

# 1200

CENTRAL AVE

## 3,407 SF

CONDO RETAIL FOR SALE

MOXY CONDO RETAIL

ST. PETE, FL

FOR SALE

**CBRE**

[www.moxyretailstpete.com](http://www.moxyretailstpete.com)

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# 1200

CENTRAL AVE



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**CBRE**

1200

CENTRAL AVE

01

EXECUTIVE  
SUMMARY

FLOYD'S BARBERSHOP

Goldcore

maxy



# THE OFFERING

## MOXY Condo Retail

CBRE is pleased to present a rare opportunity to acquire a retail component of the Moxy Hotel prominently located in the newly energized EDGE District at the western edge of downtown St. Petersburg, Florida. Moxy St. Petersburg Downtown is ideally located at 1234 Central Avenue in the flourishing EDGE District—an emerging creative, social, and urban core that bridges downtown culture with walkable retail and nightlife. The district's transformation into a lively mixed-use hub backed by major development gives ground floor retail real estate immense promise.

Moxy is positioned in the heart of a live-work-play neighborhood, attracting millennials and creative professionals with its design forward, socially oriented brand. The ground floor retail sits within an emerging mixed use district designed to attract foot traffic from both hotel guests and local residents of the future residential towers in Phase II (~330 units) along with downtown office workers. It is fully occupied by two growing and credit-worthy tenants, both of whom signed new 10 year leases with annual rent increases and multiple renewal options, demonstrating a strong commitment to the property as well as a healthy financial position for years to come. These tenants are unique in their industries; they offer not just services but a social experience, making them valuable and resilient assets in the changing retail landscape.

Dubbed the EDGE Collective, this stretch of Central Avenue is undergoing strategic redevelopment. Phase I, now complete, includes the 163 room Moxy hotel and the revitalized 1246 Central Avenue building, offering approximately 7,094 square feet of food & beverage and 17,408 square feet of office space. This area rides the wave of St. Pete's larger downtown, a vibrant arts and culture hub with galleries, the SHINE mural festival, historic districts, museums, and music venues. The EDGE District is part of that creative mosaic while bringing a more modern, nightlife oriented *edge*. Phase II of the EDGE Collective promises more residential units, retail, and parking structures, increasing density and making the area a true urban neighborhood. Early retail ownership here positions investors at the ground floor of long term appreciation.

Buying into this retail component now means staking a claim at the heart of a fast evolving urban corridor with cultural cachet, curated energy, and a forward looking development plan that primes it as one of St. Pete's most dynamic investment zones.



moxy  
Retail

\$3.4M  
PRICE

6.40%  
CAP RATE

3,407  
GLA

\$217,690  
IN-PLACE  
NOI



[solidcore]

# ABOUT *moxy* Retail

Moxy St. Pete blends Miami's energy, New York's sophistication, and the laid-back vibe of Tampa Bay's beaches. Designed by Storyn Studio for Architecture, the hotel reflects St. Pete's eclectic spirit throughout. Located on Central Avenue in the EDGE Collective, Moxy is steps from Tropicana Field and surrounded by local favorites like Hawker's, Bavaro's, and Ferg's.

The hotel features vibrant shared spaces, a bar-as-front-desk check-in, rooftop lounge, and stylish lobby. The retail tenant mix caters to the same lively customer base that the Moxy targets: Gen Z and millennial travelers with a "work from anywhere" mindset.

Retail businesses at the ground level of the Moxy Hotel in St. Pete are well-positioned for success for several compelling reasons:

## Ground Level Retail



### Creditworthy Tenants

Solidcore recently secured a \$325M senior secured credit facility from Comvest Credit Partners in conjunction with L Catterton acquiring a majority stake, suggesting CCP assessed Solidcore's creditworthiness and deemed it suitable for this substantial debt financing.

Floyd's Barbershop opened its first shop in 1999, and due to its experiential business model and loyal fanbase, they now have 150 locations across the United States.



