

SUBMITTED TO:

Regional Office of Sustainable Tourism
2608 Main Street
Lake Placid, NY 12946

LAKE PLACID, NY

**MARKET-RATE RENTAL
HOUSING & CONDOMINIUM
FEASIBILITY STUDY**

JUNE 2021

PREPARED BY:



PO Box 3547
Saratoga Springs, NY 12866
518.899.2608
www.camoinassociates.com

CONTENTS

- 1. Executive Summary 1
- 2. Introduction 4
- 3. Economic and Demographic Trends 9
- 4. Housing Supply 13
- 5. Multifamily Market Trends 19
- 6. Rental Market Demand 23
- 7. Market-Rate Rental Unit Feasibility and Absorption 41
- 8. Condominium Market Potential..... 43
- Appendix A: Relocation Housing Demand Analysis Methodology 44
- Appendix B: Market Intelligence Interviews..... 52
- Appendix C: Data Sources..... 53
- Appendix D: About Camoin 310 54

1. EXECUTIVE SUMMARY

OVERVIEW OF STUDY

Camoin 310 conducted a real estate market study to determine the feasibility of new market-rate apartment and condominium development in Lake Placid, NY. The study examined demographic, economic, and market characteristics and trends in Lake Placid, which includes the Village of Lake Placid and Town of Elba, to determine demand for future residential development, quantify demand at market-rate price points, estimate market absorption potential, and assess overall development feasibility based on market demand characteristics.

Data was obtained from several sources, including Esri Business Analyst, CoStar, Emsi, American Community Survey data by the U.S. Census Bureau, and other proprietary and public data sources. The study utilizes data and findings from a Town of North Elba Housing Needs Assessment commissioned by the Town of North Elba and prepared by Camoin 310 in 2020 to inform the demand analysis. Additionally, a survey was conducted as part of this study to gauge potential demand from households that would potentially relocate to Lake Placid if desired housing options were available. The market analysis focuses on market-rate rental demand, defined as units ranging in rent from \$1,474 to \$2,763.

LOCAL MARKET COMPETITIVENESS

Lake Placid is an internationally known destination with world-class amenities. Situated on two scenic lakes in the center of the Adirondack High Peaks mountain range, Lake Placid offers over 300 miles of multi-use recreation trails, access to the highest vertical-drop ski area in eastern Canada and the US, and recently upgraded Olympic sports facilities including hockey rinks, ski jumps, bobsled and luge runs, and cross-country ski trails. In the Adirondack Region, millions of visitors spend over \$1 billion annually on hotel and short-term rental accommodations, meals, shopping, and recreation. Lake Placid, the largest and most densely populated resort destination in the Adirondacks, attracts the majority of this spending and generates over 80% of Essex County's occupancy tax revenues. As discussed later in this report, the visitation economy has spurred investment into second homes and short-term rental properties, further reducing the year-round housing inventory available to town and regional residents.

Lake Placid is also the residential and economic center for the Adirondack Tri-Lakes region. The most populous community in Essex County, the Tri-Lakes, and the Adirondack Park, Lake Placid both serves both as a bedroom community for municipalities as far away as Plattsburgh and Burlington, Vermont and as the center of the Adirondack tourism economy.

The combination of these amenities and assets creates a unique environment that has attracted the attention of visitors and area residents alike. As such, the demand for seasonal, longer term rentals, and full-time properties in and around the village has increased leading to rising housing prices and a high portion of vacation properties. According to the Northern Adirondack Board of Realtor's April 2021 market report, in just the past year, the region has seen a 45.6% increase in property closings with a 33.6% higher median sales price, and as of April 1, there are 58% fewer homes for sale than there were just 12 months ago.

The area's high quality of life and place is strongly suited for new residential development and significantly enhances the feasibility of rental and condominium development, particularly projects within walking distance of Main Street and/or other amenities.

DEMOGRAPHIC AND ECONOMIC TRENDS

The year-round population of the Lake Placid community is steadily being replaced by a seasonal population; much of the year-round population, representing the area's workforce, have been priced-out of the community and have shifted to surrounding communities due to the lack of attainable workforce housing. While the population is aging, Lake Placid has a higher concentration of younger households than the surrounding region suggesting a competitive advantage for rental units in the Village.

The local economy is tourism-dependent but has several notable industrial sectors not tied directly to tourism, including health care and social assistance, which accounts for nearly 21% of the local economic base. Job growth has been positive in recent years with the economy growing 3% over the past five-years, suggesting a positive outlook of economic stability and continued growth. Employment projections indicate future anticipated economic expansion, including in both low-wage service sectors and higher-wage industries, particularly health care as detailed in the Socioeconomic Trend section. Overall, local economic conditions are favorable for the development of new market-rate rental units and condominiums with job growth expected to continue to generate demand for local housing.

HOUSING SUPPLY

There is a very limited supply of rental units in the Lake Placid market area, with little inventory built in the past decade and the transition of many long-term rental units into short-term vacation rentals. Additionally, much of the existing rental stock are smaller and dated properties and the current ability to increase residential supply in Lake Placid is limited. Over 81% of the town's land is owned by New York State and preserved for conservation and recreation through the state's constitution. Additionally, local zoning codes prevent the construction of buildings over 35 feet in height without a variance. The mismatch between rental supply and demand has contributed to a local "workforce housing crises" as reported in the 2020 Housing Needs Assessment. The supply analysis also indicates there is a gap in market-rate housing with no units priced above \$2,500 per month. There are no market comparables in the Local Market Area for modern mid to upscale multi-family development from which to draw comparison. With no competitive product in the market, new market-rate housing development would enjoy a strong competitive market environment. There are several condominium developments in the Market Area that are performing well with strong price points and little to no vacancy.

MARKET TRENDS

The vacancy rate among rentals in the Local Market Area is below 5%, indicating a strong rental market. The vacancy rate has dropped significantly from nearly 7% in 2015 to 4.1% in 2020. Rents in the market area have also been increasing as demand remains strong and inventory has remained constrained due to lack of development and re-purposing long-term rental units for short-term vacation rentals.

For-sale housing prices have been driven up by seasonal and second-homeowner residents, resulting in a mismatch between home prices and the wages of the local workforce. According to the 2020 Town of North Elba Housing Needs Assessment, the median household income would need to be nearly \$30,000 higher to afford a median priced (non-waterfront) single-family home in Lake Placid. For-sale housing prices have been accelerating upwards in recent years, further exacerbating the local workforce housing crisis.

Overall, Local Market Area conditions are very favorable for the development of new rental and for-sale housing due to rising values and declining vacancy rates.

RENTAL HOUSING DEMAND

The rental housing demand analysis identified significant demand potential for new market-rate rental development in Lake Placid. Strong demand exists from both within the Local Market Area and from outside the region from households that would relocate permanently or seasonally to new units. This analysis found a total income-qualified demand pool of 19,884 households that could rent a market-rate apartment in Lake Placid. When applying a conservative 5.1% blended capture rate, expected total demand for market-rate apartments in Lake Placid is approximately 1,019 units over the next five years.

Summary: Lake Placid Five-Year Market Rate Rental Unit Demand (Units)

Market Rate Rent (per month)	Qualified Household Income	Local Market Area Demand	Extended Regional Market Area Demand	Total Market Demand
\$1,474 - \$2,211	\$58,960 - \$88,400	328	176	504
\$2,211 - \$2,763	\$88,400 - \$110,000+	217	298	515
Total		545	474	1,019

Source: Camoin 310

ABSORPTION

The market analysis determined that new market-rate rental development in Lake Placid would be expected to absorb demand at a rate of approximately 20 units per month or 246 annually during the first three years post-completion. This assumes that no competing projects are completed during this timeframe and market conditions remain favorable. It is expected absorption rates would decrease in the longer-term (after year 3) as much of the existing pent-up demand is absorbed in the near-term.

Lake Placid Absorption Potential by Rental Range (Year 1-3)

Market Rate Rent (per month)	Qualified Household Income	Total Absorption	Annual Absorption	Monthly
\$1,474 - \$2,211	\$58,960 - \$88,400	357	119	9.9
\$2,211 - \$2,763	\$88,400 - \$110,000+	382	127	10.6
Total		739	246	20.5

Source: Camoin 310

CONDOMINIUM MARKET POTENTIAL

The market study examined the market potential for new condominium development in Lake Placid, including achievable for-sale price points and market absorption potential. The results indicate that new condominiums with on-site amenities can achieve sale prices of \$365 per square foot with upside potential if for-sale market conditions continue to strengthen. **The study estimates that a new condominium development in Lake Placid with high quality amenities could achieve absorption rates of 60 to 80 units per year (approximately 5 to 7 per month) at price points of \$525,600 to \$949,000 (\$365/SF).**

FEASIBILITY

Overall, existing strong market conditions, a severe lack of long-term rental supply, and significant sources of demand indicate that a new market-rate rental housing development project will perform very well in Lake Placid and achieve the price points and absorption rates as indicated. New condominium product would also perform well in the market and would generally cater to a higher-income market segment than market-rate rentals, thereby limiting the potential for market cannibalization.

2. INTRODUCTION

2.1 Background and Purpose

To understand the market demand and support proposed housing development and other housing units in the Lake Placid region, the Regional Office of Sustainable Tourism (ROOST) commissioned Camoin 310 to complete a Housing Market Demand Study in June 2021. This study includes an assessment of future demand for housing from those living outside the Adirondacks, including those who are newly able to work remotely due to the COVID-19 pandemic and its potential lasting effects on worker mobility.

This June 2021 Housing Market Demand Study incorporates information from Camoin 310's January 2020 Community Housing Needs Assessment, which was commissioned by the Town of North Elba. The assessment identified critical housing issues and quantified local housing needs in the Town of North Elba and Village of Lake Placid, with a focus on preserving a year-round working population. Together, the Housing Market Demand Study and Community Housing Needs Assessment provides a comprehensive overview of the housing market and the feasibility of new housing development in Lake Placid.

2.2 Methodology Overview

The market analysis examines demographic, economic, and market characteristics and trends to determine demand for future residential development, to quantify demand at market-rate price points, estimate market absorption potential, and assess overall development feasibility based on market demand characteristics. In many cases, data was pulled for the Town of North Elba, which includes the Village of Lake Placid. For the purposes of this report, references to "Lake Placid" refer to the area that includes the Village of Lake Placid and the Town of North Elba.

Data was obtained from several sources, including Esri Business Analyst, CoStar, Emsi, American Community Survey data by the U.S. Census Bureau, and other proprietary and public data sources. The study utilizes data and findings from a Town of North Elba Housing Needs Assessment prepared by Camoin 310 in 2020 to inform the demand analysis. Additionally, a survey was conducted as part of this study to gauge potential demand from households that would potentially relocate to the Village of Lake Placid if desired housing options were available.

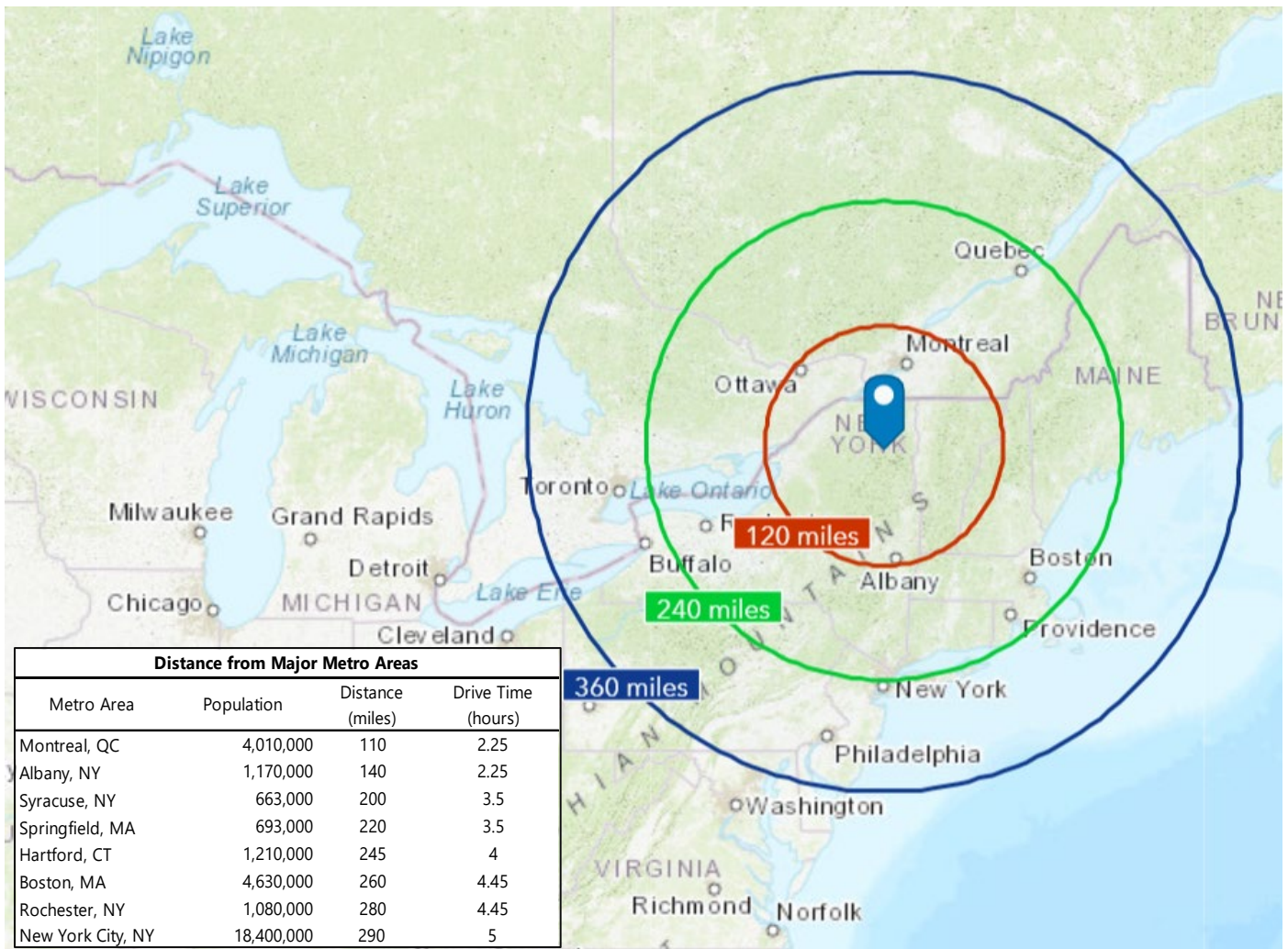
2.3 Lake Placid, NY Overview

Lake Placid is the residential and economic center for the Adirondack Tri-Lakes region. The most populous community in Essex County, the Tri-Lakes, and the Adirondack Park, Lake Placid both serves both as a bedroom community for municipalities as far away as Plattsburgh and Burlington, Vermont and as the center of the Adirondack tourism economy where over 8 million annual visitors directly spend over \$1 billion every year on lodging, meals, shopping, and recreation.

Lake Placid is situated on two scenic lakes in the center of the Adirondack High Peaks Mountain range, offering over 300 miles of multi-use recreation trails, access to the highest vertical-drop ski area in eastern Canada and the US, and recently upgraded Olympic sports facilities including hockey rinks, ski jumps, bobsled and luge runs, and cross-country ski trails. To bolster this infrastructure, New York State is currently investing significantly to transition former winter Olympic facilities into year-round profit generating tourism amenities that will continue to attract international sport competitions. On a regular basis Lake Placid hosts multiple World Cups and World Championships that are broadcast worldwide. In 2023 Lake Placid is the site of the World University Games, an event that is larger than the 1980 Olympics and will attract over 50 nations. The region is located within the 6-million-acre Adirondack Park, the largest protected landscape east of the Mississippi River. Over 81% of Lake Placid's land area is owned by New York State and permanently protected for recreation and conservation by the State's constitution.

Outdoor and recreation facilities ensure a vibrant tourism economy centered around Lake Placid. In the Adirondack Region, millions of visitors spend over \$1 billion annually on hotel and short-term rental accommodations, meals, shopping, and recreation. Lake Placid, the largest and most densely populated resort destination in the Adirondacks, attracts the majority of this spending and generates over 80% of Essex County’s occupancy tax revenues. Several Conde Nast Top Resorts in the Northeast are located here including the Lake Placid Lodge, the Mirror Lake Inn, and the Whiteface Lodge. As discussed later in this report, the visitation economy has spurred investment into second homes and short-term rental properties, further reducing the year-round housing inventory available to town and regional residents.

Lake Placid Regional Context Map



Source: Esri

Lake Placid’s high quality of life attracts more than just visitors and second homeowners; the community is a destination for workers and commuters from across northern New York. Only an hour from Plattsburgh, Lake Placid serves as a bedroom community for the burgeoning micropolitan region which is anchored by a transportation manufacturing sector populated with more than 50 companies including Bombardier, Nova Bus, Norsk Titanium, Vapor Stone Rail, and Prevost. In closer proximity to Lake Placid and just a ten-minute commute away is the Village of Saranac Lake and Town of Harrietstown. These communities are host to major regional institutions including Adirondack Health (Adirondack Medical Center), North Country Community College, Trudeau Institute, and Paul Smith’s College.

The combination of these amenities and assets creates a unique environment that has attracted the attention of visitors and area residents alike. As such, the demand for seasonal, longer term rentals, and full-time properties in and around the village has increased leading to rising housing prices and a high portion of vacation properties.

2.4 Market Study Areas

To measure the demand for housing development in Lake Placid, we consider two market areas: (1) the Local Market Area based on the place of residence for the workforce that commutes into Lake Placid for work and (2) the Extended Regional Market Area where the majority of out-of-area tenants or purchasers for housing development in the Adirondack Park are expected to come from.

