

APPROVED 183.746-ACRE MASTER PLANNED DEVELOPMENT

Roberts Point

Palm Coast, Florida



— Entitled up to 1,500 residential units, plus extensive commercial.



OFFERING MEMORANDUM

Property Overview

Roberts Point is a 183.746-acre master planned development on the east side of Colbert Lane in Palm Coast, Flagler County, Florida, roughly one mile inland from the Atlantic at Flagler Beach. The property assembles nine contiguous Flagler County tax parcels under one owner and one recorded Master Plan Development Agreement, with 122.1 acres of development land, approximately 57 acres of wetlands and a 4.7 acre existing lake. The wetlands and proposed stormwater lake system runs through the site as a natural spine, giving the residential pods water and preserve frontage rather than interior-only exposure. An existing Publix-anchored shopping center sits at Roberts Road and State Road 100, approximately 1/2 mile away.

The Flagler County Property Appraiser lists the parcels under a Flagler Beach mailing city; the Master Plan Development Agreement is between the owner and the City of Palm Coast, and Palm Coast is stated here as the governing jurisdiction.

PROPERTY SPECIFICATIONS

FIELD	VALUE
Property	Roberts Point
Address / Location	East side of Colbert Lane at Roberts Road, Palm Coast, Florida
Owner Entity	Sunbelt Holdings Colbert Lane, LLC, a Nevada limited liability company
County	Flagler
Jurisdiction	City of Palm Coast
Total Acreage	183.746 acres, more or less
Developable Land	122.1 acres
Wetlands	57 acres
Existing Lake	4.7 acres
Zoning	Master Plan Development (MPD)
Future Land Use	Mixed Use
Approved Density	1,500 dwelling units, aggregate
Approved Non-Residential Intensity	200,000 sf, aggregate
RV / Boat Storage	Up to 400 spaces
Access	Colbert Lane (200-foot right-of-way) and Roberts Road
Utilities	City of Palm Coast Utility water and wastewater service
Tax Parcels	Nine contiguous Flagler County parcels

LAND COMPOSITION



LAND COMPONENT	ACRES	SHARE OF SITE
Development land	122.1	66%
Wetlands	57	31%
Existing lake	4.7	3%
Total	183.746	100%

Offering Price - \$19,300,000

City of Palm Coast Utility operates more than 500 miles each of water and wastewater main and three water treatment plants, and the City is currently advancing capacity expansion at Wastewater Treatment Plant 1 to keep pace with growth.

Conceptual Development Plan, 605 Units



CONCEPTUAL DEVELOPMENT PROGRAM

1 PARCEL ONE	2 PARCEL TWO	3 PARCEL THREE	4 PARCEL FOUR	5 PARCEL FIVE	GRAND TOTAL
50 x 100 ft. +/- 97 lots	50 x 100 ft. +/- 22 lots	40 x 100 ft. +/- 66 lots 50 x 100 ft. +/- 44 lots 60 x 100 ft. +/- 3 lots	40 x 100 ft. +/- 27 lots 50 x 100 ft. +/- 33 lots 60 x 100 ft. +/- 19 lots	Multifamily +/- 294 units	Single family +/- 311 units Multi-family +/- 294 units +/- 605 total units
		113 lots	79 lots		

The owners of the property have developed conceptual plans for the property including the one shown here. This plan depicts a single-family site comprising 311 homesites averaging 50 ft in width. In addition, the plan depicts a multi-family / apartment site comprised of 294 units. A future buyer of the entire property would be able to configure the development plan in any way that complied with the approved PUD with a maximum of 1,500 dwelling units and 200,000 square feet of commercial. This plan is used as a reference only to help demonstrate the pricing the owner is using for the offering.

Conceptual, dated 9/8/2021, subject to City approval.

