



**COLDWELL BANKER
REALTY**

Offering Memorandum

**2820 Howland Blvd
Deltona, FL**



Listing Agent

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Executive Summary

2820 Howland Blvd, Deltona, Florida

2820 Howland Boulevard presents a compelling commercial investment and leasing opportunity in one of Deltona's most actively expanding corridors. Strategically positioned along a high-visibility thoroughfare with strong traffic flow and direct connectivity to Interstate 4, the property benefits from both local and regional accessibility—making it ideal for retail, service, or mixed-use tenants.

The surrounding area is experiencing significant residential and infrastructure growth, highlighted by the approved Catalina Pointe Residential Planned Unit Development (RPUD) located just one block away at 2965 Howland Boulevard. This approximately 36.6-acre build-to-rent (BTR) community will introduce an estimated 277 to 280 residential units, including 56 one-bedroom duplexes, 133 single-story cottages, and 88 two-story townhomes featuring garages and private backyards. The scale and diversity of this development are expected to drive a substantial increase in nearby population density and consumer demand.

Additionally, ongoing expansion along the Howland Boulevard corridor—particularly near the I-4 interchange—continues to attract new businesses, residential communities, and infrastructure improvements. This sustained growth trajectory enhances the long-term value and visibility of commercial properties in the immediate area.

With its prime location, proximity to a major new residential development, and positioning within a rapidly growing market, 2820 Howland Boulevard is well-suited for investors and tenants seeking to capitalize on Deltona's upward momentum.

Property Description

2820 Howland Blvd, Deltona, FL

- Property Type: Retail / Storefront Retail-Office
- Sale Type: Investment
- Building Size: 4,460 SF
- Lot Size: 0.34 Acres
- Building Class: C
- Year Built: 1991
- Stories: 2
- Price: \$1,200,000
- Price per SF: \$269.00
- Cap Rate: 5.30%
- NOI: \$67,665
- Occupancy: 78% Leased
- Tenancy: Multiple
- Zoning: Commercial 1 (Permits retail shops, professional offices, and personal service uses including animal hospitals, antique shops, aquariums, and similar businesses)
- Parking: 18 spaces (4.04 per 1,000 SF leased)
- Frontage: 100 feet on Howland Boulevard
- Location Highlights: Positioned along a high-traffic corridor with strong visibility and convenient access to I-4. Located less than one block from the approved Catalina Pointe RPUD, a 277–280 unit build-to-rent residential community, supporting future tenant demand and long-term growth.
- Investment Highlights: Stabilized multi-tenant asset with value-add potential through lease-up of remaining vacancy in a rapidly expanding Deltona submarket.

Unique Features:

2820 Howland Blvd, Deltona, FL

- Prime frontage with 100 feet on Howland Boulevard, a high-traffic corridor in Deltona, the largest city in Volusia County
- Multi-tenant layout with 7 units, including 6 ground-floor spaces and 1 second-story unit, plus two additional storage units
- Flexible unit mix supported by C-1 zoning, allowing a wide range of uses including retail, office, personal services, and hospitality (with expanded potential upon sewer connection)
- Value-add opportunity with 78% occupancy and all tenants on month-to-month leases, allowing for repositioning, rent increases, or tenant mix optimization
- Upside potential through sewer connection, which would permit additional uses (including food-related businesses) and increase income potential
- Additional income stream from on-site garage and storage space available for lease
- Strong parking ratio with 18 spaces and the option to expand via adjacent lot (50' x 150') available for purchase
- Two-story construction offering diverse leasing configurations and expanded usability
- Located within a rapidly growing corridor near I-4, with increasing residential density driven by nearby developments
- Positioned for repositioning or redevelopment by an investor seeking to enhance returns and modernize the asset

Regional Market Overview

Deltona Market overview

Deltona is the largest city in Volusia County and is transitioning from a mainly bedroom community to a more self-sufficient city with growing demand for retail, office, and industrial space. Population is estimated around 103,700 in 2026 and has grown over 10% since 2020, with annual growth of about 1.6%. This population base, combined with relatively affordable real estate and proximity to Orlando and Daytona via I-4, is driving steady demand for neighborhood commercial properties.

