

# ESTERO MARKET OPPORTUNITY ASSESSMENT – FINAL REPORT

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*Due to the larger size of this Appendix and the considerable number of color photographs it is not recommended for printing.*

# ESTERO MARKET OPPORTUNITY ASSESSMENT – FINAL REPORT

## APPENDICES

### Appendix A

#### Estero Community Overview – Selected Neighborhoods

## **ESTERO COMMUNITY OVERVIEW**

Estero is an unincorporated area in Lee County just north of Bonita Springs and Naples and just south of Ft. Myers. The area is roughly defined by Estero Bay to the west, Estero Parkway and The Vines community to the north, Coconut Road and the community of the Brooks to the south, and the community of Bella Terra to the east.

Historically, the Native American Calusas tribe inhabited the area as well as Bonita Springs and Naples. In the 1500s the Spanish explorers came to the region and named this area “Estero” or estuary. Ponce de Leon is credited with discovering the Estero River in 1513. The Calusa tribe was thought to be around 50,000 people. They were killed off mainly by diseases carried by the Europeans and survived only until the late 1700s.

In 1894, Dr. Cyrus R. Teed set up a utopian community of 200 followers from Chicago. He named the community Koresh meaning shepherd. Dr. Teed died in 1908 and by then membership in his group had declined. In 1961, the four remaining members deeded a portion of their land to the state of Florida as a park and memorial.

Today Estero is a well-regarded retirement and bedroom community in the SW Florida market. It is considered a good value relative to Naples providing similar kinds of amenities. The area appeals to a market segment that aspires to living a resort life style with a broad selection in terms of shopping and recreational choices. Although it is not a coastal community, like Naples which is more waterfront oriented, there are waterfront communities within Estero. Many older communities in SW Florida are not as well executed, in that the Estero area has superior landscaping and consistently good architectural character reflected in the built environment. It caters primarily to the upper middle class market by providing good value with attractive and well regarded established communities.

The Mall at Coconut Point, the Miromar Outlets, and the soon to be developed University Village just south of the FGCU campus to be developed by Miromar Corporation promises to provide the local Estero area with many good quality retail, entertainment and restaurant options.

Estero is 10.5 miles to the southwest of the Southwest Florida International Airport. The airport is served by major airlines such as Delta, U.S. Airways, JetBlue, and Southwest

Airlines. The airport Authority continues to report annual increases in air traffic and visitors arriving to the Southwest Florida market area.

Estero is centrally located between Cape Coral and Naples, and is in manageable commute distance to Ft. Myers and provides good quality, value housing and high quality retail for those working and commuting to job in the Ft. Myers area.

Estero's proximity to Florida Gulf Coast University (FGCU) offers the community many of the advantages of a college town, such as the opportunity to see college sports at affordable prices, learning opportunities, and affordable entertainment, concerts, and speakers. Although there is not a retirement community on FGCU's campus like Oak Hammock at the University of Florida, seniors in Estero have access to some of the university's facilities and activities.

## **THE NEIGHBORHOODS OF ESTERO – SELECTED OVERVIEW**

The Neighborhoods of Estero are more accurately described as residential gated enclaves. Commercial districts are not integrated into these residential areas but are concentrated at locations such as Coconut Point, the Miromar Outlets and the future development at North Point. The following section provides a brief overview of selected neighborhoods and master planned developments within Estero.

### **Coconut Point**

Coconut Point is made up of several villages and the Mall at Coconut Point. It is located as the southern end of Estero, just east of US41 and north of the Bonita Springs boundary. It is a 488 acre mixed-use community of 1,200 homes, 1.4 million square feet of retail, over 160 shops and restaurants and an extensive healthcare and medical complex. It was conceived as three distinct areas, the North Village, the Village Center, and the South Village.

At the North Village is the Rapallo community, consisting of 540 homes and the club at Rapallo, a member's only resort style club. In the center of Coconut Point is the Mall at Coconut Point comprised of over 100 stores and restaurants and boutiques and restaurants around the lakefront. At the South end is the beautiful Extra Space storage space facility, the Bonita Community Health Center with anticipated future health care facilities and a future assisted living center.

## **The Brooks**

The Brooks is located east of Coconut Point. It is a large master planned community made up of four distinct communities. The Brooks also features a unique Town Center as the hub of The Brooks, allowing a sense of community for all the residents.



The Brooks offers an innovative online site that gives residents the opportunity to find and meet neighbors, keep a calendar, find a tennis partner, keep up on social events, or reserve a tee time or tennis court. There is also an exclusive beach club, which allows members to enjoy a private beach, gazebos, snack bar, picnic tables and grills. Also available is the Village Green which can accommodate family picnics, a game of Frisbee, or a walk beside the lake. Originally designed to host outdoor concerts and holiday events, the Village Green offers views of the surrounding nature preserves and abundant wildlife.

The Brooks master-plan encompasses 2,532 acres with more than half of the community designated as open space, including 416 acres of undeveloped forest and freshwater wetlands and 878 acres set aside for recreation, open areas, buffers and lakes. The *Brooks Real Estate Lifestyles* four gated communities within The Brooks offer numerous neighborhoods as well as distinct lifestyle options: Shadow Wood with traditional country club living, and homes; Spring Run (which sold out in May 2002) and Copperleaf (which sold out in February 2003), golf inclusive communities with homes built by Pulte Homes; and Lighthouse Bay, where every home features a waterfront view and is built by Touchstone Homes.

The Brooks Commons Town Center has a member's only restaurant, community center, village green for community events and, 7,500 SF fitness center.



The four communities that make up the Brooks are as follows:

**Shadow Wood at the Brooks – East of US41 on Coconut Rd.**

Shadow Wood has 34 neighborhoods and 1,481 homes. Fifty one homes are for sale from \$2.75M to \$339,500 with an average price per SF of \$ 299. Twenty condo/town homes are for sale from \$215,000 to \$370,000 with an average price per SF of \$141. Homes were built from 1998 to 2005.

**Lighthouse Bay at the Brooks**

A gated community of 654 condos located in the Brooks on 162 A. Homes are condos, coach homes (4 plexes) and attached villas. The neighborhood is low density of 4 homes per acre and all the homes are on the lakefront. They have 44 acres of stocked lakes, 70 acres of green space, 5 bridges, and 52 tiered lake fountains. Current listings show 4 single family homes priced from \$339,900 to \$319,900 with an average price per SF of \$184. Seventeen condos are for sale from \$159,900 to \$298,000 with an average of \$133 per SF.

**Spring Run at the Brooks**

Spring Run is a gated, golf community on 300 acres along the southern border of The Brooks. Four single family homes are for sale from \$265,000 to \$439,500 with an

average price per square foot of \$212. 23 condos/town homes are for sale from \$130,000 to \$315,000 with an average price per SF of \$125.

### **Copperleaf at the Brooks**

Copperleaf at the Brooks is a golf inclusive community comprised of 570 single-family villas. Along with the 11,000 square-foot clubhouse, members also enjoy lighted tennis courts, heated swimming pool and Jacuzzi. Homes were completed in 2002 and 2003 and current listings show home priced from \$379,900 to \$689,000. Homes sold this year average \$292/SF.

### **Pelican Landing**

Pelican Landing is located at the far south west end of Estero. It is bordered on the south by Spring Creek and on the west by Estero Bay, leading to the Gulf of Mexico. In February 2013, city council members of Bonita Springs considered annexing the unincorporated areas of Pelican Landing.

The community encompasses 2,365 acres. The Hyatt Regency Coconut Point Resort and Spa is adjacent to the development. There is a 14,900 SF community center as an amenity to the Pelican Landing Community Association. The Pelican's Nest Clubhouse is 45,000 SF and was renovated in 2007.



Pelican Landing goes to great lengths to preserve, protect and enhance the natural environment. Pelican Landing opened the Pelican's Nest Golf Club in 1985. Additional property was added to develop residences. In 1990, Pelican Landing was started as a residential community. Pelican Landing includes single-family homes, villas, coach homes, garden condominiums, mid-rise condominiums and bay-front high-rise condominiums.

Forty six single family homes are for sale from \$1.199 M to \$299,000 with an average price per SF of \$248. Thirty three condos/town homes are for sale from \$389,900 to \$185,000 with an average price per SF of \$161. Twenty three properties are currently listed for lease, pricing dependent upon the season.

Just east of Pelican Landing is a branch of **Southwest Florida College**. The learning center located on the Estero/Bonita Springs border just a few miles south of Coconut Point on Highway 41. This campus is home to the college's Institute of Interior Design, as well as programs in Criminal Justice, Management, and Network Engineering and Administration. The Miromar Design Center across from the Miromar Outlets on Corkscrew Road in eastern Estero is a nearby resource for the college's Institute of Interior Design.

### **Pelican Sound**

Pelican Sound is located at the west end of Corkscrew Road. It is a gated community of 500 acres with over 1,000 single family homes, coach homes, and condominiums.

### **Fountain Lakes**

South of Pelican Sound and due west from Coconut Point' North Village is the community known as Fountain Lakes, which is comprised of twelve communities including: Forest Ridge, Forest Ridge Shores, Lakeside, Seabreeze, Southshore, Sunrise, The Manors, The Greens, The Villas of Fountain Lakes, Villas of Timber Lakes, Sungate Villas, and Estero Wood.

### **Grandezza**

Grandezza is a residential community of over 1,000 units located east of I-75 and just south of Florida Gulf Coast University and Miromar Lakes. It is adjacent to the Grande Oaks shopping center on Ben Hill Griffin Parkway which leads to the university.

Grandezza is comprised of ten distinct neighborhoods offering carriage homes, single-family villas, detached villas, single-family homes and custom estate homes. The development originally sold out and there are now re-sales and rentals advertised.

The 78,784 SF Grande Oaks shopping center is a neighborhood center anchored by a Publix, pad sites include an auto and tire store, a gas station, a McDonald's, a BB&T Bank and a Perkins Restaurant and inline stores include: a dry cleaners, China Gourmet, a nail salon, a liquor store, a Subway, two hair salons, a tanning salon, an insurance agency, a pizza



eatery, a textbook broker, and a GNC. Two retail spaces of 1,200 and 2,800 SF are available for lease.

### **Stoneybrook**

Stoneybrook is another large gated golf community located just east of I-75 and south of Corkscrew Road. Adjacent to this community is the Pinewoods Elementary School and the Miromar Design Center.

### **Village of Country Creek**

Country Creek is a large residential community, located on the north side of Corkscrew Road whose main entrance is about ½ mile west of Three Oaks Parkway. It is comprised of 985 units on 235 acres, a golf course, clubhouse (renovated in 2006) and a restaurant. The golf course and restaurant are opened to the public. Homes are listed for sale from a 2BR/2BA villa for \$187,500 at 1,860 SF to a 3BR/2BA for \$259,900 at 1,436 SF. Eight homes are listed for rent from \$2,600 to \$3,400/mo. The Estero River runs through the development.

### **Copper Oaks**

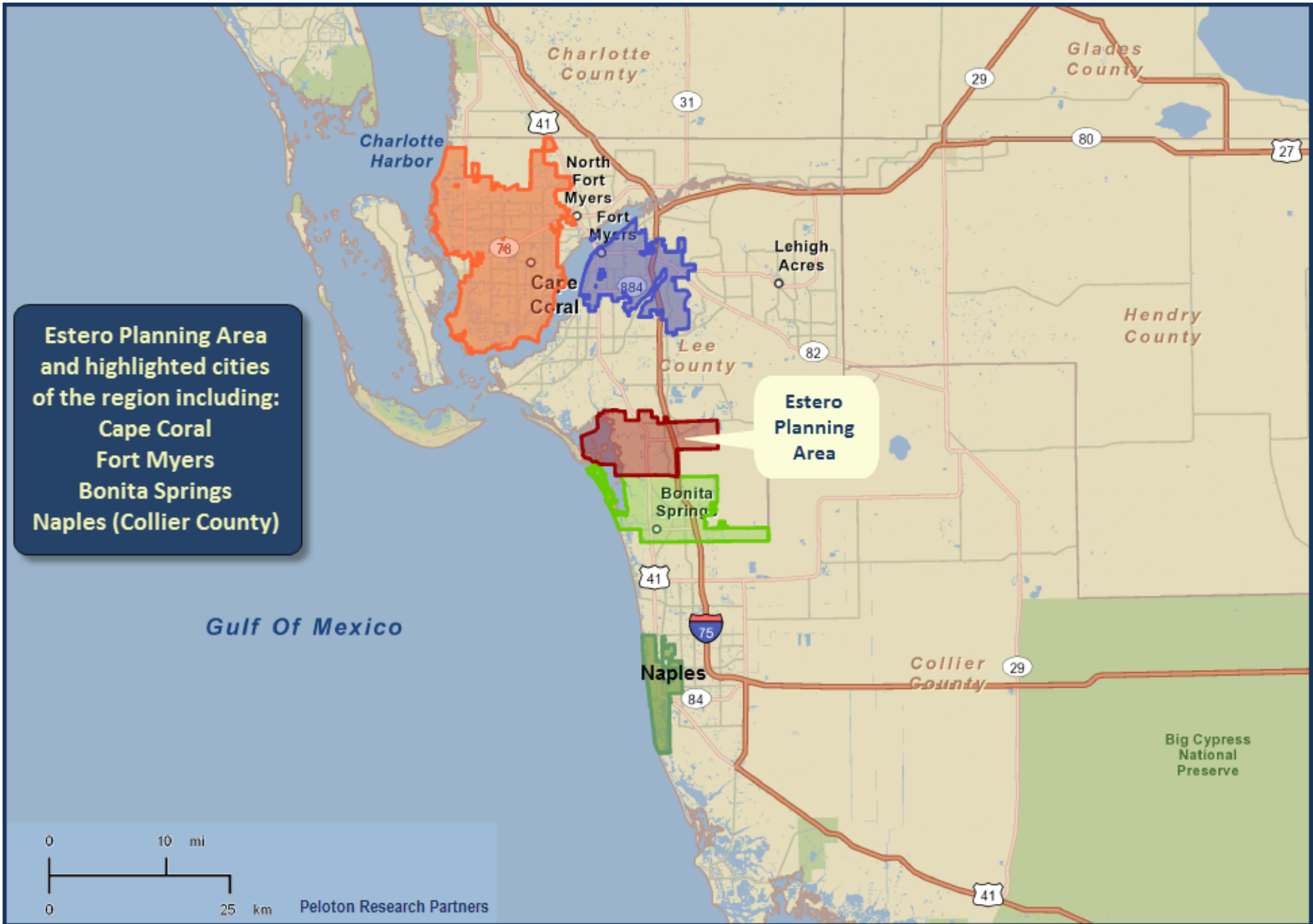
Copper Oaks, located just east of the Villages of Country Creek on Three Oaks Parkway, is a gated community of Mediterranean-style homes containing 129 single-family homes of one and two stories and 163 multi-family homes for a total of 292 total units. The developer of Copper Oaks originally offered homes for-sale but later converted to rental homes. Individual homeowners have additionally offered homes for-rent in the community.

In May 2012 the developer advertised a bulk sale of 25 two story townhomes built in 2005 for \$3.945 million or \$157,800 per unit. These units were 100% leased at the time of the offering.

**ESTERO****List of Master Planned Communities and Neighborhoods**

April 2013

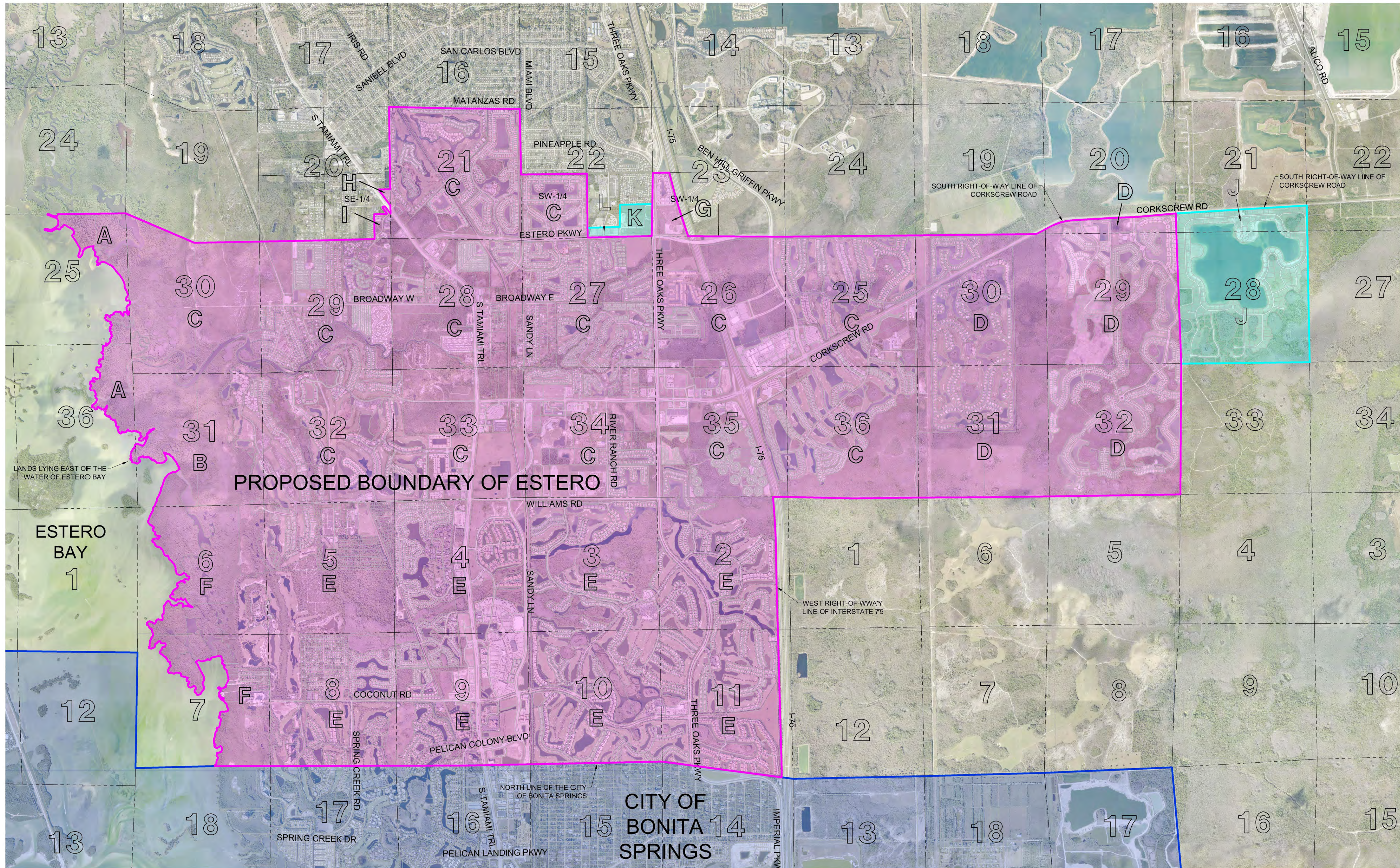
<b>CITY / TOWN</b>	<b>COMMUNITY</b>	<b>SUBDIVISION / CONDOMINIUM DEVELOPMENT</b>
ESTERO	BELLA TERRA	BELLA TERRA - SFD/CONDOS
Estero / Fort Myers	BELLE LAGO	BELLE LAGO
ESTERO	BRECKENRIDGE	BRECKENRIDGE
ESTERO	CASCADES AT ESTERO	CASCADES AT ESTERO
ESTERO	COCONUT POINT	RAPALLO
ESTERO	COLONIAL OAKS	COLONIAL OAKS
ESTERO	COPPER OAKS	COPPER OAKS
ESTERO	CORKSCREW WOODLANDS	ISLAND CLUB AT CORKSCREW WOODLANDS
ESTERO	COUNTRY CREEK	VILLAGES AT COUNTRY CREEK
ESTERO	ESTATES OF ESTERO RIVER	ESTATES OF ESTERO RIVER
ESTERO	ESTERO RIVER ESTATES	ESTERO RIVER ESTATES
ESTERO	FOUNTAIN LAKES	FOREST RIDGE SHORES FOUNTAIN LAKES
ESTERO	GRANDEZZA	AVALON CYPRESS COVE GRANDE ESTATES SABAL PALM SANTA LUCIA SARACENO SAVONA SOLEMAR VILLA GRANDE
ESTERO	GROVES	GROVES
ESTERO	LAKES OF ESTERO	LAKES OF ESTERO THE RESIDENCES AT COCONUT POINT
ESTERO	MEADOWS OF ESTERO	MEADOWS OF ESTERO
ESTERO	NEW DEVELOPMENT	NEW SUBDIVISION
ESTERO	PELICAN SOUND	EDGEWATER AT PELICAN SOUND ISLAND SOUND OAK RUN PALMETTO DUNES AT PELICAN SOUND PINEHURST AT PELICAN SOUND SEASIDE SOUTHERN HILLS PELICAN SOUND TURNBERRY AT PELICAN SOUND
ESTERO	ROOKERY POINTE	ROOKERY POINTE
ESTERO	STONEBROOK	STONEBROOK
ESTERO	THE GROVES	THE GROVES
ESTERO	WEST BAY CLUB	CHAPEL RIDGE INDIGO SHORES JASMINE BAY NORTH JASMINE BAY SOUTH LAUREL OAKS AT WEST BAY CLUB NATURES COVE RIVERBROOKE SUNSET TRACE TURTLE POINT TURTLE POINT COVE
ESTERO	WILDCAT RUN	PINES AT WILDCAT RUN WILDCAT RUN



R24E

R25E

R26E



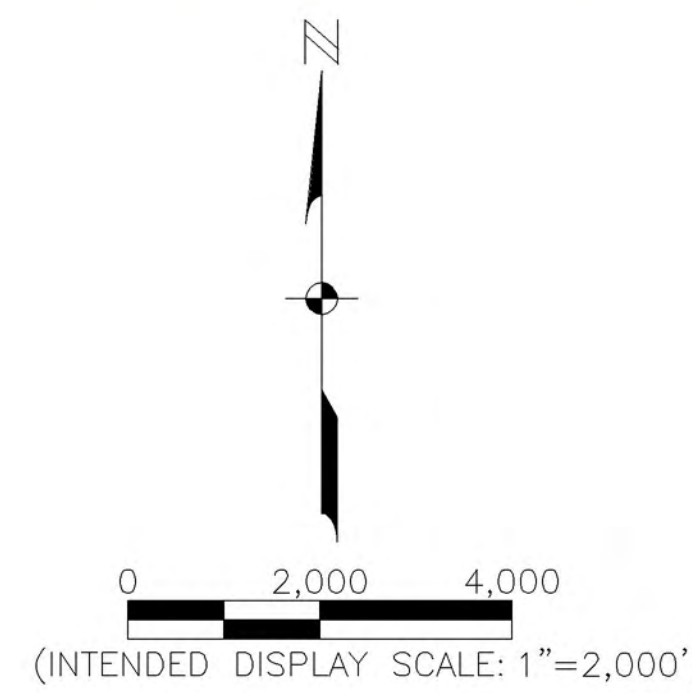
T46S

T47S

PROPOSED BOUNDARY OF ESTERO

CITY OF BONITA SPRINGS

- LEGEND**
- PROPOSED BOUNDARY
  - PROPOSED OPTIONAL BOUNDARY
  - CITY OF BONITA SPRINGS
  - DESCRIPTION REFERENCE
  - SECTION NUMBER



PROPOSED ESTERO  
 BOUNDARY EXHIBIT  
 LEE COUNTY, FLORIDA

REVISIONS	DESCRIPTION
DATE	

DATE: 08/01/13  
 PROJECT NO.: 20139468  
 FILE NO.: 24-46  
 SCALE: 1"=2000'

EXHIBIT

SHEET NUMBER

1 OF 1

# ESTERO MARKET OPPORTUNITY ASSESSMENT – FINAL REPORT

## APPENDICES

### Appendix B

#### Estero Schools – Summary Highlights and Ratings

## **ESTERO AREA SCHOOLS**

For the 2012/13 school year Lee County had 1,686 students in Pre-kindergarten; 39,608 students in elementary school; 19,169 students in middle school; and 25,118 students in high school. Total school enrollment was 83,895 students for the school year 2012/13. In the 2012/13 school year two new schools opened in Lee County, an elementary and middle school both in Lehigh acres.

Both Pinewoods Elementary and Estero High School are located in the South zone. According to the planned construction report from the Lee County Public School district's 5 year capital outlay plan, there is one elementary school grades K-5 planned and funded for construction in the South zone but the location is not yet specified.

The 2011-2012 Work Plan produced by the county indicates no change to class size in 2015-2016 from the current size of 20 and that **projected utilization will be 90% by 2015-2016 for Estero High School**. Their report indicates that Pinewoods Elementary is slated to get one replaced re-locatable classroom in the school year 2012-2013 and one in 2013-2014.

According to esterofl.org in November 2005 the "Lee County School Board has acquired two new sites for schools in Estero, a 10 acre site for an elementary school just north of Estero High School and a 70 acres site for a high school and a middle school on the east side of Three Oaks Parkway just north of Corkscrew Road".

Nancy Graham was sworn in at the new superintendant of schools in Lee County this June.

**Pinewoods Elementary School** is located on Stoneybrook Gate Drive just south of Corkscrew Road. City-data.com school rating for 2010 rated the school 70 on a scale of 0 (worst) to 100 (best) based on test scores. This represents an above average score for elementary schools within the state. The state average for elementary schools is 48. It is a public school serving 933 students from pre- Kindergarten through fifth grade.

As of May 23, 2013, Pinewoods had 50 students enrolled in Pre-Kindergarten; K-5<sup>th</sup> 900 students; **950 total students**; and 42.7% minority enrollment and 49% enrolled in free/reduced lunches. For more detailed statistics refer to <http://www.leeschools.net>. Previous year school enrollment: 2001-948; 2002-965; 2003-960; 2004-994; 2005-994; 2006-912; 2007-934; 2008-967; 2009-935; 2010-844; 2011-836.

In school year 1996-97 the enrollment was at 869 with minority enrollment of 27.9% and 49% at free/reduced lunch.

The Pinewoods Elementary School Parent Teacher Organization was incorporated in 1998. In 2004, Denise Carlin became the new principal for Pinewoods succeeding Elizabeth Kasko who held the same position for 9 years. Kasko has served as the principal of Pinewoods Elementary for all but one year of the school's existence.

**Estero High School**, located at Williams Road between US 41 and Three Oaks Parkway. It opened in 1987. Total enrollment as of May 23, 2013 was 1,573, with 45% minority and 55% free or reduced lunches. It received an “A” in the 2012 State A+ program. In 2011 and 2010 they received a “B”, from 2006 to 2009 they received a “C”.

In school year 1996-97 enrollment was at 1,659 with enrollment minority percentage of 19.6% and 22% reduced/free lunch.

**Bonita Springs Middle School, Center for the Arts** is located in Bonita Springs east of US 41 on Terry Street. It serves 728 students grade 6 – 8. They have reportedly not become overcrowded like other schools in the area. They recognize that some teachers are leaving their school for Collier County which has a slightly higher pay scale than Lee County. City-data.com school rating (weighted overall 2010 test average compared to other schools in Florida) from 0 (worst) to 100 (best) is **48** or average for the state of Florida.

Just north of Shadow Wood at the Brooks is the **Estero High School** located off Williams Road between US 41 and Three Oaks Parkway. City-data.com school rating (weighted overall 2010 test average compared to other schools in Florida) from 0 (worst) to 100 (best) is **52** or above average for the state of Florida. It has a student teacher ratio of 22:1.

Bonita Springs Charter School, located in Bonita Springs just east of US 41 and old 41 Road on Bernwood Drive. Bonita Springs Charter School is a tuition free school. It is open enrollment school for elementary and middle school that operates under a performance contract with the local school board.

The school has been in existence for 10 years. The school is made up of two buildings...one for grades K-5 and a separate building for middle school, grades 6-8. In addition to the

traditional classrooms the school has a multi-purpose room, art, music, gifted and talented, and science rooms. It serves 1,265 students.

**The Bonita Springs Preparatory and Fitness Academy** is located in Bonita Springs off Bonita Beach Road SE. It is an EdVantage Academy, which has school locations in Ohio and Florida. The mission of EdVantages Academies is to prepare students in grades K to 8 for success in high school and beyond. EdVantages stresses the values of academics, as well as lifelong health and fitness, to address the needs of the whole child. The Bonita Springs School offers free tuition for grade K-8. Students are required to wear uniforms. They teach a phonics-based reading system and students participate in fitness activities for 1.4 hours per day. Class sizes are kept to a maximum of 18 students.

From the Sunshine Review, “Lee has seen an increase in schools earning an A grade every year since 2002. In 2009 the district earned an A for the first time, with 71 schools earning either an A or B. Lee maintained an A grade in 2010 and 2011. In 2011, 67 of the county's 74 schools received an A or B, or just higher than 90 percent.” This is based on the Florida Comprehensive Assessment Test (FCAT) tests for student performance.

- Estero High School received a “C” in 2007 and 2008 and a “B” in 2009-10.
- Bonita Springs Charter School has received an “A” since the 2007-08 school year up to through the 2011 school year.
- Bonita Springs Middle School received a “B” from 2007 to 2010 and an “A” in 2010-11.
- Pinewoods Elementary School has received an “A” since the 2007-08 school year up through the 2011 school year.
- Bonita Springs Preparatory and Fitness Academy received an “A” for school year 2010-11.



## SCHOOLS

Lee County and the School Board had entered into an interlocal agreement for public educational facility planning siting on August 20, 2002. That interlocal agreement was later amended on January 11, 2005. The County and the School Board subsequently entered into another interlocal agreement regarding the implementation of the statutory requirements for a Countywide, uniform School Concurrency Program on March 18, 2008. The interlocal was found to be consistent with state statutes by the Department of



Community Affairs. The County has amended THE LEE PLAN to effectuate its obligations under the interlocal agreement and State statutes regarding school concurrency. Ordinance 08-19 was adopted on August 26, 2008 to implement school concurrency by incorporating schools into the County concurrency management system set forth in the Land Development Code.

School concurrency means that public school facilities needed to serve new development must be in place or under actual construction within three (3) years after the local government approves a development permit, or its functional equivalent, that results in generation of students. Lee County has adopted School Concurrency Service Areas (CSA) which include three (3) zones established by the School Board for the purpose of assigning students to schools in a geographic location where those students reside. School Concurrency Service Areas are the same as the three (3) school choice zones (East Zone, South Zone, or West Zone) for elementary, middle, and high schools. Exhibit II is a map of the County showing the School Student Assignment Zones (aka School Concurrency Service Areas) as they existed in 2012 as well as a list of the schools within each zone.

The County, with the assistance of the School District, identifies available school capacity as part of its annual Concurrency Management Report. The report identifies total school capacity, which is the sum of existing capacity and the capacity created by school improvements programmed in the first three (3) years of an adopted School District Capital Improvement Program.

The County has adopted Level of Service (LOS) standards for public schools, based upon 100 percent of Permanent Florida Inventory School Houses (FISH) capacity as adjusted by the School Board annually to account for measurable programmatic changes.

Concurrency for new development will be measured against FISH Capacity in the three (3) Student Assignment Zones (East Zone, South Zone, and West Zone). All proposed residential development activity (local development order requests) will be reviewed against the available total capacity by school type as identified in the Annual Concurrency Report for the specific CSA in which the proposed development is located. If capacity is available, a concurrency certificate may be issued, valid for three (3) years. If capacity is not available in the CSA where the development is proposed, then the County will examine if the contiguous CSAs have capacity. If

capacity is not available in the CSA in which the proposed development is located or in a contiguous CSA, the developer may provide mitigation acceptable to the School District and the County in order to mitigate the impact of that development. A concurrency certificate may be renewed for an additional three (3) year period and may be extended a maximum of two (2) additional periods of two (2) years each consistent with the existing provisions of the Land Development Code applicable to Development Orders.

The Lee County School Capacity Inventory for each CSA is shown in Table 19 (East Zone), Table 20 (South Zone), Table 21 (West Zone) and Table 22 (Special Purpose Facilities). The status of each CSA is as shown below:

East Zone Schools (Table 19) - The Level of Service Standard was met in 2012 with 2,464 available seats in Elementary Schools, 2,144 available seats in Middle Schools, and 789 available seats in High Schools. The Level of Service Standard will be met in 2013 since there is available capacity in East Zone Elementary Schools (2,180 seats), Middle Schools (2,144 seats) and High Schools (789 seats).

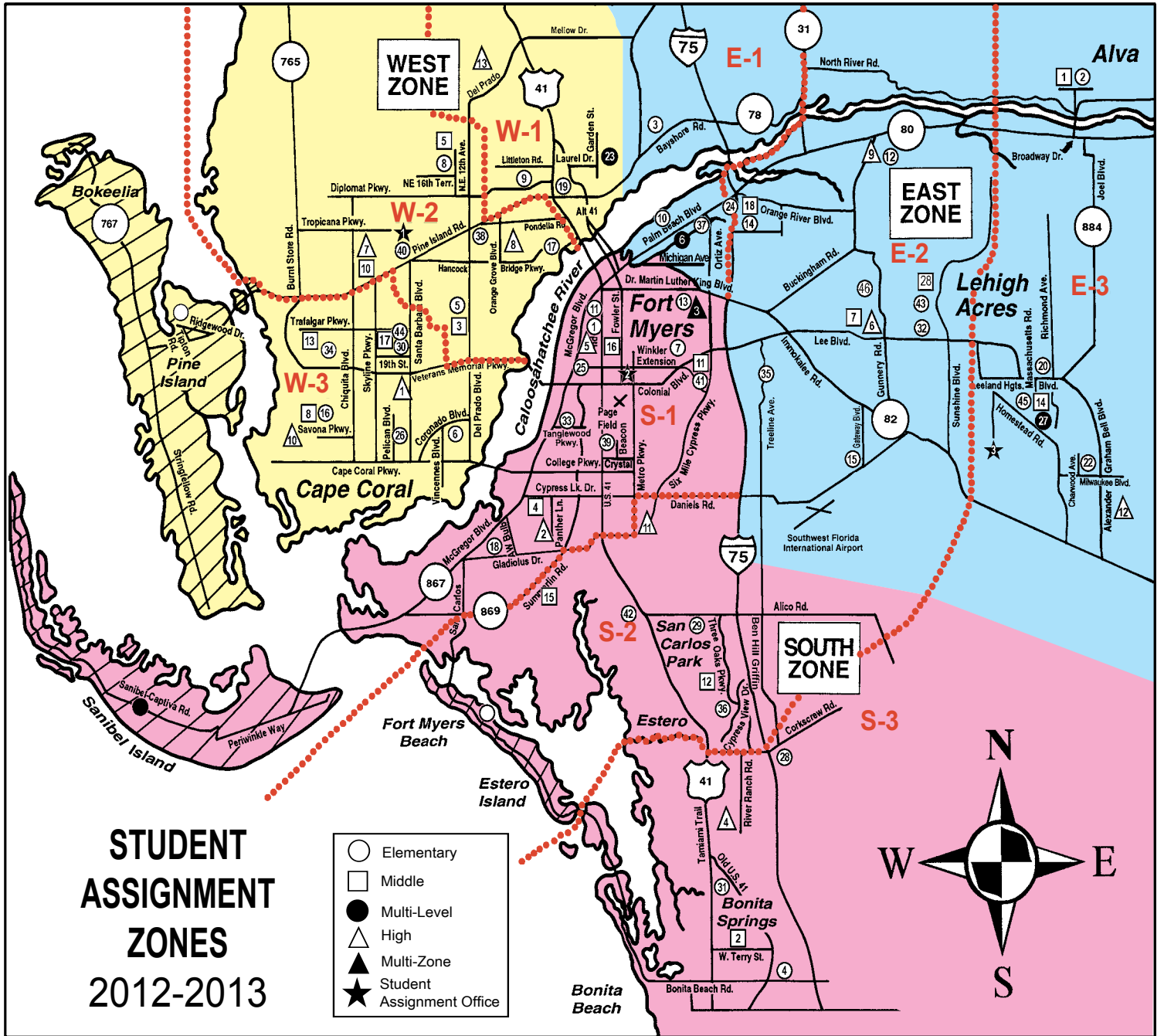
South Zone Schools (Table 20) - The Level of Service Standard was met in 2012 with 1,614 available seats in Elementary Schools, 909 available seats in Middle Schools and 296 available seats in High Schools. The Level of Service Standard will be met in 2013 since there is available capacity in the South Zone Elementary Schools (1,337 seats), Middle Schools (923 seats) and High Schools (296 seats).

West Zone Schools (Table 21) - The Level of Service Standard was met in 2012 with 3,756 available seats in Elementary Schools, 1,010 available seats in Middle Schools and 1,071 available seats in High Schools. The Level of Service Standard will be met in 2013 since there is available capacity in the West Zone Elementary Schools (3,179 seats), Middle Schools (938 seats) and High Schools (1,071 seats).

Special Purpose Facilities (Table 22) - The Level of Service Standard was met in 2012 with 622 available seats, and it will be met in 2013 since there is available capacity of 612 seats.

In summary, there were no school Level of Service deficiencies in 2012 and none are anticipated for 2013.

# THE SCHOOL DISTRICT OF LEE COUNTY



Free school bus transportation is provided for students who live beyond two miles from their assigned school. Students residing in barrier island boundary areas of Fort Myers Beach, and Pine Island will attend their barrier island elementary school. Students residing in barrier island boundary area of Sanibel Island will attend their barrier island elementary and middle school.

WEST ZONE Student Assignment Office	
Cape Coral	1
Elementary Schools	
Caloosa (U)	5
Cape	6
Diplomat (U)	8
Gulf	16
Hancock Creek	17
Hector A. Cafferata, Jr. (U)	40
J. Colin English (U) (IB in progress)	19
Littleton (U)	9
NFM Academy for the Arts (K-8) (A) (U)	23
Patriot	44
Pelican	26
Skyline	30
Trafalgar (U)	34
Tropic Isles	38
Middle Schools	
Caloosa	3
Challenger	17
Diplomat	5
Gulf	8
Mariner (IB in progress)	10
NFM Academy for the Arts (K-8) (A) (U)	23
Trafalgar	13
High Schools	
Cape Coral (IB)	1
Ida S. Baker (C)	10
Island Coast	13
Mariner	7
North Fort Myers (A)	8

SOUTH ZONE Student Assignment Office	
Fort Myers	2
Elementary Schools	
Allen Park	1
Bonita Springs (U) (A)	4
Colonial (U)	7
Edison Park (A)	11
Franklin Park (T)(U)	13
Heights (IB)	18
Orangewood	25
Pinewoods	28
Ray V. Pottorf	41
Rayna C. Page (U)	42
San Carlos Park (U) (A)	29
Spring Creek (U)	31
Tanglewood Riverside	33
Three Oaks	36
Villas	39
Middle Schools	
Bonita Springs (A)	2
Cypress Lake (A)	4
Fort Myers Middle Academy (U) (T)	16
Lexington (IB)	15
Paul Laurence Dunbar	11
Three Oaks (U)	12
High Schools	
Cypress Lake (A)	2
Dunbar Zone Magnet (T)	3
Estero	4
Fort Myers (IB)	5
South Fort Myers (C)	11

EAST ZONE Student Assignment Office	
Lehigh Acres	3
Elementary Schools	
Alva	2
Bayshore (U)	3
Edgewood Academy (A) (U)	10
G. Weaver Hipps	45
Gateway	15
Harns Marsh	43
James Stephens Academy (U) (IB in progress) (K-8)	6
Lehigh	20
Manatee	14
Mirror Lakes (U)	22
Orange River	24
River Hall (U)	12
Sunshine	32
Tice (FL)	37
Tortuga Preserve (STEM) (U)	46
Treeline (U)	35
Veterans Park (K-8) (A) (U)	27
Middle Schools	
Alva	1
Harns Marsh (STEM) (U)	28
James Stephens Academy (U) (IB in progress) (K-8)	6
Lehigh Acres (U)	14
Oak Hammock (U)	18
Varsity Lakes (U)	7
Veterans Park (K-8) (A) (U)	27
High Schools	
Dunbar (T)	3
East Lee County (C)	12
Lehigh Senior (A)	6
Riverdale (IB)	9

(A) Arts Program; (C) Comprehensive Program; (IB) International Baccalaureate; (T) Technology Program; (STEM) Science, Technology, Engineering, Math; (FL) Foreign Language; (U) this school has a uniform clothing policy

**TABLE 20**  
**SCHOOL CONCURRENCY INVENTORY**  
**SOUTH ZONE SCHOOLS**

SUB ZONE	SCHOOL NAME	<-----TOTALS JANUARY 18, 2013----->			<-----PROJECTED 2013-14 TOTALS----->			
		PK-12 ENROLLMENT	PERMANENT FISH CAPACITY	TOTAL SEATS AVAILABLE	FORMER FISH CAPACITY	PERMANENT FISH CAPACITY	TOTAL CHANGE IN SEATS	AVAILABLE CAPACITY
S1	Allen Park Elementary	944	1,028		1,028	1,028	-	
	Colonial Elementary	768	940		940	886	(54)	
	Edison Park Elementary	367	455		455	455	-	
	Franklin Park Elementary	456	579		579	566	(13)	
	Heights Elementary	1,084	1,306		1,306	1,306	-	
	Orangewood Elementary	598	632		632	520	(112)	
	Ray Pottorf Elementary	648	864		864	864	-	
	Tanglewood/Riverside Elementary [1]	733	786		786	786	-	
	Villas Elementary	814	881		881	878	(3)	
	Survey Changes in Elementary South Zone	-	-	-	-	-	(182)	
	<b>Elementary Totals</b>	<b>6,412</b>	<b>7,471</b>	<b>1,059</b>	<b>7,471</b>	<b>7,289</b>	<b>(182)</b>	<b>877</b>
	Cypress Lake Middle	744	846		846	890	44	
	Fort Myers Middle	483	856		856	834	(22)	
	P.L. Dunbar Middle	937	1,011		1,011	1,011	-	
	Survey Changes in Middle South Zone	-	-	-	-	-	22	
	<b>Middle Totals</b>	<b>2,164</b>	<b>2,713</b>	<b>549</b>	<b>2,713</b>	<b>2,735</b>	<b>22</b>	<b>571</b>
	Cypress Lake High	1,508	1,615		1,615	1,615	-	
Fort Myers High	1,872	1,864		1,864	1,864	-		
Survey Changes in High South Zone	-	-	-	-	-	-		
<b>High Totals</b>	<b>3,380</b>	<b>3,479</b>	<b>99</b>	<b>3,479</b>	<b>3,479</b>	<b>-</b>	<b>99</b>	
S2	Rayma Page Elementary	790	846		846	846	-	
	San Carlos Park Elementary	899	1,026		1,026	1,018	(8)	
	Three Oaks Elementary	809	731		731	659	(72)	
	Survey Changes in Elementary South Zone	-	-	-	-	-	(80)	
	<b>Elementary Totals</b>	<b>2,498</b>	<b>2,603</b>	<b>105</b>	<b>2,603</b>	<b>2,523</b>	<b>(80)</b>	<b>25</b>
	Lexington Middle	921	1,031		1,031	1,031	-	
	Three Oaks Middle	909	986		986	986	-	
	Survey Changes in Middle South Zone	-	-	-	-	-	-	
	<b>Middle Totals</b>	<b>1,830</b>	<b>2,017</b>	<b>187</b>	<b>2,017</b>	<b>2,017</b>	<b>-</b>	<b>187</b>
	South Fort Myers High	1,782	1,973		1,973	1,973	-	
	Survey Changes in High South Zone	-	-	-	-	-	-	
	<b>High Totals</b>	<b>1,782</b>	<b>1,973</b>	<b>191</b>	<b>1,973</b>	<b>1,973</b>	<b>-</b>	<b>191</b>
S3	Bonita Springs Elementary	419	454		454	454	-	
	Pinewoods Elementary	931	1,078		1,078	1,078	-	
	Spring Creek Elementary	672	807		807	799	(8)	
	Survey Changes in Elementary South Zone	-	-	-	-	-	(8)	
	<b>Elementary Totals</b>	<b>2,022</b>	<b>2,339</b>	<b>317</b>	<b>2,339</b>	<b>2,331</b>	<b>(8)</b>	<b>309</b>
	Bonita Springs Middle	737	891		891	886	(5)	
	Survey Changes in Middle South Zone	-	-	-	-	-	(5)	
	<b>Middle Totals</b>	<b>737</b>	<b>891</b>	<b>154</b>	<b>891</b>	<b>886</b>	<b>(5)</b>	<b>149</b>
	Estero High	1,612	1,618		1,618	1,618	-	
	Survey Changes in High South Zone	-	-	-	-	-	-	
<b>High Totals</b>	<b>1,612</b>	<b>1,618</b>	<b>6</b>	<b>1,618</b>	<b>1,618</b>	<b>-</b>	<b>6</b>	
S4	Fort Myers Beach Elementary	127	220		220	220	-	
	Survey Changes in Elementary South Zone	-	-	-	-	-	-	
	<b>Elementary Totals</b>	<b>127</b>	<b>220</b>	<b>93</b>	<b>220</b>	<b>220</b>	<b>-</b>	<b>93</b>
S5	Sanibel School (K-5)	224	264		264	257	(7)	
	Survey Changes in Elementary South Zone	-	-	-	-	-	(7)	
	<b>Elementary Totals</b>	<b>224</b>	<b>264</b>	<b>40</b>	<b>264</b>	<b>257</b>	<b>(7)</b>	<b>33</b>
	Sanibel School (6-8)	111	130		130	127	(3)	
	Survey Changes in Middle South Zone	-	-	-	-	-	(3)	
<b>Middle Totals</b>	<b>111</b>	<b>130</b>	<b>19</b>	<b>130</b>	<b>127</b>	<b>(3)</b>	<b>16</b>	
<b>Elem Totals - South</b>		<b>11,283</b>	<b>12,897</b>	<b>1,614</b>	<b>12,897</b>	<b>12,620</b>		<b>1,337</b>
<b>Middle Totals - South</b>		<b>4,842</b>	<b>5,751</b>	<b>909</b>	<b>5,751</b>	<b>5,765</b>		<b>923</b>
<b>High Totals - South</b>		<b>6,774</b>	<b>7,070</b>	<b>296</b>	<b>7,070</b>	<b>7,070</b>		<b>296</b>
<b>Total South</b>		<b>22,899</b>	<b>25,718</b>	<b>2,819</b>	<b>25,718</b>	<b>25,455</b>		<b>2,566</b>

[1] Houses a small 6 - 12 ESE population.

