



Ortega

PARK



WELCOME TO WHERE LUXURY MEETS THE RIVER



COMPENDIUM

EXECUTIVE SUMMARY	3
PROPERTY DESCRIPTION	5
SITE PLAN	10
ORETEGA PARK PYLON SIGN	12
ANALYTICS.....	14
CONTACT INFORMATION	18
SPONSORSHIP	19

EXECUTIVE SUMMARY



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Dewberry Group, renowned for the revitalization of best in location distressed properties across the Southeast, is transforming Jacksonville, Florida's Roosevelt Square into a city-defining destination - again. This time, the venue's revival is accompanied by a new name to suit its luxury: Ortega Park.

Dewberry Group acquired a much-neglected Roosevelt Mall in 1997 and redeveloped the project into a 300,000 square foot, open-air retail & lifestyle hub. Nearly a quarter century later, its success has had an undeniable impact on the surrounding culture and community.

Today, Ortega Park serves some of Jacksonville's most established neighborhoods including Riverside, Avondale, and Ortega. Anchored by a top 10 highest grossing sales Publix, Ulta, & West Marine, Ortega Park has become one of the most frequented shopping venues in the region.

With renovations currently underway Ortega Park will grow to approximately 750,000 SF of upscale residential, office, shopping, dining, and lifestyle experiences which will be seamlessly integrated into the project and focalized by Ortega Alley - a pedestrian only area to attract the increasingly active culture surrounding the property.

Of the project, Dewberry Group President & CEO John Dewberry said, "Over two decades ago, this endeavor started as a way to revitalize an old mall complex, but it has evolved into a community gathering landmark. With this next phase, we want to ensure it continues this way for future generations."



