



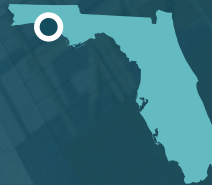
# WATERSOUND<sup>®</sup>

## TOWN CENTER

—

**AT THE CENTER OF IT ALL**

Retail, Restaurant, Medical & Office Space



# WATERSOUND<sup>®</sup>

## TOWN CENTER

AT THE CENTER OF  
GROWTH • OPPORTUNITY • ACTIVITY

### WATERSOUND TOWN CENTER IS:

Ideally situated in the highest growth area of one the country's fastest growing counties, your business will benefit from an exploding population, year-round tourist visitation and proximity to significant development activity that will bring permanent residents, vacationers and economic development for years to come.

#### A PLEASANT WALK FROM:

- The Watersound Origins community
  - 700+ single family homes with plans for thousands more
  - Average new home sales price: \$1.3 million+ (2022)
- Watersound Origins Crossings Apartments and Townhomes
  - 214 apartment units and 64 townhomes
  - Average market rents: \$2,342 (apartments) and \$3,751 (townhomes)\*
- Watersound Fountains (opening summer 2023)
  - 148 luxury independent living apartments
  - Average market rent: \$5,442\*

#### AN EASY BIKE RIDE FROM:

- Camp Creek Inn (opening summer 2023)
  - 75-room boutique hotel on the grounds of the exclusive Watersound Club
- The iconic Scenic Highway 30-A and the beach towns of South Walton

#### AN ENJOYABLE GOLF CART RIDE FROM:

- Rosemary Beach, Alys Beach, WaterColor and Seaside beach communities among others. Each of which is a magnet for permanent residents, second-home owners and vacationers seeking luxury real estate along the coast.

#### A CONVENIENT CAR RIDE FROM:

- The legacy vacation destinations of Panama City Beach and Destin, Florida, both welcoming millions of visitors each year

