

**Publix-Anchored Retail**

# Sweet Bay

**TOWN CENTER INLINE  
RETAIL FOR LEASE**



3204 Heartleaf Avenue East  
Panama City, FL 32405





# SweetBay Town Center

## Opportunity Overview

Community

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Opportunity

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Plans

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Location

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Additional Information

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Team





# The Community





# Community Key Metrics

## # of Residences:

3200 homes at full-buildout

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## Units Built: 822

427 homes built & another 35 homes under construction.  
360 Multifamily in Phase I & another 300 planned.

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## Over \$576,000

Average Home Sale Price in SweetBay Community

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## University Academy

Top-ranking free (K-8) charter school

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## \$125,000

Average Household Income





# SweetBay Master Planned



SweetBay is an urban infill project in Panama City, Florida, situated on the former site of the Panama City Regional Airport. Spanning 700 acres and comprising 32 parcels, the Master Plan includes a village town center, a K-8 public charter school called University Academy, a marina, and various types of homes. The old runways have been transformed into waterways and greenways, connecting the village center and neighborhoods to the waterfront. Nature trails further enhance connectivity, linking residences to shops, restaurants, the school, and recreational opportunities. When fully developed, it will offer 3,200 residential units, including approximately 700 apartments.



# SweetBay Master Planned

- The SweetBay Master Planned Community will feature 3200 residential units as full build-out.
- 427 homes have sold with another 31 under-construction in Phases 1 and 2. Phase 3 is currently under development.
- Existing University Academy, Florida's top-ranking free (K-8) charter school.
- The Residences at Sweetbay with 360 apartment units adjacent to the town center is in ramp-up and nearly fully stabilized.
- Hwy 390 road expansion to a six-lane roadway is near completion.
- SweetBay Avenue, the main road into the subdivision has been completed from SR 390 to Calamint Street.
- The signalized intersection at SweetBay Avenue and SR 390 nearly completed.
- The marina will break ground soon and will feature a 2 acre basin and 56,000 SF of dry storage
- The Publix-anchored town center offers 18,000 SF of in-line retail, restaurant and office space available in phase 1
- Phases 2, 3 and 4 to feature outparcels for lease to accommodate hotel, retail, restaurant and medical office.





# About the Developer



HomeFed Corporation is a real estate development company that specializes in creating vibrant, mixed-use master-planned communities that combine innovative placemaking techniques and environmental stewardship. Incorporated in 1988 and headquartered in Carlsbad, California, HomeFed is known for undertaking large, complex, environmentally challenging projects that require long-term investments. The company attributes its success to financial prudence, creative land planning, and a collaborative team approach with stakeholders and development partners. The company owns a portfolio of successful projects in California and along the East Coast from Maine to Florida. These real estate assets are managed by an experienced group of executives who have backgrounds in architecture, community planning, project entitlement, engineering, construction management, accounting, finance and marketing. Supporting HomeFed's management team are a significant number of important relationships with real estate attorneys, land planners, engineering firms, and various development professionals. Many of these business relationships have endured for decades.

As a result of this attention to detail, HomeFed has been rewarded with the most prestigious community design awards in the building industry, including a Gold Nugget Grand Award for the San Elijo Hills Towncenter and the "Master-Planned Community of the Year" award from the National Association of Home Builders. In 2022, HomeFed was awarded Builder/Developer of the Year by the BiA (Building Industry Association).

In addition to its community development projects, HomeFed owns several undeveloped properties in various stages of planning and entitlement, as well as income producing real estate assets.

HomeFed Corporation is a wholly-owned subsidiary of Jefferies Financial Group, a diversified financial services company engaged in investment banking and capital markets, asset management and direct investing. Jefferies is traded on the New York Stock Exchange (NYSE: JEF).



# Master Plan Amenities



**1. Publix-Anchored Center**



**2. Future Marina**



**3. University Academy**



**4. Bay Access**



**5. Neighborhood Parks**



**6. Trails & Pathways**



**7. Pools & More**

# Sweet Bay





# The Opportunity





# Leasing Summary



The SweetBay Commercial Town Center is a Publix Anchored, mixed-use, lifestyle center featuring retail, restaurant, medical and traditional office space.

The Town Center is part of the SweetBay Planned Community Development in Panama City, FL. One of the state's largest infill projects with approval for 3,200 residential units.

Phase I of the Publix-anchored Town Center, which sits on 7.5 acres will feature one of their newest prototypes, at 48,387 SF, with a 2,100 SF Liquor store adjacent. There will be 18,000 SF of in-line retail and restaurant space on the remainder of Phase I.

Phases 2, 3 and 4 will feature both outparcel and Build-to-suit opportunities for offer medical office, hotel and restaurants, cafes and other retail with a focus on serving the SweetBay community as well as the Panama City area.

