

RCLCO

An illustration on a blue background showing several storks in flight. Each stork is carrying a small, white, two-story house with a balcony on its back. The storks are depicted in various stages of flight, moving from left to right. The houses are simple, with dark roofs and windows. The overall style is clean and modern.

## Where Are We Growing?

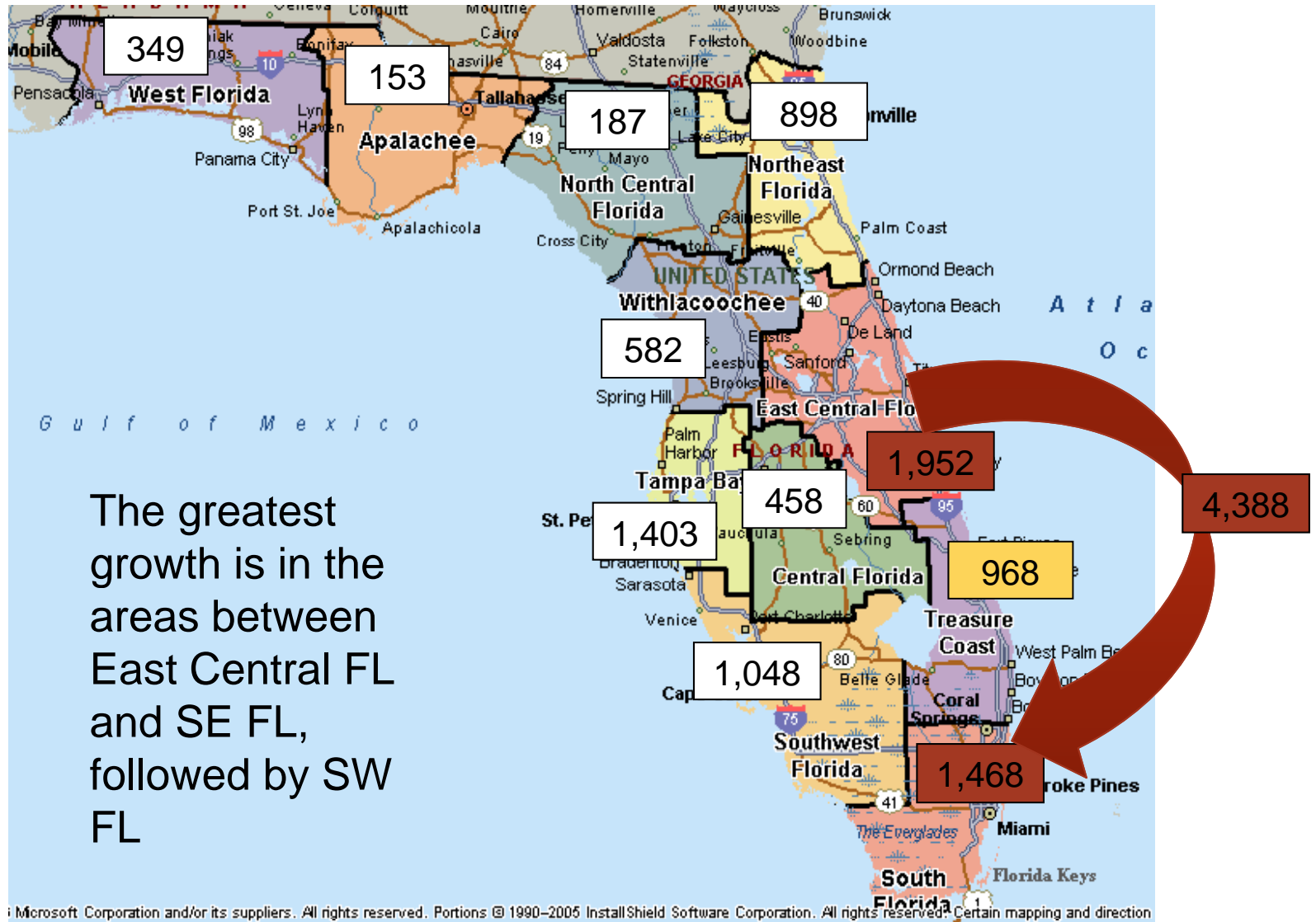
Florida Planning and Zoning Association, Fall 2013 Event

**September 25, 2013**

Gregg Logan, Managing Director

# MOST SIGNIFICANT POPULATION GROWTH IN THE STATE ALONG THE CENTRAL FLORIDA TO MIAMI CORRIDORS

**Projected Population Growth (Thousands) by Planning Region 2012 to 2040**



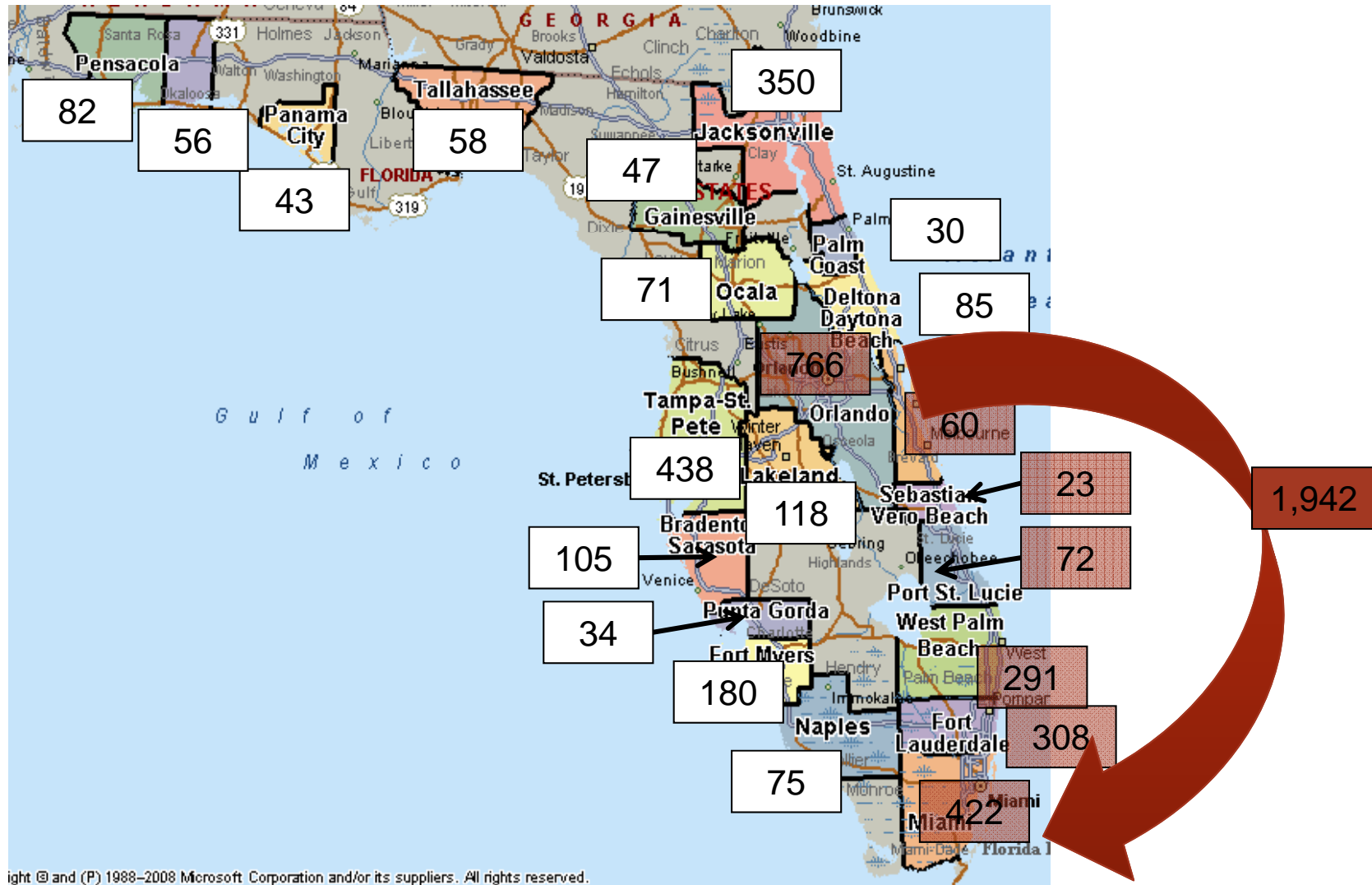
The greatest growth is in the areas between East Central FL and SE FL, followed by SW FL

SOURCE: BEBR (3/2013) (Medium-High)

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# MOST SIGNIFICANT JOB GROWTH IN THE STATE ALONG THE CENTRAL FLORIDA TO MIAMI CORRIDORS...

