



# SPERRY

— COMMERCIAL —

GLOBAL AFFILIATES<sup>SM</sup>

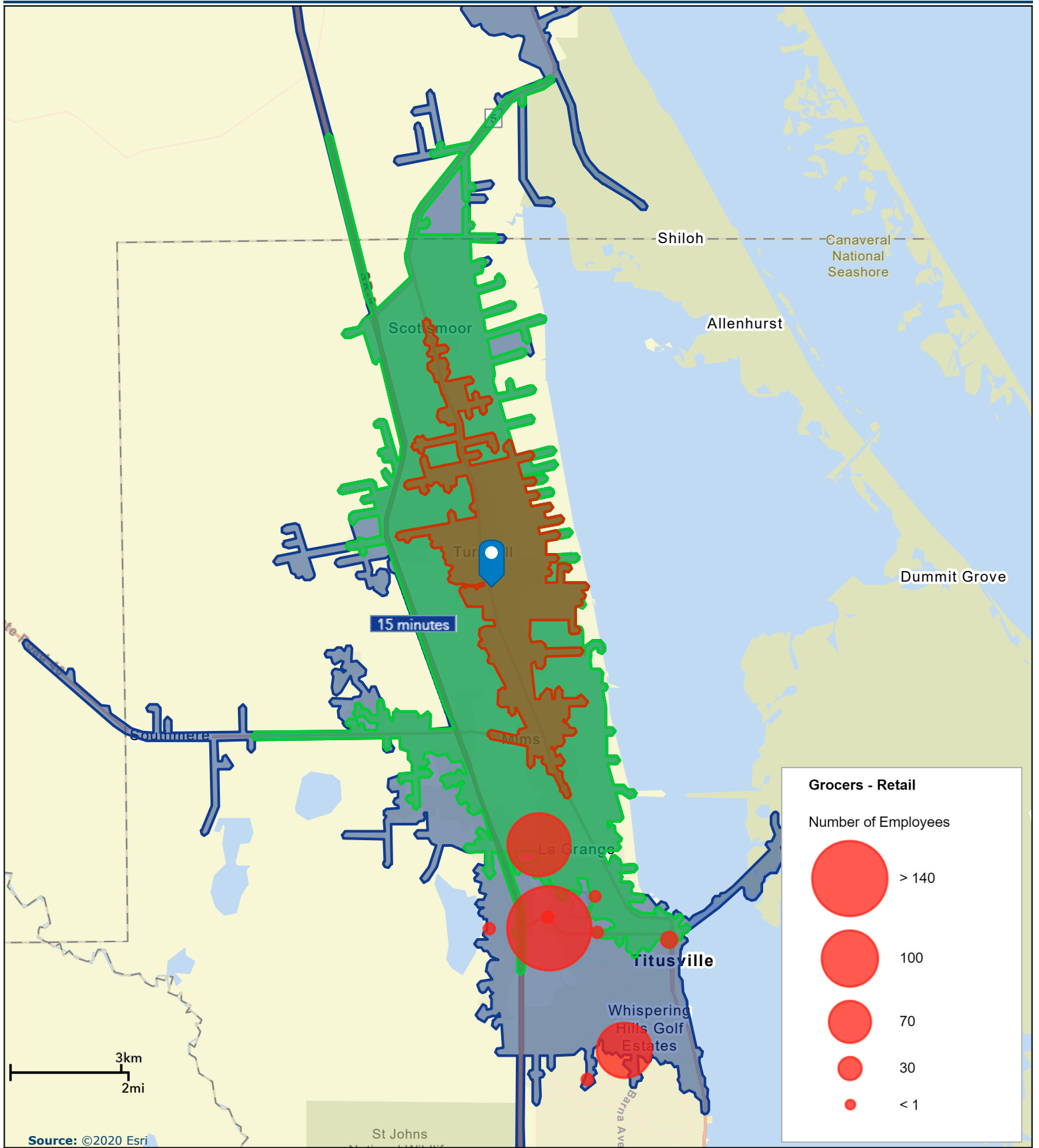
**FLINT BROKERS & ASSOCIATES**

**LOCAL REACH** ON A **GLOBAL SCALE**

LOCATIONS NATIONWIDE

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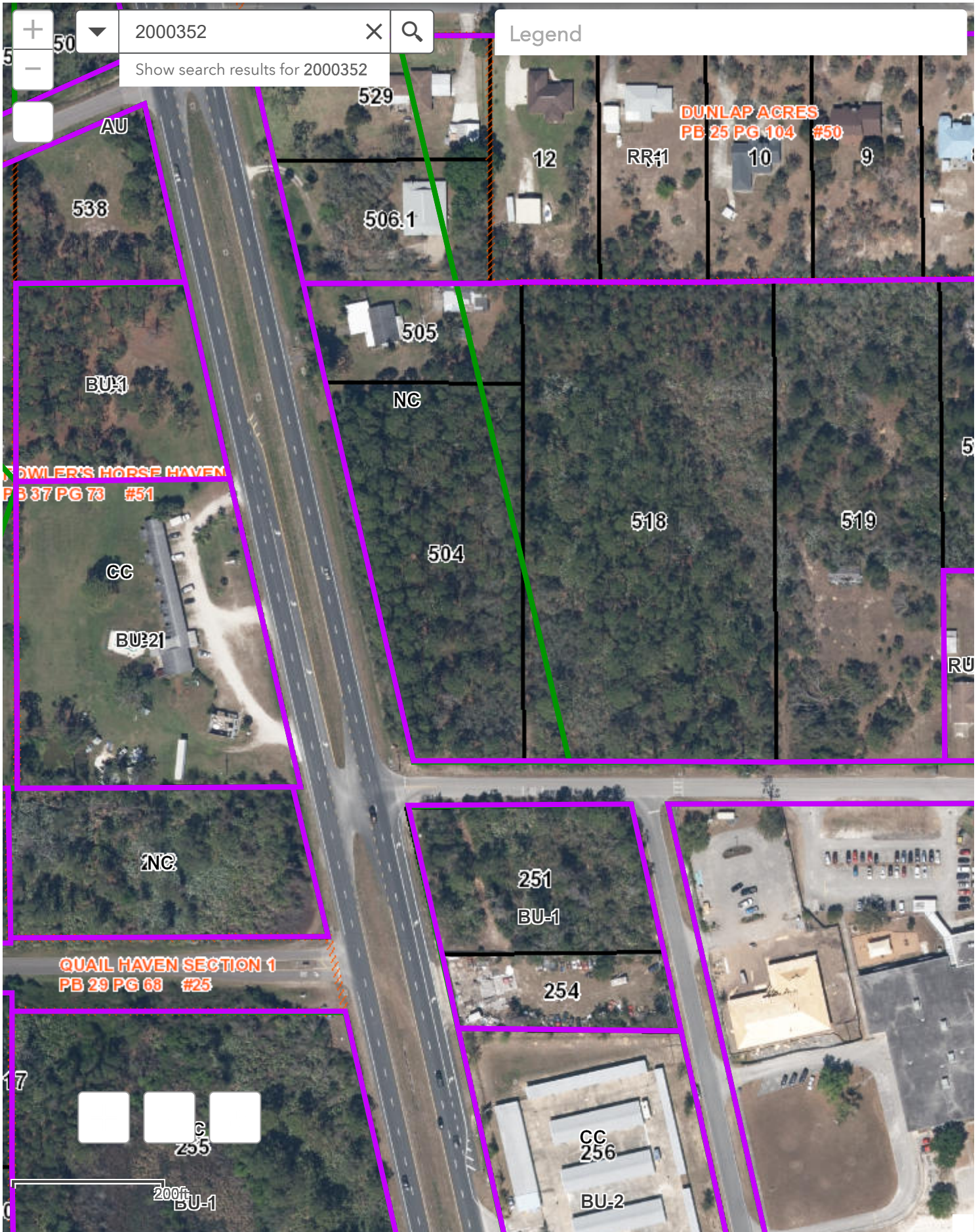
**321-252-9090**





