



929 E BAY ST

JACKSONVILLE'S SPORTS & ENTERTAINMENT ANCHOR OPPORTUNITY

In the heart of the Sports & Entertainment District, 929 E Bay St boasts an unparalleled location overlooking the Vystar Veterans Memorial Arena, 121 Financial Ballpark, Four Seasons development and Shad Khan's Stadium of the Future; this iconic building is in the center of the action, being next to the most energetic venues and entertainment the city has to offer.



PROJECT DETAILS

929 E Bay Street brings scale, visibility and existing hospitality infrastructure to one of Downtown Jacksonville's most consequential corners. The former brewery campus can operate as one flagship destination or be demised into complementary concepts - pairing production, dining, live entertainment and a rooftop terrace in a single, highly visible address.



31,381± SF TOTAL

with the ability to be demised:

TAP ROOM + ROOFTOP

5,850 SF Ground Floor
4,800 SF Rooftop

BREWERY AREA

15,025 SF

BIER HALL

5,706 SF

[VIRTUAL TOUR - BUILDING](#)

[VIRTUAL TOUR - ROOFTOP](#)

JACKSONVILLE SPORTS & ENTERTAINMENT DISTRICT

A GENERATIONAL TRANSFORMATION IS UNDERWAY

The district is flourishing with recent announcements signaling a new critical mass for retail, residential and significant mixed-use development projects. Overall, there is \$7 billion of development in the Downtown pipeline, jumping \$3 billion within the last year. Nearly 2,200 multifamily units are currently under construction, and by 2030, Downtown is anticipated to reach 18,300 residents with a total of 8,140 newly-developed units online.

JACKSONVILLE GROWTH

2nd

HOTTEST JOB
MARKET IN AMERICA

3rd

ECONOMIC
GROWTH IN THE U.S.

#10

MOST MOVED
TO CITY

SPORTS + ENTERTAINMENT DEVELOPMENT

\$100M

MOSH
GENESIS

\$370M

THE SHIPYARDS
AND FOUR
SEASONS
(OPENING 2027)

\$120M

MILLER
ELECTRIC
CENTER

\$1.4B

STADIUM
OF THE
FUTURE



JOIN THE DISTRICT AT 929 E BAY ST

THE TAP ROOM & ROOFTOP

A true indoor-outdoor hospitality platform built for every part of the day — pre-event energy and watch parties, sunset dining, and late-night crowds. The ground-floor restaurant opportunity features soaring 15-foot ceilings and an operable storefront system that opens the space for seamless indoor-outdoor service, while the rooftop adds a second dining venue: a generous terrace with room for an outdoor bar and panoramic views of the St. Johns River, EverBank Stadium, and the Downtown skyline. Together they create the ultimate dining experience — an amenity no other retail space in Jacksonville can match.

929 E BAY ST

5,850± SF

Ground Floor

4,800± SF

Rooftop



*Conceptual Rendering

929 E BAY ST

BREWERY HALL

A dramatic 27' high-bay volume with the scale to support production, large-format hospitality, sports viewing, live programming and private events.

