

# Market Analysis

## SR 429 NW Extension Study Area

SR 429 NW Extension  
Working Group

November 7, 2003

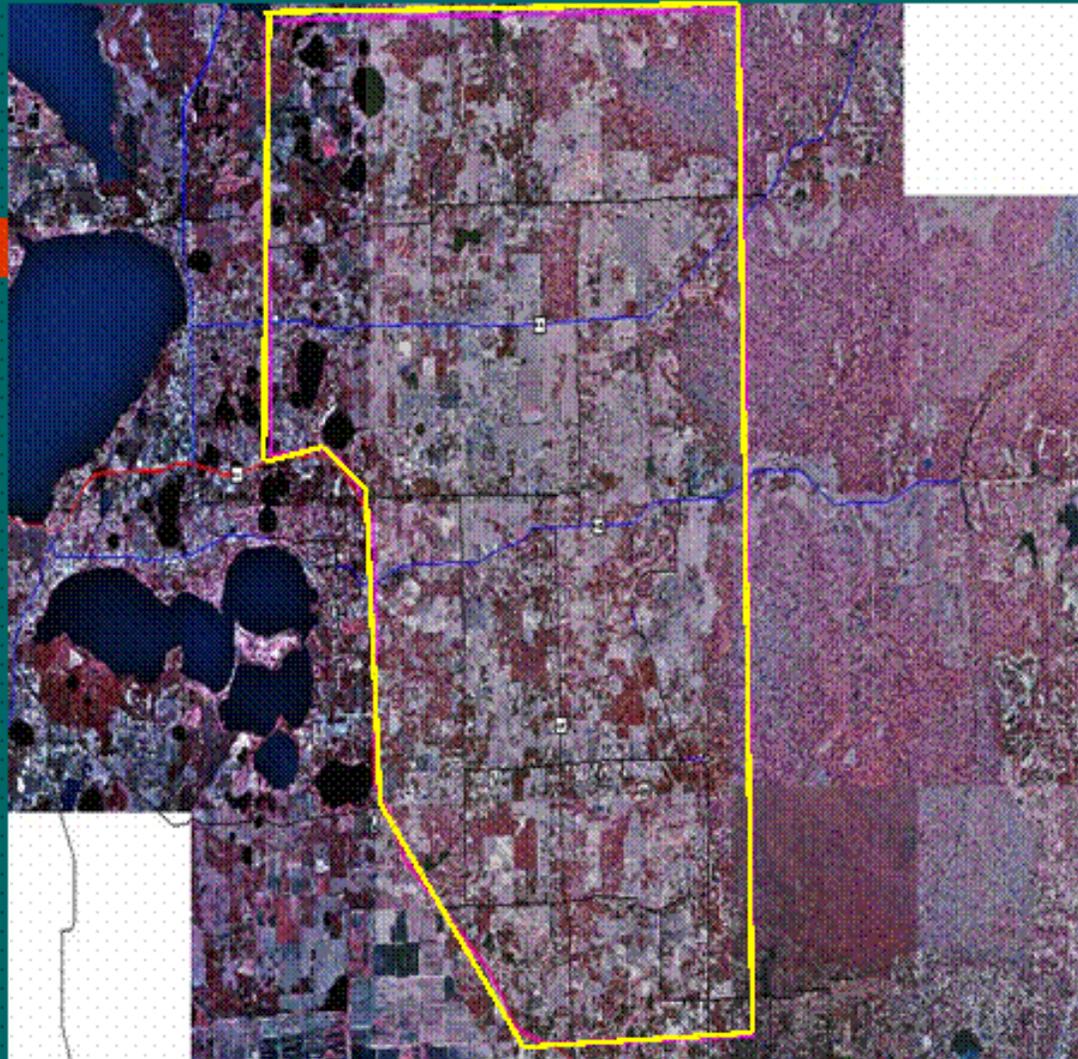


# Today's Discussion



- Our Research
- Delphi Panel Discussion
- 2 Development Scenarios

SR 429 NW  
Extension  
Study  
Area



# Our Research



1. Development Pressure vs. Development Attractiveness
2. Types of Development Stimulated by Expressways
3. Interchange Development

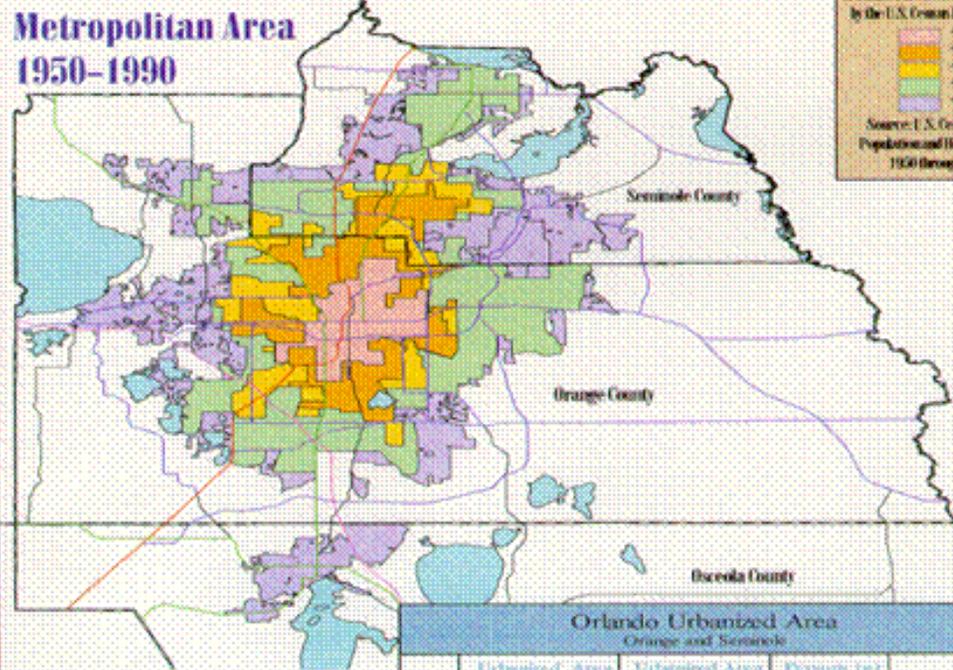
# 1. Development Pressure vs. Development Attractiveness

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- Location
- Amount
- Mix
- Intensities and Densities

