

KITSON  
— & PARTNERS —



**BABCOCK RANCH**

# Florida Focused Developer, Owner, Operator

- Private, vertically integrated development company established in the northeastern United States in 1992
- Led by Syd Kitson – 30+ years development experience and highly regarded champion for Florida and its business community
- Long-term track record of place making, with emphasis on community development, land stewardship, and environmental sustainability
- Extensive existing property portfolio including 4 master-planned communities and 1.5M sq ft of commercial space



**Babcock Ranch**  
*(master planned community)*

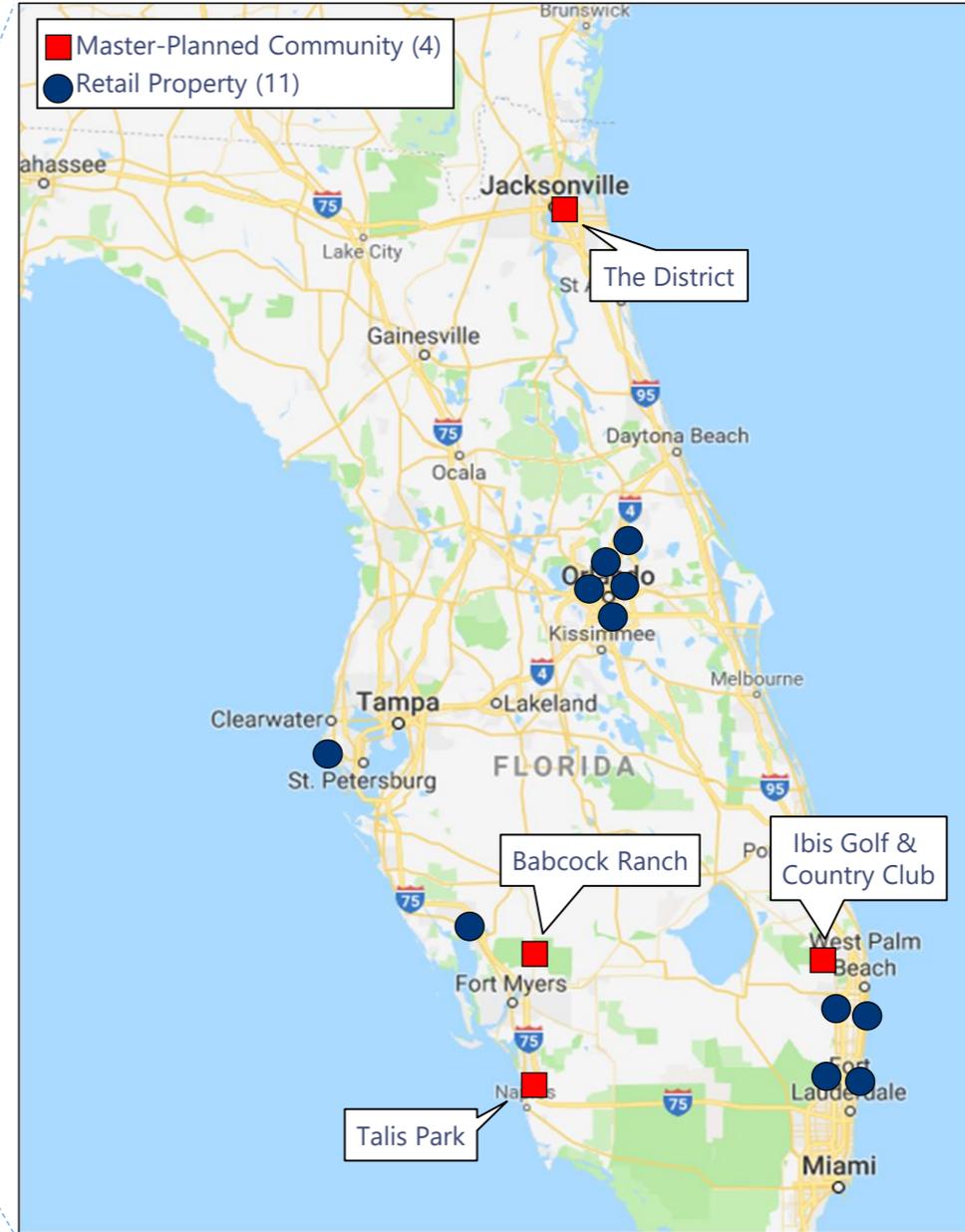


**Talis Park**  
*(master planned community)*



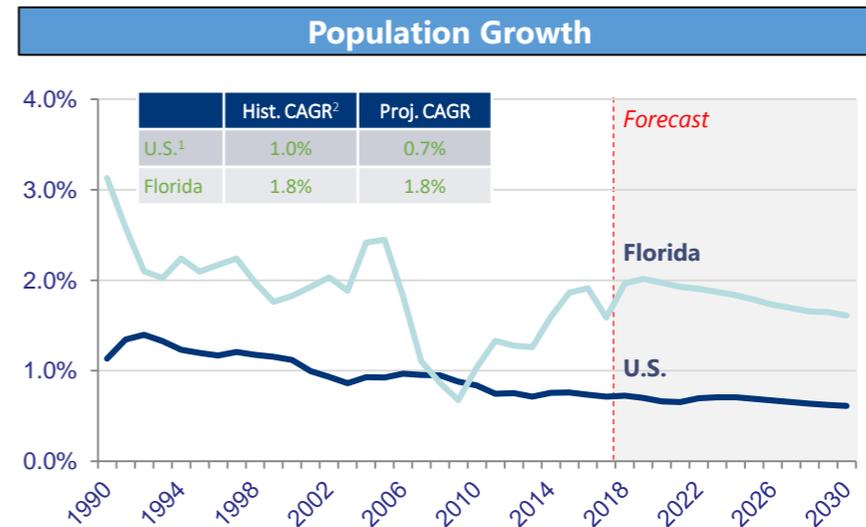
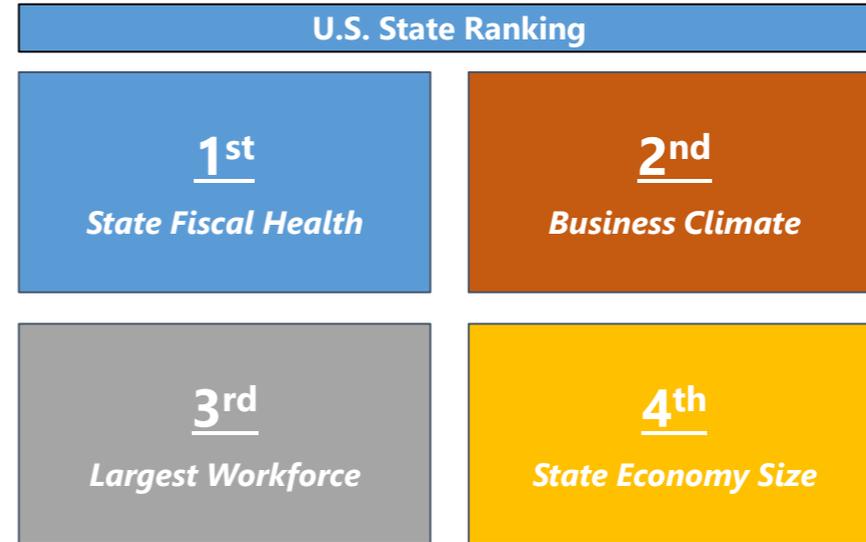
**River Bridge**  
*(retail shopping center)*

# Overview



# Why Florida?

- 3<sup>rd</sup> most populous state in the U.S.
- Florida’s population increases by ~1,000 people per day
