Seaport at St. Johns

A TWO TOWER RIVERFRONT REDEVELOPMENT PROPOSAL FOR 1701 PRUDENTIAL DRIVE

Seaport at St. Johns reimagines one of Downtown Jacksonville's most prominent riverfront sites as a transformative two-tower mixed-use redevelopment.

The two proposed 20-story towers would include hotel rooms, 300,000 SF of residential space (150 condominiums), 110,000 SF of retail, destination dining, an urban grocery component, and publicly accessible ground-floor uses — enhancing the Southbank Riverwalk, strengthening waterfront access, and creating a vibrant new gateway for Downtown Jacksonville.



DEVELOPMENT HIGHLIGHTS

4.87 ACRES
Land

1,200
Permanent jobs

800
Construction jobs

22,000 SF
Healthcare, civic site, childcare, health & wellness center

110,000 SF
Retail + Grocery mixed-use

150
Condominiums

20 Story
Hotel

Investing in our waterfront. Building for our future.

VIBRANT COMMUNITY | STRONG ECONOMY | LASTING IMPACT

Land Use *Plan*



1 **20-Story Waterfront Hotel**

Full-service waterfront hotel featuring premium guest rooms, signature dining, event spaces, and upscale guest amenities.

2 **20-Story Mixed-Use Tower**

Ground-floor retail and dining, a second-floor grocery store, and luxury condominiums on the upper floors.

3 **Ground-Floor Retail & Restaurants**

Vibrant retail, dining, and café spaces activate the waterfront and promenade.

4 **Second-Floor Grocery Store**

Convenient full-service grocery store located on the second floor of the mixed-use podium.

5 **Marina with Boat Slips**

Full-service marina with boat slips for residents, guests, and visitors.

6 **Waterfront Promenade / Public Plaza**

Inviting public space with seating, landscaping, and event areas along the water.

7 **Vehicular Access / Drop-Off Drives**

Dedicated entry drives and drop-off areas provide convenient access to both buildings.

8 **Landscaped Open Space / Pedestrian Circulation**

Lush landscaping, walking paths, and green spaces connect the site and enhance the experience.

Southbank *Directory*

BUSINESSES AND DESTINATIONS AROUND ST. JOHNS SEAPORT.

A map of dining, hotels, office, healthcare, parks, residential and more, organized by name, with 35 key destinations within 2 miles of St. Johns Seaport.

35 MAP DESTINATIONS

9 CATEGORIES

1- & 2-Mile CONTEXT



#	NAME	STATUS
DINING & HOSPITALITY		
1	St. Johns Seaport	Proposed
2	Ruth's Chris Steak House	Open
3	Chart House	Open
4	Southbank Johnnie's	Open
5	Pier 1515	Open
6	City Grille & Raw Bar	Open
7	bb's restaurant and bar	Open
HOTELS		
8	DoubleTree by Hilton Hotel	Open
9	Southbank Hotel Jacksonville Riverwalk	Open
10	Extended Stay America	Open
11	Hampton Inn	Open
12	Hilton Garden Inn	Open
OFFICE & EMPLOYERS		
13	Riverplace Tower	Open
14	1300 Riverplace Blvd / Riverplace South	Open
15	841 Prudential	Open
HEALTHCARE & EMPLOYMENT		
16	Baptist Medical Center Jacksonville	Open
17	Nemours Children's Health	Open
PARKS & RIVERFRONT		
18	Friendship Fountain	Open
19	St. Johns River Park	Open
20	Southbank Riverwalk	Open
21	Jessie Ball duPont Park / Treaty Oak	Open
22	RiversEdge Parks	Open
RESIDENTIAL & DEVELOPMENT		
23	Southbank Residences	Under Construction
24	The Peninsula	Open
25	The Strand	Open
26	RiversEdge	Development
27	River Road	Open

#	NAME	STATUS
TRANSIT		
28	JTA Skyway - Riverplace Station	Open
29	JTA Skyway - San Marco Station	Open
30	JTA Skyway - Kings Avenue Station	Open
GROCERY & RETAIL		
31	Publix - Shoppes at East San Marco	Open
32	Whole Foods Market - Jacksonville Downtown	Open
NORTHBANK CONTEXT		
33	Riverfront Plaza	Open / Phased
34	Hyatt Regency Jacksonville Riverfront	Open
35	EverBank Stadium	Open
36	VyStar Ballpark	Open
37	Daily's Place	Open

Residential *Momentum*

WITHIN 5, 10 & 15 MILES OF SEAPORT AT ST. JOHNS

Seaport at St. Johns is surrounded by an established and expanding residential base, including historic neighborhoods, master-planned communities, and major residential developments throughout Jacksonville and surrounding areas.

