



Urban Blu

*A Panama City Beach
Multipurpose PUD
in Bay County, FL*

A Sand Companies Development

A Newly developed Planned Urban Development (PUD) offering Class “A” commercial lot amenities for residential, hospitality, restaurants commercial and retail services. Located very near the Publix Sports Park, U.S. Naval Station, Florida State University Panama City Campus, High Visibility! Opportunity presents!



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EXECUTIVE SUMMARY

- Fully developed Planned Urban Development (PUD)
- High Visibility with several lots offering frontage on Panama City Beach Parkway and Front Beach Road
- FDOT Avg. Daily Traffic Counts of 48,000+/- on Panama City Beach Parkway and 31,500 on Front Beach Road (July 2024)
- Easy access
- Underground utilities stubbed out to each lot including water, sewer, electrical, telecommunications, and natural gas.
- Off-site or established storm water retention facilities for all remaining parcels
- All sites raised and graded above FEMA Flood Elevation marks and are “build ready”
- Newly developed Thompson Thrift 312 unit Class “A” multi-family residential community
- Newly built TRU HOTEL by Hilton
- Newly built SUN STOP C-Store
- Approximately 3/4 mile SW of Publix Sports Park and Convention Center
- Convenience to Pier Park, U.S. Navy Station Complex, Florida State University Panama City Campus, shopping, grocery markets, banking, medical centers and the Gulf Coast beaches.
- Competitive pricing on all lots
- Survey(s) provided
- Clear Title
- Association in place with Shared Maintenance Agreement
- Covenants & Restrictions

URBAN BLU BEACH PUD High Visibility Multi-Purpose Site Panama City Beach



The property is one of the largest, commercial developments having frontage and access to both Highway 98 (Panama City Beach Parkway; a/k/a Back Beach Road), and Front Beach Road. Zoned C-3, the site allows a mix of uses including high visibility commercial parcels for hotels, restaurants, commercial, retail, and residential multi-family purposes. Wetlands have been mitigated, all soils de-mucked and replaced with compacted clean fill, with all lots raised one foot above the FEMA Flood Elevations. The property represents only a handful of permitted, ready to be built on lots in the area. All utilities are to the lot lines. Back Beach Road offers high visibility for the commercial lots with some 48,000 +/- vehicle trips per day. The commercial parcels present fantastic opportunities!

Individual Lot Details

PUD ID	Description	Acres	Density / Uses	Status	Price
1	Commercial / Retail	1.600	62,700+/- Sq. Feet	<i>Available</i>	\$1,795,000
2	Commercial / Retail	1.357	53,200+/- Sq. Feet	<i>Available</i>	\$1,495,000
3	Hotel (120 Units)	1.765	124 Keys	Sold (Closed)	
4	Hotel (96 Units)	1.487	96 Keys	Sold (Closed)	
5	MF Apartments	17.027	312 Units	Sold (Closed)	
6	ALF/Seniors / Multifamily	5.542	Up to 250 Units	<i>Available</i>	\$3,995,000
7	Commercial / Retail	1.458	C-Store	Sold (Closed)	
8	Commercial / Retail	1.596	62,500+/- Sq. Feet	<i>Available</i>	\$1,395,000
9	Commercial / Residential	4.330	273,000+/-Sq. Feet	<i>Available</i>	\$3,595,000

Multi-Purpose Urban Blu PUD Panama City Beach

As seen below, an aerial photo show this 40 +/- acre PUD approximately 1.25 miles West of the split of Front Beach Road and Back Beach Road (Hwy 98). These are the main thoroughfares to access the nearby Emerald Coast – including Laguna Beach & Rosemary Beach nearby. The site is located near a number of significant landmarks and is across from the Publix Sports Complex. A Median Cut realignment was approved by the Florida Department of Transportation and is fully functional. This allows universal turns directly fronting the North Urban Blu Drive and access to the Tru Hotel (now open), also Commercial / Retail Parcels 1 and 2 (available), and the 312 unit Watermark Apartments an upscale Class “A” residential community.

