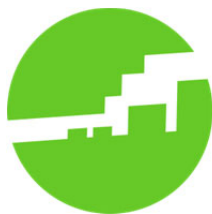


# GIBSONTON COMMUNITY PROFILE



**Hillsborough County  
City-County  
Planning Commission**



**Hillsborough  
County Florida**

# GIBSONTON COMMUNITY PROFILE

Prepared For:



**Hillsborough County**  
**City-County**  
**Planning Commission**



**Hillsborough**  
**County Florida**

Prepared By:



and



**August 2020**

**TABLE OF CONTENTS**

TABLE OF CONTENTS

EXECUTIVE SUMMARY ..... 1

    Business Environment..... 2

    Gibsonton Buildout Analysis ..... 2

    Corridor/Overlay Analysis ..... 3

    Alafia River Buildout Analysis..... 4

    US 41 Corridor Buildout Analysis ..... 4

    Gibstonon Drive Corridor Buildout..... 4

    Show Business Overlay District ..... 5

BACKGROUND..... 6

    Contract ..... 6

    Gibsonton Study Area ..... 6

    Regional Context ..... 7

    History ..... 9

    Gibsonton Community Plan ..... 10

SURVEY: STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS (SWOT)..... 11

    Stakeholder Survey/SWOT workshop Findings..... 11

        Strengths/Assets ..... 12

        Weakness/Liabilities ..... 12

        Opportunities ..... 13

        Threats ..... 13

WEB Based SWOT Results..... 14

    Gibsonton - One Word Description ..... 14

    Strengths ..... 15

    Weaknesses ..... 15

    Opportunities ..... 15

    Threats ..... 15

SOCIOECONOMIC SUMMARY ..... 16

    Demographics ..... 17

    Age Trends ..... 17

    General Population and Housing Trends ..... 20

    Housing ..... 20

# Gibsonton Community Profile

---

- Housing Trends ..... 20
- Household Income ..... 21
- Educational Attainment ..... 21
- Future Population and Housing Trends ..... 22
- ECONOMICS/EMPLOYMENT ..... 23
  - Employment 2019 ..... 26
  - Industrial ..... 26
  - Office ..... 29
  - Retail ..... 32
- UNEMPLOYMENT/AREAS OF CONCERN ..... 34
- ENVIRONMENT ..... 37
  - Existing Land Use ..... 41
- ZONING ..... 42
- GIBSONTON COMMUNITY INFRASTRUCTURE ..... 44
  - Future Transportation and Connectivity Improvements ..... 46
- GIBSONTON COMMUNITY FACILITIES/SERVICES ..... 47
  - Parks ..... 47
  - Gibsonton Schools ..... 48
  - Hospitals ..... 49
- GIBSONTON CAPITAL IMPROVEMENTS ..... 50
  - Gibsonton 2025 Population Density ..... 51
- BUILDOUT ANALYSIS ..... 53
  - Future Land Use/Buildout Analysis ..... 53
  - Alafia River Corridor ..... 54
  - US 41 Corridor Buildout Analysis ..... ~~56~~ 55
  - Gibsonton Drive Corridor ..... 58
  - Gibsonton Show Business Overlay District ..... 59
- APPENDIX ..... 61
  - SWOT Survey Instrument ..... 62
  - SWOT Detail Data ..... 66
  - ESRI Data ..... 73



## EXECUTIVE SUMMARY

Strategic Planning Group, Inc. and HALFF Associates, Inc. were retained by Hillsborough County and the Hillsborough County City-County Planning Commission to prepare a Community Profile of Gibsonton including four subareas: US 41 Corridor, Gibsonton Avenue Corridor, Alafia River, and the Show District Overlay District. The report reflects the current demographic and development trends and provides residents and business owners with data useful in supporting and justifying desired changes to the community.

Gibsonton is an unincorporated Census Designated Place (CDP)<sup>1</sup> located in southern Hillsborough County bordering Tampa Bay to the west, Interstate 75 and Fern Road to the east and Alafia River to the north and Big Bend Road (excluding the Kings Lake subdivision and the industrial area at US 41/Big Bed Road intersection). With Gibsonton’s moderate growth, the Community appears to have fully recovered from the “Great Recession” of 2007/8. However, it should be noted that 97.3 percent<sup>2</sup> of Gibsonton residents work outside of Gibsonton (while 88.7 percent of those working within Gibsonton live outside the community). Gibsonton has excellent regional transportation access with a major interchange on I-75.

Gibsonton’s 2019<sup>3</sup> population (18,245) is growing at a faster rate than the County as a whole. Its racial composition is becoming increasingly mixed, which as of 2019, was estimated at approximately 67.8 percent white and 14.6 percent black. Its Hispanic population is also growing and now accounts for almost 34.1 percent of the community’s population. Socioeconomically, the community’s residents had a higher rate of poverty (18.1 percent) in 2017 when compared to the County (15.7 percent). Based on Census figures, over 63.4 percent of Gibsonton renters were considered housing burden<sup>4</sup>. It should also be noted that a significant part of Gibsonton has been designated as a “Community of Concern” meaning that the area meets two or more of the following criteria: high proportion of racial minorities, low-income groups, persons with disabilities, and/or those with a limited English proficiency.

The community’s median household income (\$48,320) is less than the County as shown below. Gibsonton has a higher percentage of owner-occupied housing than the County (but ownership costs are slightly higher). Conversely, Gibsonton has a smaller percentage of rental units (single and multifamily) than the County and slightly lower rental rates.

**Table ES 1: Gibsonton Socio-Economic Summary (ACS 2017)**

Economics	Gibsonton	County		Gibsonton	County
Median Household Income	\$48,320	\$53,742	<b>Labor Force Participation</b>	63.9%	65.1%
Median Home Value	\$150,700	\$179,500	Civilian Employed	62.9%	64.6%
Median Monthly Owner Costs	\$1,360	\$1,097	Unemployment Rate	4.5%	4.4%
Median Monthly Renter Costs	\$956	\$1,040	Average Commute Time (minutes)	30.0	27.3
			<b>Educational Attainment (25-64 YRS)</b>		
Owner Occupied	63.2%	58.0%	High School Diploma or higher	81.1%	84.5%
Renter Occupied	36.8%	42.0%	Bachelors Degree or higher	17.4%	11.6%
<b>Racial Composition</b>			<b>Poverty Rate</b>		
White	72.0%	73.5%	Population below Poverty	18.1%	15.7%
Black	18.2%	18.4%	Households below Poverty	16.0%	11.5%
Hispanic	34.0%	27.4%			

Source: U.S. Census, American Community Survey (ACS) 2013-2017, Strategic Planning Group, Inc. 2019

<sup>1</sup> A CDP is a concentration of population designated by the U.S. Census Bureau for statistical purposes and used by Hillsborough County City-County Planning Commission for planning purposes.

<sup>2</sup> US Census, On the Map (2017), 2020

<sup>3</sup> Esri Business Analyst, 2020

<sup>4</sup> A household is considered “cost burden” if it spends over 30 percent of its household income on housing.

## Gibsonton Community Profile

The Gibsonton area, bordered by Tampa Bay and the Alafia River, has significant environmental assets as well as challenges. A large percentage of the area is within a flood plain and the community experiences drainage issues. The community's prior planning efforts have recognized the need to protect the area's wetlands and wildlife habitats.

The survey of stakeholders identified the strengths of Gibsonton as the following: its show business history and people, its proximity to I-75, access to Tampa and the Alafia River, and affordable housing. Weaknesses identified were: roads/transportation congestion, drugs/crime, blighted areas, poor planning, the homeless, and lack of water and sewer infrastructure.

### BUSINESS ENVIRONMENT

The majority of businesses, within Gibsonton are currently located along US 41 and Gibsonton Drive. They are impacted by traffic access and congestion as well as lack of regional visibility. Gibsonton's office and retail market lies at the southern fringe of the Tampa region and, is primarily oriented to the immediate community and therefore currently limited to its immediate southern regional market.

### GIBSONTON BUILDOUT ANALYSIS

Based on Gibsonton's Future Land Use designations, it could potentially accommodate a population of 69,297<sup>5</sup> and 49.1 million square feet of non-residential land uses (if demand existed)<sup>6</sup>. However, as discussed in the report, Gibsonton's location at the southern fringe of the Tampa regional market, and limited infrastructure and visibility may limit its non-residential development in the near term.

**Table ES 2: Gibsonton Future Land Use Buildout Analysis**

Future Land Use Description	Parcel		Vacant	Residential Population		Non-Residential Sq. Ft. Max
	Count	Acres		DU Max	(3.0 PPH)	
Community Mixed Use 12 (.50 FAR)	1	33	33	396	1,188	718,000
Heavy Industrial (.50 FAR)	10	119	0	N/A	N/A	2,588,130
Light Industrial (.50 FAR)	2	34	34	N/A	N/A	749,799
Natural Preservation	28	1,722	88	N/A	N/A	N/A
Office Commercial (.75 FAR)	107	93	11	4,680	N/A	3,039,567
Public/Quasi-Public	7	295	9	N/A	N/A	*
Residential 1 (.25 FAR)	23	540	8	540	1,620	5,883,513
Residential 4 (.25 FAR)	919	562	103	2,247	6,741	6,117,091
Residential 6 (.25 FAR)	2,462	1,374	311	8,246	24,738	14,966,351
Residential 9 (.35 FAR)	9	5	2	41	123	68,660
Suburban Mixed Use 6 (.35 FAR)	1,338	1,119	381	6,714	20,142	17,060,278
Urban Mixed Use 20 (1.0 FAR)	4	12	3	235	705	512,561
<b>Total</b>	<b>4,908</b>	<b>5,908</b>	<b>983</b>	<b>23,099</b>	<b>69,297</b>	<b>51,703,950</b>

Footnote: \* Intensities of public facilities shall be guided by the FAR

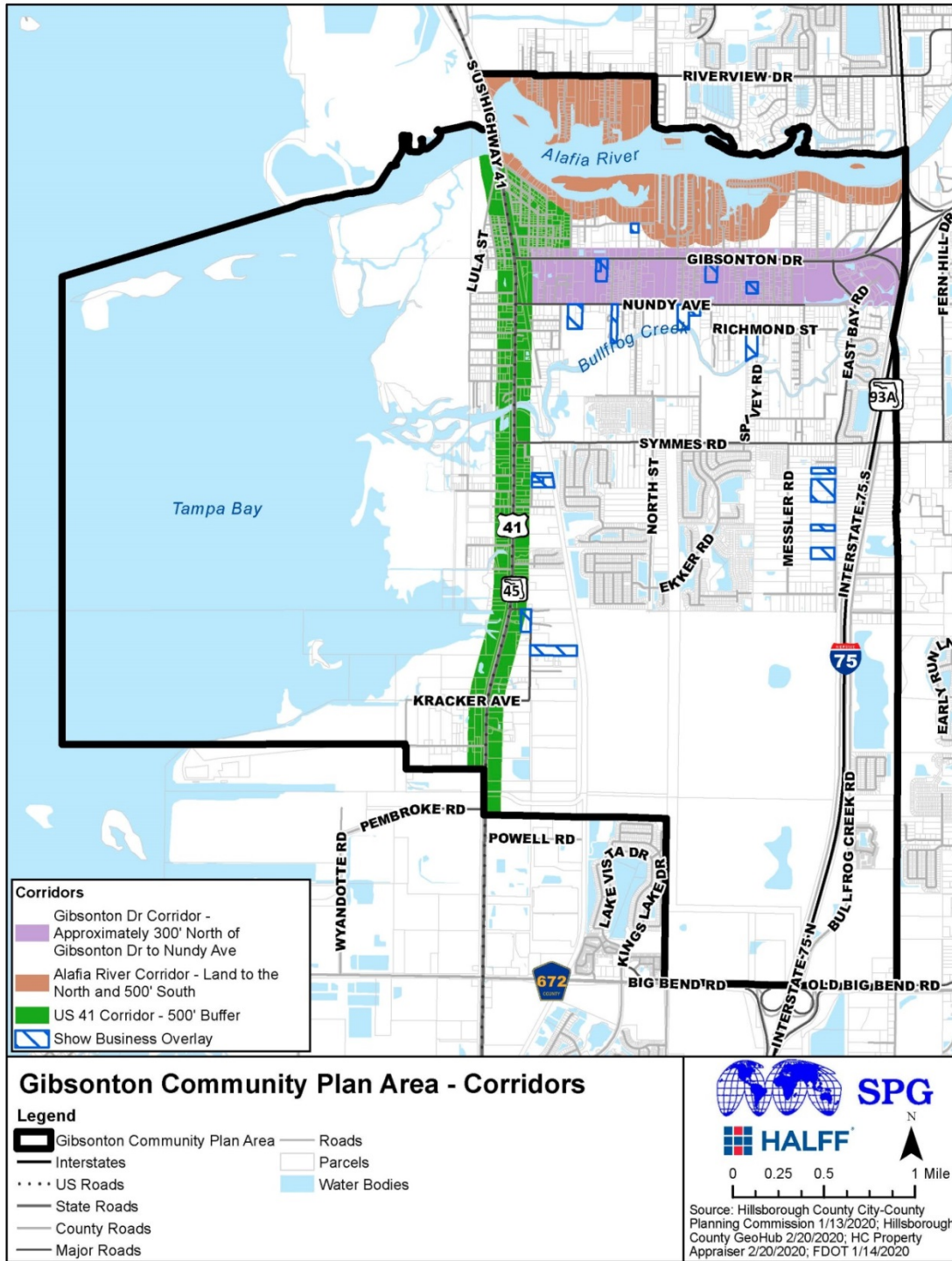
<sup>5</sup> Hillsborough County City-County Planning Commission estimates Gibsonton 2030 population at 22,904.

<sup>6</sup> Excluding residential FAR uses, the community could accommodate 24.6 million square feet of non-residential uses.

## CORRIDOR/OVERLAY ANALYSIS

The following graphic delineates the four corridor/overlay districts that were analyzed for each buildout potential.

Figure ES 1: Gibsonton Corridor Boundaries



## Gibsonton Community Profile

### ALAFIA RIVER BUILDOUT ANALYSIS

The Alafia River Corridor includes all of the land within the Gibsonton Community Plan boundary north of the Alafia River as well as approximately 500 feet south of the River. The corridor contains approximately 323 acres which could accommodate 1,398 dwelling units, housing a population of 4,194 as well as approximately 3.7 million square feet of non-residential uses.

**Table ES 3: Alafia River Corridor Buildout Analysis**

Land Use	Acres	Vacant	Residential DU Max	Population Entitled (3.0 PPH)	Non- Residential Sq. Ft. Max
Residential 4 (.25 FAR)	270.32	61.58	1,081	3,243	2,943,750
Residential 6 (.25 FAR)	17.30	0.74	104	312	188,344
Suburban Mixed Use (.35 FAR)	35.58	7.01	213	639	542,404
<b>Total</b>	<b>323.20</b>	<b>69.33</b>	<b>1,398</b>	<b>4,194</b>	<b>3,674,498</b>

Footnote: \* Intensities of public facilities shall be guided by the FAR

### US 41 CORRIDOR BUILDOUT ANALYSIS

The US 41 Corridor is defined as 500 feet from either side of US 41, with the addition of an area bordered by Ohio Avenue (east of US41) to Davis Street with a southern border of Marilla Avenue.

The Corridor contains approximately 323 acres which could accommodate 2,869 dwelling units, housing a population of 8,606 and slightly over 5.8 million square feet of non-residential uses. The Community's limited projected population growth, lack of appropriate infrastructure, small parcel size, and its regional location/visibility significantly limit the potential to achieve maximum buildout.

**Table ES 4: US 41 Corridor Future Land Use Buildout Analysis**

Land Use	Acres	Vacant	Residential DU Max	Population Entitled (3.0 PPH)	Non- Residential Sq. Ft. Max
Heavy Industrial (.50 FAR)	7.76	0	N/A		337,941
Light Industrial (.50 FAR)	5.06	5.06	N/A		110,245
Natural Preservation	7.18	0	N/A		N/A
Office Commercial 20 (.75 FAR)	85.35	9.58	1,707	5,121	2,788,363
Residential 1 (.25 FAR)	19.07	1.71	19	57	207,710
Residential 4 (.25 FAR)	24.14	4.65	97	290	262,875
Residential 6 (.25 FAR)	122.36	23.43	734	2,202	1,332,471
Suburban Mixed Use 6 (.35 FAR)	51.92	8.09	312	936	791,611
<b>Total</b>	<b>322.84</b>	<b>52.52</b>	<b>2,869</b>	<b>8,606</b>	<b>5,831,216</b>

Footnote: \* Intensities of public facilities shall be guided by the FAR

### GIBSTONTON DRIVE CORRIDOR BUILDOUT

The Gibsonton Corridor borders the US 41 Corridor to the West and I-75 to the east. Its southern boundary is Nundy Avenue (approximately 1,330 feet south of Gibsonton Drive) and its northern boundary is Marilla Avenue (approximately 300 north of Gibsonton Drive). Based on the Gibsonton Drive Corridor Future Land Use designations, the Corridor has the potential to develop residential 1,772 dwelling units, housing a population of 5,316 residents and approximately 3.5 million square feet of non-residential square feet (sq. ft.).

# Gibsonton Community Profile

**Table ES 5: Gibsonton Drive Corridor Future Land Use Buildout Analysis**

Land Use	Acres	Vacant	Residential DU Max	Population Entitled (3.0 PPH)	Non- Residential Sq. Ft. Max
Public/Quasi Public	10.88	0.00	N/A	N/A	*
Residential 4 (.25 FAR)	40.06	5.82	160	480	436,295
Residential 6 (.35 FAR)	230.94	34.18	1,386	4,158	2,514,959
Suburban Mixed Use (.35 FAR)	37.63	12.23	226	678	573,695
<b>Total</b>	<b>319.51</b>	<b>52.23</b>	<b>1,772</b>	<b>5,316</b>	<b>3,524,949</b>

Footnote: \* Intensities of public facilities shall be guided by the FAR

## SHOW BUSINESS OVERLAY DISTRICT

The Hillsborough County Future Land Use regulations provide special consideration for show business and show business residents. In order to accommodate the needs of show business residents including limited storage, attendant servicing of show business equipment, and group quarters, show business uses may only be considered within zoning districts that allow residential uses. Unlike the other subarea analyses in this report, the Show Business Overlay District is parcel specific not corridor specific.

**Table ES 6: Show Business Overlay District Future Land Use Buildout Analysis**

Land Use	Acres	Vacant	Residential DU Max	Population Entitled (3.0 PPH)	Non- Residential Sq. Ft. Max
Residential 4 (.25 FAR)	1.13	0.00	5	15	12,260
Residential 6 (.25 FAR)	40.30	7.83	242	726	438,843
Suburban Mixed Use (.35 FAR)	32.09	22.38	193	579	489,284
<b>Total</b>	<b>73.52</b>	<b>30.21</b>	<b>440</b>	<b>1,320</b>	<b>940,387</b>

Footnote: \* Intensities of public facilities shall be guided by the FAR

The following table shows the Residential Business Zoning buildout analysis.

**Table ES 7: Residential Show Business Zoning Buildout Analysis**

Future Land Use Description	Acres	Vacant Acres	Residential DU Max	Non-Residential SqFt Max
Natural Preserve	0.76	0.00	N/A	N/A
Office Commercial-20 (.75 FAR)	4.67	0.00	N/A	152,640
Residential-4 (.25 FAR)	51.10	23.90	204	556,519
Residential-6 (.25 FAR)	142.87	23.53	857	1,555,866
Suburban Mixed Use-6 (.35 FAR)	40.60	23.46	244	618,935
<b>Total</b>	<b>240.00</b>	<b>70.89</b>	<b>1,305</b>	<b>2,883,960</b>



## BACKGROUND

### CONTRACT

Strategic Planning Group, Inc. and its subconsultant, HALFF Associates, Inc. were retained by the Hillsborough County City-County Planning Commission (Planning Commission) to prepare a Community Profile (the Profile) of the Gibsonton submarket through 2030. The Profile includes a buildout analysis for four subareas within the adopted Plan Boundary: the Gibsonton Drive Corridor, the US 41 Corridor, the Alafia River and the Show Business Overlay District.

The Gibsonton Community Plan is a part of the County's Community and Special Area Studies. These studies were intended to be extensions and refinements of the County's Comprehensive Plan. The studies discuss the special and unique characteristics of the various communities, examine the issues and problems facing the areas, and provide strategies for solutions. They are meant to portray a vision for the future and may have an impact on zoning. Community and Special Area Studies are developed through an extensive citizen participation program.

There are three components of a Community or Special Area study:

1. Comprehensive Plan amendments to incorporate the appropriate sections of the study(s) into the adopted Comprehensive Plan and to make any necessary adjustments;
2. Land Development Regulations (LDRs) to address the special and unique development issues identified; and
3. A Capital Improvements Program to identify the future infrastructure issues.

This profile seeks to update the data (demographic and economic) associated within the adopted Gibsonton Community Plan while asking those who live and work within the Community Plan boundary to provide feedback on what they see are the strengths, weaknesses, threats or opportunities within the community now and in the future. The profile provides an analysis of market and economic development trends affecting demand for new development and redevelopment in the Community Plan area. The profile examines current data for patterns and trends in the overall Gibsonton community, with a focus on the commercial corridors of Gibsonton Drive and US 41, as well as water-dependent commercial uses along the Alafia River, and the Show Business Overlay District.

### GIBSONTON STUDY AREA

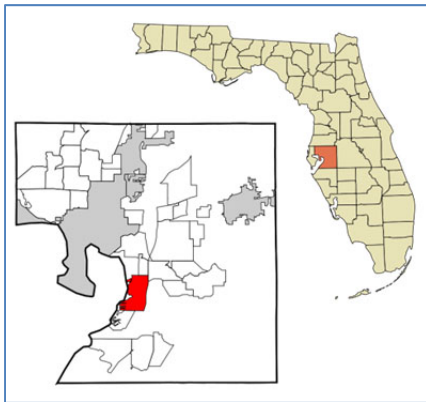
Gibsonton is a historic community located in southern Hillsborough County bordering Tampa Bay and the Alafia River. It has been defined as an unincorporated Census Designated Place (CDP)<sup>7</sup> in Hillsborough County, Florida by the US Census Bureau.

---

<sup>7</sup> A census designated place is concentrations of population identified by the US Census Bureau for statistical purposes and has no legal status.

# Gibsonton Community Profile

Figure 1: Gibsonton, Florida Location

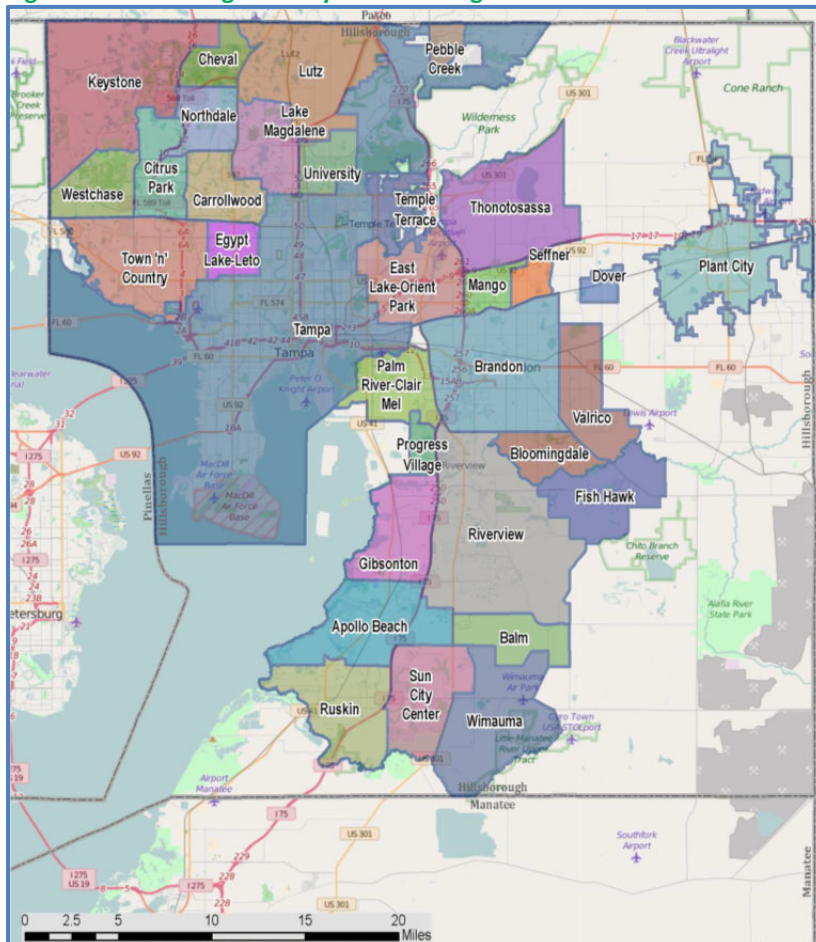


Source: [https://en.wikipedia.org/wiki/Gibsonton,\\_Florida#/media/](https://en.wikipedia.org/wiki/Gibsonton,_Florida#/media/)

## REGIONAL CONTEXT

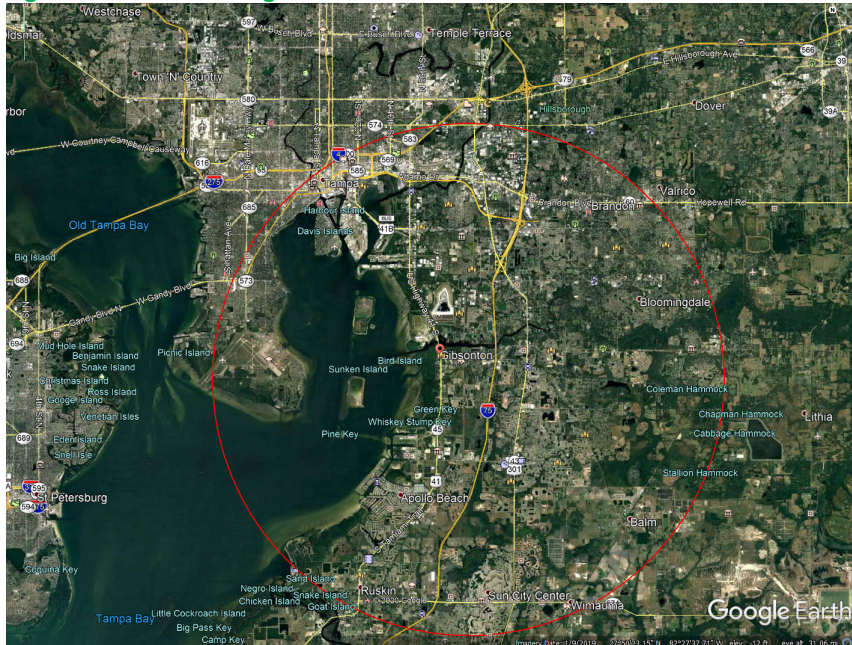
Hillsborough County has only three municipalities (Tampa, Temple Terrace, and Plant City). Most of the unincorporated communities are classified as Census Designated Places (CDPs) by the United States Census Bureau. Gibsonton is an historic community lying roughly equal distance between Tampa and Brandon. The boundaries of the community are largely defined by Tampa Bay, the Alafia River and I-75.

Figure 2: Hillsborough County Census Designated Places



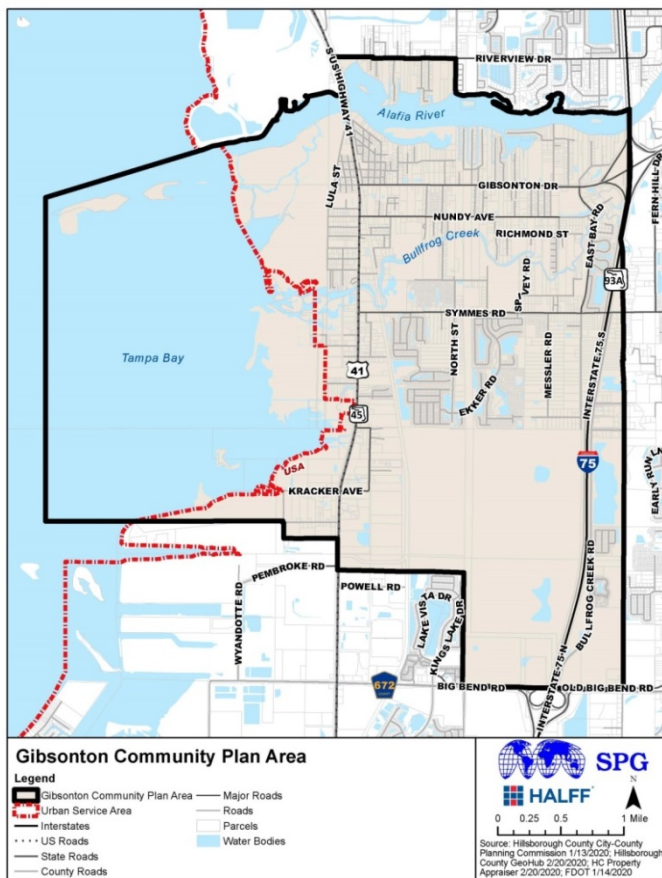
# Gibsonton Community Profile

Figure 3: Gibsonton Regional Area



The graphic on the following page shows the boundaries of the Gibsonton community.