PROPERTY DESCRIPTION



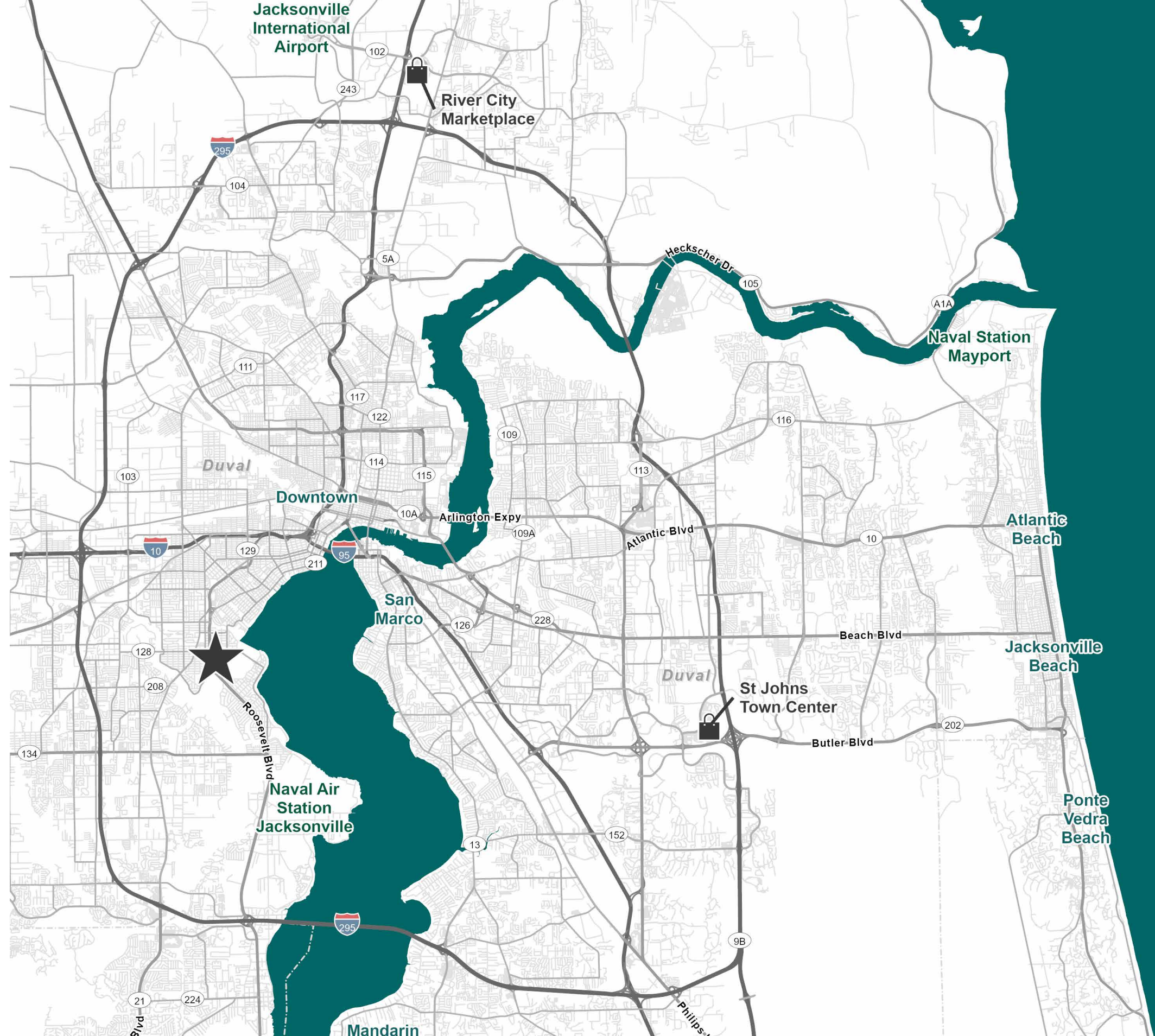
Ortega PARK

JACKSONVILLE OVERVIEW

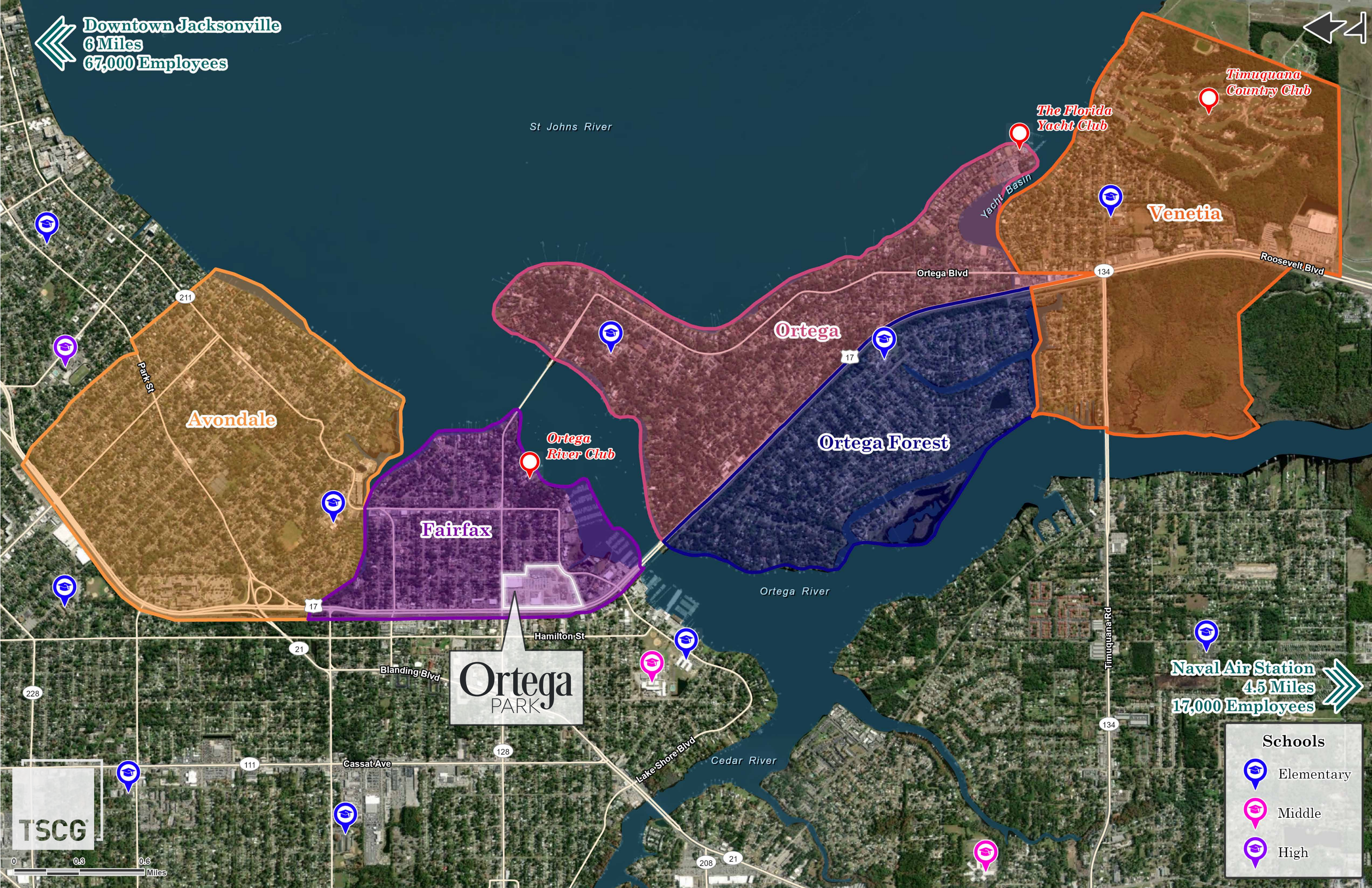
Duval County, it is the **largest city by area** (875 square miles) **in the contiguous U.S.** The city of Jacksonville has an estimated population of 949,449 (2019) which makes it the **12th most populous city** in the United States. Jacksonville MSA (Baker, Clay, Duval, Nassau and St. Johns counties) has an estimated population of 1,565,102 (2019). It is home to the Naval Air Station Jacksonville and the Mayport Naval Station which is the **3rd largest fleet concentration in the United States.** Jacksonville has a world-class healthcare system, home to one of three Mayo Clinics and one of six MD Anderson Cancer Centers. There are also **3 Fortune 500 companies** that are headquartered in Jacksonville. Jacksonville is consistently rated one of the **'Hottest Cities in America'** for business expansions and relocations in an annual poll featured in Expansion Management magazine.

TOPS THE CHARTS

- Jacksonville is ranked **1st Fastest Growing City in Florida & 5th Fastest Growing City in America.**
- Ranked #14 as **"Best City to Start a Business"** in the U.S.
- Ranked #4 in **"Best City for Job Seekers in 2019"**.
- Jacksonville is a **Top 10 Hottest U.S. Housing Market.**



←← Downtown Jacksonville
6 Miles
67,000 Employees



Timuquana
Country Club

The Florida
Yacht Club

Venetia

Roosevelt Blvd

Ortega Blvd

Ortega

Ortega Forest

Avondale

Fairfax

Ortega
River Club

Ortega
PARK

Naval Air Station
4.5 Miles
17,000 Employees

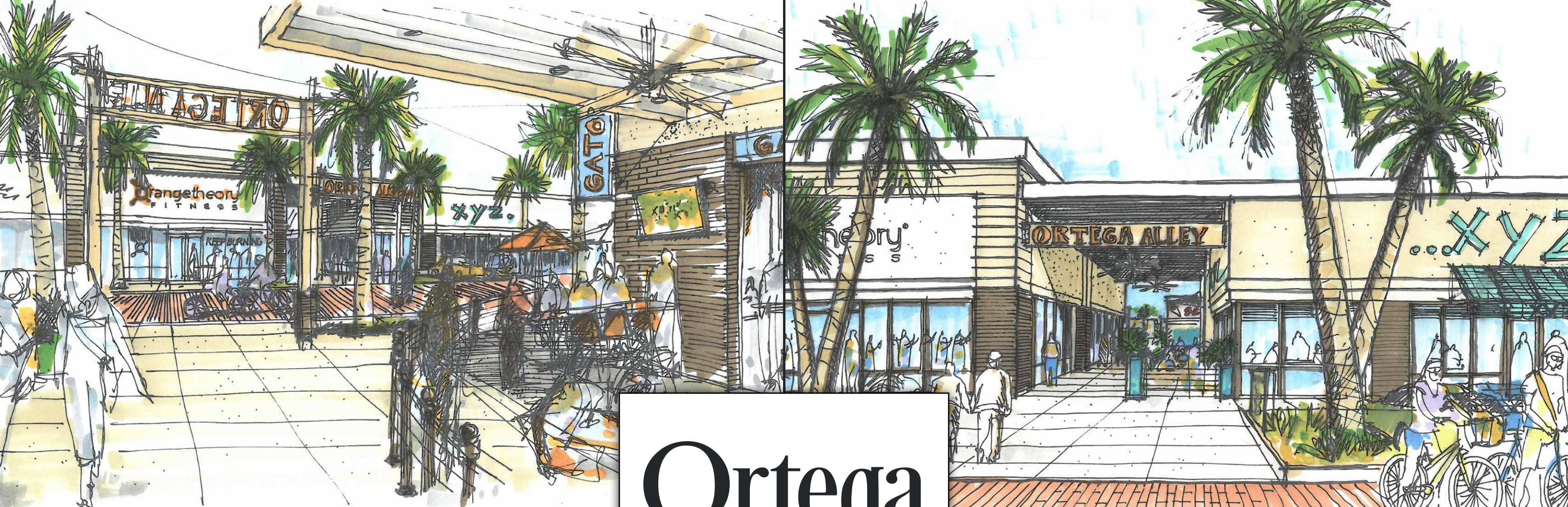


Schools

- Elementary
- Middle
- High

TSCG

0 0.3 0.6 Miles



Ortega PARK



Ortega PARK

THE SITE

4495 Roosevelt Boulevard (US 17)
Jacksonville, Florida 32210

- Availability: 900 – 30,000+ SF*
- Accessible by 3 fully signalized intersections & several other access points
- Situated between the exclusive Avondale & Ortega neighborhoods with excellent demographics
- 6 miles from downtown Jacksonville
- Unparalleled visibility on Roosevelt Blvd
- Abundant Parking

*Flexible demising configurations available.



