

Gainesville model 1.1 updates

BACKGROUND

FDOT District 2 retained Corradino to review the active and planned developments in the City of Newberry and update the socioeconomic (SE) data in the travel demand model, where needed. The purpose of this review is to make sure known developments are represented in the correct Traffic Analysis Zones (TAZs) and that the model reasonably reflects future growth.

Study Map:

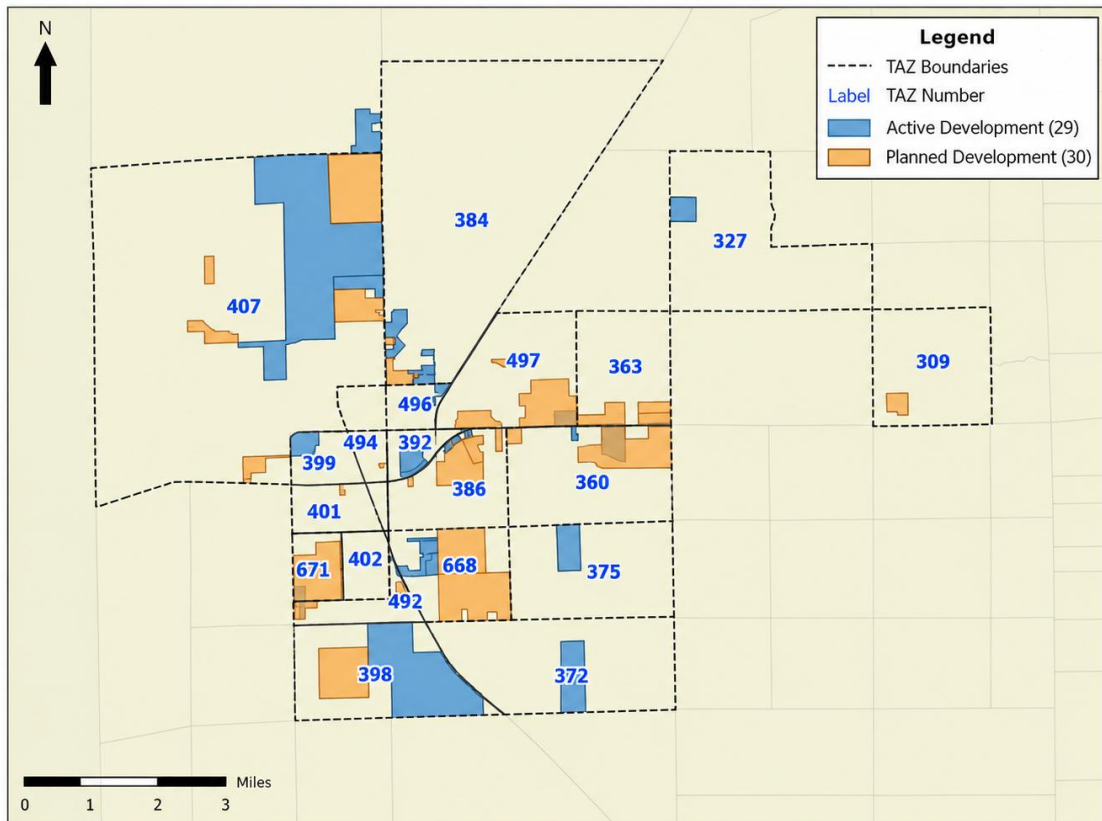


Figure 1: Study map

METHODOLOGY

- 1. Review development information:** The Consultant reviewed the City of [Newberry's official planning and development dashboard](#) to identify active and planned projects. Available information such as project status, approval date, residential units, commercial square footage, and other development details was collected.
- 2. Match developments to TAZs:** The development locations were mapped in GIS and overlaid with the model TAZ boundaries. The Consultant checked TAZs for each development overlaps with and used the spatial overlap to confirm the appropriate TAZ assignment.
- 3. Convert the development intensity data to the Gainesville model TAZ format and compare it with SE data growth:** The development information was converted to single family and multifamily units and compared with the model TAZ growth. Similarly, the employment square footage for each development was used to convert to the industry specific employment data (commercial, industrial, service, office,

and others). This check helped identify where growth may already have been included and where an update might be needed.

