

# OUTPARCEL OPPORTUNITY

2+/- ACRES | US HIGHWAY 98/30A WALTON COUNTY, FL



*Legendary Senior Living*

**MATTRESS FIRM**

**SITE**

*Ponce de Leon Street*

*US Highway 98/30A | 45,000 Cars/Day*



**MACALLAN**  
REAL ESTATE

**HEATH MILLIGAN**  
PRINCIPAL  
404.647.4999  
heath@macallanre.com

# OUTPARCEL OPPORTUNITY

2+/- ACRES | US HIGHWAY 98/30A WALTON COUNTY, FL

## PROPERTY FEATURES

- 2.0 Acres
- Zoned Coastal Center Mixed-Use
- 250' of Frontage on US Hwy 98/30A
- Nearly Adjacent to Silver Sands Outlet Mall
- Property will front new 168,000 SF Assisted Living Facility
- FLDOT is Widening US Hwy 98/30A to Six Lanes
- Traffic Count: 45,000 Cars per Day
- All Utilities to the Site
- Strong Demographics in the Area
- **Asking Price: \$1,800,000**

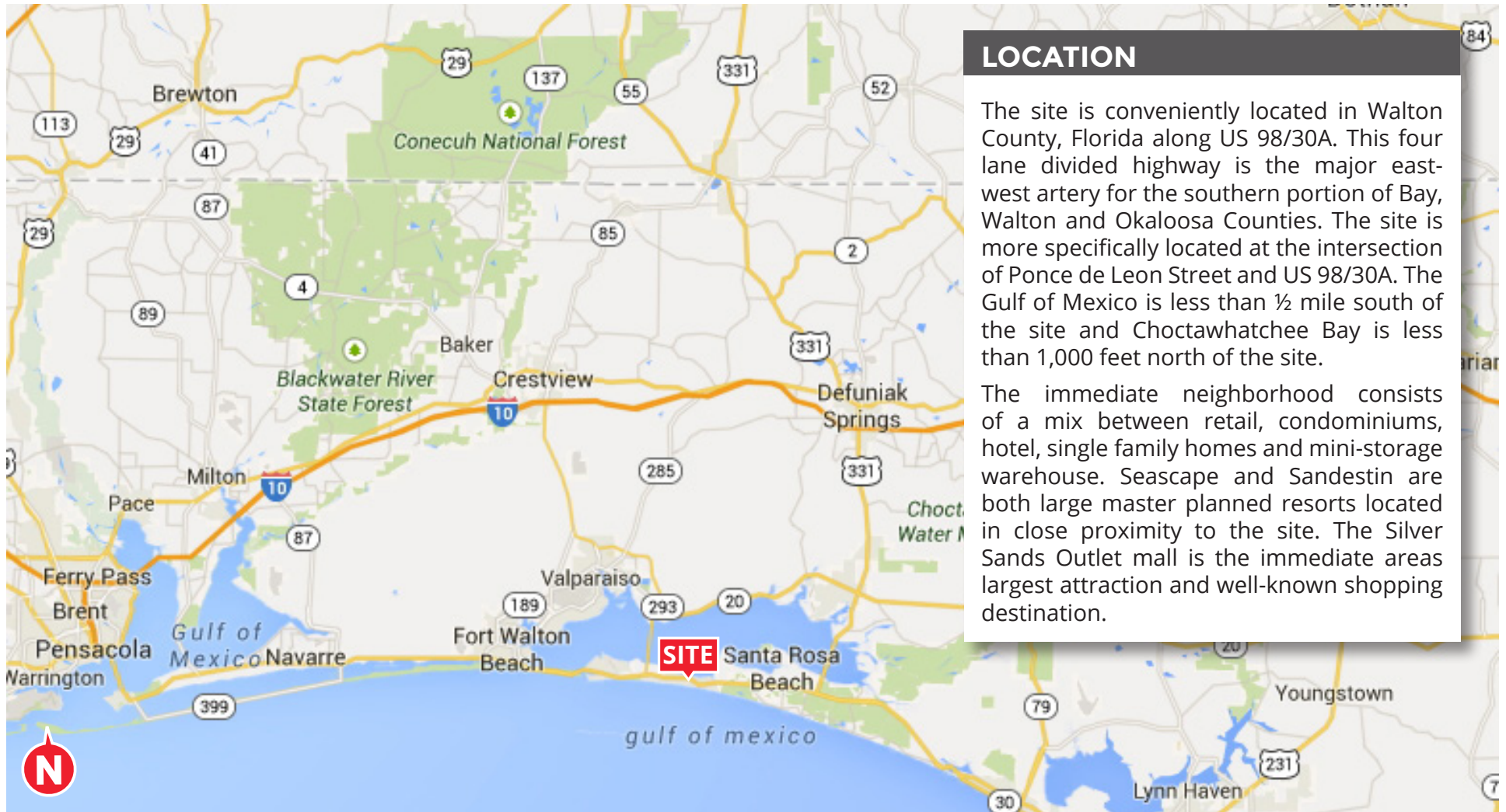


MACALLAN  
REAL ESTATE

HEATH MILLIGAN  
PRINCIPAL  
404.647.4999  
heath@macallanre.com

# OUTPARCEL OPPORTUNITY

2+/- ACRES | US HIGHWAY 98/30A WALTON COUNTY, FL



## LOCATION

The site is conveniently located in Walton County, Florida along US 98/30A. This four lane divided highway is the major east-west artery for the southern portion of Bay, Walton and Okaloosa Counties. The site is more specifically located at the intersection of Ponce de Leon Street and US 98/30A. The Gulf of Mexico is less than ½ mile south of the site and Choctawhatchee Bay is less than 1,000 feet north of the site.

The immediate neighborhood consists of a mix between retail, condominiums, hotel, single family homes and mini-storage warehouse. Seascape and Sandestin are both large master planned resorts located in close proximity to the site. The Silver Sands Outlet mall is the immediate areas largest attraction and well-known shopping destination.



