Why Micro Housing Makes Sense

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Urban Core Holdings
Downtown Tampa Market

- **66,500**: Workers in Tampa downtown area
- **8,100+**: Number of Tampa downtown residents doubled from 2008-2016
- **13,300**: Workers in downtown Tampa less than 35 yrs
- **8,350**: Students at University of Tampa (1,400 int’l) and growing
- **43.7%**: Workers have an interest in moving to downtown
- **1 in 4**: Residents also work in downtown and another 14% work from home
- **6,600**: Young professional in downtown Tampa (>50k p.a.)
- **30 minutes**: Average commute to downtown

Source: HCP 2016
What is a Micro Apartment?

- A micro-apartment, also known as a microflat, is a one-room, self-contained living space,
- Usually purpose built
- Designed to accommodate a sitting space, sleeping space, bathroom and kitchenette with (50–350 sq ft)
- In some cases, residents may also have access to Common Areas
Trends Driving Micro Housing

- People need less stuff
  - What do they deem as essential:
    - 37% - Mobile Phone
    - 25% - Laptop
    - 19% - Car
    - 12% - TV
    - 6% - Tablet

- They want experiences more than Possessions
  - 61% prefer to spend on experiences
  - 39% prefer to spend on things

“The things you own end up owing you”
- Tyler Durden (Fight Club)
Trends Driving Micro Housing

- Housing takes up a significant portion of an urban dweller’s expenses:
  - When asked, what they wish they could spend less on: .......
    - Housing: 46%
    - Food: 28%
    - Transportation: 24%

- Construction costs are increasing
- Land costs in urban markets are increasing
- People want to drive less
- They don’t want roommates
Trends Driving Micro Housing

• Ride sharing and Autonomous vehicles are going to radically change real estate development in the urban core
  • Significantly higher density due to less structured parking
  • Savings from NOT owning a car will allow more people to live in the urban core
• Bike sharing, ride sharing and walking are more viable in urban areas

Structured Parking Costs between $18,000-$30,000 per space in construction costs alone!
Reservations @ 220 Madison Micro

• ~90 reservations
  • 88% Workers – ranged from pilot, engineers, make up artist, real estate agents, waiters, receptionists
  • 6% Students
  • 5% Retirees
  • 1% Unemployed

• Location (proximity to work, school, entertainment) main reason 77%

• 72% had a car but of those 78% were willing to give up car
Micro Apartments Make Sense Because....

- Lowers housing cost in urban core areas
- Eliminates most of commutes to work
- Allows for the ability to not own a car
- Increases personal time
- Allows young people to create wealth
  - Ask me more about this 😊
- Allows retirees to stay active, but at lower cost
What's needed to Make Micro Apartments Happen?

- Community demand
- Progressive government support
- Flexible building and municipal codes
- Access to alternative transportation
- Alternate construction methodologies