2.4.1 LOCAL MARKET AREA

The Lake Placid workforce is predominately made up of residents from neighboring communities. In 2002, 51% of the Lake Placid workforce lived within Lake Placid. This percentage has declined to 34% as of 2017 where 66% of Lake Placid jobs are filled by people who live outside the community. Updated data for 2018, the latest year for which data is available, indicates that this trend has continued with 32% of workers commuting into the community. Furthermore, over 20% of the Lake Placid workforce lives over 50 miles away. Lack of adequate and affordable housing is a primary reason Lake Placid workers do not live in the community.

Lake Placid Jobs, Distance to Work, 2017

	Count	Share
Less than 10 miles	1,958	64.5%
10 to 24 miles	185	6.1%
25 to 50 miles	267	8.8%
Greater than 50 miles	624	20.6%
Total Primary Jobs	3,034	100.0%

Source: US Census OnTheMap 2017

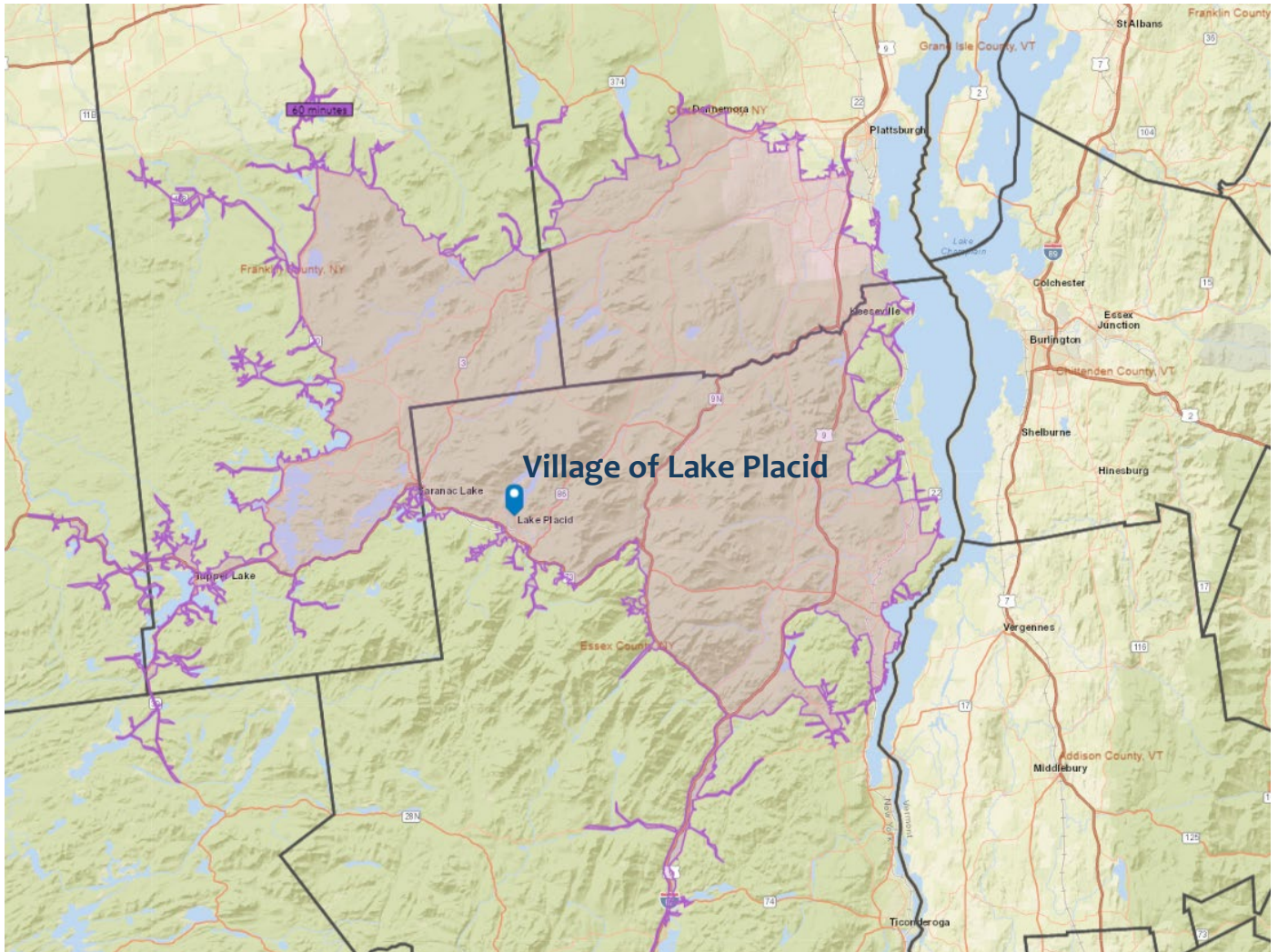
Places of Work for North Elba Residents

Place of Work	Number	Percent
North Elba	1,605	52.9%
Harriestown	375	12.4%
Malone	58	1.9%
Elizabethtown	50	1.6%
Albany	47	1.5%
Plattsburgh (City)	40	1.3%
Tupper Lake	39	1.3%
Plattsburgh (Town)	33	1.1%
St. Armand	31	1.0%
Brighton	29	1.0%
All Other Locations	727	24.0%
All Places	3,034	100.0%

Source: US Census OnTheMap 2017

Based on commuting trends, the Local Market Area was defined as a one-hour drive time radius from a central point in Lake Placid. This area represents the geographic reach that a housing development in Lake Placid would draw the majority of its “local” tenants from, including workers that work outside Lake Placid. Although it does not mean that households from outside of this area could not be attracted. Households from outside this boundary are considered in the following section.

Local Market Area Map (60-Minute Drive Time Radius)



2.4.3 EXTENDED REGIONAL MARKET AREA

The Regional Market Area represents the region from which most tenants or purchasers are expected to come from outside the Local Market Area. This region is based on quantitative visitation and property tax data as well as qualitative information gathered from local real estate agents.

As of 2020, half of the property owners in Lake Placid had a primary address outside the area. According to the Town of North Elba property tax data, 21.5% of homes in the town are owned by individuals who reside outside of the state. COVID-19 has accelerated demand for properties in Lake Placid. Local real estate agents indicate that the majority of out of area purchasers are primarily coming from metro areas in the Northeast including New York City, other cities in New York State, Boston, Philadelphia, and others predominantly in the northeast.

Town of North Elba Home Ownership by Owner's Primary Residence Location, 2020*

State	# of Homes	% of Total
NY	3,788	78.5%
NJ	226	4.7%
FL	116	2.4%
MD	42	0.90%
VA	33	0.70%
VT	33	0.70%
Other	353	7.30%
Total	4,825	100%

*Based on primary owner address and excludes homes/condos in the Whiteface Lodge and Lake Placid Club that are owned by single companies in property tax records.

Source: Town of North Elba Property Tax Data

Therefore, the Extended Regional Market Area is defined as New York, Connecticut, Massachusetts, Pennsylvania, Vermont, New Hampshire, and New Jersey.

Extended Regional Market Area



3. ECONOMIC AND DEMOGRAPHIC TRENDS

3.1 Socioeconomic Profile

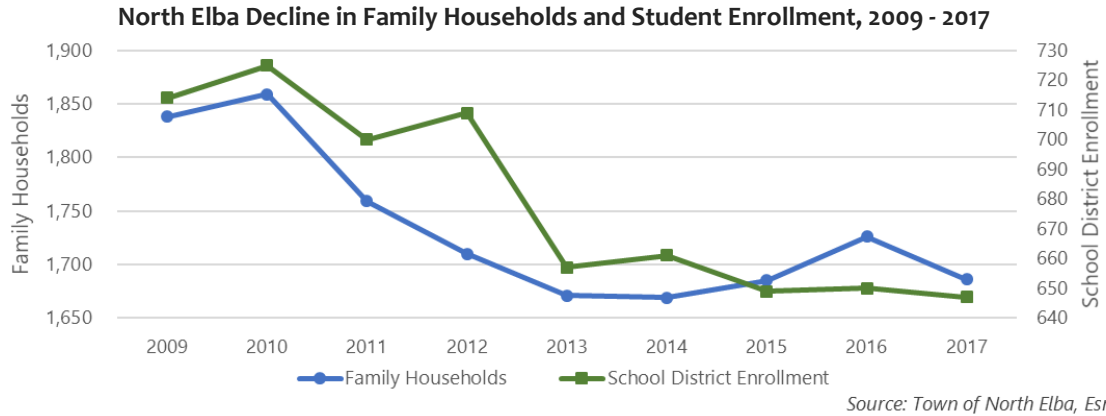
The Regional Market Area's population and number of households have steadily grown and represent a growing population base the Adirondacks can leverage to attract residents.

According to American Community Survey data, Lake Placid has seen a small decline in its year-round population and households over the past 10 years. Housing market research indicates that these trends are driven by a lack of available workforce-level housing stock in the area. Additionally, median age continues to increase across the geographies, indicating an increasing need for housing that is suited for an aging population. While the data indicates a relatively stagnant population and declining population in Lake Placid, the demand analysis found in Section 7 of this report demonstrates that population trends of the year-round population would be substantially more robust if not for housing availability constraints.

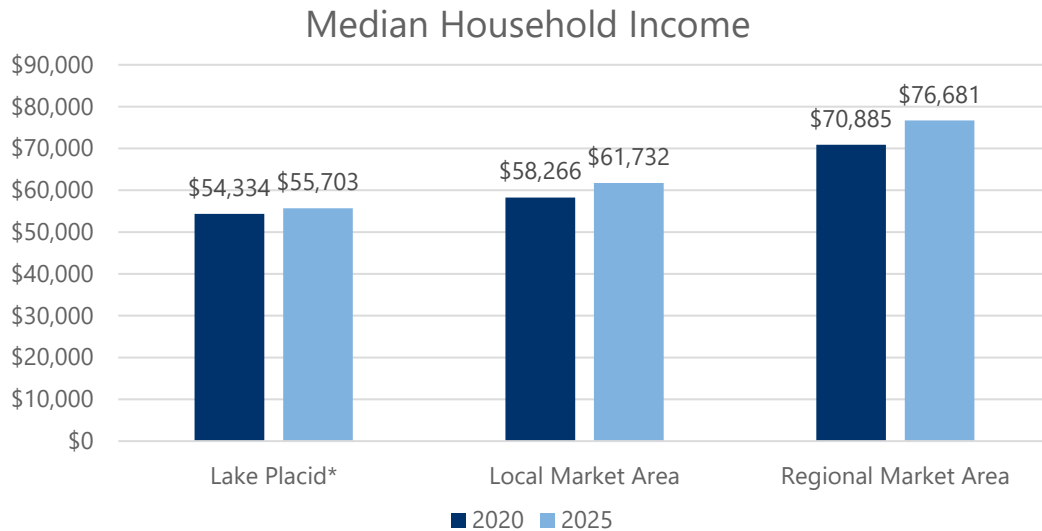
Demographic Profile			
	2010	2020	Annual Growth Rate 2010 - 2020
Population			
Village of Lake Placid	2,521	2,460	(0.2%)
Town of North Elba	8,957	8,025	(1.0%)
Local Market Area	58,802	58,364	(0.1%)
Regional Market Area	52,936,312	54,575,093	0.3%
Households			
Village of Lake Placid	1,281	1,270	(0.1%)
Town of North Elba	3,331	3,208	(0.4%)
Local Market Area	23,900	24,242	0.1%
Regional Market Area	20,244,596	20,926,123	0.3%
Median Age			
Village of Lake Placid	41.7	44.7	0.7%
Town of North Elba	39.8	41.8	0.5%
Local Market Area	42.3	44.7	0.6%
Regional Market Area	39.0	40.4	0.4%

Source: Esri

The Community Housing Needs Assessment conducted in 2020 confirmed that the Lake Placid year-round population is declining and the community is losing families and children, as shown by declining school enrollment, as a result of lack of affordable year round housing. The addition of housing units in the community would be expected to have a positive impact on demographic trends, providing additional options for households looking to permanently live in Lake Placid.



When comparing Lake Placid to the local and regional markets, Lake Placid ranks the lowest for median household income (it should be noted that median household income data is based largely on American Community Survey data, which can have high margins of error in rural/small population communities). Furthermore, growth in household incomes is expected to be lowest in Lake Placid at a rate of 3% from 2020 to 2025 compared to 6% in the Local Market Area and 8% in the Regional Market Area. Projected income levels are based largely on recent trends, which have been dictated by the shift of permanent residents out of the community. Income levels in Lake Placid and have the potential to grow further through attracting higher earning remote workers and other households that would live in the community if there were more available housing options.



*Data represents Town of North Elba figures

Source: Esri

Demographic projections from Esri indicate that, based on recent trends, the most significant population growth will be in relatively high-income households. From 2020 through 2025, the number of households with incomes from \$150,000 to \$199,999 are projected to increase by 15% while the number of households with incomes greater than \$200,000 are projected to rise 16%. These projections indicate strong demand growth for market-rate and high-end housing in the community.

Lake Placid Household Income Distribution

Annual Household Income	2020		2025 (Projected)		2020-2050 % Change
	Percent	Number of Households	Percent	Number of Households	
<\$15,000	8.4%	269	8.3%	258	-4%
\$15,000 - \$24,999	9.3%	298	9.3%	289	-3%
\$25,000 - \$34,999	10.5%	337	10.2%	317	-6%
\$35,000 - \$49,999	16.7%	536	16.1%	501	-7%
\$50,000 - \$74,999	20.5%	658	19.7%	613	-7%
\$75,000 - \$99,999	11.7%	375	12.3%	383	2%
\$100,000 - \$149,999	13.1%	420	12.7%	395	-6%
\$150,000 - \$199,999	6.6%	212	7.8%	243	15%
\$200,000+	3.1%	99	3.7%	115	16%

Source: Esri

"Lake Placid" includes data for Village of Lake Placid and Town of North Elba

3.1.1 INDUSTRY

The following table displays job growth by the industry for Lake Placid (comprised of ZIP Codes 12946, 12977, and 12983).

Industry Overview in Lake Placid*, 2015 - 2025

NAICS	Description	2015 Jobs	2020 Jobs	2025 Jobs	2015 - 2020 Change	2015 - 2020 % Change	2020 - 2025 Change	2020 - 2025 % Change	Avg. Earnings Per Job
72	Accommodation and Food Services	1,972	2,034	2,039	62	3.0%	5	0.0%	\$ 31,275
62	Health Care and Social Assistance	1,793	1,950	2,084	158	9.0%	134	7.0%	\$ 64,985
90	Government	1,777	1,869	1,935	92	5.0%	66	4.0%	\$ 74,519
44	Retail Trade	1,238	1,150	1,103	(88)	(7.0%)	(47)	(4.0%)	\$ 34,939
23	Construction	377	375	361	(2)	(1.0%)	(14)	(4.0%)	\$ 46,125
61	Educational Services	470	366	347	(104)	(22.0%)	(19)	(5.0%)	\$ 49,036
81	Other Services (except Public Administration)	354	356	353	3	1.0%	(3)	(1.0%)	\$ 32,590
54	Professional, Scientific, and Technical Services	380	321	341	(59)	(16.0%)	20	6.0%	\$ 71,763
71	Arts, Entertainment, and Recreation	268	287	307	19	7.0%	20	7.0%	\$ 33,285
42	Wholesale Trade	204	278	313	73	36.0%	35	13.0%	\$ 38,582
52	Finance and Insurance	130	207	240	76	59.0%	33	16.0%	\$ 79,462
51	Information	131	114	119	(17)	(13.0%)	5	4.0%	\$ 45,548
53	Real Estate and Rental and Leasing	95	109	117	14	15.0%	8	7.0%	\$ 46,652
56	Administrative and Support and Waste Management and Remediation Services	100	100	112	0	0.0%	11	11.0%	\$ 33,798
31	Manufacturing	52	89	101	36	70.0%	13	14.0%	\$ 75,938
11	Agriculture, Forestry, Fishing and Hunting	66	60	63	(6)	(9.0%)	3	5.0%	\$ 38,283
55	Management of Companies and Enterprises	54	48	45	(6)	(11.0%)	(3)	(6.0%)	\$ 41,728
48	Transportation and Warehousing	33	21	19	(12)	(37.0%)	(2)	(8.0%)	\$ 46,273
22	Utilities	16	17	19	1	7.0%	2	13.0%	\$ 133,242
99	Unclassified Industry	14	16	19	2	12.0%	3	22.0%	\$ 26,223
21	Mining, Quarrying, and Oil and Gas Extraction	-	-	-	0	0.0%	0	0.0%	\$ -
		9,525	9,768	10,038	243	3.0%	270	3.0%	\$ 51,527

Source: EMSI

*Lake Placid includes ZIP Codes 12946, 12977, and 12983

The top industries by jobs are Accommodation and Food Services, Health Care and Social Assistance, and Government. Both Government and Health Care and Social Assistance have higher than average earnings and are projected to grow into 2025, adding 66 and 134 jobs locally. Accommodation and Food Services, a lower-earning industry, is projected to remain stagnant into 2025. Average incomes per job are expected to rise into 2025 as lower earning industries shed jobs and higher earning industries gain positions. Other growing industries in Lake Placid with high earnings include Finance and Insurance, Manufacturing, and Professional, Scientific, and Technical Services.

3.1.2 OCCUPATIONS

The top growing occupations in Lake Placid between 2020 and 2025 are displayed in the table below based on historic trends and include a mix of health, professional, and service occupations. The top growing occupations are Healthcare Diagnosing or Treating Practitioners with median earnings of \$79,000 per year, Health Technologists and Technicians (\$43,000), and Food and Beverage Serving Workers (\$27,000). *It is important to note that the occupation growth below does not necessarily capture jobs from additional businesses that could move to the area in that time frame or remote worker attraction efforts.*

The North Country Community College in Saranac Lake provides an educational pipeline to the healthcare field with graduates receiving training in Licensed Practical/Vocational Nurse Training, Registered Nursing/Registered Nurse, and Humanities/Humanistic Studies.