### Tourism-Driven Retail Upside

Downtown St. Pete benefits from revenue of the 15 million+ visitors that spill into Pinellas County each year. This influx generates \$6.4B in economic impact from direct spending.



### Brand Visibility

Being tied to the Marriott/Moxy name provides instant credibility and brand association with quality, trend-forward hospitality, drawing curious foot traffic from both hotel guests and passersby.



- ▶ The new Moxy Hotel by Marriott, St. Pete's first lifestyle hotel, opened in August of 2024, and reflects the energy of the edge District, particularly as St. Pete continues to grow into a true international destination.
- ▶ The hotel anchors PTM's EDGE Collective development, a new walkable 500,000-square-foot mixed-use destination in the burgeoning EDGE District.
- ▶ Phase I contains the Moxy Hotel and the redevelopment of the adjacent 1246 Central Avenue building, which features 17,408 square feet of Class A office space.
- ▶ Phase II of the EDGE Collective will deliver a 200-foot-tall high-rise tower with 330 apartments, 20,000 square feet of commercial and retail space, and 360 parking spaces, and be delivered in 2028.



1200  
CENTRAL AVE

02

PROPERTY  
DESCRIPTION

**1st AVENUE SOUTH - 4,800 VPD**



SUITE	TENANT	GLA	PRO RATA
1200	Floyd's Barbershop	1,265 SF	37.13%
1210	SolidCore	2,142 SF	62.87%
<b>Total Vacant</b>		<b>0 SF</b>	<b>0%</b>
<b>Total Occupied</b>		<b>3,407 SF</b>	<b>100%</b>

- Parcel #: 24-31-16-59387-000-0020
- Year Built: 2024
- Ownership: Fee Simple, Undivided Interest in the Common Elements
- Construction: Concrete







The EDGE District runs along St. Pete's Central Avenue between 9th Street (MLK) & 16th Street, and outward to both 1st Ave North & 1st Ave South.





Tommy Bahama  
THE MALL AT  
SUNDIAL  
Sea Salt  
WHBM  
RUTH'S CHRIS  
STEAK HOUSE  
AMC  
THEATRES  
chico's  
DIAMONDS DIRECT

R  
RENAISSANCE  
THE VINOY ST. PETERSBURG  
RESORT & GOLF CLUB

VINOY PARK

ST. PETE PIER

John Boy  
Where's Jakes  
SUSHI INC  
Glampaz  
Five Bucks Drinkery  
Jannus LIVE  
Rich Uncle  
Crafty Squire  
The Henderson Kafe

INDUSTRIOUS



1200

CENTRAL AVE

03

AREA  
OVERVIEW





# ST. PETE | TAMPA MSA

Demographics	St. Petersburg	Pinellas County	Tampa Bay MSA
<b>POPULATION</b>			
2020 Population	258,305	959,107	3,175,275
2025 Population	262,292	967,797	3,356,667
2020-2025 Population Growth Rate*	0.40%	0.21%	1.32%
Median Age	44.1	49.8	43.0
<b>HOUSING</b>			
2020 Total Households	120,089	442,789	1,307,725
2025 Total Households	123,630	451,261	1,384,869
2020-2025 Household Growth Rate*	0.69%	0.45%	1.36%
Owner Occupied Housing Units	51.5%	55.9%	59.6%
Renter Occupied Housing Units	38.4%	29.3%	30.4%
Median Home Value	\$432,379	\$444,450	\$424,933
<b>HOUSEHOLD INCOME</b>			
2025 Average Household Income	\$111,610	\$107,021	\$106,305
2025 Median Household Income	\$77,758	\$72,965	\$73,773
2025 Per Capita Income	\$52,689	\$49,985	\$43,929
<b>WORKFORCE</b>			
Total Employees	144,642	469,139	1,700,800
Total Businesses	14,570	51,436	141,727
Assoc., Bach or Prof Degree	54%	49.4%	47.2%
Work Commute 15-30 Minutes	55%	41.8%	36.1%

\*Annual Growth

St. Pete ranks **best place to live**  
in Florida & a Top in the U.S.

