

NOVEMBER 24, 2025

DIA'S ROLE IN SHAPING THE FUTURE OF DOWNTOWN



DOWNTOWN
INVESTMENT AUTHORITY

AGENDA

CRA DEVELOPMENT STRATEGY & PROCESS REVIEW

1. DIA Disposition (*in progress, priority, and inventory*)
2. Planned Public Improvements
3. Projects Advancing Towards Review
4. Additional Projects in the Pipeline





DIA DISPOSITIONS

(in progress, priority & inventory)

VESTCOR / APEX SWAP

LAVILLA

- Property exchange to support University of Florida (UF) campus plan
- Includes Vestcor site behind Prime Osborn and Apex Printing building that is City-owned (200 N. Lee St.)
- Fulfills conditions precedent from UF RDA
- Releases City from \$5M obligation to fund UF purchase of the Vestcor site
- UF must wait 5 years before taking down any of the Prime Osborn property including the soon-to-be former Vestcor site

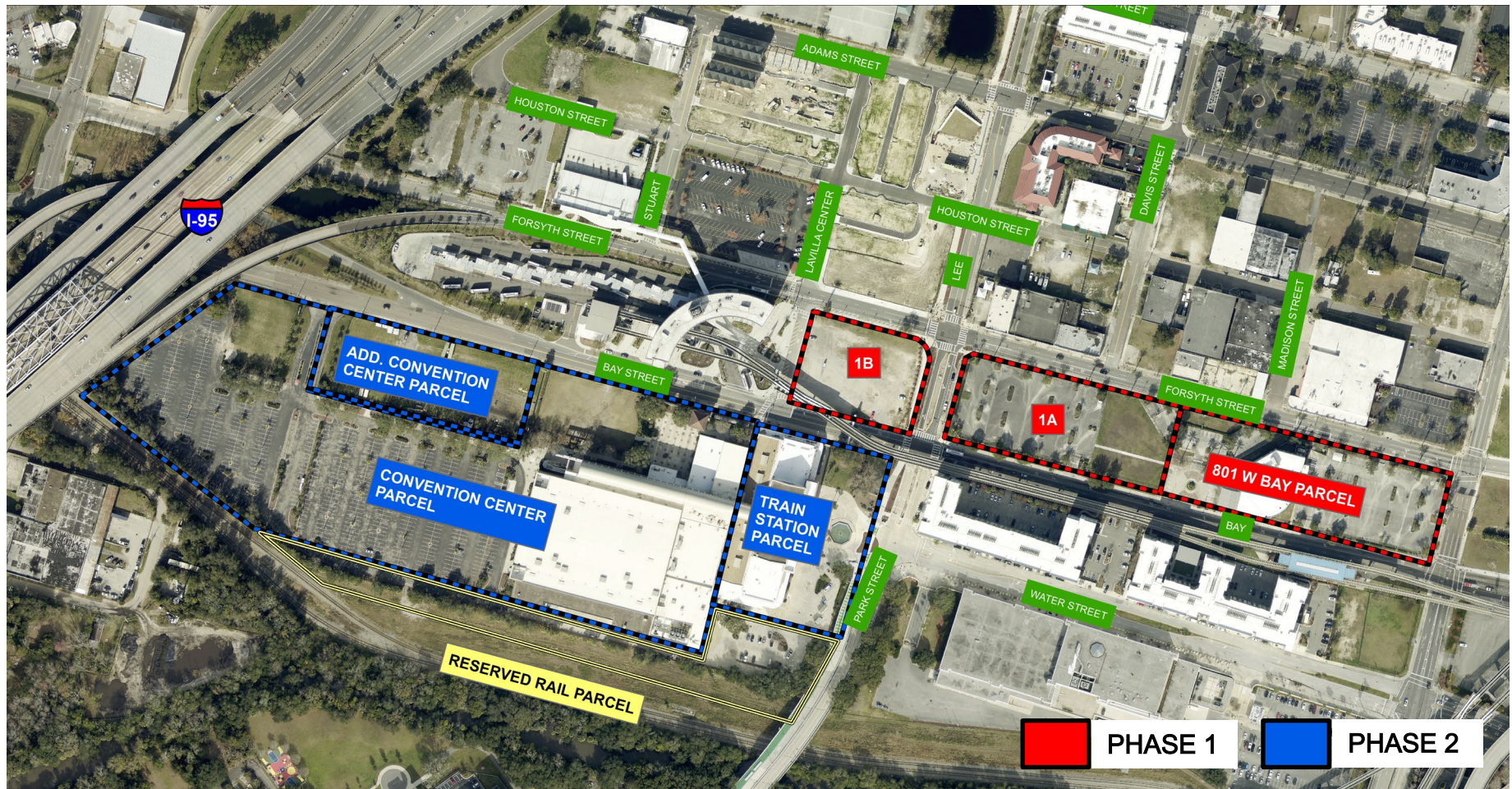


UNIVERSITY OF FLORIDA / RIVERFRONT PLAZA PAD B

LAVILLA

