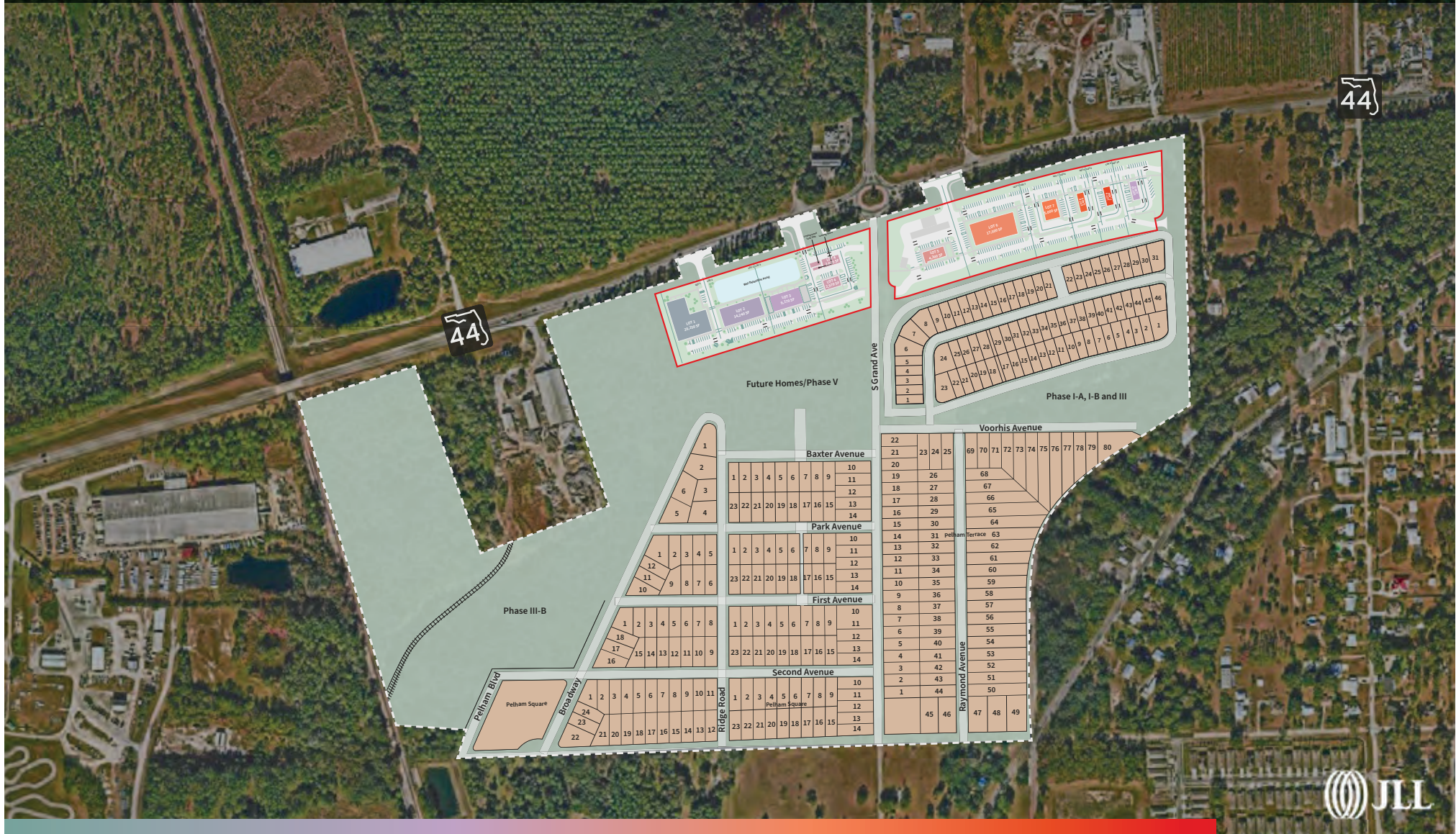


# Retail for lease at *Pelham Square*

2190 New York Ave W  
DeLand, FL 32720





# Opportunity Highlights

## *Site and location details*

- Opportunity to join a brand-new mixed-used, transit-friendly development located along New York Ave (SR-44)
- 10 Lots: 2,400 to 20,250 SF available across approximately 14.76 AC
- Retail spaces serve as outparcels to the adjacent Pelham Square residential development with its  $\pm 646$  residences<sup>1</sup> by Starlight Homes upon completion
- Across the street from multiple developments totaling 344 residences
- Immediate area boasts a total of over 2,000 residential units in the pipeline
- Located in a retail desert witnessing a population surge, allowing a tenant to serve as a go-to destination for many new communities
- Center of the retail development sits on the SR-44/S Grand Ave roundabout
- Adjacent to Sunrail Station DeLand and 7.3 mi from I-4

<sup>1</sup> **Note:** Total delivered residential units subject to change.

