

# Urban Blu Beach PUD

14.43 acs

Total Site in Multiple Parcels

6 Build-Ready Commercial / Residential Sites · 14.43± Total Acres · C-3 / PUD Zoning Approved

● APPROVED PUD

● C-3 MIXED USE ZONING

● ALL UTILITIES TO SITE

## PROPERTY OVERVIEW

# A Premier Commercial Address in Panama City Beach

Urban Blu Beach PUD is a master-planned commercial development strategically located on Back Beach Road (Hwy 98) in Panama City Beach, Florida. With an approved Planned Unit Development, C-3 Mixed Use Zoning includes Commercial Retail, Hotels, Apartments and ALF with all utilities to the site. These parcels offer investors and developers the rare combination of immediate build-readiness and exceptional market positioning.

■ <b>SHOVEL-READY</b>	All utilities stubbed to each parcel; no infrastructure delays
■ <b>PRIME HIGHWAY FRONTAGE</b>	48,000+ vehicles per day on Hwy 98 / Back Beach Road
■ <b>APPROVED PUD</b>	C-3 zoning with PUD overlay; up to 65 ft height, 145% FAR
■ <b>HILTON NEIGHBOR</b>	Hilton-flagged hotel already operating on adjacent parcel
☆ <b>COASTAL MARKET</b>	Minutes from Gulf beaches; year-round tourism demand

# Parcel Overview — Urban Blu Beach PUD

Parcels 1 & 2



Parcels 6, 8 & 9



AVAILABLE PARCELS

# Six Build-Ready Sites — Available Individually or as a Portfolio

PARCEL	DESCRIPTION	SIZE	PRIMARY USES	ASKING PRICE	PRICE/ACRE
1	Parcel 1 — Commercial	1.60 ± ac	Hotel, QSR, Retail, Office	\$1,795,000	\$1,122,000/ac
2	Parcel 2 — Commercial	1.36 ± ac	Hotel, QSR, Retail, Office	\$1,495,000	\$1,099,000/ac
6	Parcel 6 — ALF / Multi-Family	5.54 ± ac	up to 250-unit Apts. or ALF density approved	\$3,995,000	\$721,000/ac
8	Parcel 8 — Commercial	1.60 ± ac	Hotel, QSR, Retail, Office	\$1,395,000	\$872,000/ac
9	Parcel 9 — Mixed Use	4.33 ± ac	Hotel, multi-family, retail combo; up to 250-unit Apts. or ALF density	\$3,595,000	\$830,000/ac

\*All prices subject to change. Buyer to verify acreage, zoning, and entitlements.

STRATEGIC POSITION

## Centrally Located on Florida's Emerald Coast

48,000+ Vehicles/day Back Beach Rd (Hwy 98)	31,500 Vehicles/day Front Beach Road	6-Lane FDOT Expansion Underway on Hwy 98	1.25 mi From Hwy 98 / Front Beach Rd Split
---	--	--	--

Publix Sports Park	3/4 mi · 3 min	Promenade Shopping Mall	0.2 mi · 2 min
U.S. Naval Station	1 mi · 2 min	Bay Medical Center	2 mi · 5 min
FSU Panama City Campus	3 mi · 7 min	Publix Supermarket	2 mi · 5 min
Home Depot	2 mi · 3 min	Pier Park	6 mi · 10 min
Gulf Coast Beaches	Minutes south	Laguna & Rosemary Beach	Nearby corridor

# \$115M Annual Economic Impact — Right Across the Street

<p><b>\$115M+</b> Total economic impact Publix Sports Park FY25</p>	<p><b>100K+</b> Visitors annually 2,500+ teams competing</p>	<p><b>120K</b> Hotel room nights generated in first year alone</p>	<p><b>\$3.8M</b> Direct impact from a single weekend event</p>
---	--	--	--

The 210-acre Publix Sports Park — one of the largest multi-sport complexes in the Southeast — sits directly across Highway 98 from Urban Blu. Tournaments run nearly every weekend of the year, generating year-round demand for hotel rooms, restaurants, quick service food, retail, and services well beyond the traditional summer beach season. Urban Blu commercial parcels are among the closest and most accessible properties to serve this captive audience.

*"Urban Blu is positioned perfectly to serve Publix Sports Park with hotel rooms, sit-down or quick service restaurants, retail shops and services. Large parcels offer economic resilience for many purposes!"*

PERMITTED USES - ZONED C-3 MIXED USE

## What Can You Build?

C-3 zoning plus an approved PUD provides exceptional flexibility. Up to 90% impervious coverage and a 145% floor area ratio enable dense, high-value development up to 65 feet.

<p><b>Hotel / Hospitality</b> Hilton-flagged neighbor already operating</p>	<p><b>Restaurant / QSR</b> High traffic, sports-park demand year-round</p>	<p><b>Retail / Strip Center</b> 48K VPD visibility on Hwy 98</p>
<p><b>Medical Office / Urgent Care</b> Underserved market near naval base &amp; FSU</p>	<p><b>Assisted Living / Memory Care</b> 250-unit density approved</p>	<p><b>Multi-Family / Mixed Use</b> 250-unit Apts. density approved as well as a mix of residential and/or commercial.</p>
<p><b>Service / Convenience</b> C-Store neighbor validates the concept</p>	<p><b>Office / Professional</b> Near FSU campus and Bay Medical Center</p>	<p><b>Grocery / Specialty Retail</b> Serve the large nearby residential base</p>

# Let's Talk About Your Opportunity

Both brokers are available to walk any parcel, provide due diligence materials, and discuss creative deal structures. Seller financing discussions welcome.

## Lee M. Nunn

Licensed Florida Real Estate Broker · Listing Broker

1288 Fern Hill Court · Tallahassee, FL 32312

■ (850) 556-1856

LMNUNN4@comcast.net

## Bill Chandler

Chandler Hospitality Sales · Co-Broker

1564 Crestview Drive · Tallahassee, FL 32303

■ (850) 766-2642

thehotelbroker@yahoo.com

Ready to learn more? Contact either broker today to request the full information package and schedule a site walk.