Presentation Overview

- Overview of the Allocation Process
- Population and Employment Projections
- Trend Analysis
- 2045 Trend and Scenario Analysis
- Next Steps
Overview of the Allocation Process
Population and Employment Allocation

- Update the projections, horizon date and underlying assumptions
- Understand recent demographic trends and how they may impact Hillsborough County in the future
- Grounded in a real estate market analysis
- Look at scenarios of how policy and infrastructure changes impact where population and jobs go
- Input from all 4 local governments throughout
Results

• Trend analysis of demographic shifts and market and real estate forecasts
• Assessment of scenarios for whether they achieve our goals:
  ▪ Quality of Life
  ▪ Fiscal Sustainability
  ▪ Economic prosperity
  ▪ Responsible Growth
  ▪ Consistency of Action
• Updated population and job projections to be utilized for future planning efforts
Population and Employment Allocation

- How much will we grow?
- Where will growth go? What is the trend?
- How will different infrastructure and policy decisions impact that trend?
- Where do we want growth to go? What facilities will be needed?

Population & Employment Projections
Trend and Market Analysis
Alternative Allocation Scenarios
Hybrid Scenario
Comprehensive Plan
MPO LRTP
Master Plans
CIP
How much will we grow?
Population and Employment Projections
Control Totals

- Projected population and employment for 2045 + interim years
- Allows us to compare different scenarios in a uniform way
  - Can we accommodate that growth? Do we want to? How? Where?
- Conditions change = plans and projections change
## Shorter Term Projections

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2025</th>
<th>2030</th>
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<tbody>
<tr>
<td>BEBR</td>
<td>1,466,900</td>
<td>1,602,900</td>
<td>1,722,900</td>
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<tr>
<td>W&amp;P</td>
<td>1,466,512</td>
<td>1,593,378</td>
<td>1,727,334</td>
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</table>

![Graph comparing BEBR and W&P projections](image)
2045 Employment Projections

- Employment levels are as follows:
  - 2015: 850,000
  - 2020: 950,000
  - 2025: 1,050,000
  - 2030: 1,150,000
  - 2040: 1,250,000
  - 2045: 1,350,000

- W&P jobs per person increase from 0.58 to 0.61.
- Jobs per person for 2045:
  - W&P: 0.61
  - Other: 0.58
Where will growth go?
Trend Analysis
Trend Analysis

• Based on historical growth trend
• Follows Future Land Use Plan/Map
• Supported by building permit data
• Considers latest demographic data
• Real estate market analysis consultant review
• Draft data/maps attached
Trend analysis and planning assumptions

Land use

Development Activity

Policy

Demographics
2045 Trend and Scenario Analysis
What will Hillsborough County look like in 30 years?

- Where will we grow?
- How will we grow?
- What does this mean for...
  - Transportation?
  - Housing?
  - Infrastructure?
  - Schools?
2045 Trend and Scenario Analysis

• What do you want to get out of it?
• Test and update assumptions from Imagine 2040
• Test impact of different infrastructure decisions
Next Steps
Timeline

• Trend and Market Analysis – early 2018
• Alternative Scenarios – Spring 2018
• Outreach – Summer 2018
• Hybrid Scenario – Fall 2018
Attachments – Draft Trend Analysis Maps
Land Use Trends

Developed land: 1960

Development

- 1960
- 1970
- 1980
- 1990
- 2000
- 2010
- Present

Source: Hillsborough County MPO
Land Use Trends
Developed land: 1970

|-------------|------|------|------|------|------|------|---------|

Source: Hillsborough County MPO
Land Use Trends
Developed land: 1980

Development
- 1960
- 1970
- 1980
- 1990
- 2000
- 2010
- Present

Source: Hillsborough County MPO
Land Use Trends
Developed land: 1990

Source: Hillsborough County MPO

2045 Population and Employment Projections
Land Use Trends
Developed land: 2000

Source: Hillsborough County MPO

2045 Population and Employment Projections
Land Use Trends
Developed land: 2010

Development
- 1960
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Source: Hillsborough County MPO

2045 Population and Employment Projections
Land Use Trends
Developed land: Present

Development
- 1960
- 1970
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- 1990
- 2000
- 2010
- Present

