



# **Commercial Redevelopment Study**

Impact on Sanibel of Immediate Off-Island Development

January 14, 2012



## **Commercial Redevelopment Study**

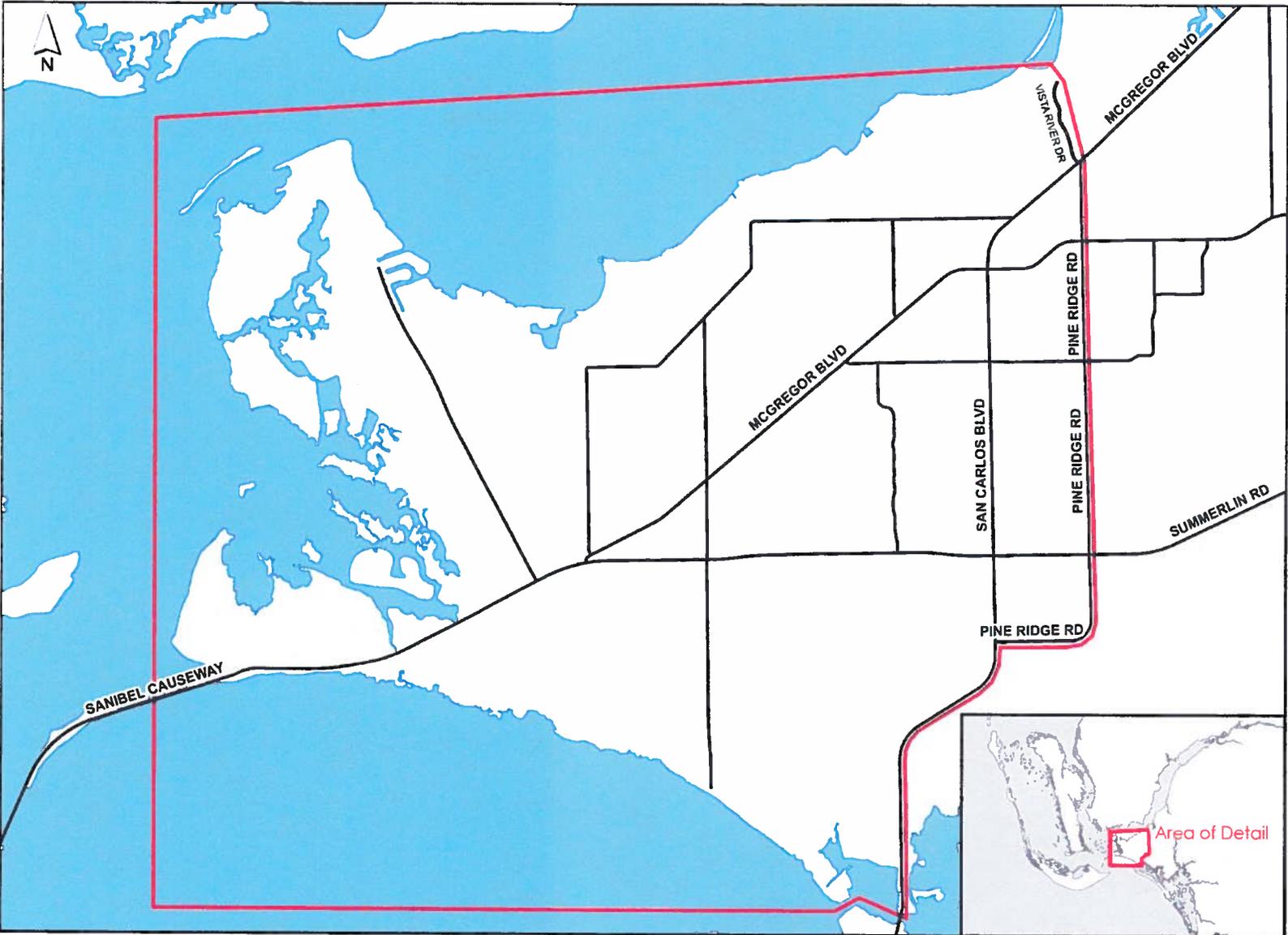
To date, Council has approved a vision statement and identified Sanibel's strengths and challenges. Today we are presenting data on the trends of development immediately off-island and the impact of this development on Sanibel.



## **Study Areas**

Development on Sanibel has been compared to development immediately off island in Iona, a Census Designated Place describing a concentration of population for statistical purposes, and Captiva.

# Iona (Census Designated Place)



Iona Study Area for Commercial Redevelopment Comparison  
Map prepared Jan. 8, 2013 by the Planning Department

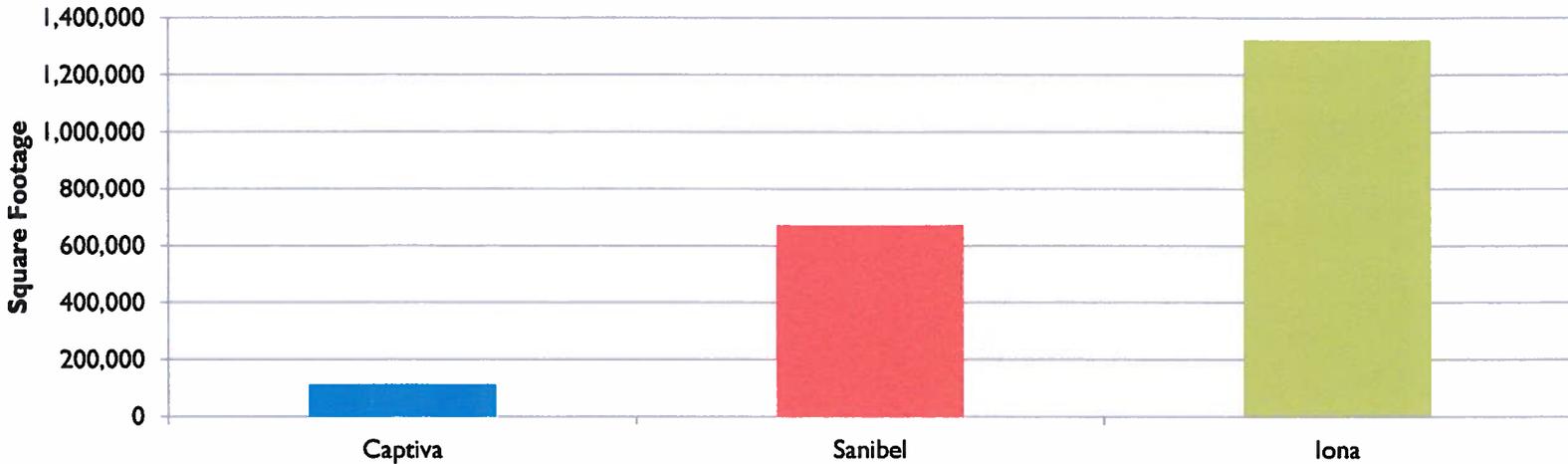


## **Commercial Properties**

This section compares commercial properties on Sanibel to commercial properties on Captiva and Iona in the following categories:

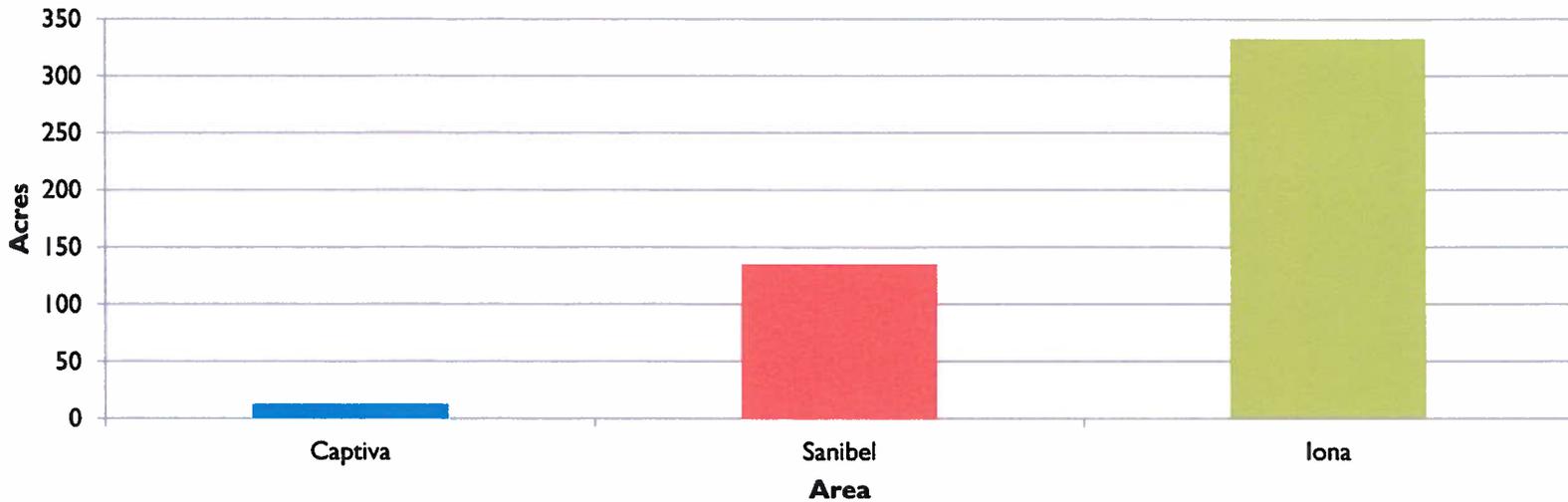
- **Size**
- **Age**
- **Cumulative number of commercial properties over time**
- **Listing price for commercial space**
- **Listing price for vacant commercial land**

### Total Commercially Zoned Square Footage by Area<sup>1</sup>



Data: Lee County and City of Sanibel 2012

### Total Commercially Zoned Acreage by Area<sup>1</sup>



Data: Lee County and City of Sanibel 2012

<sup>1</sup> Hotels and Resorts were excluded from the calculations for Captiva and Iona in order to make the information more compatible with Sanibel Zoning.