Figure 4: Gibsonton Community Boundary

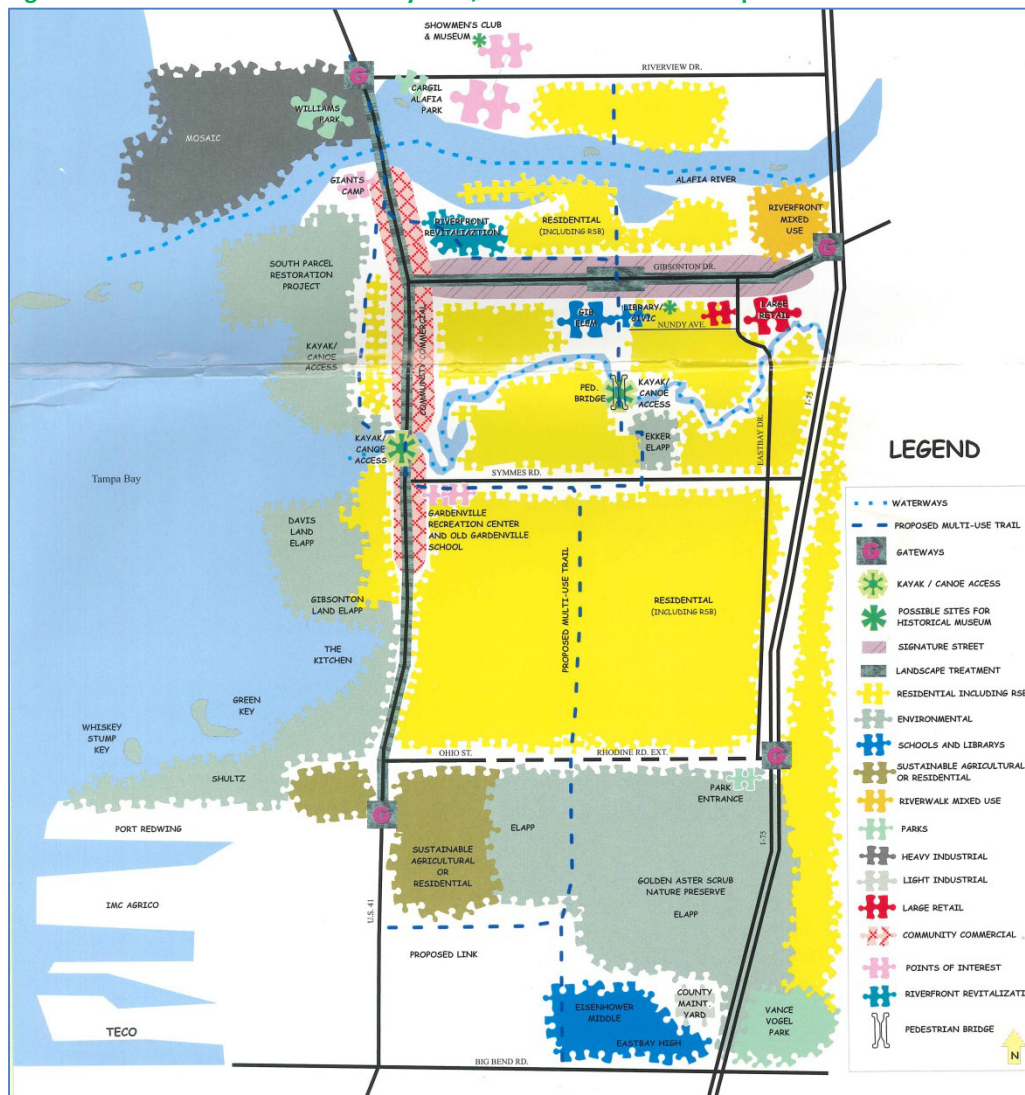




# Gibsonton Community Profile

A copy of the Gibsonton Community Plan (Preferred Elements Map) is shown below.

Figure 5: 2005 Gibsonton Community Plan, Preferred Elements Map



## HISTORY<sup>8</sup>

Gibsonton, until recently, was largely an agricultural community. Because of its historically remote location, access was provided by what became US 41 and a rail line. The community became famous as a circus/carnival wintering town. Various people in the carnival and circus businesses would spend the off season in the area, placing it near the winter home for the Ringling Brothers Circus in Tampa, Sarasota, and Venice in various times. Gibsonton offered unique circus zoning laws that allowed residents to keep elephants and circus trailers on their front lawns.

Today, Gibsonton is the location of the International Independent Showmen's Association (Gibtown Showmen's Club), a non-profit private organization made up of people in the outdoor amusement industry. The original club building opened in 1966 and expanded to be the largest showmen's

<sup>8</sup> [https://en.wikipedia.org/wiki/Gibsonton,\\_Florida](https://en.wikipedia.org/wiki/Gibsonton,_Florida)

## Gibsonton Community Profile

---

association in the United States. There are over 4,500 members from all over the United States and several foreign countries. Gibsonton is also the home to the Gibtown's International Independent Showmen's Museum and the largest trade show in the carnival industry.

In the late 1980s, the completion of the Hillsborough County portion of I-75 significantly increased the accessibility to southern Hillsborough County and the overall regional economy. Businesses located on US 41 that had grown with the area's population were significantly impacted by completion of I-75. This has been a similar occurrence to other small communities located adjacent to interstates throughout Florida as well as nationally.

Gibsonton Drive, because of its access to I-75, captured an increasing amount of businesses. However, the I-75 access allowed Gibsonton residents to shop throughout the region, limiting the retail potential of the area.

### **GIBSONTON COMMUNITY PLAN**

Gibsonton lies within the adopted SouthShore Areawide Systems Plan (SSASP), originally adopted in 2003, and updated in 2015. SouthShore refers to the southern part of unincorporated Hillsborough County, generally south of the Alafia River. SouthShore is the fastest growing area in Hillsborough County having experienced significant growth and development over the last ten years. This high rate of growth and development is expected to continue. The SSASP was developed to establish a framework for discussing growth, development, and implementation by both public and private actions as resources become available. Four objectives are addressed in the SSASP: Transportation, Environment, Cultural/Historic, and Economic Development.

Between 2003 and 2015 eight Community Plans were developed in the SouthShore area: Apollo Beach, Gibsonton, Riverview, Sun City Center, Ruskin, Wimauma Village, Balm, and Little Manatee South. These Community Plans and Special Area Studies were adopted in the Future of Hillsborough Comprehensive Plan for Unincorporated Hillsborough County. The Gibsonton Community Plan was adopted into the Livable Communities Element of the County's Comprehensive Plan in August 2005. The Comprehensive Plan discusses the special and unique characteristics of the areas, examines the issues and problems facing the areas, and provides strategies for solutions. The Community Plans are meant to portray a vision for the future and may have an impact on zoning. Each Community Plan is intended to provide specific recommendations on issues in a particular area of the County. They may encourage certain locations for commercial development, and may define the form (or character) of commercial development, such as a Main Street, town center, strip or shopping center.

The Gibsonton Community Plan consists of seven (7) goals and strategies that address the development of Gibsonton Drive as the Community's "Main Street": Revitalizing existing commercial corridors including providing sewer and water lines, improving the area's transportation infrastructure and service, retaining all aspects of the Residential Show Business (RSB) zoning and overlay policies, preserving the area's environmental resources, enhancing recreational opportunities and parks, and protecting the community's character. The Gibsonton Community Plan became effective in February 2007.



### **SURVEY: STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS (SWOT)<sup>9</sup>**

As part of the process to develop this Profile, SPG interviewed and sent out a Strength, Weakness, Threats and Opportunity (SWOT) Survey to stakeholders. A full listing of responses is contained in the Appendix. Strengths and Weaknesses define the condition of Gibsonton today while Opportunities and Threats look 10 years out, define what the community could be, and identify what threats could negate those opportunities.

SPG and Planning Commission staff conducted interviews with key stakeholders on January 27<sup>th</sup>, held a public SWOT workshop in Gibsonton on January 28<sup>th</sup> and provided a web based survey during February 2020. The following is a summary of the SWOT findings.

**Figure 6: January 28, 2020 Community Workshop**



### **STAKEHOLDER SURVEY/SWOT WORKSHOP FINDINGS**

Stakeholders (interviews and workshop attendees) were asked “what is the best word to describe Gibsonton today”. As shown below, Historic was the leading response<sup>10</sup> (40 votes) followed by Carnies (33), Overcrowded (25), Underserved (22), Forgotten, Trapped in Time (17) Home (13), Congested (11), Outdated (11) and In-Transition (11).

---

<sup>9</sup> SWOT analysis provides a method for assessing a community’s resources and capabilities (strengths and weaknesses) and external market future impacts (opportunities and threats), and is one of the most used tools in community and economic development planning.

<sup>10</sup> The numbers indicate the number of times similar responses were made.

# Gibsonton Community Profile

---

A complete list of responses is contained within the Appendix.

## 1. Best Word to Describe Gibsonton

- a) Historic -40
- b) Show business people/Carnies – 33
- c) Overcrowded - 25
- d) Underserved - 24
- e) Messy/trashy - 22
- f) Forgotten, trapped in time -17
- g) Home – 13
- h) Congested - 11
- i) Outdated - 11
- j) In transition -11

## ***Strengths/Assets***

Gibsonton's strongest assets or strengths including the following were: Show business people (40 votes), Location (40), History and its economic impact, RSB zoning (16), Potential (15), Local small businesses (14) and Natural resources.

## 2. Strongest Strengths/Assets

- a) Show business people (Carnies) - 40
- b) Location - 40
- c) History and its Economic Impact - 21
- d) RSB/Zoning -16
- e) Potential -15
- f) Local Small Businesses - 14
- g) Natural Resources - 13
- h) Residents - 13
- i) Schools – 13
- j) Diversity – 11

## ***Weakness/Liabilities***

The poor condition of roads was voted the Gibsonton's most significant weakness or liability (55 votes), followed by poor planning (29), drugs/crime/gangs (29), traffic (24), blight/lack of code enforcement (25), lack of infrastructure primarily sewer (15), lack of sidewalks and streetlights (14) and the number of homeless (13).

## 3. Weakness/Liabilities

- a) Roads - 55
- b) Poor Planning - 29
- c) Drugs/Crime/Gangs - 29
- d) Traffic - 24
- e) Blight & Code Enforcement - 25
- f) Infrastructure/sewer - 15
- g) Lack of sidewalks/ street lights - 14
- h) Homeless – 13

### ***Opportunities***

The most significant opportunity was the chance for upgraded and expanded roads and sewers (61); followed by more streetlights/sidewalks (21), crackdown on drugs (19), better code enforcement (15) and more redevelopment occurring throughout Gibsonton.

#### **4. Opportunities**

- a) Upgraded and Expanded Infrastructures(roads/sewer) - 61
- b) Street Lights/Sidewalks - 21
- c) Crackdown on Drug Activity/ Invest in Future Businesses - 19
- d) Show People/Destination - 17
- e) Code Enforcement for Better Looking Neighborhoods, - 15
- f) Redevelopment Opportunities - 13

### ***Threats***

Finally, the combined stakeholders voted that the biggest threat to Gibsonton would be loss of its hometown atmosphere (24 votes), followed by not lowering crime rate (22), lack of additional infrastructure (17), lack of County support (15), and too much growth (14).

#### **5. Threats**

- a) Loss of Hometown Atmosphere – 24
- b) Not lowering crime rate -22
- c) Lack off Representation - 19
- d) Infrastructure - 17
- e) Lack of support - 15
- f) Over population, residents force out by new development - 14

# Gibsonton Community Profile

Figure7: Stakeholder SWOT Findings

• STRENGTHS	• WEAKNESSES
Show business people (40) Location (29) History/Economic Impact (18) RSB/Zoning (16) Residents (13) Potential (13) Schools (13) Local small business (11) Diversity (11) Natural Resources (9)	Roads (47) Poor Planning (24) Drugs/Crime/Gangs (21) Traffic (20) Blight/Code Enforcement (14) Homeless (13) Sewer Infrastructure (9) Lack of Sidewalks/Streetlights (9) Lack of health care (9)
To have extended /upgraded roads/sewer (49) More Streetlights and Sidewalks (21) Crackdown on drugs Show people/more destination tourism (17) Better code enforcement/better looking neighborhoods (15) Developers paying fair share (10) Slowing down growth in residential areas (9) Enforcing Master Plan (9) Added health services (8)	Loss of hometown atmosphere (24) Lack of representation (19) Infrastructure (16) Crime rates (16) Lack of County support (15) Over population (13) Trailer Parks (8)
• OPPORTUNITIES	• THREATS

## WEB BASED SWOT RESULTS

The Planning Commission made the above referenced SWOT survey available on its web page in order to allow for additional participation. Because there was no way to determine if responses were only from Gibsonton residents, property owners or businesses, the results of the web-based SWOT are reported separately.

### ***Gibsonton - One Word Description***

Growing was the most common word to describe Gibsonton (35) followed by overbuilt (29), dirty/trashy/rundown (28), congested (20), crowded (14), traffic (11), Drugs (7).

One Word Description of Gibsonton (7 or more references)

- a. Growing - 35
- b. Overbuilt - 29
- c. Dirty/Trashy/Rundown - 28
- d. Congested - 20
- e. Crowded - 14
- f. Traffic - 11
- g. Drugs - 7

Summary: Congested/Crowded/Overbuilt/Traffic - 74

Growing - 35

Blighted - 28

# Gibsonton Community Profile

---

## **Strengths**

Location was the most significant Strength/Asset voted by stakeholders (55 votes) followed by Growing (31), Nothing (29), Natural Resources (28), Show People (Carnies)/History (27), People (16), Affordable (16), and Its culture as a small rural town.

### Strengths (Assets) (16 or more references)

- a. Location – 55
- b. Growing – 31
- c. Nothing – 29
- d. Natural Resources (Water) - 28
- e. Show People (Carnies)/History - 27
- f. People – 16
- g. Affordable – 16
- h. Country/Rural/Small Town – 16

## **Weaknesses**

Roads/Traffic was the most significant weakness (112 votes) identified by stakeholders, followed by Drugs/Crime, Blighted (47), Lack of Retail/Grocery (40), Homeless (30), Lack of Water/Sewer (27), and Lack of Street lighting (12).

### Weaknesses (Liabilities) (12 or more references)

- a. Roads/Traffic -112
- b. Drugs/Crime – 68
- c. Blighted - 47
- d. Additional Retail/Grocery – 40
- e. Homeless – 30
- f. Water/Sewer - 27
- g. Street Lighting – 12

## **Opportunities**

Improved roads were the most voted needed opportunity (132) followed by more redevelopment (47), reduced crime/drugs (26), and expanded water/sewer infrastructure (16).

### Opportunities (16 or more references)

- a. Road Improvements – 132
- b. Redevelopment – 47
- c. Crime/Drug Improvement – 26
- d. Water/Sewer/Infrastructure – 16

## **Threats**

Drugs/Crime was the largest perceived future threat to Gibsonton (63), followed by insufficient roads/traffic (59), overcrowding, lack of water/sewer infrastructure (31) and the large number of homeless (15).

1. Threats
  - a. Drugs/Crime – 63



# Gibsonton Community Profile

- b. Roads/Traffic – 59
- c. Overcrowding – 38
- d. Infrastructure (Water/Sewer) – 31
- e. Homeless - 15

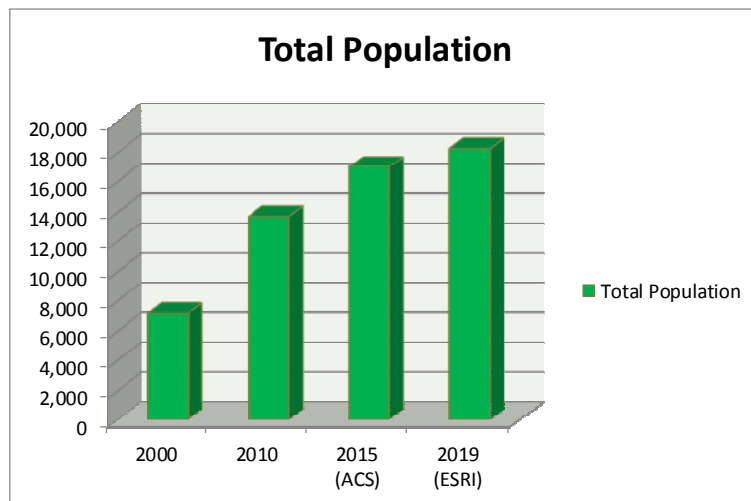
**Figure 8: SWOT Summary**

• STRENGTHS	• WEAKNESSES
Location (55) Growing (31) Nothing (29) Natural Resources (28) Carnies/History (27) People (16) Affordable (16) Country/Rural/Small Town (16)	Road/Traffic (112) Drugs/Crime (68) Blighted (47) Lack of Retail/Groceries (40) Homeless (30) Lack of Water/Sewer Infrastructure (27) Lack of Street lights (12)
Need Road Improvements (132) Success in Redevelopment (47) Reduction in Crime/Drugs (26) Success in building more Water/Sewer Infrastructure (16)	Drugs/Crime (63) Roads/Traffic (59) Overcrowding (38) Not Improving Water/Sewer Infrastructure (31) Homeless (15)
• OPPORTUNITIES	• THREATS

## SOCIOECONOMIC SUMMARY

Gibsonton has undergone moderate growth since the completion of I-75. The U.S. Census Bureau’s American Community Survey (ACS) estimates Gibsonton’s 2017 population at 18,070 (the latest Census data). To estimate Gibsonton’s 2019 socioeconomic characteristics, SPG utilized proprietary data from ESRI (a national proprietary data and mapping company), which estimated the 2019 population at 18,245.

**Figure 9: Gibsonton Population Trends**



Source: US Census; American Community Survey, 2013-2017; ESRI Business Analyst, 2020

# Gibsonton Community Profile

## DEMOGRAPHICS

Gibsonton residents have a median age of 33 years, younger than the County’s median age of 36. The percentage of children under the age of five (5) is significantly higher than the County as a whole, while the percentages of those aged 65 and older is significantly lower than the County. The percentage of school age (5-14) children in Gibsonton at 16.9 percent is also significantly higher than the County’s 12.3 percent, while the percentage of working age adults (18+ years) is slightly less than the County.

**Table 1: Population/Ethnicity**

People (2019)	Hillsborough		Race	Gibsonton	Hillsborough
	Gibsonton	County		%	%
Population	18,245	1,454,648	White	67.8%	68.3%
Median Age	33.0	37.3	Black	14.6%	17.1%
Under 5 YRS	9.0%	6.0%	Asian	2.3%	4.3%
School Age (5-14 YRS)	16.9%	12.3%	Other Race	11.8%	6.0%
Adults (18+ YRS)	70.2%	78.1%	2 or More	3.9%	3.8%
65 + YRS	9.3%	15.1%	Hispanic (Any Race)	34.1%	30.0%

Note: Hispanic (Ethnicity) is not considered a race as Hispanic can be white or black; therefore the columns cannot be totaled.

Source: ESRI Business Analyst, 2019/2020

The racial and ethnic makeup of Gibsonton is changing from a predominately white to a racially mixed community that is estimated to be 34.1 percent Hispanic/Latino, significantly higher than the 30 percent for the County as a whole.

**Table 2: Gibsonton Ethnicity Trends**

Description	2015				County
	2000	2010	(ACS)	2019 (ESRI)	2019 (ESRI)
White Alone	6,484	9,680	11,440	12,461	x
%	89.64%	70.65%	67.32%	67.80%	68.30%
Black or African Alone	133	1,990	2,997	2,664	x
	1.84%	14.52%	17.64%	14.60%	17.10%
Other	616	2,032	2,556	3,120	x
Hispanic or Latino	1,280	4,022	6,070	12,371	x
%	17.70%	29.35%	35.72%	34.1%	30.00%

Note: Hispanic (Ethnicity) is not considered a race as Hispanic can be white or black; therefore the columns cannot be totaled.

Source: US Census; American Community Survey, 2013-2017; ESRI Business Analyst, 2020

## AGE TRENDS

Gibsonton is experiencing growth of the 5-17 age cohorts, reflecting an increase in children per household. It also reflects the fact that Gibsonton is a bedroom community with an increase in children aged less than 18 years of age (29.8 percent compared to the County’s 21.8 percent using ESRI estimates).

## Gibsonton Community Profile

---

**Table 3: Gibsonton Age Trends**

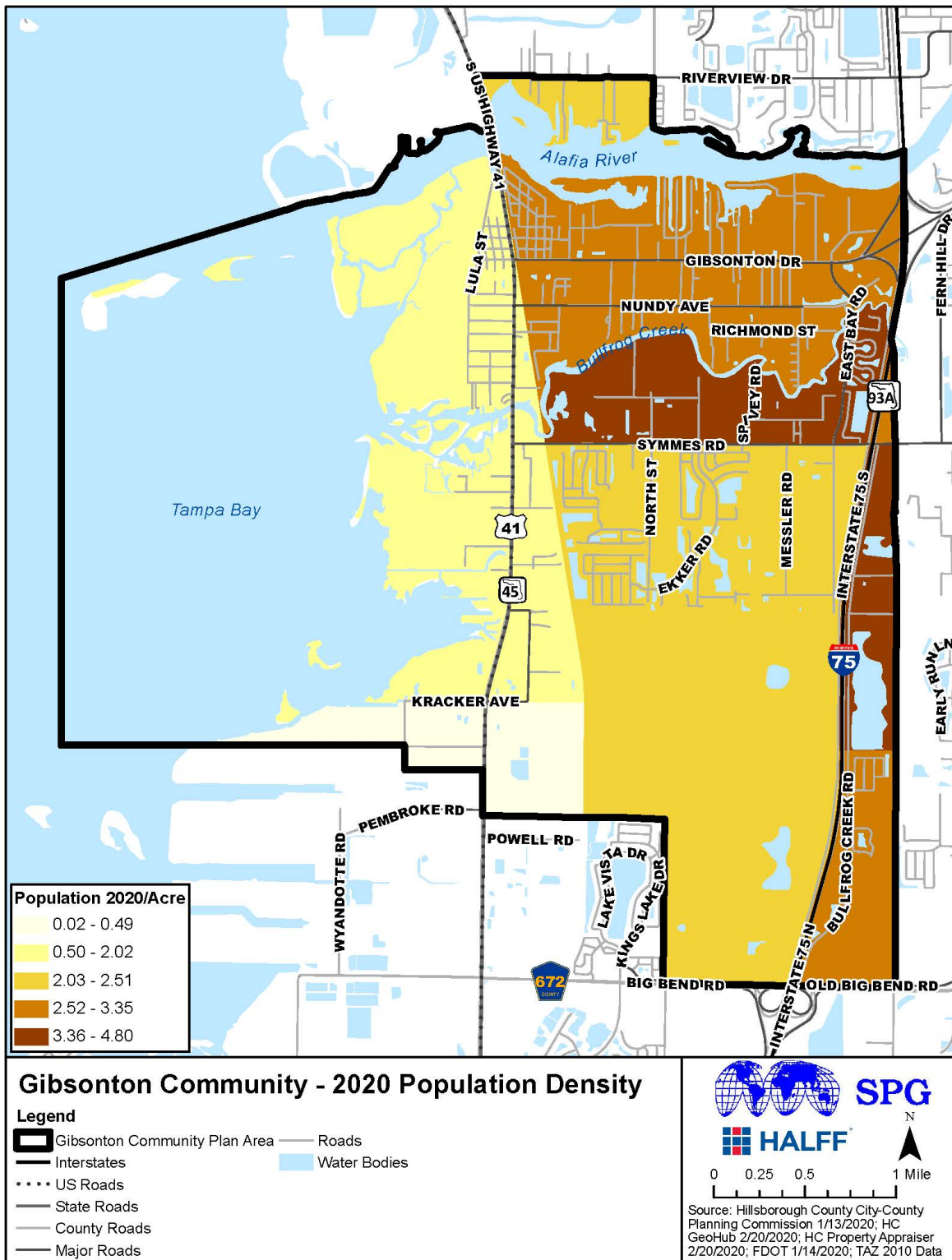
Description	2000	2010	2015		County
			(ACS)	2019 (ESRI)	2019 (ESRI)
Under Age 5	8.97%	10.33%	11.43%	9.00%	6.00%
Ages 5-17	22.09%	20.80%	21.40%	24.00%	18.40%
Ages 18-21	5.07%	5.03%	6.36%	4.88%	7.70%
Ages 22-29	11.81%	12.06%	10.93%	12.57%	15.60%
Ages 30-39	16.52%	17.60%	15.62%	15.00%	14.00%
Ages 40-49	14.12%	13.81%	15.08%	13.95%	12.90%
Ages 50-64	12.93%	13.95%	12.28%	11.30%	10.30%
Ages 65 and over	8.50%	6.44%	6.89%	9.30%	15.10%
Median Age	33	35	33	33	37.3

Source: US Census; American Community Survey, 2013-2017; ESRI Business Analyst, 2020

Gibsonton's population density (population divided by acreage) is shown on the following page and is concentrated in newer subdivisions.

# Gibsonton Community Profile

Figure 9: Gibsonton Population Density, 2020



# Gibsonton Community Profile

## GENERAL POPULATION AND HOUSING TRENDS

ESRI estimated, as of 2019, that Gibsonton had 6,025 households with an average of 3.02 persons per household (PPH), higher than the 2.59 persons per household for the County. Family households were slightly higher at 3.42 persons compared to 3.17 PPH for the County.

**Table 4: Population and Housing Trends**

Description	2000	2010 (ACS)	2015 (ACS)	2019 (ESRI)	County 2019 (ESRI)
Total Population	7,143	13,702	16,993	18,245	x
Total Households	2,609	4,530	4,906	6,025	x
Average Person per Household	2.81	2.90	3.12	3.03	2.59
Average Person per Family	3.28	3.44	3.93	3.42	3.17

Source: US Census; American Community Survey, 2013-2017; ESRI Business Analyst, 2020

## HOUSING

According to the 2017 ACS, Gibsonton had 6,109 housing units in 2017, while ESRI estimated that Gibsonton had 6,025 units in 2019. ESRI also estimates that approximately 57 percent are owner occupied, 32 percent are renter occupied and 11 percent are vacant. It should be noted that a majority of the rentals are single family homes.

**Table 5: Gibsonton Housing and Family Data, 2017**

Housing & Family (2017)		Percent Breakdown of Family Type	
Housing Units	6,109		
Single Family Units	3,695		
Multi Units	296		
Mobile/Other	2,092		
Vacancy	9.7%		
Owner Occupied	63.2%		
Renter Occupied	36.8%		
		<b>2,031</b>	
		<b>AVG HH Size: 3.31</b>	

Source: US Census; American Community Survey, 2013-2017, 2020

## Housing Trends

Most of Gibsonton’s growth has occurred since 2000 as shown on the following page. The majority of growth has been in single family and vacant units, especially when compared to the County. It should be noted that some of the vacant units are considered seasonal. Gibsonton also has a significantly higher percentage of mobile homes when compared to the County. The Census data also shows the affordability of homes in Gibsonton as compared to the County.



## Gibsonton Community Profile

**Table 6: Housing Trends. 1990-2017**

Description	1990	2000	2010 (ACS)	2017 (ACS %)	County
					2017 (ACS %)
Total	3,006	2,851	5,306		
Single-Family	859	964	3,056	61.3%	69.5%
Multi-Family	53	46	171	4.0%	23.3%
Mobile Homes	1,685	1,821	1,902	34.2%	7.1%
Other	409	20	177	0.5%	0.1%
Owner-Occupied	1,664	1,590	2,883	57.1%	52.0%
Renter-Occupied	945	938	1,648	33.2%	37.7%
Vacant Units	397	323	775	9.7%	10.3%
Median Housing Value	\$55,500	\$56,250	\$124,600	\$150,700	\$179,500

Source: US Census; American Community Survey, 2013-2017, 2020

### **Household Income**

As of 2017, the median household income of Gibsonton residents was \$48,320 based on ACS 2013-2017 data. It should be noted that the ACS is an average figure from its 2013-2017 survey. Based on SPG's experience in Florida, it tends to underestimate actual 2017 figures because of Florida's significant year by year rebound from the "Great Recession". Gibsonton's median family income is significantly less than the County as a whole (\$57,128 vs. \$65,730), and the number of households below poverty is also significantly higher than the County (16.0 percent vs. 11.5 percent).

