



**HARLAN GROUP**  
*Commercial Real Estate*

# PRIME BEACHFRONT DEVELOPMENT OPPORTUNITY



**800-802 Estero Blvd  
Fort Myers Beach, Florida**



# EXECUTIVE SUMMARY

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Prime ±1.58 acres redevelopment site located at 800–802 Estero Blvd in the heart of Fort Myers Beach. This beachfront property offers 200 linear feet of Gulf frontage and previously operated as a timeshare and condominium resort, presenting a rare repositioning and redevelopment opportunity. With potential for high-end residential condominium development, the site is zoned for residential multifamily use and allows up to 27 total residential units under current code.

## AT A GLANCE

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|                           |                         |
|---------------------------|-------------------------|
| <b>Price</b>              | \$15,500,000            |
| <b>Property Type</b>      | Land                    |
| <b>Land Area</b>          | 1.58± Acres             |
| <b>Gulf Frontage</b>      | 200 Linear Feet         |
| <b>By-right Max Units</b> | 27                      |
| <b>Zoning</b>             | Residential Multifamily |



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**PRIME REDEVELOPMENT SITE**  
**1.58 Vacant Beachfront Land**



# PROPERTY BACKGROUND

## PROPERTY BACKGROUND

The Royal Beach Club site was formerly operated as a 16-unit timeshare property alongside an 11-unit condominium resort located at 800–802 Estero Boulevard in Fort Myers Beach, Florida. Positioned directly on the Gulf of Mexico, the property occupies a highly desirable stretch of beachfront with strong long-term redevelopment potential. The combined parcels encompass approximately 1.58 gross acres, including:

- Approximately .95 acres landward of the 1978 Coastal Construction Control Line (CCCL)
- Approximately .63 acres seaward of the 1978 CCCL
- 11 condominium units constructed in 1984 across two three-story buildings (two floors over parking)
- 16 timeshare units within a three-story building (600 SF per unit)
- Units ranging from approximately 924 to 1,386 square feet within the condominium component
- 12–14 surface parking spaces in addition to under-building parking areas
- Residential Multifamily zoning designation
- Mixed Residential Future Land Use classification

The site's size, beachfront exposure, and existing entitlement framework position the property as a rare opportunity for redevelopment into a multi-story luxury condominium project in one of Southwest Florida's most sought-after coastal markets.

## CURRENT ENTITLEMENT SUMMARY

Under the existing Fort Myers Beach Land Development Code and Comprehensive Plan:

### Density Allowance:

Although the current code allows for 21 units, by right 27 units can be established.

| Use Type                    | Units     |
|-----------------------------|-----------|
| Timeshare                   | 16        |
| Condo                       | 11        |
| <b>TOTAL EXISTING UNITS</b> | <b>27</b> |

Additional information regarding entitlements and post disaster development re-analysis available upon request!

# ASSET FUNDAMENTALS

## REBUILD PARAMETERS

Structures sustaining more than 50% damage may be reconstructed to their legally documented:

- a. Use
- b. Density
- c. Intensity
- d. Size & Style

### Provided the new construction complies with:

- a. FEMA flood elevation requirements (100-year flood level)
- b. Current Florida Building Code
- c. Coastal Construction Control Line regulations
- d. All applicable development regulations

## DEVELOPMENT CONSTRAINT

New condominium construction under current code is limited by square footage thresholds:

### Hotel Opportunity

- Hotel units under 450 SF = 1.5 to 1 FAR
- Hotel units between 450 and 750 SF = 1 FAR

## Proforma Brief with anticipated Variance

Based on recent transactions and a projected density of 27 total units.

| Metric                |  |          | Valuation |              |
|-----------------------|--|----------|-----------|--------------|
| Beachfront Land Sq Ft |  |          | 68,825    | \$283        |
| Beachfront Land Value |  |          |           | \$15,500,000 |
| Residential Units     |  | 27 units |           | \$3,000,000  |
| Residential Value     |  |          |           | \$81,000,000 |

### Luxury Condominium Opportunity

This positions the property ideally for a multi-story luxury condominium project:

- 27 luxury units at approx 2,500 SF (density constraints)

The redevelopment strategy assumes a Density and Height Variance request, seeking to reinstate the pre-storm intensity of 27 units through a vertical design deviation that aligns with contemporary luxury standards.