## **APPENDICES**

### **Appendix C**

#### **Demographic and Economic Overview**

Comparative assessment of Estero with select geographic areas including Lee County, Collier County Bonita Springs, Fort Myers, and Naples.

Includes employment statistics and Lee County's largest employers.

## Lee County Economic Planning and Development Overview

### General Observations

- Golf course communities/country clubs and larger-scale retail centers occupy a large amount of Estero's land area.
- New residential development is being built primarily by large national builders including Pulte/Centex, Lennar, DR Horton, and Toll Brothers. Community needs to manage outside developers to maintain community standards and character.
- There is currently a proposed 2 year moratorium on residential impact fees. This moratorium is unnecessary as the market correction is underway and the Fort Myers-Cape Coral Metropolitan Area is ranked anywhere from 3<sup>rd</sup> to 5<sup>th</sup> in the country (depending on the source) for residential price appreciation in 2013. Removal of impact fees only passes it onto the community.
- In 2012, the median age is 62 years for Estero and 46 years for Lee County overall. The percentage of vacant housing units is 30% in Lee County and 39% for Estero.
- Retailers and those building for the retirement market need to be aware of the ageing population and number of vacant units when planning long-term.
- Who will purchase retirement and suburban housing units vacated by existing residents in the future? The next generation to follow Baby Boomers is nearly half their size and the one following them is of comparable size to the Boomers but with substantially different lifestyles and interest and demand for housing. There is a transitional shift occurring nationally away from ex-urban markets and into urban and close-in suburban neighborhoods. Plans beyond the next 10 to 15 years should take this shift into consideration when planning for community and economic sustainability.
- Shifts in future population will require both Lee County and Estero to rely more heavily on younger households, family households, and foreign buyers and migration. Future planning should consider the needs of these future residents.
- Both Lee County and Estero need to rely less on part-time residents. Filling vacant housing units and converting part-timers to full-timers would immediately provide a substantial increase in local economic activity (without relying on new development). This will help raise the lower-than-average labor participation rate in the county and increase local spending.

- Cities in the U.S. that included a more diverse mix of housing types and less reliance on suburban development fared significantly better than those with high percentages of suburban development. Value declines above 40% were common in suburbanized markets from 2007 to 2010. Communities with broader housing mixes tend to endure less market fluctuations and provide better long-term preservation of assets and equity for residents.
- In 2012, 75% of residential building permits were for single-family units versus 41% for single-family in 2000. The 2012 average value per building unit (\$174,814) surpassed that of the 2003 value (\$162,605) but was still short of the 2002 value (\$185,926), though only 51% of the units in 2002 were single-family units.
- A national study released this week and available on the Florida Association of Realtors website reveals high property values for properties located within ¼ mile of transit, and as much as 42% higher. Comparisons were made with increased values received for oceanfront and ocean view properties. Transit-oriented developments would therefore help support higher property values for residents without ocean properties.
- The ageing population of both Lee County and Estero will benefit from a larger number of transportation options. For those looking to become less reliant on automobile use, public transit options can provide continued mobility and access to shopping options. There is an immediate need in this market for housing built around transit with strong connections to walkable communities and shopping districts.

### **Development Opportunities**

- The Lee Memorial Hospital to be built on 33 acres adjacent Coconut Point provides an excellent opportunity to build a medical district that combines hospital services, general and specialty medical support services in surrounding offices, and a mix of residential and commercial uses. The economic impact of the hospital will be significantly higher if planned as an entire village/district with connectivity with surrounding uses.
- The 100+ acre Estero North Point development at the corner of Williams Road and Highway 41 has been through several renditions since the early part of 2000. The Barron Colliers Company appears to be listing the project for sale with DRI zoning for 150 multi-family units, 150-room hotel and 550,000 square feet of office space. This site provides a much stronger opportunity for a mixed-use development that better capitalizes on this large site. We would highly recommend a reevaluation of the current zoning approvals and development plan.

- There are strong long-term development opportunities within the Diamond, especially adjacent the 1.7 million square foot Gulf Coast Town Center in Fort Myers, the 605,000 square foot Miromar Outlets, and the 13,000 student Florida Gulf Coast University (FGCU) with 89 completed buildings on a 760-acre campus. FGCU currently has two student housing communities on campus and one off-campus. The off-campus housing is the West Bay Apartments just south of the Gulf Coast Town Center. The university recently acquired these units and provides shuttle service to the campus.
- With a future projected student population of 24,000, FGCU will need to adequately plan for future housing opportunities that capitalize on the surrounding community amenities and link directly to the campus. Currently 92% of FGCU students come from Florida (51% from Southwest Florida and 35% from Lee County) and 8% from other states. A substantially larger economic opportunity exists to attract more out-of-state students and foreign students. These students tend to not only pay higher tuition and fees, but also tend to spend more per capita in the local economy.

### **Economic Development**

- Lee County has many economic development initiatives in place with numerous local and regional organizations working in collaboration.
- The question is, are these programs effective, and if so, which ones are most effective? Are there any incentives that are proving more effective in this region for specific industries and why?
- There is a substantial amount of vacant office and industrial space in Lee County (19% and 16.6%) with a higher vacancy rate in Estero (29% for office and 23% for industrial). Incentives are in place for companies that locate within existing space. Are these incentives being applied throughout Lee County or just in specific market areas?
- We recommend an evaluation of vacant space by use to determine the quality of existing inventory. A further evaluation would determine the appropriateness of the available (and proposed space) to meet the needs of potential tenants. If space needs do not match with existing inventory then the feasibility for reuse should be considered.
- Some of the existing vacant spaces in Lee County may be strong prospects for commercial incubators, including those focused on job training and development.
- The First Quarter 2013 Lee County Business Climate survey revealed that 44% of company executives on the county expect to increase employment in 2013. Positions executives are looking to hire include: account and customer service reps, electricians,



engineers, equipment operators, machinists, factory/warehouse staff, insurance agents, information technology specialists/programmers, web designers, application support and development, marketing, management, registered nurses, and skilled trade positions.

- One of the larger complaints by executives is the lack of skilled workers in the market. There are a number of programs available in Lee County for job and skill training. With so many executives wanting to fill positions locally that can't be met by local labor, there appears to be a need to increase the knowledge and existence of these programs and to encourage their use.

# Lee County

Florida's 8th most populous county  
with 3.3% of Florida's population



## Population

Census Population	Lee County	Florida
1980 Census	205,266	9,746,961
1990 Census	335,113	12,938,071
% change 1980-90	63.3%	32.7%
2000 Census	440,888	15,982,824
% change 1990-00	31.6%	23.5%
2010 Census	618,754	18,801,332
% change 2000-10	40.3%	17.6%
Hispanic or Latino	113,308	4,223,806
% Hispanic or Latino	18.3%	22.5%
Under 18 years of age	120,869	4,002,113
% Under 18 years of age	19.5%	21.3%
65 years of age and over	145,106	3,259,602
% 65 years of age and over	23.5%	17.3%
Median Age	45.6	40.7
<b>Estimates and Projections</b>		
2012 Estimate	638,029	19,074,434
% change 2010-12	3.1%	1.5%
2015 Projection based on 2012 estimate	682,822	19,750,577
% change 2010-15	10.4%	5.0%
2020 Projection based on 2012 estimate	773,539	21,141,318
% change 2015-20	13.3%	7.0%
<b>Density</b>		
Persons per square mile		
2000	548.6	296.4
2010	788.7	350.6
2012	813.3	355.7

## Households and Family Households

Households	Lee County	Florida
Total households, 2000 Census	188,599	6,338,075
Family households, 2000 Census	127,611	4,210,760
% with own children under 18	33.1%	42.3%
Total households, 2010 Census	259,818	7,420,802
Family households, 2010 Census	171,026	4,835,475
% with own children under 18	33.9%	40.0%
Average Household Size, 2010 Census	2.35	2.48
Average Family Size, 2010 Census	2.81	3.01

According to Census definitions, a household includes all of the people who occupy a housing unit. The occupants may be a single family, one person living alone, two or more families living together, or any other group of related or unrelated people who share living quarters. A family includes a householder and one or more other people living in the same household who are related to the householder by birth, marriage, or adoption. Census counts may be corrected for Census Count Question Resolution (CQR).

## Employment by Industry

Number of Establishments 2012	Lee County	Florida
Natural Resource & Mining	100	5,333
Construction	2,625	57,598
Manufacturing	486	18,372
Trade, Transportation and Utilities	4,094	139,947
Information	243	10,215
Financial Activities	2,301	65,547
Professional & Business Services	3,935	139,196
Education & Health Services	1,649	64,263
Leisure and Hospitality	1,767	52,481
Other Services	1,593	52,741
Government	191	6,723

## Housing

Housing Counts	Lee County	Florida
Housing units, 2000 Census	245,405	7,302,947
Occupied	188,599	6,337,929
Owner-occupied	144,245	4,441,799
Renter-occupied	44,354	1,896,130
Vacant	56,806	965,018
Housing units, 2010 Census	371,099	8,989,580
Occupied	259,818	7,420,802
Owner-occupied	184,477	4,998,979
Renter-occupied	75,341	2,421,823
Vacant	111,281	1,568,778
<b>Units Permitted</b>		
1990	4,915	126,384
2000	9,120	155,269
% change 1990-2000	85.6%	22.9%
2010	1,276	38,679
% change 2000-10	-86.0%	-75.1%
2012	2,043	64,810
% change 2010-12	60.1%	67.6%

## Population Characteristics

	Lee County	Florida
Language spoken at home other than English		
Persons aged 5 and over	21.3% +/- 0.5%	27.0% +/- 0.1%
Place of birth		
Foreign born	15.2% +/- 0.5%	19.2% +/- 0.1%
Veteran status		
Civilian population 18 and over	13.6% +/- 0.3%	11.2% +/- 0.1%

Persons aged 1 and over	Lee County	Florida
Same house	80.9% +/- 0.7%	83.5% +/- 0.1%
Different house in the U.S.	18.4% +/- 0.7%	15.7% +/- 0.1%
Different county in Florida	2.8% +/- 0.3%	3.0% +/- 0.1%
Different county in another state	3.6% +/- 0.3%	2.6% +/- 0.1%
Abroad	0.7% +/- 0.2%	0.8% +/- 0.1%

+/- = margin of error based on a 90% confidence level.

Percent of All Industries 2012	Lee County	Florida
Natural Resource & Mining	0.5%	0.9%
Construction	13.9%	9.5%
Manufacturing	2.6%	3.0%
Trade, Transportation and Utilities	21.7%	23.0%
Information	1.3%	1.7%
Financial Activities	12.2%	10.8%
Professional & Business Services	20.9%	22.9%
Education & Health Services	8.7%	10.6%
Leisure and Hospitality	9.4%	8.6%
Other Services	8.4%	8.7%
Government	1.0%	1.1%

**Employment by Industry**

Average Annual Employment, % by Category, 2012	Lee County	Florida	Average Annual Wage, 2012	Lee County	Florida
Natural Resource & Mining	1.4%	1.4%	All industries	\$36,478	\$42,446
Construction	9.6%	5.4%	Natural Resource & Mining	\$21,498	\$27,000
Manufacturing	2.7%	5.0%	Construction	\$36,331	\$41,561
Trade, Transportation and Utilities	26.0%	24.3%	Manufacturing	\$42,144	\$53,284
Information	1.7%	2.1%	Trade, Transportation and Utilities	\$31,244	\$38,621
Financial Activities	6.2%	7.8%	Information	\$52,721	\$66,794
Professional & Business Services	14.8%	17.0%	Financial Activities	\$48,104	\$61,400
Education & Health Services	14.1%	17.3%	Professional & Business Services	\$49,183	\$53,121
Leisure and Hospitality	19.2%	15.8%	Education & Health Services	\$49,557	\$45,172
Other Services	4.1%	3.8%	Leisure and Hospitality	\$20,984	\$22,305
Government	21.6%	16.3%	Other Services	\$28,744	\$30,380
			Government	\$48,591	\$47,896

**Labor Force**

Labor Force as Percent of Population Aged 18 and Older	Lee County	Florida	Unemployment Rate	Lee County	Florida
1990	57.6%	64.3%	1990	4.0%	6.3%
2000	58.6%	63.8%	2000	3.2%	3.8%
2010	55.9%	61.7%	2010	12.6%	11.3%
2012	56.1%	62.5%	2012	8.9%	8.6%

**Income and Financial Health**

Personal Income (\$000s)	Lee County	Florida	Per Capita Personal Income	Lee County	Florida
1990	\$6,759,659	\$253,324,396	1990	\$19,939	\$19,437
2000	\$13,085,519	\$466,644,105	2000	\$29,451	\$29,079
% change 1990-2000	93.6%	84.2%	% change 1990-00	47.7%	49.6%
2010	\$25,496,678	\$719,828,478	2010	\$41,094	\$38,210
% change 2000-10	94.8%	54.3%	% change 2000-10	39.5%	31.4%
2011	\$27,161,256	\$755,357,550	2011	\$43,022	\$39,636
% change 2010-11	6.5%	4.9%	% change 2010-11	4.7%	3.7%

Earnings by Place of Work (\$000s)	Lee County	Florida	Median Income	Lee County	Florida
1990	\$3,454,300	\$161,178,093	Median Household Income	\$49,444 +/- \$808	\$47,827 +/- \$164
2000	\$7,054,944	\$312,145,185	Median Family Income	\$58,968 +/- \$981	\$57,592 +/- \$258
% change 1990-2000	104.2%	93.7%	+/- = margin of error based on a 90% confidence level.		
2010	\$11,729,866	\$442,407,289	<b>Percent in Poverty, 2011</b>		
% change 2000-10	66.3%	41.7%	All ages in poverty	15.3%	17.0%
2011	\$12,026,843	\$459,056,456	Under age 18 in poverty	25.9%	25.1%
% change 2010-11	2.5%	3.8%	Ages 5-17 in families in poverty	23.9%	23.5%

Personal Bankruptcy Filing Rate (per 1,000 population)	Lee County	Florida
2011	5.29	4.76
2012	3.75	4.06
State Rank	16	NA

Note: Florida numbers exclude Miami-Dade County.

**Education**

Public Education Institutions	Lee County	Florida
Total	102	3,494
Elementary	51	1,917
Middle	19	599
Senior High	19	600
Combination	13	378

**Quality of Life**

Crime	Lee County	Florida	Educational attainment	Lee County	Florida
Crime rate, 2012 (index crimes per 100,000 population)	2,772.7	3,805.8	<b>Persons aged 25 and older</b>		
Admissions to prison FY 2011-12	883	32,279	% HS graduate or higher	87.0% +/- 0.5%	85.5% +/- 0.1%
Admissions to prison per 100,000 population FY 2011-12	138.4	169.2	% bachelor's degree or higher	24.6% +/- 0.6%	26.0% +/- 0.1%
			+/- = margin of error based on a 90% confidence level.		

Workers Aged 16 and Over	Lee County	Florida
Place of Work		
Worked outside county of residence	10.7% +/- 0.5%	17.6% +/- 0.1%
Travel Time to Work		
Mean travel time to work (minutes)	26.4 +/- 0.4	25.7 +/- 0.1
+/- = margin of error based on a 90% confidence level.		

Reported County Government Revenues and Expenditures

Revenue	Lee County	Florida*	Expenditures	Lee County	Florida*
Total - All Revenue Account Codes (\$000s)	\$1,732,595.7	\$35,205,022.3	Total - All Expenditure Account Codes (\$000s)	\$ 1,528,556.1	\$ 36,616,300.3
Per Capita \$	\$2,770.78	\$1,951.45	Per Capita \$	\$ 2,470.38	\$ 2,041.38
% of Total	100.0%	100.0%	% of Total	100.0%	100.0%
Taxes (\$000s)	\$318,481.8	\$11,053,678.4	General Government Services** (\$000s)	\$ 49,895.4	\$ 6,284,042.5
Per Capita \$	\$509.32	\$612.72	Per Capita \$	\$ 180.60	\$ 350.34
% of Total	18.4%	31.4%	% of Total	3.3%	17.2%
Permits, Fee, and Special Assessments (\$000s)	\$19,081.1	\$1,084,990.8	Public Safety (\$000s)	\$ 94,116.1	\$ 8,098,640.5
Per Capita \$	\$30.51	\$60.14	Per Capita \$	\$ 340.66	\$ 451.50
% of Total	1.1%	3.1%	% of Total	6.2%	22.1%
Intergovernmental Revenues (\$000s)	\$129,325.5	\$4,518,810.2	Physical Environment (\$000s)	\$ 23,479.5	\$ 4,075,797.4
Per Capita \$	\$206.82	\$250.48	Per Capita \$	\$ 84.98	\$ 227.23
% of Total	7.5%	12.8%	% of Total	1.5%	11.1%
Charges for Services (\$000s)	\$493,271.0	\$10,870,626.5	Transportation (\$000s)	\$ 27,904.1	\$ 4,454,280.8
Per Capita \$	\$788.84	\$602.57	Per Capita \$	\$ 101.00	\$ 248.33
% of Total	28.5%	30.9%	% of Total	1.8%	12.2%
Judgments, Fines, and Forfeits (\$000s)	\$2,838.4	\$127,609.8	Economic Environment (\$000s)	\$ 6,147.3	\$ 1,389,572.1
Per Capita \$	\$4.54	\$7.07	Per Capita \$	\$ 22.25	\$ 77.47
% of Total	0.2%	0.4%	% of Total	0.4%	3.8%
Miscellaneous Revenues (\$000s)	\$30,383.2	\$967,823.5	Human Services (\$000s)	\$ 10,504.9	\$ 3,339,215.3
Per Capita \$	\$48.59	\$53.65	Per Capita \$	\$ 38.02	\$ 186.16
% of Total	1.8%	2.7%	% of Total	0.7%	9.1%
Other Sources (\$000s)	\$739,214.7	\$6,581,483.1	Culture / Recreation (\$000s)	\$ 19,751.9	\$ 1,640,080.8
Per Capita \$	\$1,182.16	\$364.82	Per Capita \$	\$ 71.49	\$ 91.44
% of Total	42.7%	18.7%	% of Total	1.3%	4.5%
			Other Uses and Non-Operating (\$000s)	\$ 94,594.5	\$ 6,457,672.2
			Per Capita \$	\$ 342.39	\$ 360.02
			% of Total	6.2%	17.6%
			Court-Related Expenditures (\$000s)	\$ 14,892.4	\$ 876,998.8
			Per Capita \$	\$ 53.90	\$ 48.89
			% of Total	1.0%	2.4%

\* All County Governments Except Duval - The consolidated City of Jacksonville / Duval County figures are included in municipal totals rather than county government totals.

\*\* (Not Court-Related)

State Infrastructure

	Lee County	Florida
<b>Transportation</b>		
State Highway		
Centerline Miles	169.1	12,075.8
Lane Miles	715.9	43,138.2
State Bridges		
Number	96	6,661
<b>State Facilities</b>		
Buildings/Facilities (min. 300 Square Feet)		
Number	303	15,533
Square Footage	6,055,034	220,185,642
<b>State Lands</b>		
Conservation Lands		
Parcels	1,494	38,681
Acreage	41,744.5	3,222,919.8
Non-Conservation Lands		
Parcels	54	5,638
Acreage	2,455.2	219,836.5

State and Local Taxation

	Lee County	
2012 Ad Valorem Millage Rates	County-Wide	Not County-Wide*
County	3.6506	1.3363
School	7.5840	
Municipal		2.3517
Special Districts	0.4981	2.1620

\*MSTU included in Not County-Wide "County" category



# **Florida Estimates of Population 2013**

**April 1, 2013**

**Excerpts of Selected Tables Reporting  
Lee County Population Statistics**

**Bureau of Economic and Business Research  
College of Liberal Arts and Sciences  
University of Florida  
720 SW 2nd Avenue, Suite 150  
P.O. Box 117148  
Gainesville, Florida 32611-7148**

**Phone: (352) 392-0171  
Fax: (352) 392-4739  
[www.bibr.ufl.edu](http://www.bibr.ufl.edu)**

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**Table 1. Estimates of Population by County and City in Florida: April 1, 2013**

(Continued)

County, City, and State	April 1 2013 (estimate)	Total change	April 1 2010 (Census)	Revenue Sharing Use Only	
				Inmates	Estimates less inmates April 1, 2013
<b>Lee</b>	643,367	24,613	618,754	260	643,107
Bonita Springs*	45,229	1,372	43,857	6	45,223
Cape Coral	161,069	6,764	154,305	30	161,039
Fort Myers	67,081	4,783	62,298	48	67,033
Fort Myers Beach	6,323	46	6,277	0	6,323
Sanibel	6,497	28	6,469	0	6,497
UNINCORPORATED*	357,168	11,620	345,548	176	356,992
<b>Leon</b>	278,377	2,890	275,487	1,408	276,969
Tallahassee	183,727	2,351	181,376	1,408	182,319
UNINCORPORATED	94,650	539	94,111	0	94,650
<b>Levy</b>	40,304	-497	40,801	0	40,304
Bronson	1,095	-18	1,113	0	1,095
Cedar Key	707	5	702	0	707
Chiefland	2,260	15	2,245	0	2,260
Fanning Springs (part)	453	-33	486	0	453
Inglis	1,314	-11	1,325	0	1,314
Otter Creek	134	0	134	0	134
Williston	2,793	25	2,768	0	2,793
Yankeetown	495	-7	502	0	495
UNINCORPORATED	31,053	-473	31,526	0	31,053
<b>Liberty</b>	8,483	118	8,365	1,758	6,725
Bristol	994	-2	996	45	949
UNINCORPORATED	7,489	120	7,369	1,713	5,776
<b>Madison</b>	19,395	171	19,224	1,655	17,740
Greenville	805	-38	843	0	805
Lee	331	-21	352	0	331
Madison*	3,115	66	3,049	0	3,115
UNINCORPORATED*	15,144	164	14,980	1,655	13,489
<b>Manatee</b>	333,880	11,047	322,833	182	333,698
Anna Maria	1,524	21	1,503	0	1,524
Bradenton	50,475	929	49,546	20	50,455
Bradenton Beach	1,176	5	1,171	0	1,176
Holmes Beach	3,852	16	3,836	0	3,852
Longboat Key (part)	2,396	-2	2,398	0	2,396
Palmetto	12,775	169	12,606	46	12,729
UNINCORPORATED	261,682	9,909	251,773	116	261,566
<b>Marion*</b>	335,008	3,705	331,303	5,566	329,442
Bellevue	4,562	70	4,492	12	4,550
Dunnellon	1,754	21	1,733	0	1,754
McIntosh	457	5	452	0	457

**Table 2. Components of Population Change for Counties in Florida, 2010 to 2013**

(Continued)

State and County	Total Change 2010-2013	Births	Deaths	Components of Change		Percent of Change Due to—	
				Natural Increase	Net Migration	Natural Increase	Net Migration
Lake*	6,270	9,119	10,096	-977	7,247	0.0	100.0
<b>Lee</b>	<b>24,613</b>	<b>18,988</b>	<b>17,941</b>	<b>1,047</b>	<b>23,566</b>	<b>4.3</b>	<b>95.7</b>
Leon	2,890	9,147	5,071	4,076	-1,186	100.0	0.0
Levy	-497	1,190	1,535	-345	-152	69.4	30.6
Liberty	118	229	202	27	91	22.9	77.1
Madison	171	637	635	2	169	1.2	98.8
Manatee	11,047	10,141	10,191	-50	11,097	0.0	100.0
Marion*	3,705	10,019	13,155	-3,136	6,841	0.0	100.0
Martin	1,759	3,537	5,055	-1,518	3,277	0.0	100.0
Miami-Dade*	85,918	93,165	54,621	38,544	47,374	44.9	55.1
Monroe	470	2,125	1,928	197	273	41.9	58.1
Nassau	1,347	2,288	2,002	286	1,061	21.2	78.8
Okaloosa	7,527	7,768	4,559	3,209	4,318	42.6	57.4
Okeechobee	-234	1,605	1,208	397	-631	0.0	100.0
Orange	57,022	46,308	20,508	25,800	31,222	45.2	54.8
Osceola	19,676	11,309	5,150	6,159	13,517	31.3	68.7
Palm Beach	25,518	41,556	39,211	2,345	23,173	9.2	90.8
Pasco	8,869	14,237	16,385	-2,148	11,017	0.0	100.0
Pinellas	10,068	25,205	33,529	-8,324	18,392	0.0	100.0
Polk	11,855	21,871	17,589	4,282	7,573	36.1	63.9
Putnam	-1,759	2,555	2,818	-263	-1,496	15.0	85.0
St. Johns	11,502	5,522	4,525	997	10,505	8.7	91.3
St. Lucie	3,362	9,021	8,194	827	2,535	24.6	75.4
Santa Rosa	5,945	5,430	3,640	1,790	4,155	30.1	69.9
Sarasota	5,844	8,672	14,885	-6,213	12,057	0.0	100.0
Seminole	8,356	13,229	8,678	4,551	3,805	54.5	45.5
Sumter	11,684	1,339	3,691	-2,352	14,036	0.0	100.0
Suwannee	2,322	1,436	1,540	-104	2,426	0.0	100.0
Taylor	448	734	683	51	397	11.4	88.6
Union	-52	524	558	-34	-18	65.4	34.6
Volusia	4,385	14,074	18,430	-4,356	8,741	0.0	100.0
Wakulla	93	965	693	272	-179	100.0	0.0
Walton	2,736	1,917	1,559	358	2,378	13.1	86.9
Washington	-103	711	814	-103	0	100.0	0.0

Note: \*Includes census corrections through September 30, 2013.

**Table 3. Population and Population Change for Counties in Florida, 1990 to 2013**  
(Continued)

State and County	Population				Percent Change		
	2013	2010	2000	1990	2010 to 2013	2000 to 2010	1990 to 2000
Lake*	303,317	297,047	210,527	152,104	2.1	41.1	38.4
Lee	643,367	618,754	440,888	335,113	4.0	40.3	31.6
Leon	278,377	275,487	239,452	192,493	1.0	15.0	24.4
Levy	40,304	40,801	34,450	25,912	-1.2	18.4	32.9
Liberty	8,483	8,365	7,021	5,569	1.4	19.1	26.1
Madison	19,395	19,224	18,733	16,569	0.9	2.6	13.1
Manatee	333,880	322,833	264,002	211,707	3.4	22.3	24.7
Marion*	335,008	331,303	258,916	194,835	1.1	28.0	32.9
Martin	148,077	146,318	126,731	100,900	1.2	15.5	25.6
Miami-Dade*	2,582,375	2,496,457	2,253,779	1,937,194	3.4	10.8	16.3
Monroe	73,560	73,090	79,589	78,024	0.6	-8.2	2.0
Nassau	74,661	73,314	57,663	43,941	1.8	27.1	31.2
Okaloosa	188,349	180,822	170,498	143,777	4.2	6.1	18.6
Okeechobee	39,762	39,996	35,910	29,627	-0.6	11.4	21.2
Orange	1,202,978	1,145,956	896,344	677,491	5.0	27.8	32.3
Osceola	288,361	268,685	172,493	107,728	7.3	55.8	60.1
Palm Beach	1,345,652	1,320,134	1,131,191	863,503	1.9	16.7	31.0
Pasco	473,566	464,697	344,768	281,131	1.9	34.8	22.6
Pinellas	926,610	916,542	921,495	851,659	1.1	-0.5	8.2
Polk	613,950	602,095	483,924	405,382	2.0	24.4	19.4
Putnam	72,605	74,364	70,423	65,070	-2.4	5.6	8.2
St. Johns	201,541	190,039	123,135	83,829	6.1	54.3	46.9
St. Lucie	281,151	277,789	192,695	150,171	1.2	44.2	28.3
Santa Rosa	157,317	151,372	117,743	81,608	3.9	28.6	44.3
Sarasota	385,292	379,448	325,961	277,776	1.5	16.4	17.3
Seminole	431,074	422,718	365,199	287,521	2.0	15.8	27.0
Sumter	105,104	93,420	53,345	31,577	12.5	75.1	68.9
Suwannee	43,873	41,551	34,844	26,780	5.6	19.2	30.1
Taylor	23,018	22,570	19,256	17,111	2.0	17.2	12.5
Union	15,483	15,535	13,442	10,252	-0.3	15.6	31.1
Volusia	498,978	494,593	443,343	370,737	0.9	11.6	19.6
Wakulla	30,869	30,776	22,863	14,202	0.3	34.6	61.0
Walton	57,779	55,043	40,601	27,759	5.0	35.6	46.3
Washington	24,793	24,896	20,973	16,919	-0.4	18.7	24.0

Note: \*Includes census corrections through September 30, 2013.



**Table 7. Rank of Florida Counties by Percent Change in Population, 2010 to 2013**

Rank	State and County	Percent change	Population		Rank	State and County	Percent change	Population	
			2013	2010				2013	2010
	FLORIDA*	2.4	19,259,543	18,801,332	34	Pinellas	1.1	926,610	916,542
					35	Leon	1.0	278,377	275,487
1	Sumter	12.5	105,104	93,420	36	Clay	1.0	192,843	190,865
2	Osceola	7.3	288,361	268,685	37	Brevard	0.9	548,424	543,376
3	St. Johns	6.1	201,541	190,039	38	Madison	0.9	19,395	19,224
4	Suwannee	5.6	43,873	41,551	39	Volusia	0.9	498,978	494,593
5	Orange	5.0	1,202,978	1,145,956	40	Jackson	0.8	50,166	49,746
6	Walton	5.0	57,779	55,043	41	Monroe	0.6	73,560	73,090
7	Okaloosa	4.2	188,349	180,822	42	Bay	0.6	169,866	168,852
8	Lee	4.0	643,367	618,754	43	Hernando	0.6	173,808	172,778
9	Santa Rosa	3.9	157,317	151,372	44	Holmes	0.5	20,022	19,927
10	Hillsborough	3.8	1,276,410	1,229,226	45	Highlands	0.3	99,092	98,786
11	Collier	3.8	333,663	321,520	46	Wakulla	0.3	30,869	30,776
12	Miami-Dade*	3.4	2,582,375	2,496,457	47	Alachua	0.3	248,002	247,336
13	Manatee	3.4	333,880	322,833	48	Franklin	0.1	11,562	11,549
14	Gadsden	2.6	47,588	46,389	49	Calhoun	0.0	14,621	14,625
15	Charlotte	2.3	163,679	159,978	50	Columbia	-0.1	67,489	67,531
16	Flagler	2.2	97,843	95,696	51	Hardee	-0.2	27,682	27,731
17	Lake*	2.1	303,317	297,047	52	Union	-0.3	15,483	15,535
18	Broward	2.1	1,784,715	1,748,066	53	Gilchrist	-0.3	16,880	16,939
19	Taylor	2.0	23,018	22,570	54	Washington	-0.4	24,793	24,896
20	Seminole	2.0	431,074	422,718	55	Citrus	-0.5	140,519	141,236
21	Polk	2.0	613,950	602,095	56	Okeechobee	-0.6	39,762	39,996
22	Palm Beach	1.9	1,345,652	1,320,134	57	Baker	-0.9	26,881	27,115
23	Pasco	1.9	473,566	464,697	58	Dixie	-1.0	16,263	16,422
24	Nassau	1.8	74,661	73,314	59	Levy	-1.2	40,304	40,801
25	Sarasota	1.5	385,292	379,448	60	Jefferson	-1.4	14,554	14,761
26	Gulf	1.5	16,106	15,863	61	DeSoto	-1.4	34,367	34,862
27	Liberty	1.4	8,483	8,365	62	Glades	-1.8	12,658	12,884
28	Duval	1.4	876,075	864,263	63	Hamilton	-2.0	14,507	14,799
29	St. Lucie	1.2	281,151	277,789	64	Putnam	-2.4	72,605	74,364
30	Martin	1.2	148,077	146,318	65	Lafayette	-2.8	8,618	8,870
31	Escambia	1.2	301,120	297,619	66	Hendry	-3.4	37,808	39,140
32	Indian River	1.1	139,586	138,028	67	Bradford	-4.6	27,217	28,520
33	Marion*	1.1	335,008	331,303					

Note: \*Includes census corrections through September 30, 2013.

# Lee County - Demographic Profile

## 2010 Census with 2012 & 2017 Forecasts



Lee County, Florida  
 Geography: County-level

### Lee County, FL

#### Population Summary

2000 Total Population	440,888
2010 Total Population	618,754
2012 Total Population	629,701
2012 Group Quarters	8,488
2017 Total Population	656,959
2012-2017 Annual Rate	0.85%

#### Household Summary

2000 Households	188,599
2000 Average Household Size	2.31
2010 Households	259,818
2010 Average Household Size	2.35
2012 Households	265,281
2012 Average Household Size	2.34
2017 Households	275,093
2017 Average Household Size	2.36
2012-2017 Annual Rate	0.73%
2010 Families	171,026
2010 Average Family Size	2.81
2012 Families	173,313
2012 Average Family Size	2.80
2017 Families	179,738
2017 Average Family Size	2.82
2012-2017 Annual Rate	0.73%

#### Housing Unit Summary

2000 Housing Units	245,405
Owner Occupied Housing Units	58.8%
Renter Occupied Housing Units	18.1%
Vacant Housing Units	23.1%
2010 Housing Units	371,099
Owner Occupied Housing Units	49.7%
Renter Occupied Housing Units	20.3%
Vacant Housing Units	30.0%
2012 Housing Units	378,869
Owner Occupied Housing Units	48.7%
Renter Occupied Housing Units	21.3%
Vacant Housing Units	30.0%
2017 Housing Units	398,580
Owner Occupied Housing Units	48.6%
Renter Occupied Housing Units	20.4%
Vacant Housing Units	31.0%

#### Median Household Income

2012	\$48,322
2017	\$54,826

#### Median Home Value

2012	\$111,393
2017	\$134,935

#### Per Capita Income

2012	\$27,921
2017	\$31,122

#### Median Age

2010	45.6
2012	46.3
2017	48.1

**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 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

# Lee County - Demographic Profile

## 2010 Census with 2012 & 2017 Forecasts



Lee County, Florida  
 Geography: County-level

### Lee County, FL

#### 2012 Households by Income

Household Income Base	265,281
<\$15,000	11.2%
\$15,000 - \$24,999	11.0%
\$25,000 - \$34,999	12.1%
\$35,000 - \$49,999	17.2%
\$50,000 - \$74,999	20.8%
\$75,000 - \$99,999	11.3%
\$100,000 - \$149,999	10.1%
\$150,000 - \$199,999	2.9%
\$200,000+	3.5%
Average Household Income	\$65,205

#### 2017 Households by Income

Household Income Base	275,093
<\$15,000	10.2%
\$15,000 - \$24,999	7.9%
\$25,000 - \$34,999	8.7%
\$35,000 - \$49,999	16.2%
\$50,000 - \$74,999	25.0%
\$75,000 - \$99,999	13.9%
\$100,000 - \$149,999	11.0%
\$150,000 - \$199,999	3.4%
\$200,000+	3.7%
Average Household Income	\$73,255

#### 2012 Owner Occupied Housing Units by Value

Total	184,504
<\$50,000	10.5%
\$50,000 - \$99,999	34.0%
\$100,000 - \$149,999	24.1%
\$150,000 - \$199,999	13.0%
\$200,000 - \$249,999	6.6%
\$250,000 - \$299,999	3.7%
\$300,000 - \$399,999	3.7%
\$400,000 - \$499,999	1.7%
\$500,000 - \$749,999	1.5%
\$750,000 - \$999,999	0.6%
\$1,000,000 +	0.5%
Average Home Value	\$147,866

#### 2017 Owner Occupied Housing Units by Value

Total	193,658
<\$50,000	7.5%
\$50,000 - \$99,999	27.0%
\$100,000 - \$149,999	22.2%
\$150,000 - \$199,999	18.2%
\$200,000 - \$249,999	10.2%
\$250,000 - \$299,999	5.6%
\$300,000 - \$399,999	4.8%
\$400,000 - \$499,999	1.6%
\$500,000 - \$749,999	1.8%
\$750,000 - \$999,999	0.7%
\$1,000,000 +	0.5%
Average Home Value	\$167,237

**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 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

# Lee County - Demographic Profile

## 2010 Census with 2012 & 2017 Forecasts



Lee County, Florida  
 Geography: County-level

### Lee County, FL

#### 2010 Population by Age

Total	618,754
0 - 4	5.3%
5 - 9	5.4%
10 - 14	5.5%
15 - 24	11.0%
25 - 34	10.6%
35 - 44	11.4%
45 - 54	13.2%
55 - 64	14.1%
65 - 74	13.1%
75 - 84	7.7%
85 +	2.7%
18 +	80.5%

#### 2012 Population by Age

Total	629,701
0 - 4	5.2%
5 - 9	5.3%
10 - 14	5.4%
15 - 24	10.7%
25 - 34	10.7%
35 - 44	11.0%
45 - 54	12.7%
55 - 64	14.6%
65 - 74	13.8%
75 - 84	7.6%
85 +	2.8%
18 +	80.9%

#### 2017 Population by Age

Total	656,959
0 - 4	5.1%
5 - 9	5.2%
10 - 14	5.3%
15 - 24	9.9%
25 - 34	10.6%
35 - 44	10.5%
45 - 54	11.5%
55 - 64	15.0%
65 - 74	16.3%
75 - 84	7.8%
85 +	2.9%
18 +	81.5%

#### 2010 Population by Sex

Males	303,600
Females	315,154

#### 2012 Population by Sex

Males	309,750
Females	319,951

#### 2017 Population by Sex

Males	323,823
Females	333,136

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

# Lee County - Demographic Profile

## 2010 Census with 2012 & 2017 Forecasts



Lee County, Florida  
 Geography: County-level

### Lee County, FL

#### 2010 Population by Race/Ethnicity

Total	618,754
White Alone	83.0%
Black Alone	8.3%
American Indian Alone	0.4%
Asian Alone	1.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.9%
Two or More Races	2.1%
Hispanic Origin	18.3%
Diversity Index	51.2

#### 2012 Population by Race/Ethnicity

Total	629,701
White Alone	82.2%
Black Alone	8.6%
American Indian Alone	0.3%
Asian Alone	1.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	5.1%
Two or More Races	2.2%
Hispanic Origin	18.9%
Diversity Index	52.6

#### 2017 Population by Race/Ethnicity

Total	656,959
White Alone	80.3%
Black Alone	9.4%
American Indian Alone	0.3%
Asian Alone	1.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	5.6%
Two or More Races	2.4%
Hispanic Origin	21.1%
Diversity Index	56.5

#### 2010 Population by Relationship and Household Type

Total	618,754
In Households	98.6%
In Family Households	80.3%
Householder	27.6%
Spouse	21.4%
Child	24.5%
Other relative	4.0%
Nonrelative	2.7%
In Nonfamily Households	18.3%
In Group Quarters	1.4%
Institutionalized Population	0.7%
Noninstitutionalized Population	0.7%

**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 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

# Lee County - Demographic Profile

## 2010 Census with 2012 & 2017 Forecasts



Lee County, Florida  
 Geography: County-level

### Lee County, FL

#### 2010 Households by Type

Total	259,818
Households with 1 Person	26.7%
Households with 2+ People	73.3%
Family Households	65.8%
Husband-wife Families	51.0%
With Related Children	15.3%
Other Family (No Spouse Present)	14.9%
Other Family with Male Householder	4.6%
With Related Children	2.7%
Other Family with Female Householder	10.3%
With Related Children	6.8%
Nonfamily Households	7.5%

All Households with Children 25.2%

Multigenerational Households	3.3%
Unmarried Partner Households	7.7%
Male-female	6.9%
Same-sex	0.8%

#### 2010 Households by Size

Total	259,818
1 Person Household	26.7%
2 Person Household	42.7%
3 Person Household	12.9%
4 Person Household	9.8%
5 Person Household	4.7%
6 Person Household	1.9%
7 + Person Household	1.2%

#### 2010 Households by Tenure and Mortgage Status

Total	259,818
Owner Occupied	71.0%
Owned with a Mortgage/Loan	43.6%
Owned Free and Clear	27.4%
Renter Occupied	29.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

**ESTERO\* POPULATION BY AGE GROUP**  
**Year 2012 Estimates and 2017 Forecast**

Age Groups	YEAR		Percentage Change 2012 to 2017
	2012	2017	
	% Total	% Total	
0-4	3.1%	2.8%	-4.4%
5-9	2.8%	2.6%	-1.7%
10-14	2.2%	2.1%	1.0%
15-19	2.3%	2.1%	-3.4%
20-24	4.7%	4.1%	-7.7%
25-34	6.9%	6.3%	-3.4%
35-44	6.5%	5.9%	-4.0%
45-54	8.7%	7.5%	-8.8%
55-64	20.4%	20.0%	3.7%
65-74	28.3%	32.1%	20.0%
75-84	11.9%	12.2%	8.5%
85+	2.2%	2.3%	10.6%
<b>Total =</b>	<b>100%</b>	<b>100%</b>	

\* Estero Census Designated Place Only. Does not include part-time population or greater Estero Planning Area.

