

BEACHSIDE RETAIL BUILDING

816 Main Street, Daytona Beach, FL 32118



PROPERTY SPECIFICATIONS

- Parcel ID: 5304-01-08-0030
- Total Land Size: 3,575 Sq Ft
- Construction: Concrete Block
- Roof: 1 Piece Rubber Membrane
- Year Built: 1958
- Building Size: 2,354 Sq Ft
- Eave Height: 14'
- Parking: On Street/Across from Public Lot
- Zoning: RDB-2 Redevelopment
- Nicely designed glass front, Tiled entry area, Two glass front doors, Two open sales areas, Two restrooms, Two rear doors, Back storage area. Could possibly divide into two units.

Steps to Main Daytona Beach Tourist Area

Located on the South side of Main Street just Steps to A1A, the Daytona Beach Pier, City Ocean Park, Boardwalk Amusements and the beach. Steps to the Daytona Beach Pier, City Ocean Park, Boardwalk Amusements, Daytona Beach Bandshell Amphitheatre, newly expanded Ocean Center (convention center), Peabody Auditorium, Hilton Hotel, Oceanwalk Resort and Village Shoppes with RC 10 Movie Theater, multiple restaurants and retail shops. Numerous annual events flood the street with foot traffic. The Daytona Beachside is Teaming with Development; New Hard Rock Hotel and Café, New 610 Unit Resort Condo and Hotel Plus Numerous Hotel Renovations

Sale Price: \$285,000



Prudential

**Commercial
Real Estate FL**

Presented by:

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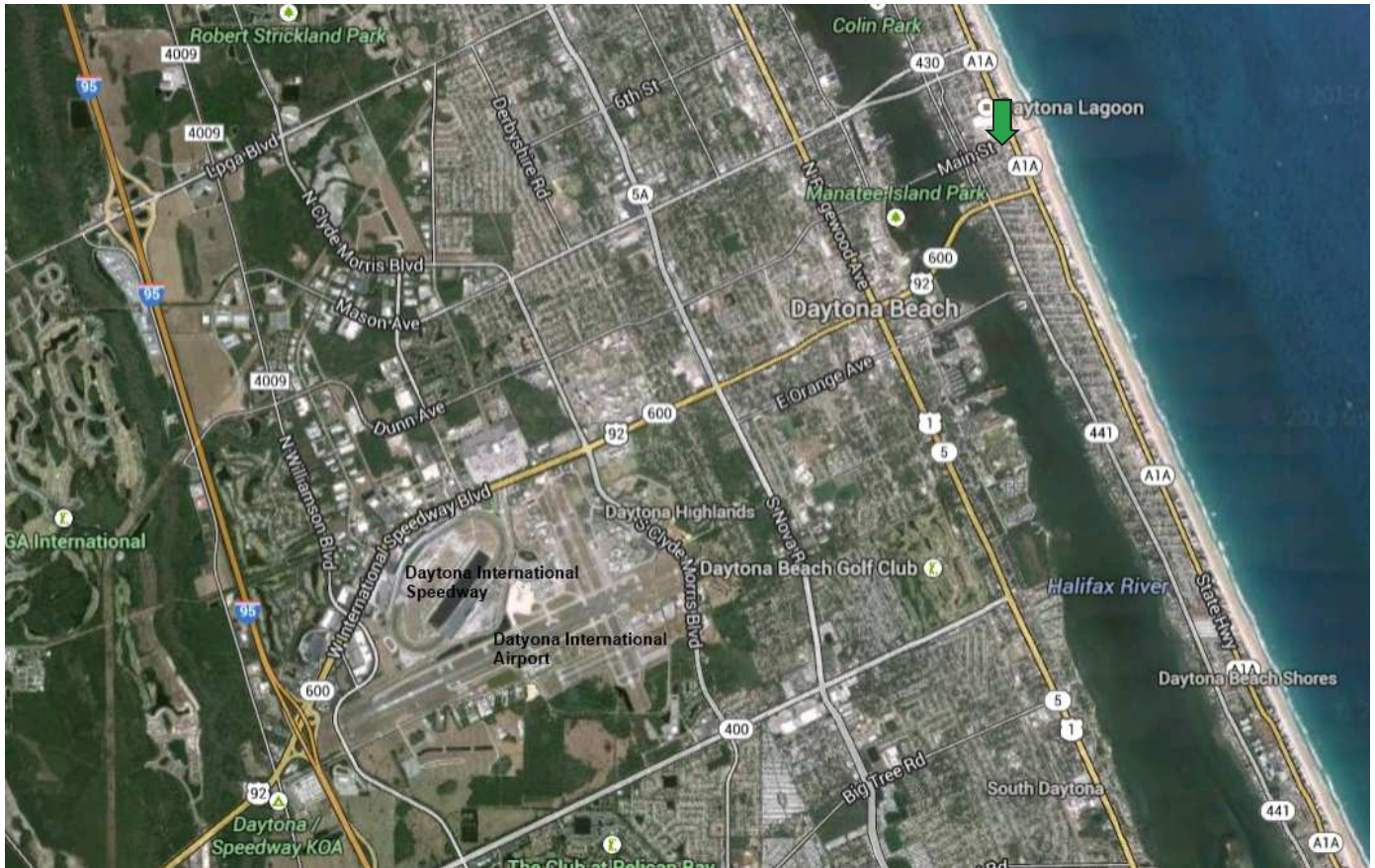