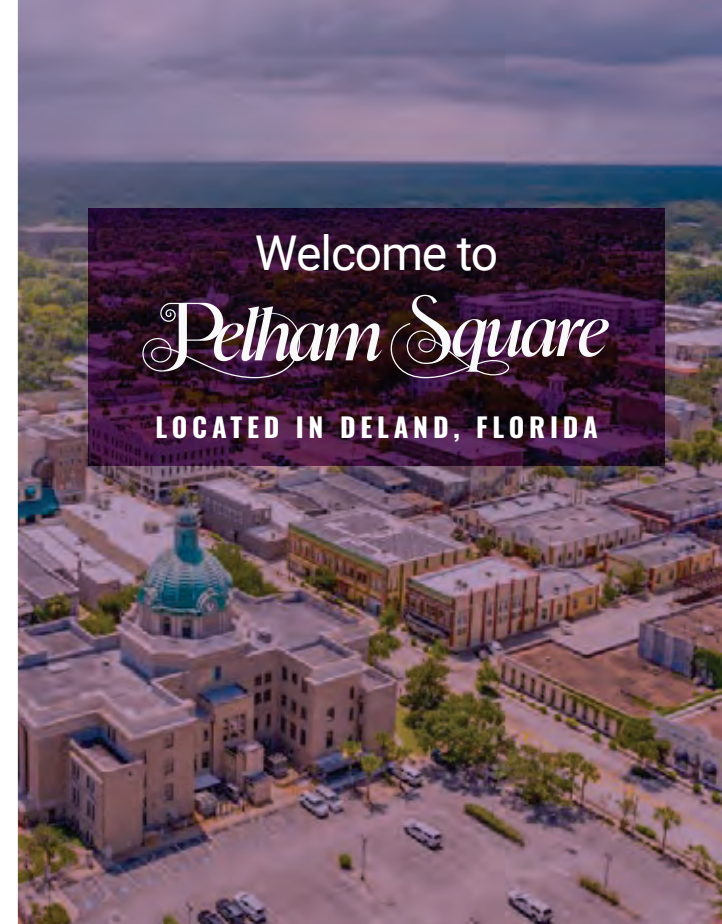
## *Demographics*

2025 Population		
5 minutes	10 minutes	15 minutes
<b>10,744</b>	<b>40,702</b>	<b>82,454</b>
2030 Population estimate		
5 minutes	10 minutes	15 minutes
<b>11,570</b>	<b>42,472</b>	<b>86,952</b>

2025 Average household income		
5 minutes	10 minutes	15 minutes
<b>\$98,150</b>	<b>\$89,109</b>	<b>\$95,796</b>
2030 Average household income estimate		
5 minutes	10 minutes	15 minutes
<b>\$112,504</b>	<b>\$101,338</b>	<b>\$108,309</b>

2025 Households		
5 minutes	10 minutes	15 minutes
<b>4,223</b>	<b>15,723</b>	<b>32,865</b>

2025 Daytime population		
5 minutes	10 minutes	15 minutes
<b>9,117</b>	<b>45,499</b>	<b>81,688</b>



*For additional information,  
please contact:*



**Brandon Delanois**  
*Managing Director*  
+1 407 982 8648  
brandon.delanois@jll.com



# OLD FLORIDA CHARM

## Welcome to the Athens of Florida.

Recently recognized as one of the 'coolest destinations in the state' by The Travel in 2025, DeLand has captured the attention of future residents and tourists for its well-preserved historical and charming downtown, colorful murals, nature trails and independent shops.