# Development Pressure (metropolitan scale)

## Growth of the Orlando Metropolitan Area 1950-1990



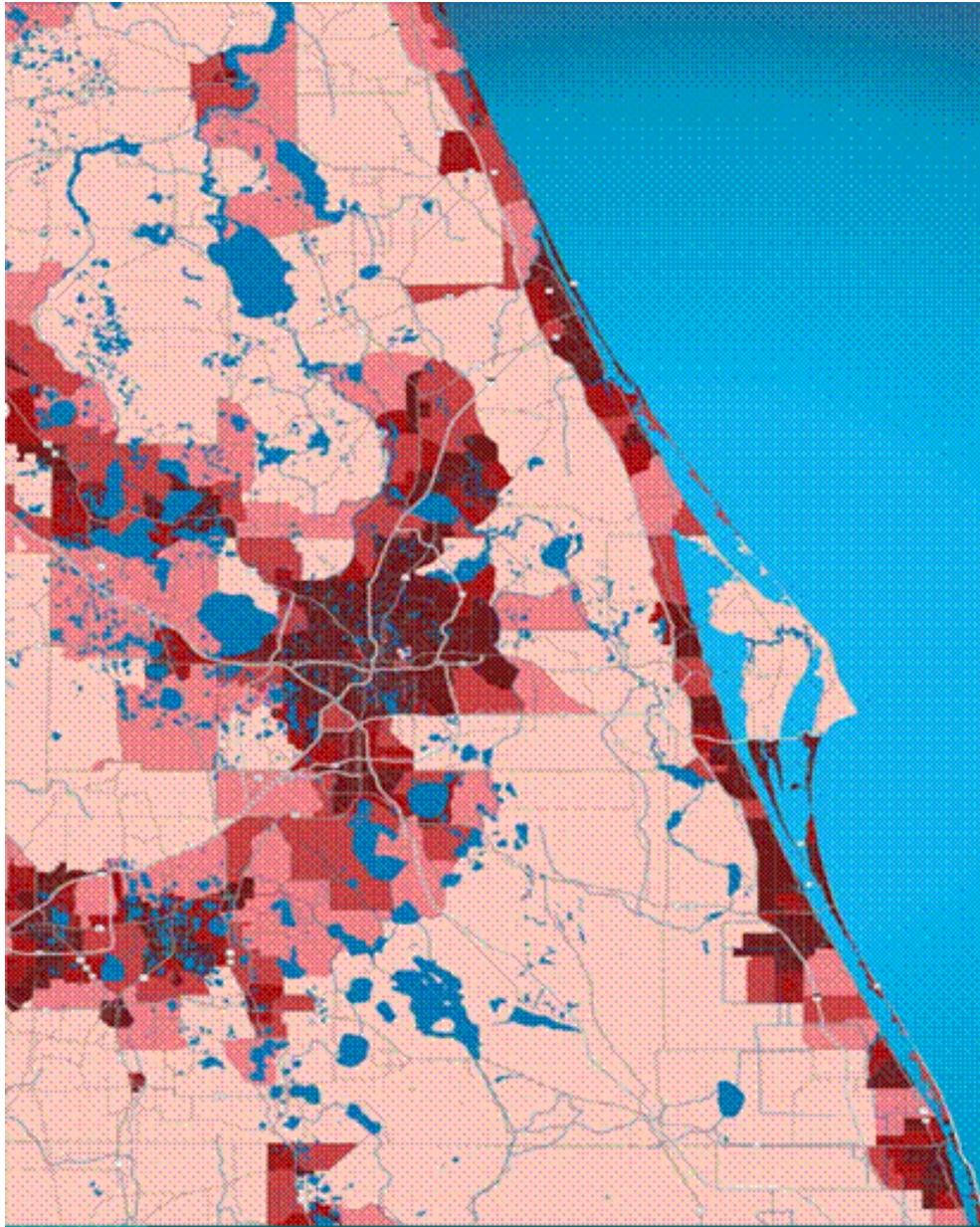
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Orlando Urbanized Area Orange and Seminole				
	Urbanized Area Square Miles	Urbanized Area Population	Population per Square Mile	Total Population
1950	24.9	73,163	2,938	141,833
1960	76.8	200,055	2,617	318,487
1970	131.7	305,479	2,320	428,003
1980	312.0	577,235	1,850	650,617
Orlando and Kissimmee Urbanized Areas Orange, Seminole and Osceola				
1990	Orlando 420.1 Kissimmee 24.7	987,126 55,410	2,682 2,244	965,012 109,728
1990	Total 450.8	942,545	2,091	1,072,740

Total land area: Orange 200 square miles; Osceola 1,332 square miles;  
Seminole 203 square miles.

## POPULATION DENSITY Year 2000



# Development Attractiveness (sub-metropolitan scale)

- Access
- Water and Sewer
- Existing Developments
- Growth Management Policies
- Land Prices
- Parcel Sizes
- Schools
- Other Items

## 2. Development Types

### Associated w/ Expressways

- Expressway projects designed to serve specific land development projects
- Expressway projects stimulating complimentary functions
- Expressway projects influencing intraregional land development location decisions

# Expressway Projects Serving Specific Land Developments

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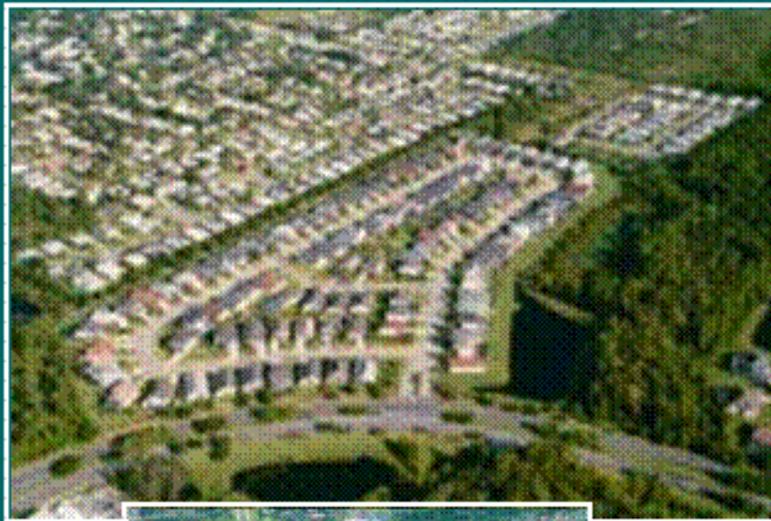
## Co-dependent Transportation and Development Projects