# ACCOUNTABILITY CREATES OPPORTUNITY

Fort Myers Beach is in a pivotal rebuild phase. The Town submitted its 2045 Comprehensive Plan update to the State in January 2026, signaling a policy environment that is active, evolving, and highly consequential for new development. Height, density, and resilience are front-of-mind politically — and projects are being evaluated through a sharper community lens.

That's exactly why this moment matters!

The island is not anti-development — it is pro-accountability. Well-capitalized, experienced developers who can deliver resilient design, thoughtful scale, and a clear public-benefit narrative are positioned to move forward while others hesitate.

At the same time:

- Barrier island land is inherently scarce
- Rebuild economics have reduced available redevelopment sites
- The surrounding trade area reflects an affluent, mature demographic with strong net worth and discretionary spending capacity

800–802 Estero Blvd offers a rare opportunity to control a prime Estero frontage site during a defined planning cycle — when policy is being clarified, competition is thinner, and long-term coastal demand fundamentals remain intact.

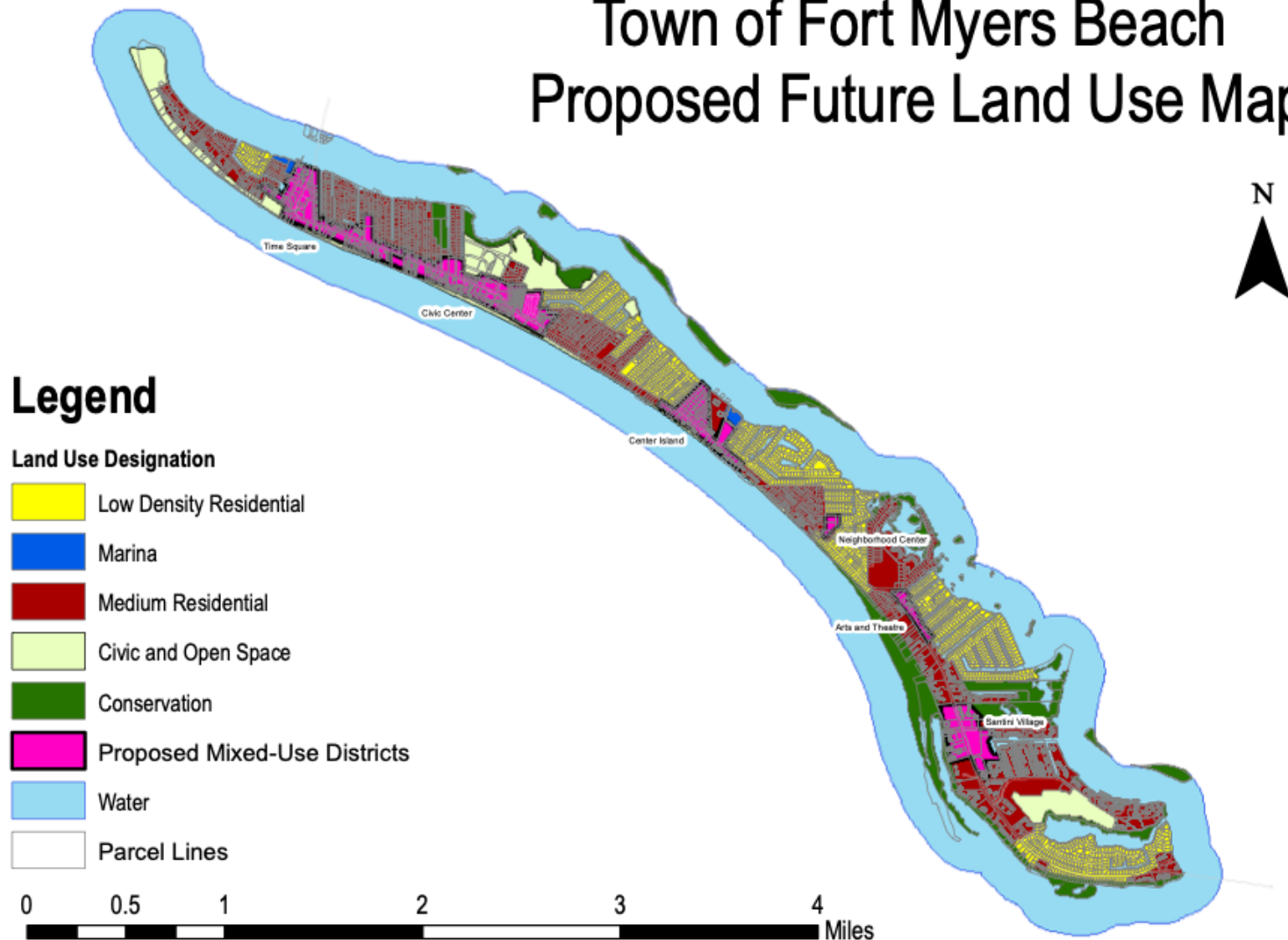
Bottom line:

Fort Myers Beach is not “anti-development.” It is pro-accountability.