Source: U.S. Census; InfoGroup; Claritas; and Peloton Research Partners

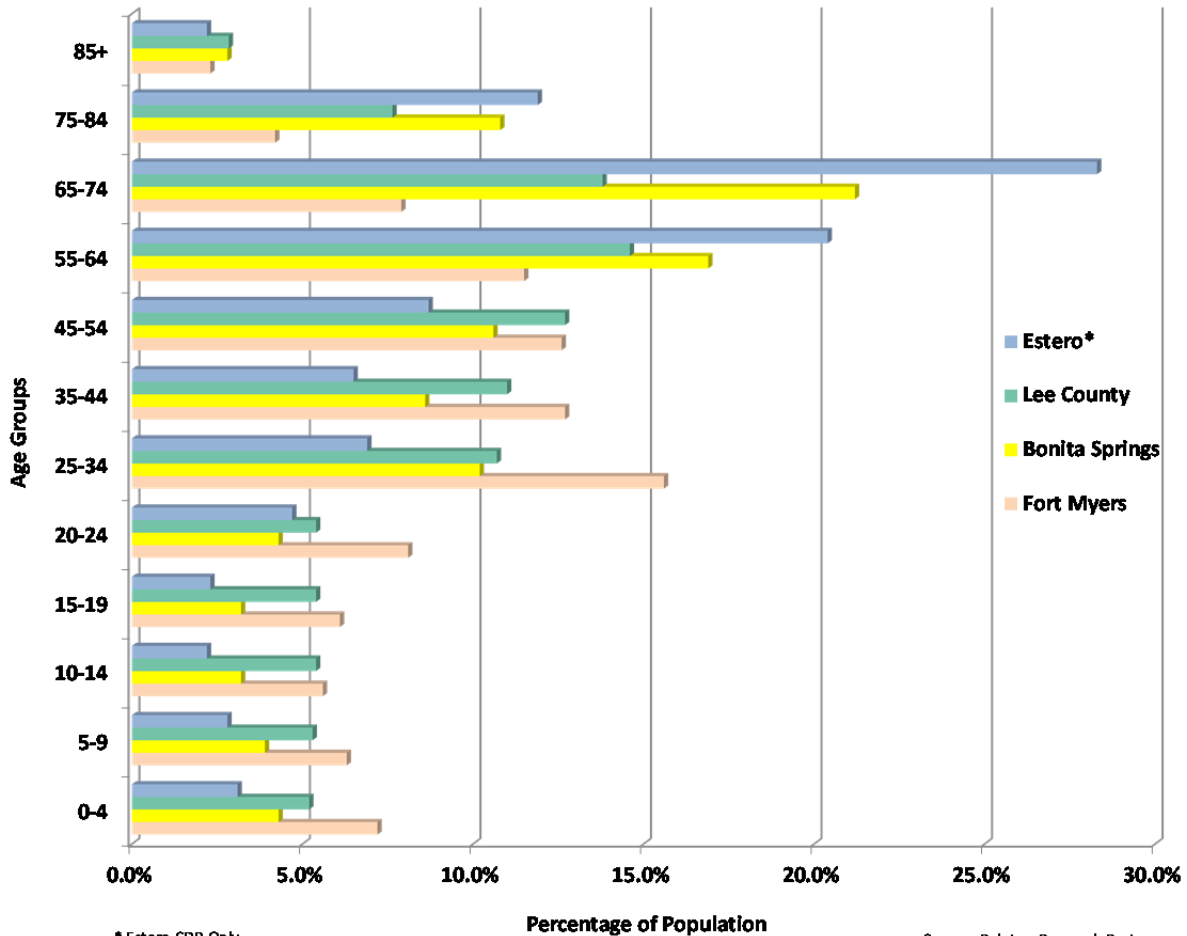
**POPULATION BY AGE GROUP 2012**  
**For Selected Geographic Areas**

Age Groups	GEOGRAPHIC AREA			
	Estero CDP*	City of Fort Myers	City of Bonita Springs	Lee County
0-4	3.1%	7.2%	4.3%	5.2%
5-9	2.8%	6.3%	3.9%	5.3%
10-14	2.2%	5.6%	3.2%	5.4%
15-19	2.3%	6.1%	3.2%	5.4%
20-24	4.7%	8.1%	4.3%	5.4%
25-34	6.9%	15.6%	10.2%	10.7%
35-44	6.5%	12.7%	8.6%	11.0%
45-54	8.7%	12.6%	10.6%	12.7%
55-64	20.4%	11.5%	16.9%	14.6%
65-74	28.3%	7.9%	21.2%	13.8%
75-84	11.9%	4.2%	10.8%	7.6%
85+	2.2%	2.3%	2.8%	2.8%
<b>Total =</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

\* Estero Census Designated Place Only. Does not include part-time population or greater Estero Planning Area.

Source: U.S. Census; InfoGroup; Claritas; and Peloton Research Partners

**AGE GROUP DISTRIBUTION BY GEOGRAPHIC AREA**  
 Estero, Lee County, & the Cities of Fort Myers & Bonita Springs  
 Year 2012



**MEDIAN AGE OF POPULATION 2012**  
 For Selected Geographic Areas

Year	Estero*	Fort Myers	Bonita Springs	Lee County
2012	62.1	35.9	56.2	46.3
2017	63.7	36.9	58.8	48.1

\* Estero Census Designated Place Only.  
 Source: U.S. Census; InfoGroup; Claritas; and Peloton Research Partners



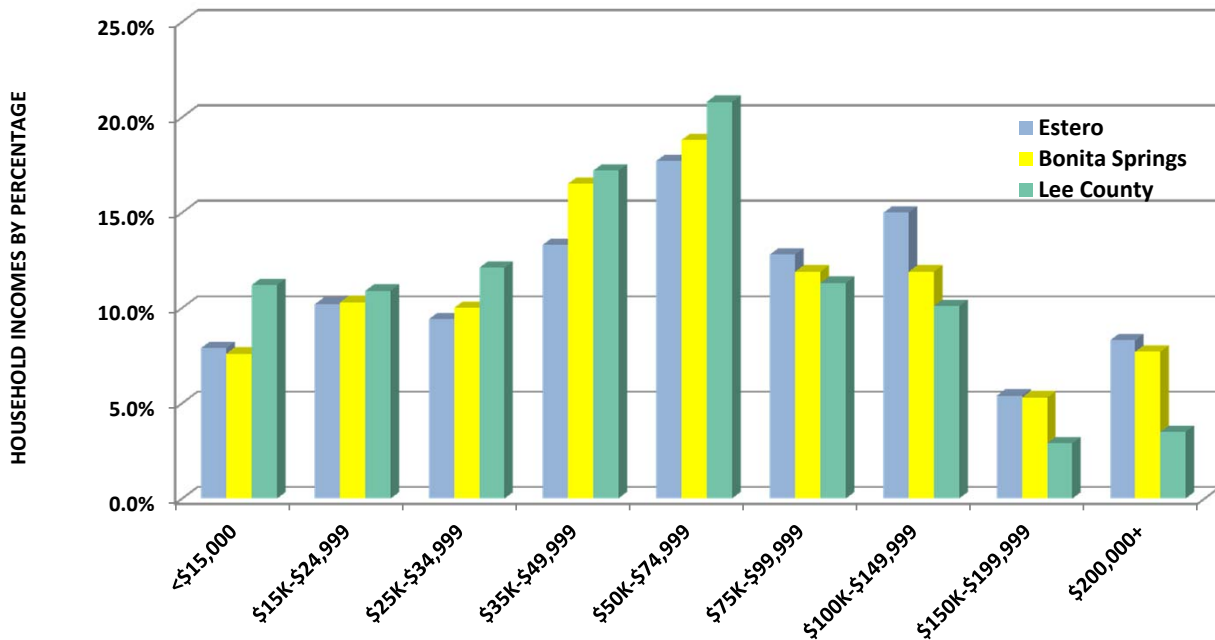
**ANNUAL HOUSEHOLD INCOME 2012**  
**For Estero and Selected Geographic Areas**

ANNUAL HOUSEHOLD INCOME RANGE	GEOGRAPHIC AREA							
	Estero*		Fort Myers		Bonita Springs		Lee County	
	No.	%	No.	%	No.	%	No.	%
<\$15,000	916	7.9%	4,984	19.3%	1,543	7.6%	29,674	11.2%
\$15K-\$24,999	1,182	10.2%	3,863	15.0%	2,086	10.3%	29,170	10.9%
\$25K-\$34,999	1,089	9.4%	3,338	13.0%	2,037	10.0%	32,073	12.1%
\$35K-\$49,999	1,541	13.3%	3,876	15.0%	3,360	16.5%	45,509	17.2%
\$50K-\$74,999	2,051	17.7%	3,940	15.3%	3,821	18.8%	55,206	20.8%
\$75K-\$99,999	1,483	12.8%	2,419	9.4%	2,410	11.9%	29,855	11.3%
\$100K-\$149,999	1,738	15.0%	2,101	8.2%	2,409	11.9%	26,880	10.1%
\$150K-\$199,999	626	5.4%	532	2.1%	1,074	5.3%	7,585	2.9%
\$200,000+	962	8.3%	721	2.8%	1,564	7.7%	9,329	3.5%
<b>Total =</b>	<b>11,589</b>	<b>100%</b>	<b>25,774</b>	<b>100%</b>	<b>20,304</b>	<b>100%</b>	<b>265,281</b>	<b>100%</b>

\* Estero Census Designated Place Only. Does not include part-time population or greater Estero Planning Area.

Source: U.S. Census; InfoGroup; Claritas; and Peloton Research Partners

**ANNUAL HOUSEHOLD INCOME RANGE BY PERCENTAGE**  
**Estero, Bonita Springs, and Lee County**  
**2012**



Source: Peloton Research Partners

**NUMBER OF OWNER OCCUPIED HOUSING BY HOUSING VALUE**  
**Estero, Fort Myers, Bonita Springs, and Lee County Overall**  
 Year 2012

OWNER-OCCUPIED HOUSE VALUE	Estero*		Fort Myers		Bonita Springs		Lee County	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
< \$100,000	2,389	25.1%	5,928	54.4%	4,472	29.0%	82,104	44.5%
\$100K-\$124,999	2,327	24.6%	2,181	20.0%	3,689	24.0%	44,538	24.1%
\$150K-\$174,999	1,766	18.6%	1,229	11.3%	2,249	14.6%	24,073	13.1%
\$200K-\$249,999	1,067	11.3%	653	6.0%	1,426	9.3%	12,128	6.6%
\$250K-\$299,999	584	6.2%	367	3.4%	960	6.2%	6,888	3.7%
\$300K-\$399,999	580	6.1%	305	2.8%	966	6.3%	6,742	3.7%
\$400K-\$499,999	293	3.1%	102	0.9%	489	3.2%	3,170	1.7%
\$500,000 +	472	5.0%	128	1.2%	1,135	7.4%	4,861	2.6%
<b>Total =</b>	<b>9,478</b>	<b>100%</b>	<b>10,893</b>	<b>100%</b>	<b>15,386</b>	<b>100%</b>	<b>184,504</b>	<b>100%</b>

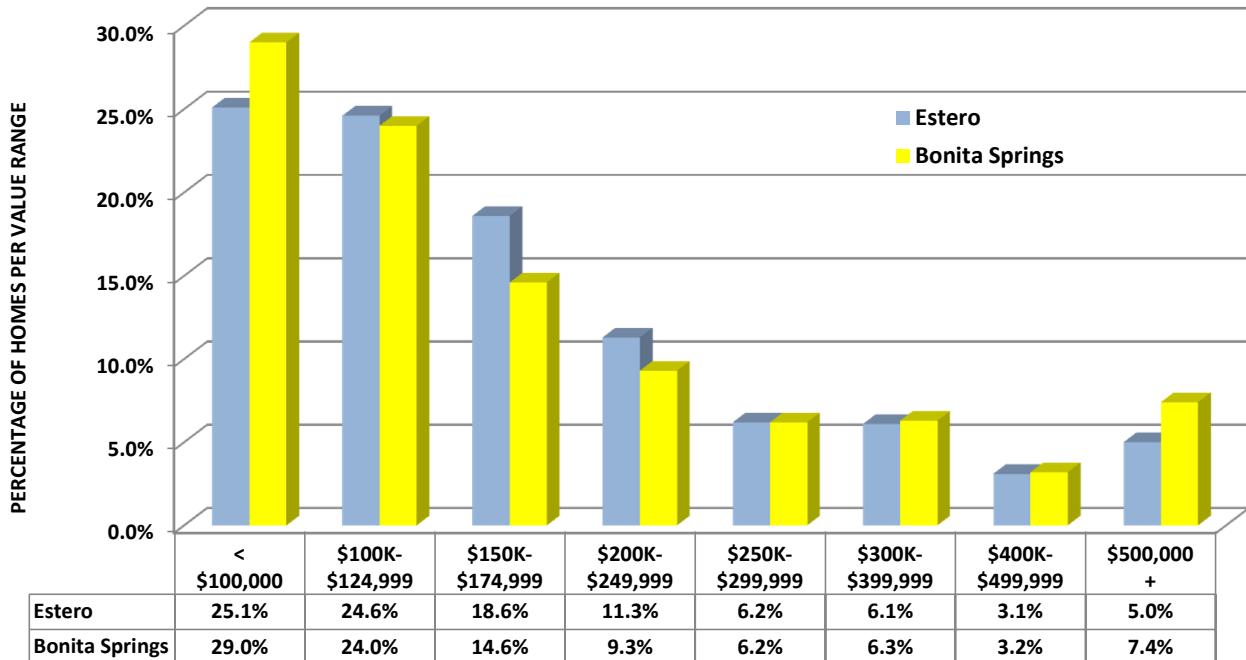
\* Estero Census Designated Place Only. U.S. Census undercounts Estero population and households.

Source: ESRI projections of 2010 U.S. Census data.

	Estero	Fort Myers	Bonita Springs	Lee County
<b>Median Value =</b>	<b>\$160,651</b>	<b>\$93,813</b>	<b>\$148,657</b>	<b>\$116,393</b>
<b>Average Value =</b>	<b>\$207,985</b>	<b>\$122,379</b>	<b>\$217,331</b>	<b>\$152,866</b>

Source: ESRI projections of 2010 U.S. Census data.

**OWNER-OCCUPIED HOME VALUES**  
**Estero and Bonita Springs Comparison**  
 2012



Source: Peloton Research Partners

**POPULATION BY AGE GROUP  
CITY OF NAPLES**

Year 2012 Estimates and 2017 Forecast

Age Groups	YEAR				Population Change 2012 to 2017	Percentage Change 2012 to 2017
	2012		2017			
	Population	% Total	Population	% Total		
0 - 4	450	2.3%	434	2.1%	-16	-3.6%
5 - 9	632	3.2%	601	2.9%	-31	-4.9%
10 - 14	638	3.2%	615	3.0%	-23	-3.6%
15 - 19	577	2.9%	529	2.6%	-48	-8.3%
20 - 24	372	1.9%	329	1.6%	-43	-11.6%
25 - 34	807	4.1%	787	3.8%	-20	-2.5%
35 - 44	1,246	6.3%	1,163	5.7%	-83	-6.7%
45 - 54	2,123	10.7%	1,894	9.2%	-229	-10.8%
55 - 64	3,612	18.2%	3,683	17.9%	71	2.0%
65 - 74	4,674	23.5%	5,545	27.0%	871	18.6%
75 - 84	3,323	16.7%	3,451	16.8%	128	3.9%
85+	1,418	7.1%	1,499	7.3%	81	5.7%
<b>Total =</b>	<b>19,872</b>	<b>100.0%</b>	<b>20,530</b>	<b>100.0%</b>	<b>658</b>	<b>3.3%</b>

Source: U.S. Census; InfoGroup; Claritas; and Peloton Research Partners

**POPULATION BY AGE GROUP  
COLLIER COUNTY**

Year 2012 Estimates and 2017 Forecast

Age Groups	YEAR				Population Change 2012 to 2017	Percentage Change 2012 to 2017
	2012		2017			
	Population	% Total	Population	% Total		
0 - 4	17,033	5.2%	17,458	5.0%	425	2.5%
5 - 9	17,427	5.3%	17,782	5.1%	355	2.0%
10 - 14	17,424	5.3%	17,989	5.2%	565	3.2%
15 - 19	17,041	5.2%	16,645	4.8%	-396	-2.3%
20 - 24	16,005	4.9%	15,118	4.4%	-887	-5.5%
25 - 34	33,590	10.2%	34,668	10.0%	1,078	3.2%
35 - 44	35,163	10.7%	35,124	10.1%	-39	-0.1%
45 - 54	40,227	12.2%	38,149	11.0%	-2,078	-5.2%
55 - 64	45,629	13.8%	48,999	14.1%	3,370	7.4%
65 - 74	50,028	15.2%	61,619	17.8%	11,591	23.2%
75 - 84	29,692	9.0%	32,035	9.2%	2,343	7.9%
85+	10,204	3.1%	11,109	3.2%	905	8.9%
<b>Total =</b>	<b>329,463</b>	<b>100.0%</b>	<b>346,695</b>	<b>100.0%</b>	<b>17,232</b>	<b>5.2%</b>

Source: U.S. Census; InfoGroup; Claritas; and Peloton Research Partners

## ANNUAL HOUSEHOLD INCOME 2012

City of Naples and Collier County

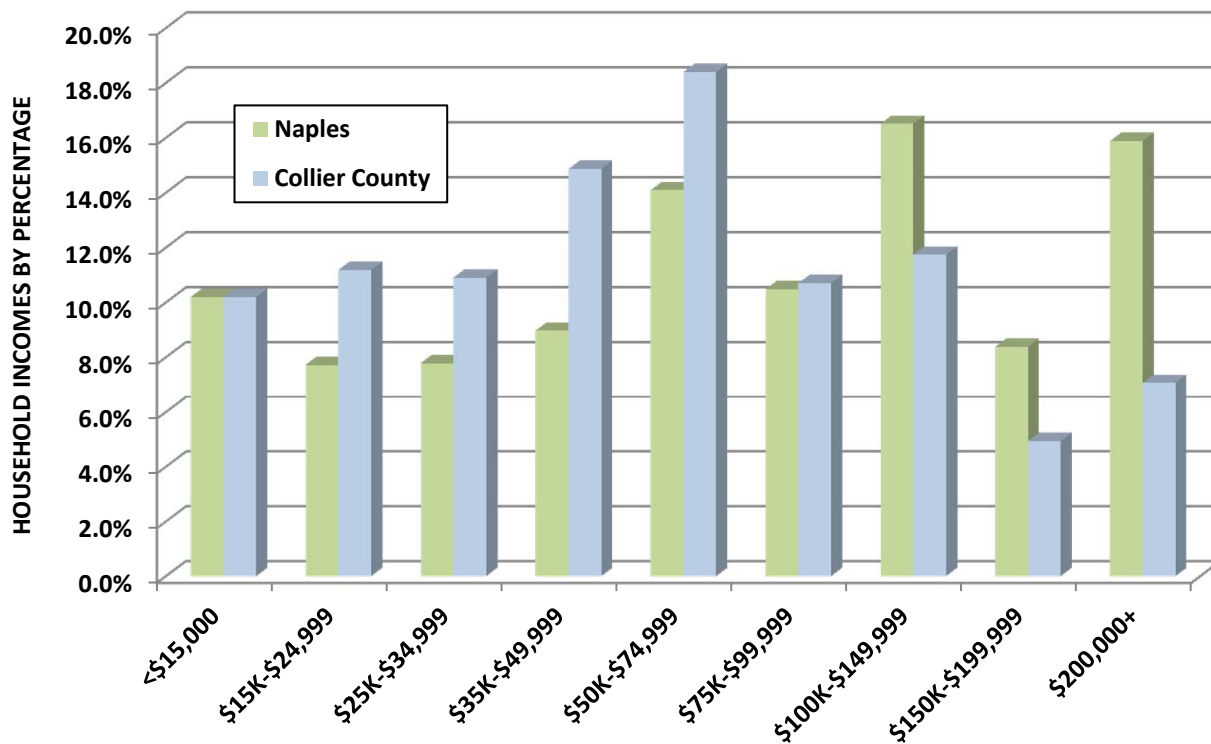
ANNUAL HOUSEHOLD INCOME RANGE	GEOGRAPHIC AREA			
	City of Naples		Collier County	
	No.	%	No.	%
<\$15,000	1,062	10.2%	13,905	10.2%
\$15K-\$24,999	804	7.7%	15,249	11.2%
\$25K-\$34,999	810	7.8%	14,862	10.9%
\$35K-\$49,999	934	9.0%	20,252	14.9%
\$50K-\$74,999	1,467	14.1%	25,072	18.4%
\$75K-\$99,999	1,091	10.5%	14,591	10.7%
\$100K-\$149,999	1,719	16.5%	16,002	11.7%
\$150K-\$199,999	872	8.4%	6,734	4.9%
\$200,000+	1,653	15.9%	9,621	7.1%
<b>Total =</b>	<b>10,412</b>	<b>100.0%</b>	<b>136,288</b>	<b>100.0%</b>

Source: U.S. Census; InfoGroup; Claritas; and Peloton Research Partners

### ANNUAL HOUSEHOLD INCOME RANGE BY PERCENTAGE

Naples & Collier County Comparison

2012



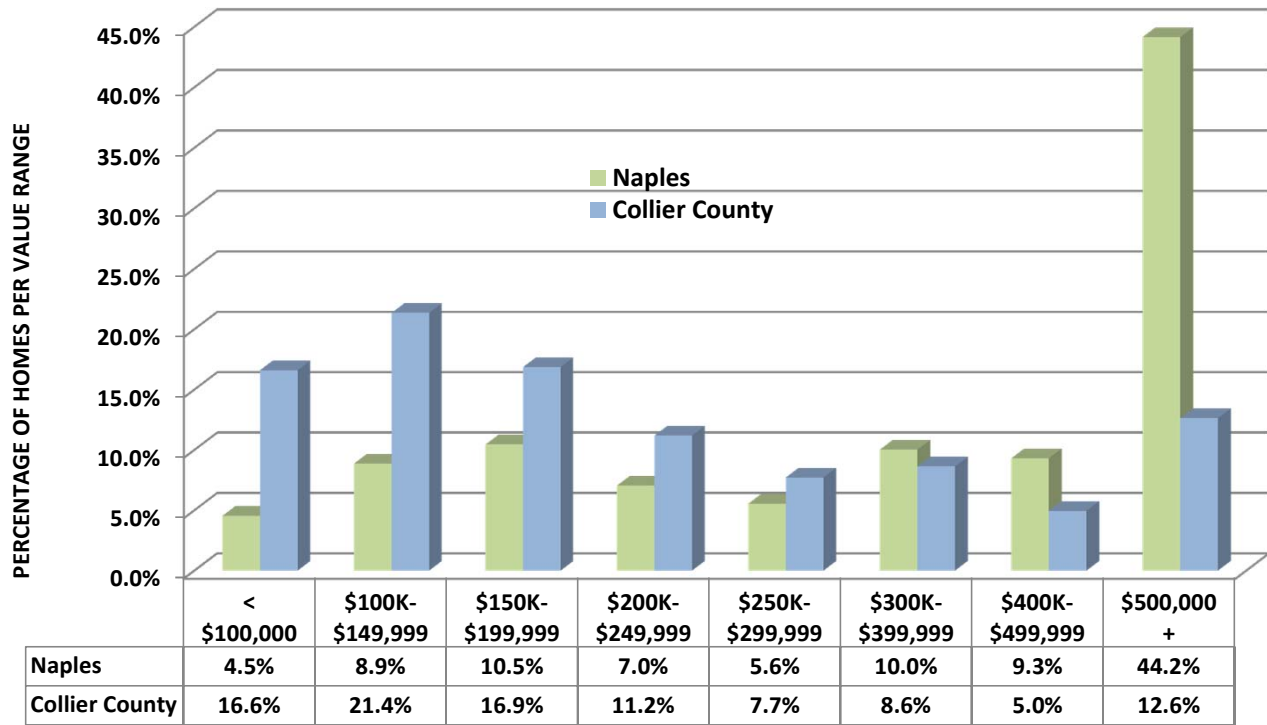
Source: Peloton Research Partners

**NUMBER OF OWNER OCCUPIED HOUSING BY HOUSING VALUE**  
**City of Naples and Collier County**  
 Year 2012

OWNER-OCCUPIED HOUSE VALUE	Naples		Collier County	
	No.	Percent	No.	Percent
< \$100,000	369	4.5%	16,024	16.6%
\$100K-\$149,999	720	8.9%	20,598	21.4%
\$150K-\$199,999	848	10.5%	16,266	16.9%
\$200K-\$249,999	572	7.0%	10,795	11.2%
\$250K-\$299,999	451	5.6%	7,457	7.7%
\$300K-\$399,999	814	10.0%	8,325	8.6%
\$400K-\$499,999	756	9.3%	4,788	5.0%
\$500,000 +	3,584	44.2%	12,183	12.6%
<b>Total =</b>	<b>8,114</b>	<b>100.0%</b>	<b>96,436</b>	<b>100.0%</b>

	Naples	Collier County
<b>Median Value =</b>	<b>\$437,434</b>	<b>\$185,645</b>
<b>Average Value =</b>	<b>\$568,641</b>	<b>\$276,391</b>

**OWNER-OCCUPIED HOME VALUES**  
**Naples & Collier County Comparison**  
 2012



Source: Peloton Research Partners

## **The Growth of Bonita Springs and Estero between 2000 and 2010 And the Implications for South Lee County's Future Growth**

The following information is based upon data provided by the 2000 and 2010 Censuses:

- In spite of the housing market providing no growth between 2007 and 2010 the Permanent Population of Bonita Springs increased by 11,117 persons, or 33.9%, between 2000 and 2010, while Estero's Permanent Population increased by 13,109 persons, or 137.9% during the same period. ***Thus the Permanent Population of the two communities increased by 24,225 persons, or 57.3% during the recently completed decade.***

### **Growth in Seasonal, Recreational and Occasional Use Population**

- ***Between 2000 and 2010 the number of Seasonal, Recreational or Occasional Use housing units*** in Bonita Springs increased by 2,791, or 39.7%, while the number of such units added during this period in Estero was 3,371, or 151.6%, for ***a total increase of 6,162, or 66.5%, Seasonal Use units.***
- Assuming that these units averaged 2.01 persons per unit (the average for all owner occupied units in the two communities) the number of seasonal residents of Bonita Springs increased by 5,610 between 2000 and 2010, while Estero population of seasonal residents increased by 6,776 during this period ***for a total of 12,386 new seasonal residents in the two communities.***
- Thus Bonita Springs's population during the winter season, ***permanent and seasonal,*** increased by 16,727 during the 2000—2010 decade while Estero's total population, including seasonal residents, increased by 19,885 between 2000 and 2010 ***for a two community total increase of 36,612 during this period.***
- ***Thus the total population of the two communities increased from 60,913 in 2000 to 97,524 in 2010, an increase of 60% in just 10 years.***

### **Growth in "65 and Over" Population**

- Between 2000 and 2010 the City of Bonita Springs added 4,467 permanent, "65 and over" residents, while Estero added 5,645 "65 and older" permanent ***residents for a two community total increase of 10,112 "65 and over" permanent residents, a 70.9% increase.***
- If 50% of the 12,386 new seasonal residents, or 6,193 persons, were "65 and up" in 2010, the total increase in "65 and older" population for the two communities during the decade would be 16,305 persons.
- On the other hand if 80% of the 12,386 new seasonal residents, or 9,909 persons, were "65 and older" in 2010, the total increase in the "65 and up" population for the two communities during the decade would be 20,021 persons.

## **The Growth of Bonita Springs and Estero between 2000 and 2010 And the Implications for South Lee County's Future Growth**

### **Summary**

- In conclusion the permanent population of Bonita Springs and Estero grew by 24,226, or 57% between 2000 and 2010. Of that permanent population increase, 10,112, or 41.7% were "65 or over" in 2010. In addition the two communities added an estimated 12,386 seasonal residents, or "snowbirds, during the decade, a large share of whom are likely to be "65 and older".
- Finally, in spite of a severe recession restricting growth for nearly half the decade, the permanent, seasonal and total population of Bonita Springs and Estero grew by over 50% between 2000 and 2010. Of that population growth between 41% and 50% are persons "65 years of age and over" whose health care needs are much greater than their younger counterparts.
- Recognizing that the two communities grew by over 36,000 persons, or 60%, between 2000 and 2010 it is not unreasonable to expect that this service area will grow by another 25 to 30 thousand during the present decade characterized as it is by the peak baby boomer retirement years.

## **Collier, Lee population growth among top three in state, new study shows**

By JUNE FLETCHER

Sunday, September 8, 2013

NAPLES —Southwest Florida is undergoing another growth spurt.

A new study released in the past week by Local Market Monitor shows that the population of the Naples-Marco Island metropolitan statistical area rose 11 percent during the past 12 months, second only to Miami statewide.

Cape Coral-Fort Myers isn't far behind. Its residence base rose 10 percent year-over-year, tying it for third place with Orlando and North Port-Bradenton-Sarasota.

Both Southwest Florida areas experienced 47 percent growth since peak periods in the second quarter of 2006, second only to Port St. Lucie, the research group's study said.

But unlike most cities, which grow in population when new jobs are created, Southwest Florida's growth got a big boost from retirees who are downsizing from pricier regions and picking up housing deals here, said Ingo Winzer, president of Local Market Monitor.

While Southwest Florida's prices have been rising fast recently, he noted the area still is significantly underpriced based on its "equilibrium price" — the point at which supply balances with demand. The report says Naples-Marco Island is 18 percent below its equilibrium price of \$327,087, while Cape Coral-Fort Myers is 27 percent under the equilibrium price of \$234,247.

The growing influx of retirees into the market likely will create more service- and consumption-related jobs in the near future, said Bruce Register, director of the Office of Business and Development for Collier County.

"You'd expect some impact on demand," he said.

Retirees have another positive effect on the economy since most aren't competing with local workers for jobs, said Scott Cody, research demographer for the Bureau of Economic and Business Research at the University of Florida in Gainesville.

"Moreover, they're bringing their pensions and Social Security with them, which increase the area's wealth," he said.

The UF economic research bureau projects that the estimated 330,000 population in Collier County will grow about 51 percent, to 497,700, by 2040 from 2012. Lee's population of about 630,000 is expected to expand nearly 68 percent to 1,070,200 during the same period.

Most of that population will be fueled by people coming from other places, Cody said.



Rick Burris, principal planner for Lee County's Community Development Planning Division, also expects the county's population will explode during the next few decades, largely because it is affordable compared to many larger metropolitan areas.

While some new residents will be elderly, he also anticipates an uptick in the county's minority population, which has been growing rapidly in recent years.

He also expects an influx of younger workers attracted by the large corporations Lee County is aggressively courting, such as Hertz and Altos Research.

But rapid growth may bring some downsides, he predicts, particularly for residents who came to Southwest Florida to live a bucolic life in a low-density environment, Burris said.

"As we grow, the challenge will be to attract new people while retaining the old," he said.

READ MORE:

<http://www.localmarketmonitor.com>

<http://www.bebr.ufl.edu/population>

# LEE COUNTY JOBS BY INDUSTRY

2012 with 2020 Forecast

Industry		Employment		Annual Change	
Code	Title	2012	2020	Total	Percent
<b>Total, All Industries</b>		228,989	278,393	6,176	2.70
11	<b>Agriculture, Forestry, Fishing and Hunting</b>	1,644	1,659	2	0.11
111	Crop Production	912	674	-30	-3.26
112	Animal Production	30	25	-1	-2.08
114	Fishing, Hunting and Trapping	50	39	-1	-2.75
21	<b>Mining</b>	131	104	-3	-2.58
212	Mining (except Oil and Gas)	116	88	-4	-3.02
23	<b>Construction</b>	16,396	24,145	969	5.91
236	Construction of Buildings	2,654	3,834	148	5.56
237	Heavy and Civil Engineering Construction	1,875	3,038	145	7.75
238	Specialty Trade Contractors	11,867	17,273	676	5.69
<b>Manufacturing</b>		4,459	5,013	69	1.55
<i>Durable Goods Manufacturing</i>		3,339	3,934	74	2.23
321	Wood Product Manufacturing	172	148	-3	-1.74
327	Nonmetallic Mineral Product Manufacturing	584	685	13	2.16
331	Primary Metal Manufacturing	32	27	-1	-1.95
332	Fabricated Metal Product Manufacturing	590	765	22	3.71
333	Machinery Manufacturing	631	771	18	2.77
334	Computer and Electronic Product Manufacturing	278	320	5	1.89
335	Electrical Equipment and Appliance Manufacturing	146	136	-1	-0.86
336	Transportation Equipment Manufacturing	149	211	8	5.20
337	Furniture and Related Product Manufacturing	359	342	-2	-0.59
339	Miscellaneous Manufacturing	398	529	16	4.11
<i>Non-Durable Goods Manufacturing</i>		1,120	1,079	-5	-0.46
311	Food Manufacturing	386	361	-3	-0.81
312	Beverage and Tobacco Product Manufacturing	26	19	-1	-3.37
314	Textile Product Mills	57	94	5	8.11
323	Printing and Related Support Activities	275	213	-8	-2.82
325	Chemical Manufacturing	94	92	0	-0.27
326	Plastics and Rubber Products Manufacturing	198	207	1	0.57

# LEE COUNTY JOBS BY INDUSTRY

2012 with 2020 Forecast

Industry		Employment		Annual Change	
Code	Title	2012	2020	Total	Percent
	<b>Trade, Transportation, and Utilities</b>	43,196	53,020	1,228	2.84
22	<i>Utilities</i>	767	911	18	2.35
42	<i>Wholesale Trade</i>	5,848	7,310	183	3.12
423	Merchant Wholesalers, Durable Goods	3,143	3,824	85	2.71
424	Merchant Wholesalers, Nondurable Goods	1,904	2,419	64	3.38
425	Wholesale Electronic Markets and Agents and Brokers	801	1,067	33	4.15
44	<i>Retail Trade</i>	33,827	41,491	958	2.83
441	Motor Vehicle and Parts Dealers	3,749	4,892	143	3.81
442	Furniture and Home Furnishings Stores	1,465	2,064	75	5.11
443	Electronics and Appliance Stores	1,214	1,491	35	2.85
444	Building Material and Garden Supply Stores	2,753	3,479	91	3.30
445	Food and Beverage Stores	6,695	7,735	130	1.94
446	Health and Personal Care Stores	2,079	2,516	55	2.63
447	Gasoline Stations	1,475	1,516	5	0.35
448	Clothing and Clothing Accessories Stores	4,520	5,720	150	3.32
451	Sporting Goods, Hobby, Book, and Music Stores	1,098	1,308	26	2.39
452	General Merchandise Stores	6,293	8,023	216	3.44
453	Miscellaneous Store Retailers	1,931	2,128	25	1.28
454	Nonstore Retailers	555	619	8	1.44
48	<i>Transportation and Warehousing</i>	2,754	3,308	69	2.51
481	Air Transportation	456	561	13	2.88
482	Rail Transportation	18	23	1	3.47
484	Truck Transportation	679	932	32	4.66
485	Transit and Ground Passenger Transport	175	171	0	-0.29
487	Scenic and Sightseeing Transportation	81	111	4	4.63
488	Support Activities for Transportation	570	649	10	1.73
492	Couriers and Messengers	595	673	10	1.64
493	Warehousing and Storage	123	143	2	2.03
51	<b>Information</b>	2,878	2,401	-60	-2.07
511	Publishing Industries	799	648	-19	-2.36
512	Motion Picture and Sound Recording Industries	222	203	-2	-1.07
515	Broadcasting (except Internet)	714	555	-20	-2.78
517	Telecommunications	955	804	-19	-1.98
518	ISPs, Web Search Portals, and Data Processing Services	61	76	2	3.07
519	Other Information Services	127	115	-2	-1.18

# LEE COUNTY JOBS BY INDUSTRY

2012 with 2020 Forecast

Industry		Employment		Annual Change	
Code	Title	2012	2020	Total	Percent
<b>Financial Activities</b>		10,477	13,068	324	3.09
52	<i>Finance and Insurance</i>	5,638	7,010	172	3.04
522	Credit Intermediation and Related Activities	2,561	3,317	94	3.69
523	Securities, Commodity Contracts, and Other Investments	677	787	14	2.03
524	Insurance Carriers and Related Activities	2,351	2,853	63	2.67
525	Funds, Trusts, and Other Financial Vehicles	49	53	0	1.02
53	<i>Real Estate and Rental and Leasing</i>	4,839	6,058	152	3.15
531	Real Estate	3,892	4,983	136	3.50
532	Rental and Leasing Services	915	1,014	12	1.35
533	Lessors of Nonfinancial Intangible Assets	32	61	4	11.33
<b>Professional and Business Services</b>		26,716	32,626	739	2.77
54	<i>Professional, Scientific, and Technical Services</i>	11,251	13,826	322	2.86
55	<i>Management of Companies and Enterprises</i>	2,818	3,606	98	3.50
56	<i>Administrative and Support and Waste Management</i>	12,647	15,194	318	2.52
561	Administrative and Support Services	11,962	14,420	307	2.57
562	Waste Management and Remediation Service	685	774	11	1.62
<b>Education and Health Services</b>		24,423	30,107	710	2.91
61	<i>Educational Services</i>	3,015	3,466	56	1.87
62	<i>Health Care and Social Assistance</i>	21,408	26,641	654	3.06
621	Ambulatory Health Care Services	12,345	15,454	389	3.15
623	Nursing and Residential Care Facilities	5,829	7,250	178	3.05
624	Social Assistance	2,844	3,613	96	3.38
<b>Leisure and Hospitality</b>		31,724	37,967	780	2.46
71	<i>Arts, Entertainment, and Recreation</i>	6,818	7,552	92	1.35
711	Performing Arts, Spectator Sports, and Related Industries	1,355	1,587	29	2.14
712	Museums, Historical Sites, and Similar Institutions	119	134	2	1.58
713	Amusement, Gambling, and Recreation Industries	5,344	5,831	61	1.14
72	<i>Accommodation and Food Services</i>	24,906	30,415	689	2.76
721	Accommodation	4,052	5,187	142	3.50
722	Food Services and Drinking Places	20,854	25,228	547	2.62

## LEE COUNTY JOBS BY INDUSTRY

2012 with 2020 Forecast

Industry		Employment		Annual Change	
Code	Title	2012	2020	Total	Percent
81	<b>Other Services (Except Government)</b>	8,750	10,340	199	2.27
811	Repair and Maintenance	2,396	2,755	45	1.87
812	Personal and Laundry Services	2,253	3,235	123	5.45
813	Membership Associations and Organizations	4,101	4,350	31	0.76
	<b>Government</b>	37,280	43,678	800	2.15
	Federal Government	2,416	2,241	-22	-0.91
	State Government	4,120	4,892	96	2.34
	Local Government	30,744	36,545	725	2.36
	Self-Employed and Unpaid Family Workers	20,915	24,265	419	2.00

\* Because most industries experienced job declines in the economic downturn that began in 2007, some of the job growth projected in this forecast includes the recapturing of jobs lost since that time.

## **LARGEST LEE COUNTY EMPLOYERS BY NUMBER OF EMPLOYEES – TOP 50**

*Rank Based on Total Number of Employees*

The following is a list of the Top 50 employers compiled by the Fort Myers Regional Partnership with some additional locational information and statistics for Estero and other cities added by PELOTON RESEARCH PARTNERS and Seth Harry & Associates.

The employers are ranked in order of their total employee count in Lee County. The numbers to the right of organization name are the total number of employees as of 2013.

### **1. Lee Memorial Health System – Headquartered in Ft. Myers – 10,425**

Consists of four acute care hospitals: Lee Memorial Hospital, HealthPark Medical Center, Gulf Coast Medical Center and Cape Coral Hospital, and two specialty hospitals: Golisano Children's Hospital of Southwest Florida and The Rehabilitation Hospital.

- Lee Memorial Hospital – Ft. Myers
- Health Park Medical Center – Ft. Myers
- Gulf Coast Medical Center – Ft. Myers
- Cape Coral Hospital – Cape Coral
- Golisano Children's Hospital – Ft. Myers
- The Rehabilitation Hospital – Ft. Myers
- Bonita Community Health Center - Bonita Springs

Though the State of Florida recently denied a request by Lee Memorial to relocate 80 hospital beds to a new facility south of Coconut Point in *Estero*, Lee Memorial's Board of Directors is filing an appeal with the full support of the Estero and Bonita Springs communities.

### **2. Lee County School District – Headquartered in Ft. Myers – 10,333**

The following schools have postal addresses in Estero:

Pinewood Elementary School  
Estero High School

### **3. Publix Supermarket-Headquartered in Lakeland, FL – 4,404**

There are two Publix supermarkets in Estero, one at The Shoppes at Grande Oaks and one at Corkscrew Village. There are three Publix Supermarkets in Bonita Springs

### **4. Lee County Administration – Ft. Myers – 2,358**

**5. Wal-mart – 1,967**

A new Walmart is coming to Estero to be located at US 41 and Estero Parkway but they have been in discussions for years regarding coming to Estero. The store is planned to be 185,000 SF. Wal-Mart will commence construction upon completion of the US Hwy. 41 road widening to 6 lanes due to be completed by Fall of 2013.

**6. Chico's FAS Inc.-Headquarters in Ft. Myers – 1,703**

There are two Chico's retail store locations in Estero, one at Miromar Outlets and one at Coconut Point Mall and two White House/Black Market stores in the same location owned by Chico's and a Boston Proper in Estero also owned by Chico's.

**7. Lee County Sheriff's Office – Ft. Myers – 1,535**

**8. US Postal Service – 1,477**

There are two post offices located in Estero.