15,025± SF
Ground Floor

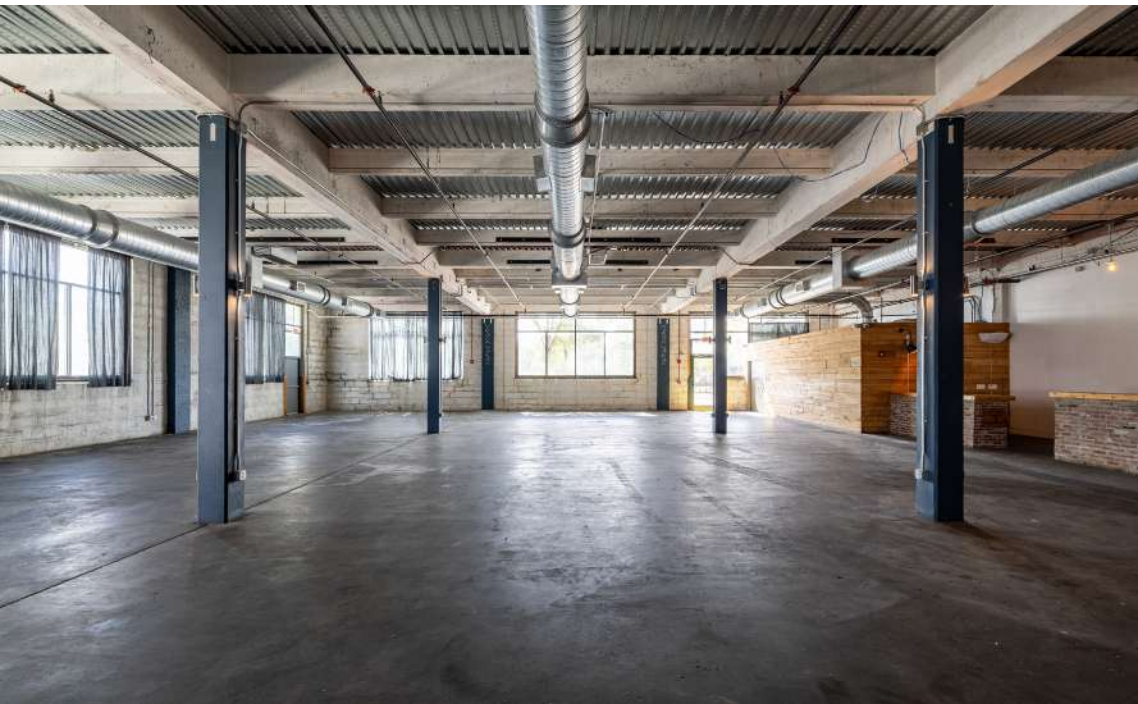


929 E BAY ST

BIER HALL

Adjacent to the ground floor restaurant sits another 5,706± SF with 15-foot ceilings and an abundance on natural light. This space can be combined with the adjacent restaurant space or be a concept entirely of its own serving residents, locals and the 18.5 million Downtown visitors each year.

5,706± SF
Bier Hall



AT THE FRONT DOOR OF THE DISTRICT

929 E BAY ST



THE HEART OF SPORTING EVENTS, CONCERTS AND ENTERTAINMENT

DOWNTOWN JACKSONVILLE



1M+ spectators in attendance annually
\$118,000 annual household income of season ticket holder



75 home games annually
5,000 in average game attendance - 360,000 people annually



36 home games in the 2025-2026 season
9,200 in average game attendance, the highest in ECHL (2025)



35 concerts held in 2025
700,000 in annual attendance



150+ events held annually
200,000 in attendance in 2025



19.6M+
visitors annually

EVENT	# OF EVENTS ANNUALLY
Sports Games	300
Festivals	240
Concerts	852
Expositions	135
Performing Arts	595
Community	800
Conferences	273
TOTAL	3,195



Source: Downtown Investment Authority



374K AVERAGE WEEKLY VISITS



POPULATION

96% residential occupancy rate
73.3% of the population has a four year degree or higher
53% residents between 25-54 years old
50%+ increase in residents during the last five years

OFFICE

3 Fortune 500 headquarters
8,922 businesses within 3 miles of Downtown
47,000 Downtown daytime employees
97,401 daytime employees within 3 miles of Downtown
69.3% of employees have a household income of \$80,000+

EDUCATION

3 major college campuses downtown
1 law school
\$300M UF Tech & Innovation Campus with classes starting in 2026

MEDICAL

5 major hospital campuses less than three miles from Downtown

GROWTH

#1 City in Florida for College Graduates (Zumper, 2024)
#4 Fastest Growing City in America (Census Bureau, 2024)