**Prudential Commercial Real Estate FL
120 S. Palmetto Ave., Daytona Beach, FL 32114**

R O C K S O L I D I N C O M M E R C I A L R E A L E S T A T E

All information believed accurate but not warranted.

Location Map




Terms & Conditions of Accepting This Offering Memorandum

Prudential Commercial Real Estate FL has prepared this offering memorandum for the referenced property. Prudential Commercial Real Estate FL is a licensed real estate broker in the State of Florida and is presenting this property on behalf of the Owners.

While best efforts have been made in compiling the Offering Memorandum, neither the Owners nor Prudential Commercial Real Estate FL make any representations or warranties, expressed or implied, with respect to the accuracy or completeness of the information contained in this document. All projections are based upon assumptions relating to the general competition, general economy, and other factors beyond the control of the owners and Prudential Commercial Real Estate FL, and therefore, is subject to variations.

This Offering Memorandum does not constitute an indication that there have been no changes to the property or its environment since the date of preparation of the Offering Memorandum. Prospective Purchasers should discuss the proposed land use with the governing municipal body in which the property is located. Additional information will be made available to interested and qualified prospective buyers.

This Offering Memorandum and its contents, except where such information is a matter of public record or is provided by sources available to the public, are of confidential nature. By accepting this Offering memorandum, the Recipient acknowledges that they understand the confidential nature of its contents, and accordingly, represent to the owner and Prudential Commercial Real Estate FL that the Recipient will not reproduce or disclose the contents to any other entity without prior written authorization from Prudential Commercial Real Estate FL.

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Information is believed correct but not warranted. Prices subject to change without notice.

R O C K S O L I D I N C O M M E R C I A L R E A L E S T A T E

All information believed accurate but not warranted.

Zoning Uses

Sec. 1.2. Beachside redevelopment area.

The RDB-1 through 8 districts (beachside redevelopment) are hereby established for application in the Main Street (beachside) Redevelopment Area. The districts are described as follows:

(b) *RDB-2 (specialty retail)*. The purpose of this district is to promote and improve pedestrian circulation among retail uses, public facilities and off-street parking areas; maintain and promote compactness and continuity of prime retail frontage; reduce automobile congestion through controlling the uses of land and the location of major off-street parking facilities; limit the use of land to activities that promote an improved, safe, attractive, entertaining atmosphere; and eliminate blighting influences.