**Average Year of Construction of Commercial Properties by Area**



**Captiva**

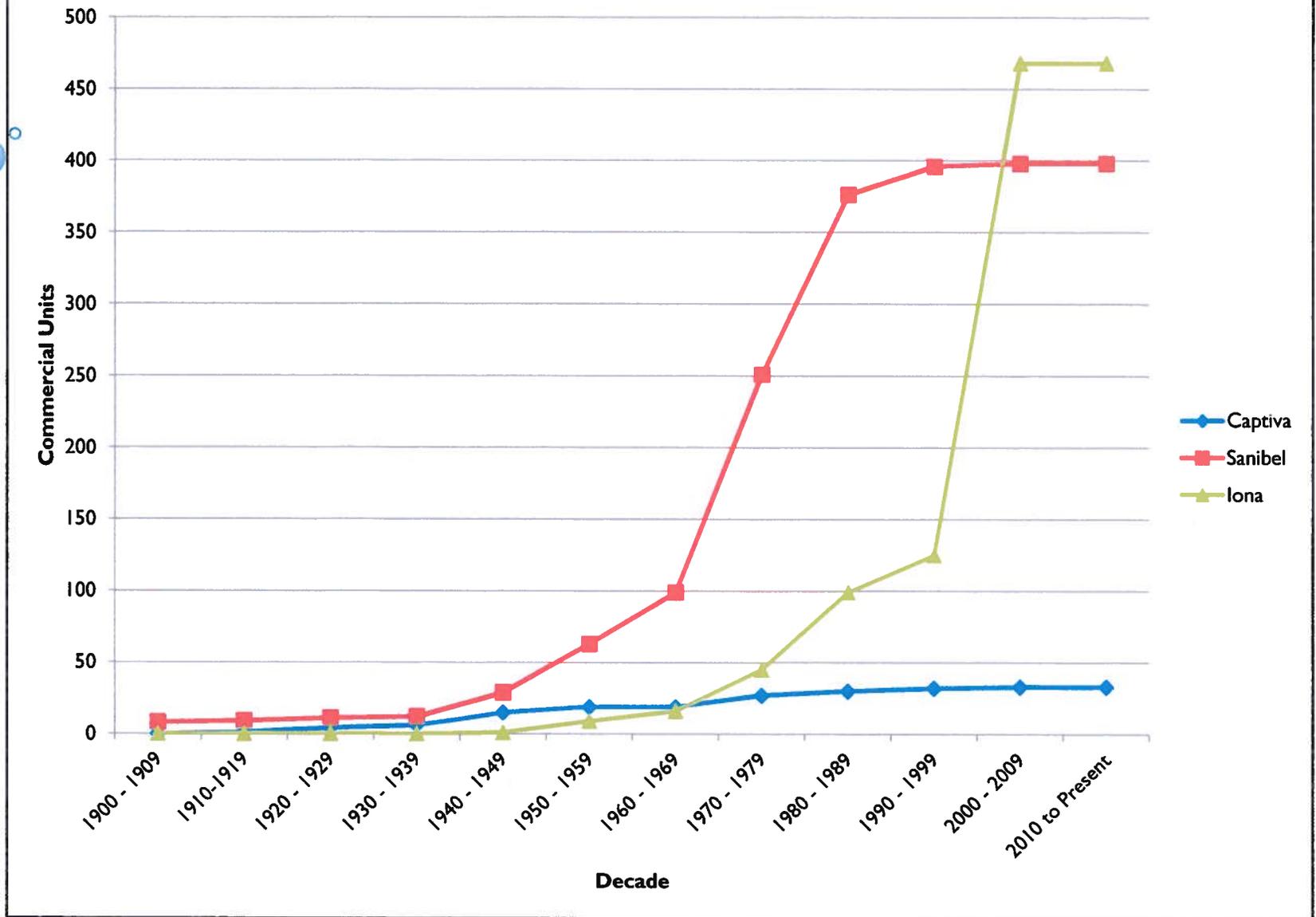


**Sanibel**



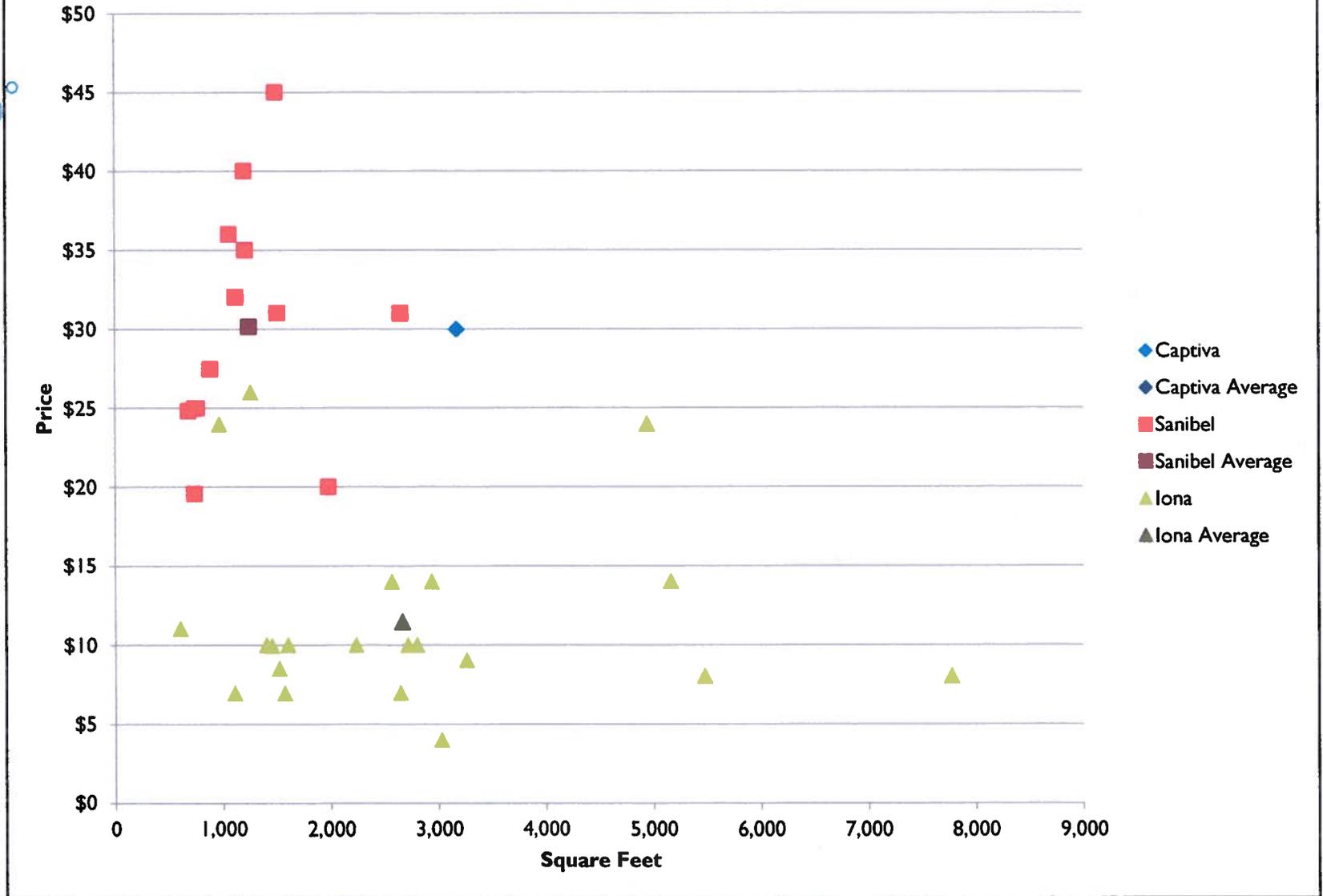
**Iona**

## Cumulative Number of Commercial Units by Decade

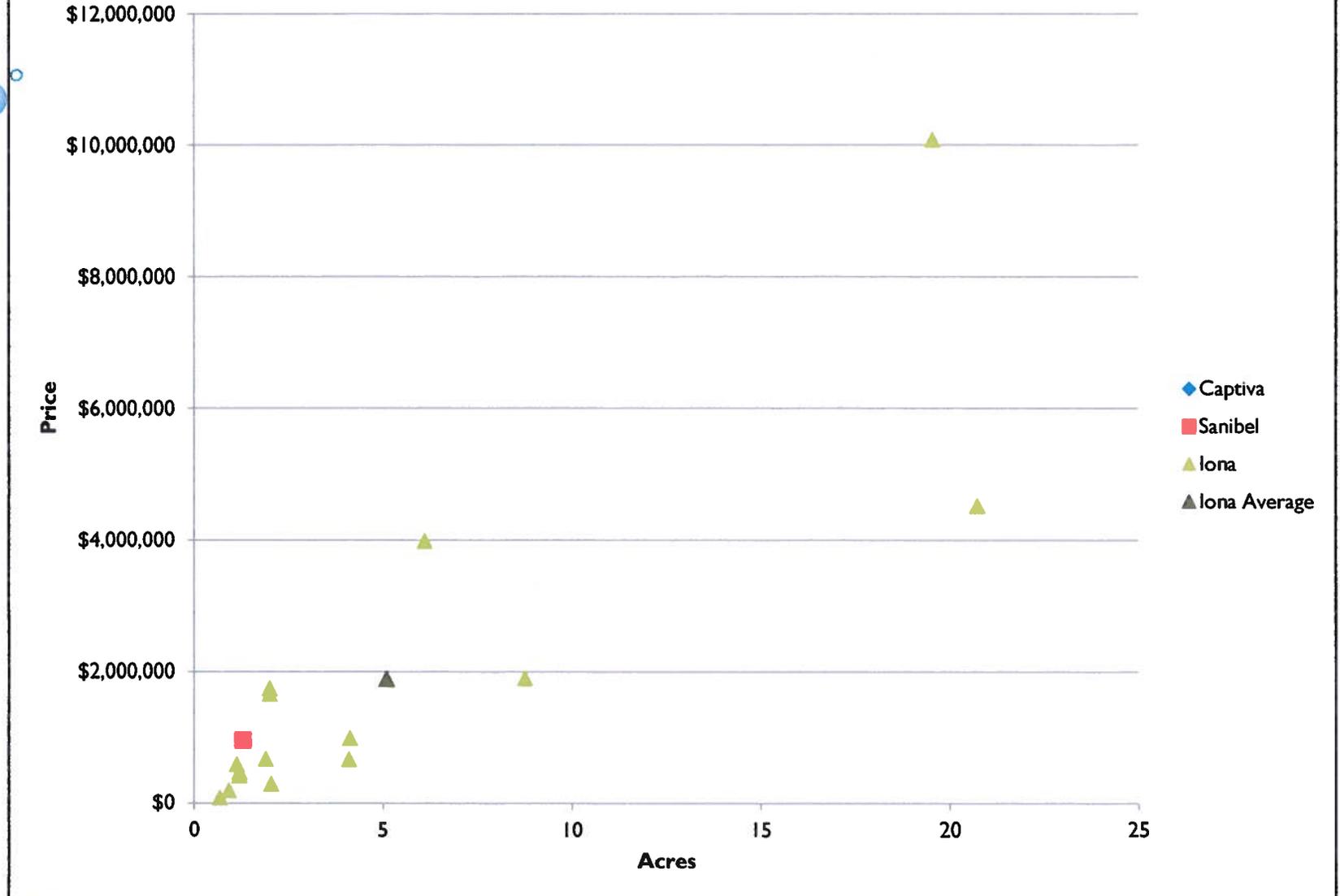


Data: Lee County and City of Sanibel 2012

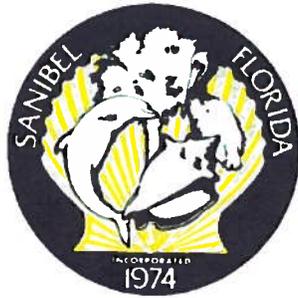
## Current Listing Price of Commercial Space Per Square Foot by Area



