Zephyrhills 2022 Economic Summit

EXPLORE ZEPHYRHILLS

A LOOK THROUGH TIME @ GROWTH & DEVELOPMENT

Presented by: Todd Vande Berg, Planning Director

THE CONVERSATION

1

EXPLORING PAST GROWTH: 1990-2020

- Population Changes
- Expanding Boundaries
- Historic Trends

2

ZEPHYRHILLS TODAY

- Current Development
- Housing Trends & Needs
- Infrastructure Challenges

3

PLANNING FOR OUR FUTURE

- 2035 Comprehensive Plan
- Smart Growth
- Economic Sustainability

HOW DID WE GET HERE?

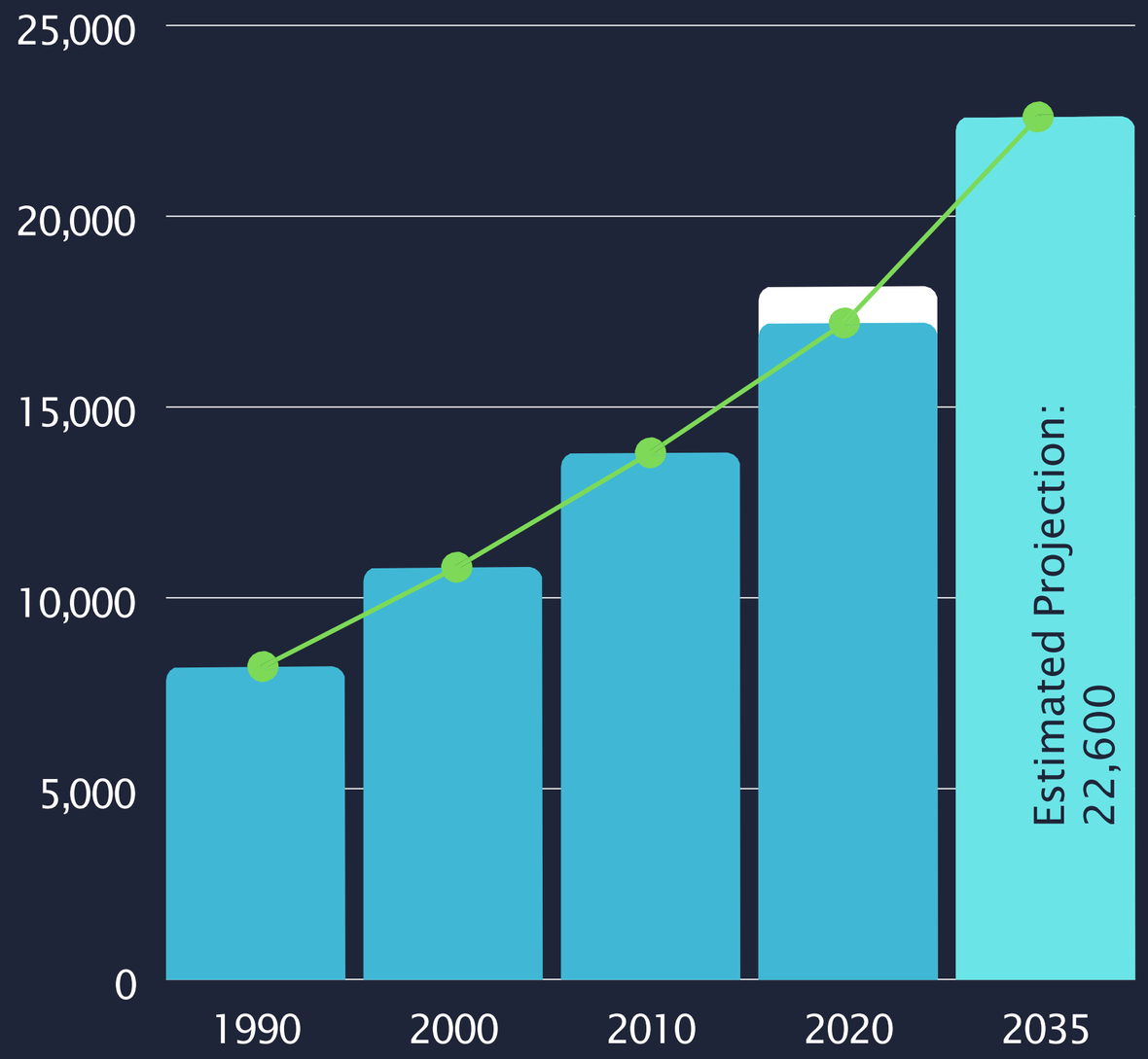
Exploring past growth: 1990-2020

Exploring Past Growth

POPULATION CHANGES

- Population doubled in 30-yr period;
- Population today = 18,154*
- Projected to be +/-22,600 by 2035