Table 1. List of Assumptions

Assumption Category	Modeling Assumption
Single-Family Residential	Population was estimated using an occupancy rate of 2.9 persons per dwelling unit.
Multifamily Residential	Population was estimated using an occupancy rate of 2.1 persons per dwelling unit.
Commercial Employment	Employment was estimated at one employee per 980 square feet of floor area.
Industrial Employment	Employment was estimated at one employee per 1,040 square feet of floor area.
Office and Other Service Employment	Employment was estimated at one employee per 400 square feet of floor area.

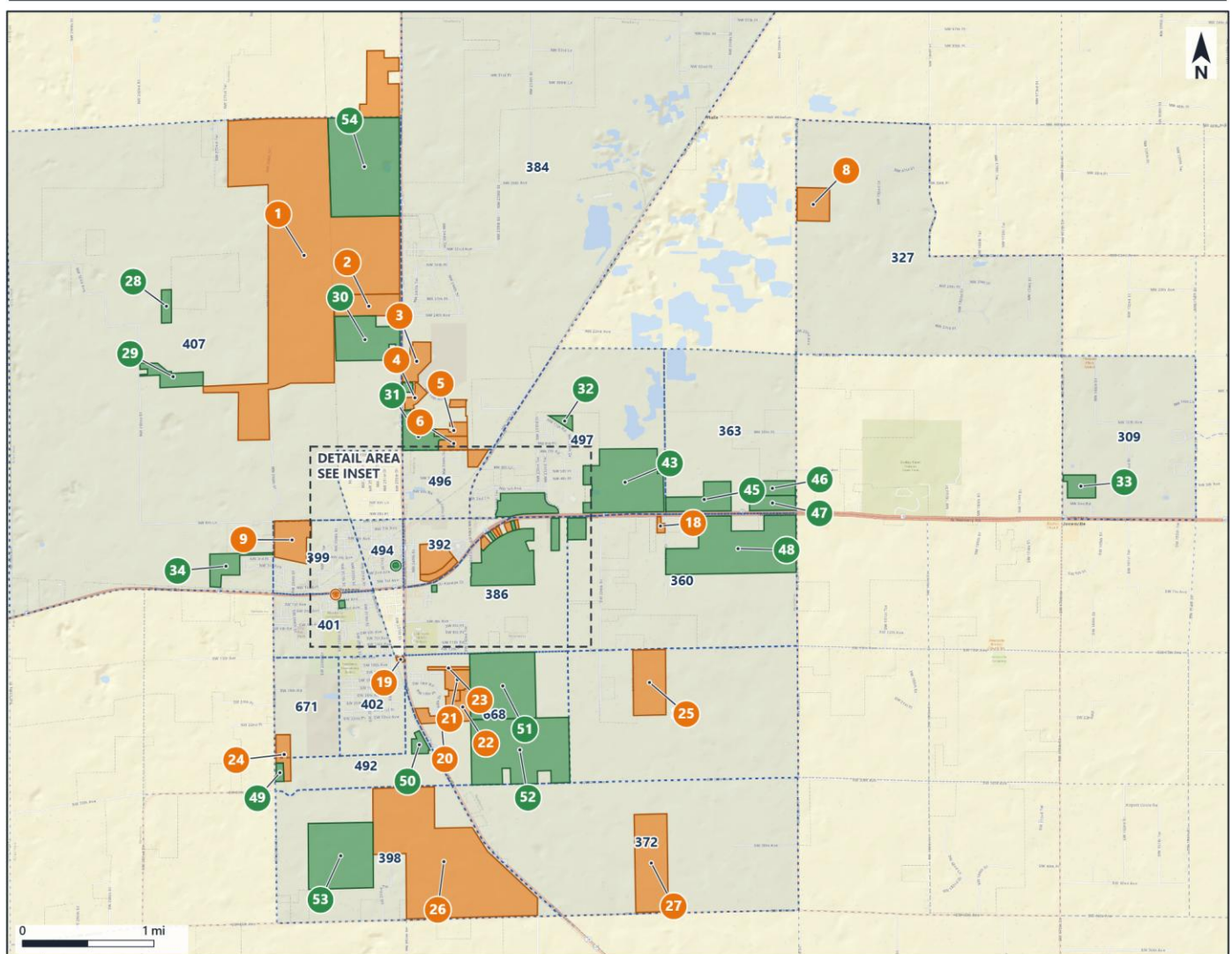
4. Update without double counting: If the model already includes the expected development growth, no additional growth is added. If the active or planned development supports a higher future intensity, the TAZ SE data is updated using the available development information and the applicable assumptions.