-Livability

St. Pete ranks **#1 in Florida** for Gen-Z  
Professionals & Top Spot for Millennials

-CommercialCafe / Hire a Helper

St. Pete featured as One of the  
**Best Places to Travel** in the U.S.

-Forbes

Tampa MSA ranks **5<sup>TH</sup> for Overall**  
**Best Growth** in the U.S.

-Chmura Analytics / Area Development

St. Pete Considered one of the  
**Biggest Boomtowns** in the Country

-Coworking Cafe

St. Pete ranks **4<sup>TH</sup> for Economic**  
**Growth** Among Mid-Sized Cities

-CoWorking Cafe



# DOWNTOWN ST. PETE



Downtown St. Pete is in a transformative growth phase, underserved in both modern office and housing supply yet supported by strong fundamentals: high visitation, rising population, vibrant creative economy, and catalytic major developments. For investors targeting downtown St. Pete, it represents one of Florida's most compelling emerging urban markets. Some key factors:

- › Downtown St. Pete has a developer-friendly ecosystem: supply constrained, rising rents, and city-backed incentives for affordable and workforce housing.
- › Tourism-driven retail upside: 15 million+ visitors annually supporting restaurants, shops, galleries, and events.
- › Future anchor assets: Gas Plant redevelopment and new stadium, a \$7B investment, will generate commercial spillover over decades.
- › Creative/live-work force magnet: A younger, educated demographic fuels demand for lifestyle-oriented spaces, co-working, leisure, and retail amenities.
- › Quality-of-life appeal: Walkability, waterfront access, parks, arts, bike infrastructure, and diverse community draw both residents and employers.



**Best Place to Live  
in Florida**  
US News &  
World Report



**Best Run City  
in Florida**  
St. Pete Catalyst



**One of the Best  
Places to Travel**  
Forbes



**#4 for Economic  
Growth - Mid-  
Sized Cities**  
Coworking Cafe



# St. Petersburg-Pinellas County Continued to be a **Top Tourist Destination** in 2024

**ECONOMIC CONTRIBUTION:** Tourism drove more than \$11.2B in economic impact to Pinellas County

**VISITOR NUMBERS:** More than 15.4M visitors

**ACCOMMODATIONS:** More than 6.4M hotel room nights were booked

**TAX REVENUE:** The region collected over \$96M in Tourist Development Taxes (bed tax) for the third consecutive year







## Downtown St. Petersburg Districts



### The Pier District

Spans 26 acres, a vibrant and dynamic area located on the waterfront of Downtown, it offers a variety of restaurants, shops, art, and recreational areas. Key attractions include The Pier and the Tampa Bay Watch Discovery Center.



### Waterfront Museum District

Spanning along waterfront space with several parks and home to some major attractions in St. Pete, such as the Dali Museum, Mahaffey Theater, Museum of Fine Arts, James Museum, and an iconic hotel, The Vinoy.



### Warehouse Arts District

Known for its vibrant arts scene, this area is filled with murals, galleries, museums, music venues, and some of the best eateries.



### Grand Central District

15-block stretch of Central Avenue full of thriving galleries, shops and restaurants. It's a flourishing LGBTQ+ hub, and was the original location of St. Pete Pride.

### The Edge District

Where the excitement of Tampa Bay Rays games and eclectic boho flea markets converge. With a mix of retail shops, craft breweries, and eclectic dining options such as The Independent, Green Bench Brewing, and Fergs Sports Bar.



# Major Area Attractions



## St. Pete Pier

Newly renovated St. Pete Pier is a vibrant destination that combines dining, shopping, and entertainment. It features beautiful views of Tampa Bay, a marketplace with local vendors, and the Tampa Bay Watch Discovery Center. The pier also hosts events and concerts, making it a lively spot for both locals and visitors.



## The Dali Museum

Dedicated to the works of the surrealist artist Salvador Dalí. It features an impressive collection of his paintings, sculptures, and other artworks. The museum itself is an architectural marvel, designed by Yann Weymouth, with a unique geodesic glass structure known as the "Enigma". Visitors can explore Dalí's masterpieces, including his famous melting clocks and dreamlike landscapes.



