

# FORD ON BAY

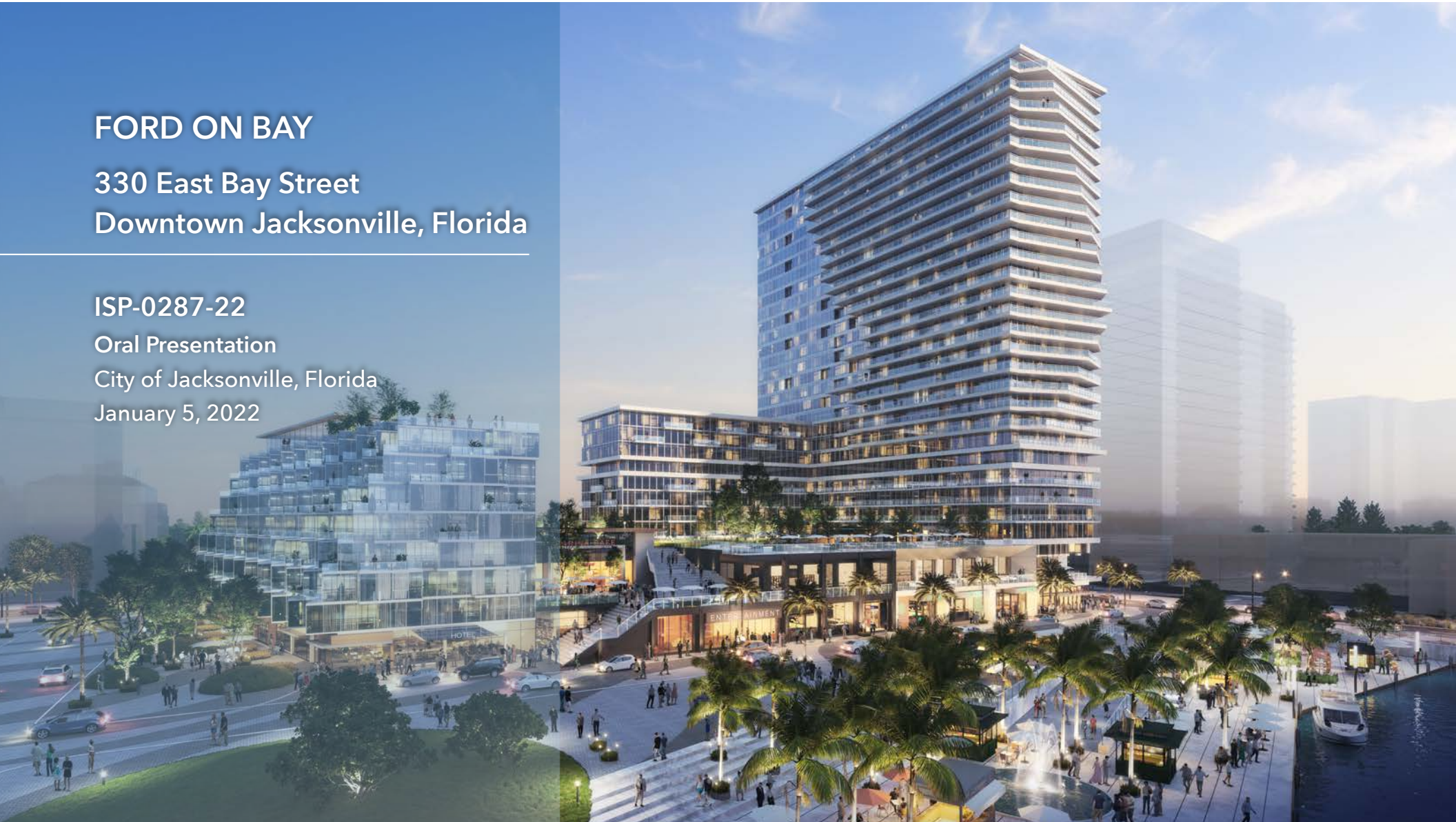
330 East Bay Street  
Downtown Jacksonville, Florida

ISP-0287-22

Oral Presentation

City of Jacksonville, Florida

January 5, 2022



## INTRODUCTION

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- JAX Riverfront, LLC
- SouthEast Development Group, LLC
- City Development Co.
- Vision
- Local & National Expertise
- Commitment
- Opportunity

There have been two significant opportunities to reimagine Downtown Jacksonville's identity. The first followed the Great Fire of 1901, when the ashes of destruction gave way to a wave of new construction.

