

# FOR SALE 5.62 Acre Pad-Ready Outparcel ON STADIUM PKWY - SPACE COAST, FL



Stadium Pkwy & I-95  
Rockledge, Florida 32955

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Bishop Beale Duncan  
COMMERCIAL REAL ESTATE



226  
Townhomes

190  
Single  
Family

796  
Homes

380  
Apartment  
Homes



885'

276'

stadium parkway

INTERSTATE  
95

The 5.62 acre commercial outparcel sits at the main entrance to a new 246 acre master planned

- 5.62 Acre Commercial Outparcel
- Utilities to Site + Off Site Drainage
- PUD Grants: 1.0 FAR,
- 70' Max Building Height
- 885' of Frontage
- Site Can Be Subdivided

- 190 Single Family Lots (Ashton Woods)
- 226 Townhome Lots (Ashton Woods)
- 380 Luxury Apartment Units (Thompson Rift)
- 113 Acre Lake / On Site Storm Water

# A RARE CONVERGENCE OF OPPORTUNITY. DON'T MISS OUT.

## Why Sophisticated Investors Are Targeting This Location

Investment opportunities of this caliber—where documented market gaps, explosive population growth, irreplaceable location, and flexible development potential converge emerge once in a generation. The May 2025 Rockledge Hospital closure created immediate healthcare demand. The 796-unit master-planned

community completing Q4 2025 creates captive residential market. The Space Coast's aerospace boom creates employment growth and consumer spending power.

Every factor aligns at a single high-visibility gateway entrance controlling access to Brevard's premier new residential community.

## WHY THIS INVESTMENT WINS...

### 1 IRREPLACEABLE LOCATION

- **ONLY** entrance to 796-unit master plan
- **FIRST & LAST STOP** for all residents daily
- **165,000+** vehicles/day Stadium Parkway visibility
- **I-95 southbound exposure** for interstate capture
- **3 miles closer** than Avenue Viera = convenience premium
- **Walking distance from 380 luxury apartments**

#### COMPETITIVE MOAT:

No other commercial land available at development entrance—you control the gateway.

### 2 DOCUMENTED MARKET GAPS

- **URGENT CARE:** Hospital closed May 2025 (8,100+ patients/year displaced)
- **SPECIALTY COFFEE:** Residents actively seeking alternatives
- **FAST-CASUAL DINING:** Nearest options 1+ miles away
- **FAMILY ENTERTAINMENT:** Avenue Viera 3 miles—416 SF/ townhome lots need closer venues
- **PET SERVICES:** 400-500 pet households underserved
- **HOSPITALITY:** 21 new hotels countywide prove demand

#### MARKET VALIDATION:

Gaps aren't theoretical—they're quantified through hospital closure, resident feedback, and national retailer expansion.

### 3 AFFLUENT, GROWING DEMOGRAPHICS

- **\$107,600 avg household income** (5-mile radius)—41% above Brevard median
- **796 new households** = 1,900+ residents with fresh spending patterns
- **\$450K-\$650K** home prices = established financial capacity
- **Brevard County: 23% population growth since 2010**
- **Rockledge: 10.5% growth since 2020 (fastest in county)**
- **60,000+ aerospace workers** earning \$80K-\$150K+ salaries
- **8.4-9M cruise passengers** driving tourism spending

#### SPENDING POWER:

High-income professionals + young families + retirees = diverse customer base with disposable income.

### 4 DEVELOPMENT FLEXIBILITY

- **PUD ZONING:** 1.0 FAR, 70' height, 244,827 SF maximum buildable
- **SUBDIVISION OPTIONS:** Sell pads individually or develop as whole
- **PHASING:** Sequential or simultaneous construction
- **GROUND LEASES:** Retain land, lease to operators
- **HORIZONTAL:** Retail pads with parking
- **VERTICAL:** 5-6 story mixed-use tower
- **SPECIALTY:** Medical campus, hotel-anchored, entertainment hub
- **UTILITIES READY:** To site + off-site drainage complete

**OPTIONALITY:** Match development strategy to your investment thesis, capital availability, and timeline—site accommodates diverse visions.