Projected Job Growth (Thousands) by Florida MSA 2012 to 2040

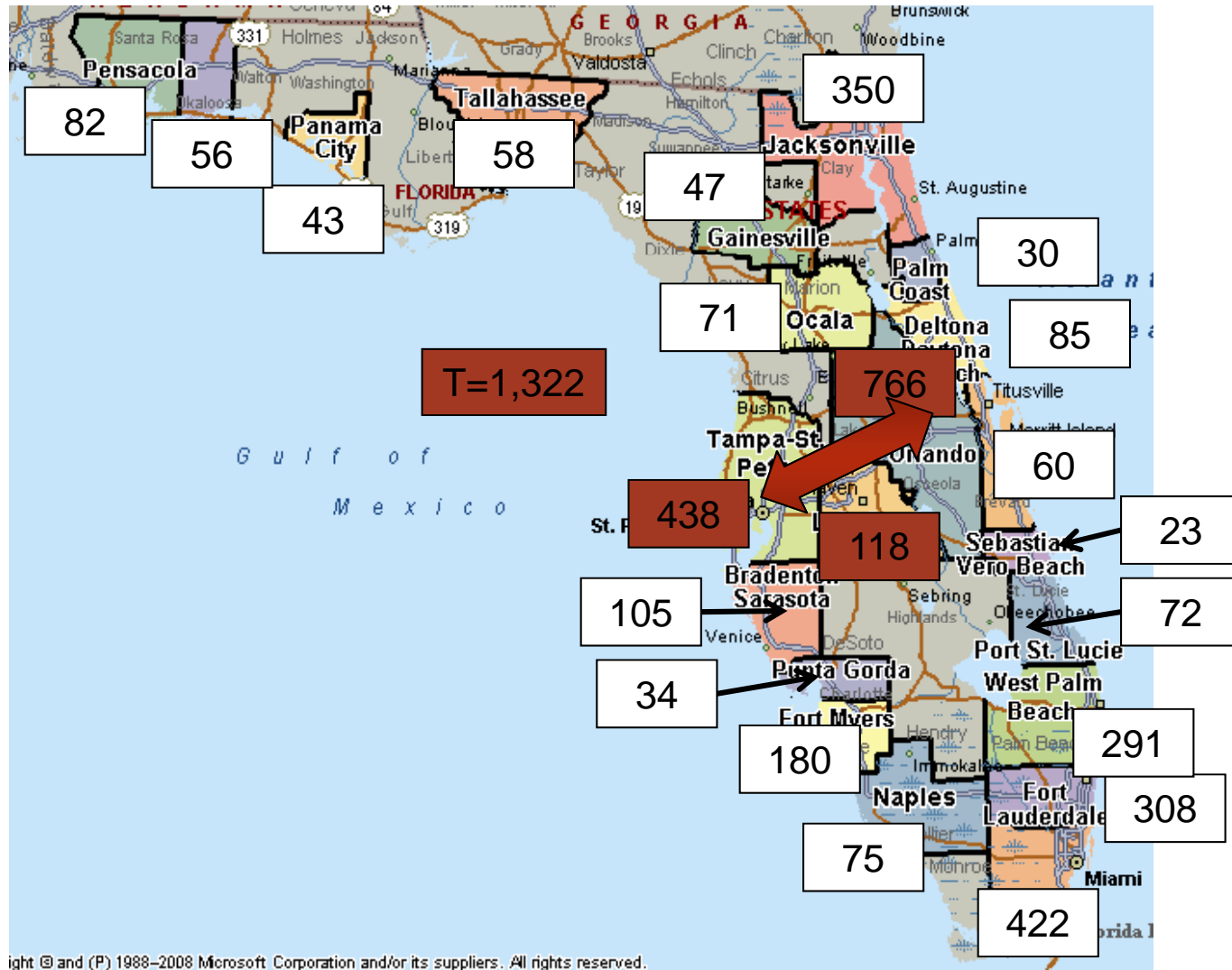


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SOURCE: Moody's Economy.com

# ...FOLLOWED BY CENTRAL FLORIDA TO SW FLORIDA CORRIDOR

Projected Job Growth (Thousands) by Florida MSA 2012 to 2040



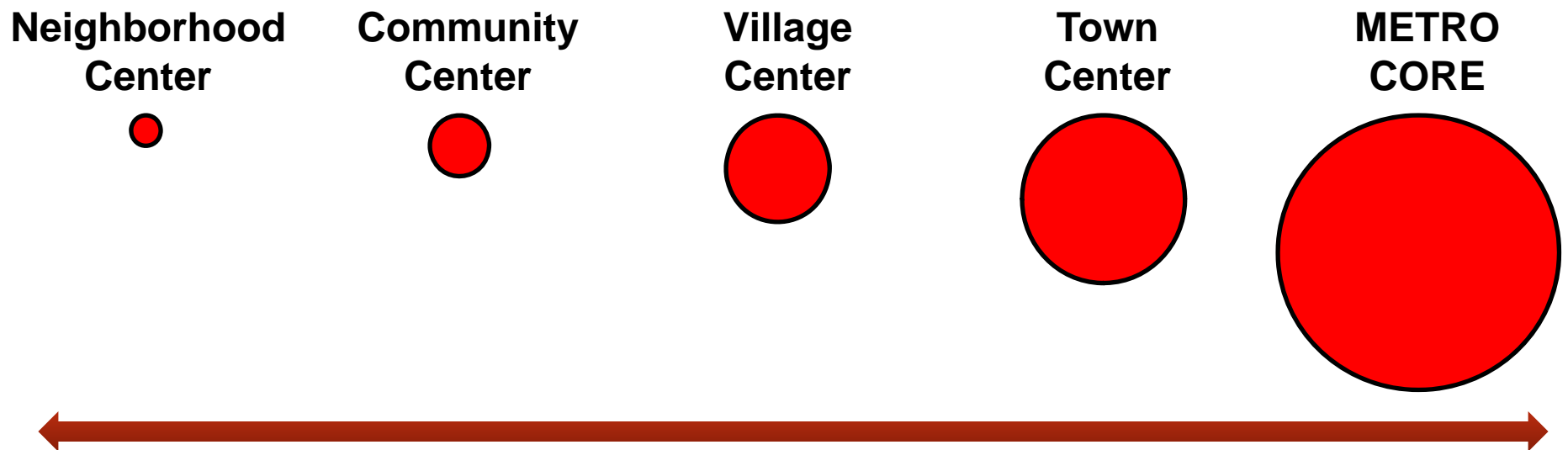
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SOURCE: Moody's Economy.com

# METRO CORE EMPLOYMENT CENTERS ARE THE MOST IMPORTANT ECONOMIC “CENTERS” IN THE REGION

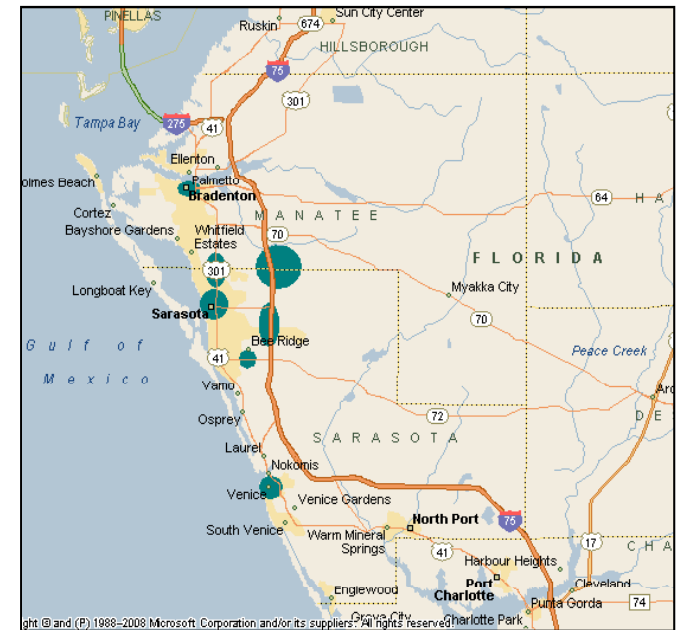
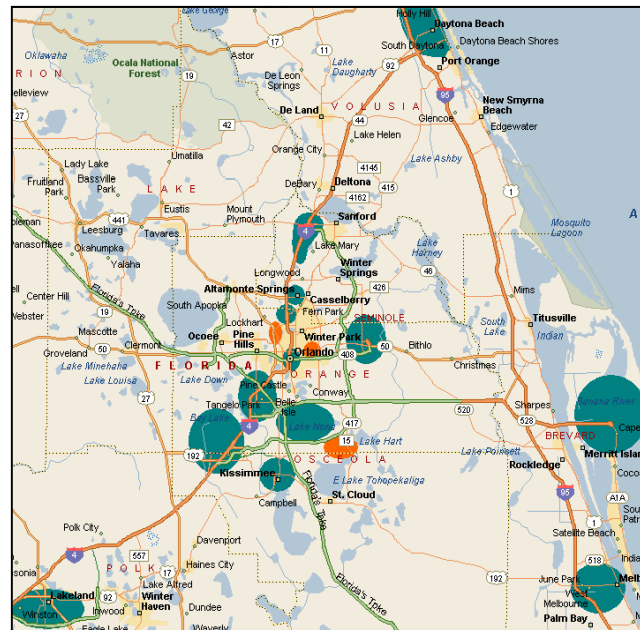
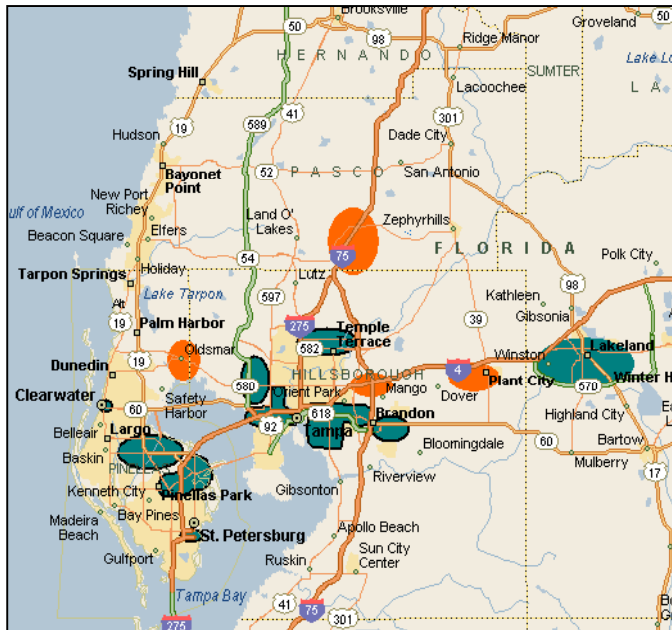
**Region's are comprised of a hierarchy of “centers,” central places that vary in size (space, acres, population, jobs), role, and regional influence**

- At one end of the spectrum they have very little regional influence, at the other end they drive the economic growth of the region
- Metro Cores are the places we want to connect to enhance regional competitiveness