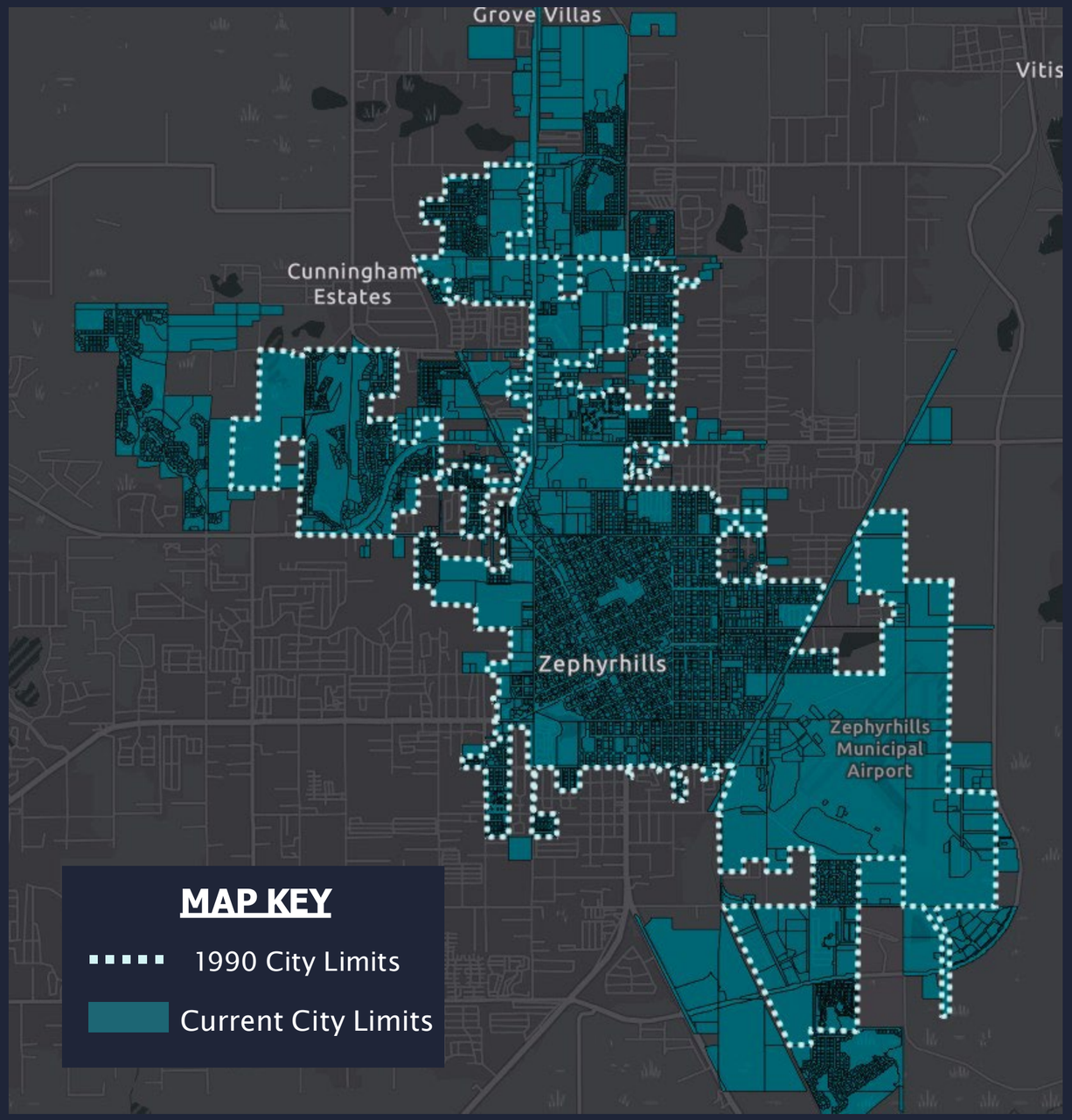
*Estimate per 2020 US Census



Exploring Past Growth

EXPANDING BOUNDARIES

City Limit Changes: 1990 vs 2022



Exploring Past Growth

HISTORICAL TRENDS & PLANS



RETIREE COMMUNITY

- Large seasonal resident population;
- 31.2% of the year-round population in 2010 was over the age of 65.



RESIDENTIAL LAND USE

- 1,146 Acres slated for residential in 2010
  - 20% of total city acreage
- Residential growth mainly medium-density single-family
  - i.e. Zephyr Lakes, Silverado