## Town Center Availability

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**Phase I:** 18,000 SF of in-line retail

**Phase II:** 3.65 acres- Retail and Restaurant

**Phase III:** 2.43 acres - Hotel Pad

**Phase IV:** 5.59 acres - Office & Medical Office



# Leasing Key Metrics

## Price: NNN

\$29.00 PSF for in-line retail on Phase 1. BTS and Outparcel pricing - call for details

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## Retail Unit Sizes:

1,081 - 3,468 Sf in Phase 1

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## Max Contiguous SF:

Available 8,135 SF in Phase 1  
Phase I Total RBA 67,465 SF

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## 21,500 AADT

SR- 390 | St Andrews Blvd







## PUBLIX GROUND BREAKING SCHEDULED FALL OF 2023

48,387 SF Grocer with a 2,100 SF Liquor store, on of newest prototype. 18,000 SF of in-line retail and restaurant space on Phase 1. Taproom and amphitheatre adjacent to Phase 1 and 2. Phase 2, will feature outparcels for a myriad of restaurants and cafes. Phase 3 will accommodate a 120 room hotel with rooftop bar and restaurant. Phase 4 will be home to medical office, a bank and/or other uses.

# SweetBay Town Center Plan





# The Plans





# Phase I Inline Retail

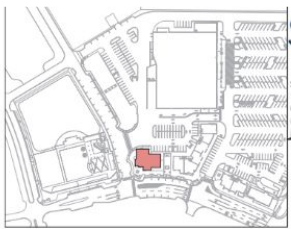


UNIT	AVAILABILITY	SQ Foot	PRICE/S F
Publix	LEASED	50,487	-
Welcome Center 960 Promenade St	LEASED	3,945	-
950 Promenade St A	Available	1,627	\$29.00
950 Promenade St B	Available	1,697	\$29.00
950 Promenade St C	Available	1,272	\$29.00
950 Promenade St D	Available	1,236	\$29.00
950 Promenade St E	Available	1,102	\$29.00
950 Promenade St F	Available	1,597	\$29.00
930 Promenade St A	Available	1,477	\$29.00
930 Promenade St B	Available	1,614	\$29.00
920 Promenade St	Under LOI	2,564	-
<b>Total</b>		<b>67,465</b>	