- Pro-business policies / tax efficiencies, driving in-migration from high tax / regulation states
- State university system 2<sup>nd</sup> most affordable in the U.S. (33% below average)
- Florida GSP = \$1.02 trillion, equivalent to 16<sup>th</sup> largest country
- 10M+ workforce in “right-to-work” state



Source: CNN, Enterprise Florida, Mercatus Institute, Moody’s, U.S. Census Bureau.  
 1. Forecast U.S. figures estimated by aggregating Moody’s state projections.  
 2. Represents historical average from 1990-2017.

Babcock Ranch



Babcock Ran



Edward Vose (E.V.) Babcock purchased site in 1914

- Mayor of Pittsburgh, Pennsylvania – 1914-1918
- Original Babcock Ranch – 156,000 +/- acres
- Founder of Babcock Lumber Company



Fred C. Babcock (E.V.'s son)

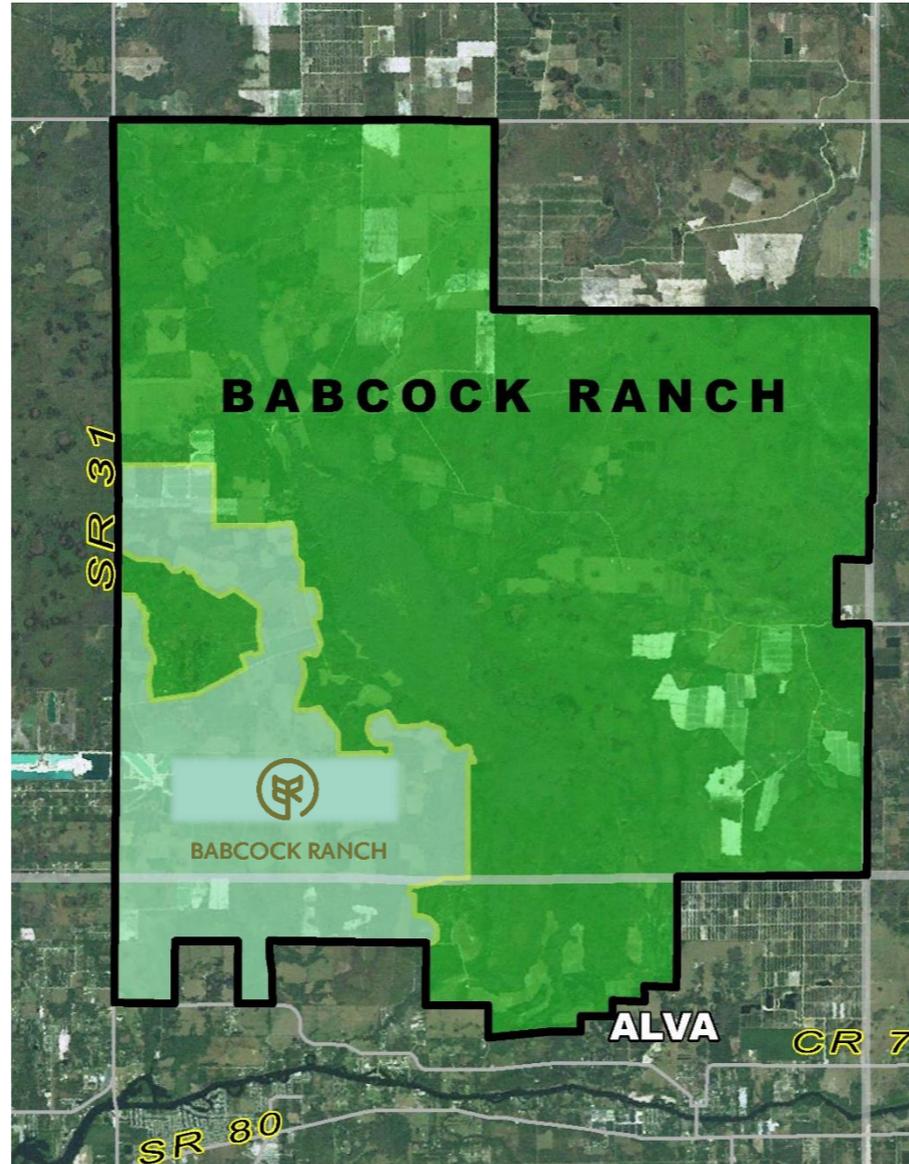
- 1930's – Assumed management of ranch operations
- 1940's – Fred C. Babcock – Cecil M. Webb Wildlife Management Area created – 60,000 +/- acres



