

**MARKET DEMAND**

The following is a summary of the market area and the demand for uses in the corridor. For a complete discussion of the market conditions and forecasts see Appendix. This is an overview of the development of Lee County, discussions of markets for five land uses, and a summary of their potential to 2011.

***County and Cape Coral Development Framework***

Lee County's economy has been growing rapidly adding jobs at three to four percent per year and people at a slightly slower rate in recent years.

- Nearly one-half of the job growth will be in the services sector and one-quarter of the growth in the retail trade sector during the next 11 years.
- The best highway access is in the I-75 corridor. It has an interchange at Pine Island Road extended east to Bayshore, five interchanges in the vicinity of Fort Myers, and two in the southeastern part of the County.
- The air carrier and principal air cargo hub at Southwest Florida International Airport is located about 17 miles southeast of the intersection of Santa Barbara Blvd. and Pine Island Road.
- Superior accessibility and a large supply of improved non-residential land on the south side of the Caloosahatchee River have provided a highly competitive marketplace with generally lower prices than those found in Cape Coral.
- Characteristics of the Cape Coral vacant land supply; distances from high capacity transportation modes; increased development constraints and standards that did not exist in the 1950 – 60's and lack of water and sewer service have constrained non-residential site competitiveness and increased their costs in Cape Coral.
- Cape Coral's residential land values in descending order from generally higher to generally lower are those sites having the following accessibility and other characteristics:
  - Boat access to the Gulf of Mexico.
  - Along a fresh water canal.
  - Overlooking or near a golf course.
  - Adjacent to existing residences.
  - Elsewhere in the City.

New road capacity that is under construction or will be within the next five years includes the following segments:

- Burnt Store Road from Pine Island Road to Miracle Parkway.
- Widen Pine Island Road from two- to four-lanes from Santa Barbara Blvd. to Chiquita Blvd.
- Construct a connection between Santa Barbara and Juanita Blvds. along the power line right-of-way.

***Retail Framework***

As total personal income has grown regional malls have been built south of the Caloosahatchee River in Lee County (Edison) and north of the Peace River in Charlotte County (Town Center). Easy access via the Midpoint Bridge to the Edison Mall has made it a popular attraction for Cape Coral residents. While Town Center is located on the west side of U.S. 41 about 25 miles north of Cape Coral, it attracts customers from south of the Peace River.

Household and total personal income growth and developable greenfields in the Pine Island Road corridor have increased its competitiveness for additional retail floor space. These factors, together with the decreasing average age of heads of households in Cape Coral, have made the City more attractive to retailers during the 1990's.

From 1992 to 1997 Lee County's retail sales increased by over \$913.8 million, in constant dollars. About 80 percent of this growth was in the Building Materials, Apparel and Accessories and Automotive categories. Drug and General Merchandise sales also increased at an above average rate.

More than 2.1 million square feet of shopping centers are located in Cape Coral and North Fort Myers. Their average size is 112,000 square feet and the largest is the 396,000 square foot Merchant's Crossing located at Pine Island Road and U S 41. It features Beall's, K mart, Kash N Carry and a 16-screen cinema theater. The second largest is the 343,000 square foot Coralwood Mall located on Del Prado Blvd. It features Beall's, J C Penney, K mart, and Winn-Dixie.

Higher end merchandise stores like Burdine's, Saks Fifth Avenue, Dillard's, Jacobson's, and Talbots are located in Fort Myers while Burdine's, Dillard's, Penney, and Sears anchor Town Center Mall.

The number of households in Cape Coral is forecasted to increase by 19,100 from 2000 to 2011, a 48 percent increment. Some 10,650 of them are forecasted to be added to the area within three miles of the Pine Island Road corridor, the primary market area. They will generate an additional \$172 million in total personal income from 2000 to 2011 in the primary market area.

Until infrastructure improvements, such as utilities, are made and the residential market develops north of Pine Island Road and west of Andalusia Blvd., the retail sales potential of this market area will be suppressed.