## Current Listing Price Per Acre of Vacant Commercial Land by Area<sup>1</sup>



<sup>1</sup> Captiva has no vacant commercial land for sale



## Commercial Property Findings

- The average listing price per square foot in Iona (\$11.47) is less than one half the amount on Sanibel (\$28.91).
- Commercial property is of newer construction in Iona.
  - Median age of construction:
    - Captiva is 36 years (1976)
    - Sanibel is 39 years (1973)
    - Iona is 8 years (2004)
- Largest period of growth:
  - Captiva was 1960 to 1989
  - Sanibel was 1960 to 1989
  - Iona was 1990 to 2009
- Iona has 15 times the amount of vacant commercial land for sale compared to Sanibel

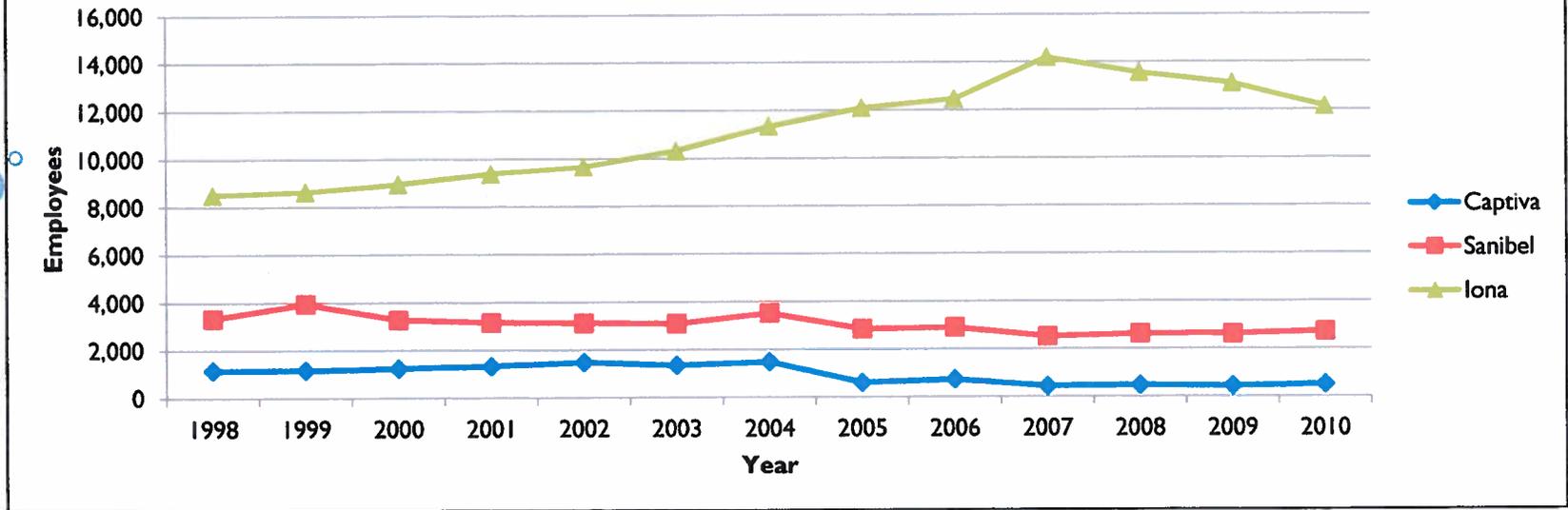


## Employment

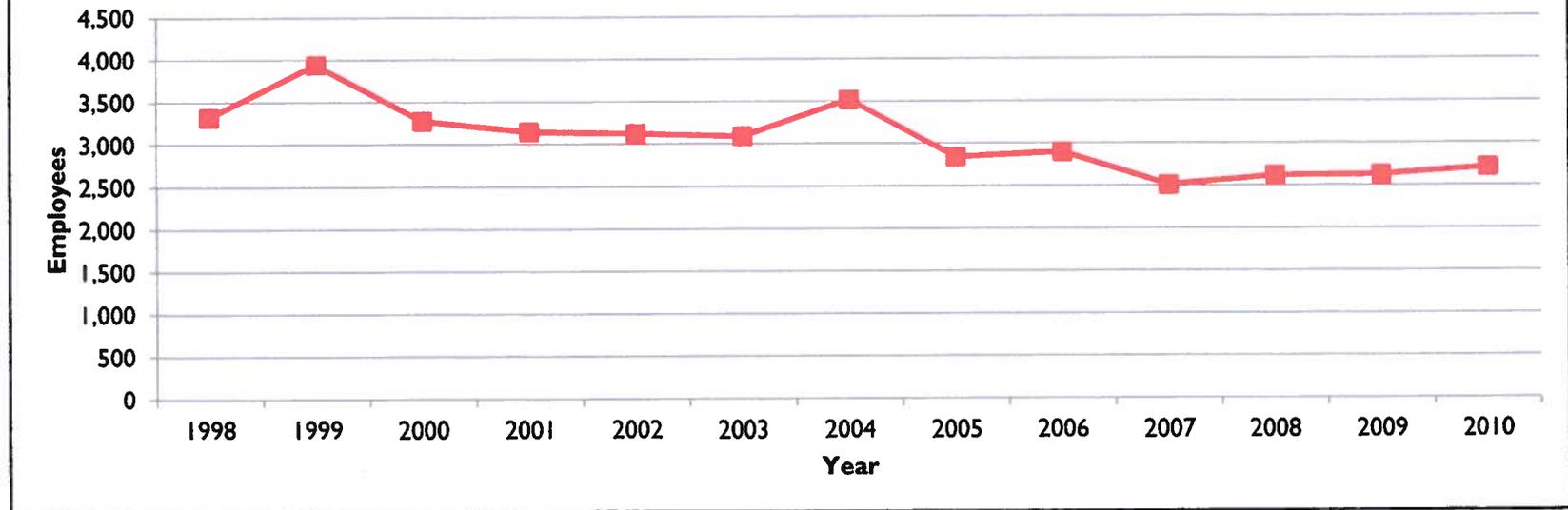
This section compares employment trends on Sanibel to employment trends on Captiva and Iona in the following categories:

