



1975 2025

ORANGE PARK MALL

CELEBRATING 50 YEARS



Celebrating 50 Years

ORANGE PARK MALL

THE GEM OF CLAY COUNTY, FL



Located in northeast Florida, within driving distance of bustling Jacksonville and its numerous beaches and attractions, Orange Park, FL boasts a history and culture all its own.

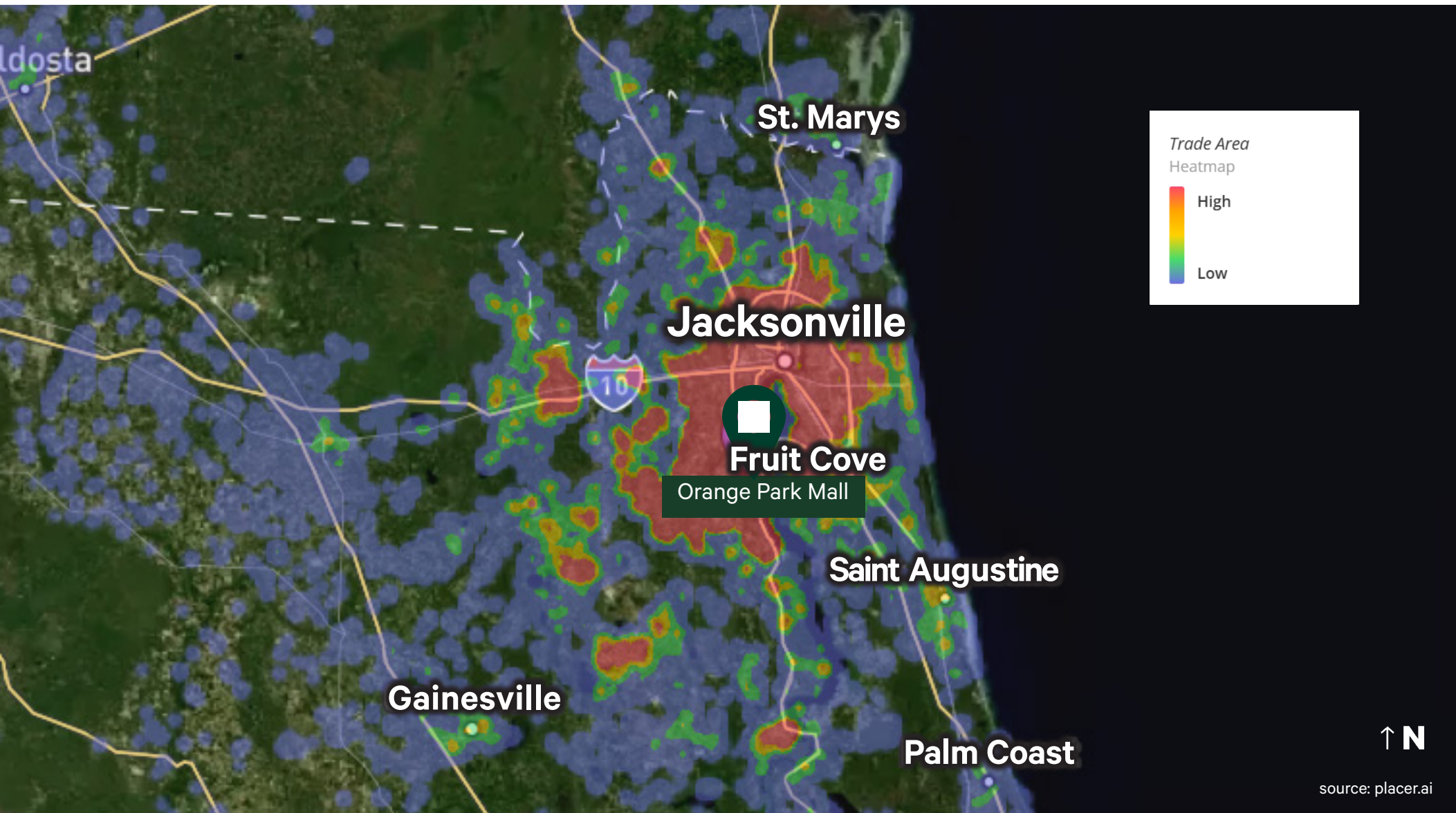
From top national brands to unique locally owned boutiques, there's something for everyone. Plus, with more than 100 events each year—including free monthly Kids Club fun, exciting community celebrations, and magical moments with Santa—the mall is where shopping, dining, and entertainment all come together.