# Zoning and Future Land Use

Brevard County



# Demographic and Income Profile

3700-3770 Lionel Rd, Mims, Florida, 32754  
 Drive Time: 5 minute radius

Prepared by Esri  
 Latitude: 28.70342  
 Longitude: -80.85986

Summary	Census 2010	2020	2025
Population	3,928	4,434	4,951
Households	1,637	1,836	2,071
Families	1,130	1,250	1,402
Average Household Size	2.40	2.42	2.39
Owner Occupied Housing Units	1,393	1,563	1,787
Renter Occupied Housing Units	244	273	284
Median Age	46.7	50.3	52.0
Trends: 2020-2025 Annual Rate	Area	State	National
Population	2.23%	1.33%	0.72%
Households	2.44%	1.27%	0.72%
Families	2.32%	1.23%	0.64%
Owner HHs	2.71%	1.22%	0.72%
Median Household Income	1.59%	1.51%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	169	9.2%	159	7.7%
\$15,000 - \$24,999	176	9.6%	171	8.3%
\$25,000 - \$34,999	144	7.8%	144	7.0%
\$35,000 - \$49,999	263	14.3%	278	13.4%
\$50,000 - \$74,999	429	23.4%	487	23.5%
\$75,000 - \$99,999	197	10.7%	236	11.4%
\$100,000 - \$149,999	295	16.1%	377	18.2%
\$150,000 - \$199,999	113	6.2%	155	7.5%
\$200,000+	50	2.7%	63	3.0%
Median Household Income	\$57,157		\$61,837	
Average Household Income	\$73,893		\$82,378	
Per Capita Income	\$29,673		\$33,211	

Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	164	4.2%	169	3.8%	191	3.9%
5 - 9	208	5.3%	183	4.1%	196	4.0%
10 - 14	244	6.2%	214	4.8%	236	4.8%
15 - 19	257	6.5%	221	5.0%	226	4.6%
20 - 24	194	4.9%	190	4.3%	184	3.7%
25 - 34	345	8.8%	525	11.8%	484	9.8%
35 - 44	426	10.8%	440	9.9%	575	11.6%
45 - 54	739	18.8%	558	12.6%	560	11.3%
55 - 64	589	15.0%	820	18.5%	792	16.0%
65 - 74	463	11.8%	678	15.3%	893	18.0%
75 - 84	234	6.0%	346	7.8%	488	9.9%
85+	65	1.7%	93	2.1%	125	2.5%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,257	82.9%	3,662	82.6%	4,097	82.7%
Black Alone	547	13.9%	595	13.4%	627	12.7%
American Indian Alone	18	0.5%	23	0.5%	26	0.5%
Asian Alone	21	0.5%	27	0.6%	34	0.7%
Pacific Islander Alone	2	0.1%	3	0.1%	4	0.1%
Some Other Race Alone	24	0.6%	39	0.9%	52	1.1%
Two or More Races	60	1.5%	84	1.9%	112	2.3%
Hispanic Origin (Any Race)	106	2.7%	173	3.9%	236	4.8%

**Data Note:** Income is expressed in current dollars.

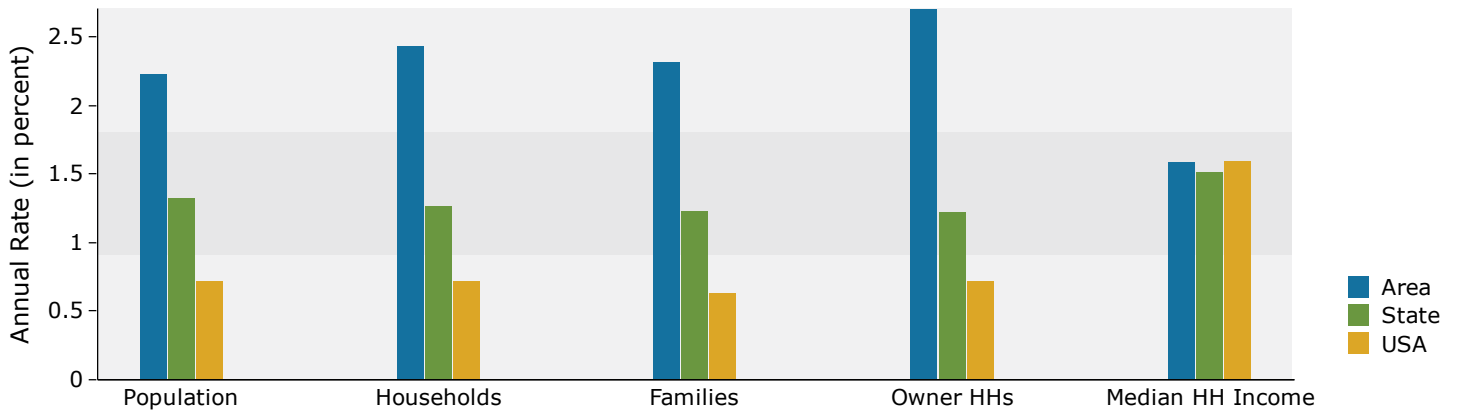
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

# Demographic and Income Profile

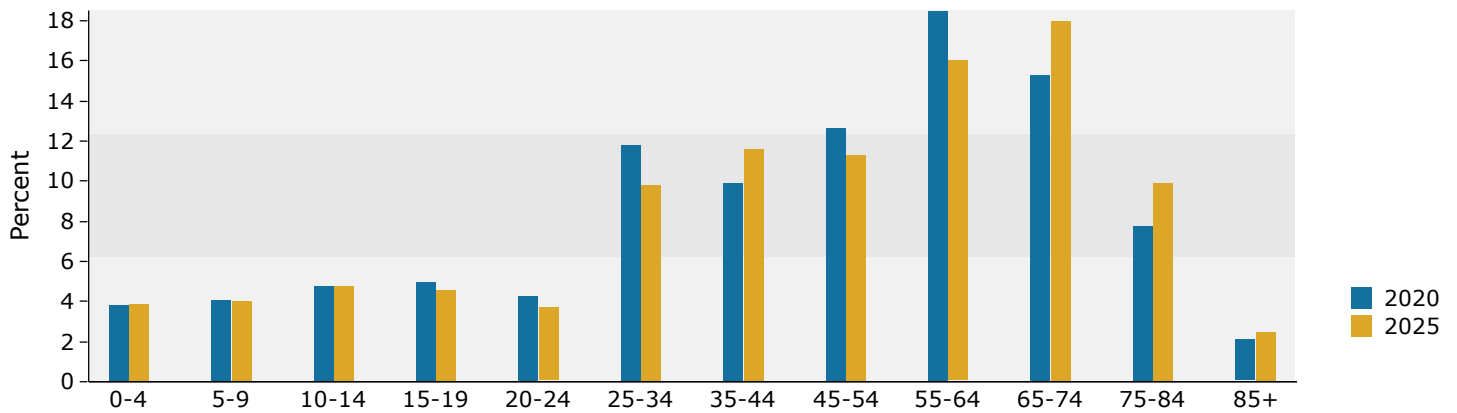
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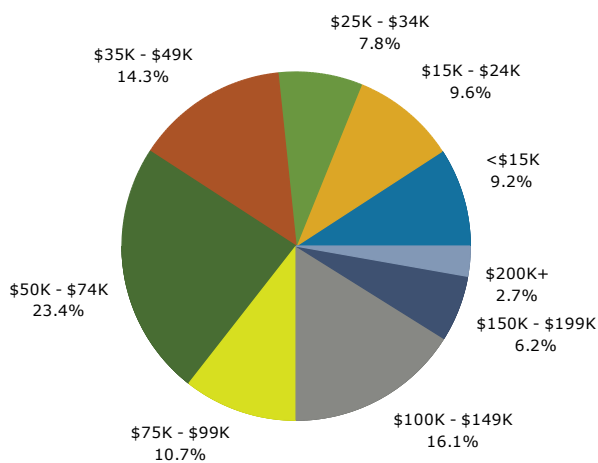
## Trends 2020-2025



