

**Santa Barbara Boulevard/Golden Gate Parkway Commercial Subdistrict
PL20170004005**

**Exhibit V.D
Market Analysis**

The proposed amendment to the Golden Gate Area Master Plan which will authorize up to 21,500 square feet of commercial development and a K-12 school is appropriate for this location. The 19 acre property is located at the intersection of two 6-lane arterial roadways. The underlying zoning currently provides for E, Estates residential uses at 1 dwelling unit per 2.25 acres, which is not compatible given the proximity to the 6-lane roadways. The existing church located on the 6.3 acres located at the intersection was constructed prior to the adoption of the Golden Gate Area Master Plan, and it is not a permitted use under the current master plan. The existing 12.5 acre preK-8 private school was also constructed prior to the adoption of the Golden Gate Area Master Plan

The existing private school on the site has been in operation since 1973 and serves pre K to eight grade students primarily from Collier County. As discussed in the pre-application meeting with county staff, because the existing school will continue to serve those grade levels, there is no requirement to provide justification for the continuation of those uses. This application proposes an expansion of the services provided by the school to include grades nine through 12. The expansion of the grades served by the school would be similar to those currently permitted on the subject property and would be compatible with the proposed commercial uses. It is not anticipated that the change in school uses would have an impact on environmental, groundwater, or natural resources at the site.

The project site is on the edge of Collier County High School Concurrency Service Areas H2 (Naples High School) and H3 (Golden Gate High School). The nearest high school is Saint John Neumann, a private religious high school located approximately 0.5 miles east of the project site. Public school options for high school aged students in the vicinity of the project area are Naples High School and Golden Gate High School. Naples High School is located approximately 4.6 miles west of the site and Golden Gate High School is located approximately 1.3 miles from the site. Although Golden Gate High School is located within two miles from the site, it is separated from the site by over two miles when measured along the most efficient route of vehicular and pedestrian travel.

Per the 2017 Capital Improvement Plan, Collier County Public Schools anticipates that growth in public school enrollment will continue as larger grades progress through the school system and population growth continues. CCPS projects a deficit of 27 high school seats at Golden Gate High School in the 2021 / 2022 school year (an enrollment of 1982 students versus capacity of 1955 seats). Therefore the addition of high school seats at the project site would satisfy the anticipated demand within an existing developed school site at a location that is more convenient to the surrounding community than the alternative public school option (Naples High School).

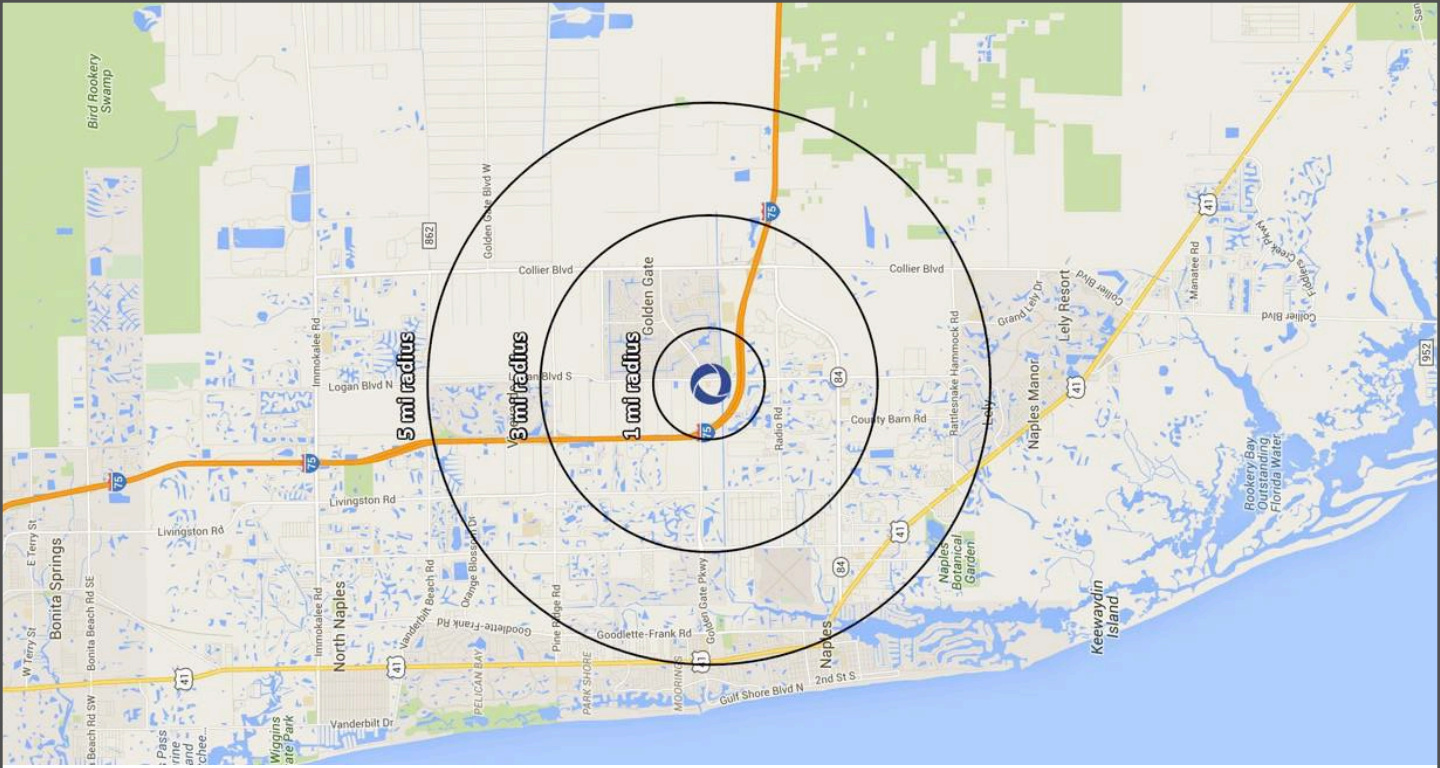
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**Exhibit V.D
Market Analysis**