**Table 10: Household Income/Poverty Status**

Description	1990	2000	2010 (ACS)	2017 (ACS)	County
					2017 (ACS)
Median Household Income	\$23,910	\$33,016	\$39,263	\$48,320	\$48,948
Median Family Income	\$25,375	\$36,490	\$48,011	\$57,758	na
Population below Poverty	18.77%	18.07%	15.34%	18.10%	15.70%
Households below Poverty	17.32%	16.10%	14.68%	16.00%	11.50%
Households with Public Assistance Income	7.24%	6.65%	4.53%	3.50%	2.70%

Source: US Census Bureau, American Community Survey 2013-2017, 2020

### **Educational Attainment**

As Gibsonton has grown, its residents have tended to be more educated. As of 2017, 80 percent of its residents have a high school or higher educational attainment, lower than the County as a whole. It is interesting to note that the percentage of Gibsonton residents with a bachelor's degree or higher is also significantly lower than the County (17.1 percent vs 32.0 percent).

## Gibsonton Community Profile

**Table 11: Gibsonton Education Attainment**

Description	1990	2000	2010		County
			(ACS)	2017 (ACS)	2017 (ACS)
Less than High School	1,925	1,715	1,704	2,145	na
%	46.03%	39.60%	22.48%	19.7%	11.8%
High School or Higher	2,314	2,615	5,875	8,771	na
%	51.65%	62.24%	70.07%	80.3%	88.2%
Bachelor's Degree or Higher	317	423	1,372	1,867	32.0%
%	6.23%	7.46%	16.30%	17.1%	32.00%

Source: US Census Bureau, American Community Survey 2013-2017, 2020

### FUTURE POPULATION AND HOUSING TRENDS

Gibsonton is projected to maintain its growth pattern but with a slight aging of its elderly population over the next five years. Based on ESRI projections, Gibsonton will gain 2,178 new residents and 672 new households by 2024. This represents a growth of 436 residents and 134 new households per year. Gibsonton's growth by percentage of growth through 2024 is projected to be higher than the County.

**Table 12: Gibsonton Population Trends, 2010-2024**

Summary	Census 2010	2019	2024
Population	14,234	18,245	20,423
Households	4,783	6,025	6,697
Families	3,403	4,283	4,762
Average Household Size	3.38	3.42	3.45
Owner Occupied Housing Units	3,013	3,877	4,433
Renter Occupied Housing Units	1,765	2,152	2,261
Median Age	32	33	32
Trends: 2019-2024 Annual Rate			
	Gibsonton	County	State
Population	2.28%	1.68%	1.41%
Households	2.14%	1.60%	1.36%
Families	1.40%	1.53%	1.30%

Source: ESRI Business Analyst, 2020

Based on County projections, Gibsonton is estimated to grow to 21,924 in 2025 and 24,329 by 2035. The overall growth within Gibsonton between 2015 and 2017 as measured by the Census suggests that the area is growing faster than the County's Traffic Analysis Zones (TAZ) projections.

## Gibsonton Community Profile

---

**Table 13: Gibsonton Population Projections by Traffic Analysis Zones (TAZ)**

TAZ	2025	2030	2035
821	37	37	37
796	709	709	709
797	3,181	3,338	3,794
798	5	5	5
804	680	724	746
805	2,289	2,482	3,111
806	1,981	1,999	2,164
816	5,234	5,472	5,592
807	165	182	203
817	1,902	2,043	2,132
759	723	760	888
758	0	0	0
756	0	0	0
764	4	4	5
762	334	353	393
823	1,490	1,557	1,590
822	1,363	1,410	1,433
815	1,829	1,829	1,829
<b>Total</b>	<b>21,924</b>	<b>22,904</b>	<b>24,629</b>

Note: ESRI projected Gibsonton’s 2024 population at 20,423

Source: Hillsborough County City-County Planning Commission, 2020

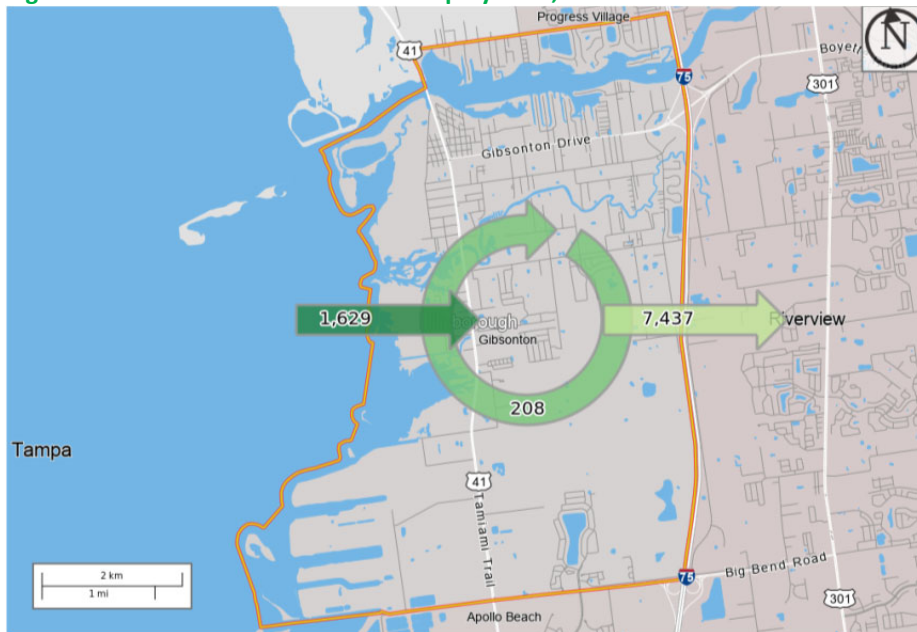
### ECONOMICS/EMPLOYMENT

SPG ran an analysis of the distribution of employment within Gibsonton using a US Census Bureau program called “OnTheMap”. OnTheMap is an online mapping and reporting application located at [onthemap.ces.census.gov](http://onthemap.ces.census.gov) that shows where people work and where workers live. OnTheMap was developed through a unique partnership between the U.S. Census Bureau and its Local Employment Dynamics (LED) partner States (which includes Florida). The 2015 data base is the latest available.

As shown below, Gibsonton is a bedroom community with an employment base of only 1,837 as of 2017. Of Gibsonton’s 7,645 resident job holders, only 208 live and work within Gibsonton. As of 2017, 7,437 Gibsonton residents leave Gibsonton to work elsewhere, while 1,629 employees who work in Gibsonton live outside the area.

# Gibsonton Community Profile

Figure 10: Distribution of Gibsonton Employment, 2017



Source: US Census, OnTheMap, 2020

The following table describes the type of employees that are coming into Gibsonton for employment.

Table 14: Gibsonton Employment by NAICS Sector

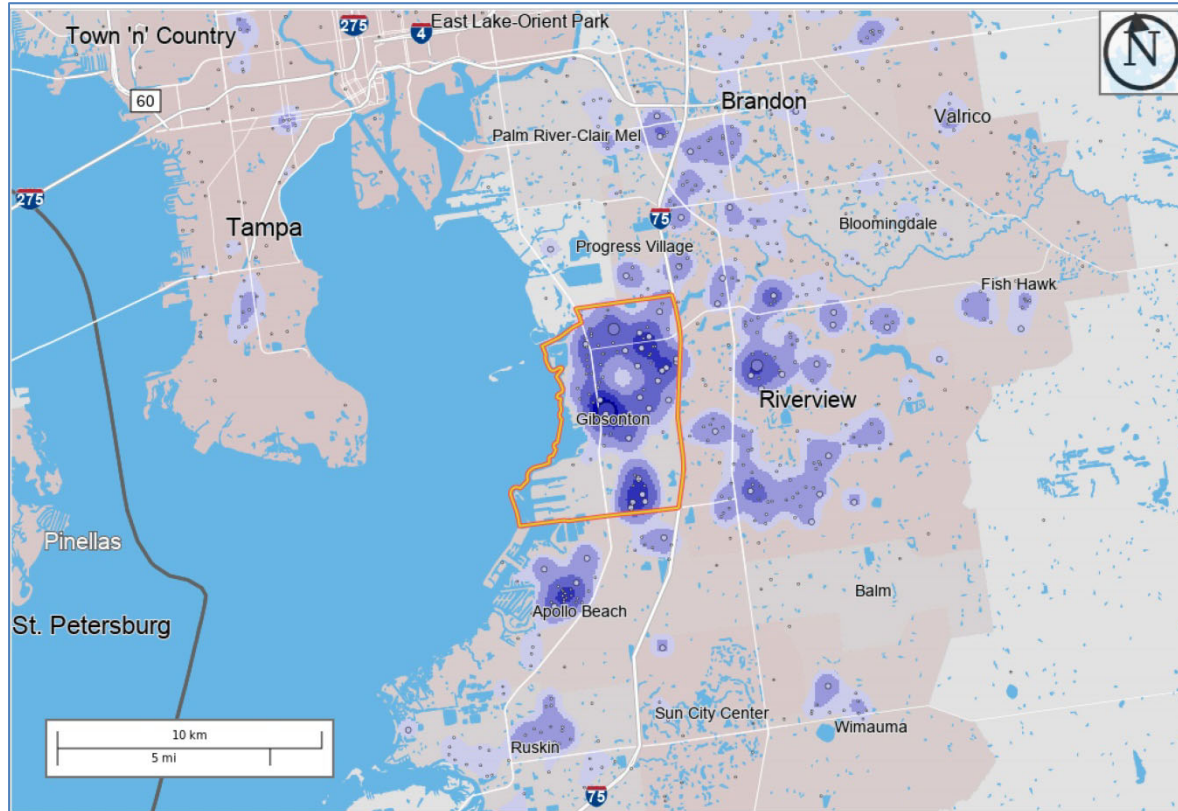
NAICS Industry Sector	2017	
	Count	Share
Agriculture, Forestry, Fishing and Hunting	87	0.4%
Mining, Quarrying, and Oil and Gas Extraction	7	0.0%
Utilities	219	1.0%
Construction	1,220	5.4%
Manufacturing	899	4.0%
Wholesale Trade	886	3.9%
Retail Trade	2,753	12.1%
Transportation and Warehousing	443	1.9%
Information	414	1.8%
Finance and Insurance	1,051	4.6%
Real Estate and Rental and Leasing	577	2.5%
Professional, Scientific, and Technical Services	2,136	9.4%
Management of Companies and Enterprises	478	2.1%
Administration & Support, Waste Management and Remediation	1,792	7.9%
Educational Services	1,346	5.9%
Health Care and Social Assistance	2,984	13.1%
Arts, Entertainment, and Recreation	856	3.8%
Accommodation and Food Services	2,515	11.1%
Other Services (excluding Public Administration)	1,087	4.8%
Public Administration	993	4.4%

Source: US Census, OnTheMap, 2019

# Gibsonton Community Profile

The following graphics show where Gibsonton draws its labor pool (dots and blue areas show major concentrations of where workers live). A majority of its workers come from the northeast, including Brandon and Riverview.

**Figure 11: Gibsonton Labor Pool, 2017**



Note: each blue shaded area and dots represent where workers live.

Source: US Census, OnTheMap, 2020

Gibsonton resident employees predominately work in Tampa, Brandon and Riverview as shown below.

**Table 15: Where Gibsonton Residents Work, 2017**

Jobs Counts by Places (Cities, CDPs, etc.) Where Workers are Employed - All Jobs		
	2017	
	Count	Share
All Places (Cities, CDPs, etc.)	7,645	100.0%
Tampa city, FL	1,924	25.2%
Brandon CDP, FL	524	6.9%
Riverview CDP, FL	355	4.6%
East Lake-Orient Park CDP, FL	351	4.6%
St. Petersburg city, FL	246	3.2%
Gibsonton CDP, FL	208	2.7%
Town 'n' Country CDP, FL	192	2.5%
Ruskin CDP, FL	185	2.4%
Lakeland city, FL	170	2.2%
Palm River-Clair Mel CDP, FL	145	1.9%
All Other Locations	3,345	43.8%

Source: US Census, OnTheMap, 2020



## Gibsonton Community Profile

### EMPLOYMENT 2019

Gibsonton had 295 businesses employing 2,773 employees in 2019 according to ESRI. Based on its estimated resident population of 18,245, it had an employee/residential ratio of 15 per 100 residents. The top four businesses were: Services, Retail Trade, Unclassified Establishments, and Other Services and Construction.

The largest numbers of employees were found within the two NAICS sectors: Retail Trade and Administration, Support and Waste Management.

**Table 16: Employment by NAICS Code, 2019**

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	3	1.0%	225	8.1%
Construction	30	10.2%	207	7.5%
Manufacturing	13	4.4%	177	6.4%
Wholesale Trade	10	3.4%	172	6.2%
Retail Trade	59	20.0%	585	21.1%
Transportation & Warehousing	11	3.7%	36	1.3%
Information	3	1.0%	17	0.6%
Finance & Insurance	3	1.0%	8	0.3%
Real Estate, Rental & Leasing	18	6.1%	46	1.7%
Professional, Scientific & Tech Services	14	4.7%	80	2.9%
Management of Companies & Enterprises	17	5.8%	104	3.8%
Administrative & Support & Waste Management & Remediation	6	2.0%	572	20.6%
Educational Services	15	5.1%	123	4.4%
Health Care & Social Assistance	8	2.7%	24	0.9%
Arts, Entertainment & Recreation	15	5.1%	147	5.3%
Accommodation & Food Services	2	0.7%	7	0.3%
Other Services (except Public Administration)	31	10.5%	126	4.5%
Public Administration	5	1.7%	110	4.0%
Unclassified Establishments	33	11.2%	8	0.3%
<b>Total</b>	<b>295</b>	<b>100%</b>	<b>2,773</b>	<b>100.0%</b>

Source: ESRI Business Analyst, 2020

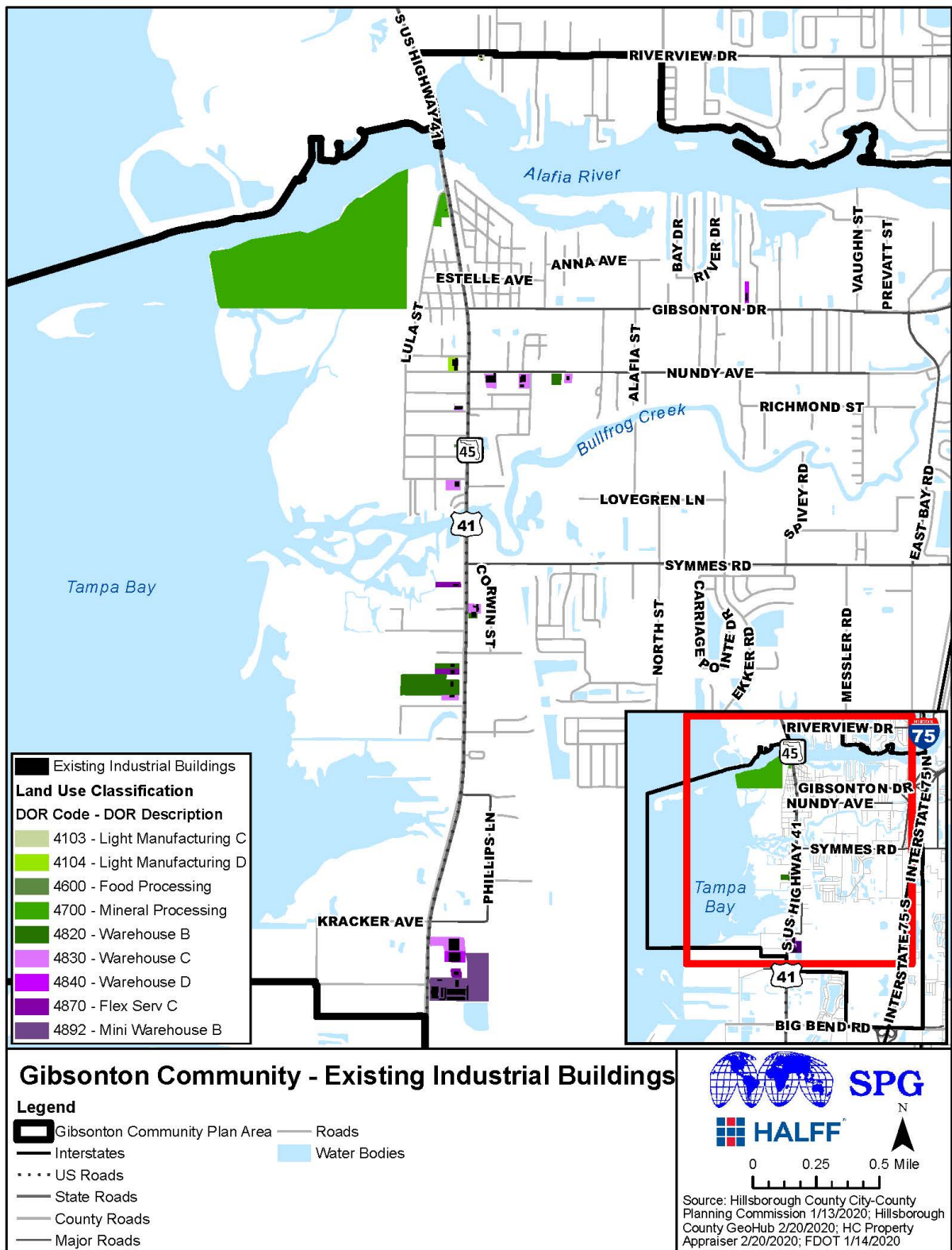
### INDUSTRIAL

Gibsonton has a large industrial base considering its population. The following graphic shows the location of Gibsonton's industrial buildings. Most of the industrial uses are linked with warehousing and are spread throughout Gibsonton primarily along the US 41 corridor. It is important to note that on a square footage basis, warehousing employs fewer workers than the other industrial uses.

As shown in the legend below, the black figures show the location of industrial buildings while the color around them shows the type of use. The industrial buildings are classified as B or C properties based on age and structural/operational characteristics. B or C properties are older and do not meet the latest building or technology features.

# Gibsonton Community Profile

Figure 12: Existing Industrial Buildings



## Gibsonton Community Profile

Gibsonton has 1.7 million square feet of Industrial space of which 1.4 million is occupied (81.6 percent) and 305,687 square feet are vacant space. Since 2014, the Gibsonton area has added 780,000 additional industrial space. Since 2017 the area absorbed<sup>11</sup> 459,000 square feet, most of which includes industrial space located north of Big Bend Road which is just outside Gibsonton’s boundary.

**Table 17: Industrial Absorption Trends**

Quarter	Inventory Bldgs	Inventory SF	Vacant SF Direct	Vacant Percent % Direct	Total Available SF Direct	Occupancy SF	Occupancy Percent	Net Absorption SF Direct	Deliveries SF	All Service Type Rent Direct
QTD	33	1,664,284	305,687	18.4%	110,745	1,358,597	81.6%	64,062	0	\$4.84
2019 Q3	33	1,664,284	369,749	22.2%	174,807	1,294,535	77.8%	1,243	0	\$4.79
2019 Q2	33	1,664,284	370,992	22.3%	375,992	1,050,360	63.1%	(9,825)	0	\$6.18
2019 Q1	33	1,664,284	361,167	21.7%	620,994	1,060,205	63.7%	(10,442)	0	\$7.56
2018 Q4	33	1,664,284	350,725	21.1%	603,467	1,070,647	64.3%	2,999	0	\$4.73
2018 Q3	33	1,664,284	353,724	21.3%	602,836	1,067,648	64.2%	410,135	442,874	\$4.73
2018 Q2	32	1,221,410	320,985	26.3%	158,962	900,425	73.7%	3,000	0	\$4.76
2018 Q1	32	1,221,410	340,147	27.8%	156,962	897,425	73.5%	(2,100)	0	\$4.91
2017 Q4	32	1,221,410	340,147	27.8%	111,262	899,525	73.6%	(2,700)	0	\$4.70
2017 Q3	32	1,221,410	337,447	27.6%	107,862	902,225	73.9%	139,280	0	\$4.45
2017 Q2	32	1,221,410	458,465	37.5%	458,465	762,945	62.5%	86,962	337,447	\$4.51
2017 Q1	31	883,963	207,980	23.5%	208,780	675,983	76.5%	(128,280)	0	\$5.83
2016 Q4	31	883,963	79,700	9.0%	418,147	804,263	91.0%	(30,500)	0	\$4.33
2016 Q3	31	883,963	49,200	5.6%	49,300	834,763	94.4%	3,900	0	\$5.50
2016 Q2	31	883,963	53,100	6.0%	111,853	830,863	94.0%	10,700	0	\$5.24
2016 Q1	31	883,963	63,800	7.2%	122,353	820,163	92.8%	2,600	0	\$5.27
2015 Q4	31	883,963	66,400	7.5%	167,728	817,563	92.5%	69,700	0	\$7.05
2015 Q3	31	883,963	136,100	15.4%	167,728	747,863	84.6%	(2,900)	0	\$7.05
2015 Q2	31	883,963	133,200	15.1%	198,575	750,763	84.9%	8,950	0	\$3.95
2015 Q1	31	883,963	142,150	16.1%	207,525	741,813	83.9%	(20,850)	0	\$3.95

Source: CoreLogic, 2019

As shown in the following table, apart from two Class A buildings, the majority of Gibsonton’s industrial buildings are classified as C buildings<sup>12</sup>.

<sup>11</sup> Absorbed means building leased, rented or occupied during a period of time.

<sup>12</sup> Buildings are classified as A through C, with A properties being the newest buildings with full range of features. C properties are usually older buildings that do not have current features/amenities.

## Gibsonton Community Profile

**Table 18: Industrial Building Classifications, 2019**

Building Status	Building Class	City	Year Built	Number Of		
				Stories	RBA	Percent Leased
Existing	A	Gibsonton	2018	1	442874	100.00
Existing	A	Gibsonton	2017	1	337447	100.00
Existing	B	Gibsonton	1950	1	50775	100.00
Existing	B	Gibsonton	1988	1	21414	100.00
Existing	B	Gibsonton	2006	1	78803	100.00
Existing	B	Gibsonton	1994	1	5000	100.00
Existing	B	Gibsonton	2001	1	69700	100.00
Existing	C	Gibsonton	1987	1	19045	0.00
Existing	C	Gibsonton	1976	1	43700	1.60
Existing	C	Gibsonton	2013	1	3000	100.00
Existing	C	Gibsonton	1983	1	2522	100.00
Existing	C	Gibsonton	1955	1	7185	100.00
Existing	C	Gibsonton	2004	1	35600	100.00
Existing	C	Gibsonton	2006	1	16800	100.00
Existing	C	Gibsonton	1970	1	4830	100.00
Existing	C	Gibsonton	2006	1	65375	100.00
Existing	C	Gibsonton	1973	1	43700	0.00
Existing	C	Gibsonton	2006	1	3750	100.00
Existing	C	Gibsonton	1979	1	135000	100.00
Existing	C	Gibsonton	1980	1	53000	100.00
Existing	C	Gibsonton	2006	1	5550	100.00
Existing	C	Gibsonton	1965	1	22000	100.00
Existing	C	Gibsonton	1951	1	3340	100.00
Existing	C	Gibsonton	1976	1	13752	100.00
Existing	C	Gibsonton	1976	1	98209	100.00
Existing		Gibsonton	1942	1	1242	100.00
Existing		Gibsonton	1948	1	830	100.00
Proposed	A	Gibsonton	2020	1	442874	0.00
Under Construction	B	Gibsonton	2021	1	50000	100.00
Under Construction	B	Gibsonton	2020	1	50000	100.00

Source: CoreLogic, 2019

### OFFICE

According to CoreLogic, Gibsonton has 14 office buildings with a total of 51,000 square feet of space. Gibsonton's existing offices are one story Class B and C properties.<sup>13</sup> It should be noted that the reported Gibsonton inventory data includes a total of 15 offices with 64,000 square feet which is the result of one property located adjacent to the Community's boundary.

<sup>13</sup> Buildings are classified as A through C, with A properties being the newest buildings with full range of features. C properties are usually older buildings that do not have current features/amenities.

## Gibsonton Community Profile

**Table 19: Gibsonton Office Inventory, 2019**

Property Type	Building Status	Building Class	City	Year Built	Number Of Stories	RBA	Percent Leased
Office	Existing	B	Gibsonton	2008	1	4,020	0.00
Office	Existing	B	Gibsonton	2007	1	8,000	100.00
Office	Existing	B	Gibsonton	2008	1	5,514	100.00
Office	Existing	B	Gibsonton		1	6,000	100.00
Office	Existing	B	Gibsonton		1	5,000	100.00
Office	Existing	B	Gibsonton	2008	1	4,000	100.00
Office	Existing	B	Gibsonton	1965	1	2,313	100.00
Office	Existing	C	Gibsonton	1966	1	1,206	100.00
Office	Existing	C	Gibsonton		1	2,020	100.00
Office	Existing	C	Gibsonton		1	4,769	100.00
Office	Existing	C	Gibsonton	1973	1	3,500	100.00
Office	Existing	C	Gibsonton	1963	1	1,000	100.00
Office	Existing	C	Gibsonton	1963	1	2,868	100.00
Office	Existing	C	Gibsonton	1963	1	896	100.00

Source: CoreLogic, 2019

As shown below, Gibsonton had office occupancy of 93.8 percent with an average rent of \$25.93 per square foot.

**Table 20: Gibsonton Occupancy and Rents, 2015-2019**

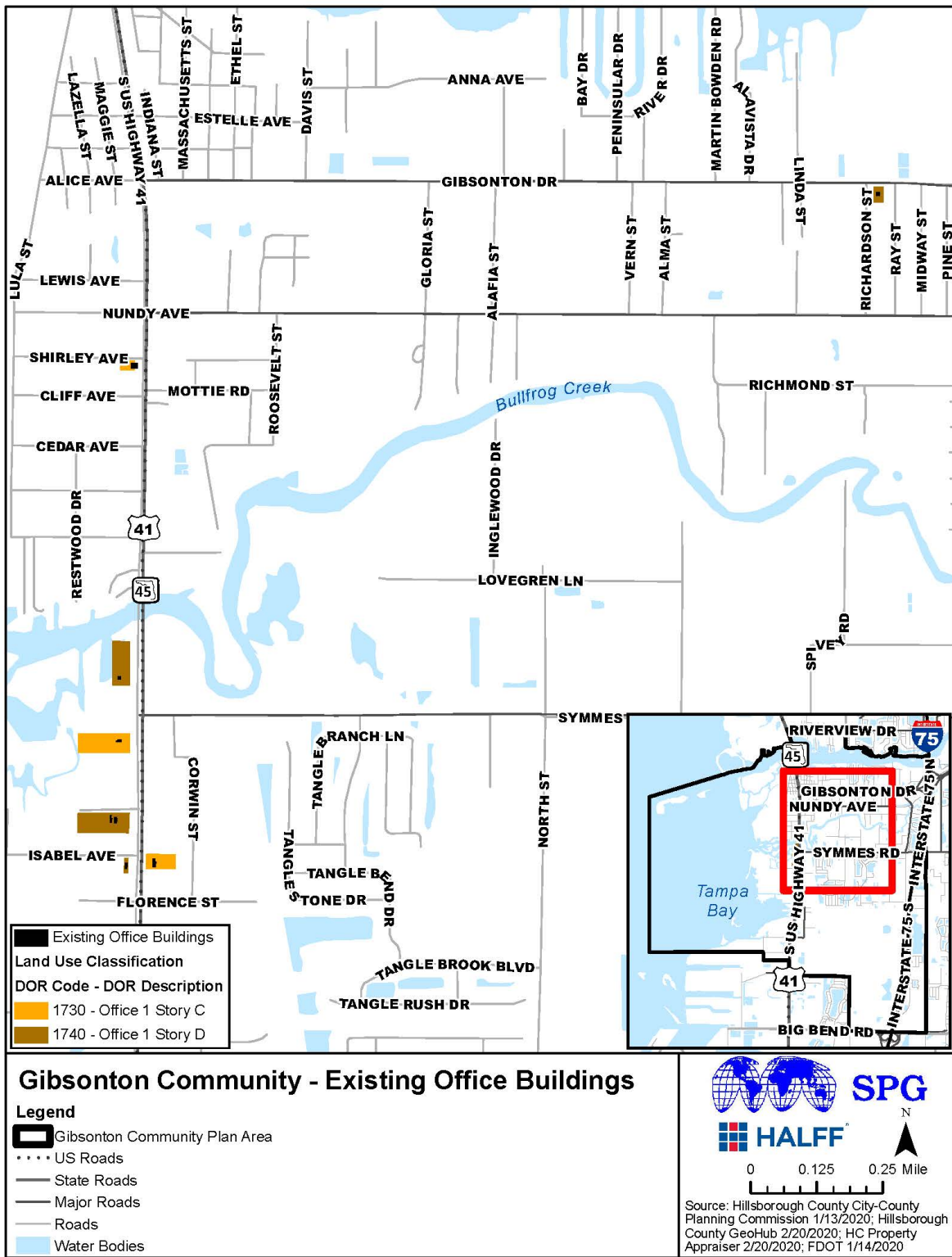
Quarter	Inventory Bldgs	Inventory SF	Vacant		Occupancy SF	Occupancy Percent	Office Base Rent Overall
			Vacant SF Direct	Percent % Direct			
QTD	15	64,870	4,020	6.2%	60,850	93.8%	\$25.93
2019 Q3	15	64,870	4,020	6.2%	60,850	93.8%	\$25.93
2019 Q2	15	64,870	4,020	6.2%	60,850	93.8%	\$25.93
2019 Q1	15	64,870	9,121	14.1%	55,749	85.9%	\$25.93
2018 Q4	15	64,870	8,888	13.7%	55,982	86.3%	\$26.35
2018 Q3	15	64,870	8,888	13.7%	55,982	86.3%	\$26.35
2018 Q2	15	64,870	3,080	4.7%	61,790	95.3%	\$14.50
2018 Q1	15	64,870	4,000	6.2%	60,870	93.8%	\$14.70
2017 Q4	15	64,870	4,000	6.2%	60,870	93.8%	\$15.66
2017 Q3	15	64,870	9,020	13.9%	55,850	86.1%	\$15.66
2017 Q2	15	64,870	5,020	7.7%	59,850	92.3%	\$16.50
2017 Q1	15	64,870	6,120	9.4%	58,750	90.6%	\$17.94
2016 Q4	15	64,870	5,920	9.1%	58,950	90.9%	\$13.06
2016 Q3	15	64,870	5,420	8.4%	59,450	91.6%	\$14.04
2016 Q2	15	64,870	5,020	7.7%	59,850	92.3%	\$11.95
2016 Q1	15	64,870	11,320	17.5%	53,550	82.5%	\$13.99
2015 Q4	15	64,870	10,920	16.8%	53,950	83.2%	\$14.18
2015 Q3	15	64,870	10,820	16.7%	54,050	83.3%	\$13.54
2015 Q2	15	64,870	11,620	17.9%	53,250	82.1%	\$13.98
2015 Q1	15	64,870	11,720	18.1%	53,150	81.9%	\$14.20
2014 Q4	15	64,870	11,620	17.9%	53,250	82.1%	\$14.19
2014 Q3	15	64,870	11,920	18.4%	52,950	81.6%	\$14.41
2014 Q2	15	64,870	11,920	18.4%	52,950	81.6%	\$16.90
2014 Q1	15	64,870	12,020	18.5%	52,850	81.5%	\$16.91

Source: CoreLogic, 2019



# Gibsonton Community Profile

Figure 13: Gibsonton Office Locations, 2020



## Gibsonton Community Profile

### RETAIL

Gibsonton has 58 retail stores and 11 food and drink establishments in 2017 based on ESRI data. Its retail trade and food/drink demand was \$159.8 million of which \$144.8 million was spent locally. Based on its demand and supply numbers, Gibsonton has a retail trade GAP of \$4.4 million and a food and drink GAP<sup>14</sup> of \$10.6 million. A positive retail GAP means there is an opportunity for future growth in retail stores.