20791 3 Oaks Pkwy  
8111 Broadway Ave E

**9. Florida Gulf Coast University – Ft. Myers – 1,323**

**10. City of Cape Coral – Cape Coral – 1,197**

**11. Target – 1,100**

There is a Super Target in Estero

**12. Hope Healthcare Services – Ft. Myers – 1,000**

**13. Shell Point Retirement Community – Ft. Myers – 952**

**14. City of Ft. Myers – Ft. Myers - 868**

**15. Lowe's Home Improvement - 757**

There is one store at Town Commons Drive in Estero in the Estero Town Commons Shopping Ctr., and two stores located in Ft. Myers

**16. Comcast Cable & Internet Provider - 705**

1 office in Bonita Springs and 1 in Ft. Myers

**17. Edison State College – Ft. Myers – 635**

**18. 21<sup>st</sup> Century Oncology, Inc. – 627**

Two offices in Ft. Myers and one in Bonita Springs

**19. Alorica, Inc. –Ft. Myers – 592**

**20. South Seas – Capitiva and Ft. Myers - 500**

**21. Century Link – Ft. Myers, Naples - 500**

One location in Estero

**22. Bank of America - 500**

Two locations in Estero, two in Bonita Springs, and one in Fort Myers

**23. Hyatt Regency Coconut Point – Bonita Springs – 494**

**24. Goodwill Industries – Southwest – Ft. Myers – 494**

**25. Gartner Inc. – Ft. Myers - 469**

**26. LYNX services – Ft. Myers - 400**

**27. Kelly Services Inc. –Ft. Myers – 400**

**28. Lee County Electrical Coop. – Ft. Myers – 389**

**29. COSTCO – Ft. Myers – 375**

**30. Lehigh Regional Medical Center - Lehigh Acres – 357**

**31. Lee County Port Authority –Lee County Airport near Ft. Myers - 354**

**32. Well Fargo Company - 350**

Three branches in Estero and Three in Ft. Myers

**33. Radiology Regional Center – 350**

Nine centers with one in Estero, one in Bonita Springs, and one in Naples

**34. Crowther Roofing – Ft. Myers – 350**



- 35. The News-Press Media Group - headquartered in Ft. Myers – 342**
- 36. Lee County Clerk of Courts - Ft. Myers - 342**
- 37. LeeSar Regional Service Center - Ft. Myers – 335**
- 38. Florida Cancer Specialists - 334**  
There are offices in Bonita Springs and Ft. Myers
- 39. G4S Secure Solutions - Ft. Myers – 320**
- 40. WCI Communities - Bonita Springs – 312**
- 41. B & I Contractors - Ft. Myers – 300**
- 42. UPS and UPS Stores – 290**  
One store in Estero and three in Ft. Myers
- 43. Internal Medicine Associates of SWFL - 290**  
One office in Bonita Springs and one in Ft. Myers
- 44. Physicians’ Primary Care-Ft. Myers – 284**
- 45. Florida Power and Light-one office in Estero, one in Ft. Myers – 272**
- 46. Securitas Security Services-one location in Bonita Springs, two in Ft. Myers – 267**
- 47. Keepsake Plants-Alva, FL – 255**
- 48. Raymond Building Supply Corporation-Ft. Myers – 250**
- 49. Fort Myers Toyota Family Store-Ft. Myers – 241**
- 50. Source Interlink Companies - Bonita Springs - 238**



# Estero Businesses and Employees by Industry

Via Coconut @ Corkscrew, Estero  
 8991 Corkscrew Rd, Estero, FL, 33928  
 Rings: 1, 3, 5 mile radii

Peloton Research Partners  
 Latitude: 26.43124  
 Longitude: -81.80483

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	330	2,847	5,605
Total Employees:	1,468	11,593	24,289
Total Residential Population:	2,868	34,565	63,473
Employee/Residential Population Ratio:	0.51	0.34	0.38

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	4	1.3%	13	0.9%	82	2.9%	467	4.0%	186	3.3%	936	3.9%
Construction	26	8.0%	78	5.3%	258	9.1%	876	7.6%	596	10.6%	2,509	10.3%
Manufacturing	7	2.1%	17	1.2%	63	2.2%	190	1.6%	148	2.6%	652	2.7%
Transportation	6	2.0%	17	1.2%	65	2.3%	172	1.5%	133	2.4%	339	1.4%
Communication	2	0.5%	3	0.2%	23	0.8%	167	1.4%	46	0.8%	311	1.3%
Utility	1	0.4%	2	0.1%	6	0.2%	21	0.2%	12	0.2%	55	0.2%
Wholesale Trade	17	5.1%	54	3.7%	102	3.6%	319	2.7%	222	4.0%	955	3.9%
<b>Retail Trade Summary</b>	<b>36</b>	<b>10.8%</b>	<b>317</b>	<b>21.6%</b>	<b>404</b>	<b>14.2%</b>	<b>3,573</b>	<b>30.8%</b>	<b>778</b>	<b>13.9%</b>	<b>7,046</b>	<b>29.0%</b>
Home Improvement	0	0.1%	2	0.1%	17	0.6%	60	0.5%	40	0.7%	139	0.6%
General Merchandise Stores	0	0.0%	0	0.0%	7	0.2%	596	5.1%	15	0.3%	1,207	5.0%
Food Stores	3	0.8%	123	8.4%	23	0.8%	476	4.1%	48	0.9%	973	4.0%
Auto Dealers, Gas Stations, Auto Aftermarket	4	1.4%	31	2.1%	26	0.9%	133	1.1%	53	0.9%	235	1.0%
Apparel & Accessory Stores	3	0.9%	6	0.4%	77	2.7%	933	8.0%	126	2.2%	1,303	5.4%
Furniture & Home Furnishings	5	1.4%	18	1.3%	41	1.4%	296	2.6%	85	1.5%	595	2.5%
Eating & Drinking Places	9	2.6%	93	6.3%	77	2.7%	533	4.6%	150	2.7%	1,017	4.2%
Miscellaneous Retail	12	3.6%	44	3.0%	136	4.8%	547	4.7%	261	4.7%	1,577	6.5%
<b>Finance, Insurance, Real Estate Summary</b>	<b>45</b>	<b>13.6%</b>	<b>146</b>	<b>10.0%</b>	<b>296</b>	<b>10.4%</b>	<b>920</b>	<b>7.9%</b>	<b>534</b>	<b>9.5%</b>	<b>1,754</b>	<b>7.2%</b>
Banks, Savings & Lending Institutions	7	2.1%	46	3.2%	27	1.0%	146	1.3%	52	0.9%	285	1.2%
Securities Brokers	5	1.5%	11	0.8%	16	0.6%	53	0.5%	28	0.5%	97	0.4%
Insurance Carriers & Agents	3	0.8%	8	0.6%	30	1.1%	63	0.5%	57	1.0%	125	0.5%
Real Estate, Holding, Other Investment Offices	30	9.2%	81	5.5%	222	7.8%	658	5.7%	396	7.1%	1,247	5.1%
<b>Services Summary</b>	<b>185</b>	<b>56.0%</b>	<b>813</b>	<b>55.4%</b>	<b>1,547</b>	<b>54.3%</b>	<b>4,867</b>	<b>42.0%</b>	<b>2,946</b>	<b>52.6%</b>	<b>9,669</b>	<b>39.8%</b>
Hotels & Lodging	3	1.0%	106	7.2%	12	0.4%	314	2.7%	22	0.4%	643	2.6%
Automotive Services	6	1.7%	55	3.7%	32	1.1%	141	1.2%	71	1.3%	258	1.1%
Motion Pictures & Amusements	9	2.7%	70	4.8%	81	2.8%	516	4.4%	144	2.6%	895	3.7%
Health Services	25	7.6%	171	11.7%	99	3.5%	530	4.6%	184	3.3%	839	3.5%
Legal Services	3	0.9%	6	0.4%	17	0.6%	35	0.3%	32	0.6%	68	0.3%
Education Institutions & Libraries	3	0.8%	57	3.9%	20	0.7%	274	2.4%	38	0.7%	649	2.7%
Other Services	136	41.2%	349	23.8%	1,285	45.2%	3,057	26.4%	2,457	43.8%	6,316	26.0%
<b>Government</b>	<b>1</b>	<b>0.2%</b>	<b>8</b>	<b>0.5%</b>	<b>2</b>	<b>0.1%</b>	<b>22</b>	<b>0.2%</b>	<b>4</b>	<b>0.1%</b>	<b>63</b>	<b>0.3%</b>
<b>Totals</b>	<b>330</b>	<b>100%</b>	<b>1,468</b>	<b>100%</b>	<b>2,847</b>	<b>100%</b>	<b>11,593</b>	<b>100%</b>	<b>5,605</b>	<b>100%</b>	<b>24,289</b>	<b>100%</b>

**Note:** Business and employee counts are for the defined radii starting at the intersection of Via Coconut and Corkscrew in Estero.

**Source:** Copyright 2012 Dun & Bradstreet, Inc. All rights reserved. Esri Total Residential Population forecasts for 2012.



# Estero Businesses and Employees by Industry

Via Coconut @ Corkscrew, Estero  
 8991 Corkscrew Rd, Estero, FL, 33928  
 Rings: 1, 3, 5 mile radii

Peloton Research Partners  
 Latitude: 26.43124  
 Longitude: -81.80483

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.2%	1	0.1%	10	0.3%	39	0.3%	24	0.4%	66	0.3%
Mining	0	0.0%	0	0.0%	1	0.0%	6	0.0%	4	0.1%	88	0.4%
Utilities	1	0.2%	1	0.0%	4	0.1%	10	0.1%	7	0.1%	31	0.1%
Construction	28	8.6%	85	5.8%	273	9.6%	952	8.2%	627	11.2%	2,656	10.9%
Manufacturing	7	2.2%	18	1.2%	59	2.1%	180	1.6%	143	2.5%	627	2.6%
Wholesale Trade	16	5.0%	53	3.6%	101	3.5%	316	2.7%	220	3.9%	951	3.9%
Retail Trade	27	8.2%	224	15.3%	324	11.4%	3,037	26.2%	624	11.1%	6,022	24.8%
Motor Vehicle & Parts Dealers	3	0.8%	12	0.8%	15	0.5%	66	0.6%	33	0.6%	116	0.5%
Furniture & Home Furnishings Stores	3	0.9%	6	0.4%	30	1.1%	145	1.2%	62	1.1%	306	1.3%
Electronics & Appliance Stores	2	0.5%	12	0.8%	9	0.3%	152	1.3%	23	0.4%	301	1.2%
Bldg Material & Garden Equipment & Supplies Dealers	0	0.1%	0	0.0%	15	0.5%	43	0.4%	38	0.7%	122	0.5%
Food & Beverage Stores	3	1.0%	124	8.5%	21	0.8%	472	4.1%	44	0.8%	965	4.0%
Health & Personal Care Stores	1	0.3%	13	0.9%	25	0.9%	138	1.2%	45	0.8%	459	1.9%
Gasoline Stations	2	0.6%	19	1.3%	11	0.4%	67	0.6%	20	0.4%	119	0.5%
Clothing & Clothing Accessories Stores	4	1.1%	7	0.5%	89	3.1%	1,005	8.7%	147	2.6%	1,409	5.8%
Sport Goods, Hobby, Book, & Music Stores	1	0.4%	4	0.3%	20	0.7%	96	0.8%	44	0.8%	537	2.2%
General Merchandise Stores	0	0.0%	0	0.0%	7	0.2%	596	5.1%	15	0.3%	1,207	5.0%
Miscellaneous Store Retailers	8	2.4%	25	1.7%	66	2.3%	219	1.9%	120	2.1%	408	1.7%
Nonstore Retailers	0	0.1%	0	0.0%	15	0.5%	38	0.3%	33	0.6%	73	0.3%
Transportation & Warehousing	3	1.0%	10	0.7%	48	1.7%	138	1.2%	97	1.7%	266	1.1%
Information	6	1.8%	36	2.4%	48	1.7%	316	2.7%	91	1.6%	522	2.2%
Finance & Insurance	17	5.2%	71	4.8%	112	3.9%	355	3.1%	199	3.5%	653	2.7%
Central Bank/Credit Intermediation & Related Activities	7	2.1%	46	3.2%	28	1.0%	148	1.3%	53	1.0%	287	1.2%
Securities, Commodity Contracts & Other Financial	7	2.1%	15	1.0%	51	1.8%	141	1.2%	85	1.5%	237	1.0%
Insurance Carriers & Related Activities; Funds, Trusts &	3	1.0%	9	0.6%	33	1.2%	66	0.6%	60	1.1%	129	0.5%
Real Estate, Rental & Leasing	29	8.9%	94	6.4%	179	6.3%	535	4.6%	331	5.9%	1,078	4.4%
Professional, Scientific & Tech Services	43	12.9%	94	6.4%	413	14.5%	1,084	9.3%	787	14.0%	2,377	9.8%
Legal Services	4	1.1%	6	0.4%	20	0.7%	38	0.3%	38	0.7%	78	0.3%
Management of Companies & Enterprises	2	0.6%	4	0.3%	14	0.5%	35	0.3%	25	0.5%	60	0.2%
Administrative & Support & Waste Management &	67	20.5%	141	9.6%	712	25.0%	1,536	13.3%	1,390	24.8%	3,186	13.1%
Educational Services	4	1.3%	51	3.5%	28	1.0%	268	2.3%	57	1.0%	671	2.8%
Health Care & Social Assistance	27	8.2%	179	12.2%	120	4.2%	644	5.6%	221	3.9%	1,068	4.4%
Arts, Entertainment & Recreation	8	2.5%	52	3.5%	74	2.6%	474	4.1%	119	2.1%	789	3.2%
Accommodation & Food Services	13	3.8%	218	14.9%	90	3.2%	882	7.6%	174	3.1%	1,697	7.0%
Accommodation	3	1.0%	106	7.2%	12	0.4%	314	2.7%	22	0.4%	643	2.6%
Food Services & Drinking Places	9	2.8%	113	7.7%	78	2.7%	568	4.9%	152	2.7%	1,054	4.3%
Other Services (except Public Administration)	29	8.8%	129	8.8%	235	8.3%	763	6.6%	461	8.2%	1,416	5.8%
Automotive Repair & Maintenance	3	0.9%	41	2.8%	22	0.8%	106	0.9%	56	1.0%	204	0.8%
Public Administration	1	0.2%	8	0.5%	2	0.1%	22	0.2%	4	0.1%	63	0.3%
<b>Total</b>	<b>330</b>	<b>100%</b>	<b>1,468</b>	<b>100%</b>	<b>2,847</b>	<b>100%</b>	<b>11,593</b>	<b>100%</b>	<b>5,605</b>	<b>100%</b>	<b>24,289</b>	<b>100%</b>

**Note:** Business and employee counts are for the defined radii starting at the intersection of Via Coconut and Corkscrew in Estero.

**Source:** Copyright 2012 Dun & Bradstreet, Inc. All rights reserved. Esri Total Residential Population forecasts for 2012.

**LEE COUNTY**  
**FLORIDA SALES TAX RETURN DATA**  
**MONTHLY STATISTICS BY BUSINESS TYPE 2002-2013**

Kind Code	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	
Food & Beverage Stores	1,128,418,488	1,211,812,696	1,370,744,440	1,551,046,952	1,699,384,352	1,862,246,208	1,754,191,128	1,656,904,944	1,715,284,521	1,965,641,836	2,147,940,946	1,017,756,716	
Meat Markets, Poultry							3,007,754	2,551,136			3,337,778	3,168,450	
Vegetable & Fruit Markets, Fruit Juice Stands	1,502,619	1,461,140	1,520,287	1,206,164	1,089,824	932,291							
Bakeries	6,159,227	13,592,432	13,713,635	9,424,089	8,061,713	6,985,466	6,254,424	4,435,253	4,066,830	4,017,524	4,543,835	2,122,262	
Eating & Drinking Places (not restaurants)	35,818,199	42,169,743	51,094,729	62,880,843	66,478,457	50,710,493	43,528,206	32,681,170	35,049,738	34,414,647	33,052,650	14,849,896	
Candy, Nut, Confectionary & Dairy Product Stores	19,295,467	18,054,867	18,824,012	21,047,376	21,759,347	22,431,009	20,067,828	18,813,940	18,097,357	18,722,451	17,903,241	10,220,687	
Restaurants, Lunchrooms, Catering Services	675,522,320	759,399,924	901,137,376	1,003,266,340	1,075,567,104	996,557,104	968,759,516	966,098,732	967,698,026	1,034,444,205	1,113,099,707	586,449,156	
Drinking Places (Alcoholic beverages served on premises)	121,219,773	108,603,098	105,770,815	110,427,401	109,612,311	99,369,607	91,454,033	85,437,639	80,043,743	79,018,282	76,093,450	38,884,629	
Apparel & Accessory Stores	251,251,825	277,347,642	311,144,826	343,121,922	368,998,174	445,431,428	437,632,460	419,461,806	447,032,578	479,765,562	523,895,667	282,315,452	
Shoe Stores	46,927,073	49,679,348	51,449,519	53,439,595	59,381,246	59,399,286	56,178,209	50,617,622	58,233,511	64,971,906	66,457,465	34,103,352	
Drug Stores	210,213,859												
Jewelry, Leather & Sporting Goods 2002 to 2013	115,436,709	198,588											
Feed & Seed Stores, Retail Nurseries	27,014,901	18,801,285	21,735,253	33,169,316	53,570,364	54,382,923	42,773,069	39,981,412	35,716,129	38,187,282	41,871,845	18,046,127	
Paint, Wallpaper & Hardware Dealers	162,054,932	176,763,099	206,258,159	254,841,988	262,002,662	213,998,312	160,629,270	130,968,404	120,493,317	123,855,374	139,454,726	67,899,073	
Farm Implements & Equipment Suppliers	101,663,666	166,027,980	271,530,188	286,548,730	249,317,512	175,639,846	62,636,688	48,487,562	49,596,974	79,528,948	81,900,663	38,823,212	
General Miscellaneous Merchandise Stores	753,549,108	1,677,489,080	1,868,724,408	2,167,583,200	2,311,381,072	2,547,819,072	2,564,645,040	2,516,637,904	2,599,408,292	2,813,343,036	2,904,021,942	1,449,341,284	
Used Merchandise Stores, Second-Hand Stores, Antique Shops	19,792,261	24,194,220	31,283,469	37,957,681	47,660,876	47,505,614	57,013,884	55,894,902	63,277,482	87,670,395	80,586,728	43,649,439	
Sewing, Needlework & Piece Goods Stores	12,705,003	14,159,439	15,028,358	17,255,380	18,388,436	17,618,632	14,326,267	13,111,277	14,877,412	14,056,398	14,100,841	7,263,400	
Automotive Dealers (Sale & Lease), Tag Agencies & Tax Collectors	2,049,554,336	2,228,371,408	2,590,178,352	2,976,981,328	3,013,987,312	2,683,795,136	2,046,355,824	1,536,271,864	1,711,986,222	1,897,091,449	2,167,039,718	1,198,914,895	
Automotive Accessories & Parts	159,888,316	170,200,165	189,009,515	228,346,950	235,578,596	211,020,210	190,675,228	192,150,781	209,591,766	217,466,478	230,069,828	118,933,871	
Gasoline Service Stations	224,096,402	265,236,446	345,010,762	465,741,436	467,239,256	511,351,176	516,351,176	323,496,850	310,581,861	301,886,411	322,216,739	161,783,536	
Automobile Repair & Services	185,020,922	195,923,403	220,159,494	273,438,110	297,306,824	267,475,266	208,606,616	191,606,473	207,197,078	208,844,205	212,104,175	99,165,697	
Aircraft Dealers	16,374,320	25,819,940	23,209,816	28,893,188	28,509,735	33,060,952	37,074,805	40,959,541	38,663,936	41,274,182	38,673,912	17,462,556	
Boat Dealers	210,180,884	216,356,189	251,456,491	281,784,643	258,743,500	221,811,782	176,534,468	133,194,363	122,415,516	150,060,265	144,916,342	71,077,124	
Home Furniture, Furnishings & Equipment	329,722,070	344,732,208	405,640,960	485,749,348	501,378,976	434,446,856	311,564,228	254,906,188	284,354,729	319,276,383	327,019,941	164,262,073	
Household Appliances & Accessories	116,586,645	128,013,322	144,034,278	171,298,325	172,522,249	147,963,065	120,582,763	109,979,443	93,163,781	99,428,783	102,885,190	51,131,426	
Store & Office Equipment, Office Supplies	73,817,848	81,396,159	97,971,972	109,929,800	118,699,009	106,246,098	83,659,513	74,189,544	74,817,713	72,497,481	74,573,702	33,578,022	
Radio, Television, Consumer Electronics, Computers, Music Stores	203,075,516	227,508,319	242,690,990	278,673,242	287,694,914	263,141,090	241,365,705	225,018,789	226,842,799	229,263,302	209,257,013	95,975,549	
Building Contractors	65,748,496	118,548,785	118,548,066	205,289,096	176,176,798	164,176,798	95,015,385	80,461,082	80,461,082	87,670,899	82,586,712	45,934,877	
Heating & Air Conditioning	44,654,456	147,264,936	136,716,634	191,449,678	252,790,626	153,694,389	108,851,159	86,596,146	87,206,780	98,770,538	111,317,710	44,643,235	
Electrical, Plumbing, Well Drilling, Pipes					8,744,357	24,966,601	21,991,653	17,140,356	15,460,263	35,708,045	42,629,894	21,965,111	
Decorating, Painting, Papering, Drapery Installation	63,561,786	65,237,927	66,883,342	80,876,201	82,011,267	80,834,383	61,341,493	45,438,260	77,517,509	65,831,104	66,786,439	35,931,872	
Roofing & Sheet Metal	12,511,698	13,128,684	16,190,240	8,249,396	8,491,298	3,007,627			2,365,744				
Lumber and Other Building Materials Dealers	617,509,212	623,655,688	759,401,828	1,050,578,408	1,251,759,968	889,066,768	669,896,384	518,673,856	538,241,186	552,797,889	599,813,809	285,934,196	
Hotel/Motel Accommodations, Rooming Houses, Camps & Other Lodgi	471,746,142	479,448,386	529,637,260	493,907,580	529,973,234	586,243,808	594,960,682	545,766,080	573,967,075	602,350,846	645,234,534	406,892,730	
Auctioneers & Commission Dealers	131,902,613	19,809,440											
Barber Shops, Beauty Shops & Personal Appearance Services	43,543,418	46,490,159	56,511,912	65,144,641	59,513,432	55,367,151	51,227,284	52,815,561	60,119,106	66,361,281	29,790,697		
Book Stores	25,530,658	24,731,085	29,087,967	31,746,017	32,803,492	38,679,995	37,888,333	35,740,191	34,551,953	38,375,219	30,844,937	14,271,216	
Tobacco Stores & Stands	8,665,819	5,400,949	5,048,177	7,389,160	6,412,547	6,867,980	7,610,372	6,428,733	6,399,385	9,023,356	11,151,803	4,928,078	
Florists	14,707,375	14,029,557	14,733,805	15,884,703	16,934,044	15,528,864	13,463,526	11,055,542	11,757,765	11,279,391	11,403,302	6,223,121	
Fuel Dealers, LP Gas Dealers	23,206,691	34,839,406	28,206,361	38,607,894	55,669,752	52,197,406	62,380,878	56,211,435	53,621,912	58,265,511	55,788,023	26,676,594	
Funeral Directors, Crematories & Monuments	12,516,967	13,671,423	13,168,311	13,074,132	12,874,413	8,462,761	7,331,803	5,202,001	7,229,770	6,389,732	8,380,115	4,109,553	
Scrap Metal, Junk Yards, Salvaged Material												97,836,024	55,456,930
Itinerant Vendors, Peddlers, Direct Selling Establishments	6,437,967	5,719,219	7,075,434	16,332,828	21,655,001	20,333,791	22,338,785	18,965,967	21,759,808	22,211,470	23,990,426	14,935,362	
Laundry, Garmets, Linen & Other Cleaning Services	10,954,635	10,831,811	11,681,351	13,659,903	20,778,958	34,512,203	36,357,899	33,885,119	32,161,972	27,134,501	25,272,772	11,861,965	
Machine Shops, Foundries, Iron Work	14,934,308	25,587,856	36,949,265	46,651,160	59,272,784	45,611,601	13,321,336	11,677,386	5,672,521	10,369,504	10,861,199	4,913,819	
Horse, Cattle & Pet Dealers	64,841,637	50,483,468	50,468,376	55,604,276	52,093,151	55,665,149	10,110,733	6,197,116	5,078,241	4,949,653	4,567,428	2,973,356	
Camera & Photographic Supply Stores	21,093,018	20,868,807	20,758,845	19,862,259	15,723,358	13,262,010	10,828,505	7,508,364	5,808,123	6,022,828	5,986,977	2,647,205	
Storage & Warehousing	9,863,534	10,549,711	13,570,742	15,699,856	18,329,819	16,647,818	15,501,986	15,486,086	16,277,534	18,625,019	9,163,828		
Gifts, Cards, Novelty, Hobby, Crafts & Toy Stores	87,564,616	91,448,559	93,786,377	98,062,759	102,870,235	48,415,010	86,502,409	77,537,865	75,969,248	82,094,229	85,457,705	50,579,982	
Social, Fraternal, Commercial Clubs & Associations (All Dues)	25,104,131	55,154,491	47,556,347	50,406,347	57,177,475	56,383,070	37,671,583	35,713,434	24,346,815	13,780,046	14,114,179	6,804,888	
Industrial Machinery	145,355,021	118,646,552	140,762,386	165,927,550	213,898,541	159,391,549	194,598,065	151,245,880	136,257,423	173,197,270	116,431,358	62,236,027	
Admissions, Amusement & Recreation Services	150,371,748	169,422,820	210,671,361	223,159,093	251,322,701	262,178,458	257,233,041	246,766,340	263,477,100	301,122,165	321,563,650	180,640,994	
Holiday Season Vendors									4,625,317	4,786,821	6,353,283	3,411,866	
Rental of Tangible Personal Property	126,968,165	157,961,241	206,676,332	370,518,268	420,494,692	316,944,660	222,044,037	190,980,849	175,881,859	152,637,375	164,354,564	80,669,933	
Fabrication & Sales of Cabinets, Windows, Doors, Awnings, Septic Tar	59,011,981	58,388,594	57,947,073	93,907,739	129,715,370	77,304,062	51,340,699	36,945,745	30,912,482	40,647,018	45,020,882	21,156,232	
Manufacturing	391,282,490	751,102,916	857,339,292	1,122,633,920	1,088,779,724	694,719,148	613,001,268	406,243,442	415,318,010	455,181,178	494,898,690	231,179,812	
Pawn Shops	2,789,925	2,770,015	4,022,052	4,524,598	3,347,382	2,533,002	2,630,137	3,755,747	7,861,419	11,558,291	9,416,094	4,840,110	
Communication, Telephone, Telegraph, Radio & Television Stations **	60,534,773	40,331,168	21,215,247	20,192,809	21,858,244	20,631,676	22,029,267	21,646,298	26,799,576	27,070,425	44,763,164	16,251,031	
Transportation, Railroads, Airlines, Bus, Trucking Lines	7,681,559	8,336,035	11,804,321	10,161,559	17,996,602	30,288,098	21,590,704	18,855,436	21,088,379	20,829,828	23,757,453	12,317,588	
Graphic Arts, Printing, Publishing, Engraving, Binding, Blueprinting	60,755,244	62,178,627	66,926,315	76,258,938	84,250,173	71,297,245	71,296,617	61,619,463	60,182,994	62,677,395	62,260,498	28,841,798	
Insurance, Banking, Savings & Loans, Research Information Services,	1,253,042	1,588,535	2,318,368	2,584,208	1,941,047	2,369,561	2,312,715	6,467,560	7,983,763	13,785,577	32,579,481	8,529,467	
Sanitary & Industrial Supplies	22,807,964	21,920,115	40,296,698	101,617,043	96,000,806	45,986,449	30,440,465	19,162,958	18,633,352	13,212,637	18,338,397	15,126,620	
Packaging Materials, Paper, Box, Bag Dealers	15,976,614	10,224,712	15,391,862	14,640,594	14,248,361	16,716,715	15,311,999	11,454,483	11,948,072	10,936,887	13,183,498	7,068,151	
Repair of Tangible Personal Property	135,637,793	163,865,137	175										

Retail Demand & Supply		Lee County (Total County)							Estero (CDP)								
Lee County vs. Estero, CDP By Industry Group Year 2012		Summary Demographics															
		Lee County (Total County)							Estero (CDP)								
		2012 Population		2012 Households		2012 Median Disposable Income		2012 Per Capita Income		2012 Population		2012 Households		2012 Median Disposable Income		2012 Per Capita Income	
		629,701		265,281		\$40,413		\$27,921		22,934		11,448		\$51,645		\$43,121	
Industry Summary	NAICS Code	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses	Avg. Sales Per Bus.	Demand Per HH	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses	Avg. Sales Per Bus.	Demand Per HH		
Total Retail Trade and Food & Drink	44-45,722	\$7,160,214,101	\$8,278,115,537	(\$1,117,901,436)	-7.20	5,978	\$1,384,763	\$26,991	\$407,338,689	\$556,913,995	(\$149,575,306)	-15.50	317	\$1,756,826	\$35,582		
Total Retail Trade	44-45	\$6,486,359,810	\$7,489,077,725	(\$1,002,717,915)	-7.20	5,235	\$1,430,578	\$24,451	\$369,303,486	\$523,520,371	(\$154,216,885)	-17.30	290	\$1,805,243	\$32,259		
Total Food & Drink	722	\$673,854,291	\$789,037,812	(\$115,183,521)	-7.90	743	\$1,061,962	\$2,540	\$38,035,203	\$33,393,624	\$4,641,579	6.50	27	\$1,236,801	\$3,322		
Industry Group	NAICS Code	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses	Avg. Sales Per Bus.	Demand Per HH	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses	Avg. Sales Per Bus.	Demand Per HH		
Motor Vehicle & Parts Dealers	441	\$1,258,865,183	\$1,093,616,062	\$165,249,121	7.00	462	\$2,367,134	\$4,745	\$71,064,169	\$6,619,544	\$64,444,625	83.00	11	\$601,777	\$6,208		
Automobile Dealers	4411	\$1,059,197,187	\$832,938,274	\$226,258,913	12.00	147	\$5,666,247	\$3,993	\$59,539,133	\$2,580,645	\$56,958,488	91.70	5	\$516,129	\$5,201		
Other Motor Vehicle Dealers	4412	\$87,723,096	\$152,397,914	(\$64,674,818)	-26.90	162	\$940,728	\$331	\$5,073,367	\$2,223,395	\$2,849,972	39.10	3	\$741,132	\$443		
Auto Parts, Accessories & Tire Stores	4413	\$111,944,900	\$108,279,874	\$3,665,026	1.70	153	\$707,712	\$422	\$6,451,669	\$1,815,504	\$4,636,165	56.10	3	\$605,168	\$564		
Furniture & Home Furnishings Stores	442	\$155,560,013	\$191,984,663	(\$36,424,650)	-10.50	551	\$348,430	\$586	\$8,873,124	\$21,187,395	(\$12,314,271)	-41.00	26	\$814,900	\$775		
Furniture Stores	4421	\$81,157,692	\$92,662,536	(\$11,504,844)	-6.60	150	\$617,750	\$306	\$4,539,409	\$9,557,645	(\$5,018,236)	-35.60	17	\$562,214	\$397		
Home Furnishings Stores	4422	\$74,402,321	\$99,322,127	(\$24,919,806)	-14.30	401	\$247,686	\$280	\$4,333,715	\$11,629,750	(\$7,296,035)	-45.70	9	\$1,292,194	\$379		
Electronics & Appliance Stores	4431	\$177,557,928	\$228,004,173	(\$50,446,245)	-12.40	215	\$1,060,485	\$669	\$10,105,224	\$73,142,122	(\$63,036,898)	-75.70	6	\$12,190,354	\$883		
Bldg Materials, Garden Equip. & Supply Stores	444	\$232,743,043	\$237,117,793	(\$4,374,750)	-0.90	349	\$679,421	\$877	\$14,365,930	\$1,110,560	\$13,255,370	85.60	9	\$123,396	\$1,255		
Bldg Material & Supplies Dealers	4441	\$198,975,842	\$211,945,553	(\$12,969,711)	-3.20	287	\$738,486	\$750	\$12,325,175	\$1,110,560	\$11,214,615	83.50	9	\$123,396	\$1,077		
Lawn & Garden Equip & Supply Stores	4442	\$33,767,201	\$25,172,240	\$8,594,961	14.60	62	\$406,004	\$127	\$2,040,755	\$0	\$2,040,755	100.00	0	#DIV/0!	\$1,478		
Food & Beverage Stores	445	\$1,106,626,062	\$1,254,113,423	(\$147,487,361)	-6.20	509	\$2,463,877	\$4,172	\$62,330,559	\$36,095,769	\$26,234,790	26.70	13	\$2,776,598	\$5,745		
Grocery Stores	4451	\$1,033,304,449	\$1,202,203,039	(\$168,898,590)	-7.60	301	\$3,994,030	\$3,895	\$58,137,964	\$35,245,717	\$22,892,247	24.50	7	\$5,035,102	\$5,078		
Specialty Food Stores	4452	\$28,356,011	\$15,705,447	\$12,650,564	28.70	165	\$95,185	\$107	\$1,579,712	\$528,333	\$1,051,379	49.90	5	\$105,667	\$138		
Beer, Wine & Liquor Stores	4453	\$44,965,602	\$36,204,937	\$8,760,665	10.80	43	\$841,975	\$170	\$2,612,883	\$321,719	\$2,291,164	78.10	1	\$321,719	\$228		
Health & Personal Care Stores	446,4461	\$561,615,016	\$448,602,282	\$113,012,734	11.20	299	\$1,500,342	\$2,117	\$33,646,777	\$26,170,535	\$7,476,242	12.50	27	\$969,279	\$2,939		
Gasoline Stations	447,4471	\$740,427,076	\$1,620,597,045	(\$880,169,969)	-37.30	176	\$9,207,338	\$2,791	\$41,122,575	\$4,072,503	\$37,050,072	82.00	7	\$581,786	\$3,592		
Clothing & Clothing Accessories Stores	448	\$417,212,163	\$636,700,499	(\$219,488,336)	-20.80	710	\$896,761	\$1,573	\$23,381,631	\$231,648,227	(\$208,266,596)	-81.70	108	\$2,144,891	\$2,042		
Clothing Stores	4481	\$313,374,727	\$466,207,635	(\$152,832,908)	-19.60	483	\$965,233	\$1,181	\$17,433,293	\$151,505,586	(\$134,072,293)	-79.40	70	\$2,164,366	\$1,523		
Shoe Stores	4482	\$52,256,220	\$94,874,719	(\$42,618,499)	-29.00	80	\$1,185,934	\$197	\$2,868,651	\$44,037,522	(\$41,168,871)	-87.80	25	\$1,761,501	\$251		
Jewelry, Luggage & Leather Goods Stores	4483	\$51,581,216	\$75,618,145	(\$24,036,929)	-18.90	147	\$514,409	\$194	\$3,079,687	\$36,105,119	(\$33,025,432)	-84.30	13	\$2,777,317	\$269		
Sporting Goods, Hobby, Book & Music Stores	451	\$138,991,066	\$191,545,595	(\$52,554,529)	-15.90	393	\$487,393	\$524	\$7,456,071	\$15,499,995	(\$8,043,924)	-35.00	15	\$1,033,333	\$651		
Sporting Goods/Hobby/Musical Instr Stores	4511	\$95,693,186	\$159,535,197	(\$63,842,011)	-25.00	328	\$486,388	\$361	\$5,141,879	\$11,075,866	(\$5,933,987)	-36.60	12	\$922,989	\$449		
Book, Periodical & Music Stores	4512	\$43,297,880	\$32,010,398	\$11,287,482	15.00	65	\$492,468	\$163	\$2,314,192	\$4,424,129	(\$2,109,937)	-31.30	3	\$1,474,710	\$202		
General Merchandise Stores	452	\$1,034,815,931	\$1,188,989,025	(\$154,173,094)	-6.90	111	\$10,711,613	\$3,901	\$58,018,632	\$62,652,411	(\$4,633,779)	-3.80	6	\$10,442,069	\$5,068		
Department Stores Excluding Leased Depts.	4521	\$380,004,824	\$233,524,469	\$146,480,355	23.90	60	\$3,892,074	\$1,432	\$21,318,292	\$27,907,265	(\$6,588,973)	-13.40	4	\$6,976,816	\$1,862		
Other General Merchandise Stores	4529	\$654,811,107	\$955,464,556	(\$300,653,449)	-18.70	51	\$18,734,599	\$2,468	\$36,700,340	\$34,745,146	\$1,955,194	2.70	2	\$17,372,573	\$3,206		
Miscellaneous Store Retailers	453	\$181,574,247	\$198,362,824	(\$16,788,577)	-4.40	1,148	\$172,790	\$684	\$10,571,687	\$23,517,324	(\$12,945,637)	-38.00	51	\$461,124	\$923		
Florists	4531	\$8,528,237	\$6,451,649	\$2,076,588	13.90	68	\$94,877	\$32	\$532,165	\$241,502	\$290,663	37.60	3	\$80,501	\$46		
Office Supplies, Stationery & Gift Stores	4532	\$57,431,952	\$51,944,140	\$5,487,812	5.00	254	\$204,504	\$216	\$3,308,861	\$1,403,966	\$1,904,895	40.40	11	\$127,633	\$289		
Used Merchandise Stores	4533	\$13,569,379	\$18,428,384	(\$4,859,005)	-15.20	127	\$145,105	\$51	\$774,505	\$437,931	\$336,574	27.80	4	\$109,483	\$68		
Other Miscellaneous Store Retailers	4539	\$102,044,679	\$121,538,651	(\$19,493,972)	-8.70	699	\$173,875	\$385	\$5,956,156	\$21,433,925	(\$15,477,769)	-56.50	33	\$649,513	\$520		
Nonstore Retailers	454	\$480,372,082	\$199,444,341	\$280,927,741	41.30	312	\$639,245	\$1,811	\$28,367,107	\$21,803,986	\$6,563,121	13.10	11	\$1,982,181	\$2,478		
Electronic Shopping & Mail-Order Houses	4541	\$400,166,053	\$133,478,886	\$266,687,167	50.00	49	\$2,724,059	\$1,508	\$23,668,116	\$19,382,821	\$4,285,295	10.00	2	\$9,691,411	\$2,067		
Vending Machine Operators	4542	\$20,226,589	\$28,789,694	(\$8,563,105)	-17.50	100	\$287,897	\$76	\$1,135,304	\$50,058	\$585,246	34.70	3	\$183,353	\$99		
Direct Selling Establishments	4543	\$59,979,440	\$37,175,761	\$22,803,679	23.50	163	\$228,072	\$226	\$3,563,687	\$1,871,107	\$1,692,580	31.10	6	\$311,851	\$311		
Food Services & Drinking Places	722	\$673,854,291	\$789,037,812	(\$115,183,521)	-7.90	743	\$1,061,962	\$2,540	\$38,035,203	\$33,393,624	\$4,641,579	6.50	27	\$1,236,801	\$3,322		
Full-Service Restaurants	7221	\$321,166,165	\$484,082,144	(\$162,915,979)	-20.20	342	\$1,415,445	\$1,211	\$18,133,476	\$17,633,922	\$499,554	1.40	13	\$1,356,456	\$1,584		
Limited-Service Eating Places	7222	\$282,028,487	\$236,828,097	\$45,200,390	8.70	263	\$900,487	\$1,063	\$15,951,689	\$13,187,525	\$2,764,164	9.50	9	\$1,465,281	\$1,393		
Special Food Services	7223	\$25,400,326	\$15,460,111	\$9,940,215	24.30	33	\$468,488	\$96	\$1,314,548	\$823,200	\$491,348	23.00	1	\$823,200	\$115		
Drinking Places - Alcoholic Beverages	7224	\$45,259,313	\$52,667,460	(\$7,408,147)	-7.60	105	\$501,595	\$171	\$2,635,490	\$1,748,977	\$886,513	20.20	4	\$437,244	\$230		

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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

# ESTERO MARKET OPPORTUNITY ASSESSMENT – FINAL REPORT

## APPENDICES

### Appendix D

#### Building Industry Activity

Review of building permit activity for select geographic areas.

