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Construction opportunities available for Publix-anchored shopping center near ChampionsGate

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A South Florida firm is looking for a general contractor for a new \$23 million, 78,000-square-foot Publix-anchored shopping center southeast of ChampionsGate.

Construction is expected to start in late September or early October on Loughman Crossing shopping center at South Orange Blossom Trail and Ronald Reagan Parkway, according to [Tim Berg](#), president of real estate for Boca Raton-based developer Halvorsen Holdings LLC.

Halvorsen Holdings was drawn to the area due to its proximity to residential communities and major transportation arteries, including South Orange Blossom Trail, Interstate 4 and Poinciana Parkway — the latter of which may be extended and connected to I-4, as previously reported by *Orlando Business Journal*.

"We were confident the new Poinciana Parkway would present an opportunity for a prime neighborhood shopping center and this particular site was the ideal location for Publix," Berg said in a prepared statement.

Construction is expected to wrap up next summer. The project's architect is Boca Raton-based Marc Wiener A.I.A.

Besides Publix, the other 25,250 square feet of space is about 40 percent either pending or leased, according to a news release. Pending national tenants include a burger joint, a dental service provider and a gas/convenience store operator, though no names were disclosed. [Justin Jones](#) and [Tucker Halvorsen](#) with Halvorsen Real Estate are handling leasing.

However, the location is a strong one as a bevy of vacation home and other residential construction appears to be luring new commercial development to the area. About 5,000 homes are in the pipeline around Loughman Crossing, according to [Halvorsen Holdings marketing materials](#). The site also is about 15 miles away from Walt Disney World Resort, which may be a draw for vacation home owners and renters nearby. Roughly half the homes in the area are vacation rentals.

"Grocery stores historically do very well with tourist consumers and those tend to be the higher sales-per-square-foot stores," said Jill Rose, vice president of retail services for Orlando-based real estate firm



COURTESY HALVORSEN REAL ESTATE CORP.

A \$23 million, 78,000-square-foot Publix-anchored shopping center, called Loughman Crossing, is slated for South Orange Blossom Trail and Ronald Reagan Parkway.

BishopBeale, who isn't involved in the project.

Meanwhile, this isn't Halvorsen Holdings' first foray into Publix-anchored shopping centers. The developer in 2013 built the 64,231-square-foot Town Park neighborhood retail center near the University of Central Florida.

Loughman Crossing

Developer: Halvorsen Holdings LLC

Contact: halvorsenrealestate.com/featured_project/loughman-crossing

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