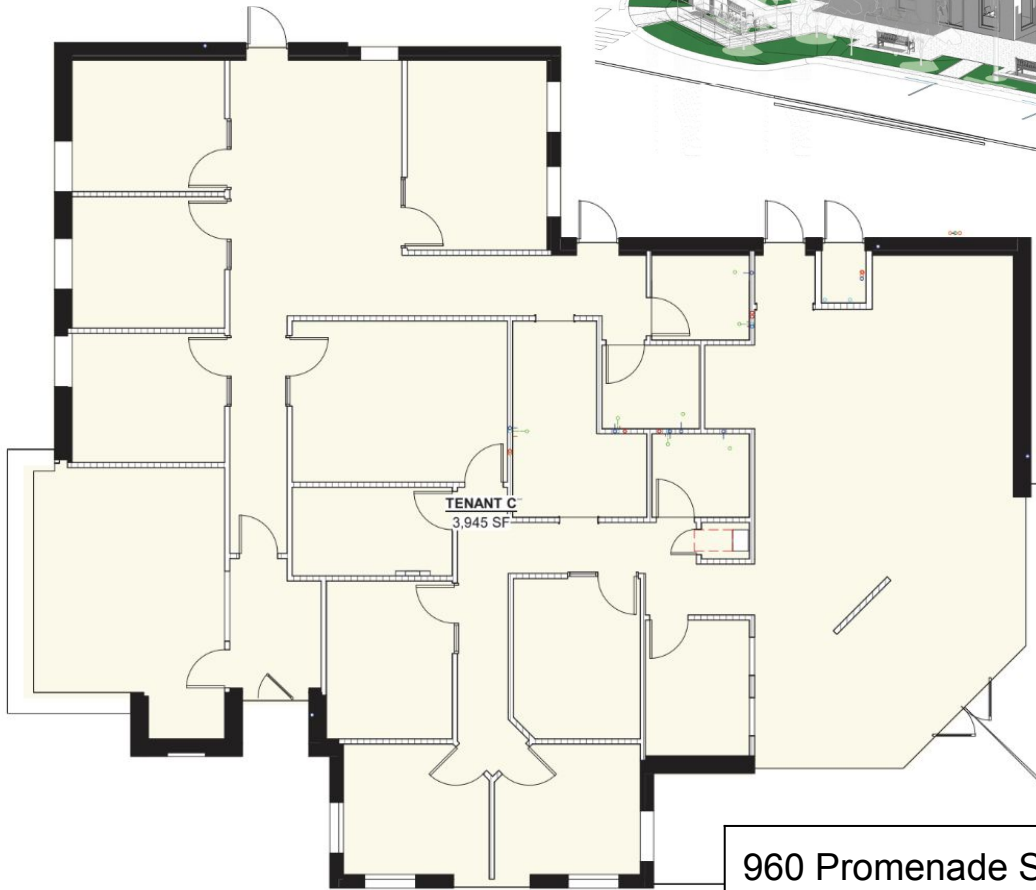
\*Prices subject to change



# 960 Promenade St LEASED



KEY PLAN BLDG C



TENANT C  
3,945 SF

960 Promenade St	LEASED	3,945 SF
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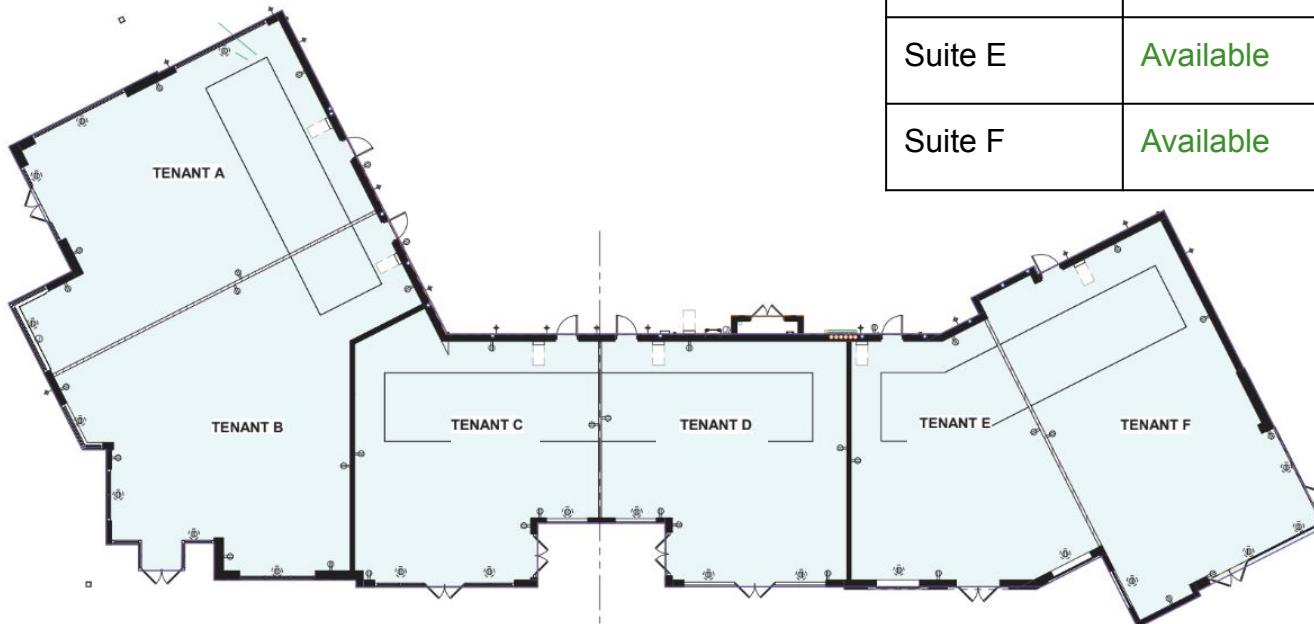


# 950 Promenade St



SECTION BOX AXONOMETRIC -

Suite A	Available	1,627 SF	\$29.00 0
Suite B	Available	1,697 SF	\$29.00
Suite C	Available	1,272 SF	\$29.00
Suite D	Available	1,236 SF	\$29.00
Suite E	Available	1,102 SF	\$29.00
Suite F	Available	1,597 SF	\$29.00