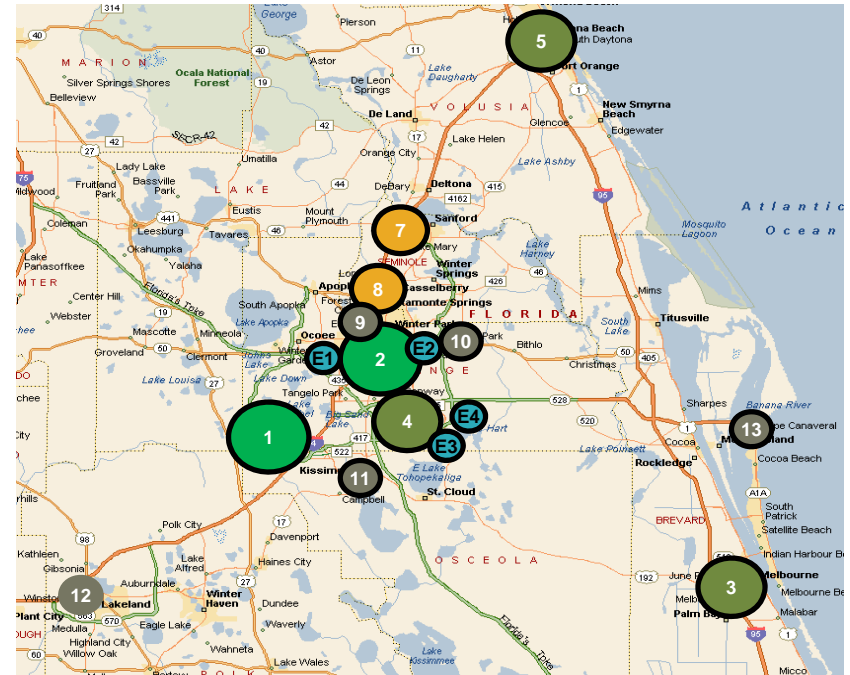
## METRO CORE EMPLOYMENT CENTERS ARE THE MOST IMPORTANT ECONOMIC “CENTERS” IN THE REGION

- **Metro Cores:** regions grow around these multi-dimensional regional centers
  - Definition: places where employment, education, civic, and recreation combine to serve the region’s population and economic activity
- These are the places that benefit most from *transportation connectivity*
- New Metro Cores are needed for job growth
  - Strong correlation between the number and characteristics of Metro Cores and total jobs

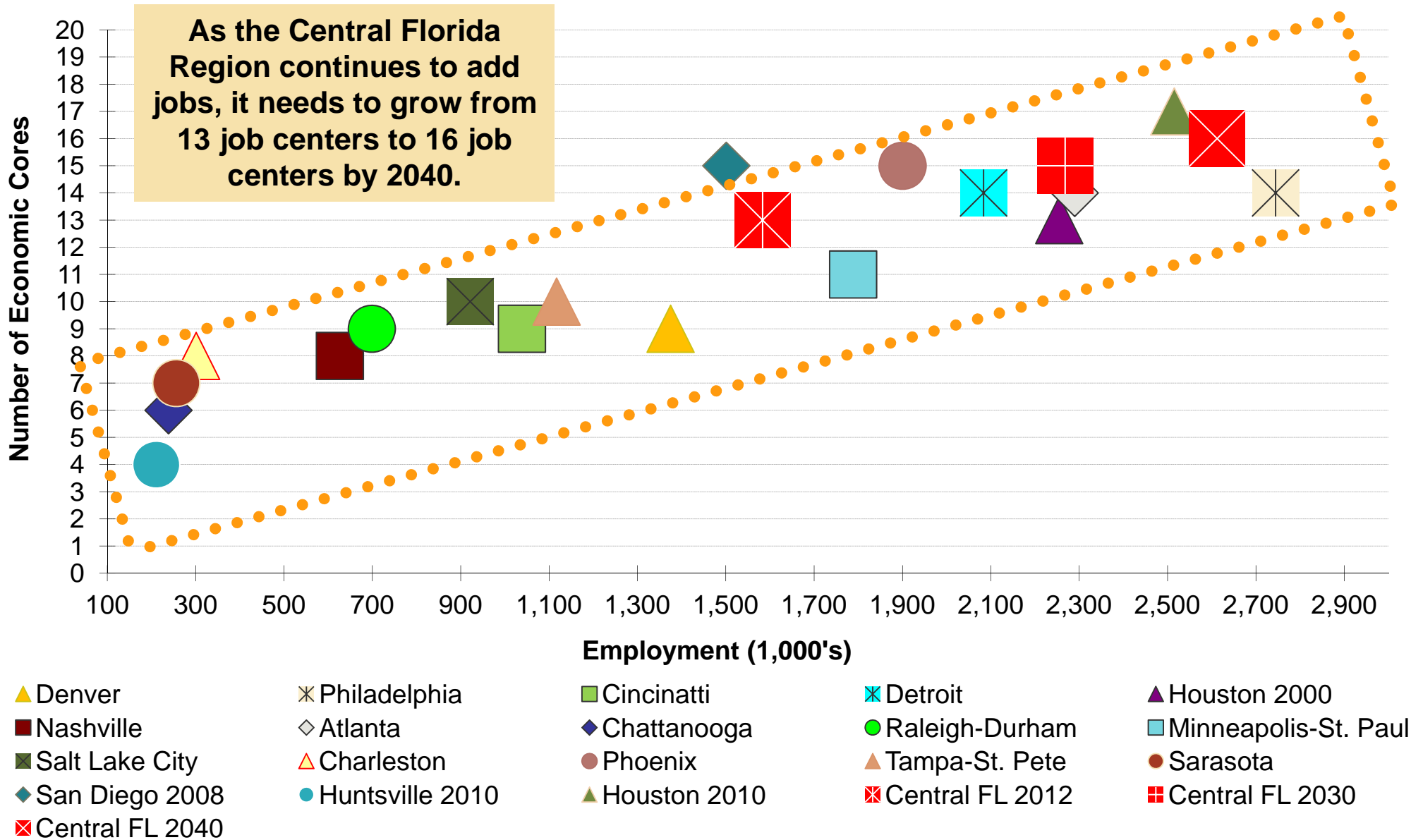


## CORRELATION BETWEEN TOTAL JOBS AND NUMBER OF METRO CORE EMPLOYMENT CENTERS

- RCLCO research of 15 regions shows recurring patterns:
  - 35% to 40% of regional employment locates in defined Metro Core employment center
    - Majority of the higher-paying, “export-oriented” jobs locate in such centers
      - Export jobs “export” goods and services, import income
- Think of Metro Core employment centers as “job infrastructure”, home to the most important jobs in the region
- *Metro Cores are the places that gain the greatest benefit from transportation connectivity*
- *Metro Cores emerge at key points of the major transportation network*



## STRONG CORRELATION BETWEEN TOTAL JOBS & NUMBER OF METRO CORE EMPLOYMENT CENTERS





## Characteristics similar across regions

- Tend to be certain size
- Similar number of housing units (jobs/housing ratio)
- Regions have a tendency to have similar typologies of centers
- Regions need these types of centers to grow, and need to add new ones
  - Not all centers become Metro Core job centers or drive economy—some remain primarily retail places for example
  - Higher-end office-oriented Metro Cores go where best housing growth goes

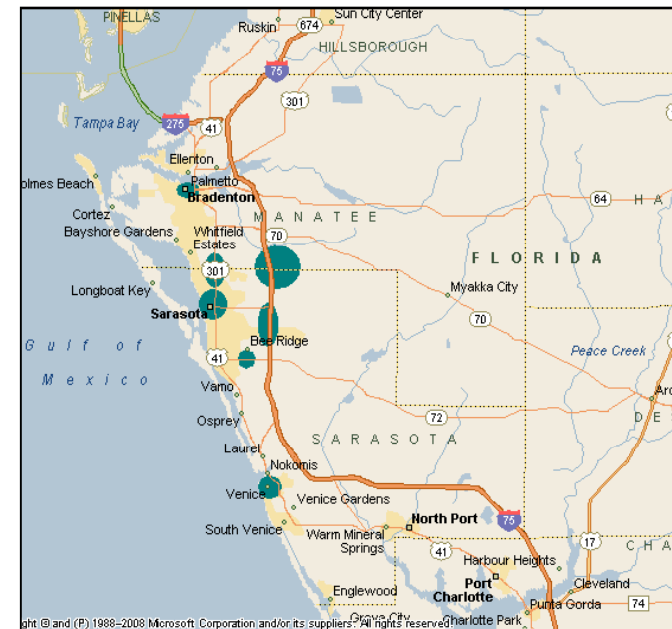
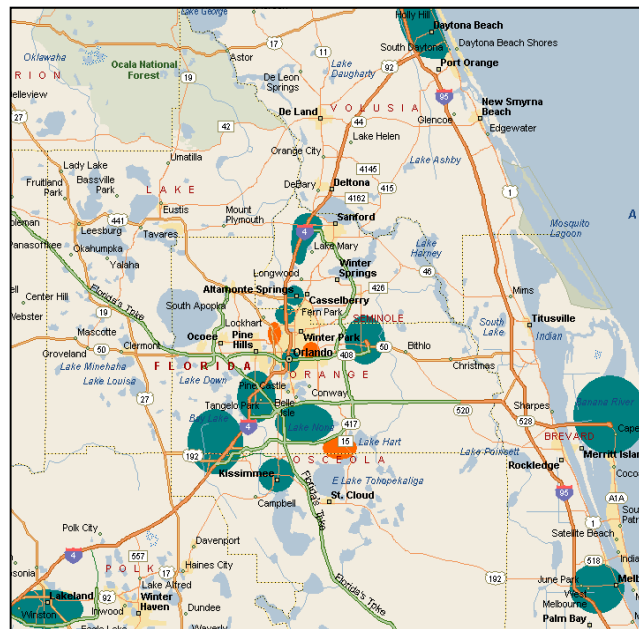
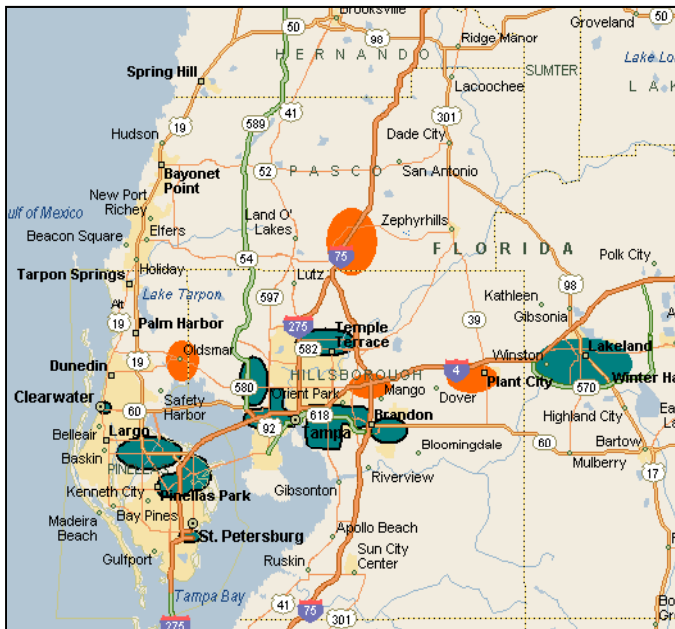
## Planning for new Metro Cores