## Museum of Fine Arts

Offers a diverse collection of art from around the world<sup>14</sup>. It includes works by renowned artists such as Monet, Gauguin, and O'Keeffe. The museum also hosts temporary exhibitions and educational programs, providing a rich cultural experience.



## Tropicana Field

Home of the Tampa Bay Rays of Major League Baseball (MLB) since the team's inaugural season in 1998. Currently undergoing renovations due to damage from Hurricane Milton, expected to be completed by the 2026 MLB season opener. During the renovation, the Tampa Bay Rays will play their home games at the New York Yankees' spring training facility in Tampa.



## Shell Key Preserve

Includes one of the county's largest undeveloped barrier islands, numerous mangrove islands, and expansive seagrass beds secluded spot for nature enthusiasts. Accessible only by boat, it offers a pristine environment with opportunities for shelling, bird-watching, and snorkeling on 1,800 acres.



## Fort De Soto Park

Sprawling park that covers five interconnected islands. It offers pristine beaches, nature trails, and a historic fort from the Spanish-American War. Visitors can enjoy activities like kayaking, biking, and walking trails. The park is also known for its dog-friendly beach and camping facilities.



## Sunshine Skyway Bridge

Iconic structure in Florida, connecting St. Petersburg in Pinellas County with Terra Ceia in Manatee County. The bridge offers panoramic views of Tampa Bay and the Gulf of Mexico. It's a popular spot for photography and the remnants of the old bridge have been converted into the Skyway Fishing Pier State Park, which is a popular fishing destination.



## DEVELOPMENTS IN DOWNTOWN

CREDIT: [DOWNTOWN ST PETE PARTNESHIP](#)

### ARTS & CULTURE

1. Central Park Food Hall
2. The Dali Museum Expansion
3. Florida Orchestra Center for Music Education & Innovation
4. Morean Arts Center Expansion
5. St. Petersburg History Museum Expansion
6. St. Petersburg Athletic Paddle & Social Club
7. Woodson African American Museum of Florida

### HOTEL

1. TEMPO by Hilton
2. EDGE Boutique Hotel
3. Cordova Inn Expansion
4. 1888 Hotel

### INSTITUTIONAL

1. Orlando Health Imaging Centers
2. Orlando Health Medical Pavilion
3. Orlando Health Women's Pavilion
4. Bernie McCabe Second District Court of Appeal
5. Chabad Center for Jewish Life
6. Johns Hopkins All Children's Hospital Emergency Center Expansion
7. Legacy Center for Social Justice
8. University of South Florida College of Marine Science Center of Excellence Environmental and Oceanography Sciences