This growth in the marketplace will warrant the addition of 1.3 million to 1.6 million square feet of retail space in the study area. The most accessible and competitive location is in the vicinity of Pine Island Road and Santa Barbara Blvd., following Santa Barbara's northward extension and the availability of sewer service.

This location is most competitive for a "Lifestyle Center" featuring high site and building design standards. These in-line centers include curb parking in front of the stores as-well-as area parking behind them. Such a center at this location should be anchored by a super book store and include the following types of additional stores:

Spencer Gifts	Things Remembered
Bath & Body	Radio Shack
Greeting cards	Brookstone
Ross Dress	CD Warehouse
The Gap	Sit-down restaurants
Food court	Banana Republic
The Limited	Home Place
Service Merchandise	Gateway Computers
Lerner	Paul Harris
Jewelry stores	Shoe stores

The first phase of the proposed center should be about 150,000 square feet. Enough land should be set-aside for a 100,000 square feet phase II addition.

The remaining 210,000 to 280,000 square feet of the market area's retail potential should be absorbed in planned neighborhood centers located at the intersections of selected parkways and boulevards.

**Office Framework**

The office market is highly oriented to the provision of health and financial services. Many of Cape Coral's health services offices are clustered around Cape Coral Hospital located on Del Prado Blvd. near SE 20<sup>th</sup> Street.

Among Cape Coral's 15 major general occupancy office buildings several are located along Hancock Bridge and Cape Coral Parkways. They average 29,000 square feet and are 10 years old. The 55,000 square feet, three-year-old Santa Barbara building remains vacant. It is located near Santa Barbara's southwest quadrant with Pine Island Road. Its occupancy would increase the inventories' occupancy rate from 63 percent to 76 percent.

Most office-using employers locate in Fort Myers where 77 percent (1.5 million of 1.9 million square feet in 2000) of the County's demand is met. Because of the good highway system, they can readily reach Cape Coral clients or can be reached by them.

Cape Coral's 434,700 square feet office inventory is 63 percent occupied. Average annual absorption has been 18,300 square feet. Additional space has been absorbed in scattered sites whose buildings are less than 10,000 square feet and other buildings whose principal uses are manufacturing, distribution, or light assembly. On average, there are 2.8 square feet of occupied general occupancy office space per capita in Cape Coral.

As the number of households and incomes increase the demand for general occupancy office space will increase faster than it has during the past 18 years. Increased traffic congestion will tend to shorten trips to offices and increase demand for them on the north side of the Caloosahatchee River. As high-income households continue to locate in the southwestern corner of Cape Coral, demand for personal and professional services will increase.

By 2011 this demand will increase by 10 percent to 3.1 square feet per capita resulting in demand for an additional 167,400 square feet of occupied office space. An estimated 30 to 40 percent of this demand, or 50,200 to 67,000 square feet will be attracted to the Pine Island Road corridor. Single tenant space and buildings having less than 10,000 square feet would be in addition to these forecasts.

In order to provide good access to prospective clients most of this use should be located between Chiquita and Andalusia Blvds.

**Flex Building Framework**

Flex buildings are commonly used for product assembly, light manufacturing, warehousing, incidental office space, and similar functions. Cape Coral accounts for about 10 percent of the County's inventory.

There is about 750,000 square feet of flex space in Cape Coral and North Fort Myers, about 5.8 square feet per capita. The Pine Island Road corridor has been especially competitive for this use because of its accessibility, small number of conflicts with adjacent single-family uses, and supply of improved and unimproved sites, which were large enough for flex building strips.

Common flex uses in the corridor include boat sales and maintenance, building construction services, and light assembly businesses. While they are often accommodated in long strip buildings, their typical floor plates range from 800 to 3,000 square feet.