Top 20 Growing Occupations in Lake Placid* 2020 - 2025

SOC	Description	2025 Jobs	2020 - 2025 Change	2020 - 2025 % Change	Median Annual Earnings
29-1000	Healthcare Diagnosing or Treating Practitioners	555	58	12.0%	\$ 79,124
29-2000	Health Technologists and Technicians	270	26	11.0%	\$ 42,894
35-3000	Food and Beverage Serving Workers	902	22	2.0%	\$ 27,138
25-1000	Postsecondary Teachers	140	21	17.0%	\$ 66,807
21-1000	Counselors, Social Workers, and Other Commun	286	18	7.0%	\$ 46,079
41-3000	Sales Representatives, Services	132	17	14.0%	\$ 43,265
35-2000	Cooks and Food Preparation Workers	389	12	3.0%	\$ 28,298
49-9000	Other Installation, Maintenance, and Repair Occu	260	9	4.0%	\$ 40,833
11-9000	Other Management Occupations	202	9	5.0%	\$ 74,163
37-3000	Grounds Maintenance Workers	107	8	8.0%	\$ 30,511
15-1200	Computer Occupations	91	8	9.0%	\$ 64,234
43-4000	Information and Record Clerks	300	7	2.0%	\$ 34,825
41-4000	Sales Representatives, Wholesale and Manufactu	62	7	12.0%	\$ 57,775
53-3000	Motor Vehicle Operators	186	6	4.0%	\$ 35,390
43-9000	Other Office and Administrative Support Worke	227	6	3.0%	\$ 32,118
11-1000	Top Executives	162	5	3.0%	\$ 86,098
13-1000	Business Operations Specialists	196	5	3.0%	\$ 56,478
31-1100	Home Health and Personal Care Aides; and Nurs	426	5	1.0%	\$ 30,007
13-2000	Financial Specialists	101	5	5.0%	\$ 61,582
31-9000	Other Healthcare Support Occupations	68	4	7.0%	\$ 36,331

Source: EMSI

*Lake Placid includes ZIP Codes 12946, 12977, and 12983

4. HOUSING SUPPLY

4.1 Housing Stock

The housing stock in Lake Placid and the greater community are concentrated in single-family homes. Approximately 69% of the homes in the Lake Placid are single-family. The area has a greater percentage of multifamily options than the counties with walkup apartments being the most common type, according to property tax records.

Type of Household Unit by Geography, 2017

Type of Unit	Lake Placid*		Essex County North Country	
	#	%	%	%
1-unit, detached	3,090	64.0%	78.7%	67.1%
1-unit, attached	239	4.9%	1.8%	2.8%
2 units	436	9.0%	3.8%	4.3%
3 or 4 units	382	7.9%	4.0%	5.4%
5 to 9 units	205	4.2%	2.4%	3.2%
10 to 19 units	102	2.1%	0.8%	1.3%
20 or more units	46	1.0%	0.7%	1.1%
Mobile home	209	4.3%	1.0%	1.7%
Boat, RV, van, etc.	130	2.7%	6.9%	11.5%
Total housing units	4,829	100.0%	100.0%	100.0%

*Data represents Town of North Elba figures

Source: Esri

A significant proportion of properties in Lake Placid are seasonal vacant properties, at 39%. Seasonal vacant properties are units that are generally used for vacation or seasonal use.

Housing Overview in Lake Placid, 2019

Geography	Owner-occupied		Renter-occupied		Seasonally Vacant		All Other Vacant		Total housing units	
	#	%	#	%	#	%	#	%	#	%
Lake Placid*	1,509	31.0%	1,120	23.0%	1,880	38.6%	359	7.4%	4,868	100.0%

*Data represents Town of North Elba figures

Source: Esri

Lake Placid has continued to attract second homeowners. As of 2020, half of the property owners in Lake Placid had a primary address outside the area. Since 2010 the number of Lake Placid homes owned by residents outside the area has increased while the number of year-round residents has declined.

Lake Placid Trends in Home Owner Location

	2010		2015		2020		Change 2010 -2020	
	#	%	#	%	#	%	#	%
Lake Placid*	2,428	52.2%	2,432	51.2%	2,412	50.0%	(16)	(0.7%)
Elsewhere in New York State	1,302	28.0%	1,290	27.2%	1,376	28.5%	74	5.7%
Out of State	919	19.8%	1,028	21.6%	1,037	21.5%	118	12.8%
Total	4,649	100.0%	4,750	100.0%	4,825	100.0%		

*Includes zip codes 12946, 12977, and 12983 - which includes portions of Saranac Lake outside of the Town of North Elba.

Excludes homes/condos in the Whiteface Lodge and Lake Placid Club that are owned by single companies in property tax records.

Source: Town of North Elba Property Tax Data

The following figure displays the price trends in single-family non-waterfront homes in the Lake Placid between 2009 and 2019. During this period, the prices of single-family non-waterfront homes have not increased significantly. Between 2009 and 2015 price growth was minimal at a rate of 0.4% per year. Prices have picked up in the recent years, with median prices increasing 5.2% a year between 2015 and 2019. According to the Northern Adirondack Board of Realtor’s April 2021 market report, in just the past year, the region has seen a 45.6% increase in property closings with a 33.6% higher median sales price, and as of April 1, there are 58% fewer homes for sale than there were just 12 months ago. According to Realtor.com, the median sale price of homes grew to \$477,500 in May 2021.

Single-Family (Non-Waterfront) Home Price Trends in the Lake Placid*



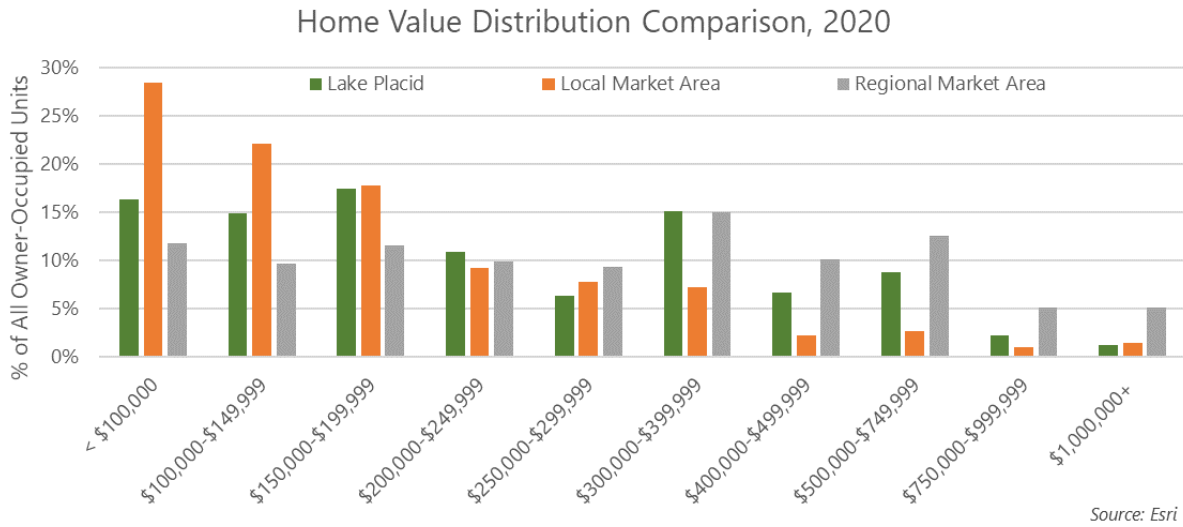
Source: NYS DTF Office of Real Property Tax Services

*Data represents figures from the Town of North Elba

As of 2020, the median home value (among all owner-occupied units) in Lake Placid was \$256,349, approximately \$103,000 higher than the county median at \$153,389. Lake Placid’s high quality of life commands higher prices for the area and has resulted in tight housing inventory.

The distribution of owner-occupied housing units shows that the housing market in Lake Placid varies in value with the largest cohort being valued between \$300,000 and \$399,999 at 19% of all units. The community’s housing inventory is primarily valued between \$300,000 and \$399,999 and below \$199,999. Comparatively, the Local Market Area is skewed towards the lower value cohorts with 28% valued under \$100,000 while the Regional Market Area has a greater proportion of homes in the \$1,000,000 range at 5%.

Home Value Distribution Comparison, 2020

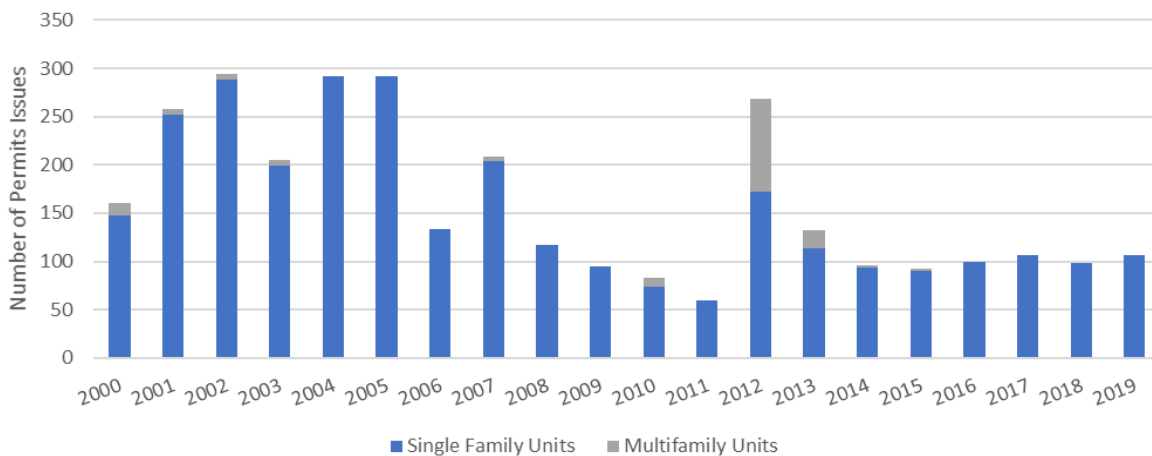


Quality and condition of housing is a primary concern in Lake Placid, with properties in the lower price range often requiring work and/or rehabilitation. According to the Community Housing Needs Assessment, property tax records for the Town of North Elba in 2019 indicate that multifamily housing tends to be in poorer condition compared to single-family housing in the town. Realtor and real estate data confirm that that single-family homes under \$300,000 sell very quickly and often require renovation/rehabilitation while modern apartments are also difficult to come by. In some cases, owners of multifamily properties have delayed necessary investments on their property resulting in diminishing quality. This suggests that the supply of quality rental units may be even more limited than data indicates.

4.2 Housing Development

Housing development in Essex County has centered around single-family properties with minimal multifamily construction. Between 2000 and 2019, the number of issued housing permits in Essex County has trended downward. Throughout that period there were few multifamily permits issued, with the most recent multifamily permits issued in 2013. The Housing Needs Assessment reported that the lack of construction is due to supply side constraints that have limited new investment in housing development despite strong housing demand. This has helped lead to significant pent-up demand for rental housing.

Housing Units Permitted in Essex County, 2000 – 2019



4.3 Rental Housing

4.3.1 RENTAL INVENTORY

The following table displays the apartment inventory for the Lake Placid according to property tax records. Please note that these units are occupied by a mix of short- and long-term renters and therefore do not represent the rental stock available to community residents and the workforce. As of 2019, there were 548 units among 75 properties. Nearly half of the apartment inventory is classified as walkup apartments with minimal units in garden and townhouse apartments.

Apartment Inventory by Apartment Type, 2019

Property Classification	# of Properties	# of Units	% of Total Units
Walkup Apartment	36	269	49.1%
Converted Apartment	30	137	25.0%
Garden Apartment	2	124	22.6%
Townhouse Apartment	1	9	1.6%
External Apartment	6	9	1.6%
Total	75	548	100.0%

Source: Town of North Elba Property Tax Data

According to the US Census Bureau, the median gross rental rate in Lake Placid was \$896 in 2018. Overall rental rates are highest in the Regional Market Area where over half of the properties (54%) have rents of \$1,000 to \$2,499; however, rental units in Lake Placid command a greater premium than those in the Local Market Area. The data suggests rental units are competitively positioned in the market and that there is likely unmet demand for upscale units in the area.

Rental Rates in Comparison Geographies, 2018

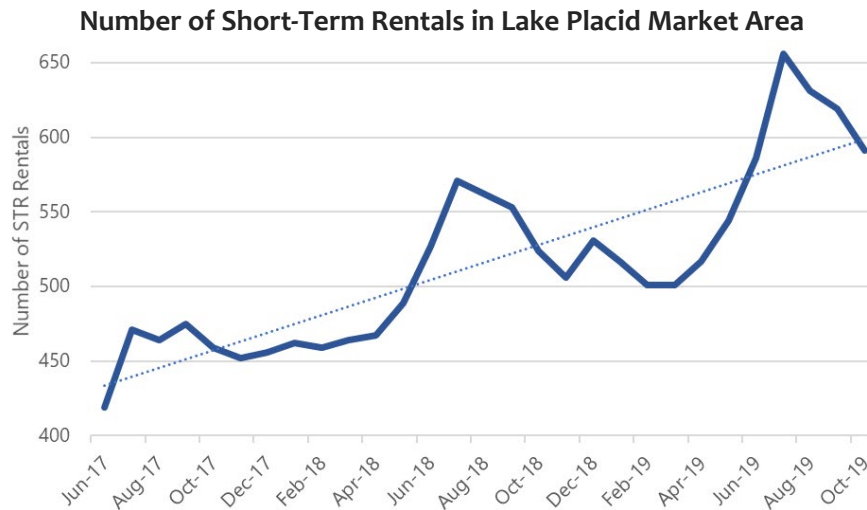
	Lake Placid		Local Market Area	Regional Market Area
	#	%	%	%
< \$250	31	2.7%	3.2%	3.2%
\$250 - \$499	69	6.1%	10.1%	7.9%
\$500 - \$749	309	27.2%	32.8%	11.2%
\$750 - \$999	283	24.9%	24.5%	16.8%
\$1,000 - \$1,249	203	17.8%	18.2%	17.2%
\$1,250 - \$1,499	94	8.3%	4.8%	13.8%
\$1,500 - \$1,999	90	7.9%	4.5%	16.4%
\$2,000 - \$2,499	32	2.8%	1.1%	6.9%
\$2,500 - \$2,999	9	0.8%	0.4%	3.0%
\$3,000 - \$3,499	18	1.6%	0.3%	1.8%
\$3,500+	-	0.0%	0.1%	1.6%
Total	1,138	100.0%	100.0%	100.0%
Median Gross Rent	\$896		\$775	\$1,158

*Data represents Town of North Elba figures

Source: US Census Bureau, 2014-2018 American Community Survey 5-Year Estimates

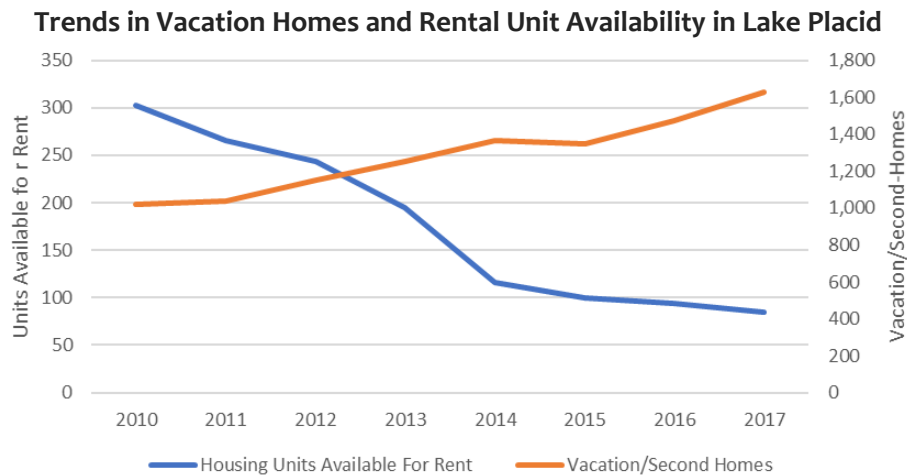
4.3.2 SHORT-TERM RENTALS

Overall, there is a significant lack of long-term rental properties in Lake Placid and the popularity of short-term rentals is one of the driving factors of this trend. As a vacation destination, short-term rentals have continued to grow in the Lake Placid community. From June 2017 to October 2019, the number of short-term rentals increased by 40%. Continued growth in short-term rentals has placed additional pressure on market prices and the supply of workforce housing. Property owners are able to receive significant premiums for units by offering them as short-term rentals rather than long term rentals, and therefore are incentivized to transition what was previously long-term housing to vacation properties.



Source: AirDNA

The Community Housing Needs Assessment determined that short-term rentals in Lake Placid are contributing to the lack of year-round rental availability. Between 2010 and 2017, the number of long-term rental units in the community declined while the number of vacation homes for rent increased.



Source: AirDNA

*Data represents figures from the Town of North Elba

4.4 Condominiums

According to Realtor.com data, condo sales in Lake Placid between 2017 and 2020 ranged from \$172 to \$475 per square foot with waterfront condo sale prices starting higher at \$275 per SF and generating a price premium over similar non-waterfront units. The prices for condos in Lake Placid drastically increased in 2020, reaching a median list price of \$369,000 in July. Market pressures associated with COVID-19 have resulted in multiple bids and sales above the asking price. As of November 2020, the median sold price reached a high of \$438,750 for all condos.



Source: Realtor.com

Camoin 310 reviewed condominium sales in the Lake Placid area that were refined to include developments that would likely be most comparable to a new modern condominium development. For this set of properties, waterfront condos have an average sale price of approximately \$749,000 while non-waterfront condos have an average sale price of \$524,000. Waterfront properties tend to be older with a median year built of 1988 while non-waterfront properties are newer with a median year built of 2014. Details of comparable developments are included in the following section.