### MIXED USE

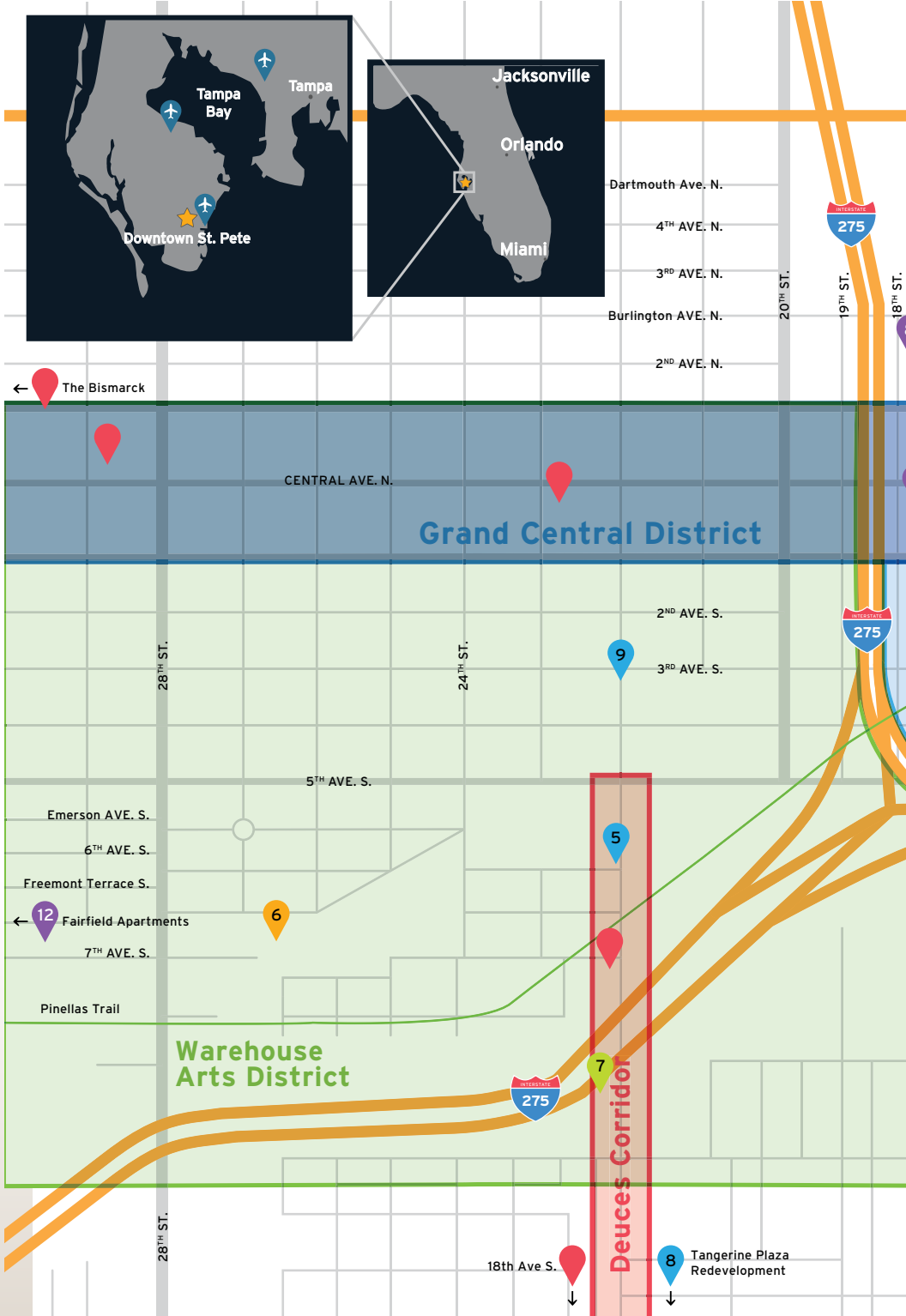
1. The Central
2. 450 1st Ave. N.
3. Waldorf Astoria Residences St. Petersburg
4. Residences at 400 Central
5. Sankofa on the Deuces
6. EDGE Collective II
7. 298 MLK Jr. St. S.
8. Tangerine Plaza
9. I-Mix