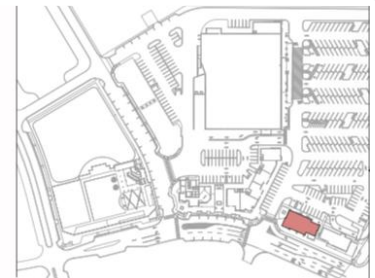


KEY PLAN

BLDG D



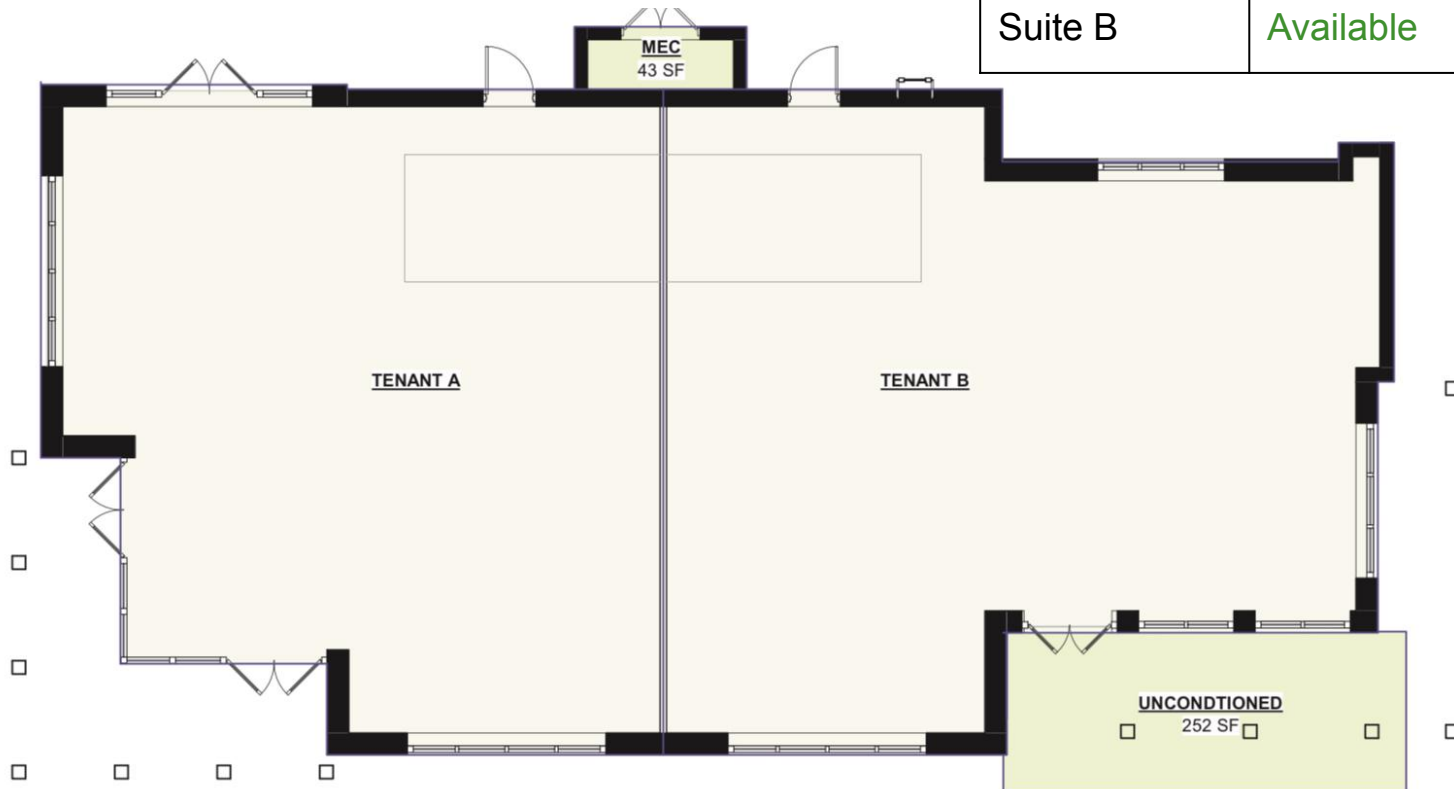
# 930 Promenade St



KEY PLAN

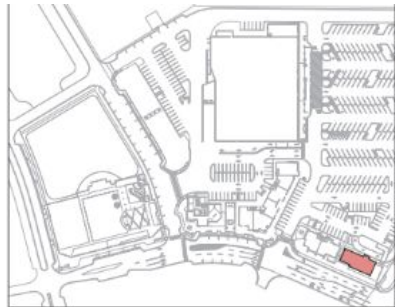
BLDG E