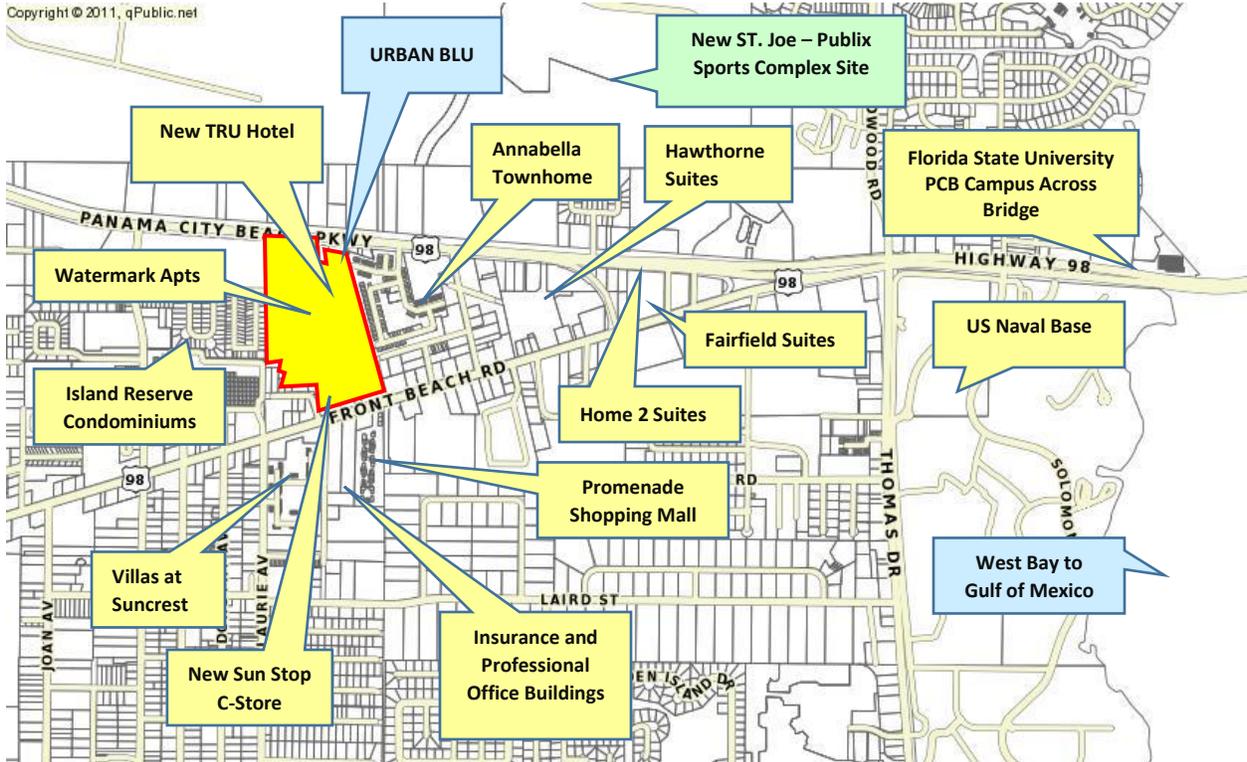
The property is fully developed complete with underground utilities stubbed out to each lot. Central water and sewer, electrical power from Florida Power and Light, telecommunications through AT&T. All remaining lots have off-site storm water retention or storm water facilities have been established as part of the sites. All lots are build ready and graded above FEMA Flood Elevation mark. There are no environmental issues, all wetlands mitigated, and title is clear.



Zoning:	Approved PUD C-3: Mixed Use Commercial	Additional Highlights ➤ Panama City Beach Pkwy 48K ADT (FDOT) ➤ Front Beach Road 31.5K ADT (FDOT)
Utilities:	Central Water, Sewer, Electricity	➤ Utilities accessible to all lots from the City of Panama City Beach and Gulf Power.
Status:	Improved	➤ All lots improved and “Build Ready”

URBAN BLU PUD AND NEARBY LANDMARKS

Panama City Beach - Centrally Located with High Visibility



Nearby Landmarks:

Distance:

Driving Time:

New Publix Sports Complex	3/4 Mile Northeast	3 Minutes
Promenade Shopping Mall	0.20 Miles East	2 Minutes
The Glades (Residential subdivision)	1 Mile West	2 Minutes
U. S. Naval Base	1 Mile East	2 Minutes
Bay Medical Center	2 Miles West	5 Minutes
Publix	2 Miles West, also 2 Miles Southeast	5 Minutes
Home Depot	2 Miles West, also	3 Minutes
Florida State University at Panama City	3 Miles East	7 Minutes
Pier Park	6 Miles West	10 Minutes

Aerial Photographs of Parcels 1 and 2 Panama City Beach Parkway (Back Beach Road):



High Visibility

Aerial Photographs of Parcels 6, 8 and 9 Front Beach Road:



Urban Blu Offers Build Ready Commercial Lots 3/4 of a Mile to Publix Sports Park Providing Major Economic Impact to Local Businesses



The outdoor field complex encompasses 13 fields for soccer, lacrosse, rugby, football, baseball, and softball. All of the fields are built to provide athletes with world-class playing surfaces. The flexible design of the fields allow the facility to drive demand throughout the spring and fall seasons in addition to the traditional summer months.