The second opportunity is now, with major portions of the Downtown Northbank free of encumbrances following the relocation of old municipal buildings. The development of the **FORD ON BAY** can contribute as one of the most dynamic and socially impactful projects proposed in the region's history.







## SOUTHEAST DEVELOPMENT GROUP, LLC

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- 20-Year Commitment to Downtown Jacksonville
- \$220 Million in Development Volume in Downtown
- The Barnett
- Laura Street Trio
- Local Developer with National Reach
- Success in Complex, Mixed-Use Projects
- Certified Community Development Entity (CDE)

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## CITY DEVELOPMENT CO.

- Pioneer in Nashville Development
- Award Winning Projects
- The Gulch
- Printer's Alley
- Nashville's Dream Hotel
- East Bank
- Capital View





## DEVELOPMENT PROGRAM

- 2.74 Total Acres (Upland Area)
- 3.38 Acres Marina Basin (Proposed)
- Approx. 2 Acres of Expanded Public Plaza
- "Great Fire" of 1901 Interactive Program
- 300 Multifamily Apartments
- 60 Units Workforce Rated - 80% AMI
- 95 Residential Condominiums
- 150 Room "REVERB" by Hard Rock Hotel
- 54,575 NSF Retail & Entertainment Space
- Flexible Creative Office Space
- 425 Space Subterranean Parking Structure



## PROJECT TEAM

- Swinerton - Project Management
- Gensler - Architectural Design
- Nelson Worldwide - Planning A.O.R.
- SWA Group - Planning / Site Design
- THA Consulting - Parking Planning / Design
- ETM - Civil Engineering
- Brasfield & Gorrie - General Contractor
- Live Oak Contracting - Interiors



SWINERTON

**Gensler**

NELSON

**swa**

**ETM**

**THA**  
THA CONSULTING

**BRASFIELD  
& GORRIE**  
GENERAL CONTRACTORS

  
LIVE OAK CONTRACTING



# REVERB™

— BY HARD ROCK —

- 150 Rooms & Entertainment Venues
- Live Music- International & Local Focus
- Celebrate Southern Rock Genre
- Full Smart-Environment
- Young Exciting Energy
- Gensler Signature Design





## MULTIFAMILY & WORKFORCE HOUSING

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- 300 Multifamily Apartment Units
- 20% of Units Workforce Rated - 80% AMI
- Studios, One & Two Bedroom Units
- Full Smart-Environment
- Brings a Full Spectrum of Residential Density to the Jacksonville Northbank



## RESIDENTIAL CONDOMINIUM

- 95 Residential Condominiums
- Varied Price-Points
- One, Two & Three Bedroom Units
- Full Smart-Environment
- Standard & Custom Units
- New Ownership-vested Residential Density to the Jacksonville Northbank







