

## SECTION II HERNANDO COUNTY MULTIFAMILY HOUSING MARKET

This section of the report presents an overview of the Hernando County multifamily rental housing market and includes a submarket delineation of the County, a description of these submarket areas, and relevant demographic data.

### HERNANDO COUNTY SUBMARKETS

For the purposes of the multifamily rental housing market analysis, SPG has subdivided Hernando County into three submarket areas. These submarket areas are identified as Spring Hill, Brooksville, and Ridge Manor. Figure II-1, on the following page, graphically illustrates these submarket areas of Hernando County. The Census Tracts that comprise each of these submarket areas is shown in the accompanying Table II-1.

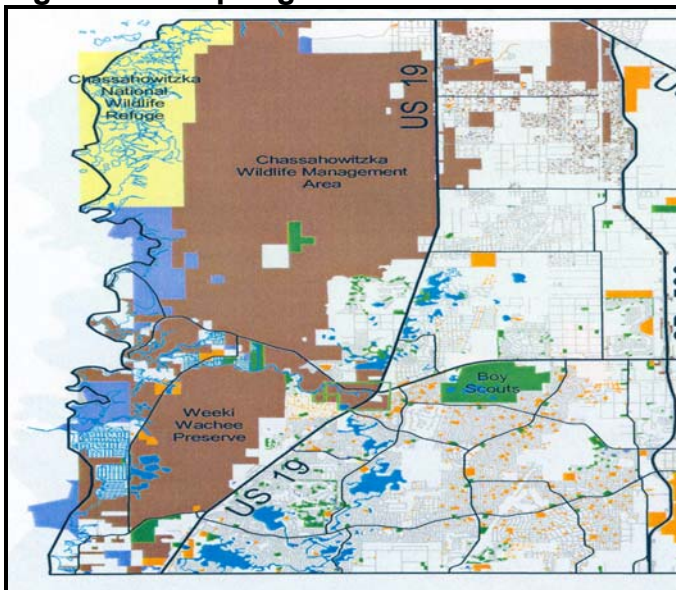
#### Spring Hill Submarket

This submarket includes the western one-third of Hernando County and contains an estimated 71 percent of the County's 2003 population. Geographically, this area is bounded by the Citrus and Pasco County lines on the north and south, the Gulf of Mexico on the west, and the Suncoast Parkway on the east.