5 / 10 / 15 MILE
RESIDENTIAL CONTEXT

10 - 30 MINUTES
DRIVE-TIME ACCESS TO KEY NEIGHBORHOODS

A STRONG
AFFLUENT RESIDENTIAL BASE

RESIDENTIAL CONTEXT

- Seaport at St. Johns
- Established Neighborhoods
- Master-Planned Communities
- Urban Residential Developments
- Luxury Enclaves

RESIDENTIAL HIGHLIGHTS



ESTABLISHED PRESTIGE

Miramar | Windsor Parke | Epping Forest

Historic charm, tree-lined streets, and riverfront homes in some of Jacksonville's most desirable neighborhoods.



MASTER-PLANNED GROWTH

ICI Tamaya | Seven Pines

Expansive master-planned communities with new homes, resort-style amenities, and long-term appeal.



URBAN WATERFRONT

RiversEdge | Four Seasons Residences

Modern residences along the St. Johns River offering walkable access to dining, entertainment, and the city's core.

A Waterfront *Reimagined*

Jacksonville's Southbank is entering a new era, fueled by the Jaguars' stadium transformation, expanding riverfront investment, and a growing hospitality landscape. With more than 8 million annual visitors and $7.39 billion in tourism economic impact, the city offers a compelling opportunity for world-class hospitality, dining, and entertainment. Seaport at St. Johns is positioned at the heart of this transformation.



8.15M
ANNUAL VISITORS
TO JACKSONVILLE

5.0M
ROOM NIGHTS
ANNUALLY

$1.09B
MAJOR SOUTHBANK PROJECTS
SELECT DEVELOPMENTS ADVANCING

$31.5M
TOURIST DEVELOPMENT TAX
FY2024 COLLECTIONS

$4.10B
DIRECT VISITOR SPENDING

$7.0B
JAX DEVELOPMENT PIPELINE
2025 STATE OF DOWNTOWN

66.7%
HOTEL OCCUPANCY
(JACKSONVILLE AREA · FY2024)

56,900
TOURISM-SUPPORTED JOBS

1.80M → 1.96M
JAX METRO POPULATION
+8.7% PROJECTED GROWTH BY 2030
2025 ESTIMATE → 2030 PROJECTION





Sources: Visit Jacksonville, FY2024 Economic Impact & Visitor Tracking Report; Downtown Vision, 2025 State of Downtown Report; Downtown Investment Authority, project development reporting; Florida Legislature, Office of Economic & Demographic Research, 2025 estimates and 2030 projections.

The Business Of *Jacksonville*

MAJOR EMPLOYERS & ECONOMIC DRIVERS

Surrounded by Jacksonville's leading healthcare institutions, financial headquarters, and corporate employers, Seaport at St. Johns is positioned to attract year-round business and healthcare-related travel.

4,000+
SOUTHBANK HEALTHCARE EMPLOYEES

46,833
DOWNTOWN EMPLOYEES (2025)

5 / 10 MILE
EMPLOYEE MARKET CONTEXT

Source: Downtown Vision, 2025 State of Downtown Report.



KEY EMPLOYERS - DISTANCE FROM SEAPORT AT ST. JOHNS



BAPTIST MEDICAL CENTER
0.9 Mile
5 MIN · 20 MIN



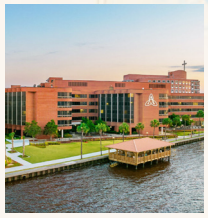
FIS
2.0 Mile
6 Mln · 44 MIN



FIDELITY NATIONAL FINANCIAL
2.1 Mile
7 MIN · 47 MIN



CSX CORPORATION
1.5 Mile
8 MIN · 34 MIN



ASCENSION ST. VINCENT'S
3.3 Mile
11 MIN · 73 MIN

Sources: JAXUSA Partnership, Jacksonville Region Large Employers (January 2025); City of Jacksonville, FY2024 Annual Comprehensive Financial Report. Employee counts represent estimated regional or organizational employment, not necessarily employment at individual map locations.