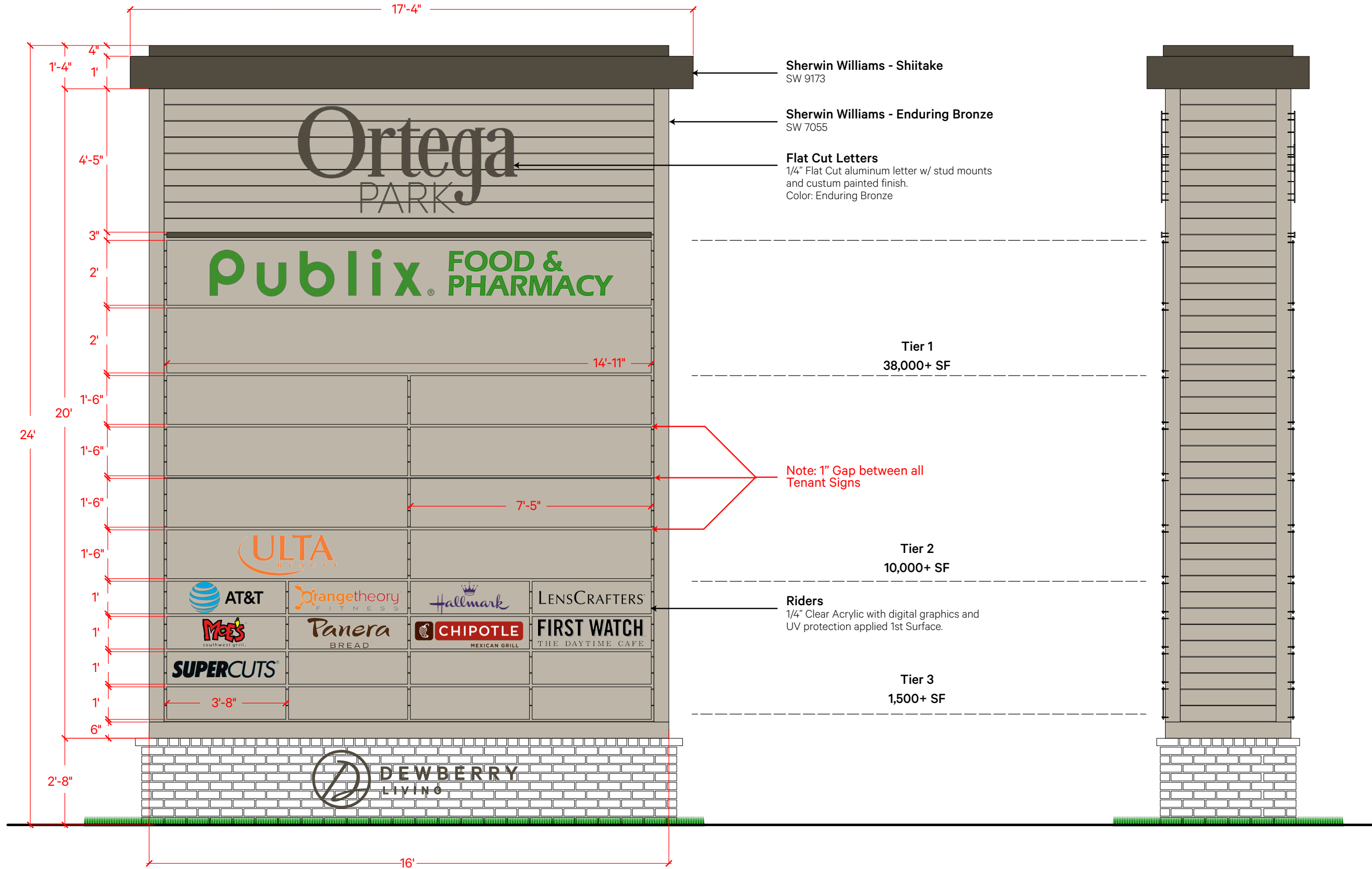
SITE PLAN



ORTEGA PARK PYLON SIGN



ORTEGA PARK PYLON SIGN



ANALYTICS



DEMOGRAPHIC COMPARISON



2020
POPULATION

ORTEGA PARK (5 MILES)	ORTEGA PARK GPS TRADE AREA	JACKSONVILLE METROPOLITAN STATISTICAL AREA
172,409	691,486	1,597,368



2020
AVERAGE HOUSEHOLD INCOME

ORTEGA PARK (5 MILES)	ORTEGA PARK GPS TRADE AREA	JACKSONVILLE METROPOLITAN STATISTICAL AREA
\$68,631	\$77,607	\$85,975



2020
POP AGE 25+: BACHELOR'S DEGREE +
POP AGE 25+: BACHELOR'S DEGREE + (%)

ORTEGA PARK (5 MILES)	ORTEGA PARK GPS TRADE AREA	JACKSONVILLE METROPOLITAN STATISTICAL AREA
30,093 25.50%	137,511 29.19%	360,415 32.45%



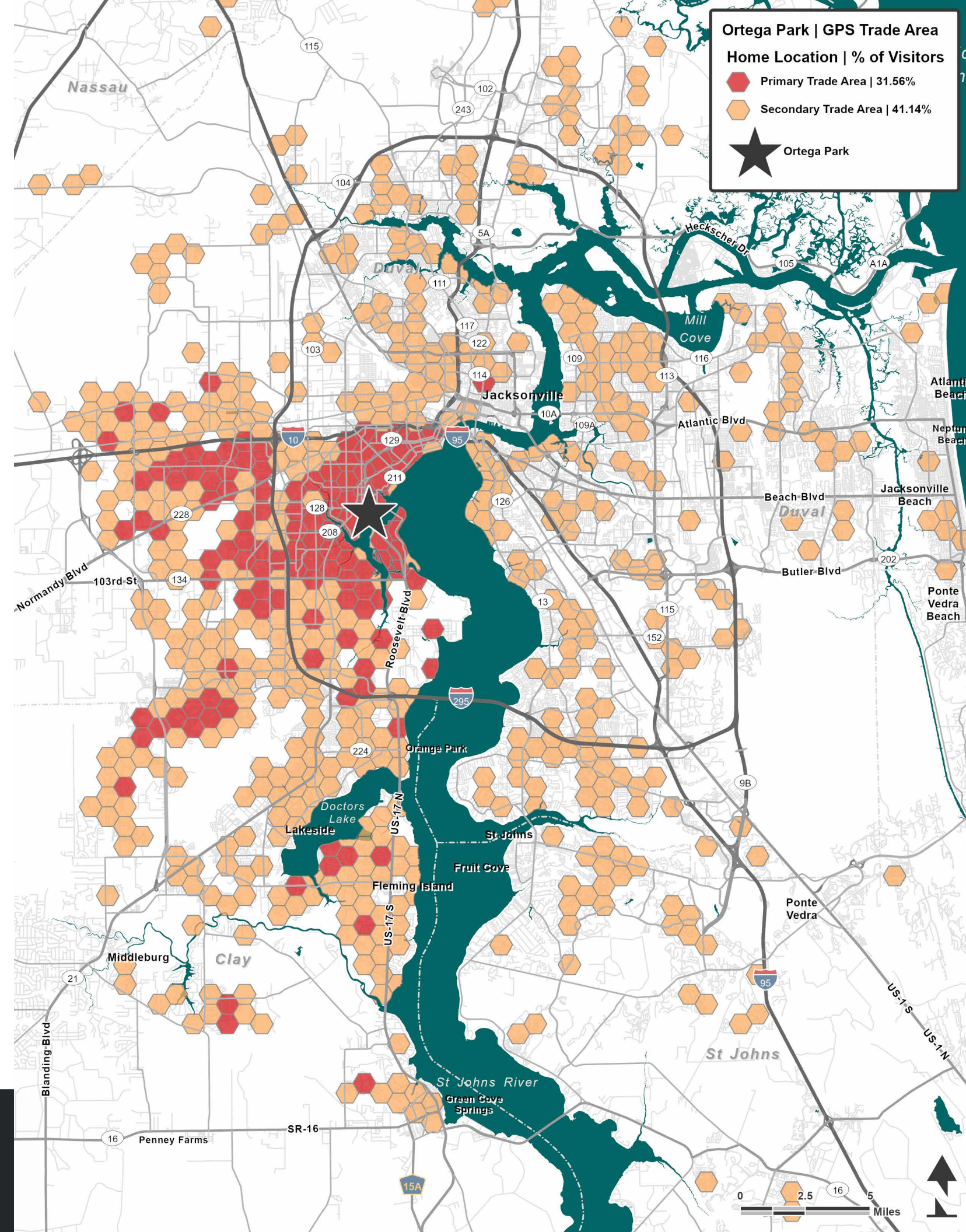
2020
AVERAGE HH INCOME: \$75,000 +
AVERAGE HH INCOME: \$75,000 + (%)