\*As of 4/30/23



*Choctawhatchee Bay*

## LOCAL TRADE AREA

**WATERSOUND<sup>®</sup>**  
TOWN CENTER



*Gulf of Mexico*

SANDESTIN

◀ DESTIN

DUNE ALLEN

SANTA ROSA BEACH

GRAYTON BEACH

WATERCOLOR

SEASIDE

SEAGROVE BEACH

WATERSOUND BEACH<sup>®</sup>

ALYS BEACH

SEACREST BEACH

ROSEMARY BEACH

INLET BEACH

CARILLON BEACH

PANAMA CITY BEACH



# AT THE CENTER OF IT ALL

GROWTH · OPPORTUNITY · ACTIVITY

WATERSOUND<sup>®</sup>  
TOWN CENTER

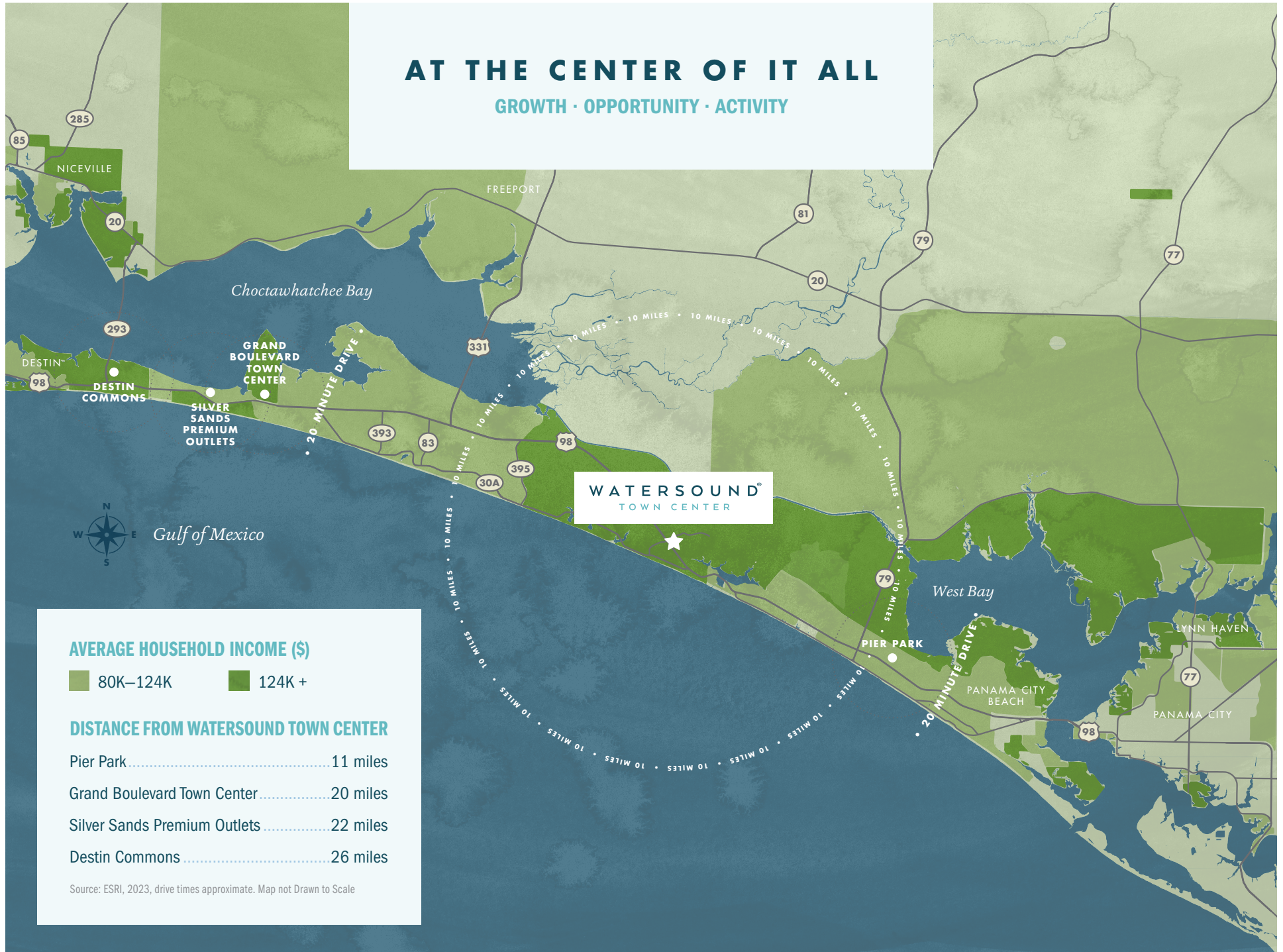
## AVERAGE HOUSEHOLD INCOME (\$)

80K–124K 124K +

## DISTANCE FROM WATERSOUND TOWN CENTER

Pier Park ..... 11 miles  
Grand Boulevard Town Center ..... 20 miles  
Silver Sands Premium Outlets ..... 22 miles  
Destin Commons ..... 26 miles

Source: ESRI, 2023, drive times approximate. Map not Drawn to Scale





SHOP

Watersound<sup>®</sup>  
Town Center

Florida  
CLOSE UP

Gulf Intracoastal Waterway

Walton Sports  
Complex

Dune Lakes ES

ARIUM  
Santa Rosa Beach  
283 Units

Gulf Intracoastal Waterway

US 98

Point Washington Wildlife State Forest

US Hwy 98

County Hwy 305

Watercolor<sup>®</sup> Community  
1,450+- Lots  
\$2.7M - \$7.7M

Watercolor<sup>®</sup> Town Center



THE SHOPS AT THE HUB  
CHILL  
Bake It Up  
Polished  
ok

Watersound Camp Creek<sup>®</sup>  
community  
263 Lots  
30 Homes under construction  
\$4.8M - \$5.3M

