



OFFERING MEMORANDUM

78 SOUTH ATLANTIC AVENUE

Cocoa Beach, Florida 32931 | Commercial land opportunity

\$1,599,000 | +/- 0.34 ACRE | 3 DEVELOPMENT CONCEPTS

Presented by Nick Farinella, Jeff Porter & Jama Porter | DeNovo Realty

Photography & concept planning: Map Connection Services | September 30, 2026

01 / THE OPPORTUNITY

A corner for the next coastal destination



A place to bring a new idea to life

An undeveloped corner setting offers a canvas for a distinctive dining or neighborhood retail destination. This package explores three architectural directions grounded in the property photography: a coastal restaurant, a sports bar, and a small shopping plaza.

Investment thesis

Create a recognizable street presence, an inviting pedestrian experience and a carefully sized operating program. These are positioning ideas, not a completed feasibility study.

Asking price	\$1,599,000
Site area	Approximately 14,810 SF / 0.34 acre
MLS reference	1088690 Commercial, unimproved land

Listing facts: Space Coast MLS, accessed September 30, 2026. Source links are on page 11.

02 / SITE CONTEXT

The setting is part of the story

Original aerial photography | Property outline supplied by client; not a survey



Street presence

The listing places the property at the northwest corner of South Atlantic Avenue and South 1st Street.

Beachside context

The aerial shows the Atlantic Ocean beyond the buildings east of the site. This is a beachside location, not an oceanfront parcel.

Development canvas

Confirm surveyed boundaries, access rights, utility connections and buildable area before selecting a footprint.

Sources: client photography; Space Coast MLS. Surrounding properties are shown for context only.

03 / MARKET CONTEXT

Residents, visitors and downtown activity

11,354

2020 Census population

\$87,990

Median household income

6,018

Total households

A citywide demographic baseline

Income and household counts are 2024 ACS five-year estimates for Cocoa Beach city; population is the 2020 Census count. These describe the city, not a one-, three- or five-mile trade area. They do not measure visitors or site-level customer demand.

Downtown context

The City maintains a Downtown Community Redevelopment Agency and identifies the downtown parking garage as a redevelopment priority. This provides useful district context; it does not establish this parcel's eligibility for incentives or parking credits.

Restaurant positioning

Explore a comfortable dining room, shaded terrace and a menu that serves repeat local patrons as well as visitors.

Retail positioning

Test demand for small storefronts, local goods and everyday services before committing to a tenant mix or rents.

Sources: U.S. Census Bureau, Cocoa Beach city profile (2020 Census; 2024 ACS 5-year); City CRA. Concepts are marketing interpretations.

04 / LOCAL CONNECTIONS

A downtown address with familiar neighbors



Verified nearby business addresses

Foxtail Coffee
70 S Atlantic Avenue, Cocoa Beach

Coconuts on the Beach
2 Minutemen Causeway, Cocoa Beach

These businesses provide neighborhood context. They are not tenants, proposed tenants, sponsors or endorsements of this offering.

Parking is a design decision

The City describes a network of public parking and a downtown garage. Public availability does not establish a right to satisfy this project's required parking. Obtain a site-specific determination before assuming off-site spaces, shared parking or valet operations.

Sources: Foxtail Coffee location page; Coconuts contact page; City of Cocoa Beach Parking Information. Links on page 11.

CONCEPT A

Coastal restaurant

Refined dining with a shaded terrace



ARCHITECTURAL IDEA

Pale stone, white stucco, warm timber and broad glazing create a polished destination. A low roofline and planted edges keep the architecture at a neighborhood scale.

POTENTIAL PROGRAM

Dining room, kitchen and service core; sheltered outdoor tables; an accessible arrival sequence.

OPERATOR / INVESTOR FIT

An established restaurant operator seeking an identifiable flagship. Confirm kitchen exhaust, grease handling, loading, alcohol licensing and parking.

AI-generated concept based on client photography. Not to scale; footprint, parking, accessibility and approvals are unverified.

CONCEPT B

Coastal sports bar

An indoor-outdoor social gathering place



ARCHITECTURAL IDEA

Twin pitched roofs, blue accents, visible timber and opening storefront doors give the building a relaxed coastal identity. Screens and social seating support game-day use.