By 2011, Cape Coral's household population is forecasted to increase by about 54,000. Based on industry trends, demand for flex space will increase by 281,900 to 310,100 square feet. From 35 to 45 percent of this demand will be attracted to Pine Island Road's major cross streets where there are sites in excess of three acres and where it will not be an incompatible land use. An estimated 45 percent to 55 percent of demand will occur during the first five-year period prior to relatively rapid escalation of land values in the Corridor.

About 350,00 square feet in the North Cape Industrial Park and five million square feet in the City's four approved Developments of Regional Impact (DRI's) are approved for light industry or flex space uses but remain vacant and could be developed for flex space development.

**Transient Accommodations Framework**

Responding to the large tourist industry, some 46 percent of Lee County's motels and hotels having more than nine rooms are located on the beach. Of the 8,647-room inventory, another 25 percent is located in Fort Myers, or 2,141 rooms.

Cape Coral and North Fort Myers have 709 rooms in eight properties, which are in reasonably good to fair condition. An average of 21 rooms have been added to the inventory per year since 1967. In the three properties, which have meeting room capacity, only 175 seats are available at any one time the largest holding 35-90 people. Therefore, few business meetings or conventions are attracted to the City.

The dominant sectors of the market are seasonal and short-term personal and business visitors.

Out-of-season room rates range from \$45 to \$89. The most common amenity is a swimming pool while two properties have jacuzzis and two have laundries. The average size of these eight properties is 89 rooms some of which are traditionally occupied on a weekly or monthly basis.

Cape Coral's employment and population growth will increase demand for rooms in order that their occupants will be closer to their destinations. In addition, some obsolete properties may need to be replaced as they continue to deteriorate over the next 10 years. The City of Cape Coral annually hosts 7 –9 amateur sport tournaments (softball, soccer, football, baseball, and BMX) per year as attractions. These events account for seven to nine thousand room nights per year.

Combining average annual absorption of 21 rooms per year with replacement of 100 existing rooms will result in 310 rooms being added to the inventory to 2011 in Cape Coral. Two of these properties comprising 190 to 215 rooms will be located in the Pine Island Road corridor.

**Multi-Family Housing Framework**

Since 1996, 43 percent of Lee County’s housing units authorized by building permits have been multi-family. During that 4.8-year period, an average of 3,116 multi-family units have been authorized each year.

Cape Coral’s residential subdivisions of generally 40-foot frontage lots cannot accommodate multi-family structures unless assembled and with proper utility expansion. They have comprised 10 percent of the permits, or 155 units per year, typically in garden apartment design, having an average of 10 to 15 units in each project. These small projects have been in response to the small sites on which they are located and the enormous supply of pre-platted single-family lots available in most areas of the City.

Most residential development has been on pairs of these lots. Typical new single-family units cost \$85,000 to \$130,000 and have 1,300 to 2,500 square feet. This supply reduces demand for multi-family units.

During 2000 three major multi-family projects came on-line, commenced construction, or were announced. Their completion will represent a significant shift in the City’s housing mix.

- A 168-unit (requesting permits for 280 units) financially assisted project, The Crossings at Cape Coral, is located on Pine Island Road near Hancock Creek South Boulevard.
- The 288-unit first phase of Coral Cove Apartments is under construction on Coral Point Road about two blocks east of Del Prado Blvd. It is expected to open in the Fall of 2001. The second phase of this project is programmed to include 296 units.
- A mixed-use project is proposed at Tarpon Point near Rose Garden Road and 58<sup>th</sup> Lane. It may include 985 condominiums and be opened after 2001.

Successful marketing of The Crossings at Cape Coral will dominate the City’s moderate- income multi-family housing market during the next five years. Thereafter, the Pine Island Road corridor will attract 170 to 230 units during the second five-year period.