**Table 21: Gibsonton Retail Demand and Supply, 2017**

2017 Industry Summary		Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$159,791,686	\$144,779,472	\$15,012,214	4.9	69
Total Retail Trade	44-45	\$144,442,590	\$140,054,443	\$4,388,147	1.5	58
Total Food & Drink	722	\$15,349,096	\$4,725,029	\$10,624,067	52.9	11

Source: ESRI Business Analyst, 2020

Retail Trade is defined under the North American Industry Classification System (NAICS) as code 44-45. NAICS is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

The Retail Trade sector comprises establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise.

The retailing process is the final step in the distribution of merchandise; retailers are therefore organized to sell merchandise in small quantities to the general public. This sector comprises two main types of retailers: store and non-store retailers.

Food & Drink Establishments are defined by NAICS code 722:

Industries in the Food Services and Drinking Places subsector prepare meals, snacks, and beverages to customer order for immediate on-premises and off-premises consumption. There is a wide range of establishments in these industries. Some provide food and drink only; while others provide various combinations of seating space, waiter/waitress services and incidental amenities, such as limited entertainment. The industries in the subsector are grouped based on the type and level of services provided. The industry groups are full-service restaurants; limited-service eating places; special food services, such as food service contractors, caterers, and mobile food services; and drinking places.

The following table shows Gibsonton's retail gap at the 3-digit NAICS level. At the 3-digit level, only food and beverage stores show a negative gap meaning that existing stores are selling (supply) more than Gibsonton's demand. This implies that area stores are selling goods to employees that reside outside of Gibsonton.

<sup>14</sup> GAP refers to an analysis of the difference between retail supply and demand or its gap

# Gibsonton Community Profile

**Table 22: Retail GAP Analysis (3 Digit NAICS), 2017**

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/ Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$31,358,846	\$9,983,720	\$21,375,126	51.7	11
Furniture & Home Furnishings Stores	442	\$5,197,593	\$2,649,828	\$2,547,765	32.5	4
Electronics & Appliance Stores	443	\$4,115,387	\$2,816,317	\$1,299,070	18.7	2
Building Material, Garden Equip, Supply	444	\$9,960,492	\$11,420,791	-\$1,460,299	-6.8	
Food & Beverage Stores	445	\$25,222,324	\$5,519,487	\$19,702,837	64.1	4
Health & Personal Care Stores	446	\$9,286,573	\$0	\$9,286,573	100.0	0
Gasoline Stations	447	\$15,496,380	\$41,510,105	-\$26,013,725	-45.6	9
Clothing & Clothing Accessories Stores	448	\$7,204,612	\$478,895	\$6,725,717	87.5	2
Sporting Goods, Hobby, Book & Music Stores	451	\$3,529,020	\$513,294	\$3,015,726	74.5	2
General Merchandise Stores	452	\$23,738,922	\$63,551,882	-\$39,812,960	-45.6	5
Miscellaneous Store Retailers	453	\$5,793,286	\$1,229,967	\$4,563,319	65.0	9
Nonstore Retailers	454	\$3,539,155	\$380,157	\$3,159,998	80.6	1
Food Services & Drinking Places	722	\$15,349,096	\$4,725,029	\$10,624,067	52.9	11

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential)

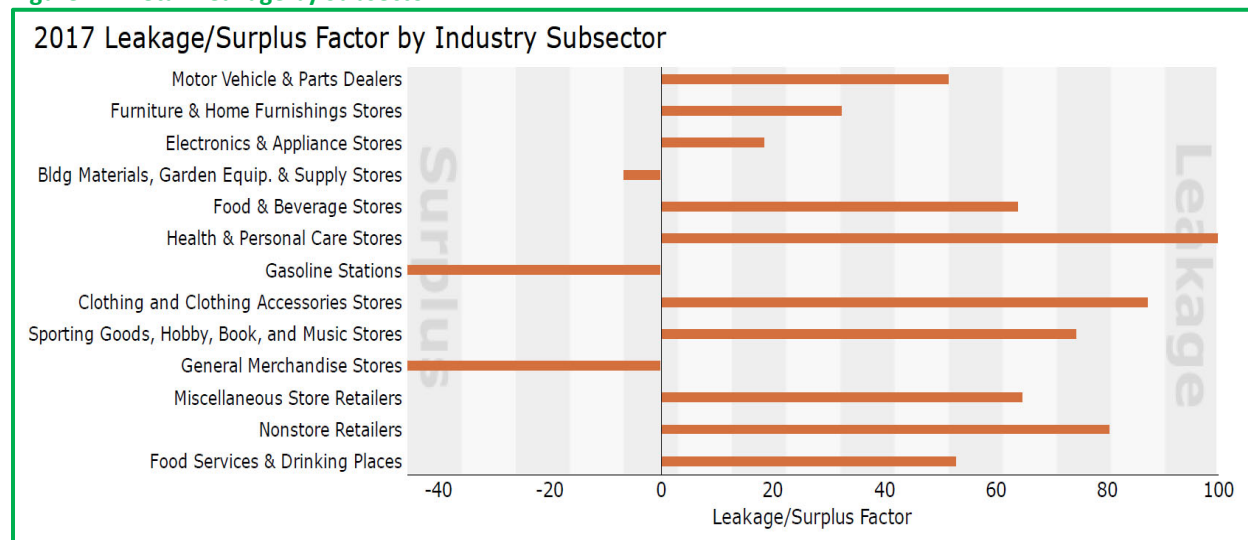
Source: ESRI Business Analyst, 2020

Industries in the Food and Beverage Stores subsector (NAICS 441-454) usually involve retail food and beverage merchandise from fixed point-of-sale locations. Establishments in this subsector have special equipment (e.g., freezers, refrigerated display cases, refrigerators) for displaying food and beverage goods. They have staff trained in the processing of food products to guarantee the proper storage and sanitary conditions required by regulatory authority.

Gibsonton had 11 food and drink stores (NAICS 722) and within NAICS 441-454 the community had 13 miscellaneous stores (florists, office supply, gift shops, and used merchandise), 11 food and beverage stores, 11 motor vehicle and repair shops, and a small number of other retail establishments shown in table 22 above.

As shown on the following page, all but Gasoline Stations and General Merchandise Stores potentially show an opportunity for growth, however that demand is currently being met within the retail sector in Apollo Beach and Riverview.

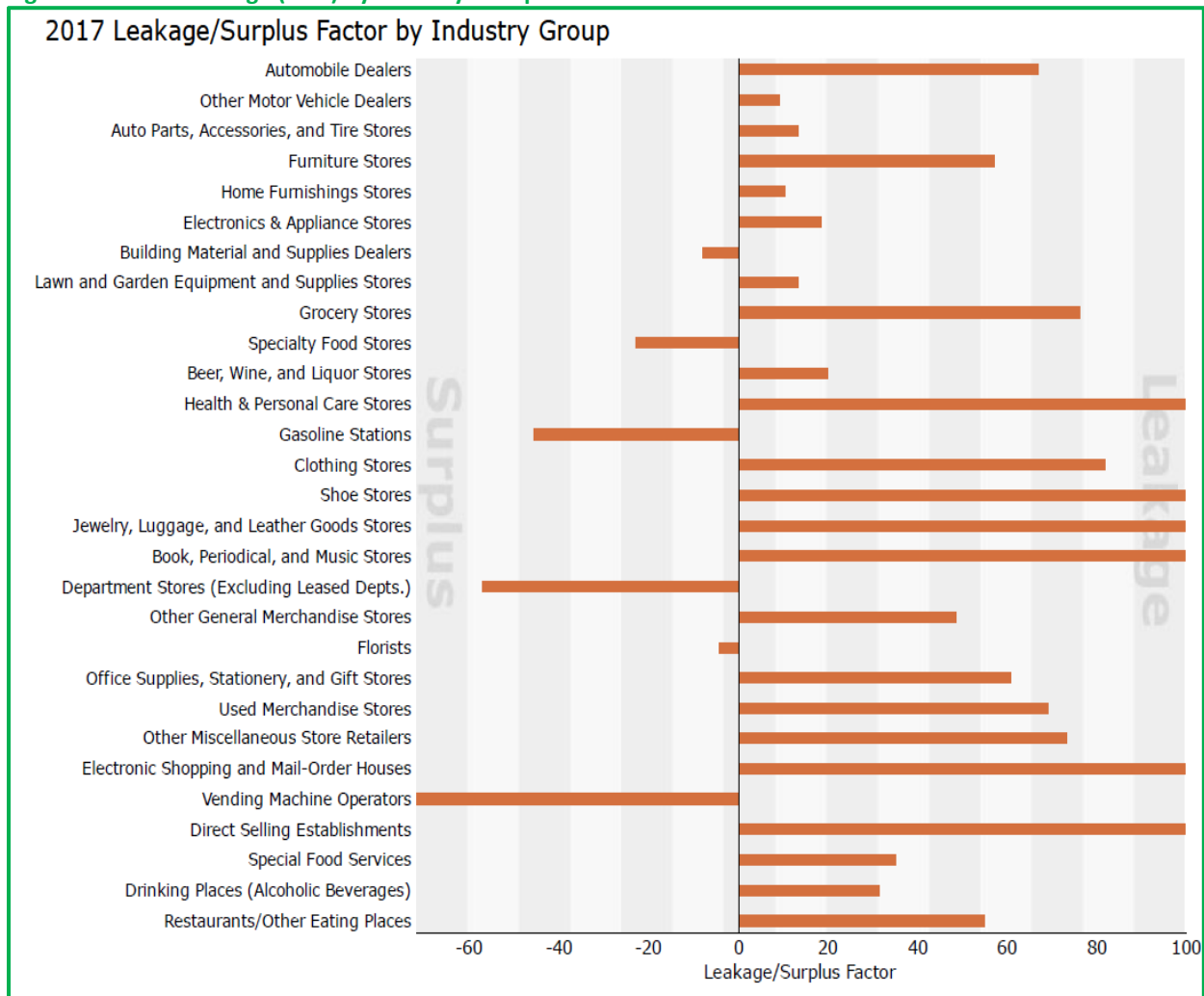
**Figure 14: Retail Leakage by Subsector**



Source: ESRI Business Analyst, 2020

# Gibsonton Community Profile

Figure 15: Retail Leakage (GAP) by Industry Group



Source: ESRI Business Analyst, 2020

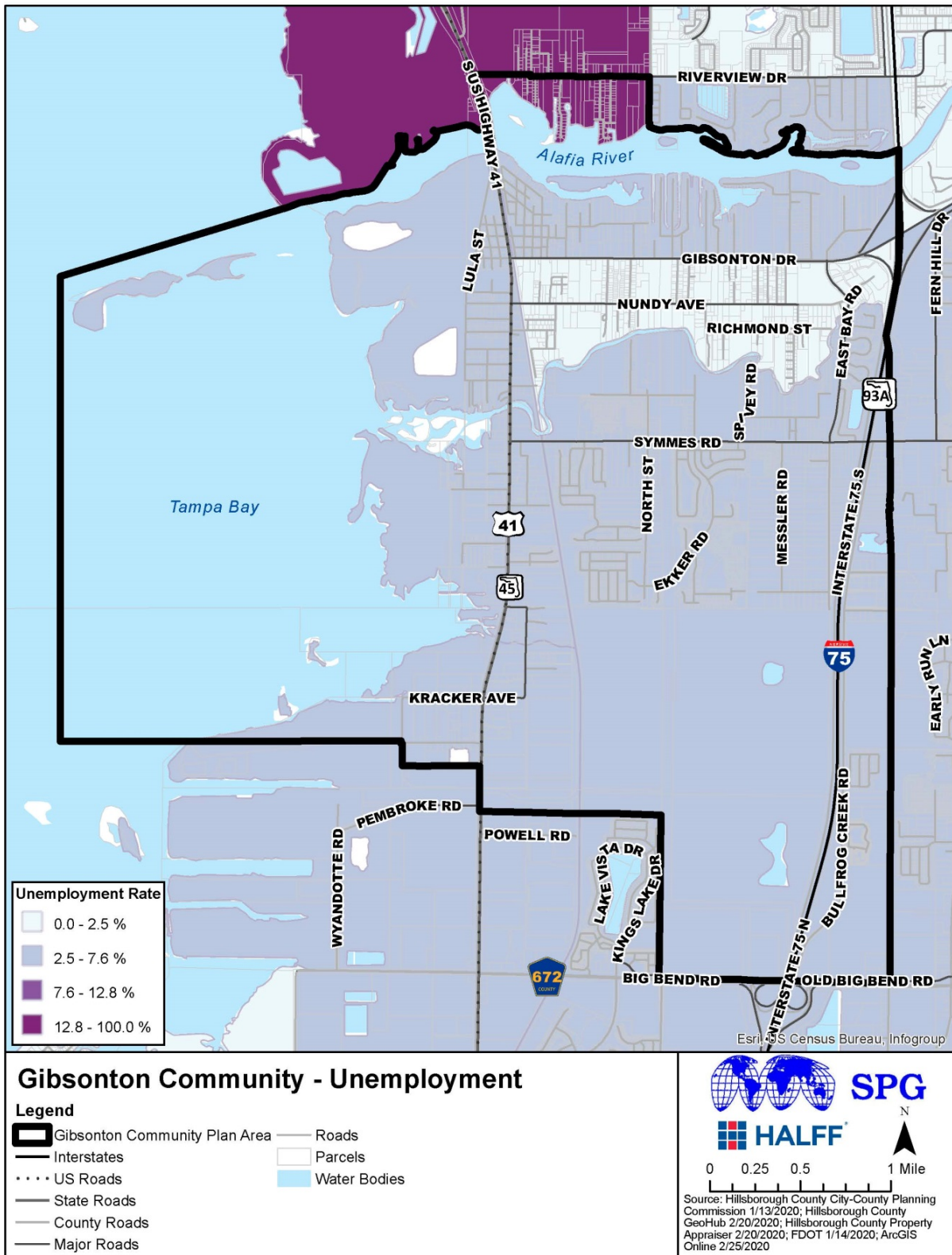
## UNEMPLOYMENT/AREAS OF CONCERN

Unemployment data for Gibsonton is dated and does not reflect the current employment trends for Florida or Hillsborough County. Historical data shows Gibsonton is a bedroom community in which 97.8 percent<sup>15</sup> of its residents work outside of the Community.

<sup>15</sup> Based on U.S. Census "OnTheMap" 2017 data previously presented

# Gibsonton Community Profile

Figure 16: Gibsonton Unemployment by Area, 2018



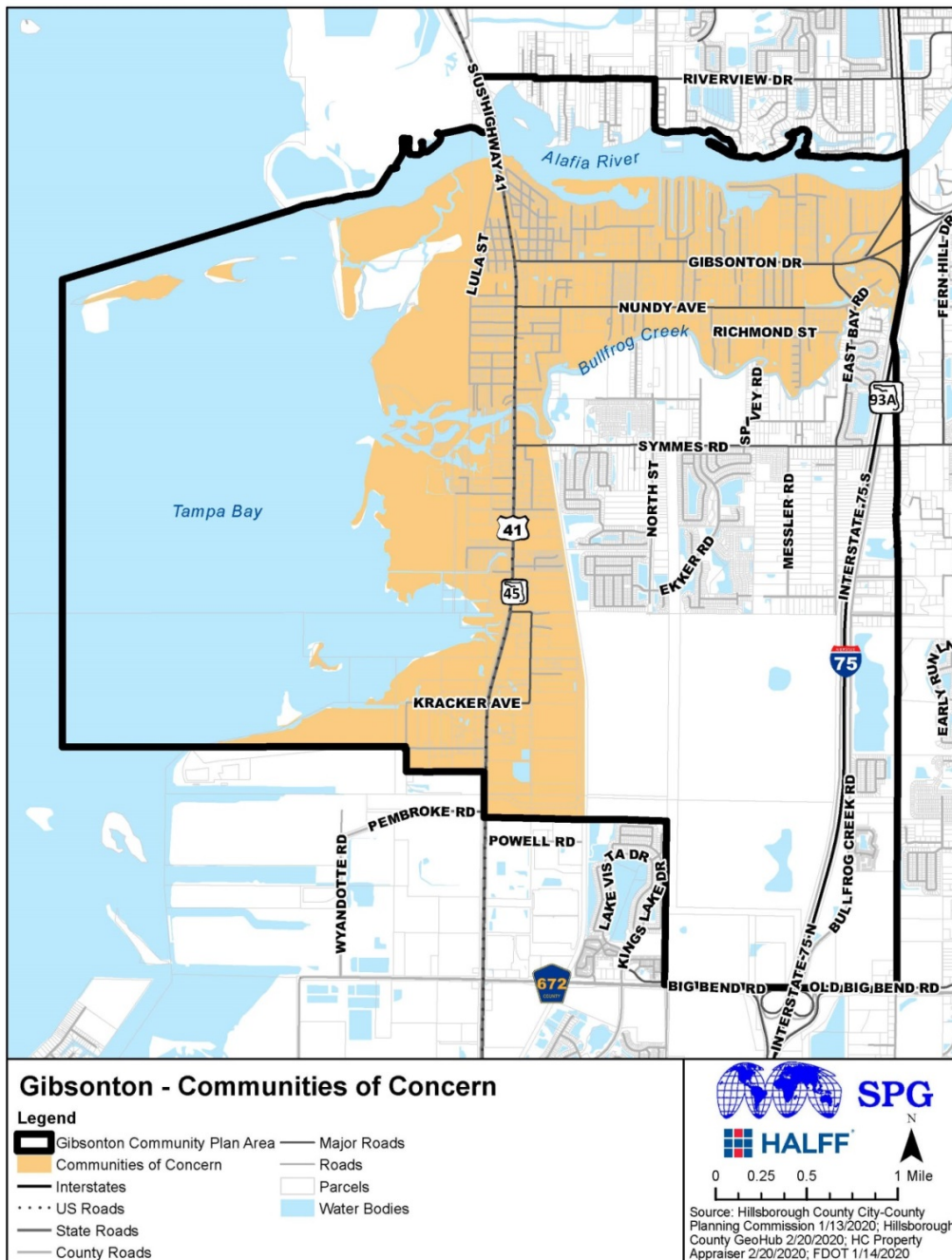


# Gibsonton Community Profile

The Planning Commission has delineated Communities of Concern reflecting employment and social issues. The next figure delineates those areas within Gibsonton. A Community of Concern is a census block group that has a high proportion of two or more protected classes, such as racial minorities, low-income groups, persons with disabilities, and those with limited English proficiencies.

The graphic shows that a large part of Gibsonton is considered a Community of Concern.

Figure 17: Communities of Concern, 2020

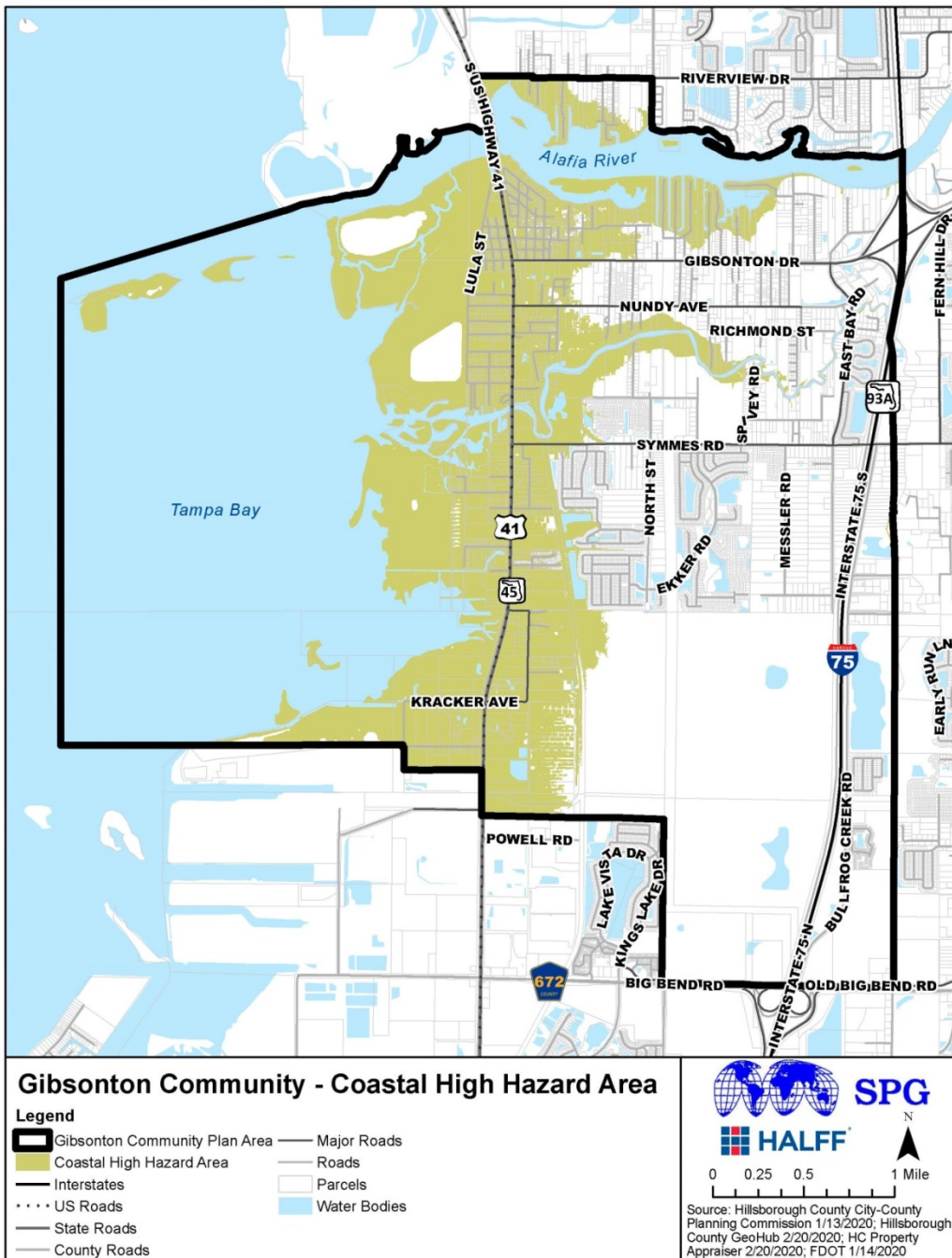


## ENVIRONMENT

Gibsonton has significant environmental assets, as commented in the SWOT analysis and the Gibsonton Community Plan.

Because the Community is bordered by both Tampa Bay and the Alafia River, a large percentage of its land falls within the Coastal High Hazard Area and is subject to flooding.

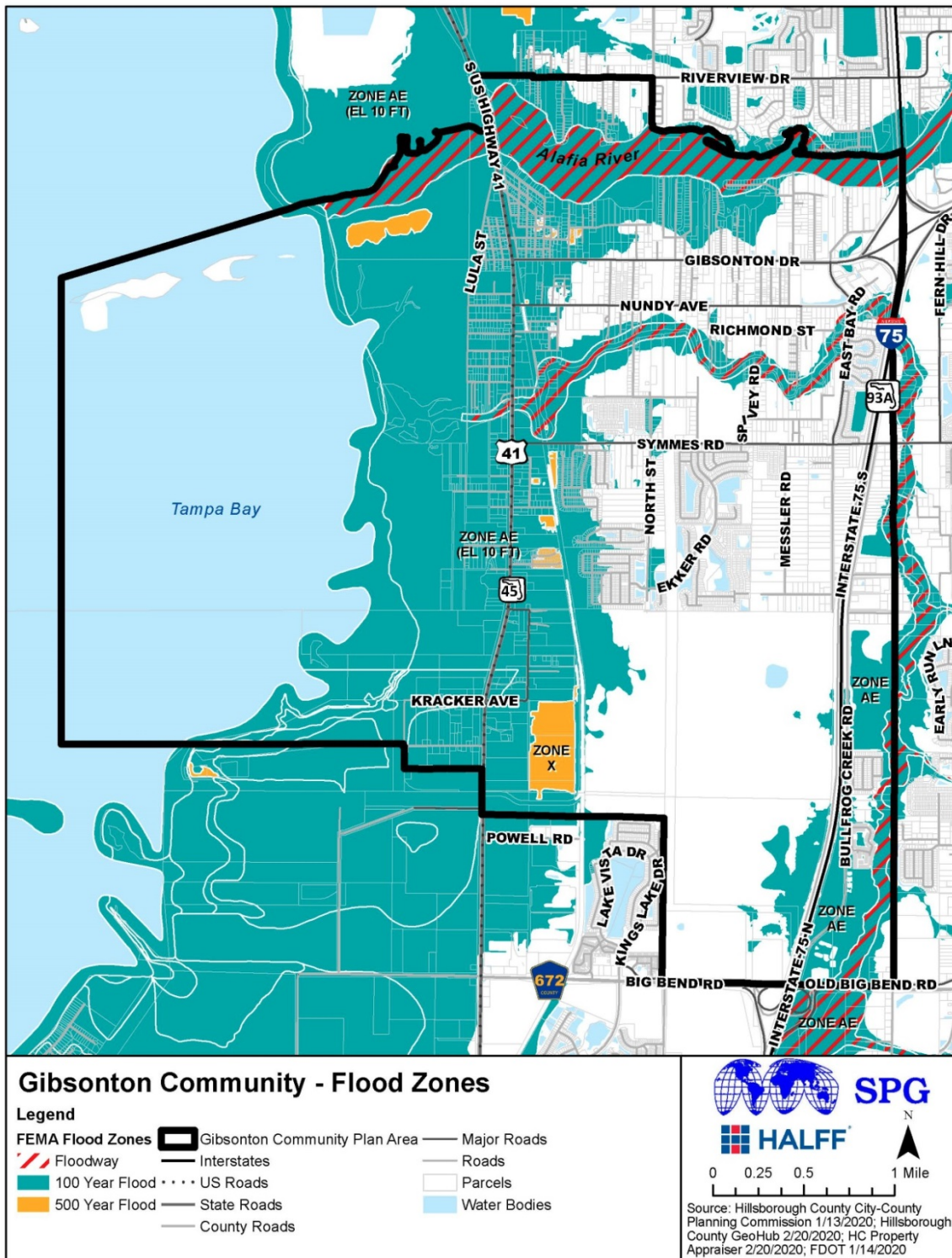
Figure 18: Gibsonton Coastal High Hazard Area, 2020



# Gibsonton Community Profile

The Gibsonton community is largely located within the Flood Zones shown below.