Developers who can navigate today's climate with smart design and disciplined entitlement strategy will create outsized value.

# FUTURE LAND USE

## Town of Fort Myers Beach Proposed Future Land Use Map



# FUTURE LAND USE POLICY ALIGNMENT

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## **POLICY 4-C-4 FLU-1-C-4: BUILDING HEIGHTS -**

The Land Development Code shall limit the height of new buildings under most conditions to two stories 30 feet above flood elevation except where otherwise noted in this Comprehensive Plan Land Use categories and to provide for workforce housing units protected by a minimum 30-year covenant, (exceptions may include the buildback situations (see Policies 4-D-1 and 4-E-1), and different heights may be applied to officially designated redevelopment Mixed-Use areas such as Times Square, Red Coconut/Gulf View Colony, and Villa Santini Plaza). Mixed-use district regulations shall include provisions to limit heights or provide for additional buffers when the development is located within 100 ft of detached single-family residences. In those few cases where individual parcels of land are so surrounded by tall buildings on lots that are contiguous (or directly across a street) that this two-story 30 foot height limit would be unreasonable, landowners may seek relief through the planned development rezoning process, which requires a public hearing and notification of adjacent property owners. The town will approve, modify, or deny such requests after evaluating the level of unfairness that would result from the specific circumstances and the degree the specific proposal conforms with all aspects of this comprehensive plan, including its land-use and design policies, pedestrian orientation, and natural resource criteria. Particular attention would be paid to any permanent view corridors to Gulf or Bay waters that could be provided in exchange for allowing a building to be taller than two three stories, including the ground story. In each case, The Town may consider public benefits in exchange for height as part of a public benefits ordinance. Where the Town may consider additional height as provided in this section, the town shall balance the public benefits of the height limit against other public benefits that would result from the specific proposal. Public benefits shall be included in their respective development orders and development agreements where applicable, and, while not exclusively for the public use, are intended primarily to benefit the public for the lifetime of their respective agreements. Complying with the Town's code requirements shall not be a public benefit.

## **POLICY 4 A-1 FLU-1-A-1: HUMAN SCALE DEVELOPMENT -**

Maintaining the Town's current "human scale" is a fundamental redevelopment principle. Fort Myers Beach is best enjoyed from outside a car; New buildings should be designed to encourage use or admiration by people on foot or bicycle, rather than separating them with gates, walls, deep setbacks, or unnecessary building heights. The Land Development Code shall ensure that improvements which potentially impact the appearance of Estero Boulevard, as well as major activity centers such as Times Square and Santini Marina Plaza, the mixed-use districts, the Town's shoreline, scenic views of the waterfront and tidal waters, public parks and other public grounds and institutions are managed and enhanced through application of the site plan review process. Community character is reflected in Floor to Area Ratios (FAR), lot sizes, house sizes, site placement, height, architectural features and existing vegetation. The Town shall strive to stabilize and preserve neighborhoods and establish urban design standards which protect and promote quality of life, in order to prevent teardowns, encourage re-use, infill and new development.

# FUTURE LAND USE POLICY ALIGNMENT

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## **POLICY 4-B-12 FLU-1-B-4-13: LAND-USE TYPES DEFINED -**

For purposes of this comprehensive plan, land uses are divided into the following types:

- i. Residential uses include detached homes, accessory apartments (see Policy 4-C-7), home occupations (see Policy 4-B-3), mobile homes, assisted living facilities, apartments, live-work units, accessory dwelling units, and condominiums, provided that no dwellings are rented for periods shorter than one week.
- ii. Commercial uses involve the sale or rental of goods or services, including businesses such as art galleries, art/music/dance/theater studios, retail stores, offices (including medical and veterinary), urgent care facilities, restaurants/bars, service/craft/rental businesses, RV parks, and hotels/motels/resorts; churches and civic buildings are also included in this category.
- iii. Marina uses involve the use of prime waterfront sites to support a mix of uses, including residential, commercial, recreational boating, such as wet or dry boat storage, sales/rentals of boats and supplies, and boat repair.
- iv. Industrial uses such as manufacturing, seafood processing, and warehousing are not permitted in the Town of Fort Myers Beach, except for dry storage of boats at approved marinas.
- v. Recreational uses include beaches, parks, playgrounds, indoor recreation, and similar uses.
- vi. Mixed uses means some combination of the above land-use types in a single building, or on a single site, or on different sites within a single category on the Future Land Use Map, depending on the context.

