

Quick Highlights



From the desk of
Vaike O'Grady

- SB 180 could roll back steep local fee hikes, shaking up development rules.
- Disney enters the housing game with 1,400 homes planned in Horizon West.
- Leesburg tops the charts as America's fastest-growing retirement town.
- \$4.2B in new expressway projects will reshape traffic—and land values.
- Market snapshot shows rising inventory and a more balanced playing field.

SB 180: New Law, New Headaches

Florida's growth rules just got a shake-up. Senate Bill 180, signed into law this summer, was supposed to help with disaster recovery after last year's hurricanes. But tucked into the fine print is a line that says local governments can't make development codes "more restrictive or burdensome."

Translation? Some of those hefty impact fee hikes we've seen around Central Florida might not stick. Osceola County made headlines last fall when it doubled mobility fees on new housing and commercial projects. Toss in the state's highest school impact fees, and suddenly Osceola became Florida's most expensive place to build. Economist Henry Fishkind warned that kind of sticker shock could cool the market fast.

Polk and Lake Counties followed suit with their own fee increases in early 2025, and Apopka has one on deck. Builders say the math already doesn't pencil on some projects — and this new law could throw everything into limbo.

And just when you thought the dust was settling, the state's Department of Commerce tossed out Orange County's Vision 2050 plan. That blueprint was supposed to rein in sprawl, promote affordable housing, and protect the environment. Instead, it's now sitting in the trash bin, and developers are watching closely to see what comes next.



Disney Builds More Than Castles

Here's something you don't see every day: Disney's rolling up its sleeves to tackle affordable housing. In Horizon West, the company is setting aside nearly 80 acres for a new neighborhood with about 1,400 homes. More than 1,000 of them will be designated as affordable, with Disney cast members eligible to apply. They're teaming up with The Michaels Organization, and if approvals hold, shovels could hit the dirt later this year.

It's a sign of the times: big employers stepping in to help with workforce housing. And while Disney still has future rights to build new theme parks nearby, don't expect a Cinderella-style reveal anytime soon — no major park construction can start before 2035.



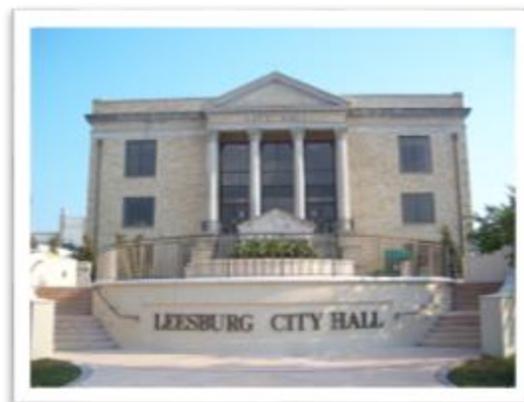
Leesburg: Retirement Boomtown

Move over, The Villages — Leesburg just grabbed the title of fastest-growing retirement town in the country. Since 2018, the city's 65+ population has jumped nearly 55%, and today nearly 3 in 10 residents are retirees.

Sure, The Villages is still the nation's biggest master-planned juggernaut, but Leesburg has its own draw:

- Affordable housing
- Lakefront living and world-class bass fishing
- A historic downtown with a slower pace
- The annual Bikefest, one of the country's largest three-day motorcycle and music rally

No wonder Leesburg is on the national radar. And it's not alone — nearby Tavares and Clermont both made the top 10 list of retirement boomtowns, putting Lake County firmly on the map for senior living.



Roads to Watch: CFX on the Move

Traffic headaches are nothing new, but the Central Florida Expressway Authority has \$4.2 billion worth of projects lined up to keep cars (and growth) moving. Two of the big ones:

- **State Road 516 (Lake/Orange Expressway):** Kicks off in 2026, wrapping up in 2028. It'll run from US 27 to SR 429 with a recreational trail alongside and even a pilot program for electric-vehicle pavement charging. That's right — charge your car while you drive.
- **SR 534 Toll Road:** Also set for 2026, this one would cut through 15 parcels in Split Oak Forest. That's sparked plenty of public opposition, with critics saying it favors growth over green space. Expect fireworks before dirt moves here.