*Best Main Street 2025*  
USA Today (Top 10)



*Best City Park 2025*  
USA Today (Top 10)



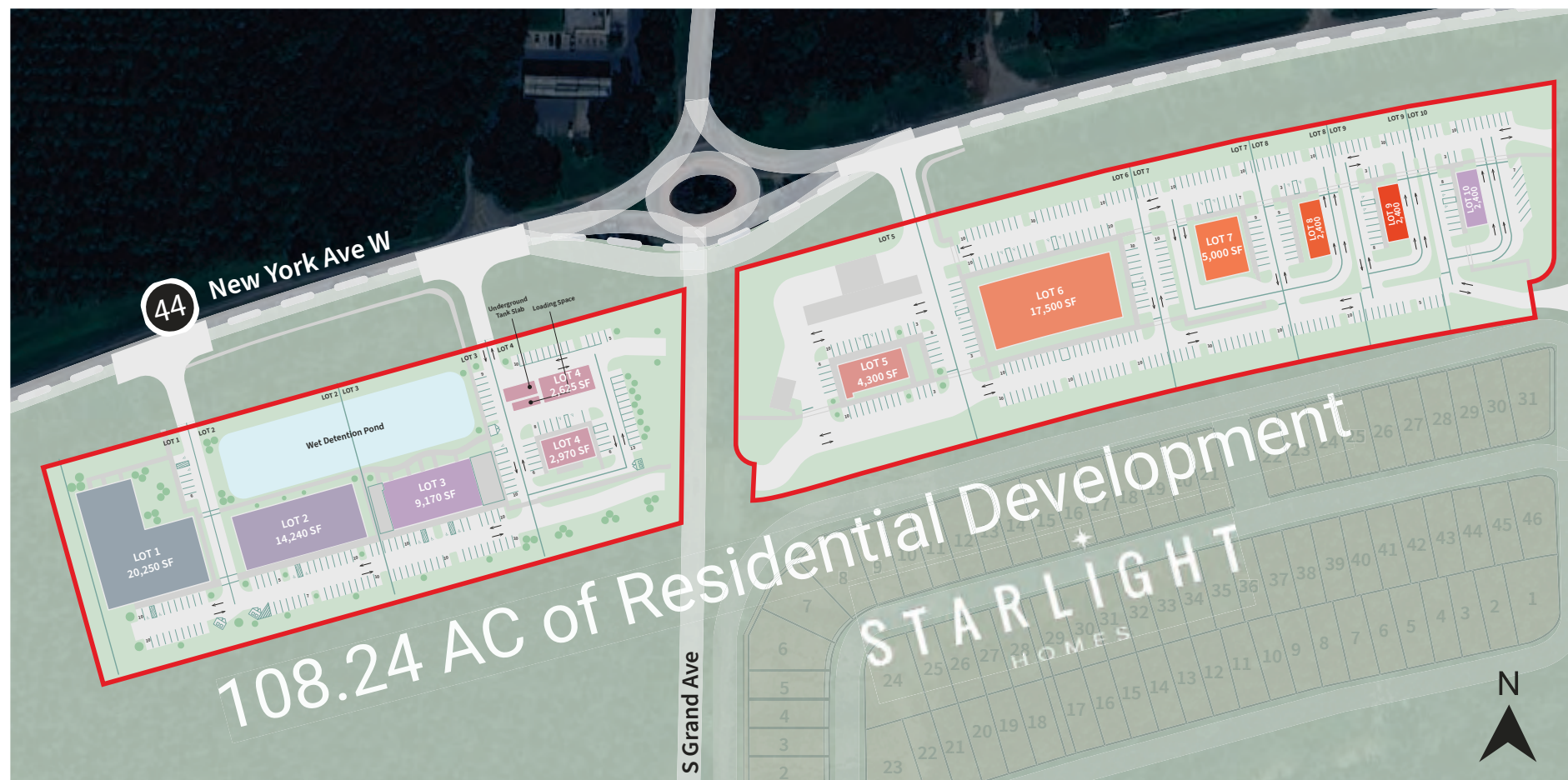
*Florida Main Street*  
Main Street America