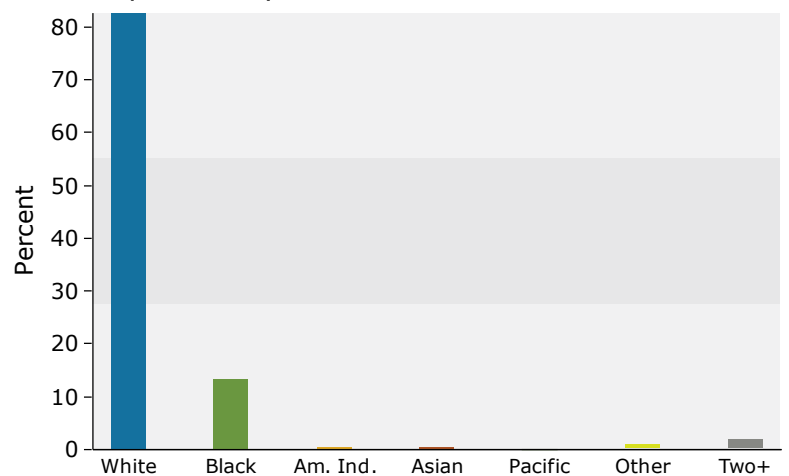
## Population by Age



## 2020 Household Income



## 2020 Population by Race



2020 Percent Hispanic Origin: 3.9%

# Demographic and Income Profile

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Summary	Census 2010	2020	2025
Population	18,225	19,775	21,317
Households	7,417	8,005	8,641
Families	5,002	5,332	5,737
Average Household Size	2.41	2.44	2.43
Owner Occupied Housing Units	6,028	6,505	7,083
Renter Occupied Housing Units	1,389	1,500	1,558
Median Age	46.4	49.8	51.1
Trends: 2020-2025 Annual Rate	Area	State	National
Population	1.51%	1.33%	0.72%
Households	1.54%	1.27%	0.72%
Families	1.47%	1.23%	0.64%
Owner HHs	1.72%	1.22%	0.72%
Median Household Income	1.69%	1.51%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	922	11.5%	838	9.7%
\$15,000 - \$24,999	816	10.2%	771	8.9%
\$25,000 - \$34,999	786	9.8%	766	8.9%
\$35,000 - \$49,999	1,171	14.6%	1,205	13.9%
\$50,000 - \$74,999	1,628	20.3%	1,791	20.7%
\$75,000 - \$99,999	1,086	13.6%	1,245	14.4%
\$100,000 - \$149,999	1,115	13.9%	1,389	16.1%
\$150,000 - \$199,999	320	4.0%	437	5.1%
\$200,000+	162	2.0%	200	2.3%
Median Household Income	\$53,271		\$57,916	
Average Household Income	\$67,034		\$75,021	
Per Capita Income	\$27,158		\$30,434	

Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	843	4.6%	819	4.1%	879	4.1%
5 - 9	918	5.0%	875	4.4%	906	4.2%
10 - 14	1,053	5.8%	959	4.8%	1,038	4.9%
15 - 19	1,190	6.5%	954	4.8%	997	4.7%
20 - 24	879	4.8%	871	4.4%	806	3.8%
25 - 34	1,700	9.3%	2,270	11.5%	2,200	10.3%
35 - 44	2,105	11.6%	2,020	10.2%	2,358	11.1%
45 - 54	3,188	17.5%	2,559	12.9%	2,471	11.6%
55 - 64	2,630	14.4%	3,392	17.2%	3,302	15.5%
65 - 74	2,091	11.5%	2,990	15.1%	3,717	17.4%
75 - 84	1,223	6.7%	1,539	7.8%	2,040	9.6%
85+	404	2.2%	528	2.7%	606	2.8%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	15,432	84.7%	16,459	83.2%	17,607	82.6%
Black Alone	2,021	11.1%	2,251	11.4%	2,412	11.3%
American Indian Alone	105	0.6%	127	0.6%	137	0.6%
Asian Alone	128	0.7%	171	0.9%	206	1.0%
Pacific Islander Alone	19	0.1%	23	0.1%	25	0.1%
Some Other Race Alone	142	0.8%	222	1.1%	282	1.3%
Two or More Races	378	2.1%	522	2.6%	648	3.0%
Hispanic Origin (Any Race)	676	3.7%	1,062	5.4%	1,381	6.5%

**Data Note:** Income is expressed in current dollars.

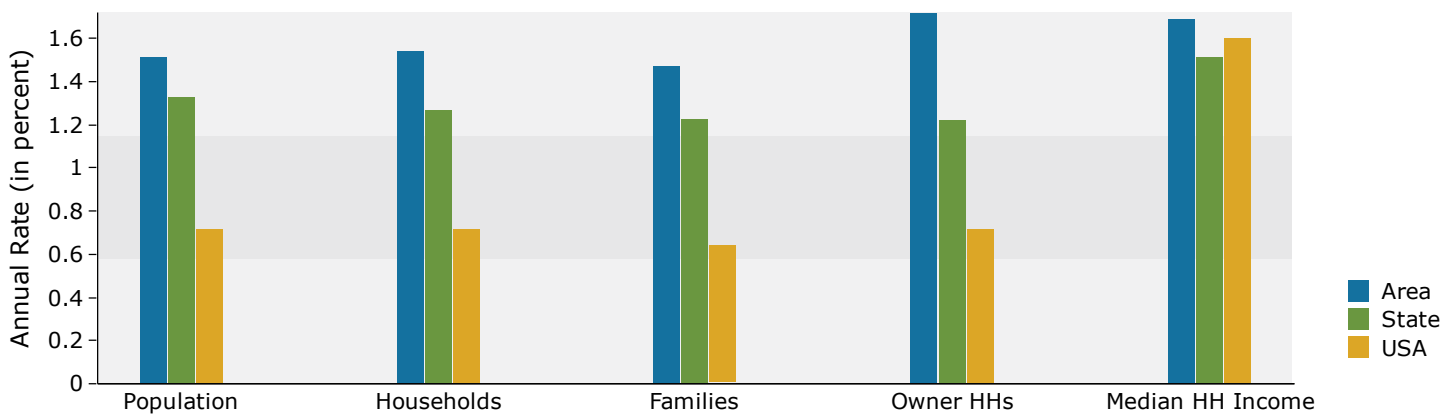
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