**Development Program Summary**

Development opportunities by use are summarized by five-year period below:

**TABLE 5 – Pine Island Road Corridor Development Potential By Type, Trends Scenario, 2001-2011**

Building Use	Measure	2001-2005	2006-2011	Total
Retail	Square Feet	420,000-525,700	872,500-1,054,000	1,292,500-1,579,700
Office	Square Feet	13,200-19,000	37,000-48,000	50,200-67,000
Flex	Square Feet	45,000-55,000	53,700-84,500	98,700-139,500
Transient Accommodations	Rooms	90-100	100-115	190-215
Multi-Family Housing	Units	0	170-230	170-230

Source: Hammer, Siler, George Associates.

These forecasts assume the availability of improved sites where required. Absorption will be delayed if they are not made available.

**Build-Out Scenario**

An economic development objective of Cape Coral is to build on lots, which have been platted throughout the community. Based on the number of residentially zoned lots, density standards, and the prospective average household size, the City has estimated the build-out population at 375,000. This would be about 272,000 more people than were estimated to live in the City in 2000. This growth will have a number of significant effects on the non-residential real estate market sectors:

- A greater share of retail sales to City households will take place in the City rather than "leaking" to retail centers located outside the City.
- More professional and other services will be provided in the City, as residents will increase resistance to traveling to buying these services on the Fort Myers side of the Caloosahatchee River.
- As Cape Coral continues to catch-up with demand for infrastructure capacity and public services meeting contemporary standards, growth will continue northward and westward beyond the Pine Island Road Corridor.
- Because of the supply of large vacant tracts located in the Pine Island Road corridor, large non-residential projects for which there is a market will locate there. These sites are the best locations for mixed-use developments and those having consistently high design standards.
- As residential neighborhoods develop north and west of Pine Island Road, they will accommodate neighborhood centers anchored by convenience retail and professional services firms. They will be located at intersections of major parkways and boulevards.
- As marginal businesses located south of Pine Island Road deteriorate and go out-of-business, new businesses located along Pine Island Road will attract their customers.
- It is assumed that road investments will continue to be made in order to serve customers attracted to Pine Island Road.

These factors will result in greater demand for non-residential floor space in the study area than under the Trends Scenario described above. After 2011 the population increment to build-out is forecasted at 219,000 resulting in about 88,000 more households.

**Retail.** At an average household income of \$48,140 the 87,000 additional households will have a total personal income of \$4.2 billion per year and a retail expenditure potential of \$1.7 billion. Because a critical mass of shopping opportunities will be available in Cape Coral, shoppers from outside the City will be attracted. This will boost the sales potential by five to ten percent, reaching \$1.8 billion per year. At the same time, the wider variety of merchandise and higher density of shoppers will increase average sales per square foot by 20 percent to \$288. This will result in demand for an additional 6.3 million square feet of retail space.

An estimated 25 percent of this demand will locate in neighborhoods selling predominately convenience goods and an estimated 30 percent of sales will go to other areas, predominantly Fort Myers. Therefore, sites will be needed in the Pine Island Road corridor for 2.8 million square feet of retail space after 2011.

**Office.** As the professional services demand grows in Cape Coral some businesses that have traditionally gone to Fort Myers will be attracted to the City. Therefore, the number of square feet of office space per capita will increase by five to 15 percent to 3.4 square feet. With an additional 219,000 people office space demand will increase by an estimated 800,000 to 850,000 square feet after 2011. Of that amount, up to 65 percent, or 536,000 square feet will be located in the Pine Island Road corridor where sites are available for its development.

**Flex.** As Pine Island Road corridor land prices increase with increased development pressures, the need for additional flex space will increase but much of it will be driven toward less expensive sites in the vicinity of North Fort Myers. Therefore, per capita demand for flex space will decline by 10 to 15 percent to about 5.1 square feet. With an additional 219,000 people to serve, the demand for flex space will increase by about 1.2 million square feet. Of that amount, some 70 percent will be located in the Pine Island Road corridor, about 840,000 square feet.