- Existing cores densify over time but do not accommodate all the job growth
- A given site's potential determined by where it is in relation to existing Metro Cores
- Central Florida needs to create three to four new Metro Core employment centers in the next 30 years
  - Growth of centers follows similar trajectory (e.g. next office cores after 5,000 jobs in prior core)
  - Transportation network can support and influence where they go
  - Requires right location, infrastructure, sufficient land holdings, entitlements, patience, and vision

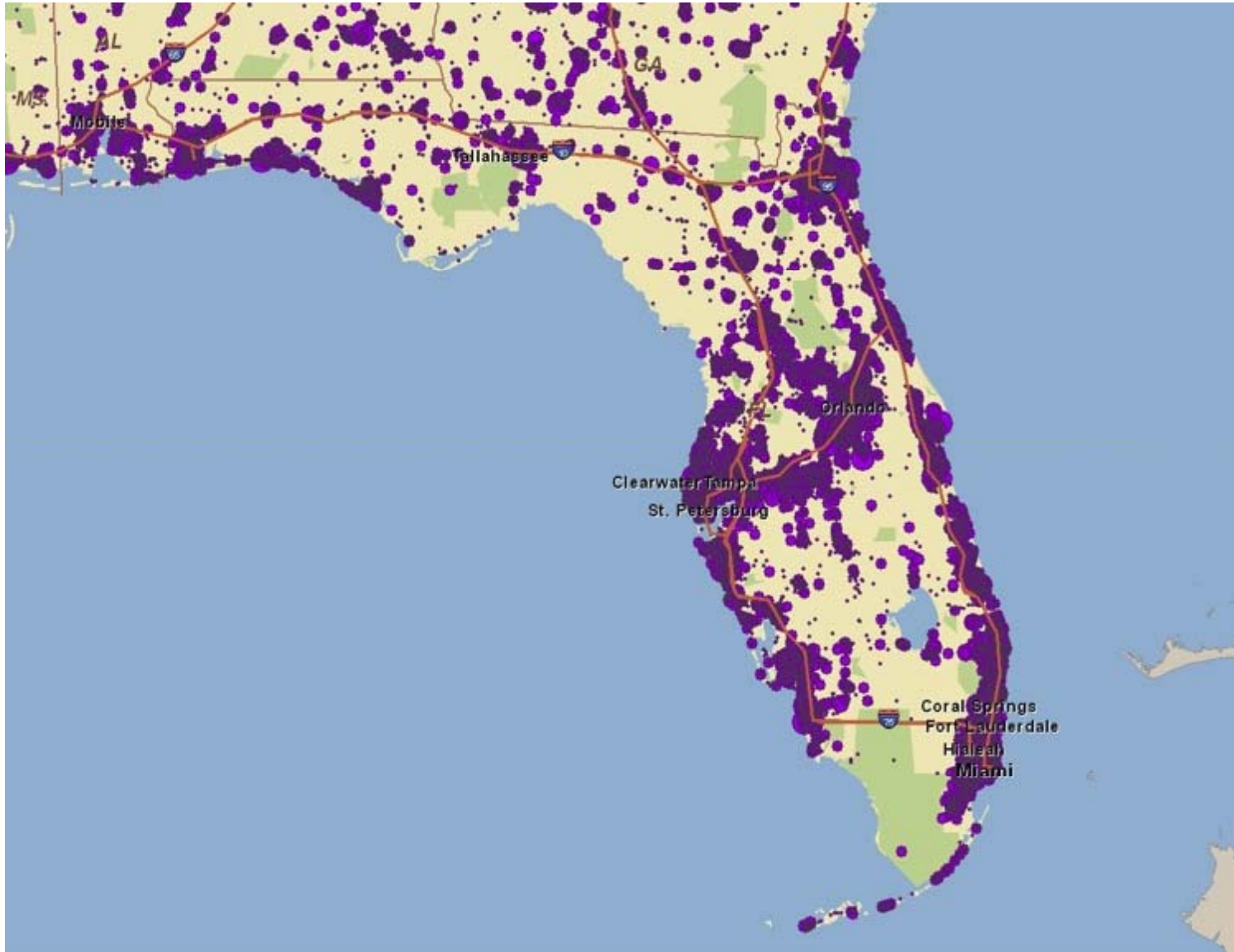
- Major employment cores locate along highways and interchanges
  - High paying jobs concentrate along major highways, clustering at interchanges
  - Jobs locations grow fastest when highway access is available
- System to system interchanges can have double the jobs
  - Due to regional connectivity, access to markets, employees

## INFLUENCE OF TRANSPORTATION

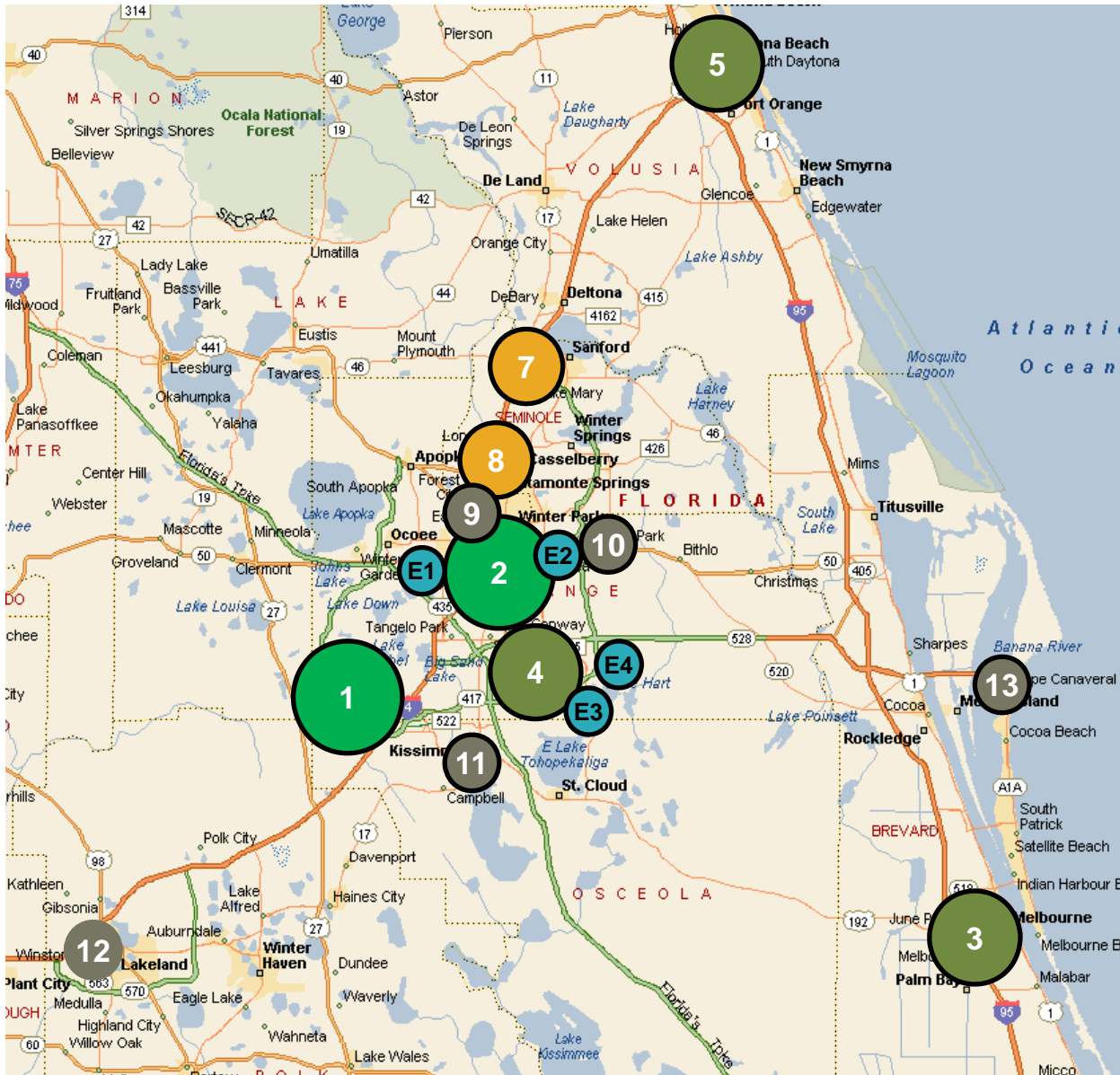
- The growth of a Metro Core employment center, and total number of jobs in such centers, is ultimately constrained by Transportation; can only move so many cars on and off interchange each day
- **MUST** consider new Centers, not all job growth will be accommodated in existing Metro Core job centers