Commercial pricing and inventory

Recent data shows Deltona's average list price for commercial properties is about \$390,060, with an average list price per square foot of roughly \$211. Commercial inventory is small—about 15 properties—yet up year-over-year, indicating more owners are bringing assets to market even as pricing has softened slightly from the prior year. Days on market for commercial are elevated (average DOM reported in the hundreds), which reflects a thin but active buyer pool typical of smaller tertiary markets.

Demand drivers

Deltona's expanding population and household incomes (median household income around \$76,900) support steady local demand for retail goods and services. The city's strategic location along I-4 allows businesses to tap both Orlando and Daytona economic activity while benefiting from lower occupancy costs than core metro areas. New and planned residential communities, including build-to-rent and single-family developments near major corridors like Howland Blvd, are adding "rooftops" that enhance the case for neighborhood centers, medical users, and service-based retail.

Retail and neighborhood center trends

Regionally and nationally, retail is one of the tighter sectors going into 2026: new development has been limited and active shopping centers in growth markets are achieving some of their strongest valuations in a decade. In Deltona, retail spaces along major thoroughfares and near residential neighborhoods are particularly sought after because they offer visibility, traffic, and convenience for daily-needs tenants. Lease rates for centers in similar suburban Florida corridors (e.g., Deltona Plaza) often fall in the high-teens to low-\$20s/SF NNN range, depending on visibility, tenant mix, and improvement level.

Strategic position of the Howland Blvd corridor

Local commentary and listing activity highlight corridors near I-4—such as Howland Blvd, Saxon Blvd, and Enterprise Road—as emerging commercial spines serving dense residential areas. On Howland, high traffic volumes, proximity to interstate access, and nearby institutional and residential projects (healthcare facilities, new housing) are making small retail plazas and pad sites more attractive to both occupants and investors. The city’s economic development plans also emphasize expanding commercial tax base and encouraging mixed-use and corridor-focused growth, which supports long-term demand for well-located neighborhood centers.

Market Trends & Comparables

Vacancy Rates:

Retail fundamentals remain relatively stable entering 2026, with national retail vacancy holding near 5% and open-air centers generally in the mid-4% range, while Central Florida retail continues to benefit from limited new supply and steady neighborhood demand.

Rental Rates:

Retail lease rates in Deltona average approximately \$18/SF annually for similar spaces, with market asking rents generally ranging from the mid-teens to around \$22/SF depending on visibility, location, and condition.

Sales Comparables:

Commercial asking prices in Deltona vary by asset type, but local listings indicate average asking pricing near \$211/SF, positioning this asset competitively at approximately \$269/SF with additional upside through lease-up and repositioning.

Investor Appetite:

Neighborhood retail and small multi-tenant strip centers continue to attract buyers seeking value-add opportunities in growth corridors, and this property's month-to-month tenancy, Howland Boulevard frontage, flexible zoning, and proximity to new residential development support a compelling repositioning story.

Pricing Rationale:

The offering price of \$1,200,000 reflects a forward-looking, stabilized valuation rather than a simple capitalization of current income. Based on achievable local market rents in the \$18–\$20/SF range and a realistic lease-up of the remaining vacancy, a new owner has a clear path to increasing NOI through improved occupancy, stronger lease structures, and selective tenant upgrades supported by nearby residential growth. At stabilization, this business plan is expected to support a materially higher NOI than in place today, which in turn justifies a

valuation in the approximate \$269/SF range—still within a reasonable band for neighborhood retail in Central Florida’s growth corridors when viewed against comparable pricing and current investor appetite for necessity-based centers.

Strategic Positioning

Deltona offers buyers an attractive balance of growth and accessibility. As the largest city in Volusia County, it provides lower entry pricing than neighboring core Central Florida markets while benefiting from ongoing population gains and new residential development.