Recent condo sales from 2021 were reviewed to understand achievable market prices. A total of nine (9) condo market comp sales to-date in 2021 were identified based on their similarity to expected new “market-rate” condominium development. As shown in the following table, the average sale price was \$708,056 or \$373 per SF.

Lake Placid Condominium Sales, 2017 - 2020

	Waterfront	Non-waterfront
Average List Price	\$ 770,385	\$ 540,988
Average Sale Price	\$ 748,923	\$ 523,992
Average Square Footage	1,971	2,689
Average Price Per SF	\$ 392.00	\$ 198.74
Median Year Built	1988	2014

Source: Multiple Listing Service

Condo Sale Comparables (2021)

Property	Sale Date	Sale Price	Square Feet	Price per SF
339 Whiteface Inn Ln #19	5/25/2021	\$590,000	1,274	463
340 Whiteface Inn Ln #11	4/13/2021	\$530,000	1,240	427
152 Lodge Way #6	5/5/2021	\$1,400,000	3,400	412
339 Whiteface Inn Ln #27	3/15/2021	\$885,000	2,264	391
339 Whiteface Inn Ln #24	1/11/2021	\$472,500	1,218	388
339 Whiteface Inn Rd #28	1/21/2021	\$680,000	2,000	340
22 Hemlock Way #16	2/2/2021	\$790,000	2,400	329
337 Whiteface Inn Ln #14	4/8/2021	\$450,000	1,481	304
13 Barkeater Way #1	2/2/2021	\$575,000	1,925	299
Average		\$708,056	1,911	\$373

Source: Zillow; Camoin 310

5. MULTIFAMILY MARKET TRENDS

The housing market in Lake Placid is highly competitive, making it difficult for the local workforce to find a home in the area and resulting in rising housing prices. Limited construction, especially multifamily construction activity, has constrained the housing market and contributed to pent-up demand for both rental and for sale opportunities.

The Community Housing Needs Assessment included a review of housing stock, values, and affordability within Lake Placid, the Town of North Elba, Essex County, and State of New York. According to this analysis, the housing stock in Lake Placid is predominately single-family and most multifamily offerings are concentrated in smaller buildings ranging from 2 to 4 units.

5.1 Multifamily Rentals

Overall, there are limited multifamily offerings in Lake Placid. CoStar data gathered in January 2021¹ indicates there were a total of 25 multifamily buildings with a total of 360 units within a 15-mile radius of Lake Placid². Please note that CoStar data does not include all multifamily properties in the area. Eight properties are located in Lake Placid, with six being smaller buildings with less than ten units, one offering 23 units, and the largest multifamily property being a 122-unit retirement and independent living facility. A map is provided on the following page.

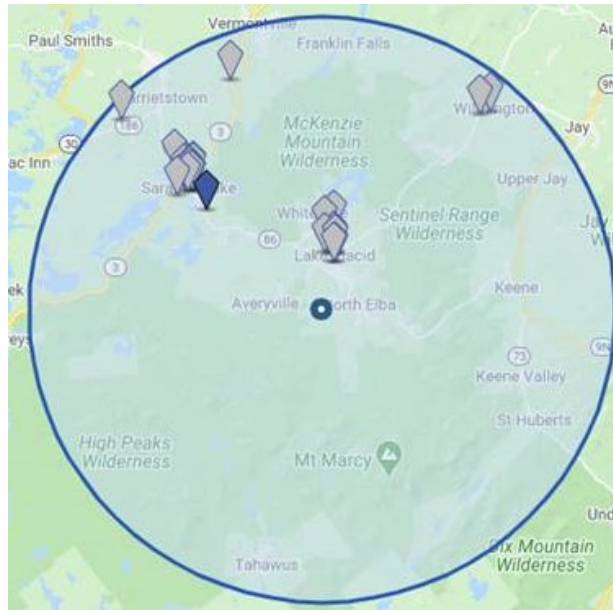
According to CoStar data, in the last five years (2015 to 2020) there have been no rental multifamily deliveries to the Lake Placid market. At the same time demand has increased, leading to a decline in the vacancy rate from 6.8% in 2015 to 4.1% in 2020. The majority of the properties were built in the 1950s or prior resulting in lower quality offerings. Eleven of the 24 buildings are classified as “Class B” properties while 13 are considered “Class C”³. Asking rents are approximately \$798 with effective rents being \$791. From 2015 to 2020, asking rents (the dollar amount the lessor is asking for in order to lease their space) have increased by 8.4% and effective rents (the average rent paid over the term by the tenant adjusted for concessions paid by the landlord) have increased by 8.5%.

¹ CoStar provides the largest and most comprehensive multifamily property database. CoStar apartment lease data is primarily sourced through apartments.com and therefore does not include all multifamily properties in the area.

² Includes Essex and Franklin Counties with multifamily properties in Saranac Lake, Harrietstown, Lake Placid, Wilmington, and Bloomingdale.

³ According to CoStar, Class B buildings do not have abundant amenities and location that class A buildings have. They are less appealing to tenants and may be deficient in a number of respects including floor plans, condition and facilities. Class C buildings are older buildings that offer basic space with below average maintenance and management. Class C buildings are able to attract tenants based on lower price points.

Multifamily Rental Properties within 15-miles of Lake Placid



Source: CoStar

Multifamily Market Trends, 15-mile radius from Lake Placid

	2015	2020	Change 2015 - 2020	% Change 2020 - 2025
Buildings	25	25	-	0.0%
Units	360	360	-	0.0%
Asking Rent Per Unit	\$ 736	\$ 798	\$ 62	8.4%
Effective Rent Per Unit	\$ 729	\$ 782	\$ 53	7.3%
Vacancy Rate	6.8%	4.1%	(2.7%)	(2.7%)

Source: CoStar

Low vacancy rates combined with minimal deliveries have stagnated absorption. Between 2015 and 2020, vacancy has steadily declined in the multifamily market within 15-miles of Lake Placid. Vacancy is expected to decline further into the future as additional units are absorbed and occupied. New offerings to the Lake Placid market would expect to experience high absorption rates based on current occupancy trends and pent-up demand.

Multifamily Occupancy Trends, 15-mile radius from Lake Placid

	Vacant Units	Vacancy Percent	Vacancy % Growth/Yr	Occupancy Units	Occupancy Percent	Occupancy % Growth/Yr	Absorption Units	Absorption Percent
2020	15	4.1%	(0.8%)	345	95.9%	0.8%	3	0.3%
2019	18	4.9%	(0.4%)	342	95.1%	0.4%	1	0.6%
2018	19	5.3%	(0.6%)	341	94.7%	0.6%	3	0.0%
2017	21	5.8%	(0.6%)	339	94.2%	0.6%	3	0.0%
2016	23	6.4%	(0.4%)	337	93.6%	0.4%	2	0.0%
2015	24	6.8%	0.9%	336	93.2%	(0.9%)	(3)	(0.3%)

Source: CoStar

5.2 Multifamily & Condominium Comparison Developments

The following multifamily developments were analyzed in the Local Market Area. While representing comparison properties for new condominium development, there are no market comparable properties for market-rate rental housing development.

- ◆ **Whiteface Lodge** – Developed by the Barile Family, the Whiteface Lodge is a family-focused resort with a spa, restaurants, heated pool, etc. Completed in July 2005, the property added 280,000 SF and 85-suites to the Lake Placid market. The Whiteface Lodge operates as a vacation home destination where owners purchase a 1/12 deed (with rights to use the property once every 12 weeks) with a supplemental hotel that rents out the suite when the owner is not using their portion of the deed. The purchase price for 1/12 a deed on a suite starts at \$38,000 and hotel accommodation prices start at \$315 per night and include use of the shuttle service, restaurants, breakfast, and resort activities.
- ◆ **Water’s Edge Condominiums** - Built in the 1980s, Water’s Edge is a waterfront community with private lake access, beach, and pool as is within walking distance to Main Street in Lake Placid. The community offers 14 two-bedroom condos with two or two and a half bathrooms. Between 2017 and 2020, the average sale price for condos at this complex was \$685,000. Owners rent out their properties for short-term rentals with rates starting at \$350 per night.
- ◆ **Whiteface Club & Resort Lakeside & Brookhill Condos and Bluff Townhomes** – The Whiteface Club & Resort offers upscale condominiums and townhome vacation rentals. Community amenities include a full-service marina with boat rentals, waterfront golf course, hiking and biking trails, hot tubs, tennis courts, and more.

Both the Lakeside and Brookhill Condos were built in the 1980s. Lakeside condos are two- and three-bedroom condos with two to three bathrooms. They can be available for short-term rental at rates of \$275 per night and up. Between 2017 and 2020, three of these condos were sold for an average sale price of \$763,000. The Brookhill Condos range from two to three bedrooms with two to three baths and are situated on the lake. Nightly rates for short-term rentals for the Brookhill Condos start at \$250. The average sale price for these units is \$745,000.

Built in the 1990s, the Bluff Luxury Townhomes are also part of the Whiteface Club & Resort. While the community is waterfront, the townhomes are located away from the water and are situated next to the Lake Placid Lodge with lake views. Townhomes offer large floor plans with four bedrooms and 3,000 SF and fireplaces. Recent sale data indicate a Bluff townhome sold for \$825,000 in 2019.

- ◆ **Balsam Townhomes** – The Balsam Townhomes are a luxury non-waterfront community that was built in the late 2000s. The community is located outside of Lake Placid approximately two miles from Main Street. They are larger multifamily offerings with four bedrooms and three and a half to four bathrooms. Townhomes range from 2,000 – 3,000 SF. Townhome owners can rent out their properties for short and long term leases. Additionally, pets are permitted unlike at Whiteface Lodge, Water’s Edge, and Whiteface Club & Resort condominiums. Between 2017 and 2020, three townhomes sold for an average price of \$536,000.
- ◆ **Edge of the Lake** – Located on Lake Placid, the Edge of the Lake community offers waterfront townhomes within walking distance of Main Street in Lake Placid. The community, which was built in 2006/2007, is complete with a private beach and boat slips. Condos range in size from two to five bedrooms with floor plans ranging from 2,000 to 3,000 + SF. Two units sold between 2017 and 2020 for an average sale price of \$870,000. This community is also pet friendly.
- ◆ **Riverbend Townhomes** – Riverbend Townhomes are the newest comparable development, having been built in 2019 and 2020. Located a mile and a half outside the Village of Lake Placid, this non-waterfront community is located amid mountain surroundings. The community includes 18 townhomes with three bedrooms and three and a half bathrooms and attached garages. Floor plans start at 2,800 SF and the Riverbend developers allowed

purchasers to customize their townhomes by selecting finishes, appliances, kitchen layouts, and finished basements. Townhomes have an attached garage, radiant heat, granite countertops, and covered balconies. All properties have been sold, with sale prices ranged from \$405,000 to \$700,000 with the average being \$514,000.

- ◆ **Harbor Condominium** – The Harbor Condominium development was built in the 1980s and includes a mix of two and three-bedroom floor plans with two to three bathrooms. This development includes main level/walk-in condominiums for easy senior living, Condos are complete with fireplaces and private decks. The development is located next to the marina and a short walk to Main Street. Recent sale records indicate a unit sold in 2020 for \$650,000. Weekly rentals for this development start at \$2,800.

There is a current affordable housing development planned for the Crowne Plaza location in North Elba that is expected to add 60 one- and two-bedroom units available to those who make around 60% of the Area Median Income (AMI). This development would cater to a different demographic and therefore is not considered competition for the development of market-rate rental housing in the area.

6. RENTAL MARKET DEMAND

6.1 Rental Market Demand Summary

The demand analysis estimates market potential for 1,019 market-rate rental units in the Lake Placid market. The following table details the components of this market demand by the two market-rate rental ranges. Based on market conditions and the competitive positioning of any new market-rate development project to be first to the market, is expected that absorption rates of approximately 20 units per month could be realized over the first three years of a market-rate development project. The absorption rate would be expected to moderate after year 3, as shown below. The following sections detail how the demand and absorption estimates were derived.

Estimated Lake Placid Market Rate Rental Unit Demand Absorption Schedule (Units)

	Rental Rate Range	\$1,474 - \$2,211/Month	\$2,211- \$2,763/Month	Estimated Absorption Schedule					Total
				Year 1	Year 2	Year 3	Year 4	Year 5	
Local Market Area Demand									
Lake Placid Resident Housing Needs									
<i>Overburdened Households</i>		48	11	34	25	0	0	0	58
<i>Senior Housing</i>		77	85	40	40	40	40	0	161
Workforce Housing Demand		157	97	82	71	51	51	0	254
International Sporting Demand		10	14	12	12	0	0	0	24
Demand from Lack of For-Sale Housing		37	11	19	19	9	0	0	47
Sub-Total: Local Area Market Demand		328	217	187	167	100	91	0	545
Extended Regional Market Area Demand									
Resident Attraction (Relocation)		126	213	68	68	68	68	68	339
Seasonal Residents		50	85	27	27	27	27	27	136
Sub-Total: Extended Regional Market Area Demand		176	298	95	95	95	95	95	475
Total Market Potential (Units)		504	515	282	262	195	186	95	1,019

Source: Camoin 310

6.2 Overview

The market demand analysis is based on qualitative and quantitative analysis of the market demand potential for housing units in the Adirondacks, with a focus on Lake Placid. Demand for housing is derived from both the Local and Regional Market Areas.

Similar to other markets in the Northeast, the inventory of available housing has reached historic lows leading to rising sale prices. Local real estate agents have noted a significant boom in real estate activity in 2020 for vacant land, condos, waterfront properties etc. as well as short-term rental properties (with availability anywhere from a week to a couple of months). According to Colleen Holmes, the owner at Engel & Volkers Lake Placid Real Estate, the market of purchasers varies, “We have young kids getting married, who are excited to close on a house. We have local people who are renovating houses with their own hands and selling them again. We have people moving here full-time.”⁴

Historically, the limited and expensive housing inventory in the Lake Placid region has made finding a home difficult. The 2020 Community Needs Assessment identified a workforce housing crisis with local workers priced out of the market due to the high concentration of second homeowners. Conversations with local real estate professionals indicate that there is a need for year-round rental properties at a variety of price points. With the added pressures of COVID-19, households in lower-priced units have struggled to move into middle priced homes due to a lack of available homes.

⁴ Cerbone, A., & Izzo, E. (2020, September 17). Real estate trends: Many are moving to the Adirondacks. <https://www.lakeplacidnews.com/news/local-news/2020/09/17/real-estate-trends-many-are-moving-to-the-adirondacks/>

6.3 Market Demand Components

Market demand is derived from the Local Housing Market Area demand and the Extended Regional Market Area demand. Demand was initially established in the 2020 Community Housing Needs Assessment for North Elba and supplemented for the purposes of this analysis to account for current market trends and other sources of housing demand.

6.3.1 LOCAL HOUSING MARKET AREA DEMAND

The following provides a summary of housing needs in Lake Placid and the Local Market Area, including the types of local housing demand determined for this study. The demand for each of these components is quantified in the following sections.

LOCAL MARKET HOUSING NEEDS

- **Workforce Housing Needs** – workforce housing demand was determined using commuter data, survey results from the community housing need survey, and conversations with local residents, employers, and workers and measures the demand from workers who are living outside of Lake Placid due to a lack of housing options.
- **Overburdened** – overburdened refers to households that are paying more than 30% of their income on housing. The Department of Housing and Urban Development considers these households cost burdened, which indicates that housing costs account for a disproportionate amount of a household’s expenses.
- **Senior Housing Needs** – demand from seniors for housing was determined through an analysis of householders that are 65 years and older in need of senior-friendly housing options.
- **“Cross Over” Demand** – this demand segment accounts for the households that cannot purchase homes due to a lack of inventory and become part of the rental demand market.
- **Employer Demand** – a survey of local employers indicated local businesses would consider providing rental assistance to employees to help address the need for affordable worker housing.

REGIONAL WORKFORCE HOUSING DEMAND

In addition to the housing needs outlined above for Lake Placid workers, there is demand from workers living and working in other communities throughout the Local Market Area. Regional workers may move to Lake Placid for a new and affordable housing option given the lack of options in the area and the amenities of Lake Placid.

INTERNATIONAL SPORTING DEMAND

The Olympic Regional Development Authority is in the process of upgrading winter sports facilities in anticipation of the 2023 World University Games. These improvements are expected to draw additional athletes and coaches to train for future Olympic games, increasing the existing demand for housing within the Olympic community.

6.3.2 EXTENDED REGIONAL MARKET AREA DEMAND

In addition to the local market demand, Camion 310 determined demand for new seasonal residents and households that are interested in relocating from the extended regional market.

NEW SEASONAL RESIDENTS

The number of second homes continues to increase in Lake Placid. Demand from new seasonal residents was determined through an analysis of local data on second homes, seasonal vacancy data, and interviews with local real estate professionals to capture the potential for seasonal residents looking for leases of 6 months or more.

HOUSEHOLD RELOCATION

An analysis of remote working trends and the Adirondack Relocation Survey conducted by the Regional Office of Sustainable Tourism and EDC Warren County was used to determine the demand from households looking to relocate to the Lake Placid area.

6.4 Market-Rate Rental Price Points

The market-rate rental price of units in Lake Placid was estimated based on area median income (AMI) in Essex County, which in 2020 was \$73,700. The table below shows the target monthly rent range that would be affordable to households with incomes of 80% to 120% of AMI and 120% to 150% of AMI. Based on the U.S. Department of Housing and Urban Development (HUD) and industry standards, rent that is up to 30% of household income is considered affordable. Therefore, to be considered a “qualified household” for market-rate units between \$1,474 and \$2,763, an annual household income of approximately \$59,000 is required. Households with income levels below this range are generally not considered to be part of the demand for rental units in the “market rent” range.