**Motel.** Increasing retail, office, and flex space and increased Pine Island Road capacity will increase demand for motel bed and meeting rooms. The population increment forecasted after 2011 is 4.1 times that forecasted to 2011 in the trends scenario. Increasing demand after 2011 by 5.8 will result in the need for 1,100 to 1,200 motel rooms, or eight to 10 properties. Of these development opportunities four to five will be located in the Pine Island corridor.

**Multi-Family.** Increasing land prices and employment opportunities located in Cape Coral will increase demand for multi-family housing units from 10 percent to 20 percent of the market. An estimated 87,952 housing units will be required to house the 219,000-person population increment, at 2.6 persons per unit and provide for a five percent vacancy rate. An estimated 19,200 of the 88,000 units will be in multi-family projects. Twenty to 30 percent of them will be attracted to the Pine Island Road corridor, or 4,800 units. More competitive sites are available for single-family projects outside of the corridor.

**Program Summary**

Development opportunities by use for the build-out scenario are summarized in **Table 6**.

**TABLE 6 – Build-Out Scenario: Pine Island Corridor Development Potential By Type**

Building Use	Measure	Size
Retail	Square Feet	2,800,000
Office	Square Feet	536,000
Flex	Square Feet	840,000
Transient Accommodations	Rooms	575
Multi-Family Housing	Units	4,800

In the event the build-out population is not achieved, these potentials will not be reached.

**CONSTRAINTS AND OPPORTUNITES**

The constraints and opportunities (**Figure 7**) along Pine Island Road are varied and include:

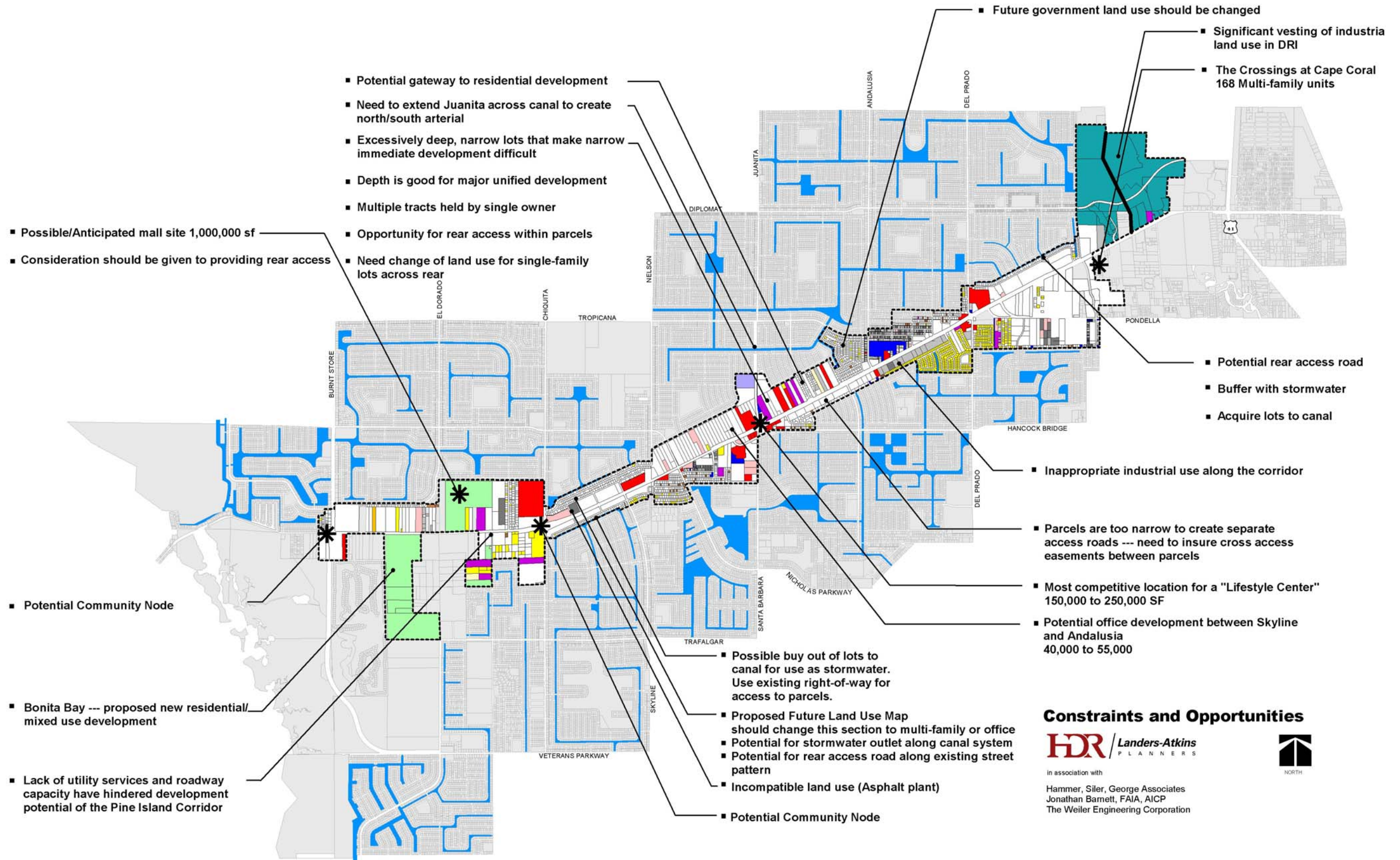
**Constraints**

- Incompatible land use. (asphalt plant)
- Excessively deep narrow lots. (north side of Pine Island Road)
- Lack of utility service west of Santa Barbara.
- Inappropriate industrial use. (south side of Pine Island Road)
- Limited access criteria by FDOT.
- Keep level of service standard "C".
- Pine Island Road only two lanes west of Chiquita.
- Planned government land use should be changed.

**Opportunities**

- FDOT plans widening Pine Island Road to 4 lanes from Santa Barbara to Chiquita.
- Water and sewer service is being planned for expansion along Pine Island.
- Opportunity for new parallel access roads.
- Planned Bonita Bay residential and mixed-use development.
- Expansion of some canal adjacent to commercial frontage for additional stormwater storage.
- Some existing streets could be used for parallel access roads.
- Potential for centers at major intersections.
- Significant vesting of retail, office and industrial land uses in several DRI's.
- Potential for office development between Chiquita and Andalusia.
- Potential "Life Style Center" Pine Island and Santa Barbara.

**Pine Island Road Corridor Master Plan**  
**Figure 7: Constraints and Opportunities**



**Constraints and Opportunities**



in association with  
 Hammer, Siler, George Associates  
 Jonathan Barnett, FAIA, AICP  
 The Weiler Engineering Corporation



## **DEVELOPMENT ALTERNATIVES**

Traditional development patterns in this country have generally followed along roads where accessibility is the key component. First residential development then followed by commercial or non-residential uses to support the residential. What generally starts out along a road as simple direct access for a parcel soon becomes a maze of uses with many drives, multiple lanes of traffic, thousands of daily cars and a breakdown of the street's primary function.

Often times the development takes place as close to the street as possible for visibility and parking accommodation with little regard for the back portion of the property. Identity signs compete for prominence, creating a chaotic street scene distracting to the general public and often a safety hazard for gawking motorists.

This pattern of development has repeated itself many times across the country and this state since automobiles were developed. If gone unchecked, this pattern of commercial strip development will repeat itself along Pine Island Road.

### ***Why Commercial Strip Zoning is Dysfunctional***

The local highway lined on both sides with franchise restaurants, strip shopping centers, car dealerships and all sorts of other commercial development can be found so often in the U.S. that most people assume it has been created by market forces. But the commercial strip is actually a zoning concept derived from an outmoded model adopted long ago by most local governments.

In small towns shopping had always been organized along a main street, and up thorough originally devised for main streets and streetcar streets were mapped along suburban and rural highways. At first, this pattern had advantages, creating sites with plenty of parking for businesses that had been constricted by downtown locations. Strip zoning helped empty out traditional downtowns, especially in small communities where much commercial activity migrated out to the "bypass".

