



SOUTHGATE SHOPPING CENTER

2515 S. Florida Avenue Lakeland, FL 33803

COMMERCIAL REAL ESTATE INVESTMENTS / DEVELOPMENT / ASSET MANAGEMENT / BROKERAGE



THE CHALLENGE

- Originally built in 1957.
- Publix store undersized.
- Iconic property featured in 'Edward Scissorhands.'

THE APPROACH

- Knock down and rebuild Publix store.
- Complete facade Redevelopment as well as parking overlay and new landscaping.
- New pylon sign designed to reflect the iconic style of the center.

SUCCESS

- New Publix lease with 20-year term.
- Restored center to A+ condition.
- Grand opening of center attended by 500+ people including Publix executives.



"There was a lot of thought that went into bringing the history back."

- Publix Supermarket Spokesperson

