



December 10, 2020

City of Arlington  
Arlington City Council  
101 West Abram Street  
Arlington, TX 76010

RE: PD20-20 – The Town

Dear Mayor Williams and City Council Members,

Our luxury lease community is designed for two groups - older Millennials (ages 28 - 34) and younger Baby Boomers (ages 55 - 70). Our extensive research suggests that our renters will likely be evenly distributed between these two groups (i.e. 50% Millennials/50% Baby Boomers).

The older Millennials will primarily be made up of young upwardly mobile professionals without any children as this is the perfect housing product for them in this transition stage of their lives. That is, these renters-by-choice have reached the stage in life where living in a garden-style apartment is no longer appealing or acceptable to them. They are out of the "party stage" of their life and want and can afford more autonomy as they focus on their careers and future. Although it is plausible that some of them might have a young, non-school-aged child, these renters most likely will be single or perhaps newlyweds who will move on to purchase a residence when they decide to start their families.

The younger Baby Boomers will all be empty nesters. That is one of the appeals of our luxury product. These renters-by-choice no longer have children living with them and our perfectly sized product provides them with a single family living experience with the benefit of a lock-and-leave lifestyle. In the event one of their children does choose to live with them, that child, of course, will be an adult. Although it is plausible that their older child might have a young child (a grandchild), it is not likely that living with the Baby Boomer parent will be a long-term situation.

In any event, at the last two townhome communities we built in Arizona, both which were similarly positioned to attract the same demographics, only 10% of our buyers had children. Therefore, we believe 10% is a fair estimate. This belief is fully supported by our execution of this community as we are NOT planning to have any playgrounds or other "child-friendly" amenities offered. That is, as a prudent developer, if we felt renters with children would be a big draw for us, we would most certainly design our community amenities to attract them. It should also be noted that renters with children will not be drawn to our community because we simply do not have any such amenities.

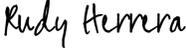
Therefore, if we use our experience, with 135 units in our community, the simple math suggests that we should have no more than 14 children in our community. This number will have relatively zero impact on the schools.

We understand that our marketing position and past experience might not resonate with a School Board who could think that we are skewing the statistics to our benefit. Therefore, our Director of Analytics, Barrett Barbato, did research to provide unbiased, third-party support. In summary, this research which was conducted for the **2015 US Census Bureau** and subsequently updated in 2020, shows that for NEW, multi-family communities that have over 20 units, the average number of school-aged children (ages 5 - 18) per 100 units is 11.3.

Therefore, if we use the US Census Bureau's data, with 135 units, the simple math suggests that **we should have 15 to 16 children** in the community. These children, of course, will range in ages. Again, this is a number that will have zero impact on overcrowding the schools.

Again, thank you for your time and consideration of our request.

Regards,

DocuSigned by:  
  
8DA8E2CF8CF24F4...  
Rudy C. Herrera  
Principal  
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