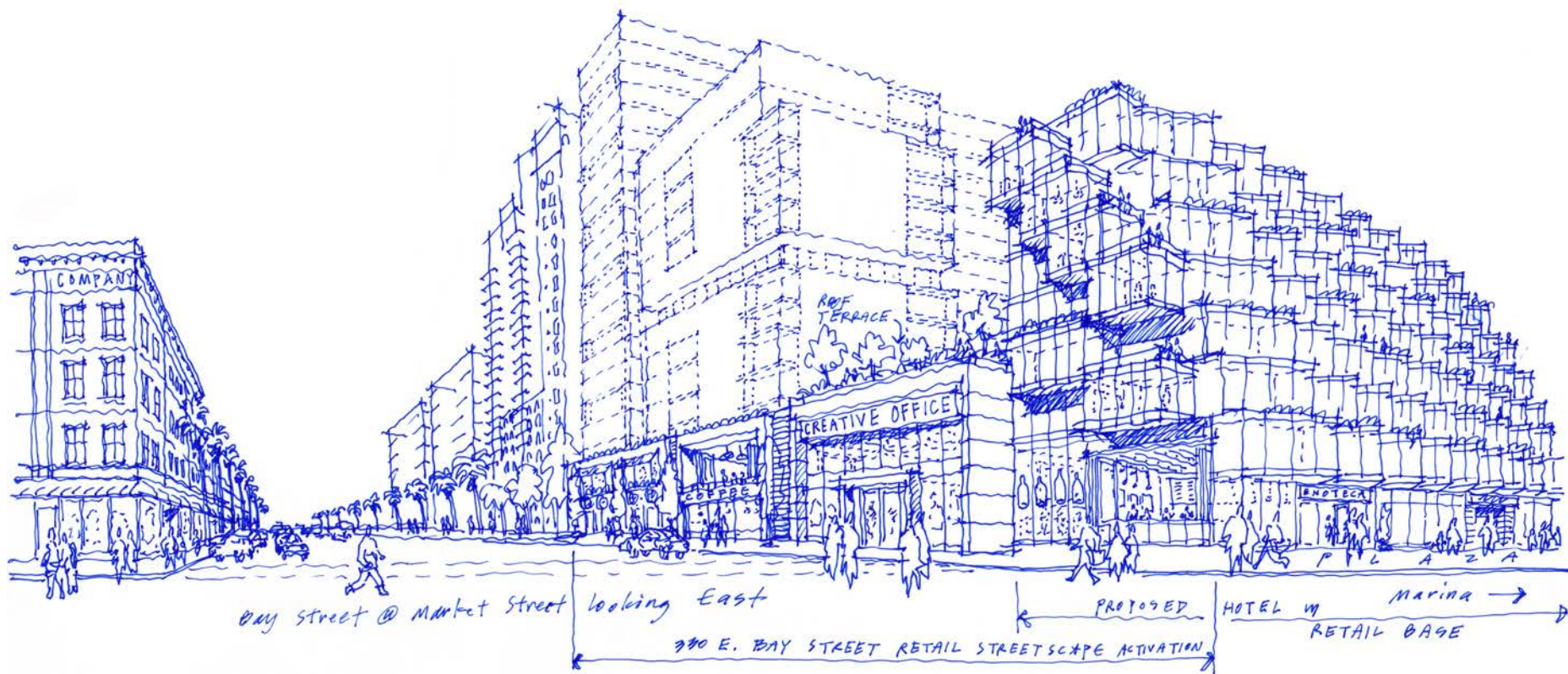
## RETAIL - FOOD & BEVERAGE ENTERTAINMENT

- 54,575 NSF  
Retail & Entertainment Spaces
- Curated Food & Beverage
- Indoor/Outdoor Environment
- Human-Scale Focused
- Public Plaza Engagement
- Bay Street Anchor
- River Front Anchor