Source: Hillsborough County MPO

2045 Population and Employment Projections
Residential: Key Findings

• Steady, continuous growth
• Trend toward smaller lot sizes
• Unit type balance remains constant
• Seasonal housing is concentrated in the south
Residential Growth Trends
Dwelling Units

12% Increase from 2005 – 2015

1.14% Annual Average Growth

Source: U.S. Census Bureau, 2005-2015 American Community Survey 5-Year Estimates
Residential Growth Trends

Housing Type

- Single-Family: 56%
- Multi-Family: 29%
- Attached: 7%
- Mobile Home or Other: 8%

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates
Residential Growth Trends
Housing Type

<table>
<thead>
<tr>
<th>Housing Type</th>
<th>2005</th>
<th>2015</th>
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<tbody>
<tr>
<td>Single-Family</td>
<td>56.3%</td>
<td>56.2%</td>
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<tr>
<td>Multi-Family</td>
<td>29.1%</td>
<td>29.4%</td>
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<tr>
<td>Mobile Home or Other</td>
<td>9.0%</td>
<td>7.7%</td>
</tr>
<tr>
<td>Single-Family Attached</td>
<td>5.6%</td>
<td>6.7%</td>
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</tbody>
</table>

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates
Residential Growth Trends
Single-Family Residential Lot Size - Countywide

Source: Hillsborough County MPO

<table>
<thead>
<tr>
<th>Years</th>
<th>Acres</th>
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<tbody>
<tr>
<td>1960</td>
<td>0.66</td>
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<tr>
<td>1970</td>
<td>0.63</td>
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<tr>
<td>1980</td>
<td>0.62</td>
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<tr>
<td>1990</td>
<td>0.60</td>
</tr>
<tr>
<td>2000</td>
<td>0.59</td>
</tr>
<tr>
<td>2010</td>
<td>0.58</td>
</tr>
<tr>
<td>Present</td>
<td>0.56</td>
</tr>
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</table>
Employment and Activities: Key Findings

• Bulk of employment is in professional, office, services, retail
• Strong growth in employment since 2010
• Strong growth in floor space since 2000, leveling off in 2010
• Employee space utilization is becoming more efficient
• FAR has leveled off
Employment Growth Trends

Total Employment

- **Office + Commercial**
  - 2010: 472,100
  - 2015: 585,800
  - Increase: 24%

- **Industrial**
  - 2010: 115,100
  - 2015: 149,600
  - Increase: 30%

- **Institutional**
  - 2010: 84,200
  - 2015: 86,100
  - Increase: 2%

Census Bureau, Florida Department of Economic Opportunity, Bureau of Economic Analysis. Heated square footage reported in Hillsborough County Property Appraiser parcel database.
Employment Growth Trends

Floor Area (millions of square feet)

Census Bureau, Florida Department of Economic Opportunity, Bureau of Economic Analysis. Heated square footage reported in Hillsborough County Property Appraiser parcel database.
Employment Growth Trends

Floor Area (millions of square feet)

Census Bureau, Florida Department of Economic Opportunity, Bureau of Economic Analysis. Heated square footage reported in Hillsborough County Property Appraiser parcel database.

2045 Population and Employment Projections
Land Use Trends

Residential Building Permits by Unit

- Downtown
- Channel District
- West Riverfront
- Westshore
- South Brandon

Source: Hillsborough County MPO
Land Use Trends

Non-Residential Building Permits by Unit

- Downtown
- Westshore
- Airport area

Source: Hillsborough County MPO
Carrying capacity

• Hillsborough County will add roughly 630,000 people and 340,000 jobs by 2045\(^1\).

• There are approximately 75,000 acres of unconstrained vacant and redevelopable land within the USA and Plant City.

• Assume 52,500 acres (70\%) are residential and 22,500 acres (30\%) are non-residential.

\(^1\) Based on BEBR medium projection and current population to employment ratio.
How much population can 52,500 acres accommodate?

Projected population growth by 2045

Assumes 2.3 persons per household.
How much employment can 22,500 acres accommodate?