# CURRENT DESIGNATION: MIXED RESIDENTIAL

The Mixed Residential designation offers a balanced framework that supports both established neighborhood character and modern vertical development. It applies to older subdivisions with diverse housing types on smaller lots, as well as to newer high-rise residential projects — creating a flexible environment for redevelopment and long-term value creation.

Base density permits up to six (6) dwelling units per acre, with the opportunity to achieve up to ten (10) dwelling units per acre where the Future Land Use Map overlay recognizes legally existing residential units. This overlay structure provides a pathway for enhanced density within defined parameters — a meaningful advantage for developers evaluating yield and feasibility.

Commercial activity is intentionally limited to low-impact uses such as professional offices and lodging (e.g., motels), preserving residential integrity while allowing complementary revenue-generating components.

This designation strikes a rare balance — maintaining neighborhood compatibility while allowing scalable residential density in qualifying areas. For investors, it presents a controlled yet flexible framework to optimize land use and maximize long-term upside.

| Comprehensive Plan land-use category:              | Equivalency factors for guest units of various sizes <sup>1</sup> (in square feet): |            |              |
|----------------------------------------------------|-------------------------------------------------------------------------------------|------------|--------------|
|                                                    | < 450                                                                               | 450 to 750 | 750 to 1,000 |
| Mixed Residential                                  | 2.0                                                                                 | 1.5        | 1.0          |
| Boulevard                                          | 2.5                                                                                 | 2.0        | 1.5          |
| Pedestrian Comm. <sup>2</sup>                      | 3.0                                                                                 | 2.5        | 2.0          |
| (all others)                                       | 0.0                                                                                 | 0.0        | 0.0          |
| <sup>1</sup> see <a href="#">§ 34-1802</a>         |                                                                                     |            |              |
| <sup>2</sup> see also <a href="#">§ 34-1803(b)</a> |                                                                                     |            |              |

# LAND DEVELOPMENT CODE ZONING

## Conventional Zoning District

Sec. 34-644 – RM (Residential Multifamily) Zoning District

(a) The purpose of the RM zoning district is to designate suitable locations for a wide variety of multifamily residences.

(b) In the RM zoning district, allowable uses are defined in Table 34-2 and property development regulations are contained in Table 34-3.

|                                         | street                                                          | side -<br>waterfront lot                         | side -<br>non-waterfront                         | rear | water body (1) | Gulf of<br>Mexico (2) | area                                                             | width | depth | ratio                 | percentage                       |                         | feet                         | stories |
|-----------------------------------------|-----------------------------------------------------------------|--------------------------------------------------|--------------------------------------------------|------|----------------|-----------------------|------------------------------------------------------------------|-------|-------|-----------------------|----------------------------------|-------------------------|------------------------------|---------|
| ZONING<br>DISTRICT                      | Setbacks<br>(see § 34-638<br>for explanation<br>and exceptions) |                                                  |                                                  |      |                |                       | Lot size<br>(see § 34-637<br>for explanations<br>and exceptions) |       |       | F.A.R.<br>§34-<br>633 | Building<br>Coverage<br>§ 34-634 | Density<br>§ 34-<br>632 | Height<br>(see § 34-<br>631) |         |
| <i>RS Residential<br/>Single-family</i> | 25(9)                                                           | 15% of<br>lot<br>width<br>(8)<br>(9)/(10)<br>(9) | 15% of<br>lot<br>width<br>(8)<br>(9)/(10)<br>(9) | 20   | 25             | 50                    | 7,500                                                            | 75    | 100   | -                     | 40%                              | (3), (4)                | 30                           | 3       |
| <i>RC Residential<br/>Conservation</i>  | 25(9)                                                           | 15% of<br>lot<br>width<br>(10)                   | 15% of<br>lot<br>width<br>(10)                   | 20   | 25             | 50                    | 4,000                                                            | 45    | 80    | -                     | 40%                              | (3), (4),<br>(5)        | 30                           | 3       |
| <i>RM Residential<br/>Multifamily</i>   | 25(9)                                                           | 20 (6)<br>(10)                                   | 20 (6)                                           | 20   | 25             | 50                    | 7,500                                                            | 75    | 100   | 1.2                   | -/                               | (3), (4),<br>(5)        | 35                           | 3       |