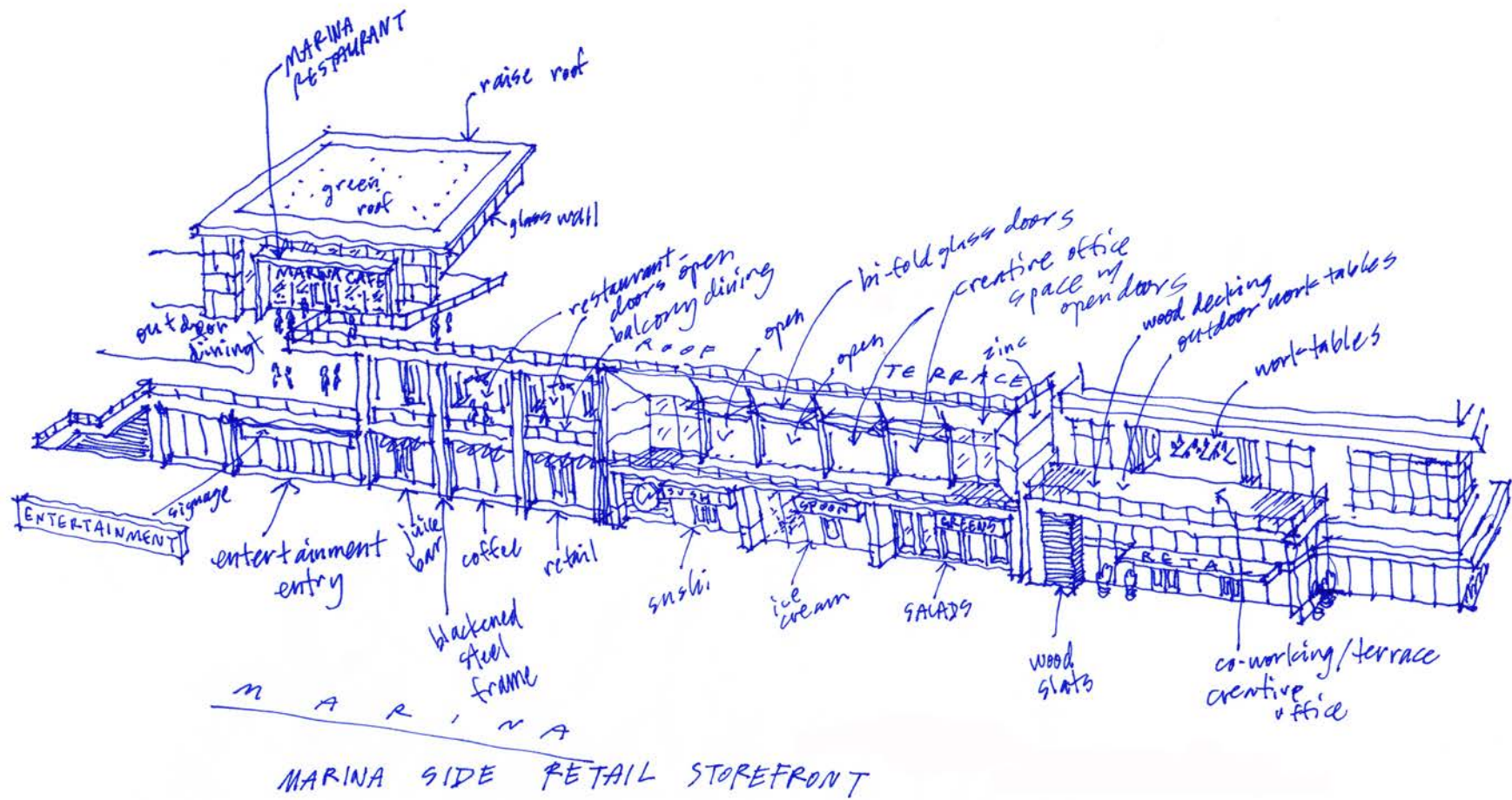






FORD ON BAY  
Concept Sketches





FORD ON BAY  
Concept Sketches

FORD ON BAY  
SW PERSPECTIVE VIEW





FORD ON BAY  
RIVERFRONT PERSPECTIVE VIEW





Realize the power of partnership.

## Proposed Development Values

• Hotel	\$43,200,000
• Multifamily & Parking	\$137,650,000
• Residential Condominiums	\$52,600,000
• Retail	\$13,750,000
• Creative Office	\$6,250,000

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<b>Total Land:</b>	<b>\$8,000,000</b>
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<b>Total Development:</b>	<b>\$253,450,000</b>
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## Financial Returns to City of Jacksonville

### During Construction:

- \$150 Million in construction materials purchased
- \$2.5 Million in public revenues from additional local sales taxes from construction

### From Operations (Annually):

- \$20 Million in new retail sales on-site
- \$4.3 Million annually in additional local government revenues from hotel/sales taxes
- \$5 Million in new retail sales taxes to the City of Jacksonville annually

### Total Economic Impacts (Direct & Indirect):

- \$280 Million in total economic impact from construction
- 560 new jobs supported in the regional economy
- \$25 Million in annual regional payroll impacts

\* KB Advisory Group 2021



**FORD ON BAY**  
**330 EAST BAY STREET**  
**ISP-0287-22**

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