Market Snapshot-July 2025

Metric	Orange	Lake	Polk	Marion	Sumter
Median Sold Price	\$450,000	\$375,000	\$307,495	\$278,900	\$333,000
Median List Price	\$450,000	\$404,890	\$319,999	\$292,500	\$382,500
Price per Sq Ft	\$245	\$213	\$187	\$180	\$243
Median Days on Market	36	52	55	57	59
Months of Inventory	5.1	5.42	5.51	5.95	4.68
Sold-to-List %	97.3%	97.3%	97.9%	97.4%	97.0%
Total Sales Volume	\$812.4M	\$258.6M	\$420.3M	\$261.9M	\$67.1M
Median Living Area	1,826	1,902	1,719	1,630	1,642

Market Snapshot-July 2025 (cont.)

Takeaways:

- Orange County is still the heavyweight — highest prices and biggest sales volume.
- Lake and Sumter have pricier homes per square foot than Polk or Marion, showing stronger demand for “premium” stock.
- Marion and Polk remain the affordability play.
- Inventory’s creeping up, hinting at a more balanced market.

Final Word

Central Florida’s market feels a bit like a rollercoaster right now — new laws shaking up impact fees, corporate giants like Disney stepping into housing, and retirees reshaping small towns like Leesburg. Add in billions for roads and rising inventories, and it’s clear the ground beneath us is shifting.

The trick, as always, is knowing where the dirt moves next. That’s where Eshenbaugh Land can help!



Featured Properties

AVAILABLE



1.51 acres – Ocala
5802 Cherry Rd.
Zoned B-2 w/future Comm
Asking \$1,500,000
Advisor: Tyler Woody
[CLICK FOR DETAILS](#)

AVAILABLE



1.15 - 7.75 acres – Lakeland
Highway 33
Zoned MPUD w/C2 Uses
Pricing starting at \$20 SF
Advisor: Ryan Sampson
[CLICK FOR DETAILS](#)

AVAILABLE



245 acres – Wildwood
2068 E. SR 44 – Permitted for
2.3 Million SF of Industrial
Contact Advisor for Pricing
Advisors: Bill & Ryan

AVAILABLE



9.5 acres – Lake Alfred
Alfred Dr. E. (Polk County)
Zoned C2
Asking \$880,000
Advisor: Michael Strahan
[CLICK FOR DETAILS](#)

AVAILABLE



5.30 acres – Lakeland
4141 Lakeland Hills Blvd.
Zoned C2
Asking \$1,200,000
Advisor: Chris Bowers
[CLICK FOR DETAILS](#)

AVAILABLE



9.9 acres – Ocala
4255 SW 82nd Place Rd.
Zoned PUD
Contact Advisor for Pricing
Advisor: Tyler & Ryan
[CLICK FOR DETAILS](#)

Featured Properties

AVAILABLE



1.14 acres – Auburndale
113 Recker Hwy.
Zoned Commercial
Asking \$275,000

Advisor: Jack Koehler
[CLICK FOR DETAILS](#)

AVAILABLE



145 acres – Lake Alfred (Polk)
5027 SR 557
Zoned L1 (Light Industrial)
Asking \$1,600,000

Advisor: Chase Collier
[CLICK FOR DETAILS](#)

UNDER CONTRACT



6.76 acres – Ocoee (Orange)
934 Roberson Rd.
Zoned R-1AA for 120 Beds
Asking \$3,800,000

Advisors: Chase & Vaike
[CLICK FOR DETAILS](#)

UNDER CONTRACT



32 acres – Ocala
5451 SW 66th St.
Zoned PD for 146 Units
Asking \$4,995,000

Advisor: Tyler Woody
[CLICK FOR DETAILS](#)

AVAILABLE



13 Lots – Fruitland Park
Myrtle Breezes Court
Sold as Bulk or Individually
Asking \$1,300,000

Advisor: Chris Bowers
[CLICK FOR DETAILS](#)

AVAILABLE



2.52 Acres – Lakeland
1530 Kendrick Lane
Zoned I-1
Asking \$1,950,000

Advisor: Chris Bowers
[CLICK FOR DETAILS](#)

Featured Properties



1.1 acres – Winter Haven
1514 2nd St. NW
Zoned Commercial
Asking \$200,000
Advisor: **Richie Timmons**
[CLICK FOR DETAILS](#)