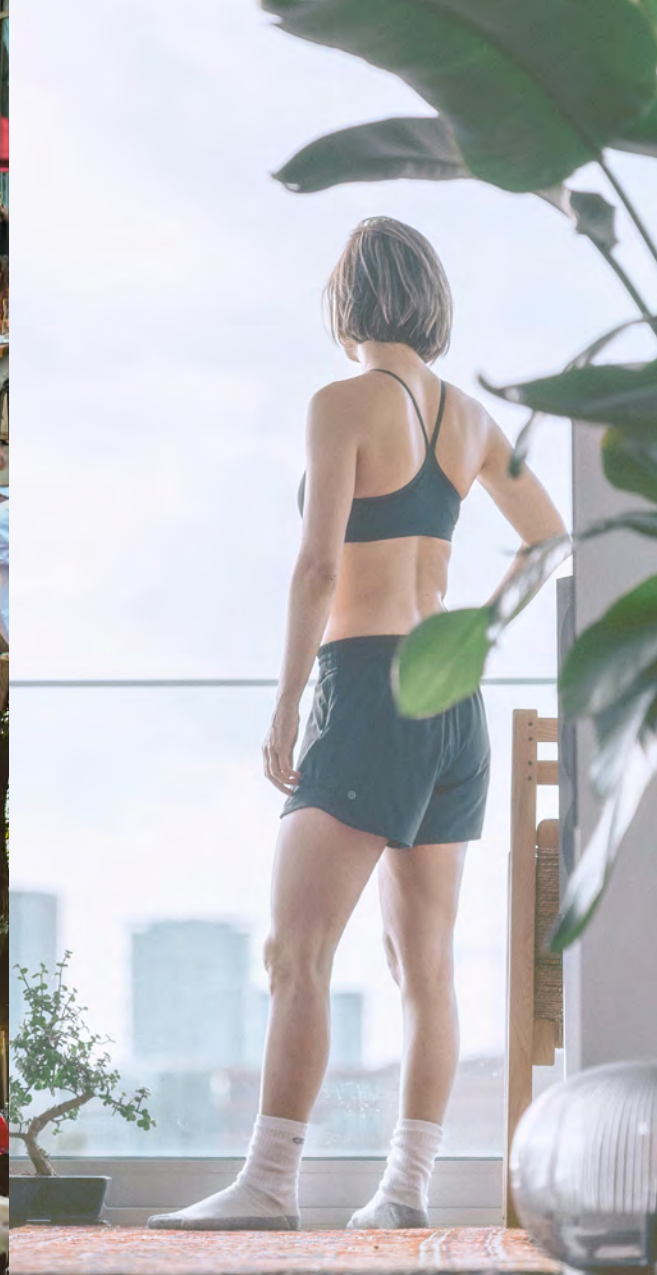




PEARLSQUARE

A District Designed to be Worn

Pearl Square is Jacksonville's opportunity to deliver an authentic, experience-driven district at scale. Sitting between Riverside, San Marco, Avondale and Downtown, the audience already exists. The street doesn't, yet.



THE OPPORTUNITY

Designed for the store
you walk to on a Tuesday
not the one you drive to twice a year.

Be a part of the Southeast's next
mixed-use destination.

Pearl Square is unfolding across three phases. The most desirable retail footprints — ground-floor corners, courtyard frontage, and signature anchor positions — are being held for operators with a distinct point of view.

RETAIL & APPAREL
OPPORTUNITIES

1,200± - 8,000± SF

Available



Jacksonville:

The Bold New City of the South

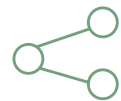
Jacksonville is entering a period of exceptional momentum, driven by a surging job market, a young and increasingly affluent population, and a lifestyle that continues to attract new residents and investment. Strategically located between the airport, Downtown CBD, the beaches, and the city's most established neighborhoods, Pearl Square sits at the epicenter of this growth. As Jacksonville's singular opportunity to deliver an authentic, open-air, experience-driven district, Pearl Square offers a setting unlike anything else in the market—distinctive, highly connected, and aspirational—representing one of the most compelling urban placemaking opportunities in the Southeast.



