



THE NEST

AT FINDLAY

DATA DRIVEN DEVELOPMENT
PLANNING

THE LOCATION



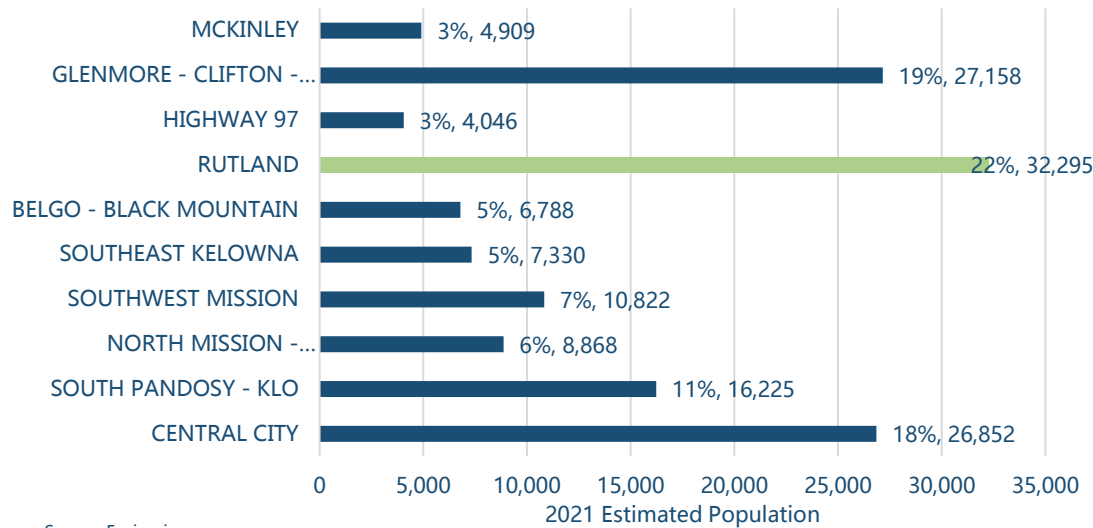
THE NEST
AT FINDLAY

20 Three Bedroom
Townhomes
located in Rutland
and geared
towards young
families

2021 ESTIMATED POPULATION AND RUTLAND GEOGRAPHY



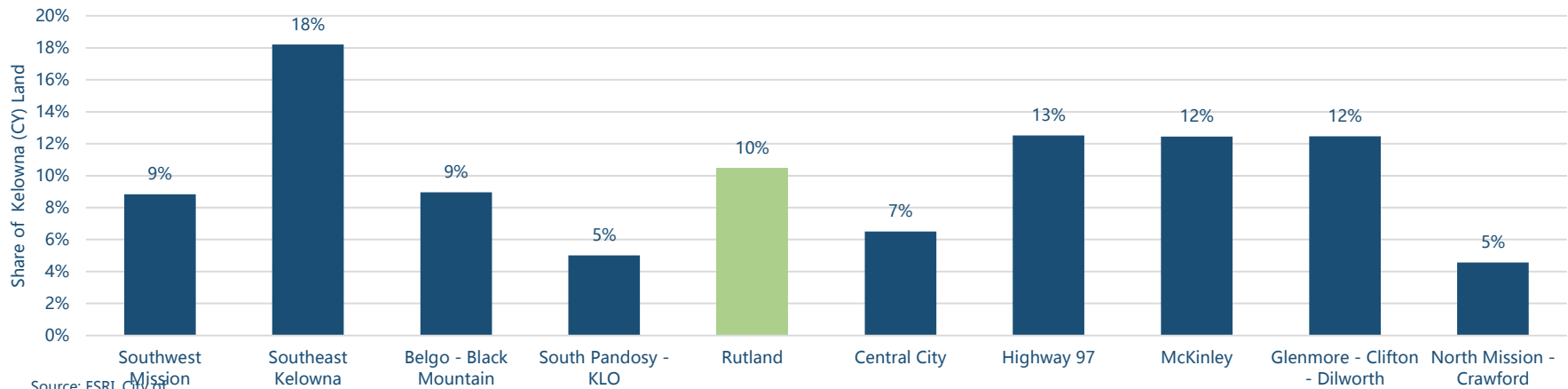
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Source: Environics