# Location Map



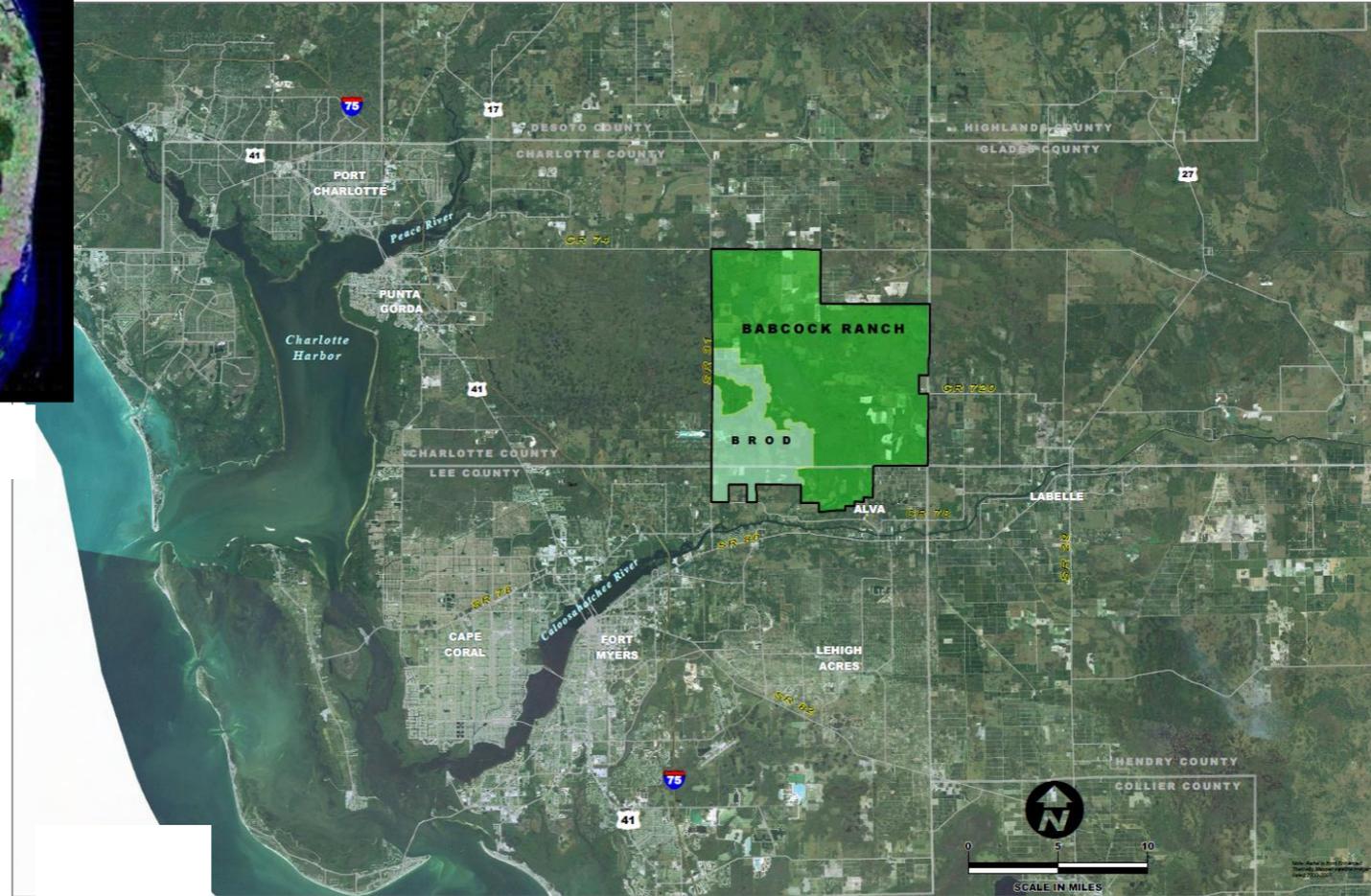
# Aerial



The regional big picture ...

# Regional Wildlife Corridor

Babcock is a key piece in wildlife corridor from Lake Okeechobee to Charlotte Harbor