Suite A	Available	1,477 SF	\$29.00
Suite B	Available	1,614 SF	\$29.00



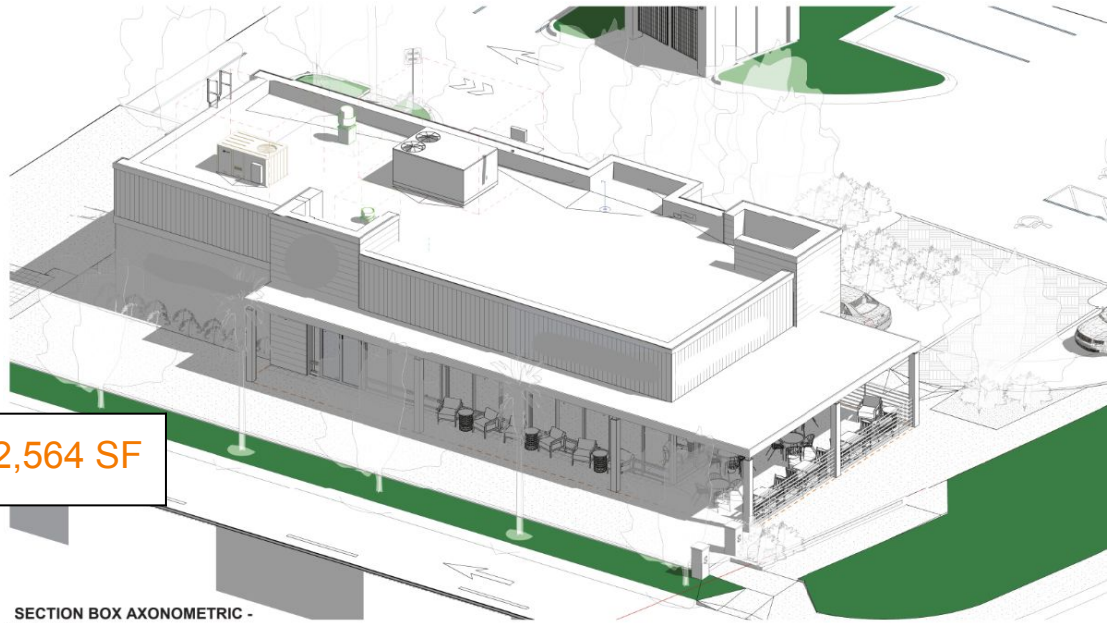


# 920 Promenade St Under LOI



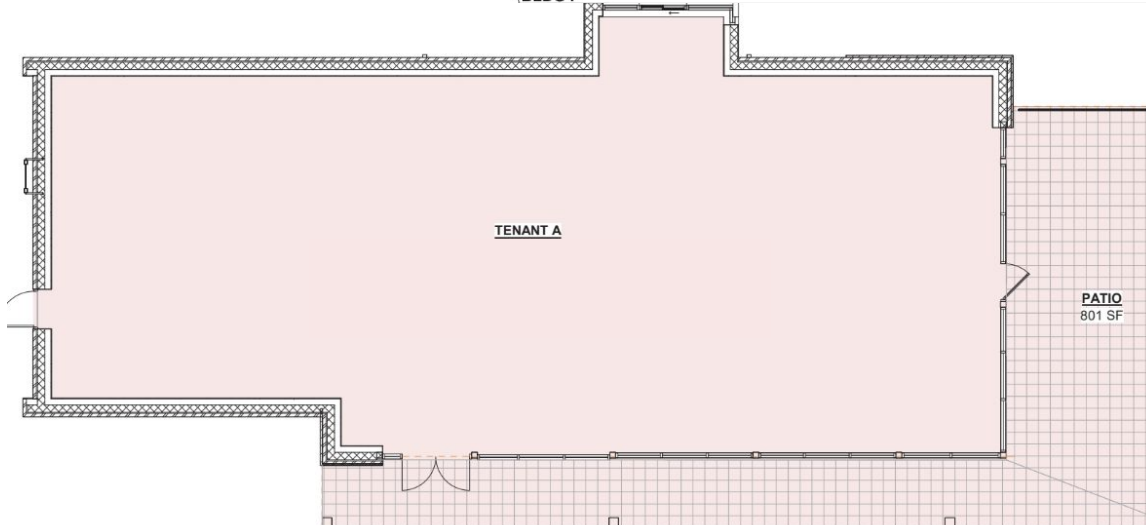