ORTEGA PARK (5 MILES)	ORTEGA PARK GPS TRADE AREA	JACKSONVILLE METROPOLITAN STATISTICAL AREA
19,518 27.73%	99,094 37.43%	253,163 40.96%

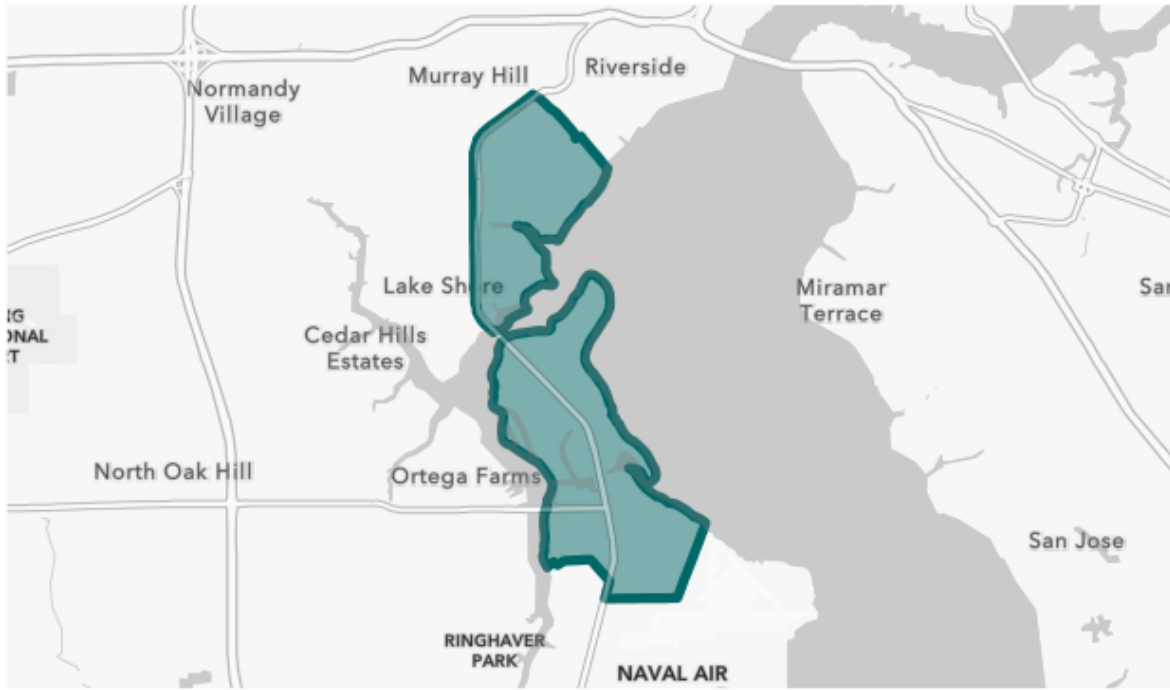


2020
DAYTIME POPULATION

ORTEGA PARK (5 MILES)	ORTEGA PARK GPS TRADE AREA	JACKSONVILLE METROPOLITAN STATISTICAL AREA
208,439	625,301	1,593,431



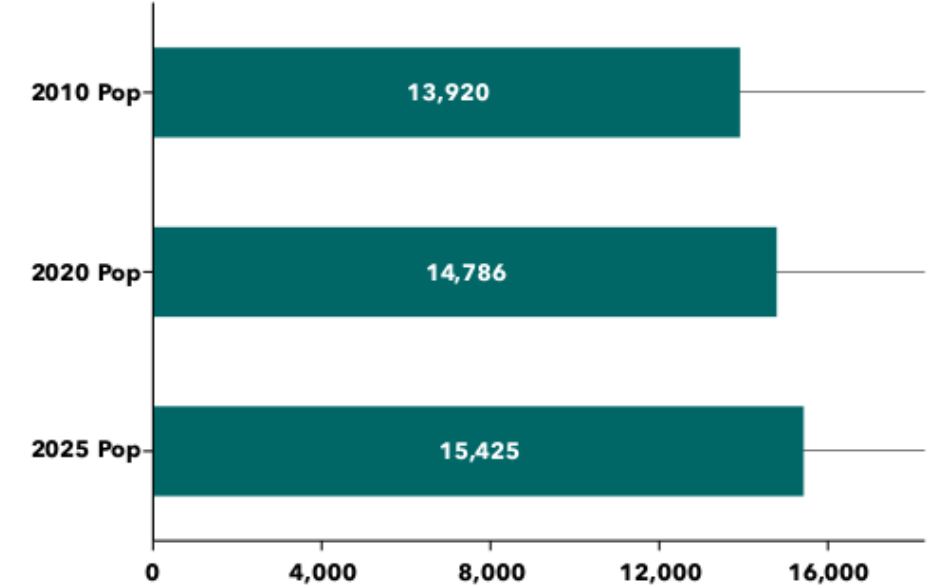
ORTEGA PARK NEIGHBORHOODS DEMOGRAPHICS INFOGRAPHIC



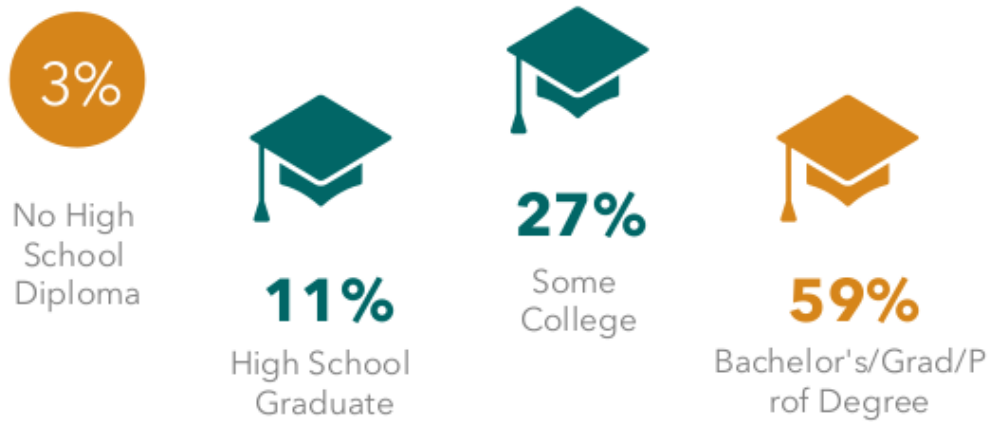
Tapestry Segments

	8B Emerald City 1,924 households	28.4% of Households
	1A Top Tier 1,050 households	15.5% of Households
	8F Old and Newcomers 907 households	13.4% of Households

