



PALM RIVER

793 WALKERBILT ROAD | NAPLES, FL 34112

FOR SALE  **WATERFRONT REDEVELOPMENT SITE**  **6.57± AC**



1614 Colonial Blvd #101
Fort Myers, FL 33907

LQCRE.COM

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EXECUTIVE SUMMARY

PALM RIVER

Excellent redevelopment opportunity in North Naples just west of US41. The subject property is located just west of the new Perry Hotel and across the street from the Old Collier Golf Club.

The site fronts the Cocohatchee River and features direct gulf access. The property is one of the last available developable waterfront parcels in North Naples and is in immediate proximity to amenities such as the Mercato Shopping and Entertainment Center, the Gulf Beaches, world class country clubs, and much more.



\$15,000,000
PRICE



GREATER
NAPLES MSA



6.57± AC
SIZE



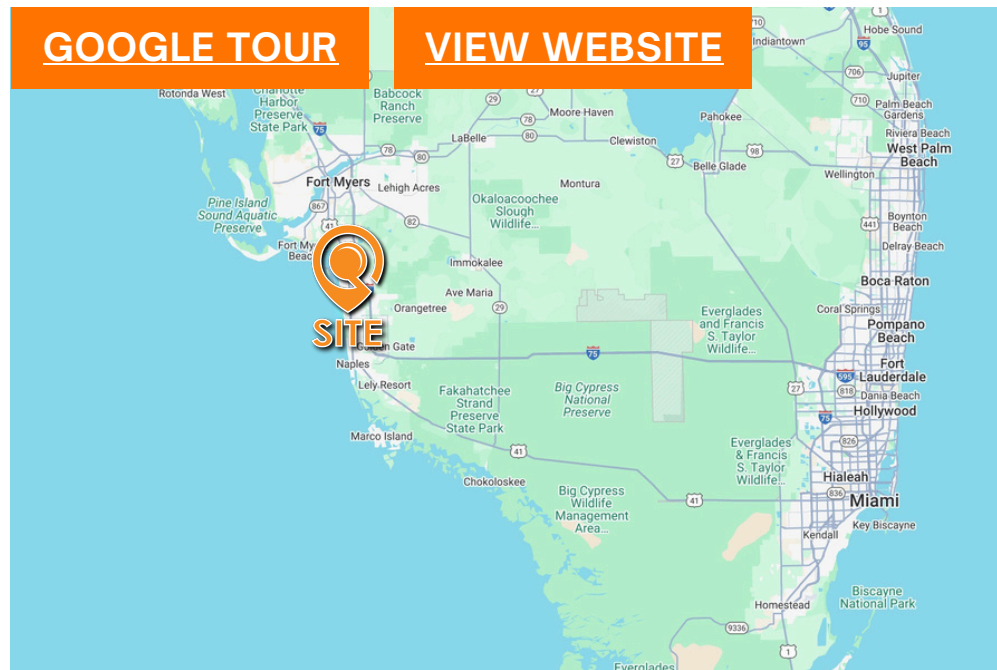
MH ZONING
FLU: URBAN RESIDENTIAL
SUBDISTRICT