Located across Hwy 98 from the Urban Blu, 40-acre property, is the world-class Panama City Beach Sports Park fit for sports enthusiasts of all ages. Through a public-private partnership with Panama City Beach Convention & Visitors Bureau, The St. Joe Company and Bay District Schools, this is one of the largest complexes in the southeast, encompassing 210 acres of donated land. **With tournaments planned for nearly every weekend of the year, this park will only add to the income-producing potential for the Urban Blu commercial sites!**

PUBLIX SPORTS PARK

EXECUTIVE SUMMARY

In FY 25, Publix Sports Park played a significant role in advancing Panama City Beach's sports tourism. Hosting over 60 events, 106,000 guests, 42,000 participants and 3,200 teams, resulted in an estimated \$73 million in direct spend, and more than \$115 million in economic impact.

Publix Sports Park is managed by Sports Facilities Companies (SFC) on behalf of our client, The Panama City Beach Convention and Visitors Bureau (CVB), which serves as the destination marketing organization of the Bay County Tourist Development Council (TDC).

Throughout the year, teams have competed in a wide range of sports, including baseball, fastpitch and slow-pitch softball, football, soccer, and lacrosse.



Major Economic Impact to Local Businesses

1. Major Economic Impact Figures Of Publix Sports Park

Direct & Total Economic Impact

- **FY 2025 estimates:** Publix Sports Park events brought in about \$73 million in direct spending, contributing to a total economic impact of more than \$115 million in the region.
- **Ongoing annual impacts:** Prior years show similar scale — e.g., estimates of roughly \$56 million–\$110 million annually in economic impact various years since its opening.
- **Cumulative reach:** From opening in 2019 through recent seasons, the sports tourism footprint — largely driven by Publix Sports Park and related tournaments — has generated hundreds of millions in spending across Bay County, with tens of thousands of visitors annually spending on hotels, restaurants, retail, and transport.

Visitor Numbers & Room Nights

- Events at the park have attracted 100,000+ guests annually, with 2,500+ teams playing across sports such as baseball, softball, soccer, football, lacrosse, and rugby — driving hotel stays.
- In its first year of operation (2019), the park helped bring over 120,000 hotel room nights to the destination.

2. What This Means for Panama City Beach & Bay County

Tourism Diversification & Seasonality

- **Sports tourism adds off-peak visitation:** Tournaments and events occur year-round — filling rooms and stretching visitor spending into shoulder seasons (spring, fall, winter).
- **Thousands of teams and families** visiting for multi-day tournaments support hotels, restaurants, retail shops, gas stations, and entertainment venues — broadening the local tourism economy beyond beachgoers.

Local Business Boost

- **Spending ripple effects:** Visitor spending on lodging, food & beverage, fuel, groceries, and local attractions circulates through the economy, supporting employment and tax revenues in Panama City Beach and Bay County.
- **Example:** one weekend of events alone was projected to produce \$3.8 million in direct economic impact across local businesses.

Major Economic Impact to Local Businesses

Infrastructure & Development

- The success of Publix Sports Park has encouraged additional investments in sports tourism infrastructure, including:
 - Expanded turf fields and facility upgrades to attract even larger events.
 - Plans for a new indoor multi-sport events center, which would further extend economic activity during colder months and attract indoor events (volleyball, basketball, cheer, gymnastics, etc.).

Economic Resilience

- By diversifying the tourism base beyond just sun and sand beach trips, the park contributes to *economic resilience*, helping stabilize revenue even when beach tourism alone might fluctuate due to weather or seasonality.