Commercial pricing remains relatively approachable, with average asking values near local benchmarks, yet the city is steadily adding rooftops and services along key corridors such as the I-4/Howland Boulevard axis.

In this context, Deltona stands out as a market where buyers can pursue both near-term income and long-term upside. The strongest opportunities are found in assets with a clear value-add path—through improved leasing, stronger tenant mix, or targeted property enhancements—rather than relying solely on market appreciation.

Neighborhood and necessity-based retail centers are a particular bright spot in this environment. Limited new construction, low vacancy in well-located neighborhood centers, and durable demand from medical, service, grocery, discount, and everyday-needs tenants continue to support rent stability and long-term occupancy. For buyers, this translates into the opportunity to acquire well- positioned strip centers and plazas that serve growing residential neighborhoods and commuter traffic.

Comparable Properties – Sales Insights

Deltona Active Commercial Listings

As of 5/23/26. Condensed copy/paste table prepared from the detailed Listings tab; verify final pricing directly before publication.

ACTIVE	ADDRESS	PRICE	SF	PSF
5/23/26	481 Deltona Blvd	\$6,950,000	96,630	\$72
5/23/26	3280 Howland Blvd	\$6,300,000	6,163	\$1,022
5/23/26	121 Howland Blvd	\$3,727,550	8,450	\$441
5/23/26	3221 Howland Blvd	\$3,478,000	2,630	\$1,322
5/23/26	2820 Howland Blvd	\$1,200,000	4,460	\$269
5/23/26	2290 Florida Dr	\$789,999	3,892	\$203
5/23/26	2792 Howland Blvd	\$775,000	2,340	\$331
5/23/26	1775 Old Titusville Rd	\$724,000	5,000	\$145
5/23/26	766 Deltona Blvd	\$699,000	4,608	\$152
5/23/26	849 Deltona Blvd	\$399,000	2,160	\$185

Deltona Sold Commercial Building Listings - Past 6 Months

Public-record sold comp grid prepared from Volusia County Property Appraiser commercial/industrial improved sales.

SF is from VCPA parcel building-area fields where available.

SOLD	ADDRESS	PRICE	SF	PSF
4/16/26	601 Courtland Blvd	\$3,537,200	3,493	\$1,013
4/8/26	1666 Providence Blvd	\$500,000	1,440	\$347
2/20/26	2010-1565 Saxon Blvd	\$1,173,000	4,978	\$236
2/3/26	2783 Providence Blvd	\$260,000	1,156	\$225
12/4/25	1235 Providence Blvd	\$8,100,000	37,665	\$215
10/23/25	1797 N Acadian Dr	\$357,000	1,760	\$203

Economic Factors

Zoning & Use:

The property is zoned C-1 Retail Commercial, which is intended for neighborhood commercial development along high-volume roads and permits a broad range of retail, professional office, and personal service uses.

Surrounding Development:

The Howland Boulevard corridor continues to benefit from nearby residential and commercial expansion, including the approved Catalina Pointe community at 2965 Howland Blvd, a shovel-ready 277-unit build-to-rent development that will add significant residential density to the immediate trade area.

Vacancy Rates:

Retail fundamentals remain relatively healthy entering 2026, with Orlando-area retail vacancy generally reported in the low- to mid-4% range, reflecting continued demand for neighborhood-serving retail and limited new supply.

Rental Rates:

Retail lease rates in Deltona average approximately \$18/SF annually, with asking rents generally ranging from the low teens to the mid-\$20s depending on location, visibility, space condition, and tenant improvements.

Sales Comparables:

Commercial asking prices in Deltona currently average around \$211/SF across asset types, placing this property at a forward-looking, stabilized value of roughly \$269/SF at a \$1,200,000 asking price. This reflects not only current income, but also the expected impact of lease-up, rent optimization, and nearby residential growth—which together are anticipated to enhance long-term NOI and justify the higher per-square-foot valuation for a well-located neighborhood retail asset in the Howland Boulevard corridor.