00156920005
***COLLIER COUNTY**
PARCEL ID

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5-MILE POPULATION

101,330



5-MILE AVG. AGE

58



5-MILE INCOME

\$185,665



5-MILE EMPLOYEES

69,386



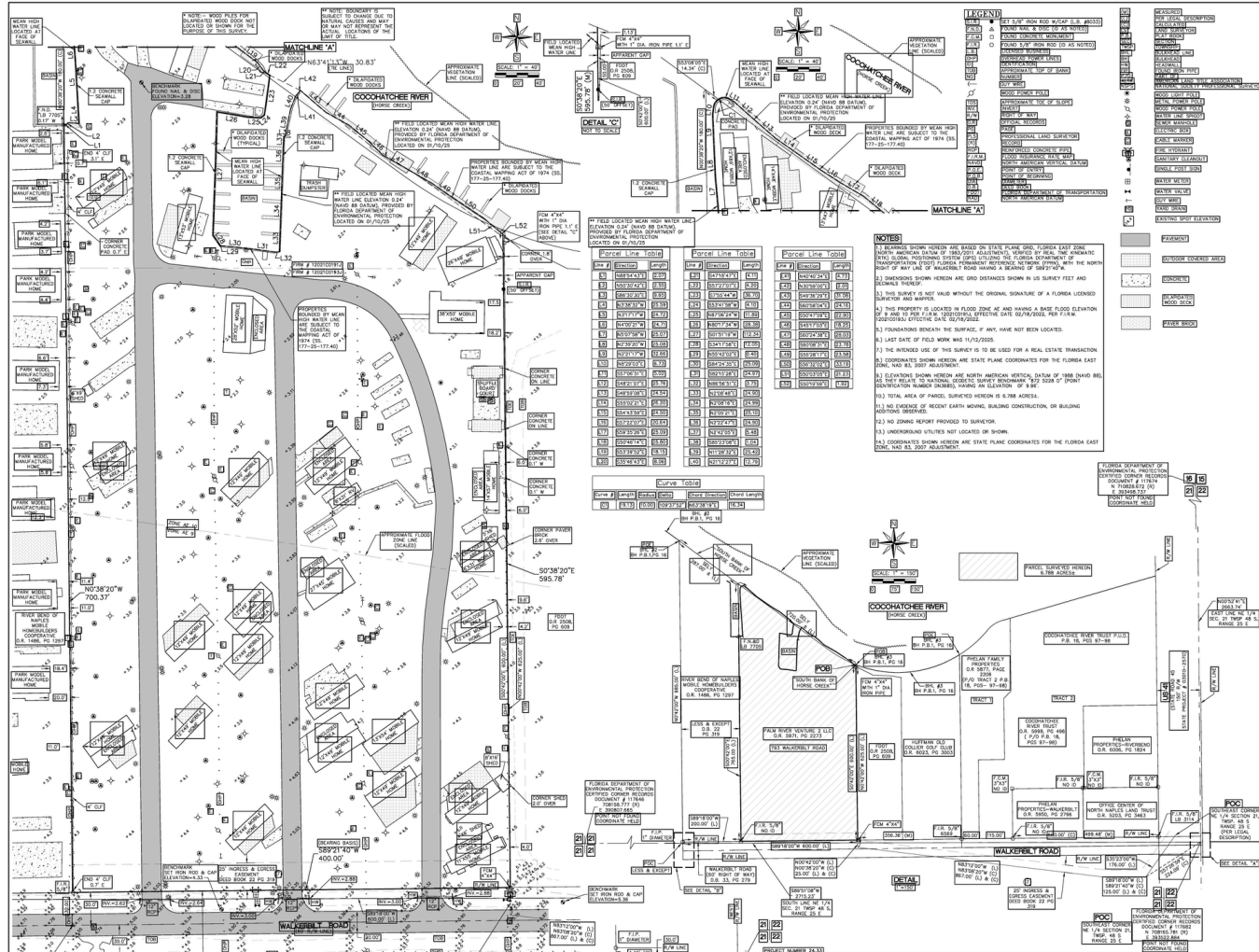
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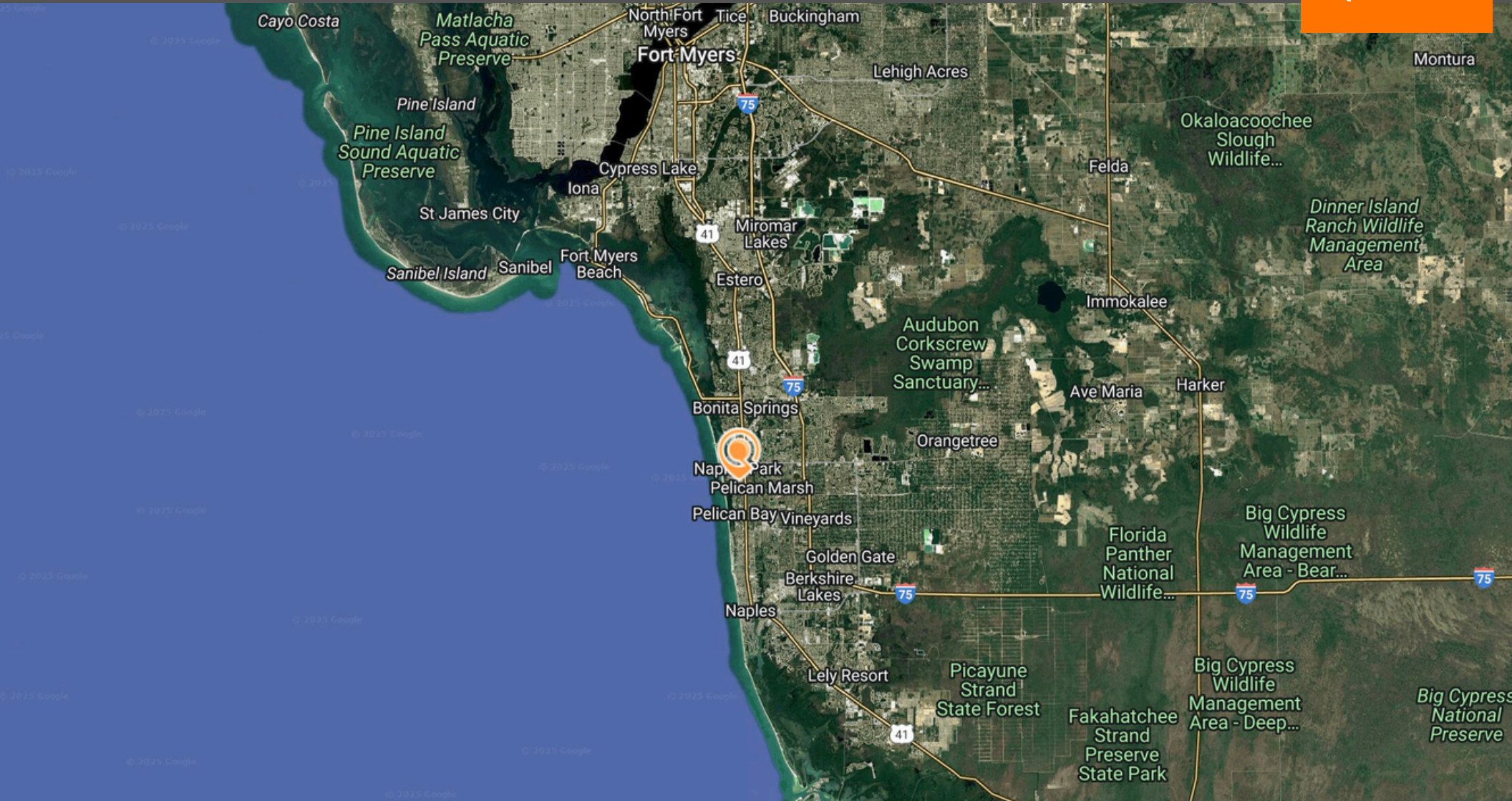
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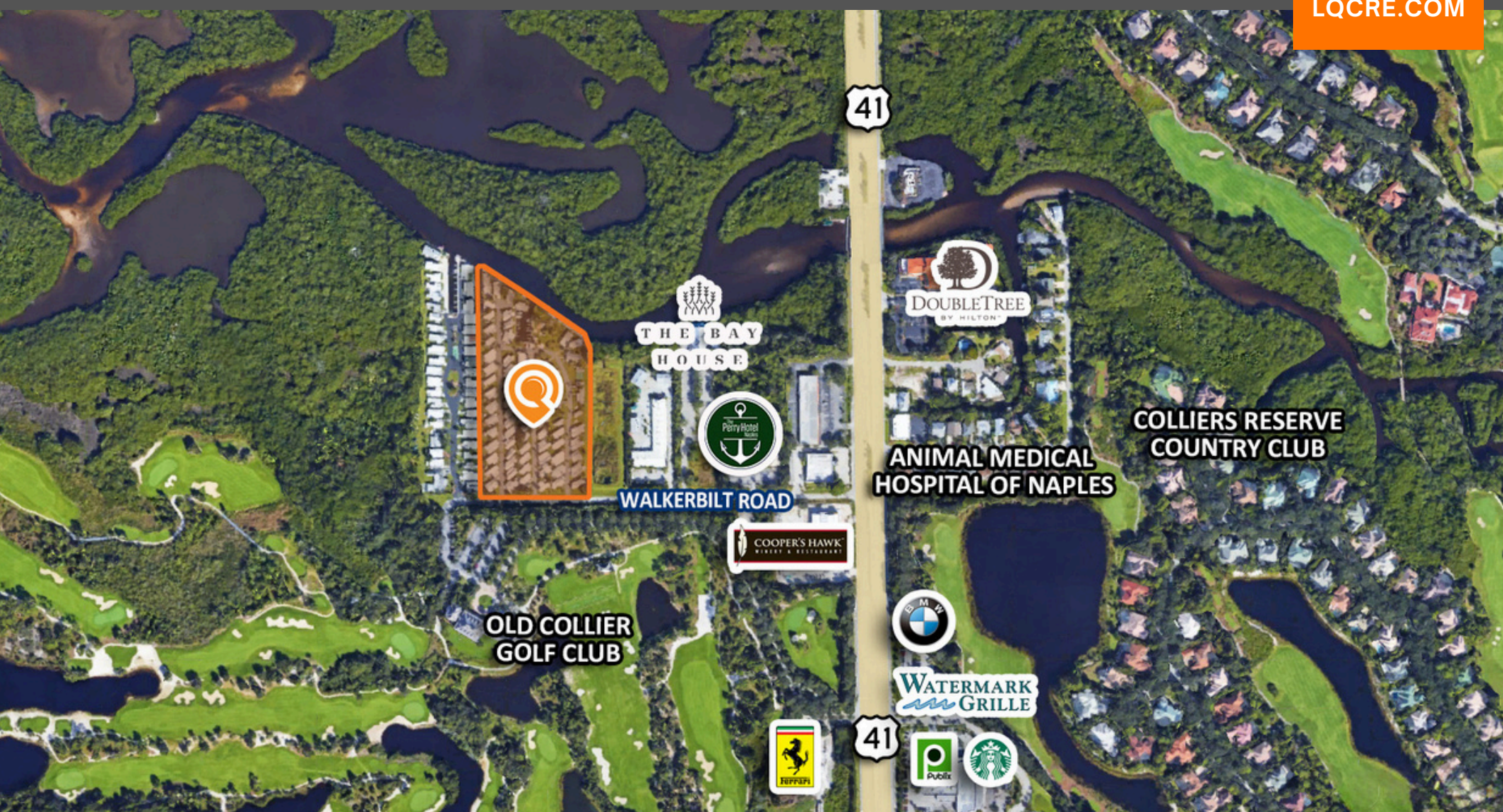