MACALLAN  
REAL ESTATE

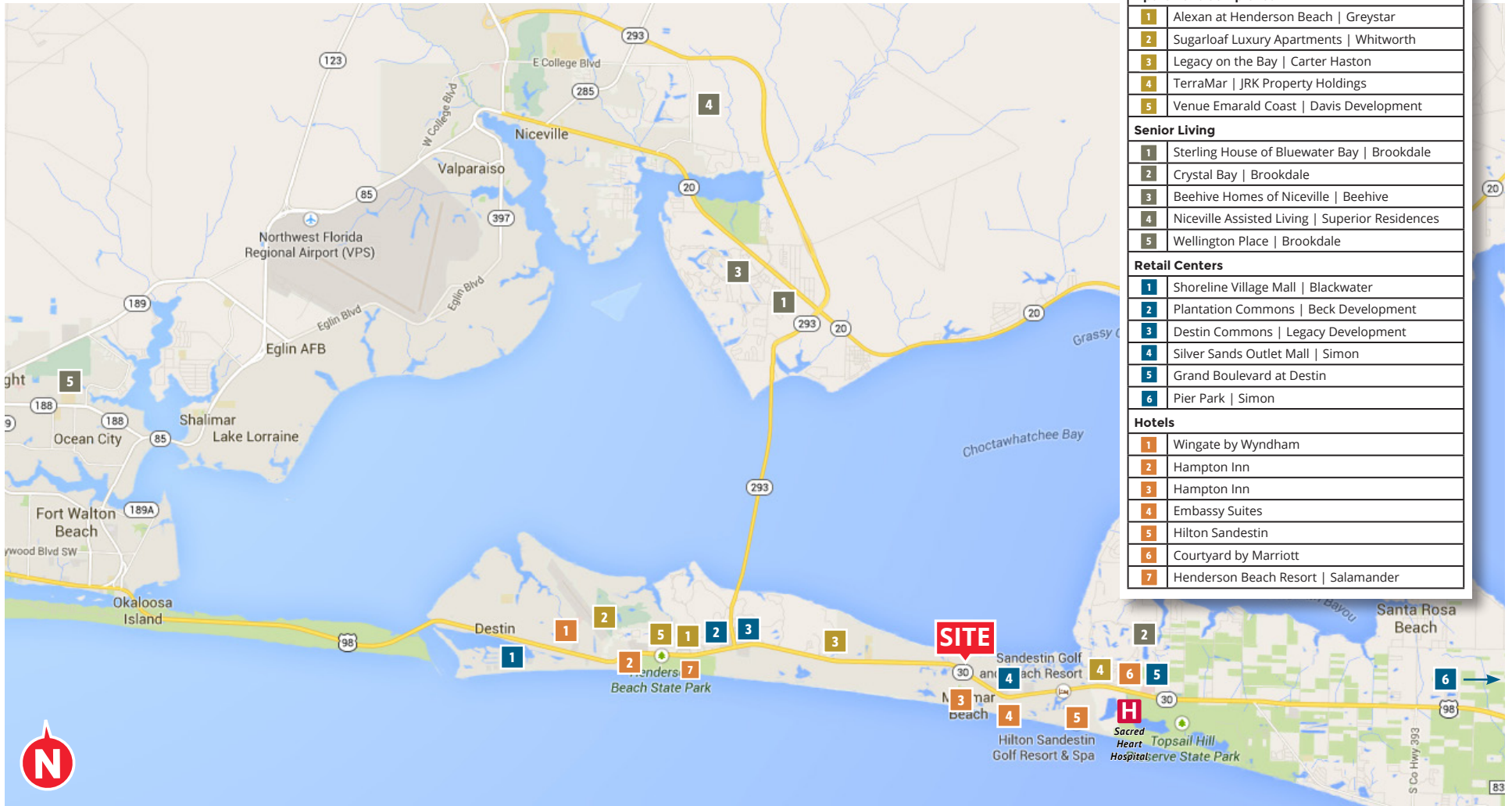
HEATH MILLIGAN  
PRINCIPAL

404.647.4999

heath@macallanre.com

# OUTPARCEL OPPORTUNITY

2+/- ACRES | US HIGHWAY 98/30A WALTON COUNTY, FL



Apartment Complexes	
1	Alexan at Henderson Beach   Greystar
2	Sugarloaf Luxury Apartments   Whitworth
3	Legacy on the Bay   Carter Haston
4	TerraMar   JRK Property Holdings
5	Venue Emerald Coast   Davis Development
Senior Living	
1	Sterling House of Bluewater Bay   Brookdale
2	Crystal Bay   Brookdale
3	Beehive Homes of Niceville   Beehive
4	Niceville Assisted Living   Superior Residences
5	Wellington Place   Brookdale
Retail Centers	
1	Shoreline Village Mall   Blackwater
2	Plantation Commons   Beck Development
3	Destin Commons   Legacy Development
4	Silver Sands Outlet Mall   Simon
5	Grand Boulevard at Destin
6	Pier Park   Simon
Hotels	
1	Wingate by Wyndham
2	Hampton Inn
3	Hampton Inn
4	Embassy Suites
5	Hilton Sandestin
6	Courtyard by Marriott
7	Henderson Beach Resort   Salamander

