

THE CENTRAL

EDGE
DISTRICT

STP

RETAIL LEASING





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THE CENTRAL
1301 CENTRAL AVE.
ST. PETERSBURG, FL

The Central brings together hospitality, office, residential and retail in one of St. Pete's most active and fast-evolving districts. Located in the heart of the EDGE District, the project is designed to contribute to the neighborhood's existing energy while introducing a new level of experience-driven mixed-use development. The addition of a 168-room Autograph Collection hotel, anchored by a flagship restaurant from Chef Geoffrey Zakarian, further elevates the project's hospitality offering and regional draw. The mixed-use development encompasses approximately 14,000 square feet of ground-floor retail and creates an opportunity for thoughtfully curated dining, service and retail concepts that activate the street and strengthen The Central's role within the district.

SP Financial



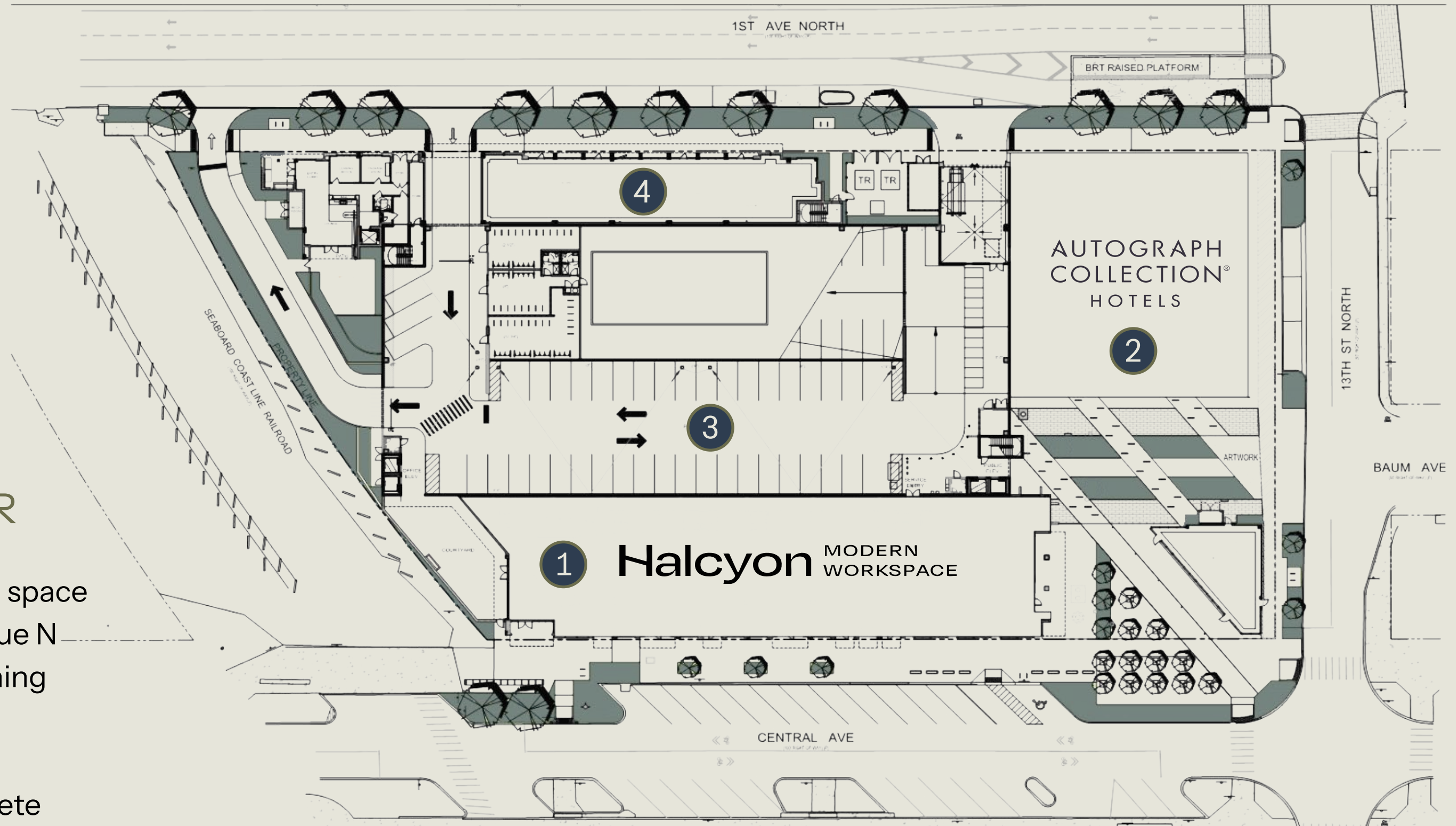
RETAIL SPACE

- Approximately 11,000 SF of ground-floor retail fronting Central Avenue and at the base of a trophy office tower
- Phase II will have an additional 3,400 SF at the base of the multi-family building along 1st Ave N
- Adjacent to a Marriott Autograph Collection hotel