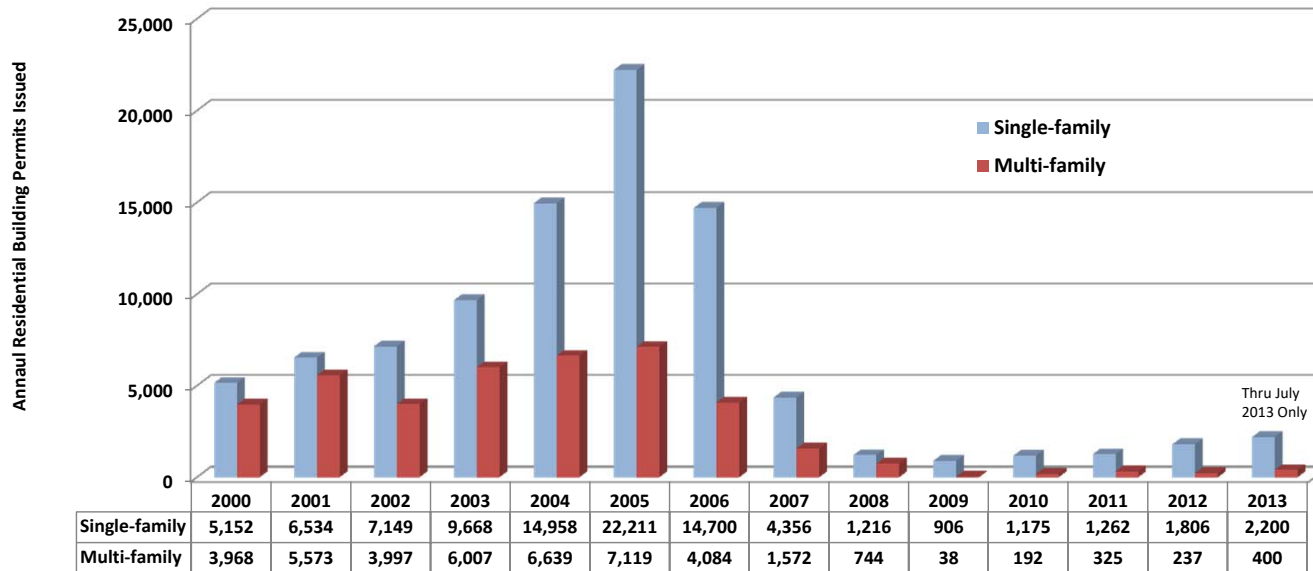
**LEE COUNTY - RESIDENTIAL BUILDING PERMIT ACTIVITY**

2000 through July 2013

Annual Residential Building Permits	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	Through July 2013
<b>Building Permit by Type</b>														
Single-family	5,152	6,534	7,149	9,668	14,958	22,211	14,700	4,356	1,216	906	1,175	1,262	1,806	2,200
Multi-family	3,968	5,573	3,997	6,007	6,639	7,119	4,084	1,572	744	38	192	325	237	400
<b>Total</b>	<b>9,120</b>	<b>12,107</b>	<b>11,146</b>	<b>15,675</b>	<b>21,597</b>	<b>29,330</b>	<b>18,784</b>	<b>5,928</b>	<b>1,960</b>	<b>944</b>	<b>1,367</b>	<b>1,587</b>	<b>2,043</b>	<b>2,600</b>

Sources: U.S. Census Bureau, Building Permits Survey; Peloton Research Partners, 2013

**ANNUAL RESIDENTIAL BUILDING PERMIT ACTIVITY  
LEE COUNTY  
2000 through 7-2013**



Source: Peloton Research Partners

## Estero Annual Residential Permit Activity

2000 through July 2013

Year	Annual Total Housing Units	Change From Previous Year Total	Dollar Valuation of Building Units	Average Value Per Building Unit	Total Percentage of Single Family	Number of Single Family Units (based on SFD %)
2000	1,122	-	\$154,418,848	\$137,628	41%	460
2001	1,399	19.8%	\$213,746,261	\$152,785	45%	630
2002	905	-54.6%	\$153,144,578	\$169,221	57%	516
2003	1,033	12.4%	\$155,939,745	\$150,958	37%	382
2004	1,049	1.5%	\$225,941,691	\$215,838	65%	682
2005	1,645	36.2%	\$340,070,708	\$206,730	51%	839
2006	969	-69.8%	\$236,835,506	\$244,412	31%	300
2007	384	-152.3%	\$108,303,686	\$282,041	38%	146
2008	107	-258.9%	\$36,466,055	\$340,804	83%	89
2009	86	-24.4%	\$31,457,481	\$365,785	77%	66
2010	139	38.1%	\$27,170,158	\$195,469	77%	107
2011	106	-31.1%	\$22,156,697	\$209,025	91%	96
2012	207	48.8%	\$35,013,362	\$169,147	71%	147
2013*	307	-	\$54,023,827	\$175,973	76%	233

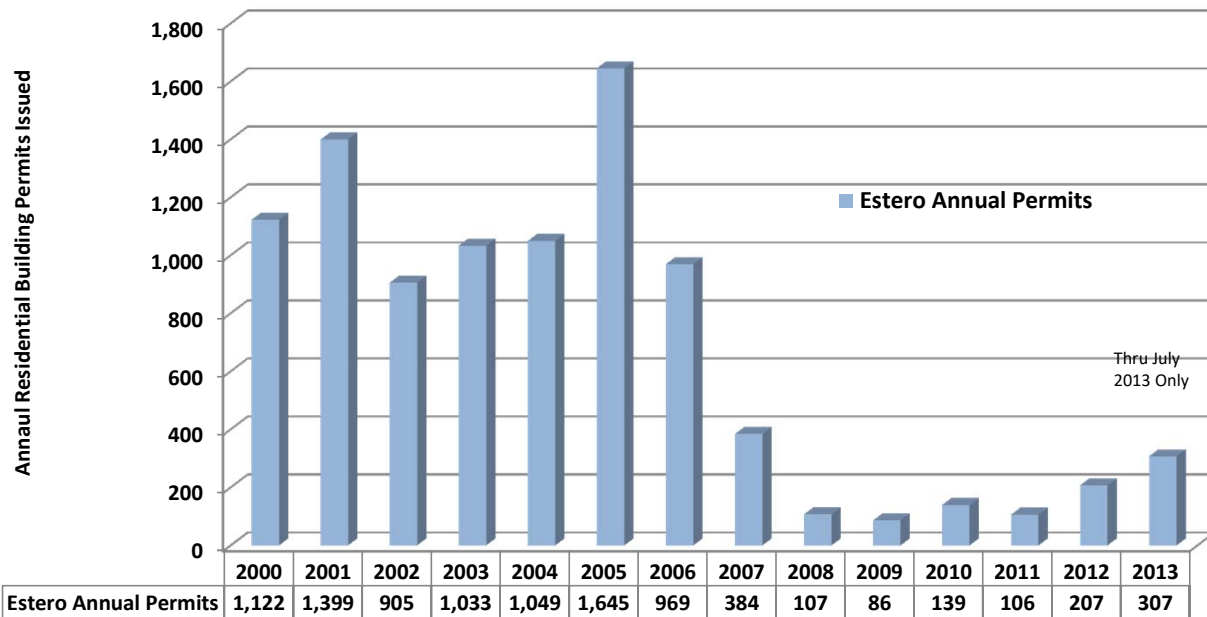
\* Through July 2013 only.

Source: Esterofl.org and Peloton Research Partners, 2013

## ANNUAL RESIDENTIAL BUILDING PERMIT ACTIVITY

Estero

2000 through July 2013



Source: Peloton Research Partners



Estero Active Residential Community  
Completion Status  
and Five Year Projection

Version Date: 4-11-10

Community Name	Maximum Units Planned	Current Estimate of Total Units	Units Completed December 1999	Estimated Permitted Units 2000-2009	Forecast 2010-2014	Forecast 2010	Forecast 2011	Forecast 2012	Forecast 2013	Forecast 2014	Balance to be Completed
Bella Terra (aka Habitat)	2,350	1,824	0	1462	362	150	150	62	0	0	Completed
Breckenridge	842	670	570	100	0	0	0	0	0	0	Completed
Cascades	720	694	0	694	0	0	0	0	0	0	Completed
Coastal Village	200	200	0	200	0	0	0	0	0	0	Completed
Tangomar	144	144	0	0	0	0	0	0	0	0	144
Coconut Shores	168	168	0	168	0	0	0	0	0	0	Completed
<b>Coconut Point</b>											
<i>Rapallo @ Coconut Point</i>	540	540	0	540	0	0	0	0	0	0	Completed
<i>The Residences at Coconut Point</i>	285	285	0	285	0	0	0	0	0	0	Completed
<i>Mirasol at Coconut Point</i>	224	224	0	34	190	0	16	32	40	40	62
<i>Art District at Rapallo</i>	438	438	0	0	144	0	32	32	40	40	294
Colonial Oaks	100	99	0	99	0	0	0	0	0	0	Completed
Copper Oaks (aka Longwood Villas)	292	292	0	280	12	0	6	6	0	0	Completed
Preserve at Corkscrew (aka cypress cove)	770	770	0	0	400	0	0	100	150	150	370
Eldorado Acres	353	353	131	28	9	0	0	3	3	3	185
Estero Palms	32	32	0	32	0	0	0	0	0	0	Completed
Estero On The River	530	530	0	0	200	0	0	0	100	100	330
Estero River Estates-- aka. Kristen Woods	220	94	0	94	0	0	0	0	0	0	Completed
Estero Town Center @Sandy Lane	150	150	0	0	0	0	0	0	0	0	150
Fountain Lakes	867	867	784	83	0	0	0	0	0	0	Completed
Island Club	254	254	103	151	0	0	0	0	0	0	Completed
Hyatt Time Shares	362	339	0	108	78	0	0	39	0	39	153
Lakes of Estero	250	102	0	102	0	0	0	0	0	0	Completed
Mayfair	16	13	0	0	13	0	0	4	4	5	Completed
Marsh Landing	404	376	203	173	0	0	0	0	0	0	Completed
Meadowbrook	212	212	52	160	0	0	0	0	0	0	Completed
Meadows of Estero	300	258	0	258	0	0	0	0	0	0	Completed
<b>Brookhaven</b>	Pending	266	0	0	0	0	0	0	0	0	266
Midtowne Estero	92	92	0	0	92	0	0	0	0	0	92
Midtowne Estero Village	249	249	0	0	0	0	0	0	0	0	249
<b>Montecristo</b>	820	820	0	0	100	0	0	0	50	50	720
North Point MPD	150	150	0	0	100	0	0	0	50	50	50
Pelican Landing...Sanctuary etc.	150	150	95	55	0	0	0	0	0	0	Completed
Pelican Sound	1,480	1,299	258	1041	0	0	0	0	0	0	Completed
River Oaks	Pending	40	0	0	0	0	0	0	0	0	40
Rookery Pointe (aka Creekside)	293	293	0	293	0	0	0	0	0	0	Completed
Heatherstone at Rookery Pointe	128	128	0	128	0	0	0	0	0	0	Completed
Santorini	220	220	0	0	120	0	0	40	40	40	100
Stoneybrook	1,840	1,032	99	933	0	0	0	0	0	0	Completed

Estero Active Residential Community  
Completion Status  
and Five Year Projection

Version Date: 4-11-10

Community Name	Maximum Units Planned	Current Estimate of Total Units	Units Completed December 1999	Estimated Permitted Units 2000-2009	Forecast 2010-2014	Forecast 2010	Forecast 2011	Forecast 2012	Forecast 2013	Forecast 2014	Balance to be Completed
Terra Vista aka Marbella Estates	167	167	0	89	78	12	18	24	24	0	Completed
The Colony--Sorrento;Las Palmas; Messina; Addison; Bellagio; Merano; Tuscany	700	500	0	306	194	0	0	100	0	94	Completed
Townhomes of Estero Park	26	26	0	0	26	0	0	8	8	10	Completed
Villagio (aka Gardens of Estero)	692	514	0	514	0	0	0	0	0	0	Completed
<b>University Lake Village (aka Corlco)</b>	Pending	168	0	0	84	0	0	24	24	36	84
West Bay Club (aka Estero Pointe)	1,121	1,016	125	526	130	6	6	106	6	6	235
Wildcat Run	650	449	225	220	4	4	0	0	0	0	Completed
Early Developments	2,407	2,407	2,407	50	0	0	0	0	0	0	Completed
<b>Sub-total</b>	<b>22,208</b>	<b>19,914</b>	<b>5,052</b>	<b>9,206</b>	<b>2,336</b>	<b>172</b>	<b>228</b>	<b>580</b>	<b>539</b>	<b>663</b>	<b>3,024</b>
The Brooks -- Total	5,200	3,184	424								Completed
Lighthouse Bay		350	0	350	0	0	0	0	0	0	Completed
Spring Run		800	258	542	0	0	0	0	0	0	Completed
Shadow Wood		1,481	166	1309	6	1	1	2	1	1	Completed
Copperleaf		550	0	550	0	0	0	0	0	0	Completed
<b>Timberland &amp; Tiburon</b>	<b>2,895</b>	<b>2,335</b>	<b>0</b>								
Grandezza		1,097	0	1049	48	0	10	10	14	14	Completed
Remote Areas			0	35	7	1	2	1	2	1	
Other T&T...Savoy etc.		1,235	0	0	0	0	0	0	0	0	1,235
<b>TOTAL</b>	<b>30,303</b>	<b>25,433</b>	<b>5,900</b>	<b>13,041</b>	<b>2,336</b>	<b>174</b>	<b>241</b>	<b>593</b>	<b>556</b>	<b>679</b>	<b>3,024</b>
Cumulative Total			5,900	18,941	21,277						24,301
90% of Total				2,751	2,102	157	217	534	500	611	2,722
110% of Total					2,570	191	265	652	612	747	3,326
<b>Out of Fire District/ In Planning Area</b>											
Osprey Cove	328	328	-	328	-	-	-	-	-	-	Completed
The Vines	440	440	400	40	-	-	-	-	-	-	Completed
Belle Lago	437	437	-	391	46	20	20	6	-	-	Completed
The Reserve @Estero aka Villages of Bernwood	595	492	-	347	145	24	40	40	41	-	Completed
Sub-total	1,800	1,697	400	1,106	191	44	60	46	41	-	-
<b>Planning Area Total</b>	<b>32,103</b>	<b>27,130</b>	<b>6,300</b>	<b>14,147</b>	<b>2,527</b>	<b>218</b>	<b>301</b>	<b>639</b>	<b>597</b>	<b>679</b>	<b>3,024</b>
<b>Cumulative Total</b>			<b>6,300</b>	<b>20,447</b>	<b>22,974</b>						<b>25,998</b>
90% of Total					2,274	196	271	575	537	611	
110% of Total					2,780	240	331	703	657	747	

Source: Esterofl.org

**ESTERO RESIDENTIAL UNITS PERMITTED**  
Annual Residential Permit Activity by Project  
2011 thru 2012 with estimates for 2013 and 2014

Project Name	Total Units Authorized	Permitted in 2011	Permitted in 2012	All Permitted (thru 2012)	Planned for 2013	Permitted 2013 (thru July)	Planned for 2014
Bella Terra	1,898	86	126	1,832	66	55	-
Belle Lago	447	12	7	432	15	14	-
Coastal Village	216	-	-	100	-	-	tbd
Corkscrew Shores	660	-	-	-	-	-	85
Estero Place	102	-	-	-	-	-	tbd
Mirasol at Coconut Point	200	-	41	75	52	52	40
Preserve at Corkscrew	441	-	65	65	171	116	175
Terra Vista	167	26	44	167	-	-	-
The Reserve at Estero	485	37	44	400	55	32	30
Villa Palmeras	110	-	-	-	50	13	50
West Bay Club	830	8	9	675	9	6	9
Wildcat Run	450	2	2	444	3	1	3
Brookhaven	266	-	-	-	-	-	-
Brooks Martini Glass Property	200	-	-	-	-	-	-
Coconut Point ALF	200	-	-	-	-	-	-
Downtown Estero	310	-	-	-	-	-	-
Estero On the River	530	-	-	-	-	-	-
Estero Town Center (Via Coconut)	150	-	-	-	-	-	-
Freeman Property		-	-	-	-	-	-
Hyatt Timeshares	254	-	-	-	-	-	-
Monticristo	820	-	-	-	-	-	-
North Pointe	150	-	-	-	-	-	-
River Oaks	40	-	-	-	-	-	-
Santorini	220	-	-	-	-	-	-
Tangomar	144	-	-	-	-	-	-
University Highlands	1,300	-	-	-	-	-	-
University Lake Village	168	-	-	-	-	-	-
Weeks Fish Camp (former)		-	-	-	-	-	-
<b>Total</b>	<b>10,758</b>	<b>171</b>	<b>338</b>	<b>4,190</b>	<b>421</b>	<b>289</b>	<b>392</b>

Source: esterofl.org; Peloton Research Partners, 2013

**ESTERO**  
**NEW SINGLE- FAMILY PERMIT ACTIVITY**  
**BY BUILDER**  
**YEAR 2010**

No.	BUILDER	2010												Total	% of Total
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
	<b>SINGLE FAMILY UNITS</b>														
1	Daniel Wayne Homes											1		1	0.5%
2	G Gifford Construction										1			1	0.5%
3	Granite Construction		1											1	0.5%
4	Lennar Homes Inc.	8	1	8	4	8	8	8	12	9	18	10	1	95	47.5%
5	Lyons Housing	1												1	0.5%
6	Metropole Construction									1				1	0.5%
7	Mumm Custom Contracting			1		1								2	1.0%
8	Richard Sommerville	1												1	0.5%
9	Robert W. Dangelo Jr.											1		1	0.5%
10	Stock Construction				1									1	0.5%
11	Taylor Morrison	1	2	2	1	5		2						13	6.5%
12	Toll Bros Inc.	13	5	4	5		4	2	7	1	9	2	5	57	28.5%
	<b>Sub-Total =</b>	<b>24</b>	<b>9</b>	<b>15</b>	<b>11</b>	<b>14</b>	<b>12</b>	<b>12</b>	<b>19</b>	<b>11</b>	<b>28</b>	<b>14</b>	<b>6</b>	<b>175</b>	<b>87.5%</b>
	<b>DUPLEXES</b>														
1	Lennar Homes Inc.		3	1	3	2	3	3	2	3	2	3		25	12.5%
	<b>Sub-Total =</b>	<b>0</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>0</b>	<b>25</b>	<b>12.5%</b>
	<b>Total =</b>	<b>24</b>	<b>12</b>	<b>16</b>	<b>14</b>	<b>16</b>	<b>15</b>	<b>15</b>	<b>21</b>	<b>14</b>	<b>30</b>	<b>17</b>	<b>6</b>	<b>200</b>	<b>100.0%</b>

SOURCE: Lee County, Building Department; Peloton Research Partners, 2013

**ESTERO**  
**NEW SINGLE- FAMILY PERMIT ACTIVITY**  
**BY BUILDER**  
**YEAR 2011**

No.	BUILDER	2011												Total	% of Total
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
	<b>SINGLE FAMILY UNITS</b>														
1	Aubuchon Homes		1											1	0.7%
2	DIVCO Construction					1								1	0.7%
3	G Gifford Construction					1								1	0.7%
4	Hansen Homes												1	1	0.7%
5	James H. Smith									1				1	0.7%
6	Laura C. Cozmescu	1												1	0.7%
7	Lennar Homes Inc.	4	12	8	2	9	6	9	14	4	7	11	1	87	57.2%
8	Lexa, Inc.						1							1	0.7%
9	Metropole Construction					1								1	0.7%
10	Mumm Custom Contracting						1							1	0.7%
11	Riverview Homes												1	1	0.7%
12	RLD Homes									1				1	0.7%
13	Robert W. Dangelo Jr.		1											1	0.7%
14	Stock Construction										1			1	0.7%
15	Toll Bros Inc.		4	6	3	2	2	2	4	5	4	8	4	44	28.9%
	<b>Sub-Total =</b>	<b>5</b>	<b>18</b>	<b>14</b>	<b>5</b>	<b>14</b>	<b>10</b>	<b>11</b>	<b>18</b>	<b>11</b>	<b>12</b>	<b>19</b>	<b>7</b>	<b>144</b>	<b>94.7%</b>
	<b>DUPLEXES</b>														
1	Lennar Homes Inc.	3		2	2			1						8	5.3%
	<b>Sub-Total =</b>	<b>3</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>8</b>	<b>5.3%</b>
	<b>Total =</b>	<b>8</b>	<b>18</b>	<b>16</b>	<b>7</b>	<b>14</b>	<b>10</b>	<b>12</b>	<b>18</b>	<b>11</b>	<b>12</b>	<b>19</b>	<b>7</b>	<b>152</b>	<b>100.0%</b>

SOURCE: Lee County, Building Department; Peloton Research Partners, 2013

**ESTERO**  
**NEW SINGLE- FAMILY PERMIT ACTIVITY**  
**BY BUILDER**  
**YEAR 2012**

No.	BUILDER	2012												Total	% of Total
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
	<b>SINGLE FAMILY UNITS</b>														
1	Centex Homes									3	3		3	9	4.8%
2	D.R. Horton			2										2	1.1%
3	Lennar Homes Inc.	10	16	1	8	14	8	13	12	7	9	22	3	123	65.1%
4	Metropole Construction	1	1	1				1	1			2		7	3.7%
5	Robert W. Dangelo Jr.			1							1	1		3	1.6%
6	Stock Construction	1									1			2	1.1%
7	Terra Home Builders										1			1	0.5%
8	Toll Bros Inc.	5	6	5	3	4	6	2	2	9				42	22.2%
	<b>Sub-Total =</b>	<b>17</b>	<b>23</b>	<b>10</b>	<b>11</b>	<b>18</b>	<b>14</b>	<b>16</b>	<b>15</b>	<b>19</b>	<b>15</b>	<b>25</b>	<b>6</b>	<b>189</b>	<b>100.0%</b>
	<b>DUPLEXES</b>														
	none													0	0.0%
	<b>Total =</b>	<b>17</b>	<b>23</b>	<b>10</b>	<b>11</b>	<b>18</b>	<b>14</b>	<b>16</b>	<b>15</b>	<b>19</b>	<b>15</b>	<b>25</b>	<b>6</b>	<b>189</b>	<b>100.0%</b>

SOURCE: Lee County, Building Department; Peloton Research Partners, 2013

**ESTERO**  
**NEW SINGLE- FAMILY PERMIT ACTIVITY**  
**BY BUILDER**  
**YEAR 2013**

No.	BUILDER	2013												Total	% of Total
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
	<b>SINGLE FAMILY UNITS</b>														
1	Centex Homes	5	3	9	12	4	6							39	27.5%
2	G Gifford Construction	1												1	0.7%
3	Hammer Commerical Services				1									1	0.7%
4	Jenks Builders						1							1	0.7%
5	Lennar Homes Inc.	5	12	22	19	11	23	<b>Estero Building Permit Totals Through June 2013</b>						92	64.8%
6	Metropole Construction	1	1		2		1							5	3.5%
7	Robert W. Dangelo Jr.						1							1	0.7%
8	Southern Bay Homes			1										1	0.7%
	<b>Sub-Total =</b>	12	16	32	34	15	32							141	99.3%
	<b>DUPLEXES</b>														
1	Neal Communities						1							1	0.7%
	<b>Sub-Total =</b>	0	0	0	0	0	1							1	0.7%
	<b>Total =</b>	12	16	32	34	15	33							142	100.0%

SOURCE: Lee County, Building Department; Peloton Research Partners, 2013

**ESTERO**  
**NEW SINGLE- FAMILY PERMIT ACTIVITY**  
**BY BUILDER**  
*2010 THROUGH JUNE 2013*

Unit Type	2010 through June 2013												Total	% of Total
	Jan	Feb	Mar	Apr	May	Jun	Jul*	Aug*	Sep*	Oct*	Nov*	Dec*		
<b>SINGLE FAMILY</b>	58	66	71	61	61	68	39	52	41	55	58	19	<b>649</b>	<b>95.0%</b>
<b>DUPLEXES</b>	3	3	3	5	2	4	4	2	3	2	3	0	<b>34</b>	<b>5.0%</b>
<b>Total =</b>	<b>61</b>	<b>69</b>	<b>74</b>	<b>66</b>	<b>63</b>	<b>72</b>	<b>43</b>	<b>54</b>	<b>44</b>	<b>57</b>	<b>61</b>	<b>19</b>	<b>683</b>	<b>100.0%</b>

\* Note: July through December Figures do not include monthly building permit figures for 2013 and therefore undercount potential totals.

SOURCE: Lee County, Building Department; Peloton Research Partners, 2013



**PROJECTS IN THE ESTERO PLANNING COMMUNITY**

*Current as of 2/22/2013*

Project Name	Status	Most Recent Comments	Project Type	Size	Units/SF
Cardella RFP	Pending	Rezoning	Multi-family	5.66A	28 units
Estero United Methodist Church	Pending	Rezoning	Expansion-Commercial	12.96A	
Fountain Lakes Professional Office Park	Pending	Rezoning	Commercial office	1.45A	20000 SF
Plaza Del Sol CPD (Corkscrew Crossings)	Approved w/ammendments pending	2/1/2010 Added assisted living facility	Commercial Retail	24.28A	230000 SF
			Nursing Home		268 units
Simon Suncoast MPD/DRI Coconut Pt.	Approved w/ammendments pending	11/05/12 allow live entertainment	Total	482.42A	
			Commercial Retail		1800000 SF
			Commercial office		300000 SF
			Hotel/Motel		200 units
			Multi-family		1,650 units
Villages at Country Creek (River's Reach)	Approved w/ammendments pending	2/4/2008	Residential	121A	985 units
			Golf Course	84.94A	
			Other/ROW	40.44A	
			Open Space/Parks	35.95A	
Argonaut(Corkscrew Commerce Center)	Approved w/ammendments	06/05/2006 revise schedule of uses	Hotel/Motel		120 units
			Mixed commercial	20.67A	
			Commercial office		30000 SF
			Commercial Retail		100,000 SF
AT & T L-22	Approved w/ammendments	10/14/2007 reduction in density and lot width	Single Family Residential	5.18A	13 units
Bella Terra(The Habitat CPD/RPD DRI)	Approved w/ammendments	11/30/2009 allow placement of new model homes	Total	1,011.88 A	
			Multi-family	26.42 A	
			Wetlands/Conservation	403.05 A	
			Total Commercial	12.35 A	
			ROW/other	76.49 A	
			Single Family Residential	243.29 A	1,054 units
			Surfacewater Management	114.14 A	
			Residential ammenities	10.93 A	
			Open Space/Parks	52.19 A	
			Multi-family residential	64.6 A	474 units
			Multi-family residential	8.42 A	66 units
Breckenridge PH V, VI, VII	Approved w/ammendments		Multi-family residential	9.83 A	56 units
			Single family Residential		24 units
Breckenridge PH VIII	Approved	10/18/1999	Multi-family residential	19.78 A	160 units
Breckenridge Prof CPD	Approved w/ammendments	3/16/1994	Total	15.76 A	
			Commercial Retail		12,500 SF
			Commercial office		108,500 SF
Breckenrdidge PUD (Laguna Woods)	Approved w/ammendments	9/9/1985	Residential	103 A	617 units
Brooks of Bonita DRI/MPD	Approved w/ammendments	7/27/2012	Total	2,532 A	
			Commercial Retail	45 A	
			Hotel/Motel		120 units
			Residential ammenities		55,000 SF
			Open Space/Parks	890 A	
			Wetlands/Conservation	419 A	
			ROW/other	130 A	
			Single Family Residential		1,600 Units
			Multi-family residential		2,000 units
			Non county golf course		72 units
			Total residential	1,043 A	
Carmargo Trust MPD	Approved w/ammendments	3/28/2008	Total	82.59 A	
			Commercial Retail		125,000 SF
			Residential	82.59 A	300 units
Coconut Road MPD	Approved w/ammendments	9/15/2008	Total	46.36 A	
			Total Commercial	24.62 A	
			Multi-family residential	11.16 A	142 units
			Commercial Retail		250,000 SF
			Commercial office		50,000 SF

Source: Esterofl.org; Peloton Research Partners, 2013

**PROJECTS IN THE ESTERO PLANNING COMMUNITY**

*Current as of 2/22/2013*

Other Projects

Project Name	Status	Most Recent Comments	Project Type	Size	Units/SF
Coconut Shores MPD (Woodside Lakes)	Approved w/ammendments	-	-	-	-
Corkscrew Palms CPD	Approved w/ammendments	-	-	-	-
Corkscrew Palms II CPD	Approved w/ammendments	-	-	-	-
Corkscrew River Ranch	Approved	-	-	-	-
Corkscrew Roads Square	Approved	Withdrawn	-	-	-
Corkscrew Village Shopping Ctr.	Approved w/ammendments	-	-	-	-
Corkscrew Woodlands RPD (PH A,B,C,D)	Approved w/ammendments	-	-	-	-
Corlico Villages (University Lake Village)	Approved w/ammendments	-	-	-	-
Creeside RPD/CPD (Rookery Pointe)	Approved w/ammendments	-	-	-	-
Cypress View (CPD)	Approved	-	-	-	-
Estero Crossing	Approved w/ammendments	-	-	-	-
Estero Fire Rescue CPD	Approved	-	-	-	-
Estero Golf Resort MPD	Approved w/ammendments	-	-	-	-
Estero Greens CPD	Approved w/ammendments	-	-	-	-
Estero Interstate Commerce Park	Approved w/ammendments	-	-	-	-
Estero on the River MPD	Approved	-	-	-	-
Estero Park	Approved	-	-	-	-
Estero Pointe CPD	Approved	-	-	-	-
Estero Town Center CPD	Approved w/ammendments	-	-	-	-
Fountain Lakes	Approved w/ammendments	-	-	-	-
Fountain Lakes Professional Park	Approved	-	-	-	-
Galleria at Corkscrew	Approved	-	-	-	-
Goodwill Store Adult Learning	Approved w/ammendments	-	-	-	-
Grendeza (Timberland and Tiburon)	Approved w/ammendments	-	-	-	-
Grove Lakes RPD (The Grove)	Approved	-	-	-	-
Halfway Creek CPD	Approved w/ammendments	-	-	-	-
Hideway Cove	Approved	-	-	-	-
International Design Source Center	Approved	-	-	-	-
Koreshan CPD	Approved w/ammendments	-	-	-	-
Kristen Woods RPD/CPD	Approved w/ammendments	-	-	-	-
Longwood villas RPD	Approved w/ammendments	-	-	-	-
Marabella Estates RPD	Approved w/ammendments	-	-	-	-
Mayfair Village RPD	Approved	-	-	-	-
Midtown Estero	Approved w/ammendments	-	-	-	-
Midtown Estero Village	Approved	-	-	-	-
Monte Cristo	Approved	-	-	-	-
North Point	Approved w/ammendments	-	-	-	-
Park Circle CPD	Approved	-	-	-	-
Pelican Landing CPD/RPD DRI	Approved w/ammendments	-	-	-	-
Pelican Landing DRI (Kersey-Smoot RPD)	Approved w/ammendments	-	-	-	-
Pelican Landing NE RPD/DRI	Approved w/ammendments	-	-	-	-
Pelican Pointe RPD/Marsh Landing	Approved w/ammendments	-	-	-	-
Phillip Lee Homes	Approved	-	-	-	-
Picaya Bay Surgery Center	Approved w/ammendments	-	-	-	-
Reserve at Estero RPD(Villages of Bernwood)	Approved w/ammendments	-	-	-	-
San Marino Pines (Allendale) RPD	Approved w/ammendments	-	-	-	-
South Estero Commercial Center CPD	Approved w/ammendments	-	-	-	-
Southland Village MPD	Approved	-	-	-	-
Spiegel CPD	Approved	-	-	-	-
Stonybrook DRI /RPD/CPD (Corkscrew Pines)	Approved w/ammendments	-	-	-	-
Terezel 4.2 CPD	Approved	-	-	-	-
Terezel CPD	Approved	-	-	-	-
The Gardens of Estero (Garden Oaks RPD)	Approved w/ammendments	-	-	-	-
The Lakes of Estero (Corkscrew Hammocks)	Approved w/ammendments	-	-	-	-
The Preserve at Corkscrew	Approved w/ammendments	-	-	-	-
Tulip Associates CPD	Approved w/ammendments	-	-	-	-
Weeks CPD	Approved	-	-	-	-
Weeks Fish Camp RPD/MHPD	Approved	-	-	-	-
West Bay Club (Estero Pointe RPD)	Approved w/ammendments	-	-	-	-
West Bay Club/River Ridge RPD(Pelican Sound)	Approved w/ammendments	-	-	-	-
Williams Place Commercial Center CPD	Approved w/ammendments	-	-	-	-
Williams Three Oaks CPD	Approved	-	-	-	-

Source: Esterofl.org; Peloton Research Partners, 2013

# ESTERO MARKET OPPORTUNITY ASSESSMENT – FINAL REPORT

## APPENDICES

### **Appendix E**

#### **Real Estate Markets**

Review of local real estate activity, including residential sales and listing activity for Estero and select surrounding market areas for both new and resale homes. This Appendix also includes an overview of select residential and retail developments in the Estero competitive market area.

# RESIDENTIAL PROJECTS ESTERO

## 1. THE RESIDENCES AT COCONUT POINT – ESTERO, FL

The Residences at Coconut Point in Estero is a condominium project near the the Coconut Point Mall, which opened in the fall of 2006. The mall opened with 135 shops and restaurants. It has 1.2M SF of retail and 35,000 SF of office.

The original plan called for 290 condominiums with a second phase of an additional 65 units. They are marketed as high end condos in a pedestrian friendly environment. Currently there are 16 units for sale and some units are advertised as vacation rentals. Though not gated there are secured common areas including parking garage and lobby.

### LOCATION:

Estero, Fl, East of 41, north of Coconut Rd, near Coconut Point Mall

### SITE:

7 A. for the residential portion, 161 A. for mall, offices, theatre and residences

### NUMBER OF UNITS:

230 condos

### DENSITY:

230/7 – 32 units/A.

### YEAR STARTED/COMPLETED:

2006/2008

### DEVELOPER:

In 2007 Kosene and Kosene bought the Residences at Coconut Point from Coconut Point Developers LLC for \$2.87 M.

### NUMBER OF BUILDINGS:

5 residential buildings are 3 stories each and 3 buildings are 2 stories

### PARKING:

Garage parking under the buildings

### SALES INFORMATION:

NUMBER OF UNITS CURRENTLY FOR SALE: 16, 93% occupied

PRICE RANGE: \$199,900 - \$399,900; 925-1,961 SF

4 units sold this year, average price per SF: \$ 168

### HOA FEES:

from \$172 to \$421 for the units for sale

### AMENITIES:

- Secure Garage Parking
- Stucco Exteriors with Classic Mediterranean Architecture
- European Swimming Pool
- Private Lanais/Rooftop Decks



## 2. MIRASOL AT COCONUT POINT, ESTERO, FL

Mirasol at Coconut Point was planned as a gated community comprising 29 buildings around three lakes just south of the Coconut Point Mall. The first phase was built with four two storey buildings featuring one, two and three bedroom condominiums and townhomes, and included a club house and pool.

The property's original developer, Naples-based AVL Coconut Point, sold it in 2012 to Mirasol Holdings, LLC. Since opening Mirasol in 2008, ALV Coconut Point was only able to close on one sale.

In February 2012, the Miami-based 13th Floor, purchased most of the Mirasol at Coconut Point residential community in Bonita Springs for \$5.5 million. The purchase included 34 completed residences, a clubhouse, gatehouse, pool and fitness center as well as developed lots for an additional 190 residences.



Six plexes and seven plexes are planned for future phases. Short-term, the management firm is refreshing the landscaping and touching up existing homes to appeal to new buyers.

### LOCATION:

Estero/Bonita Springs, Fl, East of 41, south of Coconut Rd

### SITE:

22 A.

### DENSITY:

10 Units/A at full build-out

### YEAR STARTED/COMPLETED:

2008 – Phase I, 2012 - Phase II started

### DEVELOPER:

ALV Coconut Point -original developer, bought by Mirasol Holdings.

Additional homes to be built by D. R. Horton in a second building phase

### NUMBER OF RESIDENTIAL UNITS:

At full build out -224 condos and townhome in 29 buildings

Initial Phase- 34 Existing One, Two, Three bedroom Terrace Condominiums /Townhomes

from 1,222 Total SF to 1,854 Total SF inclusive of a one car attached garage, balconies and/or patios

### NUMBER OF BUILDINGS:

Phase I: four, two-story buildings; 8-10 homes per building

Each additional Phase (by DR Horton) is a two-story building made up of a 6 unit building or a 7 unit building

### HOA FEES:

For new units for sale HOA fees are \$331; Association fees include: water/sewer, basic cable, rubbish removal, exterior pest control, building insurance, amenity and common area maintenance, master association fees and reserves.

### PARKING:

Each unit has a one car attached garage

### NUMBER OF UNITS CURRENTLY FOR SALE:

Townhomes are advertised for rent and some for sale, 4 plans of 3BR and 2BR homes from 1,244 to 1,655 SF are advertised on DR Horton's site to be built.

Rental prices are advertised from \$1,300 to \$1,550/mo

### SALE INFORMATION:

5 Units for sale; Average price per SF \$ 139, from \$176,500 to \$239,990

### AMENITIES:

Rock waterfall cascades into the resort-style pool; Outdoor entertainment pavilion; Covered heated spa retreat; Fitness salon features professional cardio and strength training equipment; Billiards and game room; and Clubroom.

### 3. COPPER OAKS OF ESTERO

Copper Oaks is a gated community of Mediterranean-style housing containing 129 single-family homes of one and two stories and 163 multi-family homes for a total of 292 total units. The project was originally marketed as for-sale homes then later went to rental by the developer and/or original homeowners.

In May 2012 the developer advertised a bulk sale of 25 two storey townhomes built in 2005 for \$3.945 M. These units were 100% currently leased.

There are currently properties listed for rent, short sale and bank foreclosures. One short sale listed a home at 40% of the original sale price.

#### LOCATION:

North of Corkscrew Road on the east side of Three Oaks Parkway across the street from Rookery Point.

#### SITE:

29 A.

#### DENSITY:

10 units/A.

#### YEAR STARTED/COMPLETED:

December 2004/2006

#### DEVELOPER:

Stellar Homes

#### NUMBER OF RESIDENTIAL UNITS:

129 single family homes, 163 townhomes

#### SF OF UNITS:

Range from 1,864 to 4,644 SF

#### PARKING:

2 car garage per home

#### SALES INFORMATION:

3 homes are for sale with a price range of \$170,000 to \$239,900; average price per SF: \$76/SF

46 homes were recorded for sale from 4/18/07 to 5/15/13. Average sold price this year: \$204,050 (6 homes) price per SF: \$65/SF

HOA fees: \$0-\$150

Current Average Days on the Market: 18

#### AMENITIES:

- 2 Pools
- Tot Lot
- Basketball Court
- 2 Clubhouse
- Fitness Center



## 4. GRANDEZZA GOLF AND COMMUNITY CLUB, Estero, FL

Grandeza is comprised of ten distinct neighborhoods offering carriage homes, single-family villas, detached villas, single-family homes and custom estate homes. The development originally sold out and there are now re-sales and rentals advertised.

### LOCATION:

North of Corkscrew Road, east of Interstate 75, near the Miromar Outlets

### SITE:

Total Site 425 A. and 23 lakes

### DENSITY:

4 - 15 UNITS/A. Net

### YEAR STARTED/COMPLETED:

2001/2006. Club house opened in December 2002 and updated in January 2011

### DEVELOPER:

Stock Development purchased Grandeza in the fall of 2010 at the time the homes were one third sold. In October 2010 Stock Development sold the Grandeza Country Club to Ben, Brian and Dick Klaas. The \$7 million purchase price included the 53,000-square foot clubhouse, the 18-hole championship golf course and the community information center.

### NUMBER OF RESIDENTIAL UNITS: 967 homes

Avalon: 20 buildings of 4 condos per building, 2 on 2nd floor, 2 on 1st floor

Cypress Grove: 115 single family homes

Grande Estates: 91 single family homes

Oakwood: 29 buildings of 4 condos per building, 2 on 2nd floor, 2 on 1st floor

Sabal Palm: 28 buildings of 8 condos per building, 4 on 2nd floor, 4 on 1st floor

Santa Lucia: 21 single family homes

Saraceno: 68 attached villas

Savona: 160 single family homes

Solemar: 13 single family homes

Villa Grande: 79 single family homes

### SF OF UNITS:

Avalon – Coach homes between the 3rd & 4th fairways with 2 car garage, 4 condos per building

Cypress Cove – Single-family Homes – From 1,800 SF - by Centex Homes

Grande Estates – Single-family Estate Homes

Oakwood – Coach Homes Condos – From 1,647 SF with 2 car garage, 4 condos per building

Sabal Palm – Garden and Coach Homes – From 1,449 SF to 2,021 SF with one car garage

Santa Lucia - Single-family Villas from 2,550 SF

Saraceno - Attached Villas - two and three BR - 1,600 SF to 2,540 SF

Savona – Single-family Villas – 1,600 SF to 2,600 SF

Solemar – Single-family Villas – 2,500 SF to 3,000 SF - by Stock Construction

Villa Grande – Single-family Villas – 2,190 SF to 3,289 SF - by Empire Builders

### SALES INFORMATION:

Avalon: Recent sales - 4/2013 Coach home \$161/SF

Oakwood: Recent sales - 3/2013 Condo \$140/SF

Sabal Palms: Recent sales - 5/2013 Carriage home \$90/SF

Saraceno: Recent sales - 5/2013 Villa \$165/SF on the golf course

A total of 35 homes are for sale, 5 homes are for rent.

### PRICE RANGE:

\$200,000 to \$1.5 M

### AMENITIES:

53,000 SF club house; each home comes with a social membership to the country club; 18 hole Golf Course; Fitness center; Pool





## 5. TERRA VISTA, ESTERO, FL

Terra Vista is a gated community located in Estero, Florida. Terra Vista features 11 single-family homes, 32 attached villas and 124 coach homes comprised of condos, single family and rental.

### LOCATION:

Off Broadway Avenue and just west of US41

### SITE:

Total Site 41 A.

### DENSITY:

4 units/A.

### YEAR STARTED/COMPLETED:

2007/2013 (still building)

### DEVELOPER:

Habitat Lakes, LLC

D.R. Horton developing new 4 plex coach homes, took over from Kimbal Hill Homes

### NUMBER OF RESIDENTIAL UNITS:

167 homes

### SF OF UNITS:

2 new homes designs - The Ashford 1,400 SF

The Barrington 1,600 SF

Each building consists of 4 units

### PARKING:

1 car garage at each coach home

### SALES INFORMATION:

Current sales prices range from \$150,000 to \$187,700, with an average list price of \$176,000.

Current Average Days On Market: 76

HOA Fees: \$0-762

The Ashford prices from \$160,000

The Barrington from \$177,000

24 existing homes are listed for sale, 19 single family and 5 condo/townhome

### AMENITIES:

Pool; Clubhouse



## 6. THE PRESERVE AT CORKSCREW, ESTERO, FL

The Preserve at Corkscrew is a new gated community which started construction in 2012 with 30 homes and is slated for up to 441 single family homes.

### LOCATION:

2 miles east of I-75 and Corkscrew Road

### SITE:

510A.

### YEAR STARTED/COMPLETED:

2012/20

### DEVELOPER:

Camaratta Companies

### BUILDERS:

Lennar Homes, Pulte Homes

### NUMBER OF RESIDENTIAL UNITS:

up to 441 single family

### PARKING:

2 and 3 car garages

### SALES INFORMATION:

1,641 to 3,472 sq. ft.

2 to 5 bedrooms

2- and 3- car garages

Homes from the \$200s to \$500s

### AMENITIES:

Club; tennis courts, pool



## 7. VILLA PALMERAS formerly called MIDTOWN ESTERO

The Villa Palmeras was initially zoned for 201 townhomes and the owners are proposing to change the plan to 92 single family homes, reflecting near-term demand for more modestly priced single-family housing products. The Developer also claims that the lower density will reduce traffic on Three Oaks and therefore avoid more accidents. No commercial uses are proposed.

The Owners are adding 5 acres located south of this property (the so-called "Cardella" property) which fronts on River Ranch Road. This was the property which was formerly known as the Midtown Estero big box mixed use proposal.



VILLA PALMERAS - CRYSTAL SAND (80-1494) / TIDEWATER (80-1524) M-4

### LOCATION:

Estero, FL, off Three Oaks Parkway, south of Corkscrew Road and directly north of Shadow Woods at the Brooks.

### SITE:

48 A.

### DENSITY:

2 units per A. (gross density)

### YEAR STARTED/COMPLETED:

Broke ground 2/13, Grand Opening 6/9/13

### DEVELOPER:

Neal Communities

### NUMBER OF RESIDENTIAL UNITS:

92 twin villas

### SF OF UNITS:

1,434 to 1,524; 2Br + Den/2Ba

### PARKING:

attached 2 car garages

### SALES INFORMATION:

PRE SALE: 4 units sold

PRICE RANGE: starting in the low 200s

### AMENITIES:

- Pool, spa and sundeck
- Nature boardwalk and bike rack
- Direct access to Three Oaks Bike Path

## 8. RAPALLO, ESTERO, FL

Rapallo is a 540 residence, waterfront community located in the North Village of Coconut Point. The project started construction in 2006 and by November 2008 there were 32 units available. It is adjacent to the Coconut Point mall and advertised as a gated community that is based on the coastal towns of the Italian Riviera.