Rental Demand Target Rent and Household Income Range	
Market Rate Rent (per month)	Qualified Household Income
\$1,474 - \$2,211	\$58,960 - \$88,400
\$2,211 - \$2,763	\$88,400 - \$110,000+

6.5 Local Housing Market Demand

The Local Housing Market Demand estimates market-rate rental housing demand by market segment within the Local Market Area.

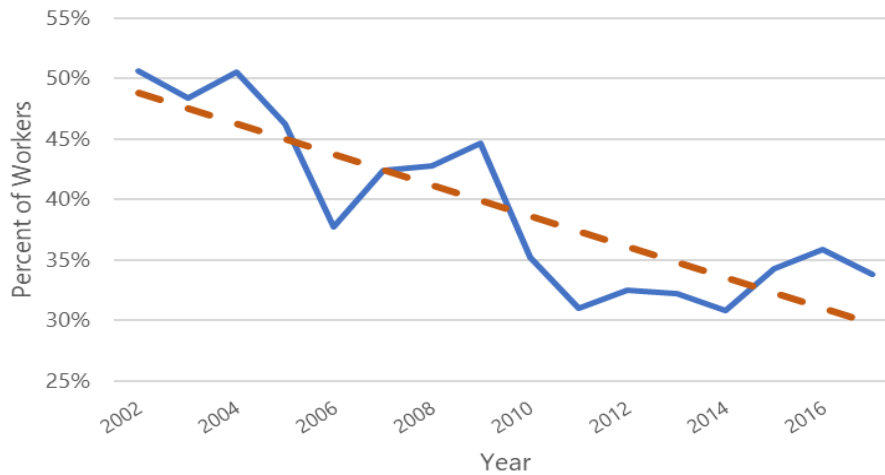
6.5.1 LAKE PLACID WORKFORCE HOUSING DEMAND⁵

IN-COMMUTER HOUSING DEMAND

The housing need for workers was determined based on commuter data, survey results from the community housing need survey, and conversations with local residents, employers, and workers as part of the 2020 North Elba Housing Needs Assessment. The report found that 66% of the Lake Placid workers commute in for work with nearly 21% of workers traveling over 50 miles to work in Lake Placid. Common places where workers live are Harrietstown, St. Armand, Jay, and Wilmington that offer more affordable housing options. Historically the percentage of Lake Placid workers living in Lake Placid has steadily declined from nearly 50% in 2002 to 33% in 2017. Updated data from 2018, the most recent year for which data is available, indicates this trend has continued with only 32% of workers employed in Lake Placid also living in the community.

⁵ Analysis includes workforce housing demand from those working in the Town of North Elba and Village of Lake Placid

Percent of Lake Placid Workers Living in Lake Placid, 2002 – 2017*



Source: US Census OnTheMap, 2002-2017

*Data represents figures from the Town of North Elba

The Community Housing Needs Assessment estimated the local rental housing need associated with those commuting into Lake Placid. It was estimated that a total of 24 rental units were needed in the local community for income-qualified households (additional rental need was also found for price points below “market rate”).

Lake Placid: In-Commuter Rental Housing Need*

Market Rate Rent (per month)	Qualified Household Income	Rental Housing Need (Units)
\$1,474 - \$2,211	\$58,960 - \$88,400	19
\$2,211 - \$2,763	\$88,400 - \$110,000+	5
Total		24

Source: Camoin 310, North Elba Community Housing Needs Assessment (2020)

*Data represents figures from the Town of North Elba

It should be noted that an additional 117 for-sale housing units are needed for income qualified “in-commuter” households according to the 2020 Housing Needs Assessment. However, due to the lack of for-sale inventory in the market, a portion of these households would likely occupy rental housing, if available. This demand is discussed further in section 6.4.5.

EMPLOYER HOUSING DEMAND

Due to a lack of housing within reach of workers, local employers are open to providing housing assistance. Assistance may be in the form of direct financial assistance, direct rental assistance, a stipend or other assistance. An employer survey from 2019 conducted by the Regional Office of Sustainable Tourism found that 22 of the 95 respondents indicated that they would be willing to provide housing assistance. According to self-reported employment figures, 886 people are employed by employers willing to provide assistance in some form.

To estimate employer housing demand, Camoin 310 applied a modest capture rate of 5% to estimate the potential employee demand. As a result, there is an estimated demand from 44 workers that would occupy units leased or otherwise reserved by employers.

Employer Housing Demand	
Local Employers Willing to Provide Housing Assistance	22
Total Employees	886
Capture Potential	5%
Potential Employee Demand	44

Source: Camoin 310, ROOST Employer Housing Survey 2019

Assuming many employees are likely to live with roommates (e.g., an employer may lease a multi-bedroom unit for multiple seasonal staff members), demand was adjusted to account for individual employee households and roommate employee households. It is anticipated that most of the individuals occupying these units would not otherwise be considered income qualified. Therefore, this demand is considered additional to the demand figures calculated elsewhere in the demand analysis.

Employer Housing Demand Potential	
Estimated Demand Per Employee	44
Estimated Individual Households (25%)	11
Estimated Roommate Households (2 Person)	17
Estimated Demand (units)	28

Source: Camoin 310, ROOST Employer Housing Survey 2019

6.5.2 REGIONAL WORKER HOUSING DEMAND

In addition to the housing demand from those working in Lake Placid, there is also housing demand from those working in surrounding communities within the Local Market Area. Given the lack of attainable housing options throughout the market area, there are a large number of people who have significant commutes. With the addition of a new and affordable housing options, a portion of regional workers are likely to relocate to be closer to work and the amenities of Lake Placid. The analysis of regional workers found that there are approximately 7,744 workers employed in the communities surrounding the Lake Placid. Approximately 7,208 of those workers live in places other than the Lake Placid and could potentially be drawn to live in the community.

It is conservatively assumed that workers living in the community where they are employed would not relocate out of their community; however, it is likely that a portion of those workers would be interested in new high-quality rental units in the amenity-rich location of Lake Placid, despite the potential for increased commute times. This assumption narrows the demand pool to 5,312 workers employed in communities surrounding Lake Placid that could be attracted to new rental housing units.

Workers in Market Area Not Living in Lake Placid

Municipality	Total Workers	Total Living and Working in Municipality	Living in North Elba	Total Workers Not Living in North Elba	Total Workers Not Living in North Elba and Not Living in Municipality
Harrietstown	2,473	784	357	2,116	1,332
Elizabethtown	1,429	127	31	1,398	1,271
Tupper Lake	1,481	717	38	1,443	726
Brighton	487	41	27	460	419
Franklin	423	9	12	411	402
Jay	472	115	6	466	351
Keene	372	22	8	364	342
St. Armand	255	37	35	220	183
Wilmington	197	23	22	175	152
Black Brook	105	12	0	105	93
Lewis	50	9	0	50	41
Total	7,744	1,896	536	7,208	5,312

Source: OnTheMap

Of the 5,312 commuters, it is estimated that approximately 57% are income qualified and 34% are commuting more than 25 miles based on U.S. Census data for the region. A capture rate of 50% was applied to estimate potential demand for new market-rate rental housing development in Lake Placid. Given the lack of available rental inventory in the region and the unmatched amenities of Lake Placid, this capture rate is considered reasonable, if not conservative. The 40% estimate for rental housing accounts for two groups; the 28% of households in the region that currently rent and those who may own and/or may prefer a single-family home but are currently priced out of the market and would therefore rent a new multifamily unit if available in Lake Placid. As shown in the table below, there is estimated market potential for 202 market-rate rental units in Lake Placid from those currently working in the surrounding communities and commuting relatively large distances.

**Income Qualified Commuter Demand Potential
(Excluding Lake Placid Workers)**

Commuting Worker Households	5,312
Percent Income Qualified	56.50%
Number Income Qualified	3,001
Est. Percent Commuting 25 Miles or Greater	34%
Number of Income Qualified "Long Commuters"	1,008
Capture Potential	50%
Housing Demand Potential (Units)	504
Est. Rental Housing Demand Proportion	40%
Rental Housing Demand Potential (Units)	202

Source: Camion 310, Community Housing Needs Assessment

6.5.3 INTERNATIONAL SPORTING HOUSING DEMAND

The Olympic Regional Development Authority is in the process of upgrading winter sports facilities in anticipation of the 2023 World University Games. These improvements are expected to draw additional athletes and coaches to train for future Olympic games. The following table summarizes estimates provided by Team USA winter sports organizations.

Camoin 310 applied a 40% capture rate to estimated demand based on conversations with Team USA leadership. Many noted that there is a shortage of affordable and available housing in the Lake Placid region for athletes, coaches, and staff. Although USA Bobsled/Skeleton and US Luge currently have people living and training in the region, we anticipate the same proportion of existing and new athletes, coaches, and staff will be interested in apartments that are well maintained, conveniently located, and affordable across all groups.

Sports-Related Demand Potential Per Person

	USA Bobsled	USA Biathlon	USA Luge	USA Nordic Combined	Total
Existing Athletes, Coaches, and Staff	30	-	15	-	45
Anticipated Athletes, Coaches, and Staff	10	20	-	20	40
Total Athletes, Coaches, and Staff	40	20	15	20	85
Capture Potential	40%	40%	40%	40%	40%
Estimated Demand Per Person	16	8	6	8	38

Source: Camoin 310

According to our interviews, many of the athletes that choose to live outside of the training facility have roommates. To account for roommate households, Camoin 310 estimates that 25% of potential renters will be individual or family households and the remaining will be roommate households with 2 people. As shown below, there is estimated market potential for 24 market-rate rental units associated with demand generated from the international sports venues located in Lake Placid.

Sports-Related Demand Potential

Estimated Demand Per Person	38
Estimated Individual Households (25%)	10
Estimated Roommate Households (2 Person)	14
Estimated Demand	24

Source: Camoin 310

6.5.4 ADDITIONAL LOCAL HOUSING NEEDS

OVERBURDENED HOUSEHOLDS – LAKE PLACID

The 2020 Town of North Elba Housing Needs Assessment report also identified demand for market-rate rental units in the community from those currently overburdened by housing costs that would move if more affordable housing were available. According to the Department of Housing and Urban Development households that pay more than 30% of their income on housing are cost burdened. Based on this definition, 20% of homeowner households (337 households) and 32% of renter households (367) in Lake Placid are cost burdened.

Lake Placid Housing Costs as a Percent of Household Income, 2017*			Lake Placid Rental Costs as a Percent of Household Income, 2017*		
	%	#		%	#
Less than 20.0 percent	57%	978	Less than 15.0 percent	26%	297
20.0 to 24.9 percent	12%	204	15.0 to 19.9 percent	19%	215
25.0 to 29.9 percent	9%	146	20.0 to 24.9 percent	15%	169
30.0 to 34.9 percent	4%	62	25.0 to 29.9 percent	8%	90
35.0 percent or more	16%	275	30.0 to 34.9 percent	3%	38
Not computed	2%	36	35.0 percent or more	29%	329
Total	100%	1,701	Total	100%	1,138
Percent Spending >30%	20%	337	Percent Spending >30%	32%	367

Source: US Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

*Data represents figures from the Town of North Elba

Source: US Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

*Data represents figures from the Town of North Elba

The table below displays the estimated rental housing units needed by income and price range. There are a total of 13 units of market-rate rental demand in the Village of Lake Placid from income qualified households that are currently paying too much for housing in the local area.

Lake Placid: Overburdened Household Need*		
Market Rate Rent (per month)	Qualified Household Income	Rental Housing Need (Units)
\$1,474 - \$2,211	\$58,960 - \$88,400	11
\$2,211 - \$2,763	\$88,400 - \$110,000+	2
Total		13

Source: Camoin 310, North Elba Community Housing Needs Assessment (2020)

*Data represents figures from the Town of North Elba

OVERBURDENED HOUSEHOLDS – LOCAL MARKET AREA

Demand from overburdened households was also determined for the local market area, not including demand from Lake Placid as outlined in the section above. Given the lack of housing options in the area, households from throughout the Local Market Area would be interested in new offerings that fit the household budget.

There are over 5,000 households in the Local Market Area that are considered cost burdened. Approximately 17% of homeowner households spend more than 30% of income on housing costs in the Local Market Area. In comparison to homeowners, renter households are more likely to be cost burdened in the Local Market Area. Approximately 39% of renters spend more than 30% of household income on housing.

Local Market Area Housing Costs as a Percent of Household Income, 2019			Local Market Area Rental Costs as a Percent of Household Income, 2019		
Percent of Income	%	#	Percent of Income	%	#
Less than 20.0 percent	63%	11,501	Less than 20.0 percent	29%	1,741
20.0 to 24.9 percent	12%	2,184	20.0 to 24.9 percent	12%	706
25.0 to 29.9 percent	7%	1,241	25.0 to 29.9 percent	11%	671
30.0 to 34.9 percent	4%	756	30.0 to 34.9 percent	8%	508
35.0 percent or more	13%	2,351	35.0 percent or more	31%	1,868
Not computed	1%	181	Not computed	9%	544
Total	100%	18,214	Total	100%	6,038
Households Spending > 30%	17%	3,107	Households Spending > 30%	39%	2,376

Source: US Census Bureau, 2015-2019 American Community Survey 5-Year Estimates

The table below displays the estimated rental housing units needed by income and price range for the Local Market Area. There are a total of 45 units of market-rate rental demand in the Village of Lake Placid from income qualified households that are currently paying too much for housing in the local area.

Local Market Area: Overburdened Household Need		
Market Rate Rent (per month)	Qualified Household Income	Rental Housing Need (Units)
\$1,474 - \$2,211	\$58,960 - \$88,400	37
\$2,211 - \$2,763	\$88,400 - \$110,000+	9
Total		45

Source: Camoin 310

SENIOR HOUSING NEED

Lake Placid’s tight housing market has a profound impact on the older generation, resulting in many seniors living in their homes longer and others leaving the community entirely due to lack of senior-friendly housing options. Local realtors indicated that the current housing market in Lake Placid lacks quality single level accommodations with ADA accessibility for seniors and the addition of that sort of housing stock would be an attractive option for the seniors in the community.

There are approximately 7,376 senior households (65+) in the Local Market Area. Approximately 45% have an income that is over 80% of the area median income.

Local Market Area Households Over 65 by AMI					
	Under 50% AMI	50-80% AMI	80-120% AMI	120%+ AMI	Total
Percent	37%	18%	21%	24%	100%
Number	2,743	1,304	1,563	1,767	7,376

Source: Esri

In addition to the current households, the Local Market Area will experience a growth in its senior population by over 1,000 senior households between 2020 and 2025 based on past trends. Of these households, over half are concentrated in the income cohorts greater than \$75,000. It is important to note that the growth in these households is a combination of local

households aging up and regional households attracted to the region for retirement, family, etc. New housing development in the Local Market Area would be able to capture a portion of this new senior need.

As shown in the following tables, there will be an increase of 1,020 senior households from 2020-2025. Approximately 763 of these households are considered income qualified.

Local Market Area Change in Senior Households by Income and Age of Householder, 2020-2025

	65-74	75+	Total
<\$15,000	1	55	56
\$15,000-\$24,999	2	48	50
\$25,000-\$34,999	(10)	39	29
\$35,000-\$49,999	27	95	122
\$50,000-\$74,999	154	86	240
\$75,000-\$99,999	132	62	194
\$100,000-\$149,999	117	56	173
\$150,000-\$199,999	51	31	82
\$200,000+	49	25	74
Total	523	497	1,020

Source: Esri

Adjusting the current senior population to account for 18.3% of the Local Market Area that are renters, there are 609 currently qualified senior households. As senior households grow between 2020 and 2025, an additional 763 households are expected to be income qualified.

Local Market Area Renter Households Over 65

Market Rate Rent (per month)	Qualified Household Income	2020 Qualified Households	2020-2025 Qualified Households	Total Senior Qualified Households
\$1,474 - \$2,211	\$58,960 - \$88,400	286	240	526
\$2,211 - \$2,763	\$88,400 - \$110,000+	323	523	846
Total		609	763	1,372

Source: Camoin 310

Of the 1,372 senior households that are income qualified, there is a total rental housing need of 161 units. This is based on a blended capture rate of approximately 12% based on the senior rental housing need estimate from the 2020 Housing Needs Assessment.

Local Market Area: Senior Household Need

Market Rate Rent (per month)	Qualified Household Income	2020 Rental Housing Need (Units)	2020-2025 Rental Housing Need (Units)	Total Rental Housing Need (Units)
\$1,474 - \$2,211	\$58,960 - \$88,400	29	48	77
\$2,211 - \$2,763	\$88,400 - \$110,000+	32	52	85
Total		61	100	161

Source: Camoin 310

6.5.5 CROSSOVER RENTAL DEMAND FROM LACK OF OWNER-OCCUPIED UNITS

Lake Placid has a very limited for-sale inventory and the price of for-sale housing is out of reach of many regional workers and households. This severe shortage of workforce-level for-sale housing means there is market demand from those that would prefer for-sale housing, but would occupy rental housing in Lake Placid if available. The evidence suggests that this phenomenon is already occurring and many who would prefer to own have been renting in the region while conducting prolonged and sometimes multi-year searches for for-sale housing.

The following analysis estimates the “crossover” demand potential from those preferring for-sale housing but would occupy rental housing if available in Lake Placid. For each qualified household income range, the crossover rental potential percent was calculated based on the proportion of homeowners that are under age 35, age 55-64, or age 35 to 55 without children. These households are expected to represent the potential rental demand whereas families with children are not expected to be a primary market segment for rental units. As shown in the following table, when the crossover rental potential percentage is applied to the income qualified owner household demand (as determined by the 2020 Housing Needs Assessment report), it results in potential demand from 79 households that currently own units in the Local Market Area. A capture rate of 60% is applied to estimate market potential of 47 units that would attract current owners in the Local Market Area that would choose to rent in Lake Placid if quality rental units were available, rather than own their current home outside of the community.