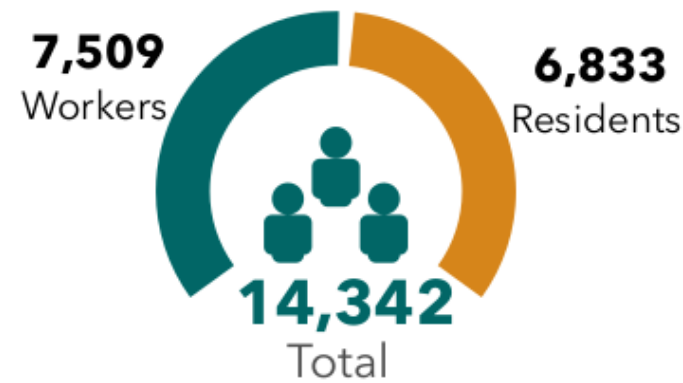
Population Totals



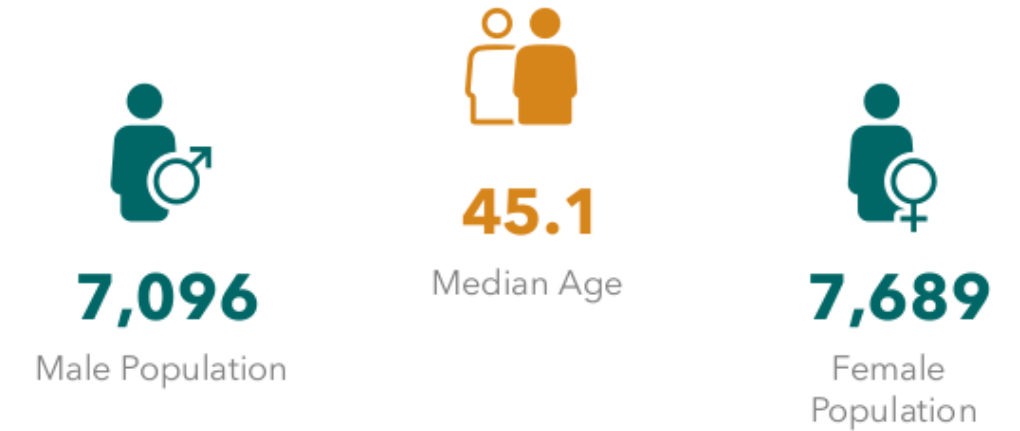
Education



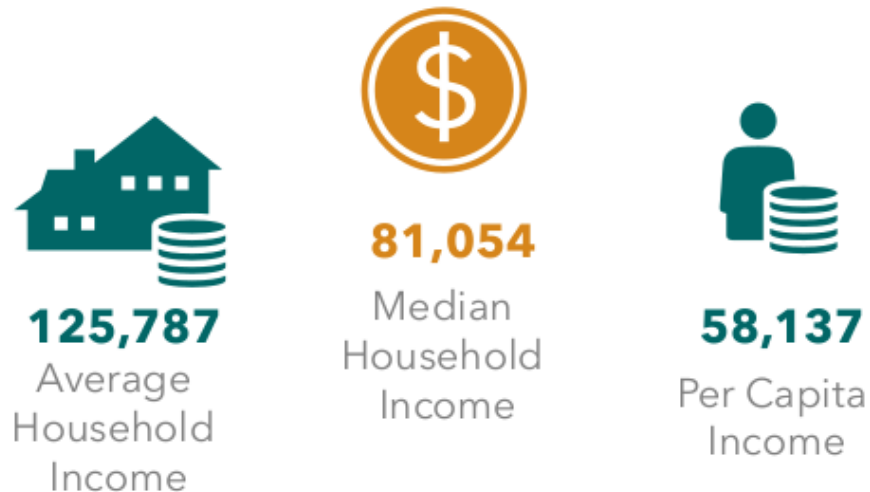
Daytime Population



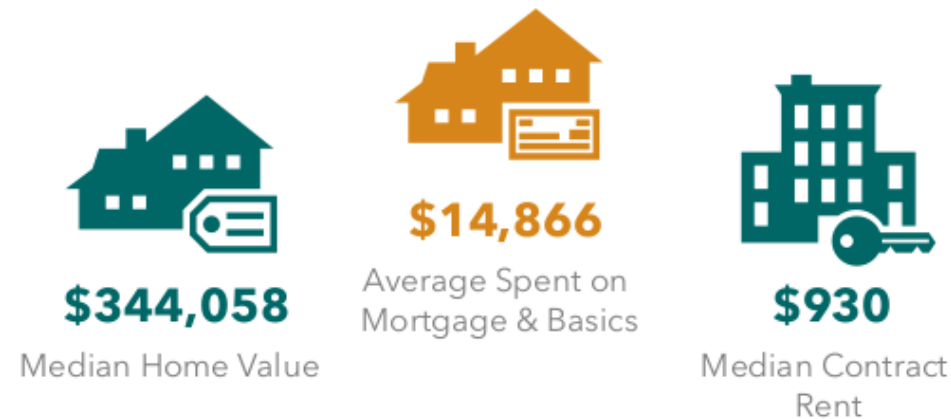
Population By Sex



Income



Housing Stats



Annual Household Spending

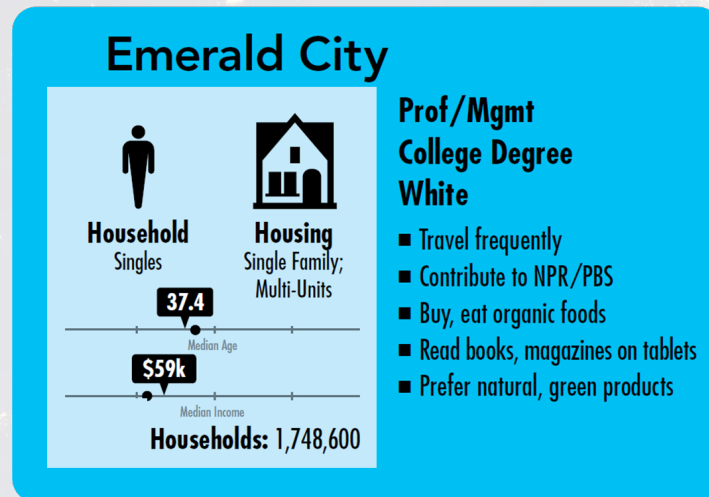


ANALYTICS DEFINED

TAPESTRY SEGMENTATION

Tapestry Segmentation represents the fourth generation of market segmentation systems that began 35 years ago. The 68-segment Tapestry Segmentation system classifies US neighborhoods based on their socioeconomic and demographic compositions.