RDB-2 (specialty retail)	Business services Parking lots Personal services Professional services Residential above ground floor Restaurant A-1 & A-2	Access to buildings from north and south streets adjoining Main Street	2, 6, 8, 9, 11, 46
		Alcoholic beverage service within 500 feet	10, 28
		Balconies over sidewalks	8, 10, 12, 33
		Buildings located 100 feet or more from Main Street may exceed 35' max. height	2, 8, 9, 10, 38
		Encroachment of mixed uses into adjacent districts	2, 6, 7, 8, 9, 10, 11, 17, 38, 46
		Mixed use of over 20,000 square feet with	2, 3, 4, 5, 6, 8, 9, 10, 19, 36,
		Parking garages	2, 4, 30, 31
		Parking lot requirements modifications	29, 30
		Restaurants, outdoor food & alcoholic bev-	23, 24
		Restaurants, outdoor table service on public	22
		Residential density increased up to 40 units per acre	2, 6, 38

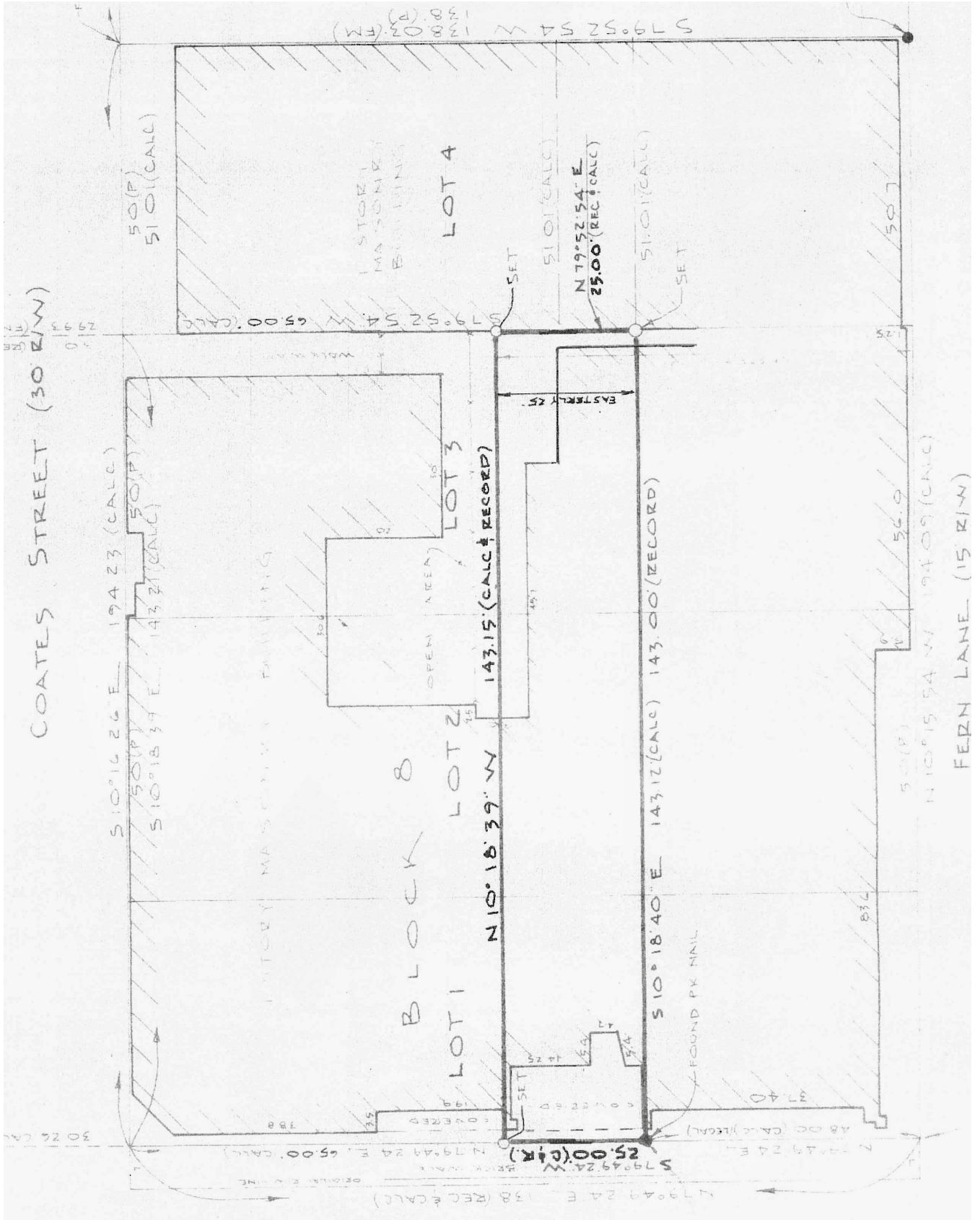
Sec. 4.8. Retail sales and service.