# EMPLOYEE CONCENTRATIONS IN FLORIDA ALIGN WITH MAJOR HIGHWAYS / EXPRESSWAYS



## ORLANDO REGION METRO CORES; EXISTING AND EMERGING EMPLOYMENT CENTERS



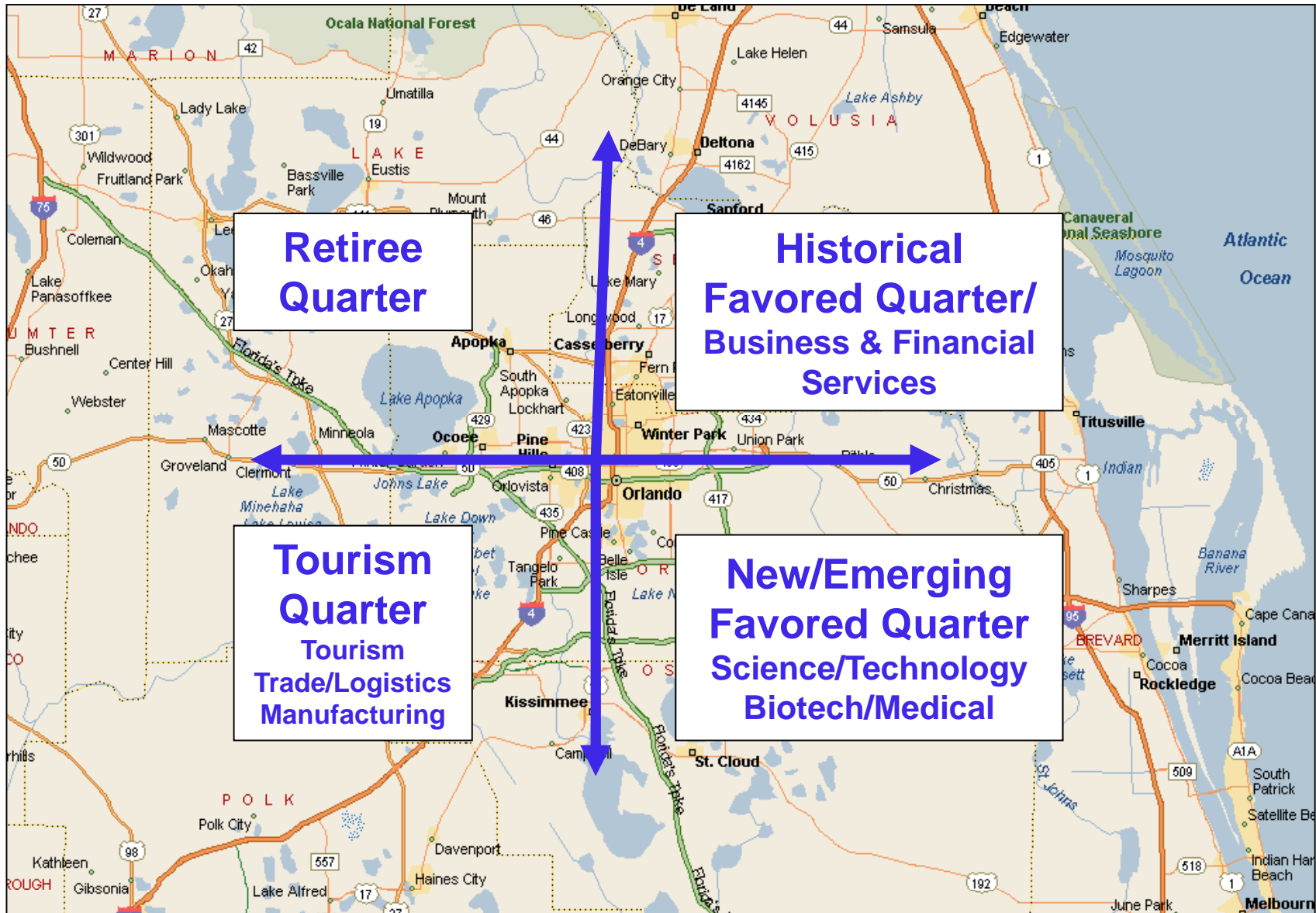
Map Key	Core	Core Type	Total Employees
1	Disney Resorts	Catalytic	83,715
2	Orlando CBD	Urban Center	76,152
3	Melbourne	Historic Satellite City	66,712
4	Airport	Trans. Related Indust.	66,678
5	Daytona Beach	Historic Satellite City	66,360
6	Universal Studios, Etc.	Catalytic	59,729
7	Sanford/Lake Mary	Favored Quarter Office	37,502
8	Altamonte/Longwood	Favored Quarter Office	36,476
9	Maitland	Favored Quarter Office	28,036
10	UCF	Catalytic	27,748
11	Kissimmee	Historic Satellite City	24,463
12	Lakeland	Historic Satellite City	22,075
13	Space Coast	Catalytic	21,338
E1	Pinehills	Trans. Related Indust.	16,846
E2	Exec Airport	Favored Quarter Office	16,786
E3	Lake Nona	Catalytic	3,425
E4	Innovation Way	Catalytic	850