5. Network updated to include additional centroid connectors: Additional centroid connectors were added to support access to the additional developments.

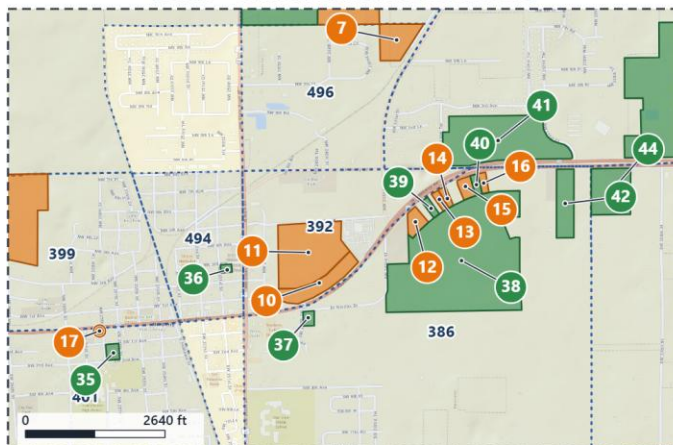
Below are the TAZ intensities and assumptions considered in this analysis.

City of Newberry — Approved and Planned Development Study Area

Gainesville Model 1.1 socioeconomic data update · Development footprints over model Traffic Analysis Zones



DETAIL — CENTRAL NEWBERRY (18 PROJECTS)



LEGEND

- Active development
- Planned development
- TAZ with updated SE data (Table 3)
- Other TAZ boundary
- Detail area shown in inset
- 7 Project number, keyed to Table 2 (1–27 active, 28–54 planned)

Sources: City of Newberry planning and development dashboard (project footprints and status); Gainesville travel demand model TAZ layer. Basemap: Esri World Street Map. Only the 54 projects listed in Table 2 are shown; completed and expired projects are excluded. Projection: NAD83 / Florida North (ftUS), displayed in WGS84 Web Mercator.

Figure 2 City of Newberry - Approved and Planned development area

Table 2. Approved and Planned Development Projects in the Newberry Area

Project No	Project Name	Phase	Single-Family Housing Units	Multifamily Housing Units	Commercial (sq ft)	Industrial (sq ft)	Office (sq ft)	Other (sq ft)	Hotel Units	TAZ
1	NC Ranch	Active	3,875	625	370,000		30,000	300,000		407
2	Norfleet Small Scale Industrial	Active	0	0	0					407
3	Avalon Woods Phase 2	Active	147	0	0					384
4	Avalon Woods Phase 5B	Active	35	0	0					384
5	Avalon Woods Phase 4B	Active	38	0	0					384
6	Avalon Woods Phase 5A	Active	44	0	0					384
7	Smyrna Ready Mix Concrete	Active	0	0	13,615					496
8	Quarry Fields Subdivision	Active	4	0	0					327
9	Post Woods Planned Residential Development	Active	160	0	0					399
10	Heritage Oaks Planned Development (Pod A)	Active	0	0	100,000					392
11	Heritage Oaks Planned Development (Pod B)	Active	0	0	100,000					392
12	YSU Self Storage (Lot 12)	Active	0	0	0			44,377		386
13	Heartland Dental (Lot 9A)	Active	0		0		4,400			386
14	Chipotle (Lot 8)	Active	0		2,400					386
15	Wawa (Lot 6)	Active	0		6,372					386
16	Wendy's (Lot 4)	Active	0		2,350					386
17	Hedges Eye Care	Active	0		0		2,275			401
18	All Florida Site and Development Plan	Active	0		3,939	3,999	2,000	3,750		360
19	Progressive Orthodontics Site Plan	Active	0		0		9,929			402
20	Countryway Phase IV Planned Development	Active	64	0	0					668
21	Countryway Phase V	Active	73	0	0					668
22	Countryway Phase VI Planned Development	Active	40	0	0					668
23	Countryway Phase VII	Active	50	0	0					668
24	LifeSoils	Active	0		0			720		671
25	Magnolia Acres Rural Subdivision	Active	16	0	0					375
26	Sandia Town Parc Planned Development	Active	1,190	400	300,000				400	398