PROGRAM ON THE CURRENT PLAN

POD GROUP	PRODUCT	UNITS	FRONTAGE CHARACTER
North and east village	Single-family detached	311 lot sites	Lakes and wooded preserves
South and southeast	Multifamily and attached	294 units	Internal spine, Roberts Road side
Mid-site	Amenity and village core	n/a	
Total	n/a	605	n/a

Single-Family & Multifamily Offering, 605 Units



SINGLE-FAMILY VILLAGES · CONCEPTUAL, NOT A SITE-PLAN APPROVAL



MULTIFAMILY PARCEL FIVE · CONCEPTUAL, NOT A SITE-PLAN APPROVAL

SINGLE-FAMILY

\$12,500,000 · 311 Lots · \$40,193 per Lot

SINGLE-FAMILY PRODUCT STANDARDS (MPD SECTION 9(B))

STANDARD	REQUIREMENT	STANDARD	REQUIREMENT
Minimum lot size	4,000 sf	Front setback	10 ft (20 ft to garage)
Minimum lot width	40 ft	Rear setback	10 ft
Maximum density	8 units / gross acre	Interior side setback	5 ft
Minimum living area	1,000 sf	Street side setback	10 ft
Maximum building height	35 ft	Off-street parking	2 spaces / unit, in garage
Maximum impervious surface	80%	Colbert Lane / Roberts Rd setback	25 ft

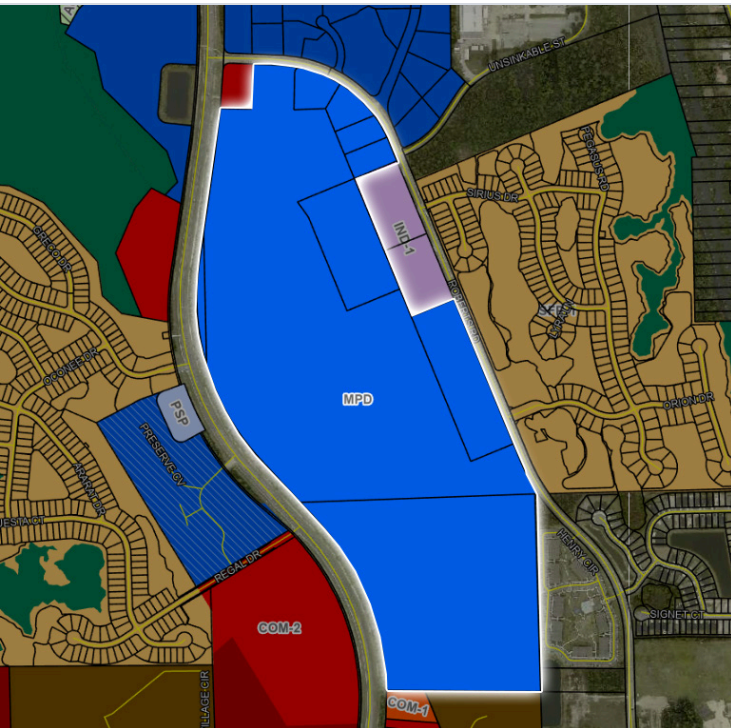
MULTIFAMILY

\$6,800,000 · 294 Units · \$23,129 per Unit

MULTIFAMILY PRODUCT STANDARDS (MPD SECTION 9(B))

STANDARD	REQUIREMENT	STANDARD	REQUIREMENT
Minimum development site	3 acres	Front setback	10 ft
Minimum lot size	1,800 sf	Rear setback	10 ft
Minimum lot width	18 ft	Interior side setback	0 ft (10 ft between buildings)
Maximum density	15 units / gross acre	Maximum impervious surface	70%
Minimum living area	650 sf	Off-street parking	1.5 / unit; structured permitted
Maximum building height	60 ft	Colbert Lane / Roberts Rd setback	25 ft

Zoning & Entitlements



CITY OF PALM COAST ZONING · SUBJECT PROPERTY AND ADJOINING DISTRICTS

Roberts Point is zoned Master Plan Development under an agreement executed with the City of Palm Coast and recorded 4/23/2018 as Instrument No. 2018014584, Book 2273, Page 1839, Official Records of Flagler County. The agreement runs with the land, binds successors in interest, and expires only upon rezoning of the property to something other than MPD. Permitted land use categories span Residential, Commercial, Office, Industrial, Institutional, Public, Preservation, and Park and Recreation.

The city map carries the whole assemblage inside a single MPD boundary. Off site, COM-2 and COM-1 commercial districts sit at the southern end toward State Road 100, a PSP public and semi-public district lies west across Colbert Lane, an IND-1 industrial parcel adjoins the northeast edge along Roberts Road, and platted single-family neighborhoods run the length of the eastern boundary.