*Sunrail Station Adjacent to the Site*



# Commercial Site Plan



## Tenant Roster



Available



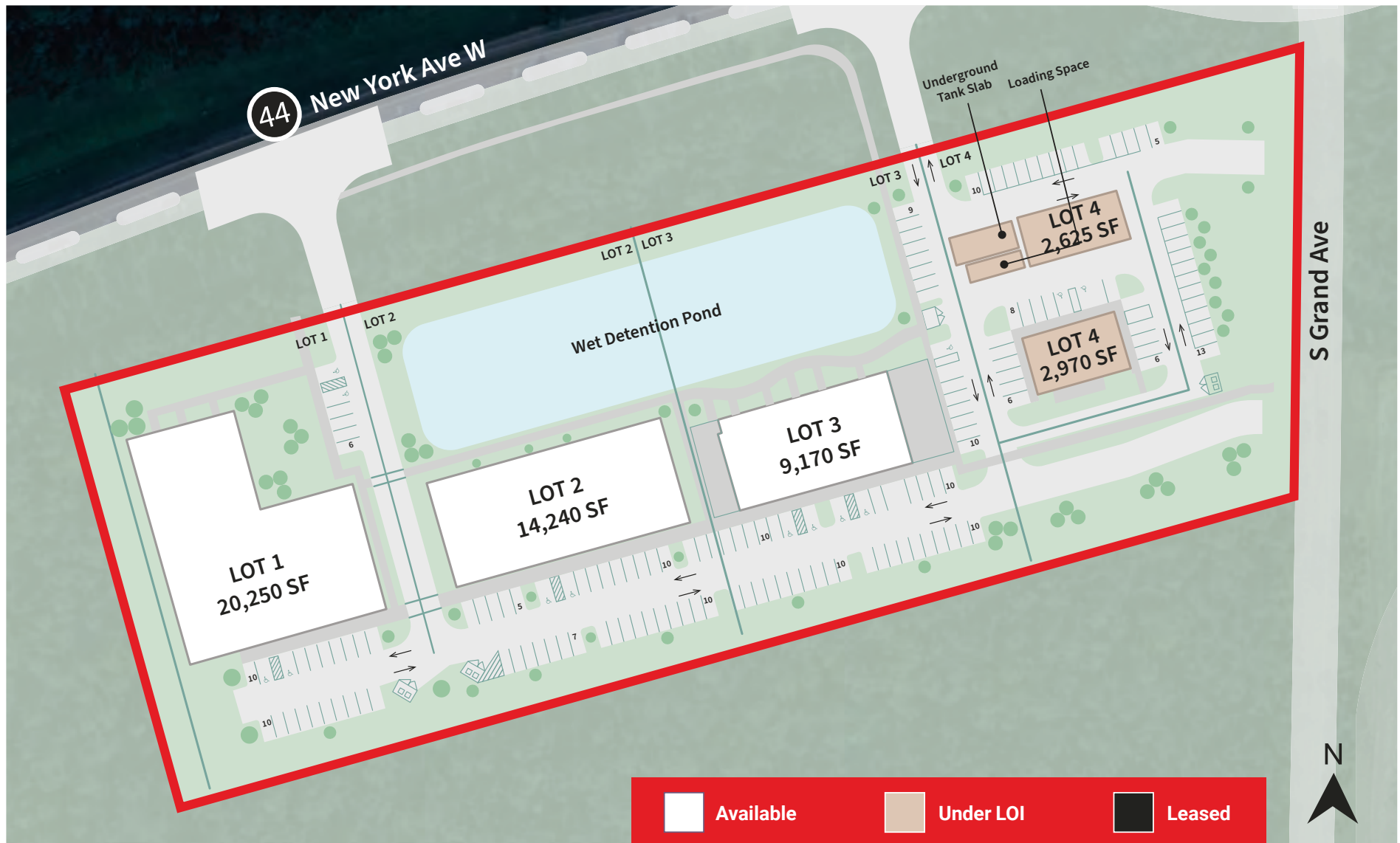
Under LOI



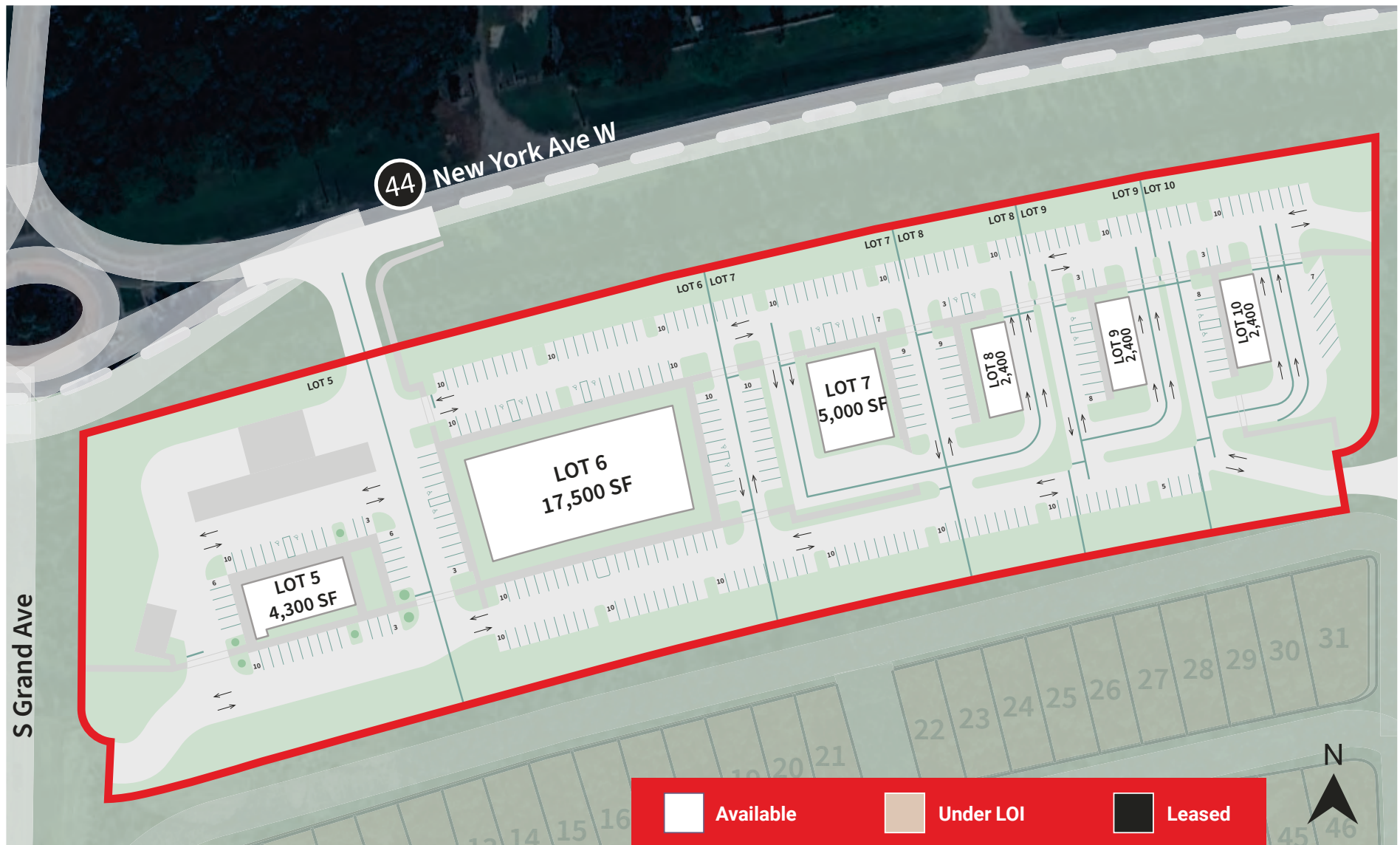
Leased

Lot #	Lot 1	Lot 2	Lot 3	Lot 4	Lot 5	Lot 6	Lot 7	Lot 8	Lot 9	Lot 10
Square Footage (±)	20,250 SF	14,240 SF	9,170 SF	5,595 SF	4,300 SF	17,500 SF	5,000 SF	2,400 SF	2,400 SF	2,400 SF