Watersound<sup>®</sup> Town Center  
Publix  
AMBROSIA  
Market Cafe  
HALO  
Sweet  
Ascension  
healthcare

Watersound Origins<sup>®</sup>  
community  
700 Homes Currently  
\$750K - \$2.5M

WATERSOUND  
FOUNTAINS  
ON LIVING

Origins<sup>®</sup> Golf Club

Watersound<sup>®</sup>  
Origins Crossing

30 AVENUE MALL  
Camp Creek  
BIRMINGHAM  
OKO

County Hwy 30A

County Hwy 30A

10,000 VPD-22

23,500 VPD-22

Watersound Pkwy

Magnet Innovation  
Center / STEAM  
School

THE  
LOFTS

Watersound<sup>®</sup>  
Beach Club

GREENWAY STATION



SEASIDE

1,374 Households - \$2.6M / \$6.2M



ALYS BEACH  
321 Households - \$3.35M / \$6.7M



SEACREST VILLAGE



ROSEMARY BEACH  
300 Households - \$2.9M / \$8.9M



Gulf of Mexico





# WATERSOUND TOWN CENTER<sup>SM</sup>

GULF OF MEXICO

SCENIC HWY 30-A

S. WATERSOUND PKWY

**MAGNET INNOVATION CENTER**  
STEAM School

**WATERSOUND CAMP CREEK<sup>SM</sup> COMMUNITY**  
(UNDER CONSTRUCTION)  
262 Planned Residential Homesites

**CAMP CREEK<sup>®</sup> GOLF COURSE**  
75 ROOM BOUTIQUE HOTEL (UNDER CONSTRUCTION)

**CAPITAL CITY BANK**

**FUTURE GROWTH OF  
WATERSOUND TOWN CENTER**

**SPEC BUILDING #2**  
Retail/Office Available for Lease

**PUBLIX SUPER MARKET**  
Retail Now Available for Lease

**ASCENSION SACRED HEART**

N. WATERSOUND PKWY

**SPEC BUILDING #3**  
Retail/Office Available for Lease

**SPEC BUILDING #5**  
Retail/Office Available for Lease

US HWY 98

**FUTURE GROWTH OF  
WATERSOUND TOWN CENTER<sup>SM</sup>**

**WATERSOUND ORIGINS CROSSINGS<sup>SM</sup>**  
**APARTMENT COMMUNITY**  
217 Units

**AMBROSIA,  
DERMATOLOGY SOLUTIONS GROUP,  
ASCENSION SACRED HEART**

**THE PAVILION**

**FUTURE GROWTH OF  
WATERSOUND TOWN CENTER<sup>SM</sup>**

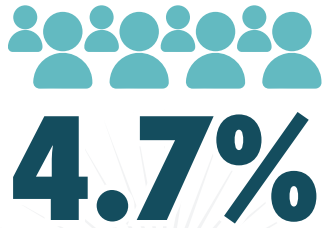
## Watersound Origins<sup>®</sup>

- #1 Selling Community in South Walton\*
- 2022 Average New Home Price \$1,360,904
- Currently 700+ Homes in the Community\*
- Planned for 7,500+ Homes
- Watersound Origins Crossings<sup>SM</sup> Townhomes – 64 Units
- Origins Golf Course

*\*In 2022*

ⓘ This material may contain information that is based on current development plans, which are subject to change without notice. Actual development may not be as currently proposed. This material contains selected information pertaining to the project and does not purport to contain all the information which prospective users may desire. Prospective purchasers should review all available information either from the owner or from independent sources and make decisions based upon their own conclusions. All information reflected in this document is subject to prior placement, errors, omissions, changes or withdrawal without notice and does not constitute a recommendation, endorsement or advice as to the value or as to the advisability of any project described herein. No liability is assumed by and none shall be asserted against the owner, nor any of owner's affiliated companies or any of the foregoing company officers, agents, or employees on account of any statements, descriptions, or information contained herein. This material does not constitute an offer and the owner shall not be bound to any obligation until a mutually agreed-upon, binding agreement is executed by all parties. ©The St. Joe Company 2021. All rights reserved. "Watersound Town Center<sup>SM</sup>", "Watersound Camp Creek<sup>SM</sup>", "Camp Creek<sup>®</sup>", "Watersound Origins Crossings<sup>SM</sup>", and "Watersound Origins<sup>SM</sup>" are service marks of The St. Joe Company.