KEY INSIGHTS

Although geographically Rutland is the fifth largest (of the ten sectors) and represents approximately 10% of Kelowna (CY); it has the largest share of the 2021 estimated population (22%), highlighting the need for more housing options to accommodate the population base.

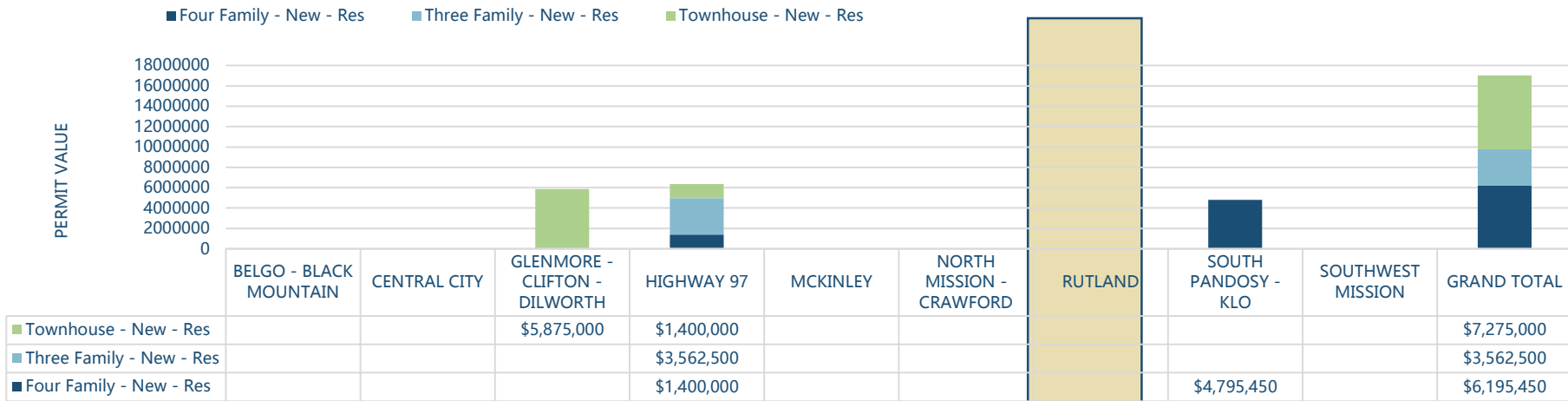
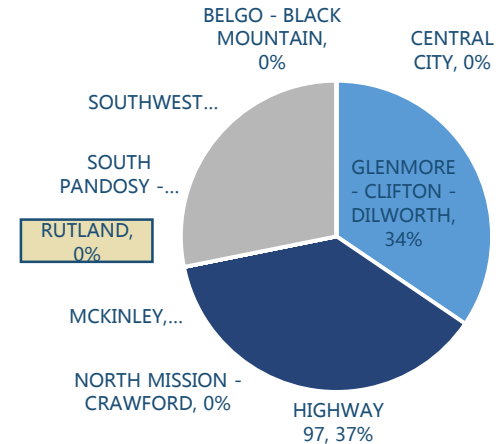


Source: ESRI, City of Kelowna

UNITS PERMITTED FOR CONSTRUCTION (01-01-2022 TO 05-13-2022)

KEY INSIGHTS

- Despite being the sector with the largest estimated population, Rutland has no permits issued for the three types of permits outlined in the chart below.
- Anecdotally being one of the more affordable sectors in the city, Rutland has seen no Townhome style developments permitted in 2022 YTD.
- The Nest at Findlay will add 20 attainable townhouse units to Rutland, helping to balance the permit activity per sector.



