

The Pavilion at Durbin Park adding retailers

The first phase of the St. Johns County shopping center is 90% leased.

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October 31, 2019



The Pavilion at Durbin Park is filling up as retailers continue signing leases to take space in the northern St. Johns County retail center.

The Shopping Center Group retail real estate services company says the first phase of the shopping center, which opened a year ago, is 90% leased.

Leasing advisers Kelly Pulignano and Stephanie McCullough said the latest tenants to sign are:

- Thrive Infusions, an IV therapy health spa
- Ulta Beauty

- Sports Clips
- Peterbrooke Chocolatier
- A Great American Cookies/Marble Slab Creamery combination store
- Club Pilates
- BonChon, a restaurant chain specializing in Korean-style fried chicken

Gate Petroleum Co. and Gatlin Development Co. are developing The Pavilion at Durbin Park west of Florida 9B and south of Race Track Road. The location is west of Interstate 95.

The 650,000-square-foot first phase is anchored by Walmart, The Home Depot, Ross, Petco, Burlington, a 12-screen Cinemark and other shops and restaurants, Pulignano said.

Pulignano said 40 tenants are signed and 25 are open. The group is negotiating to lease more than 20,000 square feet of the remaining almost 42,000 square feet.

She said St. Johns County consistently is one of the fastest-growing counties in the country.

“A majority of the existing density and sustained growth is occurring in the area immediately surrounding The Pavilion at Durbin Park,” Pulignano said.

McCullough, a partner in The Shopping Center Group, said the steady population gain and the opening of the Florida 9B intersection, connecting communities in southern Duval and northern St. Johns County to I-95 and I-295, “has played a critical role in creating a new market for retailers to enter.”

“The tenant mix and critical mass of the retail at Durbin Park, as well as the strategic positioning along the main thoroughfares serving the area, are significant factors contributing to retailers finding this site to be the dominant location in the market,” she said.

They said “quite a few tenants” are completing leases for the remaining space in the first phase.

Gate and Gatlin, both based in Jacksonville, hired The Shopping Center Group as the project’s leasing agent.

Walmart was the first tenant to open in The Pavilion at Durbin Park on Nov. 7.

Durbin Park will be built over about 1,700 acres. In addition to retail stores, the project will include hotels, office space and multifamily residential units.

Durbin Park will comprise 2.4 million square feet of retail space, 2.8 million square feet of office space, 999 multifamily units and a 350-room hotel.

Gatlin Development’s website says the annual growth rate within a 5-mile radius is 3.54% and the population spends an estimated \$510 million annually on retail purchases.

Gatlin says about 44,000 residential units are proposed in that 5-mile area.

The Pavilion at Durbin Park tenants

Here are the tenants that have signed leases in the first phase of The Pavilion at Durbin Park in St. Johns County.

- Walmart
- Home Depot
- Cinemark
- Burlington
- Ross
- Petco
- Ulta Beauty
- Dollar Tree
- Five Below
- Discount Tire
- Baptist Health
- Jana Japanese
- Mellow Mushroom
- Salsa's Mexican Restaurant
- Keke's Café
- T Mobile
- Heartland
- Mattress Firm
- Chase
- Carespot
- Verizon
- Bonchon
- Lee Nails
- Hand & Stone
- Your Pie
- Starbucks Coffee
- Kazu Sushi
- Thrive Infusions
- AT&T
- Tropical Smoothie
- Club Pilates
- Firehouse Subs
- Sports Clips
- Sprint
- Great American Cookies/Marble Slab
- Smoothie King
- Petebrooke Chocolatier
- Hair Cuttery
- Korial Cleaners
- Great Clips