

Ortega PARK

LEASING PACKAGE

 FranklinStreet



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Ortega
PARK

EXECUTIVE SUMMARY

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John Dewberry, renowned for his revitalization of best in location distressed properties across the Southeast, is transforming Jacksonville, Florida's Roosevelt Square into a city-defining destination - again. This time, the venue's revival is accompanied by a new name to suit its luxury: Ortega Park.

Mr. Dewberry acquired a much-neglected Roosevelt Mall in 1997 and redeveloped the project into a 300,000 square foot, open-air retail & lifestyle hub. Nearly a quarter century later, its success has had an undeniable impact on the surrounding culture and community.

Today, Ortega Park serves some of Jacksonville's most established neighborhoods including Riverside, Avondale, and Ortega. Anchored by a top 10 highest grossing sales Publix, Ulta, & West Marine, Ortega Park has become one of the most frequented shopping venues in the region.

With renovations currently underway, Ortega Park will grow to approximately 750,000 SF of upscale residential, office, shopping, dining, and lifestyle experiences which will be seamlessly integrated into the project and focalized by Ortega Alley – a pedestrian only area to attract the increasingly active culture surrounding the property.

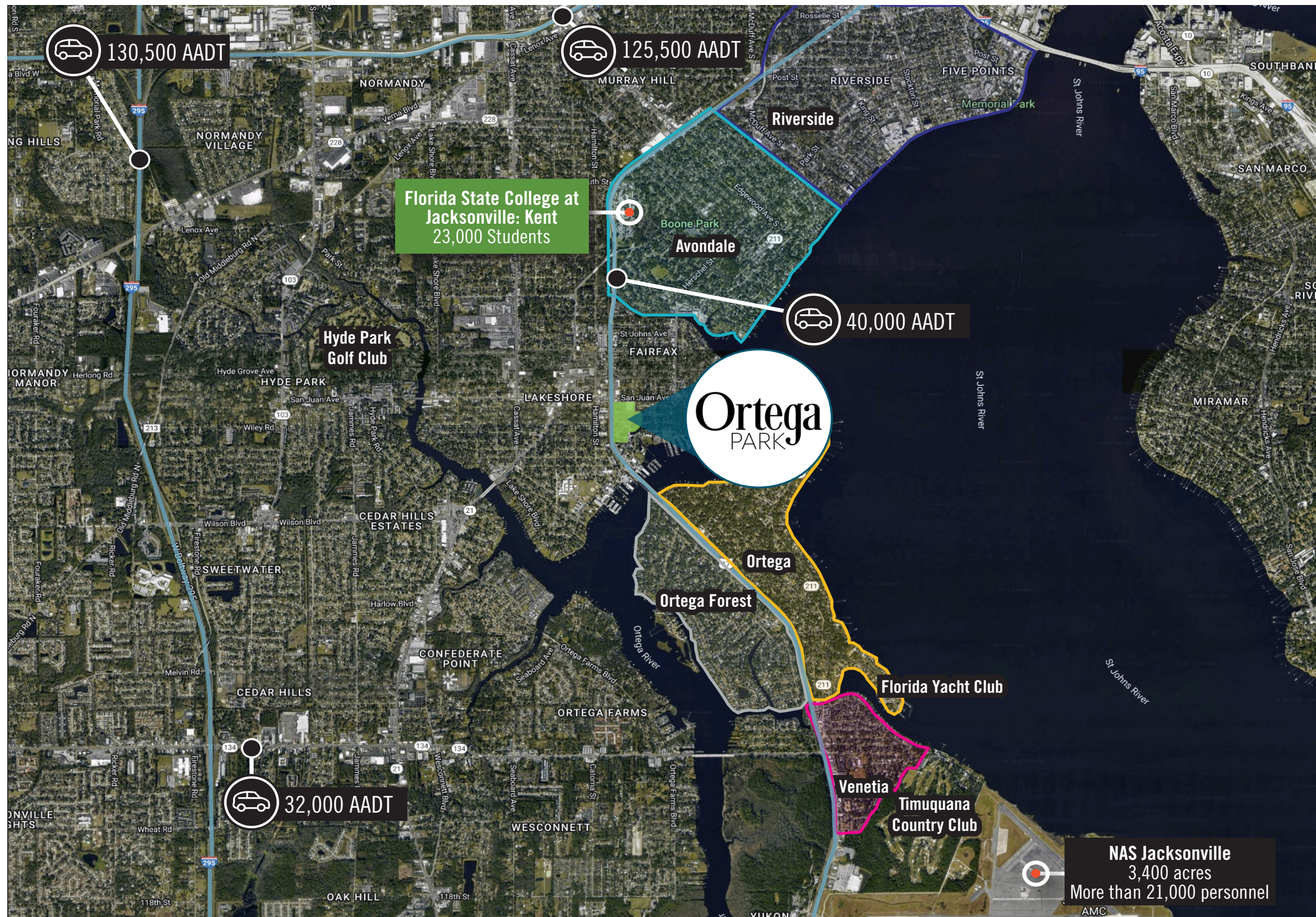
Mr. John Dewberry said, "Over two decades ago, this endeavor started as a way to revitalize an old mall complex, but it has evolved into a community gathering landmark. With this next phase, we want to ensure it continues this way for future generations."





