



PHX
ARTS + INNOVATION
DISTRICT





SPRINGFIELD HISTORIC DISTRICT

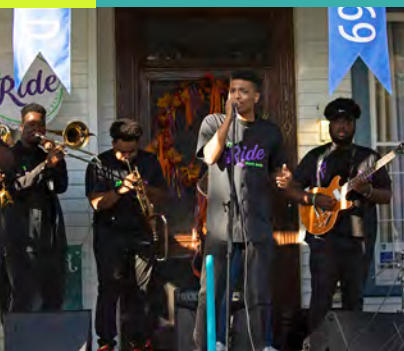


GAINING MOMENTUM

Just a few minutes north of Downtown Jacksonville is the eclectic Springfield Historic District — the oldest neighborhood in the First Coast. With a rich history of being home to some of the city's wealthiest residents and famous silent film stars, the neighborhood has evolved to attract established creatives, craft breweries, hip eateries, local boutiques and talented artists & makers.

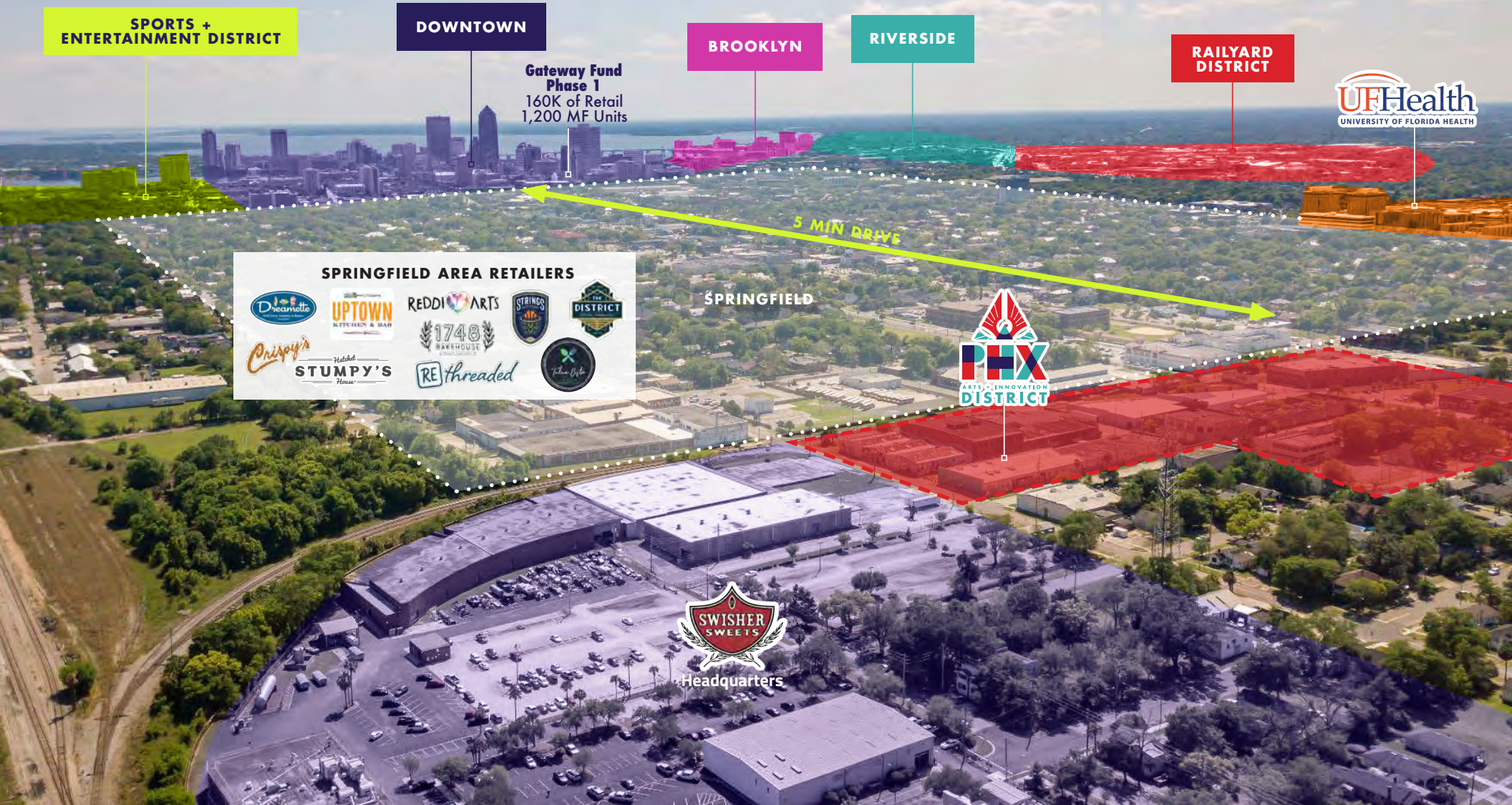
More than 10,000 visitors flock to popular community events like JAX PorchFest musical festival and Springfield Tour of Homes throughout the year to see the "Grand Old Ladies" (as