# RESIDENTIAL SNAPSHOT | CONSUMERS WITH DISPOSABLE INCOME





# TIMING IS CRITICAL: FIRST-MOVER ADVANTAGE IN ACTION

Residents Have started moving in – Your Development Should Follow Closely Behind

Consumer behavior research proves the first 3-9 months in a new home establish long-term shopping patterns and brand loyalty. Residents will choose their coffee shop, medical provider, restaurant, grocery store, and entertainment venues during this window.

## BE THEIR FIRST CHOICE:

- First coffee shop they try becomes their daily routine (5-7x weekly)
- First urgent care they visit becomes their go-to provider (10-15x annually)
- First restaurant they enjoy becomes family tradition (2-3x weekly)
- First entertainment venue becomes weekend habit (1-2x monthly)

**Miss this window, and residents establish habits at Avenue Viera and The Crossings at Viera.**

**Capture this window, and you own their loyalty for years.**

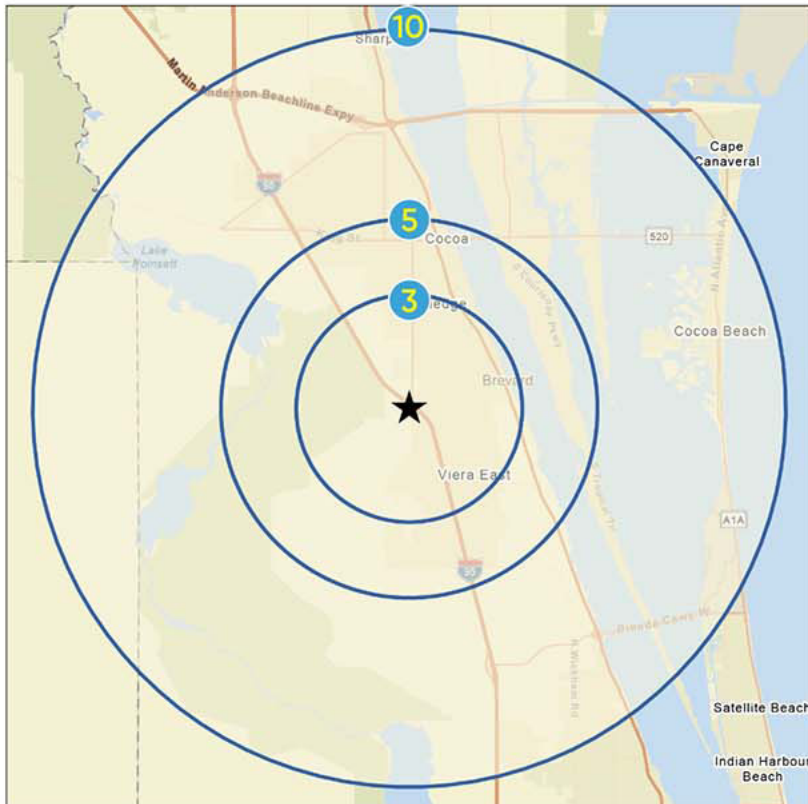


# LOCATION AT A GLANCE

Where Affluent Communities,  
Recreation & Commerce  
Converge



## DEMOGRAPHICS



### 3-Mile Radius



**42,115**  
ESTIMATED  
POPULATION



**43.22**  
MEDIAN AGE



**\$105,570**  
AVERAGE  
HOUSEHOLD  
INCOME

### 5-Mile Radius



**78,281**  
ESTIMATED  
POPULATION



**45.42**  
MEDIAN AGE



**\$107,606**  
AVERAGE  
HOUSEHOLD  
INCOME

### 10-Mile Radius



**190,116**  
ESTIMATED  
POPULATION



**47.86**  
MEDIAN AGE



**\$107,337**  
AVERAGE  
HOUSEHOLD  
INCOME