- Celebrity chef Geoffrey Zakarian will introduce a flagship restaurant inside the hotel and Zakarian Hospitality will manage all food, beverage and hospitality services at Halcyon- The Central's office tower
- Activated pedestrian plaza connecting retail and public space
- Multiple dining opportunities with outdoor seating potential
- 2.5/1,000 parking ratio with structured parking access



MIXED-USE DEVELOPMENT

SITE PLAN



1 TROPHY OFFICE TOWER

- Approximately 11,000 SF of retail space along Central Avenue & 1st Avenue N
- 130,000 SF of office space spanning across 10 floors
- LEED certified core & shell
- Pristine views of Downtown St. Pete

2 MARRIOTT AUTOGRAPH HOTEL

- 15-Story hotel with 168 keys
- Dining, bars, conference facilities, fitness and theater on site
- Anchored by famed-chef Geoffrey Zakarian's flagship restaurant

3 PARKING

- 2.5/1000 parking ratio
- Public parking available for tenants, customers and visitors
- MTM employee parking available
- Dedicated parking for residents
- Secure bicycle storage

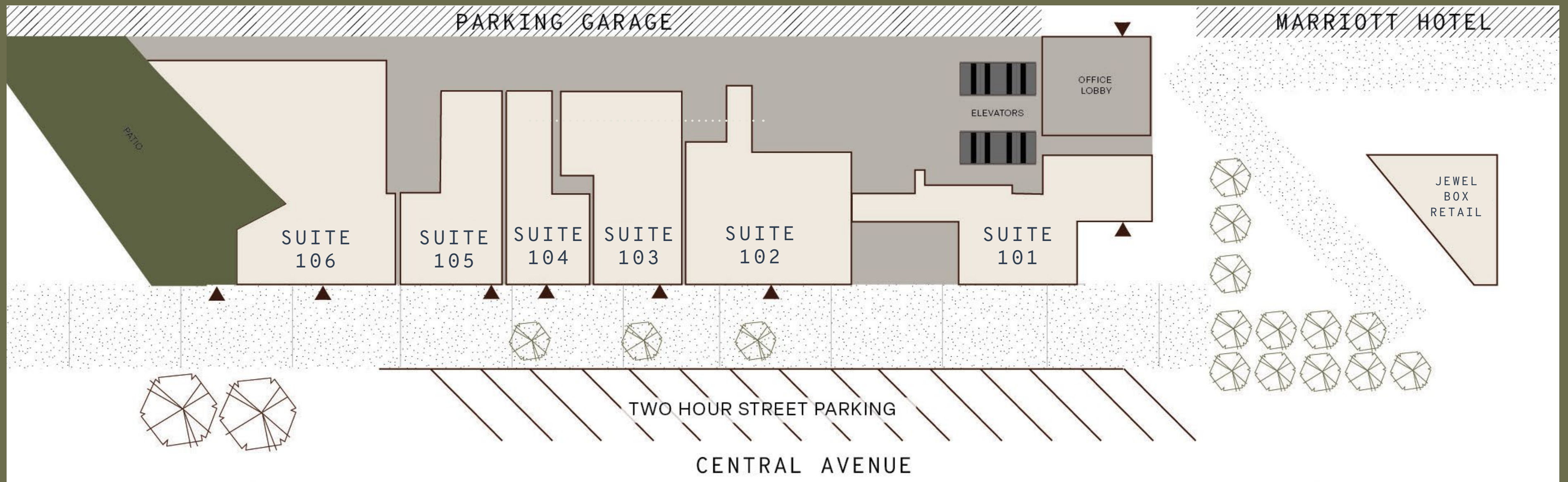
4 MULTI-FAMILY HOUSING

- 42 workforce housing units on site
- Designed to offer the convenience and amenities of downtown living
- Approximately 3,400 SF of retail