Springfield's historic homes are affectionately known). Whether venturing to Five Points in Riverside, Jacksonville Farmers Market in the Railyard District, or heading to a sporting event in the Sports and Entertainment District — Springfield Historic District is highly recognized as a wellness community that is one of the most connected and easily bikeable neighborhoods in the Urban Core. Beautifully restored mansions and charming historic bungalows line the streets promoting an urban living environment and solidifying a strong sense of community filled with entrepreneurial spirit.



ONCE ABANDONED, NOW REIMAGINED

The Phoenix Arts District (PHX) was established to create an **immersive experience** that promotes mastery of the traditional and contemporary arts with the intention of **creating a mixed-use environment through collaboration, preservation, accessibility and artistic excellence.**



THE DEVELOPMENT TEAM



TONY CHO
CEO + Founder,
Future of Cities

[Click for full bio.](#)

As an early pioneer in **Wynwood**, Mr. Cho served as a founding member of the Wynwood Business Improvement District (BID), and championed the progressive rezoning of the area — known as the Wynwood NRD (Neighborhood Redevelopment Plan) — which transformed blighted streets into a diverse, 24-hour mixed-use arts and entertainment district.

Mr. Cho is a co-founder of the **Magic City Innovation District**, which is transforming 18 acres of industrial warehouses and land in Little Haiti into a center for innovation, jobs and creativity. This 8,000,000 square foot, multi-year, mixed-use project will help spur economic, social, and cultural growth while providing an access point for jobs in an underserved community.

Recently, **Metro1 Development**, the development arm of the company, partnered with The Related Group of Florida to co-develop a mixed-use micro-apartment and hospitality project in Wynwood, targeting millennials and creatives. Metro 1 is also in the final permitting stages of a dual-branded mixed-use Marriott AC & Element Hotels in Brickell with the **Robert Finvarb Companies** in front of the first phase of **The Underline**, as well as additional projects throughout Florida.



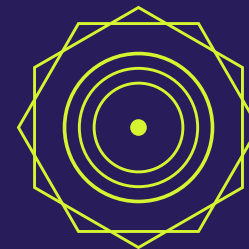
Future of Cities, driven by its mission to develop sustainable, resilient communities, will transform the Phoenix Arts District in Jacksonville's Springfield neighborhood into a global demonstration project for regenerative placemaking and sustainable real estate development.