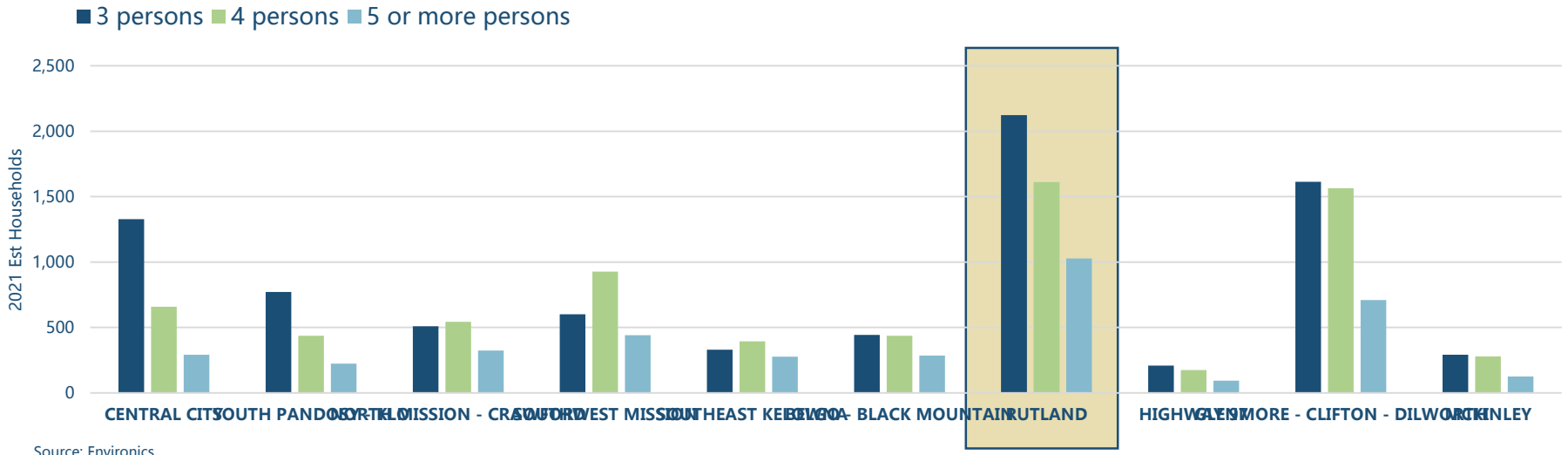
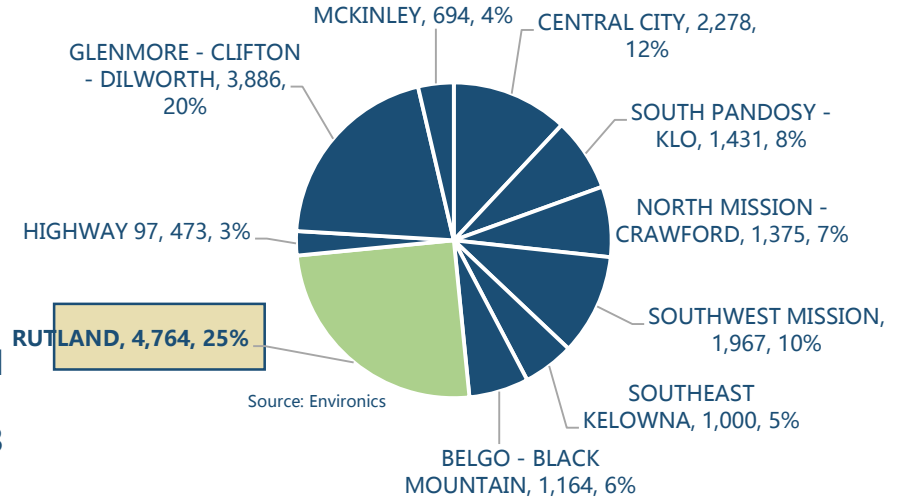
Source: City of Kelowna

Notes: The following graph and table outlines the dwelling units associated to permits issued between 01-01-2022 to 05-13-2022.