- Total number of employees
- Total annual payroll

### Total Number of Employees by Area



### Total Number of Employees in Sanibel Businesses



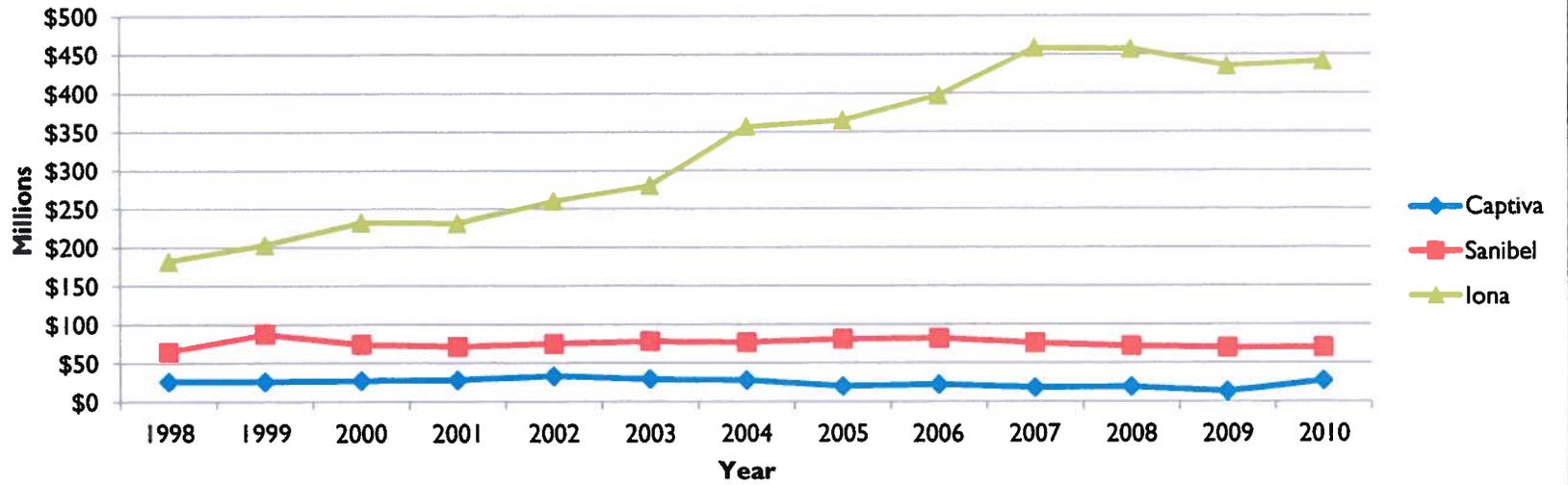
Data: U.S. Census Bureau



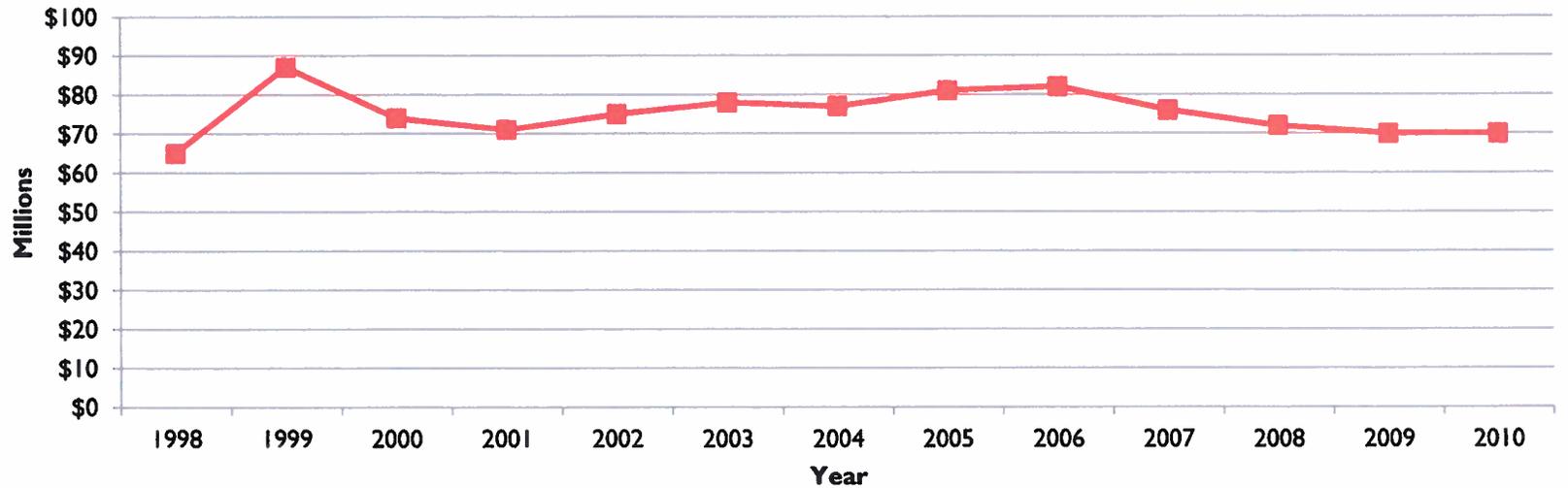
## Employee Findings

- Sanibel business employment hit its highest peak in 1999 (3938)
  - Sanibel employment then fell off for several years, before hitting another peak in 2004 (3516)
  - As of 2010, employment was at 2714 or about 31% below the peak
- Iona business employment hit its highest peak in 2007 (14,193)
  - As of 2010, employment was at 12,138 or about 14.5% below the peak
- Captiva business employment hit its highest peak in 2002 and 2004 (1482)
  - As of 2010, employment was at 500 or about 66% below the peak

## Total Annual Payroll for Businesses by Area



## Total Annual Payroll for Businesses on Sanibel





## Payroll Findings

- Total payroll for Sanibel's businesses reached its highest peak in 1999 (\$87 million) and as of 2010, was 20% below its peak and only 8% above 1998 levels
  - After hovering in the mid \$70 million range during the first half of the decade, business payroll reached a lower peak in 2008 at \$82 million
  - Declining from 2008 thru 2010, total payroll was lower than it had been in 2001 (\$70 million v. \$71 million)
- Total payroll for Iona Area hit its highest peak in 2007 (\$458 million) after growing each year since 1998 (except for a slight decrease in 2001)
  - In 2010, total business payroll for the Iona area was 141% above 1998 levels, although 3.7% below its peak
- Total business payroll for Captiva peaked in 2002 (\$33 million). As of 2010, it was 19% below its peak and about 4% above 1998 levels
  - Captiva's lowest year was 2009 vs. 1998 for both Sanibel and Iona



## Population

This section compares population trends on Sanibel to population trends on Captiva and Iona in the following categories:

- Median age of residents
- Age distribution by census year
- Total population by census year

## Median Age of Resident by Area



**Captiva**

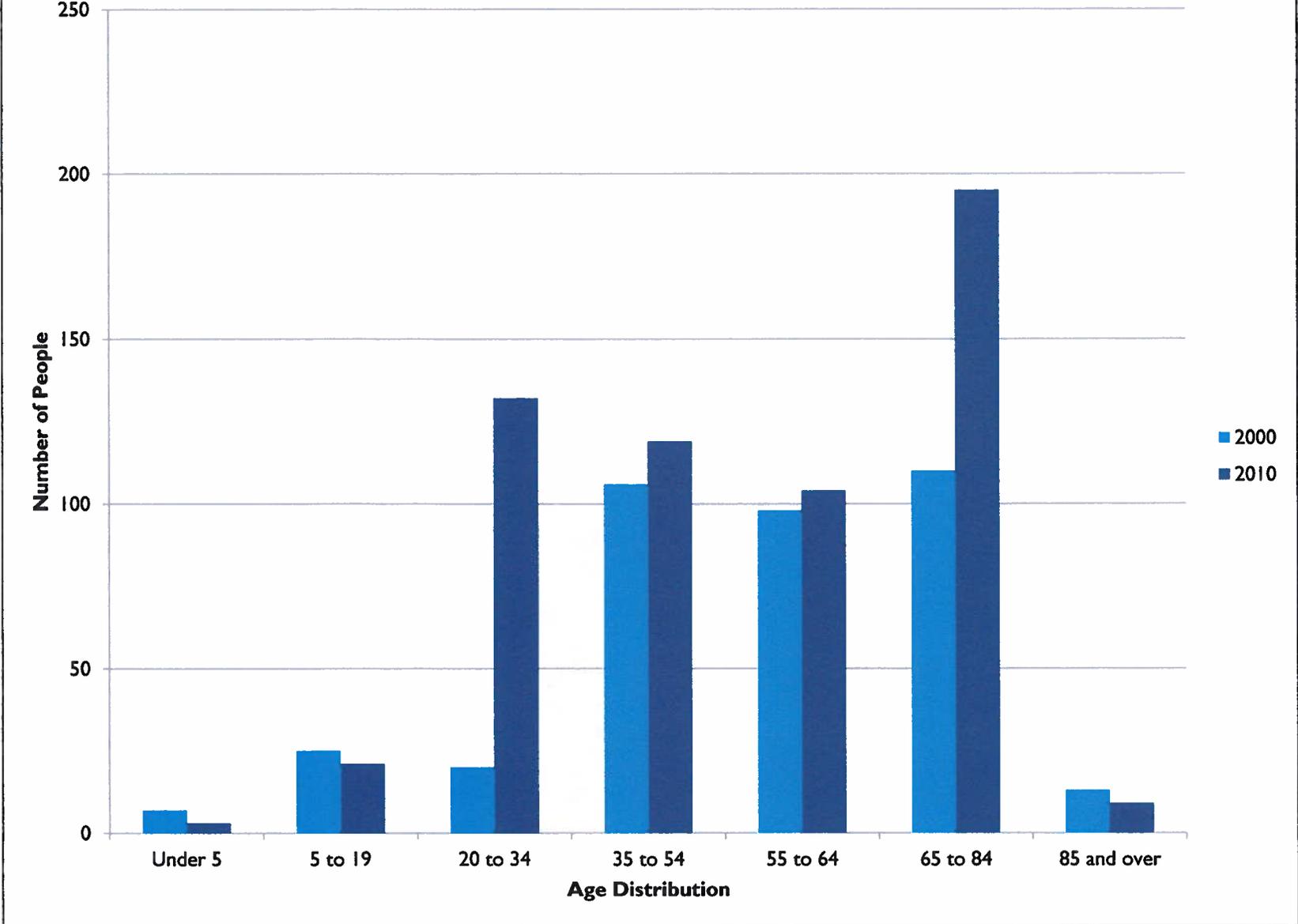


**Sanibel**



**Iona**

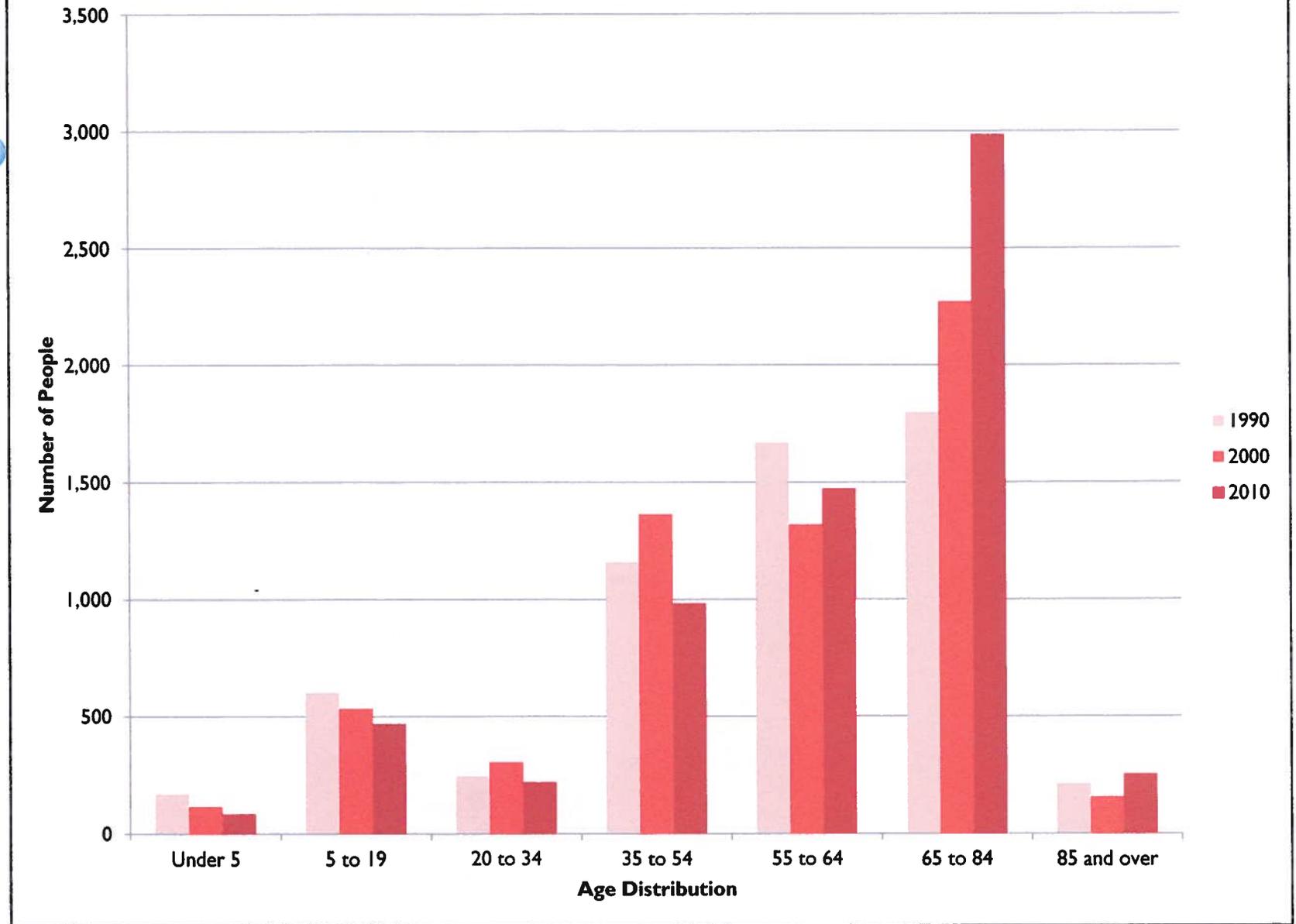
# Captiva Age Distribution by Census Year<sup>1</sup>



<sup>1</sup>No U.S. Census data specific to Captiva was available prior to 2000.