In Summary

Impact Category	Approximate Value
Annual direct economic impact (recent)	~\$73M (FY25)
Total economic impact (recent)	>\$115M
Cumulative visitor spending since 2019	Hundreds of millions
Hotel room nights generated	120,000+ in early years
Visitor counts (annual)	100,000+

Economic Ripple Effect: The park fuels hotel occupancy, restaurant sales, retail activity, transportation services, and year-round visitation — a significant contributor to the local economy of both the City of Panama City Beach and Bay County.

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



PANAMA CITY BEACH SPORTS PARK
 January 12, 2016

Final Master Plan

*<https://www.visitpanamacitybeach.com/sports/new-sports-complex/>

Available Parcels:

Property:	Lot 1 (1.6 +/- Acres) Commercial / Retail. Tax Parcel 27543-001-000 Lot 2 (1.35 +/- Acres) Commercial / Retail. Tax Parcel 27543-000-000
Location:	8501 Panama City Beach Parkway (Back Beach Road), Panama City Beach, Florida
Zoning:	Approved PUD; zoned C-3 (Mixed Use Commercial) see following link: http://fl-baycounty.civicplus.com/DocumentCenter/View/593 Per Buchanan & Harper Engineering (Mike Harper) Impervious Area up to 90% of total acreage square feet. Floor Area Ratio 145% Perimeter Buffer 10 Feet Natural Area 10% Maximum Bldg. Height 65 feet
Bldg. Permits:	Approximately 120 - 150 days from submittal. Function of purchaser's engineer and architect meeting Site Plan and Building Code of Bay County government.
Utilities:	Central Water, Sewer, Electricity to property
Environmental:	No Issues
Wetlands Mitigation:	All Wetlands Mitigated and All Permits in hand from Army Corps of Engineers and Northwest Florida Water Management District
Development Order:	Yes (Government of Bay County, Florida)
Roadway Design:	Four lane split median. FDOT expanding to six lanes on accelerated basis from Hathaway Bridge nine miles West to Mandy Drive.
Driveway Permit:	Yes (Florida Department of Transportation)
Median Cut Permit:	Yes (Florida Department of Transportation – Completion Date August 2022)
Traffic Volume:	48,000 +/- FDOT Average Daily Traffic (Back Beach Rd./Panama City Beach Parkway)
Frontage:	505' on Panama City Beach Parkway (Parcel 1 - 270') (Parcel 2 - 235')
Includes:	Entitlements Boundary and Topographical Survey Clear Title – Stewart Title

Available Parcels:

Property:	Lot 6 containing 5.542 +/- Acres. Tax Parcel #27543-012-000 Lot 9 containing 4.33 +/- Acres. Tax Parcel #27894-000-000
Location:	Lot 6 1950 Urban Blu Drive S, Panama City Beach, Florida Lot 9 8406 Front Beach Road, Panama City Beach, Florida
Access:	South Urban Blu Drive
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Density:	PUD up to 250 units (beds)
Permits:	Approximately 120 - 150 days from submittal for Site Plan and Building Plans through the government of Bay County
Utilities:	Central Water, Sewer, Electricity to property
Environmental:	No Issues
Development Order:	Effective July 10 th , 2018 (Government of Bay County, Florida)
Roadway Design:	Four lanes; major arterial roadway
Driveway Permit:	Yes (Florida Department of Transportation)
Traffic Volume:	31,500 FDOT Average Daily Traffic (Front Beach Rd. Only)
Includes:	Entitlements Boundary and Topographical Survey Clear Title – Stewart Title

Available Parcel:

Property:	Lot 8 containing 1.59 +/- Acres. Tax Parcel # 27894-030-000.
Location:	8400 Front Beach Road, Panama City Beach, Florida
Access:	South Urban Blu Drive
Frontage:	213' Front Beach Road (High Visibility)
Zoning:	Approved PUD; zoned C-3 (Mixed Use Commercial) see link: http://fl-baycounty.civicplus.com/DocumentCenter/View/593
Density / Usage:	Impervious Area up to 90% of total acreage square feet. Floor Area Ratio 145% Perimeter Buffer 10 Feet Natural Area 10% Maximum Bldg. Height 65 feet
Permits:	Approximately 120 - 150 days from submittal for Site Plan and Building Plans through the government of Bay County
Utilities:	Central Water, Sewer, Electricity to property
Environmental:	No Issues
Wetlands Mitigation:	All Wetlands Mitigated and All Permits in hand from Army Corps of Engineers and Northwest Florida Water Management District
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