Today, in most places, the only available retail locations, and most office and hotel sites are along commercial strips or in traditional downtowns. The market has had little choice.

But now real estate investors and planners, especially transportation planners are coming to believe that the strip-zoning pattern has been a mistake because it creates two incompatible functions. The highway's original purpose is to connect one place with another and in many suburban areas such connections are scarce and badly needed. At the same time, the highway is being used for access to individual stores and other businesses. The more people drive into businesses along the strip, especially by making left turns between intersections, the more congested the traffic becomes. Even short trips between different destinations along the strip usually have to take place on the highway. Eventually the highway ceases to function well as a traffic artery while access to each business becomes more and more difficult. Much of the worst gridlock takes place along commercially zoned highways.

### ***Highway Improvements Can Make Conditions Worse for Commercial Development***

Highway departments are under pressure to do something about traffic congestion. The option most easily available is to widen a highway, but widening can deprive highway-oriented businesses of the synergy that comes from participating in the same commercial location. This problem is generally thought to begin when the highway becomes wider than three lanes in each direction and starts being understood as a barrier or divider. Highway improvements can also create other problems for local

businesses. Transportation engineers want medians that restrict left turns, and recommend that right turns between intersections be as few as possible. Such changes can reduce access to an individual property to only half the passing traffic, or less, if the only access is from a service road.

Meanwhile the retail market suddenly has all kinds of new options. Catalog and Internet shopping have become significant alternatives to traditional trips to retail stores, and no one is sure how far these trends are going. Retailers are starting to pay much more attention to making shopping a pleasant and interesting experience for people who actually go out to a store. There has been a revival of traditional street-front retail in downtowns, where it is possible to walk along a sidewalk from store to store, and where offices, apartments, and other destinations make for a livelier environment. There has also been a trend towards creating a downtown experience in "park-once" shopping development, which are laid out along internal streets. The use of the term "Town Center" for a shopping development, whether it resembles a town center or not, is an indicator of this new direction in the retail market. Another evident trend is towards bigger and bigger retail malls, which include entertainment and restaurants, and can, create an experience comparable to going to a downtown.

Much of the existing development along commercial strips can't compete with the new malls, "town centers" and revived downtown retail districts. Strip commercial zoning districts are narrow sometimes as shallow as 100 feet back from the highway, seldom more than a few hundred feet deep. Most communities have ample amounts of commercial land zoned in strips along highways, which has encouraged development to spread out into many small inefficient buildings. But there is seldom much commercially zoned land at any one place. What there is has been divided among multiple owners. There is little opportunity to create the kinds of street-front retail and mixed-use centers that the market now seems to prefer. Instead, many strip commercial highways are showing signs of the deterioration that long ago happened in older downtowns: empty stores, sometimes whole empty malls, and marginal tenants. At the same time, a few, old-style commercial strips are redeveloping into almost urban commercial corridors, with multi-story office buildings, malls, hotels and entertainment retail destinations. Here the problems are those of too much success: heavy traffic congestion, not enough parking, and difficulties with access and with getting from one destination to another.

It was usually an easy political decision to map commercial frontages along busy streets and highways. It seemed to be a standard zoning practice. It meant a potential increase in property values for owners. Commercial zoning for miles of frontages meant no landowner was left out. It took a generation or more for the full effect of these decisions to become visible, so there was little opposition at the time, except in higher income residential districts where property owners, not interested in selling out and moving, objected to traffic generation and the intrusion of outsiders. Where local highways do not have commercial frontages, it is often because they run through a high-income neighborhood.

In Cape Coral, the adopted land-use policies (Future Land Use Plan and zoning ordinance) indicate future commercial-strip development along the Pine island Corridor. If conventional commercial-strip development has proved to be a mistake in other locations, does Cape Coral have an alternative?