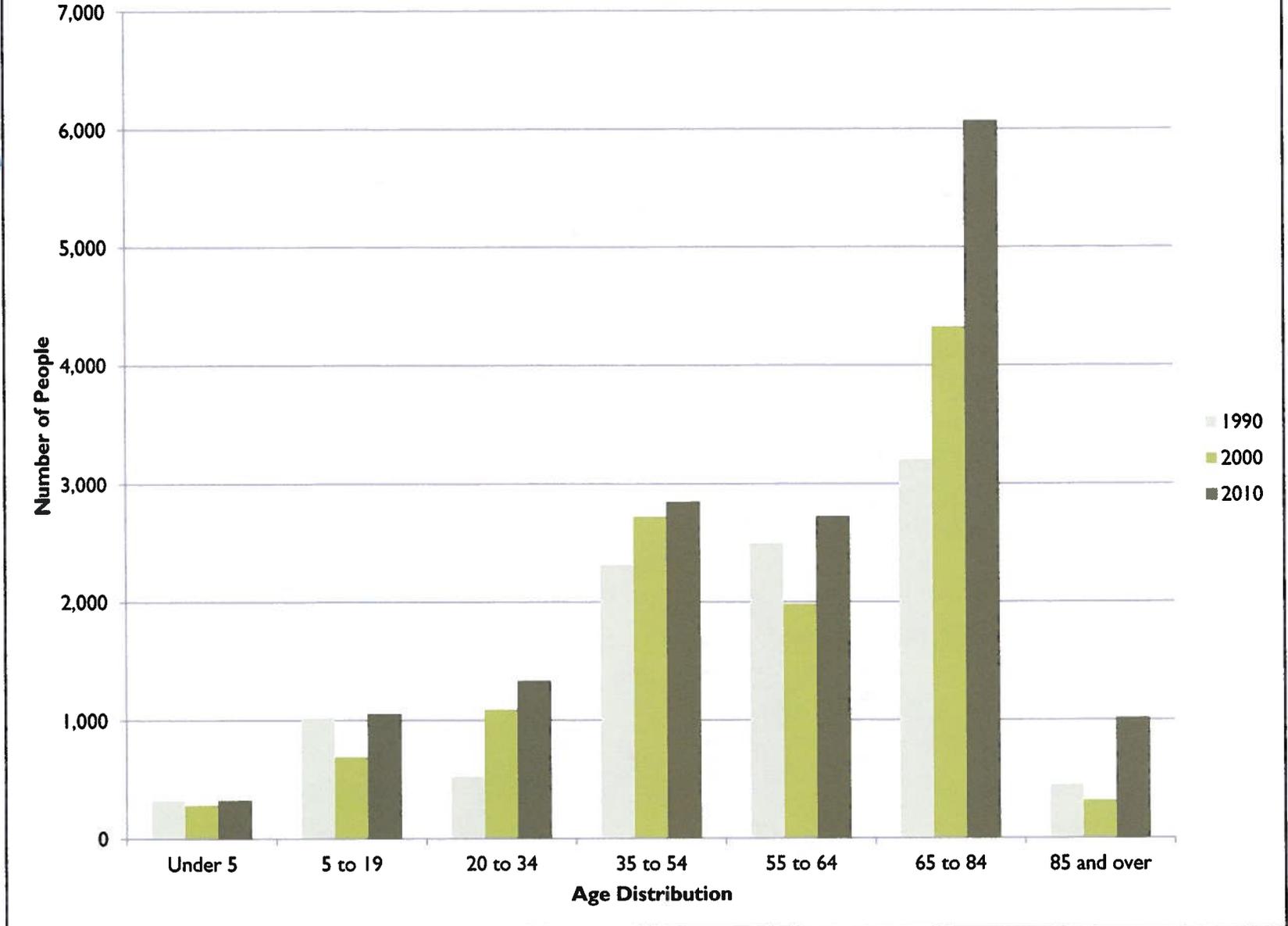
Data: U.S. Census Bureau

## Sanibel Age Distribution by Census Year



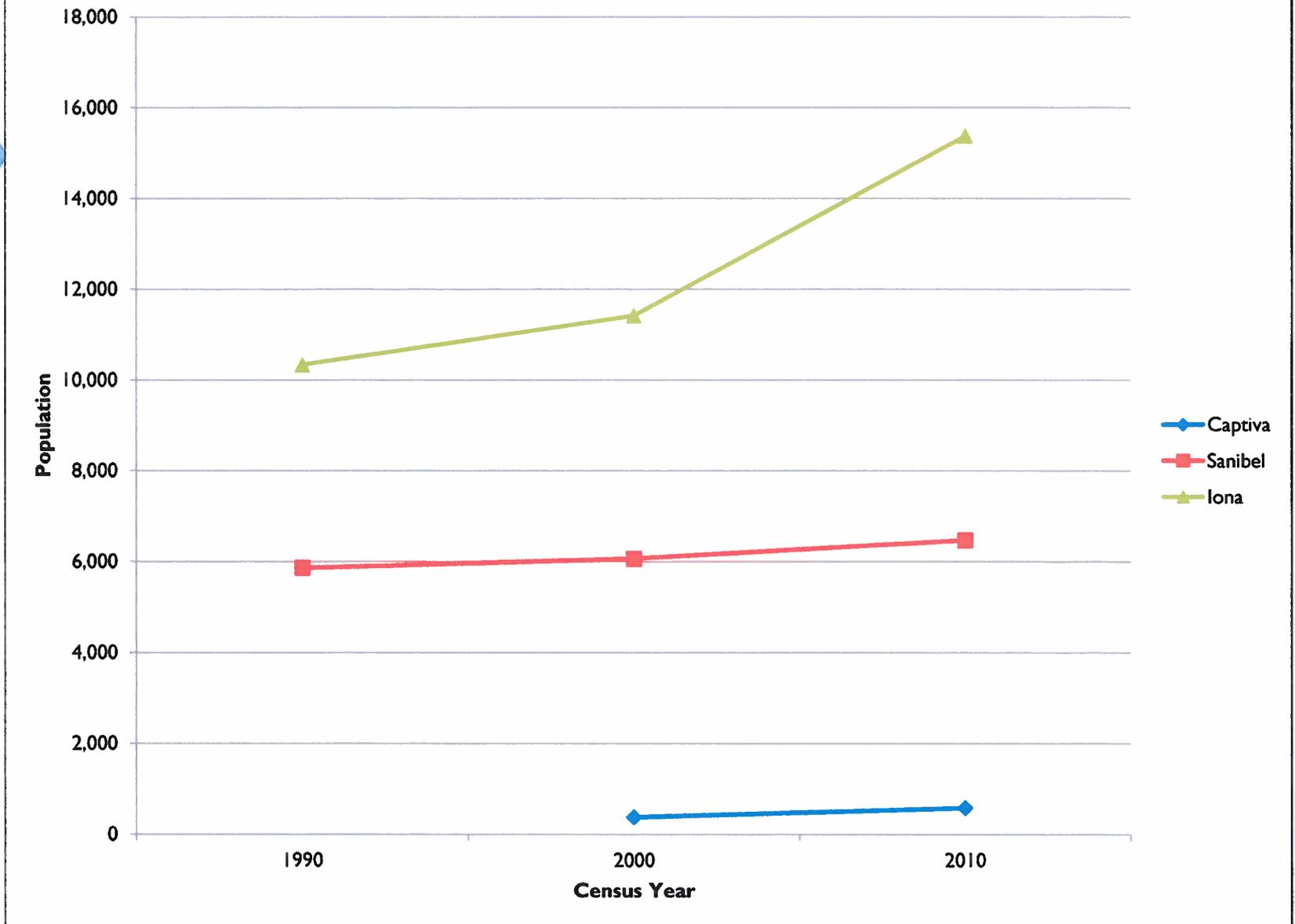
Data: U.S. Census Bureau

# Iona Age Distribution by Census Year



Data: U.S. Census Bureau

# Total Population by Area by Census Year<sup>1</sup>



<sup>1</sup>No U.S. Census data specific to Captiva was available prior to 2000.



## Population Findings

- Sanibel is getting older
  - Median Age increased from 60.5 in 2000 to 65 in 2010
  - Fastest growing age groups from 2000 to 2010 were 65-84 and 85 up
  - The 65 years and over age group grew by 33%
  - Over 65 years population was 40% of total in 2000, was 50% of total in 2010
  - All age groups under 55 years old declined by a total of 24%
  - Under 18 population declined by 16%
  - In comparison: Captiva became younger by a year (58 to 57); Iona became older (59.4 to 63.3)
- Iona saw a 25% increase in population between 2000 and 2010