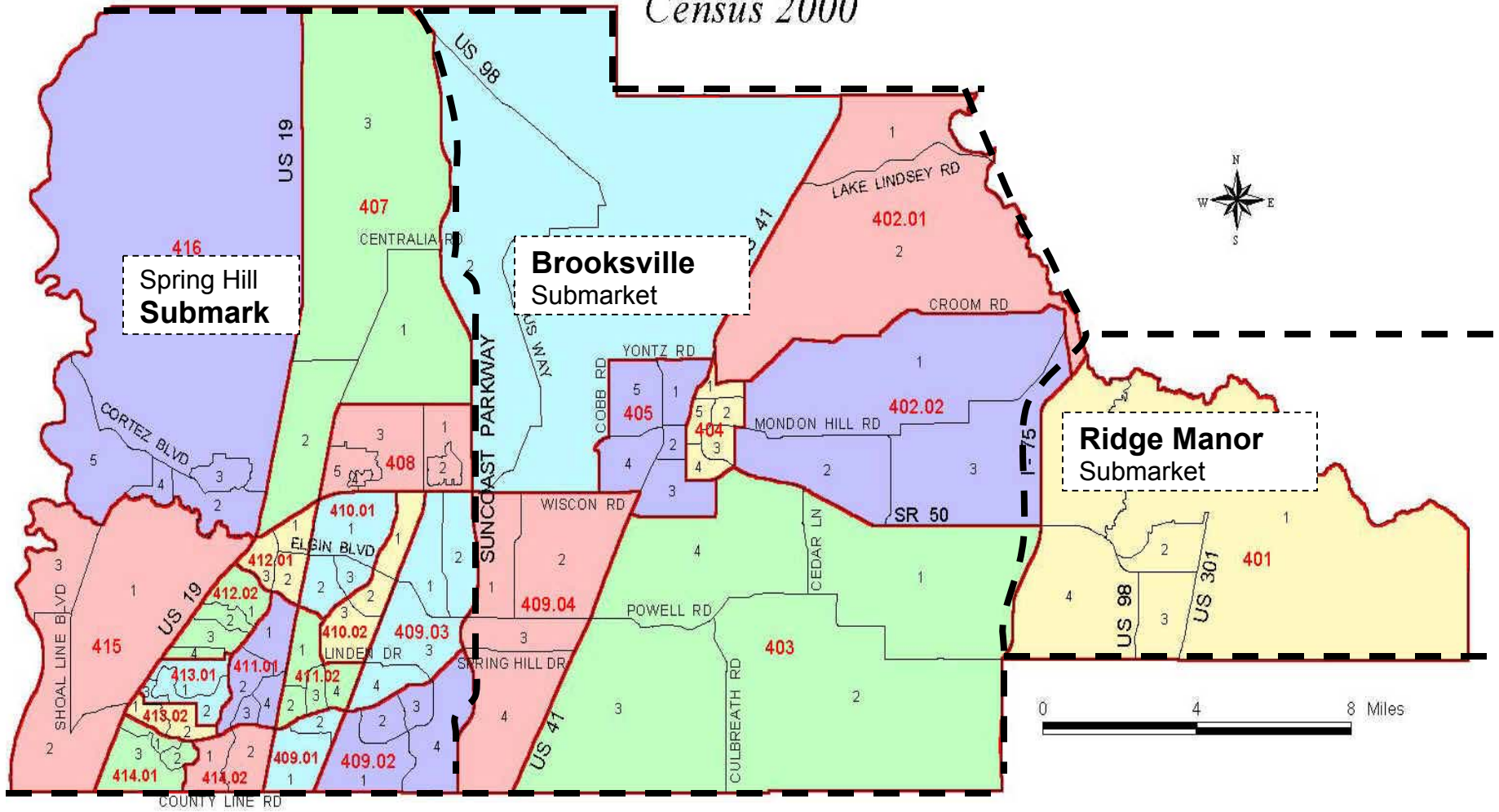
Major transportation arteries include U.S. 19 that runs through the submarket in a north-south orientation and SR 50 in an east-west direction. The Suncoast Parkway (toll) is the major regional collector and is also orientated in a north-south direction.

A large land area east of U.S. 19 and extending to the Gulf of Mexico public lands that include the Chassahowitzka Wildlife Management Area and the Weeki Wachee Preserve. Thus, future development in this sector of the Spring Hill submarket is limited west of U.S. 19.

**Figure II- 1: Springhill Submarket Area**



*Census Tracts  
and Census Block Groups of Hernando County, FL:  
Census 2000*



**Table II- 1: Hernando County Submarket Census Tracts, 1990-2000**

<b>Spring Hill Submarket</b>		<b>1990</b>	<b>2000</b>
		Pt 7.3, 7.5 & 7.4	407
		8	408
		9.6	409.01
		9.5	409.02
	Part	9.2, 9.3 & 9.4	409.03
		10.4, 10.5, 10.6	410.01
		10.1, 10.2, 10.3	410.02
		11.3-11.6	411.01
		11.1, 11.2	411.02
		12.1, 12.2	412.01
		12.3, 12.4, 12.5	412.02
		13.1, 13.6	413.01
		13.2-13.5	413.02
		14.5, 14.6	414.01
	14.1 - 14.3 &	Part 9.6	414.02
		15	415
		16	416
<b>Brooksville Submarket</b>		<b>1990</b>	<b>2000</b>
		2.1	402.01
		2.2, 2.3, 2.5	402.02
		3	403
		4	404
		5	405
		6	406
		Part 7.3, 7.5	- -
		9.1, 9.2, Pt 9.3	409.04
<b>Ridge Manor Submarket</b>		<b>1990</b>	<b>2000</b>
		1	<b>401</b>