SURGING
JOB
MARKET



YOUNG,
AFFLUENT
POPULATION



STRATEGICALLY
CONNECTED



UNMATCHED
LIFESTYLE



Why Jacksonville?

PRIMARY CUSTOMER AREA

 Population 2025 - 1,525,000
2030 - 1,636,000
2% growth year-over-year.

 Households 2025 - 607,000
2030 - 656,000

 Household Income 2025 - \$116,261
2030 - \$130,403

 Daytime Population 2025 - 1,539,944

PRIMARY TRADE AREA

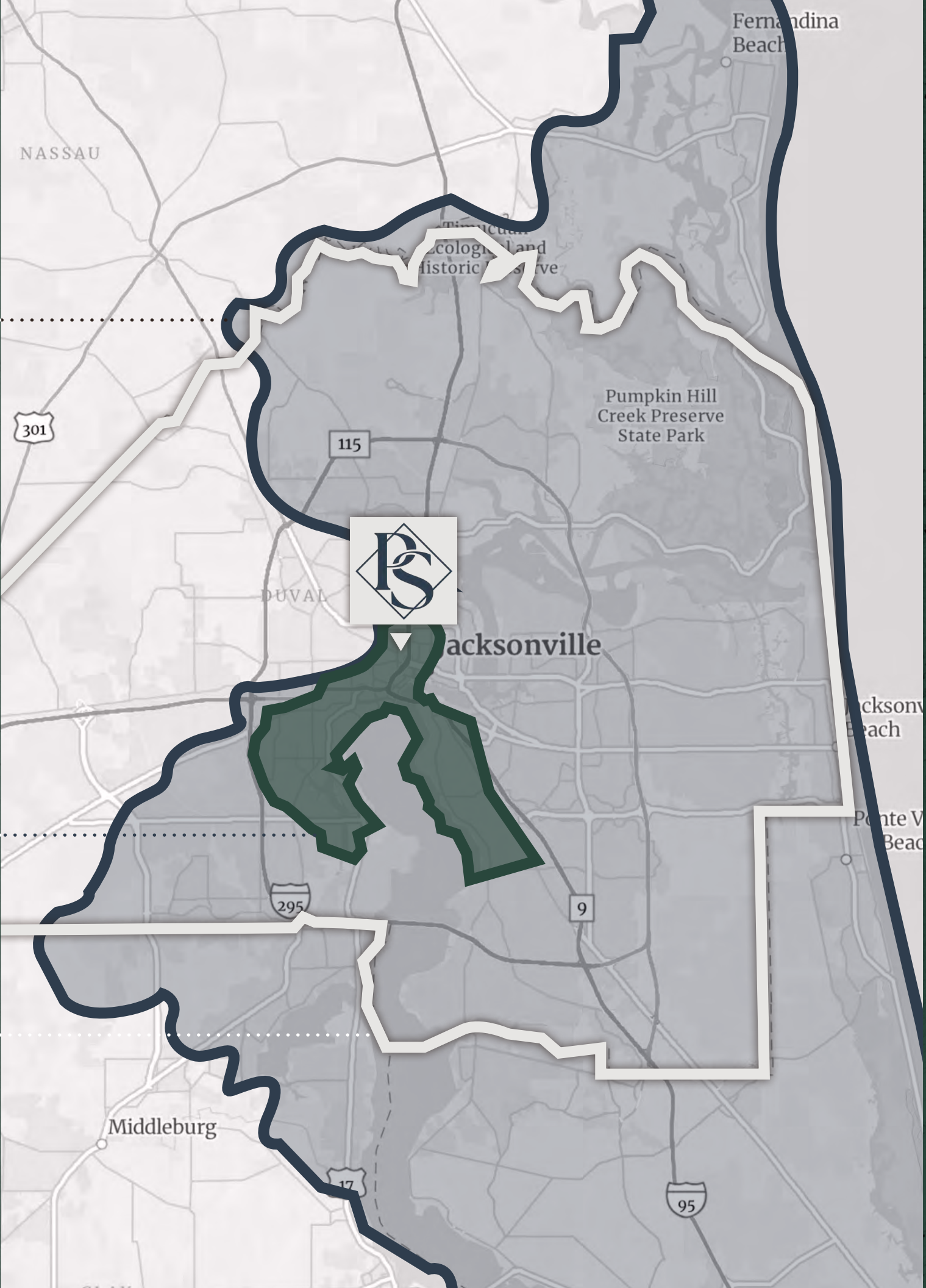
2025 Population 150,768
2025 Average HH Income \$116,261

11,200 households making more than \$150,000 annually.