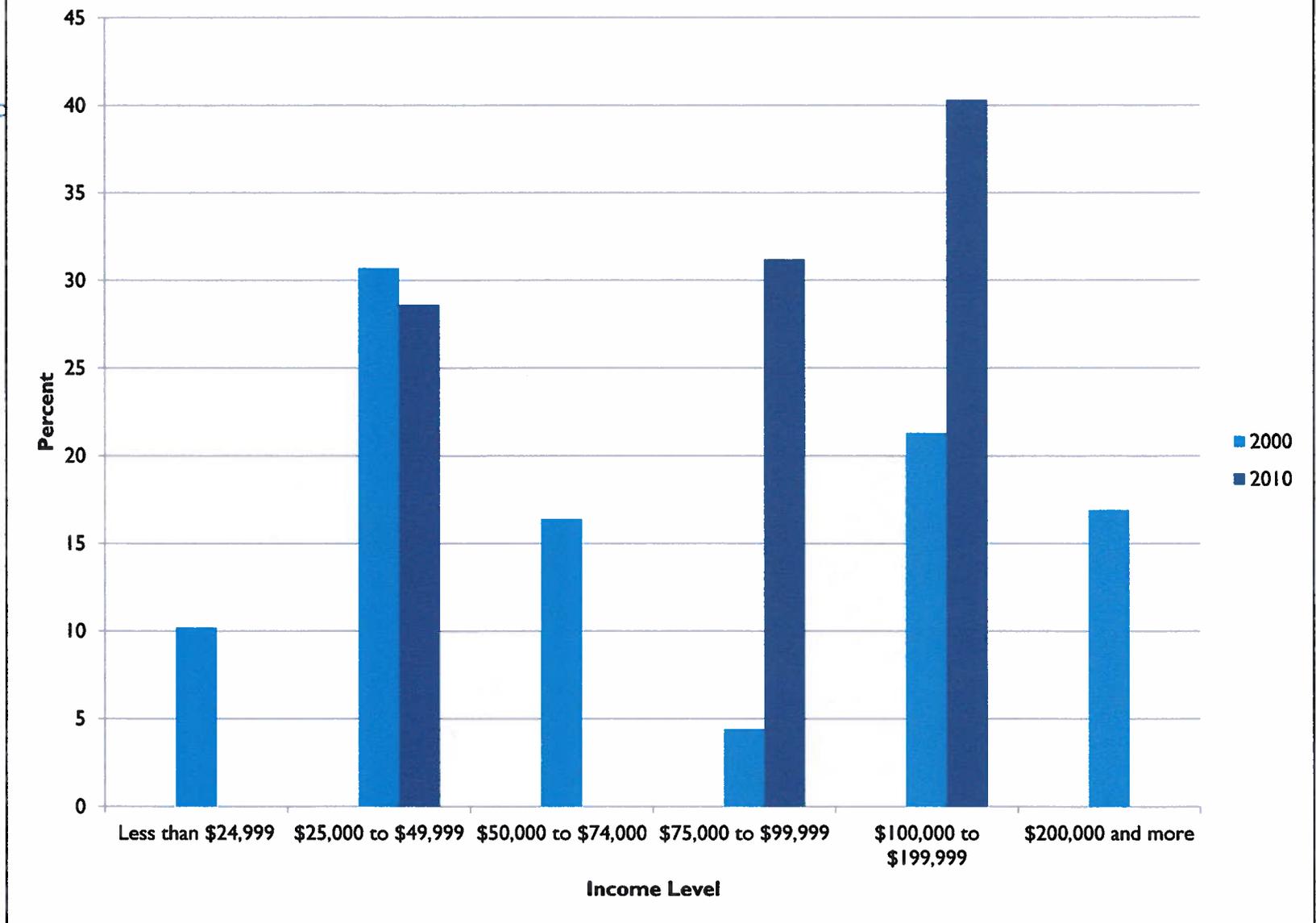


## Income

This section compares income trends on Sanibel to income trends on Captiva and Iona in the following categories:

- Percentage of the population by income level
- Median household income
- Median family income
- Per capita income

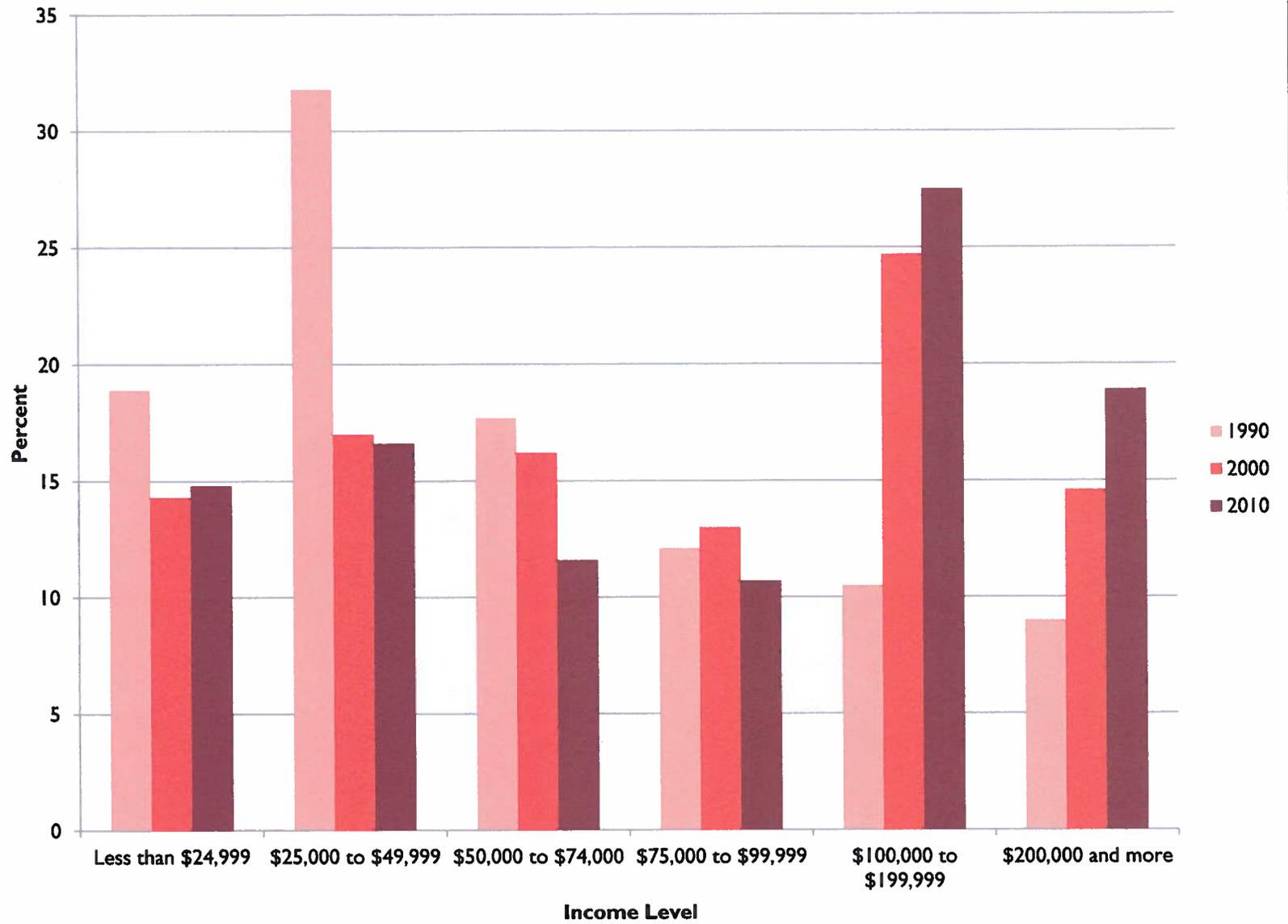
## Percentage of Population by Income Level on Captiva<sup>1</sup>



<sup>1</sup>No U.S. Census data specific to Captiva was available prior to 2000.