Project No	Project Name	Phase	Single-Family Housing Units	Multifamily Housing Units	Commercial (sq ft)	Industrial (sq ft)	Office (sq ft)	Other (sq ft)	Hotel Units	TAZ
27	Walker's Ridge Rural Subdivision	Active	21	0	0					372
28	ET Mutt Hutt LLC	Planning	0		600					407
29	Havenwood Subdivision	Planning	3	0	0					407
30	Stonewood Planned Development	Planning	570		60,000					407
31	Avalon Woods Phases 6	Planning	80	0	0					384
32	Eden's Garden Planned Residential Development	Planning	12	0	0					497
33	Reserve at Park West	Planning	5	0	0					309
34	Whittles Mini Storage Site Plan	Planning	0		0			30,000		407
35	Morlynn Planned Development	Planning	11	0	0					401
36	Newberry Townhomes	Planning	8	0	0					494
37	Newberry Animal Hospital	Planning	0		0					386
38	Highland Park Planned Development – Residential	Planning	350	0	0					386
39	Mavis (Lot 10)	Planning	0		6,965					386
40	McDonald's (Lot 5)	Planning	0		3,859					386
41	Weseman Parcels (fka The Curve)	Planning	0		0					497
42	Hawley 9 acre Commercial	Planning	0		0					386
43	Newberry Agri-Tech Park	Planning	0		620,000					497
44	Palmer Project	Planning	0		0					360
45	Crystal Lake Commercial Development	Planning	0		240,000					363
46	Commercial North Gateway Project	Planning	0		0					363
47	Commercial South Gateway Project	Planning	0		0					363
48	Tanglewood Planned Development (full project)	Planning	636		140,000					360
49	County Rural Collection Center	Planning	0		0					492
50	Countryway South Residential Development Ph 2	Planning	35	0	0					492

Project No	Project Name	Phase	Single-Family Housing Units	Multifamily Housing Units	Commercial (sq ft)	Industrial (sq ft)	Office (sq ft)	Other (sq ft)	Hotel Units	TAZ
51	Countryway II Planned Residential Development	Planning	500	0	0					668
52	Newberry Ridge Planned Development	Planning	1,250	0	0					668
53	Sandia West Planned Residential Project	Planning	500	0	0					398
54	NC Ranch Phase 1	Planning	95							497

Table 3. Updated Traffic Analysis Zone Socioeconomic Inputs

TAZ	SF DU	SPOP	MFDU	MFPOP	TOTPOP	COMEMP	MFGEMP	SERVEMP	OIEMP	Hotel Units	TOTEMP
309	65	161	2	5	166	22	0	44	5	0	71
327	101	223	35	79	302	19	0	27	15	0	61
360	720	2,018	70	143	2,161	169	6	68	46	0	289
363	18	57	4	12	69	246	0	0	0	0	246
372	45	122	13	31	153	8	0	15	83	0	106
375	43	114	4	4	118	0	0	10	20	0	30
384	501	1,383	125	322	1,705	42	0	134	5	0	181
386	521	1,546	9	27	1,573	61	0	212	114	0	387
392	23	56	1	3	59	250	0	67	1	0	318
398	1,708	4,951	569	1,195	6,146	306	528	288	220	400	1,342
399	305	852	39	90	942	16	0	29	48	0	93
401	306	845	40	88	933	15	0	175	98	0	288
402	405	960	17	47	1,007	42	0	156	42	0	240
407	4,673	13,453	662	1,408	14,861	449	0	105	847	0	1,401
492	38	109	2	6	115	0	0	0	0	0	0
494	132	350	50	138	488	127	0	115	0	0	242
496	10	28	19	59	87	191	10	34	94	0	329
497	453	1,326	60	127	1,453	654	0	49	4	0	707
668	2,064	5,906	0	0	5,906	25	0	0	1	0	26
671	2	6	5	13	19	0	0	0	2	0	2