EMPLOYMENT BY INDUSTRY

5-MILE RADIUS - WORKPLACE EMPLOYMENT (2023)

	JOBS	SHARE
Healthcare & Social Assistance	46,053	26.04%
Finance & Insurance	14,220	8.04%
Professional, Scientific & Technical Services	10,170	5.75%
Retail Trade	8,404	4.75%
Government	8,232	4.66%
Manufacturing	3,923	2.22%
All Other Sectors	85,831	48.54%
	176,833	100%

Source: U.S. Census Bureau, LEHD/LODES 2023, workplace employment by NAICS sector; five-mile straight-line area near 1701 Prudential Drive. Calculated from Census block centers.

Beyond *The Table*

NOT JUST A PLACE TO DINE. A DESTINATION TO EXPERIENCE.

Jacksonville's culinary scene is entering a new chapter. At Seaport at St. Johns, waterfront restaurants, innovative cocktails, and vibrant nightlife will come together along the St. Johns River. Designed to attract residents, hotel guests, boaters, and visitors alike, this landmark destination will offer an exceptional setting for acclaimed restaurant brands and distinctive new dining experiences.



PROVEN LOCAL DINING PERFORMANCE

$1,200/SF
MATTHEW'S
SAN MARCO

$1,000/SF
RUTH'S CHRIS
SOUTHBANK

Reported annual restaurant sales per square foot as provided by the projects team. Figures have not been independently verified and are not projections of performance.

Culinary Institute of America

Proposed Southeast Campus • Downtown Jacksonville
Development agreement pending.

JACKSONVILLE-BORN RESTAURANT BRANDS

FIREHOUSE SUBS

metro diner

MAPLE STREET BISCUIT CO

Public Benefit & Community Impact



Economic Vitality

Improve economic vitality of community



Housing

Improve equal access to housing



Civic Site

Open-air community center for holiday gatherings, Christmas tree lightings, public announcements, and civic events



Retail/Grocery

Improve access to healthy food resources and shopping



Healthcare

Improve access to health care resources and services



Education

Improve educational opportunities



Community & Safety

Improve mobility, connectivity, and safety of community



Green Space & Parks

Improve access to green spaces, activate parks, and support community gatherings

The proposed redevelopment is conceptual in nature and is intended to be pursued in coordination with the City of Jacksonville, Downtown Investment Authority, and applicable local development authorities. All plans, approvals, timelines, and final project scope remain subject to further review, governmental coordination, permitting, and any required public or regulatory approvals.

ASHCO CENTERS

Your Next *Iconic Location.*

1701 Prudential Drive,
Jacksonville, FL 32207

Seaport at St. Johns is poised to redefine Jacksonville's waterfront with a landmark mixed-use destination bringing together exceptional dining, luxury hospitality, upscale residences, and curated retail.

With panoramic river views, a vibrant waterfront promenade, marina access, and a dynamic mix of experiences, Seaport offers an extraordinary setting where Jacksonville's next chapter comes to life.



SEAPORT AT ST. JOHNS
JACKSONVILLE, FLORIDA

LET'S CREATE WHAT'S NEXT.

Explore opportunities to be part of Jacksonville's next iconic waterfront destination.

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About *Ashco Centers*

Ashco Centers is a vertically integrated commercial real estate firm based in Jacksonville, Florida, specializing in Class A retail. We offer full-service commercial real estate services entirely in-house—including leasing, site selection, design, development, construction, and property management. Our curated portfolio of high-traffic properties supports national retailers, restaurants, boutique brands, medical offices, and local businesses. With landmark locations such as the St. Johns Town Center, River City Marketplace, Jacksonville Beach, and beyond, we create spaces designed to maximize visibility, drive engagement, and foster long-term success for the communities we serve.

We have served the Jacksonville, Florida, community for over six decades, building a reputation for excellence. Our commitment to the success of our tenants is evidenced by our responsiveness, accessibility, and the personal relationships we build with our tenants.





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ASHCO CENTERS

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