Figure 19: Gibsonton Flood Zones, 2020

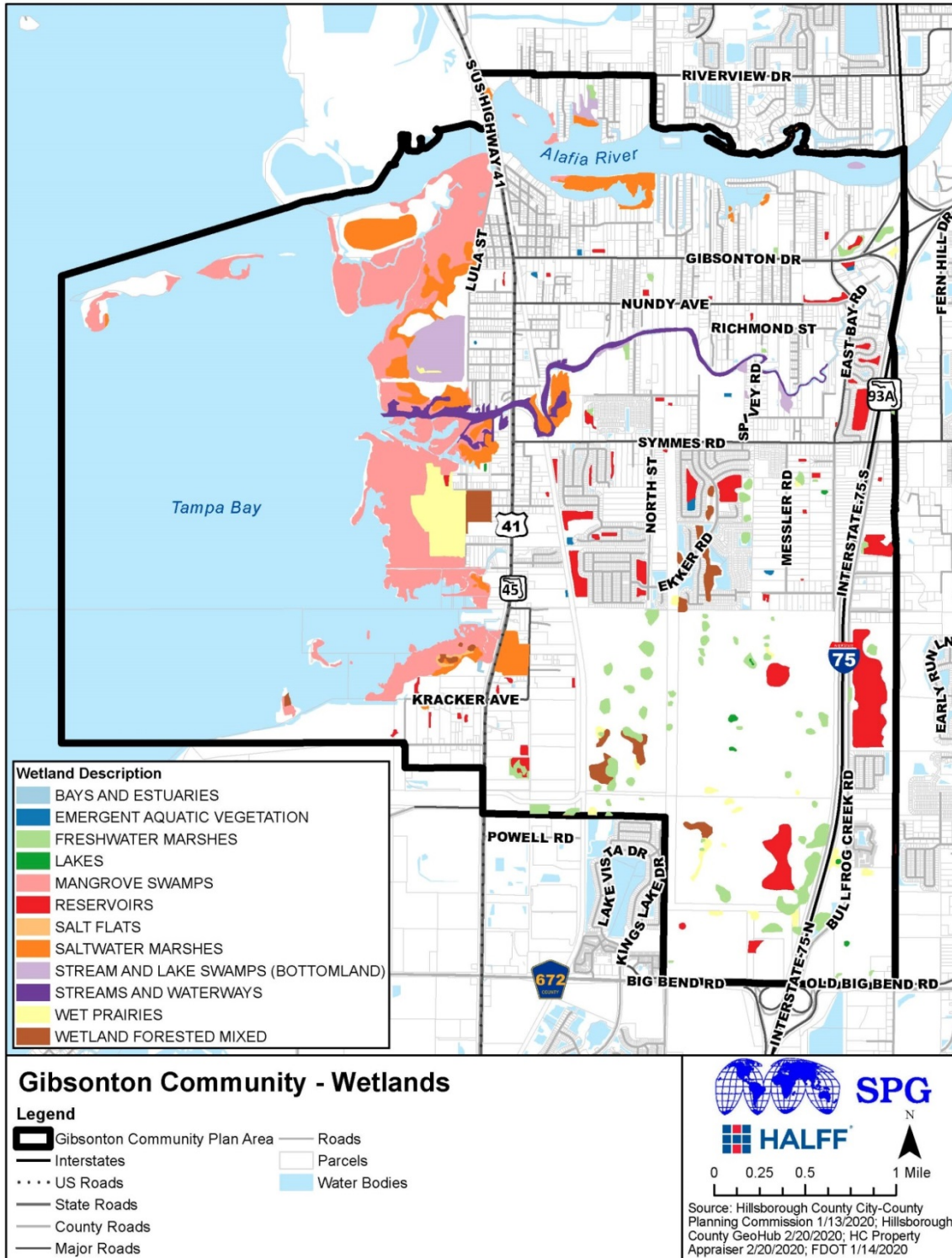




# Gibsonton Community Profile

The following graphic shows the various wetlands found in Gibsonton. It is interesting to note that a significant portion of the designated wetlands are catchment areas for subdivisions.

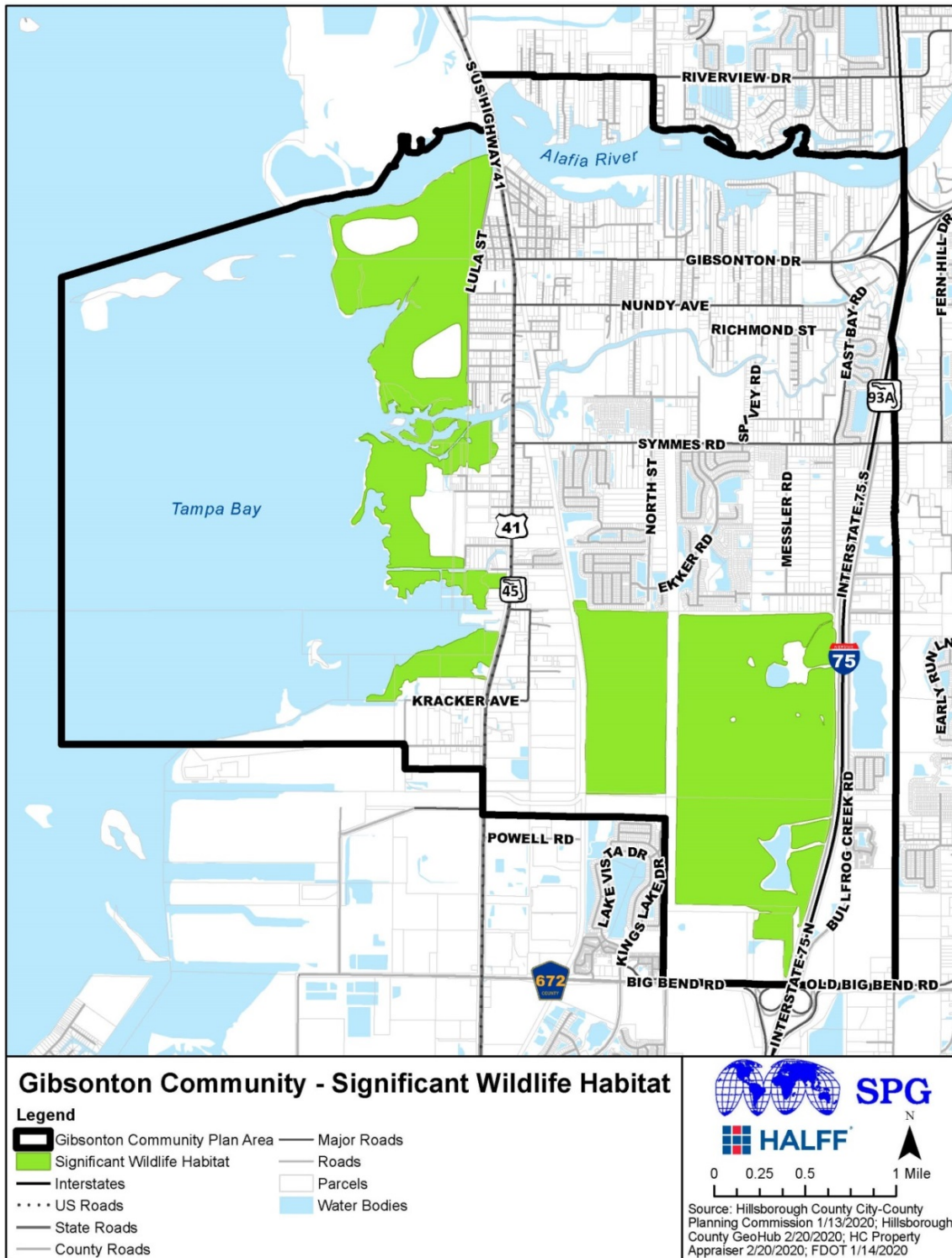
Figure 20: Gibsonton Wetlands, 2020



# Gibsonton Community Profile

Gibsonton has significant wildlife habitats that are mostly found along Tampa Bay, rivers, and streams. As shown below, the largest habitats are located on the western and southern community borders.

Figure 21: Significant Wildlife Habitat, 2020





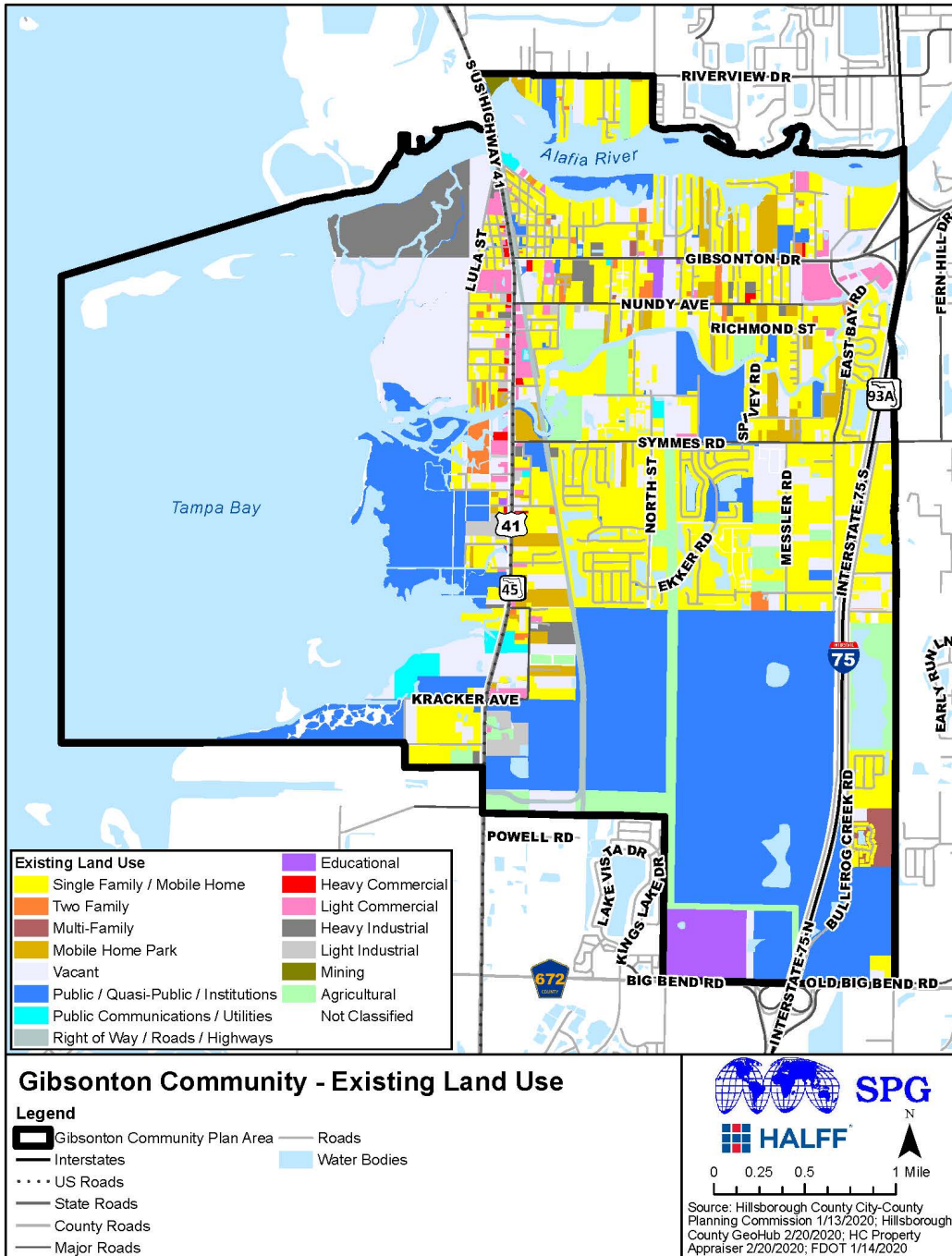
# Gibsonton Community Profile

## EXISTING LAND USE

The existing land uses in Gibsonton largely follow the environmental conditions previously discussed.

Public/Quasi Public/Institutional uses reflect Gibsonton’s significant wildlife habitats, while much of the agricultural lands on the west side of I-75 are being held for future development.

Figure 22: Gibsonton Existing Land Use, 2020



## Gibsonton Community Profile

---

The largest single land use is Public/Quasi-Public/Institutions which represent 31.2 percent of Gibsonton's acreage followed by single family/mobile homes at 25.9 percent. Industrial lands account for 266 acres (3.74 percent), commercial uses account for 152 acres (2.2 percent) with vacant uses accounting for another 924 acres (13.3 percent). Agricultural uses account for 456 acres (6.43 percent).

**Table 23: Gibsonton Land Use by Acreage, 2020**

Land Use Type	Acres	%
Agricultural	456	6.43%
Educational	120	1.69%
Heavy Commercial	17	0.23%
Heavy Industrial	213	3.00%
Light Commercial	136	1.92%
Light Industrial	53	0.74%
Mining	6	0.08%
Mobile Home Park	217	3.05%
Multi-Family	40	0.56%
Not Classified	676	9.54%
Public / Quasi-Public / Institutions	2,213	31.20%
Public Communications / Utilities	52	0.73%
Right of Way / Roads / Highways	72	1.01%
Single Family / Mobile Home	1,837	25.90%
Two Family	63	0.89%
Vacant	924	13.03%

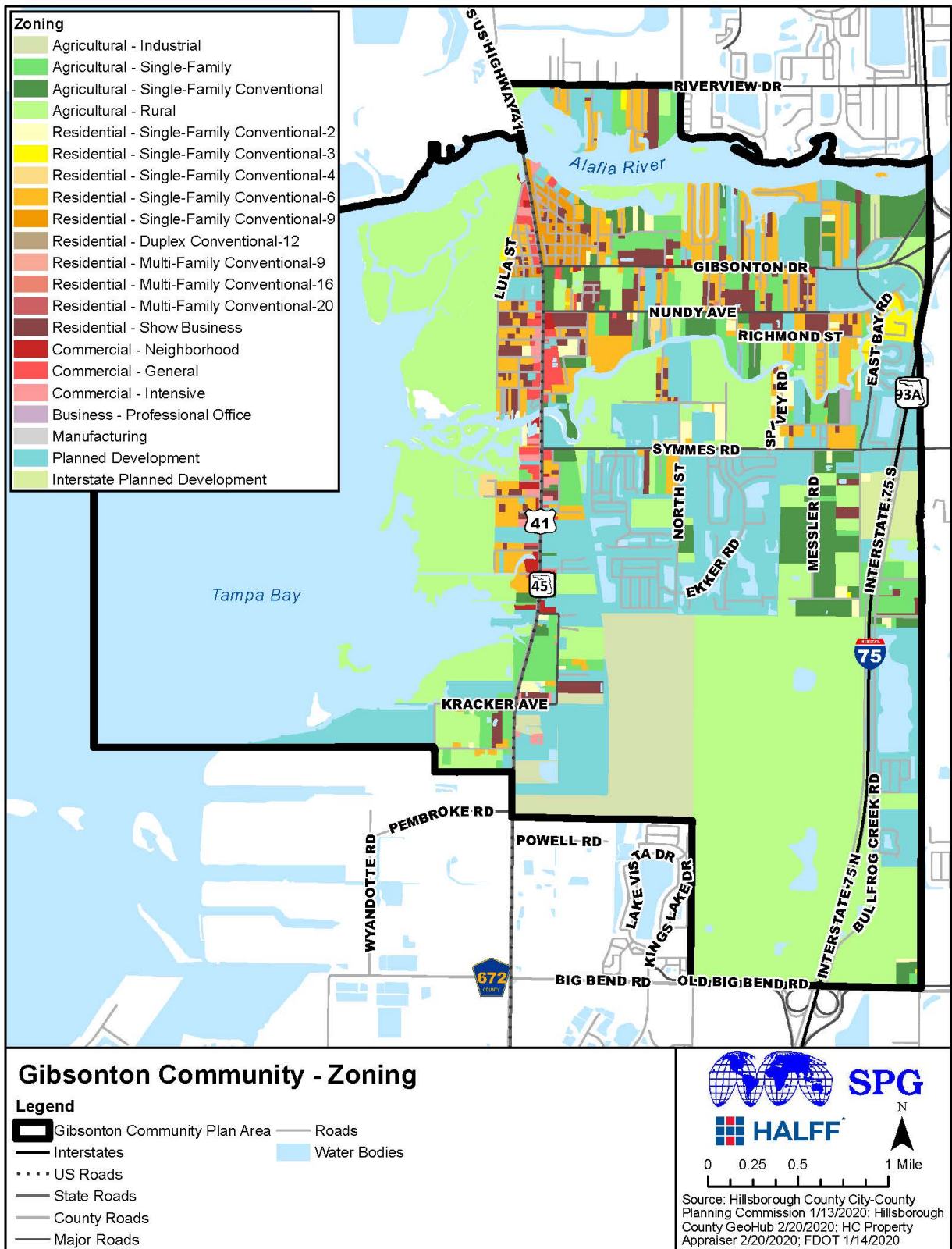
Source: Hillsborough County City-County Planning Commission; Halff Associates, Inc.; 2020

## ZONING

Gibsonton's zoning map (on the next page) reflects the recent growth, as of 2019, in Gibsonton which has predominately occurred in planned developments.

# Gibsonton Community Profile

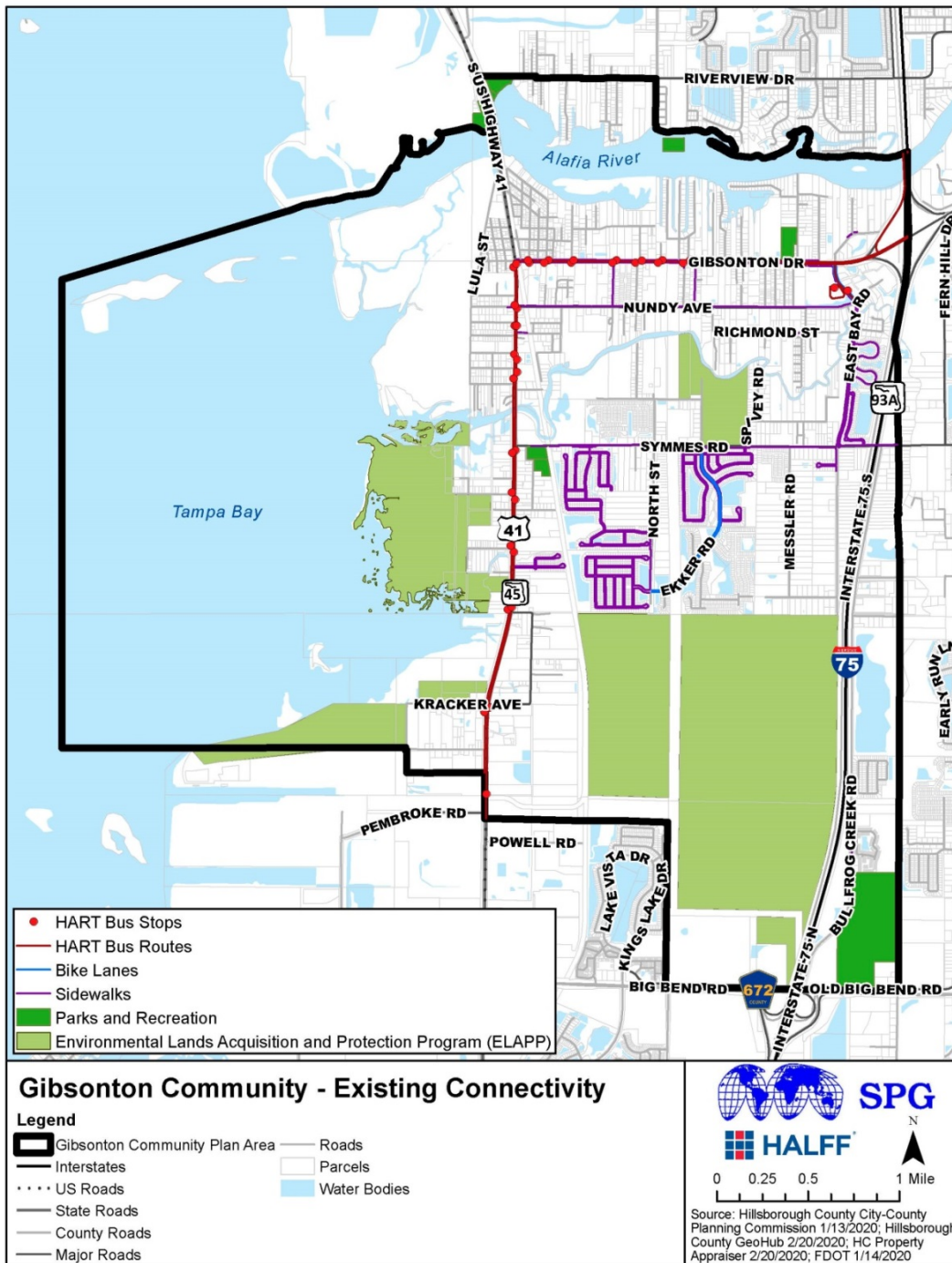
Figure 23: Gibsonton Zoning, 2019



## GIBSONTON COMMUNITY INFRASTRUCTURE

As discussed in the SWOT analysis, roads, traffic, and connectivity are issues within Gibsonton and reflect the recent growth of the Community. The large numbers of recent planned developments have not been connected nor have direct access to HART stops, as shown. Bike lanes and sidewalks are very limited.

Figure 24: Gibsonton Existing Connectivity, 2020

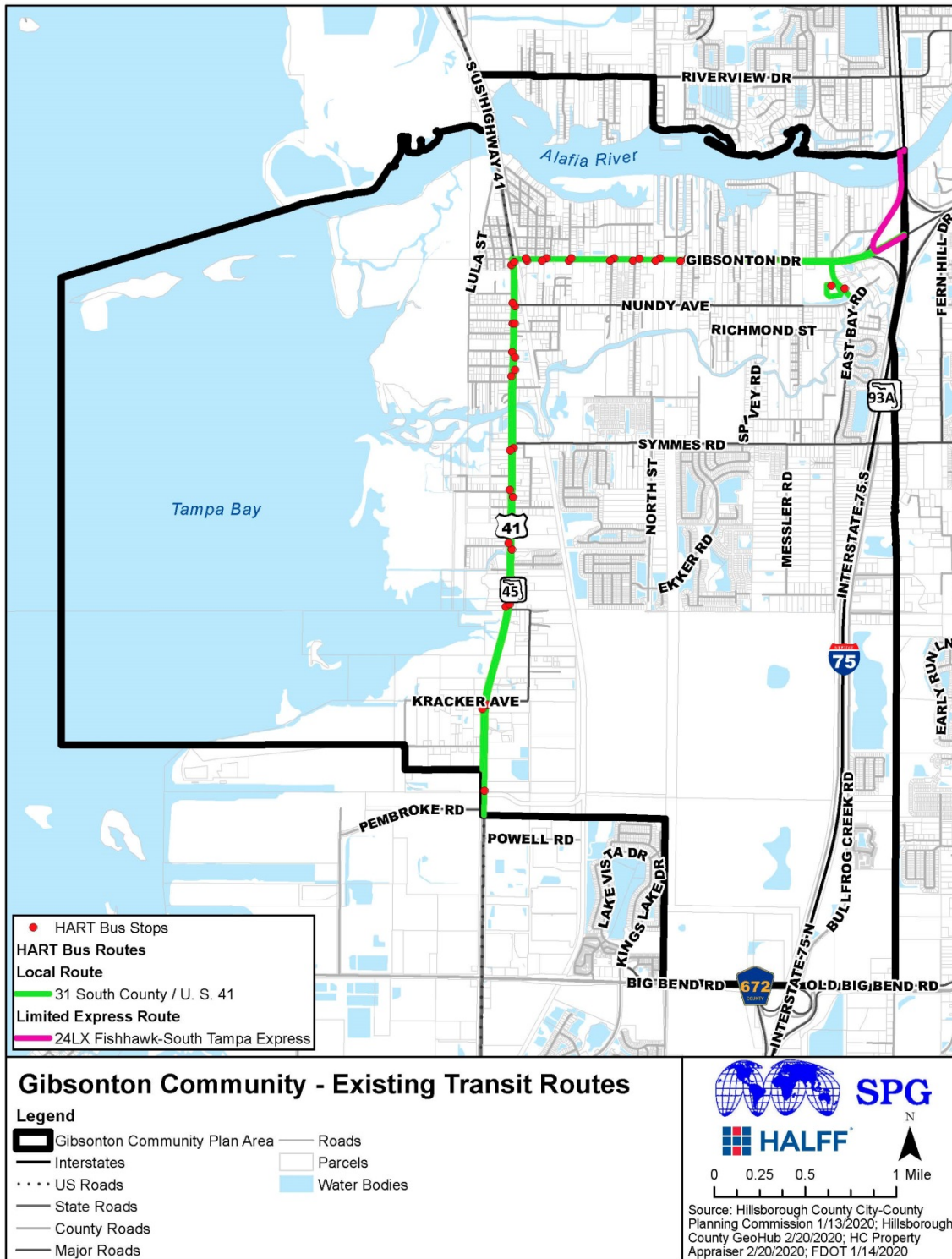




# Gibsonton Community Profile

Gibsonton’s existing transit routes are delineated on the following graphic. HART transit stops are limited, as are Express routes.

Figure 25: Gibsonton Existing Transit Routes, 2020

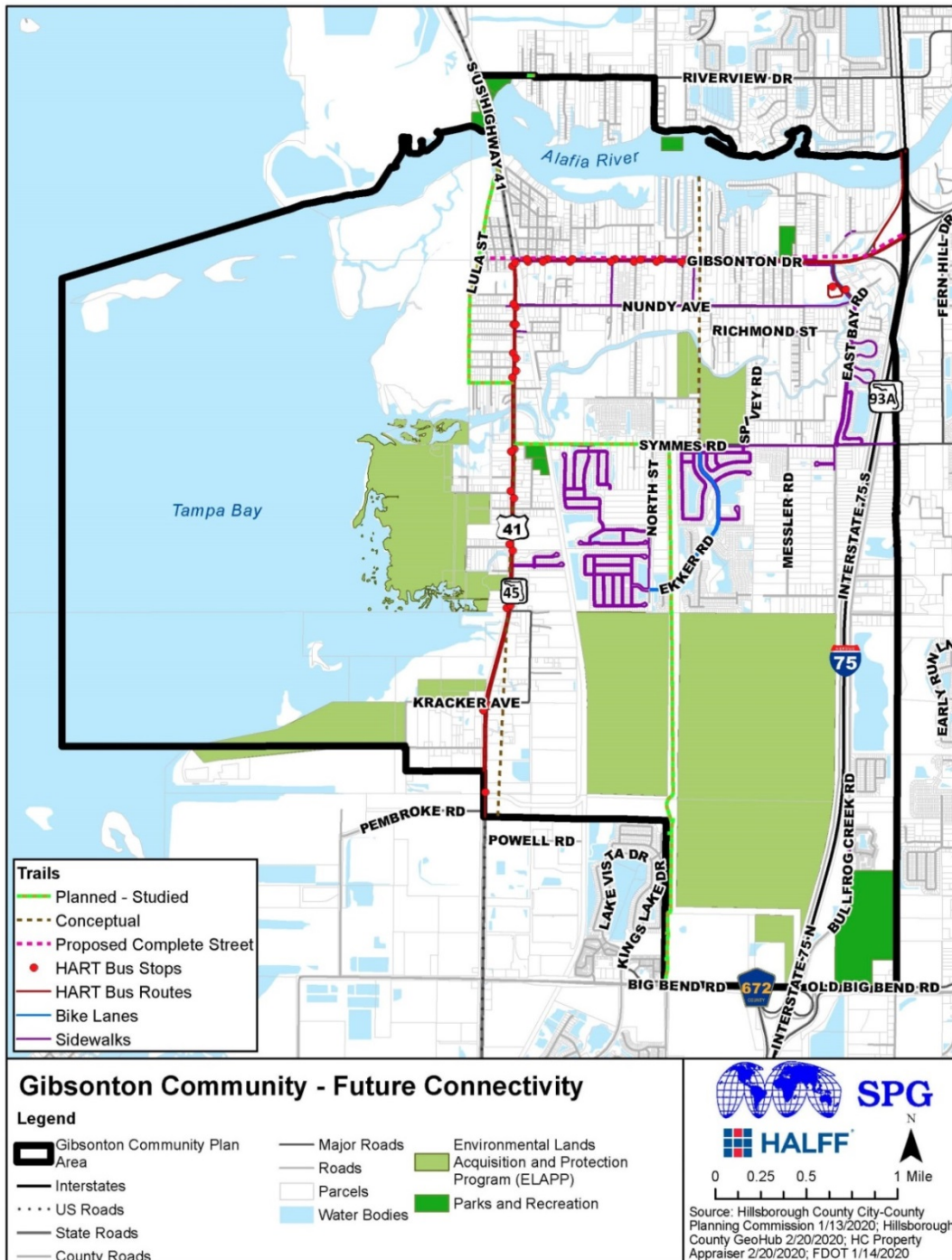




## FUTURE TRANSPORTATION AND CONNECTIVITY IMPROVEMENTS

The following graphic shows the proposed connectivity improvements within Gibsonton. As can be seen, trails and side paths are limited to date and few are planned in the future. The South Coast Greenway, part of the Gulf Coast Trail that will eventually connect from Lee to Pinellas County, passes through Gibsonton.