# Commercial **West**



# Commercial East



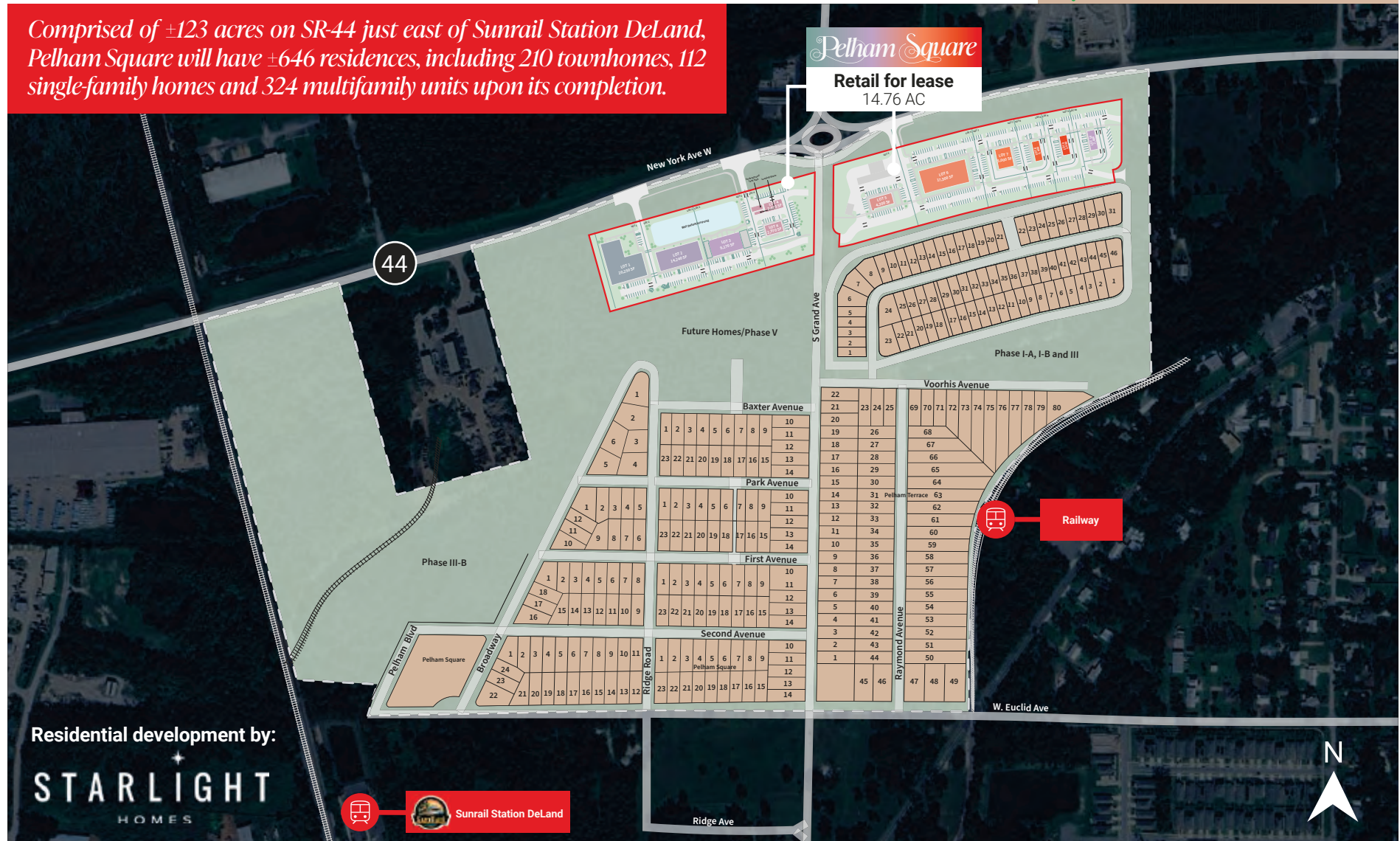


# Full Development



[View on Google Maps](#)

Comprised of ±123 acres on SR-44 just east of Sunrail Station DeLand, Pelham Square will have ±646 residences, including 210 townhomes, 112 single-family homes and 324 multifamily units upon its completion.