# Business Key Facts

Polygon Polygon Area: 8.58 square miles

## Key Statistics

383

Total Businesses

3,237

Total Employees

\$483M

Total Sales

3.6%

Unemployment Rate

## Daytime Population



5,696

Total Population



7,305

Total Daytime Population

Ratio of daytime to total population:

1.28

Values > 1.0 mean that more people come to the area during the day than live there.



Suburb  
Dominant Urbanicity Type



Avg Number of Employees

9.1



Total Business Per Sq Mi  
This is 5.8% higher than Lee County

44.7 ↑

## Top 25 Largest Businesses in Area



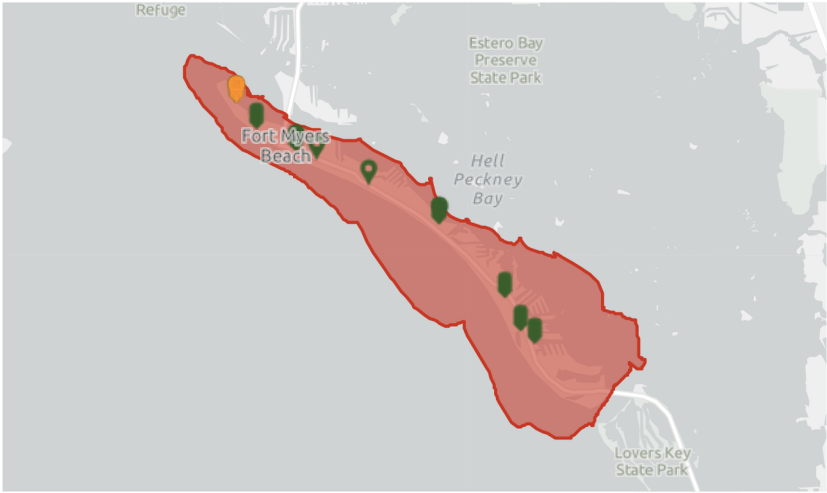
5

100 or More Employees



8

\$10M+ Annual Sales Vol



### Highest sales volume

|                                  |             |         |
|----------------------------------|-------------|---------|
| Pink Shell Beach Resort & Marina | Independent | \$69.0M |
|----------------------------------|-------------|---------|

### Most Employees

|                                  |             |     |
|----------------------------------|-------------|-----|
| Pink Shell Beach Resort & Marina | Independent | 250 |
|----------------------------------|-------------|-----|

\* Indicates the number of locations has reached the maximum.

Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025).

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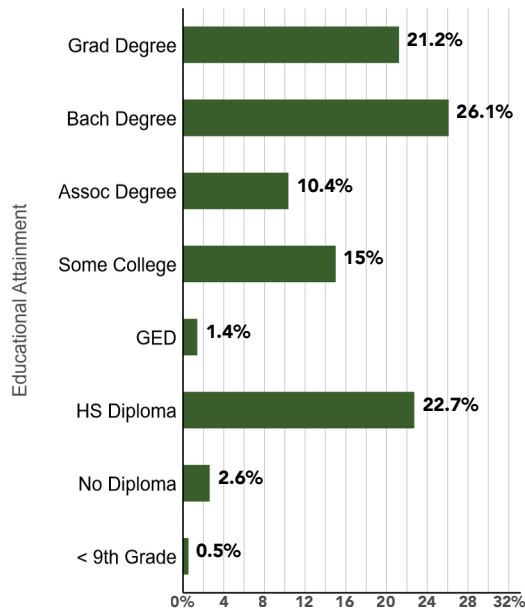