2021 HOUSEHOLDS BY SIZE OF HOUSEHOLD

KEY INSIGHTS.

- When isolating the households size estimates to 3 people or greater; Rutland has the largest share when compared to the other nine sectors.
- For 3 person, 4 person, and 5 person 2021 estimated households Rutland has the largest number for each of the individual aforementioned household sizes.
- All 20 units at the Nest have been designed with 3 bedrooms to meet this need.



2021 CENSUS FAMILIES

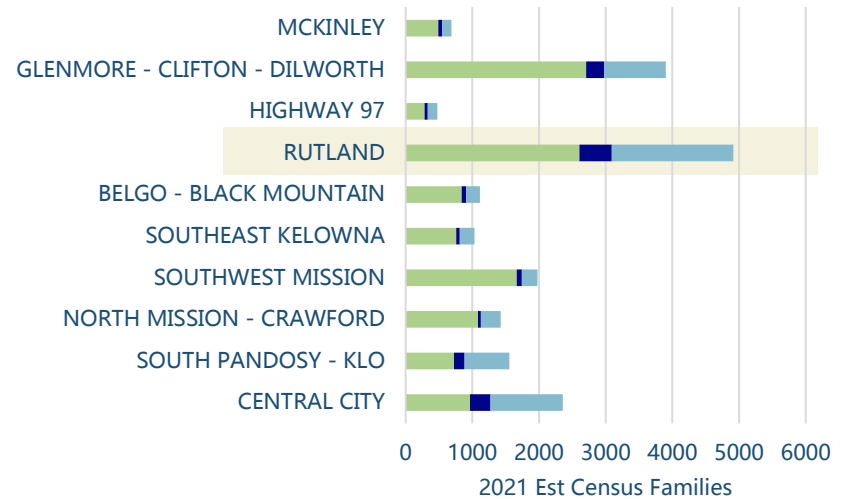


KEY INSIGHTS.

Based off of 2021 estimates, Rutland has the largest number of census families with children at home, highlighting the need for family focused developments.



- Married Couples with Children at home
- Common-law Couples with Children at home

