

**Publix rebuilding 30-year-old Lake Fredrica store**

Mar 14, 2016

Publix Super Markets Inc. embarked on a raze-and-rebuild project of a decades-old store in Orlando — which inspired the landlord to give the rest of the shopping center a facelift.

The Lakeland-based grocery giant tore down the nearly 30-year-old, 56,000-square-foot store in the Lake Fredrica shopping center at 4048 S. Semoran Blvd. north of Orlando International Airport. Publix is rebuilding what’s known as its “45 prototype,” a smaller footprint of 45,000 square feet plus a drive-thru pharmacy.

Tarpon Springs-based Hawkins Construction Inc. last fall filed a notice of commencement — a move that signals the start of construction — to demolish and reconstruct a Publix store with site improvements, Orange County documents showed.

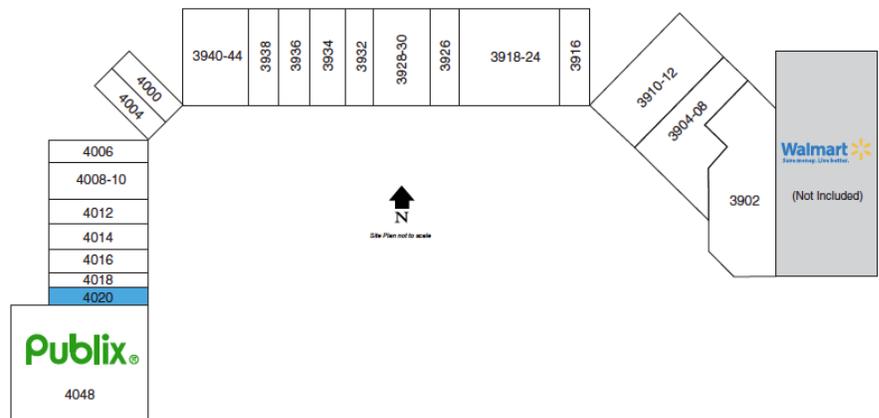
“We have operated within Lake Fredrica center for nearly 30 years, and it was time for us to reinvest into the community here with a new store,” Publix spokesman Dwaine Stevens said. “The owner of the shopping center is also reinvesting in improvements with the exterior of the center.”

Landlord FWI 2 LLC, an entity related to Clearwater-based property manager Bruce Strumpf Inc., is doing facade improvements on the balance of the shopping center. The center has another 45,085 square feet of mostly small shop space and eateries, not including a separately owned Walmart store. The Walmart is not part of the renovations.

“Publix approached us, and we were able to work out a beneficial deal for both parties,” Bruce Strumpf President Jill Strumpf said. “The landlord is also adding 1,600 square feet of retail space next to Publix.”

See more details on the Lake Fredrica property and check out the site plan below. The leasing agent is John Stoner of Bruce Strumpf.

Grocery-anchored shopping centers have been strong for real estate investors, mostly due to the success of Publix and its competitors. In fact, Publix reported a record \$32.4 billion in annual sales, and the employee-owned supermarket chain posted an average of \$29.1 million in sales volume per store in 2015, a 6 percent uptick from the year prior, according to a report by Crossman & Co.



**TENANTS**

3902	Payless ShoeSource #3120	4000	AT&T
3904-08	Canastilla Ideal Kids	4004	Cheng's Chinese Restaurant
3910-12	Dollar Store	4006	La Calle Restaurant
3916	GameStop #459	4008-10	Easy Clean Family Laundry Centers
3918-24	Petland	4012	H & R Block #9544
3926	Sally Beauty Supply #1225	4014	General Nutrition Center #5324
3928-30	Napoli's Italian Pizza	4016	Deluxe Nails & Spa
3932	Hair Cuttery #2245	4018	Cloud King Vapor
3934	Lake Fredrica Liquors	4020	AVAILABLE - 1,600 SF
3936	The UPS Store #1470	4048	Publix Super Market #350
3938-44	Own It Now		

**Lake Fredrica site plan**