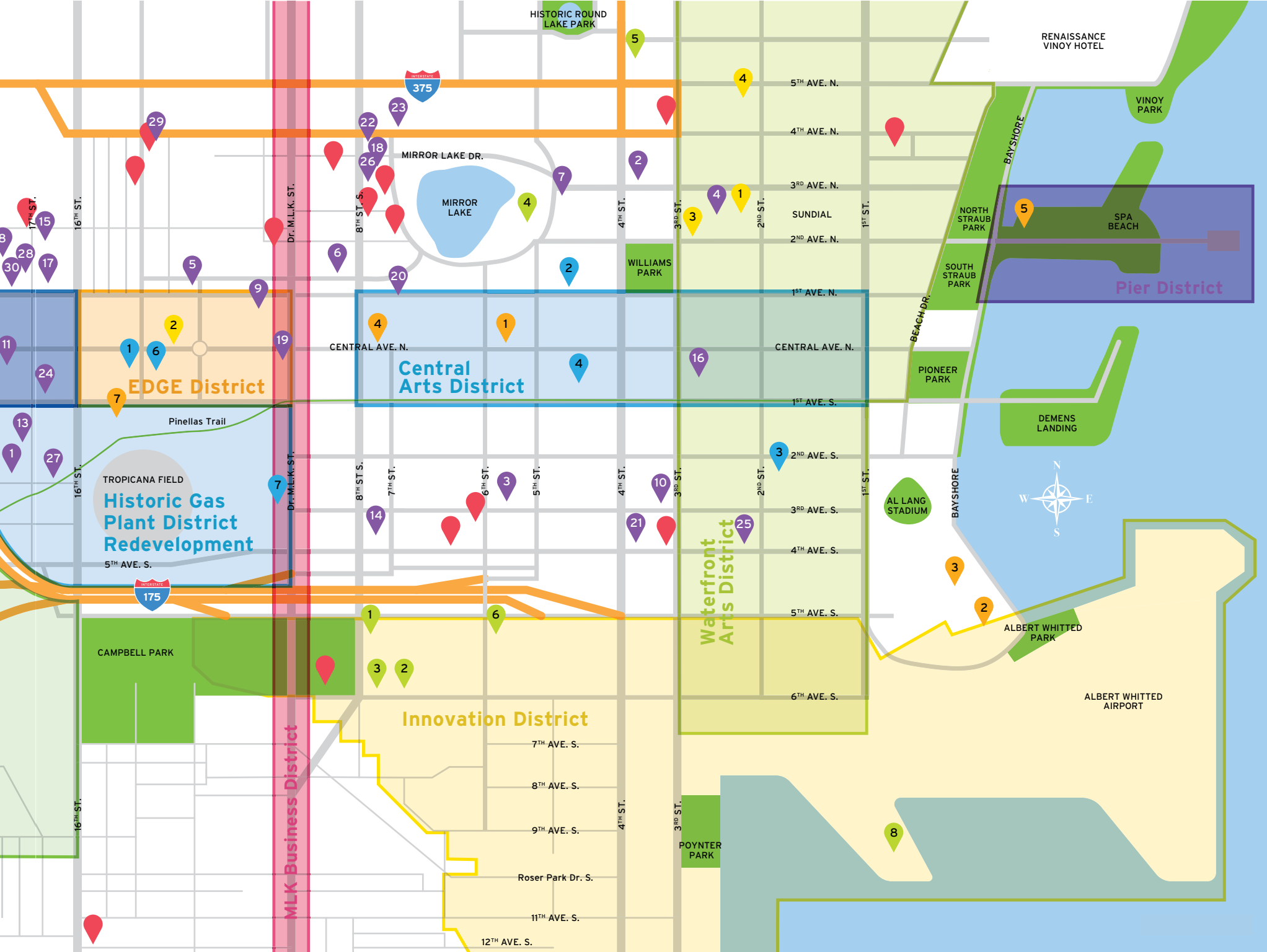
### MIXED USE

1. Modera St. Petersburg
2. 333 3rd Ave. N.
3. 511, 533, 543, 551 3rd Ave. S.
4. Residential Tower (former Exchange/Indigo Hotel)
5. Kettler EDGE Development
6. 825 Arlington Ave. N.
7. Mirror Lake Red Apple Development
8. Leces Tower
9. Viv Apartments
10. 3rd & 3rd
11. Alexan 1700
12. Fairfield Apartments
13. Gallery Haus
14. Tuxedo Court
15. Sky St. Pete
16. Art House
17. 1641 1st Ave. N.
18. Tomlinson Adult Learning Center Redevelopment
19. 900 Central
20. 699 1st Ave. N.
21. Roche Bobois Residences
22. Ellington Place Downtown
23. 747 4th Ave. N.
24. 1663 1st Ave. S.
25. Camden Pier District Expansion
26. Reflection
27. Hines-Rays Affordable Residential
28. Ellington Place EDGE District
29. Vincentian Village
30. 1735 1st Ave. N.

### RESIDENTIAL

Under 50 Units per Site | Approximately 883 Units Total











# 1200

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ST. PETE, FL

moxy  
Retail



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