SOURCE: RCLCO

NOTE: Circles represent number of jobs in a core

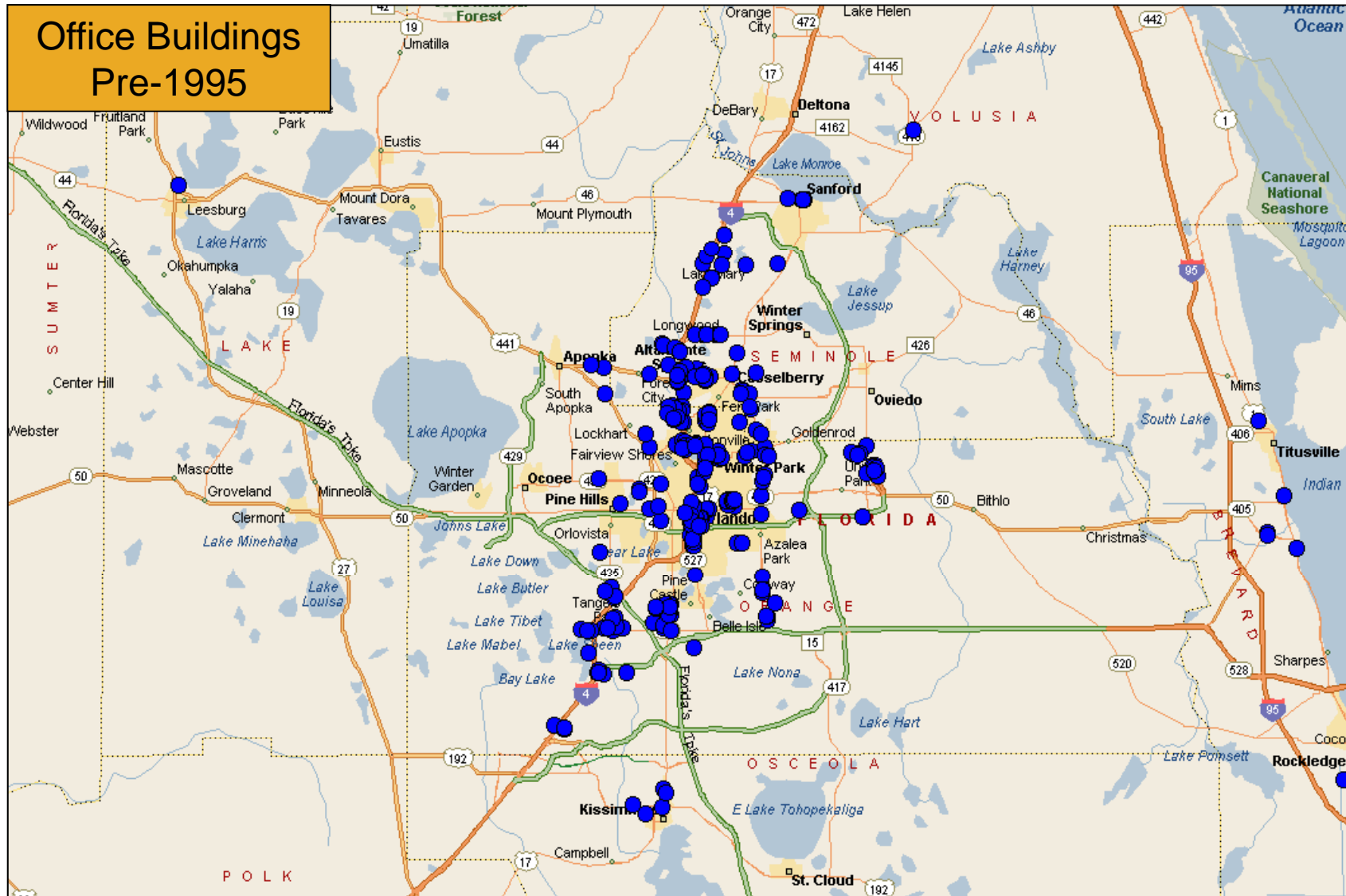


# ORLANDO REGION: CHARACTERISTICS OF THE 4 EMPLOYMENT QUADRANTS



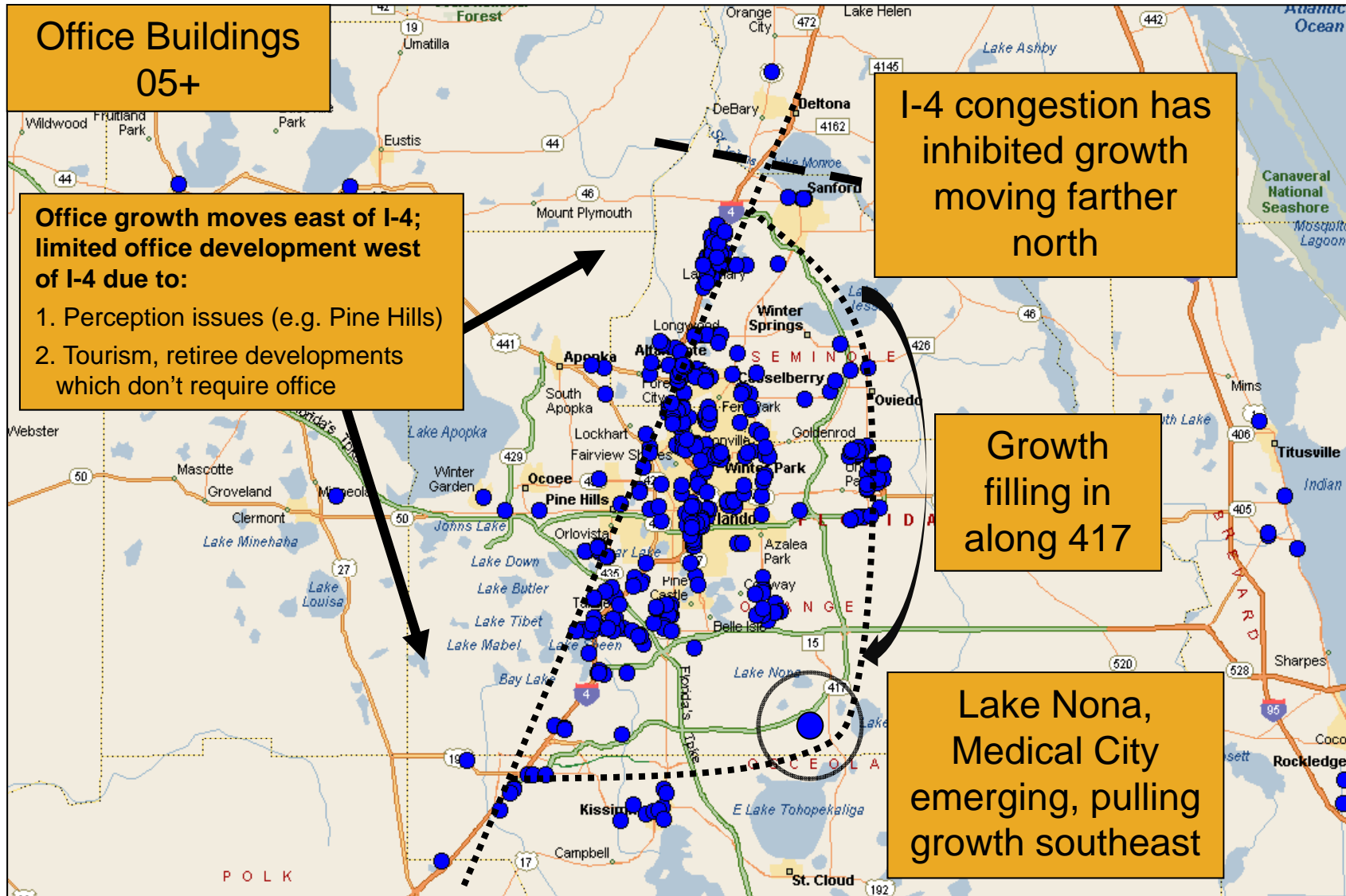


# HIGH VALUE OFFICE-ORIENTED JOBS STARTED DOWNTOWN AND ALONG I-4 BUT GROWING EAST AND SOUTHEAST FOR 20 YEARS



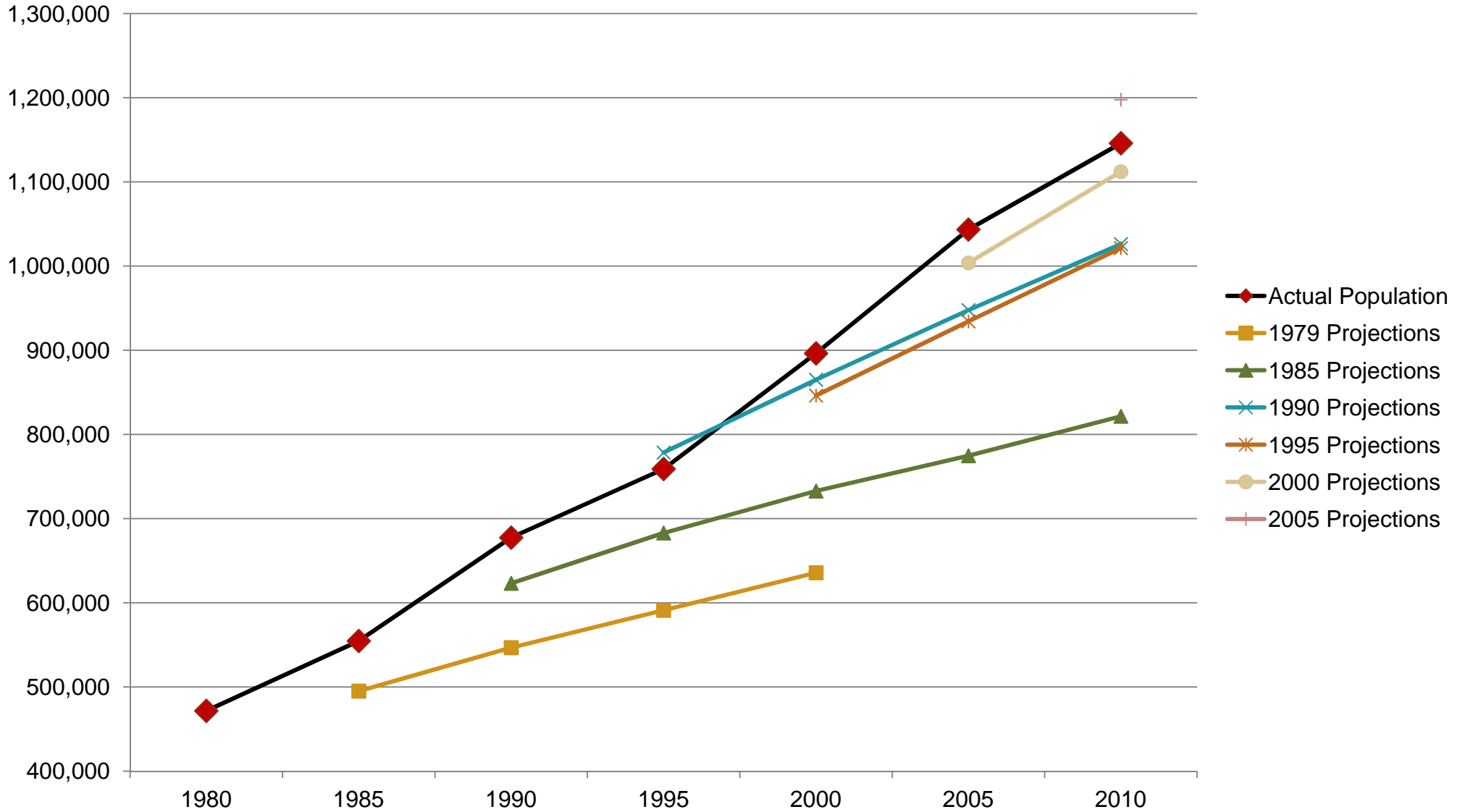
SOURCE: CoStar; RCLCO

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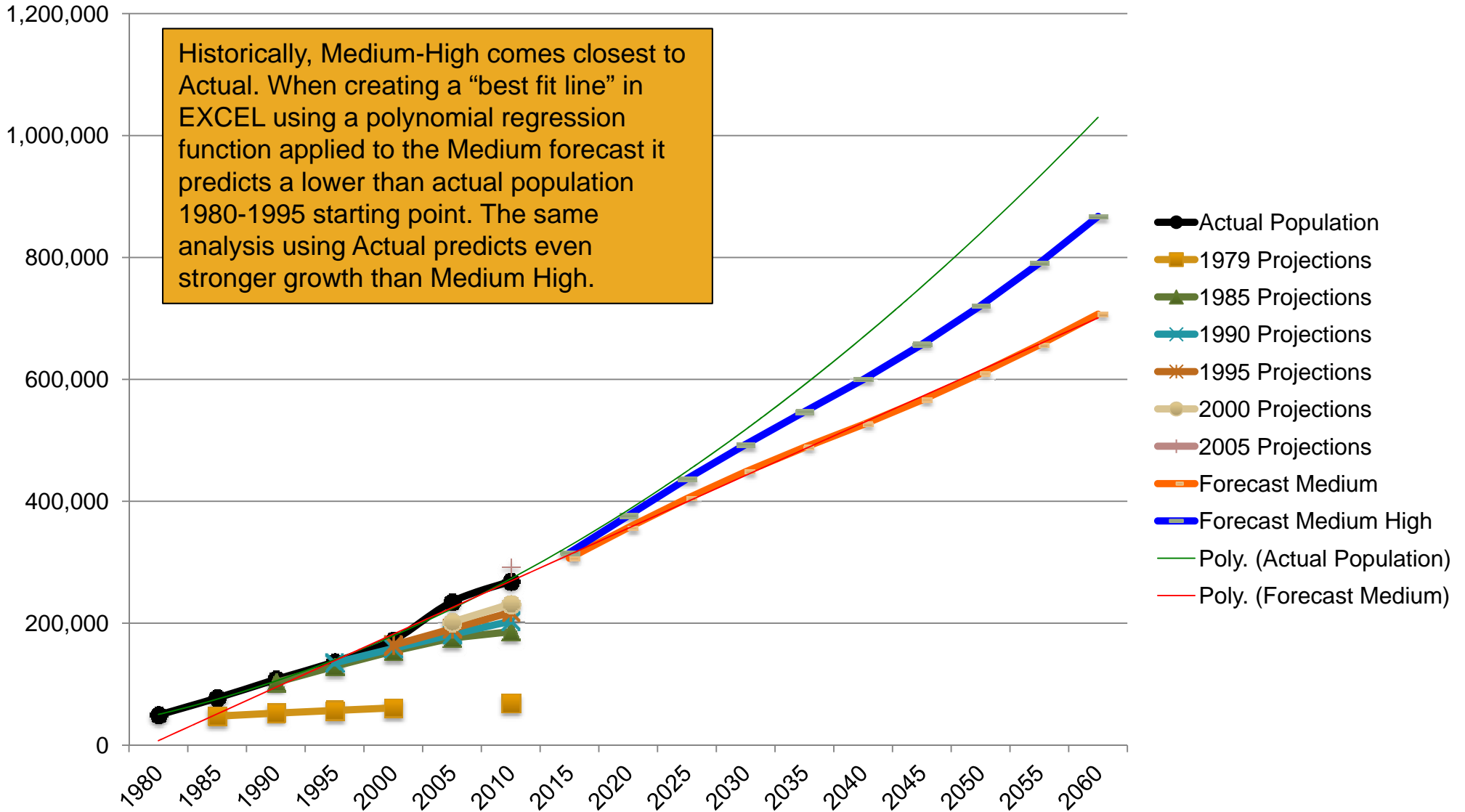