Investor Appetite:

Investors continue to favor neighborhood retail and small multi-tenant strip centers in growth corridors, particularly when assets offer flexible zoning, frontage on a high-traffic road, and value-add potential through lease restructuring, lease-up, and upgraded utility capacity such as future sewer connection.

Financial Information

Actuals 2025	Annual	Annual SF
Gross Retail Income	\$90,084	\$20.19
Other Income		
Vacancy Loss	\$14,628	
Effective Gross Income	\$75,456	\$16.91
Taxes	\$6,543	\$1.47
Operating Expenses	\$3,000	\$0.67
TOTAL Expenses	\$9,543	\$2.14
Net Operating Income (NOI)	\$65,913	\$14.77

- **NOI:** \$65,913
- **Asking Price:** \$1,200,000
- **Implied Cap Rate:** ~5.6%

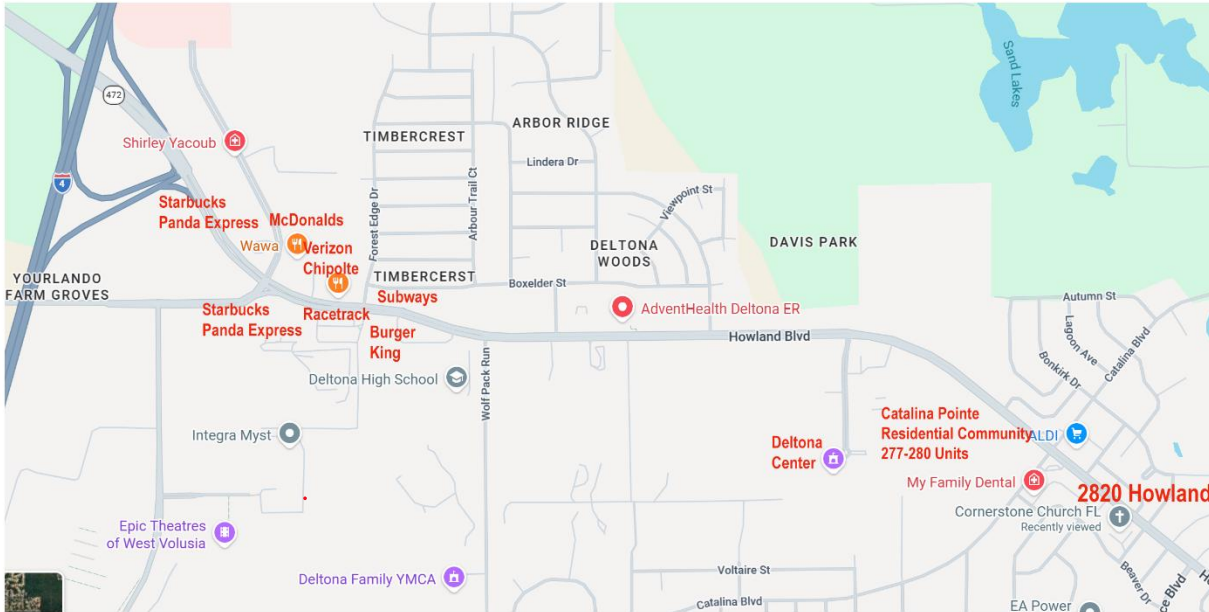
This pricing reflects a forward-looking, stabilized yield that remains competitive for neighborhood retail in a growing Deltona corridor while acknowledging the upside associated with nearby residential development and property enhancements.

Notes:

- All tenants are currently on month-to-month leases which offers flexibility for future lease restructuring or redevelopment.