"Crossover" North Elba Rental Demand From Lack of Owner-Occupied Units in Market*

Market Rate Rent (per month)	Qualified Household Income	Income Qualified Owner Household Demand	Crossover Rental Potential Pct.	Crossover Rental Demand
\$1,474 - \$2,211	\$58,960 - \$88,400	126	49%	61
\$2,211 - \$2,763	\$88,400 - \$110,000+	51	35%	18
Total		177		79
Capture Potential				60%
Total Lake Placid Crossover Rental Demand				47

**Includes only demand from commuters into North Elba, overburdened households in North Elba, and underhoused households in North Elba as estimated in the 2020 North Elba Housing Needs Assessment*

Source: North Elba Community Housing Needs Assessment (2020); U.S. Census Bureau; Camoin 310

6.5.6 TOTAL MARKET-RATE RENTAL HOUSING DEMAND IN LOCAL MARKET AREA

Overall, there is estimated market demand potential for 545 market-rate rental units in Lake Placid. As shown below, there is estimated demand for 328 units between \$1,474 and \$2,211 and for 217 units between \$2,211 and \$2,763. The market absorption potential of these unit is discussed further in Section 7.

Summary: Local Market Area Market Rate Rental Housing Demand

	\$58,960 - \$88,400 - \$88,400	\$110,000+ \$2,211 - \$2,763	Total
Local Market Resident Housing Needs			
<i>Overburdened Households</i>	48	11	58
<i>Senior Housing</i>	77	85	161
Workforce Housing Demand	157	97	254
International Sporting Demand	10	14	24
Demand from Lack of For-Sale Housing	37	11	47
Total	328	217	545

Source: Camoin 310, North Elba Community Housing Needs Assessment (2020)

6.6 Seasonal & Extended Regional Market Area Demand

In addition to market-rate rental demand from the local market area, households from outside of the market represent a significant source of potential housing demand given the immense popularity of Lake Placid as a premier visitor and seasonal resident destination. As a result of the COVID-19 pandemic many workers, particularly high-earning professionals, are newly able to work remotely and have flexibility to move to places. Migration trends have already shown that places with a high quality of life have been attracting many of these remote workers, indicating that Lake Placid is competitively positioned to capture remote working potentials. This section estimates the potential market-rate rental housing from attracting new residents (e.g., remote workers) and seasonal residents, primarily from the Extended Regional Market (New York, Connecticut, Massachusetts, Pennsylvania, Vermont, New Hampshire, and New Jersey). To help understand this potential demand, an “Adirondack Relocation Assessment Survey” was conducted and discussed in further detail in this section.

6.6.1 RESIDENT ATTRACTION (IN-MIGRATION) DEMAND POTENTIAL

REMOTE WORKING TRENDS AND OUTLOOK

Amid COVID-19 pandemic it is difficult to anticipate the future of remote work and the full implications on housing trends. Several research and real estate firms have been able to explore remote work trends and measure the demand for housing from COVID’s onset. According to Bloomberg, only 8% of the US workforce completed their job entirely from home in February 2020, a figure that spiked to 35% in May 2020.⁶ Zillow researched COVID’s implications on the housing market and associated remote work trends. Zillow’s survey found that 56% of employed Americans could work remotely during the Spring of 2020 because of COVID-19 related business closures and social distancing protocols. Of the people surveyed, 75% of Americans working remotely indicated that they would like to continue working remotely after COVID subsides. Furthermore, 66% of the employees that would prefer to work remotely after COVID subsides noted that they would consider moving if they have the

⁶ Buhayar, N. (2020, December 18). The Work-From-Home Boom Is Here to Stay. Get Ready for Pay Cuts. <https://www.bloomberg.com/news/features/2020-12-17/work-from-home-tech-companies-cut-pay-of-workers-moving-out-of-big-cities>

flexibility to work from home.⁷ Employers are also in favor of remote work, with 74% of Chief Financial Officers reporting that they intend to shift to permanent remote work for some workers, according to a Gartner Survey.⁸

COVID-19 has altered office life, allowing people to choose where they live regardless of office location. This has led to the downsizing of office space and a mass exodus from cities including New York City to suburban areas. Moves during the pandemic are unique in that people are motivated to move for personal reasons rather than employment location or relocation. According to a Redfin survey, one in four newly remote workers can expect to continue to work from home when COVID subsides. That percentage is higher for expensive cities where nearly 31% of people in New York City and 27% of people in Boston expect to continue working remotely after COVID. The top reasons people are leaving New York City include living somewhere less expensive, having more land, and a better location for raising a family. While people are willing to move to rural and remote locations, there is still a desire to remain close to restaurants and entertainment thus favoring suburbs and small cities.⁹ Nationally, communities near national parks and ski resorts have become “Zoom towns” attracting remote workers. The Village of Lake Placid has these recreational assets and the opportunity to offer this lifestyle by attracting a COVID-propelled remote workforce.

Certain industries and occupations allow for a greater portion of workers to work from home. For example, 57% of employees in the financial industry can work remotely.¹⁰ According to Chmura, up to 81% of the software development industry works remotely.¹¹ Other occupations with a high portion of remote work deal with bookkeeping, accounting, auditing, project management and business operations, management, and analysts. As Lake Placid’s economy is primarily tourism and health care-focused these industries have less remote work opportunities and Lake Placid will need to attract talent in other sectors to grow its remote working base.

Internet access, strength, and connectivity are critical to attracting residents and remote workers. The Adirondack Relocation Assessment survey found that 47% of the respondents indicated that high speed internet access is one of top five most important factors when selecting a community to live in. High speed internet is typically the first question asked when individuals are considering a property in the Adirondacks. Furthermore, local realtors expressed that purchasers coming from large metro areas such as New York City and Boston are even more concerned with internet connection.

Within the Lake Placid ZIP Code (12946) four internet providers provide average internet speeds of 130 Mbps which exceeds the minimum speed needed for multiple people to work effectively from home (100 Mbps). Lake Placid’s internet speed is 33.0% faster than national averages yet 5.8% slower than the average speeds in New York State. Only a small proportion of Lake Placid residents do not have access to broadband at approximately 0.16%. Outside of the Village and other hamlet areas in the Adirondacks, access to high-speed internet is limited and remains a challenge.

⁷ Zillow (2020, May 13). More Remote Work Opportunities May Make Suburbs More Desirable. <https://www.zillow.com/research/coronavirus-remote-work-suburbs-27046/>

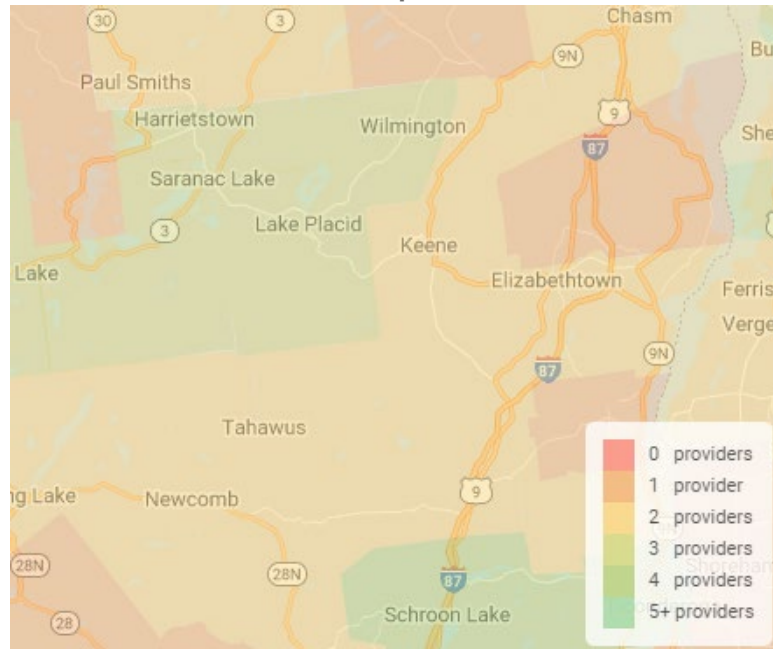
⁸ Lavelle, J. (2020, April 3). Gartner CFO Survey Reveals 74% Intend to Shift Some Employees to Remote Work Permanently. https://www.gartner.com/en/newsroom/press-releases/2020-04-03-gartner-cfo-survey-reveals-74-percent-of-organizations-to-shift-some-employees-to-remote-work-permanently2?source=BLD-200123&utm_medium=social&utm_source=bambu&utm_campaign=SM_GB_YOY_GTR_SOC_BU1_SM-BA-PR

⁹ Ellis, T. (2020, October 7). Post-Pandemic Migration from Expensive Cities Likely As 1 in 4 Remote Employees Expect Work-From-Home to Continue. <https://www.redfin.com/news/wfh-leaving-new-york-san-francisco/>

¹⁰ U.S. Bureau of Labour Statistics

¹¹ Chumra JobsEQ Analysis of Remote Occupations

Internet Provider Competition in Lake Placid



Source: Broadband Now

In addition to internet access informing job location, workers often consider their child’s education when deciding where to locate. In fact, 18% of the respondents for the Adirondack Relocation Assessment Survey conducted for this housing study indicated that a quality school system is among the top five most impact factors when selecting a community of neighborhood to live in. Historically, school enrollment in Lake Placid has declined with a declining population. Rising housing costs in the village have made it unaffordable for families to live there. The Lake Placid Central School District (CSD) is rated the third best school district in Essex County and in the top 50% of schools in New York State by Niche. Niche rates Lake Placid CSD as a B rating. This rating is based on a variety of factors including teachers, health and safety, academics, college preparation, administration, food, diversity, sports, clubs and activities, and resources.

REMOTE WORK COMPATIBLE JOBS

Chumra Economics & Analytics and JobsEQ have identified which occupations can be performed remotely based on occupational surveys and examining occupation capability within a home. As of 2020, they indicated that 82 occupations have the ability to be performed remotely. We used this list of remote capable occupations to examine job growth in the Regional Market Area to understand the potential pool of workers who have the ability to work remotely either now or in the future.

The pool of remote workers in the region is larger and continuously growing. As of 2020, there were a total of 2.8 million remote capable jobs within the Regional Market Area. Looking forward to 2025, the Regional Market Area can expect to add an additional 105,000 remote capable jobs for a growth of 4.0%. Among the top growing occupations are Software Developers and Software Quality Assurance Analysts and Testers, Market Research Analysts and Marketing Specialist, and Accountants and Auditors.

Top 20 Growing Remote Occupations in the Regional Market Area, 2020 - 2025

SOC	Description	2020 Jobs	2025 Jobs	2020 - 2025 Change	2020 - 2025 % Change	Median Annual Earnings
15-1256	Software Developers and Software Quality Assurance Analysts and Testers	191,873	211,285	19,412	10.0%	\$107,890
13-1161	Market Research Analysts and Marketing Specialists	127,293	139,104	11,811	9.0%	\$ 71,255
13-2011	Accountants and Auditors	235,402	243,909	8,507	4.0%	\$ 80,691
11-3031	Financial Managers	100,903	109,392	8,489	8.0%	\$166,257
13-1111	Management Analysts	128,188	136,171	7,983	6.0%	\$ 92,521
13-1198	Project Management Specialists and Business Operations Specialists, All Other	138,906	146,546	7,640	6.0%	\$ 79,267
11-9198	Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All	96,528	101,093	4,565	5.0%	\$ 89,560
11-3021	Computer and Information Systems Managers	66,152	69,758	3,606	5.0%	\$158,731
15-1211	Computer Systems Analysts	87,673	91,191	3,518	4.0%	\$ 97,234
23-1011	Lawyers	157,848	160,906	3,059	2.0%	\$131,809
13-2098	Financial and Investment Analysts, Financial Risk Specialists, and Financial Specialists, All Other	97,814	100,788	2,973	3.0%	\$ 97,199
13-2052	Personal Financial Advisors	50,233	52,734	2,501	5.0%	\$118,098
15-1299	Computer Occupations, All Other	45,251	47,570	2,319	5.0%	\$ 79,948
11-2021	Marketing Managers	45,485	47,542	2,057	5.0%	\$158,224
15-1257	Web Developers and Digital Interface Designers	28,178	30,217	2,039	7.0%	\$ 68,679
11-2022	Sales Managers	53,862	55,612	1,751	3.0%	\$161,895
13-2072	Loan Officers	32,560	34,192	1,632	5.0%	\$ 71,115
15-1244	Network and Computer Systems Administrators	53,407	54,829	1,422	3.0%	\$ 88,491
13-1131	Fundraisers	20,965	22,338	1,372	7.0%	\$ 61,995
11-3121	Human Resources Managers	24,525	25,697	1,172	5.0%	\$133,308
	All Other Remote Capable Occupations	883,541	890,810	7,269	0.8%	
	Total Remote Capable Occupations	2,666,587	2,771,684	105,097	4.0%	

Source: EMSI, Jobs EQ

ADIRONDACK RELOCATION ASSESSMENT

Camoin 310, the Regional Office of Sustainable Tourism and EDC Warren County conducted a survey to assess desire and likelihood to relocate to the Adirondacks, as well as important factors that affect potential to relocate to the Adirondacks. It is expected that households that have visited or have a connection to the Adirondacks represent the primary market segment for housing demand from relocating households. Therefore, the survey targeted this population by being distributed digitally via email and promoted on social media by the Regional Office of Sustainable Tourism, EDC Warren County, Adirondack Mountain Club, Adirondack North Country Association, Protect the Adirondacks, Adirondack Wild, Adirondack Common Ground Alliance, Adirondack Almanack, and the Adirondack Wild Center.

A total of 6,773 responses were collected and analyzed as part of the Adirondack Relocation Assessment Survey from January 19, 2021 to January 29, 2021. Of those respondents, 5,593 completed the survey in its entirety.

Overall, an overwhelming majority (91%) of survey respondents indicated that they would consider moving to the Adirondacks if the right housing options were available and they could work remotely. Approximately 14% indicated they were “very likely” to move to the Adirondacks in the next five years). Work (including current employment and opportunities), housing prices, and housing available and quality were among the top reasons that have kept people from moving to the Adirondacks.

The following outlines the demand potential for households in the extended regional market. This figure was defined using visitor data and further refining those figures based on the feedback from survey respondents and income data from the U.S.

Census. The analysis identifies the number of households in the extended regional market area and directly applies figures from the Adirondack Relocation Assessment Survey to establish households who are interested in moving to Lake Placid and interested in rental housing options. The final step in analysis applies the percentage of income qualified households and a capture rate to arrive at a demand figure as shown in the following tables. Detailed methodology can be found in Appendix A.

Extended Regional Market Relocating Household Rental Housing Demand

A. Annual Adirondack Park Visitors	7,000,000
B. Visitor Households	1,750,000
C. Survey Calibration Adjustment to Households	1,435,000
D. Extended Regional Market Area Visitor Households	1,205,400
E. Households "Very Likely" to Move to Adirondacks (10%)	120,540
G. Interested in Lake Placid (55.6%)	66,967
H. Open to Rental Housing Options (19.2%)	12,829
I. Income Qualified Households (52.8%)	6,776
J. Demand Capture Potential (Households) (5%)	339

Source: Camoin 310; Adirondack Relocation Assessment Survey

Extended Regional Market Relocating Household Rental Housing Demand

Market Rate Rent (per month)	Qualified Household Income	Rental Housing Demand Pool (Households)	Estimated Capture Potential
\$1,474 - \$2,211	\$58,960 - \$88,400	2,512	126
\$2,211 - \$2,763	\$88,400 - \$110,000+	4,264	213
Total		6,776	339

Source: Camoin 310

6.6.2 SEASONAL RESIDENT RENTAL DEMAND

Lake Placid is an immensely popular seasonal destination with many living in the area for a portion of the year, including those that spend the warmer months in the community and live in southern climates for a portion of the year (i.e., "snow birds"). Due to the concentration of winter activities and amenities, the winter season is another popular time for households to spend extended periods of time in the area. It is anticipated that new modern market-rate apartments in Lake Placid would be attractive to some households wishing to stay in Lake Placid for a portion of the year. The seasonal resident rental demand analysis assumes that new market-rate rental units would not be available for short-term rental but would require a minimum six-month lease.

Seasonal resident housing demand has been strong over the past decade and continues to drive much of the housing market in Lake Placid. Based on property tax records and as reported in the 2020 Town of North Elba Housing Needs Assessment report, there has been an average annual increase of 19 second homeowners in the Town of North Elba over the past 10 years.

North Elba/Lake Placid Trends in Home Owner Location

	2010		2015		2020		Change 2010-2020		Avg. Annual Change
	#	%	#	%	#	%	#	%	
Village/Town	2,428	52%	2,432	51%	2,412	50%	-16	-0.7%	-2
Elsewhere in New York State	1,302	28%	1,290	27%	1,376	29%	74	5.7%	7
Out of State	919	20%	1,028	22%	1,037	21%	118	12.8%	12
Total	4,649	100%	4,750	100%	4,825	100%	176	18%	18
Average Annual Increase in Second Home Owners									19

Source: Camoin 310, North Elba Community Housing Needs Assessment (2020)

Data from the U.S. Census Bureau indicates even more robust growth in seasonal housing. Housing units considered “seasonally vacant” have increased on average by 54 per year in the Village of Lake Placid and 96 per year in the Town of North Elba (which includes the Village of Lake Placid).

Seasonally Vacant Units

	2010	2019	Change	Avg. Annual Change
North Elba	1,017	1,880	863	96
Lake Placid	433	918	485	54

Source: U.S. Census Bureau; Camoin 310

Interviews conducted with local realtors and market data suggests that the actual demand for seasonal housing in Lake Placid is much more significant, but premium price points and limited availability of housing limit the number of households renting or purchasing housing that would be used on a seasonal basis. Given the substantial unmet demand, as also evidenced by the survey conducted as part of this study to determine housing demand from those that would be interested in relocating from outside of the Local Market Area (discussed further in the following section), it is expected that 96 units per year represents a “low” estimate of demand for the Local Market Area.