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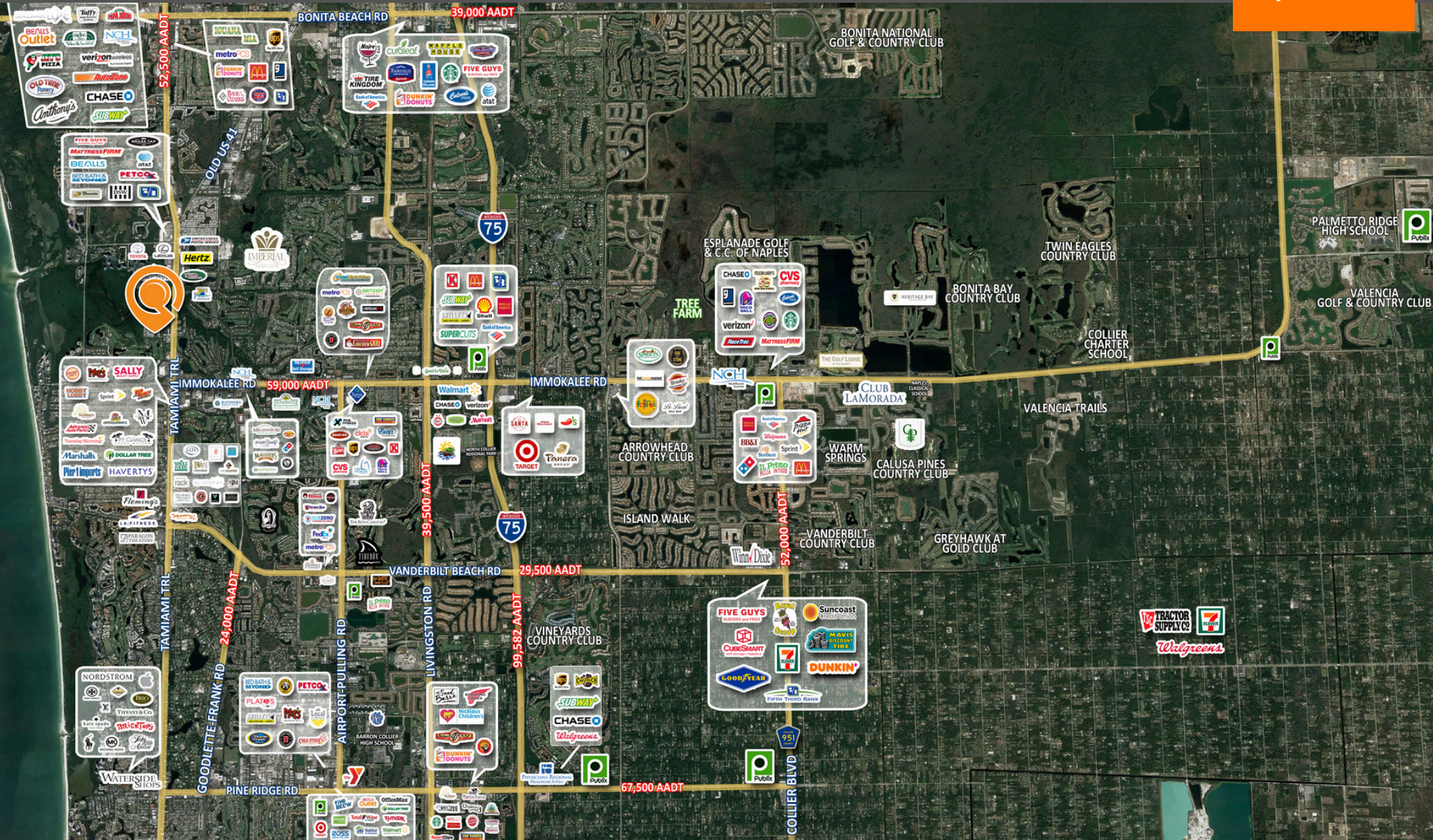
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ECONOMY MARKET OVERVIEW