WALTON COUNTY FLORIDA'S  
POPULATION GROWTH 4.7% IS THE

**5<sup>TH</sup> FASTEST GROWING  
COUNTY IN THE COUNTRY**

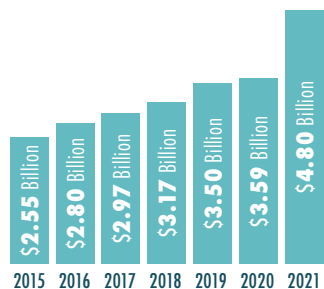
(2021) US Census, Rate of domestic  
net migration per 1,000 residents of  
counties with at least 10,000 people



WALTON COUNTY EXPERIENCED

**36.8%  
POPULATION GROWTH**

From 2010–2020. Source: Florida Office  
of Economic and Demographic Research



**VISITOR SPENDING**

## WATERSOUND<sup>®</sup> TOWN CENTER



**LOCATED LESS THAN 10 MILES  
FROM THE ICONIC WATERSOUND<sup>®</sup> BEACH, ROSEMARY BEACH<sup>®</sup>,  
WATERCOLOR<sup>®</sup> AND SEASIDE<sup>®</sup> BEACH COMMUNITIES**

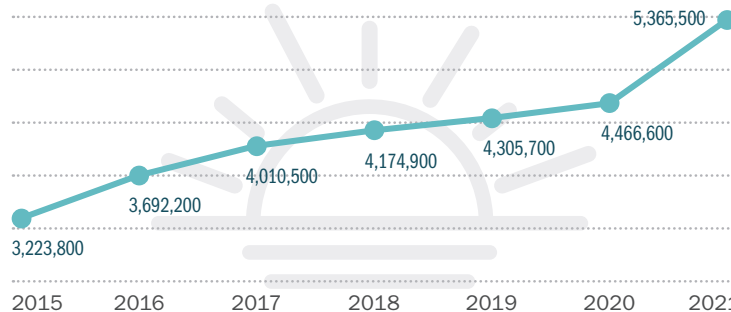


**\$1,360,904**

2022 AVERAGE NEW HOME PRICE: WATERSOUND ORIGINS



**LESS THAN THREE MILES FROM THE  
GULF OF MEXICO**



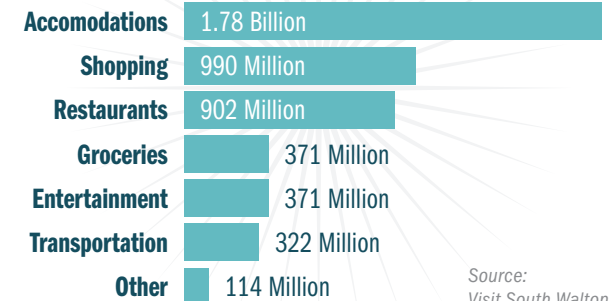
**ANNUAL TOURISTS**

South Walton is an increasingly  
popular vacation destination attracting  
more than 5.3 million visitors annually.  
Source: Visit South Walton

**\$1,466,000**  
AVERAGE RESIDENTIAL  
**SALE PRICE**

WITHIN 5 MILES AS OF APRIL 2022

**SOUTH WALTON VISITORS SPENT  
\$4.8 BILLION IN 2021, INCLUDING:**



Source:  
Visit South Walton

**TOP ACTIVITIES  
AMONG VISITORS**

Source: Visit South Walton







Already home to thriving retail, grocery, restaurant, medical and office tenants with additional buildings under construction, Watersound Town Center is entitled for approximately **300,000** square feet of retail space and 120,000 square feet of office space.