(a) In all RDB districts, auto supply stores, pawnshops, package liquor stores, and establishments dealing in secondhand merchandise, other than antiques, jewelry, and precious metals, are prohibited.

(b) In RDB-2 districts, the sale of new motorcycle parts and accessories is permitted as an accessory use within a permitted retail sales establishment.

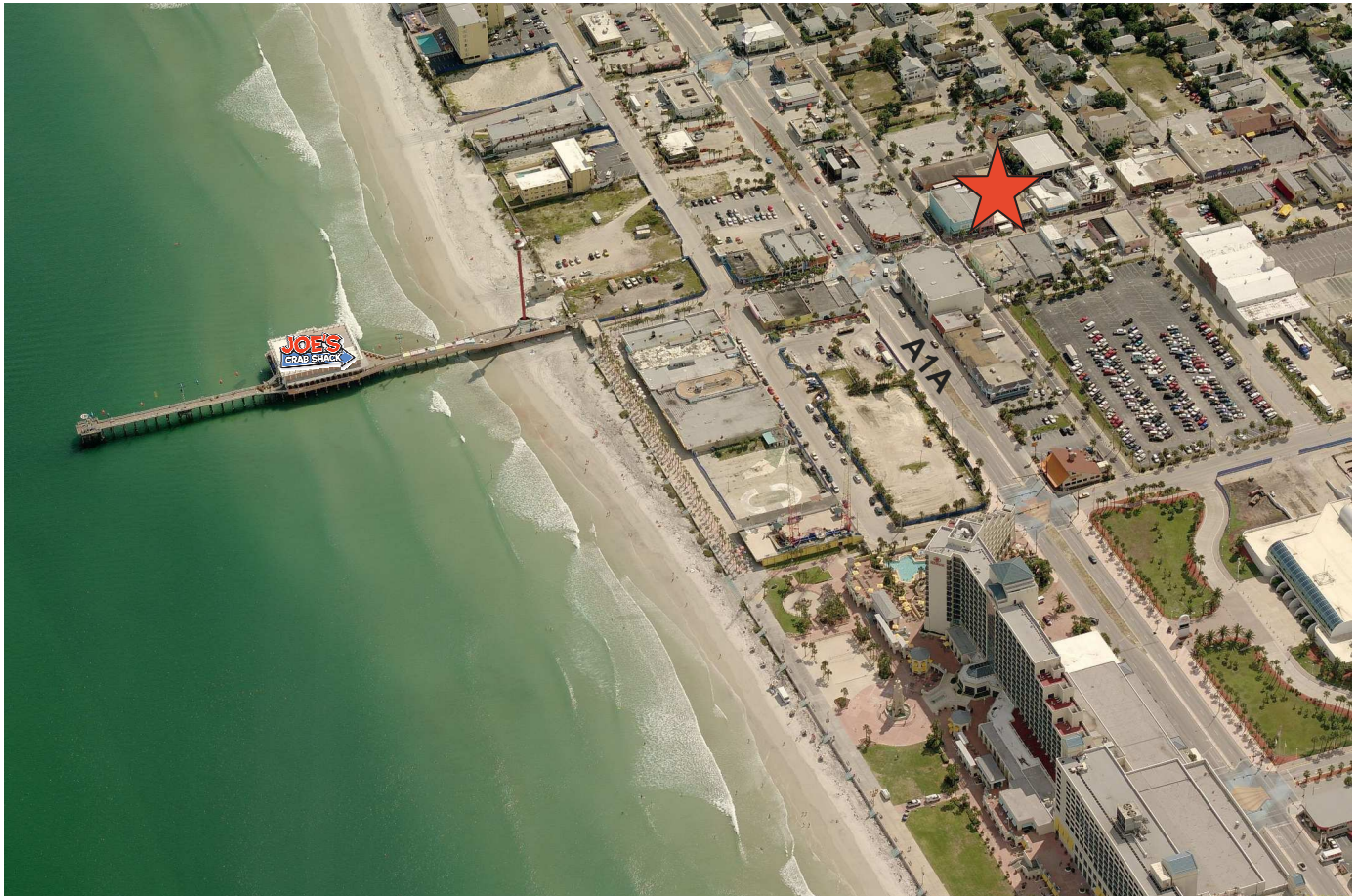
PRUDENTIAL COMMERCIAL REAL ESTATE FL

Old Survey