POTENTIAL PROGRAM

Flexible indoor seating, covered veranda, bar and kitchen; controlled lighting and sound.

OPERATOR / INVESTOR FIT

An experienced hospitality operator serving lunch, dinner and game-day gatherings. Evaluate peak parking, noise control, late hours and neighborhood compatibility.

AI-generated concept based on client photography. Not to scale; footprint, parking, accessibility and approvals are unverified.

CONCEPT C

Coastal shops & courtyard

Several storefronts. One shared destination.



CONCEPT C | COASTAL SHOPS & COURTYARD

Illustrative concept only - subject to site design and approvals

ARCHITECTURAL IDEA

A low-rise collection of storefronts surrounds a shared pedestrian court. Light blue awnings, shaded arcades and consistent signage give independent businesses a cohesive address.

POTENTIAL PROGRAM

Explore boutique retail, surf goods, a local market and a cafe or service suite. Tenant labels are illustrative; no commitments exist.

OPERATOR / INVESTOR FIT

An owner-user occupying one suite with others leased, or a multi-tenant retail investor. Test bay sizes, separate utilities, deliveries, common-area costs and tenant demand.

AI-generated concept based on client photography. Not to scale; footprint, parking, accessibility and approvals are unverified.

Three concepts. Different operating priorities.

Positioning	Coastal restaurant	Coastal sports bar	Shops & courtyard
Customer experience	Refined dining	Casual social dining	Multi-stop shopping
Operating approach	Single hospitality operator	Single hospitality operator	Potential multiple tenants
Key design focus	Kitchen + shaded terrace	Indoor/outdoor flexibility	Storefronts + common court
Primary validation	Operator demand + costs	Peak parking + sound	Leasing demand + bay mix
Potential challenge	Specialized fit-out	Peak-period concentration	Vacancy + common expenses

Concept selection should follow operator feedback and a surveyed site test fit.

No building area, seat count, parking count, rental rate, construction budget, return or entitlement is represented by these renderings.

Planning comparison prepared by Map Connection Services. These are options for evaluation, not approved or financially underwritten projects.

09 / INSTITUTIONAL REVIEW

Turn the vision into an underwritable project

01 Establish the land basis

Confirm price and terms with the listing team. Published asking price equates to approximately \$108 per land SF (\$1,599,000 / 14,810 SF), before closing or development costs.

02 Resolve the site constraints

Obtain survey, title, easements and parcel confirmation; verify zoning, allowed uses, setbacks, height, lot coverage, drainage, flood designation, access and utility capacity.

03 Build an operating case

For hospitality: obtain an operator-backed program and business plan. For retail: obtain market rent evidence, tenant interest, leasing costs and an occupancy schedule.

04 Price the full project

Include land, hard and soft costs, site work, utility work, tenant improvements, reserves, contingency, finance costs and carrying costs. Obtain contractor and lender input.

Current underwriting status

No verified NOI, cap rate, rent roll, project budget or lender terms supplied. Returns are not projected in this memorandum.

Price/SF is arithmetic from published listing inputs, not a valuation. Exact zoning and approval conditions require confirmation with the City.

10 / SOURCES & NEXT STEPS

Explore the site. Discuss the possibilities.

DeNovo Realty

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Photography & concept planning

Map Connection Services

mapconnections-services.com



SCAN TO VIEW THE TOUR

Listing-linked virtual tour

Sources | reviewed September 30, 2026

1. Space Coast MLS #1088690 - listing facts and tour [open source]
2. Showcase - broker-reported Town Center zoning and parcel identifier [open source]
3. U.S. Census Bureau - Cocoa Beach city profile [open source]
4. City of Cocoa Beach - Downtown CRA [open source]
5. City of Cocoa Beach - Parking Information [open source]
6. Foxtail Coffee - Cocoa Beach location [open source]
7. Coconuts on the Beach - contact and location [open source]

Broker review edition. Contact details follow client instructions. Listing status and terms may change. Broker-reported Town Center zoning is not independently certified. Renderings are illustrative and do not demonstrate code compliance or buildable capacity. No claim is made that this is the last vacant parcel.