SYNTHESIZING IMPACT STANDARDS: FROM PROJECT-LEVEL TO SYSTEMS-LEVEL THINKING

Harnessing the regenerative
development + placemaking process

Applying theory advanced by our
trusted knowledge partners

Existing standards- body
optimization



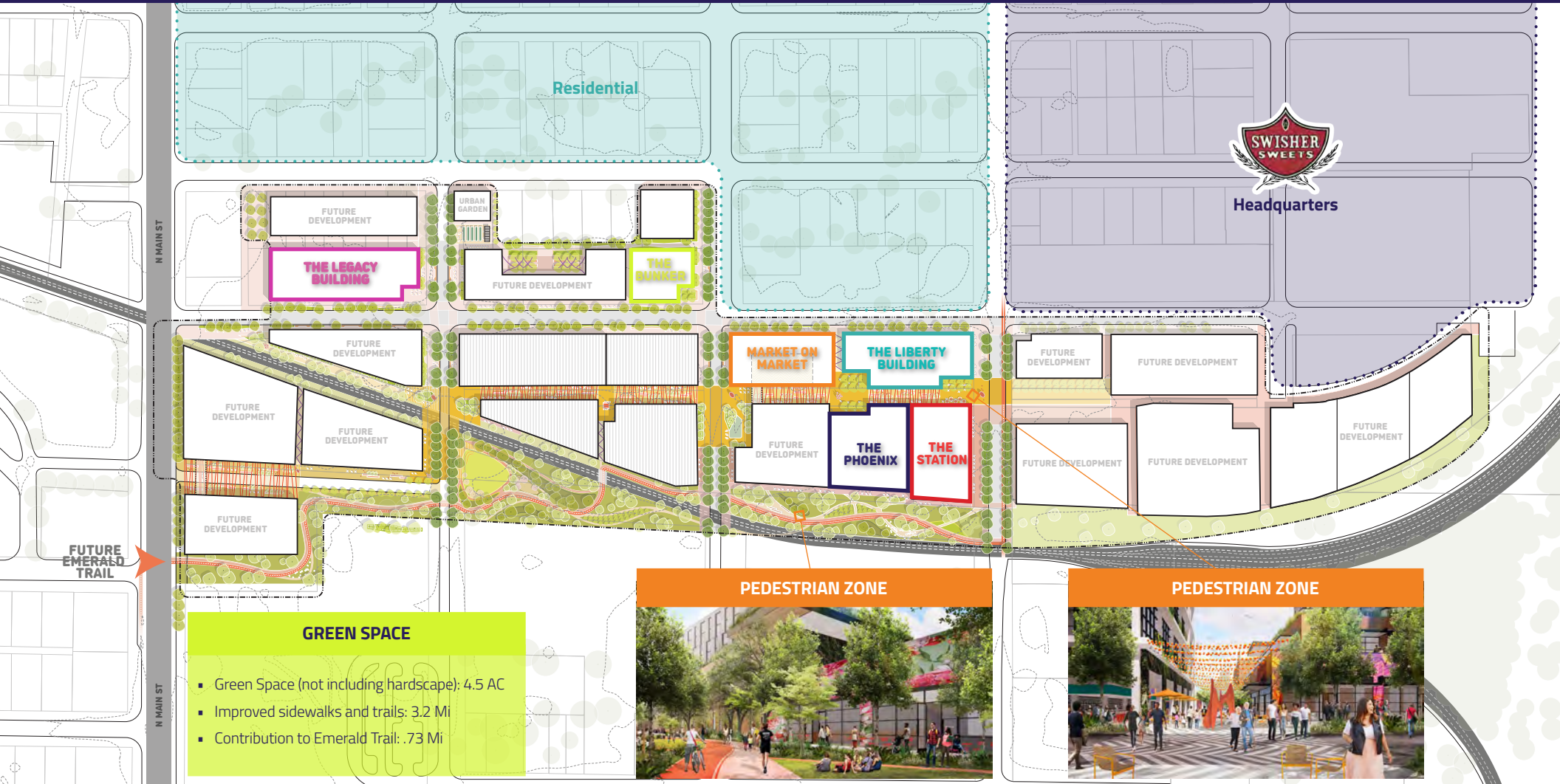
Long-term performance
measurement

Displacement measurement +
mitigation efforts

Clear reporting on impact
objectives and progress

CONCEPTUAL SITE PLAN

The Phoenix Arts + Innovation District, Jacksonville, will be developed in phases to first enrich and establish a stronger cultural, creative and entrepreneurial community, followed by the development of high-density housing and commercial uses. It will also serve as a test bed to propagate a new smart city. **At its height the PHX Arts District will consist of 1,000 residential units, 300,000± SF of office space and 250,000± SF of retail space.**



THE ARTS + INNOVATION DISTRICT

EMERALD STATION

2320 Liberty St

THE EMERALD STATION will be the epicenter of activity at PHX-JAX. It is split into the North Half, which is partitioned into a hub for small-format creative office and community gathering spaces, and the South Half, which is a signature open warehouse event concept with best-in-class kitchen prep spaces.