CENTRAL AVENUE RETAIL

FLOOR PLAN

Suite 101	2,489 SF
Suite 102	1,738 SF
Suite 103	1,280 SF
Suite 104	912 SF
Suite 105	1,216 SF
Suite 106	2,099 SF
Jewel Box Retail	1,400 SF



ST. PETERSBURG FLA

#5

Best Large City In US
To Start A Business

-WalletHub, 2026

#4

Economic Growth In US
Mid-Sized Cities

-CoWorking Cafe, 2024

#1

Best Run City
In Florida

-WalletHub, 2024

#3

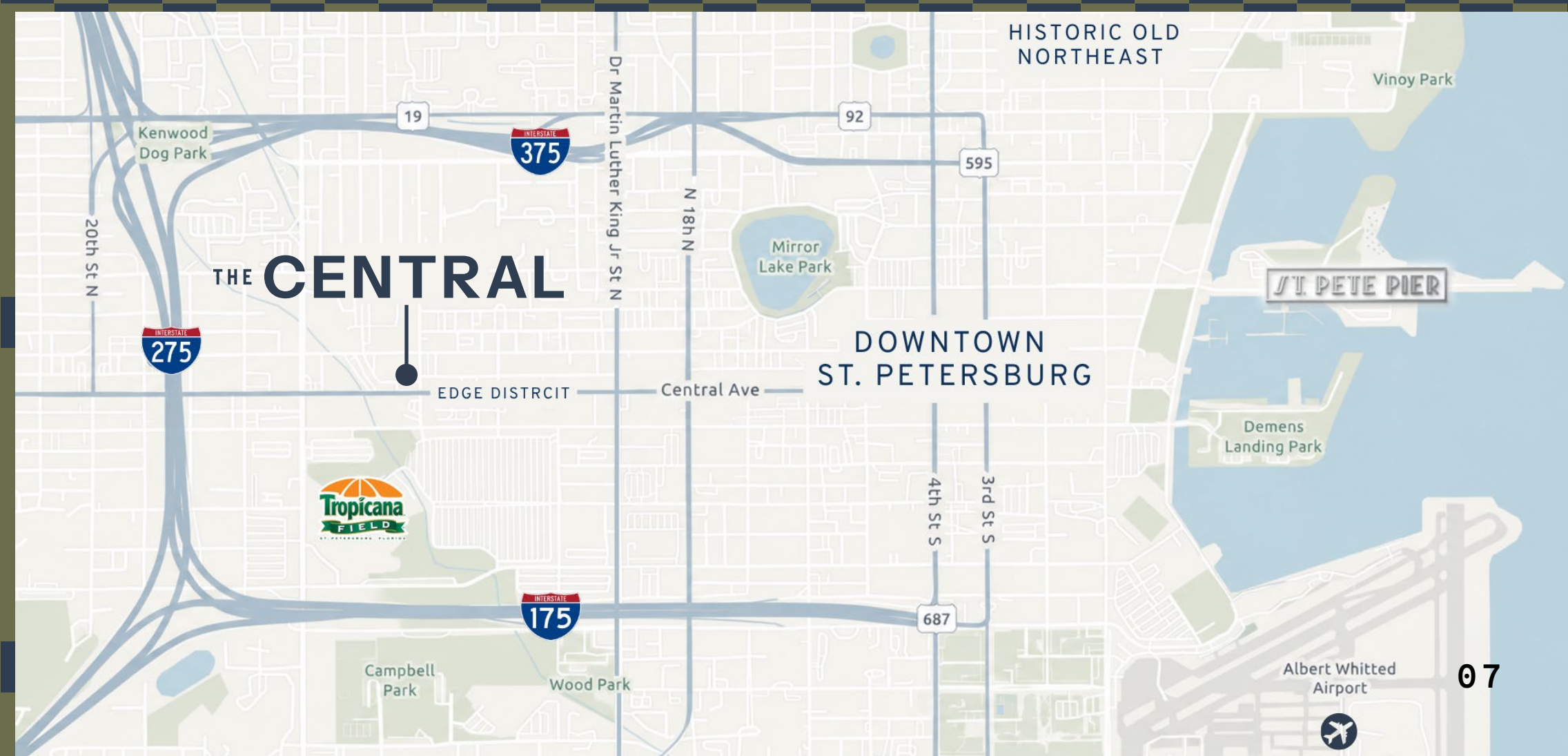
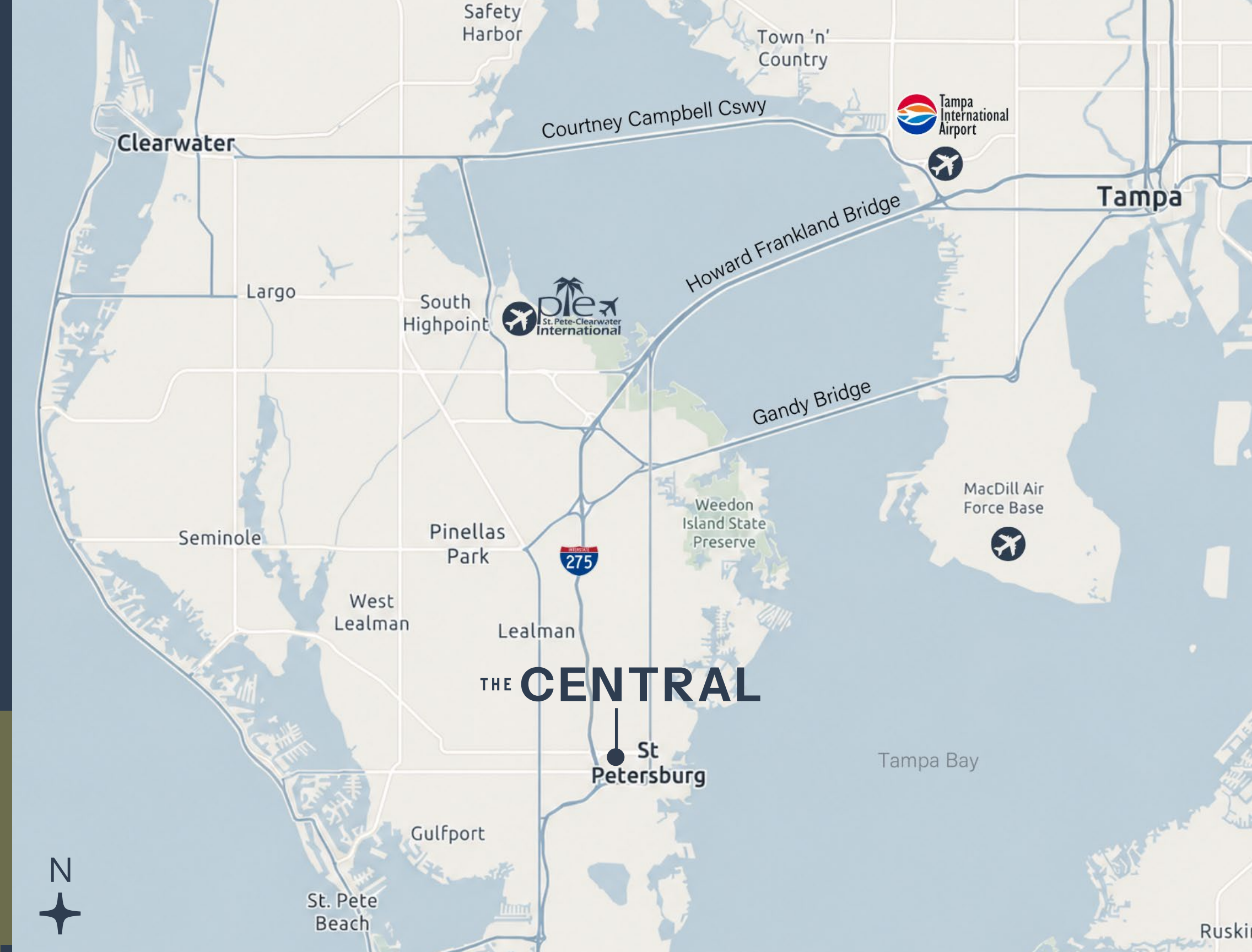
America's Next Great
Food City