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# Business Key Facts

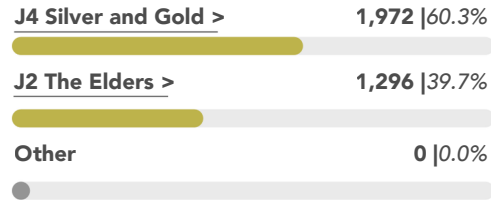


## About the Workforce



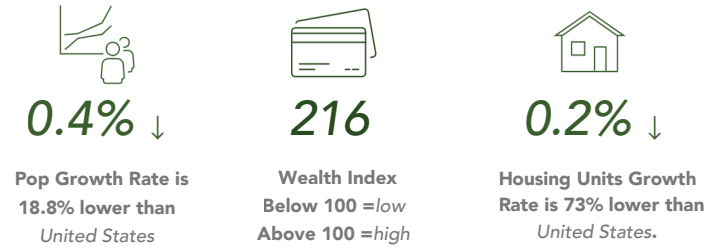
## Tapestry

### Top 3 segments by household count



[View comparison table](#)

## About the Community



## Businesses Per 1,000 Population

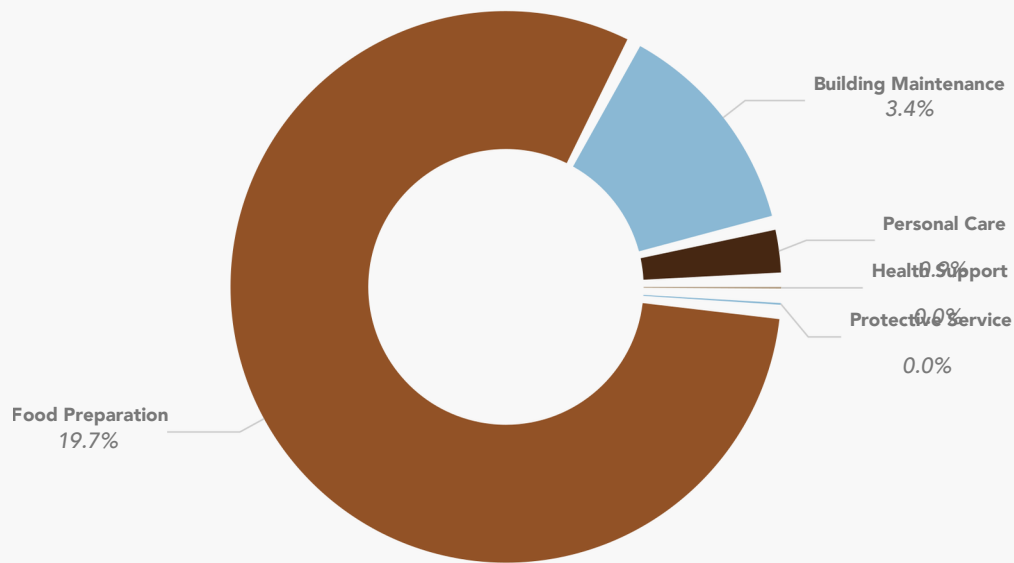
| Business Categories             | Polygon | ZIP Codes<br>33908 (Fort Myers) | States<br>Florida | United States of<br>America<br>United States |
|---------------------------------|---------|---------------------------------|-------------------|----------------------------------------------|
| Restaurants                     | 7.20    | 2.86                            | 2.54              | 2.45                                         |
| Health Care & Social Assistance | 0.88    | 4.84                            | 4.01              | 3.76                                         |
| Retail                          | 5.62    | 5.76                            | 5.32              | 4.59                                         |
| Manufacturing                   | 0.53    | 1.05                            | 1.22              | 1.32                                         |
| Finance & Insurance             | 1.58    | 1.73                            | 2.12              | 1.79                                         |
| Professional & Tech Services    | 3.51    | 3.58                            | 4.91              | 3.60                                         |

\* Indicates the number of locations has reached the maximum.

