

# LAND LETTER

CENTRAL FLORIDA LAND NEWS AND VIEWS



WRITTEN BY: **Margery Johnson**, CCIM, CIPS Senior Director, Land Brokerage, Cushman & Wakefield



## FALL 2013

### SINGLE FAMILY LAND

Rising prices through the end of summer marked both undeveloped land parcels and finished lots, with a strong appetite for both on the part of builders and developers

Uncertainty about this trend going forward is at least in part influenced by interest rates and confusion over Federal Reserve intentions. Some representative recent lot and land sales follow:

### Orange County

Rising prices for small batches of finished lots, typically around 11 lots, marked July and August 2013. Some examples:

- \$119,364/lot - Weekley Homes, Randal Park
- \$115,454/lot - Standard Pacific, Eagle Creek
- \$ 84,750/lot - Taylor Morrison, Laureate Park
- \$ 85,647/lot - M/I Homes, Randal Park
- \$ 75,753/lot - KB Home, Summerlake
- \$ 73,048/lot - KB Home, Sawgrass

Beazer Homes purchased 68 +/- net acres at 4080 Wetherbee Road, next to Sawgrass Plantation, for \$11,564,000. Beazer also purchased 9 finished lots in Sawgrass for \$605,142 or \$67,238 per lot, around the same time in July 2013.

Richmond American paid \$1,860,000 for 30 finished lots in Brymar Estates, which are off McCormick Road, near SR 429. That equates to \$62,000 per lot. August 2013.

First South Bank sold 19 finished lots in Tangerine to Baybrook Homes for \$380,000 or \$20,000 per lot.

### Seminole County

Although undeveloped land for residential development can be hard to find in Seminole County, Jen Florida VIII paid \$2,800,000 for 16.2 acres on Eden Point and Dodd Road in Oviedo, or \$172,840 per acre. The tract includes frontage on Garden Lake. June 2013.

"L & L Acres," 116 acres on Lake Mary Blvd. that has been long coveted by the residential market,

has sold to Taylor Morrison. The "Ls" stood for Lois Paulucci, wife of Jen, and her brother, Leo Trepanier. The parcel was previously approved for 130 single family lots.

D R Horton continued its program of town homes at Hanover Pointe in Longwood with a purchase of 13 finished lots for \$505,000 or \$38,846 per town home lot. This is up from their last reported price of \$33,245.

### Lake County

The Ardent Companies of Atlanta purchased approximately 49 net acres in Leesburg on CR 44 across from the Regional Hospital for \$2,454,000. A mixed use development including an ALF, town homes, single family, and future medical office are planned. The C&W team of Margery Johnson and Andy Slowik represented the seller.

### Osceola County

Kissimmee: Mattamy Homes, the Canadian-based builder/developer known more for town homes, purchased 200 acres of raw land at Carroll Street and Thacker Avenue in Kissimmee, an infill location, for \$15,305,000 or \$76,525 per acre. July 2013.

Saint Cloud: Condev picked up 173.6 acres of orange groves on both sides of Hickory Tree Road at Bullis Road, just south of US 192. One of the parcels fronts Live Oak Lake. The total price was \$6,750,000 or \$38,441 per acre. June 2013.

### Legal Brief

The EPA appears ready to withdraw/postpone the direct final rule it published in mid-August 2013 due to adverse public comment. The rule would add a new ASTM standard for conducting Phase 1 environmental assessments in order to have protection from CERCLA liability. The issue is the rule's creation of a new, albeit improved standard, while the current standard remains valid. However, the new standard, if/when implemented, will lengthen the amount of time it will take to perform an environmental assessment. Stay tuned.



**Margery Johnson**, Senior Director, Land Brokerage,  
Cushman & Wakefield 800 North Magnolia Avenue, Suite 450 Orlando, FL 32803  
MARGERY.JOHNSON@CUSHWAKE.COM PHONE 407.841.8000



## MULTI-FAMILY LAND

Multi-family development, including rental communities, student housing, and assisted living, remains an active sector. Flournoy Development of Columbus, GA, long active in Florida, but not Orlando, purchased 17.5 acres on International Drive South for a 346 luxury rental community. Margery Johnson and Andy Slowik of C&W represented Flournoy in the \$5,150,000 purchase. September 2013.