### LOCATION:

US 41 at Williams Road, north of the Coconut Point Mall

### SITE:

114 A.

### DENSITY

5 Units/A. gross

7.5 Units/A. net

### YEAR STARTED/COMPLETED:

October 2004/2008

### DEVELOPER:

Jim Wallace

### NUMBER OF RESIDENTIAL UNITS:

540 homes

### SF OF UNITS:

Condos: 3Br/2Ba - 1,342 SF to 1,436 SF, in 3 story buildings, 3 plan options

Coach home: 3Br/2Ba from 1606 - 1836 SF, first or second floor units, 5 floor plan options

Carriage home: 3 BR/2BA from 1,956 to 2,584 SF, first or second floor units, 5 floor plan options

### PARKING:

Condo: 2 indoor parking spaces

Coach Homes: 1 car garage

Carriage Home: 2 car garage

### SALES INFORMATION:

Terraced Condo: 2 for sale from \$ 229,760

Coach home: 10 for sale from \$279,240

Carriage homes 1 for sale; \$369,360

2 Coach home models are for sale from \$289.460

4 homes are for lease

### HOA:

\$499/mo., Club membership included

### AMENITIES:

88,000 SF Club; tennis center, fitness center, members-only restaurant, botanical gardens, pool

# RESIDENTIAL PROJECTS NAPLES

## 1. THE STRADA RESIDENCES AT MERCATO, NAPLES

The Mercato project is a mixed use project in the city of Naples. It is comprised of 12 buildings which include The Strada Residences at Mercato, a 92 unit condominium complex; approximately 20 retail stores, the Silverspot cinema-an 11 screen theatre, approximately 12 restaurants and a Whole Foods market. There are two residential buildings with ground floor retail. Construction started in 2007 and by last year it was 73% sold and today it is nearly 82% sold.

The temporary Hertz offices will be located at the Fifth Third office building adjacent to the Mercato until the headquarters in Estero is complete. Approximately 150 employees are expected at the temporary location. The location was chosen due to the wide-range of shopping and dining options available at Mercato.

### LOCATION:

North Naples, Collier Co., east of 41, north of Vanderbilt Rd.

### SITE:

53 acres total site, 4.2 A approx. for the 2 residential buildings with parking lots

### DENSITY:

22 units/A.

### YEAR STARTED/COMPLETED:

2007/2009 – planned future residential phase

### DEVELOPER:

LUTGERT COMPANIES

### ARCHITECT:

Cooper Carry

### CONTRACTOR:

Hoar Construction

### NUMBER OF RESIDENTIAL UNITS:

92 condos

### UNIT SIZE:

range from 985 to 2,576 SF

### MIXED USE PROJECT:

nearly 500,000 SF retail and office

### NUMBER OF BUILDINGS:

12 separate buildings along 4 city blocks, mix of 1,2,3,4 and 5 stories, 2 buildings are residential with 5 stories (4 floors are residential with ground floor retail)

### PARKING:

2 parking garages: main 100 car 4 level parking garage behind 3 buildings and second garage largely serving the condominiums and on top of that garage is an amenity deck for the condominiums with pool and club house; 2 parking spaces per residence

### CONDO FEES:

\$740/month

### SALES INFORMATION:

Current Average Days On Market: 275

NUMBER OF UNITS CURRENTLY FOR SALE: 16, 82% sold as of 5/12/13

AVERAGE PRICE PER SQUARE FOOT FOR UNITS ON SALE: \$422/SF

PRICE RANGE: Sales prices range from \$390,000 to \$1,265,000, with an average list price of \$685,400.

### AMENITIES:

Outdoor Deck; Heated infinity pool, waterfall and spa; Fire Pit and Viking Gas Grills; Bar Area; Designated Fenced and Grassy Dog Walk area with "Pooch Station"; Clubhouse 1,500 SF; Game room with billiards; Flat Screen TVs; Catering kitchen; Gathering Room with Fireplace; Fitness-1,100 SF workout room



## 2. BAYFRONT, NAPLES

Bayfront is a mixed use development of ground floor retail and restaurants with four stories of condominiums above, located on the bay in Naples. The commercial offerings are biased heavily toward entertainment and dining including a weekly Saturday night concert series, Rockin' on the Bay. Recently, many residents of Bayfront has voiced concerns over the amount of traffic, noise, and congestion the concerts bring to the area.

Shops include a hair salon, a fitness center, home accessories store and a sports rental center. Four restaurants and a marina with 42 slips are adjacent to the property. Leases are available from 1,302 to 8,000 SF.

In 2005 many art galleries located to Bayfront including a 3,000 SF gallery. In January 2013, Stoneburner, the developer of Bayfront, received preliminary approval for a 4,778 SF art gallery where he proposed to move an existing gallery, Masterpiece Investment. His plans are to relocate this gallery, which is currently located in Bayfront, to this new space because he wants to lease that space to another tenant in the future. In 2005 Stoneburner received permission to build two more commercial buildings with residential above and he still plans to move forward with the construction.



### LOCATION:

436 Bayfront Place, Naples, Florida 34102

### YEAR STARTED/COMPLETED:

2000

### DEVELOPER:

THE STONEBURNER COMPANIES

### NUMBER OF RESIDENTIAL UNITS:

167 condos

### UNIT SIZE:

range from 985 to 2,576 SF

### MIXED USE PROJECT:

SF retail and office

### NUMBER OF BUILDINGS:

4 residential buildings 5 stories each, 4 stories residential, ground floor retail/office

### PARKING:

garage parking, 1 space per residence

### CONDO FEES:

\$ 1,560 - \$1,745/quarterly

### SALES INFORMATION:

9 units for sale from \$1,397,500 to \$259,000

Units size from 852 SF to 2,500 SF

AVERAGE PRICE PER SQUARE FOOT FOR UNITS

ON SALE: \$400/SF

### AMENITIES:

Club house, exercise area, swimming pools, spa



### 3. AVE MARIA, NAPLES

Ave Maria was developed as a community built around the Ave Maria University and was created in an area designated by the county as the Ave Maria Stewardship Community District. The centerpiece of the community is a large Roman Catholic Church and the community has been described as a catholic and educational community. The focus of the community is built around family friendly amenities, schools and the Ave Maria University.

The community has several neighborhoods and Maple Ridge is the next to come on line. Naples-based Barron Collier Cos., a co-developer of Ave Maria, is building the new neighborhood in a joint partnership with CC Devco.

CC Devco bought out the interests of Ave Maria University and Tom



Monaghan, of 618 acres of undeveloped land which is now known as Maple Ridge. The plan is to build in phases, with the first phase about 150 homes to start construction at the end of 2013. Full build out is planned for 1,800 homes.

Located on 12 acres in Ave Maria is Collier Family Farms, a U-Pick, transitional organic farm.

Del Webb, is a retirement resort community for 55+, located in Ave Maria with a golf course and 20,000 SF clubhouse.

#### LOCATION:

Oil Well Road, Naples, Florida 34142

#### YEAR STARTED/COMPLETED:

2007

#### DEVELOPER:

Tom Monaghan/CC Devco

#### SITE:

About 4,000 A.

#### NUMBER OF RESIDENTIAL UNITS:

Plans for 11,000 homes at full build out; currently about 500 homes have been built

#### UNIT SIZE:

Neighborhood of Maple Ridge: Prices will range from the \$190,000s to the low \$300,000s. There are nine one- and two-story floor plans, spanning from 1,900 square feet to more than 4,000 square feet.

Condominiums at LaPiazza from 1,187 SF to 1,834 SF from \$175,000 to \$210,990

Del Webb homes from \$159,490 to \$267,990 from 1,157 SF to 2,488 SF.

#### MIXED USE PROJECT:

Schools, 6 retail stores, a Publix supermarket, services and medical offices, restaurants and eateries



## **Estero Gated Community Sales Information January, 1 2013 - April 1, 2013**

The real estate market in Southwest Florida in gated communities in Estero continues to sell briskly for the first quarter of 2013. For the time period of January 1, 2013 through April 1, 2013, the average listing price was \$332,031, the listing price per square foot was \$141 per square foot, the average total days on the market overall was 162 days. The average sales price was \$317,603 and the average sold price per square foot was \$135.

In **Fountain Lakes** there were 4 sales during this time period. The average listings price was \$227,225. the average listing price per square foot was \$129, and the total combined average days on the market for Fountain Lakes was 517. The average sold price was \$216,250 and the average sales price per square foot was \$123.

In **Marsh Landing** there was 1 sale located at 23176 Marsh Landing Blvd which sold for \$222,000.

In **Copper Oaks** there were 2 sales from January 1, 2013 through April 1, 2013. The average listing price was \$209,000, the average listing price per square foot was \$102 and the average days on market was 37. The average sales price was \$199,750.

In **Cascades at Estero** there were 10 sales. The average listing price was \$248,990, the average listing price per square foot was \$130, and the total average days on market was 149. The average sales price was \$240,890 and the selling price per square foot was \$126.

In **Rookery Pointe** there were 2 sales. The average list price was \$399,950, days on market was 173 and the average sales price was \$380,000 and the average sales price per square foot was \$137.

In **Bella Terra** there were 7 sales. The average list price was \$295,443, average days on market 79, average sales price \$282,286 and average sold price per square foot \$121.

In **Colonial Oaks** there was 1 sale located at 9950 Colonial Walk South sold for \$245,000.

In **Estates of Estero River** there were 5 sales. The average list price was \$294,480, the average days on the market 68, average sales price \$284,422 and the average sold price per square foot \$92.

At **Island Club at Corkscrew** there were 2 sales. The average list price was \$144,950, average days on market 19, average sold price was \$145,000 and the sold price per square foot was \$120.

In **Stoneybrook** there were 6 sales. The average listing price was \$297,916, the average days on market 75, the average sales price was \$286,250 and the average sold price per square foot was \$116.

In **Villages at Country Creek** there were 3 sales. The average list price was \$210,133, average days on market 88, average sold price \$194,333 and average sold price per square foot was \$120.

In **Wildcat Run** there were 4 sales. The average list price was \$524,125, average total days on market 111, the average sold price was \$502,000 and the average sold price per square foot was \$178.

In **Savona** there were 10 sales. The average list price was \$354,019, the average total days on the market was 263, the average sold price was \$339,300 and the average sold price per square foot was \$158.

**\* Estero Single-Family Home Resales  
Number of Homes Sold & Median Sales Price  
Average Price Per Square Foot  
2003 to August 7, 2013**

<b>YEAR</b>	<b>Number of Homes Sold</b>	<b>% Chg. From Previous Yr.</b>	<b>Median Sales Price</b>	<b>% Chg. From Previous Yr.</b>	<b>Sales Price Per Sq. Foot</b>	<b>% Chg. From Previous Yr.</b>
2003	255	-	\$325,000	-	\$173	-
2004	267	4.7%	\$363,000	11.7%	\$183	5.8%
2005	359	34.5%	\$450,000	24.0%	\$208	13.7%
2006	184	-48.7%	\$498,000	10.7%	\$177	-14.9%
2007	202	9.8%	\$505,000	1.4%	\$190	7.3%
2008	333	64.9%	\$375,000	-25.7%	\$143	-24.7%
2009	345	3.6%	\$272,000	-27.5%	\$114	-20.3%
2010	347	0.6%	\$273,000	0.4%	\$125	9.6%
2011	356	2.6%	\$266,000	-2.6%	\$146	16.8%
2012	427	19.9%	\$291,000	9.4%	\$153	4.8%
2013**	331	-	\$350,000	-	\$117	-

\* Estero includes MLS Zones ESO1, ESO2, ESO3, and BNO3 (The Brooks).

\*\* 2013 sales include January through August 7th only.

SOURCE: Joe Pavich, Sr., Realty World of Florida; Peloton Research Partners, 2012

**\* Estero Villa/Duplex Resales  
Number of Units Sold & Median Sales Price  
Average Price Per Square Foot  
2003 to August 7, 2013**

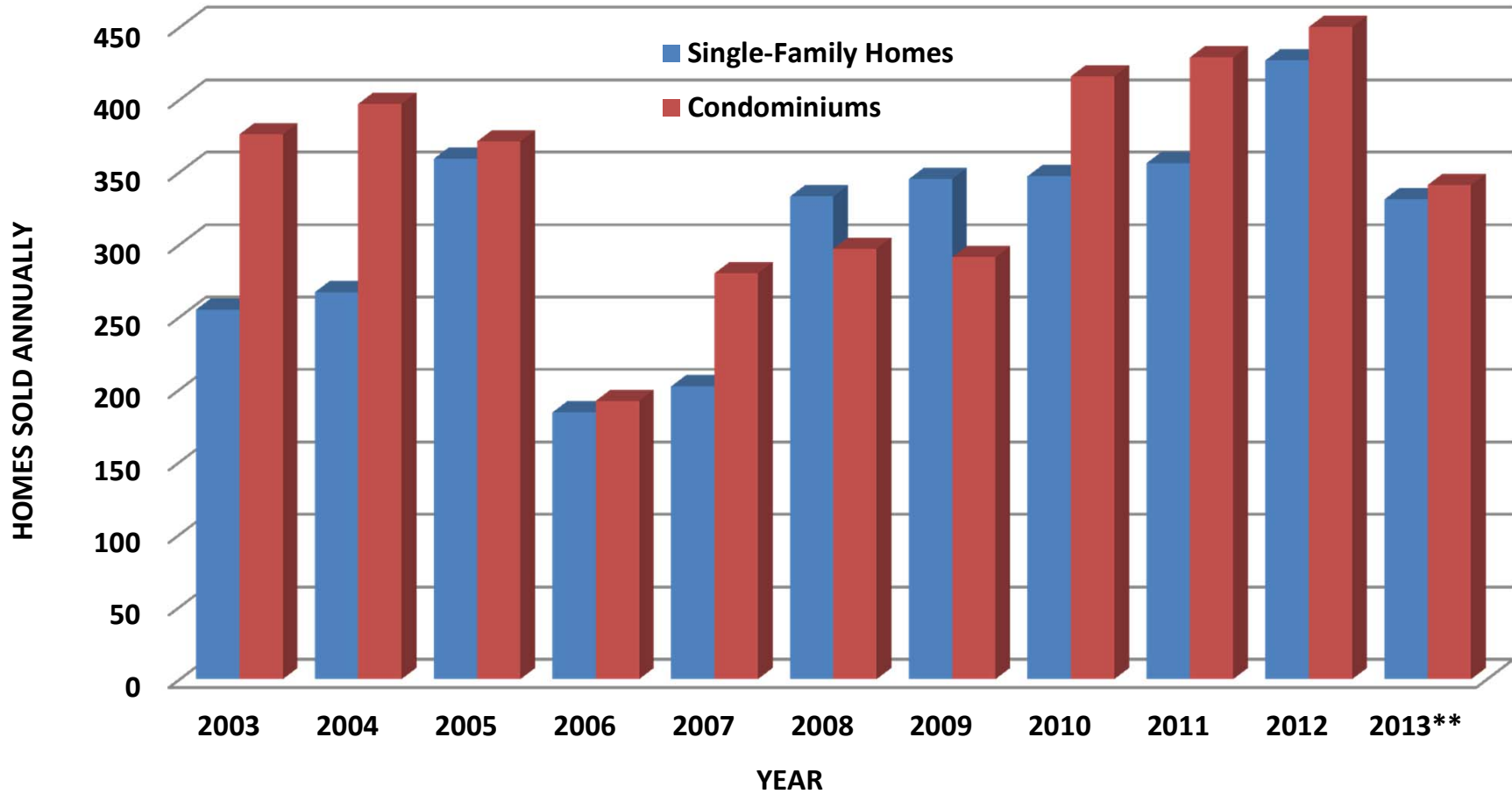
<b>YEAR</b>	<b>Number of Villa/Dup Sold</b>	<b>% Chg. From Previous Yr.</b>	<b>Median Sales Price</b>	<b>% Chg. From Previous Yr.</b>	<b>Sales Price Per Sq. Foot</b>	<b>% Chg. From Previous Yr.</b>
2003	96	-	\$290,000	-	\$163	-
2004	83	-13.5%	\$338,000	16.6%	\$189	16.0%
2005	112	34.9%	\$395,000	16.9%	\$195	3.2%
2006	71	-36.6%	\$470,000	19.0%	\$312	60.0%
2007	54	-23.9%	\$330,000	-29.8%	\$170	-45.5%
2008	53	-1.9%	\$329,000	-0.3%	\$163	-4.1%
2009	70	32.1%	\$172,000	-47.7%	\$91	-44.2%
2010	71	1.4%	\$157,000	-8.7%	\$120	31.9%
2011	115	62.0%	\$151,000	-3.8%	\$112	-6.7%
2012	92	-20.0%	\$169,000	11.9%	\$116	3.6%
2013**	79	-	\$193,000	-	\$128	-

\* Estero includes MLS Zones ESO1, ESO2, ESO3, and BNO3 (The Brooks).

\*\* 2013 sales include January through August 7th only.

SOURCE: Joe Pavich, Sr., Realty World of Florida; Peloton Research Partners, 2012

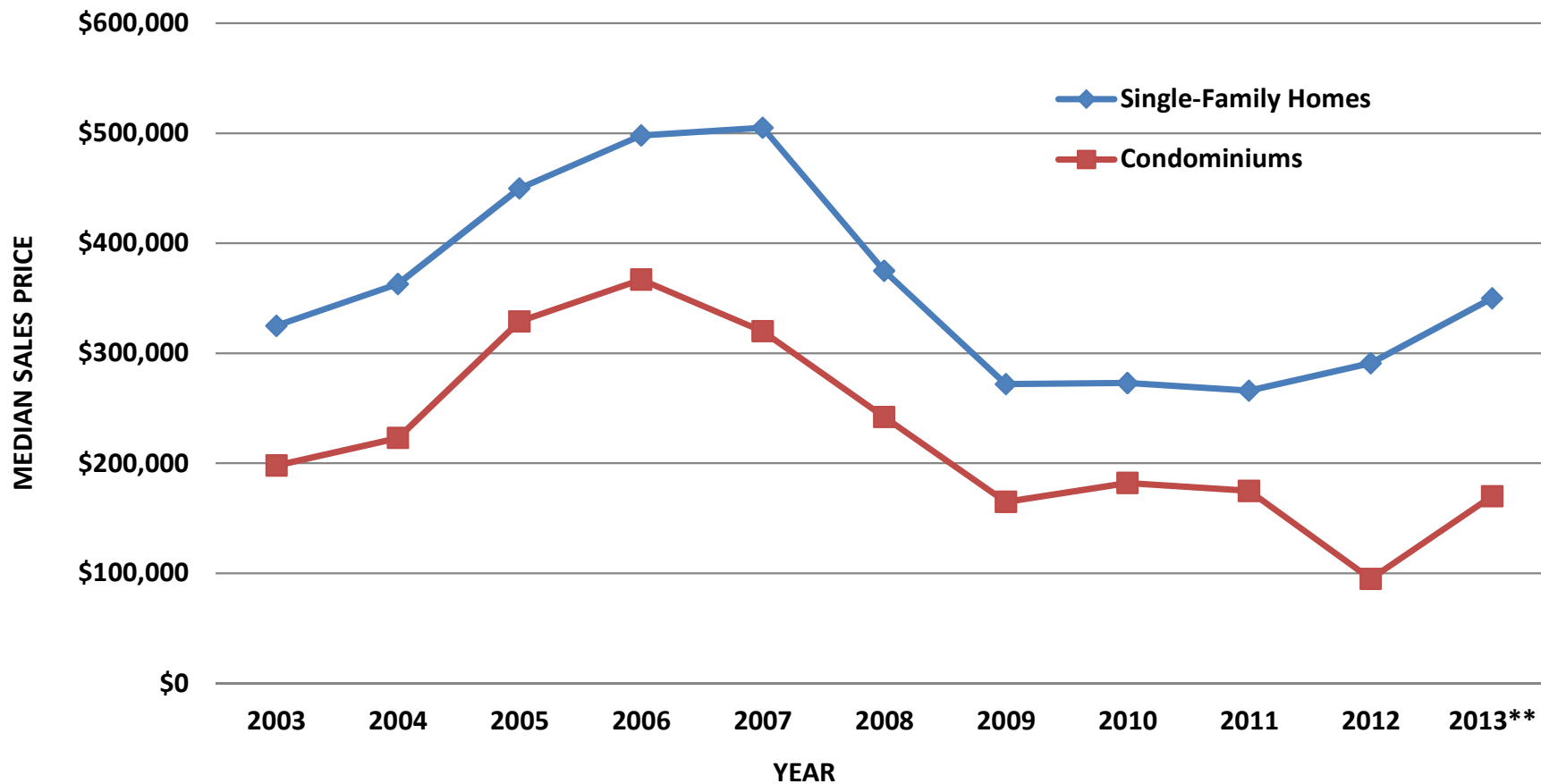
# Estero Resale Homes Sold Single-Family Homes & Condominiums 2003 though August 7, 2013



Source: Joe Pavich, Sr. & Peloton Research

\*\* Sales through August 7, 2013

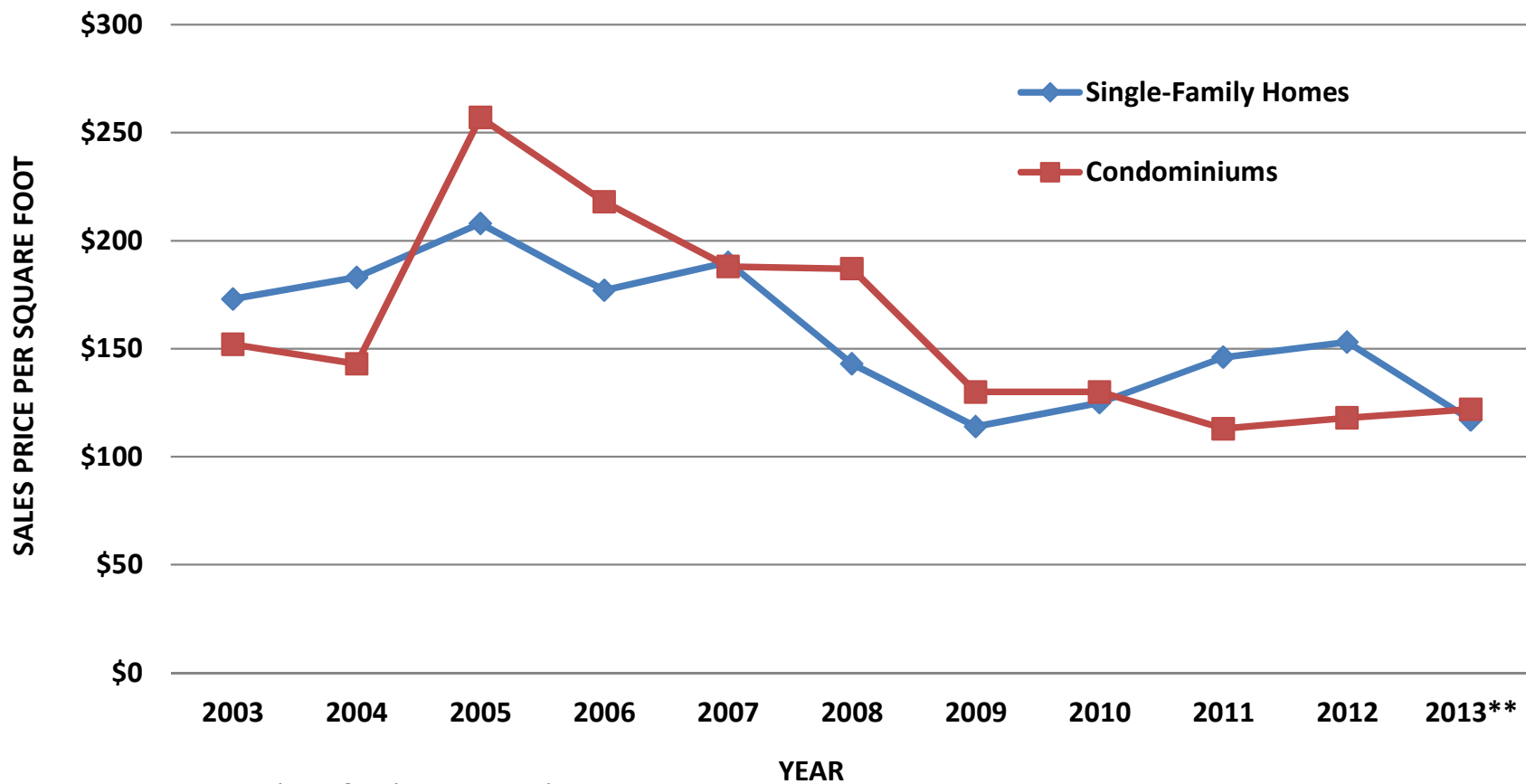
### Estero Median Resale Home Sales Price Single-Family Homes & Condominiums 2003 though August 7, 2013



Source: Joe Pavich, Sr. & Peloton Research

\*\* Sales through August 7, 2013

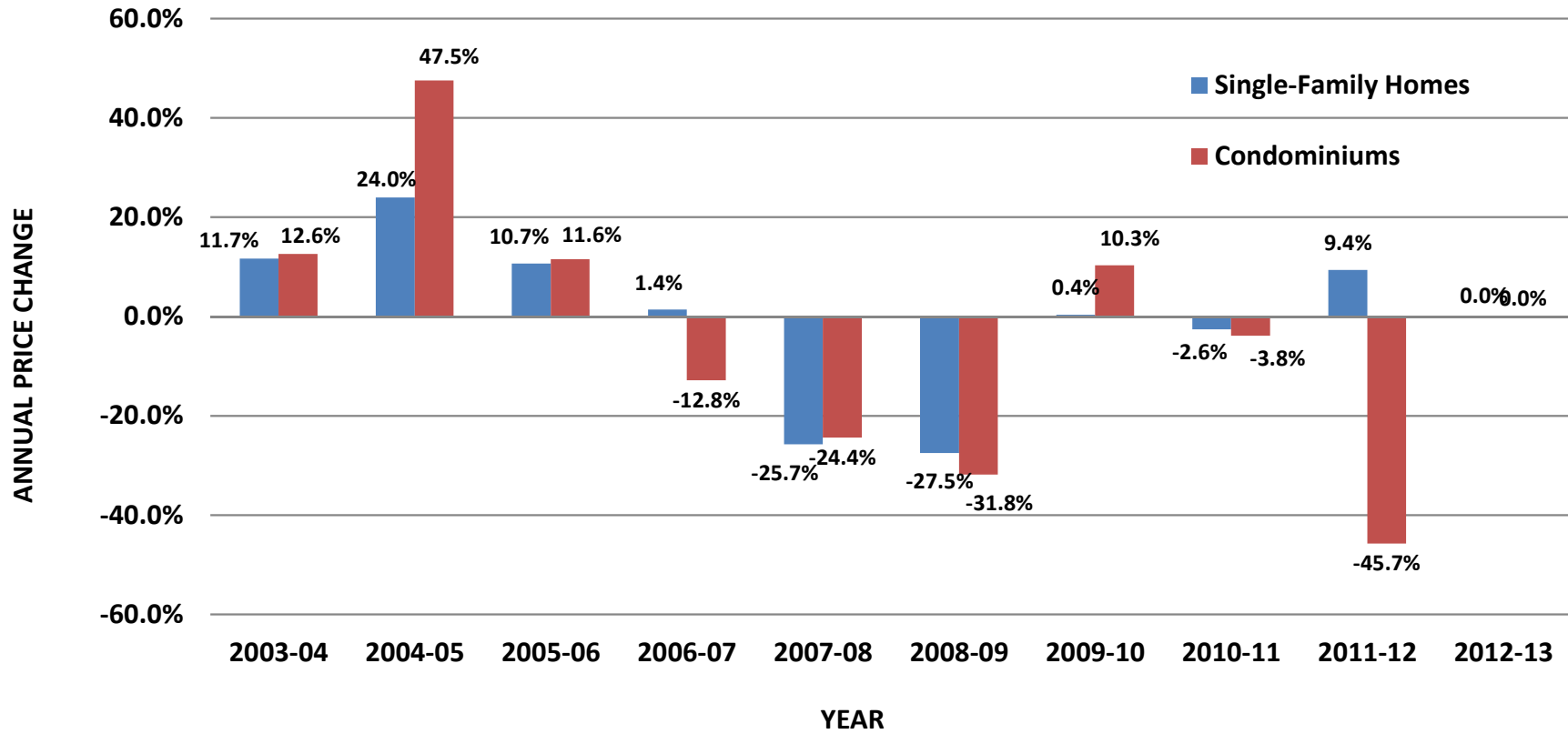
### Estero Resale Price Per Square Foot Single-Family Homes & Condominiums 2003 though August 7, 2013



Source: Joe Pavich, Sr. & Peloton Research

\*\* Sales through August 7, 2013

## Estero Annual Change in Resale Median Sales Price Single-Family Homes & Condominiums 2003 through August 7, 2013



Source: Joe Pavich, Sr. & Peloton Research

\*\* Sales through August 7, 2013

**\* Estero Single-Family Home Resales  
Number of Homes Sold & Median Sales Price  
Average Price Per Square Foot  
2003 to August 7, 2013**

<b>YEAR</b>	<b>Number of Homes Sold</b>	<b>% Chg. From Previous Yr.</b>	<b>Median Sales Price</b>	<b>% Chg. From Previous Yr.</b>	<b>Sales Price Per Sq. Foot</b>	<b>% Chg. From Previous Yr.</b>
2003	255	-	\$325,000	-	\$173	-
2004	267	4.7%	\$363,000	11.7%	\$183	5.8%
2005	359	34.5%	\$450,000	24.0%	\$208	13.7%
2006	184	-48.7%	\$498,000	10.7%	\$177	-14.9%
2007	202	9.8%	\$505,000	1.4%	\$190	7.3%
2008	333	64.9%	\$375,000	-25.7%	\$143	-24.7%
2009	345	3.6%	\$272,000	-27.5%	\$114	-20.3%
2010	347	0.6%	\$273,000	0.4%	\$125	9.6%
2011	356	2.6%	\$266,000	-2.6%	\$146	16.8%
2012	427	19.9%	\$291,000	9.4%	\$153	4.8%
2013**	331	-	\$350,000	-	\$117	-

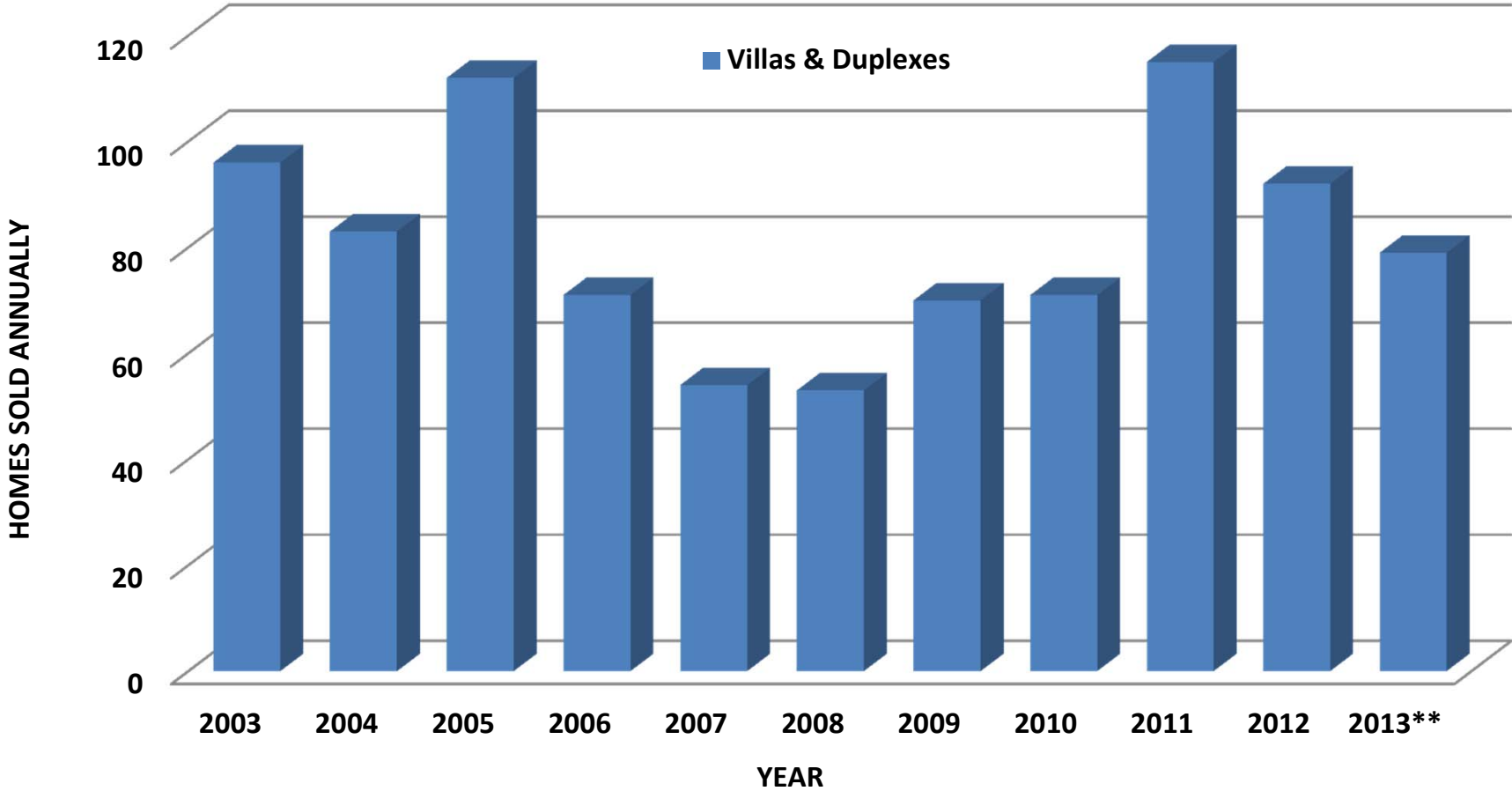
\* Estero includes MLS Zones ESO1, ESO2, ESO3, and BNO3 (The Brooks).

\*\* 2013 sales include January through August 7th only.

SOURCE: Joe Pavich, Sr., Realty World of Florida; Peloton Research Partners, 2012



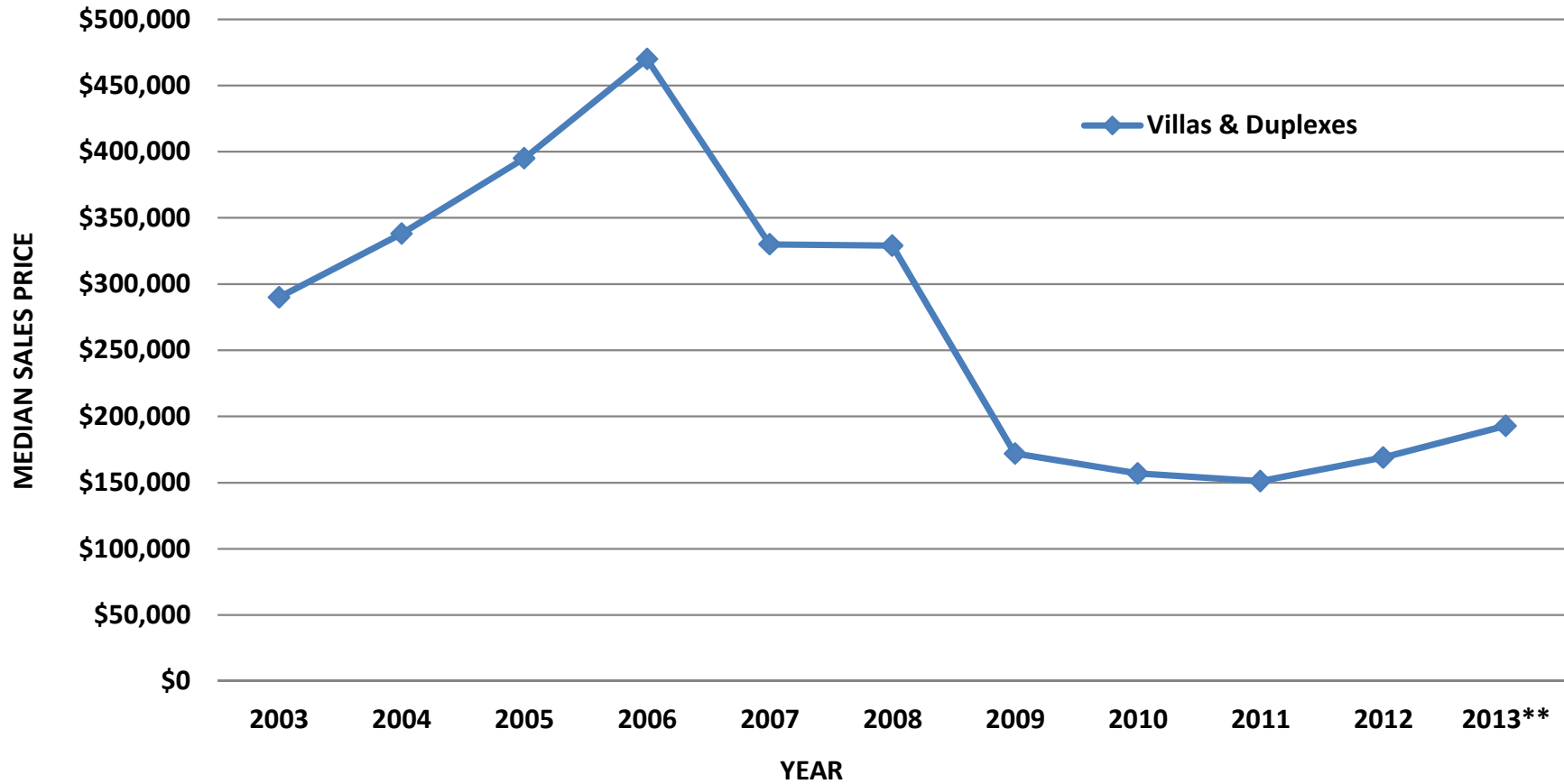
**Estero Resale Homes Sold  
Villas & Duplexes  
2003 though August 7, 2013**



Source: Joe Pavich, Sr. & Peloton Research

\*\* Sales through August 7, 2013

# Estero Median Resale Home Sales Price Villas & Duplexes 2003 though August 7, 2013



Source: Joe Pavich, Sr. & Peloton Research

\*\* Sales through August 7, 2013

**Single-Family Home Resales - Greater Estero MLS Zone FM14 \***  
**Number of Homes Sold & Median Sales Price**  
**Average Price Per Square Foot**  
**2003 to August 7, 2013**

<b>YEAR</b>	<b>Number of Homes Sold</b>	<b>% Chg. From Previous Yr.</b>	<b>Median Sales Price</b>	<b>% Chg. From Previous Yr.</b>	<b>Sales Price Per Sq. Foot</b>	<b>% Chg. From Previous Yr.</b>
2003	10	-	\$275,000	-	\$162	-
2004	12	20.0%	\$375,000	36.4%	\$171	5.6%
2005	3	-75.0%	\$400,000	6.7%	\$206	20.5%
2006	5	66.7%	\$475,000	18.8%	\$183	-11.2%
2007	2	-60.0%	\$430,000	-9.5%	\$188	2.7%
2008	8	300.0%	\$424,000	-1.4%	\$173	-8.0%
2009	9	12.5%	\$300,000	-29.2%	\$91	-47.4%
2010	14	55.6%	\$300,000	0.0%	\$117	28.6%
2011	40	185.7%	\$342,000	14.0%	\$140	19.7%
2012	44	10.0%	\$347,000	1.5%	\$148	5.7%
2013**	28	-36.4%	\$300,000	-13.5%	\$183	23.6%

\* MLS Zone FM14 includes The Vines, Bella Lago, Osprey Cove, and the Reserve at Estero.

\*\* 2013 sales include January through August 7th only.

SOURCE: Joe Pavich, Sr., Realty World of Florida; Peloton Research Partners, 2012

**Condominium Resales - Greater Estero MLS Zone FM14 \***  
**Number of Condos Sold & Median Sales Price**  
**Average Price Per Square Foot**  
**2003 to August 7, 2013**

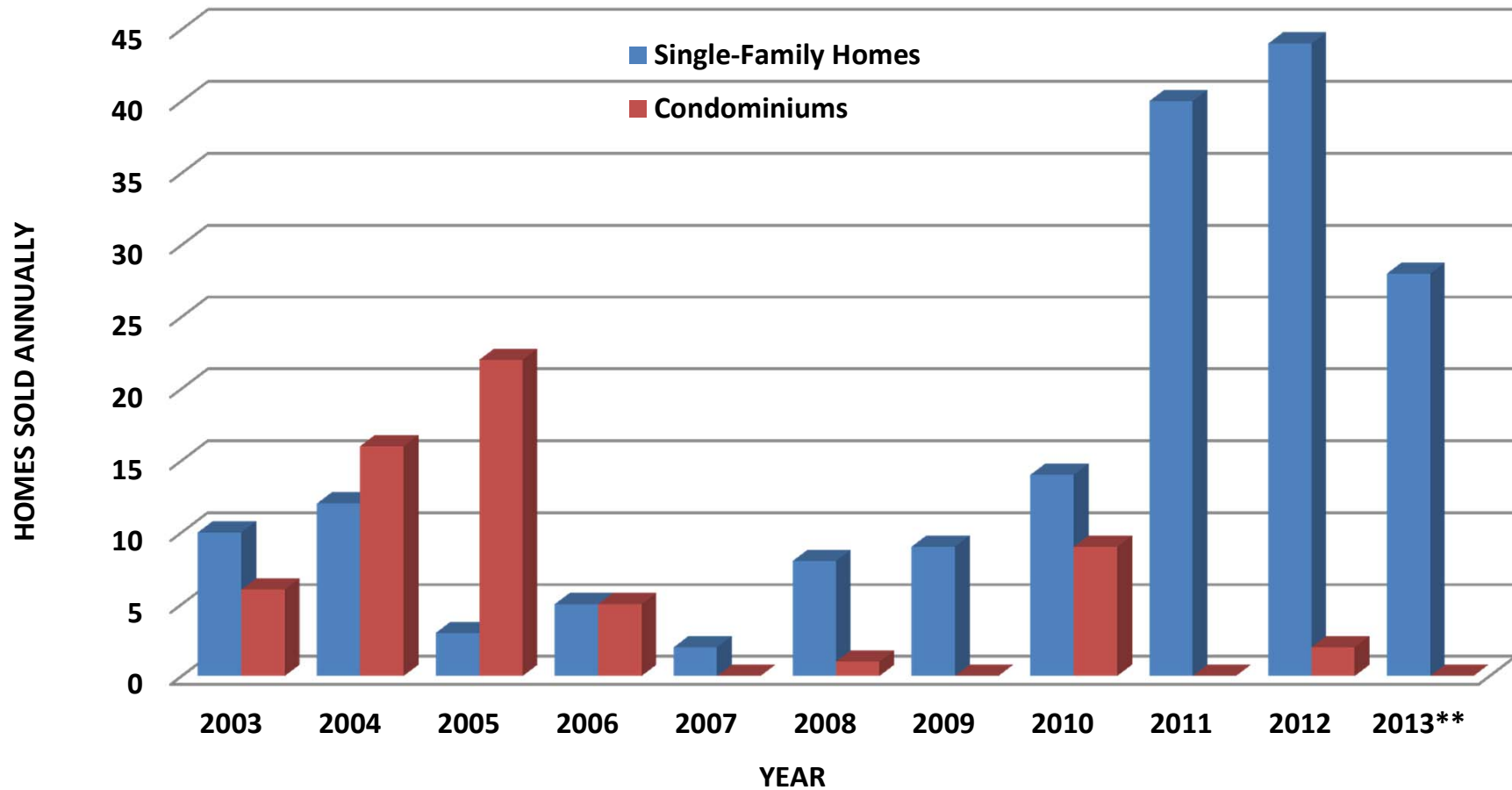
<b>YEAR</b>	<b>Number of Condos Sold</b>	<b>% Chg. From Previous Yr.</b>	<b>Median Sales Price</b>	<b>% Chg. From Previous Yr.</b>	<b>Sales Price Per Sq. Foot</b>	<b>% Chg. From Previous Yr.</b>
2003	6	-	\$125,000	-	\$122	-
2004	16	166.7%	\$225,000	80.0%	\$148	21.3%
2005	22	37.5%	\$302,000	34.2%	\$168	13.5%
2006	5	-77.3%	\$350,000	15.9%	\$209	24.4%
2007	-	-	-	-	-	-
2008	1	-	\$172,000	-	\$170	-
2009	-	-	-	-	-	-
2010	9	-	\$177,000	-	\$109	-
2011	-	-	-	-	-	-
2012	2	-	\$151,000	-	\$90	-
2013**	-	-	-	-	-	-

\* MLS Zone FM14 includes The Vines, Bella Lago, Osprey Cove, and the Reserve at Estero.