ROCK SOLID IN COMMERCIAL REAL ESTATE

All information believed accurate but not warranted.





STREET VIEW



SIDEWALK LOOKING WEST



TILED ENTRY AREA



EAST SIDE SALES AREA



WEST SIDE SALES AREA



EAST SIDE HALLWAY

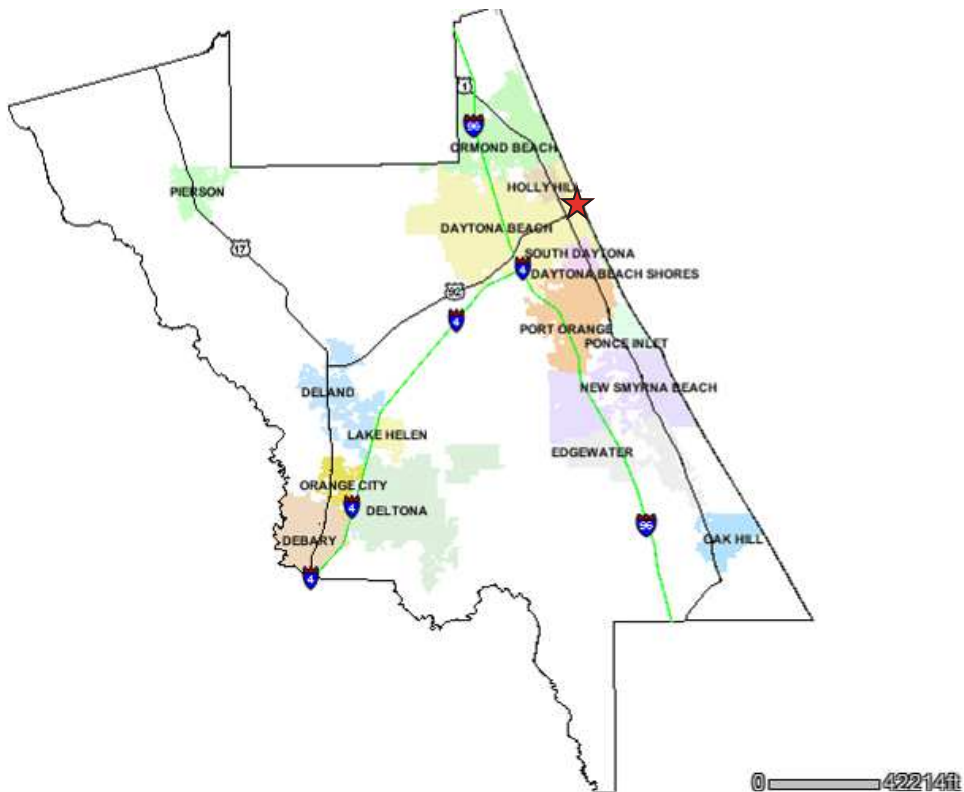


WEST SIDE STORAGE / OFFICE

Aerial Location Map



County Map





Hard Rock Hotel and Hard Rock Café is coming to Daytona Beach

The oceanfront location is less than a mile south of the Daytona Beach Pier.