Figure 26: Future Connectivity, 2020

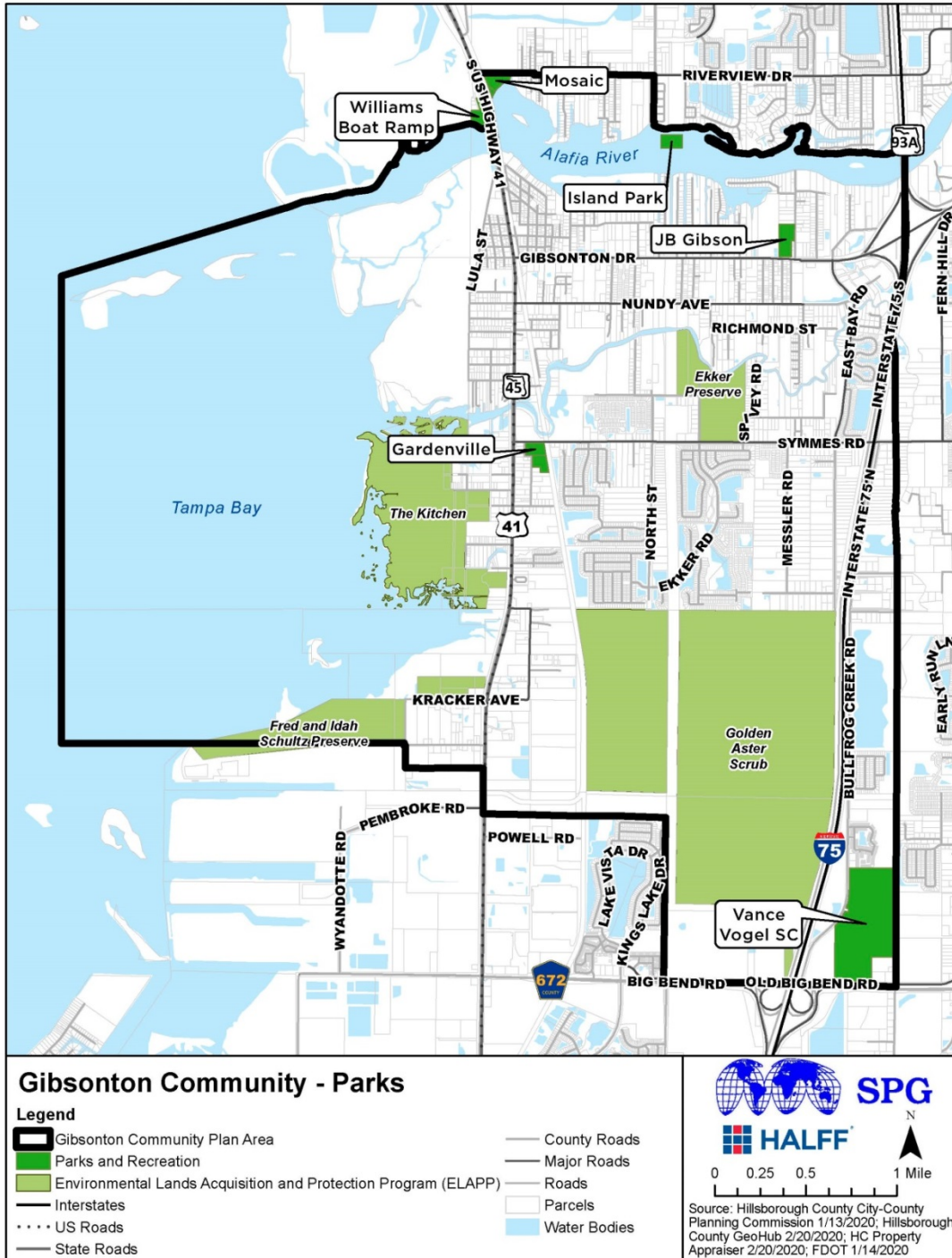


## GIBSONTON COMMUNITY FACILITIES/SERVICES

### PARKS

Gibsonton has four parks and one boat ramp as shown below.

Figure 27: Gibsonton Area Parks, 2020



# Gibsonton Community Profile

## GIBSONTON SCHOOLS

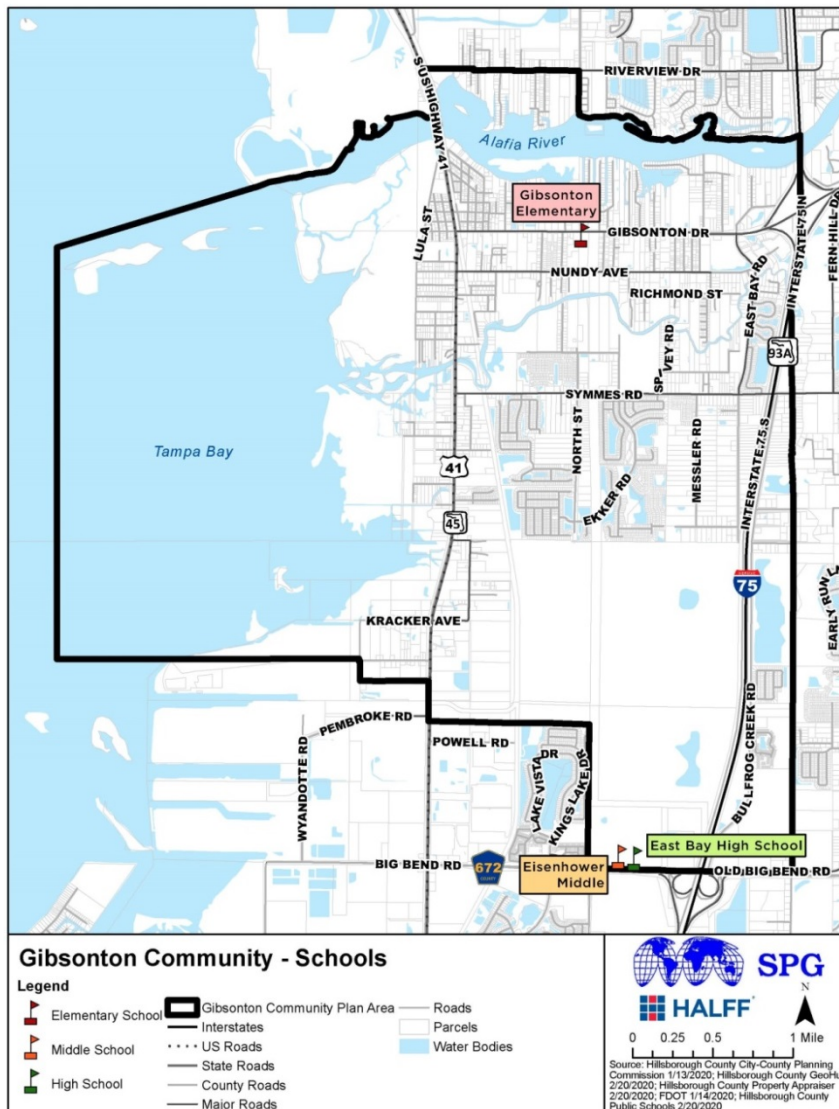
The following graphic shows the schools serving Gibsonton. Three of the schools are new, including Gibsonton Elementary, Eisenhower Middle, and East Bay. School grades are an important factor in growing residential areas as well as overall economic development. As shown in the following table, Gibsonton schools, while improving, are still at best average. As of 2019 the schools' grades were all C's.

**Table 24: Gibsonton School Grades, 2016-2019**

School	Grades			
	2019	2018	2017	2016
Gibsonton Elementary	C	D	C	D
Eisenhower Middle	C	C	C	C
East Bay High School	C	C	C	C

Source: Florida Department of Education, 2019

**Figure 28: Gibsonton School Locations, 2020**



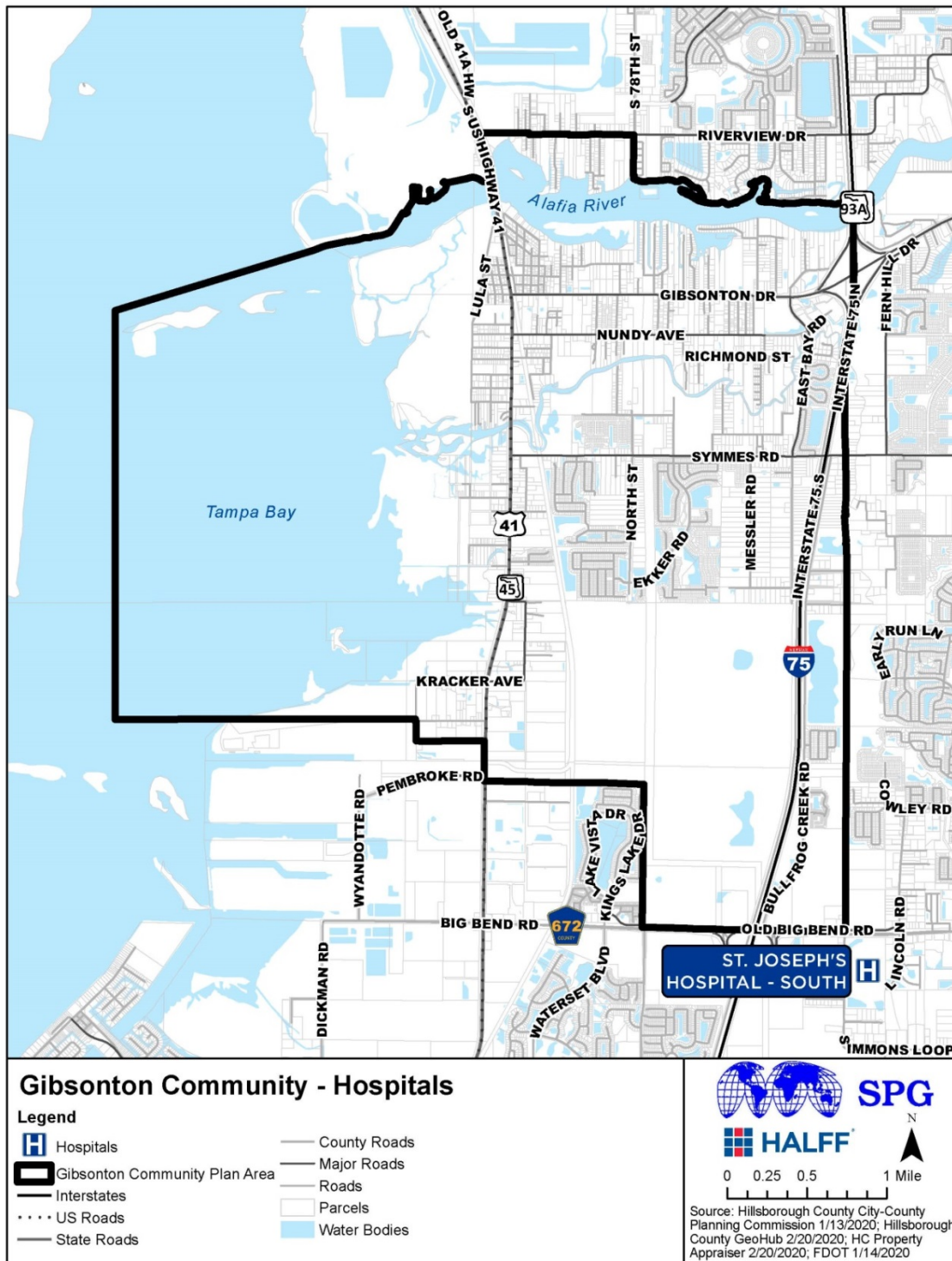


# Gibsonton Community Profile

## HOSPITALS

Gibsonton is served by two local hospitals: the regional hospital in Brandon (outside of the map boundary in Figure 29) and St. Joseph's Hospital South.

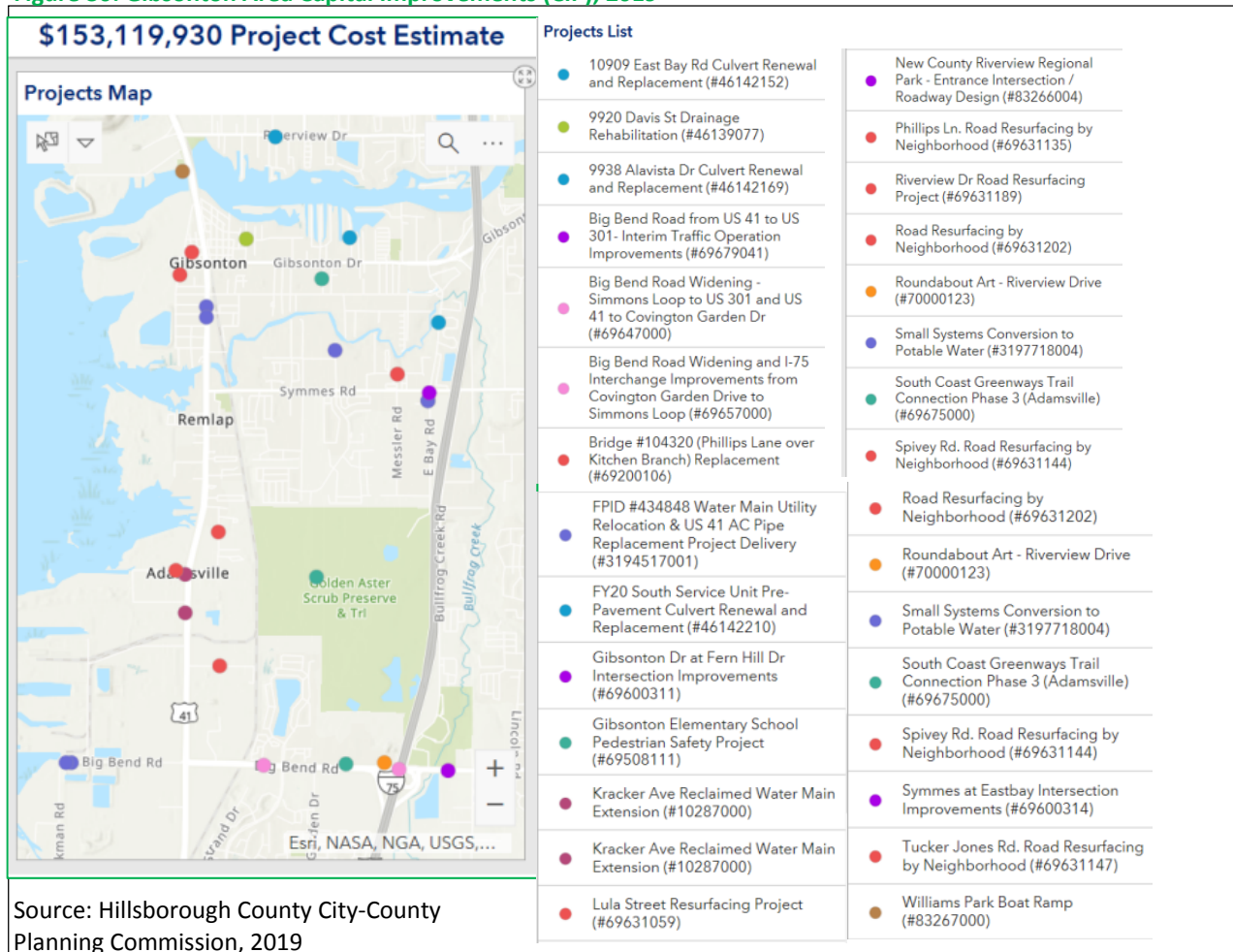
Figure 29: Hospitals Serving Gibsonton, 2020



## GIBSONTON CAPITAL IMPROVEMENTS

Gibsonton has over \$153 million in capital improvements in construction or in planning. The most recent data shows that the Gibsonton area has 28 capital improvement projects (shown on the following map).

Figure 30: Gibsonton Area Capital Improvements (CIP), 2019

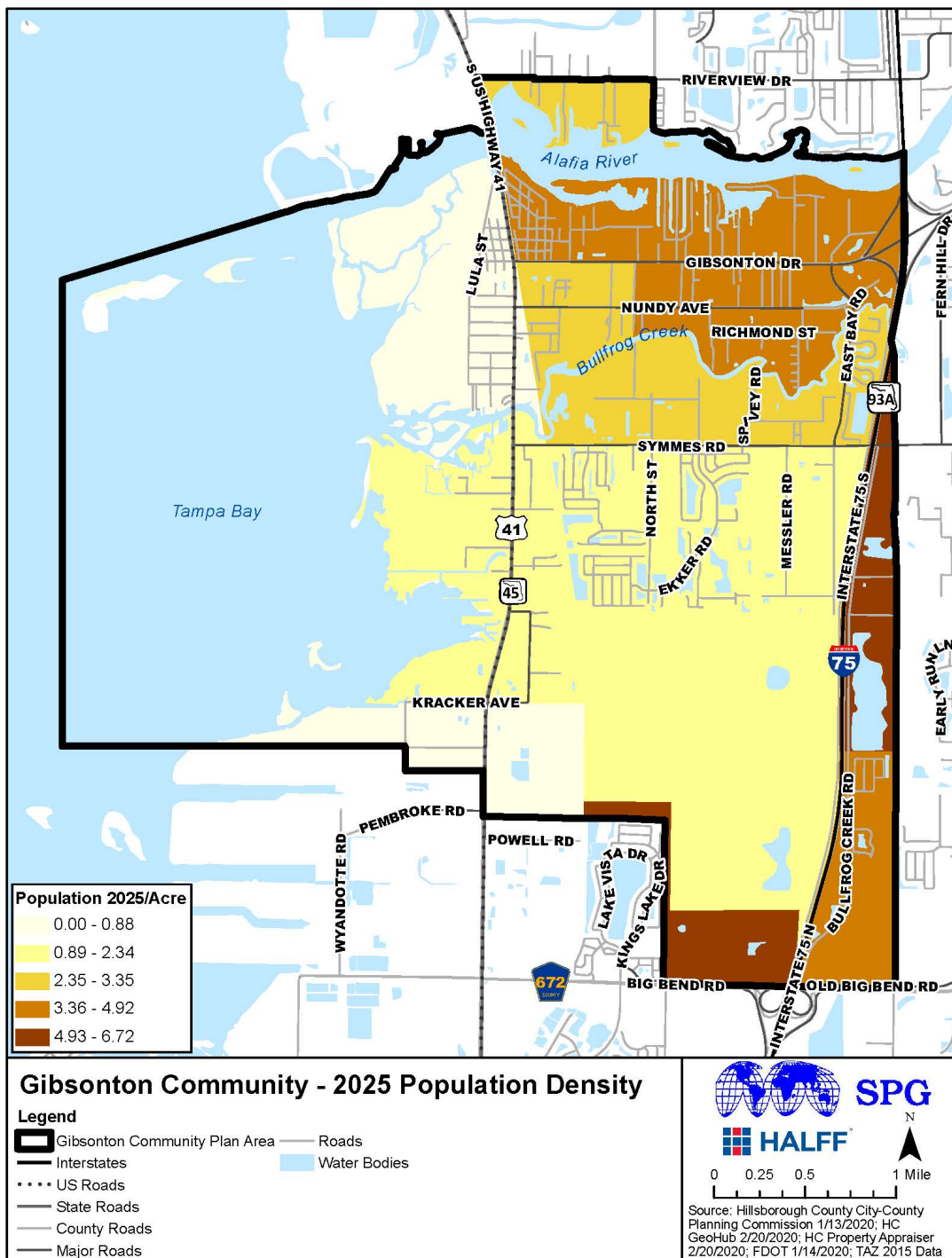




## GIBSONTON 2025 POPULATION DENSITY

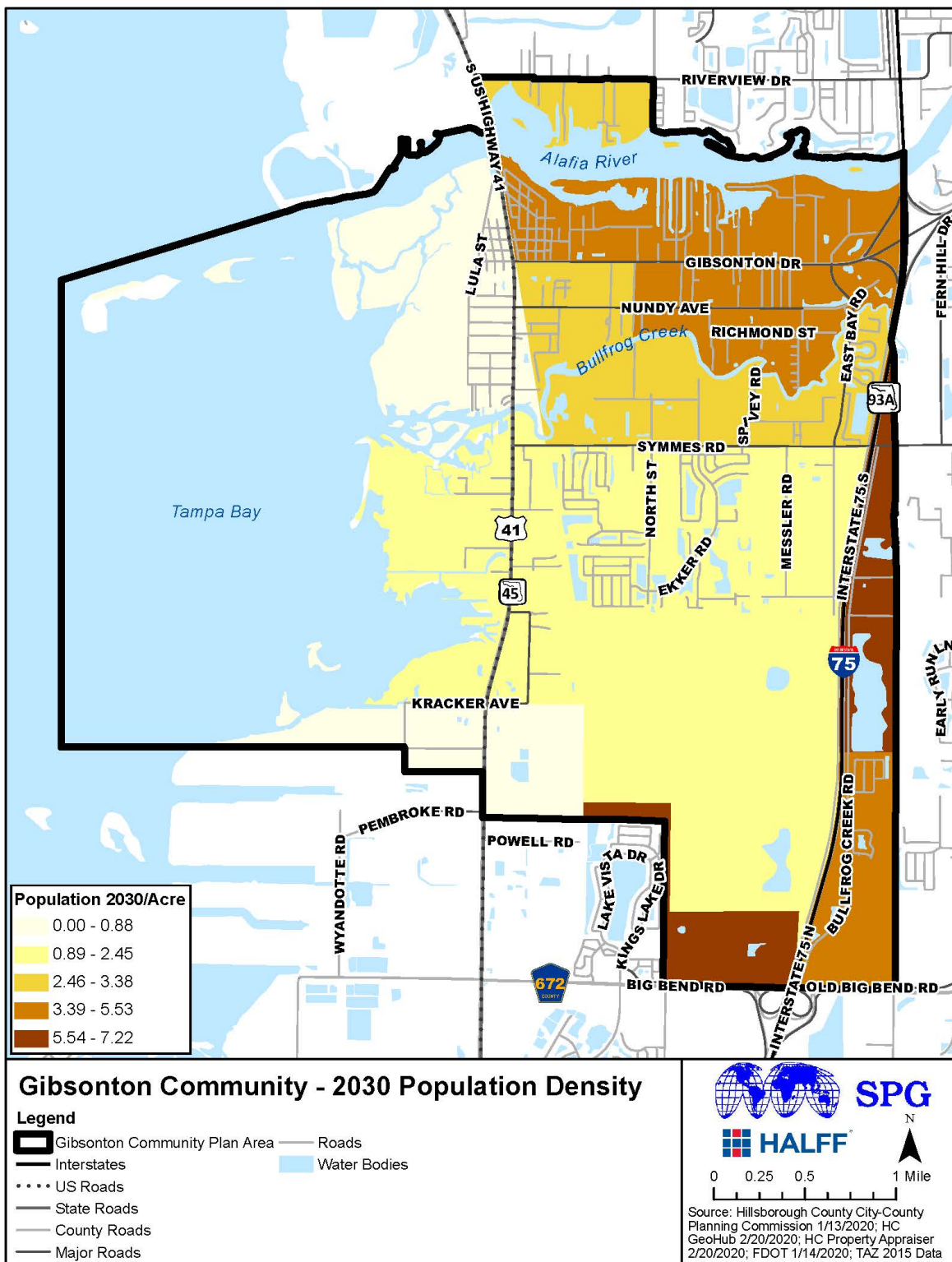
The following graphic shows Gibsonton’s projected 2025 population density as calculated by number of residents per acre based on TAZ boundaries.

Figure 31: Gibsonton 2025 Population Density



# Gibsonton Community Profile

Figure 32: Gibsonton 2030 Population Density



## BUILDOUT ANALYSIS

### FUTURE LAND USE/BUILDOUT ANALYSIS

Based on the approved Future Land Use Map, Gibsonton has a potential buildout of 69,000 residents based on 3.0 persons per household (PPH)<sup>16</sup> and 51.7 million square feet of non-residential space (Future buildout should be a mix of residential and non-residential maximum buildout calculations). It should be noted that these calculations are based on maximum allowable densities which is not currently achievable for this area given the lack of infrastructure (roads, water and sewer).

Approximately 17 percent of the Community’s future land uses are vacant. The three largest vacant future land uses are: Suburban Mixed Use (381 acres), Residential 6 (311 acres) and Residential 4 (103 acres).

**Table 21: Future Land Use Buildout Analysis, 2020**

Future Land Use Description	Parcel		Vacant	Residential Population		Non-Residential Sq. Ft. Max
	Count	Acres		DU Max	(3.0 PPH)	
Community Mixed Use 12 (.50 FAR)	1	33	33	396	1,188	718,000
Heavy Industrial (.50 FAR)	10	119	0	N/A	N/A	2,588,130
Light Industrial (.50 FAR)	2	34	34	N/A	N/A	749,799
Natural Preservation	28	1,722	88	N/A	N/A	N/A
Office Commercial (.75 FAR)	107	93	11	4,680	N/A	3,039,567
Public/Quasi-Public	7	295	9	N/A	N/A	*
Residential 1 (.25 FAR)	23	540	8	540	1,620	5,883,513
Residential 4 (.25 FAR)	919	562	103	2,247	6,741	6,117,091
Residential 6 (.25 FAR)	2,462	1,374	311	8,246	24,738	14,966,351
Residential 9 (.35 FAR)	9	5	2	41	123	68,660
Suburban Mixed Use 6 (.35 FAR)	1,338	1,119	381	6,714	20,142	17,060,278
Urban Mixed Use 20 (1.0 FAR)	4	12	3	235	705	512,561
<b>Total</b>	<b>4,908</b>	<b>5,908</b>	<b>983</b>	<b>23,099</b>	<b>69,297</b>	<b>51,703,950</b>

Footnote: \* Intensities of public facilities shall be guided by the FAR

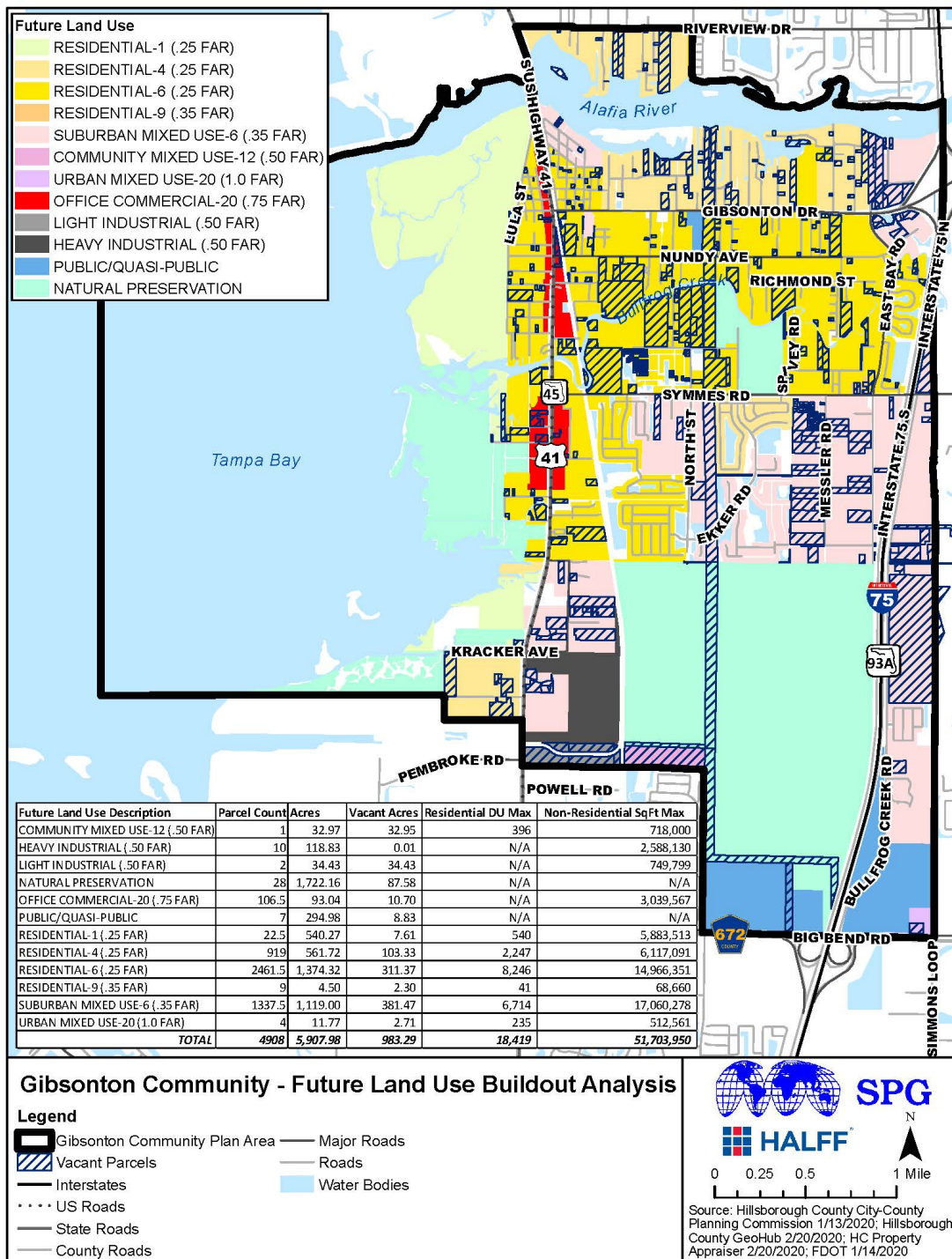
Source: Hillsborough County City-County Planning Commission; Halff Associates, Inc.; 2020

The following graphic shows Gibsonton’s Future Land Use Map.