### ***How Cape Coral Can Avoid Creating Yet Another Commercial Strip***

There are three important questions to ask: what is the market potential for commercial development in the future, what are the traffic demands in the highway corridor, and what stage of development has been reached along the corridor?

**Relating Zoning to Market Potential**

What is a reasonable estimate of commercial development along the highway corridor in the next 10 to 25 years and how does that estimate compare with the amount of land already zoned, or potentially zoned for commercial uses? While it is important not to underestimate a community's potential, land use designation or zoning should not automatically provide unlimited opportunities. Instead over-zoning accommodates scattered low-density development, and can cause owners to let existing land and buildings run down, waiting for a real estate pay-off that may well never happen. Other uses, such as offices or multi-family housing may be more valuable to property owners than some kinds of retail-commercial uses, particularly in between cross-streets, where future commercial development potential is weaker. The apartments can be oriented to adjacent neighborhoods rather than to the highway.

**Relating Land Use to Traffic Patterns and Highway Design**

The Future Land Use Plan/Map provides a mechanism for sorting out commercial uses based on traffic generation. Shops, restaurants and professional offices – the uses that generate the most traffic – can be grouped in one commercial designation and less intensive service commercial uses in another. Development that generates the most traffic can then be zoned only in the locations most suitable for it.

Traffic has to stop at important cross-streets anyway, and they are also where significant amounts of traffic enter and leave the highway corridor, so the most intensive commercial development should usually occur near an important cross street. In between the commercial districts located at the cross streets, access along the highway can be much more severely limited, in accordance with requirements for maintaining traffic speeds. These areas can still be zoned for businesses that can operate from a service road and don't need immediate highway access.

The design of the highway itself should vary with the zoning. In high intensity commercial areas mapped near major intersections, the highway can become more like a street in a town, with buildings close to the street, turn lanes, sidewalks, curbs and artificial drainage. In between, the highway can be in a landscaped corridor using natural drainage swales, with center medians to reduce or eliminate left turns and with right turns limited to entrances for service roads, as the uses zoned for this part of the corridor should not need direct visibility and immediate access from the highway.

**Relating Zoning and Street Designs to Development Intensity**

The relatively small amount of commercial development already in place in the Pine Island Corridor gives the community the opportunity to concentrate commercial development that generates a lot of traffic at important cross streets, and promote lower density development and other land uses in between. Each location along the corridor has a different pattern of existing development and can become the basis for creating a distinctive place, so that the Pine Island Corridor becomes a string of different places rather than a continuous commercial strip.

**Nodal Development: Place Making**

A significant element of this study was the development of a marketing component to help assess the strength of the demand for certain non-residential uses. This effort like all marketing efforts relies on the strength of the population and its future forecast; past trends relative to absorption; existing supply and household incomes.

Various population forecasts were tested to arrive at future demand for non-residential development within the corridor. The City of Cape Coral predicts significant growth within the city between 2000 and 2010 based on current trends that would place the population at 185,000. The consultant is more conservative in its approach and places that population at approximately 156,000 by 2011. For

purposes of analyzing the total development potential within the corridor the consultant has assumed various scenarios of growth – including a build-out scenario. This scenario anticipates a build-out population of approximately 375,000 persons. Under each of the scenarios of growth, or population forecast, the anticipated demand for non-residential uses and residential uses does not consume all of the available land within the corridor.

**Why the use of Development Nodes?**

The Nodal Development provides several advantages to the city, the general public and the landowners. With an abundance of vacant land along the corridor, a relatively light demand in the early years for commercial type uses, and current access management controls; the advantages include:

- The avoidance of scattered sprawl.
- Concentration of uses allows the city to focus development-infrastructure dollars in one or two areas at a time.
- With much of the land held in large blocks of single ownership unified development is more easily achieved including...
  - consistent design themes;
  - more pedestrian oriented shopping experiences;
  - greater potential for mixed use development;
  - better control of traffic and preservation of roadway capacity.