\*\* 2013 sales include January through August 7th only.

SOURCE: Joe Pavich, Sr., Realty World of Florida; Peloton Research Partners, 2012

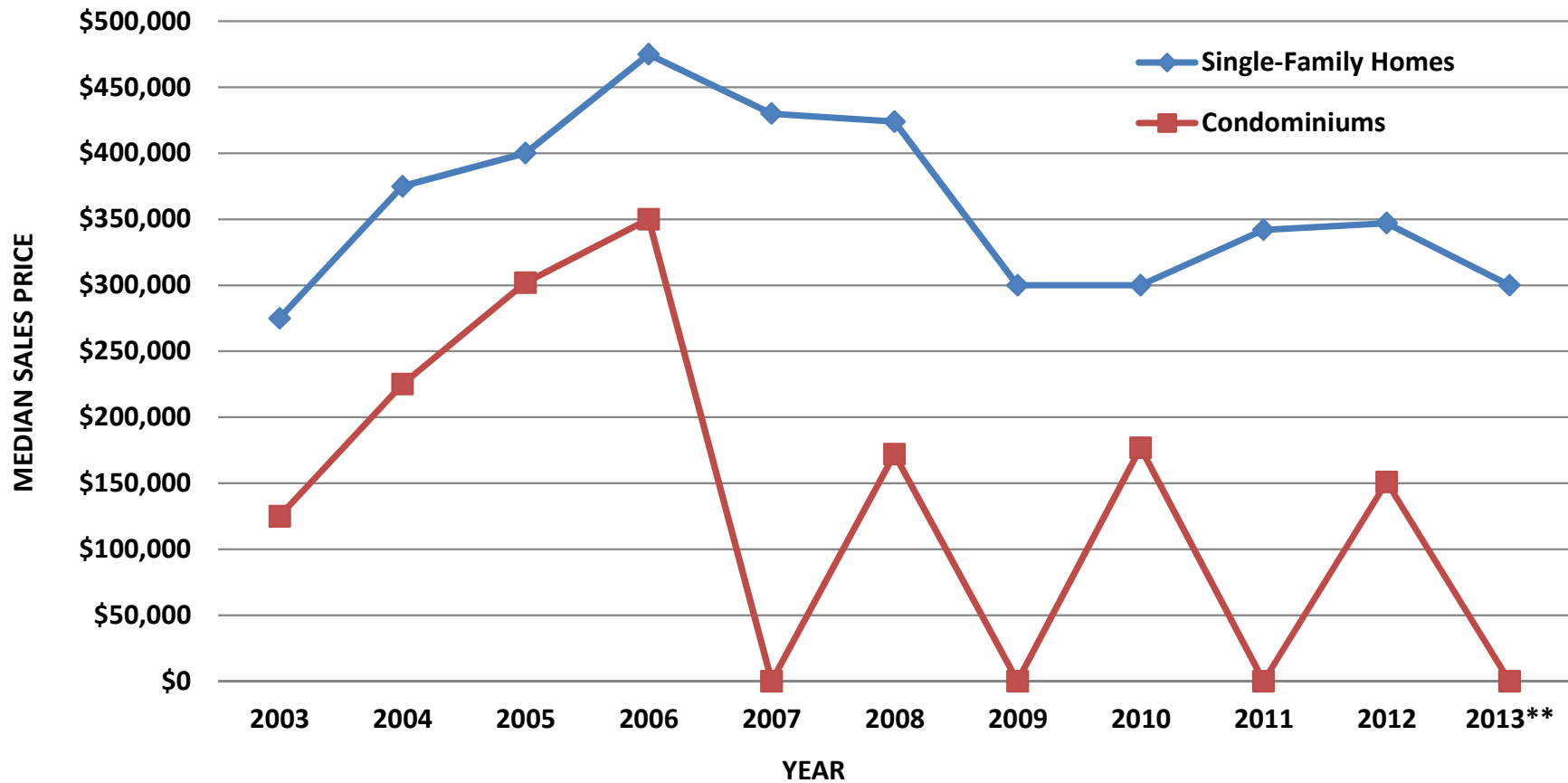
## MLS Zone FM14 - Resale Homes Sold Single-Family Homes & Condominiums 2003 though August 7, 2013



Source: Joe Pavich, Sr. & Peloton Research

\*\* Sales through August 7, 2013

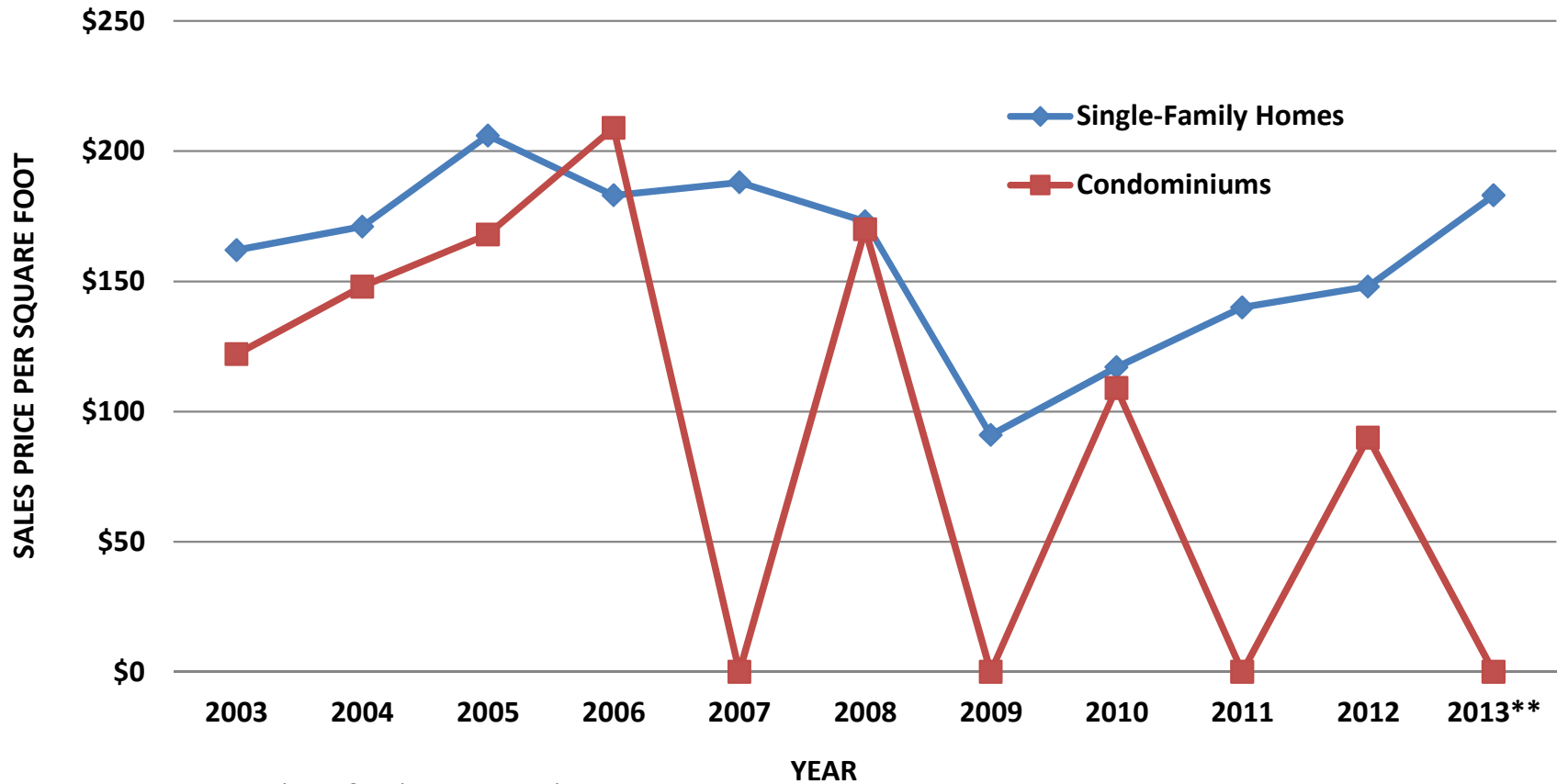
### MLS Zone FM14 - Median Resale Home Sales Price Single-Family Homes & Condominiums 2003 though August 7, 2013



Source: Joe Pavich, Sr. & Peloton Research

\*\* Sales through August 7, 2013

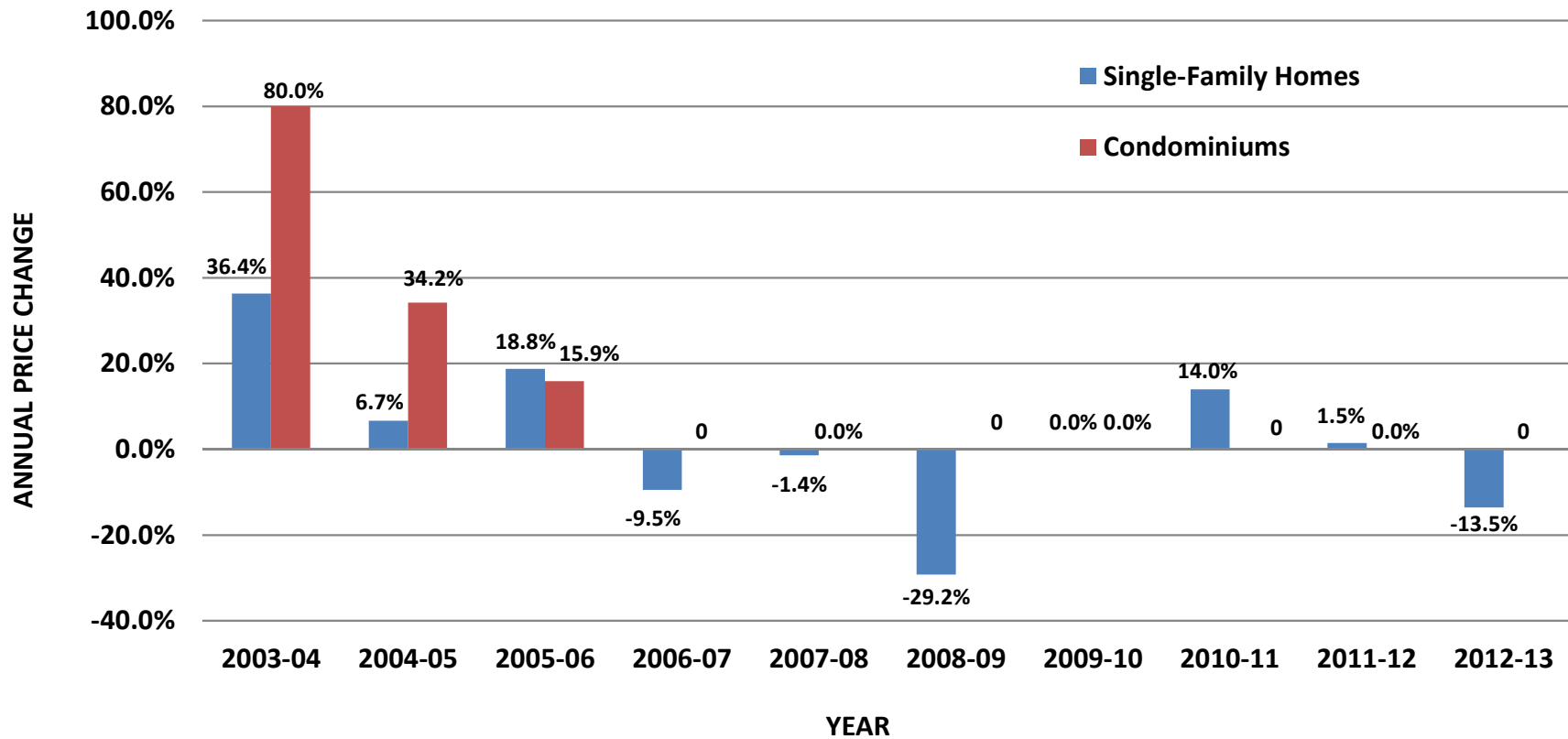
### MLS Zone FM14 - Resale Price Per Square Foot Single-Family Homes & Condominiums 2003 though August 7, 2013



Source: Joe Pavich, Sr. & Peloton Research

\*\* Sales through August 7, 2013

## MLS Zone FM14 - Annual Change in Resale Median Sales Price Single-Family Homes & Condominiums 2003 though August 7, 2013



Source: Joe Pavich, Sr. & Peloton Research

\*\*Sales through August 7, 2013



**Villa/Duplex Resales - Greater Estero MLS Zone FM14 \***  
**Number of Units Sold & Median Sales Price**  
**Average Price Per Square Foot**  
**2003 to August 7, 2013**

<b>YEAR</b>	<b>Number of Villa/Dup Sold</b>	<b>% Chg. From Previous Yr.</b>	<b>Median Sales Price</b>	<b>% Chg. From Previous Yr.</b>	<b>Sales Price Per Sq. Foot</b>	<b>% Chg. From Previous Yr.</b>
2003	6	-	\$165,000	-	\$148	-
2004	4	-33.3%	\$200,000	21.2%	\$154	4.1%
2005	4	0.0%	\$275,000	37.5%	\$168	9.1%
2006	3	-25.0%	\$365,000	32.7%	\$220	31.0%
2007	1	-66.7%	\$280,000	-23.3%	\$162	-26.4%
2008	-	-	-	-	-	-
2009	-	-	-	-	-	-
2010	6	-	\$225,000	-	\$101	-
2011	2	-66.7%	\$170,000	-24.4%	\$95	-5.9%
2012	1	-50.0%	\$215,000	26.5%	\$120	26.3%
2013**	0	-	\$0	-	\$0	-

\* MLS Zone FM14 includes The Vines, Bella Lago, Osprey Cove, and the Reserve at Estero.

\*\* 2013 sales include January through August 7th only.

SOURCE: Joe Pavich, Sr., Realty World of Florida; Peloton Research Partners, 2012

**Single-Family Home Resales - Greater Estero MLS Zone BN05 \***  
**Number of Homes Sold & Median Sales Price**  
**Average Price Per Square Foot**  
**2003 to August 7, 2013**

<b>YEAR</b>	<b>Number of Homes Sold</b>	<b>% Chg. From Previous Yr.</b>	<b>Median Sales Price</b>	<b>% Chg. From Previous Yr.</b>	<b>Sales Price Per Sq. Foot</b>	<b>% Chg. From Previous Yr.</b>
2003	-	-	-	-	-	-
2004	-	-	-	-	-	-
2005	-	-	-	-	-	-
2006	-	-	-	-	-	-
2007	1	-	\$1,075,000	-	\$305	-
2008	-	-	-	-	-	-
2009	-	-	-	-	-	-
2010	4	-	\$835,000	-	\$313	-
2011	8	100.0%	\$1,227,000	46.9%	\$327	4.5%
2012	-	-	-	-	-	-
2013**	7	-	\$900,000	-	\$261	-

\* MLS Zone BN05 includes The Colony at Pelican Landing.

\*\* 2013 sales include January through August 7th only.

SOURCE: Joe Pavich, Sr., Realty World of Florida; Peloton Research Partners, 2012

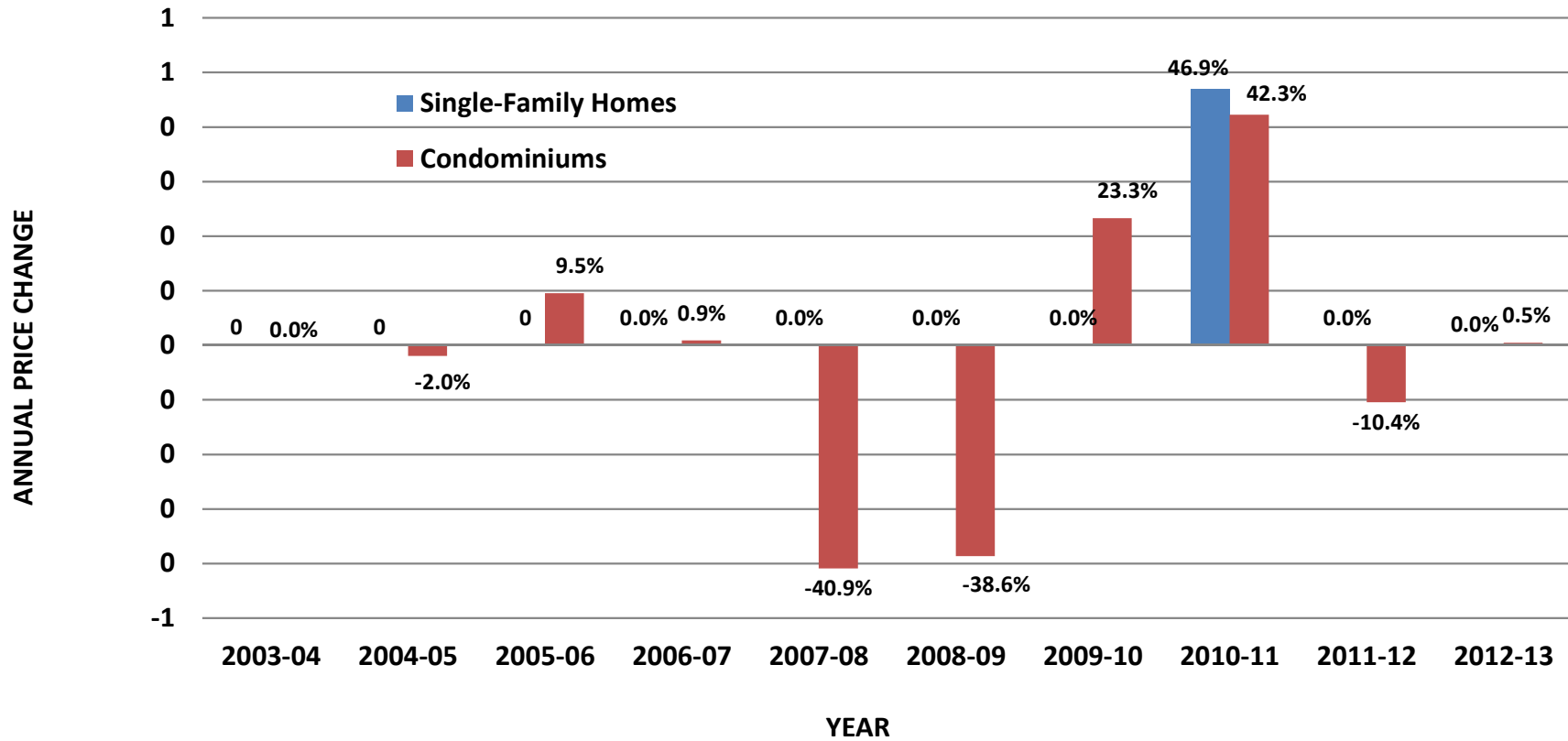
**Condominium Resales - Greater Estero MLS Zone BN05 \***  
**Number of Condos Sold & Median Sales Price**  
**Average Price Per Square Foot**  
**2003 to August 7, 2013**

<b>YEAR</b>	<b>Number of Condos Sold</b>	<b>% Chg. From Previous Yr.</b>	<b>Median Sales Price</b>	<b>% Chg. From Previous Yr.</b>	<b>Sales Price Per Sq. Foot</b>	<b>% Chg. From Previous Yr.</b>
2003	-	-	-	-	-	-
2004	22	-	\$1,015,000	-	\$308	-
2005	49	122.7%	\$995,000	-2.0%	\$367	19.2%
2006	43	-12.2%	\$1,090,000	9.5%	\$359	-2.2%
2007	38	-11.6%	\$1,100,000	0.9%	\$313	-12.8%
2008	35	-7.9%	\$650,000	-40.9%	\$310	-1.0%
2009	41	17.1%	\$399,000	-38.6%	\$169	-45.5%
2010	40	-2.4%	\$492,000	23.3%	\$179	5.9%
2011	35	-12.5%	\$700,000	42.3%	\$279	55.9%
2012	38	8.6%	\$627,000	-10.4%	\$258	-7.5%
2013**	28	-26.3%	\$630,000	0.5%	\$301	16.7%

\* MLS Zone BN05 includes The Colony at Pelican Landing.

\*\* 2013 sales include January through August 7th only.

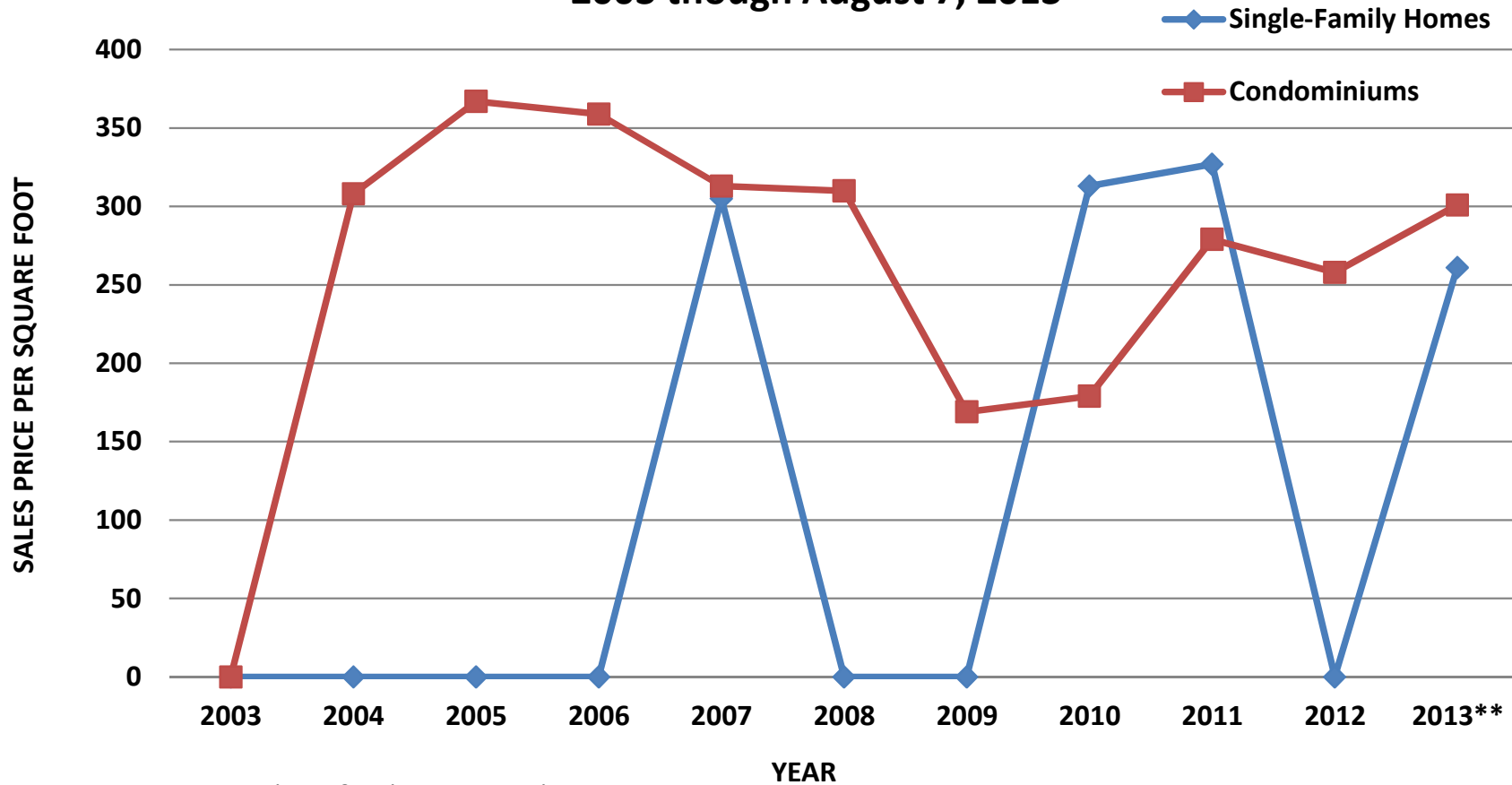
## MLS Zone BN05 - Annual Change in Resale Median Sales Price Single-Family Homes & Condominiums 2003 through August 7, 2013



Source: Joe Pavich, Sr. & Peloton Research

\*\* Sales through August 7, 2013

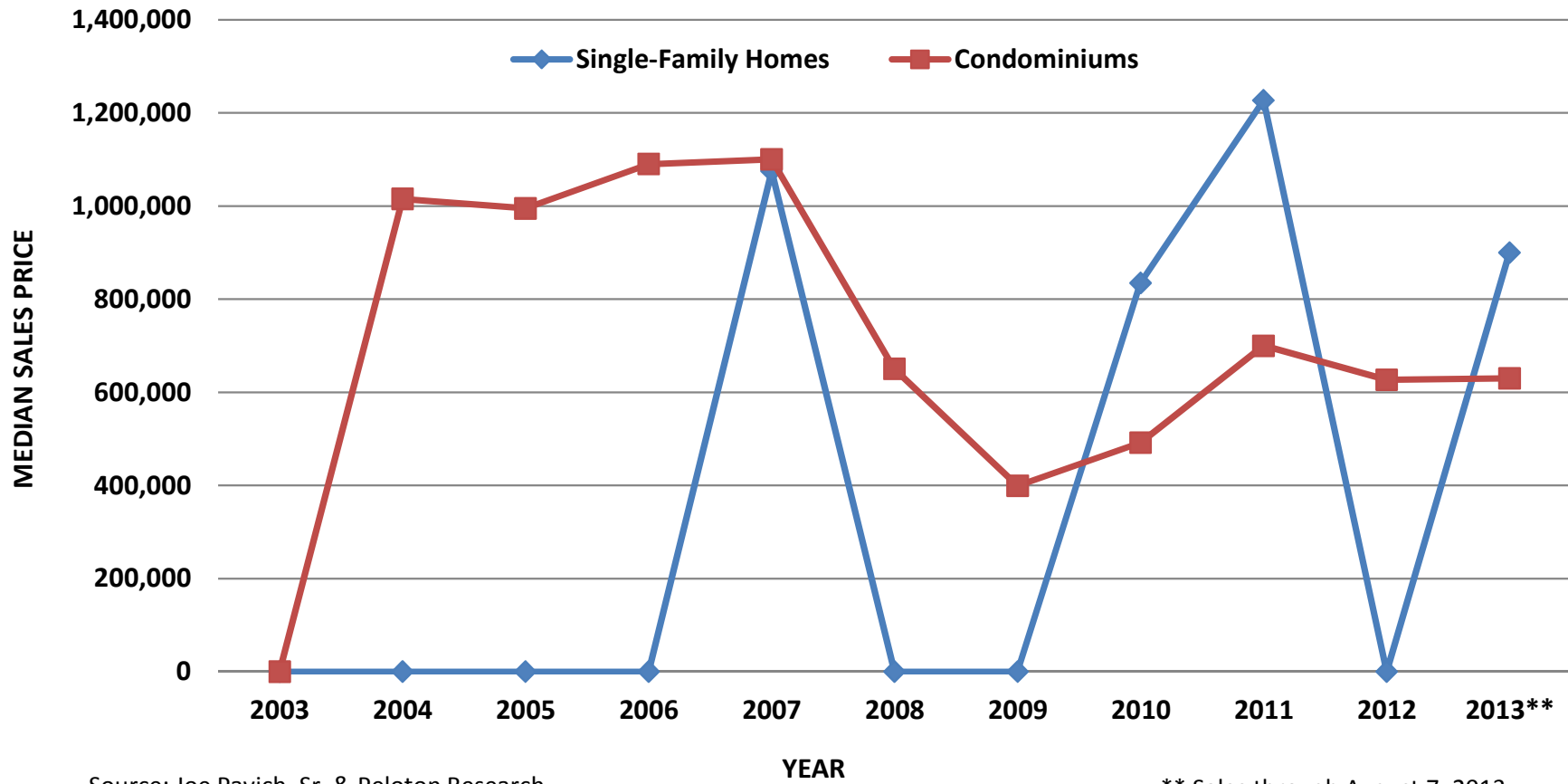
### MLS Zone BN05 - Resale Price Per Square Foot Single-Family Homes & Condominiums 2003 though August 7, 2013



Source: Joe Pavich, Sr. & Peloton Research

\*\* Sales through August 7, 2013

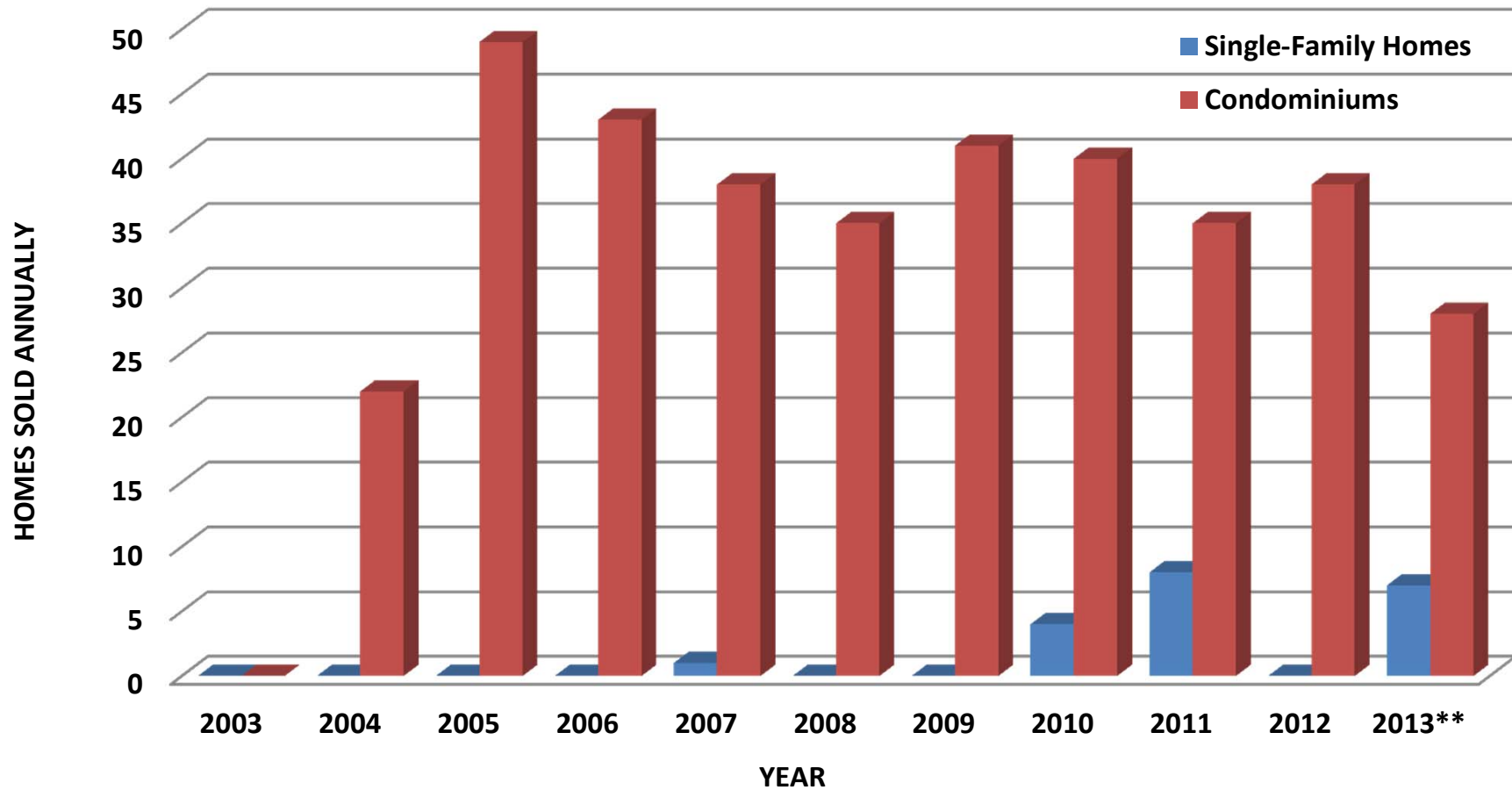
### MLS Zone BN05 - Median Resale Home Sales Price Single-Family Homes & Condominiums 2003 though August 7, 2013



Source: Joe Pavich, Sr. & Peloton Research

\*\* Sales through August 7, 2013

## MLS Zone BN05 - Resale Homes Sold Single-Family Homes & Condominiums 2003 though August 7, 2013



Source: Joe Pavich, Sr. & Peloton Research

\*\* Sales through August 7, 2013

**Villa/Duplex Resales - Greater Estero MLS Zone BN05 \***  
**Number of Units Sold & Median Sales Price**  
**Average Price Per Square Foot**  
**2003 to August 7, 2013**

<b>YEAR</b>	<b>Number of Villa/Dup Sold</b>	<b>% Chg. From Previous Yr.</b>	<b>Median Sales Price</b>	<b>% Chg. From Previous Yr.</b>	<b>Sales Price Per Sq. Foot</b>	<b>% Chg. From Previous Yr.</b>
2003	-	-	-	-	-	-
2004	-	-	-	-	-	-
2005	-	-	-	-	-	-
2006	-	-	-	-	-	-
2007	12	-	\$575,000	-	\$209	-
2008	-	-	-	-	-	-
2009	-	-	-	-	-	-
2010	-	-	-	-	-	-
2011	-	-	-	-	-	-
2012	-	-	-	-	-	-
2013**	-	-	-	-	-	-

\* MLS Zone BN05 includes The Colony at Pelican Landing.

\*\* 2013 sales include January through August 7th only.

SOURCE: Joe Pavich, Sr., Realty World of Florida; Peloton Research Partners, 2012



**\* Greater Estero Planning Area Resale Activity**  
**Total Number of Homes Sold by Type**  
**2003 to August 7, 2013**

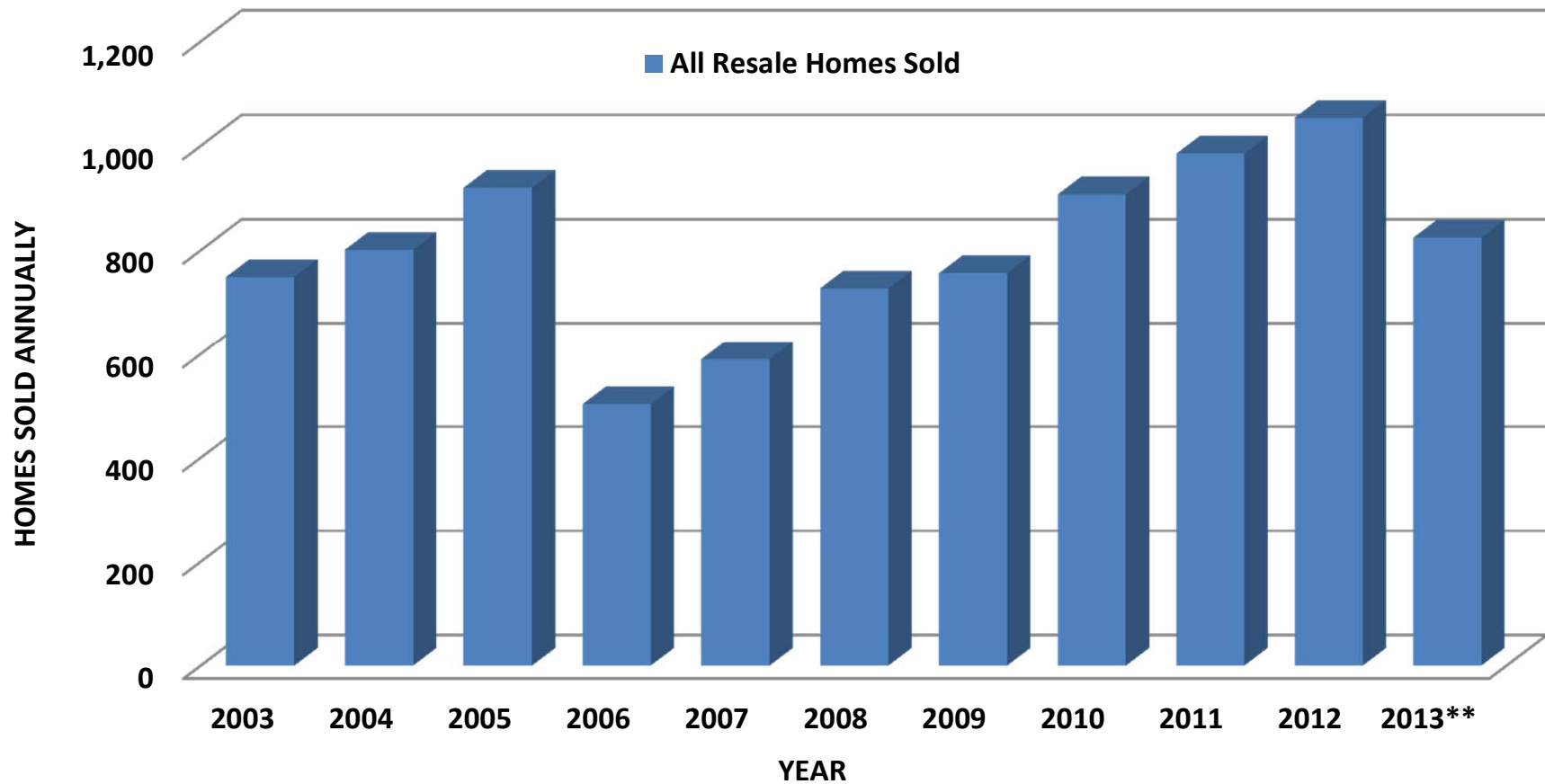
<b>YEAR</b>	<b>Single-Family Homes Sold</b>	<b>% Chg. From Previous Yr.</b>	<b>Condos Sold</b>	<b>% Chg. From Previous Yr.</b>	<b>Villa/Duplex Sold</b>	<b>% Chg. From Previous Yr.</b>	<b>All Homes Sold</b>	<b>% Chg. From Previous Yr.</b>
2003	265	-	382	-	102	-	749	-
2004	279	5.3%	435	13.9%	87	-14.7%	801	6.9%
2005	362	29.7%	442	1.6%	116	33.3%	920	14.9%
2006	189	-47.8%	240	-45.7%	74	-36.2%	503	-45.3%
2007	205	8.5%	318	32.5%	67	-9.5%	590	17.3%
2008	341	66.3%	333	4.7%	53	-20.9%	727	23.2%
2009	354	3.8%	332	-0.3%	70	32.1%	756	4.0%
2010	365	3.1%	465	40.1%	77	10.0%	907	20.0%
2011	404	10.7%	464	-0.2%	117	51.9%	985	8.6%
2012	471	16.6%	490	5.6%	93	-20.5%	1054	7.0%
2013**	376	-	369	-	79	-	824	-

\* Greater Estero Planning Area includes MLS Zones ESO1, ESO2, ESO3, BNO3, BN05, and FM14.

\*\* 2013 sales include January through August 7th only.

