

# JACKSONVILLE BUSINESS JOURNAL

## COVER STORY

# COOLING DOWN

Where the First Coast residential market stands as home prices plateau after their recent peaks **PAGE 10**

## THE LIST

- **TOP REAL ESTATE AGENTS** PAGE 14
- **TOP SMALL TEAMS** PAGE 18
- **TOP LARGE TEAMS** PAGE 20



ILLUSTRATION BY CATIE PETERSON/ACBJ; GETTY IMAGES

### MS. MAYOR

Former TV anchor and DONNA Foundation founder Donna Deegan pulls upset  
**PAGE 3**

### HEAVY LIFT

JIA assists in major move of several large zoo animals — including an elephant — from Puerto Rico  
**PAGE 3**

### TASTE OF SOUTH

Treylor Park lands in downtown St. Augustine with its funky take on Southern classics  
**PAGE 4**

### SOLD ON SPRINGFIELD

Developer James Saada has big plans for Jax, starting with former grocery store location  
**PAGE 6**

#### JACKSONVILLE BUSINESS JOURNAL

May 19-25, 2023  
Vol. 38, No. 35, \$5.00  
112 W. Adams St.  
Floor 2  
Jacksonville, FL 32202



**Breaking news online**  
[JacksonvilleBusinessJournal.com](http://JacksonvilleBusinessJournal.com)



**On Twitter**  
[@JaxBizJournal](https://twitter.com/JaxBizJournal)



**Daily email updates**  
[JacksonvilleBusinessJournal.com/email](mailto:JacksonvilleBusinessJournal.com/email)



UPFRONT

NEED TO KNOW: 5 THINGS THAT HAPPENED WHILE YOU VOTED FOR JACKSONVILLE’S NEXT MAYOR

- 1

**Springfield:** A South Florida developer has plans for a mixed use development on the site of a former grocery store in Springfield. Jimmy Saada is working to bring a five-story building to the site, with the first floor having 18-foot-tall ceilings. The project is being designed by Group 4 Design, and Eisman & Russo Inc. is working as engineer. Attorney Paul Harden is representing the project. Saada said he may ask for incentives, although details have not been nailed down.
- 2

**Town Center:** A Jacksonville developer is proposing a restaurant with an outdoor seating area to replace a Wendy’s at the eastern edge of the St. Johns Town Center. Located at 4907 Big Island Drive Jacksonville, the 1.1-acre property was acquired by Ashco Shopping Centers, through Mant Capital Group LLC, for \$1.4 million on Feb. 1. The 3,547-square-foot structure, built in 2006, is near Nordstrom’s Department Store.
- 3

**St. Augustine:** A new restaurant that puts a unique twist on Southern classics will soon open in downtown St. Augustine. Treylor Park restaurant is expected to open by the end of May at 61 Spanish St. Inside, a double-wide diner design creates an atmosphere like the inside of an upscale airstream trailer, including a curved metal ceiling and chandeliers over the bar. Guests who prefer dining al fresco can visit a large back patio with a pergola.
- 4

**M&A:** Big Chief Tire, a family-owned tire and auto repair business, has purchased All-Starz Tire & Automotive in Orange Park, which will open under the Big Chief name on May 15. With this acquisition, Big Chief adds a fifth location to its network of Jacksonville-area shops. Big Chief Tire, a family-owned tire and auto repair business, has purchased All-Starz Tire & Automotive in Orange Park, which will open under the Big Chief name on May 15.
- 5

**Beer:** Bud Light’s sales declines may have reached their “floor,” an analyst said, citing new data. Since the controversy began over a partnership the brand unveiled last month was transgender influencer Dylan Mulvaney, sales have been down around 20% year over year in stores, leading Bump Williams to suggest that might be the new normal, according to one of the most popular stories across the Business Journals. A-B InBev’ stock is down about 6%.

“We now span most of the state of Florida, and we just started working north. Jacksonville has a lot going on and is expanding and growing, and it just made sense for us to come here.”

**CEO CHARLES SHAFFER**  
as Seacoast Banking Corp. of Florida opened its Jacksonville headquarters

THE BIG NUMBER

**2,384**  
Number of single-family home permits issued in the first quarter of 2023 in Duval, Nassau, Clay and St. Johns counties, according to the latest report from the Northeast Florida Builders Association. That represented a decrease of more than 44% compared to the first quarter of 2022.



The Black Knight DONNA Mother’s Day 5K took place May 13 at the Black Knight Riverside campus. Funds raised through the event and the Celebrate Every Mom Fundraising Campaign will support The DONNA Foundation, assisting those with breast cancer and funding breast cancer research.

904 FITNESS

JACKSONVILLE BUSINESS JOURNAL

NOMINATION DEADLINES

FOR MORE INFORMATION, visit **jbjevents.com**

SCAN ME

Fast 50 EXTENDED

19 MAY

Presented by TRUIST

Ultimate CEO

26 MAY

Presented by COMCAST BUSINESS, Lippes Mathias, FIFTH THIRD BANK, VISTAGE FLORIDA

Best Places to Work

01 JUN

Presented by REGIONS

Rising Stars

Varies until 05 JUN

Presented by BANK OF AMERICA

ST. JOHNS COUNTY

By Stuart Korfhage

skorfhage@bizjournals.com

904-265-2234

ST. AUGUSTINE

TREYLOR PARK LAUNCHING RESTAURANT ON SPANISH ST.