Expected Completion: Early 2016

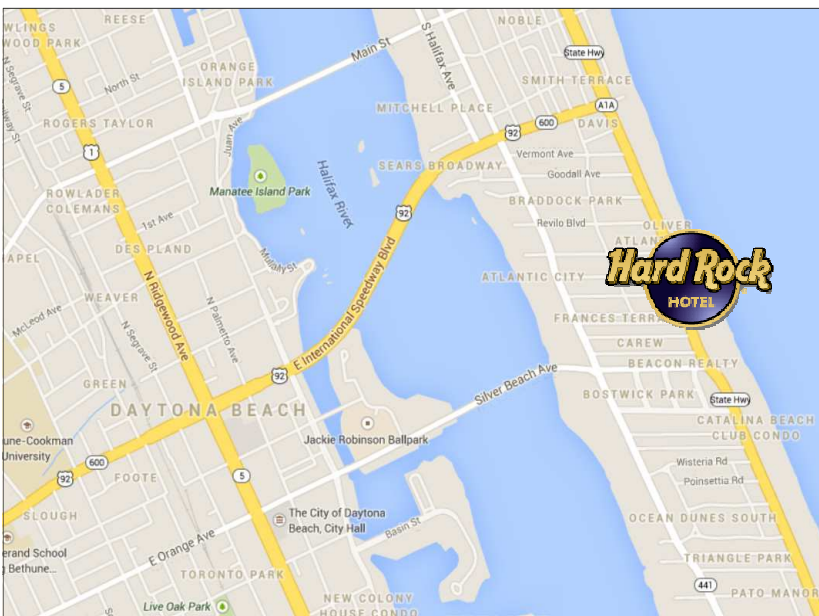
Cost: \$100 million +

- Specifications:
- 375,000-Square-Foot Development
 - 30- to 33-Story Tower
 - 250 Hotel Rooms (Two Rock Star Suites)
 - 120 Condos
 - 28,000 Sq Ft of Ballroom and Banquet Space
 - Spa
 - Hard Rock Café Restaurant with 250 Seats
 - Hard Rock Merchandise Store
 - Six Story Parking Garage



Artist's Rendering

Adjoining the contemporary style tower, which will offer ocean views from all hotel rooms and condo units, will be a lounge and lobby area. The Hard Rock Café will be just north of the tower, and include a stage for live music and possibly a retractable wall that could open to the ocean.



About 450 parking spots will be provided, most of which will be in a six-story parking garage just north of the café. There will also be a new beach approach just north of the garage.

In about five to 10 years, the southern stretch of the site would possibly become phase two and would add more hotel and condo units as well as a restaurant.

When both phases one and two are complete, plans call for a total of about 950 hotel and condo units.

Information gathered from the Daytona Beach News Journal.