Source: U.S. Census 1990 and 2000. SPG, 2004

**Brooksville Submarket**

This submarket contains the County’s primary city and County Seat: the City of Brooksville. It comprises the central sector of Hernando County and had an estimated population of 35,800 persons in 2003. Outside of the City of Brooksville, this submarket is relatively undeveloped compared to the Spring Hill Submarket.

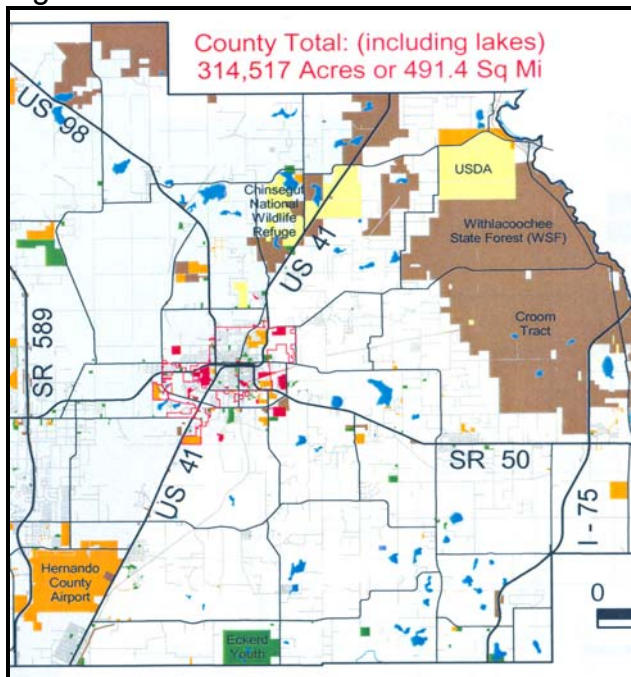
Located in this submarket is the Hernando County Airport and significant amount of the County’s designated industrial commercial land. In the northern and northeastern sector of this submarket there is a large amount of land designated public and philanthropic. These lands include the Chinsegut National Wildlife Refuge, USDA

lands, Withlacoochee State Forest, Silver Lake Recreational Area and the Croom Tract. In the north-northwestern sector of this submarket a large amount of acreage is devoted to limerock mining activities

Pending residential development projects are primarily slated for the southwestern sector of this submarket along the U.S. 41 south corridor, north of the city of Brooksville, and east of the City within the Spring Lake Highway corridor.

Geographically, this submarket is bounded by Citrus and Pasco Counties to the north and south, the Suncoast Parkway on the west and Interstate 75 on the east.