Appendices

Map:



Howland Blvd Retail

Starbucks
Burger King
McDonalds
Panda Express
Chipotle Mexican Grille
Wawa
Racetrack
Aldi
O'Reilly's
Verizon
Dollar General
Dunkin Donuts

Howland Blvd Services

The Center at Deltona
(Premiere/Modern venue)
Halifax Medical Center
Advent ER
My Family Dental

**Catalina Pointe
Residential Community
(277-280 Units Under Construction)**

Photos:

Exterior



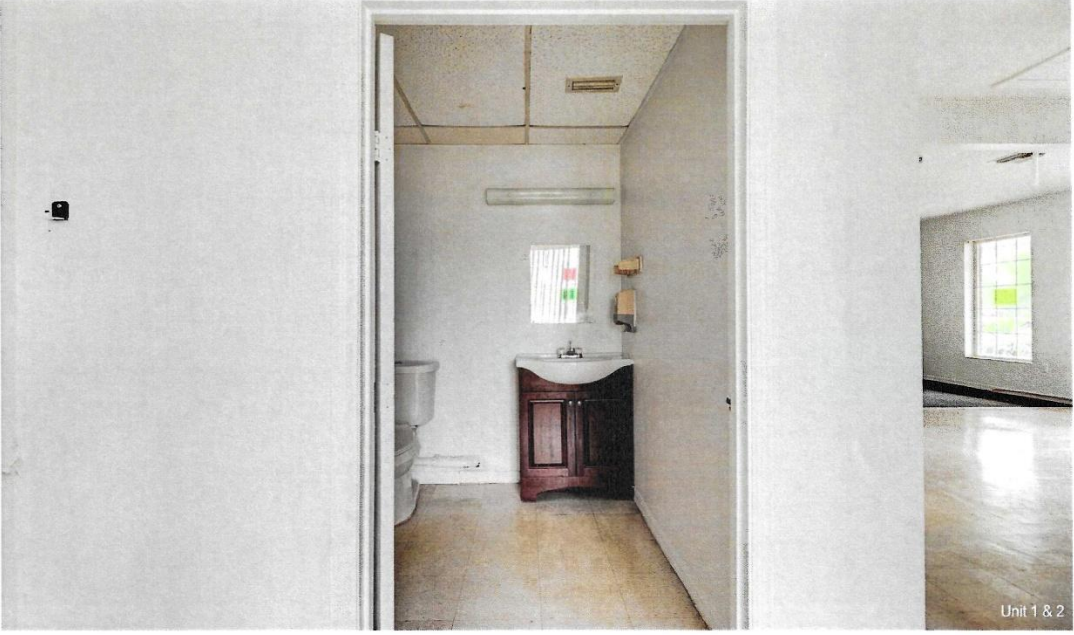
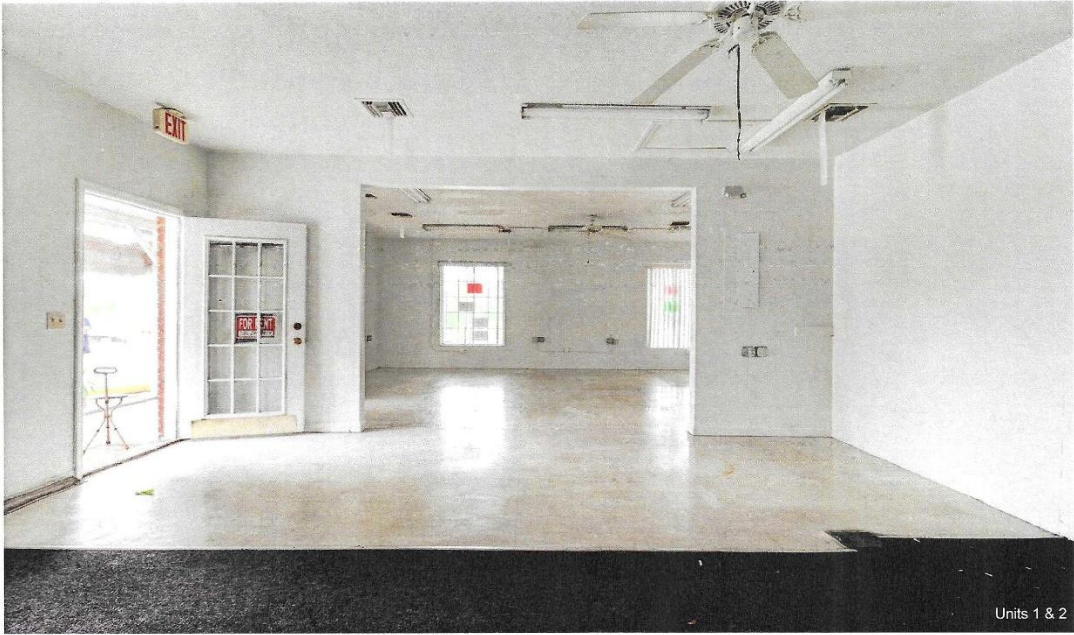
Unit 6 straight ahead