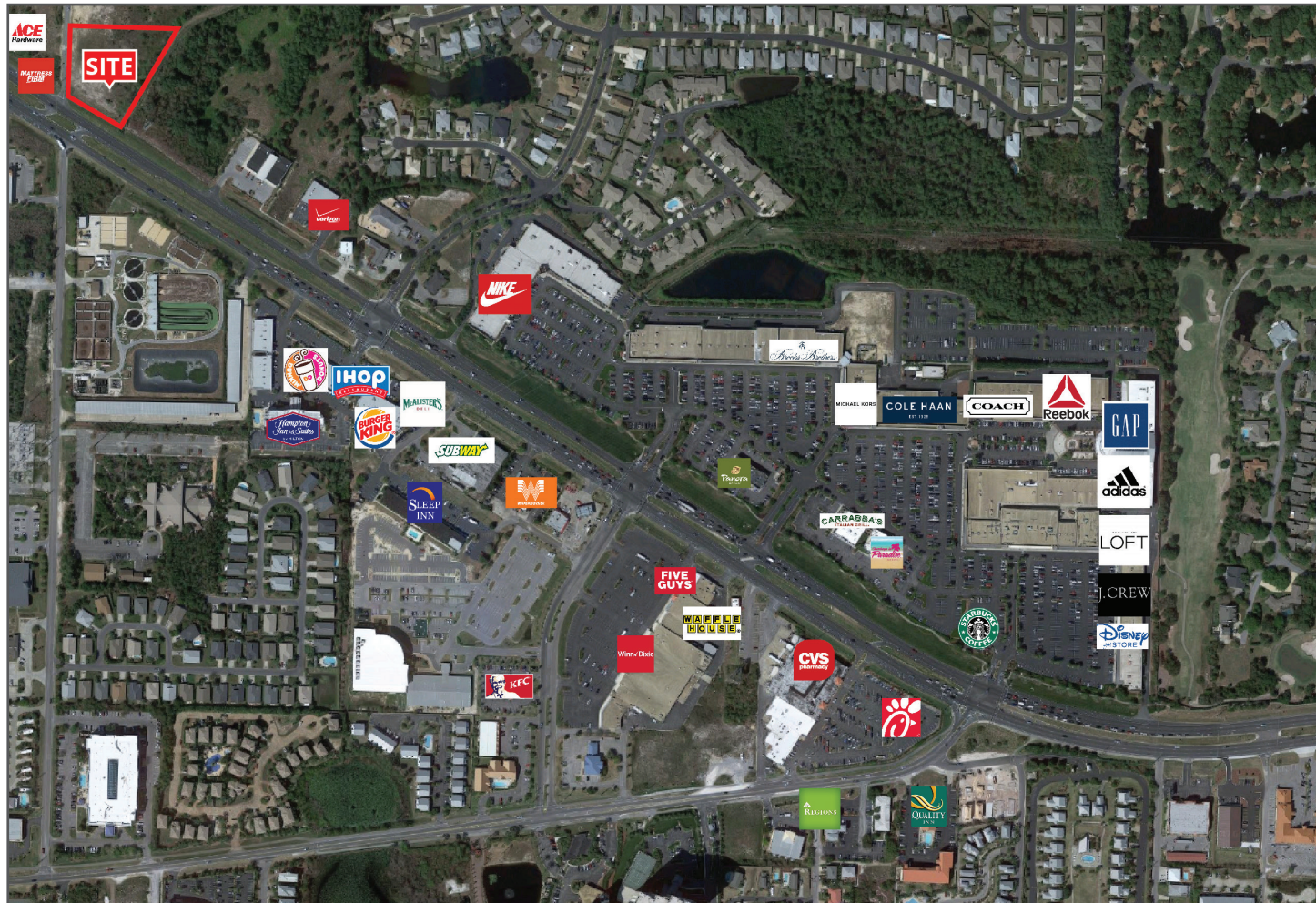


MACALLAN  
REAL ESTATE

HEATH MILLIGAN  
PRINCIPAL  
404.647.4999  
heath@macallanre.com

# OUTPARCEL OPPORTUNITY

2+/- ACRES | US HIGHWAY 98/30A WALTON COUNTY, FL



MACALLAN  
REAL ESTATE

HEATH MILLIGAN  
PRINCIPAL  
404.647.4999  
heath@macallanre.com

# OUTPARCEL OPPORTUNITY

2+/- ACRES | US HIGHWAY 98/30A WALTON COUNTY, FL

## 2016 KEY ECONOMIC IMPACT



# \$3.2 BILLION

6% INCREASE FROM 2015

Total annual economic impact of tourism in Walton County

For every \$1 of tourism advertising, Visit Florida calculates \$390 is generated in tourism spending and \$23 in new sales taxes.



### 5.6 PEOPLE

AVERAGE PARTY SIZE

5.5 IN 2015

AVERAGE OCCUPANCY • 68% (-2.2%)

TOURIST DEVELOPMENT TAX • \$21,754,913 (-8.0%)

AVERAGE DAILY RATE • \$317.41 (-3.9%)

REVENUE PER AVAILABLE ROOM • \$223.23 (-6.3%)

TOTAL ACCOMMODATIONS • 11,733

### 180 = 1

VISITORS TO  
WALTON COUNTY

WALTON COUNTY  
JOB

# 20,000

WALTON COUNTY JOBS DIRECTLY  