# Demographic and Income Profile

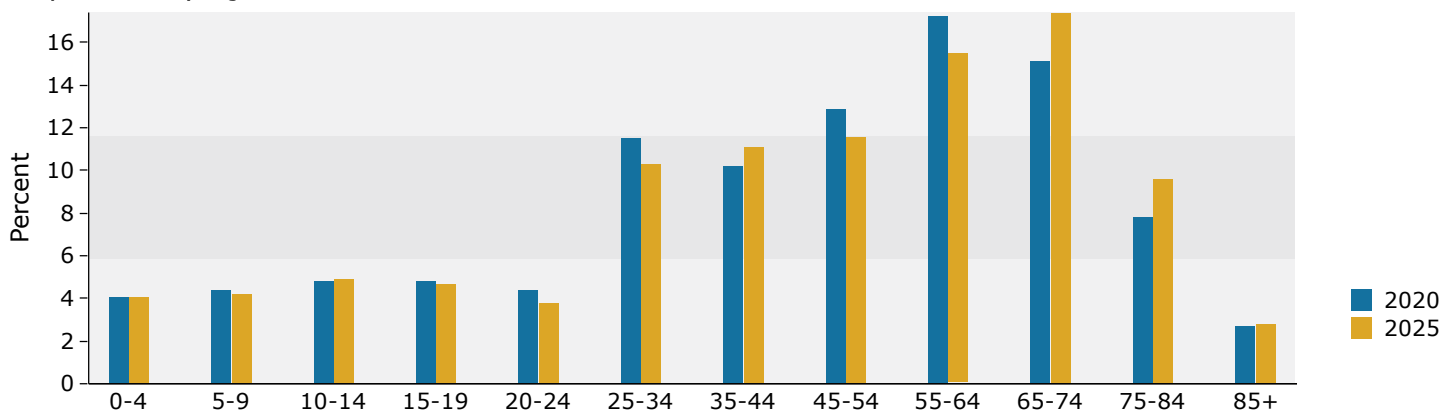
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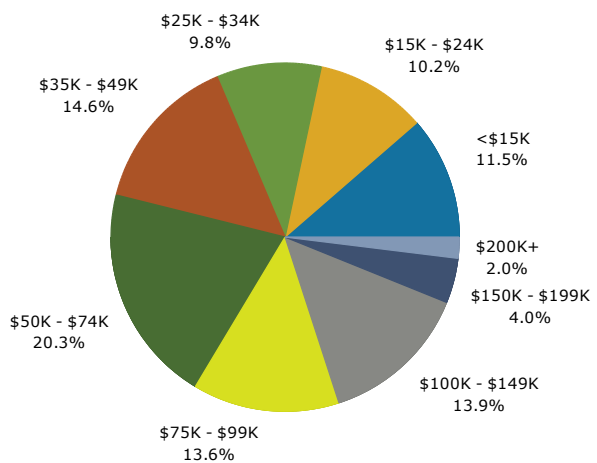
## Trends 2020-2025



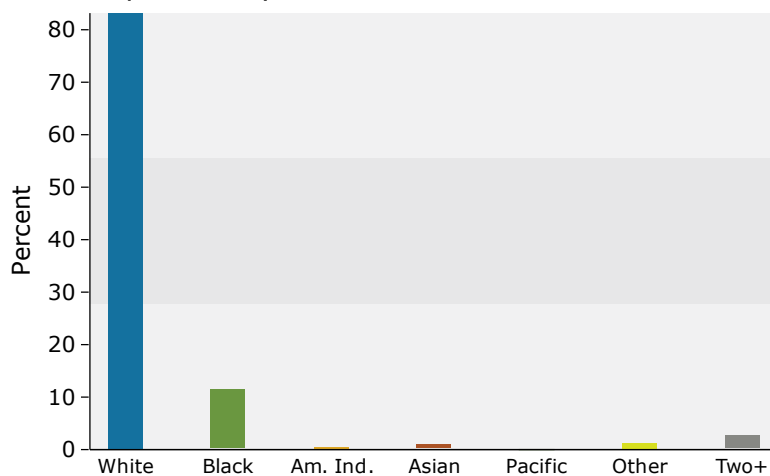
## Population by Age



## 2020 Household Income



## 2020 Population by Race



2020 Percent Hispanic Origin: 5.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

# Retail Market Potential

3700-3770 Lionel Rd, Mims, Florida, 32754  
 Drive Time: 5 minute radius

Prepared by Esri  
 Latitude: 28.70342  
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Demographic Summary	2020	2025
Population	4,434	4,951
Population 18+	3,736	4,189
Households	1,836	2,071
Median Household Income	\$57,157	\$61,837

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	1,804	48.3%	100
Bought any women's clothing in last 12 months	1,555	41.6%	95
Bought clothing for child <13 years in last 6 months	959	25.7%	97
Bought any shoes in last 12 months	1,886	50.5%	96
Bought costume jewelry in last 12 months	589	15.8%	93
Bought any fine jewelry in last 12 months	626	16.8%	93
Bought a watch in last 12 months	544	14.6%	95
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	1,603	87.3%	102
HH bought/leased new vehicle last 12 months	153	8.3%	88
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	3,307	88.5%	104
Bought/changed motor oil in last 12 months	2,023	54.1%	116
Had tune-up in last 12 months	880	23.6%	97
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	2,605	69.7%	97
Drank regular cola in last 6 months	1,763	47.2%	108
Drank beer/ale in last 6 months	1,352	36.2%	88
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	312	8.4%	99
Own digital SLR camera/camcorder	227	6.1%	80
Printed digital photos in last 12 months	709	19.0%	86
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	1,194	32.0%	95
Have a smartphone	3,016	80.7%	93
Have a smartphone: Android phone (any brand)	1,678	44.9%	109
Have a smartphone: Apple iPhone	1,299	34.8%	77
Number of cell phones in household: 1	576	31.4%	104
Number of cell phones in household: 2	747	40.7%	106
Number of cell phones in household: 3+	440	24.0%	83
HH has cell phone only (no landline telephone)	1,006	54.8%	91
<b>Computers (Households)</b>			
HH owns a computer	1,231	67.0%	91
HH owns desktop computer	619	33.7%	96
HH owns laptop/notebook	925	50.4%	88
HH owns any Apple/Mac brand computer	195	10.6%	56
HH owns any PC/non-Apple brand computer	1,098	59.8%	99
HH purchased most recent computer in a store	603	32.8%	93
HH purchased most recent computer online	202	11.0%	78
HH spent \$1-\$499 on most recent home computer	294	16.0%	109
HH spent \$500-\$999 on most recent home computer	278	15.1%	94
HH spent \$1,000-\$1,499 on most recent home computer	122	6.6%	68
HH spent \$1,500-\$1,999 on most recent home computer	66	3.6%	81
HH spent \$2,000+ on most recent home computer	53	2.9%	71

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.



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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	2,414	64.6%	104
Bought brewed coffee at convenience store in last 30 days	512	13.7%	103
Bought cigarettes at convenience store in last 30 days	553	14.8%	141
Bought gas at convenience store in last 30 days	1,673	44.8%	120
Spent at convenience store in last 30 days: \$1-19	213	5.7%	84
Spent at convenience store in last 30 days: \$20-\$39	339	9.1%	98
Spent at convenience store in last 30 days: \$40-\$50	306	8.2%	103
Spent at convenience store in last 30 days: \$51-\$99	234	6.3%	115
Spent at convenience store in last 30 days: \$100+	959	25.7%	113
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	1,836	49.1%	84
Went to live theater in last 12 months	279	7.5%	66
Went to a bar/night club in last 12 months	453	12.1%	72
Dined out in last 12 months	1,764	47.2%	93
Gambled at a casino in last 12 months	431	11.5%	84
Visited a theme park in last 12 months	508	13.6%	73
Viewed movie (video-on-demand) in last 30 days	483	12.9%	78
Viewed TV show (video-on-demand) in last 30 days	315	8.4%	72
Watched any pay-per-view TV in last 12 months	304	8.1%	92
Downloaded a movie over the Internet in last 30 days	267	7.1%	71
Downloaded any individual song in last 6 months	598	16.0%	85
Watched a movie online in the last 30 days	712	19.1%	63
Watched a TV program online in last 30 days	544	14.6%	72
Played a video/electronic game (console) in last 12 months	279	7.5%	83
Played a video/electronic game (portable) in last 12 months	160	4.3%	100
<b>Financial (Adults)</b>			
Have home mortgage (1st)	991	26.5%	86
Used ATM/cash machine in last 12 months	1,673	44.8%	85
Own any stock	204	5.5%	78
Own U.S. savings bond	139	3.7%	89
Own shares in mutual fund (stock)	224	6.0%	84
Own shares in mutual fund (bonds)	163	4.4%	92
Have interest checking account	962	25.7%	91
Have non-interest checking account	1,079	28.9%	100
Have savings account	1,952	52.2%	92
Have 401K retirement savings plan	469	12.6%	78
Own/used any credit/debit card in last 12 months	2,811	75.2%	94
Avg monthly credit card expenditures: \$1-110	381	10.2%	90
Avg monthly credit card expenditures: \$111-\$225	270	7.2%	100
Avg monthly credit card expenditures: \$226-\$450	233	6.2%	91
Avg monthly credit card expenditures: \$451-\$700	240	6.4%	104
Avg monthly credit card expenditures: \$701-\$1,000	153	4.1%	70
Avg monthly credit card expenditures: \$1,001+	310	8.3%	68
Did banking online in last 12 months	1,218	32.6%	83
Did banking on mobile device in last 12 months	841	22.5%	79
Paid bills online in last 12 months	1,593	42.6%	83