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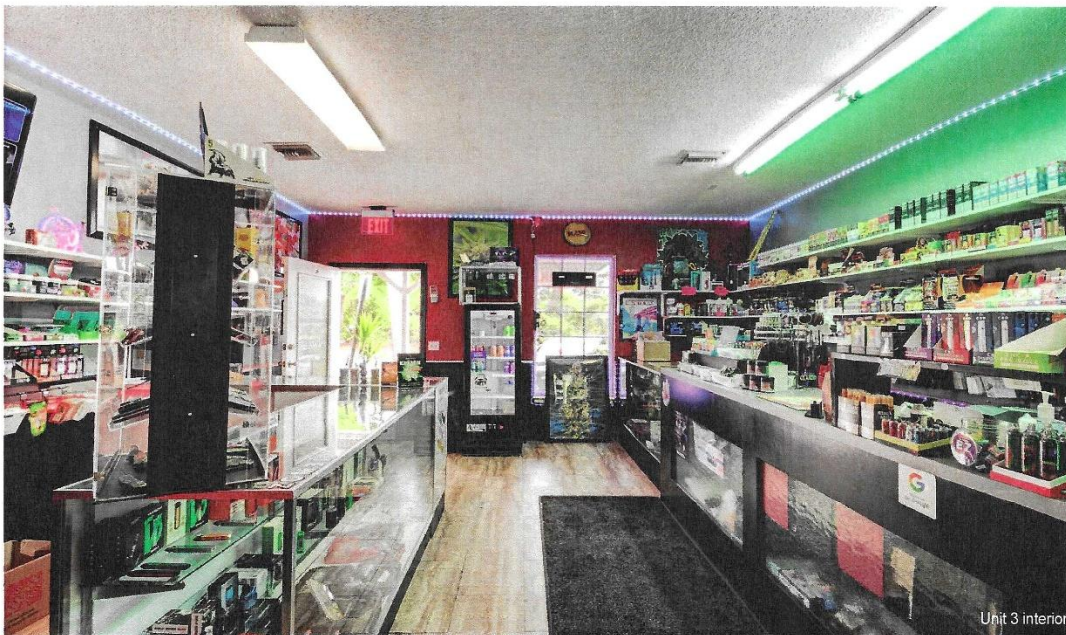