- **Phase 1:** Sites 1A, 1B and 801W. Bay St.
 - Sites 1A and 1B are City-owned and included in UF's Phase 1 disposition package
- **Phase 2:** Prime Osborn Site, related parking area and Vestcor Parcel
- Swap of 801 W. Bay St. (Gateway Jax-owned) in exchange for Pad B (currently City-owned)

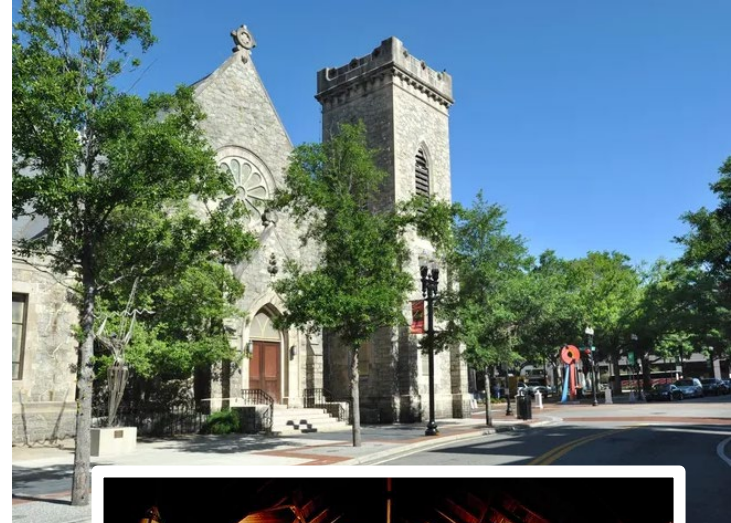




SNYDER MEMORIAL CHURCH

CITY CENTER

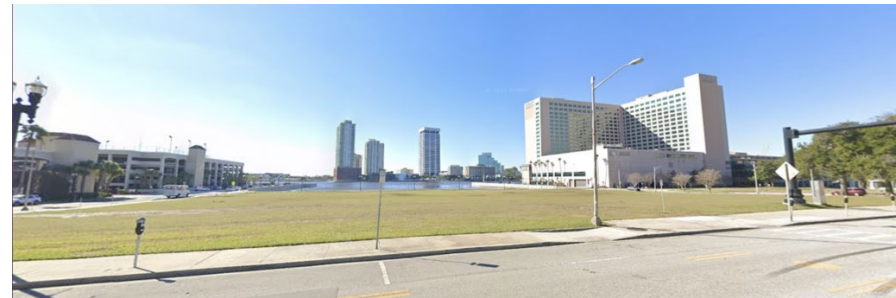
- Historic structure at key downtown corner
- Title work and easement investigation underway
- Total CRA-supported budget: \$4.5M
- Potential reuse as entertainment, food and beverage space
- Targeting solicitation in 2026



FORD ON BAY

CITY CENTER

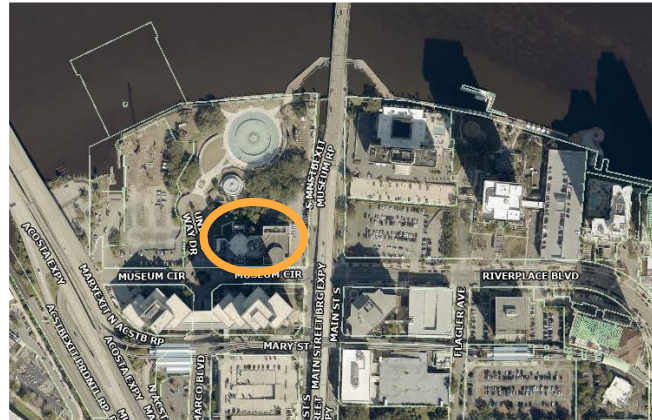
- DIA-led massing study to begin, includes parcel north of Hyatt.
- Parcelization, scale in preparation for early 2026 RFP for Ford on Bay
- Short-term activation ongoing (special events currently occurring on site)