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used beef (fresh/frozen) in last 6 months	1,316	71.7%	105
HH used bread in last 6 months	1,726	94.0%	101
HH used chicken (fresh or frozen) in last 6 months	1,189	64.8%	95
HH used turkey (fresh or frozen) in last 6 months	284	15.5%	103
HH used fish/seafood (fresh or frozen) in last 6 months	975	53.1%	97
HH used fresh fruit/vegetables in last 6 months	1,542	84.0%	100
HH used fresh milk in last 6 months	1,576	85.8%	101
HH used organic food in last 6 months	337	18.4%	76
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	900	24.1%	88
Exercise at club 2+ times per week	284	7.6%	54
Visited a doctor in last 12 months	2,819	75.5%	99
Used vitamin/dietary supplement in last 6 months	1,842	49.3%	92
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	525	28.6%	105
HH used any maid/professional cleaning service in last 12 months	198	10.8%	72
HH purchased low ticket HH furnishings in last 12 months	313	17.0%	98
HH purchased big ticket HH furnishings in last 12 months	398	21.7%	95
HH bought any small kitchen appliance in last 12 months	384	20.9%	92
HH bought any large kitchen appliance in last 12 months	217	11.8%	90
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	1,664	44.5%	103
Carry medical/hospital/accident insurance	2,676	71.6%	97
Carry homeowner insurance	1,871	50.1%	108
Carry renter's insurance	259	6.9%	80
HH has auto insurance: 1 vehicle in household covered	521	28.4%	94
HH has auto insurance: 2 vehicles in household covered	520	28.3%	102
HH has auto insurance: 3+ vehicles in household covered	474	25.8%	115
<b>Pets (Households)</b>			
Household owns any pet	1,135	61.8%	115
Household owns any cat	549	29.9%	131
Household owns any dog	894	48.7%	118
<b>Psychographics (Adults)</b>			
Buying American is important to me	1,828	48.9%	133
Usually buy items on credit rather than wait	574	15.4%	114
Usually buy based on quality - not price	664	17.8%	97
Price is usually more important than brand name	1,111	29.7%	106
Usually use coupons for brands I buy often	710	19.0%	119
Am interested in how to help the environment	620	16.6%	84
Usually pay more for environ safe product	514	13.8%	93
Usually value green products over convenience	404	10.8%	95
Likely to buy a brand that supports a charity	1,292	34.6%	97
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	376	10.1%	77
Bought hardcover book in last 12 months	620	16.6%	83
Bought paperback book in last 12 month	865	23.2%	82
Read any daily newspaper (paper version)	577	15.4%	97
Read any digital newspaper in last 30 days	1,169	31.3%	76
Read any magazine (paper/electronic version) in last 6 months	3,290	88.1%	97

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	2,637	70.6%	96
Went to family restaurant/steak house: 4+ times a month	941	25.2%	96
Went to fast food/drive-in restaurant in last 6 months	3,385	90.6%	100
Went to fast food/drive-in restaurant 9+ times/month	1,576	42.2%	108
Fast food restaurant last 6 months: eat in	1,270	34.0%	95
Fast food restaurant last 6 months: home delivery	233	6.2%	74
Fast food restaurant last 6 months: take-out/drive-thru	1,801	48.2%	105
Fast food restaurant last 6 months: take-out/walk-in	668	17.9%	86
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	1,742	46.6%	93
Own any e-reader	268	7.2%	74
Own e-reader/tablet: iPad	882	23.6%	80
HH has Internet connectable TV	534	29.1%	92
Own any portable MP3 player	496	13.3%	83
HH owns 1 TV	337	18.4%	86
HH owns 2 TVs	463	25.2%	96
HH owns 3 TVs	429	23.4%	111
HH owns 4+ TVs	341	18.6%	110
HH subscribes to cable TV	611	33.3%	80
HH subscribes to fiber optic	58	3.2%	49
HH owns portable GPS navigation device	396	21.6%	106
HH purchased video game system in last 12 months	109	5.9%	70
HH owns any Internet video device for TV	405	22.1%	80
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	1,727	46.2%	88
Took 3+ domestic non-business trips in last 12 months	437	11.7%	98
Spent on domestic vacations in last 12 months: \$1-999	368	9.9%	91
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	224	6.0%	96
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	115	3.1%	80
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	143	3.8%	87
Spent on domestic vacations in last 12 months: \$3,000+	196	5.2%	82
Domestic travel in last 12 months: used general travel website	157	4.2%	63
Took foreign trip (including Alaska and Hawaii) in last 3 years	664	17.8%	62
Took 3+ foreign trips by plane in last 3 years	111	3.0%	51
Spent on foreign vacations in last 12 months: \$1-999	121	3.2%	65
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	111	3.0%	69
Spent on foreign vacations in last 12 months: \$3,000+	142	3.8%	57
Foreign travel in last 3 years: used general travel website	144	3.9%	66
Nights spent in hotel/motel in last 12 months: any	1,492	39.9%	89
Took cruise of more than one day in last 3 years	323	8.6%	94
Member of any frequent flyer program	408	10.9%	59
Member of any hotel rewards program	537	14.4%	75

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.

# Retail Market Potential

3700-3770 Lionel Rd, Mims, Florida, 32754  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 28.70342  
 Longitude: -80.85986

Demographic Summary	2020	2025
Population	19,775	21,317
Population 18+	16,549	17,890
Households	8,005	8,641
Median Household Income	\$53,271	\$57,916

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	7,909	47.8%	99
Bought any women's clothing in last 12 months	6,899	41.7%	95
Bought clothing for child <13 years in last 6 months	3,844	23.2%	88
Bought any shoes in last 12 months	8,112	49.0%	93
Bought costume jewelry in last 12 months	2,601	15.7%	92
Bought any fine jewelry in last 12 months	2,921	17.7%	98
Bought a watch in last 12 months	2,432	14.7%	96
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	7,030	87.8%	103
HH bought/leased new vehicle last 12 months	693	8.7%	91
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	14,664	88.6%	104
Bought/changed motor oil in last 12 months	8,658	52.3%	112
Had tune-up in last 12 months	4,071	24.6%	101
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	11,217	67.8%	94
Drank regular cola in last 6 months	7,546	45.6%	105
Drank beer/ale in last 6 months	6,486	39.2%	95
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	1,474	8.9%	105
Own digital SLR camera/camcorder	993	6.0%	79
Printed digital photos in last 12 months	3,258	19.7%	90
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	5,371	32.5%	97
Have a smartphone	13,401	81.0%	93
Have a smartphone: Android phone (any brand)	7,584	45.8%	111
Have a smartphone: Apple iPhone	5,640	34.1%	76
Number of cell phones in household: 1	2,736	34.2%	113
Number of cell phones in household: 2	3,199	40.0%	104
Number of cell phones in household: 3+	1,773	22.1%	77
HH has cell phone only (no landline telephone)	4,444	55.5%	92
<b>Computers (Households)</b>			
HH owns a computer	5,458	68.2%	93
HH owns desktop computer	2,618	32.7%	93
HH owns laptop/notebook	4,136	51.7%	90
HH owns any Apple/Mac brand computer	909	11.4%	60
HH owns any PC/non-Apple brand computer	4,839	60.4%	100
HH purchased most recent computer in a store	2,715	33.9%	96
HH purchased most recent computer online	917	11.5%	81
HH spent \$1-\$499 on most recent home computer	1,313	16.4%	112
HH spent \$500-\$999 on most recent home computer	1,266	15.8%	99
HH spent \$1,000-\$1,499 on most recent home computer	583	7.3%	75
HH spent \$1,500-\$1,999 on most recent home computer	299	3.7%	84
HH spent \$2,000+ on most recent home computer	236	2.9%	73

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.