KEY PLAN

BLDG F



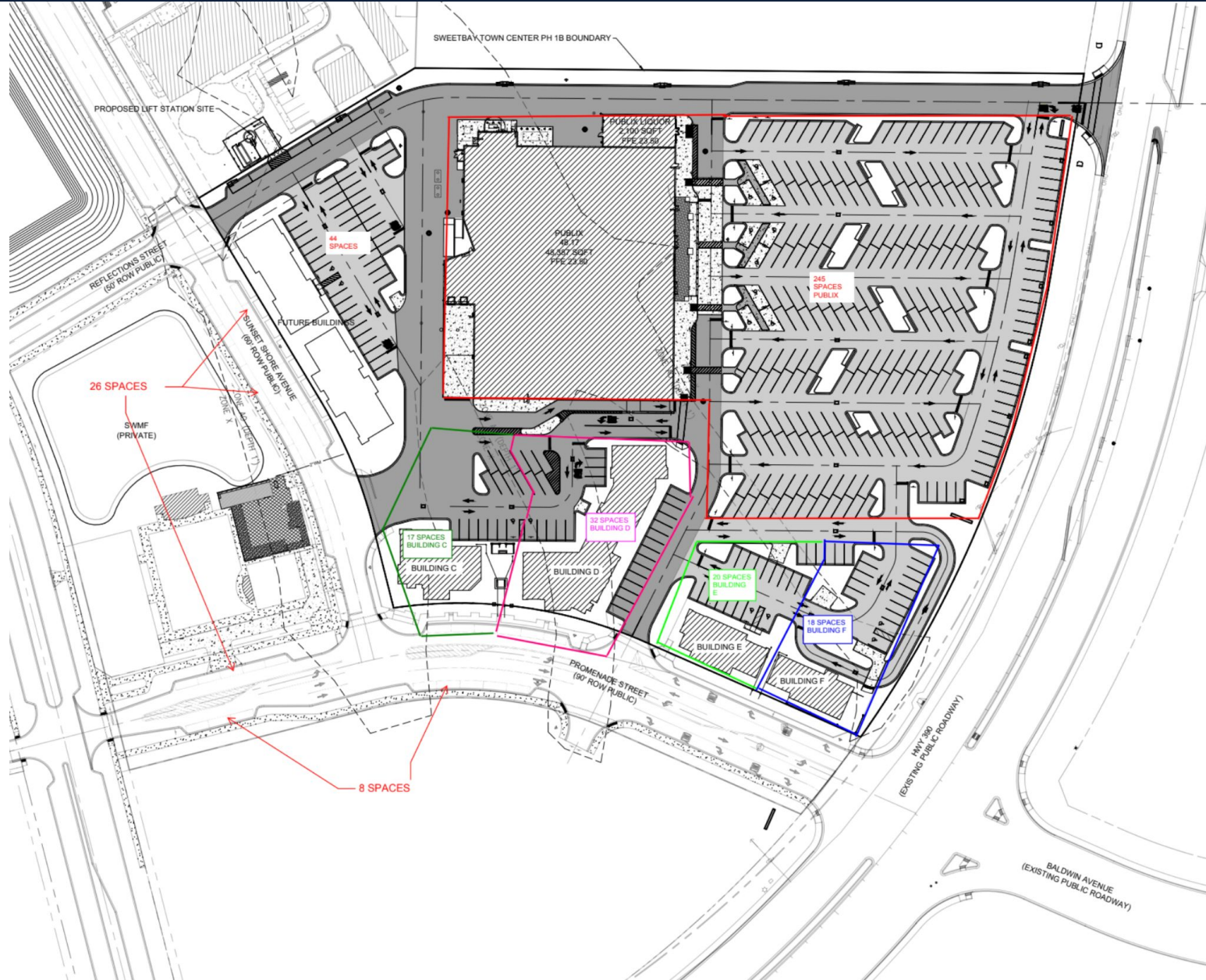
Suite F	Under LOI	2,564 SF
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SECTION BOX AXONOMETRIC - BLDG F