Naples is the southernmost market in the Southwest Florida region. The market is one of the most affluent areas in Florida, with a median household income of \$92,000, roughly 10% higher than the national median household income.

The area has long been known as a destination for retirees and, as such, has a median age of 54, much higher than Florida's median age of 43. Like many parts of Florida, population growth has been a main driver for commercial real estate expansion over the past few years.

However, Naples' relative affordability compared to other areas in the state has kept population trends muted. Population growth peaked between 2021 and 2022 when the market added roughly 13,000 new residents, according to Oxford Economics.

Healthcare is a driving force of Naples' economy and is the largest share of the market's employment base. Many of the hospital systems are the largest employers in the market. In addition, Arthrex, a medical device manufacturing company, has a large presence in the market and employs nearly 4,000 people.

COSTAR ANALYTICS



**ECONOMY
MARKET**
US INDEX



JOBLESS
3.8%
4.2%



EMPLOYEES
166,138
156,315,297



POPULATION
400,223
334,944,938



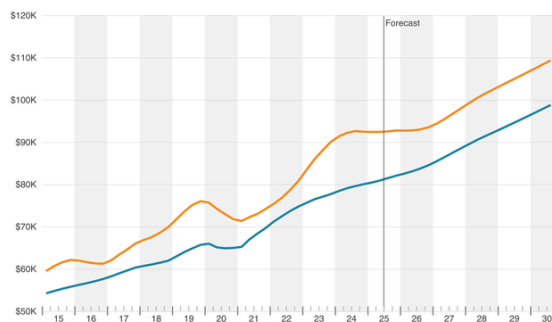
HH \$ GROWTH
3.4%
3.6%



INCOMES

GROWTH PROJECTIONS

NAPLES VS UNITED STATES



EMPLOYERS SOUTHWEST FLORIDA

- 1 **LEE HEALTH**
13,558 EMPLOYEES
- 2 **LEE COUNTY SCHOOL DISTRICT**
10,927 EMPLOYEES
- 3 **LEE COUNTY GOVERNMENT**
9,733 EMPLOYEES
- 4 **PUBLIX SUPERMARKETS**
9,362 EMPLOYEES
- 5 **COLLIER COUNTY PUBLIC SCHOOLS**
5,810 EMPLOYEES
- 6 **COLLIER COUNTY GOVERNMENT**
5,045 EMPLOYEES
- 7 **ARTHREX**
3,983 EMPLOYEES
- 8 **CHICOS FAS**
3,903 EMPLOYEES
- 9 **WALMART**
3,689 EMPLOYEES
- 10 **NCH HEALTHCARE SYSTEM**
3,288 EMPLOYEES



EDUCATION COLLEGE SIMPLY

- 1 **FLORIDA GULF COAST UNIVERSITY**
16,167 Students
- 2 **FLORIDA SOUTHWESTERN STATE**
13,860 Students
- 3 **AVE MARIA UNIVERSITY**
1,372 STUDENTS (2019)
- 4 **HODGES UNIVERSITY**
638 STUDENTS

ABOUT 5TH AVENUE



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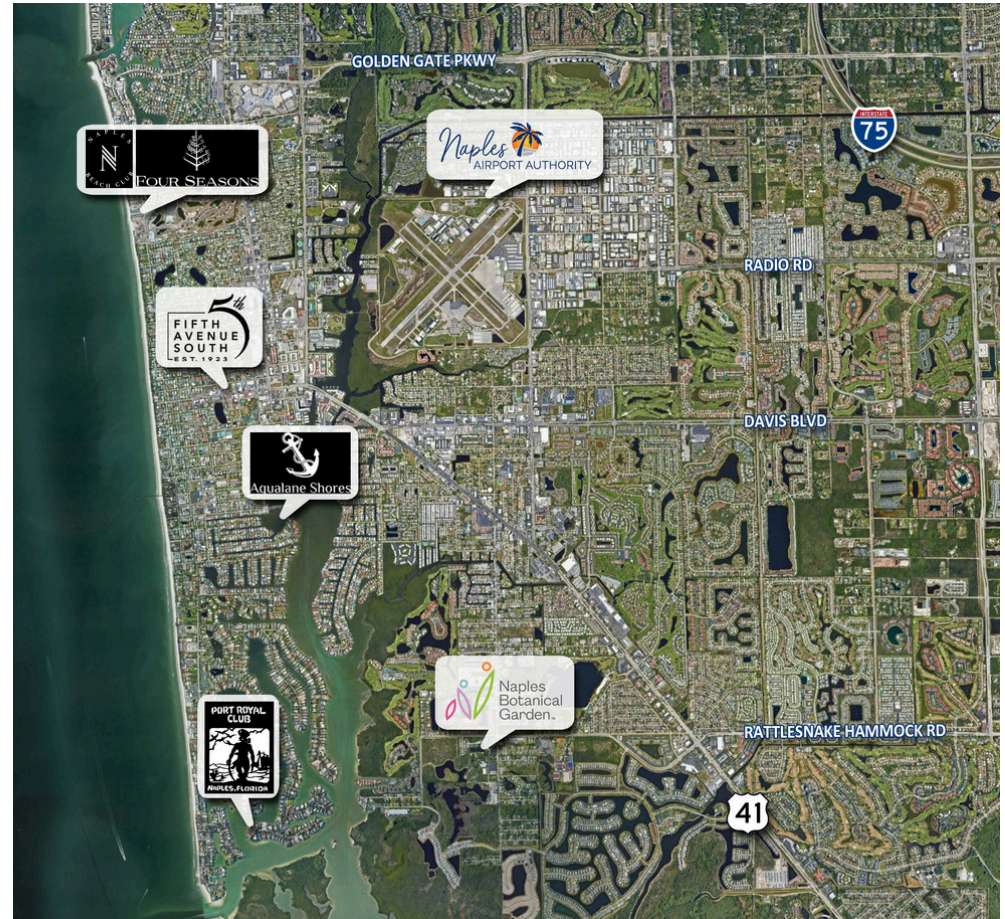
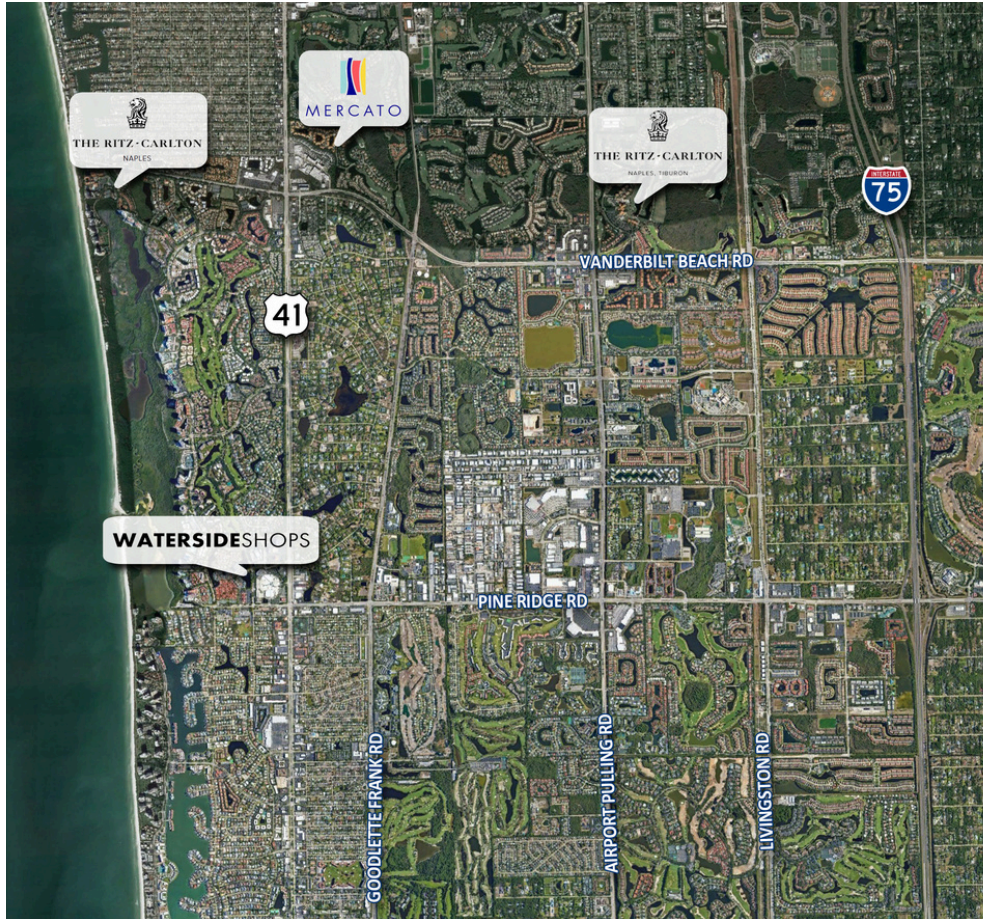
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AREA DRIVERS