FORMER MOSH SITE

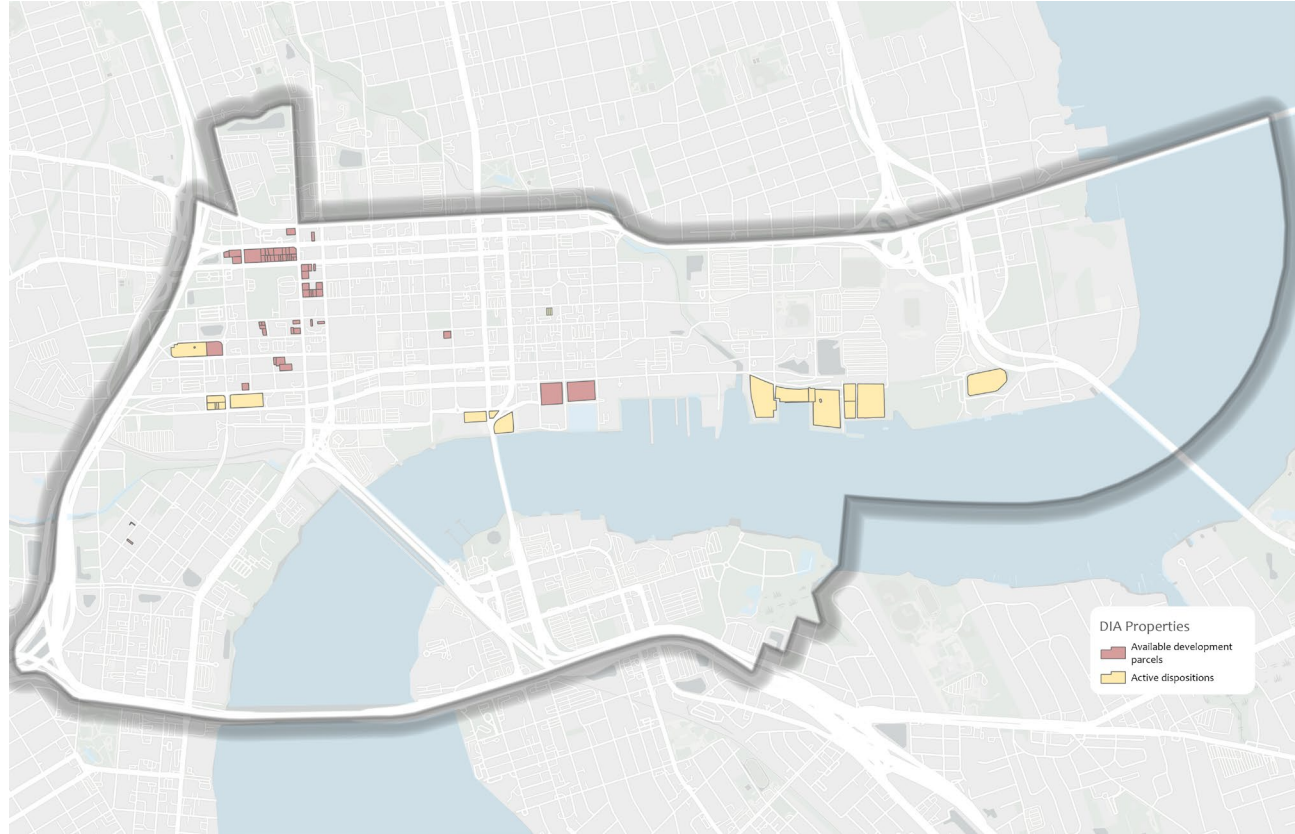
SOUTHBANK

- Site to be returned to City
- Coordinated redevelopment with Related Group
- Future use TBD



REMAINING DIA PROPERTY INVENTORY

- Scattered sites across LaVilla and Cathedral Hill
- Small-scale or bundled infill opportunities
- Disposition strategy to be phased and market-responsive