Proposed Two Tower 610 Unit Daytona Beach Resort Hotel and Condos



Perspective View

P F V S
ARCHITECTURE
PLANNING
INTERIORS
1001 Jun 06 2012
© Design Copyright 2012

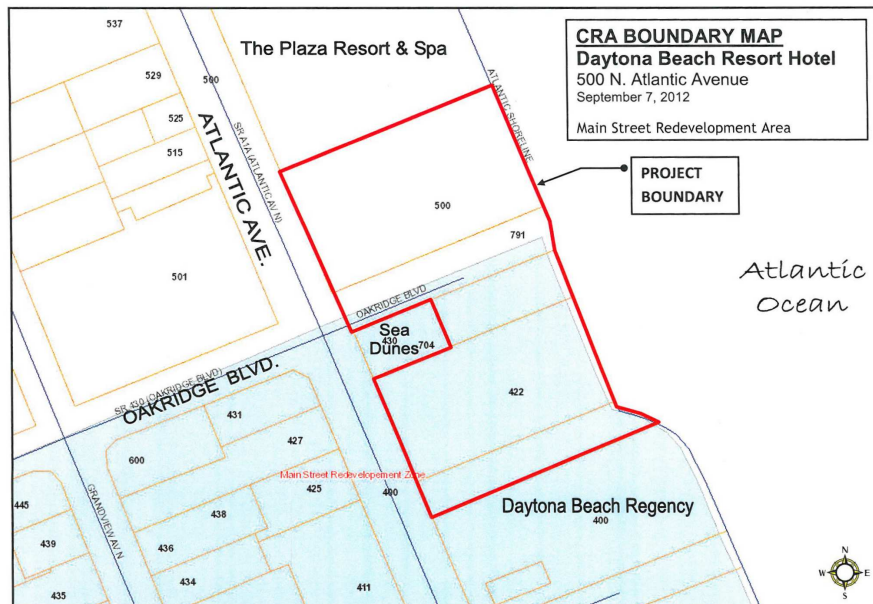
DAYTONA BEACH RESORT HOTEL & CONDOS
Daytona Beach, Florida

PROTOGROUP, INC.

PROJECT DESCRIPTION

The project site is located generally at 500 N. Atlantic Avenue, which includes oceanfront property on both the south and north side of Oakridge Boulevard located east of N. Atlantic Avenue (S.R. A1A). Additionally the project includes a portion of Oakridge Boulevard right-of-way in a manner that is intended to retain beach access for the public. Maps are attached outlining the project area of approximately 4.6 acres in size.

The proposed project would consist of two 25-story towers on each side of Oakridge Blvd. connected by an 11-story building that would bridge over Oakridge Blvd. in a manner that retains beach access. A total of approximately 505 hotel units has been proposed in the south tower which is located in the Main Street Redevelopment Area. A total of approximately 105 condominium units and automated valet parking would be located in the north tower located outside of the redevelopment area. Amenities include 18,000 sq. ft. of meeting space, and 14,000 sq. ft. of retail space.





Area Convention & Visitors Bureau

www.DaytonaBeachCVB.org



DAYTONA BEACH AREA TOURISM 2010-2011

Number of Visitors

7 Million

Visitors stayed in area hotels, motels, rental condominiums, timeshare units and vacation homes or with friends and family.

Total Visitor Expenditures

\$3 Billion

Spent in restaurants, grocery stores, retail stores, lounges, gas stations, etc. The vast majority of this is spent on things other than accommodations

Lodging Industry Employment

2,500

Lodging Industry Payroll

\$46 Million

Tourism Industry Employment

37,000

Includes jobs in gift stores, 140 attractions, restaurants, food purveyors, etc.

Tourism Industry Payroll

\$430 Million



Ocean Center

The CVB's Meetings & Conventions Department partners with the Ocean Center and area hotels to identify those larger conventions with the potential to utilize the Ocean Center.

A recent expansion has drawn more attention to the Ocean Center, a stunning mixeduse convention and entertainment complex. The result is great potential for booking larger conventions and hosting more varied types of groups. Add to that a strong base of quality hotels and ongoing property renovations, and now, more than ever, the Daytona Beach area has what it takes to attract more business.

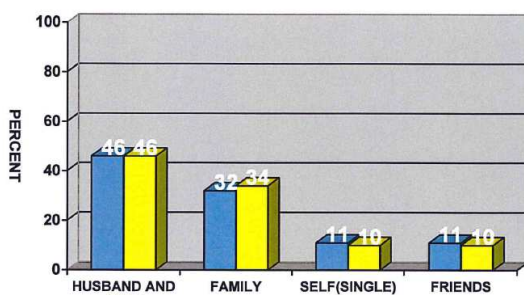
For 2010-2011, the effort's total advertising budget was \$210,000.

In 2010-2011, **42 definite future bookings** were confirmed, representing **39,400 room nights** and an **economic impact of \$22 million**.