DOWNTOWN JACKSONVILLE DEVELOPMENT

DEVELOPMENT PIPELINE



\$7B

in development



12.3K

total residential units



18.3K

total residents



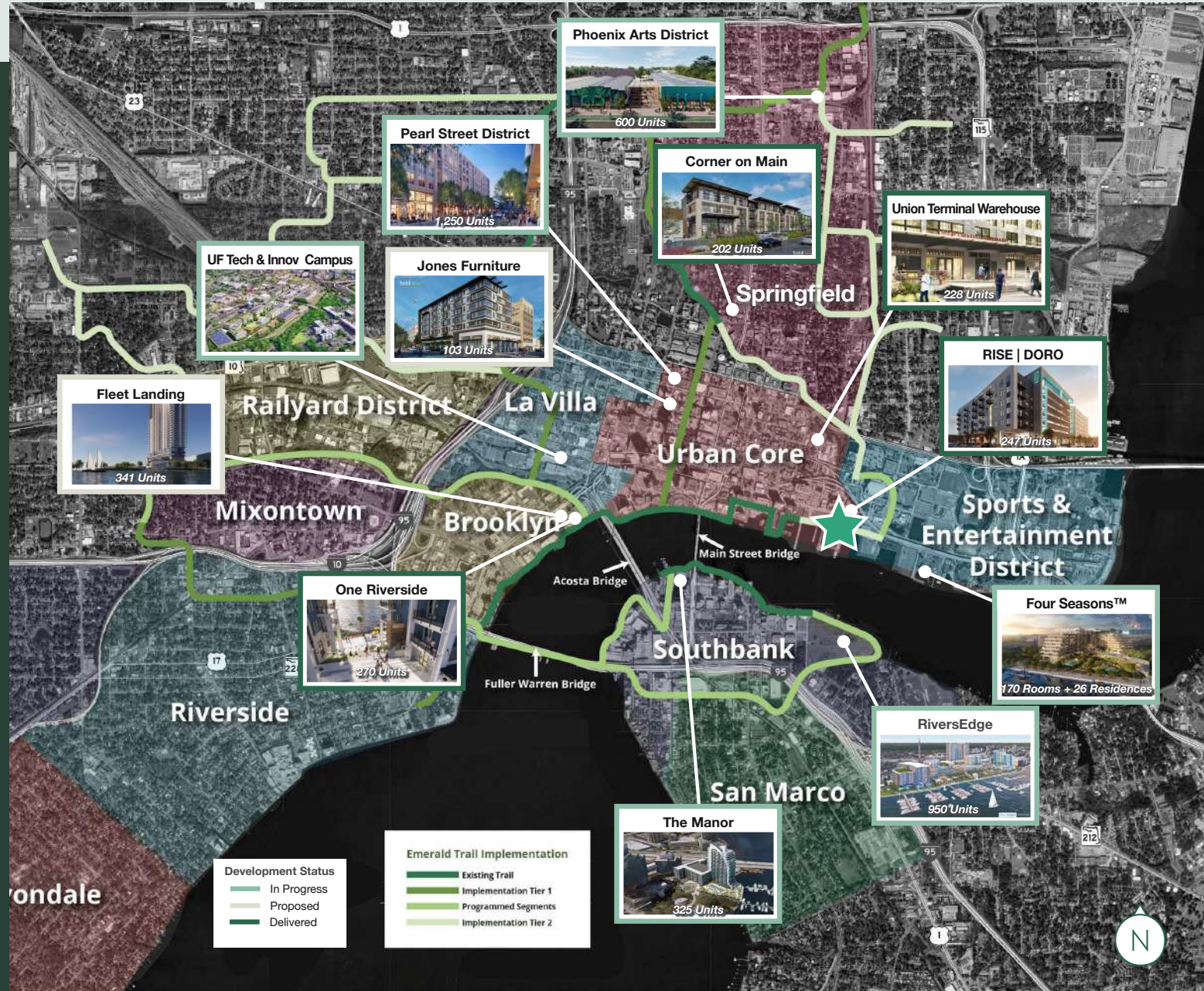
\$500M

in transportation
& public spaces



\$300M

University of Florida
Technology &
Innovation campus to
start classes in 2026



CLICK ON THE DEVELOPMENTS ABOVE FOR ADDITIONAL INFORMATION.

929 E BAY ST



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URBAN @
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