PLANNED PUBLIC IMPROVEMENTS

PUBLIC IMPROVEMENTS

NORTHBANK

Riverfront Plaza Restaurant Parcel & Phase 2

*Phase 1 Soft Opening 11/29;
Ribbon Cutting early December*

Phase 2 Under Design

Music Heritage Garden

Opening Spring 2026



PUBLIC IMPROVEMENTS

SOUTHBANK

St. Johns River Park(SJRP) Restaurant Site

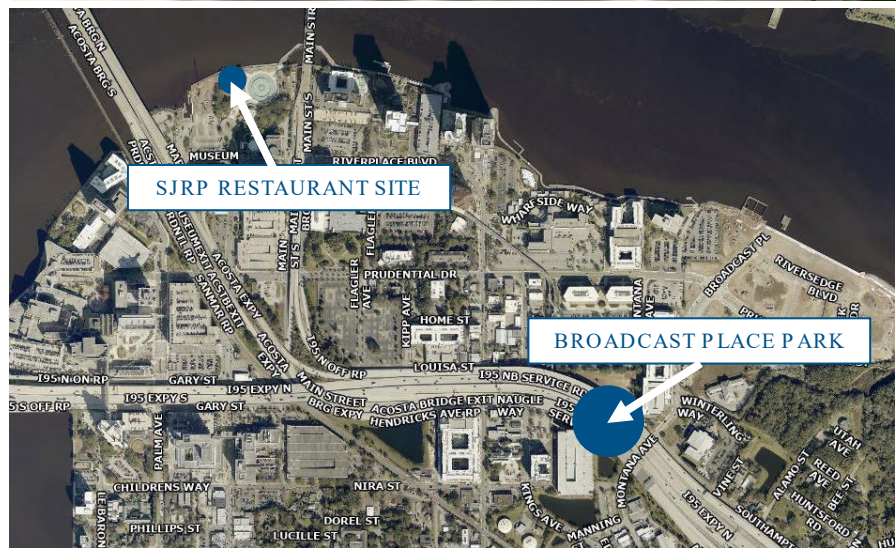
RFQ Closed 10/24

RFP in Progress; selection expected early 2026

Broadcast Place Park (located under I-95)

Design Team Selected

30% design in Progress





PROJECTS ADVANCING TOWARDS REVIEW

GATEWAY JAX: N7

119 W. Beaver St.

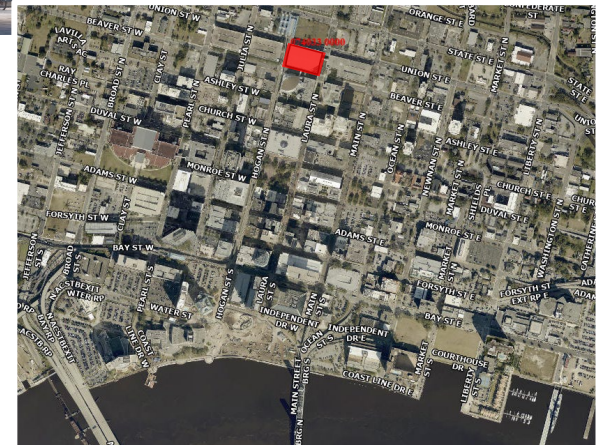
16-Story Mixed-Use Tower

- *Estimated 250+/- residential units*
- *Approximately 36,750 sq. ft. of retail space, including a 33,000 sq. ft. Public as anchor*
- *400 space parking garage*