Unit #1 & 2

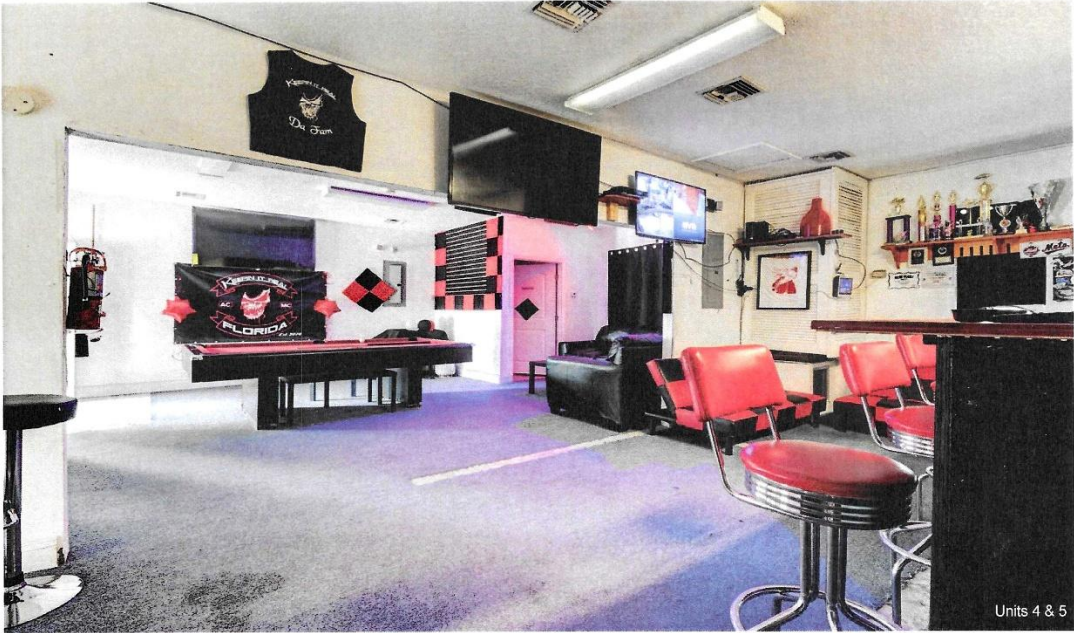




Unit # 3



Unit 4 & 5

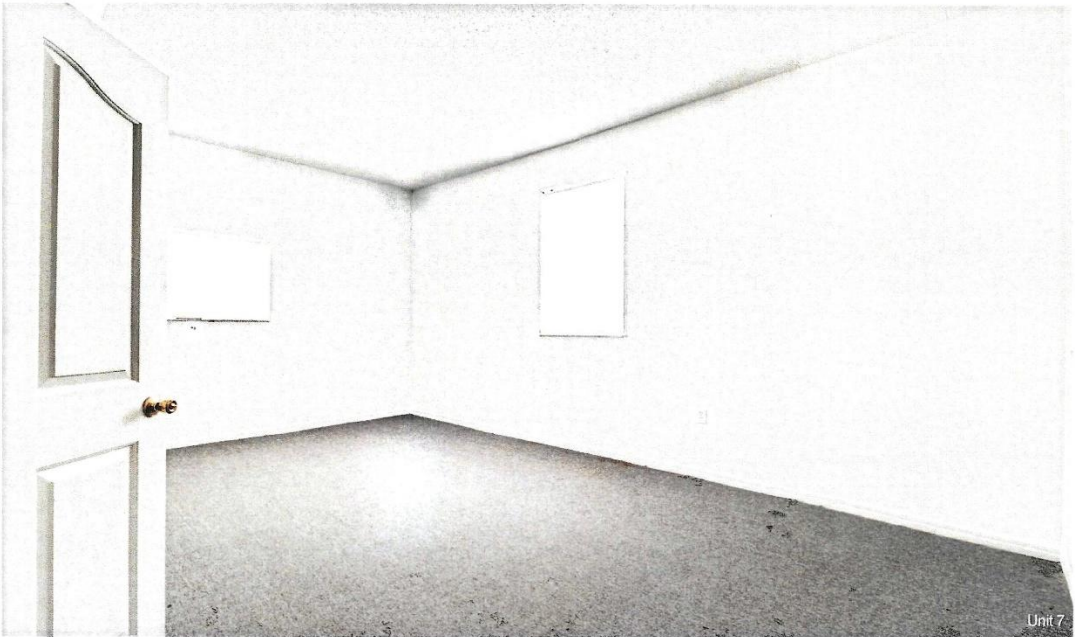
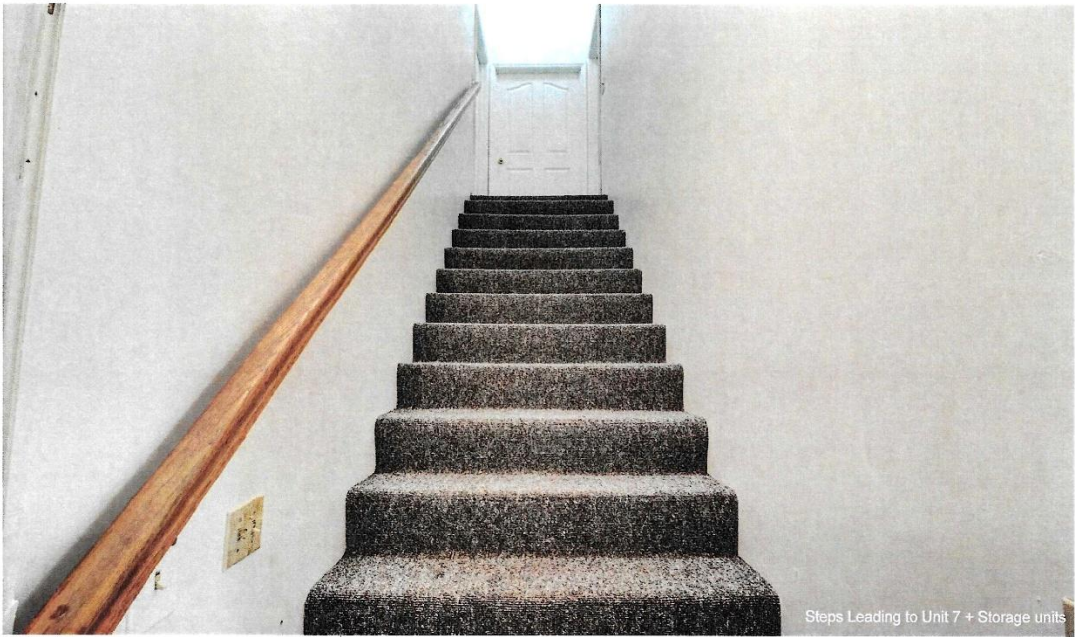