-Food & Wine Magazine, 2025

#1

Top Spot For
Millennial Moves

-Hire A Helper, 2024





THE CENTRAL



1st AVE N

CENTRAL AVE



THE NEIGHBORHOOD

The EDGE District has emerged as one of St. Pete’s most active and fast-growing urban neighborhoods. It blends hospitality, residential, office, entertainment and retail into a highly walkable environment. Located adjacent to the current home of the Tampa Bay Rays, the district benefits from strong visibility, event-driven traffic and continued public and private investment. Known for its mix of independent restaurants, creative concepts, and experience-driven retail, the EDGE continues to evolve as a destination that attracts both residents and visitors while maintaining the character and energy that define the neighborhood.

TOTAL POPULATION

1 MILE- 19,815
 3 MILE- 112,939
 5 MILE- 251,781

AVG HOUSEHOLD INCOME

1 MILE- \$99,005
 3 MILE- \$108,507
 5 MILE- \$109,255

DAYTIME POPULATION

1 MILE- 39,009
 3 MILE- 125,300
 5 MILE- 236,302

MEDIAN AGE

1 MILE- 42.3
 3 MILE- 43.1
 5 MILE- 45.7

BUILT AROUND DENSITY, HOSPITALITY & EXPERIENCE

A growing hotel presence is driving consistent visitor traffic and extending activity throughout both daytime and evening hours, while new residential and office density creates a built-in customer base for dining, retail, and service-oriented concepts. The Central joins a wave of projects helping shape the district into a true live-work-stay-play environment centered around experience-driven growth.

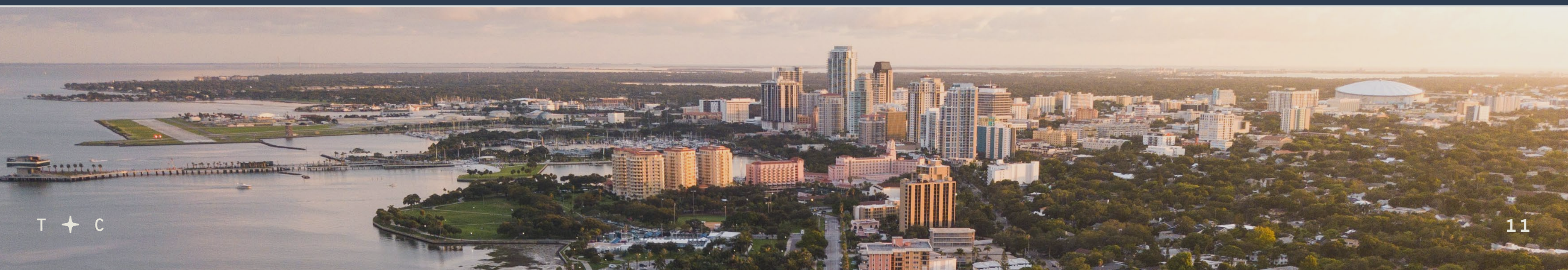




Downtown St. Petersburg continues to emerge as one of Florida's most active cultural and lifestyle destinations, defined by a strong mix of arts, events and waterfront living. The area is home to nationally recognized events such as the Firestone Grand Prix and the SHINE Mural Festival, which draw consistent regional and national attention throughout the year. The expansion of The Dalí Museum further enhances the city's international arts and cultural presence.



The area is also supported by strong connectivity and an active public realm. The Pinellas Trail links downtown to surrounding neighborhoods, encouraging steady pedestrian and bicycle activity. Waterfront parks, museums, restaurants, breweries and entertainment venues create a vibrant, year-round environment for both residents and visitors. Ongoing public and private investment continues to position St. Pete as a leading destination for tourism and sustained urban growth.





RETAIL
LEASING

ELLISON

DEVELOPMENT



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