



# SOUTHGATE SHOPPING CENTER

2515 S. Florida Avenue Lakeland, FL 33803

LEASING / MANAGEMENT / ASSET MANAGEMENT / DEVELOPMENT / INVESTMENT SALES



## 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