DAYTONA BEACH VACATION WAS FOR:

■ AUGUST 2010

■ AUGUST 2011

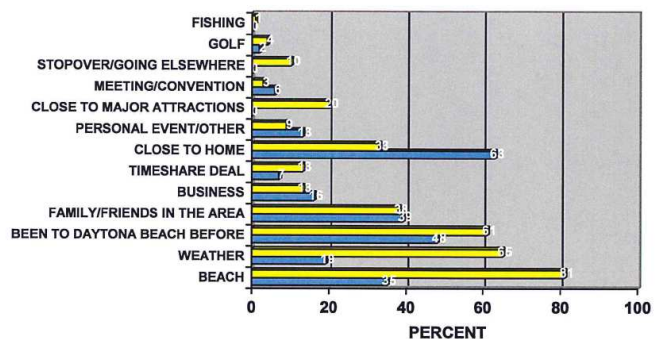


Includes total group of visitors from Florida and out of state.

REASONS TO CHOOSE DAYTONA BEACH WERE:

■ FLORIDA VISITORS

■ OUT OF STATE VISITORS



Buddy Budiansky CCIM



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Buddy Budiansky is the Vice President of the Commercial Services Division of Prudential Commercial Real Estate FL. He joined Prudential in 1992 and has been a commercial Realtor since 1989 and a Broker/Associate since 1993. Buddy specializes in office properties and general commercial sales, leasing, and development in the Greater Daytona Beach Area.

Buddy is a CCIM designee (Certified Commercial Investment Management, awarded by the National Association of Realtors). This designation is currently held by only 10,000 of the 150,000 commercial Realtors in the world.

In 2008 Buddy received the Transnational Referral Certification from the International Consortium of Real Estate Associations networking him with certified international property specialists worldwide.

Buddy also served as President of the Kiwanis of Daytona Beach and is a member of the Downtown Beach Street Partnership.

Ron Frederick, P.A.



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 ronfrederick@cfl.rr.com

Ron Frederick, Senior Commercial Real Estate Specialist, has been with Prudential Commercial Real Estate FL since 1999. Active in real estate development for over 25 years, Ron has a vast knowledge of commercial real estate from the ground up.

Ron's background takes him far beyond real estate sales, to the hands on experience of planning, engineering, architecture, construction, and beyond.

Although specializing in warehouse and flex space, Ron has worked on all types of commercial projects with some of the largest national tenants in the area.

Before entering the commercial real estate field, Ron owned and operated a large manufacturing and distribution facility, employing as many as 70 people.

Awards and Memberships

Awards and Achievements

- REALTOR of the Year Awards*
- Prudential Leading Edge Society Awards*
- Prudential President's Circle Awards*
- Prudential Chairman's Circle Diamond Awards*
- Prudential Chairman's Circle Gold Awards*
- Ranked 4th in the Country Prudential Sales Team*
- Top 1% in Sales in the Country Prudential*

Professional Organization Memberships

- Daytona Beach Area Association of Realtors*
- Florida Association of Realtors*
- National Association of Realtors*
- Central Florida Commercial Realtors*
- Volusia Economic Development*
- Daytona Beach Chamber of Commerce*
- Holly Hill Chamber of Commerce*

Transactions Negotiated

- | | |
|---|---|
| <i>State of Florida Department of Revenue</i> | <i>Carrier International Air Conditioning (United Technologies)</i> |
| <i>Century Clinical Research, Inc.</i> | <i>Tru Green Chemlawn (A Division of Servicemaster)</i> |
| <i>Small Business Administration</i> | <i>Florida Department of Child Services Enforcement</i> |
| <i>Eaton Hydraulic Supply</i> | <i>Trane (A Division of Ingersoll Rand)</i> |
| <i>Florida Health Care</i> | <i>Internal Revenue Service</i> |
| <i>Suntrust Bank</i> | <i>Rand McNally, Inc.</i> |
| <i>Apria Health Care</i> | <i>Blockbuster, Inc.</i> |
| <i>Check Point</i> | <i>Rentway</i> |