

## **Grocery planned along Florida 207 in St. Johns County**

By Karen Brune Mathis

January 28, 2021

*The size of the store matches that of Publix Super Markets.*

St. Johns County is reviewing plans for a grocery-anchored shopping center by The Sembler Co. at northeast Florida 207 and Brickhoff Road, east of Interstate 95, not far from St. Augustine.

No grocer is identified, although its size – 48,387 square feet – matches that of Publix Super Markets Inc.

The center also will have a 1,400-square-foot liquor store operated by the grocer.

There are two additional multitenant retail shops buildings – one on each side of the grocery store – totaling 15,400 square feet.

Plans for the 27-acre commercial development show five outparcels of 1 to 2.09 acres.

The Sembler Co. is based in St. Petersburg.

Josh Beyer, senior vice president of development at The Sembler Co., said Jan. 25 he expects construction will start in July or August and be completed in summer 2022.

Beyer declined comment when asked if the grocer is Publix.

“We have real estate committee approval from a high-quality grocer and are working on a lease,” he said.

Publix spokesperson Chris Norberg said the company does not have the location listed on its approved sites list.

Beyer said he could not comment on tenants or the users of the outparcels, pending leases.

He expects five to eight tenants in the small-shop buildings, from 1,400 to 3,000 square feet each.

The outparcels can be sold, leased or built-to-suit, meaning Sembler would build the tenant’s structure and lease it to the user.

Beyer said four outparcels are in the first phase and a fifth is in a second phase.

“We are in discussions with several groups,” he said.

Beyer said Sembler is buying the property in two purchases. The first was completed and he expects the second in May.

He said Sembler chose the location because of its “tremendous growth.”

“It’s a prime location to serve the commuter traffic coming and going from home,” he said.

Sembler materials say the estimated population within 5 miles was 48,775 in the second quarter of 2020 and will grow to a projected 51,017 in 2025.

There is no name yet for the center.

Sembler also owns Oakleaf Town Center in Jacksonville.