Figure II- 2: Brooksville Submarket Area



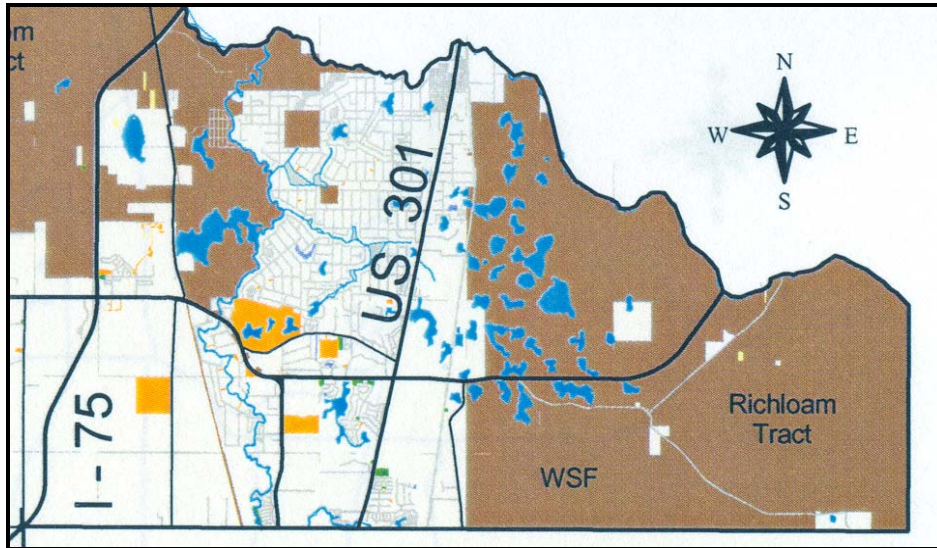
### **Ridge Manor Submarket**

The Ridge Manor Submarket area consists of the eastern most sector of Hernando County and is the smallest in terms of population. The estimated 2003 population of this submarket was 5,760 persons.

Geographically, this submarket is bounded by Interstate 75 on the west, Pasco County on the south, and Sumter County to the north and east. The largest employer in the County (Wal-Mart Distribution Center- 1,000 employees) anchors this submarket.

The Ridge Manor community is located between Interstate 75 and the railroad immediately east of SR 301. To the east of this area, future development is restricted by the designated conservation area that is primarily wetlands.

**Figure II- 3: Ridge Manor Submarket Area**



**HERNANDO COUNTY HOUSING DEMOGRAPHICS**

**Population, Housing Unit and Household Trends**

Table II-2, following, shows the 1980 and 1990 population and housing unit levels for the delineated Hernando County submarkets. As shown, Hernando County’s population increased by 29,687 persons between the Census benchmark years of 1990 and 2000. Significantly, 88 percent of the population growth or an increase of 26,060 persons was experienced in the Spring Hill Submarket. This submarket experienced a 40 percent population increase during the indicated period.

**Table II- 2: Population And Housing Unit Trends**

	1990	2000	Amount Change	Percent Change
<b>Hernando County</b>				
Population	101,115	130,802	29,687	29.4%
Housing Units	50,018	62,727	12,709	25.4%
<b>Spring Hill Submarket</b>				
Population	65,217	91,277	26,060	40.0%
Housing Units	32,907	44,201	11,294	34.3%
<b>Brooksville Submarket</b>				
Population	31,423	34,037	2,614	8.3%
Housing Units	14,766	15,773	1,007	6.8%
<b>Ridge Manor Submarket</b>				
Population	4,475	5,488	1,013	22.6%
Housing Units	2,345	2,753	408	17.4%

Source: U.S. Census. April 1990-2000, and Strategic Planning Group, Inc., 2004

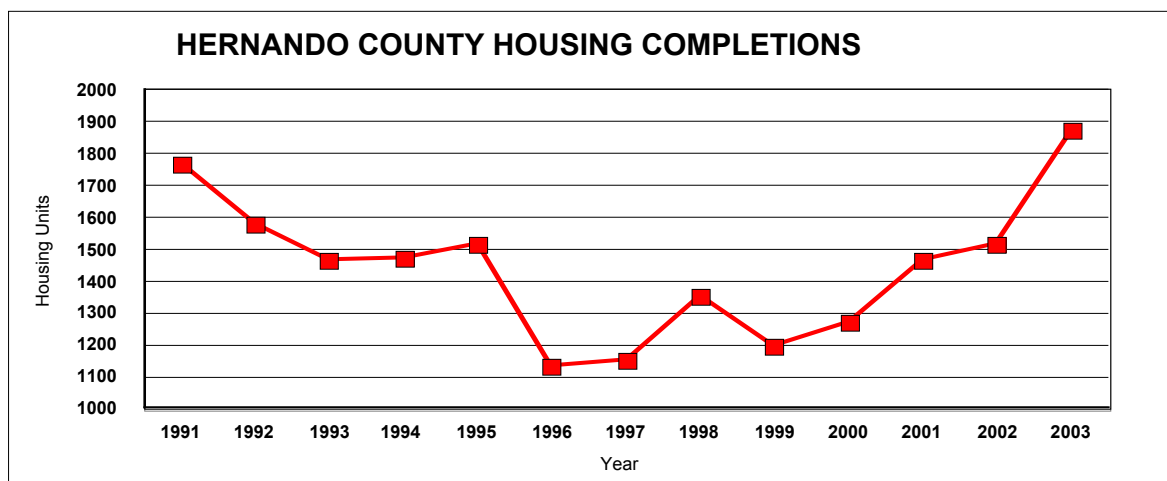
Population growth amounted to only 2,614 persons in the Brooksville Submarket and 1,013 persons in the Ridge Manor Submarket between 1990 and 2000. This represents population increases of 8.3 percent and 22.6 percent in the Brooksville and Ridge Manor Submarkets, respectfully.