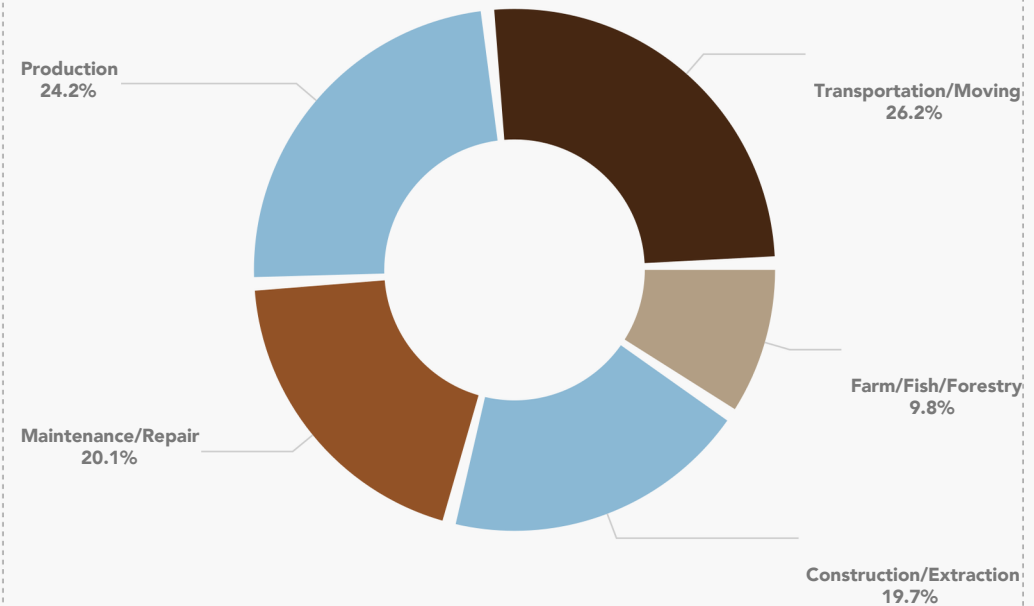
Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025).

# Business Key Facts

Services



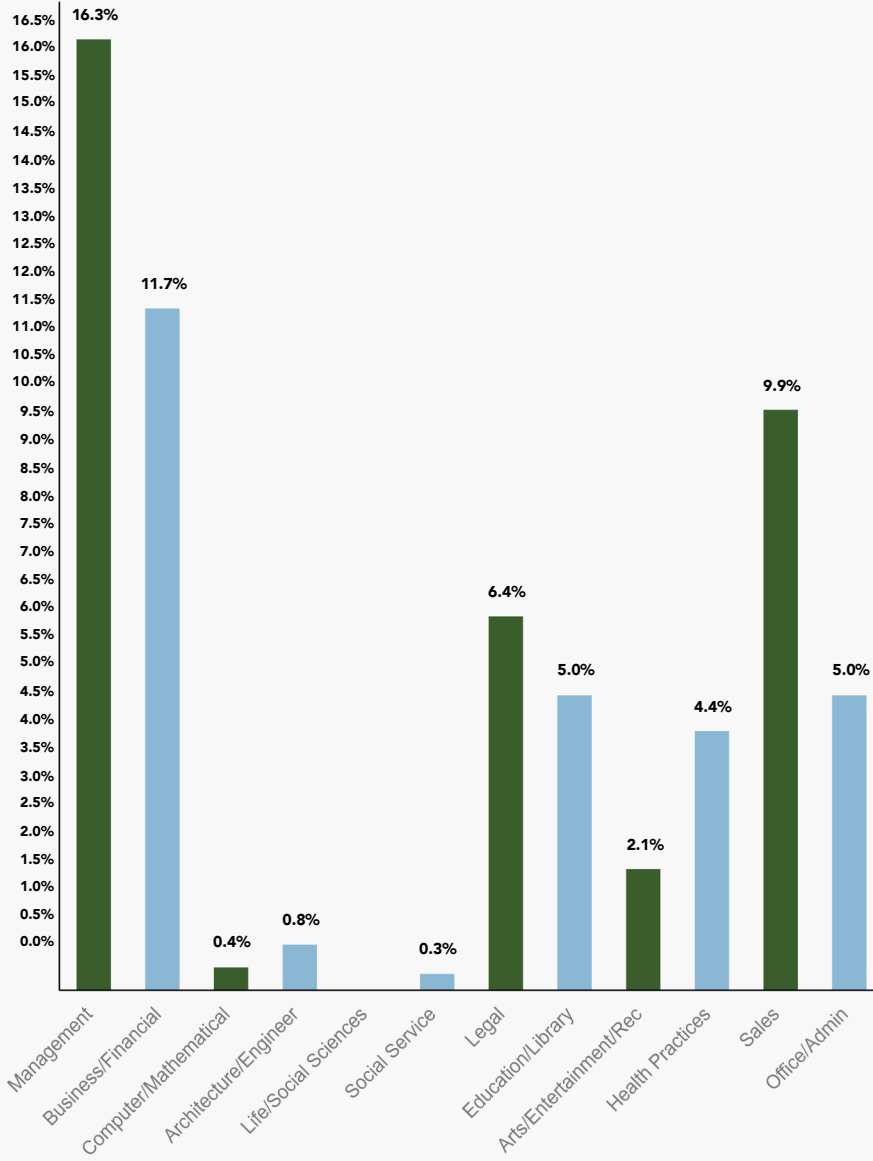
Trade/Skilled Labor



Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025).

