



Offering Memorandum

2000 N ATLANTIC AVENUE

ALAN H. LONG
Managing Director

Alan.Long@nmrk.com
t 561-693-9994

HAMILTON LONG
Broker Associate

Hamilton.Long@nmrk.com
t 561-315-8322

NEWMARK

EXECUTIVE SUMMARY

2000 N Atlantic Avenue, Ormond/Daytona Beach, FL represents a once-in-a-generation oceanfront development opportunity appealing to both sophisticated investors and high-net-worth individuals. Ideally positioned along the prestigious Ormond/Daytona Beach oceanfront corridor, the property occupies a rare location that bridges the refined luxury of Ormond Beach with the vibrant energy, accessibility, and global recognition of Daytona Beach. This dynamic positioning provides the perfect foundation for an ultra-luxury branded residential tower, capturing both the exclusivity of Ormond Beach and the growth momentum of Daytona's evolving skyline.

The 4.16-acre oceanfront parcel, including a 0.33-acre site across Atlantic Avenue for a dedicated sales center, features an extraordinary 600 feet of direct beachfront frontage and a newly constructed \$2 million seawall. This \$2 million seawall—engineered to the latest FEMA and storm-resiliency standards—provides long-term shoreline protection, structural integrity, and a major development-readiness advantage. The seawall represents a significant capital improvement, eliminating millions in future construction costs and years of permitting delays, while underscoring the site's exceptional preparedness for immediate vertical development.

The approved development program envisions a 21-story, 165-residence ultra-luxury tower totaling approximately 350,100 square feet of sellable space. Entitlements are in advanced stages, with staff approval expected within 30 days, Planning & Zoning consent anticipated by December, and a recorded Development Order to follow. Impact fee credits further enhance project economics, creating a near shovel-ready opportunity that substantially mitigates pre-construction risk while accelerating time to market.

Situated within the Ormond/Daytona Beach coastal market, the property benefits from its proximity to Ormond Beach's established luxury demographic—a community known for its exclusive oceanfront estates, boutique retail, fine dining, and affluent year-round population. This refined atmosphere complements Daytona Beach's continued evolution as a modern

resort and lifestyle destination, supported by robust infrastructure, expanding air connectivity, and strong local employment drivers in aerospace, healthcare, and higher education. The confluence of these two distinct markets creates an ideal environment for an ultra-luxury branded residence, appealing to both primary and secondary homeowners seeking the perfect balance of sophistication and convenience.

From an investment perspective, this offering provides the rare ability to control one of the last large-scale, luxury-entitled oceanfront parcels within a supply-constrained and appreciating market. The Ormond/Daytona Beach corridor is experiencing growing demand from high-net-worth buyers migrating from Florida's South Atlantic coast and the Northeast, drawn by greater privacy, lower density, and more favorable entry pricing. The site's scale, major site improvements—including the \$2 million seawall—translate into speed-to-market advantage, premium pricing capability, and strong long-term appreciation potential.

Located just steps from the Daytona Beach Boardwalk and moments from Ormond Beach's prestigious residential neighborhoods, 2000 N Atlantic Avenue offers both connectivity and exclusivity. Residents will enjoy immediate access to fine dining, boutique shopping, golf, marinas, and year-round recreation, all within a thriving, tax-friendly environment. Supported by Florida's pro-growth economy, strong in-migration trends, and zero state income tax, the site stands as a landmark oceanfront development opportunity—ready to deliver a world-class, ultra-luxury tower that defines the next generation of coastal living along Florida's Atlantic shoreline.

In sum, 2000 N Atlantic Avenue is the premier oceanfront development site within the Ormond/Daytona Beach luxury corridor—a property of unmatched scale, readiness, and prestige. Whether envisioned as a Hilton Residences, Four Seasons Private Residences, or another globally recognized hospitality brand, this development promises to be an iconic, skyline-defining statement that sets a new standard for luxury living on Florida's East Coast.



VALUE PROPOSITION

RARE SCALE & SCARCITY

- One of the widest remaining oceanfront parcels along the Ormond/Daytona Beach luxury corridor.
- 4.16 acres, including a 0.33-acre parcel across Atlantic Avenue for a dedicated sales center.
- 600 feet of direct beachfront frontage with unobstructed Atlantic Ocean views.
- Newly constructed \$2 million seawall, providing long-term coastal protection, structural security, and significant development-readiness advantage.