According to Census figures, Hernando County contained 62,727 housing units in 2000. The County's housing stock increased by 25.4 percent, or 12,709 units, during the 1990-2000 Census period. Almost 90 percent of the additional housing stock added during the period was in the Spring Hill Submarket. Only 1,007 housing units in the Brooksville Submarket and 408 housing units in the Ridge Manor Submarket were added during the period.

Based on records kept by the Hernando County Building Division, an additional 4,866 housing completions were recorded between 2000 and 2003. Of these, 3,883 were for single-family units, 428 for multi-family units and 555 for mobile homes. During this period, single-family units accounted for 80 percent of the increased inventory, multi-family units 9 percent, and mobile homes 11 percent. This data indicates a shift in recent years from mobile home to multi-family units occurring within the market.

Between 1990 and 1995, new housing completions averaged 1,562 units annually. For the 1995 and 2000 period, average new housing completions declined to 1,222 units annually. However, for the past three years, since 2000, average new housing completions increased to 1,622 units annually. Annual new housing completions since 1990 through 2003 are illustrated in the following figure:

**Figure II- 4: Hernando County – Annual New Housing Completions**



Source: Hernando County Building Division, U.S. Census Bureau and SPG, Inc., 2004

**Population and Household Forecast**

Forecasts of future population and household levels for Hernando County and its' submarkets is shown in Table II-3. Between 2000 and 2003, population growth

continued to be concentrated primarily in the Spring Hill Submarket, which accounted for 83 percent of the estimated population increase in the County. This trend is anticipated to continue through the near term and gradually shift into the Brooksville Submarket in the 2005-2015 period.

Between 2003 and 2015, and additional 43,000 persons and 18,200 households are forecast for Hernando County. Approximately 59 percent of the new households are forecast for the Springhill Submarket, and 36 percent for the Brooksville Submarket.

**Table II- 3: Population And Household Forecast, 2003-2015.**

	<b>Hernando County</b>	<b>Spring Hill Submarket</b>	<b>Brooksville Submarket</b>	<b>Ridge Manor Submarket</b>
<b>Population</b>				
2000	130,802	91,277	34,037	5,488
2003	143,000	101,440	35,800	5,760
2005	150,000	106,500	37,500	6,000
2010	166,800	115,300	44,500	7,000
2015	186,000	125,720	52,100	8,180
<b>Change:</b>				
2000-2003	12,198	10,163	1,763	272
2003-2005	7,000	5,060	1,700	240
2003-2010	23,800	13,860	8,700	1,240
2003-2015	43,000	24,280	16,300	2,420
<b>Households</b>				
2000	55,425	39,698	13,416	2,311
2003	60,600	44,060	14,120	2,420
2005	63,600	46,260	14,820	2,520
2010	70,700	50,170	17,590	2,940
2015	78,800	54,770	20,590	3,440
<b>Change:</b>				
2000-2003	5,175	4,362	704	109
2003-2005	3,000	2,200	700	100
2003-2010	10,100	6,110	3,470	520
2003-2015	18,200	10,710	6,470	1,020

Source: U.S. Census Bureau 2000-2002, Hernando County Planning Department, and Strategic Planning Group, Inc. 2004.