- Southern Connector  
and Multiple DRIs
- Western Beltway  
and Horizon West

# Expressway Projects Stimulating Highway-Oriented Development



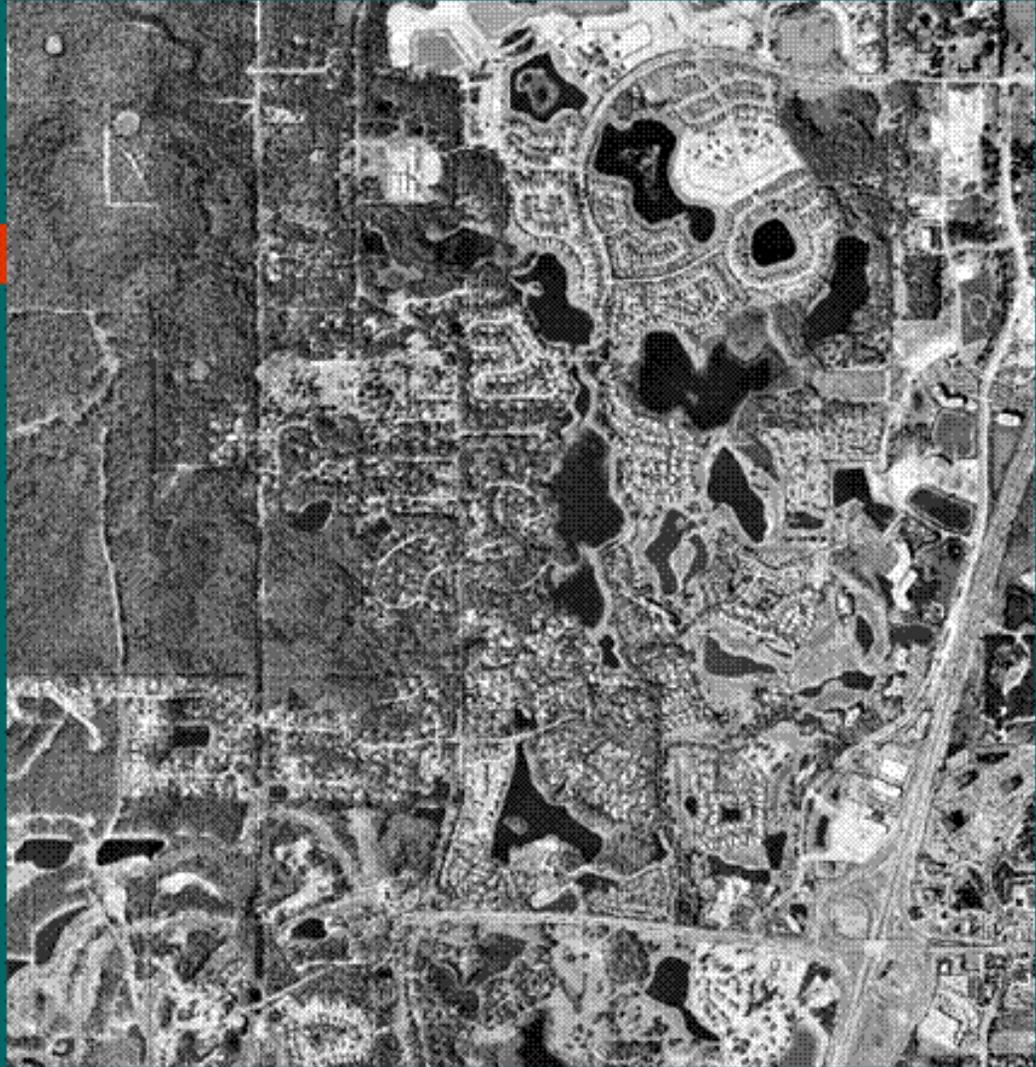
# Expressway Projects Influencing Intraregional Location Decisions