Density and intensity are capped in the aggregate rather than parcel by parcel. At 605 units the current conceptual plan uses about 40 percent of the residential ceiling. Adult-oriented businesses, heavy manufacturing, truck stops, landfills, asphalt plants, junkyards, race tracks and paper mills are prohibited anywhere within the property.

DISTRICTS ON THE MAP

- MPD, the subject property
- COM-2, southwest
- IND-1, northeast on Roberts Road
- Established single-family, east
- COM-1, south toward SR 100
- PSP, west of Colbert Lane

ENTITLEMENT CEILINGS

ENTITLEMENT	APPROVED	CURRENTLY PLANNED
Dwelling units	1,500	605
Non-residential	200,000 sf	n/a
RV and boat storage spaces	400	n/a

PERMITTED USES BY PARCEL (MPD TABLE 4-1)

PARCEL	PERMITTED USE CATEGORY
Colbert Preserve East	Residential
Colbert Preserve West	Residential
Colbert Preserve Mixed Use	Residential and Non-Residential
Roberts Pointe	Non-Residential
Lehigh Memorial Park	Preservation or Park and Recreation

ENTITLEMENT TIMELINE

DATE	MILESTONE
September 1, 2015	Pre-Annexation and Economic Development Agreement effective (Resolution 2015-92)
September 15, 2015	Property annexed into the City of Palm Coast
April 23, 2018	MPD Agreement recorded: Inst. 2018014584, BK 2273 PG 1839
September 8, 2021	Current 605-unit conceptual development plan

Location & Regional Access

Palm Coast sits on the Interstate 95 spine at the midpoint between Daytona Beach and St. Augustine, and Roberts Point sits on the ocean side of that spine. State Road 100 is the site's east-west connector: west to the Interstate 95 interchange and the Palm Coast commercial core, east to Flagler Beach and State Road A1A roughly one mile from the property.

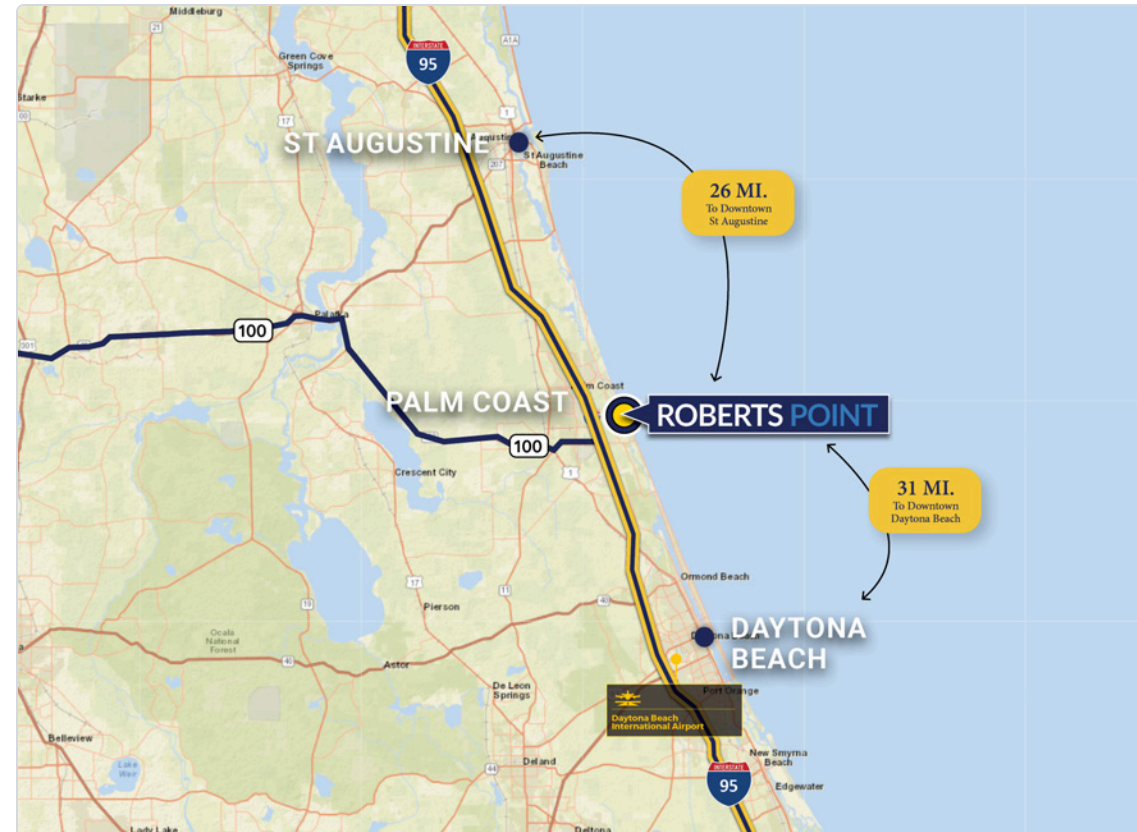
For a homebuilder, the practical read is that Roberts Point offers Flagler County land with coastal access and two metro labor markets in reach. For a multifamily developer, it is a rental submarket whose renter household base is being fed by in-migration from both directions on the same interstate.