JACKSONVILLE - DUVAL COUNTY

1M Residents within a 30 min drive

Source: ESRI Business Analyst, US Census Bureau



1 of 5
"Supernova Cities"
- Urban Land Institute

2nd
Hottest Job Market
in America
- Wall Street Journal, 2025

4th
Fastest Growing
City in America
- U.S. Census Bureau

3rd
in the United States
for Economic Growth
- CoworkingCafe, 2025

THE CUSTOMER

The Customer Already Lives *Around the Corner*

Pearl Square sits inside one of the wealthiest catchments in the Southeast. Riverside, San Marco, Avondale, and Ortega are minutes away - and they're not shopping where they could be.

TRADE AREA

150,768

Affluent residents in the primary trade area,
with an average household income of \$116,261



San Marco



Riverside



Avondale



Ortega



Brooklyn

5 MIN TO PEARL SQUARE

San Marco is a historic neighborhood just a few minutes from Downtown. Visit San Marco's distinctive boutiques and art galleries and enjoy the full-fledged dining district which has plenty of outdoor cafe seating and diverse options.

AVG HH: \$200K+

3 MIN TO PEARL SQUARE

Riverside is one of Jacksonville, Florida's oldest, most historic, and trendiest neighborhoods, located southwest of downtown along the St. Johns River. Known for its high walkability, eclectic architecture, and vibrant culture, it features popular areas like Five Points.

AVG HH: \$145K+

7 MIN TO PEARL SQUARE

Avondale is a historic, affluent neighborhood in Jacksonville, Florida, known for its, tree-lined streets, walkability, and high-end charm, located along the St. Johns River southwest of downtown.

AVG HH: \$275K+

10 MIN TO PEARL SQUARE

Ortega is located south of downtown Jacksonville on a peninsula off the western bank of the St. Johns River. It is one of the wealthiest neighborhoods in Jacksonville, and is the location of many historic homes and buildings.

AVG HH: \$375K+

4 MIN TO PEARL SQUARE

A mix of trendy restaurants, boutique shops, green spaces and modern hotels, Brooklyn blends the energy of the city with the charm of a walkable, riverfront neighborhood making it a great spot to dine, explore or unwind.

AVG HH: \$120K+



In the company of *the best districts* in America

Pearl Square’s retail density and tenant program are calibrated to the open-air districts that have redefined American urban retail over the last decade. The customer profile, household income, and curated lineup place it squarely in the same conversation.

Pearl Square
JACKSONVILLE, FL

250K Square Feet
19.7M Annual Visitors Downtown

Bethesda Row
BETHESDA, MD

~330K Square Feet
6.3M Annual Visitors

Pike & Rose
NORTH BETHESDA, MD

~310K Square Feet
5.3M Annual Visitors

The Wharf
WASHINGTON D.C.

~290K Square Feet
8M Annual Visitors

The Gulch
NASHVILLE, TN

~250K Square Feet
1.9M Annual Visitors

Hyde Park Village
TAMPA, FL

~190K Square Feet
3.7M Annual Visitors

Rice Village
HOUSTON, TX

~250K Square Feet
6.5M Annual Visitors

San Marco Square
JACKSONVILLE, FL

~90K Square Feet
2.3M Annual Visitors

Square footage indicative of total retail GLA at full build-out. Pearl Square peer set selected for comparable open-air format, customer profile and tenant mix.

“What we are building is the place you have been waiting to open in.”

Pearl Square is transforming the city’s heart into a thriving, walkable neighborhood that invites connection, creativity, and everyday vibrancy.

Backed by a bold \$750M+ investment and spanning more than 2 million square feet, Pearl Square is reimagining downtown living at scale. Here, Southern hospitality meets Florida’s coastal rhythm in a neighborhood where streets are made for strolling, plazas welcome gatherings, and historic landmarks find new life alongside contemporary design. More than buildings, Pearl Square is a community in the making — shaped by the people, culture, and spirit of Jacksonville.