NORTH & SOUTH NAPLES



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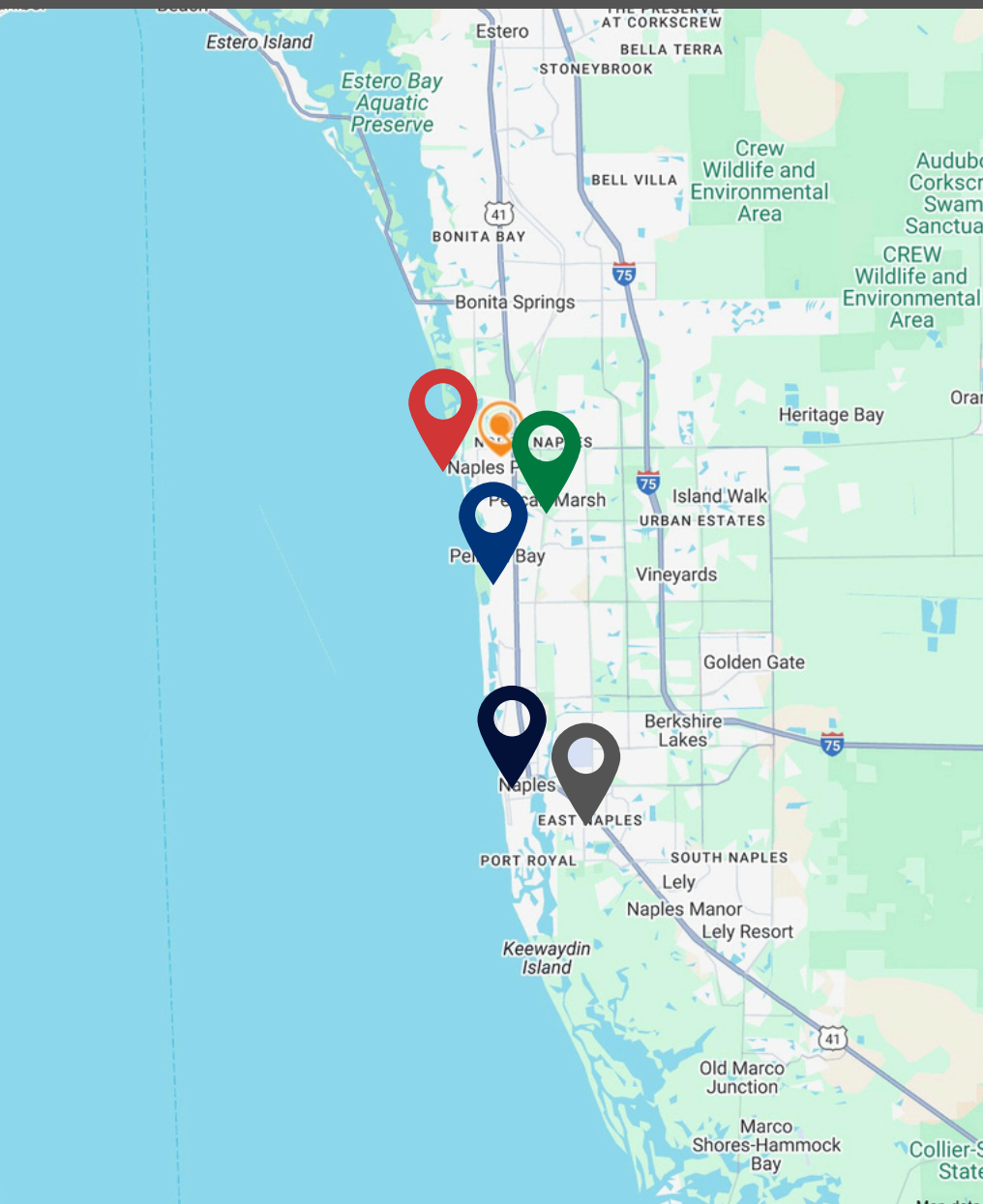
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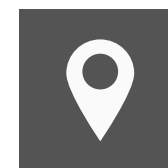
5TH AVE & 3RD ST

Fifth Avenue is Naples' Main Street and epitome of affluency; filled with businesses, hotels, apartments, and homes. It has become popular for visitors and residents to stroll, shop, and enjoy sidewalk dining. Here's where you'll find the aura of small-town friendliness and historical landmarks.



COLLIER BEACHES

Collier County has just over 48 miles of sandy beaches along the Gulf of Mexico. Within the City of Naples proper are 8.75 miles of beaches running from Clam Pass to Seagate to Lowdermilk Park, all the way south to Gordon Pass. The city beaches are lined by high rise and mid-rise condos.



NAPLES PARK

Celebration Park Naples is a vibrant industrial feel, full liquor waterfront bar and foodie destination nestled in the newly revitalized Bayshore District. Rows of food trucks end at a four-sided full-service bar directly overlooking the waterway with Gulf of Mexico access.



MERCATO SHOPS

Mercato is a 330,000 SF mixed-use, upscale lifestyle center. It's an all-day experience for Naples residents and visitors. Visitors can spend time shopping, dining, drinking and enjoying entertainment at 65 different stores, restaurants, movie theatre, bars, etc.



WATERSIDE SHOPS

Waterside features a variety of luxury shopping experiences with over 60 specialty stores. Notable stores include Saks Fifth Avenue, Gucci, and Louis Vuitton. The mall is known for its beautiful landscaping, elegant water features, and a sophisticated atmosphere.