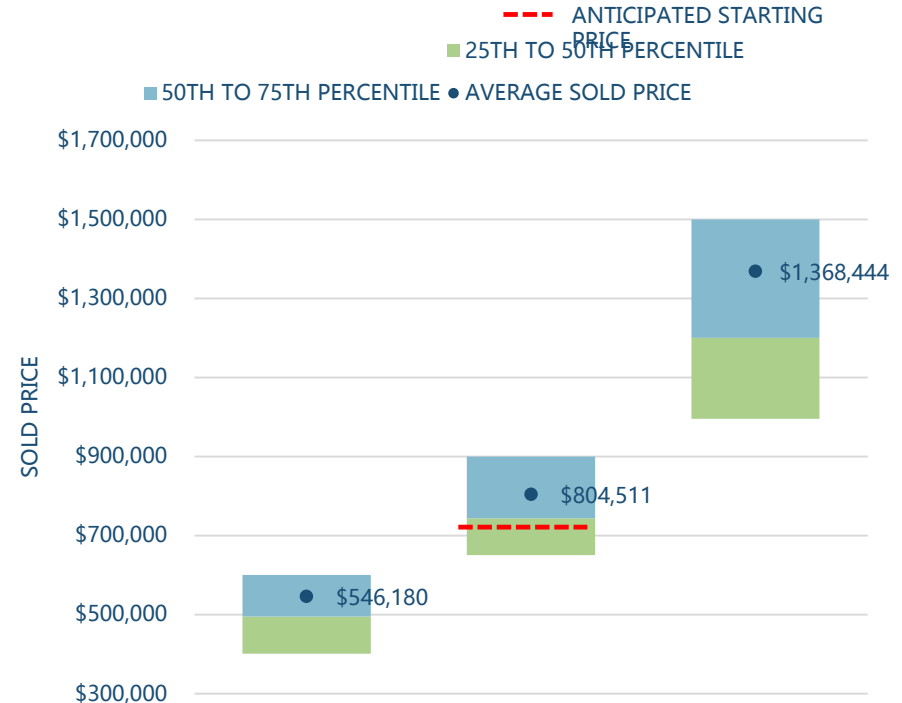
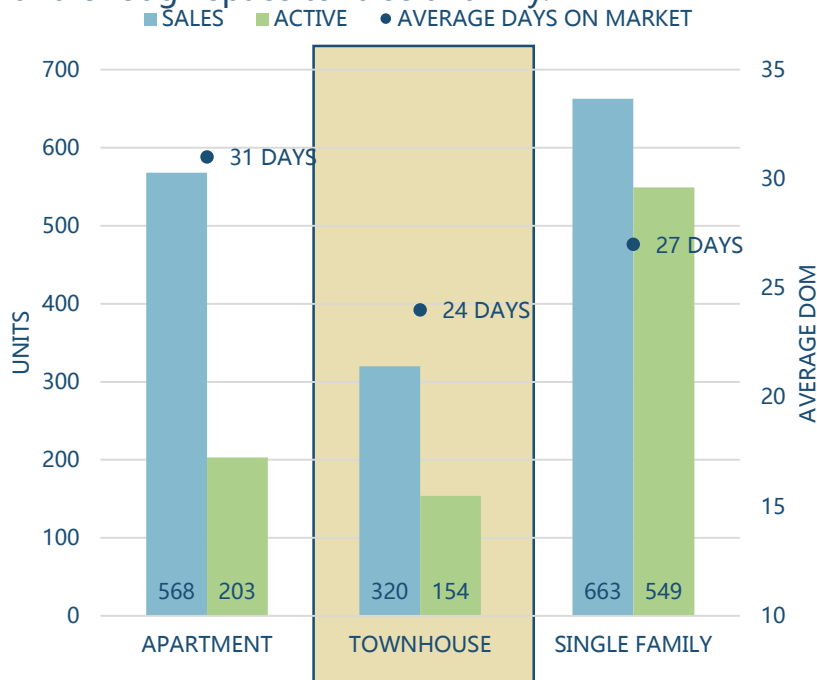


Source: Environics

HOUSING CONTINUUM KELOWNA (RESALE – BEDROOM & TYPE)

KEY INSIGHTS. 🔍

- Townhome have the lowest available inventory and average Days on Market. With the current level of pricing observed in sold Single Family style homes, Townhomes represent a more attainable housing option for young families who appreciate a small yard and enough space to raise a family.