In recent years, 100 percent of the Hernando County's growth is attributable to immigration of population. This trend is anticipated to continue into the future as the County increasing becomes more accepted as a bedroom community to Tampa-Clearwater and surrounding communities.

The opening of the Suncoast Parkway in the late summer of 2001 has provided a critical linkage to employment opportunities located throughout the northern Bay Regional Area. With commuting times of approximately 30 to 40 minutes from within the western sectors of the County, availability of land, relatively less expensive land, and the rural character of the area, Hernando County is anticipated to become increasingly attractive residential and commercial development market.

### **Age Distribution**

The Hernando County age profile is an important element in determining housing character and demand requirements. Table II-4 shows the age profile for the County and delineated submarket areas.

**Table II- 4: Age Distribution: Hernando County & Submarkets**

Age Group	Hernando County		Spring Hill Submarket		Brooksville Submarket		Ridge Manor Submarket	
<b>Less than 5 Years</b>	5,905	4.5%	3,672	4.0%	1,957	5.7%	276	5.0%
5-17 Years	24,726	18.9%	15,561	17.0%	8,020	23.6%	1,145	20.9%
18-24 Years	7,112	5.4%	4,361	4.8%	2,456	7.2%	295	5.4%
25-34 Years	10,990	8.4%	6,878	7.5%	3,555	10.4%	557	10.1%
35-49 Years	23,253	17.8%	14,819	16.2%	7,284	21.4%	1,150	21.0%
50-61 Years	19,028	14.5%	13,302	14.6%	4,886	14.4%	840	15.3%
62 + Years	45,693	34.9%	36,356	39.8%	7,836	23.0%	1,501	27.4%

Source: U.S. Census 2000 and Strategic Planning Group, Inc., 2004.

As shown in the table, the retiree market accounted for 35 percent of the total Hernando County population in 2000. In the Spring Hill Submarket, retirees accounted for 40 percent of the total population, while The Brooksville and Ridge Manor Submarkets retirees accounted for 23 percent and 27 percent of the total populations.

The population in the 18 to 34 years of age ranges was significantly higher in the Brooksville and Ridge Manor Submarkets than in the Spring Hill Submarket. The percentage of population in the 50-61 years of age range was similar in each of the submarkets.

### **Income**

Table II-5 shows the 2000 Hernando County household income distribution by delineated submarkets. Median household income levels ranged from \$31,466 in the Ridge Manor Submarket to \$33,675 in the Spring Hill Submarket. The Brooksville Submarket was between these levels at \$32,420. Both the Brooksville and Ridge Manor Submarkets were below the County median income of \$32,572.