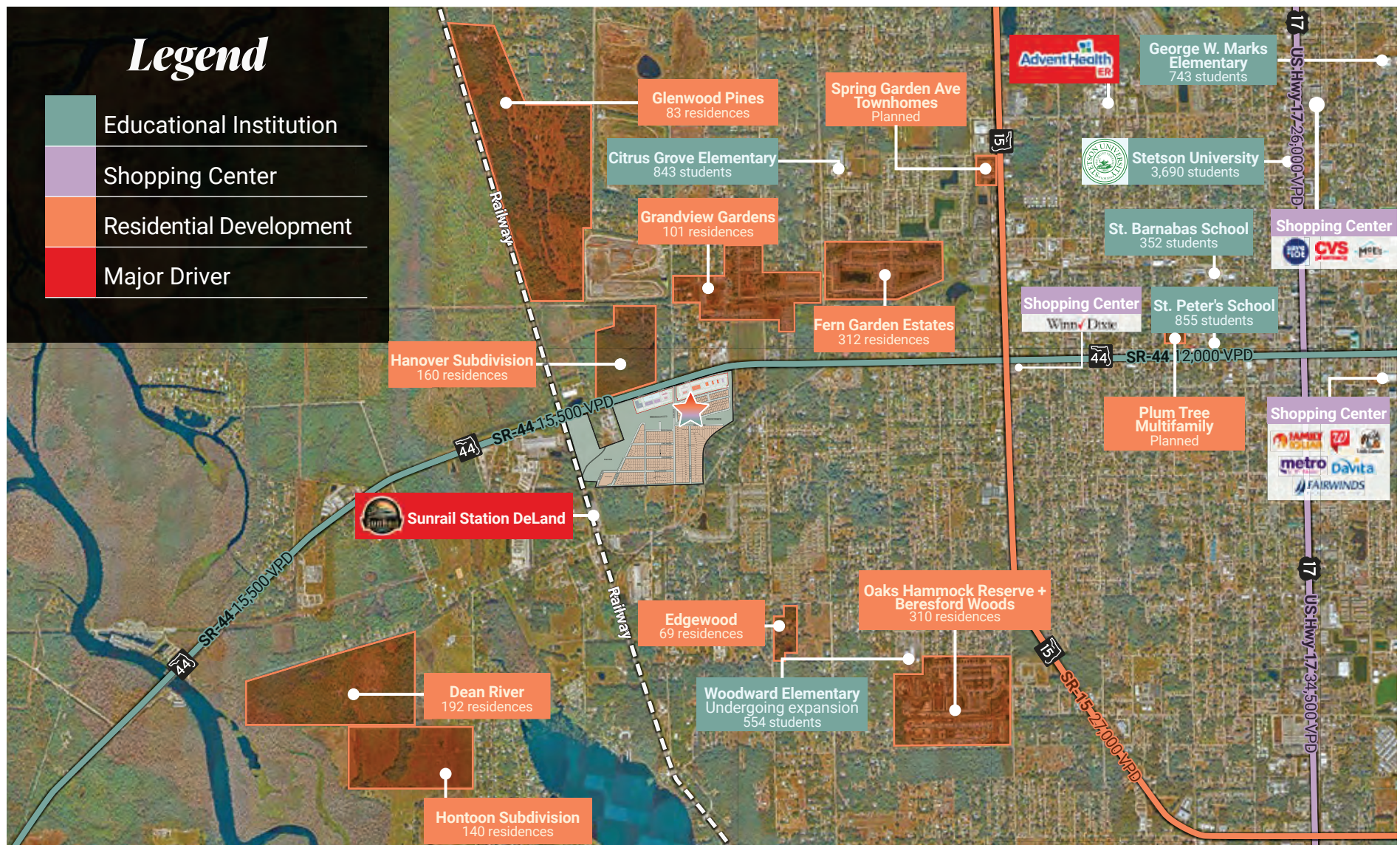


Residential development by:

**STARLIGHT**  
HOMES



# Points of Interest





# Contact

*To learn more about the Pelham Square retail opportunity, please contact me.*

**Brandon Delanois**  
Managing Director

+1 407 982 8648

brandon.delanois@jll.com



## About JLL

JLL (NYSE: JLL) is a leading professional services firm that specializes in real estate and investment management. JLL shapes the future of real estate for a better world by using the most advanced technology to create rewarding opportunities, amazing spaces and sustainable real estate solutions for our clients, our people and our communities. JLL is a Fortune 500 company with annual revenue of \$16.6 billion in 2020, operations in over 80 countries and a global workforce of more than 91,000 as of March 31, 2021. JLL is the brand name, and a registered trademark, of Jones Lang LaSalle Incorporated.

Copyright © Jones Lang LaSalle Brokerage, Inc. 2025. All rights reserved. All information contained herein is from sources deemed reliable; however, no representation or warranty is made to the accuracy thereof.



*Pelham Square*

**Retail for lease**  
14.76 AC

**108.24 AC of Residential Development**

*Representative development renderings*