Availability

+ Coworking Space

[CLICK FOR FLOOR PLAN](#)



THE LIBERTY BUILDING

2336 Liberty St

PHX-JAX's creative legacy will continue at **THE LIBERTY BUILDING**. A prime street-facing space with an industrial roll-up door has been marked for a community centered restaurant, while the majority of the 17,850 SF floor plan has been allocated for affordable artist studios, art galleries, small-format retail and restaurants.

Availability

- + 650± – 3,500± SF Restaurant Space
- + 200± – 500± SF Retail Bays
- + 120± – 500± SF Artist/Creative Space

FUTURE HOME OF NAKED KITCHEN

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THE PHOENIX

2303 N Market St

THE PHOENIX (32,000± SF) building's high ceilings and stunning industrial aesthetic will be brought to Class A commercial standards to prepare for tenants on the 1st and 2nd floors.

Availability

+ 10,000± SF – 32,000± SF

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THE BUNKER

2402 N Market St

THE BUNKER is a unique and versatile property that is well-suited for a variety of businesses, including food and beverage (restaurant) operators, community-focused office users, and production, distribution, and repair businesses. The building is named for its imposing appearance, and it is in a prime location with easy access to major roads and public transportation.

Availability

- + 5,000± SF – 15,000± SF Retail Space
- + 1,500± SF – 3,000± SF Office Space

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THE LEGACY BUILDING

2404 Hubbard St

LEGACY BUILDING's mix of office and industrial and large fenced in yard leaves endless opportunity for different industrial and flex users that are looking to be a part of an innovative project.

Availability

- + 5,000± SF – 15,000± SF Retail Space
- + 1,500± SF – 3,000± SF Office Space

[CLICK FOR FLOOR PLAN](#)



WELCOMING A DIVERSE CROWD



A HUB FOR CREATIVITY

The neighborhood's rich history provides a perfect canvas for creatives, craft breweries, hip eateries, local boutiques and other talented artists & makers to call home.



THE URBAN FAMILY

A place to plant roots for families who value cultural experiences, walkable and bikeable streets and close connection to a thriving community.



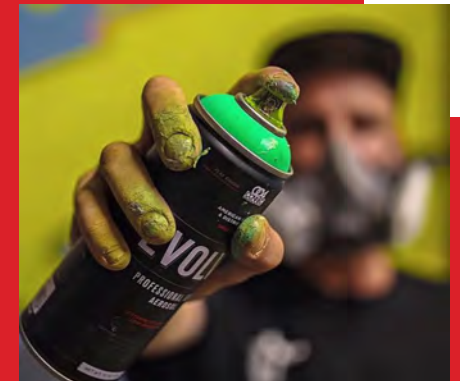
CAREER-DRIVEN MILLENIALS + GEN Z

Primed for those seeking a social scene, young career-driven professionals with elevated taste will find many unique places to meet and mingle.