**Table II- 5: Household Income Distribution, 2000**

	Hernando County		Spring Hill Submarket		Brooksville Submarket		Ridge Manor Submarket	
Total:	55,456	100.0%	39,710	100.0%	13,424	100.0%	2,322	100.0%
Less than \$10,000	4,388	7.9%	2,678	6.7%	1,542	11.5%	168	7.2%
\$10,000 to \$14,999	4,832	8.7%	3,365	8.5%	1,272	9.5%	195	8.4%
\$15,000 to \$19,999	4,905	8.8%	3,586	9.0%	1,126	8.4%	193	8.3%
\$20,000 to \$24,999	5,450	9.8%	4,025	10.1%	1,201	8.9%	224	9.6%
\$25,000 to \$29,999	5,510	9.9%	4,001	10.1%	1,196	8.9%	313	13.5%
\$30,000 to \$34,999	4,666	8.4%	3,526	8.9%	933	7.0%	207	8.9%
\$35,000 to \$39,999	3,957	7.1%	2,778	7.0%	1,024	7.6%	155	6.7%
\$40,000 to \$44,999	3,602	6.5%	2,560	6.4%	876	6.5%	166	7.1%
\$45,000 to \$49,999	2,811	5.1%	2,099	5.3%	578	4.3%	134	5.8%
\$50,000 to \$59,999	5,063	9.1%	3,745	9.4%	1,161	8.6%	157	6.8%
\$60,000 to \$74,999	4,693	8.5%	3,321	8.4%	1,238	9.2%	134	5.8%
\$75,000 to \$99,999	2,911	5.2%	2,031	5.1%	753	5.6%	127	5.5%
\$100,000 to \$124,999	1,142	2.1%	920	2.3%	165	1.2%	57	2.5%
\$125,000 to \$149,999	552	1.0%	380	1.0%	152	1.1%	20	0.9%
\$150,000 to \$199,999	420	0.8%	298	0.8%	72	0.5%	50	2.2%
\$200,000 or more	554	1.0%	397	1.0%	135	1.0%	22	0.9%
Median Income	<b>\$32,572</b>		<b>\$33,675</b>		<b>\$32,420</b>		<b>\$31,466</b>	

Source: U.S. Census 2000 and Strategic Planning Group, Inc., 2004.

It should be noted that of the four counties that comprise the MSA, Hernando County had the lowest median household income, while Hillsborough County had the highest. Median household income levels for the four-county MSA by component county is shown in the following table:

**Table II- 6: MSA County Median HH Income Levels, 2000**

County	2000 Median Household Income	Difference
Hernando	\$32,572	100.0%
Hillsborough	\$40,663	124.8%
Pinellas	\$37,111	113.9%
Pasco	\$32,969	101.2%

Source: U.S. Census 2000 and SPG, 2004.

## **Housing Type and Tenure**

Housing type and tenure characteristics, based upon the 2000 Census, for Hernando County and the delineated submarket areas are summarized in the following tables. Renter / owner occupancy data indicates that the Hernando County housing market contains relatively fewer rental units than that found in the other counties comprising the MSA Market. In Hernando County, only 13.5 percent of the occupied housing units were renter, which is well below the percentage of renter housing units in Hillsborough (35.9%), Pinellas (29.2%) or Pasco (17.6%) Counties. The renter ratios by MSA County is summarized below:

**Table II- 7: Owner / Renter Occupied Housing Units, 2000**

Occupied Housing Units	Hernando County, Florida	Hillsborough County, Florida	Pasco County, Florida	Pinellas County, Florida
Total:	55,425	391,357	147,566	414,968
Owner occupied	47,970	250,995	121,543	293,866
Renter occupied	7,455	140,362	26,023	121,102
% Renter	13.5%	35.9%	17.6%	29.2%

Source: U.S. Census and Strategic Planning Group, Inc., 2004

Within Hernando County the largest number of renter housing units were noted for the Brooksville Submarket, where 19.5 percent of the units were renter occupied. In the Spring Hill and Ridge Manor Submarkets, the percentage of renter occupied units ranged from 11.4 percent to 12.9 percent, respectfully.

It should be noted that of the 299 rental housing units located in the Ridge Manor Submarket, none are located in traditional large-scale apartment units containing 50 units or more. Additionally, the vast majority of these units (43%) are seasonal, recreational or occasional use rental units. Submarket owner / rental characteristics are shown in Table II-8 following:

**Table II- 8: Owner / Renter Occupied Housing-Hernando County, 2000**

Occupied Housing Units	Hernando County	Spring Hill Submarket	Brookville Submarket	Ridge Manor Submarket
Total:	55,425	39,698	13,416	2,311
Owner occupied	47,970	35,163	10,795	2,012
Renter occupied	7,455	4,535	2,621	299
% Renter	13.5%	11.4%	19.5%	12.9%