Emerald City



Household
Singles

Housing
Single Family;
Multi-Units

Median Age: 37.4

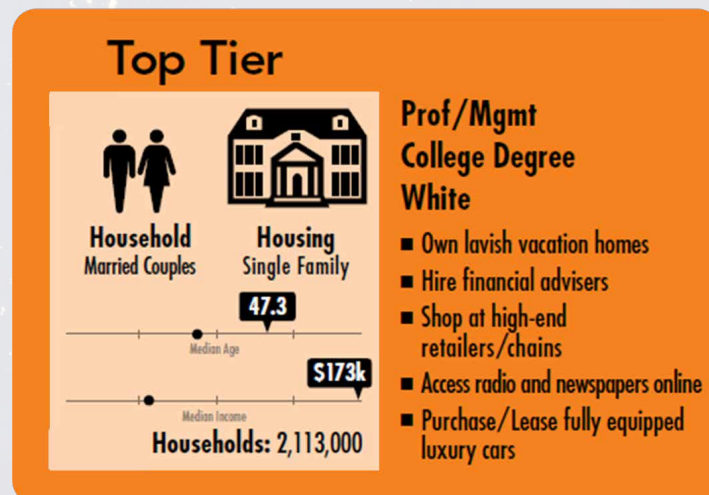
Median Income: \$59k

Households: 1,748,600

**Prof/Mgmt
College Degree
White**

- Travel frequently
- Contribute to NPR/PBS
- Buy, eat organic foods
- Read books, magazines on tablets
- Prefer natural, green products

Top Tier



Household
Married Couples

Housing
Single Family

Median Age: 47.3

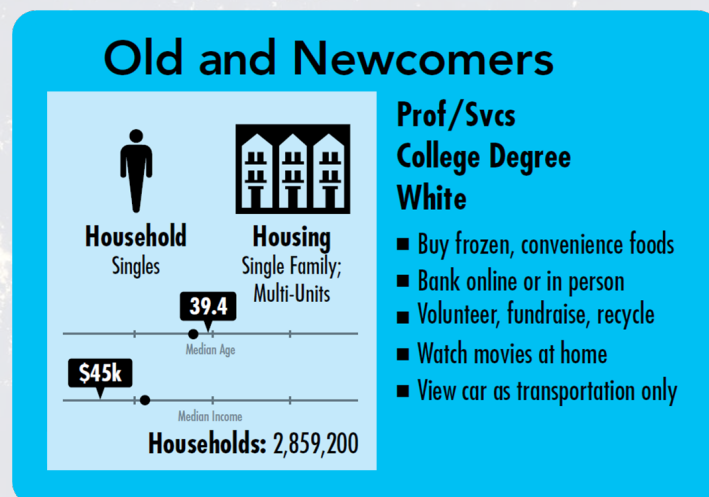
Median Income: \$173k

Households: 2,113,000

**Prof/Mgmt
College Degree
White**

- Own lavish vacation homes
- Hire financial advisers
- Shop at high-end retailers/chains
- Access radio and newspapers online
- Purchase/Lease fully equipped luxury cars

Old and Newcomers



Household
Singles

Housing
Single Family;
Multi-Units

Median Age: 39.4

Median Income: \$45k

Households: 2,859,200

**Prof/Svcs
College Degree
White**

- Buy frozen, convenience foods
- Bank online or in person
- Volunteer, fundraise, recycle
- Watch movies at home
- View car as transportation only

GEOSOCIAL DATA

Spatial AI's Geosocial data helps us identify behaviors that are prominent in a neighborhood and use these insights to better inform our leasing strategy.

Spatial AI Geosocial Data separates social media posts into 70+ segments. Each segment highlights specific behaviors, attitudes, and activities along with potential impacts on retail.

GEOSOCIAL TOP SEGMENTS		
Segment	Percentile	Positive POI Correlations
Bookish	74.33	Libraries, Coffee Shops, Bookstores, American Restaurants, Breakfast & Brunch Spots
Handcrafted	73.91	Italian restaurants, Home decor stores, Gardening supplies, Antique shops, Furniture stores
Daily Grind	80.31	Gyms, Fast food restaurants, Banks, Insurance offices, Sandwich shops
Hipster	71.86	Barber shops, Book stores, Vegan restaurants, Vintage stores, Florists
Networking	72.46	Steakhouses, Universities, Cosmetics services, Banks, "Attorneys offices"
Fueling for Fitness	72.35	Quick service restaurants, Gyms, Discount stores, Cosmetics services, Supplement stores
Happy Place	74.26	Nail salons, Medical offices, Banks, Ice cream, Chinese restaurants
Artistic Appreciation	75.23	Art galleries, Coffee shops, Tattoo shops, Theaters, Universities
Civic Attentiveness	83.78	Contractors, Hair salons, Barber shops, Schools, Auto repair shops
All About Hair	72.22	Hair salons, Barber shops, Cosmetics services, Chinese restaurants, Spas

Ortega PARK

FOR MORE RETAIL LEASING INFORMATION, PLEASE CONTACT:

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SPONSORSHIP





COMPANY OVERVIEW

In its 31st year of operation, Dewberry Group is a design centric development company headquartered in Atlanta with a portfolio of properties along the eastern seaboard in key urban areas such as: Atlanta, Georgia; Charleston, South Carolina; Jacksonville, Florida; and Charlottesville & Richmond, Virginia. Led by its in-house design firm, Studio Dewberry, Dewberry Group combines uncanny creativity, uncommon attention to detail and hard-earned experience to create properties with a refined elegance which maximize value while positively impacting their respective community.

COMPANY OVERVIEW

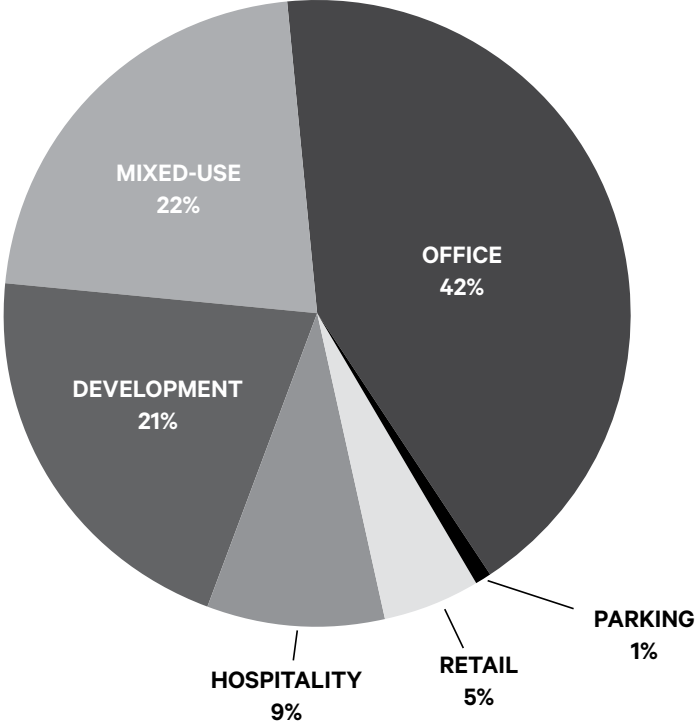
DEWBERRY GROUP HOLDINGS

Dewberry Group's current assets span across most of the major commercial real estate property types throughout the southeast, for a total value of Approximately \$1.6 billion. In addition to operating assets, Dewberry Group holds approximately \$350 million worth of land slated for future development. The company's portfolio is comprised of various combinations of luxury mixed use (office, residential & retail), hospitality, and parking.

