

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 owning you"
- Tyler Durden (Fight Club)**

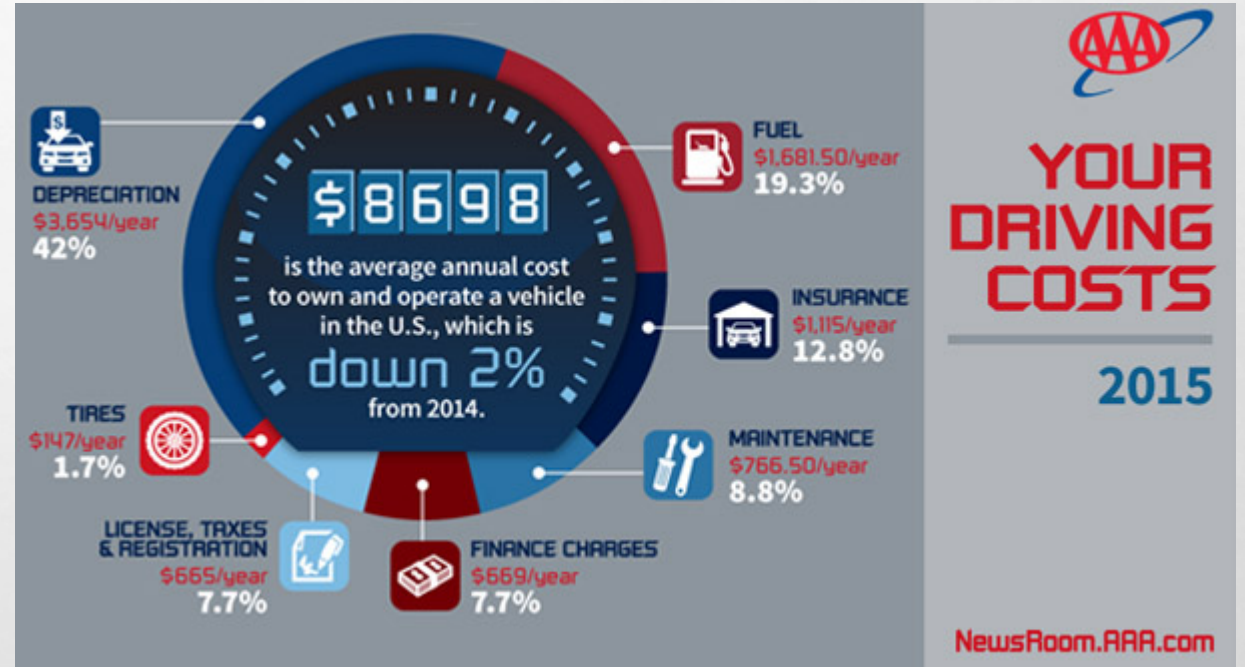
Trends Driving Micro Housing

- **Housing takes up a significant portion of a urban core 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**