# Business Key Facts

## Office Based



## J4 Silver and Gold

Segment values include the entire U.S.



### Population Density

Low

### Income

Very high

### Home Value

Very high

### Age

Very high

### Diversity <sup>(i)</sup>

Very low

### Housing Traits



Single Family  
Unit type



Married Couples w/ No Kids  
Housing type



Owners  
Occupancy type

[View segment profile](#)

Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025).

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# Business Key Facts

## J2 The Elders

Segment values include the entire U.S.



### Population Density

Moderate

### Income

Moderate

### Home Value

High

### Age

Very high

### Diversity ⓘ

Very low

### Housing Traits



Single Family  
Unit type



Married Couples  
w/No Kids  
Housing type



Owners  
Occupancy type

## The Demand Story: Affluent, Asset-Rich Buyers

This is not a speculative growth market — it is a wealth preservation and lifestyle market.

### Key indicators:

- Median Household Income: ~\$94,472
- Median Home Value: ~\$669,097
- Median Age: 69.1

The dominant demographic segments (“Silver and Gold” and “The Elders”) are primarily:

- High-income retirees
- Owner-occupied households
- Married couples without children
- Single-family homeowners transitioning to lock-and-leave living

This profile creates strong absorption potential for:

- Luxury condominiums
- Boutique mid-rise or high-rise redevelopment
- Amenity-rich, maintenance-free coastal residences
- Premium waterfront product

Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025).

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# Business Key Facts

## Comparison view

Selected area and overlapping geographies

United States

| Area                                      | Population Density<br>Population per sq. mi. | Median Household Income | Median Home Value | Median Age | Diversity Index |
|-------------------------------------------|----------------------------------------------|-------------------------|-------------------|------------|-----------------|
| <b>Polygon</b><br>Area: 8.58 square miles | 2,038.8                                      | \$94,472   🔍            | \$669,097   🔍     | 69.1   🔍   | 15.5   🔍        |
| <b>United States</b><br>Country           | 96.2                                         | \$81,624   🔍            | \$370,578   🔍     | 39.6   🔍   | 72.7   🔍        |

## Tapestry segments

Values represent these segment nationwide, independent of the selected area.

| Area                                                                                                        | Population Density<br>Population per sq. mi. | Median Household Income        | Median Home Value              | Median Age                | Diversity Index          |
|-------------------------------------------------------------------------------------------------------------|----------------------------------------------|--------------------------------|--------------------------------|---------------------------|--------------------------|
|  <b>J4 Silver and Gold</b> | <b>Low</b> 71.1                              | <b>Very high</b> \$102,652   🔍 | <b>Very high</b> \$625,531   🔍 | <b>Very high</b> 64.4   🔍 | <b>Very low</b> 34   🔍   |
|  <b>J2 The Elders</b>     | <b>Moderate</b> 769.7                        | <b>Moderate</b> \$69,169   🔍   | <b>High</b> \$411,168   🔍      | <b>Very high</b> 74.1   🔍 | <b>Very low</b> 30.1   🔍 |

Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025).

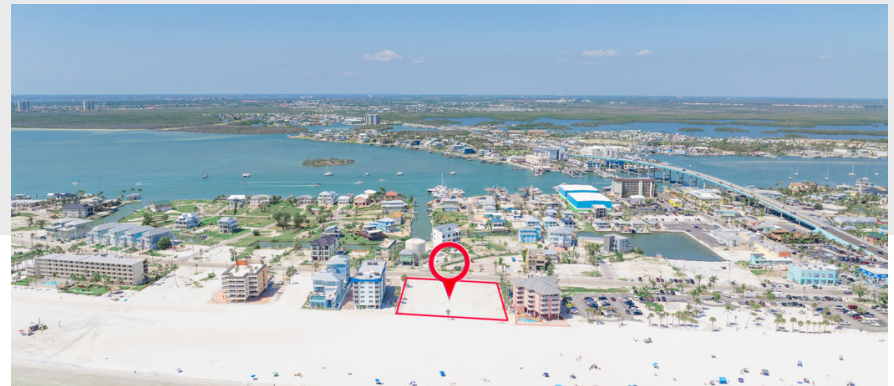
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