Estimated Total Development Cost: \$138.6M

Requested Incentives

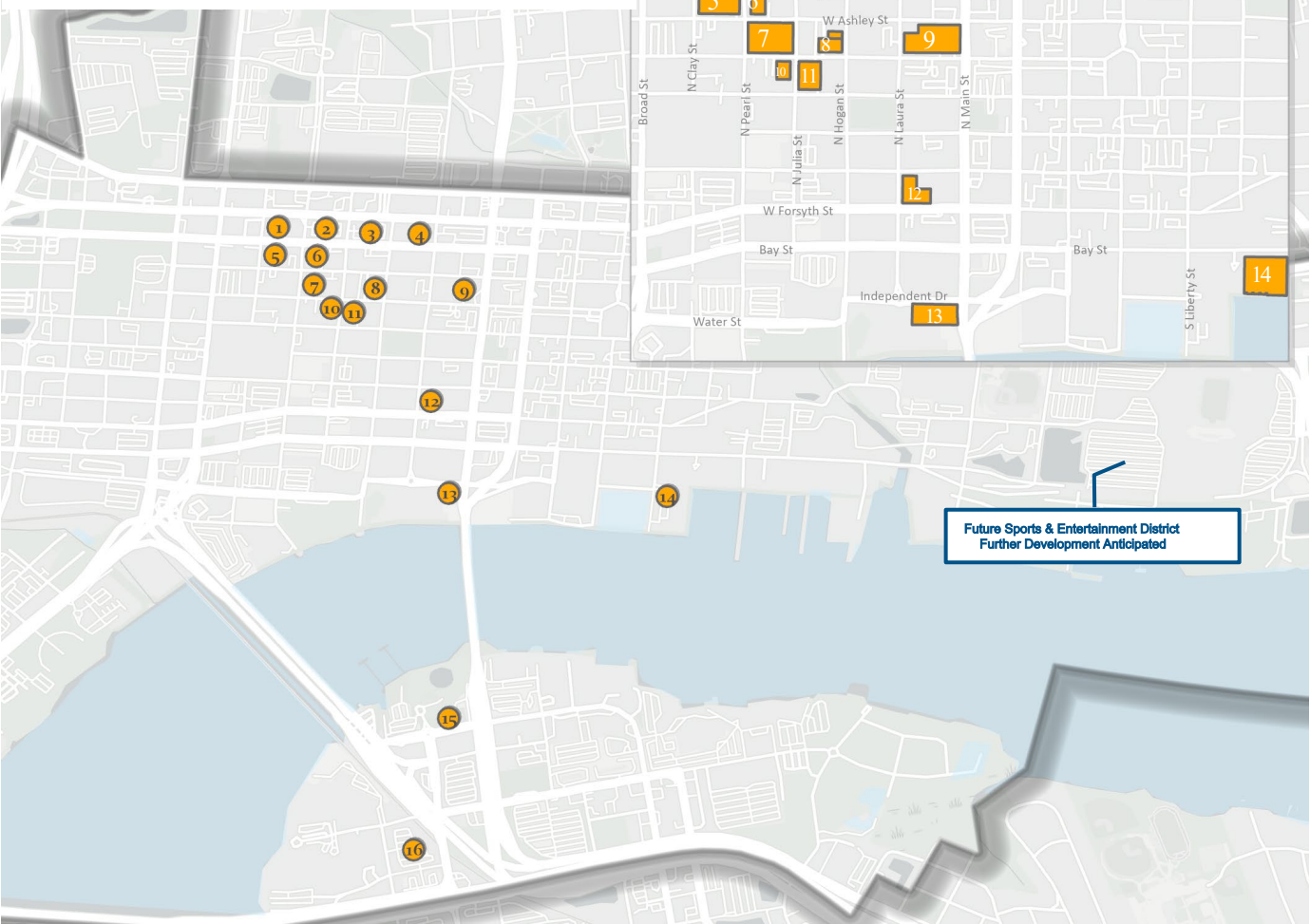
- REV Grant: \$16.8M (DIA, TIF)
- Completion Grant: \$28.5M (City, Gen Fund)





ADDITIONAL PROJECTS IN THE PIPELINE

PROJECTS IN THE PIPELINE



- 1. **Pearl Square N4**
Gateway Jax
425 W. Beaver St.
- 2. **Pearl Square N5**
Gateway Jax
721 N. Pearl St.
- 3. **Pearl Square N6**
Gateway Jax
712 N. Hogan St.
- 4. **Pearl Square N7**
Gateway Jax
119 W. Beaver St.
- 5. **Pearl Square N8**
Gateway Jax
440 W. Beaver St.
- 6. **Pearl Square N9**
Gateway Jax
655 N. Pearl St.
- 7. **Pearl Square N11**
Gateway Jax
515 N. Pearl St.
- 8. **Jones Bros. Development**
Corner Lot
520 N. Hogan St.
- 9. **Former JEA Building**
Live Oak Contracting
21 W. Church St.
- 10. **Ambassador Hotel**
Gateway Jax
420 Julia St.
- 11. **Old Independent Life Building**
TBD
233 E. Duval St.
- 12. **Laura Street Trio**
TBD
51 W. Forsyth St.
- 13. **Riverfront Plaza Development Pad**
Gateway Jax
2 W. Independent Dr.
- 14. **Berkman II Site**
Innovation Capital Group
500 E. Bay St.
- 15. **MOSH (Former Site)**
Related ROFR
1025 Museum Cr.
- 16. **Baptist Hotel**
Baptist Health Systems, Inc.
1051 Palm Ave



THANK YOU



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DIA.COJ.net

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