ASSET SUMMARY (AMOUNTS IN MILLIONS)

Cash & Cash Equivalents	\$83.1
Operating Assets, Gross	\$1,123.5
Land Held for Future Development	\$345.3
Other Assets	\$9.1
Total Assets	\$1,561.0
Less: Recourse Loans	(\$63.4)
Less: Non-Recourse Loans	(\$493.4)
Net Worth	\$1,004.2

BY PROPERTY CLASS





COMPANY OVERVIEW

HOSPITALITY

- The Dewberry - Charleston, SC

OFFICE MIXED USE

- Peachtree Pointe / Gallery Uptown - Atlanta, GA
- Campanile - Atlanta, GA

DEWBERRY LIVING

- Dewberry Living - Charlottesville, VA (In Design)
- Oyster Park - Charleston, SC (Phase II - In Design)
- Ortega Park - Jacksonville, FL (Phase I - Under Construction, and Phase II - In Design)
- Belle Isle Park - Atlanta, GA (In Design)

PARKING

- 930 Juniper - Midtown Atlanta, GA (420 spaces located between 8th & 9th streets, expandable to 800 spaces or future multi-family development)

FUTURE DEVELOPMENT

- The Ansley (1.6 acres) - Uptown Atlanta, GA
- 1627 Peachtree Street (1.6 acres) - Uptown Atlanta, GA (Peachtree & Buford Highway Connector)
- Peachtree 10th Street (4 acres) - Midtown Atlanta, GA (Peachtree & 10th Street)
- 1400 Peachtree (1.7 acres) - Uptown Atlanta, GA (Peachtree & 17th Street)
- The Rhodes Uptown Tower (2.0 acres) - Uptown Atlanta, GA (Peachtree & Rhodes Center)
- Uptown Heights (12 acres) - Uptown Atlanta, GA
- Azalea Park (38 acres) - Richmond, VA

DEWBERRY HOSPITALITY

Leveraging its design, marketing, operational and technological expertise, Dewberry Group is the force behind a truly groundbreaking and dynamic hotel brand. The flagship, The Dewberry, located in Charleston, South Carolina, delivers a distinctive, personalized experience in one of the country's most illustrious locales.

THE DEWBERRY

CHARLESTON, SOUTH CAROLINA

In the autumn of 2016, Dewberry Group opened The Dewberry hotel in the renovated and repurposed former L. Mendel Rivers Federal Building. Originally constructed as a general service administration office building, this mid-century modern structure is located on two acres across from Marion Square on Meeting Street.

As much a setting as it is a state of mind, this five-star hotel was brought to life over the course of eight years by John Dewberry, Studio Dewberry, Workstead, and a team of architects and designers who shared Mr. Dewberry's mission to present Charleston from a uniquely personal perspective. The result is a thoughtfully imagined, award-winning juxtaposition of past and present that redefines what is possible when top-tier design marries preservation.

Although Dewberry Group recreated the building's interior, the marble-and-brick facade has remained largely intact, thereby preserving the architectural integrity of this John F. Kennedy commissioned mid-century building. LEED-certified, The Dewberry offers 155 luxurious guestrooms. The hotel features Henrietta's, a Southern brasserie, the brass bar in The Living Room and rooftop venue Citrus Club which are both James Beard Award semifinalists. The Dewberry also features an urban oasis spa and several sought-after event spaces, The Ballroom & Walled Garden, as well as the rooftop's Rivers Room.



THE DEWBERRY CHARLESTON



PEACHTREE POINTE (ONE, TWO, & GALLERY UPTOWN)

ATLANTA, GEORGIA

Peachtree Pointe is a 475,000 square foot 3-building office-centric mixed-use project in Dewberry Group's Uptown, Atlanta.

Dewberry Group delivered One Peachtree Pointe in 1999, a 160,000 square foot Class 'A' office building. In 2008, after tremendous success with One Peachtree Pointe, Dewberry Group completed construction of Two Peachtree Pointe, a 295,000 square foot Class 'A' office building and Gallery Uptown, a two-story 20,000 square foot boutique retail center.

Peachtree Pointe is home to global investment firm Invesco, as well as internationally known firms Greystar, Dentsu, Steelcase, Shaw, and Sotheby's.

Studio Dewberry, multi-award winning design firm and winner of "best new hotel design in the world," for The Dewberry hotel in Charleston, SC, is collaborating with Wong Logan Architects of Berkley, CA, also multi-award winners and winner of "the best in the world office renovation" for Uber's headquarters in San Francisco, as well as with New York-based architect, Peter Logan.

Ownership is confident the results of this partnership will produce one of the Southeast's most distinctive lobbies, and further reinforce Peachtree Pointe, now entering its third decade as a Peachtree Street landmark, as the "pointe" of interest in Uptown.

CAMPANILE

ATLANTA, GEORGIA

Campanile is, at present, a 21-story 450,000 square-foot Class 'A' office tower which originally opened in 1987 as Bell South's Corporate headquarters.

Following Dewberry Group's 2010 purchase, Dewberry Group and Studio Dewberry in collaboration with Cameron Stewart Design embarked on a major renovation, the results of which produced the international CODAworx award for design and art in a commercial space.

Despite this success, Mr. Dewberry harbored an uneasy feeling regarding the underutilization of this dominant Peachtree corner and was certain Campanile could more dynamically serve both Midtown and itself.

With this as the primary objective, in 2019 Dewberry Group commenced the current transformative redevelopment.

This redevelopment expands floors 1 through 5 with luxury retail at the base and class 'A' office above. These improvements, together with crowning Campanile with a 22nd office floor, brings Campanile to a total of 687,800 square feet making Campanile Atlanta's 15th largest office building.

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DEWBERRY LIVING

CHARLOTTESVILLE, VIRGINIA

Situated on the downtown mall in Charlottesville's historic district, this landmark former bank building, originally opened in 1931 was demolished, rebuilt and reopened in 1966, is poised to become the city's premier luxury mixed-use retail, office, and residential property. Though it will receive the full Studio Dewberry treatment in terms of modernization and first-class amenities, its architectural provenance and integrity will be preserved and celebrated. By example, the building's stunning black granite facade which was originally designed by Charlottesville architect Joseph C. "Jack" Laramore, will be preserved.





OYSTER PARK

DEWBERRY LIVING

Belle Isle Park – Atlanta, GA (Sandy Springs, GA)	400,000 SF
Oyster Park – Charleston, SC (Mt. Pleasant, SC)	500,000 SF
Ortega Park – Jacksonville, FL	750,000 SF
Dewberry Living – Charlottesville, VA	100,000 SF
Total	1,750,000 SF

OYSTER PARK

MOUNT PLEASANT, SOUTH CAROLINA

Located in the desirable Old Village section of Mount Pleasant, SC, Oyster Park is situated just minutes from both downtown Charleston, a 10-minute drive to the west, and the highly sought after and much visited beach community, Sullivan’s Island, immediately east. Oyster Park is a state of the art mixed-use project encompassing luxury multifamily residences atop boutique retail space. With another phase of retail and office beginning in 2021. Oyster Park will expand to nearly 500,000 sf and expand on its growing reputation as one of Charleston’s premier live, work, play communities.