DEVELOPMENT READY

- Approved for 165 luxury residences across 21 stories, totaling ~350,100 square feet of sellable space.
- Entitlements in advanced final review, with staff approval expected within 30 days and Development Order anticipated by year-end.
- Impact fee credits reduce upfront development costs.
- Combined with the \$2 million seawall, these approvals provide a near shovel-ready status, enabling accelerated construction and rapid time-to-market relative to comparable oceanfront sites.

PREMIUM BRANDING & POSITIONING

- Opportunity to partner with Hilton Residences or another global luxury hospitality brand.
- Differentiated offering in a supply-constrained ultra-luxury oceanfront market.
- Appeals to global buyers seeking branded, resort-style living.

STRATEGIC LOCATION

- Steps from dining, retail, and cultural destinations.
- Close to healthcare, educational institutions, and recreational amenities
- Conveniently located with easy access to Daytona Beach International Airport, connecting residents and visitors to domestic and international destinations.
- Close proximity to Orlando International Airport and Central Florida's major tourism corridor, supporting both lifestyle convenience and global market appeal.
- Ensures seamless connectivity for owners, guests, and potential buyers, enhancing the property's attractiveness to high-net-worth individuals and international clientele.

INVESTOR ADVANTAGE

- Near shovel-ready status accelerates project delivery and revenue generation.
- Positioned to command premium pricing and rapid absorption in a luxury-constrained market.
- Strong demand drivers: Florida's population growth, favorable tax climate, and resilient tourism economy.
- A generational opportunity to deliver a skyline-defining, legacy asset with enduring long-term value.

PROPERTY DESCRIPTION

PROPERTY ADDRESS:	2000 N. Atlantic Ave, Daytona Beach, FL 32118
Type	Land
Future Development	High-rise Condominium
Land	4.16 acres including .33 acre site across street
Zoning	PIPD
Parcel	42-25-050-10020
Airport	Daytona Beach International Airport (7 miles)

FUTURE DEVELOPMENT

ORMOND BEACH / DAYTONA BEACH, FL CONDOMINIUM HIGH-RISE

- 165 Units / 21 Stories / 350,100 Sq Ft sellable (\$900 - \$1,000 /sq ft market)
- 500 linear feet on the ocean with a brand new UC-95 sheet piling with concrete cap seawall.
- 4.16 Acres, including a 0.33 Acre sales center site across the street opportunity to brand with Hilton Residences impact credits available
- Entitlements ALMOST complete:
 - » Anticipated staff approval in +/- 30 days
 - » P&Z consent hearing and post-approval are anticipated to be completed by December with a recorded development order.



- Brand new Sewall (2024 completion)
- Enhanced integrity UC95 composite sheet piling with concrete cap
- 30' helical anchors

2000 ATLANTIC CONCEPTUAL DESIGN



SITE PLAN



CONDOMINIUM BLDG SITE



MEET THE TEAM

BROKERAGE SERVICES



ALAN H. LONG

Alan H. Long serves as a managing director with Newmark Brokerage in South Florida, where he focuses on land, industrial and office property dispositions /acquisitions. Mr. Long and his team have represented clients in transactions valued at over \$1 billion. His unique skill set has allowed him to assist his clients throughout the entire United States. As an experienced managing director on the Newmark Brokerage/Investment sales team, Mr. Long has extensive relationships with institutional clients, Fortune 500 companies and regional/local firms. He is a top performer within Newmark and an expert in representing sellers and buyers, contract negotiation and real estate development.



HAMILTON LONG

Hamilton Long joined Newmark in 2023 and currently serves as an Associate in the company’s South Florida, office. Hamilton is an experienced commercial real estate broker with a proven track record of successful transactions. Expert in analyzing market trends, identifying investment opportunities, and negotiating deals that maximize value for clients. Passionate about connecting businesses with their ideal spaces and providing strategic insights to achieve their real estate goals. Dedicated to delivering exceptional service and building lasting relationships in the industry.

Hamilton came to Newmark after serving as a Research Analyst Intern for three years, where he was responsible for gathering information from local and regional markets.

RESEARCH



LISA DENIGHT



CHING-TING WANG

MARKETING



MARTA SOFI



PENNY EZELL



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SALES GALLERY

2000 N. Atlantic Ave., Daytona Beach, FL 32118

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400 S. Park Ave., Suite 220 | Winter Park, FL 32789

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