DRIVE TIMES & DISTANCES

DESTINATION	APPROX. DISTANCE	APPROX. DRIVE TIME
Flagler Beach / Atlantic Ocean	1 mi	3 min
I-95 at SR 100 interchange	2.5 mi	4 min
St. Augustine	26 mi	40 min
Daytona Beach	31 mi	46 min
Daytona Beach International Airport	33 mi	40 min
Jacksonville	61 mi	1 hr
Jacksonville International Airport	74 mi	1 hr 25 min
Orlando	86 mi	1 hr 20 min

That position is why the location works for both halves of the offering. St. Augustine is about 26 miles north and Daytona Beach about 31 miles south, each inside a forty-five minute drive, so a household at Roberts Point reaches two distinct employment and services markets without relocating. Jacksonville is roughly an hour north on Interstate 95, and Orlando roughly the same to the southwest via State Road 100 and Interstate 4, which puts Central Florida's job base within a manageable weekly-commute or occasional-trip radius rather than a daily one.

REGIONAL MAP



REGIONAL MAP · ROBERTS POINT ON THE INTERSTATE 95 SPINE

ROBERTS POINT



Absorption at Roberts Point does not depend on retail that has to be built first. A Publix-anchored center already operates at Roberts Road and State Road 100, approximately 1/2 mile away. Flagler Beach sits roughly one mile east.

Demographics & Trade Area

Flagler County is one of Florida's growth stories, roughly 25,000 new residents between 2020 and 2025, a 21.7 percent increase to 140,360 people and the sixth-fastest growth rate in the state. Projections call for an additional 40,000 person increase in the local population by 2035.

Within one mile of the subject, median household income exceeds \$101,000, a premium over the 3- and 5-mile rings that reflects the waterfront communities closest to the site.