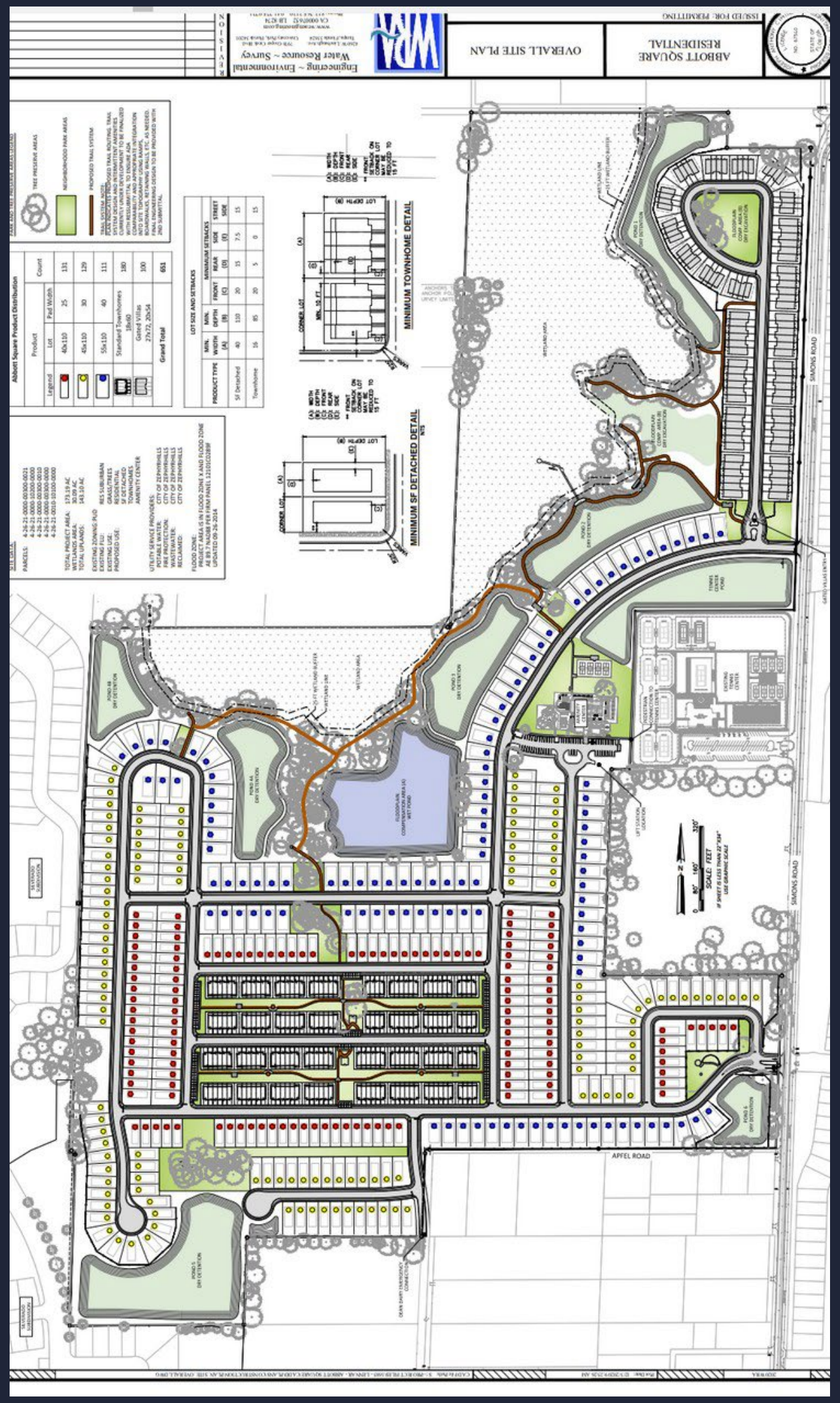


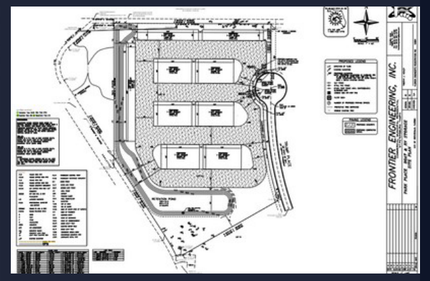
DOWNTOWN FOCUS

- Encouraged growth in downtown areas & discouraged urban sprawl.
- Implemented the Form-Based Code.
- Created the CRA & Historic Preservation Programs

ZEPHYRHILLS TODAY

Current Trends & Needs

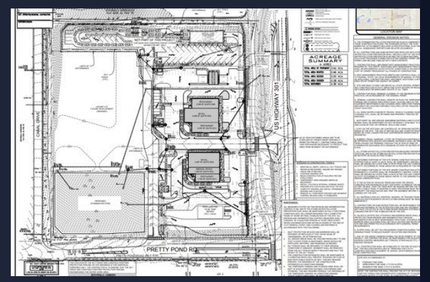












Today's

DEVELOPMENT PROJECTS

Residential = +/-3000 units

Industry & Commerce = 364,400+ Square Feet

Housing Trends & Needs

NATIONAL PERSPECTIVE

Between 2020 & 2021:

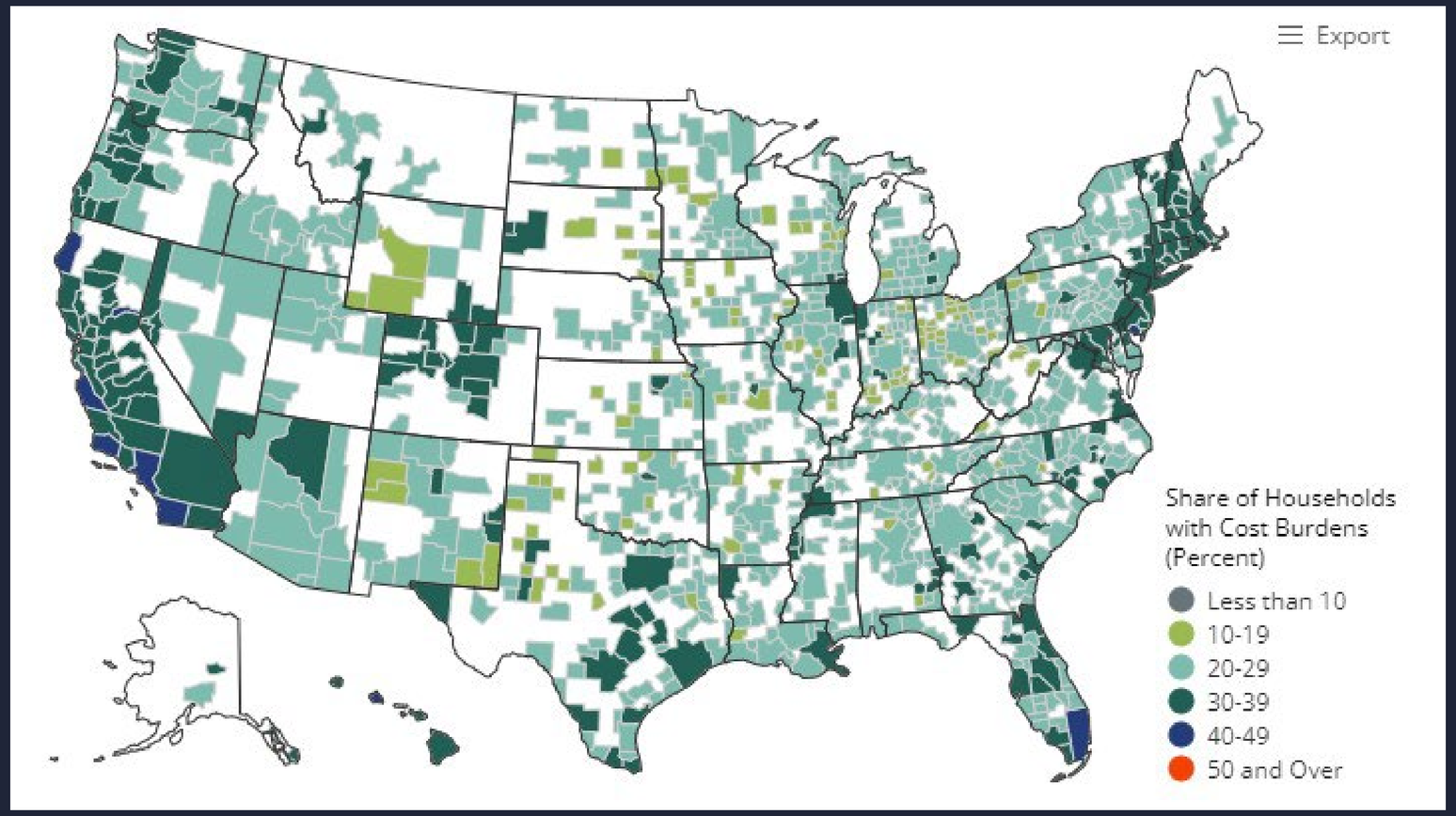
29% decline in available housing stock on the market.

13.2% nationwide increase in housing prices due to demand.

14% cost increase for construction due to material price increases & lack of availability.

Growing household size -- but slowed population growth.

Housing affordability challenges & increased cost-burden.



Households Burdened by Housing Costs (National Perspective)

Joint Center for Housing Studies, Harvard University - jchs.harvard.edu/son-2021-cost-burdens-map (2021)