**Lake  
Mary/  
Heathrow  
1980**



**Lake  
Mary/  
Heathrow  
1999**



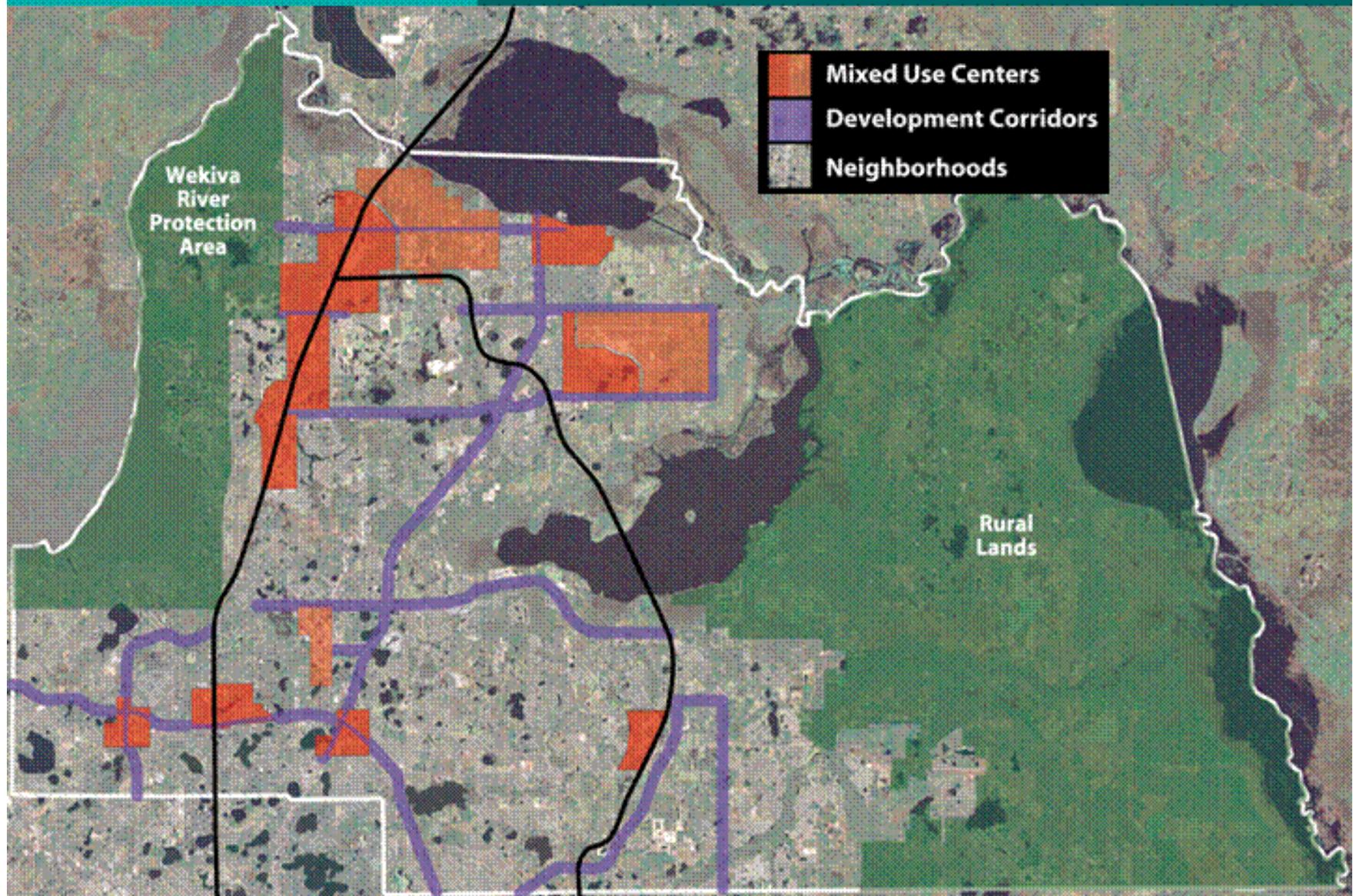
**Sanford/I-4  
Area 1980**



**Sanford/I-4  
Area 1999**



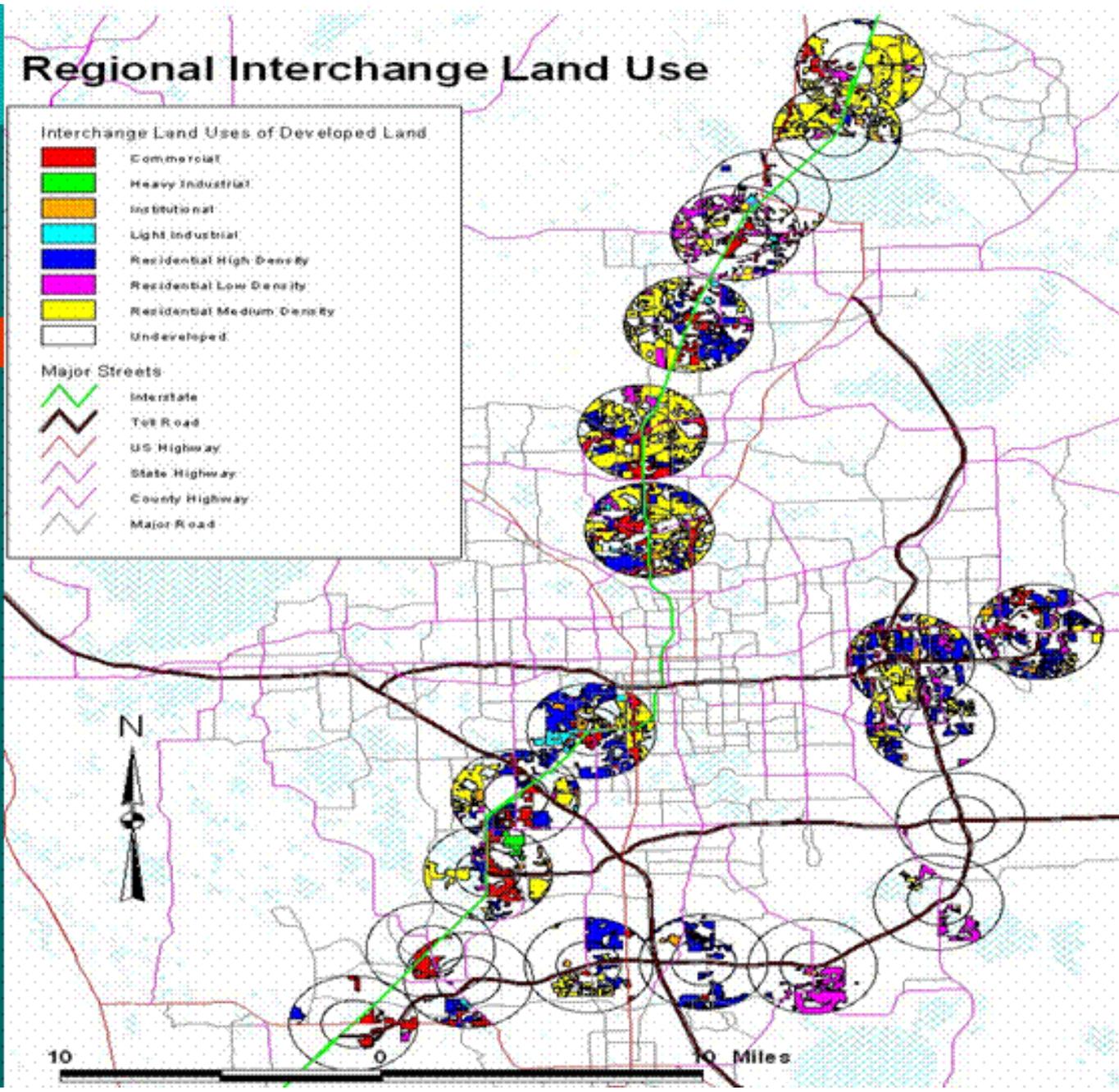
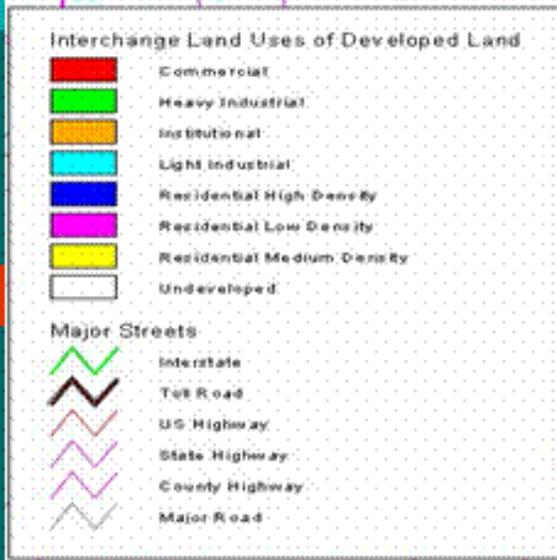
# Intraregional Shift in Employment and Retail



## 3. Interchange Development

- General tendency toward relatively high-intensity commercial and multi-family development near facility nodes
- Up to a mile or so around an interchange
- From 2 to 5 miles along major feeder roads
- Urban fringe favors single-family homes

