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Commercial Real Estate

Vacant beachfront property listed for millions in Daytona Beach

Prime land in Daytona Beach has been listed for sale.

ISTOCK

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Story Highlights

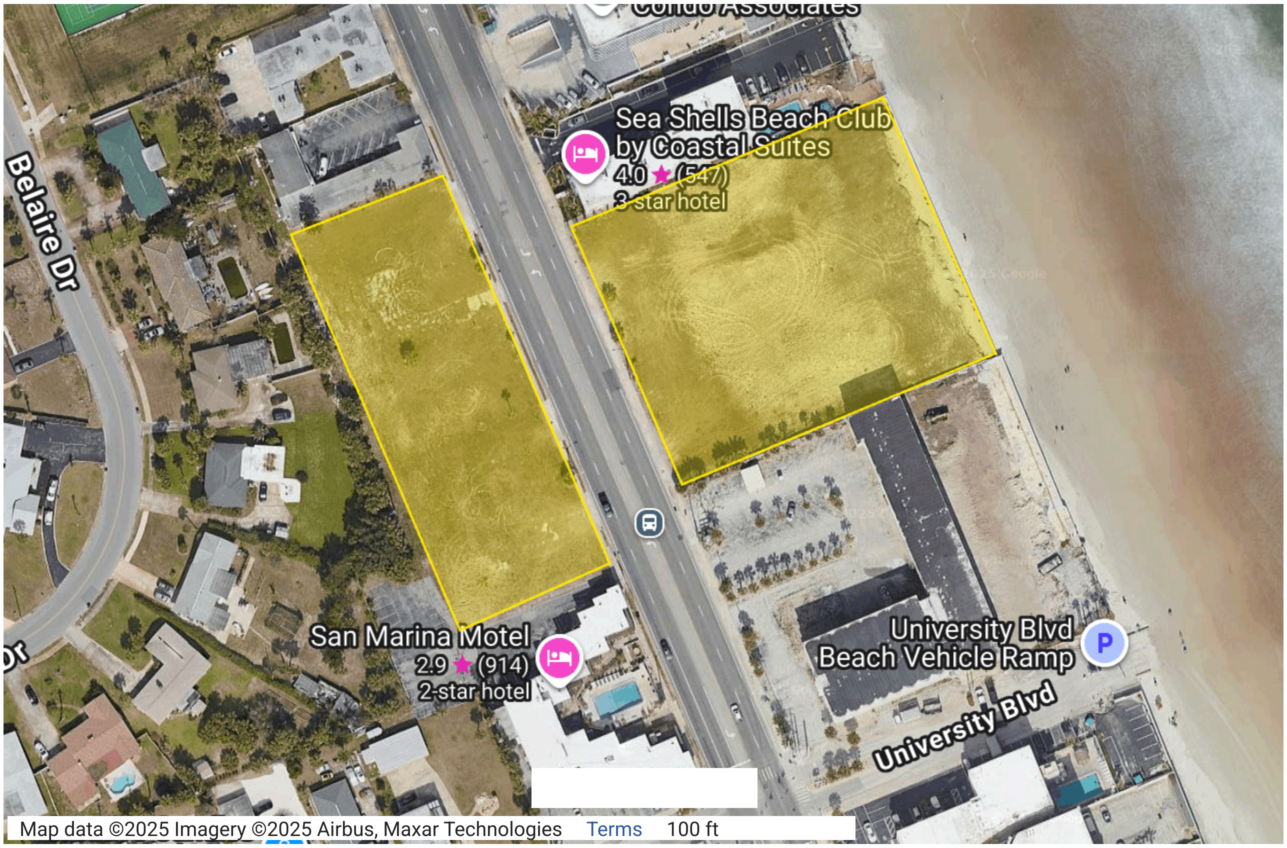
- Five beachfront lots in Daytona Beach are for sale.
- The property is listed for $6 million, zoned for tourism.
- Daytona Beach plans to expand its beachside tourist offerings.

Multiple lots of beachfront property primed for development are for sale in Daytona Beach.

Five lots along North Atlantic Avenue are being marketed together for purchase. Two parcels face the waterfront and three are across the street – all five currently sit vacant.

Totaling nearly three acres, the land is listed for $6 million – a reduction from $6.25 million.

5 lots for sale along N Atlantic Ave ☆
Riley Benson



Marketing materials from Royal Shell Real Estate cite the property "ideal for luxury condos or hotels with high-density units." The Hampton Inn Daytona Beachfront, Holiday Inn & Suites Daytona Beach on the Ocean and Hard Rock Hotel Daytona Beach all closely neighbor the lots.

The property is zoned as T-1 – tourist accommodations – which allows for hotel and multifamily development.

"This parcel offers rare, direct oceanfront access with unobstructed views," Dodona Roboci, the listing agent and a broker associate with Royal Shell Real Estate, told *Orlando Business Journal* via email. "Its size and zoning flexibility make it ideal for a landmark development, whether a boutique hotel, luxury condominium or mixed-use destination.

"Investors have the chance to capitalize on the area's booming tourism, steady flow of year-round residents and ongoing city revitalization."

Also of note, the land is less than two miles from the Main Street Pier and boardwalk area attractions, as well as the Ocean Center.

“With population growth, infrastructure improvements, and continuous event traffic from NASCAR, Biketoberfest and conventions, the area is poised for long-term expansion and investment stability,” Roboci added.

Daytona beachside sees major development in the future

The city of Daytona Beach has been working to expand offerings for tourists and locals in its beachside corridor.

For instance, *OBJ* previously reported its Beachside Redevelopment Board plans to renovate the Main Street Pier, expand the beach boardwalk and boost consumer offerings in the area.

Daytona Beach also is working directly with Mexican chain Señor Frogs, which caters to families during the day and changes to a party nightclub experience after hours. The restaurant is known for its edgy and colorful decor, Tex-Mex food, boisterous wait staff and specialty “yard” drinks.

“A lively restaurant gives tourists and locals more reasons to come to that part of the beach area," Daytona Beach spokeswoman Susan Cerbone previously told the *Orlando Business Journal.* "While we have new proposed residential/hotel development in the area, we hope this site will draw accompanying development: boutique hotels, shops, entertainment businesses.”

In July, the city approved a $500,000 build-out contribution for the eatery, with a ground lease through 2073, securing the restaurant’s long-term presence in the area.

“This project is in a CRA district, which means this project meets the goals to reduce blight, improve underutilized land and increase the tax base,” Cerbone said.

Daytona Beach is also exploring options for redeveloping the Main Street Pier, which opened in 1925 and was acquired by the city in 2004.

While no plans have been finalized yet, the board is currently considering three options:

- Repair the existing pier
- Build a new pier using similar materials
- Construct a new pier with concrete

The new pier is estimated to be in the range of $20 million to $35 million, although it can change once plans are finalized, according to Cerbone.