A Public/Private Partnership



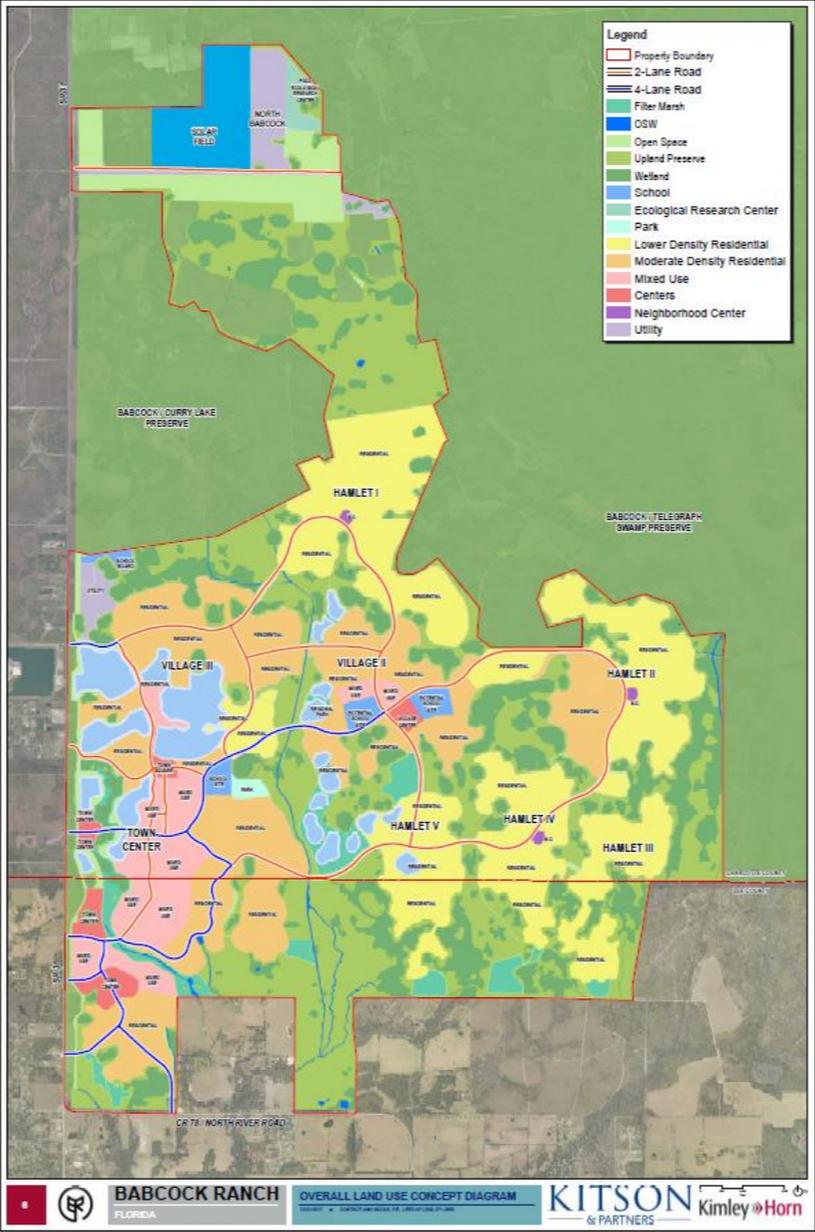
The Public/Private Beginnings ...

- Historic Four-Party Agreement (State of Florida, Lee County, Charlotte County, Kitson & Partners)
- Largest state purchase in history – 73,000 acres
- Twelve months to negotiate the transaction
- Support from the environmental community

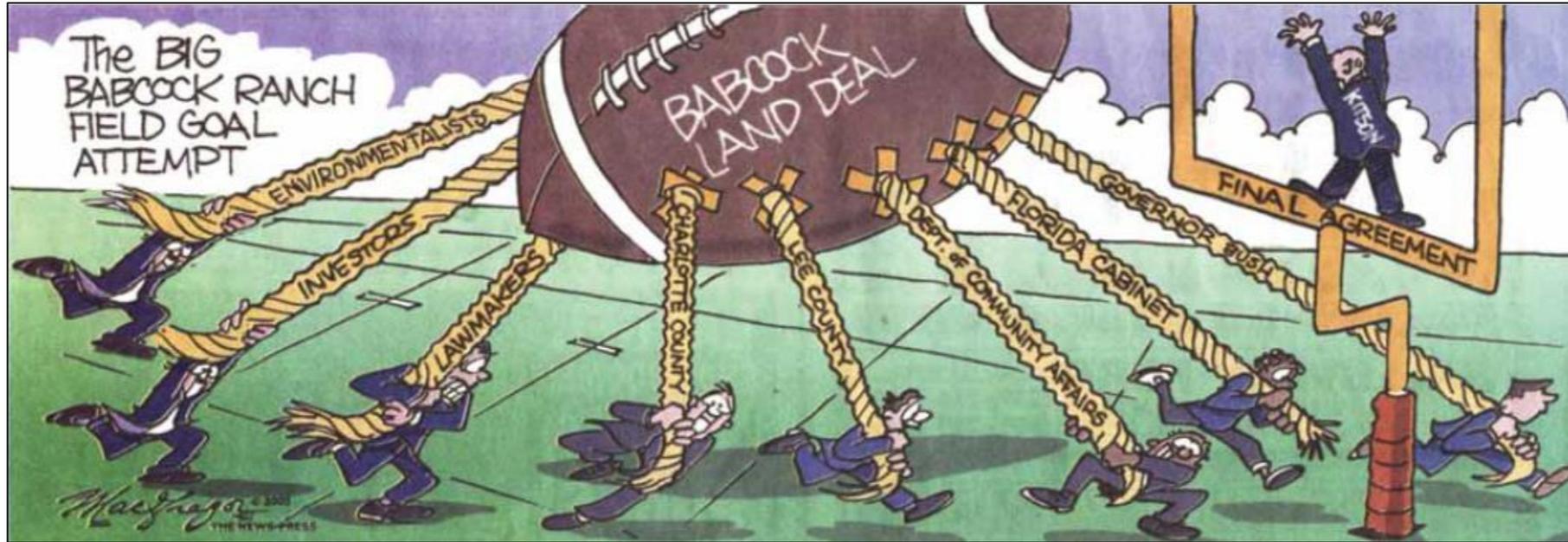
# Current Master Plan

*18,000 acres with entitlements for 19,500 residential units and 6M sf of commercial space*