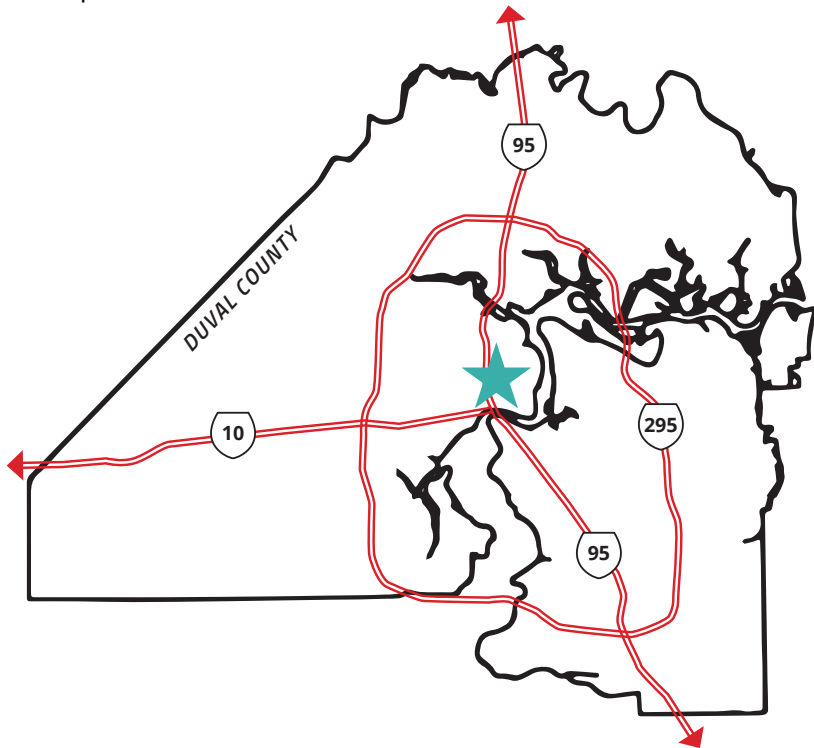
AFFLUENT, ESTABLISHED INFLUENTIALS

With charming historic bungalows, restored mansions and streets alive with local businesses, near-retirement and well established professionals will find a thriving neighborhood primed for enjoyable experiences.



JACKSONVILLE'S URBAN CORE, TRANSFORMING

With nearly \$8 billion in development in the pipeline, jumping \$3 billion within the last year, new urban developments are beginning to flourish in Downtown and the surrounding areas. Nearly 1,600 multifamily units are currently under construction and by 2030, Downtown anticipates to reach 18,300 residents with a total of 8,140 newly-developed units online.



#3

"Hottest Job Market in America," according to *The Wall Street Journal*, 2023



HIGH-GROWTH TRADE AREA

3-mile population is projected to grow 7% through 2025

\$8B in major urban projects currently in the pipeline, a 16x jump from seven years ago

\$2.42B
under construction

\$1.57B
in review

\$3.39B
proposed

\$723M
completed since 2022

DOWNTOWN JACKSONVILLE

18.5M visitors annually
2M more visitors than St. Johns Town Center



\$517M in season revenue (2023)
67,681 spectators in average home game attendance (2023)



75 home games in the 2023 season
5,100 in average game attendance



37 home games in the 2022-2023 season
7,749 in average game attendance-- the highest in ECHL (2023)



28 concerts held in 2022
656,134 in annual attendance



150+ events held annually
\$16M in economic impact during 2021-2022



VENUE	# OF EVENTS
TIAA BANK FIELD	245
CENTER FOR THE PREFORMING ARTS	224
CONVENTION CENTER	200
VYSTAR VETERAN'S MEMORIAL ARENA	128
RITZ THEATER	86
121 FINANCIAL BALLPARK	83
DAILY'S PLACE	31



351K Average Weekly Visits

POPULATION

- 97.5%** residential occupancy rate
- 72.2%** of the population has a four year degree or higher
- 53%** residents between 25-54 years old
- 50%** increase in multifamily residential growth during the last 10 years

OFFICE

- 3** Fortune 500 headquarters
- 2,400** businesses in downtown
- 64%** of employees downtown have an annual income of \$80,000+
- 54%** of employees live less than 20 minutes from downtown
- 65,119** daytime employees

EDUCATION

- 3** major college campuses downtown
- 1** law school
- \$300M** proposed UF Tech & Innovation Campus

MEDICAL

- 5** major hospital campuses less than three miles from downtown

GROWTH

- 2** new headquarters, FIS (fintech) and JEA (public utility), have added more than 500K SF of office space Downtown
- 245K** SF retail space under construction
- 1,580** multifamily units under construction

Source: Downtown Investment Authority

THE TRAIL OF GROWTH

PHX is perfectly situated in Historic Springfield, along the Emerald Trail — a 30-mile bicycle/pedestrian recreational trail connecting 14 historic neighborhoods and downtown to local and regional trails, parks, schools, businesses, transit and other destinations providing unparalleled accessibility, connectivity and a unique sense of place. The trail connects Jacksonville’s downtown and surrounding boroughs that are welcoming exciting projects and encouraging growth. **Click on these new developments to learn more.**



Development Status

- In Progress
- Proposed

Emerald Trail Implementation

- Existing Trail
- Implementation Tier 1
- Programmed Segments
- Implementation Tier 2



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LET'S CONNECT

PHX collectively represented by:

👤 MATTHEW CLARK

P 904.861.1139

E Matthew.Clark@Colliers.com

👤 SAM MIDDLEKAUFF

P 904.861.1139

E Sam.Middlekauff@Colliers.com

👤 OLIVIA STEINEMANN

P 904.861.1139

E Olivia.Steinemann@Colliers.com

DEVELOPED BY:

