



PEARLSQUARE

A culinary district in the making –

An invitation to restaurateurs, chefs, and beverage operators of vision



THE OPPORTUNITY

Built for the storefront, not the box

Be a part of the Southeast's next
culinary destination.

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

FOOD & BEVERAGE

1,200± - 10,000± SF

Available



Jacksonville

The Bold New City of the South

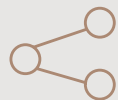
Jacksonville is entering a period of exceptional momentum, driven by a surging job market, a young and increasingly affluent population, and a lifestyle that continues to attract new residents and investment. Strategically located between the airport, Downtown CBD, the beaches, and the city's most established 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

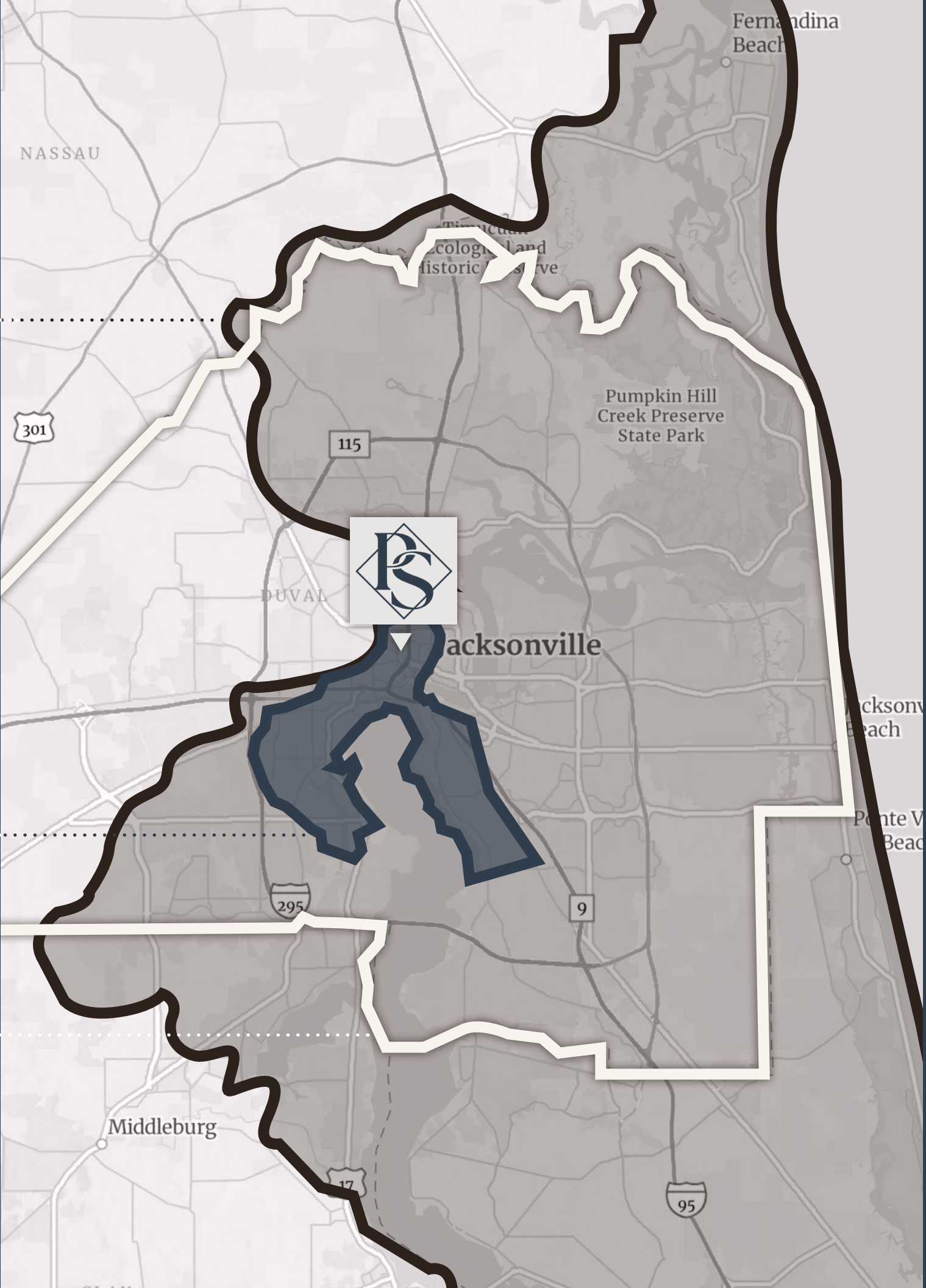
2025 Population 150,768
2025 Average HH Income \$116,261

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

PRIMARY TRADE AREA

Five Neighborhoods, Ten Minutes or Less

Pearl Square is encircled by Jacksonville’s most affluent and food-curious neighborhoods - every one of them a captive audience for a thoughtful new dining destination.

TRADE AREA

150,768

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



5 MIN TO PEARL SQUARE	3 MIN TO PEARL SQUARE	7 MIN TO PEARL SQUARE	10 MIN TO PEARL SQUARE	4 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.	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.	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.	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.	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 HHI: \$200K+	AVG HHI: \$145K+	AVG HHI: \$275K+	AVG HHI: \$375K+	AVG HHI: \$120K+
RESTAURANT SALES: \$1,100/SF+	RESTAURANT SALES: \$1,500/SF+	RESTAURANT SALES: \$1,100/SF+	RESTAURANT SALES: \$1,000/SF+	RESTAURANT SALES: \$1,000/SF+



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

7-MINUTE WALK

CENTRAL BUSINESS DISTRICT

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 N5
Q1 2027 Delivery

- 700 Parking Spaces
- 16k SF Retail

PARCEL N2
In Design

PARCEL N6
Q1 2027 Delivery

- 700 Parking Spaces
- 16k SF Retail

PARCEL N8
Q2 2029 Delivery

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

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

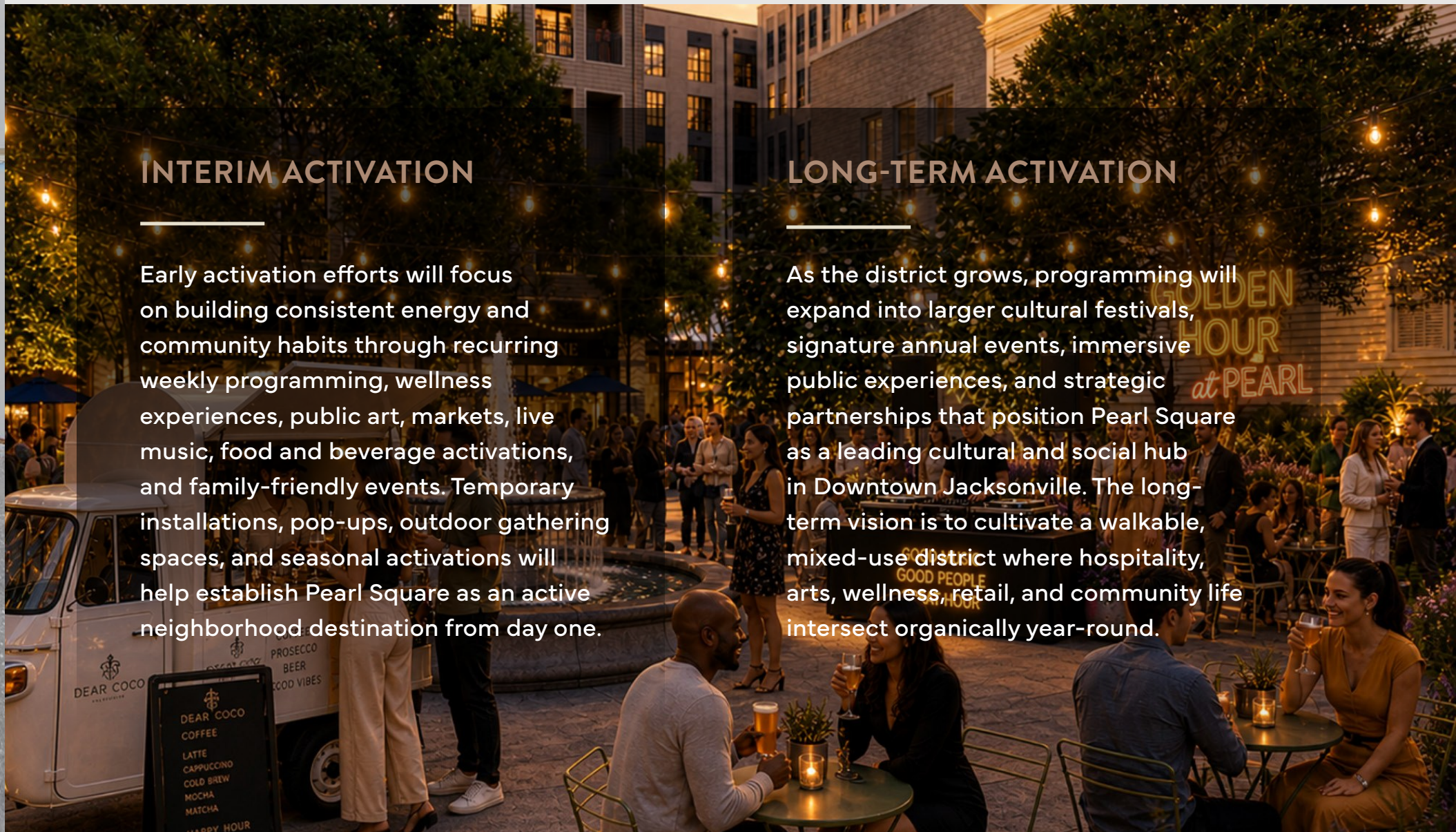


EMILY MOODY

Director of
Placemaking &
Experience

A district programmed to fill your tables

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.

CONTACT US

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THE
URBAN ×
DIVISION

Colliers