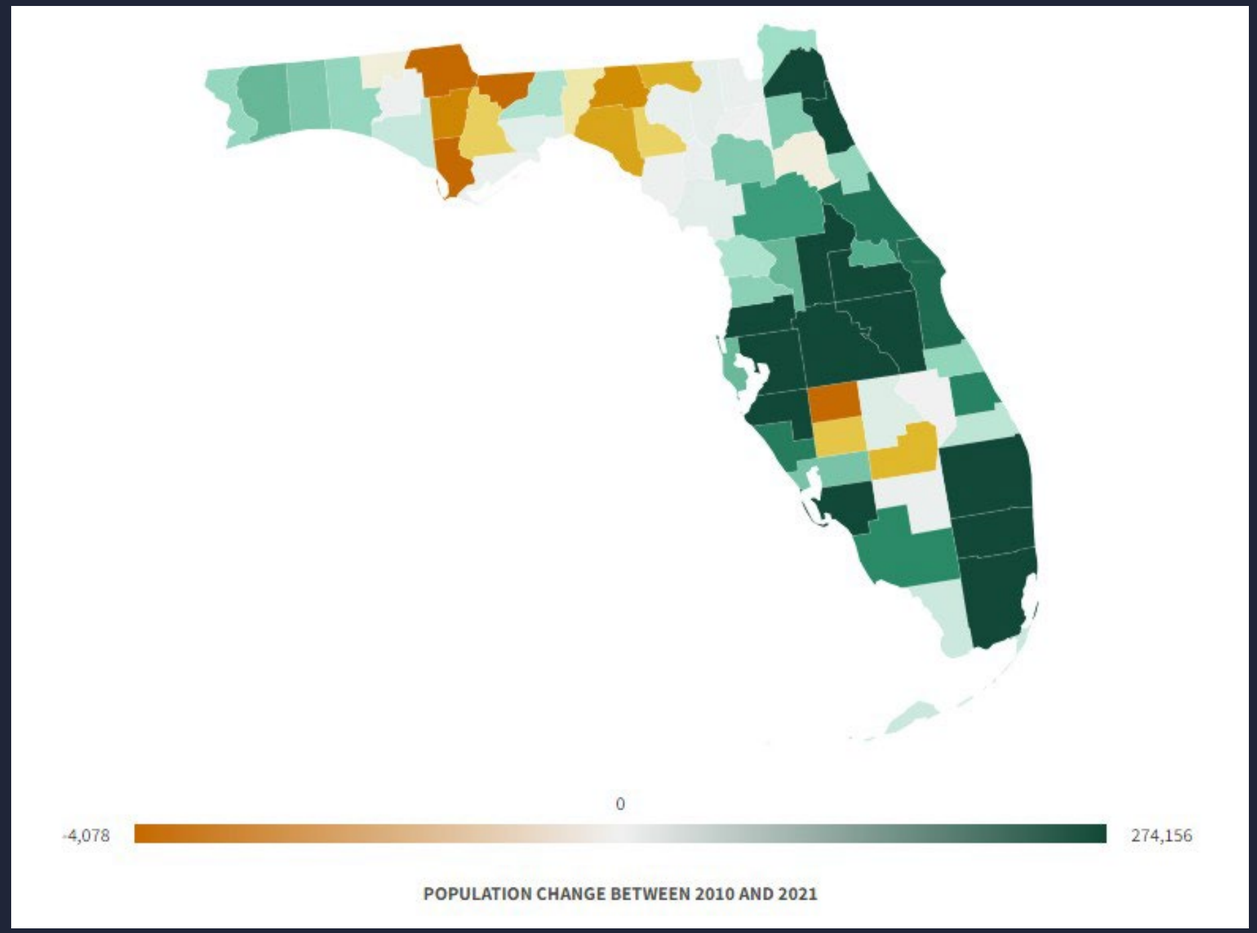
Housing Trends & Needs

STATE/REGIONAL PERSPECTIVE

Between 2010 & 2020:

- Florida population increased by 15.6%
- Pasco County population increased by 25.5%

Housing prices increased by 34% in Tampa Bay Region between 2020 & 2021.



How has the Population Changed in Florida?

usafacts.org/data/topics/people-society/population-and-demographics/our-changing-population/state/florida

US Census Bureau (2022)

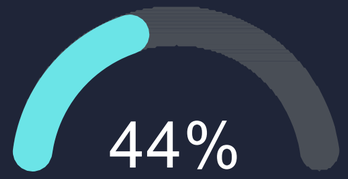
Housing Trends & Needs

ZEPHYRHILLS TODAY



Population = 18,154

31% increase since 2010



City Residential Lands = 2,995 Acres

44% of total acreage in the City
More than double (61%) increase since 2010



Rise in Single- & Multi-Family Housing

Continue to see requests for medium density single-family & multi-family apartments.