DEMOGRAPHIC SNAPSHOT , 1 / 3 / 5-mi rings

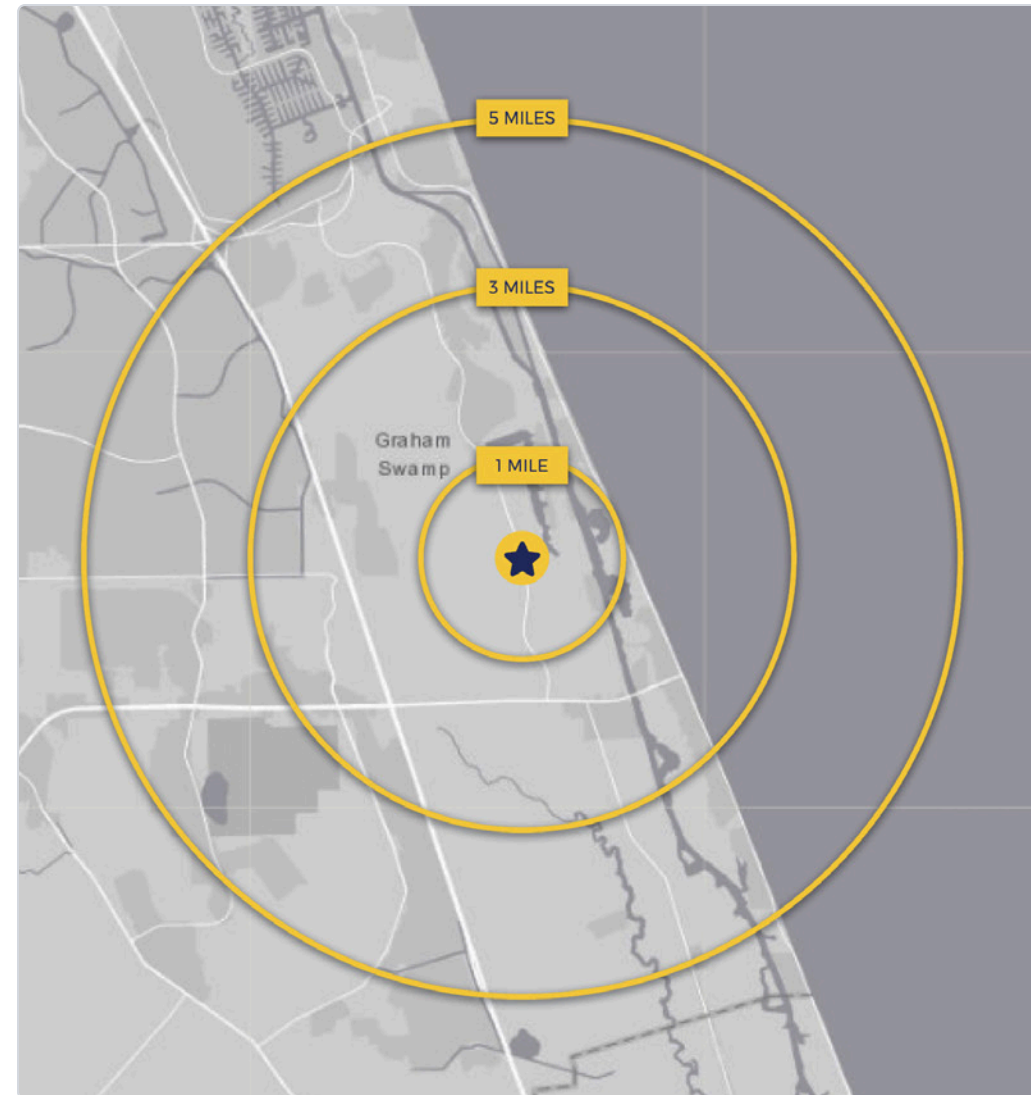
METRIC	1 MI	3 MI	5 MI
Population	1,084	13,018	47,225
Households	523	5,818	19,814
Median HH Income	\$101,278	\$81,628	\$75,249
Avg HH Income	\$130,460	\$113,048	\$105,270

Source: U.S. Census Bureau ACS 5-Year (2020 to 2024), block-group aggregation.

WITHIN APPROXIMATELY THREE MILES

CATEGORY	DESTINATION	APPROX.
Grocery & retail	Publix-anchored center, Roberts Road at SR 100	.5 mi
Retail corridor	SR 100 commercial corridor	.5 mi
Beach access	Flagler Beach public beach and SR A1A	1 mi
Schools	Old Kings Elementary School, Flagler Beach	2.5 mi
Healthcare	Palm Coast outpatient and urgent care, SR 100 corridor	3 mi

TRADE AREA RINGS



Aerial Photography

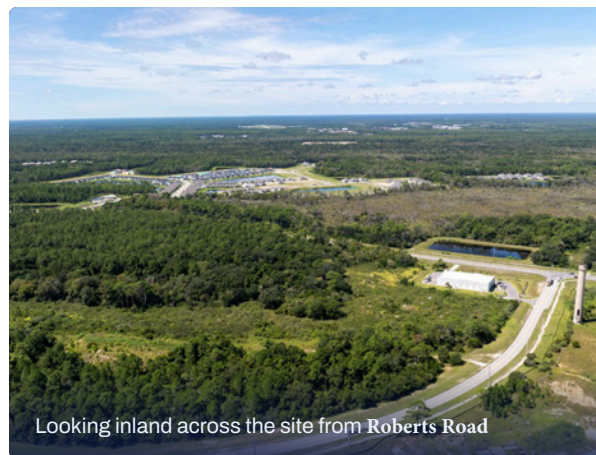
Frame 1 · High oblique



High oblique over the site toward the Atlantic and Flagler Beach



Colbert Lane frontage along the site



Looking inland across the site from Roberts Road



The site with the Intracoastal Waterway in the foreground

Aerial photography: Eagle Vision, 2026. Oblique views are approximate and are not a survey.

CONTACT

For More Information



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