<sup>16</sup> A 3.0 PPH was used to reflect national and State demographic and housing changes including a reduction in the number of family households and the increase in single occupant households.

# Gibsonton Community Profile

Figure 33: Gibsonton Future Land Use Map (Buildout)



## ALAFIA RIVER CORRIDOR

Alafia River Corridor covers all the community’s land north of the Alafia River as well as approximately 500 feet south of the River. The corridor contains approximately 323 acres which could accommodate 1,398 dwelling units housing a population of 4,194, as well as approximately 3.7 million square feet of



# Gibsonton Community Profile

non-residential uses. The corridor currently has approximately 69 acres of vacant land (21 percent) of which 61.58 acres are designated Residential 4. The overall buildout is not currently achievable given the large number of small residential parcels, mobile homes and lack of infrastructure.

**Table 22: Alafia River Corridor**

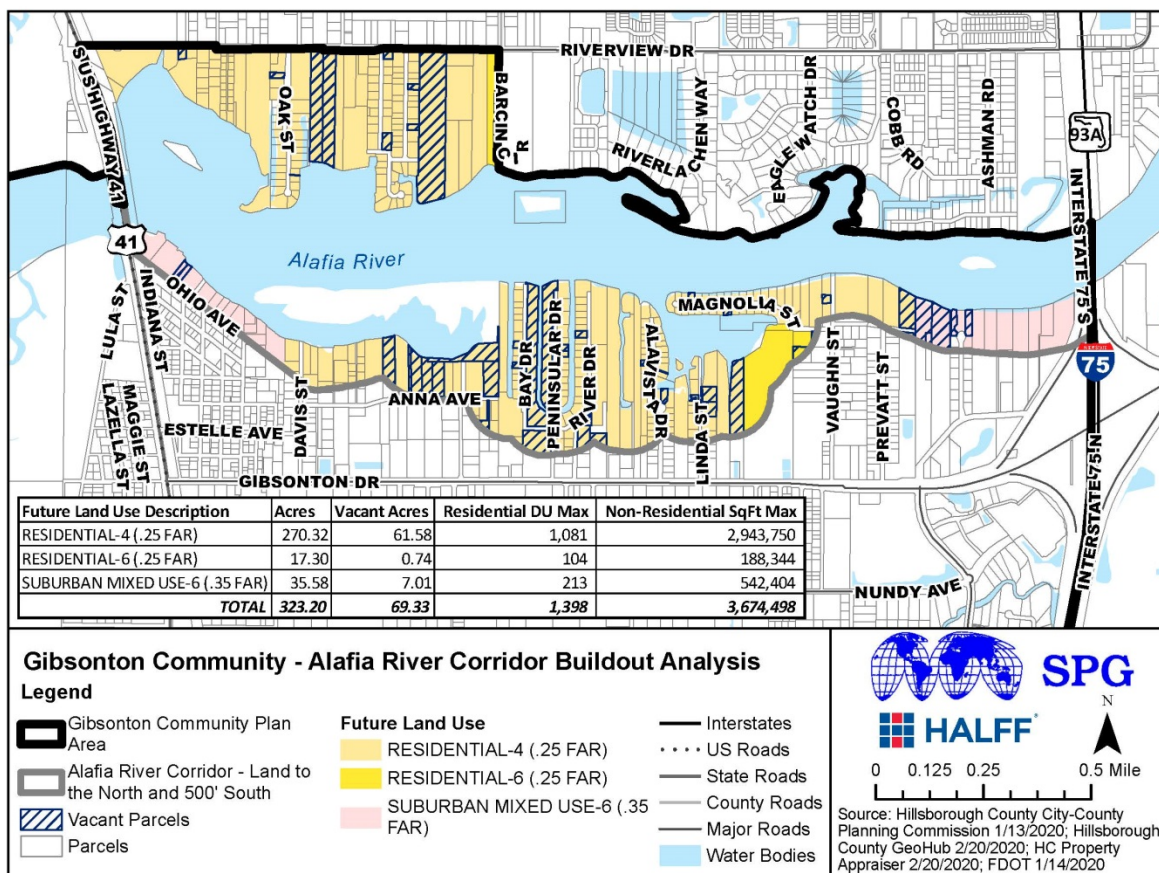
Land Use	Acres	Vacant	Population		Non-Residential Sq. Ft. Max
			Residential DU Max	Entitled (3.0 PPH)	
Residential 4 (.25 FAR)	270.32	61.58	1,081	3,243	2,943,750
Residential 6 (.25 FAR)	17.30	0.74	104	312	188,344
Suburban Mixed Use (.35 FAR)	35.58	7.01	213	639	542,404
<b>Total</b>	<b>323.20</b>	<b>69.33</b>	<b>1,398</b>	<b>4,194</b>	<b>3,674,498</b>

Footnote: \* Intensities of public facilities shall be guided by the FAR

Source: Hillsborough County City-County Planning Commission; Halff; 2020

The following figure shows the Alafia River Corridor Buildout Analysis.

**Figure 34: Alafia River Corridor Buildout**





## Gibsonton Community Profile

### US 41 CORRIDOR BUILDOUT ANALYSIS

The US 41 corridor is defined as 500 feet from either side of US 41, with the addition of an additional area bordered by Ohio Avenue (east of US41) to Davis Street with a southern border of Marilla Avenue.

The corridor contains approximately 323 acres which could accommodate 2,869 dwelling units, housing a population of 8,606, and slightly over 5.8 million square feet of non-residential uses. The corridor has approximately 53 acres of vacant land, the largest being Residential 6 accounting for 23 acres. The corridor has approximately 10 acres of vacant office and 5 acres of vacant light industrial available. The community's limited projected population growth, lack of appropriate infrastructure, small parcel size, and its regional location/visibility significantly limit the buildout projects discussed.

**Table 23: US 41 Corridor Buildout Analyses**

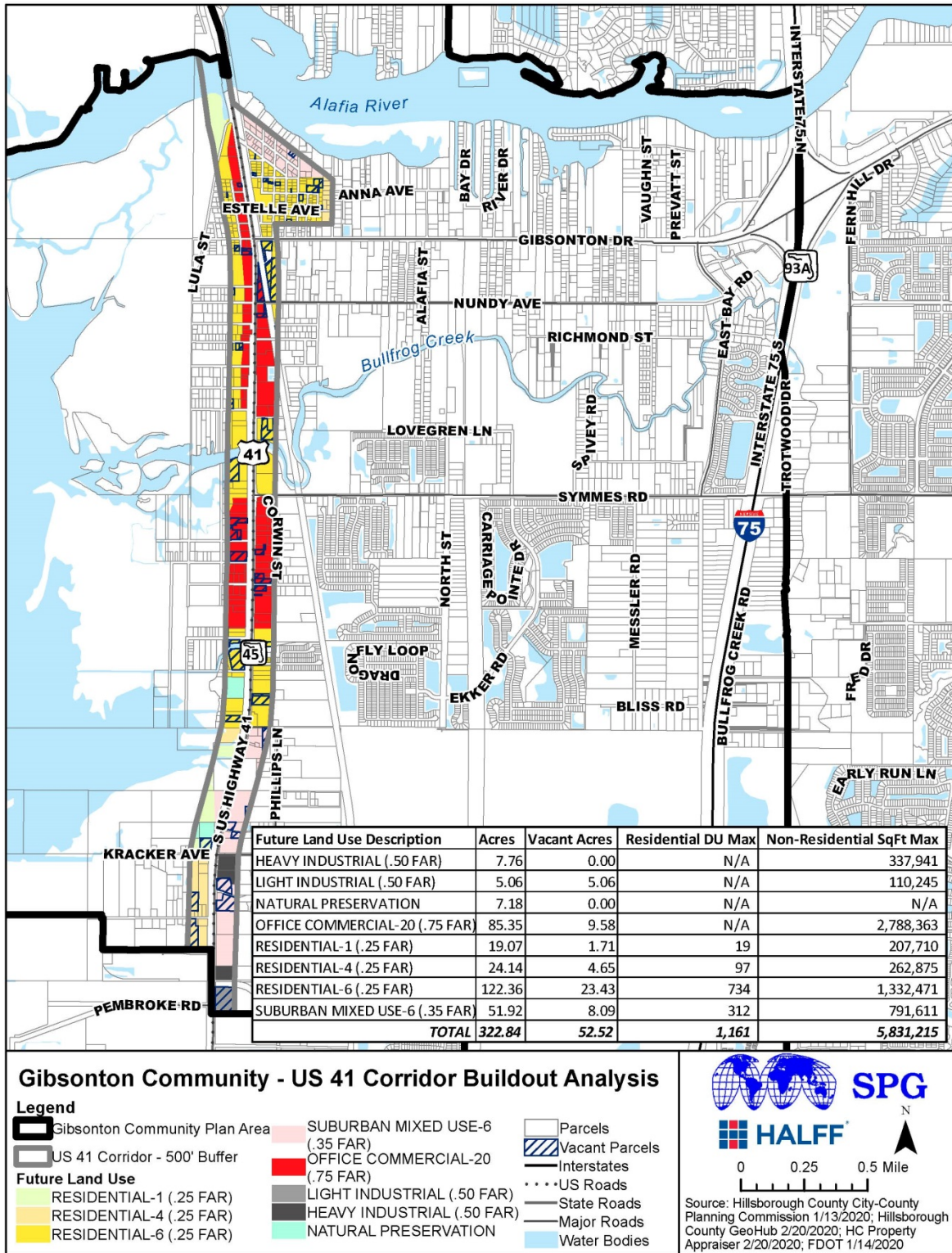
Land Use	Acres	Vacant	Residential DU Max	Population Entitled (3.0 PPH)	Non- Residential Sq. Ft. Max
Heavy Industrial (.50 FAR)	7.76	0	N/A		337,941
Light Industrial (.50 FAR)	5.06	5.06	N/A		110,245
Natural Preservation	7.18	0	N/A		N/A
Office Commercial 20 (.75 FAR)	85.35	9.58	1,707	5,121	2,788,363
Residential 1 (.25 FAR)	19.07	1.71	19	57	207,710
Residential 4 (.25 FAR)	24.14	4.65	97	290	262,875
Residential 6 (.25 FAR)	122.36	23.43	734	2,202	1,332,471
Suburban Mixed Use 6 (.35 FAR)	51.92	8.09	312	936	791,611
<b>Total</b>	<b>322.84</b>	<b>52.52</b>	<b>2,869</b>	<b>8,606</b>	<b>5,831,216</b>
Footnote: * Intensities of public facilities shall be guided by the FAR					

Source: Hillsborough County City-County Planning Commission; Halff: 2020

The following figure (on the next page) delineates the US 41 Corridor and the buildout analysis.

# Gibsonton Community Profile

Figure 35: US 41 Corridor Buildout Analyses



# Gibsonton Community Profile

## GIBSONTON DRIVE CORRIDOR

Based on the Gibsonton Drive Corridor Future Land Use designations, the Corridor has the potential to develop 1,772 residential dwelling units housing 5,316 people, and approximately 3.5 million square feet of non-residential uses. The corridor has approximately 52 acres of vacant land, the largest is Residential 6 with 34 acres.

**Table 24: Gibsonton Drive Corridor Future Land Use Buildout Analysis**

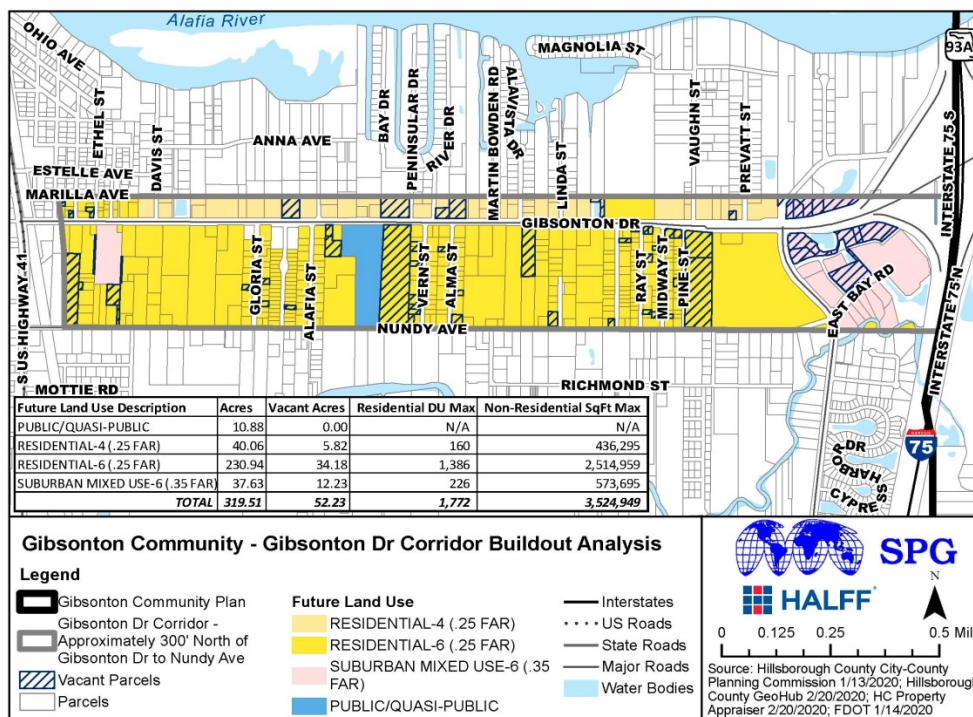
Land Use	Acres	Vacant	Population	
			Residential DU Max	Entitled (3.0 PPH)
Public/Quasi Public	10.88	0.00	N/A	N/A
Residential 4 (.25 FAR)	40.06	5.82	160	480
Residential 6 (.35 FAR)	230.94	34.18	1,386	4,158
Suburban Mixed Use (.35 FAR)	37.63	12.23	226	678
<b>Total</b>	<b>319.51</b>	<b>52.23</b>	<b>1,772</b>	<b>5,316</b>

Footnote: \* Intensities of public facilities shall be guided by the FAR

The corridor's parcels depths and overall sizes are not conducive to allow for the achievement of this density of development, assuming that level of demand could be achieved. As mentioned, transportation and other infrastructure improvements are needed if the corridor is to achieve regional visibility and accessibility.

The graphic below shows the Gibsonton Drive Corridor buildout.

**Figure 36: Gibsonton Drive Corridor Buildout**



## Gibsonton Community Profile

### GIBSONTON SHOW BUSINESS OVERLAY DISTRICT

The Hillsborough County Future Land Use Regulations provide special consideration for show business and show business residents. In order to accommodate the special needs of show business residents including limited storage, attendant servicing of show business equipment, and group quarters, show business uses may only be considered within zoning districts that allow residential uses within the Gibsonton Community Plan boundary. Unlike the other subarea analyses in this report, the Show Business Overlay District is parcel specific not corridor specific.

The Overlay District contains approximately 30 acres of vacant land, the largest being Suburban Mixed Use (22.38 acres).

**Table 25: Show Business Overlay District Buildout Analysis**

Land Use	Acres	Vacant	Residential DU Max	Population Entitled (3.0 PPH)
Residential 4 (.25 FAR)	1.13	0.00	5	15
Residential 6 (.25 FAR)	40.30	7.83	242	726
Suburban Mixed Use (.35 FAR)	32.09	22.38	193	579
<b>Total</b>	<b>73.52</b>	<b>30.21</b>	<b>440</b>	<b>1,320</b>

Footnote: \* Intensities of public facilities shall be guided by the FAR

Approximately 71 acres of the Community's 240 acres of show business zoning are vacant.

**Table 26: Residential Show Business Zoning Buildout Analysis**

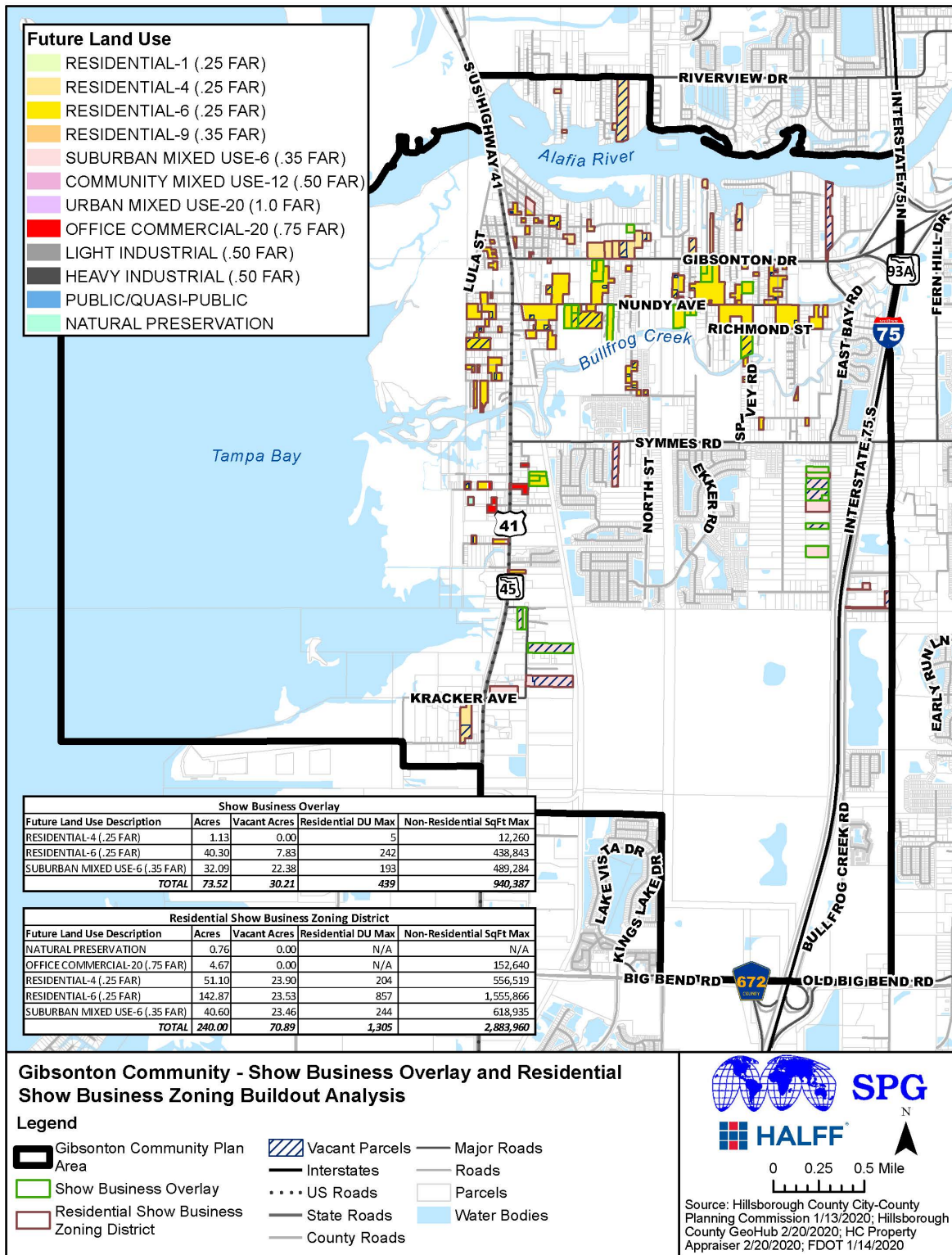
Future Land Use Description	Acres	Vacant Acres	Residential DU Max	Non-Residential SqFt Max
Natural Preservation	0.76	0.00	N/A	N/A
Office Commercial-20 (.75 FAR)	4.67	0.00	N/A	152,640
Residential-4 (.25 FAR)	51.10	23.90	204	556,519
Residential-6 (.25 FAR)	142.87	23.53	857	1,555,866
Suburban Mixed Use-6 (.35 FAR)	40.60	23.46	244	618,935
<b>Total</b>	<b>240.00</b>	<b>70.89</b>	<b>1,305</b>	<b>2,883,960</b>

The graphic on the following page shows the existing parcels that have used the show business zoning.



# Gibsonton Community Profile

Figure 37: Show Business Overlay



**APPENDIX**

## SWOT SURVEY INSTRUMENT

### GIBSONTON COMMUNITY/ECONOMIC DEVELOPMENT PROFILE



1. WHAT IS THE BEST WORD TO DESCRIBE GIBSONTON TODAY?

---

---

---

2. WHAT ARE GIBSONTON'S STRONGEST ASSETS?

(THESE DO NOT NEED TO BE PRIORITIZED)

---

---

---

---

---

3. WHAT ARE GIBSONTON BIGGEST LIABILITIES?

(THESE DO NOT NEED TO BE PRIORITIZED)

---

---

---

---

4. WHAT ARE SOME OF THE OPPORTUNITIES (5-10 YEARS OUT) THAT COULD HELP THE GIBSONTON WITH ITS POTENTIAL?

(THESE DO NOT NEED TO BE PRIORITIZED)

---

---

---

---

---

---

STRATEGIC PLANNING GROUP, INC.  
ECONOMICS • PLANNING • ECONOMIC DEVELOPMENT  
830-13 N A1A, Ste 402, Ponte Vedra Beach, FL 32082  
[rgrav@spginc.org](mailto:rgrav@spginc.org) 1 (800) 213-PLAN

## GIBSONTON COMMUNITY/ECONOMIC DEVELOPMENT PROFILE



5. WHAT ARE THE GREATEST THREATS (5-10 YEARS OUT) TO THE GIBSONTON IN ACHIEVING ITS POTENTIAL?

(THESE DO NOT NEED TO BE PRIORITIZED)

---

---

---

---

---

6. WHAT TYPES OF SERVICES/FACILITIES OR INFRASTRUCTURE WOULD YOU LIKE TO SEE ADDED TO THE GIBSONTON?

(THESE DO NOT NEED TO BE PRIORITIZED)

---

---

---

---

---

7. WHAT TYPES OF BUSINESSES/ JOBS WOULD YOU LIKE TO SEE ADDED TO THE GIBSONTON?

(THESE DO NOT NEED TO BE PRIORITIZED)

---

---

---

---

---

STRATEGIC PLANNING GROUP, INC.  
ECONOMICS • PLANNING • ECONOMIC DEVELOPMENT  
830-13 N A1A, Ste 402, Ponte Vedra Beach, FL 32082  
[rgray@spginc.org](mailto:rgray@spginc.org) 1 (800) 213-PLAN



## SWOT DETAILED DATA

### SWOT Survey/interview Results

#### 1. Best Word to Describe Gibson

- 1) Overcrowded
- 2) Mess (development)
- 3) Trashy
- 4) Up and Coming
- 5) Historic
- 6) Rural
- 7) Underserved
- 8) Crowded
- 9) Crowded, being pushed out
- 10) Messy
- 11) Outdated
- 12) Crowded
- 13) Trashy
- 14) Growing
- 15) Poor
- 16) Struggling
- 17) In transition
- 18) Karnies
- 19) Potential
- 20) Forgotten, trapped in time
- 21) Congested
- 22) Growth
- 23) Up and Coming

#### 2. Strongest assets

- 1) Location
- 2) Alafia River, Location
- 3) Location, N/S arterials
- 4) History
- 5) Local Small Businesses
- 6) Location, accessibility, potential
- 7) Location, potential
- 8) Location (-75), Water, Movie Theater, shopping
- 9) Show business people (Carnies), low income mobile home parks, used to be area low income people could live
- 10) Close to Bay (Water)
- 11) None
- 12) Community, and Farms
- 13) Residents
- 14) Businesses

- 15) Churches, Schools, Walmart, Theater (named Riverside)
  - 16) Waterfront
  - 17) Location (Tampa and Waterfront)
  - 18) Redevelopment, Location, Waterfront property
  - 19) History, Natural Resources, Tampa Bay, Alafia River, Bullfrog Creek, "the Kitchens", ELAPP Preserve, Showmen's Club Community
  - 20) Location Tampa, south County, Riverview, potential for growth
  - 21) Location
  - 22) Location, still underdeveloped
  - 23) Local Businesses
3. Liabilities
- 1) Traffic
  - 2) Poor Planning, Development gone wild. Stop strip centers, gas stations, mini markets
  - 3) Poverty, unkept properties
  - 4) Too much population for infrastructure to handle; especially roads
  - 5) Drugs
  - 6) Traffic/roads, lack of retail options
  - 7) Mountains of radioactive dust, legacy of low income mobile home parks
  - 8) Un-kept properties, Need code enforcement, homeless and drugs, too much development, not enough roads, Roads in need of repair
  - 9) Lack of consideration of low income families, drugs and gangs, policing issues (lack of caring)
  - 10) Junky businesses
  - 11) Crime, drugs, run down trailer parks, motels (pedophiles), no nice stores, Looks bad
  - 12) Roads, construction done all at same time, crime
  - 13) Property
  - 14) Bars, homeless
  - 15) Drugs, prostitutes, unkempt landscape, roadside unattractive, poor road condition
  - 16) Roads, train tracks
  - 17) Road congestion, poor housing stock
  - 18) Workforce viability?, good paying jobs, infrastructure, rundown buildings, lack of plan to voice?
  - 19) No Public sewer, vulnerability to sea level rise (flooding)
  - 20) Homeless, lack of street lights, not safe to travel at night, code enforcement, slum/dilapidated housing, no sidewalks (kid) no community support, no retail other than Walmart, lower income families have to leave area for health services
  - 21) Traffic
  - 22) Roads, infrastructure, ems,
  - 23) Low income trailer parks
4. Opportunities
- 1) Upgraded and expanded infrastructures, increased police protection, making developers pay fair share

- 2) Strict enforcement of Gibsonton master plan, building laws need to reflect master plan
  - 3) Significant redevelopment, revitalization opportunities and BCC justification of investments (NIMBYism)
  - 4) Stop taking trees out
  - 5) Sewers
  - 6) Add retail, clean blight, roadway construction
  - 7) Local road infrastructure, moratorium Mosaic towers
  - 8) Fixing roadways, slowing down building in residential area, Symmes Road area too busy/traffic terrible, Gibsonton Dr to many crashes needs repairs
  - 9) Stop all building until roads upgraded
  - 10) Bring big retailers
  - 11) Get rid of run down trailer parks and trashy motels/bring in nice stores
  - 12) Fix roads and traffic lights, slow development, help homeless and create jobs
  - 13) Better schools and teachers
  - 14) Better roads, opportunities for youth, crackdown on drug activity
  - 15) Attract fast food chains, invest in future businesses, cleaned up roadway overgrowth, add county health services, road resurfacing in neighborhoods
  - 16) Sewer and Road improvements
  - 17) More community access to waterfront, create city center (not just a suburb)
  - 18) Invest along US41 other than industrial, redevelopment, changing demographics
  - 19) MacDill Ferry, over pass on US41 over train tracks
  - 20) Street lights, code enforcement for better looking neighborhoods, more businesses on US41, more family services, revitalized
  - 21) Asked 10 yrs ago and nothing done
  - 22) Plenty of land for strategically placed development
  - 23) Water access to Tampa Bay
5. Threats
- 1) Developers not paying for infrastructure, not lowering crime rate
  - 2) Continue as now
  - 3) Rejecting wholesale land use changes to incentivize redevelopment, hurricane surge
  - 4) No added: infrastructure, road improvements, shoulder landscape, traffic round about too small
  - 5) Lack of support
  - 6) Too many housing options?
  - 7) Unchecked development with no impact fees etc.
  - 8) Crime rate going up, no sheriff's office that used to be here
  - 9) Over housing, lack of care to low income residents
  - 10) Junky businesses
  - 11) Continued decline (physical and social)
  - 12) Build too close to streets (impact road widening)
  - 13) Low schools?, poor teachers
  - 14) Roads unable to handle traffic, slum areas, eyesores