# Regional Interchange Land Use



**Altamonte  
Springs  
Area  
1972**



**Altamonte  
Springs  
Area  
1999**



**Tuskawilla/  
Oviedo  
1980**



**Tuskawilla/  
Oviedo  
1999**



# Research Summary

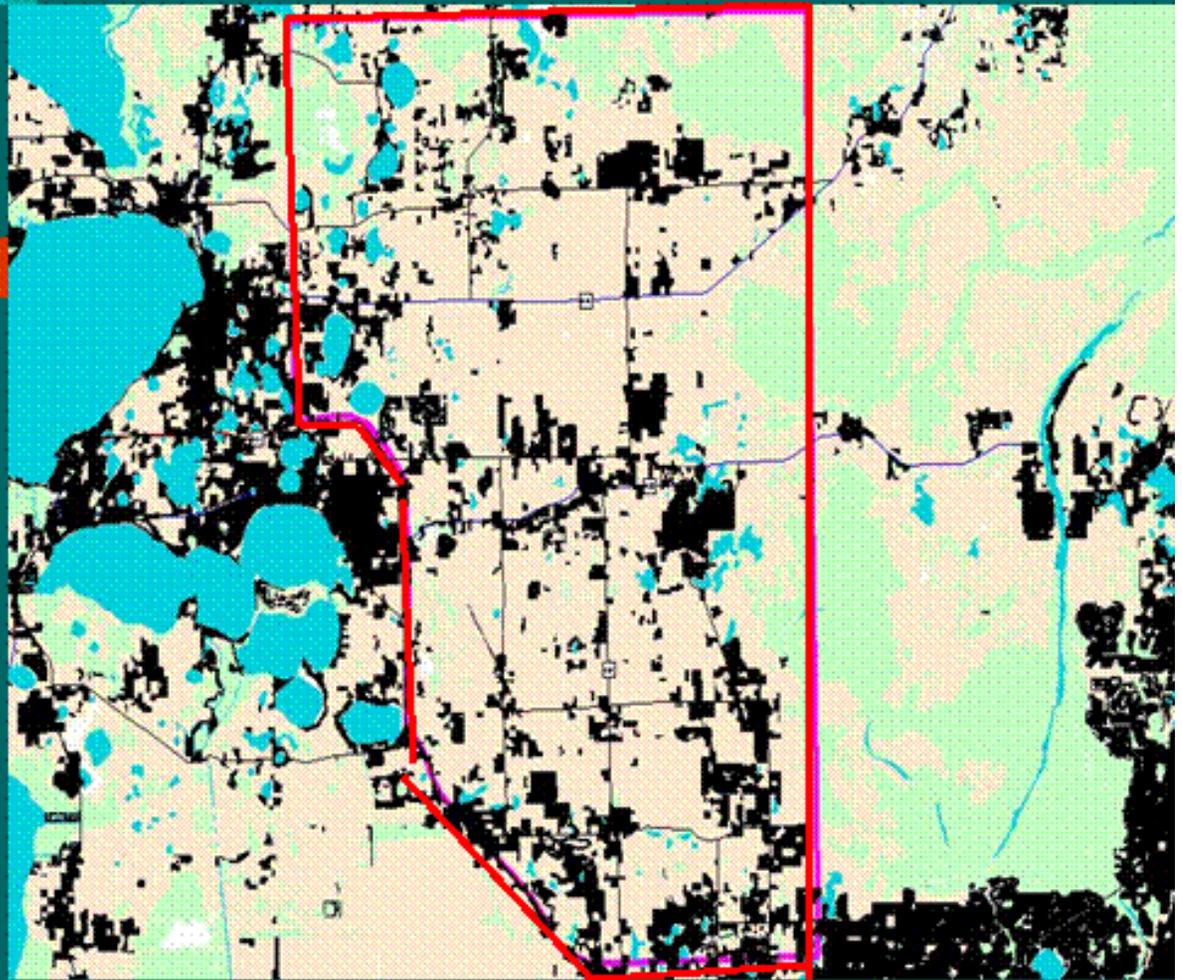
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- How an area develops is determined by its attractiveness in the marketplace.
- Major transportation projects can influence locational choices for development among various locations within a metro area.
- Interchanges tend to attract development intensities that otherwise may not exist.

# Delphi/Expert Panel

- A small group of development professionals assembled to consider potential land development impacts from the SR 429 NW Extension, Wekiva Prkwy and Apopka Bypass
- A set of questions were presented for participants to note their individual ideas
- Individual responses were presented to the group and discussed until a general consensus on each question was reached.

Developed/  
Undeveloped  
Lands



# Delphi/Expert Panel Conclusions

- A connection to I-4 is the principal determinant in whether the Study Area builds out as a bedroom community or growth center.
- By bringing the Study Area into the metropolitan market, the Wekiva Parkway and Apopka Bypass (Maitland Extension) will allow a much broader mix and intensity of uses than would otherwise be achieved.

## Delphi/Expert Panel Conclusions – cont.

- The absence of an I-4 connection effectively precludes any sizable office center materializing and suggests a much less intensive commercial concentration.
- Without the Parkway or Bypass, the area will still continue to attract development but of less inviting quality and form, and of a lower intensity residential character.

## Delphi/Expert Panel Conclusions – cont.

- By itself, the SR 429 NW Extension will not generate any significant increase in the amount of development within the Study Area.
- The NW Extension will exert some influence over the location and form of future development.
- The pace of development could increase as construction of the NW Extension will act as a marketing tool for the Study Area.

## Delphi/Expert Panel Conclusions – cont.

- Neither the absence or presence of an I-4 connection was seen as important to warehouse/distribution activities. They resist toll roads, favoring free and centralized road systems.
- Manufacturing was seen as a viable activity with the declining inventories of land within the urban area.

## Delphi/Expert Panel Conclusions – cont.

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- Attractiveness of Study Area as major office center location is diminished by not being on I-4.
- On the other hand, not being on I-4 can be seen as a positive, allowing the Study Area to capture a large share of the future office market.

## Delphi/Expert Panel Conclusions – cont.

- With an I-4 connection, office centers of a suburban intensity (i.e., Maitland Center) were seen as possible.
- For non-residential uses timing is an issue, as residential uses are likely to develop the majority of the land first.
- Commercial activity follows the roof tops. The more houses, the more commercial activity.

## Delphi/Expert Panel Conclusions – cont.

- Areas offering little promise for development due to inadequate infrastructure or their status in a comprehensive plan will be avoided.
- Issues such as parcel sizes and terrain were viewed as hurdles to development but not impediments.

# Study Area

Population Year 2000 - 73,135

*Lake and Orange County 2000*

<i>CT</i>	<i>SF Dus</i>	<i>Perm Pop</i>	<i>MF Dus</i>	<i>Perm Pop</i>	<i>H/M Units</i>	<i>H/M Pop</i>	<i>Total Pop</i>
301.01	4117	8267	282	472			8739
301.03	4042	9341	16	20			9361
302.03	2294	5050	7	8			5058
309.02	2980	7660	20	55			7715
177.01	1093	3464	0	0			3464
177.02	690	2029	0	0			2029
177.03	1279	3485	258	576			4061
178.02	2490	5589	250	465			6054
178.04	1950	5349	0	0			5349
178.05	890	2543	0	0			2543
178.06	1658	4839	13	44			4883
178.07	1048	3102	111	328			3430
178.08	1241	2980	0	0			2980
179.01	1063	2416	9	0			2416
179.02	2310	5023	17	30			5053
<b>TOTAL</b>	<b>29145</b>	<b>71137</b>	<b>981</b>	<b>1998</b>			<b>73135</b>

# Study Area

## Population Year 2020 – 143,872

Lake and Orange Counties 2020

<i>CT</i>	<i>SF Dus</i>	<i>PermPop</i>	<i>MF Dus</i>	<i>PermPop</i>	<i>HIMUnits</i>	<i>HIMPop</i>	<i>Total PoP</i>
301.01	2591	6035	878	2073	0	0	8108
301.03	1643	3693	2277	4983	0	0	8676
302.03	2782	6765	601	1480	0	0	8245
309.02	2907	7479	3428	8419	0	0	15898
177.01	2700	7095	170	390	0	0	7485
177.02	1161	3052	197	453	0	0	3505
177.03	1632	4290	584	1339	8	15	5644
178.02	1951	5462	4296	7328	11	20	12810
178.04	5728	16039	1159	2754	0	0	18793
178.05	798	2234	44	118	0	0	2352
178.06	2944	8296	0	0	0	0	8296
178.07	1825	5142	239	636	0	0	5778
178.08	1233	3477	123	328	0	0	3805
179.01	3814	10679	414	932	11	83	11694
179.02	7072	19801	1353	3045	0	0	22846
<b>TOTAL</b>	<b>40781</b>	<b>109539</b>	<b>15763</b>	<b>34278</b>	<b>30</b>	<b>55</b>	<b>143872</b>

# Study Area

## 2020 Comp Plan

- Population 143,872
- Office 136,000 square ft.
- Commercial 255,000 square ft.
- Industrial 115,000 square ft.