The Adirondack Relocation Assessment survey results indicated that a portion of the relocation demand would likely be for those residing in the Local Market Area less than full-time. Given the high-cost and limited availability of for-sale housing in Lake Placid as well as the low-maintenance benefits of rental units, it is expected that a portion of potential seasonal residents would choose to lease market-rate rental units if they were available. Based on the survey responses and information gleaned from interviews, a capture rate of 2% was applied to the previously estimated Rental Housing Demand Pool to estimate the capture potential of households that are income qualified and would lease market-rate rental units in Lake Placid – but live there seasonally or intermittently. This demand is in addition to the full-time relocation demand estimated in the previous section. The results indicate that there is market potential for 136 market-rate rental units from future seasonal residents.

New Seasonal Resident Demand

Market Rate Rent (per month)	Qualified Household Income	Rental Housing Demand Pool (Households)	Estimated Capture Potential
\$1,474 - \$2,211	\$58,960 - \$88,400	2,512	50
\$2,211 - \$2,763	\$88,400 - \$110,000+	4,264	85
Total		6,776	136

Source: Camoin 310

6.7 Methodology and Demand Summary

The following table summarizes income qualified households, market adjustments, and capture rates for each demand segment. Capture rates are blended capture rates across income categories. Adjustments account for roommate households and removing local demand from regional numbers.

Methodology and Demand Summary

	Income Qualified	Initial Adjustment	Subtotal	Blended Capture Rate	Subtotal	Additional Adjustment	Demand
Local Area Market Demand							
Lake Placid Workforce Needs							
<i>In-Commuter</i>	141	N/A	141	17%	24	N/A	24
<i>Employer</i>	886	N/A	886	5%	44	63%	28
Lake Placid Resident Housing Needs							
<i>Overburdened Households - Lake Placid</i>	64	N/A	64	20%	13	N/A	13
<i>Overburdened Households - Local Market Area</i>	605	(64)	541	8%	45	N/A	45
<i>Senior Housing</i>	1,372	N/A	1,372	12%	161	N/A	161
Regional Workforce Demand	3,001	34%	1,008	50%	504	40%	202
International Sporting Demand	85	N/A	85	40%	38	63%	24
Demand from Lack of For-Sale Housing	177	45%	79	60%	47	N/A	47
Extended Regional Market Area Demand							
Resident Attraction (Relocation)	6,776	N/A	6,776	5%	339	N/A	339
Seasonal Residents	6,776	N/A	6,776	2%	136	N/A	136
Total Market Potential (Units)	19,884			5%			1,019

Source: Camoin 310

7. MARKET-RATE RENTAL UNIT FEASIBILITY AND ABSORPTION

7.1 ABSORPTION SCHEDULE

The following estimated absorption schedule was created for each demand component and reflects the substantial pent-up demand that would result in higher absorption rates in the initial years of a new development project.

Estimated Lake Placid Market Rate Rental Unit Demand Absorption Schedule					
	Estimated Absorption Schedule				
	Year 1	Year 2	Year 3	Year 4	Year 5
Local Market Area Demand					
Lake Placid Workforce Needs					
<i>In-Commuter and Employer</i>	60%	40%			
Lake Placid Resident Housing Needs					
<i>Overburdened Households - Lake Placid</i>	50%	50%			
<i>Overburdened Households - Local Market Area</i>	60%	40%			
<i>Senior Housing</i>	25%	25%	25%	25%	
Regional Workforce Demand	25%	25%	25%	25%	
International Sporting Demand	50%	50%			
Demand from Lack of For-Sale Housing	40%	40%	20%		
Extended Regional Market Area Demand					
Resident Attraction (Relocation)	20%	20%	20%	20%	20%
Seasonal Residents	20%	20%	20%	20%	20%

Source: Camoin 310

Estimated Lake Placid Market Rate Rental Unit Demand Absorption Schedule (Units)									
	Rental Rate Range	\$1,474 - \$2,211/Month	\$2,211- \$2,763/Month	Estimated Absorption Schedule					Total
				Year 1	Year 2	Year 3	Year 4	Year 5	
Local Market Area Demand									
Lake Placid Workforce Needs									
<i>In-Commuter and Employer</i>		36	16	31	21	0	0	0	52
Lake Placid Resident Housing Needs									
<i>Overburdened Households - Lake Placid</i>		11	2	7	7	0	0	0	13
<i>Overburdened Households - Local Market Area</i>		37	9	27	18	0	0	0	45
<i>Senior Housing</i>		77	85	40	40	40	40	0	161
Regional Workforce Demand		121	81	51	51	51	51	0	202
International Sporting Demand		10	14	12	12	0	0	0	24
Demand from Lack of For-Sale Housing		37	11	19	19	9	0	0	47
Sub-Total: Local Area Market Demand		328	217	187	167	100	91	0	545
Extended Regional Market Area Demand									
Resident Attraction (Relocation)		126	213	68	68	68	68	68	339
Seasonal Residents		50	85	27	27	27	27	27	136
Sub-Total: Extended Regional Market Area Demand		176	298	95	95	95	95	95	475
Total Market Potential (Units)		504	516	282	262	195	186	95	1,019

Source: Camoin 310

7.2 ABSORPTION POTENTIAL SUMMARY

The absorption analysis indicates that a new market-rate rental development in Lake Placid could achieve absorption rates of approximately 20 units per month in the near future (first three years after completion) or 246 units per year. The rate of absorption would be expected to slow somewhat in later years after the initial absorption of existing pent-up demand. The results also indicate that there is substantial market absorption potential from the Local Market Area Demand alone. A development project drawing only from this demand would still be expected to absorb approximately 10 units per month (equal to 122 annually and 367 over the first three years).

It is important to note that this absorption schedule is based on current market conditions and subject to change if multiple market-rate development projects were completed in the Local Market Area (i.e., this analysis assumes no competitive inventory, as is currently the case, and that the first market-rate project in the area would capture a significant portion of the existing pent-up demand).

Summary: Absorption Potential by Market Area Demand and Timeframe

	Absorption Year 1-3			Absorption Year 1-5		
	Total	Annual	Monthly	Total	Annual	Monthly
Local Market Area Demand	454	151	12.6	545	45	3.8
Extended Regional Market Area Demand	285	95	7.9	475	95	7.9
Total	739	246	20.5	1,019	140	11.7

Source: Camoin 310

The following table details the estimated absorption of units based on rental range for the near-term (years 1-3 after project completion).

Lake Placid Absorption Potential by Rental Range (Year 1-3)

Market Rate Rent (per month)	Qualified Household Income	Total Absorption	Annual Absorption	Monthly
\$1,474 - \$2,211	\$58,960 - \$88,400	357	119	9.9
\$2,211 - \$2,763	\$88,400 - \$110,000+	382	127	10.6
Total		739	246	20.5

Source: Camoin 310

The following table illustrates the potential time to lease-up for various sized development projects. A “high” case is shown based on expected average absorption in years 1-3. A “low” case is provided based on the expected average absorption over years 1-5. As an example, a 100-unit project would be expected to reach stabilized occupancy (i.e., 95% occupancy) in between 5.3 months and 9.1 months.

Example Lease-Up Scenarios

Development Size (Units)	Time to Stabilized Occupancy (months)	
	High	Low
25	1.3	2.3
50	2.6	4.6
100	5.3	9.1
150	7.9	13.7
200	10.5	18.2
250	13.1	22.8
300	15.8	27.3

Source: Camoin 310

8. CONDOMINIUM MARKET POTENTIAL

8.1 Achievable Price Points

Camoin 310 reviewed comparable condominium sales in the Lake Placid area to gauge the achievable price points of new condominium units (see section 4.4). This review highlighted that three main attributes drive sale price for condos in the Lake Placid Area: (1) Waterfront condos or waterfront community, (2) Amenities, and (3) Location to Main Street. People are willing to pay more for facilities that offer amenities such as a private beach, golf course, tennis courts, walking trails, spa, etc. Additionally, places that were within walking distance to Main Street in Lake Placid such as Water's Edge, Edge of the Lake, and Harbor Condominium have been able to secure sale prices upwards of \$650,000 regardless of being built nearly 40 years ago with older exteriors and interiors.

Based on the review of market comps and conversations with local realtors, new condominium development can expect to achieve sale prices of approximately \$365 per square foot, which translates to approximately \$525,600 for a 1,440 square foot unit or \$949,000 for a larger 2,600 square foot unit. This price point assumes a high-end product with attractive amenities. There is upside price potential for waterfront units and units with scenic views.

8.2 Demand and Absorption

The primary market segment for new condominiums in Lake Placid are high-income/high-net worth households. The annual income needed to purchase a unit is approximately \$147,400 or greater. The following market demand analysis focuses on seasonal/second-home purchasers and relocation households that would be considered “income-qualified” to purchase condo units at the price point of \$525,600 and greater.

Migration data was examined to examine the income levels of those moving into the market area. According to U.S. Census data, 1,951 individuals moved into Essex County in 2019, the most recent year that data is available for. Approximately 887 of these individuals had individual incomes of greater than \$75,000. Total household income is not available for these individuals so it is conservatively assumed that 25% of these individuals are part of income-qualified households (approximately 222 income-qualified households per year that move into the area).

According to the Adirondack Relocation Assessment Survey, approximately 23.9% of those that state they are “very likely” to move to the Adirondacks, and are income-qualified, would be interested in purchasing a condo. When applied to the 222 households it provides an estimated annual condo market potential of approximately 53 units per year. However, this is likely low given the general lack of available condominiums in Lake Placid and the pent-up demand from those that would like to purchase in the Village but have not been able to.

Based on the quantitative analysis and discussions with local realtors, it is estimated that a new condominium development in Lake Placid with high quality amenities could achieve absorption rates of 60 to 80 units per year (approximately 5 to 7 per month) at price points of \$525,600 to \$949,000.

APPENDIX A: RELOCATION HOUSING DEMAND ANALYSIS METHODOLOGY

Likely to Relocate to Adirondacks

Survey results were used to extrapolate the greater demand in the Extended Regional Market Area by Adirondack visitors. According to the Regional Office of Sustainable Tourism, there are over 7 million visitors to the Adirondacks each year.¹² Being that the average party size for Adirondack visitors is approximately four people, the visitation figure is assumed to be approximately 1.75 million households.¹³

The survey respondents are more likely to move to the Adirondacks based on their ties to organizations in the area and their draw to the survey compared to the average household in the Extended Regional Market Area. Visitation figures from ROOST's visitor report indicate 64% of visitors have visited the Adirondacks at least once in the past year whereas 82% of the relocation survey respondents visit at least once a year.¹⁴ To conservatively account for this, the visitor households were calibrated to account for the difference in visitation trends thereby reducing the number of total households so that the survey results can be applied and reflect an accurate demand pool. The reduction of households is based on the ratio of percent of annual visitors visiting at least once a year in the entire visitor population compared to the survey respondents. This results in a total of 1.435 million visitor households.

Based on the survey response, there are 4,667 visitors (84% of all respondents) from the Regional Market Area. Of the respondents in the Regional Market Area, 486 (10%) indicated they are "Very Likely" to move to the Adirondacks in the next five years. These proportions were applied to the number of visitor households to represent the regional demand pool for a housing development in the Adirondacks of 120,540. It is likely conservative given that a portion of those that indicated they are "Somewhat Likely" to move to the Adirondacks in the next five years would still represent a source of potential housing demand.

Potential Demand by Income Level

We examined household income trends for these respondents to gauge the demand for housing in the Adirondacks. Of the 486 respondents in the Regional Market Area who were "Very Likely" to move to the Adirondacks in the next five years, 433 reported their household income. Survey results indicate there is housing demand across all income cohorts. The majority of housing demand (51%) from households in the Regional Market Area is in the higher income brackets of 150%+ AMI. In total, 80% of the Regional Market demand conforms to the income cohorts that correspond to the requirements set for Peaks Development (80% AMI +). From the survey alone there are 347 households that have incomes in that range. When extrapolated out to the Regional Market Area this represents approximately 97,000 households.

¹² Regional Office of Sustainable Tourism (2020, July). Media Kit – 2020 <https://www.roostadk.com/wp-content/uploads/2020/07/MediaKit-2020-WithBleed.pdf>

¹³ Regional Office of Sustainable Tourism (2019). 2019 Marketing Plan Essex County. <https://www.roostadk.com/wp-content/uploads/2019-ROOST-Marketing-Plan-Essex-County-web.pdf>

¹⁴ Regional Office of Sustainable Tourism (2018, November). 2017 Visitor Report. <https://www.roostadk.com/wp-content/uploads/2018/11/Adirondacks-2017-Visitor-Report-Final.pdf>

Regional Market Area Demand by Income

Area Median Income (AMI) Income	Household Income Range from Survey	Number of Households From Survey	Percent of Households	Total Regional Household Demand
Under 50% AMI	Less than \$35,000	25	5.8%	6,960
50-80% AMI	\$35,000 - \$55,999	61	14.1%	16,981
80-120% AMI	\$56,000 - \$83,999	78	18.0%	21,714
120-150% AMI	\$84,000 - \$109,999	47	10.9%	13,084
150-200% AMI	\$110,000 - \$141,999	67	15.5%	18,652
200%+ AMI	\$141,000 +	155	35.8%	43,149
Total		433	100.0%	120,540

Note: Includes responses within the Regional Market Area that indicated they are "Very Likely" to move to the Adirondacks in the next five years

Source: Camoin 310, Adirondack Relocation Assessment Survey

Demand for Lake Placid Area

Of the 486 Regional Market Area respondents that indicated they were likely to move to the Adirondacks in the next five years, 56% (270 respondents) are interested in Lake Placid. Therefore, we assume 56% of the 120,540 regional individuals who are likely to move to the Adirondacks are also interested in Lake Placid (approximately 67,000). Of the respondents interested in Lake Placid, 243 provided their household income.

Regional Market Area Demand for Lake Placid by Income

Area Median Income (AMI) Income	Household Income Range from Survey	Number of Households From Survey	Percent of Households	Total Regional Household Demand
Under 50% AMI	Less than \$35,000	10	4.1%	2,756
50-80% AMI	\$35,000 - \$55,999	41	16.9%	11,299
80-120% AMI	\$56,000 - \$83,999	45	18.5%	12,401
120-150% AMI	\$84,000 - \$109,999	29	11.9%	7,992
150-200% AMI	\$110,000 - \$141,999	31	12.8%	8,543
200%+ AMI	\$141,000 +	87	35.8%	23,976
Total		243	100.0%	66,967

Note: Includes responses within the Regional Market Area that indicated they are "Very Likely" to move to the Adirondacks in the next five years

Source: Camoin 310, Adirondack Relocation Assessment Survey

We applied these income brackets to the Regional Market Area population that would have an interest in Lake Placid. Approximately 79% (192 respondents and 53,000 people in the Regional Market Area) of the demand for housing in Lake Placid falls within the income cohorts that can afford market-rate rental units.

Rental vs. Owner Occupied Demand

Housing demand for Lake Placid is predominately focused on single-family detached homes with 90% of respondents indicating that as a housing option they are interested in. Owned townhomes, owned condominiums, and apartment rentals were also high-ranking housing options. Other housing options people indicated included cabin, land, opportunities to build, properties as an income source, tiny homes, farm and agricultural properties, eco villages, etc. *Note that the demand figures do not add to the total because respondents could select multiple housing types.*

Regional Market Area Demand For Lake Placid by Household Type

	Number of Respondents	Percent of Respondents	Total Regional Demand
Single-family detached home	243	90.0%	60,270
Condominium owned	43	15.9%	10,665
Apartment rental	40	14.8%	9,921
Townhome owned	57	21.1%	14,137
Townhome rental	30	11.1%	7,441
Condominium rental	22	8.1%	5,457
Other	19	7.0%	4,712
Total	270	100.0%	66,967

Note: Includes responses within the Regional Market Area that indicated they are "Very Likely" to move to the Adirondacks in the next five years

Source: Camoin 310, Adirondack Relocation Assessment Survey

Demand by Stated Price-Point Preference

Survey respondents were asked, "At what price points would you consider renting in the Adirondacks?" The following table includes responses that were in the Regional Market Area, likely to move in the next five years, and have an interest in Lake Placid. Demand for rentals is concentrated in the lower price ranges with 46% indicating they would consider rental options in Lake Placid under \$900 and 63% indicated they would consider rentals between \$900 and \$1,399. There is also demand for high-end rental units upward of \$3,600 per month in Lake Placid. Accounting for the entire Regional Market Area population, approximately 25,000 have a demand for rentals in Lake Placid at \$1,400 and higher. *Note that the demand figures do not add to the total because respondents could select price points.*

Regional Market Area Demand For Lake Placid Rentals by Price Point

	Number of Respondents	Percent of Respondents	Total Regional Demand
<\$900 per month	78	46.2%	30,908
\$900 - 1,399	106	62.7%	42,003
\$1,400 - 2,199	40	23.7%	15,850
\$2,200 - 2,774	14	8.3%	5,548
\$2,775 - 3,600	7	4.1%	2,774
\$3,600 +	3	1.8%	1,189
Total	169	100.0%	66,967

Note: Includes responses within the Regional Market Area that indicated they are "Very Likely" to move to the Adirondacks in the next five years

Source: Camoin 310, Adirondack Relocation Assessment Survey

Survey respondents were asked, "At what price points would you consider purchasing in the Adirondacks?" The following table includes responses that were in the Regional Market Area, likely to move in the next five years, and have an interest in Lake Placid. Overall, there is a demand for a range of housing prices with the largest demand for properties priced between \$100,000 and \$149,999 at 41% followed by \$150,000 – \$199,999 with another 36% of respondents. *Note that the demand figures do not add to the total because respondents could select price points.*

Regional Market Area Demand For Lake Placid Owner-Occupied Properties by Price Point

	Number of Respondents	Percent of Respondents	Total Regional Demand
<\$100,000	54	22.6%	15,131
\$100,000 - 149,999	99	41.4%	27,739
\$150,000 - 199,999	87	36.4%	24,377
\$200,000 - 249,999	71	29.7%	19,894
\$250,000 - 299,999	50	20.9%	14,010
\$300,000 - 349,999	49	20.5%	13,730
\$350,000 - 399,999	36	15.1%	10,087
\$400,000 +	38	15.9%	10,647
Total	239	100.0%	66,967

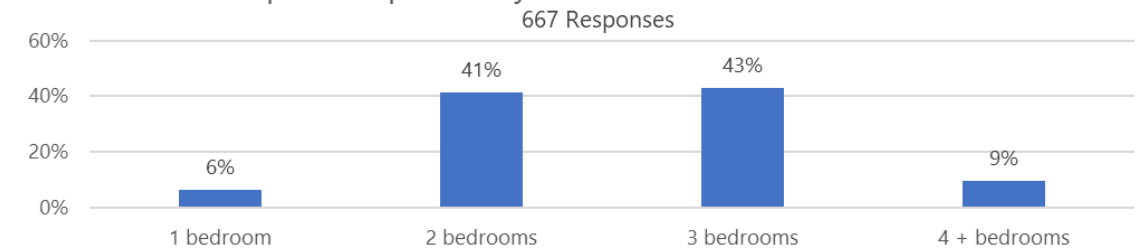
Note: Includes responses within the Regional Market Area that indicated they are "Very Likely" to move to the Adirondacks in the next five years

Source: Camoin 310, Adirondack Relocation Assessment Survey

Demand by Unit Size

The majority of respondents interested in Lake Placid indicated that they would need two or three bedrooms in a home for them to consider purchasing in the Adirondacks.