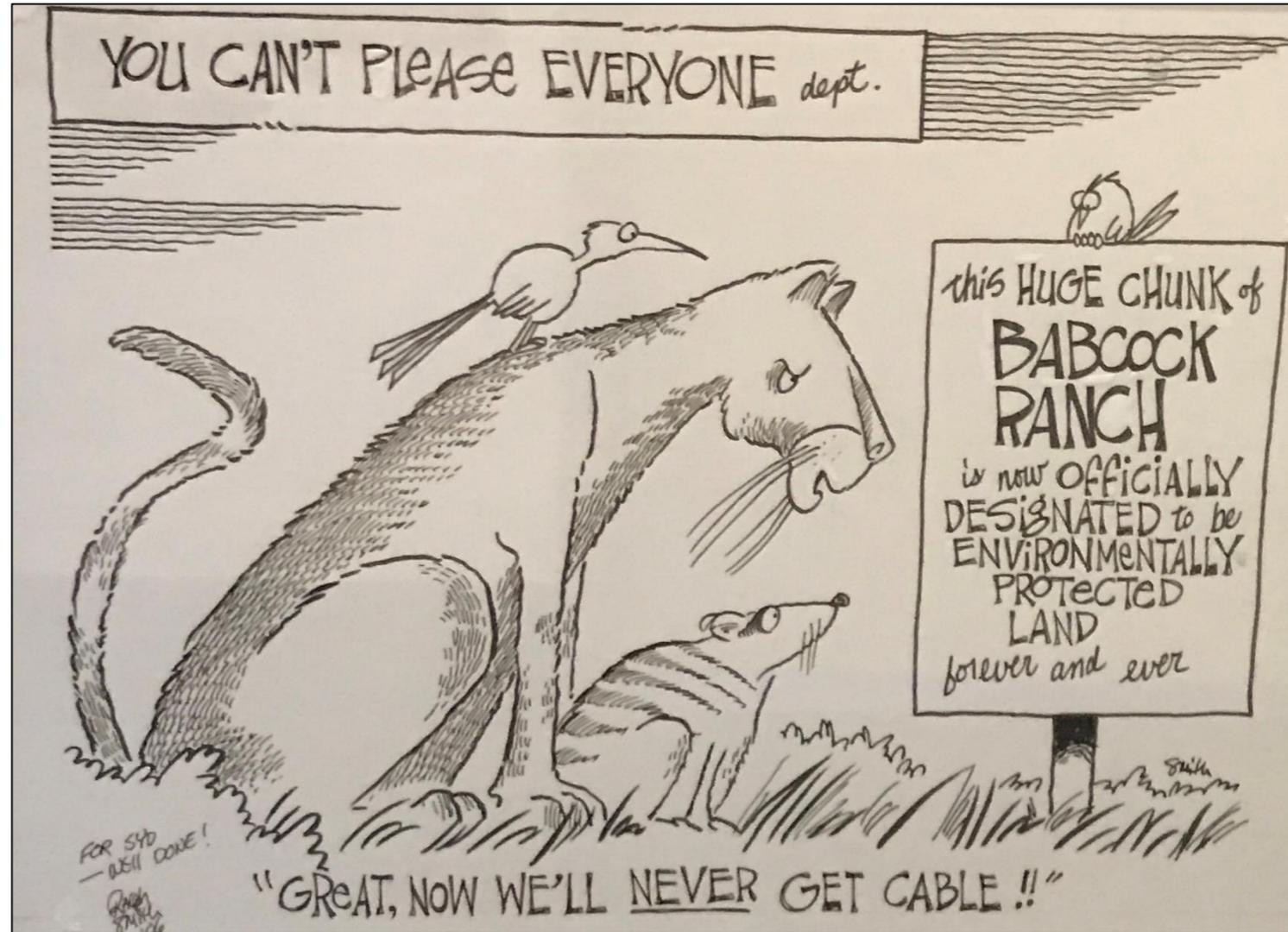
*Population of 50,000 at buildout*



# Babcock Ranch



# Babcock Ranch



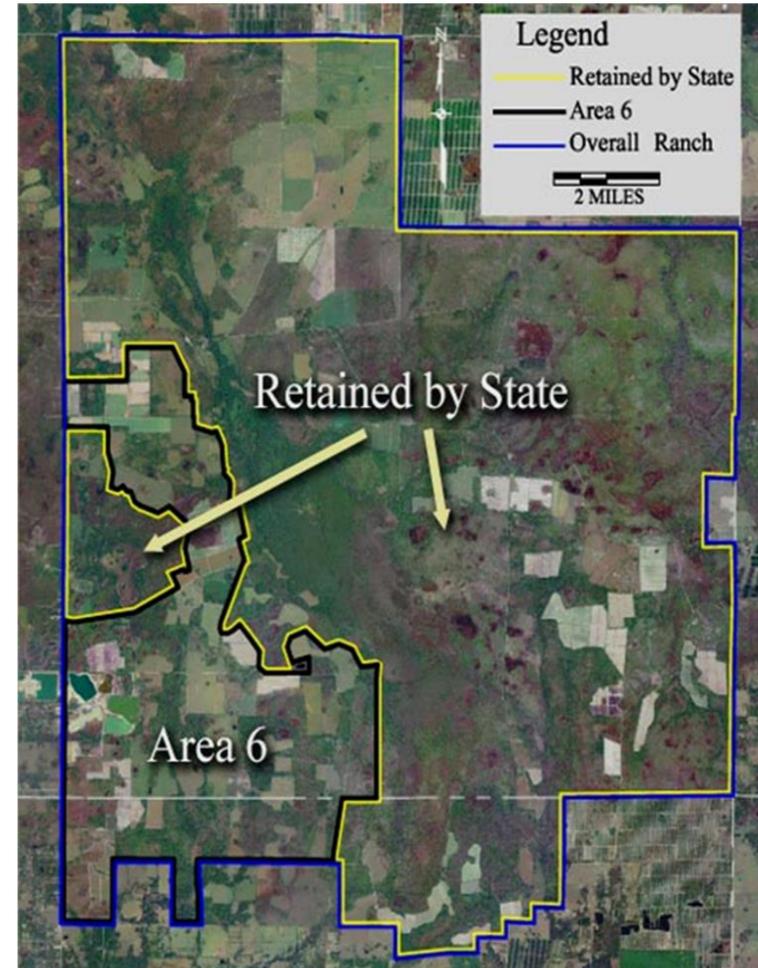
History

**LARGEST LAND PURCHASE IN  
FLORIDA'S HISTORY**



*Babcock Ranch*  
91,000 +/- acres

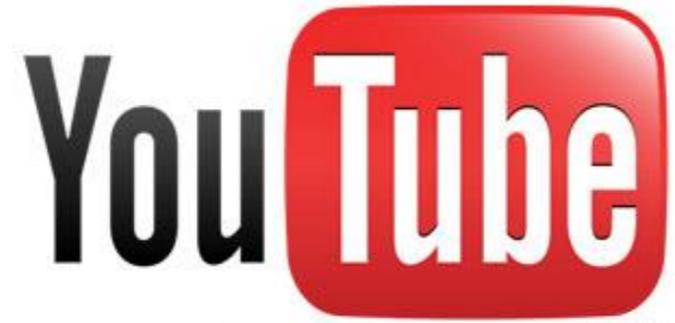
*Babcock Ranch Community*  
17,870 +/- acres



Babcock Ranch



2005



Broadcast Yourself™

*April 2005 – First YouTube Video Posted*



# Inspiration



# Core Community Initiatives



# Strategic Partners



- Built a 75MW solar array on 440 acres in Babcock Ranch capable of producing enough power for the entire community, making Babcock Ranch the first solar powered town in the US; in process of buying an additional 440 acres for another 75MW solar array



- Connecting the Babcock Ranch community with gigabyte fiber giving all residents and businesses access to high speed internet and television (up to 5GB/second per home/business)



- Global leader in designing, managing and operating integrated mobility solutions; partnering with Kitson & Partners to create comprehensive transportation system at Babcock Ranch with emphasis on autonomous vehicles



- Leading health care provider in Southwest Florida is making Babcock Ranch their telehealth headquarters for the southeast as well as providing urgent care and doctor's hours in the Wellness Center



- South Florida's leading technology company focusing on content creation, software development and data sciences; creating a digital platform for residential life at Babcock Ranch; integrated with the town, smart home devices, utilities and local businesses; goal is to enhance the everyday experiences of the Babcock Ranch residents