# Study Area

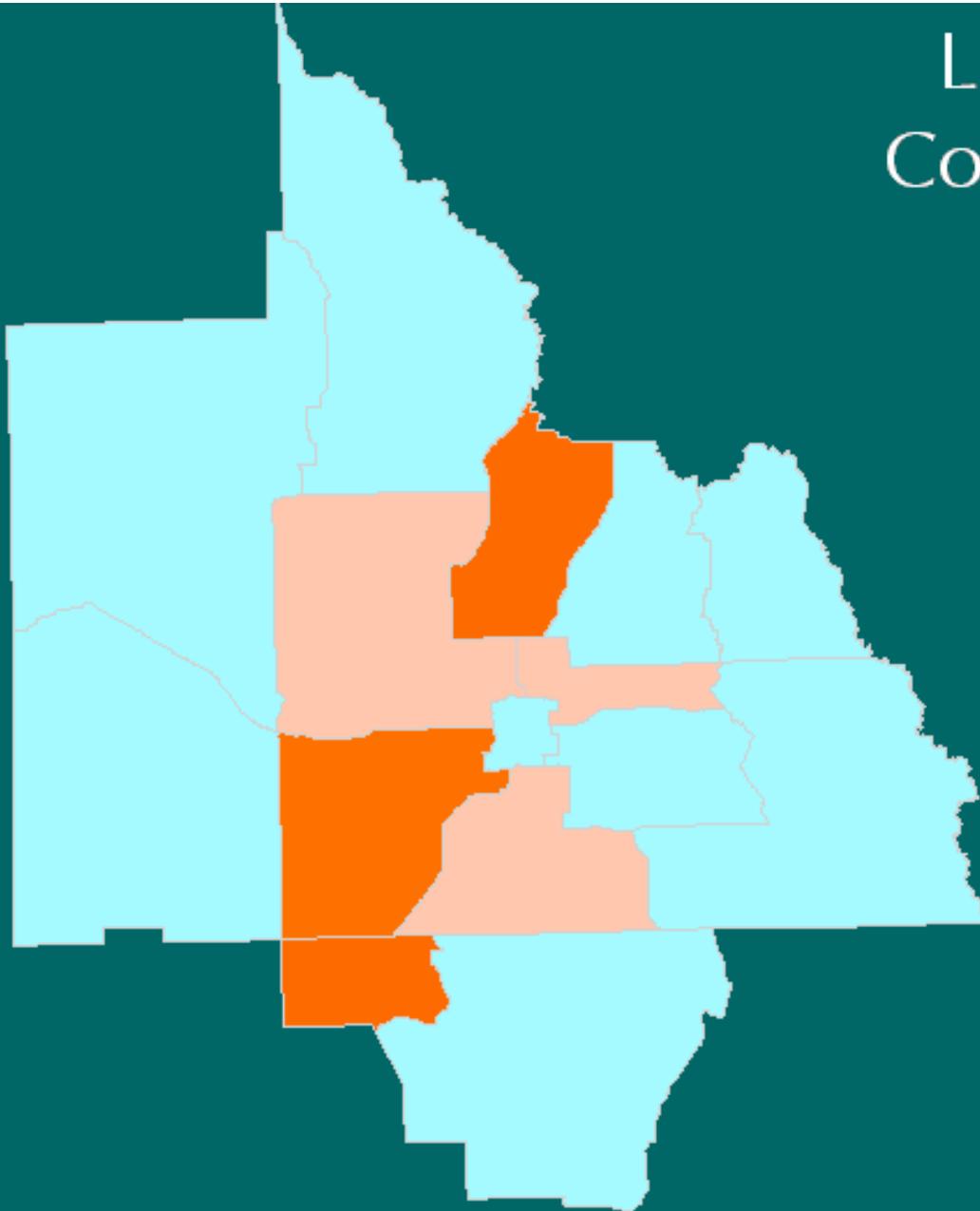
## 2020 w/ I-4 Connection

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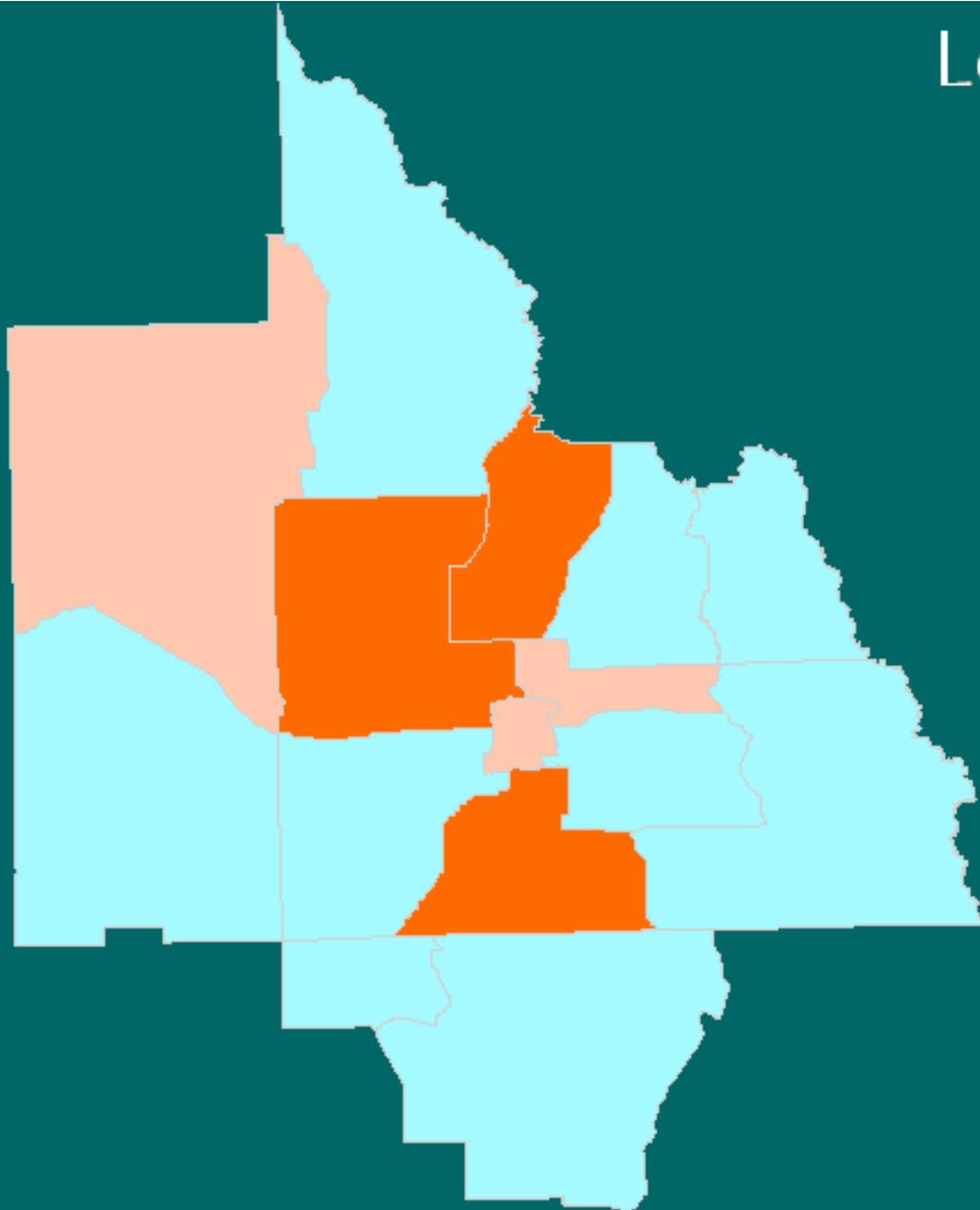
- Population 210,000
- Office 3,821,000 square ft.
- Commercial 1,357,842 square ft.
- Industrial 2,138,000 square ft.