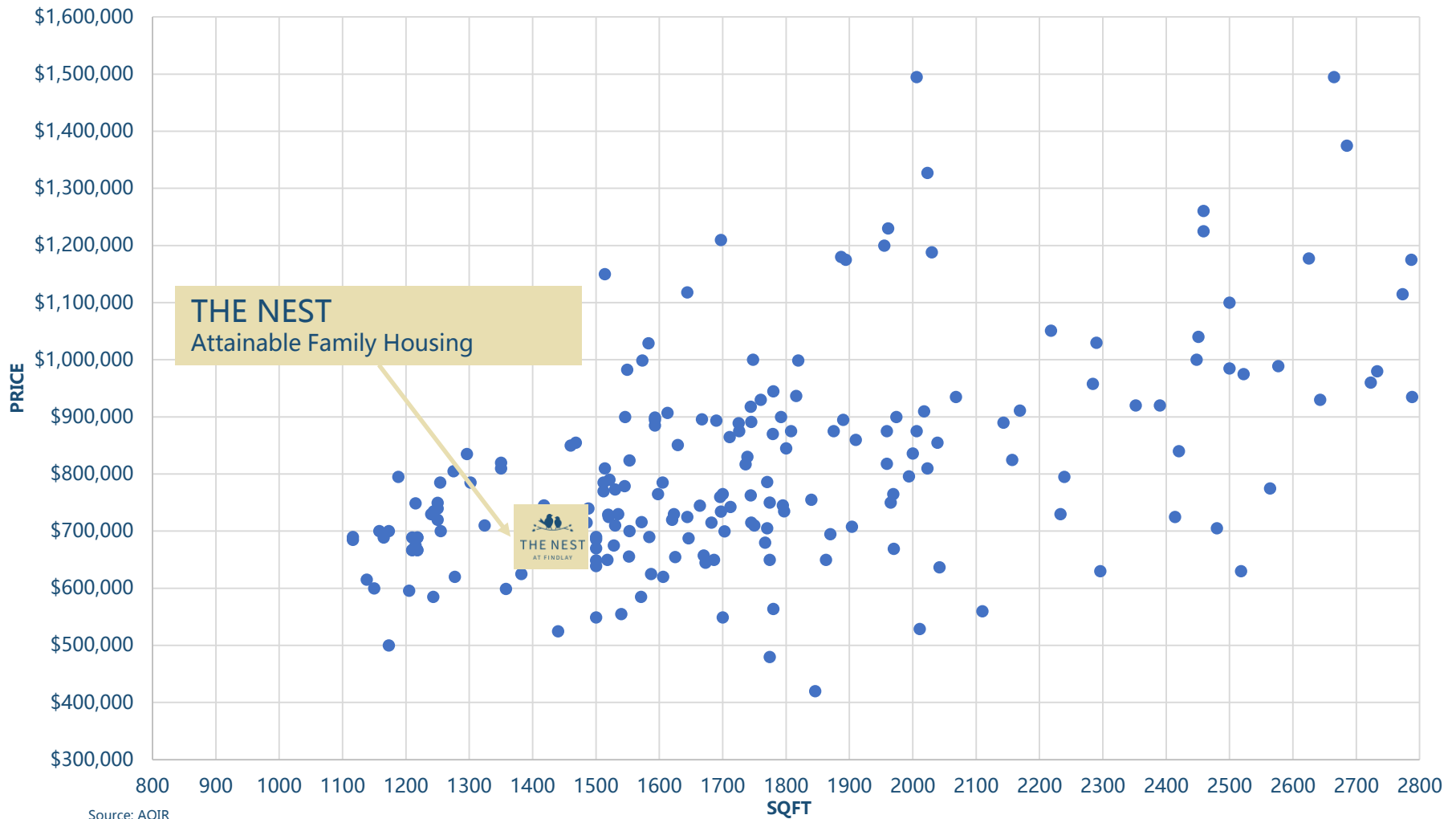


	APARTMENT	TOWNHOUSE	SINGLE FAMILY
75TH PERCENTILE	\$600,250	\$899,925	\$1,500,000
MEDIAN	\$495,000	\$743,650	\$1,200,000
25TH PERCENTILE	\$400,533	\$650,000	\$995,000
AVERAGE SOLD PRICE	\$546,180	\$804,511	\$1,368,444

Source: AOIR

Notes: Sales Data is representative of homes absorbed between 2022-01-01 to 2021-05-24. Available data reflective of a snapshot of inventory taken near the end of May 2022. Only freehold title properties were considered for this analysis.

HOUSING CONTINUUM KELOWNA (RESALE – PRICE & SQFT)



Source: AOIR

Notes: Sales data is representative of resale attached wall homes (townhomes/duplex – two and three bedroom style units) absorbed between 2022-01-01 to 2022-05-24.