ORTEGA PARK JACKSONVILLE, FLORIDA

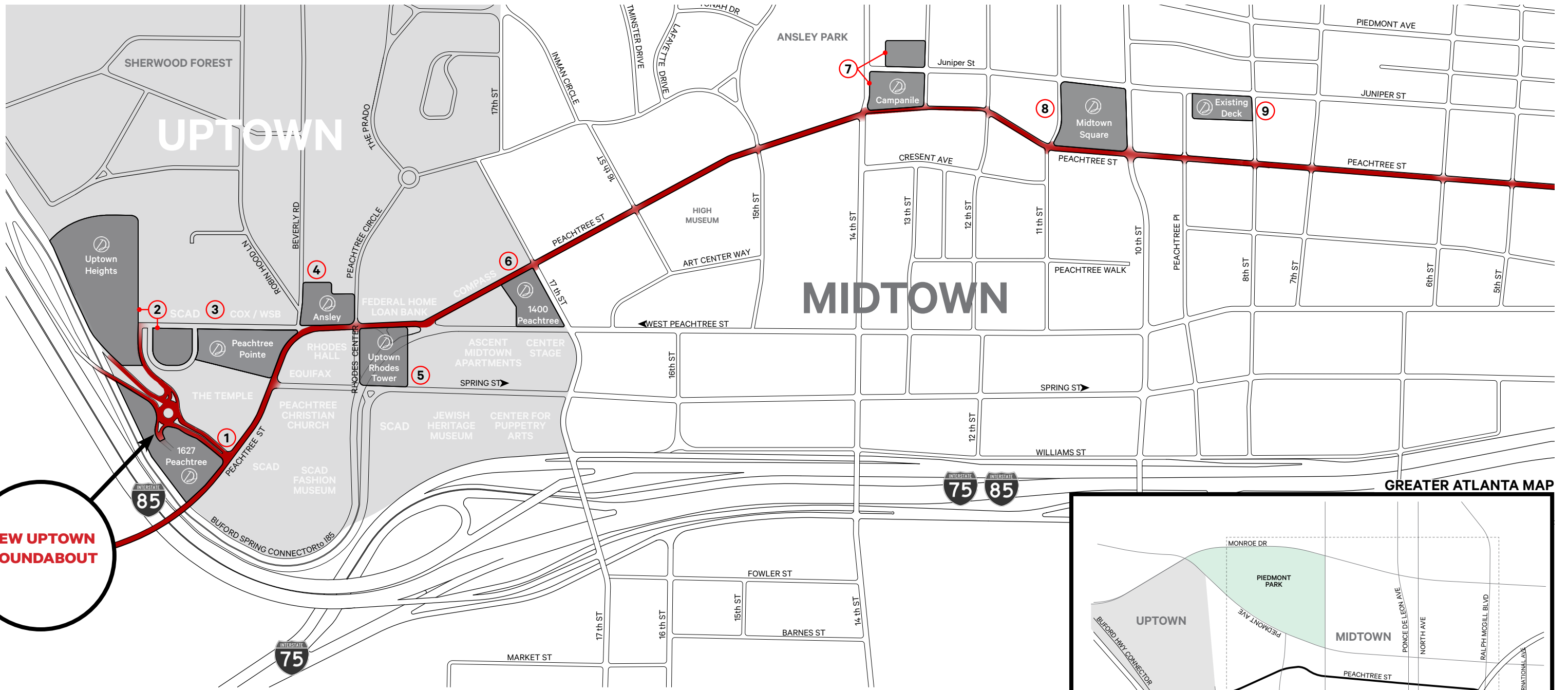
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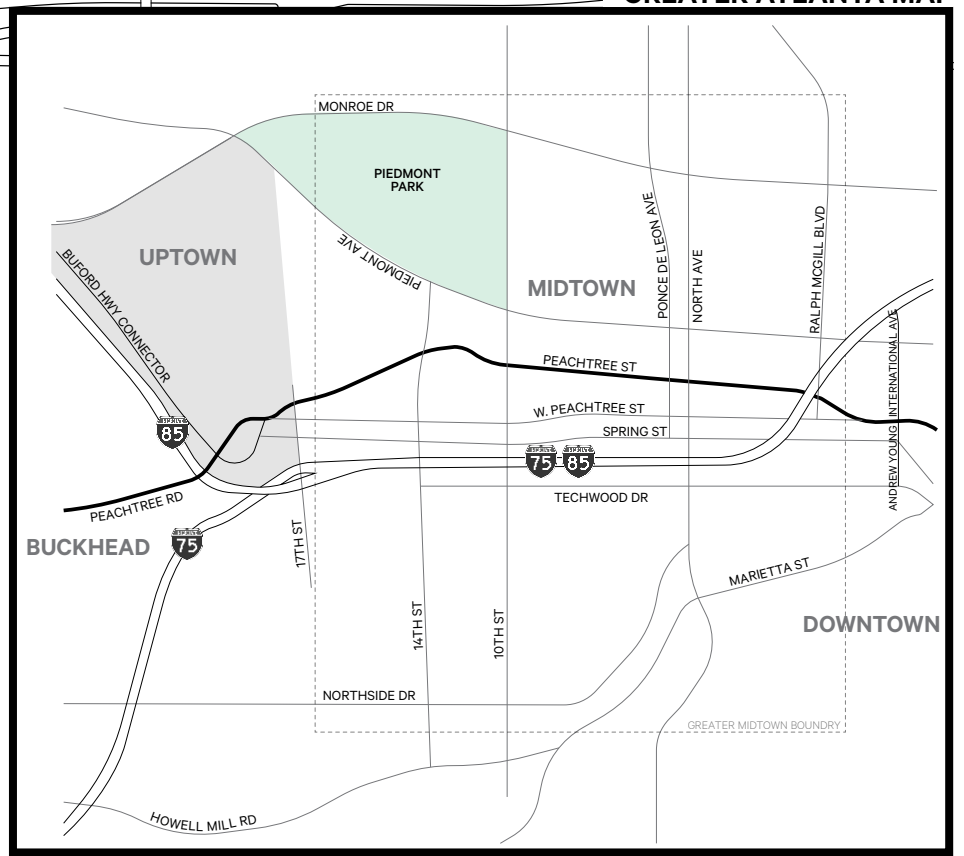
**NEW UPTOWN
ROUNDBOUT**

LAND OWNED & HELD FOR FUTURE DEVELOPMENT

As depicted on this page, Dewberry Group's land holdings include over twenty-five (25) acres on or adjacent to prestigious Peachtree Street in Uptown and Midtown Atlanta, Georgia.

Management expects to develop approximately 10 million square feet of mixed-use development, totaling over \$10 billion in future development value.

- | | | |
|--|--|--|
| <p>1 1627 PEACHTREE
(OFFICE / RESIDENTIAL MIXED USE)
1.6 ACRES - 1,000,000sf TO BE DEVELOPED</p> <p>2 UPTOWN HEIGHTS
(RESIDENTIAL MIXED USE)
12.0 ACRES - 3,000,000sf TO BE DEVELOPED</p> <p>3 PEACHTREE POINTE & GALLERY UPTOWN
(OFFICE MIXED USE)
3.0 ACRES - 485,000sf OFFICE MIXED USE</p> | <p>4 THE ANSLEY
(RESIDENTIAL MIXED USE)
1.6 ACRES - 500,000sf TO BE DEVELOPED</p> <p>5 RHODES TOWER UPTOWN
(OFFICE / RESIDENTIAL MIXED USE)
2.0 ACRES - 1,000,000sf TO BE DEVELOPED</p> <p>6 1400 PEACHTREE
(OFFICE MIXED USE)
1.7 ACRES - 1,000,000sf TO BE DEVELOPED</p> | <p>7 CAMPANILE
(OFFICE MIXED USE)
2.55 ACRES - 655,000sf</p> <p>8 MIDTOWN SQUARE
(OFFICE / RESIDENTIAL MIXED USE)
4.0 ACRES - 3,000,000sf TO BE DEVELOPED</p> <p>9 930 JUNIPER
(RESIDENTIAL MIXED USE)
1.5 ACRES - 250,000sf TO BE DEVELOPED</p> |
|--|--|--|



Ortega PARK