Treylor Park restaurant at 61 Spanish St. in St. Augustine.

It features creative Southern dishes like PBJ chicken wings.

A new restaurant that puts a unique twist on Southern classics will soon open in downtown St. Augustine. Treylor Park restaurant is expected to open by the end of May at 61 Spanish St.

The eatery is known for menu items like PB&J chicken wings, cheesesteak egg rolls and fried chicken apple pie sandwiches.

Treylor Park Restaurant Group co-owners Trey Wilder and Rick Kunzi have had their eyes set on

St. Augustine for almost a decade, they said in a release. The duo plans to build off the winning formula of four prior Treylor Park locations in Florida and Georgia.

“We believe our ‘funky takes on Southern fare’ and family-friendly atmosphere will complement the already impressive downtown restaurant lineup,” Kunzi said in an email to the Business Journal. “We’ll showcase a streamlined version of our menu, featuring all the hits along with a full bar for our fun, signature cocktails.”

“Since St. Augustine shares so many similarities with Savannah, where we originated our concept and have seen so much success, we’re hopeful Treylor Park

“We believe our ‘funky takes on Southern fare’ and family-friendly atmosphere will complement the already impressive downtown restaurant lineup.”

Treylor Park Restaurant Group co-owner RICK KUNZI

will become another feather in the cap of this decorated culinary landscape.”

Inside, a double-wide diner design creates an atmosphere like the inside of an upscale airstream trailer, including a curved metal ceiling and chandeliers over the bar. Guests who prefer dining al fresco can visit a large back patio with a pergola.

For takeout meals, a self-serve kiosk concept will be introduced for grab-and-go customers.

“We’re constantly refining the way we present our food, our menus, the interior, the flow. We’re always working on it,” Wilder said. “It’s humbling to see the growth and success of Treylor Park over the years, especially in such a tough industry. That’s why we continue challenging ourselves to provide the best dining experience possible.”

As with previous Treylor Park locations, the menu offers an elevated vision of Southern comfort food that feels “distinctly off the beaten path.”

“It’s all about keeping people interested and excited. That’s how we’ve built and maintained such a following,” Kunzi said. “Take our PB&J chicken wings. The initial thought makes people go cross-eyed until they find out we use an Asian peanut flavor, paired with our homemade peach jam as a dipping sauce. They’re not your mom’s PB&J with the crust cut off. They’ve got their own intellectual flavors.”

ST. JOHNS VCB



STUART KORFHAGE

People walk down St. George Street in St. Augustine.

TOURISM LEADERS SHIFT MARKETING FOCUS

St. Johns County is coming off of a record year in terms of bed tax collection at \$22.7 million for the 2022 fiscal year. It is on pace to best that total in the current fiscal year.

As the destination has matured into a place that is well known to many travelers, those in charge of marketing it to tourists say they are increasing efforts at targeting far-away visitors who tend to stay longer and therefore spend more.

Speaking at a state of the industry event on May 10, Susan Phillips, CEO of the St. Johns County visitors and convention bureau, said her team is trying to “pivot” its marketing strategy.

“We have to balance our tourism growth for the next few years,” she said. “It doesn’t mean we’re going to stop what we’re doing right now, but it means that we’re going to try to redistribute that.”

That includes promoting the county beyond downtown St. Augustine and the various beaches.

The Petermayer agency also revealed its new ad campaign for the destination.

It focuses on the destination’s unique assets and stresses its relaxing atmosphere with the slogan of “It’s about time.”

“We wanted to showcase the richness of the area but make it very personal to the visitor and the stories they can create here,” said Fernanda Burgel of Petermayer. “The goal here was to connect the timelessness of this place, the legendary feeling you get when you walk down the streets or when you visit our beaches — really make that emotional connection to our consumer who values their own time.”

GOVERNMENT

RESIDENTIAL PROJECT NEAR WORLD GOLF VILLAGE GETS SUPPORT FROM ZONING BOARD

A residential project that would provide middle class-type rental options in central St. Johns County is moving closer to approval.

The project, called The Cottages at St. Johns, would include 232 homes on about 20 acres. The site is located off State Road 16 near the intersection with International Golf Parkway.

Previously, the project was proposed as

250 homes on about 26 acres, but the owner of one of the parcels included in the plan decided to pull out.

At a May 4 PZA meeting, the new proposal received a 4-2 vote of approval, which is a recommendation.

The Cottages would include a variety of homes developed by Capstone Communities, which recently did a project in

Daytona Beach.

Attorney Tom Ingram, representing the owners and developer, said the homes would likely rent for around \$2,500 per month. Ingram told PZA members that The Cottages is a \$74 million project that would include garden homes and multifamily residences.

The item is scheduled to go before the County Commission June 6 for a final vote.

Also, the PZA voted 6-0 against a proposal for Big Oak RV and Boat Storage. That plans calls for 60,000 square feet of commercial uses on about six acres at the corner County Road 208 and Cabbage Hammock Road, approximately two miles west of the State Road 16-Interstate 95 interchange.