

LAURELTON

New MPC in Clay County

360 Acre Town Center on 1st Coast
Expressway – will be direct to I-95

Expanding the Jacksonville market **Phased Parcels — Varied Uses** **Trophy Mixed-Use Town Center**

Commercial – Entitlements immediately available!

Multifamily

Light Industrial

Office & Hotel

(Town Center to anchor 4,000+ single family home community)





Infrastructure being accelerated - full entitlements available soon:

Commercial Uses: ±100,000 sf of entitlements ready now

Lt Industrial Uses: 500,000 sf of entitlements ready now

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Master Developer:



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Development Highlights:

Project Overview:

- **Master Developer:** BTI Partners oversees the community development, including amenities, master infrastructure (roads and utilities), and lot delivery to the builder community, ensuring a cohesive and well-planned community.
- **Commercial Parcels:** The commercial parcel offerings are free from Community Development District (CDD) debt.

Zoning and Entitlements:

Laurelton (Governors Park DRI) is organized into four development phases, each unlocked through the completion of specific master developer infrastructure milestones outlined in the entitlement allocation table below.

- Parcel sales will be conditioned upon master developer meeting these infrastructure milestones, ensuring readiness for commercial development.

Market Context:

The Laurelton Commercial District is strategically positioned to serve as the gateway to Clay County. Located at the crossroads of the planned Green Cove Springs Bypass and First Coast Expressway interchange, the district anchors the heart of Laurelton and provides unparalleled access and visibility.

Clay County is experiencing significant residential growth, driven by:

- **Top-Rated Schools:** Attracting families and bolstering demand for housing and supporting commercial services.
- **Favorable Land Use and Zoning:** Tailored to meet the increasing demand for rooftops and commercial support.
- **Proximity to St. Johns County:** Adjacent to a supply-constrained market, offering relief and opportunities for development.

This combination of accessibility, growth potential, and favorable market conditions positions Laurelton Commercial District as a prime opportunity for commercial and multifamily developers.



Entitlement Allocation

Land Use	Phase 1	Phase 2	Phase 3	Phase 4	Buildout
Multifamily Residential (dwelling units)	0	0	1,500	500	2,000
Commercial Retail/Service (s.f.)	50,000	50,000	50,000	690,000	840,000
Office (s.f.)	0	50,000	50,000	600,000	700,000
Hotel (rooms)	0	0	0	400	400
Light Industrial (sf)	250,000	250,000	250,000	1,250,000	2,000,000

MPC Entitled for 4,000 Single Family Units

Commercial Development Parcels

Commercial Land Parcels

Situated within the Laurelton master-planned community, these commercial parcels provide exceptional opportunities for retail, office, and service-oriented development. Strategically located at the crossroads of a growing residential population and significant traffic corridors, these sites are positioned for immediate and long-term success.

Available Parcels

These flexible commercial parcels are designed to serve the expanding needs of the community and surrounding region. Laurelton's commercial center uniquely bridges existing retail clusters in **St. Johns County** (World Commerce and Durbin Park) with the **Brananfield** Activity Center in Clay County.

POD CC – 33 AC

POD EE – 7.6 AC

POD DD – 15.8 AC

POD FF – 13 AC (Grocery)

POD JJ – 57.7 AC (Medical and Big Box)

POD GG – 13 AC (Service-Oriented Retail)

POD H – 59.2 AC (Commercial/Multifamily)

Note: Entitlements are granted at the master project level rather than individual parcels, providing adaptability for tailored development approaches. The conceptual plan shown is for illustrative purposes only.

Location:

- **Access:** Parcels will be delivered upon the substantial completion of the Northern Green Cove Springs Bypass, providing full access to the First Coast Expressway, SR16 to the north, and US17 to the south.
- **Visibility:** Exceptional visibility and frontage along the bypass and expressway ensure strong exposure to both local and regional traffic.
- **Proximity:** Centrally located to serve Laurelton residents, nearby master-planned communities, and the broader trade area.

Market Demand

- **Population Growth:** The rapidly growing residential population in Laurelton and surrounding areas fuels demand for retail, dining, healthcare, and professional services.
- **Spending Power:** Laurelton's master plan is designed to attract more affluent demographics, creating a robust consumer base for commercial operators.
- **Low Competition:** The lack of competing retail/commercial centers in the immediate trade area provides a unique opportunity for first-movers.

Development Flexibility

- **Diverse Uses:** Parcels accommodate various uses, including grocery-anchored centers, big box retail, restaurants, medical offices, and mixed-use projects.
- **Customization Options:** The master developer will consider bulk sales or individual parcel transactions to align with buyer needs.

Synergies with Master Plan:

- **Community Integration:** Designed to serve Laurelton residents and the broader regional population, offering walkability and integrated amenities for enhanced convenience.
- **Shared Infrastructure:** Benefit from cohesive, master-planned infrastructure to streamline development and reduce costs.

Master Planned Benefits

Being part of Laurelton's master-planned vision amplifies the value for commercial developers:

- **Built-in Customer Base:** Surrounded by a growing residential population, ensuring consistent demand for commercial offerings.
- **Integrated Design:** Laurelton's cohesive planning connects residential, retail, and recreational spaces for a seamless community experience.

Retail Big Box Competition





Driving the *future*

The Jacksonville area has already experienced exponential growth since the start of the millennium.

But it's the potential of the new First Coast Expressway that will define the region's future. Currently under construction, the FCE is designed to connect the I-10 to the I-95 by 2030. This eagerly-anticipated project will run along the bank of the St. John's River before breaking west through the heart of Clay County – and Laurelton itself. Not only will this new artery drastically reduce commute times, it will significantly improve the accessibility – and desirability – of the Laurelton community.

[Confidentiality Agreement Link](#)

Confidentiality Agreement