2M

SF Mixed Use



>1,250

Residential Units



250K

SF Retail



100K

SF Office



109

Hotel Keys



1AC

of Open Space

PEARLSQUARE

DOWNTOWN JACKSONVILLE

\$7B In the development pipeline

46,833 Employees within a 10 min walk

9,228 Residents within a 10 min walk

UF UNIVERSITY of FLORIDA
1,000 Students at Full Buildout

5-MINUTE WALK

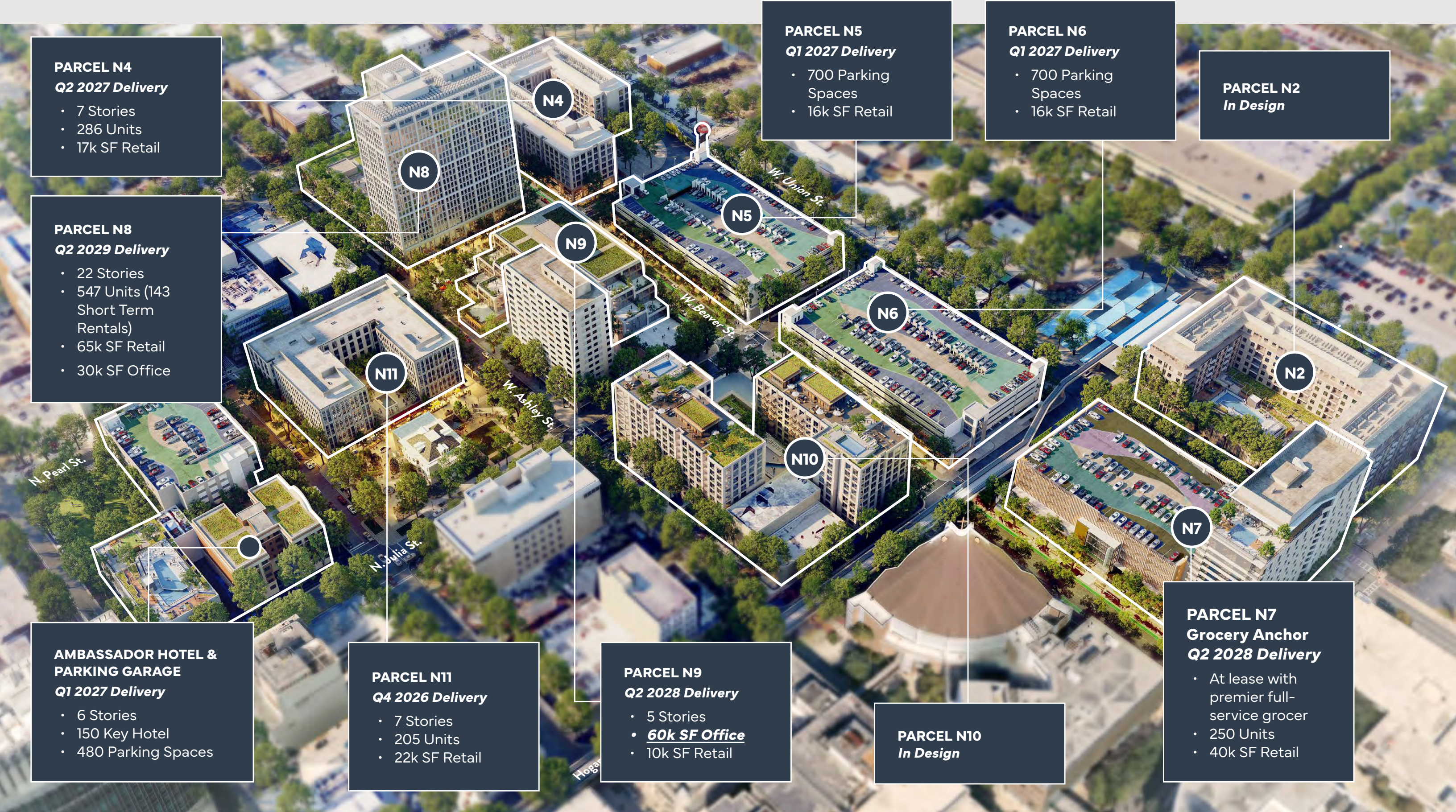
CENTRAL BUSINESS DISTRICT

7-MINUTE WALK

LEGEND

- Owned Sites
- Under Contract
- Phase 1
- Phase 2
- Phase 3
- Emerald Trail
- Central Business District Boundary