Authorizing limited commercial development on 6.3+/- acres, and expansion of the existing educational facility to include high school age children a logical land use change. Since adoption of the Golden Gate Area Master Plan in 1990, the County has made significant roadway improvements and has expanded both Golden Gate Parkway and Santa Barbara Boulevard to their now 6-lane configuration, with dual turning lanes. The high volumes of pass-by trips through this intersection provide for increased commercial opportunities. From a professional planning perspective, this type of intersection is not conducive to or compatible for very low density residential use. The three other quadrants of the intersection have been approved for retail and office commercial land uses. Properties immediately east, across Santa Barbara Boulevard, south of Golden Gate Parkway are zoned and developed with high density residential uses. The area immediately to the east is Golden Gate City, which represents one of the most densely populated areas of Collier County. This property is also located in Commission District #3, which has the second largest population of the five County Commission Districts. Recognizing the location and pattern of development occurring in the immediate vicinity, the proposed land use change is logical, and it is compatible with the surrounding development.

The proposed text amendment includes language that encourages a unified plan of development, which will result in a more uniform plan for development at this major intersection. Access points to the site can be accommodated to meet Collier County's access spacing policy. Water and sewer services will be available to the property through Golden Gate FGUA, which is being acquired by Collier County Utilities.

**3161 Santa Barbara Blvd
Naples, FL 34116**



POPULATION

2015 Estimated Population	7,608	63,693	129,275
2020 Projected Population	8,425	72,000	144,552
2010 Census Population	7,468	59,827	120,363
2000 Census Population	6,314	45,612	102,051
Projected Annual Growth 2015 to 2020	2.1%	2.6%	2.4%
Historical Annual Growth 2000 to 2015	1.4%	2.6%	1.8%
2015 Median Age	38.5	42.2	47

HOUSEHOLDS

2015 Estimated Households	2,775	25,041	55,826
2020 Projected Households	2,952	27,261	60,058
2010 Census Households	2,662	22,917	50,734
2000 Census Households	2,266	17,278	42,822
Projected Annual Growth 2015 to 2020	1.3%	1.8%	1.5%
Historical Annual Growth 2000 to 2015	1.5%	3.0%	2.0%

**RACE AND
ETHNICITY**

2015 Estimated White	77.7%	77.7%	82.0%
2015 Estimated Black or African American	10.7%	10.6%	8.6%
2015 Estimated Asian or Pacific Islander	1.5%	1.6%	1.6%
2015 Estimated American Indian or Native Alaskan	0.4%	0.4%	0.3%
2015 Estimated Other Races	9.7%	9.7%	7.5%
2015 Estimated Hispanic	42.6%	36.6%	27.8%

INCOME

2015 Estimated Average Household Income	\$66,625	\$70,546	\$74,795
2015 Estimated Median Household Income	\$54,315	\$52,687	\$53,729
2015 Estimated Per Capita Income	\$24,321	\$27,751	\$32,441

**EDUCATION
(AGE 25+)**

2015 Estimated Elementary (Grade Level 0 to 8)	10.7%	10.0%	7.2%
2015 Estimated Some High School (Grade Level 9 to 11)	5.6%	7.7%	6.7%
2015 Estimated High School Graduate	35.3%	30.2%	28.3%
2015 Estimated Some College	18.4%	19.5%	20.4%
2015 Estimated Associates Degree Only	7.6%	7.4%	8.2%
2015 Estimated Bachelors Degree Only	14.0%	15.7%	18.3%
2015 Estimated Graduate Degree	8.4%	9.3%	10.8%

BUSINESS

2015 Estimated Total Businesses	297	2,613	7,044
2015 Estimated Total Employees	2,269	20,397	71,017
2015 Estimated Employee Population per Business	7.6	7.8	10.1
2015 Estimated Residential Population per Business	25.7	24.4	18.4