TRANSPORTATION NEEDS

Traffic | Pedestrian & Bicyclist Safety | Regional Growth Pressures

Transportation Needs

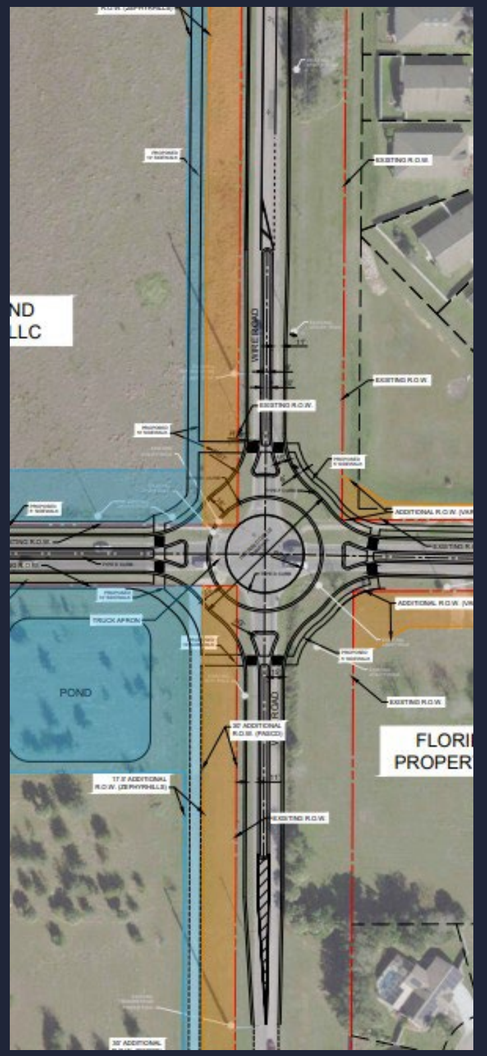
ADDRESSING TRAFFIC

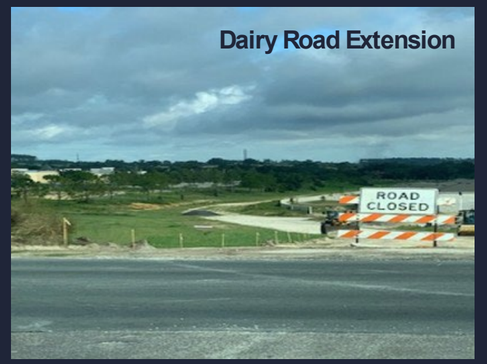
Intersection Improvements:

- Roundabout @ Wire & Pretty Pond;
- Signalization @ Simons & Eiland;
- Extended right turn lane on Fort King to Eiland;
- Improvements on CR 54 at Wire/12th & 20th

Roadway Projects:

- Dairy Road Extension to Kossick;
- Kossick Extension to Wire;
- Simons Road Realignment