Source: U.S. Census and Strategic Planning Group, Inc., 2004

**Table II- 9: Occupancy Status, 2000**

	Hernando County, Florida	Spring Hill Submarket	Brooksville Submarket	Ridge Manor Submarket
Total:	62,727	44,201	15,773	2,753
Occupied	55,425	39,698	13,416	2,311
Vacant	7,302	4,503	2,357	442
Vacancy %	11.6%	10.2%	14.9%	16.1%

Source: U.S. Census and Strategic Planning Group, Inc., 2004

**Table II- 10: Vacancy Status, 2000**

	Hernando County, Florida	Spring Hill Submarket	Brooksville Submarket	Ridge Manor Submarket
Total:	7,302	4,503	2,357	442
For rent	644	291	333	20
For sale only	1,262	831	378	53
Rented or sold, not occupied	536	345	158	33
For seasonal, recreational, or occasional use	4,037	2,811	1,036	190
For migrant workers	2	2	0	0
Other vacant	821	223	452	146

Source: U.S. Census and Strategic Planning Group, Inc., 2004

**Table II- 11: Units In Structure – Total Housing Units, 2000**

	Hernando County, Florida	Spring Hill Submarket	Brooksville Submarket	Ridge Manor Submarket
Total:	62,727	44,201	15,773	2,753
1, detached	44,370	34,425	8,033	1,912
1, attached	1,958	1,612	260	86
2	697	390	298	9
3 or 4	584	421	158	5
5 to 9	546	294	244	8
10 to 19	297	176	121	0
20 to 49	209	139	66	4
50 or more	336	267	69	0
Mobile home	13,404	6,368	6,322	714
Boat, RV, van, etc.	326	109	202	15

Source: U.S. Census and Strategic Planning Group, Inc., 2004

**Table II- 12: Units In Structure For Vacant Housing Units, 2000**

	Hernando County, Florida	Spring Hill Submarket	Brooksville Submarket	Ridge Manor Submarket
Total:	7,302	4,503	2,357	442
1, detached	3,796	2,951	647	198
<b>1, attached</b>	293	192	80	21
2	76	9	67	0
3 or 4	70	46	24	0
5 to 9	97	40	57	0
10 to 19	22	15	7	0
20 to 49	39	25	14	0
50 or more	21	21	0	0
Mobile home	2,724	1,157	1,344	223
Boat, RV, van, etc.	164	47	117	0

Source: U.S. Census and Strategic Planning Group, Inc., 2004

**Table II- 13: Contract Rent Levels-Renter Occupied Units, 2000**

	Hernando County, Florida	Spring Hill Submarket	Brooksville Submarket	Ridge Manor Submarket
Total:	7,391	4,550	2,554	287
With cash rent:	6,811	4,213	2,349	249
Less than \$100	231	11	220	0
\$100 to \$149	111	43	68	0
\$150 to \$199	143	29	91	23
\$200 to \$249	150	46	96	8
\$250 to \$299	307	79	205	23
\$300 to \$349	633	206	397	30
\$350 to \$399	861	390	455	16
\$400 to \$449	927	617	273	37
\$450 to \$499	835	596	208	31
\$500 to \$549	730	554	159	17
\$550 to \$599	609	487	96	26
\$600 to \$649	306	271	23	12
\$650 to \$699	214	184	23	7
\$700 to \$749	156	131	16	9
\$750 to \$799	103	103	0	0
\$800 to \$899	163	154	9	0
\$900 to \$999	68	48	10	10
\$1,000 to \$1,249	98	98	0	0
\$1,250 to \$1,499	42	42	0	0
\$1,500 to \$1,999	105	105	0	0
\$2,000 or more	19	19	0	0
No cash rent	580	337	205	38

Source: U.S. Census and Strategic Planning Group, Inc., 2004