CHALLENGES AND SOLUTIONS

CHALLENGE	THE NEST SOLUTION
Rutland has the largest share of the 2021 estimated population (22%) for Kelowna but only accounts for approximately 10% of Kelowna (CY).	The Nest will provide multifamily housing supply to meet the needs of the current population base.
As of May 13th, 2022, Rutland does not have any permits issued 2022 YTD for Townhouse, Three Family, or Four Family new residential	The Nest will add 20 townhouse units to Rutland helping to balance the permit activity per sector and add much needed attainable housing stock.
When isolating the households size estimates to 3 people or greater; Rutland has the largest share when compared to the other nine sectors.	All 20 units at the Nest have been designed with 3 bedrooms to meet this need.
Based off the 2021 estimates, Rutland has the largest number of census families with children at home.	The Nest is geared towards providing attainable housing for young families.

BUYER PROFILE

The Nest at Findlay will be an attractive option for first time home buyers in their 30s, both young professionals and married couples either with young children or looking to grow their family. They will be frustrated with the challenging and expensive rental market in Kelowna, or relocating from more costly areas like Vancouver, Victoria, Calgary and Toronto. The Nest at Findlay will provide the ideal option for those who are looking for a home to call their own, where they can set down roots and nest.

WHAT WILL BUYERS LOVE ABOUT THE NEST AT FINDLAY?



PRIDE OF OWNERSHIP

For many, The Nest at Findlay will be the home that allows them to transition from renters to homeowners.



AMENITY SPACE

The Nest at Findlay will offer amenity spaces designed for families which will include community gardens, a barbeque center and playground to promote community building and play.



THREE BEDROOM FLOORPLANS

For young families, those planning to start a family, or for those working remotely, the Nest at Findlay offers layouts that work for growing households and successful home offices.



STORAGE SPACE

The Nest at Findlay offers extra storage space for outdoor Kelowna lifestyle items like bicycles, water equipment and ski/snowboard gear, as well as plenty of space to tuck away children's toys and strollers.

Floorplans

THA 3 BED, 2.5 BATH
INTERIOR: 1494 SF



TheNestTownhomes.com

E & O. E. This is not an offering for sale. Any such offering may only be made with a Disclosure Statement. The Developer reserves the right to make changes and modifications to the information contained herein without prior notice. Prices are subject to change and can be withdrawn at any time and do not include any applicable GST amounts.



FORM & CHARACTER (Exteriors)



Neighbored by Chichester Wetland Park, within an evolving neighbourhood, The Nest is home to a collection of 20 townhomes that are thoughtfully designed from the inside out. Bespoke details, and refined wood-accented architecture pair with modern interiors that boast elevated finishes amongst 3-bedroom interior layouts ideal for young families seeking a warm community. Private landscaped yards, decks, and double-car garages, offer essential needs. Yet, amenities including community gardens, outdoor spaces, and formal storage for recreational gear and toys are some features reinforcing The Nest as optimal family lifestyle living.

FORM & CHARACTER (Interiors)



SUMMARY

The Nest at Findlay will be a major life purchase for most buyers and will be a personal, emotional and milestone achievement, moving from paying monthly rent to taking on a mortgage.

Housing prices in Kelowna have shown a strong and steady increase over the past year, according to the Okanagan Mainland Real Estate Board.

Average townhome price: \$804,511*

Average single-family home price: \$1,368,444*

Average Kelowna household pre-tax income: \$92,085**

Simply stated, the average household cannot afford to purchase a single-family home in Kelowna. The Nest at Findlay will create much-needed attainable townhouse living for young professionals and families in the Kelowna real estate market, allowing them to transition from renters to homeowners, building equity into their homes and increasing their disposable income to reinvest into the economy. The Nest at Findlay will be a place for these buyers to truly call home.

*Notes: Sales Data is representative of homes absorbed between 2022-01-01 to 2021-05-24. Only freehold title properties were considered for this analysis.

**Source: Environics



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