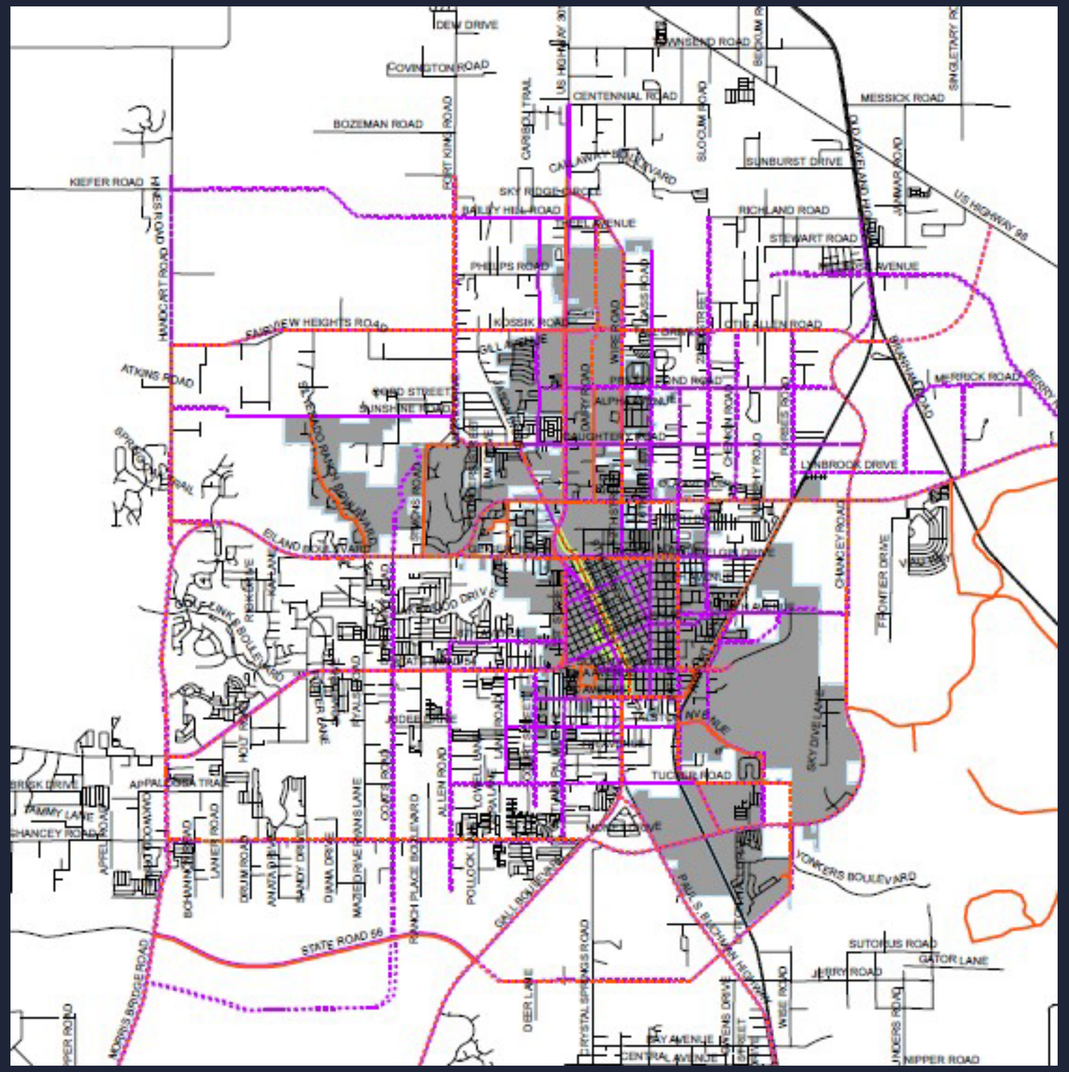




Transportation Needs

PRIORITIZING BIKE/PED SAFETY

- City Budgeted $1M in FYs 2022 & 2023 sidewalks;
- All new development & redevelopment projects are required to build sidewalks adjacent to their sites;
- MPO/TAC budgeting for expansion of trail projects in the City.



Transportation Needs

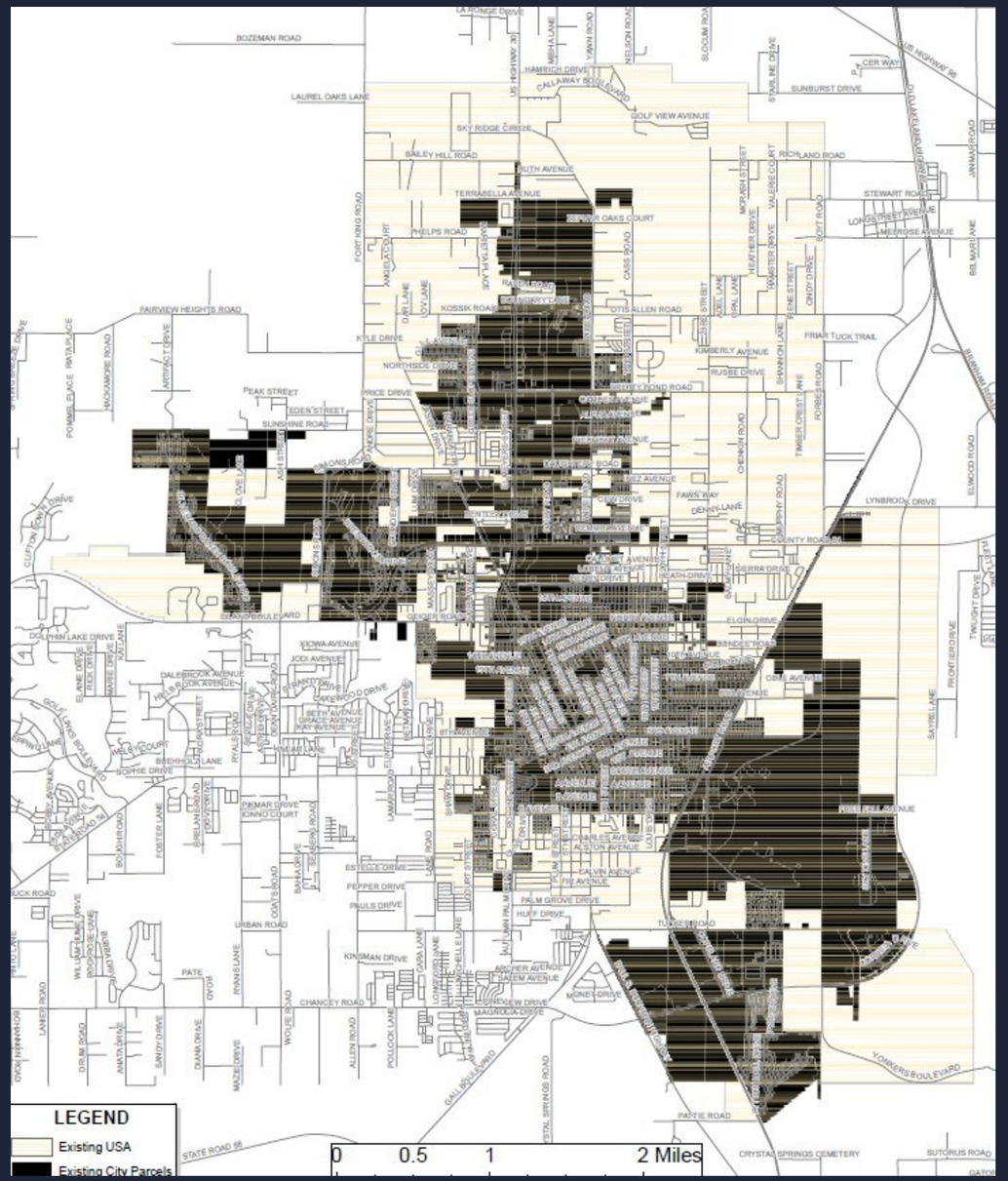
ADDRESSING REGIONAL GROWTH PRESSURES

- Collaboration with Pasco County;
- Participation in TAC/MPO meetings;
- Identifying City traffic "hotspots"
- City policy changes/updates;
- Change to Mobility Fee structure instead of Impact Fee;
- Extension of SR 56 to US 98;
- US Hwy 301 Improvements

UTILITIES

Currently expected to exceed our Water Use Permit by 2040.