# Parking Exhibit



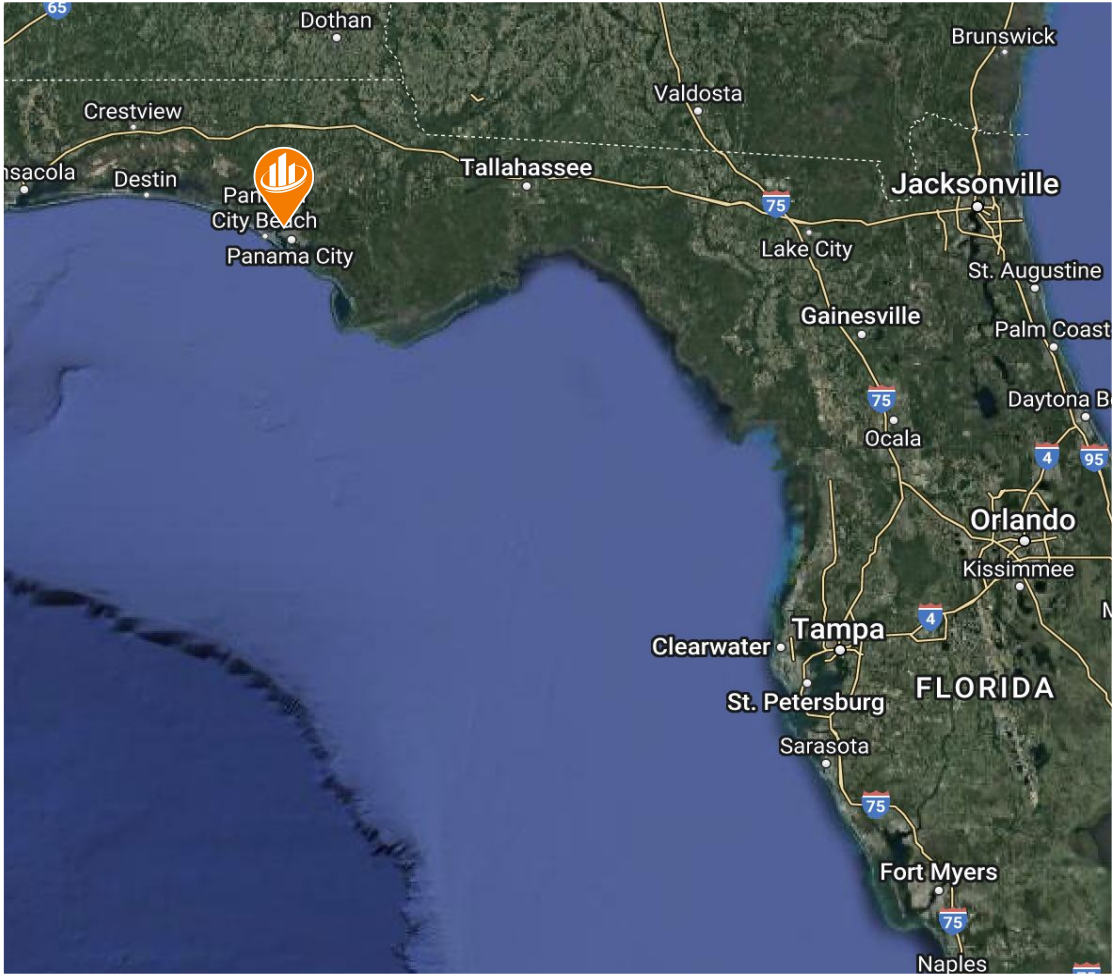
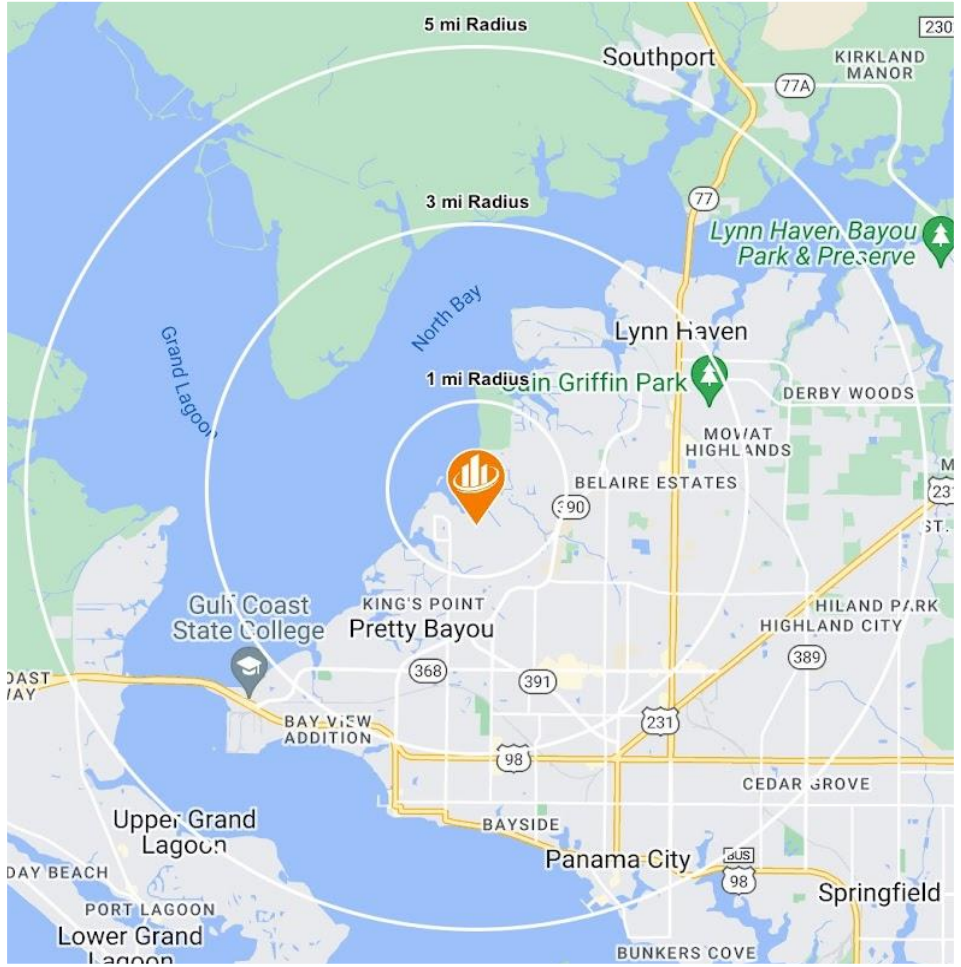