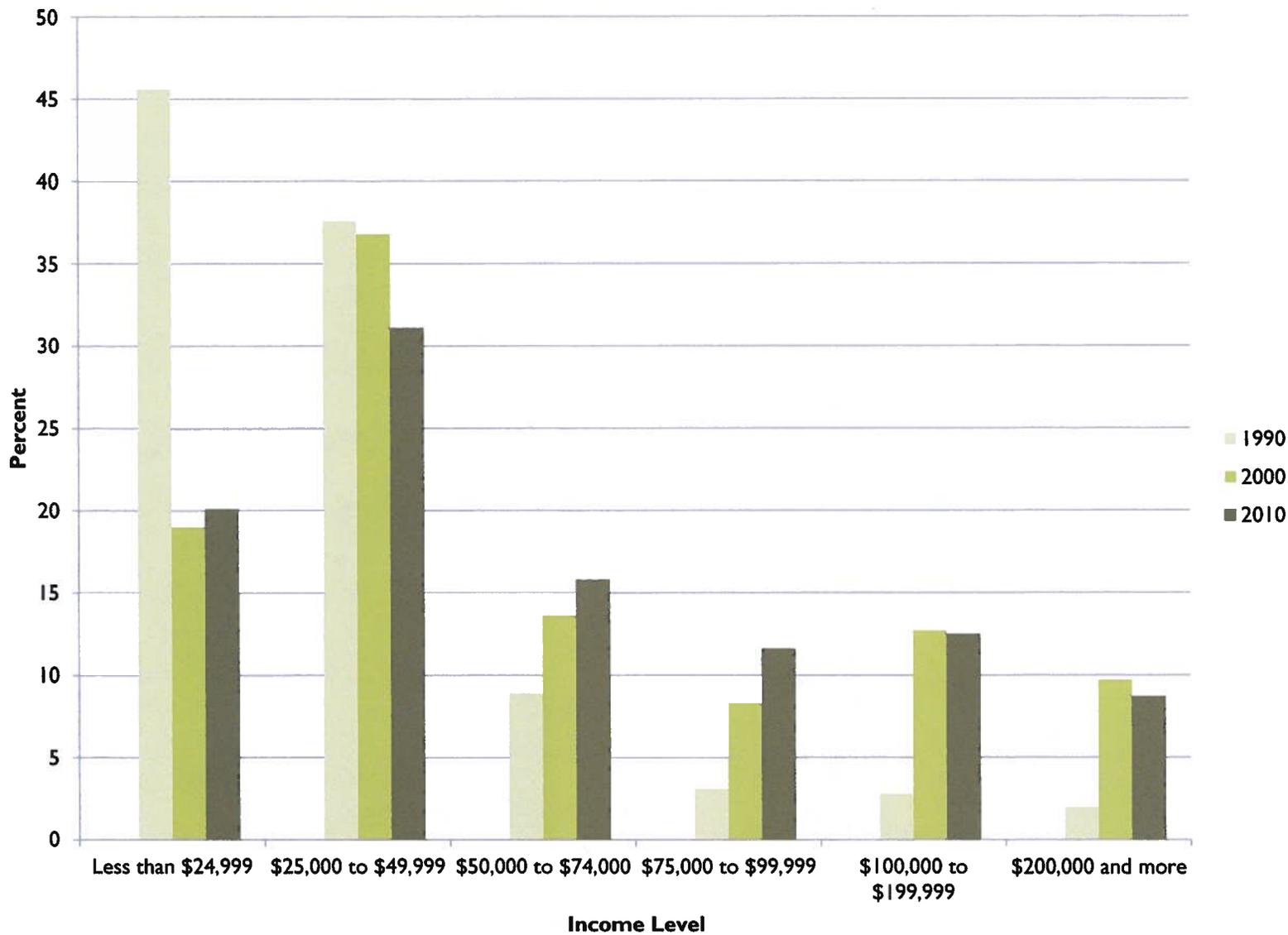
Data: U.S. Census Bureau

## Percentage of Population by Income Level on Sanibel



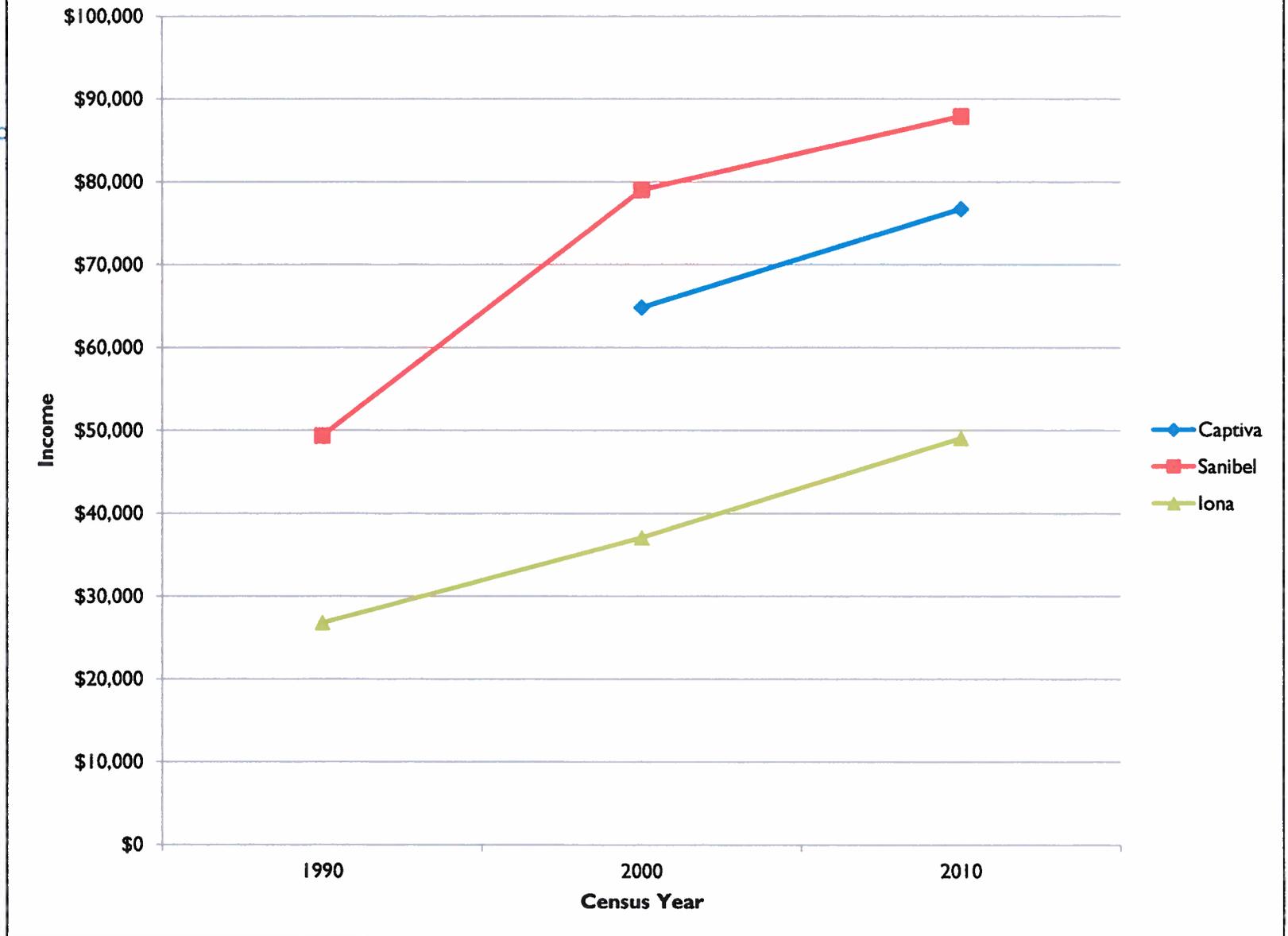
Data: U.S. Census Bureau

## Percentage of Population by Income Level in Iona



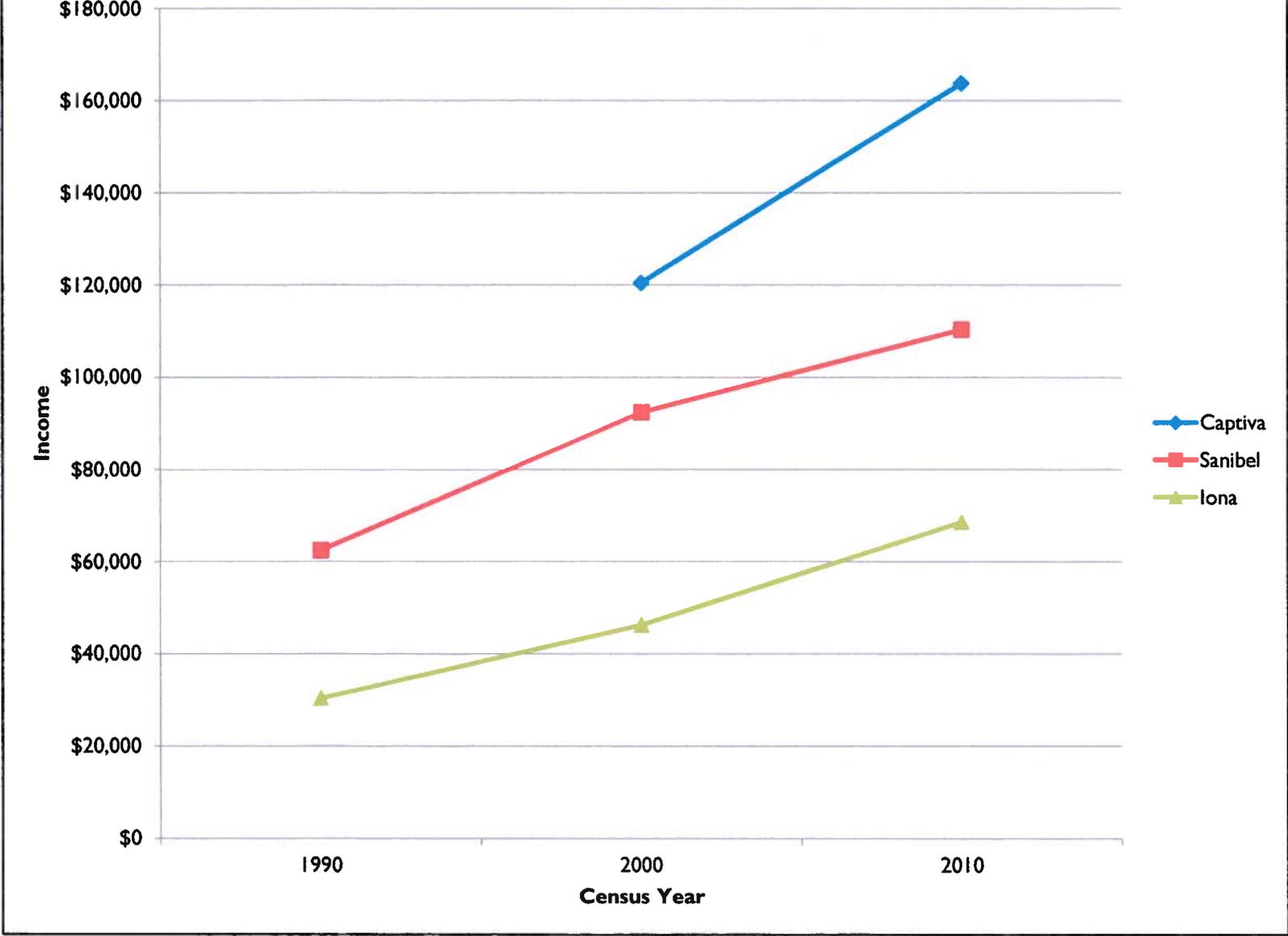
Data: U.S. Census Bureau

# Median Household Income by Area<sup>1</sup>



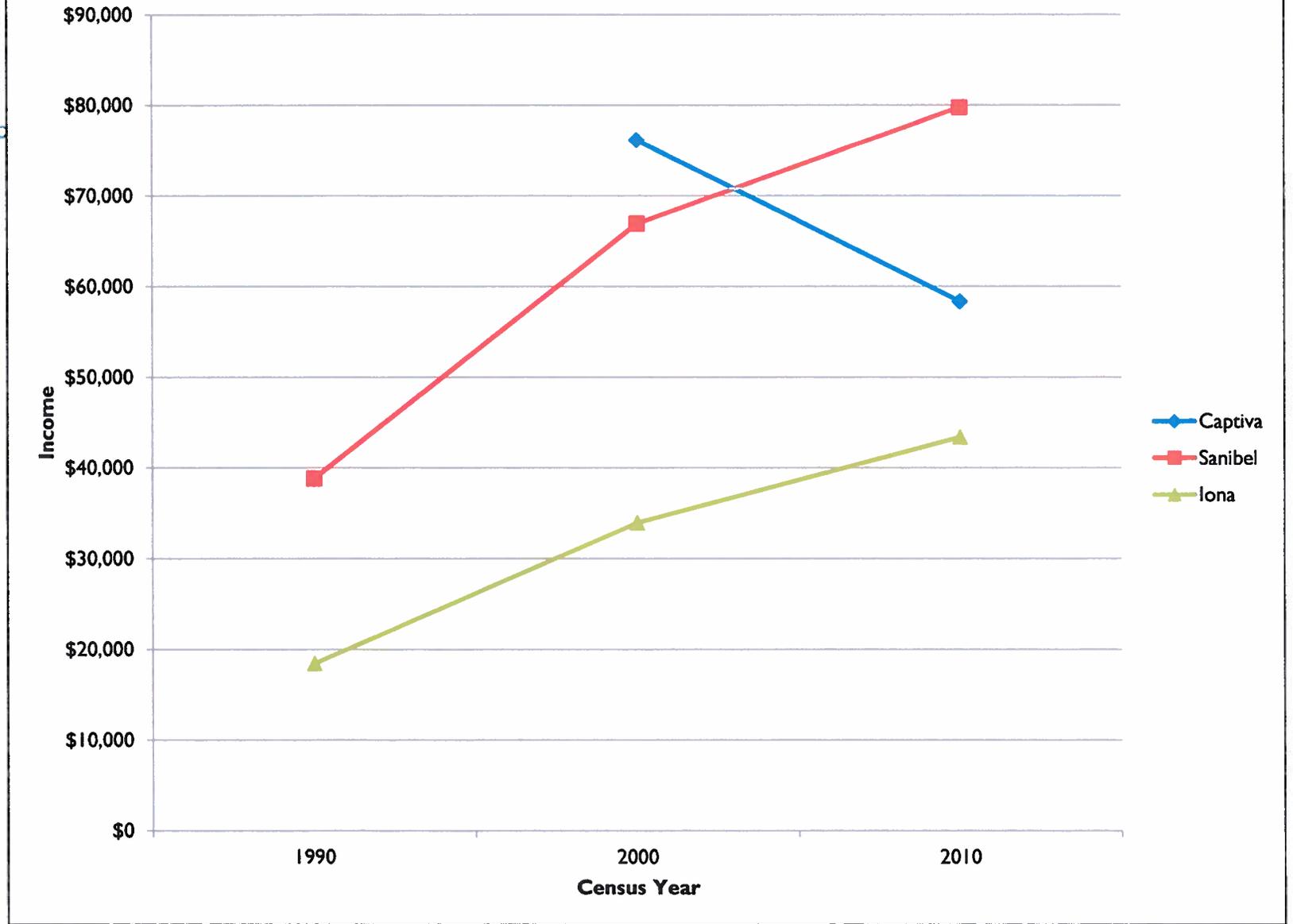
<sup>1</sup>No U.S. Census data specific to Captiva was available prior to 2000.