## Environmental Responsibility



Babcock Ranch

Hercules' Weir Restoration

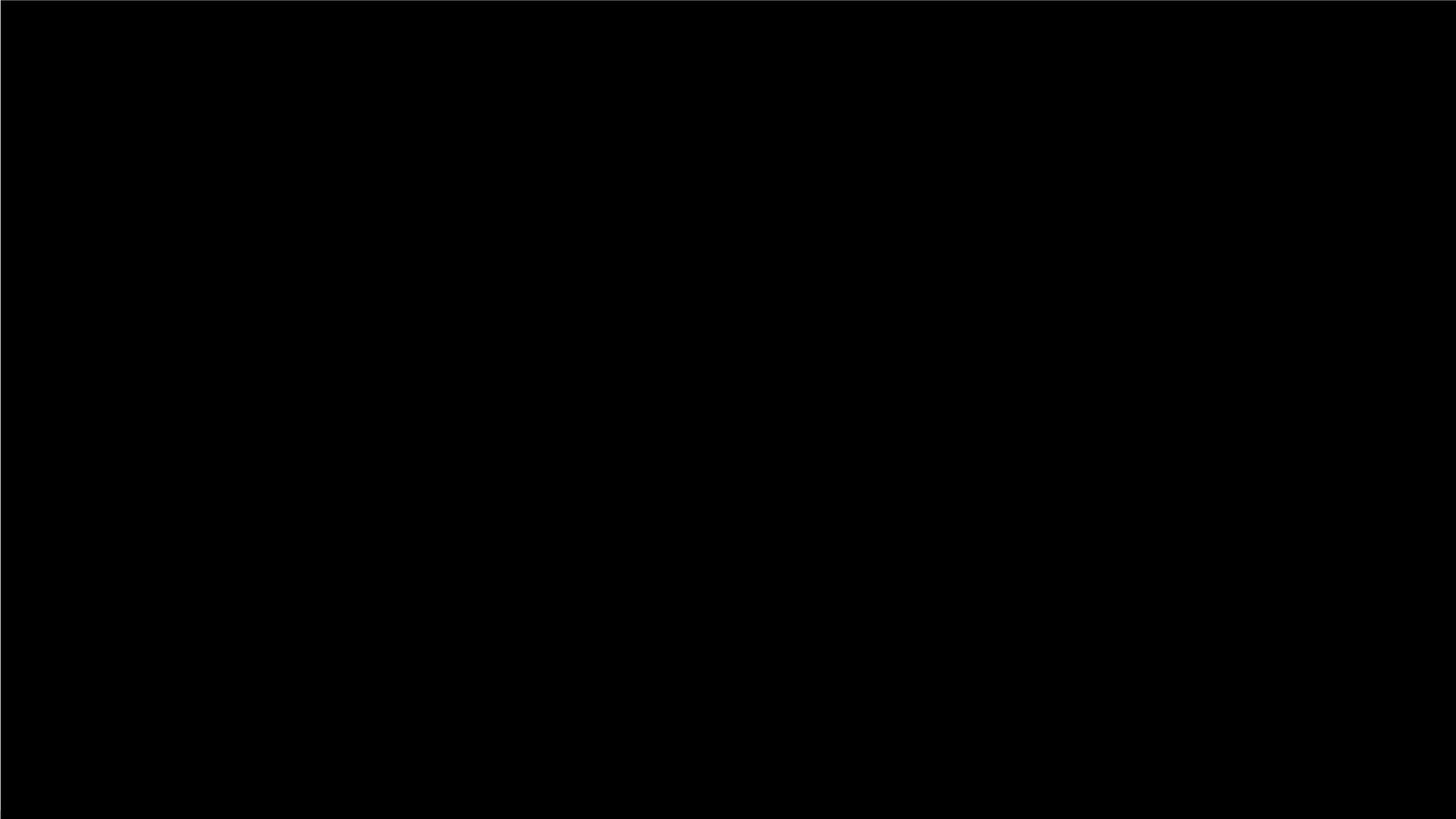
**Before**



**After**



Florida Power & Light Solar Energy Center



Babcock Ranch





Lee Health – Healthy Life Center



Babcock Ranch

# Trails/Nature



# Community Garden

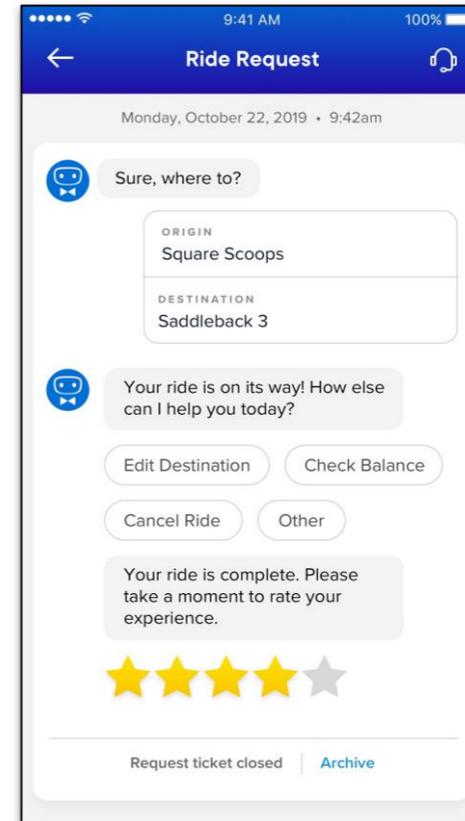