SOURCE: Joe Pavich, Sr., Realty World of Florida; Peloton Research Partners, 2012

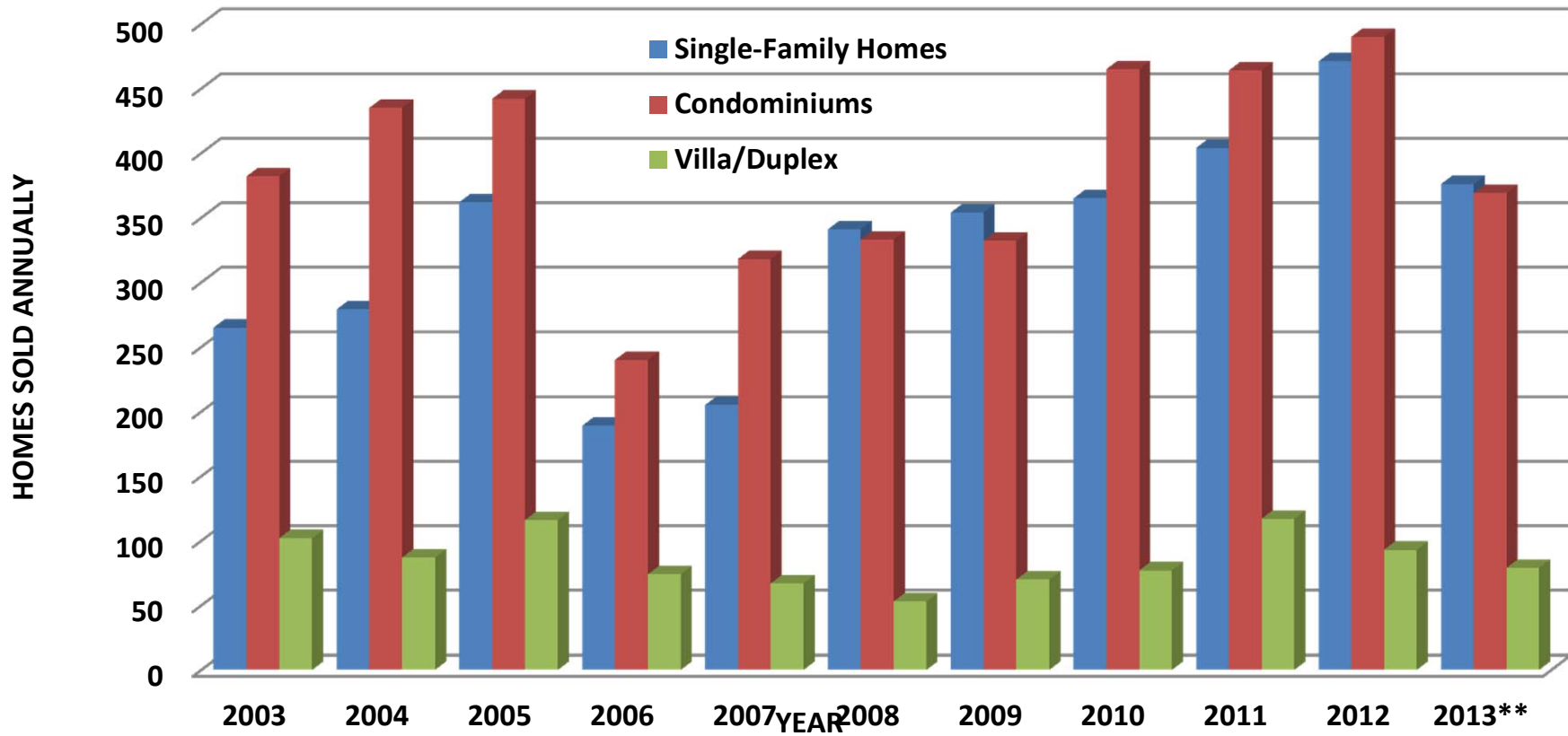
## Greater Estero Planning Area Resale Homes Sold Single-Family Homes, Condominiums, & Villa/Duplexes 2003 through August 7, 2013



Source: Joe Pavich, Sr. & Peloton Research

\*\* Sales through August 7, 2013

## Greater Estero Planning Area Resale Homes Sold Single-Family Homes, Condominiums, & Villa/Duplexes 2003 though August 7, 2013



Source: Joe Pavich, Sr. & Peloton Research

\*\* Sales through August 7, 2013

## Estero Competitive Housing Market Area (CHMA)

Estero Closed Homes Sales Activity and Selected Closings from Surrounding Areas

January 2013 through May 2013



City and Project Name	Builder Name	Housing Type	Closed Sales	Closed Price Average	Closed Sales Price Range	Avg Living Sq Ft	Living Sq Ft Range
City of Bonita Springs			65				
BONITA BAY	BONITA BAY GROUP	HIGH-RISE/FLATS	2	\$1,625,000	\$1,375,000 - \$1,875,000	3,458	3,458
BONITA LAKES	TOLL BROTHERS	SFD	9	\$508,149	\$350,875 - \$813,560	-	-
HAWTHORNE	LENNAR	SFD	7	\$282,457	\$225,800 - \$310,400	-	-
HAWTHORNE	PULTE	SFD	9	\$322,589	\$238,500 - \$441,500	3,113	3,113
HAWTHORNE	PULTE/CENTEX	SFD	4	\$289,350	\$232,800 - \$319,300	-	-
PARKLANDS LEE	HARBOURSIDE CUSTOM HOMES	SFD	1	\$175,000	\$175,000	-	-
TAVIRA BONITA BAY	LUTGERT COMPANIES	HIGH-RISE/FLATS	1	\$2,200,000	\$2,200,000	3,753	3,753
VILLAGEWALK BONITA SPRINGS	PULTE	SFD	4	\$345,111	\$289,900 - \$412,643	2,486	2,486
VILLAGEWALK OF BONITA SPRINGS	PULTE	SFD	13	\$270,723	\$209,000 - \$382,500	-	-
VILLAGEWALK OF BONITA SPRINGS	PULTE	SFD	1	\$205,600	\$205,600	-	-
VILLAGEWALK OF BONITA SPRINGS	PULTE	TOWNHOMES	4	\$212,875	\$207,300 - \$226,000	-	-
UNDETERMINED PROJECT SALES	PULTE	SFD	10	\$264,130	\$194,200 - \$345,700	-	-
Estero			123				
BELLA TERRA	LENNAR	SFD	25	\$348,033	\$254,000 - \$475,500	-	-
ENCLAVE RAPALLO	WALLACE HOMES	TOWNHOMES	1	\$315,200	\$315,200	1,612	1,612
MIRASOL AT COCONUT POINT	DR HORTON	CONDO/TH	7	\$176,522	\$150,000 - \$195,916	1,165	1,068 - 1,261
MIRASOL COCONUT POINT	DR HORTON	CONDO/TH	4	\$161,750	\$155,000 - \$167,000	1,196	1,068 - 1,272
MIRASOL COCONUT POINT	DR HORTON	TOWNHOMES	10	\$194,094	\$167,325 - \$222,000	-	1,308 - 1,402
PRESERVE AT CORKSCREW	LENNAR	SFD	3	\$263,333	\$239,000 - \$285,200	-	-
PRESERVE AT CORKSCREW	PULTE	SFD	7	\$370,671	\$274,500 - \$518,400	-	-
PRESERVE CORKSCREW	BUILDER UNKNOWN	SFD	4	\$382,100	\$323,400 - \$436,000	-	-

## Estero Competitive Housing Market Area (CHMA)

Estero Closed Homes Sales Activity and Selected Closings from Surrounding Areas  
January 2013 through May 2013



City and Project Name	Builder Name	Housing Type	Closed Sales	Closed Price Average	Closed Sales Price Range	Avg Living Sq Ft	Living Sq Ft Range
PRESERVE CORKSCREW	LENNAR	SFD	24	\$304,495	\$244,000 - \$433,000	-	-
PRESERVE CORKSCREW	PULTE-DEL WEBB-CENTEX	SFD	15	\$379,240	\$286,799 - \$537,600	-	-
RESIDENCES AT COCONUT POINT	KOSENE & KOSENE	CONDO	11	\$266,600	\$229,900 - \$324,900	1,382	1,351 - 1,395
RIVERBROOKE AT WEST BAY CLUB	ARTHUR RUTENBERG HOMES	SFD	1	\$155,000	\$155,000	-	-
TERRA VISTA	DR HORTON	SFD	4	\$160,780	\$157,000 - \$165,869	-	-
TERRA VISTA III	DR HORTON	SFD	1	\$166,753	\$166,753	-	-
TERRA VISTA	DR HORTON	TOWNHOMES	6	\$159,518	\$150,464 - \$184,000	-	1,410 - 1,610
<b>Fort Myers Beach</b>			<b>5</b>				
ESTERO BAYSIDE	ESTERO BAYSIDE LLC	CONDO	1	\$550,000	\$550,000	2,040	2,040
MANATEE BAY	WATERSIDE MANATEE BAY HOLDINGS	MID-RISE/FLATS	4	\$474,750	\$420,000 - \$539,000	1,416	1,203 - 1,511
<b>Fort Myers</b>			<b>26</b>				
HIGH POINT PLACE	CAMERATTA PROPERTIES	HIGH-RISE/FLATS	9	\$393,429	\$337,500 - \$450,000	2,013	1,676 - 2,139
LUCAYA/VILLAS	TAYLOR MORRISON	CONDO/TH	2	\$208,703	\$192,905 - \$224,500	-	-
OASIS TOWER	RELATED GROUP	HIGH-RISE/FLATS	2	\$187,500	\$185,000 - \$190,000	1,249	1,249
PASEO/PLEX HOMES	STOCK DEVELOPMENT LLC	DUPLEXES	11	\$276,459	\$185,000 - \$350,299	-	-
THE PLANTATION	PULTE-DEL WEBB-CENTEX	DUPLEXES	2	\$243,200	\$213,900 - \$272,500	-	-

# CURRENT RETAIL ACTIVITY ESTERO

# 1. COCONUT POINT MALL, ESTERO

Coconut Point Mall is an outdoor mall operated by Simon Malls and owned 50% by Simon Properties. It is comprised of 141 stores and restaurants. 25 dining options including: Ruth's Chris Steakhouse, Southfork Grill, Ted's Montana Grill, Bice, California Pizza Kitchen, Five Guys Burgers and Fries, Panera Bread, and Subway. Live outdoor entertainment plays regularly on the patio near Hemingway's Island Grill and Pagelli's. There is a 16 screen movie theatre. Events include the annual New Year Weekend Art Festival held at Coconut Point, this year will be the third annual festival.

Several new stores will be coming in 2013 including a Michaels later this year next to TJMaxx. Other new stores coming are: The Grape Base, featuring wines and gifts from around the world, Sports Spree for sports team themed apparel and novelties, and Spice Merchants selling spices and tea from around the world. In February 2013, Fit2Run and Destination Maternity, opened at the Mall. In April of this year, Old Navy closed their store at the mall.

LandQwest Commercial is listing the last outparcel for sale at \$3,669,930 or \$25 psf. It is a 3.37 A. parcel that is located in front of Dillard's.

Trade Area demographics for all of the Coconut Point community:

- Trade area population: 425,073
- Total day time population: 485,197
- Trade area households: 192,869
- Average annual HH income: \$84,906
- Median age: 52

### PROJECT DATA:

Total Department Store GLA 478,803  
Total Small Shops GLA 112,616  
Total GLA 591,419

BCBS 5,014  
OLIVE GARDEN 7,573  
Total GLA 604,006

COMMUNITY CENTER  
TOTAL PARKING SPACES: 2827  
SPACE/1000 SF OF GLA: 4.68

VILLAGE Project Data  
BARNES & NOBLE 27,544  
DILLARD'S 182,302  
HOLLYWOOD THEATERS 79,636  
Total Department Store GLA 289,482  
Total Small Shops GLA 311,163  
Total GLA 600,645

### LOCATION:

US 41 Btwn. Corkscrew & Coconut Rds., Estero, FL 33928

### DISTANCE FROM INTERSECTION IN MILES

(From via Coconut @ Corskcrew): 0.52 S

### NUMBER OF STORES AND RESTAURANTS:

141

### YEAR OPENED:

2006

### GROSS LEASABLE SQUARE FEET:

1,200,000 SF

### ANCHORS:

Cost Plus World Market, SuperTarget, Best Buy, T.J.Maxx



# COCONUT POINT®

Estero (Bonita Springs-Naples), Florida

Coconut Point is part of a 500-acre master-planned community that includes 300 luxury condominiums, 30,000 square feet of office condominiums, a Hyatt Place Hotel, and over 1.2 million square feet of retail and restaurants. The center features contemporary amenities and a comprehensive lineup of upscale retail offerings, with more than 140 stores and a wide range of dining options including top draws such as Dillard's, Apple, Coach, West Elm, Ruth's Chris Steak House, Ted's Montana Grill, and California Pizza Kitchen.

## 1 COCONUT POINT

- **Major Retailers:** Dillard's, Barnes & Noble, Hollywood Theaters, Bed Bath & Beyond, Best Buy, World Market, DSW, OfficeMax, Old Navy, Sports Authority, SuperTarget, T.J. Maxx, ULTA Beauty
- **GLA:** 1,205,000 Sq. Ft.
- **Hyatt Place Coconut Point:** 108 rooms and 1,000 square feet of meeting space
- **The Residences at Coconut Point:** Condominiums from \$169K-\$425K
- **The Offices at Coconut Point:** 31,000 square feet of Class A office space

## 2 HOTELS

- **Hyatt Regency Coconut Point:** 454 rooms, 28 suites, more than 70,000 square feet of meeting space, three 18-hole golf courses, and a full-service spa

## 3 RETAIL CENTERS

- **Gulf Coast Town Center:** Belk, Jopenny, SuperTarget\*
- **Miramar Outlet Center:** Saks Fifth Avenue OFF 5TH, Last Call by Neiman Marcus\*

## 4 MAJOR OFFICE COMPLEXES

- **Bonita Community Health Center:** 55,000 square feet of medical offices



## 5 SINGLE-FAMILY RESIDENTIAL

- **The Colony at Pelican Landing:** Villas and high-rise condos from \$250K-\$1.5M
- **Fountain Lakes:** Single-family and townhome apartments from \$149K-\$495K
- **Marsh Landing:** Single-family homes from \$184K-\$300K
- **Miraso:** Condominiums from \$200K-\$430K
- **Pelican Landing:** Single-family, villas, and condominiums from \$215K-\$2M
- **Pelican Sound:** Single-family and condominiums from \$160K-\$675K
- **Rapallo at Coconut Point:** Villas and condominiums from \$224K-\$425K
- **Shadowood (Brooks):** Single-family and condominiums from \$250K-\$1.8M
- **Spring Run (Brooks):** Single-family and condominiums from \$200K-\$2.5M
- **West Bay:** Single-family condos and high-rise from \$450K-\$2.45M+

## 6 OTHER

- **Corkscrew National Sanctuary:** 15 miles east\*
- **Ding Darling National Wildlife Preserve:** 20 miles southwest\*
- **Germain Arena:** Four miles northeast\*
- **The Islands of Sanibel/Captiva:** 20 miles southwest\*
- **Southwest Florida International Airport (RSW):** Eight miles northeast\*

### TRADE AREA DEMOGRAPHICS

- Trade area population: 425,073
- Total daytime population: 485,197
- Trade area households: 192,869
- Average annual HH income: \$84,906
- Median age: 52

\*Not shown on map  
Information accurate as of 5/1/13. Sources: SPG Research, trade area demographic information per Pitney Bowes MapInfo (2012).



### SPECIALTY RETAILERS, RESTAURANTS, AND ENTERTAINMENT

American Eagle Outfitters, Apple, Banana Republic, bebe, Bice Grand Café, Blue Water Bistro, Boston Proper, Brighton Collectibles, Buckle, Caché, California Pizza Kitchen, Chico's, Coach, Coldwater Creek, Destination Maternity, Express, FIZRun, Fossil, Francesco's Collections, GUESS, Hemingway's Island Grill, Hollister Co., Hollywood Theaters, J.Crew, J. Jill, LOFT, Pandora, Panera Bread, Ruth's Chris Steak House, Sephora, Stir Crazy, Talbots, Ted's Montana Grill, Tommy Bahama, Victoria's Secret, West Elm, White House | Black Market

<p><b>CONTACT</b></p> <ul style="list-style-type: none"> <li>• <b>Leasing:</b> Mark Williamson   239.992.9966   mwilliamson@simon.com</li> <li>• <b>Community/Lifestyle Center Leasing:</b> Paul Ajdaharian   317.685.7352   pajdaha@simon.com</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Local Leasing &amp; Mall Manager:</b> Jamie Grofik   239.992.9966   jgrofik@simon.com</li> <li>• <b>Development:</b> Kathy Shields   317.263.7076   kshields@simon.com</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Big Box Development:</b> Stephen deRiesthal   317.263.7152   sderiesthal@simon.com</li> <li>• <b>Peripheral Development/Land:</b> Dawn Lindquist   317.263.2301   dlindqui@simon.com</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Director of Marketing &amp; Business Development:</b> Tara Beauchesne   239.992.9966   tbeauchesne@simon.com</li> </ul>
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## 2. MIROMAR OUTLETS, ESTERO

Miromar Outlets features more than 140 top designer and brand name outlet shops with discounts off retail prices.

Recent store openings include Dunkin's Diamonds which opened in June 2013 Men's Wearhouse opened in May 2013; Seldom Seen Gallery opened in April 2013; Tum opened in January 2013; Le Macaron French Pastries opened in November 2012; Topsy Tarpon Seafood Shack opened in September 2012; Orange Leaf Frozen Yogurt opened in May of 2012 and Croc's opened in April of 2012.

Miromar Development Corporation plans to develop University Village just south of Florida Gulf Coast University.



### LOCATION:

I-75 & Corkscrew Rd. Exit 123, Estero, FL 33928

### DISTANCE FROM INTERSECTION IN MILES

(From via Coconut @ Corskcrew): 1.86E

### NUMBER OF STORES AND RESTAURANTS:

140 stores

### YEAR OPENED:

1998

### GROSS LEASABLE SQUARE FEET:

605,537

### ANCHORS:

Saks Fifth Avenue OFF 5th, Last Call-Neiman Marcus

### DEVELOPERS:

Miromar Development Corporation

### 3. NORTH POINT AREA - PARADISE SHOPPES, ESTERO

The Paradise Shoppes are located between Williams Rd. and Pelican Sound just West of US 41. Currently built are four pad sites consisting of a 7-11 and Mobil Gas Station, A Chick-fil-a, a Bank of America and a Walgreens.

In 2005, Phase II was planned just south of Pelican Sound Boulevard on 6.4 A for a 39,445 SF building. There appears to be no construction at this point on this site.

**LOCATION:**

Off Williams Rd, West of US 41

**DISTANCE FROM INTERSECTION IN MILES**

(From via Coconut @ Corskrew): .9 S

**SITE:**

22 acres

**YEAR STARTED/COMPLETED:**

2004

**DEVELOPER:**

Camargo Trust

**NUMBER OF STORES:**

N/A

**GROSS LEASABLE SQUARE FEET:**

N/A

**ANCHORS:**

Walgreens, Bank of America

### 4. CAYO DE ESTERO, ESTERO

Cayo De Estero was recently completed in November 2011. At the time of construction there were no tenants.

**LOCATION:**

North of the Intersection with Estero Parkway, on the West side of US41

**DISTANCE FROM INTERSECTION IN MILES**

(From via Coconut @ Corskrew): 1.7 NW

**SITE:**

3.6 acres

**YEAR STARTED/COMPLETED:**

2011

**DEVELOPER:**

Cameratta

**NUMBER OF STORES:**

N/A

**GROSS LEASABLE SQUARE FEET:**

20,310 SF



## 5. ESTERO CROSSING, ESTERO

In 2005, the Wilder Companies bought 43 acres in Estero with the intention of developing a shopping center comprised of 25 stores and restaurants to be opened in 2007. Subsequently, JTAD Estero LLC, a Boston-based developer, planned to build a 310,000-square-foot shopping center on that site called Estero Crossing. In April of 2006, Lee County planners recommended approval to rezone the 43 acres of agricultural land for Estero Crossing, but had serious concerns about the traffic it will bring to the main road that runs through the community.

In 2008, the developer presented site plans and elevations for a 7 building complex to the Estero Design Review Committee. They were asked to address issues related to comments on the building elevations and buffer areas. In December 2009, the developer presented to the Estero Community Planning Panel an administrative amendment to the previously approved zoning.

In 2011 the expiration for the permit was extended for two years and In 2013, the expiration for the permit was further extended to 01/01/2017 for the approved 310,000 square foot shopping center in seven buildings

### LOCATION:

SEC Corkscrew Rd & Three Oaks Pkwy, Estero, FL 33928

### DISTANCE FROM INTERSECTION IN MILES

(From via Coconut @ Corkscrew): 0.62 E

### NUMBER OF STORES AND RESTAURANTS:

none

### YEAR OPENED:

2010

### GROSS LEASABLE SQUARE FEET:

310,000

### ANCHORS:

None

### DEVELOPERS:

Wilder Companies/JTAD Estero LLC

## 6. NORTH POINT, ESTERO

In October 2003 the Oakbrook Properties, developers of North Point, began working on their zoning approvals. They requested zoning approvals for the following development program: 550,000 square feet of retail space, 120,000 square feet of office, a 150 room hotel and 150 housing units. On February 6, 2006 Oakbrook sold the property to The Lutgert Companies and the Barron Collier Companies for \$34.4 million. The companies closed on the 100-acre property, planning to develop the mixed use project as a joint venture.

In November 2006 the new owners asked for approval from the County and Regional Planning Commission for the following changes to the master plan:

- Reduce retail from 550,000 square feet to 250,000 square feet
- Reduce office uses from 120,000 square feet to 100,000 square feet, and
- Increase the number of housing units from 150 to 600, while
- Retain the authority to build 150 hotel rooms.

In 2011, the new owners asked for an extension for the built-out for 3 more years until December 30, 2015 and in 2011 the plans were finalized to amend the zoning from suburban to urban community.

### LOCATION:

N.Side of Williams Rd. US 41 & Seminole Gulf RR. , Estero, FL 33928

### DISTANCE FROM INTERSECTION IN MILES

(From via Coconut @ Corskrew): 0.87 SW

### NUMBER OF STORES AND RESTAURANTS:

none

### YEAR OPENED:

2013

### GROSS LEASABLE SQUARE FEET:

550,000

### ANCHORS:

None

### DEVELOPERS:

Lutgert Companies/Barron Collier Companies - North Point Estero, Ltd.

## 7. UNIVERSITY VILLAGE, ESTERO

Miromar Development announced plans in January 2013 for a residential and commercial development on approximately 100 acres adjacent to Florida Gulf Coast University, intended to support future growth at the university. University Village will provide off-campus housing, retail shops, coffee shops and restaurants. Miromar Development is not releasing any further specifics at this time. However, a Miromar representative said current plans assume 20 percent of the project will be comprised of retail space and restaurants, and 40 percent will be residential. Additional space will be used for recreation and preservation.

According to a press release distributed by Miromar Development, the location for the University Village will be on the east side of Ben Hill Griffin Parkway at Estero Parkway.

The property is located just south of the university and an agreement signed January 15, 2013 between Miromar and FGCU fully supports the University Village concept. With re-zoning, Miromar will move some of its already approved commercial uses from property it owns just south of Alico Road to the 100-acre site next to FGCU. The concept plan in the agreement shows 4 building student housing complexes including two, six story buildings, one three story building and a four story recreational center and pool complex as well as structured parking. A Master Plan document from Florida Gulf Coast University, dated November 2010, also shows Miromar Development's plans to develop 22 acres of property directly west of campus along Ben Hill Griffin Parkway, as a mixed-use retail and housing development with 100,000 square feet of retail space, more than 80 apartments, and 100 garden homes.

Some of the residents of Grandezza, located North of Corkscrew Road, east of Interstate 75 and near the Miromar Outlets, have recently expressed concern with commercial development and the resulting traffic adjacent to their neighborhood. The land was previously zoned residential and Miromar, the developer, is asking for the zoning change from Lee County officials.

### LOCATION:

East side of Ben Hill Griffin Parkway at Estero Parkway, unincorporated Lee County

### DISTANCE FROM INTERSECTION IN MILES

(From via Coconut @ Corkscrew): 3.2 NE

### NUMBER OF STORES AND RESTAURANTS:

TBD

### YEAR OPENED:

TBD

### GROSS LEASABLE SQUARE FEET:

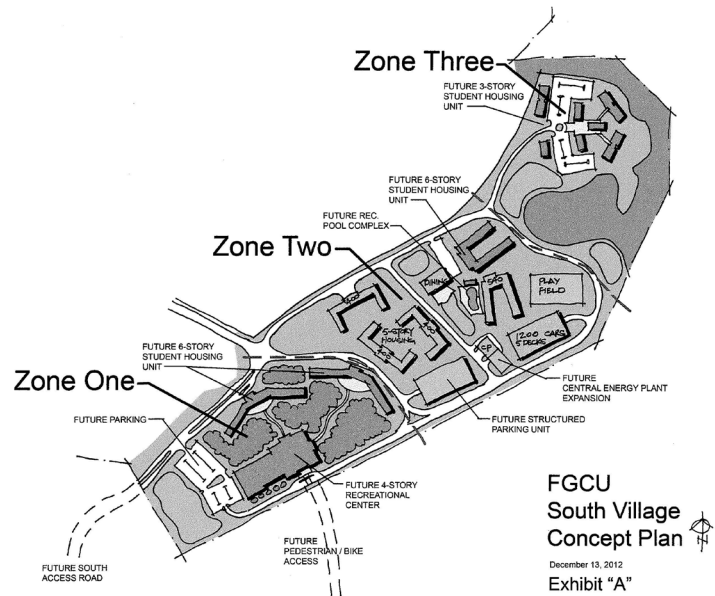
TBD

### ANCHORS:

TBD

### DEVELOPERS:

Miromar Development Corporation



## 8. ESTERO TOWN COMMONS, ESTERO

In January of 2005 Kite Realty Group purchased 33 undeveloped acres in Estero for \$10 M in cash as a joint venture with Continental Real Estate Companies out of Miami. At the time they estimated that the cost to develop Estero Commons at \$20 million.

An article written in 2006 quotes, David Stevens, a broker involved in the purchase of three Naples shopping centers by Kite Realty Group, commented on the Naples market at the time and said, "Scarcity is becoming a factor," adding that retail space in grocery-anchored shopping centers is running between \$24 and \$30 a square foot on average.

Estero Town Commons is comprised of a 168,000 SF Lowe's, 4,970 SF Ruby Tuesdays and 25,631 SF of retail and 923 parking spaces.

Kite Realty Group's 2012 annual report lists the following information regarding Estero Town Commons:

- Percentage owned of GLA leased at 56.9% with a total of 25,361 SF owned
- Annualized base rent revenue: 339,704
- Annualized ground lease revenue: 750,000
- Annualized total retail revenue: 1,089,704
- Percentage of annualized total retail revenue: 1.47%
- Base rent per leased owned GLA: 23.30

### LOCATION:

On Corkscrew Road between Three Oaks and I-75

### DISTANCE FROM INTERSECTION IN MILES

(From via Coconut @ Corkscrew): 1.2 E

### SITE:

32.96 A total site; 4.48 A. in out lots

### YEAR STARTED/COMPLETED:

2005/2006

### DEVELOPER:

Kite Realty Group

### NUMBER OF STORES:

13 small retail shops, 1 big box store, 15 outlet parcels

### GROSS LEASABLE SQUARE FEET:

206,600

### ANCHORS:

Lowe's Improvement Store



# CURRENT RETAIL ACTIVITY BONITA SPRINGS

## 1. THE PRADO AT SPRING CREEK, BONITA SPRINGS

The Prado at Spring Creek is a renovated shopping center made up of retail and entertainment venues.

The Regal Cinemas opened at The Prado in 2000 and closed in 2009. It reopened in August, 2010 as the Prado Cinema Cafe with nine operating screens and reduced seating to accommodate tables between seats. It closed in November 2011.

PMAT/Isram Realty bought the shopping center in March 2012 for \$6.3 M or \$41/SF from the Wells Fargo Bank. The previous selling price was \$30.15M in December 2004. At the time the contract was signed, the center was 53% occupied. With the signing of a lease by the Frank Theatres to take over the vacant movie space the occupancy then increased to 82%.



The Frank Theatres has since closed. The Cine Grill Cinema opened on July 6, 2012 with 12 screens. A new tenant, Buffalo Wild Wings, signed a lease in March 2013 and is planning on opening this year in the vacated Rib City Grill and Stevie Tomato's Sports Page building.

### LOCATION:

SE US 41 & Pelican's Nest Dr., Bonita Springs, FL 34135

### DISTANCE FROM INTERSECTION IN MILES

(From via Coconut @ Corskrew): 4.08 S

### NUMBER OF STORES AND RESTAURANTS:

24 stores

### YEAR OPENED:

2003

### GROSS LEASABLE SQUARE FEET:

152,400

### ANCHORS:

Congress Jewelers, Crispers

### DEVELOPERS:

Isram Realty Group



## 2. THE PROMENADE, BONITA SPRINGS

In July of 2012 The Promenade sold for \$5 M in an on-line auction and the new owners RLR Investments LLC of Ohio took over in August of 2012. The center had been struggling and many existing tenants were asked to leave or pay substantial increases to their rent. Many local artists of the Art League of Bonita Springs that were renting space at a reduced rate left, however, some of the artists are now staying and paying full rent at the prospect of new tenants coming to The Promenade. More than 30 spaces are available for lease ranging from 720 SF to 6,810 SF starting at \$8/SF.

In the 1990s and early 2000s, the project was very successful, with upscale shops, nightclubs, and restaurants. By the time The Promenade went to auction the center was nearly 60% vacant. The property was originally developed in 1998 by Raymond Lutgert who passed away in 2010.

New tenants coming include: DeRosa's Market and Restaurant, which announced plans to open a 15,000 SF space in November 2013 and to hire 100 employees, replacing the former Silver Spoon restaurant and Starbucks. DeRosa's has five other restaurant located in Florida and New York.

### LOCATION:

26795-27911 South Bay Drive Bonita Springs, FL 34134

### DISTANCE FROM INTERSECTION IN MILES

(From via Coconut @ Corskrew): 6.3 S

### NUMBER OF STORES AND RESTAURANTS:

47 stores

### YEAR OPENED:

1998

### GROSS LEASABLE SQUARE FEET:

106,454

### ANCHORS:

New tenant coming: DeRosa's Market and Restaurant

### DEVELOPERS:

RLR Investments LLC



# CURRENT RETAIL ACTIVITY NAPLES

## 1. MERCATO, NAPLES

The Mercato project is a mixed use project in the city of Naples. It is comprised of 12 buildings which include The Strada Residences at Mercato, a 92 unit condominium complex; approximately 20 retail stores, the Silverspot cinema-an 11 screen theatre, approximately 14 restaurants and a 52,000 SF Whole Foods market.

Commercial office space is currently listed at \$28/SF/YR.

Taps Bar and Grille as well as The Second Cup just opened in July 2013.

Nordstrom Rack is opening in the fall of 2013 and will occupy 30,000 square feet of space along US 41 that was previously occupied by Books-A-Million. In July 2013 there was an announcement that the Rusty Bucket Restaurant is expanding to the Florida market in early 2014 and will be locating in the Mercato in a new 5,300 SF space that will bring 100 jobs.

The temporary Hertz offices will be located at the Fifth Third office building adjacent to the Mercato until the headquarters in Estero is complete. Approximately 150 employees are expected at the temporary location. The location was chosen due to the wide-range of shopping and dining options available at Mercato.



### LOCATION:

North Naples, Collier Co., east of 41, north of Vanderbilt Rd.

### DISTANCE FROM INTERSECTION IN MILES

(From via Coconut @ Corskrew): 16.9 S

### SITE:

53 acres total site

### YEAR STARTED/COMPLETED:

2007/2009 – planned future residential phase

### DEVELOPER:

LUTGERT COMPANIES

### ARCHITECT:

Cooper Carry

### CONTRACTOR:

Hoar Construction

### NUMBER OF STORES AND RESTAURANTS:

32

### GROSS LEASABLE SQUARE FEET:

nearly 500,000 SF retail and office

### ANCHORS:

Whole Foods Market, Silver Spot Cinema

## 2. THE VILLAGE ON VENETIAN BAY, NAPLES

In August 2008, Lutgert Companies began a major renovation to the Village On Venetian Bay, which was built in 1987. At the time of the renovation the Village consisted of 115,000 square feet of retail and restaurants, most locally owned as well as professional office space.

In 2011, four new tenants opened: Elegant Style Salon in March and Venez Boutique and Romantica, both clothing stores in April and J. McLaughlin in January. They provide entertainment on “Village Nights” where they have music and demonstrations.

In February 2012 the Lutgert Companies sold the property for \$32.4 M to a local family under the name Village on the Bay, LLC. The purchase price reflected the current rents of \$25 to \$30 per square foot.



The Village is made up of around 31 small stores, 6 sit-down restaurants and a Ben and Jerry’s ice cream parlor and six service or business establishments.

### LOCATION:

4200 Gulf Shore Blvd North, Naples, FL 34103

### DISTANCE FROM INTERSECTION IN MILES

(From via Coconut @ Corskrew): 18 S

### NUMBER OF STORES AND RESTAURANTS:

40 stores

### YEAR OPENED:

1987

### GROSS LEASABLE SQUARE FEET:

115,000

### ANCHORS:

N/A

### DEVELOPERS:

Lutgert Companies

### 3. COASTLAND CENTER, NAPLES

Coastland Center is the only enclosed regional shopping center in the area. It opened in 1977, with subsequent expansions in 1985 and 1996. Interior renovations occurred in 1985, 1996, and 2007. This last renovation included the creation of two distinct merchandizing areas, The Lobby and The Veranda. The Lobby was designed to be reminiscent of a grand, tropical hotel lobby with skylights and oversized chandeliers. The Veranda area was designed to create a residential patio environment.

Renovations to the exterior included a new 70,000 SF streetscape and exterior landscaping treatment, with water features and outdoor patio seating as well as a new front door.

In 2009 Ruth's Chris Steak house closed and in 2012, McDonalds -- a tenant in the food court since 1985 -- closed its operations at the mall. In addition to McDonalds, the mall lost The Disney Store, Ted's Montana Grill and the Gap in 2012. In the fall of 2012 Coastland leased 20,000 SF to the clothing store H & M and in December 2012 Aurelio's Pizza took over the 5,000 SF space previously leased by Ted's Montana Grill. Cultery Word closed in January 2012 and blamed the loss in sales on the economy, online sales and more competition in the area.



#### LOCATION:

1900 Tamiami Trail North, Naples, Florida 34102

#### DISTANCE FROM INTERSECTION IN MILES

(From via Coconut @ Corskrew): 18.4 S

#### NUMBER OF STORES AND RESTAURANTS:

150 stores

#### YEAR OPENED:

1977

#### GROSS LEASABLE SQUARE FEET:

960,000

#### ANCHORS:

Dillard's, jcpenny, Macy's, Sears, The Cheesecake Factory, and Calistoga Bakery Cafe

#### DEVELOPERS:

GGP

# CURRENT RETAIL ACTIVITY FT. MYERS

## 1. GULF COAST TOWN CENTER, FT. MYERS

The Gulf Coast Town Center, is a hybrid life style/power center featuring a Market Plaza with a circular circular fountain, a variety of garden towers, with pergolas and pavilions as well as a formal lawn, and a children's play area. The center features casual and upscale restaurants, and shopping that includes 20 anchor stores, over 50 specialty shops and over 20 eateries. A few of the many highlights at Gulf Coast Town Center are the Bass Pro Shops and theater, Regal Cinemas 16, Bath & Body Works, Best Buy, Foster's Grill, Game Stop, Justice, Kay Jewelers, Marshall's, Petco, Ron Jon Surf Shop, Zumiez, as well as the World Famous Cigar Bar.

A major draw for the shopping center is the 130,000 square-foot Bass ProShops, which overlooks a 24-acre lake that customers use to test-drive boats, fishing gear and outdoor recreational equipment.

Elevation Burger opened in February 2012 and closed this May, as they are planning on relocating close by. Recent openings include: Keys Bar and Grille in 2012, Pollo Tropical in March 2013, and a HomeGoods store of 25,000 SF in May 2013.

This month, CBL & Associates Properties Inc. announced the launch of a partnership with Tesla Motors, Inc. to install Tesla Supercharging stations at several CBL Malls across the country. The Gulf Coast Town Center is getting four charging stations, each of which can charge two cars at a time and work much more quickly than standard charging stations.

### LOCATION:

I-75 & Alico Road , Fort Myers, FL 33913

### DISTANCE FROM INTERSECTION IN MILES

(From via Coconut @ Corskrew): 4.30 N

**NUMBER OF STORES AND RESTAURANTS:** 100 stores

**YEAR OPENED:** 2005

**GROSS LEASABLE SQUARE FEET:**

1,700,000

### ANCHORS:

SuperTarget, Costco, Bass Pro Shops, JCPenney

### DEVELOPERS:

CBL & Associates Properties, Inc.

### ARCHITECT:

Dougherty, Schroeder and Associates

### PROJECT DATA:

Opened: November 4, 2005 Phase I

March 15, 2007 Phase II

GLA: 1,238,721 sq. ft.

Total Stores: 94

Total Acreage: 204± AC

Total Parking: 6,767

Trade Area Population: 826,557 (2011 est.)



## 2. ALICO LAKES VILLAGE, FT. MYERS

The 30 acre Alico Lakes Village project features a 172 room Holiday Inn hotel and conference center, Ashley Furniture and City Furniture stores, Alico business Center, 7-Eleven gas and convenience store, and a Chick-fil-a restaurant.

Alico Lakes Village had an active for sale listing on LoopNet but is now off the market. It was built as a community retail center anchored by 110,000 square feet of retail furniture (Ashley Furniture) and a 165 room Holiday Inn Select Hotel. In-line space from 1,200 SF and up and free-standing retail up to 24,000 SF are available. The surrounding pad sites are available for restaurants and banks. Second floor office space is also available.

Land Solutions, Inc. lists on their website the sale of 10.3 A. at Alico Lakes Village for \$5,540,696, parceled out as Parcel C - 1.03± acres - \$15.75 psf or \$703,285; Parcel D - 5.27± acres - \$14.75 psf or \$3,389,166; Parcel F - 1.30± acres - \$10.00 psf or \$565,720; and Parcel I - 2.70± acres - \$7.50 psf or \$882,525.

In May 2013, Ft. Myers Pooh LLC acquired the freestanding 7-11 convenience store and gas station at 9990 Interstate Commerce Dr. in Ft Myers, FL from Alico 711 Holdings LLC for \$3,047,500, or about \$1,000 per square foot.

### LOCATION:

I-75 & Alico Road , Fort Myers, FL 33912

### DISTANCE FROM INTERSECTION IN MILES

(From via Coconut @ Corskrew): 4.46 N

### NUMBER OF STORES AND RESTAURANTS:

20 stores

### YEAR OPENED:

2008

### GROSS LEASABLE SQUARE FEET:

310,000

### ANCHORS:

Ashley Furniture, City Furniture

### DEVELOPERS:

Strathmore Development Company





## **Estero Retail Market Overview**

The Estero retail market lies within a relatively low-density, modestly upscale community situated between two more densely populated areas -- Naples and Bonita Springs to the South, and Ft. Myers/Cape Coral area to the north. All of these communities lie along a north-south axis defined by the two primary arterial corridors of I-75 toward the eastern edge of the currently developed area, and US-41 (Tamiami Trail), which tends to form the primary central spine of the region. The larger metropolitan area is constrained from further development to the west by Estero Bay and the Gulf of Mexico, while development to the east is discouraged by protected natural areas, competing agricultural and mineral-excitation industries, as well as growth management initiatives intended to limit development in these areas.

The existing retail in Estero and nearby communities primarily consists of a combination of grocery anchored, locally serving shopping centers, even located at about two mile intervals throughout the area, and more regionally focused centers in a range of formats including life-style centers, outlet centers, power centers, traditional malls, or a combination of all of the above, in addition to large-format club and warehouse stores. The regional consumer market as a whole is quite robust, with a largely affluent population of around a half-million people within a 10 mile radius of Estero, making Estero's strategic location between Naples and Fort Myers, with good access from both I-75 and US-41, an attractive location for large regional centers drawing from the entire metropolitan market.

Most of the newest and most ambitious shopping centers in the area, including Coconut Point and the Mercato, were developed during a period of unprecedented residential and income growth, which took place in the middle of the last decade, and reflect the optimistic assumptions of an ever growing consumer market prevailing at the time. A little worse for the wear -- for the most part -- they managed to weather the recent downturn relatively intact, in spite of the stagnation in both the housing and consumer markets, post-bubble, and with currently low vacancy rates, seem well poised to benefit from the ongoing market recovery.

However, the amount of retail GLA represented by all of these projects, including that contained in the grocery-anchored neighborhood centers, were pushing the margins of saturation even before the market collapse, and absent a major increase in consumer demand, either in the form of new housing and/or new jobs, it is unlikely the market can sustained significant increases in the current amount of retail offered, without diluting or cannibalizing sales from existing centers, and all of the obvious market niches have already been filled. This reality contrasts sharply with the amount of retail square footage entitled at the peak of the

market, yet to be implemented, which is still waiting for a recovery which might look quite different from the market that went away in late 2006.

The large visitor market, proximity to I-75, and convenient access to area tourist destinations made outlet retail an obvious and attractive opportunity, which the Miromar Outlets has effectively capture. The large, affluent, regional consumer market, blessed with significant disposable income, is also tempered somewhat by the seasonality of that market, and the full-time local population is of more modest means, limiting the opportunities for growing the market for more upscale, regional centers. The supply-driven momentum which produced the surge in retail GLA during the pre-bust era will more than suffice to service the existing market, and developing housing markets elsewhere in the region, such as Ave Marie, will work even harder to capture and protect what new household consumer spending emerges as the market recovers, limiting opportunities for the kind of preemptive retail market grabs that were typical of the area, pre-2007.

Given that, everything from this point forward is going to have be more strategic in nature, balancing new retail growth with consumer demand in a new type of format, building on the enviable reputation Estero proudly enjoys, which consciously targets household and employment growth through a more fully integrated approach to new development which anticipates new market and demographic trends, and which also allow for a more sustainable model of development.

### **The Southwest Florida Retail Market**

- Supply and demand in the southwest Florida retail market are reasonably in balance without much vacancy beyond some small strip mall stores.
- An increase in consumer demand is necessary if the supply of retail space is to be increased without saturating existing shopping centers

### **Estero's current retail status**

- Estero currently has about 3.5 million square feet of retail stores
- Of that total about 1.9 million is in Coconut Point (1.2 million) and Miromar Outlets (700,000)
- Total retail sales in Estero in 2012 were \$810 million
- Of that total Coconut Point and Miromar Outlets produced about \$612 million, or \$322 per square foot
- Peloton estimates that Estero residents purchase 32% of the \$810 million of retail sales while 68% of those sales were purchased by non-residents and tourists
- The remaining 1.6 million square feet of retail produced the remaining \$198 million in sales, or \$124 per square foot

### **What it takes to generate enough sales to support another million square feet of retail development**

- In addition to the existing retail space Estero has vacant parcels along US41 and Corkscrew Road that are zoned for another 3 million square feet of retail development
- According to CoStar Group...average sales per square foot in SW Florida is \$136
- Peloton assumes that future retailers will require \$200 of retail sales per square foot in order to invest in new retail facilities in Estero. (*Sales per square foot will vary by business type*).
- Thus \$200 million of increased retail sales will be needed in order for developers to invest in building another 1,000,000 square feet of retail space in Estero
- If Estero residents continue to purchase 32% of those increased retail sales they will need to buy \$64 million of additional retail goods and services
- In order for Estero residents to have the income to make these additional purchases, Estero will need to add 12,500 new households, or 25,000 additional residents.
- Peloton estimates that only 4,150 housing units will be built in Estero between 2013 and 2020, only one third of the total needed to support 1 million square feet of additional retail space
- In addition the residents of the surrounding market area must purchase the remaining 68% of the \$200 million in additional retail sales, or \$136 million of sales, necessary to support the 1 million square foot increase in retail space.

**Parcels within the Prospective Estero Town Center**

As of June 2013

Development Name	STRAP Number	Acres	Retail	Office	Other Commercial	Total Commercial	Housing Units	Hotel Rooms
Estero Comm Park	34-46-25-01-0000C.017A	65						
North Point	33-46-25-00-00019.0000	102	550,000	120,000		670,000	150	150
Stephanie Miller Trust		39.4						
	33-46-25-00-00019.0020	Ag						
	33-46-25-00-00019.0010	Ag						
	34-46-25-01-0000C.0170	Ag						
	33-46-25-00-00018.0000	Ag						
	34-46-25-00-00005.0020	Ag						
	34-46-25-01-0000C.0350	Ag						
	34-46-25-00-00005.0010	CPD						
	34-46-25-00-00005.0000	Ag						
	34-46-25-01-0000C.035A	CPD						
	34-46-25-01-0000C.035B	Ag						
	34-46-25-01-0000C.035C	Ag						
	34-46-25-01-0000C.035D	Ag						
	34-46-25-01-0000C.035E	Ag						
	34-46-25-01-0000C.035F	Ag						
	34-46-25-01-0000C.035G	Ag						
Estero Corkscrew LLC (Galleria)	34-46-25-00-00002.0020	9.9	70,000		30,000	100,000		
	34-46-25-00-00002.0030	15.8	30,000	40,000	73,000	143,000		
Village Partners LLC (Estero on the River)	33-46-25-00-00013.0000	85.07	197,000	103,000		300,000	530	
	33-46-25-00-00010.0000							
	33-46-25-00-00009.0000							
	33-46-25-00-00005.0000							
	33-46-25-00-00006.0000							
	33-46-25-00-00007.0000							
	33-46-25-00-00001.0000							
	33-46-25-00-00003.0000							
	28-46-25-00-00016.0040							
	33-46-25-00-00004.0000							
	28-46-25-00-00016.0050							
	28-46-25-00-00017.0000							
	28-46-25-00-00018.0000							
	28-46-25-00-00033.0000							
	28-46-25-00-00020.0000							
	28-46-25-00-00021.0000							
	28-46-25-00-00015.0000							
	28-46-25-00-00014.0020							
<b>Total</b>		<b>252.17</b>	<b>847,000</b>	<b>263,000</b>	<b>103,000</b>	<b>1,213,000</b>	<b>680</b>	<b>150</b>

Source: ECCL and Lee County Assessor