# The Location







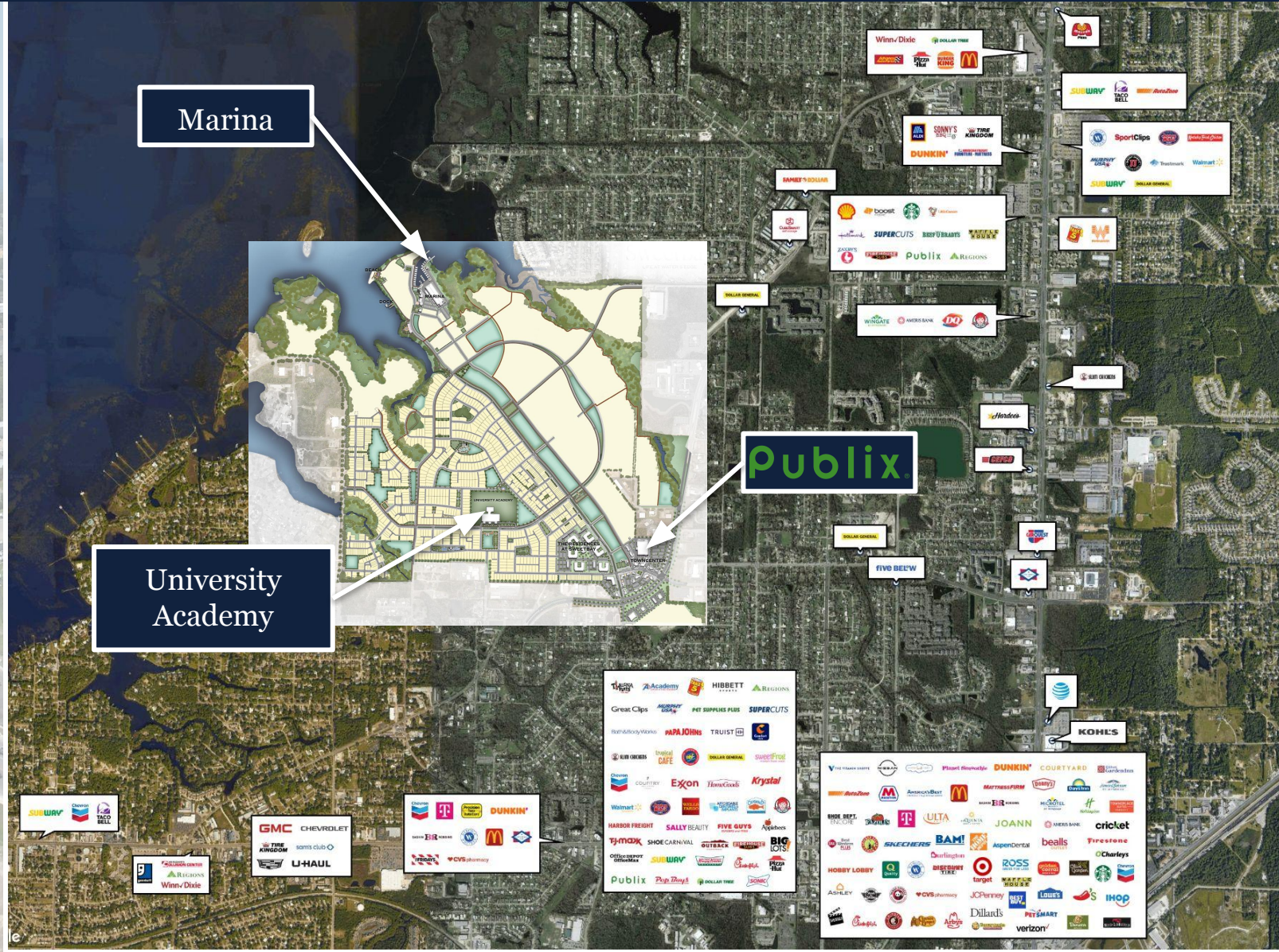
# Location Maps

SweetBay Town Center | The Location





# Retail Trade Map





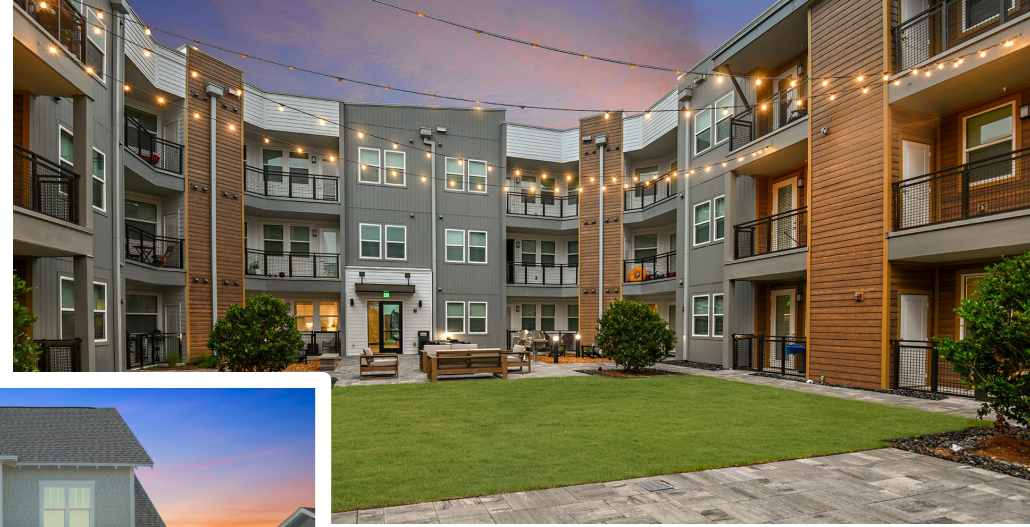


# Additional Information





# Additional Photos





# Renderings





# Marina Rendering





# Development Update





# Aerials





**At SweetBay \$576,502**  
**Vs. Local \$249,936**



Average  
Home  
Value



Average  
Household  
Income

**Local \$77,734**

**Vs at SweetBay \$125,000**

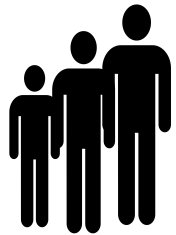


**17.9%**

Five Year  
Projected  
Growth

# Demographics

within a 1-mile radius



**45**

Average Age

1-Mile **5,182**

3-Mile **44,267**

5-Mile **77,220**



Total Population

Total Households

1-Mile **2,204**

3-Mile **18,225**

5-Mile **31,011**







# The Team





# SVN Commercial Partners



The **SVN® Commercial Partners** has an experienced group of advisors who have created a full-service commercial real estate firm that includes specialties in Land, Retail, Multi-Family, Industrial, Office, Medical and Hospitality.



**SVN® Commercial Partners** is now covering all South and Southwest Florida MSA's with 5 collaborative offices featuring over 50 team members.





# Advisory Team



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