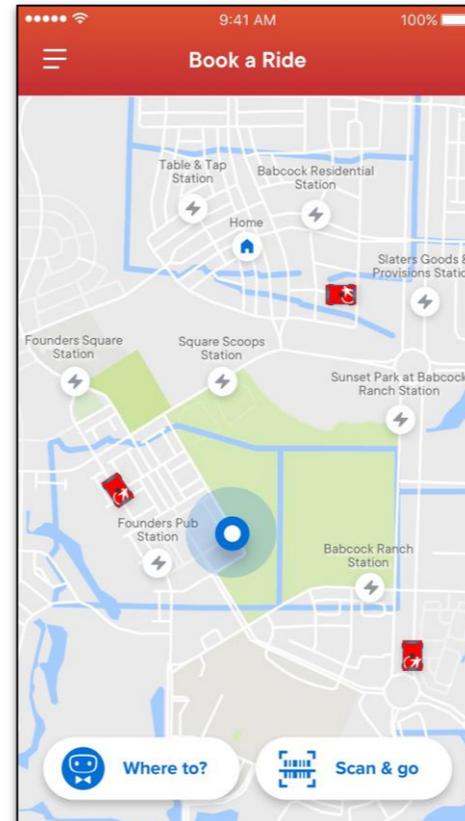
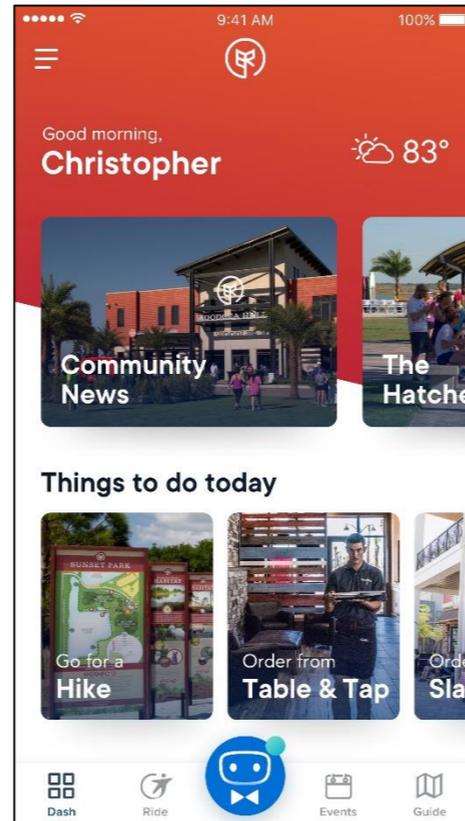
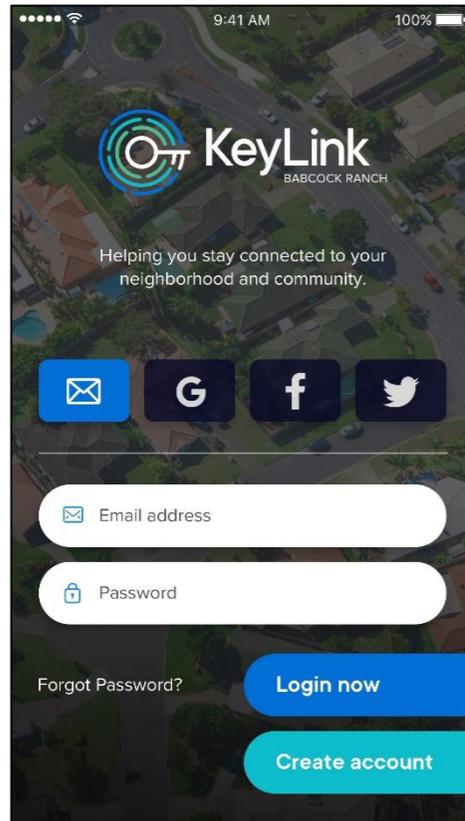


## Self-Driving Shuttle



Babcock Ranch

# Technology



From building construction and orientation, to street design, Babcock is designed to weather the storms and ever-changing weather patterns Florida brings.