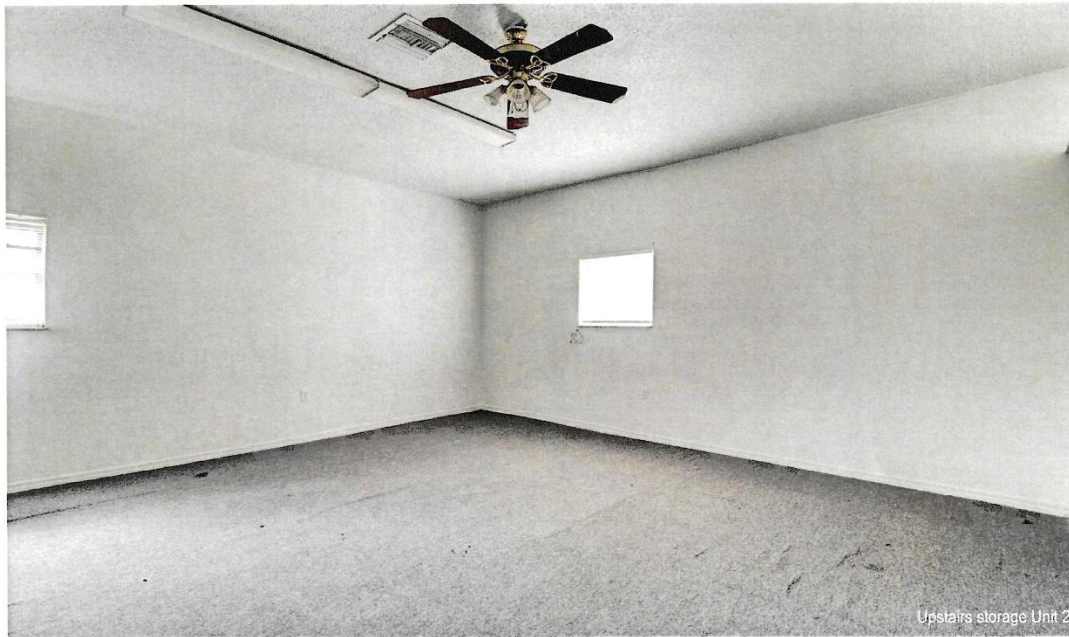
Units 4 & 5



Units 4 & 5 interior

Unit # 7





Upstairs storage Unit 2



Upstairs Storage Unit

Garage