RELATED TO TOURISM



### \$2,150,744,600

ANNUAL SPENDING IN  
WALTON COUNTY

Visitors generate 65% of all spending in Walton County while spending as much as \$5,400 per visit.

41<sup>ST</sup> in population of 67 Florida counties  
11<sup>TH</sup> in visitor spending



### VISITORS SPENT OVER \$543 MILLION

2,705,400 room nights  
in South Walton

AVERAGE LENGTH OF STAY WAS  
5.7 NIGHTS



IN 2016, SOUTH WALTON WELCOMED  
**3.6 MILLION VISITORS**



source: visitsouthwalton.com



MACALLAN  
REAL ESTATE

HEATH MILLIGAN

PRINCIPAL

404.647.4999

heath@macallanre.com

# OUTPARCEL OPPORTUNITY

2+/- ACRES | US HIGHWAY 98/30A WALTON COUNTY, FL



## Demographics (2015): 1 Mile 3 Mile 5 Mile

Population	3,201	7,390	14,677
Households	1,373	3,268	6,375
Median HH Income	\$57,170	\$60,221	\$61,086
Average HH Income	\$81,164	\$85,224	\$87,765
Per Capita Income	\$34,813	\$37,688	\$38,369

source: LoopNet



MACALLAN  
REAL ESTATE

HEATH MILLIGAN  
PRINCIPAL  
404.647.4999  
heath@macallanre.com