# Retail Market Potential

3700-3770 Lionel Rd, Mims, Florida, 32754  
 Drive Time: 10 minute radius

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	10,837	65.5%	105
Bought brewed coffee at convenience store in last 30 days	2,282	13.8%	104
Bought cigarettes at convenience store in last 30 days	2,438	14.7%	140
Bought gas at convenience store in last 30 days	7,394	44.7%	120
Spent at convenience store in last 30 days: \$1-19	1,028	6.2%	92
Spent at convenience store in last 30 days: \$20-\$39	1,506	9.1%	98
Spent at convenience store in last 30 days: \$40-\$50	1,421	8.6%	108
Spent at convenience store in last 30 days: \$51-\$99	1,094	6.6%	122
Spent at convenience store in last 30 days: \$100+	4,156	25.1%	110
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	8,600	52.0%	89
Went to live theater in last 12 months	1,248	7.5%	66
Went to a bar/night club in last 12 months	2,182	13.2%	78
Dined out in last 12 months	7,996	48.3%	95
Gambled at a casino in last 12 months	2,188	13.2%	97
Visited a theme park in last 12 months	2,282	13.8%	74
Viewed movie (video-on-demand) in last 30 days	2,155	13.0%	78
Viewed TV show (video-on-demand) in last 30 days	1,416	8.6%	73
Watched any pay-per-view TV in last 12 months	1,369	8.3%	94
Downloaded a movie over the Internet in last 30 days	1,258	7.6%	76
Downloaded any individual song in last 6 months	2,534	15.3%	81
Watched a movie online in the last 30 days	3,519	21.3%	71
Watched a TV program online in last 30 days	2,668	16.1%	80
Played a video/electronic game (console) in last 12 months	1,455	8.8%	97
Played a video/electronic game (portable) in last 12 months	786	4.7%	111
<b>Financial (Adults)</b>			
Have home mortgage (1st)	4,474	27.0%	88
Used ATM/cash machine in last 12 months	7,657	46.3%	88
Own any stock	930	5.6%	80
Own U.S. savings bond	651	3.9%	94
Own shares in mutual fund (stock)	968	5.8%	82
Own shares in mutual fund (bonds)	749	4.5%	95
Have interest checking account	4,345	26.3%	92
Have non-interest checking account	4,981	30.1%	104
Have savings account	8,728	52.7%	93
Have 401K retirement savings plan	2,098	12.7%	79
Own/used any credit/debit card in last 12 months	12,774	77.2%	96
Avg monthly credit card expenditures: \$1-110	1,843	11.1%	98
Avg monthly credit card expenditures: \$111-\$225	1,250	7.6%	104
Avg monthly credit card expenditures: \$226-\$450	1,096	6.6%	96
Avg monthly credit card expenditures: \$451-\$700	1,085	6.6%	106
Avg monthly credit card expenditures: \$701-\$1,000	787	4.8%	81
Avg monthly credit card expenditures: \$1,001+	1,439	8.7%	71
Did banking online in last 12 months	5,696	34.4%	88
Did banking on mobile device in last 12 months	3,871	23.4%	82
Paid bills online in last 12 months	7,380	44.6%	87

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.

# Retail Market Potential

3700-3770 Lionel Rd, Mims, Florida, 32754  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 28.70342  
 Longitude: -80.85986

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used beef (fresh/frozen) in last 6 months	5,808	72.6%	106
HH used bread in last 6 months	7,518	93.9%	101
HH used chicken (fresh or frozen) in last 6 months	5,176	64.7%	95
HH used turkey (fresh or frozen) in last 6 months	1,230	15.4%	103
HH used fish/seafood (fresh or frozen) in last 6 months	4,289	53.6%	98
HH used fresh fruit/vegetables in last 6 months	6,720	83.9%	100
HH used fresh milk in last 6 months	6,942	86.7%	102
HH used organic food in last 6 months	1,500	18.7%	77
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	4,015	24.3%	89
Exercise at club 2+ times per week	1,343	8.1%	57
Visited a doctor in last 12 months	12,576	76.0%	100
Used vitamin/dietary supplement in last 6 months	8,271	50.0%	93
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	2,272	28.4%	104
HH used any maid/professional cleaning service in last 12 months	906	11.3%	76
HH purchased low ticket HH furnishings in last 12 months	1,396	17.4%	100
HH purchased big ticket HH furnishings in last 12 months	1,779	22.2%	98
HH bought any small kitchen appliance in last 12 months	1,767	22.1%	98
HH bought any large kitchen appliance in last 12 months	934	11.7%	88
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	7,287	44.0%	102
Carry medical/hospital/accident insurance	12,041	72.8%	98
Carry homeowner insurance	8,272	50.0%	108
Carry renter's insurance	1,240	7.5%	86
HH has auto insurance: 1 vehicle in household covered	2,543	31.8%	105
HH has auto insurance: 2 vehicles in household covered	2,181	27.2%	98
HH has auto insurance: 3+ vehicles in household covered	1,934	24.2%	107
<b>Pets (Households)</b>			
Household owns any pet	4,748	59.3%	110
Household owns any cat	2,244	28.0%	123
Household owns any dog	3,660	45.7%	111
<b>Psychographics (Adults)</b>			
Buying American is important to me	7,778	47.0%	128
Usually buy items on credit rather than wait	2,549	15.4%	114
Usually buy based on quality - not price	2,781	16.8%	92
Price is usually more important than brand name	4,920	29.7%	106
Usually use coupons for brands I buy often	3,102	18.7%	117
Am interested in how to help the environment	2,702	16.3%	83
Usually pay more for environ safe product	2,297	13.9%	94
Usually value green products over convenience	1,707	10.3%	91
Likely to buy a brand that supports a charity	5,815	35.1%	98
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	1,745	10.5%	80
Bought hardcover book in last 12 months	2,955	17.9%	89
Bought paperback book in last 12 month	4,027	24.3%	87
Read any daily newspaper (paper version)	2,869	17.3%	109
Read any digital newspaper in last 30 days	5,419	32.7%	79
Read any magazine (paper/electronic version) in last 6 months	14,689	88.8%	98

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.

