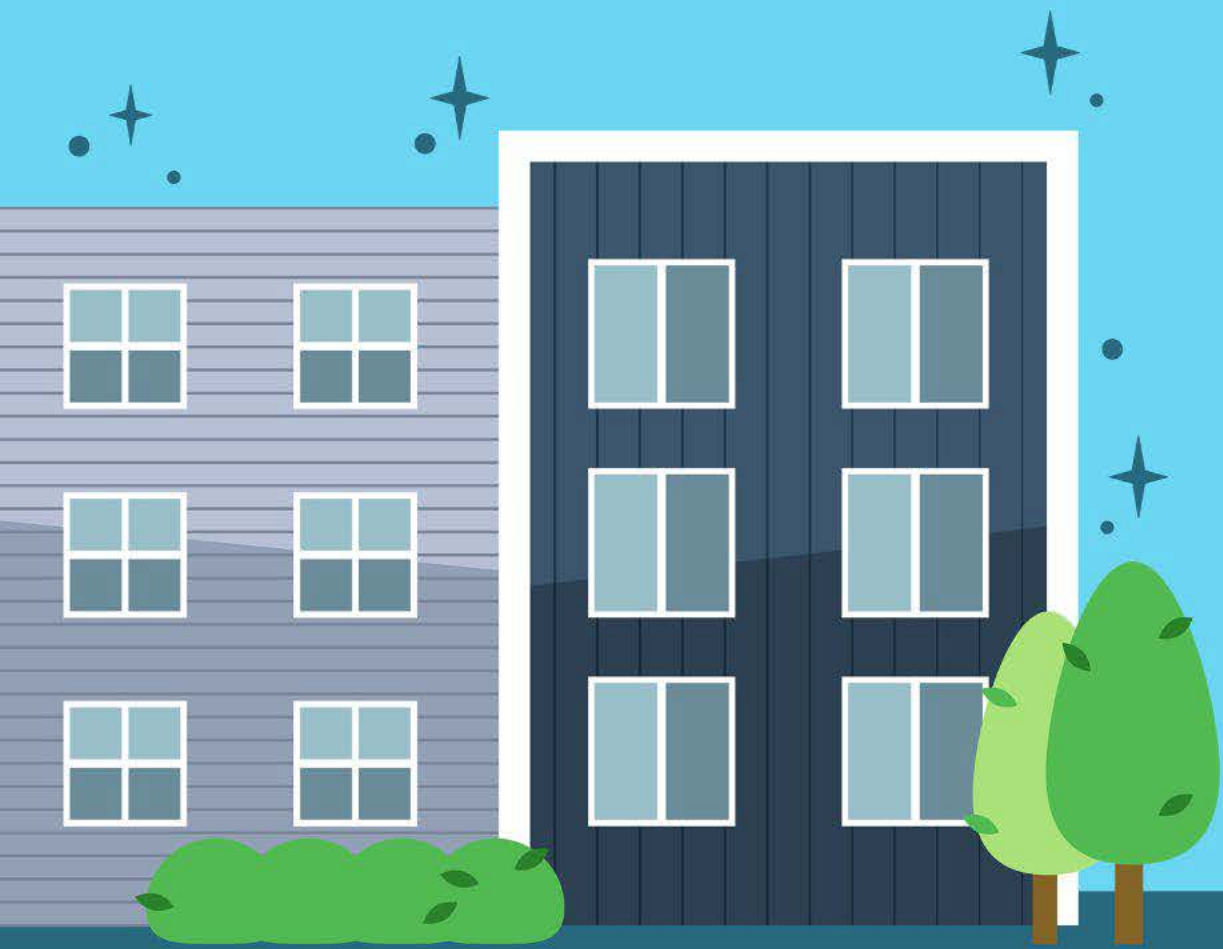
Created email inbox for community input



Developed interest form for residents wanting to learn more



Engaged local media, including outlets serving Horizon West



HARTZOG ROAD ATTAINABLE HOUSING COMMUNITY

80,000

Apartment
Homes Managed



39

States
(+DC, USVI & PR)

\$11 B

Assets Under
Management

225,000

Residents



639
Communities

\$14 M

in
Scholarships



50TH

Years in
Business

Our Community Goals

- Provide an **elevated** resident engagement through our **personalized approach** to management & operations
- Inspire our residents to share **their story** through unique **placemaking** and ongoing **community events**
- Ensure **health and wellness** is prevalent throughout the **community experience**





ARTIST CONCEPT ONLY; SUBJECT TO CHANGE

AERIAL PERSPECTIVE LOOKING NORTH

Community Entries

- South Hartzog Entry
- North Hartzog Entry
- Avalon Entry



DRAFT PLAN AS OF FEBRUARY 2024; SUBJECT TO CHANGE

Community Neighborhoods

- **Connecting to one another while being part of something bigger**
 - By introducing neighborhoods within the community emphasizes the **sense of identity** and **belonging** to our residents
 - Beyond the primary roads, a **series of sidewalks** and **pathways** allow pedestrians and bicycles alike to **explore the community**
 - Our two **amenity buildings** and **multimodal hub** are centrally located within the community



Parks & Green Spaces

- **Embrace and find inspiration through nature's tale**
 - The biophilic inspired spaces **vary in size and function** to provide residents with options when **exploring the natural surroundings**.
 - Many locations were selected in order to highlight the **existing trees** present throughout the site



- Small
- Medium
- Large



**BIRD'S EYE PERSPECTIVE
LOOKING NORTHEAST**

ARTIST CONCEPT ONLY, SUBJECT TO CHANGE

Residential Building Concepts



ARTIST CONCEPTS ONLY; SUBJECT TO CHANGE



**SOUTH AMENITY CENTER -
AERIAL LOOKING SOUTHWEST**

ARTIST CONCEPT ONLY; SUBJECT TO CHANGE



**NORTH AMENITY CENTER -
AERIAL LOOKING EAST**

ARTIST CONCEPT ONLY; SUBJECT TO CHANGE

Average Median Income (AMI) Mix + Market Rate Apartment Homes

More than 1,000 apartment homes are set to be designated as affordable. Up to 25% of the total apartment homes are planned to be designated as market rate.

Current projections not final; AMI mix and salary information as of 2023.

Average Median Income (AMI)	% Out of ~1,000 Affordable Apartment Homes
50%	11%
60%	21%
80%	38%
100%	30%

Based on 2023 HUD data, **households** eligible for affordable apartment homes will include those with (combined) annual incomes between **\$30,750** and **\$115,000**.

Key Takeaways

- There is a **critical need for affordable housing** in Orange County.
- The Michaels Organization has a **50-year track record** of excellence in affordable housing.
- This development is **not government funded**. It will be privately financed.
- The Michaels Organization will pay **millions of dollars in impact fees** to Orange County, and the County can use those dollars for infrastructure updates.
- The Michaels Organization will continue to approach this development with **great thought and care**, listening to the community throughout the process.





Thank You!