Development Site Plan



PARCEL N4
Q2 2027 Delivery

- 7 Stories
- 286 Units
- 17k SF Retail

PARCEL N8
Q2 2029 Delivery

- 22 Stories
- 547 Units (143 Short Term Rentals)
- 65k SF Retail
- 30k SF Office

PARCEL N5
Q1 2027 Delivery

- 700 Parking Spaces
- 16k SF Retail

PARCEL N6
Q1 2027 Delivery

- 700 Parking Spaces
- 16k SF Retail

PARCEL N2
In Design

AMBASSADOR HOTEL & PARKING GARAGE
Q1 2027 Delivery

- 6 Stories
- 150 Key Hotel
- 480 Parking Spaces

PARCEL N11
Q4 2026 Delivery

- 7 Stories
- 205 Units
- 22k SF Retail

PARCEL N9
Q2 2028 Delivery

- 5 Stories
- **60k SF Office**
- 10k SF Retail

PARCEL N10
In Design

PARCEL N7
Grocery Anchor
Q2 2028 Delivery

- At lease with premier full-service grocer
- 250 Units
- 40k SF Retail

A Track Record of *Density*



Water Street Tampa

- 56 acres of contiguous land
- \$4B in total investment
- 9M SF of new commercial, residential, hospitality, retail, cultural, entertainment and educational uses
- 13 acres of public space
- The world's first Precertified WELL Community
- LEED ND Designation



Gateway Jax is a fully-integrated commercial real estate company that takes a human-centric approach to real estate development. Based in Jacksonville, Florida, their unique vision employs thoughtful design to create engaging experiences and permanence with every project they undertake. With incredibly strong financial resources, Gateway Jax employs a different approach to real estate investing too. They aim to maximize value by realizing the benefits of scale, maintaining consolidated control over investment decisions and operations, developing and imploring consumer enhancing service platforms, as well as effectuating synergies between various land uses to create vibrant spaces that change how people live, work and play.



National Landing

- 20 acres of public space
- 6,000 multifamily units
- 5M SF Amazon HQ2
- 7M SF new and repositioned office space
- 600k SF retail
- \$1B Virginia Tech Innovation Campus
- \$4B in transportation projects, including new Metro station, new Amtrak station and North America's first downtown pedestrian airport connection



Bryan Moll *Chief Executive Officer*

Bryan has nearly 20 years of real estate development experience across multiple asset classes, specializing in large scale, mixed use projects. He has entitled, designed, capitalized and/or constructed more than \$6 billion in stabilized value in multiple jurisdictions. Prior to Gateway Jax, Bryan was an Executive VP for JBG Smith.