# Retail Market Potential

3700-3770 Lionel Rd, Mims, Florida, 32754  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 28.70342  
 Longitude: -80.85986

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	11,727	70.9%	96
Went to family restaurant/steak house: 4+ times a month	3,968	24.0%	92
Went to fast food/drive-in restaurant in last 6 months	15,055	91.0%	101
Went to fast food/drive-in restaurant 9+ times/month	6,592	39.8%	102
Fast food restaurant last 6 months: eat in	5,727	34.6%	97
Fast food restaurant last 6 months: home delivery	1,169	7.1%	84
Fast food restaurant last 6 months: take-out/drive-thru	7,861	47.5%	104
Fast food restaurant last 6 months: take-out/walk-in	3,099	18.7%	90
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	7,730	46.7%	93
Own any e-reader	1,277	7.7%	80
Own e-reader/tablet: iPad	3,874	23.4%	80
HH has Internet connectable TV	2,409	30.1%	95
Own any portable MP3 player	2,230	13.5%	84
HH owns 1 TV	1,614	20.2%	94
HH owns 2 TVs	2,042	25.5%	97
HH owns 3 TVs	1,780	22.2%	106
HH owns 4+ TVs	1,446	18.1%	107
HH subscribes to cable TV	3,193	39.9%	96
HH subscribes to fiber optic	302	3.8%	59
HH owns portable GPS navigation device	1,687	21.1%	103
HH purchased video game system in last 12 months	431	5.4%	63
HH owns any Internet video device for TV	1,871	23.4%	84
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	7,806	47.2%	90
Took 3+ domestic non-business trips in last 12 months	2,011	12.2%	102
Spent on domestic vacations in last 12 months: \$1-999	1,657	10.0%	93
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	975	5.9%	94
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	547	3.3%	85
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	596	3.6%	82
Spent on domestic vacations in last 12 months: \$3,000+	875	5.3%	83
Domestic travel in last 12 months: used general travel website	782	4.7%	71
Took foreign trip (including Alaska and Hawaii) in last 3 years	2,987	18.0%	63
Took 3+ foreign trips by plane in last 3 years	566	3.4%	59
Spent on foreign vacations in last 12 months: \$1-999	649	3.9%	79
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	481	2.9%	67
Spent on foreign vacations in last 12 months: \$3,000+	644	3.9%	58
Foreign travel in last 3 years: used general travel website	693	4.2%	71
Nights spent in hotel/motel in last 12 months: any	6,884	41.6%	92
Took cruise of more than one day in last 3 years	1,404	8.5%	92
Member of any frequent flyer program	1,928	11.7%	63
Member of any hotel rewards program	2,389	14.4%	76

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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## Commercial Future Land Use Designations

### Policy 2.4

The following two (2) commercial land use designations are adopted as part of the Future Land Use Map:

- Neighborhood Commercial (NC)
- Community Commercial (CC)

### Activities Permitted in Neighborhood Commercial (NC) Future Land Use Designations Policy 2.5

Neighborhood Commercial (NC) development activities are intended to be low-impact in nature and serve the needs of the immediate residential area. Intrusion of these land uses into surrounding residential areas shall be limited. Existing BU-1-A uses, which were established as of the adoption date of this provision shall be considered consistent with this policy. Development activities which may be considered within Neighborhood Commercial (NC) Future Land Use designation, provided that listed criteria are met, include the following:

- a) Professional offices (no drive through lanes permitted);
- b) Personal Services (no drive through lanes permitted);
- c) Convenience stores (no drive through lanes permitted);
- d) Residential uses;
- e) Institutional uses;
- f) Recreational uses;
- g) Public facilities; and
- h) Transitional uses pursuant to Policy 2.12.

### Locational and Development Criteria for Neighborhood Commercial Uses

#### Policy 2.6

Locational and development criteria for neighborhood commercial land uses are as follows:

#### Criteria:

- A. Neighborhood commercial clusters should be located at collector/collector or collector/arterial intersections, except as otherwise provided for in this Comprehensive Plan.
- B. Due to the linear nature and lack of intersections along SR A1A south of Melbourne Beach, new neighborhood commercial uses may be considered along those roadways if there is sufficient infrastructure to support commercial development; if the area has an established commercial character; and if they are consistent with the other applicable policies of this Comprehensive Plan.
- C. New neighborhood commercial land use sites should incorporate no more than two acres maximum at each corner of an intersection, as set forth in Criterion A of this policy. Neighborhood commercial land uses at such intersections should not exceed eight (8) acres total.



- D. Neighborhood commercial development clusters should be spaced at least 1/2 mile apart, except in the south beaches where neighborhood commercial clusters should be spaced at least three (3) miles apart.
- E. The gross floor area of neighborhood commercial complexes should not exceed 21,800 square feet and the Floor Area Ratio (FAR) should not exceed 0.75.
- F. Recreational vehicle parks shall be located in areas which serve the needs of tourists and seasonal visitors to Brevard County. The location of recreational vehicle parks shall have access to interstate interchanges via arterial and principal collector transportation corridors or the property shall be located on a major multi-county transportation corridor.

In summary, Table 2.1 reiterates the specific development parameters and issues for consideration discussed in Policies 2.1 and 2.6 when evaluating requests for NC land use designations. This table also outlines issues which affect decision making for rezoning requests and for site plan review, as described in Policies 2.2 and 2.3.

**Activities Permitted in Community Commercial (CC) Future Land Use Designations  
Policy 2.7**

Community Commercial (CC) development activities are intended to serve several neighborhoods, sub-regional and regional areas and provide an array of retail, personal and professional uses. Development activities which may be considered within the Community Commercial (CC) Future Land Use designation, provided that the guidelines listed in Table 2.2 are met, include the following:

- a) Existing strip commercial;
- b) Transient commercial uses;
- c) Tourist commercial uses;
- d) Professional offices;
- e) Personal service establishments;
- f) Retail establishments;
- g) Non-retail commercial uses;
- h) Residential uses;
- i) Institutional uses;
- j) Recreational uses;
- k) Public facilities;
- l) Transitional uses pursuant to Policy 2.12; and
- m) Planned Industrial Park development (as permitted by PIP zoning).

**Locational and Development Criteria for Community Commercial Uses  
Policy 2.8**

Locational and development criteria for community commercial land uses are as follows:

**Criteria:**

- A. Community Commercial clusters of up to ten (10) acres in size should be located at arterial/arterial intersections. Collector/arterial intersections are acceptable for clusters of up to ten (10) acres in size, however, the collector roadways must serve multiple residential areas. Intrusion of these land uses into the surrounding residential areas shall be limited. For Community Commercial clusters greater than ten (10) acres in size, they must be located at principal arterial/principal arterial intersections.
- B. Community commercial complexes should not exceed 40 acres at an intersection.
- C. Community commercial clusters up to 10 acres in size should be spaced at least 2 miles apart and community commercial clusters up to 40 acres in size should be spaced at least five (5) miles apart.
- D. The gross floor area of community commercial complexes should not exceed 150,000 square feet for commercial clusters up to 10 acres in size and shall not exceed 400,000 square feet for commercial clusters greater than 10 acres but less than 40 acres in size.
- E. Floor Area Ratio (FAR) of up to 1.00 will be permitted for Community Commercial sites.
- F. Recreational vehicle parks shall be located in areas which serve the needs of tourists and seasonal visitors to Brevard County. The location of recreational vehicle parks shall have access to interstate interchanges via arterial and principal collector transportation corridors or the property shall be located on a major multi-county transportation corridor.

In summary, Table 2.2 reiterates the specific development parameters and issues for consideration, as discussed in Policies 2.1 and 2.8, when evaluating requests for CC land use designations. This table also outlines issues which affect decision making for rezoning requests and for site plan review, as described in Policies 2.2 and 2.3.

Sec. 62-1481. - Restricted neighborhood retail commercial, BU-1-A.

The BU-1-A restricted neighborhood retail commercial zoning classification encompasses lands devoted to limited retail shopping and personal services to serve the needs of nearby low-density residential neighborhoods.

(1) *Permitted uses.*

- a. The following uses, or other uses of similar nature that are compatible with the character of the uses specifically set forth in this subsection, are permitted. All business uses and all materials and products shall be confined within substantial buildings completely enclosed with walls and a roof.

Administrative, executive and editorial offices.

Antique shops.

Art goods and bric-a-brac shops.

Artists' studios.

Bakery sales, with baking permitted on the premises.

Banks and financial institutions.

Barbershops and beauty parlors.