(Note: these are preliminary numbers, subject to refinement.)

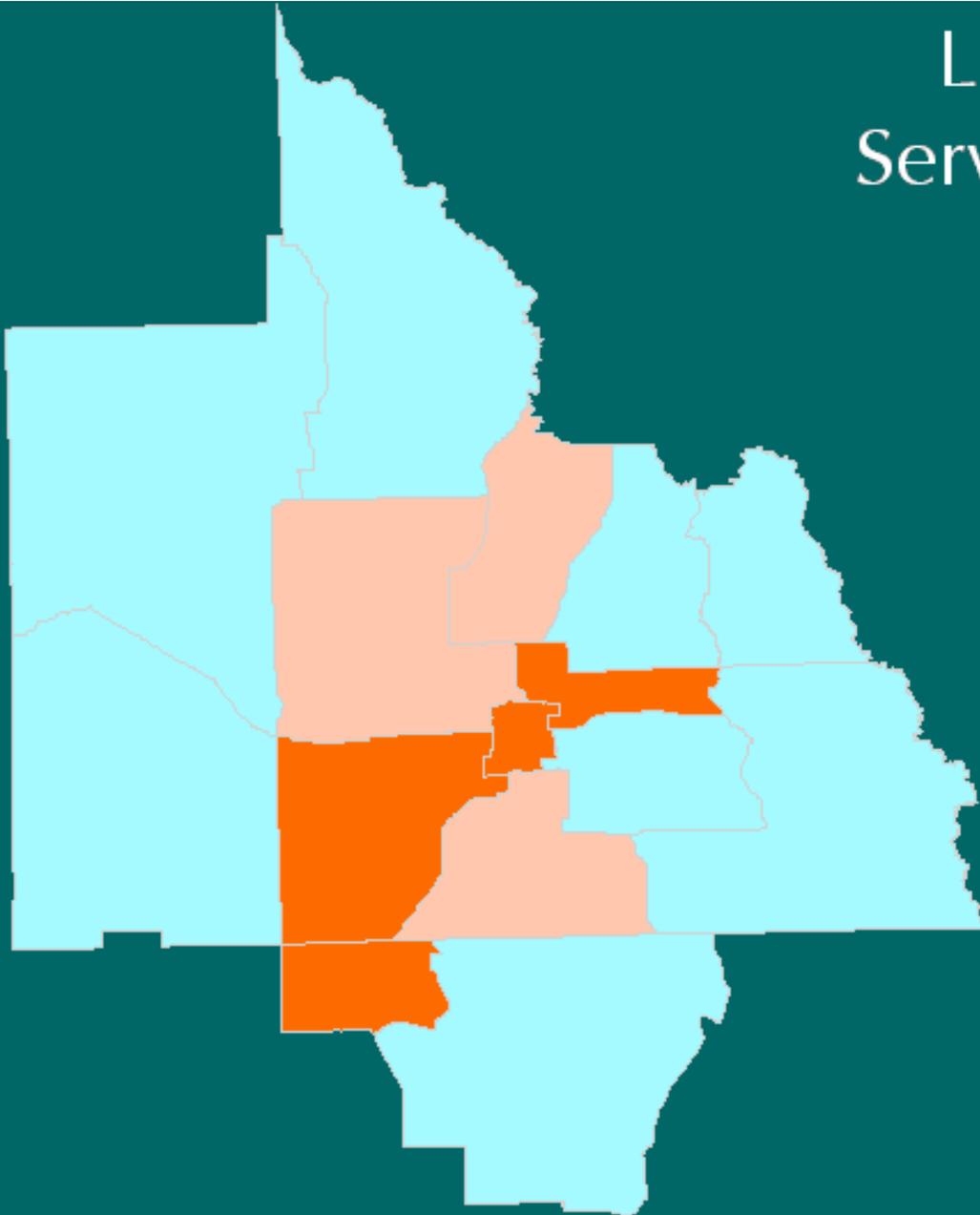
# Location Quotient Commercial Sector, 2000