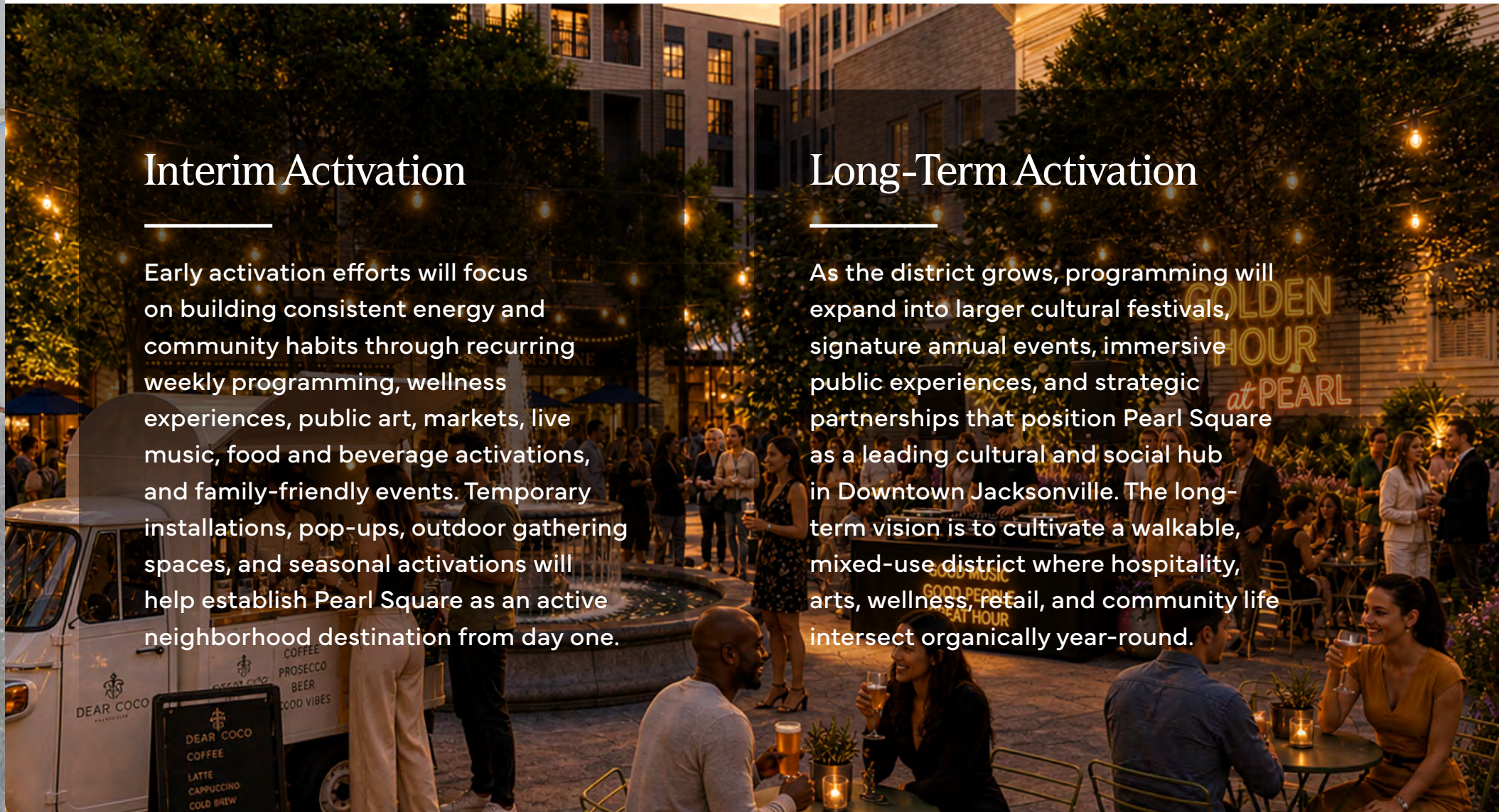


EMILY MOODY

Director of
Placemaking &
Experience

A district programmed to be shopped

Pearl Square's activation strategy is designed to create a vibrant, experience-driven neighborhood that evolves over time through layered programming, strategic partnerships, and intentional placemaking.



Interim Activation

Early activation efforts will focus on building consistent energy and community habits through recurring weekly programming, wellness experiences, public art, markets, live music, food and beverage activations, and family-friendly events. Temporary installations, pop-ups, outdoor gathering spaces, and seasonal activations will help establish Pearl Square as an active neighborhood destination from day one.

Long-Term Activation

As the district grows, programming will expand into larger cultural festivals, signature annual events, immersive public experiences, and strategic partnerships that position Pearl Square as a leading cultural and social hub in Downtown Jacksonville. The long-term vision is to cultivate a walkable, mixed-use district where hospitality, arts, wellness, retail, and community life intersect organically year-round.



PEARLSQUARE

Development Team



Gateway Jax is an investor, developer and operator of a portfolio of mixed-use properties owned by a private equity fund it manages in Jacksonville, FL. The company focuses investment in high-growth urban submarkets with a focus on developing dynamic and vibrant projects in walkable, mixed-use environments. Its current portfolio includes a future development pipeline of more than 2,500 residential units and 500,000 square feet of retail, office, hotel and entertainment uses.

OF PLACE

Of Place is a multidisciplinary real estate development firm that builds maximum asset value through the creation and execution of the ground plane - where the public realm and retail spaces interact.

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