# Median Family Income by Area<sup>1</sup>



<sup>1</sup>No U.S. Census data specific to Captiva was available prior to 2000.

## Per Capita Income by Area<sup>1</sup>



<sup>1</sup>No U.S. Census data specific to Captiva was available prior to 2000.



## Income Findings

- Sanibel's household income remains significantly higher than the area median
  - While surrounding areas saw higher rates of growth in median household income from 2000 to 2010, Sanibel's median income is still 1.6 to nearly 2 times the median
  - Sanibel also showed more growth among high income earners. In 2000, 39.3% of households reported income of \$100k or more. In 2010, 46.4 of the households reported income of \$100k or more

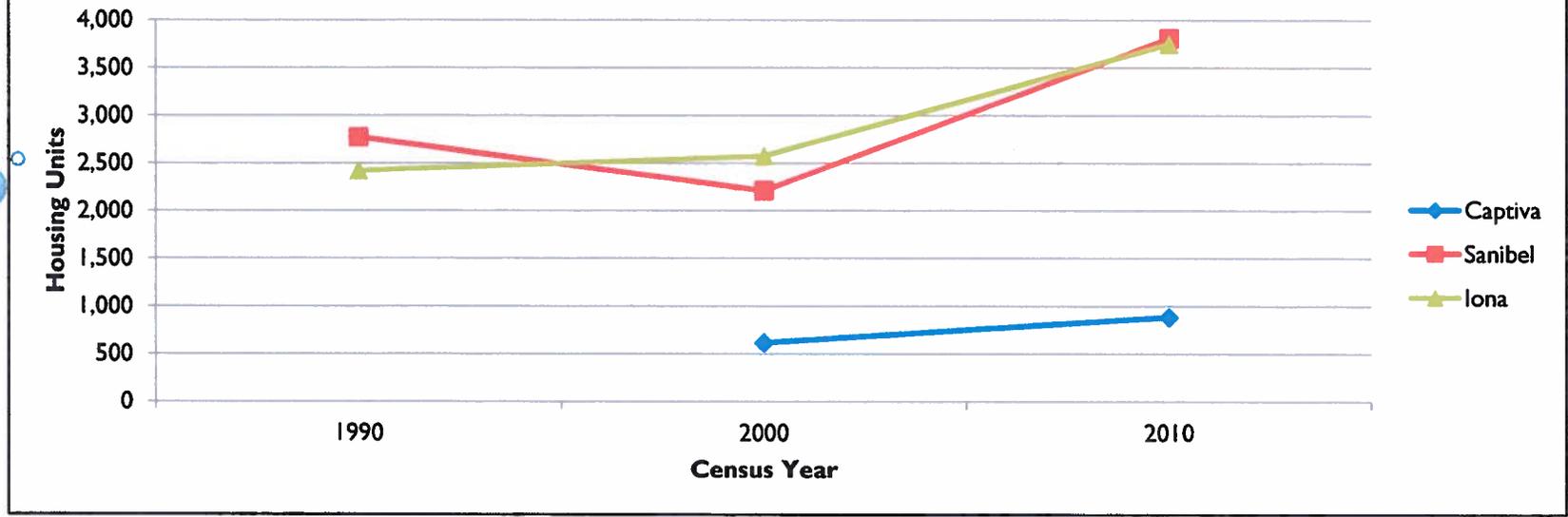


## Housing

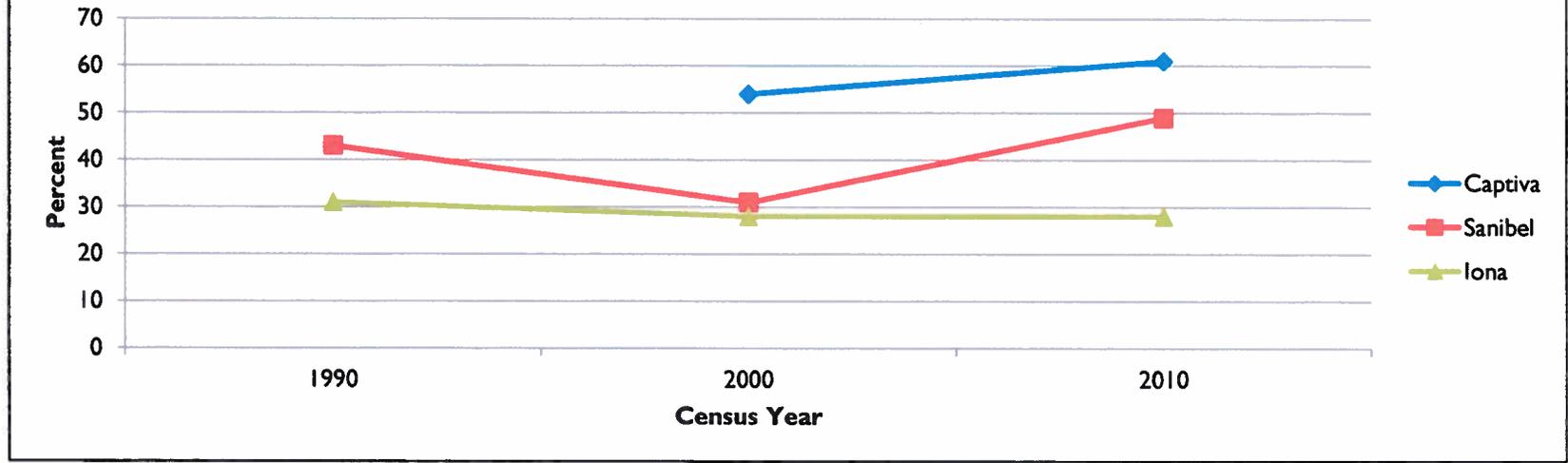
This section compares housing trends on Sanibel to housing trends on Captiva and Iona in the following categories:

- Total number of seasonal housing units
- Seasonal housing units as a percentage of housing stock

### Total Number of Seasonal Housing Units by Census Year



### Seasonal Housing Units as a Percentage of Overall Housing Units by Census Year





## Seasonal Housing Findings:

- Sanibel and Captiva have seen significant increases in seasonal housing, as a percentage of total housing stock, while the percentage of seasonal housing in Iona remained relatively flat
  - Sanibel's seasonal housing percentage in 2010 was 49%, up from 43% in 1990 and 31% in 2000
  - Captiva's seasonal housing percentage was 61% in 2010 up from 54% in 2000



## Conclusions

- The average age of Sanibel's commercial stock is older than the average age of the commercial stock within the immediate off-island study area
- Sanibel's commercial growth occurred primarily in the 1970s and 1980s while growth of the area immediately off-island primarily occurred in the 1990s and 2000s
- The cost to lease immediately off-island is less expensive
- Over the past two decades significant growth off-island has created a large inventory of newer and less expensive commercial stock in the area immediately off-island



# **Commercial Redevelopment Discussion**

December 4, 2012



## **Mission Statement:**

**“To establish and maintain a vibrant and healthy commercial district, consistent with the Sanibel Plan, that provides for the needs and services of Sanibel’s residents & visitors.”**



## **Lessons Learned from Communities that have Successfully Redeveloped:**

- Work towards a clear & common goal.
- Communities maximize their uniqueness.
- Stakeholder's involvement and input is critical and must include the property owners.
- Establish a sense of place that embraces the community's history & heritage.
- Decisions are based upon facts not assumptions
- Incremental implementation works best.
- Specific organization is tasked with generating sense of community & space.



## **Lessons Learned from Communities that have Successfully Redeveloped:**

- There is pride in the businesses and property ownership
- Properties are well maintained and kept in good physical condition and appearance
- Strong city leadership
- Involved citizenry
- Maximize ecommerce
- Commercial districts create an inviting environment for shoppers, workers & visitors
- Emphasis on businesses that are self-sustaining rather than subsidized.



## **Identify Sanibel's Strengths and Local Assets:**

- Distinctive character
- Weather conditions
- High level of public safety
- Pedestrian scale architecture
- World-class beaches & wildlife sanctuary
- Vast acreage of conservation lands & open space
- Extensive Shared Use Path System
- Historical Structures have been preserved



## **Identify Sanibel's Strengths and Local Assets:**

- Nationally recognized School
- Highly active and involved citizenry;
- Close proximity to Regional Airport and interstate highway system;
- Opportunities for Home Occupations;
- Free Parking



## **Challenges for Sanibel:**

- **Access to Wi-Fi and Broadband Technology and service**
- **Electric Power Reliability**
- **Number of current vacancies**
- **Increase in off-Island Commercial, Retail & Restaurants**
- **Age and Appearance of selected Commercial Properties;**



## **Challenges for Sanibel:**

- Increase internet shopping;
- Balancing the needs of the community's residents and visitors; and
- Substantial Improvement limitations associated with rehabilitation existing commercial developments that are nonconforming with respect to permitted use, flood elevation, setbacks, floor area, coverage, developed area and parking.



## **Next Steps:**

- Inventory, including photographs, of existing commercial retail, restaurants and service uses;
- Analyze trends
- Determine the appropriate mechanism for the facilitation of effective stakeholders input and participation