Working with Engineering Consultants & SWFWMD on options to increase our permit.



PLANNING FOR OUR FUTURE

What's Next?

PLAN Z-HILLS 2035

Comprehensive Plan Update

Visit our virtual plat form at
Plan2035.Zhills.City
for more information & updates on the Plan.



Encouraging

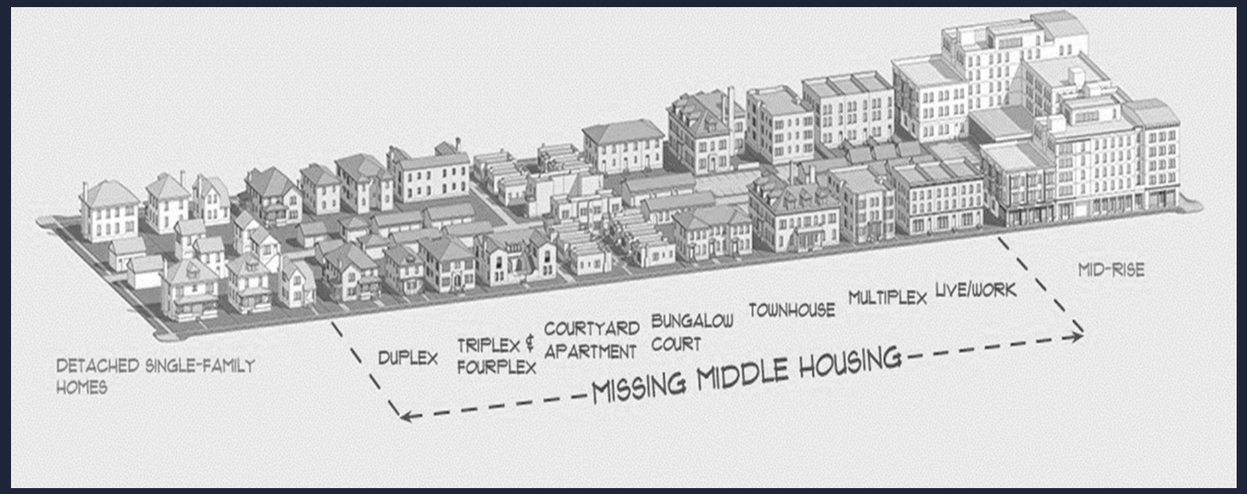
SMART GROWTH

A way to build cities, towns & neighborhoods that are economically prosperous, socially equitable & environmentally sensitive - concentrating growth in compact, walkable urban centers to avoid sprawl.



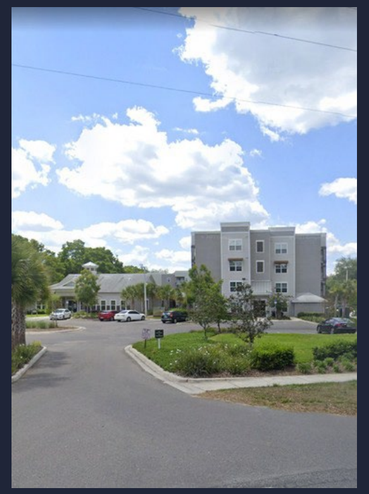
Planning for the Future

HOUSING



Missing Middle Housing

- Encourage a variety of housing types.
- Currently only seeing requests for townhomes/villas.



Affordable Housing

- Define "affordable"
- Set-asides & density bonuses
- City policy changes.



Avoid Oversaturation of residential land uses:

- Residential = highest impact on city services
- Need to better balance residential & non-residential for a sustainable economy

Promoting

ECONOMIC RESILIENCY

A community's ability to withstand & bounce back after economic stresses such as the Covid-19 Pandemic & Hurricane Ian.

- 2022 Economic Development & Sustainability Plan
- Fiscal Impact Analysis
- Economic Incentive Programs
- Supporting Industry & Commerce

THANK YOU!

Todd Vande Berg

Planning Director

City of Zephyrhills
5335 8th Street | Zephyrhills, FL 33542

813-780-0000 x 3505

tvandeberg@ci.zephyrhills.fl.us

www.ci.zephyrhills.fl.us
Plan2035.Zhills.City