

## 1.0 Introduction – Deliverables 1B and 1C

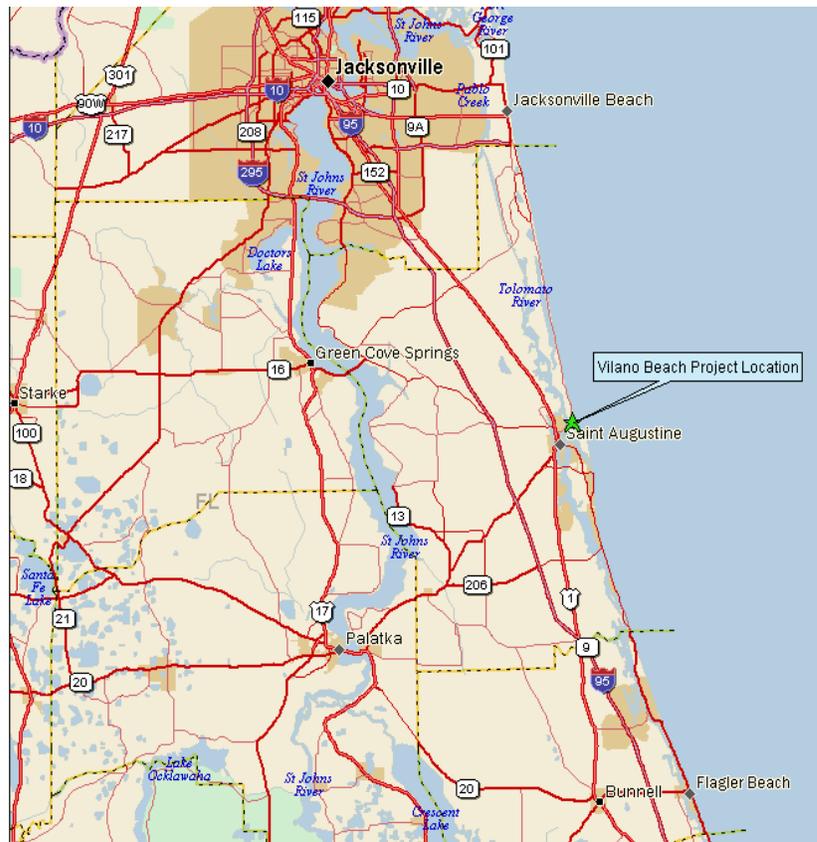
### 1.1 Purpose

This report addresses the feasibility of retail development in the Vilano Beach Town Center, near downtown St. Augustine, in St. Johns County, Florida. The study updates earlier work on potential commercial development at this location prepared in 2005, summarized below.

### 1.2 Location

The Town Center is located in Vilano Beach across the Intracoastal Canal from the city of St. Augustine Florida. Figure 1 shows the project location in relation to the City of Jacksonville to the north. The map does not show the City of Daytona Beach, 50 miles south and Gainesville, 60 miles west.

**Figure 1. Vilano Beach Project Location**



### 1.3 Research

In evaluating conditions and issues we undertook the following activities:

- Reviewed the Vilano Beach Town Center plan and other relevant plans.
- Obtained current demographic and retail sales data on the market area.
- Interviewed community leaders and owners of properties and businesses.
- Interviewed real estate brokers and developers familiar with the location.

## **1.4 Findings from the 2005 Study**

The earlier study reached the following conclusions:

“As one of Florida’s few remaining authentic small coastal towns, Vilano Beach remains a low-key residential resort community, with only a small amount of retail, hotels and restaurants. Vilano’s desirable location at the base of a new bridge combined with its relative captive population and large amount of tourists create the market potential to support new neighborhood-oriented retailers.

“This new supportable retail can potentially be up to 64,000 square feet including a medium quality grocery, small neighborhood businesses and specialty retailers. The new retail development will offer the Vilano Beach community with needed goods and services, while helping to anchor the area’s existing businesses, restaurants and hotels.”

The report identified the following components as supportable in the market:

- **Supermarket:** 25,000 square feet offering service meats, deli, bakery, seafood departments and a pharmacy as well as good selection of wines and beer, film service, florist and foods-to-go.
- **Casual apparel:** 7,000 square feet (e.g., Chico’s, Orvis. Sperry Shoes, Birkenstock).
- **Restaurants:** 4,000 square feet (e.g., Starbuck’s, Subway, and ethnic foods).
- **Home décor, art galleries and pottery:** 5,500 square feet.
- **Specialty sports** stores to include a bike/surf shop and/or kite shop: 5,500 square feet.
- **Other retail:** personal services (5,000 square feet of hair, nail and spa services), dry cleaners, specialty electronics, used book store, local card/gift store, health and beauty aid store offering lotions and candles, optical shop and an expanded video store.

## **1.5 Organization of This Report**

The following sections of this report address different aspects of the issue of feasibility:

- **Section 2** presents demographic information about the market area.
- **Section 3** addresses the retail environment and development potentials.
- **Section 4** summarizes findings and conclusions.
- **Appendix Exhibit A-1** presents detailed information on the population.  
**Exhibit A-2** summarizes the retail sales gap for the primary and drive market areas.