- 15) Reputation, lack of business opportunities, drugs, prostitution
  - 16) Hurricanes, too much growth in wrong areas
  - 17) Lack of infrastructure to handle growth
  - 18) Lack of good jobs, redevelopment bypassing area, demographics (people leaving)
  - 19) Traffic congestion, storm intensifying (Climate Change)
  - 20) Being ignored, crime, homelessness
  - 21) Over population, residents force out by new development
  - 22) Lack of alignment between community, developers, political leaders to provide infrastructure
  - 23) Lower income families, trailer parks, drugs
6. Added Service, Facilities
- 1) Road improvements, more E/W streets, more schools, higher end restaurants and entertainment
  - 2) Road and sewer updates, underground power lines, reclaimed water for irrigation
  - 3) Enhanced US41 with supporting infrastructure (water/sewer), newer grocery, retail, dining options
  - 4) More restaurants, more roads and shoulders, fill pot holes
  - 5) Sewers
  - 6) retail, roadway expansion on Symmes Road
  - 7) Better roadway access to Gibson Dr exit at I75. Greenspace and better timed lights, widen Symmes Rd, , Old East Bay, Riverview Dr
  - 8) Restaurants, with Medical center in Riverview and Big Bend none needed
  - 9) Grocery store, no new gas stations
  - 10) Major retailer, restaurants, more water access
  - 11) Nice stores, grocery chain, more street lights on US41
  - 12) Enough services
  - 13) Clean up US41
  - 14) Gymnastics facility, churches, another Enough services
  - 15) County health and dental facilities, sheriff substation, better code enforcement
  - 16) Sewer, better roads and drainage
  - 17) Bike paths/trails, maintenance of bike lines on current roads. Waterfront recreation better/safer than Williams. Sewers
  - 18) Better housing development, better though out roads, road plan and map?
  - 19) Public Sewers, overpass on railroad tracks, Ferry service, South Coast Greenway Trail, safer cycling infrastructure
  - 20) Street lights, sidewalks, sewer, maintained community areas, maintained roads, more physical and mental health facilities
  - 21) None
  - 22) Better roads, more fire stations, police substation
  - 23) Better roads, easier traffic flow, more waterfront businesses, more boat ramps
7. Business



## Gibsonton Community Profile

---

- 1) Restaurants, technology, arts, teaching, and police
- 2) No large commercial, scale should be residential community
- 3) Types not requiring college education. Distribution, light industrial, back office support
- 4) Starbucks, restaurants, high end businesses
- 5) More restaurants
- 6) Restaurants, shopping (Ross Stores)
- 7) Retail, restaurants
- 8) Reached Threshold?
- 9) No grocery store (Walmart not grocery)
- 10) Retail, restaurants
- 11) Stores, more nicer commercial space
- 12) More customer services, jobs that provide benefits
- 13) Restaurants, shopping, hotels
- 14) Nice restaurants, retail stores
- 15) Retail ( restaurants, clothing, bank, county extension office, safer post office
- 16) Grocery, higher paying jobs
- 17) All types of clean jobs (anti Mosaic)
- 18) More consumers based, less industries, environmental friendly more service sectoral and education?
- 19) Restaurants, non-chain stores, independent/local owned
- 20) Medical, after school support, jobs for limited education, after hour GED and English
- 21) None, no room
- 22) Local Hospital, mall between Gibsonton and Apollo Beach
- 23) More community businesses, like armature works and Riverwalk on Alafia River

# Gibsonton Community Profile

## ESRI DATA



### Community Profile

Gibsonton CDP, FL  
 Gibsonton CDP, FL (1225900)  
 Geography: Place

Prepared by Esri

	Gibsonton CDP...
<b>Population Summary</b>	
2000 Total Population	8,846
2010 Total Population	14,234
2019 Total Population	18,245
2019 Group Quarters	30
2024 Total Population	20,423
2019-2024 Annual Rate	2.28%
2019 Total Daytime Population	13,950
Workers	3,251
Residents	10,699
<b>Household Summary</b>	
2000 Households	3,138
2000 Average Household Size	2.80
2010 Households	4,783
2010 Average Household Size	2.97
2019 Households	6,025
2019 Average Household Size	3.02
2024 Households	6,697
2024 Average Household Size	3.04
2019-2024 Annual Rate	2.14%
2010 Families	3,403
2010 Average Family Size	3.38
2019 Families	4,283
2019 Average Family Size	3.42
2024 Families	4,762
2024 Average Family Size	3.45
2019-2024 Annual Rate	2.14%
<b>Housing Unit Summary</b>	
2000 Housing Units	3,487
Owner Occupied Housing Units	56.8%
Renter Occupied Housing Units	33.2%
Vacant Housing Units	10.0%
2010 Housing Units	5,622
Owner Occupied Housing Units	53.6%
Renter Occupied Housing Units	31.4%
Vacant Housing Units	14.9%
2019 Housing Units	6,789
Owner Occupied Housing Units	57.1%
Renter Occupied Housing Units	31.7%
Vacant Housing Units	11.3%
2024 Housing Units	7,513
Owner Occupied Housing Units	59.0%
Renter Occupied Housing Units	30.1%
Vacant Housing Units	10.9%
<b>Median Household Income</b>	
2019	\$48,948
2024	\$54,753
<b>Median Home Value</b>	
2019	\$190,658
2024	\$226,430
<b>Per Capita Income</b>	
2019	\$20,415
2024	\$23,510
<b>Median Age</b>	
2010	31.6
2019	33.0
2024	32.3

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

March 26, 2020

# Gibsonton Community Profile



## Community Profile

Gibsonton CDP, FL  
 Gibsonton CDP, FL (1225900)  
 Geography: Place

Prepared by Esri

		Gibsonton CDP...
<b>2019 Households by Income</b>		
Household Income Base		6,025
<\$15,000		13.4%
\$15,000 - \$24,999		11.2%
\$25,000 - \$34,999		10.2%
\$35,000 - \$49,999		16.1%
\$50,000 - \$74,999		18.8%
\$75,000 - \$99,999		15.6%
\$100,000 - \$149,999		10.9%
\$150,000 - \$199,999		1.6%
\$200,000+		2.3%
Average Household Income		\$61,907
<b>2024 Households by Income</b>		
Household Income Base		6,698
<\$15,000		11.5%
\$15,000 - \$24,999		9.3%
\$25,000 - \$34,999		9.0%
\$35,000 - \$49,999		15.2%
\$50,000 - \$74,999		18.9%
\$75,000 - \$99,999		16.8%
\$100,000 - \$149,999		13.5%
\$150,000 - \$199,999		2.7%
\$200,000+		3.1%
Average Household Income		\$71,778
<b>2019 Owner Occupied Housing Units by Value</b>		
Total		3,874
<\$50,000		9.6%
\$50,000 - \$99,999		9.1%
\$100,000 - \$149,999		11.1%
\$150,000 - \$199,999		24.7%
\$200,000 - \$249,999		14.0%
\$250,000 - \$299,999		12.9%
\$300,000 - \$399,999		7.6%
\$400,000 - \$499,999		1.7%
\$500,000 - \$749,999		5.3%
\$750,000 - \$999,999		2.0%
\$1,000,000 - \$1,499,999		0.0%
\$1,500,000 - \$1,999,999		0.6%
\$2,000,000 +		1.3%
Average Home Value		\$258,383
<b>2024 Owner Occupied Housing Units by Value</b>		
Total		4,433
<\$50,000		5.6%
\$50,000 - \$99,999		6.0%
\$100,000 - \$149,999		9.1%
\$150,000 - \$199,999		21.2%
\$200,000 - \$249,999		15.4%
\$250,000 - \$299,999		16.5%
\$300,000 - \$399,999		7.4%
\$400,000 - \$499,999		3.3%
\$500,000 - \$749,999		9.7%
\$750,000 - \$999,999		2.9%
\$1,000,000 - \$1,499,999		0.0%
\$1,500,000 - \$1,999,999		1.0%
\$2,000,000 +		2.0%
Average Home Value		\$323,647

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

March 26, 2020

# Gibsonton Community Profile



## Community Profile

Gibsonton CDP, FL  
 Gibsonton CDP, FL (1225900)  
 Geography: Place

Prepared by Esri

	Gibsonton CDP...
<b>2010 Population by Age</b>	
Total	14,234
0 - 4	10.1%
5 - 9	8.5%
10 - 14	7.5%
15 - 24	13.2%
25 - 34	16.8%
35 - 44	15.3%
45 - 54	12.8%
55 - 64	8.8%
65 - 74	4.6%
75 - 84	2.0%
85 +	0.5%
18 +	69.7%
<b>2019 Population by Age</b>	
Total	18,245
0 - 4	9.0%
5 - 9	8.7%
10 - 14	8.2%
15 - 24	12.2%
25 - 34	14.8%
35 - 44	15.2%
45 - 54	12.7%
55 - 64	9.9%
65 - 74	6.3%
75 - 84	2.4%
85 +	0.6%
18 +	70.2%
<b>2024 Population by Age</b>	
Total	20,424
0 - 4	9.2%
5 - 9	8.7%
10 - 14	8.5%
15 - 24	12.8%
25 - 34	15.5%
35 - 44	14.4%
45 - 54	11.8%
55 - 64	9.2%
65 - 74	6.6%
75 - 84	2.8%
85 +	0.6%
18 +	69.3%
<b>2010 Population by Sex</b>	
Males	7,176
Females	7,058
<b>2019 Population by Sex</b>	
Males	9,108
Females	9,137
<b>2024 Population by Sex</b>	
Males	10,127
Females	10,297

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

March 26, 2020



# Gibsonton Community Profile



## Community Profile

Gibsonton CDP, FL  
 Gibsonton CDP, FL (1225900)  
 Geography: Place

Prepared by Esri

	Gibsonton CDP...
<b>2010 Population by Race/Ethnicity</b>	
Total	14,234
White Alone	72.8%
Black Alone	12.7%
American Indian Alone	0.6%
Asian Alone	1.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	9.0%
Two or More Races	3.1%
Hispanic Origin	27.9%
Diversity Index	67.3
<b>2019 Population by Race/Ethnicity</b>	
Total	18,245
White Alone	67.8%
Black Alone	14.6%
American Indian Alone	0.5%
Asian Alone	2.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	10.9%
Two or More Races	3.9%
Hispanic Origin	34.1%
Diversity Index	73.5
<b>2024 Population by Race/Ethnicity</b>	
Total	20,424
White Alone	65.4%
Black Alone	15.2%
American Indian Alone	0.5%
Asian Alone	2.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	11.8%
Two or More Races	4.3%
Hispanic Origin	37.7%
Diversity Index	76.0
<b>2010 Population by Relationship and Household Type</b>	
Total	14,234
In Households	99.9%
In Family Households	85.7%
Householder	23.9%
Spouse	15.8%
Child	35.6%
Other relative	5.4%
Nonrelative	5.0%
In Nonfamily Households	14.2%
In Group Quarters	0.1%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.1%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

March 26, 2020

# Gibsonton Community Profile



## Community Profile

Gibsonton CDP, FL  
 Gibsonton CDP, FL (1225900)  
 Geography: Place

Prepared by Esri

	Gibsonton CDP...
<b>2019 Population 25+ by Educational Attainment</b>	
Total	11,281
Less than 9th Grade	8.6%
9th - 12th Grade, No Diploma	10.3%
High School Graduate	29.9%
GED/Alternative Credential	4.8%
Some College, No Degree	17.9%
Associate Degree	10.9%
Bachelor's Degree	12.3%
Graduate/Professional Degree	5.2%
<b>2019 Population 15+ by Marital Status</b>	
Total	13,508
Never Married	34.2%
Married	46.0%
Widowed	4.7%
Divorced	15.2%
<b>2019 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	95.5%
Civilian Unemployed (Unemployment Rate)	4.5%
<b>2019 Employed Population 16+ by Industry</b>	
Total	7,609
Agriculture/Mining	1.7%
Construction	12.9%
Manufacturing	4.4%
Wholesale Trade	2.8%
Retail Trade	14.3%
Transportation/Utilities	6.9%
Information	1.8%
Finance/Insurance/Real Estate	8.3%
Services	43.1%
Public Administration	3.8%
<b>2019 Employed Population 16+ by Occupation</b>	
Total	7,608
White Collar	52.1%
Management/Business/Financial	7.9%
Professional	12.3%
Sales	12.4%
Administrative Support	19.4%
Services	21.0%
Blue Collar	26.9%
Farming/Forestry/Fishing	1.6%
Construction/Extraction	7.2%
Installation/Maintenance/Repair	4.7%
Production	2.9%
Transportation/Material Moving	10.6%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	14,234
Population Inside Urbanized Area	98.7%
Population Inside Urbanized Cluster	0.0%
Rural Population	1.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

March 26, 2020

# Gibsonton Community Profile



## Community Profile

Gibsonton CDP, FL  
 Gibsonton CDP, FL (1225900)  
 Geography: Place

Prepared by Esri

		Gibsonton CDP...
<b>Top 3 Tapestry Segments</b>		
1.		Up and Coming Families (7A)
2.		Down the Road (10D)
3.		Valley Growers (7E)
<b>2019 Consumer Spending</b>		
Apparel & Services: Total \$		\$9,584,463
	Average Spent	\$1,590.78
	Spending Potential Index	74
Education: Total \$		\$5,953,925
	Average Spent	\$988.20
	Spending Potential Index	62
Entertainment/Recreation: Total \$		\$14,059,994
	Average Spent	\$2,333.61
	Spending Potential Index	71
Food at Home: Total \$		\$22,968,008
	Average Spent	\$3,812.12
	Spending Potential Index	74
Food Away from Home: Total \$		\$16,529,925
	Average Spent	\$2,743.56
	Spending Potential Index	75
Health Care: Total \$		\$25,502,341
	Average Spent	\$4,232.75
	Spending Potential Index	71
HH Furnishings & Equipment: Total \$		\$9,643,420
	Average Spent	\$1,600.57
	Spending Potential Index	75
Personal Care Products & Services: Total \$		\$4,039,895
	Average Spent	\$670.52
	Spending Potential Index	76
Shelter: Total \$		\$78,102,435
	Average Spent	\$12,963.06
	Spending Potential Index	70
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$10,645,421
	Average Spent	\$1,766.87
	Spending Potential Index	71
Travel: Total \$		\$9,509,582
	Average Spent	\$1,578.35
	Spending Potential Index	70
Vehicle Maintenance & Repairs: Total \$		\$5,058,685
	Average Spent	\$839.62
	Spending Potential Index	73

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

March 26, 2020

# Gibsonton Community Profile



## Retail MarketPlace Profile

Gibsonton CDP, FL  
Gibsonton CDP, FL (1225900)  
Geography: Place

Prepared by Esri

Summary Demographics						
2019 Population						18,245
2019 Households						6,025
2019 Median Disposable Income						\$41,283
2019 Per Capita Income						\$20,415
2017 Industry Summary						
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$159,791,686	\$144,779,472	\$15,012,214	4.9	69
Total Retail Trade	44-45	\$144,442,590	\$140,054,443	\$4,388,147	1.5	58
Total Food & Drink	722	\$15,349,096	\$4,725,029	\$10,624,067	52.9	11
2017 Industry Group						
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$31,358,846	\$9,983,720	\$21,375,126	51.7	11
Automobile Dealers	4411	\$25,014,090	\$4,909,189	\$20,104,901	67.2	4
Other Motor Vehicle Dealers	4412	\$3,679,952	\$3,042,608	\$637,344	9.5	3
Auto Parts, Accessories & Tire Stores	4413	\$2,664,804	\$2,031,923	\$632,881	13.5	4
Furniture & Home Furnishings Stores	442	\$5,197,593	\$2,649,828	\$2,547,765	32.5	4
Furniture Stores	4421	\$2,882,517	\$775,995	\$2,106,522	57.6	2
Home Furnishings Stores	4422	\$2,315,076	\$1,873,833	\$441,243	10.5	2
Electronics & Appliance Stores	443	\$4,115,387	\$2,816,317	\$1,299,070	18.7	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,960,492	\$11,420,791	-\$1,460,299	-6.8	9
Bldg Material & Supplies Dealers	4441	\$9,296,190	\$10,913,511	-\$1,617,321	-8.0	7
Lawn & Garden Equip & Supply Stores	4442	\$664,302	\$507,280	\$157,022	13.4	2
Food & Beverage Stores	445	\$25,222,324	\$5,519,487	\$19,702,837	64.1	4
Grocery Stores	4451	\$22,979,643	\$3,042,526	\$19,937,117	76.6	2
Specialty Food Stores	4452	\$1,062,122	\$1,692,109	-\$629,987	-22.9	1
Beer, Wine & Liquor Stores	4453	\$1,180,559	\$784,852	\$395,707	20.1	1
Health & Personal Care Stores	446,4461	\$9,286,573	\$0	\$9,286,573	100.0	0
Gasoline Stations	447,4471	\$15,496,380	\$41,510,105	-\$26,013,725	-45.6	9
Clothing & Clothing Accessories Stores	448	\$7,204,612	\$478,895	\$6,725,717	87.5	2
Clothing Stores	4481	\$4,883,495	\$478,895	\$4,404,600	82.1	2
Shoe Stores	4482	\$1,147,870	\$0	\$1,147,870	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,173,247	\$0	\$1,173,247	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$3,529,020	\$513,294	\$3,015,726	74.6	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,933,790	\$513,294	\$2,420,496	70.2	2
Book, Periodical & Music Stores	4512	\$595,230	\$0	\$595,230	100.0	0
General Merchandise Stores	452	\$23,738,922	\$63,551,882	-\$39,812,960	-45.6	5
Department Stores Excluding Leased Depts.	4521	\$16,644,261	\$61,105,440	-\$44,461,179	-57.2	3
Other General Merchandise Stores	4529	\$7,094,661	\$2,446,442	\$4,648,219	48.7	2
Miscellaneous Store Retailers	453	\$5,793,286	\$1,229,967	\$4,563,319	65.0	9
Florists	4531	\$213,899	\$232,832	-\$18,933	-4.2	1
Office Supplies, Stationery & Gift Stores	4532	\$1,253,602	\$301,908	\$951,694	61.2	3
Used Merchandise Stores	4533	\$1,264,662	\$229,767	\$1,034,895	69.3	2
Other Miscellaneous Store Retailers	4539	\$3,061,123	\$465,460	\$2,595,663	73.6	3
Nonstore Retailers	454	\$3,539,155	\$380,157	\$3,158,998	80.6	1
Electronic Shopping & Mail-Order Houses	4541	\$3,096,661	\$0	\$3,096,661	100.0	0
Vending Machine Operators	4542	\$62,148	\$380,157	-\$318,009	-71.9	1
Direct Selling Establishments	4543	\$380,346	\$0	\$380,346	100.0	0
Food Services & Drinking Places	722	\$15,349,096	\$4,725,029	\$10,624,067	52.9	11
Special Food Services	7223	\$254,158	\$121,628	\$132,530	35.3	1
Drinking Places - Alcoholic Beverages	7224	\$1,135,767	\$589,799	\$545,968	31.6	2
Restaurants/Other Eating Places	7225	\$13,959,171	\$4,013,602	\$9,945,569	55.3	8

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

March 26, 2020

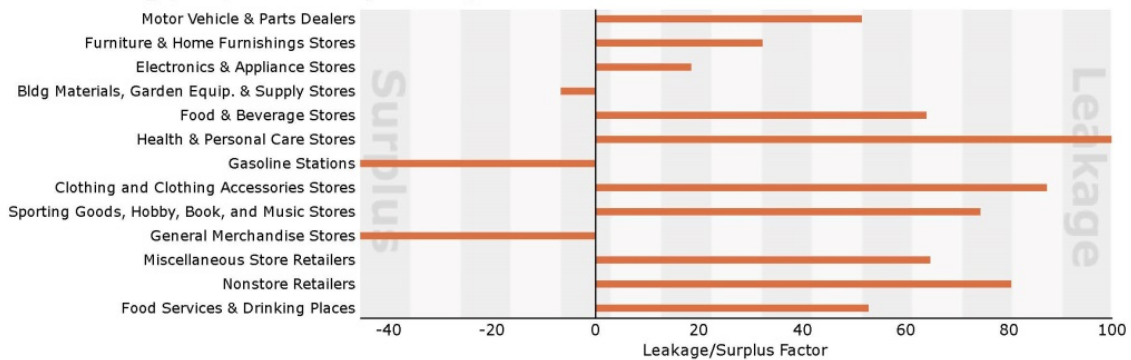


## Retail MarketPlace Profile

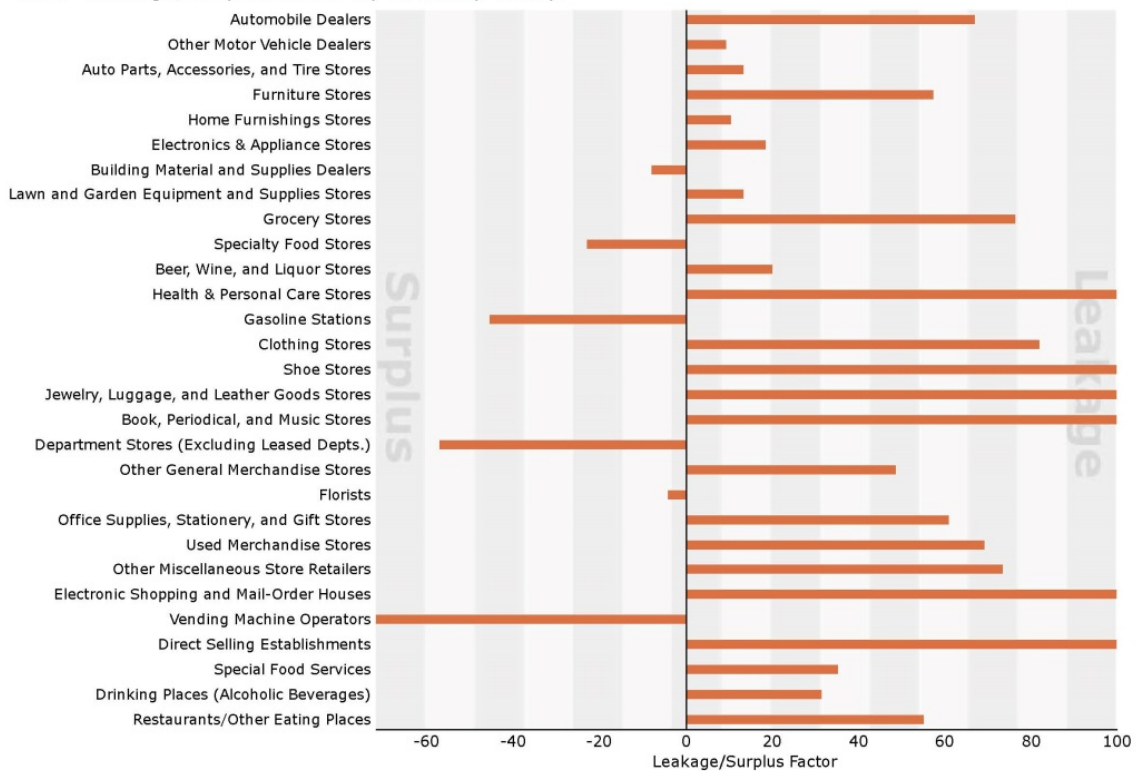
Gibsonton CDP, FL  
 Gibsonton CDP, FL (1225900)  
 Geography: Place

Prepared by Esri

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

March 26, 2020





## Business Summary

Gibsonton CDP, FL  
 Gibsonton CDP, FL (1225900)  
 Geography: Place

Prepared by Esri

Data for all businesses in area		Gibsonton CDP...			
Total Businesses:		295			
Total Employees:		2,773			
Total Residential Population:		18,245			
Employee/Residential Population Ratio (per 100 Residents)		15			
by SIC Codes		Businesses		Employees	
		Number	Percent	Number	Percent
Agriculture & Mining		7	2.4%	20	0.7%
Construction		28	9.5%	201	7.2%
Manufacturing		12	4.1%	169	6.1%
Transportation		16	5.4%	51	1.8%
Communication		3	1.0%	17	0.6%
Utility		3	1.0%	225	8.1%
Wholesale Trade		10	3.4%	172	6.2%
<b>Retail Trade Summary</b>		<b>73</b>	<b>24.7%</b>	<b>733</b>	<b>26.4%</b>
Home Improvement		8	2.7%	33	1.2%
General Merchandise Stores		4	1.4%	351	12.7%
Food Stores		9	3.1%	85	3.1%
Auto Dealers, Gas Stations, Auto Aftermarket		24	8.1%	100	3.6%
Apparel & Accessory Stores		0	0.0%	0	0.0%
Furniture & Home Furnishings		3	1.0%	12	0.4%
Eating & Drinking Places		11	3.7%	113	4.1%
Miscellaneous Retail		14	4.7%	39	1.4%
<b>Finance, Insurance, Real Estate Summary</b>		<b>13</b>	<b>4.4%</b>	<b>48</b>	<b>1.7%</b>
Banks, Savings & Lending Institutions		0	0.0%	0	0.0%
Securities Brokers		1	0.3%	3	0.1%
Insurance Carriers & Agents		2	0.7%	5	0.2%
Real Estate, Holding, Other Investment Offices		10	3.4%	40	1.4%
<b>Services Summary</b>		<b>92</b>	<b>31.2%</b>	<b>1,019</b>	<b>36.7%</b>
Hotels & Lodging		2	0.7%	7	0.3%
Automotive Services		14	4.7%	47	1.7%
Motion Pictures & Amusements		8	2.7%	14	0.5%
Health Services		10	3.4%	54	1.9%
Legal Services		0	0.0%	0	0.0%
Education Institutions & Libraries		6	2.0%	572	20.6%
Other Services		52	17.6%	325	11.7%
<b>Government</b>		<b>5</b>	<b>1.7%</b>	<b>110</b>	<b>4.0%</b>
<b>Unclassified Establishments</b>		<b>33</b>	<b>11.2%</b>	<b>8</b>	<b>0.3%</b>
<b>Totals</b>		<b>295</b>	<b>100.0%</b>	<b>2,773</b>	<b>100.0%</b>

**Source:** Copyright 2019 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2019.

**Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

March 26, 2020

# Gibsonton Community Profile



## Business Summary

Gibsonton CDP, FL  
 Gibsonton CDP, FL (1225900)  
 Geography: Place

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	3	1.0%	225	8.1%
Construction	30	10.2%	207	7.5%
Manufacturing	13	4.4%	177	6.4%
Wholesale Trade	10	3.4%	172	6.2%
Retail Trade	59	20.0%	585	21.1%
Motor Vehicle & Parts Dealers	17	5.8%	65	2.3%
Furniture & Home Furnishings Stores	1	0.3%	1	0.0%
Electronics & Appliance Stores	2	0.7%	11	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	8	2.7%	33	1.2%
Food & Beverage Stores	7	2.4%	53	1.9%
Health & Personal Care Stores	3	1.0%	16	0.6%
Gasoline Stations	7	2.4%	35	1.3%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	2	0.7%	4	0.1%
General Merchandise Stores	4	1.4%	351	12.7%
Miscellaneous Store Retailers	7	2.4%	13	0.5%
Nonstore Retailers	1	0.3%	3	0.1%
Transportation & Warehousing	11	3.7%	36	1.3%
Information	3	1.0%	17	0.6%
Finance & Insurance	3	1.0%	8	0.3%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	0	0.0%
Securities, Commodity Contracts & Other Financial	1	0.3%	3	0.1%
Insurance Carriers & Related Activities; Funds, Trusts &	2	0.7%	5	0.2%
Real Estate, Rental & Leasing	18	6.1%	46	1.7%
Professional, Scientific & Tech Services	14	4.7%	80	2.9%
Legal Services	1	0.3%	5	0.2%
Management of Companies & Enterprises	1	0.3%	6	0.2%
Administrative & Support & Waste Management & Remediation	17	5.8%	104	3.8%
Educational Services	6	2.0%	572	20.6%
Health Care & Social Assistance	15	5.1%	123	4.4%
Arts, Entertainment & Recreation	8	2.7%	24	0.9%
Accommodation & Food Services	15	5.1%	147	5.3%
Accommodation	2	0.7%	7	0.3%
Food Services & Drinking Places	13	4.4%	140	5.0%
Other Services (except Public Administration)	31	10.5%	126	4.5%
Automotive Repair & Maintenance	8	2.7%	32	1.2%
Public Administration	5	1.7%	110	4.0%
Unclassified Establishments	33	11.2%	8	0.3%
<b>Total</b>	<b>295</b>	<b>100.0%</b>	<b>2,773</b>	<b>100.0%</b>

**Source:** Copyright 2019 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2019.

**Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

March 26, 2020

Prepared by:



Strategic Planning Group, Inc.  
830-13 N A1A, Suite 402  
Ponte Vedra Beach, FL 32082

800 213-PLAN (7526)

(904) 631-8623 (cell)

[www.SPGroup.org](http://www.SPGroup.org)