SOURCE: CoStar; RCLCO

# BEBR HISTORICAL MEDIUM FORECASTS VS. ACTUAL



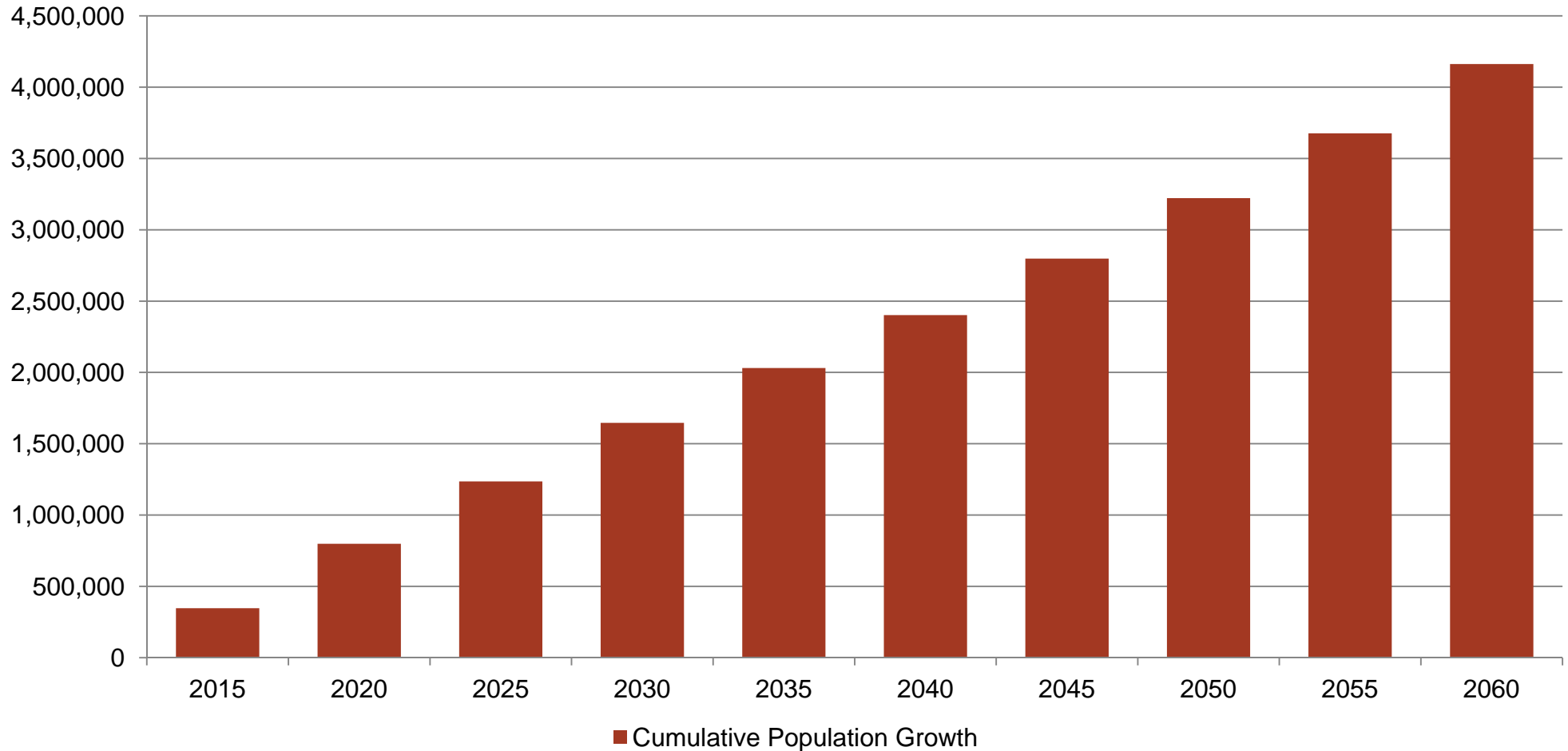
# BEBR MEDIUM VS. MEDIUM HIGH VS. ACTUAL: COMPARE TO BEST FIT LINES APPLIED TO ACTUAL AND MEDIUM



SOURCE: RCLCO using BEBR and Census and EXCEL Polynomial Best Fit Calculation

# CUMMULATIVE POPULATION GROWTH: REGIONAL GROWTH TO 2060 – BEBR MEDIUM-HIGH AVERAGE

**Projected Cumulative Population Growth, 2010 – 2060**  
7 County Central Florida Region

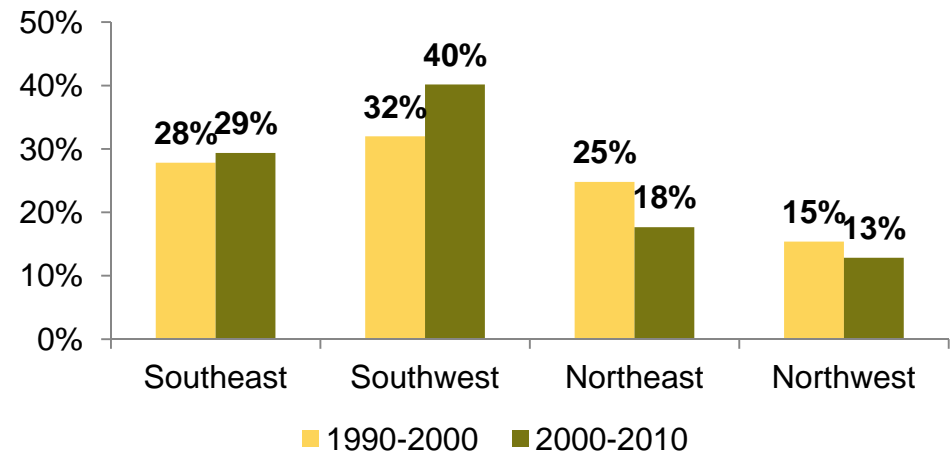


SOURCE: BEBR Medium-High, March 2013

# HISTORICAL GROWTH BY REGIONAL QUADRANT: SE AND SW CAPTURE THE GREATEST SHARE OF POPULATION GROWTH



Distribution of Population Growth

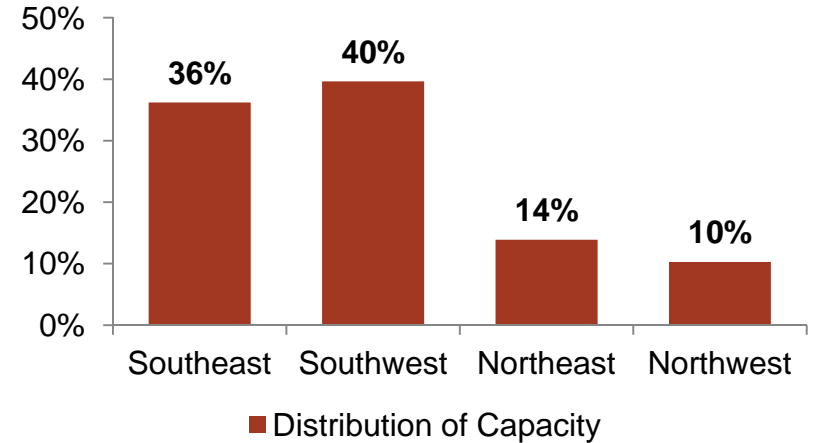
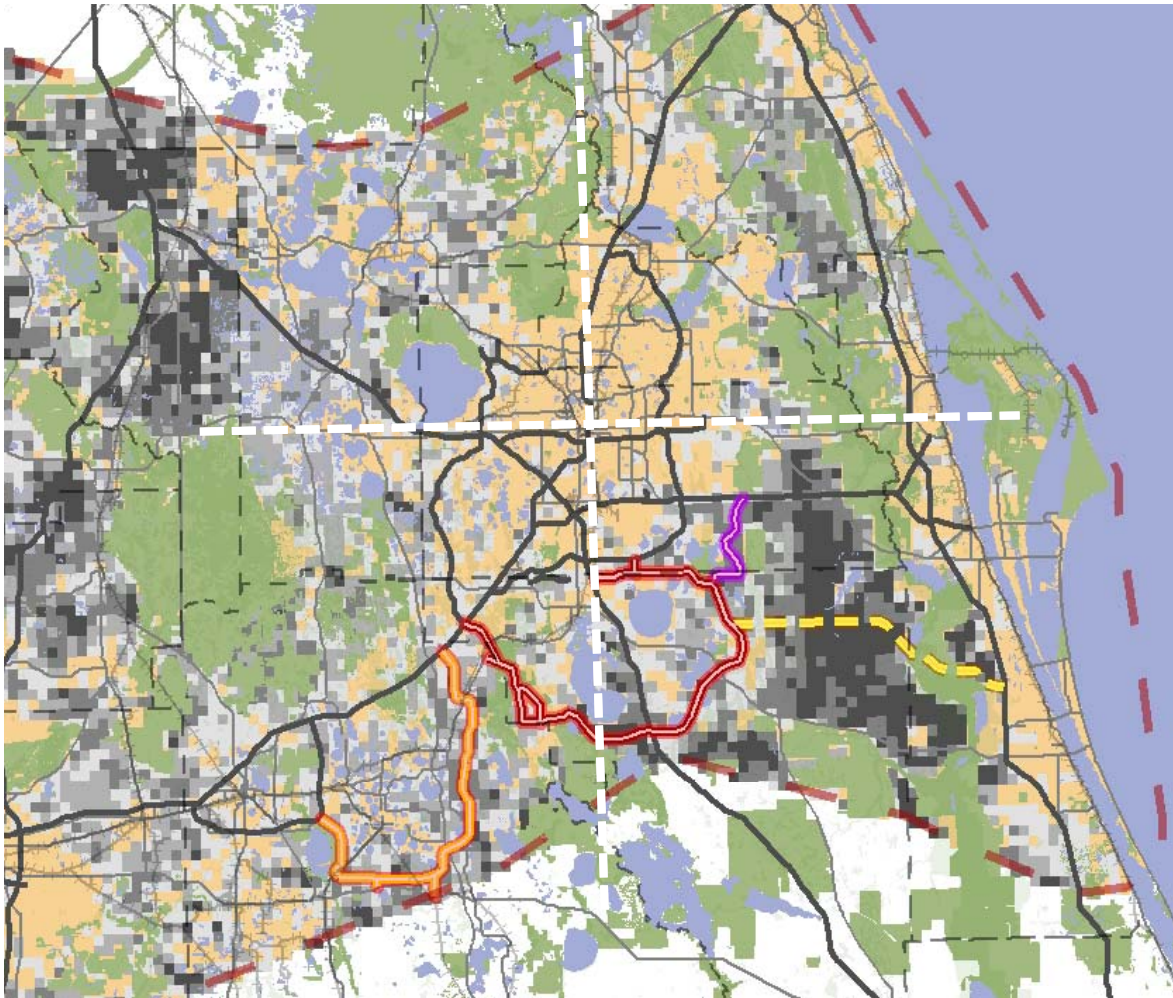


