Agenda

- Introductions

- Presentation on Existing Conditions and Market Analysis
  - 20-minute discussion on results

- Presentation on Transportation and Mobility
  - discussion on opportunities and challenges

- Next Steps and Wrap-up
Overview

- Context & Conditions
  - Land Use & Development
  - Market Context & Potential
  - Mobility

- Mobility Improvement
  - Bloomingdale Reversible Lanes
  - Lumsden Widening
  - Lithia-Pinecrest and Bryan Road Roundabout
  - BRT Potential

- Land Use Vision & Sketch Plans
- Policies & Strategies
- Project Management Team
Study Area
Initial Findings
Land Use & Development

- Existing and Planned Land Use
- Form & Character
- Future Land Use

Existing Land Use in Study Area

- Residential: 55.4%
- Industrial: 15.3%
- Commercial: 7.5%
- Public/Institutional/Utilities/ROW: 8.6%
- Open Space/Recreation: 4.1%
- Agricultural: 7.5%
- Vacant: 0.3%
- Unclassified/Unknown: 1.3%
Along commercial corridors... predominantly auto-oriented forms of development with low development intensity.
Development Potential

- **Vacant & Underutilized Sites**
  - **Vacant Sites** - Exclusive of HOA open space, rights-of-way, and other undeveloped sites committed to a specific use.
  - **Redevelopment Sites** - Low utilization rates and/or low improvement to land values

![Pie chart showing distribution of development potential categories.](image-url)

- Development Potential - unconstrained
- Development Potential - constrained
- Redevelopment Potential - unconstrained
- Redevelopment Potential - constrained
- Developed (No Potential for Development/Redevelopment)
Development Potential

Study area is approaching build out, with a limited number of unconstrained vacant sites available for development.
Market Analysis

- Evaluate factors affecting demand for development in the Study Area
- Analyze market drivers for new investment
- Measure market potential for office, multi-family, lodging, and retail.
Findings by Use - Housing

- 77,340 residents in 30,700 households (6% of County)
- 33,300 Housing Units
  - Owner: 50%, Renter: 42%, and Vacant: 8%
- Typical Suburban Types
  - SF Detached: 51%, Townhouse: 8%, and Multifamily: 33%
- Fast Growing Cohorts Driving Demand
  - Demand for 2,400 units through 2025.
  - Fast growing cohorts are Children, 25-34 (1st Time Buyers), and 55+ (Empty Nesters).
  - Suggests continued demand for multifamily, townhomes, and smaller footprint SF detached units.
Findings by Use - Office

- 2.5 Million SF in 414 buildings east of I-75.
  - 30% of total in Medical Office.
  - Over 500,000 SF delivered since 2006.
  - Mostly small, multi-tenant buildings.

- Larger footprint corporate offices east of I-75.

- Demand to 2025 constrained by available sites.
  - Few sites available for large floor plate office like east of I-75.
  - Approx. **300,000 sf in mix of smaller buildings under development and new office space on infill sites.**
  - Likely mix of medical and professional services.
Findings by Use - Retail

- 9.3 Million SF in 450 centers and buildings.
  - 16% of County’s 59.3 Million SF of retail.
  - Almost 1 Million SF in past 10 years.
  - 3% vacancy considered full occupancy

- Average annual absorption of 80,000 SF likely to decline due to lack of available sites.
  - Limited opportunities for new grocery anchored strip centers.
  - Recent and near term activity focused on reuse and repositioning of vacant space—Walmart, Albertsons, Kash & Karry, etc.
  - Longer term potential in redevelopment of larger underutilized centers.
Findings by Use - Lodging

- 2,100 rooms in 20 properties (including west of I-75).
- Significant improvement in performance since 2010.
- High occupancy rates (78.2% in 2015) indicates potential for new investment.
  - Demand for 1 new limited service or boutique hotel along I-75 or within mixed use concept.
  - Potential demand for extended stay concept near Brandon Regional Hospital.
Challenges & Opportunities – Land Use

- **Challenges**
  - Built Out Neighborhoods
  - Regional Destination
  - Aging Commercial Buildings
  - Limited Sites for Development
  - Place Making Challenges

- **Opportunities**
  - Leverage Regional Accessibility
  - Focus Development in Key Nodes
  - Strengthen Identity of Subareas and Districts
  - Redevelopment & Reuse Along Commercial Corridors
  - Reuse of Vacant Sites & Building
Existing LOS F on segments of major arterials. LOS declines are projected through 2040.
Mobility – Volume Over Capacity 2040

Congestion projected to increase through 2040 despite currently planned improvements.
Large segments of SR 60 and Bloomingdale are identified as High Frequency Crash Corridors.
Mobility – Existing Transit
Mobility – Transit

Transit service concepts will build on evaluations of local and regional travel behavior and existing ridership.
Project Status
Project Status
Challenges & Opportunities - Mobility

**Challenges**
- Congestion along Major Corridors
- Travel Safety
- Limited Connectivity on Local Streets
- Low Density, Auto-Oriented Development Pattern
  - Affects Walking, Biking, and Transit Potential
- Limited Right-of-Way for Improvements

**Opportunities**
- Address Choke Points along Keys Corridors
- Expand Options for Commutes & Local Trips
- Prioritize Safety Improvements
- Identify Parallel Corridors and Connections
- Focus Pedestrian Improvements in Activity Centers
- Promote Transit Oriented Development
Next Steps

- Mobility Improvement Assessments
  - Transit Service Concepts
  - Bloomingdale Reversible Lanes
  - Lithia-Pinecrest & Bryan Road Roundabout
  - Lumsden Widening

- Preliminary Vision
  - Potential Mixed Use Activity Center Areas
  - Plan Strategies by Type
    - Urban Center
    - Connected Suburban
    - Modern Suburban
  - Sketch Plans to Illustrate Concepts

- Policies & Strategies