# WATERSOUND<sup>®</sup>

## TOWN CENTER

## CONCEPTUAL SITE PLAN



## IN GOOD COMPANY

The growing tenant mix at Watersound Town Center attracts local residents running their daily errands, couples on date night, families strolling in the fresh air and everything in between. Your business will benefit from co-tenancy that appeals to a wide range of shoppers, diners, event goers and those who enjoy getting out in a safe, comfortable, beautiful setting.



A Florida-born grocery chain whose Watersound Town Center location boasts nearly 50,000 square feet with a bakery, pharmacy, sushi bar and neighboring liquor store.



Ambrosia Prime Seafood and Steaks is your newest destination for the freshest seafood and best cut of steaks. Conveniently located at Watersound Town Center, Ambrosia offers a variety of dining experiences paired with the highest level of hospitality in the industry.



INLET BEACH

With more than 250 stores (and counting), Fleet Feet offers shoes, apparel and gear for runners as well as running programs and groups, creating an active community.



Electric Cart Company is a golf cart and low speed vehicle dealership serving the Emerald Coast and surrounding areas, offering the best in new and pre-owned golf carts and low speed vehicles.



## IN GOOD COMPANY

Fresh seafood, family favorites and frozen treats go well with shopping in the Florida sunshine. Paired with service providers, medical offices and specialty tenants, Watersound Town Center is a destination for both special occasions and daily visits.



Burgers, fish baskets and Southern specials like po' boys are the draw at this icon dating to 1949.



Grand Nail Lounge is a first-class spa including cosmetics, pedicures, manicures, eyebrow shaping, facials and other services.



Capital City Bank offers a full range of banking services, deposit and credit services, home equity loan, mortgage, trust, merchant services, bank cards and securities brokerage.



Consistently ranked as the nation's #1 tropical themed dessert shop, Bahama Bucks offers shaved ice, island smoothies and refreshing açai bowls.



friends 30A Burger Bar is a fast-casual restaurant concept offering smash burgers, fries, chicken sandwiches, hot dogs, chicken tenders, milkshakes, and more.



A local, custom bakery, Sweet Henrietta's specializes in delicious cakes, cupcakes, cookies and desserts, baked with the finest ingredients and customized for customers' enjoyment onsite or at their next celebratory event.



With more than 1,100 stores across 33 states, Marco's Pizza is the fastest-growing pizza company in the nation. Offering authentic Italian quality pizza with dough made fresh daily, Marco's Pizza offers both carry-out and delivery.



Customers can treat themselves to a frozen banana, ice cream bar or a slice of key lime pie dipped in dairy-free chocolate and rolled into premium toppings or enjoy an ice cream float with a creative craft soda.



Providing primary care at the standalone clinic or specialty care at the Women's Diagnostic Center, Ascension Sacred Heart provides quick and convenient care for everyone, from children to older adults.



At Aqua Medical Spa a physician-supervised team of aestheticians are committed to providing clients with highly personalized anti-aging treatment plans designed to help restore, rejuvenate, enhance and protect natural beauty at every age.



**DR. REESE HARRISON**  
— FAMILY DENTISTRY —

Having practiced family dentistry for more than 20 years, Dr. Reese Harrison provides general dentistry services offering procedures for the whole family.

**WATERSOUND<sup>®</sup>**  
TOWN CENTER





With year-round events at **THE PAVILION**, additional foot traffic will be outside your front door for live music, art festivals, family programming and a weekly, seasonal farmers' market.





# WATERSOUND<sup>®</sup>

## TOWN CENTER

PUT YOUR BUSINESS  
AT THE CENTER OF IT ALL

### FOR LEASING INFORMATION

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**WATERSOUNDTOWNCENTER.COM**



DEVELOPED BY



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23020 5/18/23