Bookstores.

Ceramics and pottery; finishing and sales only; no production or firing.

Child care center.

Commercial schools offering instruction in dramatic, musical or other cultural activity.

Computer sales, service and repair.

Confectionery and ice cream stores.

Contractor's offices; general contractor's administrative offices only, no outside storage or storage in open vehicles.

Curio shops.

Dental clinics.

Dog and pet beauty parlors, with no outside kennels or runs.

Drug and sundry stores.

Florist shops.

Foster homes.

Gift shops.

Group homes, levels I and II.

Hat cleaning and blocking.

#### Hobby shops.

Interior decorating and draperies.

Jewelry stores.

Learning centers.

Leather goods stores.

Luggage shops.

Mail order offices.

Medical buildings and clinics.

Messenger offices.

Millinery stores.

Music shops.

Newsstands.

Optical stores.

Paint and wallpaper stores.

Parks and public recreational facilities.

Photographic studios.

#### Professional offices.

Resort dwellings.

Shoe repair shops.

Shoe stores.

Single-family residence.

Soft drink stands.

Souvenir stores.

Stationery stores.

Tailor shops.

Tea rooms.

Tobacco stores.

Wearing apparel stores.

- b. Permitted uses with conditions are as follows (see division 5, subdivision II, of this article):

Bait and tackle shop.

Coin laundromat.

Preexisting use.

Snack bar and restaurant.

(2) *Accessory buildings or uses.* Accessory buildings and uses customary to commercial and residential uses are permitted. (Refer to definition cited in section 62-1102 and standards cited in section 62-2100.5).

(3) *Conditional uses.* Conditional uses are as follows:

Alcoholic beverages for on-premises consumption accessory to a snack bar or restaurant.

Change of nonconforming agricultural use.

Convenience store in BU-1-A zoning classification.

Land alteration (over five acres and up to ten acres).

Public or private clubs, including art galleries.

Substantial expansion to a preexisting use.

Wireless telecommunication facilities and broadcast towers.

(4) *Minimum lot size.* An area of not less than 7,500 square feet is required, having a width and depth of not less than 75 feet.

(5) *Setbacks.*

a. *Generally.*

1. The front setback shall be 50 feet from the front lot line.

2. The rear setback shall be 25 feet from the rear lot line.

3. Side Setbacks:

a. Where a side lot line abuts a residential zone, such side setback shall be a minimum of 15 feet.

b. Where a side lot line abuts a non-residential zone, such side setback shall be 5 feet.

c. Where a side lot line abuts a combination of commercial, industrial or residential zonings, the respective side setbacks as stated in a. or b. above, shall apply to the affected side yard area.

d. Where a 20 foot dedicated alleyway or roadway exists adjacent to or abutting the rear lot line and the zoning adjacent to the side yard area is non-residential, no side setback is required when a three hour firewall is constructed along the side lot line. However, where the side lot line abuts a residential zone on that side, the minimum side setback shall be 15 feet.

e. Notwithstanding the requirements of section 5(a)(3)(b) above, where a 20-foot dedicated alleyway or roadway does not exist adjacent to or abutting the rear lot line, lots that have side lot lines abutting nonresidential zonings may utilize a ten-foot paved driveway setback along one side and a zero foot setback on the other, provided a three-hour firewall is constructed where the building is proposed within five feet of the property line. However, where the side lot line abuts a residential zone on that side, the minimum side setback shall be 15 feet.

- f. On a corner lot, the side street setback shall be 15 feet. If a corner lot is contiguous to a key lot, then the side street setback shall 25 feet.
  - b. *Breezeway/visual corridor.* All riverfront and oceanfront properties are subject to breezeway/visual corridor regulations enumerated in section 62-2105.
- (6) *Minimum floor area.* All structures shall contain a minimum of 300 square feet of floor area.
- (7) *Structural height standards.*
  - a. Where the property abuts any other land located in the GU, AGR, AU, ARR, REU, RU-1-7, RU-1-9, RU-1-11, RU-1-13, RR-1, EU, EU-1, EU-2, SEU, SR, RVP, TR-1-A, TR-1, TR-2, TR-3, TRC-1, RRMH-1, RRMH-2.5, RRMH-5, EA, PA or GML zoning classification, the maximum height threshold of any structure or building thereon shall be 35 feet.
  - b. Where the property abuts any other land located in the RA-2-4, RA-2-6, RA-2-8, RA-2-10, RU-2-4, RU-2-6, RU-2-8, RU-2-10, RU-2-12, RU-2-15, RU-2-30, RP, BU-1-A, BU-1, BU-2, PBP, PIP, IU, IU-1, TU-1 or TU-2 zoning classification, the maximum height threshold of any structure or building thereon shall be 45 feet.
  - c. Where any structure or building exceeds 35 feet in height, all conditions enumerated in section 62-2101.5 as applicable shall be fully satisfied.
  - d. Structures or buildings may not exceed the maximum height thresholds stated in this subsection unless otherwise permitted by section 62-2101.5.
- (8) *Fencing and buffering.* See article XIII, division 2, of this chapter, pertaining to landscaping.
- (9) *Metal buildings.* Metal buildings shall be permitted in this zoning classification subject to the restrictions presented in section 62-2115.
- (10) *Traffic impact standards.*
  - a. Any permitted use or combination of uses in this classification on a single site which generates 100 or more average daily trips (ADT) must be located on a road with a functional classification of arterial or higher or at the intersection of two collector roads, except where meeting the requirements of subsection b. Traffic generation of a proposed facility on a site shall be determined by a concurrency evaluation performed pursuant to the criteria established by section 62-601 et seq., at the time of site plan review. This provision applies to site plans for vacant sites only and not to expansions of existing uses as of the effective date of this section.
  - b. Notwithstanding subsection a. above, sites with proposed uses not meeting the traffic impact standards established above may be approved by the zoning official under the following conditions: The applicant must submit a concept plan describing the layout of the proposed site; including the square footage of floor area and type of uses proposed. Daily traffic generated by the site, as determined by a concurrency evaluation based upon the concept plan, cannot increase the amount of existing traffic on the abutting street by more than 20 percent. The applicant must provide a current traffic count performed by a licensed engineer if county or state traffic counts are not available on the adjacent road.
- (11) *Limitation on drive-through lanes.* Drive through lanes are prohibited in areas designated as Neighborhood Commercial on the Future Land Use Map of the Comprehensive Plan.
- (12) *Maximum floor area ratio.* The floor area ratio shall be governed by section 62-2110.

(Code 1979, § 14-20.12(A); Ord. No. 93-19, § 1, 6-22-93; Ord. No. 95-47, §§ 50, 51, 10-19-95; Ord. No. 95-49, § 4, 10-19-95; Ord. No. 96-16, §§ 53, 54, 3-28-96; Ord. No. 97-23, § 1, 7-8-97; Ord. No. 97-40, § 1, 10-14-97; Ord. No. 99-07, § 12, 1-28-99; Ord. No. 01-07, § 1, 2-20-01; Ord. No. 01-30, § 9, 5-24-01; Ord. No. 2001-71, § 3, 11-1-01; Ord. No. 2002-42, § 3, 8-27-02; Ord. No. 2002-43, § 1, 8-27-02; Ord. No. 2002-49, § 32, 9-17-02; Ord. No. 2003-03, § 26, 1-14-03;

Ord. No. 04-29, § 25, 8-5-04; Ord. No. 2004-52, § 22, 12-4-04; Ord. No. 05-27, § 3, 5-19-05;  
Ord. No. 05-40, § 6, 8-23-05; Ord. No. 06-54, § 1, 10-5-06; Ord. No. 2007-52, § 1, 10-4-07; Ord.  
No. 2007-59, § 2, 12-6-07; Ord. No. 2014-30, § 1, 10-2-14)