JACKSONVILLE OVERVIEW

Duval County is the largest city by area (875 square miles) in the contiguous U.S. The city of Jacksonville has an estimated population of 963,130 (2022) which makes it the 12th most populous city in the United States. Jacksonville MSA (Baker, Clay, Duval, Nassau and St. Johns counties) has an estimated population of 1.66M (2022). It is home to the Naval Air Station Jacksonville and the Mayport Naval Station - The 3rd largest fleet concentration in the United States. Jacksonville has a world-class healthcare system, home to one of three Mayo Clinics and one of six MD Anderson Cancer Centers. There are also 3 Fortune 500 companies that are headquartered in Jacksonville. Jacksonville is consistently rated one of the 'Hottest Cities in America' for business expansions and relocations in an annual poll featured in Expansion Management magazine.



TENANTS



S I T E P L A N



SUITE	TENANT	SQ FT	SUITE	TENANT	SQ FT	SUITE	TENANT	SQ FT	SUITE	TENANT	SQ FT						
BUILDING A			BUILDING C			309	AVAILABLE	1,200	405	The Peach Cobbler Factory	1,050	430	AVAILABLE	1,800	OP3	Chick-Fil-A, Inc.	4,211
100	AT&T	1,200	585	First Watch	3,850	310	New China	1,200	406	AVAILABLE	2,000	431-432	AVAILABLE	2,525	OP4	Taco Bell	4,600
100A	LensCrafters	2,400	BUILDING D			311	Supercuts, Inc.	1,200	407	Chase Bank	2,295	433-436	AVAILABLE	4,650	FUTURE DEVELOPMENTS		
102	Hallmark	3,950	591	AVAILABLE	2,200	312	Nail Glamour	1,200	408-410	Metro Diner	3,705	BUILDING G			125	Future Development	2,475
103 - 115	Publix	51,420	594	Kids First Dentistry	2,154	313-314	Fuji Sushi	1,950	411	AVAILABLE	1,500	611	Chipotle	2,400	130	Future Development	1,750
BUILDING B			BUILDING E			315-316	AVAILABLE	3,900	412	AVAILABLE	2,000	613	Cold Stone	1,255	135	Future Development	1,400
4397	ULTA	12,201	300	AVAILABLE	1,100	318	OrangeTheory	3,253	413	AVAILABLE	1,000	614	AVAILABLE	2,000	211	Future Development	4,000/floor
4399	AVAILABLE	46,021	301	AVAILABLE	1,600	319	AVAILABLE	2,050	414	AVAILABLE	1,500	615-620	Milano	6,000	575	Future Development	2,800
505	Moe's Southwest Grill	2,338	302	West Marine	8,120	320	AVAILABLE	4,870	421	AVAILABLE	3,720	BUILDING G			580	Future Development	2,800
510	Panera Bread	4,570	303	AVAILABLE	4,000	BUILDING F			422	AVAILABLE	1,800	614	AVAILABLE	2,000	585	Future Development	2,800
520	AVAILABLE	2,777	304	AVAILABLE	1,750	401	AVAILABLE	1,250	423	AVAILABLE	1,800	614	AVAILABLE	2,000	590	Future Development	1,900
530	Okinawa	5,688	305	Great Clips	1,540	402	AVAILABLE	1,150	424	AVAILABLE	1,800	614	AVAILABLE	2,000	595	Future Development	1,710
560	AVAILABLE	3,300	306-307	AVAILABLE	2,600	403	AVAILABLE	2,550	426-428 + 437	AVAILABLE	5,400	OUTPARCELS					
565	AVAILABLE	2,625	308	AVAILABLE	1,200	404	AVAILABLE	2,550	429	AVAILABLE	1,800	OP2	Longhorn Steakhouse	5,000			

ORTEGA ALLEY



ORTEGA ALLEY

The project's centerpiece is Ortega Alley, a pedestrian-only area that is intended to attract and encourage the increasingly active culture surrounding the property. The shopping, dining and lifestyle experiences will be seamlessly integrated and focalized in the illuminated alley.

Enjoy features such as abundant parking, multiple access points and visibility from Roosevelt Blvd., convenience to Downtown Jacksonville, and excellent demographics/traffic counts as the St. Johns and Ortega River surround you.

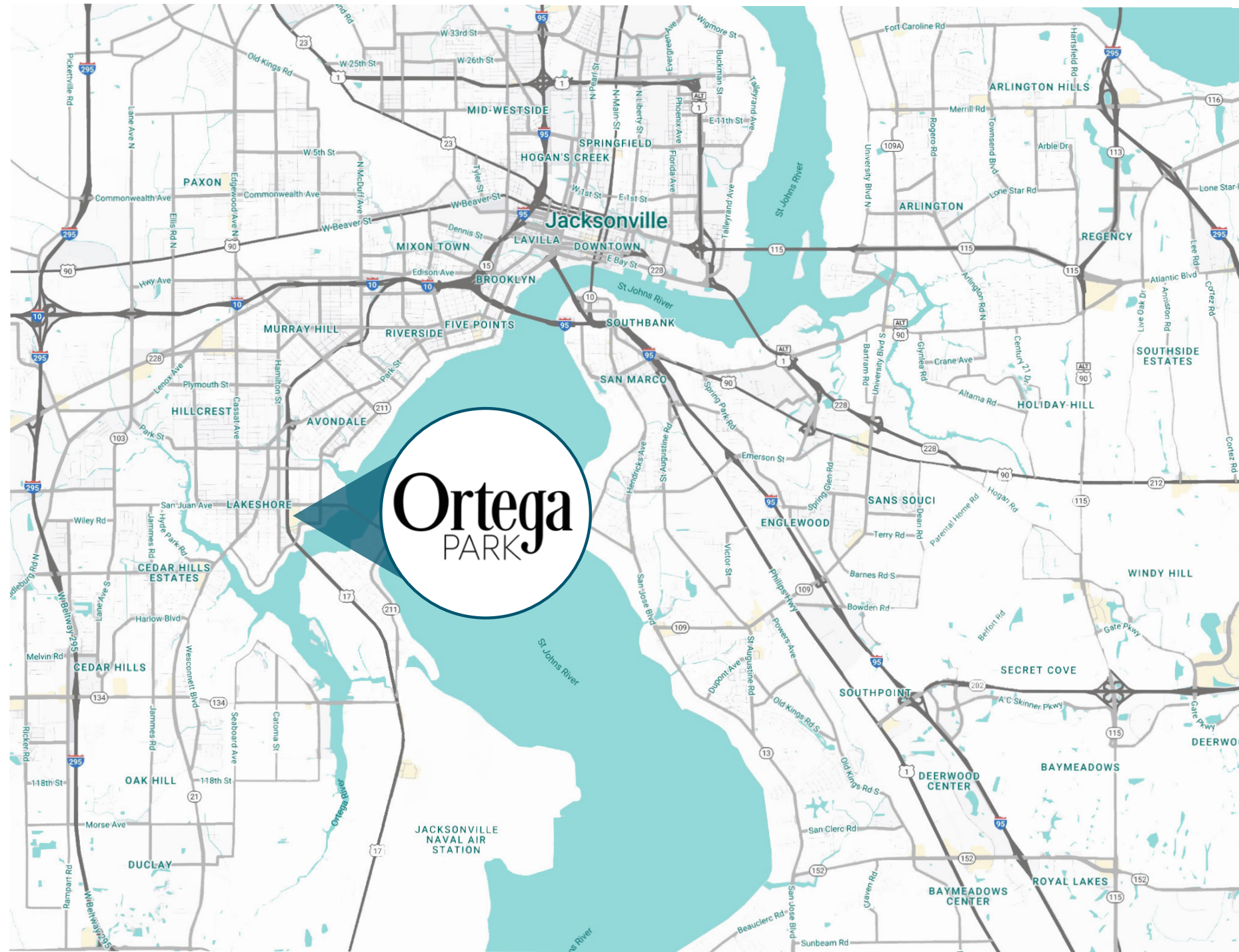
ECONOMICS



TENANT ECONOMICS

RETAIL LEASE TERMS	
Availability	1,000 - 10,000 sf
Rate psf	\$50+
Estimated OPEX psf	\$6.60 est.
Free Rent	Negotiable
Initial Term	5 - 10 Years
Tenant Improvements psf	TBD

DEMOGRAPHICS



Ortega
PARK

DEMOGRAPHICS

2022 TOTALS	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS
POPULATION 175,030	8,378	76,526	
HOUSEHOLDS	3,835	33,336	72,878
DAYTIME POPULATION	8,468	55,432	176,979



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