*In the 2000-2010 time period, there was significant activity in the Southwest quadrant, but as areas like Horizons West build out, and the strongest job growth is in the southeast, the southwest share of the region's growth is anticipated to slow.*

SOURCE: ESRI; U.S. Census

# REMAINING CAPACITY BY REGIONAL QUADRANT: SE HAS THE GREATEST CAPACITY CLOSEST TO EXISTING JOBS

**Anticipated Remaining Land Capacity by Quadrant**  
7 County Central Florida Region

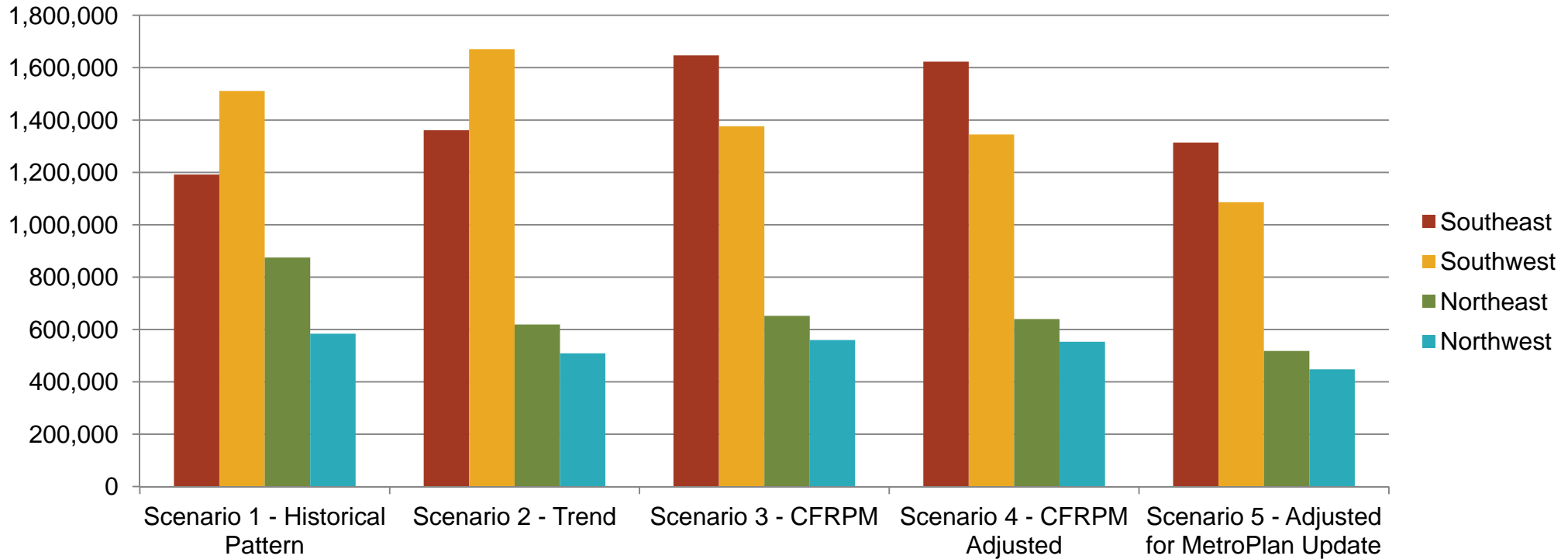


**Percent Available for Development**

- Less than 20%
- 20% to 40%
- 41% to 60%
- 61% to 80%
- 81% to 100%
- Polk County Parkway Extension
- OCX Master Plan
- OOCEA SR 417 Extension
- Pineda Extension

SOURCE: RPG

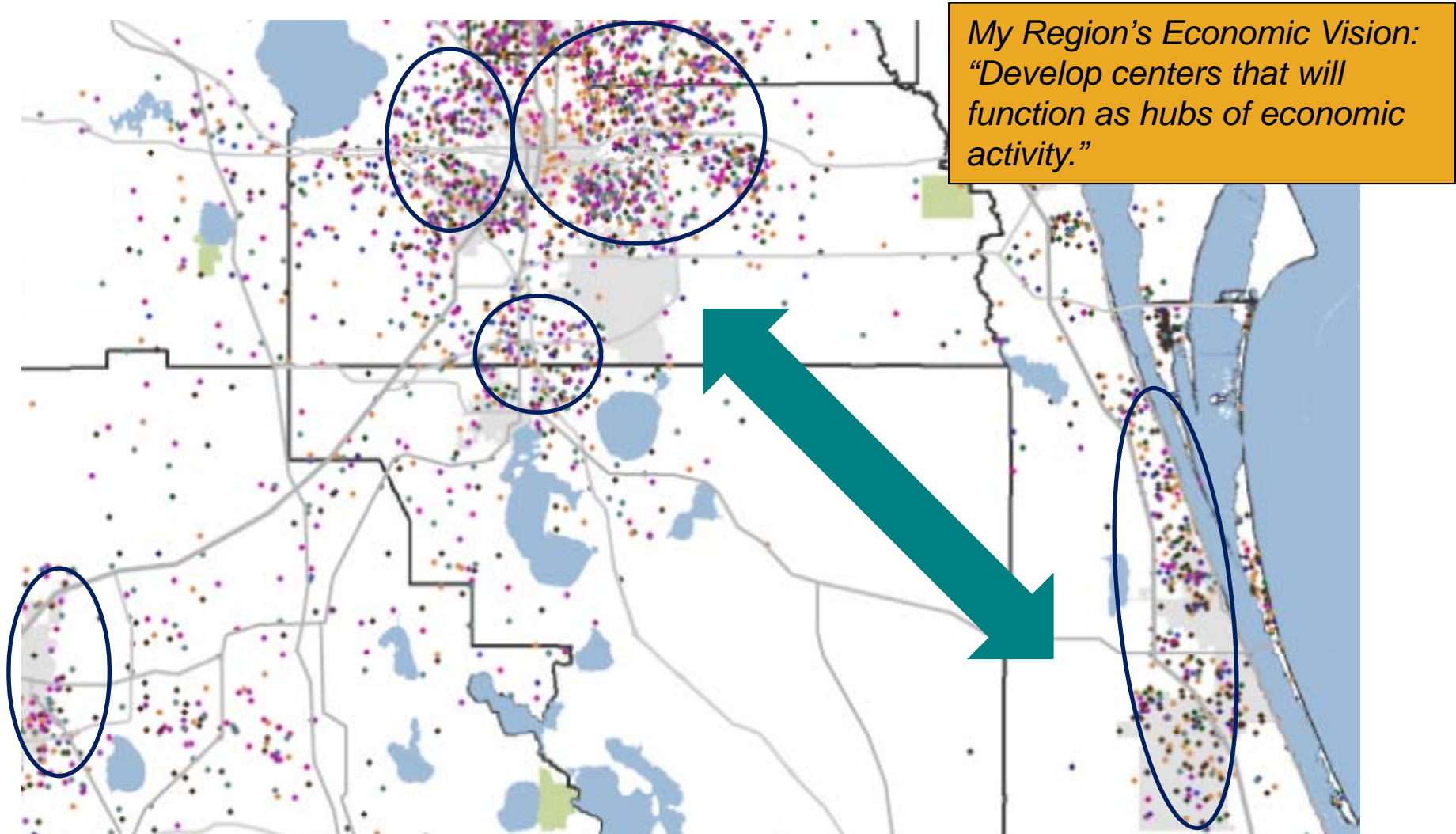
## CUMULATIVE GROWTH BY QUADRANT 2010 – 2060



	Scenario 1 – Historical Pattern	Scenario 2 – Trend	Scenario 3 – CFRPM	Scenario 4 – CFRPM Adjusted	Scenario 5 – Adjusted for MetroPlan Update
Southeast	1,192,000	1,361,000	1,647,000	1,623,000	1,314,000
Southwest	1,511,000	1,671,000	1,376,000	1,345,000	1,086,000
Northeast	875,000	619,000	652,000	640,000	518,000
Northwest	584,000	509,000	560,000	553,000	448,000
<b>TOTAL</b>	<b>4,162,000</b>	<b>4,160,000</b>	<b>4,235,000</b>	<b>4,161,000</b>	<b>3,366,000</b>



# CONNECTING THE DOTS: CONNECTING FOR COMPETITIVENESS – CREATING BIGGER JOB CLUSTERS <sup>1</sup>



● = 100 job

<sup>1</sup> Combined includes computer/math, life/social science, and architecture/engineering occupations and professional/technical service, information, manufacturing, finance/insurance, transportation, and wholesale trade industry jobs

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