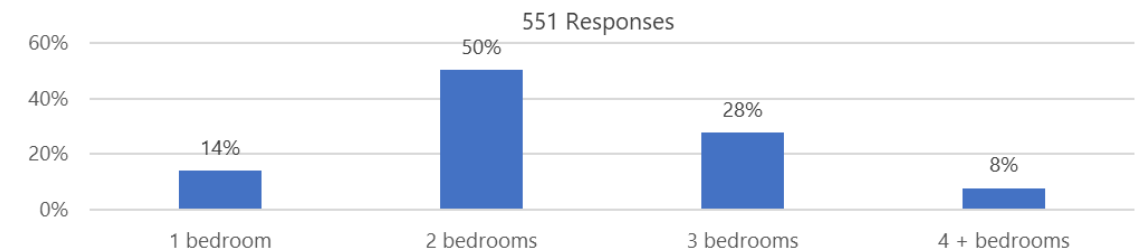
Regional Market Area Demand for Lake Placid Owner-Occupied Properties by Number of Bedrooms Needed



Source: Camoin 310 Adirondack Relocation Assessment Survey

Similarly, two and three-bedroom options are the most demanded rental option. Half of the survey respondents in the Regional Market Area that are likely to move to the Adirondacks in the next five years and have an interest in Lake Placid indicated they would need two bedrooms.

Regional Market Area Demand for Lake Placid Rentals by Number of Bedrooms Needed



Source: Camoin 310 Adirondack Relocation Assessment Survey

Lake Placid Apartment and Condominium Demand Demographics

The following demographics are based on survey respondents who are (a) located in the Regional Market Area, (b) are likely to move to the Adirondacks in the next five years, (c) have an interest in Lake Placid, and (d) are interested in apartment and condominium housing (either for rent or for sale). These demographics allow us to better understand the type of market the Peaks Development or similar development would likely draw from.

- ◆ The demand pool covers a range of ages with the majority being between 44 and 64 years old.

**Regional Market Area Demand for Lake Placid Condominiums and Apartments:
How old are you?**

	Survey Respondents	Percent
Under 25 years old	22	24%
25 to 34	5	5%
35 to 44	11	12%
44 to 54	25	27%
55 to 64	18	20%
65 to 74	3	3%
75 +	7	8%
Total	91	100%

Source: Camoin 310, Adirondack Relocation Assessment Survey

- ◆ The majority of households are small households with singles or living with one other person at 76% of respondents. 24% are households with 3 or more people.

Regional Market Area Demand for Lake Placid Condominiums and Apartments: Including yourself, how many people are in your household?

	Survey Respondents	Percent
1	33	36%
2	37	40%
3	10	11%
4	8	9%
5+	4	4%
Total	92	100%

Source: Camoin 310, Adirondack Relocation Assessment Survey

- ◆ The majority (74%) have never lived in the Adirondacks before.

**Regional Market Area Demand for Lake Placid Condominiums and Apartments:
Have you ever lived in the Adirondacks?**

	Survey Respondents	Percent
No	68	74%
Yes	24	26%
Total	92	100%

Source: Camoin 310, Adirondack Relocation Assessment Survey

- ◆ The majority are frequent visitors with 38% visiting 1 to 5 times a year, 33% visiting 6 to 10 times, and 15% visiting 10+ times a year.

**Regional Market Area Demand for Lake Placid Condominiums and Apartments:
How often do you currently visit the Adirondacks?**

	Survey Respondents	Percent
Less than once per year	13	14%
1 to 5 times per year	35	38%
6 to 10 times per year	30	33%
10 + times per year	14	15%
Total	92	100%

Source: Camoin 310, Adirondack Relocation Assessment Survey

- ◆ Many have the ability to work remotely (37%) while a significant portion are retired (22%). Of the individuals who are working, many work in the Professional, Scientific, and Technical Services; Hospitality; Education; health Care; Non-profit; and Finance and Insurance sectors.

Regional Market Area Demand for Lake Placid Condominiums and Apartments: Are you currently employed in a job where you can work remotely full time or the majority of the time?

	Survey Respondents	Percent
I am retired	20	22%
No	39	42%
Yes (as a business owner/sole proprietor/freelancer)	9	10%
Yes (as an employee of a company/organization)	25	27%
Total	93	100%

Source: Camoin 310, Adirondack Relocation Assessment Survey

**Regional Market Area Demand for Lake Placid Condominiums and Apartments:
What industry do you work in?**

	Survey Respondents	Percent
Professional, Scientific, and Technical Services	14	16%
Hospitality	11	13%
Education	11	13%
Health Care	10	12%
Non-profit	7	8%
Finance and Insurance	5	6%
Arts and Entertainment	4	5%
Information (Technology, Information Services)	4	5%
Retail/Sales	4	5%
Government	2	2%
Manufacturing	2	2%
Skilled trades	2	2%
Other	10	12%
Total	86	100%

Source: Camoin 310, Adirondack Relocation Assessment Survey

Comments and Common Themes

Respondents were also provided a space for additional thoughts and comments. In this section respondents noted the desire for specific amenities related to housing development including access to coworking spaces, a mix of desire for new builds and old charm, and desire for pet friendly housing. Major themes of the comment section include:

- ◆ **Focus on Adirondack beauty and charm** – Several respondents noted that the Adirondacks is a beautiful space to live with genuine people and access to abundant outdoor recreational activities. Several people shared fond memories of their experience growing up or visiting the Adirondacks. Several comments referred to the Park as therapeutic and their “happy place”.
- ◆ **Adirondack dream** – Several respondents noted that it is their dream to live in the Adirondacks. Some noted they plan to move to the Adirondacks when their children are older or they retire. Several people indicated they have plans to retire within the next five years and hope to get a place in the Adirondacks either permanently or seasonally. Specific locations that were noted include Saranac Lake, Lake Placid, Keene, Long Lake, and Lake George, as well as a desire for a remote location with several acres of land. Waterfront properties and cottages/homes were noted in the comments.
- ◆ **Housing** – Several respondents noted a need for senior housing, affordable housing options, and additional seasonal home options. Other respondents noted that they have been looking for a place in the Adirondacks for some time. It was noted that there is a desire for affordable condominiums in Lake George as well as Lake Placid.
- ◆ **Existing concerns for relocating in the Adirondacks** – Affordability was a top concern for people moving to the Adirondacks. Respondents noted concern for affordability related to taxes, housing costs, and groceries/living costs. Several respondents noted concerns they have for moving to the Adirondacks including cell services, high-speed internet, access to health care, high paying jobs, affordable housing opportunities, and access to supermarkets. Others noted concerns over New York’s taxes, weather, and limited diversity in the Adirondacks.
- ◆ **Rentals** – There is a desire for seasonal and year-round rental options. Several respondents noted they would need animal-friendly accommodations for their dogs and cats.
- ◆ **Conservation concerns related to development and tourism** – There are concerns of overpromoting the area and increased development. Several comments noted that increased visitation has dulled the area's allure for some while others are concerned that increased visitation will harm the Adirondack environment.
- ◆ **Interest in work opportunities** – There is an interest in work opportunities in the Adirondacks as well as remote options for people to work from their existing or future home in the Adirondacks. Several respondents noted they are interested in being informed of work opportunities in the Adirondacks. Other comments noted an interest in volunteer opportunities including firefighting and EMS.
- ◆ **Many are already on their way** – Several respondents indicated that they had just moved to the Adirondacks or are in the process of moving to the area. Additionally, many others noted that they plan to move to the Adirondacks either part-time or permanently within the next five years. There were also comments noting that they were moving/purchasing homes in Glens Falls/Queensbury for job opportunities that allowed them to be close to the Adirondacks.
- ◆ **Proximity to the current residence is key** – Several respondents noted that they have an interest in a second home, retirement home, or vacation rental based on the current driving distance from their current home.
- ◆ **Ties to the Adirondacks** – There are a significant number of people with ties to the area including having visited as a child, attending sporting tournaments in the area, and visiting for family vacations. The vast majority visit multiple times throughout the year.

Total Potential Regional Demand Pool

The potential regional housing demand pool by income bracket and household type is displayed in the figure below. There is demand for housing in North Elba across all income brackets. It is important to note that the figures below include demand for all housing units including single-family, condominiums, cabins, apartments, etc. In the Demand and Absorption section below, we examine the demand pool that is likely to be attracted to condominium and apartment housing based on survey findings.

North Elba Regional Housing Demand Pool by Unit Type and Income Bracket

Area Median Income (AMI) Income Bracket	Household Income Range	Max. Affordable Rent	Max. Affordable Home Value	Renter Units	Owner Occupied Units	Total
Under 50% AMI	Less than \$36,850	Less than \$921	Less than \$129,000	1,548	1,208	2,756
50-80% AMI	\$36,850 - \$58,960	\$921 - \$1,474	\$129,000 - \$206,000	4,505	6,794	11,299
80-120% AMI	\$58,960 - \$88,400	\$1,474 - \$2,211	\$206,000 - \$310,000	2,512	9,890	12,401
120-200% + AMI	\$88,400 - \$147,400+	\$2,211 - \$3,685+	\$310,000 - \$516,000+	4,264	36,246	40,511
Total				12,829	54,138	66,967

Note: Essex County Area Median Income (AMI) is \$73,700 as of 2020. Housing affordability assumes a maximum of 30% of income is spent on housing

Source: Camoin 310, Community Housing Needs Assessment, HUD

Demand Capture Potential

New market-rate rental housing development in Lake Placid would only be able to capture a portion of the estimated demand pool. A conservative capture rate of 5% was applied to the estimated 6,776 income qualified households in the demand pool. As a result, there is estimated market potential for 339 market-rate rental units from relocating households over five-years (the timeframe utilized in the survey) or approximately 68 per year.

Extended Regional Market Relocating Household Rental Housing Demand

Market Rate Rent (per month)	Qualified Household Income	Rental Housing Demand Pool (Households)	Estimated Capture Potential
\$1,474 - \$2,211	\$58,960 - \$88,400	2,512	126
\$2,211 - \$2,763	\$88,400 - \$110,000+	4,264	213
Total		6,776	339

APPENDIX B: MARKET INTELLIGENCE INTERVIEWS

This study was made possible through the generous contribution of professionals in the Adirondacks community that provided their time, energy, and ideas. We thank the following individuals for their help and input during this process.

- ◆ Dan Kelleher, Adirondack Park Agency
- ◆ Colleen M. Holmes, Engel & Völkers Lake Placid Real Estate
- ◆ Chris Covert, Guide Boat Realty
- ◆ Deborah Abbott-Forgione, Alicia C Miller Real Estate Inc.
- ◆ Jim LaValley, LaValley Real Estate Tupper Lake
- ◆ Leslie Karasin, Northern Forest
- ◆ Margie Philo, Berkshire Hathaway
- ◆ Tina Leonard, The Tina Leonard Real Estate

APPENDIX C: DATA SOURCES

Proprietary Data Sources

ECONOMIC MODELING SPECIALISTS INTERNATIONAL (EMSI)

To analyze the industrial makeup of a study area, industry data organized by the North American Industrial Classification System (NAICS) is assessed. Camoin 310 subscribes to Economic Modeling Specialists Intl. (Emsi), a proprietary data provider that aggregates economic data from approximately 90 sources. Emsi industry data, in our experience, is more complete than most or perhaps all local data sources (for more information on Emsi, please see www.economicmodeling.com). This is because local data sources typically miss significant employment counts by industry because data on sole proprietorships and contractual employment (i.e. 1099 contractor positions) is not included and because certain employment counts are suppressed from BLS/BEA figures for confidentiality reasons when too few establishments exist within a single NAICS code.

ESRI BUSINESS ANALYST ONLINE (BAO)

Esri is the leading provider of location-driven market insights. It combines demographic, lifestyle, and spending data with map-based analytics to provide market intelligence for strategic decision-making. Esri uses proprietary statistical models and data from the US Census Bureau, the US Postal Service, and various other sources to present current conditions and project future trends. Esri data are used by developers to maximize their portfolio, retailers to understand growth opportunities, and by economic developers to attract business that fit their community. For more information, visit www.esri.com.

Public Data Sources

AMERICAN COMMUNITY SURVEY (ACS), US CENSUS

The American Community Survey (ACS) is an ongoing statistical survey by the US Census Bureau that gathers demographic and socioeconomic information on age, sex, race, family and relationships, income and benefits, health insurance, education, veteran status, disabilities, commute patterns, and other topics. The survey is mandatory to fill out, but the survey is only sent to a small sample of the population on a rotating basis. The survey is crucial to major planning decisions, like vital services and infrastructure investments, made by municipalities and cities. The questions on the ACS are different than those asked on the decennial census and provide ongoing demographic updates of the nation down to the block group level. For more information on the ACS, visit <http://www.census.gov/programs-surveys/acs/>

ONTHEMAP, US CENSUS

OnTheMap is a tool developed through the US Census Longitudinal Employer-Household Dynamics (LEHD) program that helps to visualize Local Employment Dynamics (LED) data about where workers are employed and where they live. There are also visual mapping capabilities for data on age, earnings, industry distributions, race, ethnicity, educational attainment, and sex. The OnTheMap tool can be found here, along with links to documentation: <http://onthemap.ces.census.gov/>.

APPENDIX D: ABOUT CAMOIN 310

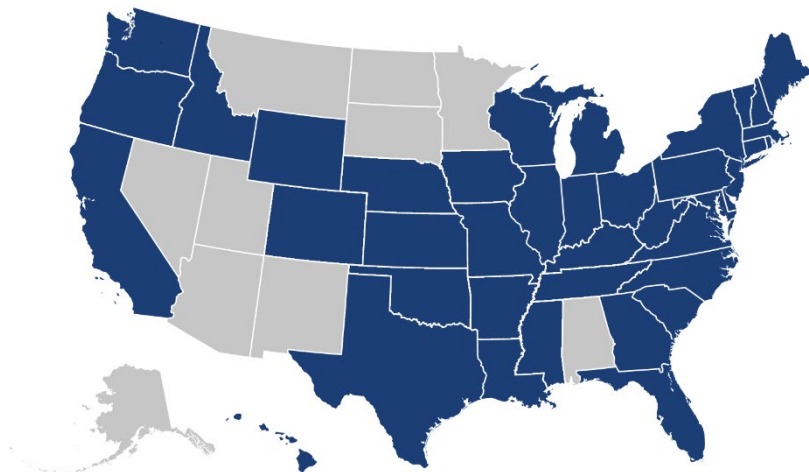
Camoin 310 (formerly Camoin Associates) has provided economic development consulting services to municipalities, economic development agencies, and private enterprises since 1999. Through the services offered, Camoin 310 has had the opportunity to serve EDOs and local and state governments from Maine to California; corporations and organizations that include Lowes Home Improvement, FedEx, Amazon, Volvo (Nova Bus) and the New York Islanders; as well as private developers proposing projects in excess of \$6 billion. Our reputation for detailed, place-specific, and accurate analysis has led to projects in 32 states and garnered attention from national media outlets including Marketplace (NPR), Forbes magazine, The New York Times and The Wall Street Journal. Additionally, our marketing strategies have helped our clients gain both national and local media coverage for their projects in order to build public support and leverage additional funding. We are based in Saratoga Springs, NY, with regional offices in Portland, ME; Boston, MA; Richmond, VA and Brattleboro, VT. To learn more about our experience and projects in all of our service lines, please visit our website at www.camoinassociates.com. You can also find us on Twitter [@camoinassociate](https://twitter.com/camoinassociate) and on Facebook.

THE PROJECT TEAM

Dan Stevens
Project Principal

Bethany Meys
Project Manager & Analyst

Jennifer Day
Analyst





Leading action to
grow your economy

Camoin 310
PO Box 3547
Saratoga Springs, NY 12866
518.899.2608
www.camoinassociates.com
@camoinassociate