Projected employment growth by 2045:
- 0.1 FAR: 294,000
- 0.15 FAR: 441,000
- 0.2 FAR: 588,100

Assumes 3 employees per 1,000 square feet.
Land Use: For Consideration

- We will likely consume all developable land before 2045.
- How will the market respond?
- Redevelopment, infill and intensification.
- Growth pressure on USA expansion.
Population and Demographic Trends: Key Findings

- Hillsborough population share is stable
- Pasco’s share is growing, Pinellas declining
- The county is trending older
- Much larger share of millennials in multi-family housing
- Average household size on a slight decline
- Significant patterns in student enrollment (suburban), zero-car households (urban)
Population and Demographic Trends

Tri-County Population Growth

Percent of Tri-County Population

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates
Population and Demographic Trends
Age Cohorts

Source: Steven Ruggles, J. Trent Alexander, Katie Genadek, Ronald Goeken, Matthew B. Schroeder, and Matthew Sobek, Integrated Public Use Microdata Series: Version 5.0 (Machine-readable database), Minneapolis, Minnesota: Minnesota Population Center (producer and distributor), 2010. and BEBR
Population and Demographic Trends
Age Cohorts by Housing Type

<table>
<thead>
<tr>
<th>Age Cohort</th>
<th>Single-Family</th>
<th>Multi-Family</th>
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<tbody>
<tr>
<td>Under 5</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>5 to 9</td>
<td>7%</td>
<td>7%</td>
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<tr>
<td>10 to 14</td>
<td>7%</td>
<td>5%</td>
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<tr>
<td>15 to 17</td>
<td>4%</td>
<td>4%</td>
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<tr>
<td>18 to 34</td>
<td>19%</td>
<td>38%</td>
</tr>
<tr>
<td>35 to 49</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td>50 to 64</td>
<td>21%</td>
<td>12%</td>
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<tr>
<td>65 and Up</td>
<td>15%</td>
<td>7%</td>
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Population and Demographic Trends

Auto Ownership

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates
Population and Demographic Trends

Auto Ownership

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates
Demographics: For Consideration

- Shrinking household size and implications for housing choice.
- As millennials age, will they continue to opt for multi-family housing?
- Will older age cohorts continue to opt for single family housing?
- Will auto ownership remain stable?
- Potential for non-SOV travel as county becomes more intense and mixed.
Future Land Use

Character

Source: Hillsborough County MPO
Future Land Use
Density

Source: Hillsborough County MPO
Future Land Use

Intensity

Source: Hillsborough County MPO
Plans and Policies: For Consideration

- Will market realize higher densities and intensities?
- Is it enough to accommodate growth?
- Are we on the right track for:
  - Coordinated transportation and land use?
  - Efficient provision of public services?
  - Preservation of natural and aesthetic assets?
Where will growth go?
Suitability Analysis
Suitability Analysis

• “Rates” land for development.
• Based on factors that you decide.
• Weighting give some factors importance over others.
## 2045 Population and Employment Projections

### Suitability Factors

<table>
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<tr>
<th>Criteria</th>
<th>Residential</th>
<th>Commercial</th>
<th>Industrial</th>
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<tbody>
<tr>
<td>Expressway access</td>
<td>M</td>
<td>H</td>
<td>L</td>
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<tr>
<td>Urban services</td>
<td>H</td>
<td>H</td>
<td>H</td>
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<tr>
<td>Utilities*</td>
<td>H</td>
<td>H</td>
<td>H</td>
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<td>Transit</td>
<td>H</td>
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<td>Airport access</td>
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<td>Rail access</td>
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<td>Walkability*</td>
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<td>Arterial frontage</td>
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<td>Population proximity*</td>
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<td>Jobs proximity</td>
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<td>USF proximity</td>
<td>L</td>
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<td>Waterfront access</td>
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<td>Growth hotspot (residential)</td>
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<td>Growth hotspot (non-residential)</td>
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<td>Coastal Hazard Zone</td>
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<td>Floodplain</td>
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<td>School proximity</td>
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<tr>
<td>Park and greenway proximity*</td>
<td>H</td>
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*Pending updates*
Suitability Score
Residential

The higher the score, the more suitable for development

Most suitable for residential growth.

Least suitable for residential growth.
Suitability Score
Commercial

The higher the score, the more suitable for development
Suitability Score

*Industrial*

The higher the score, the more suitable for development.
Next Steps
Timeline

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