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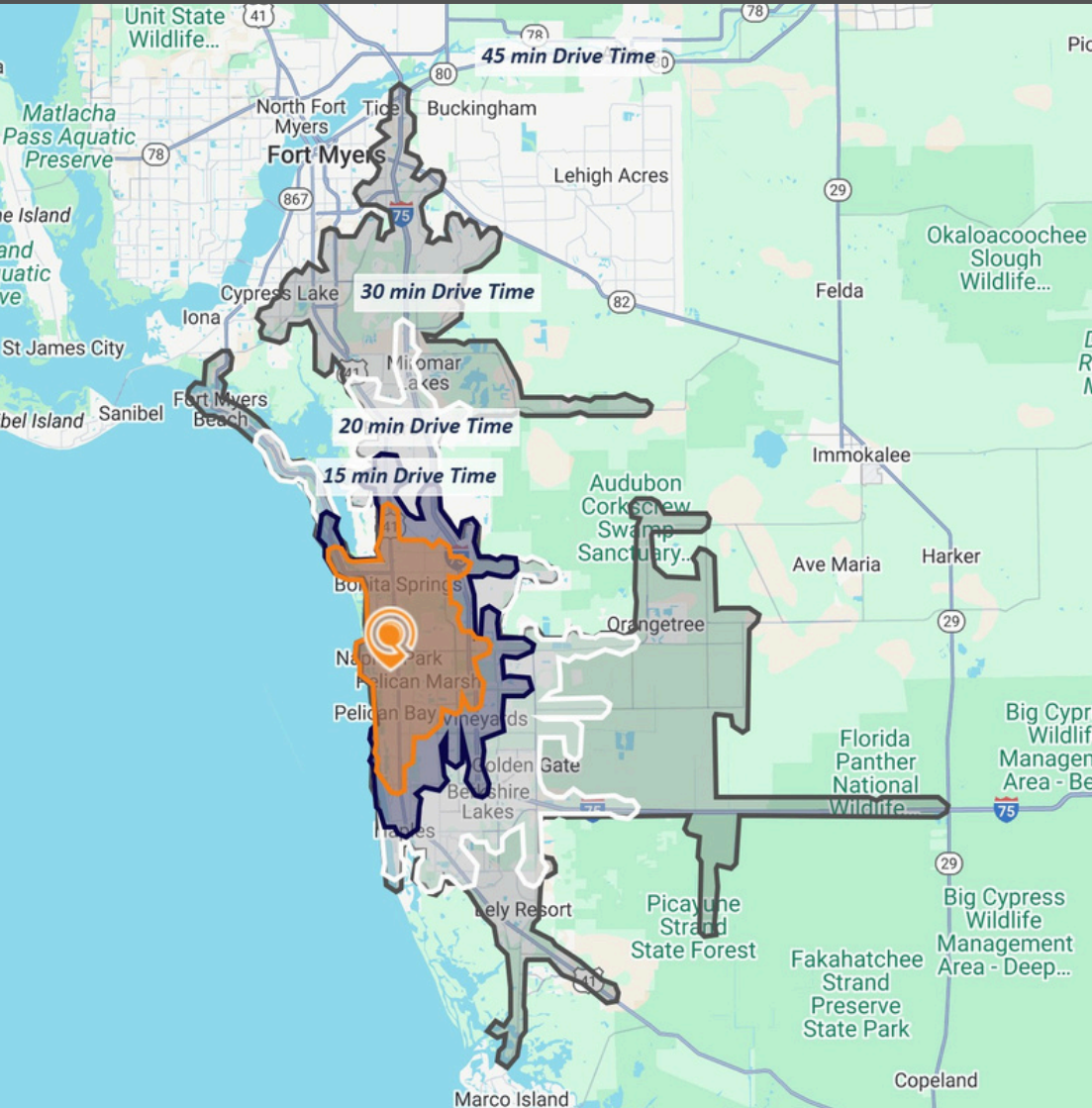
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DRIVE TIME DEMOGRAPHICS

	15 MIN	20 MIN	30 MIN	45 MIN
Population	118,170	182,828	345,100	552,394
2030 Projected Population	112,784	175,151	332,906	544,912
2020 Census Population	106,034	165,339	316,623	501,038
Projected Annual Growth 2025 to 2030	-0.9%	-0.8%	-0.7%	-0.3%
Historical Annual Growth 2010 to 2025	1.4%	1.5%	1.7%	2.1%
2025 Median Age	58.3	57.7	54.3	52.1
Households	57,675	88,381	159,359	246,795
2030 Projected Households	55,178	84,835	154,001	243,141
2020 Census Households	51,068	78,335	142,221	217,693
Projected Annual Growth 2020 to 2025	-0.9%	-0.8%	-0.7%	-0.3%
Historical Annual Growth 2010 to 2025	1.5%	1.7%	2.0%	2.4%
White	80.3%	79.8%	75.3%	73.8%
Black or African American	2.9%	3.4%	5.3%	6.2%
Asian or Pacific Islander	1.9%	2.0%	2.0%	2.2%
American Indian or Native Alaskan	0.3%	0.3%	0.4%	0.4%
Other Races	14.5%	14.5%	17.1%	17.5%
Hispanic	19.9%	19.9%	23.2%	23.5%
Average Household Income	\$196,157	\$187,266	\$163,458	\$150,586
Median Household Income	\$115,355	\$114,557	\$105,405	\$101,679
Per Capita Income	\$95,860	\$90,628	\$75,575	\$67,408
Elementary (Grade Level 0 to 8)	4.4%	3.9%	4.2%	4.2%
Some High School (Grade Level 9 to 11)	2.7%	2.6%	3.2%	3.6%
High School Graduate	18.7%	19.3%	22.2%	23.8%
Some College	15.0%	15.7%	16.2%	16.6%
Associates Degree Only	8.9%	8.9%	9.2%	9.5%
Bachelors Degree Only	29.0%	28.7%	25.8%	24.7%



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HARMONY SHORES

5 Bamboo Drive | Naples, FL 34112

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CONTACT AGENT



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[LQCRE.COM/MICHAEL-PRICE-ALC](https://lqcre.com/michael-price-alc)

Michael Price, ALC is Principal and Managing Director of the LQ Commercial Southwest Florida offices.

Formerly the firm's Land Division Director, Michael offers an instant understanding of the LQ brand and commercial brokerage proficiencies to this newly created role.

He concentrates on the marketing and disposition of both large and small-scale land suitable for National and Regional home builders as well as multi-family, commercial and mixed-use developments across the Sunshine State.





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