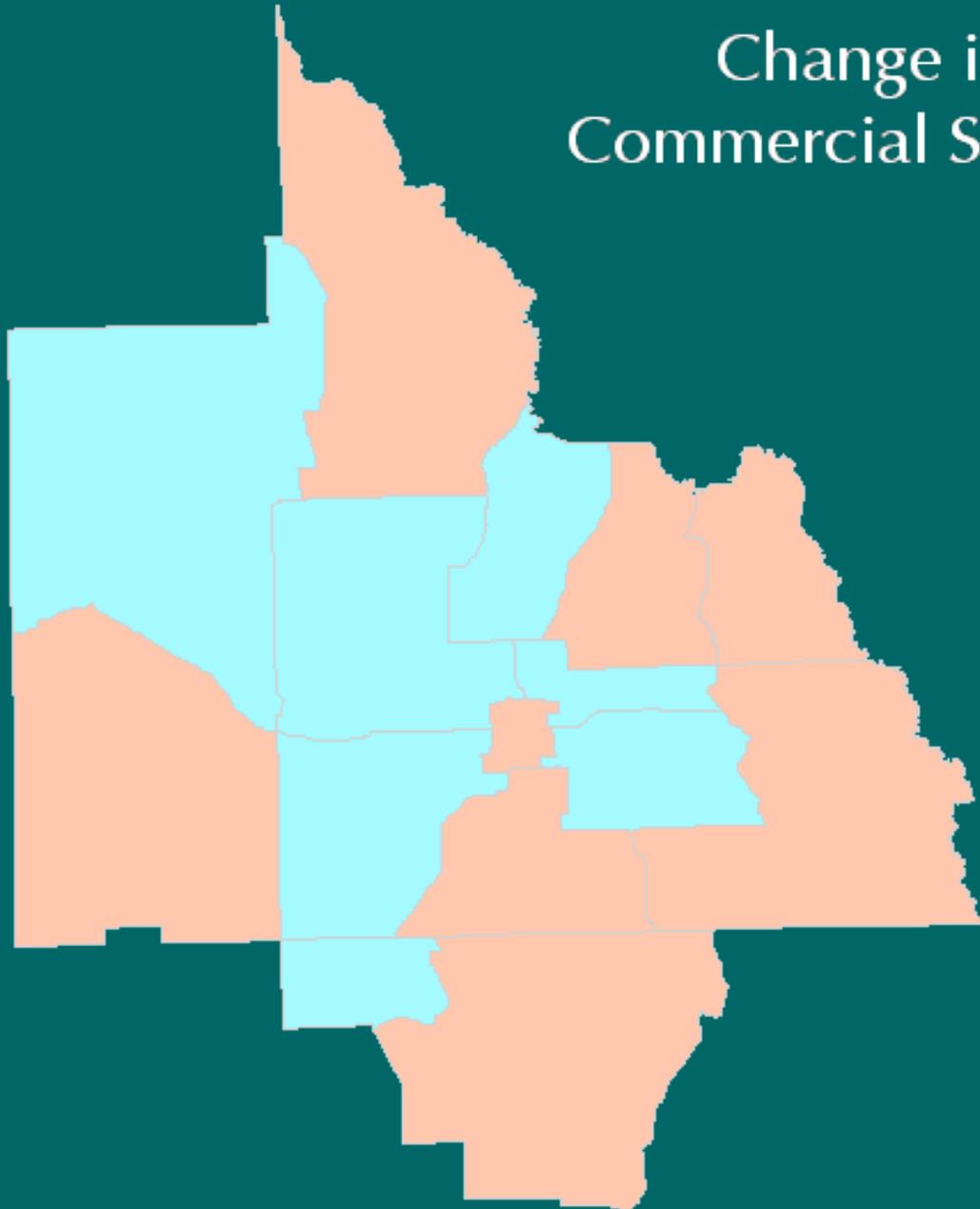
# Location Quotient Industrial Sector, 2000



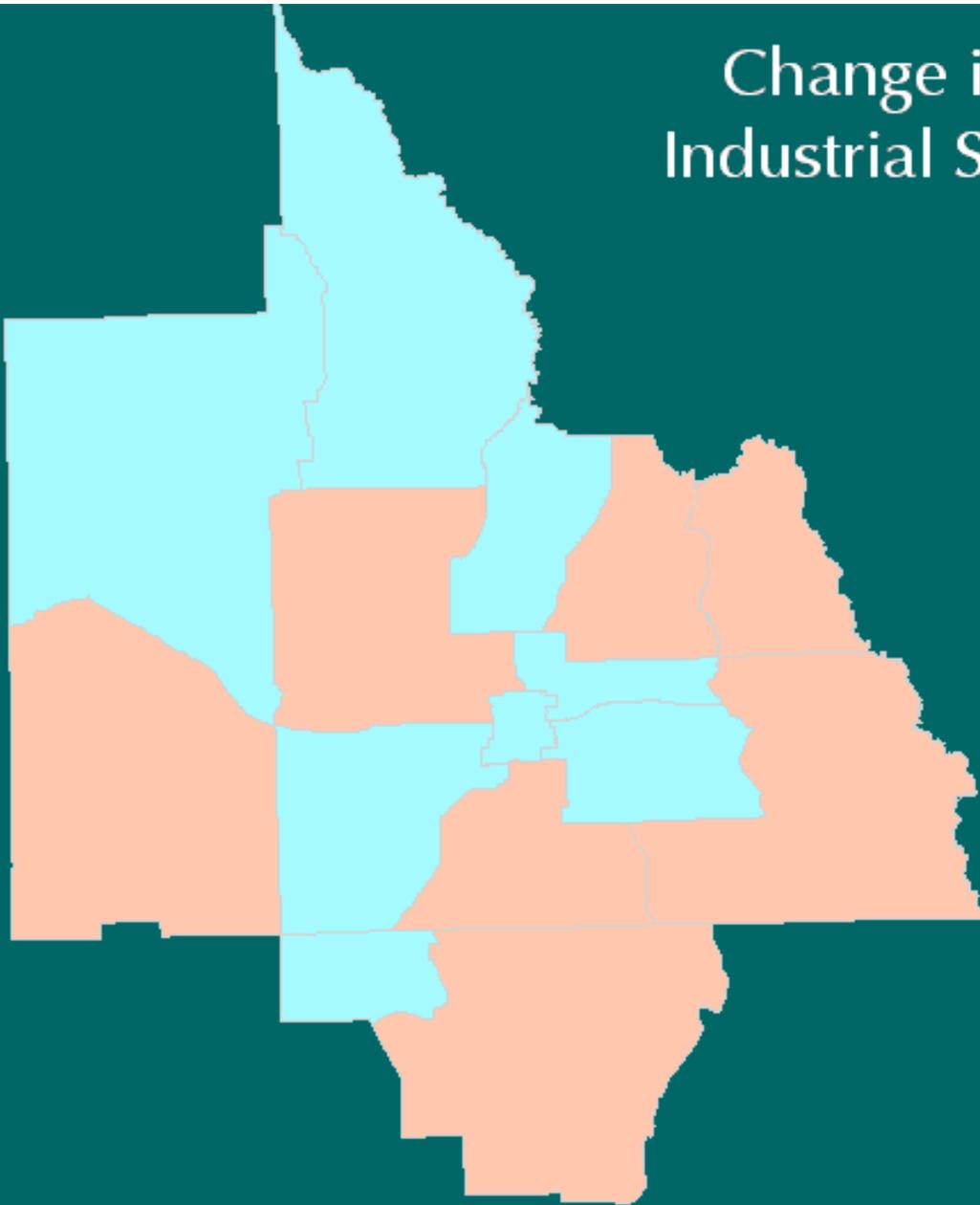
# Location Quotient Service Sector, 2000



## Change in Location Quotient Commercial Sector, 2000 to 2005



## Change in Location Quotient Industrial Sector, 2000 to 2005



## Change in Location Quotient Service Sector, 2000 to 2005