## STUDENT HOUSING

The Retreat at Orlando is being built on 45.7 acres at 1189 East Colonial Drive near Rouse Road. Including 221 units with 894 beds, cottage style, with upscale features and extensive common amenities, including "gaming/study pods," along with numerous fitness and recreational facilities. Landmark Properties of Athens, GA paid \$8,897,700 or an average \$194,698 per acre in an assemblage of 8 parcels with 3 separate owners. May and June 2013.

## CHANGING

The City of Orlando is updating its Land Development Code. Some policy changes are being proposed as well, including one that would look for a much more urban site plan for multi-family development. Contact me at [Margery.johnson@cushwake.com](mailto:Margery.johnson@cushwake.com) for details.

## COMMERCIAL LAND- representative sales Orange County

Windermere Kids paid \$725,000 for 1.98 vacant acres or \$366,162 per acre or \$8.41 per sq ft on Silverlake Park Dr. at Lakeside Village in Windermere. June 2013.

McDonald's paid \$855,000 per acre or \$19.63 per sq ft for a 1 acre outparcel to the Apopka Home Depot. June 2013.

## Seminole County

O'Reilly Automotive paid \$575,000 or \$9.23 per sq ft for a 1.43 acre site on Estapointe Circle off 17-92 in Fern Park. June 2013

Hill/Gray Seven, developer of outparcels, bought one at 200 SR 436 (Oxford Square) in Casselberry, paying \$1,300,000 for 40,000 sf or \$32.50 per sq ft.

## UP-COMING MEETINGS

ULI:

November 20: Space Coast Update

January 31: Emerging Trends

[www.centralfloridauli.org](http://www.centralfloridauli.org)

NAIOP

November 13: Developers' Showcase

December 4: CRE Holiday Party

[www.naiopcfl.org](http://www.naiopcfl.org)

## BREVARD COUNTY NOTES

At Port Canaveral, there is provisional approval to move the sport boat launch area to build a new cruise terminal for super-sized cruise ships. The Port continues to be an engine of growth for the Brevard economy. As seen elsewhere in Central Florida, the residential real estate market in Brevard continues to improve. Sales are up and so is the median price, now \$130,000. The newly opened Space Shuttle Atlantis exhibit is superb, exactly executed, with interactive stations for all ages.

## HOSPITALITY CORNER

### Land Sales/New Hotels:

Orange Ri Hotel Venture (Craig Ustler) bought two parcels at 672 N Orange Avenue in downtown Orlando for \$2,500,000 for the total 0.9 acre site (\$64 per sq ft).

Element by Westin has announced 160 rooms and suites for Fashion Square Mall, next to Macys.

### Hotel Sales:

Hyatt Hotels announced the purchase of the Peabody Hotel for \$717,000,000. The 1,641 room luxury conference hotel sits next to the Orange County Convention Center. The sale includes 26 excess acres of land and 200,000 square feet of meeting space. The property was recently renovated, such that Hyatt will need to do little beyond relinquishing the famed marching ducks.

Holiday Inn Select (245 rooms, built 1987, renov 2005) at 12125 High Avenue across from UCF was sold by Investcorp to Alena Hospitality for \$15,750,000 or \$64,286 per room). June 2013

The 122 room, 2001 Hilton Garden Inn at 1959 N Alafaya Trail, also in the UCF submarket at the entrance to the Research Park, has sold for \$9,451,800 or \$77,474 per room. .

South Lake Buena Vista Suites, aka the Calypso Cay resort, has sold for \$7,382,000 or \$15,347 per room. The 481 room resort was built in 2000.

## C&W LAND BROKERAGE TEAM for East Central Florida: JOHNSON & SLOWIK

Margery Johnson, CCIM, CIPS (Certified Commercial Investment Member and Certified International Property Specialist) has been representing sellers and providing brokerage services in the Orlando area for over 24 years. She is joined by Andy Slowik, a UCF Real Estate and Finance graduate who has been at C&W since May 2011. Together they assist owners in the valuation, positioning and disposition of properties, and buyers and tenants in identifying the right land purchase.