Fun





BBC

Ingresar

MUNDO

## Cómo es Babcock Ranch, la primera "ciudad solar" inaugurada en Estados Unidos

Luis FajardoBBC Mundo

il quotidiano sei tu!

**IN**abruzzo  
DEPENDENT

(SUB)direttore responsabile: Marco Manzo

## TUTTO QUANTO OCCORRE E' IL SOLE

*Nello Stato della Florida stanno costruendo Babcock Ranch: un nuovo modernissimo paese, 19mila case di lusso, a "trazione elettrica". Le prenotazioni stanno arrivando da tutto il mondo*

51

## La ciudad del futuro se construye en sur de Florida

Babcock Ranch es la primera ciudad ecológica que se abastece solo con energía solar.

Por [TELEMUNDO 51](#)

La Libre.be

## Floride : Babcock Ranch, la première ville verte des Etats-Unis

Syd Kitson, ex-joueur de football américain, semble avoir la fibre écologiste : il a décidé d'injecter des fonds pour la construction de la première cité verte américaine, fonctionnant uniquement grâce à l'énergie solaire.

LA NACIÓN

REVISTA DOMINICAL

## Babcock Ranch, la primera "ciudad solar"

M Économie

## En Floride, ville verte privée cherche habitants fortunés

A Babcock Ranch, un promoteur bâtit une cité idéale, cernée par la nature, alimentée par le soleil et desservie par des navettes robots... mais un peu chère pour ses visiteurs.

LE MONDE | 20.01.2018 à 15h00 |

# Founder's Square – Concept



**LENNAR**<sup>®</sup>





# TOWN & COUNTRY

◆ UTILITIES ◆



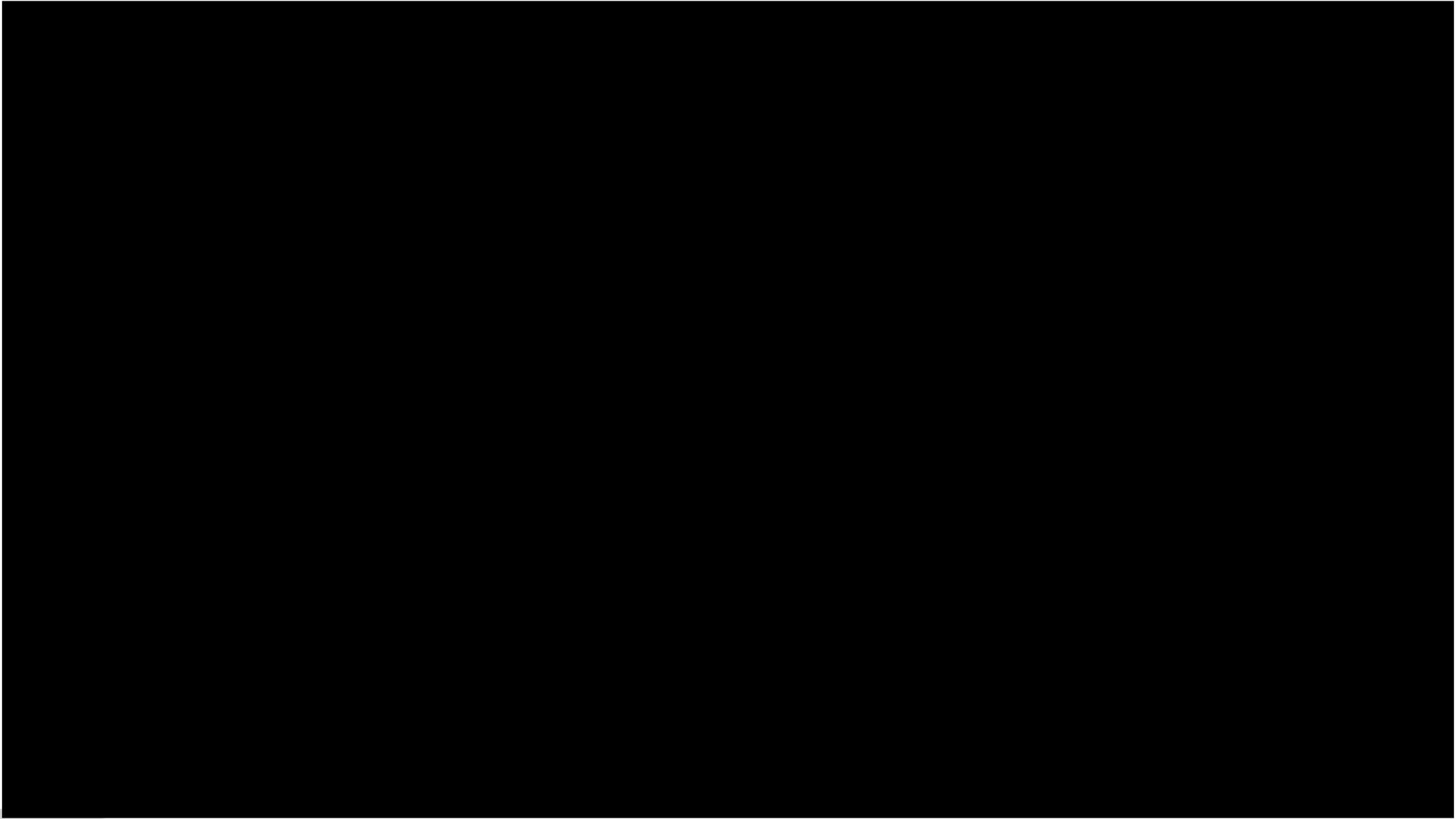
Babcock Ranch

Ecologic Waste Management



Babcock Ranch

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