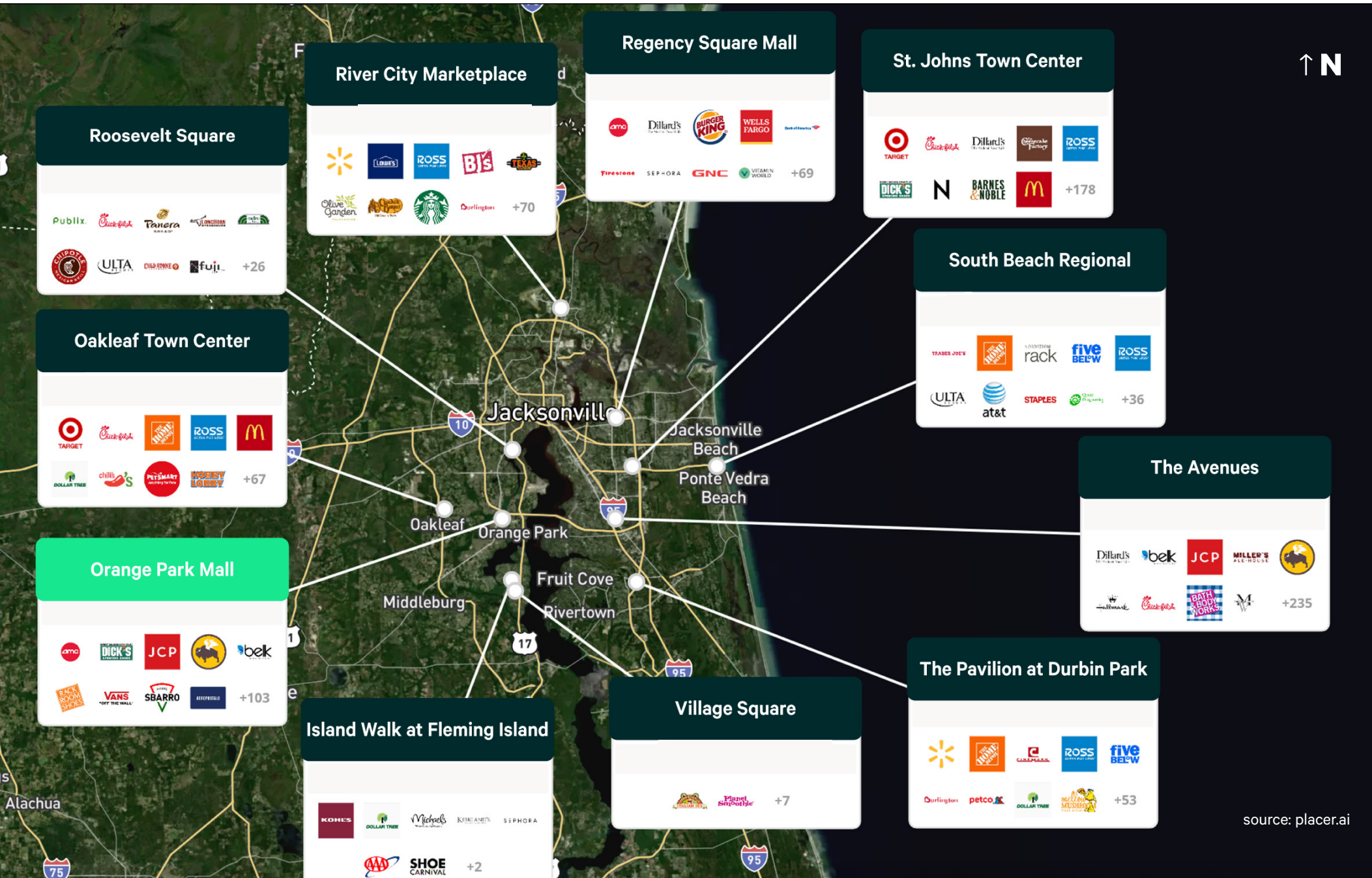
Orange Park Mall | 1910 Wells Road, Orange Park, FL 32073

3.9M ANNUAL VISITS

Drawing Customers from Across the Region



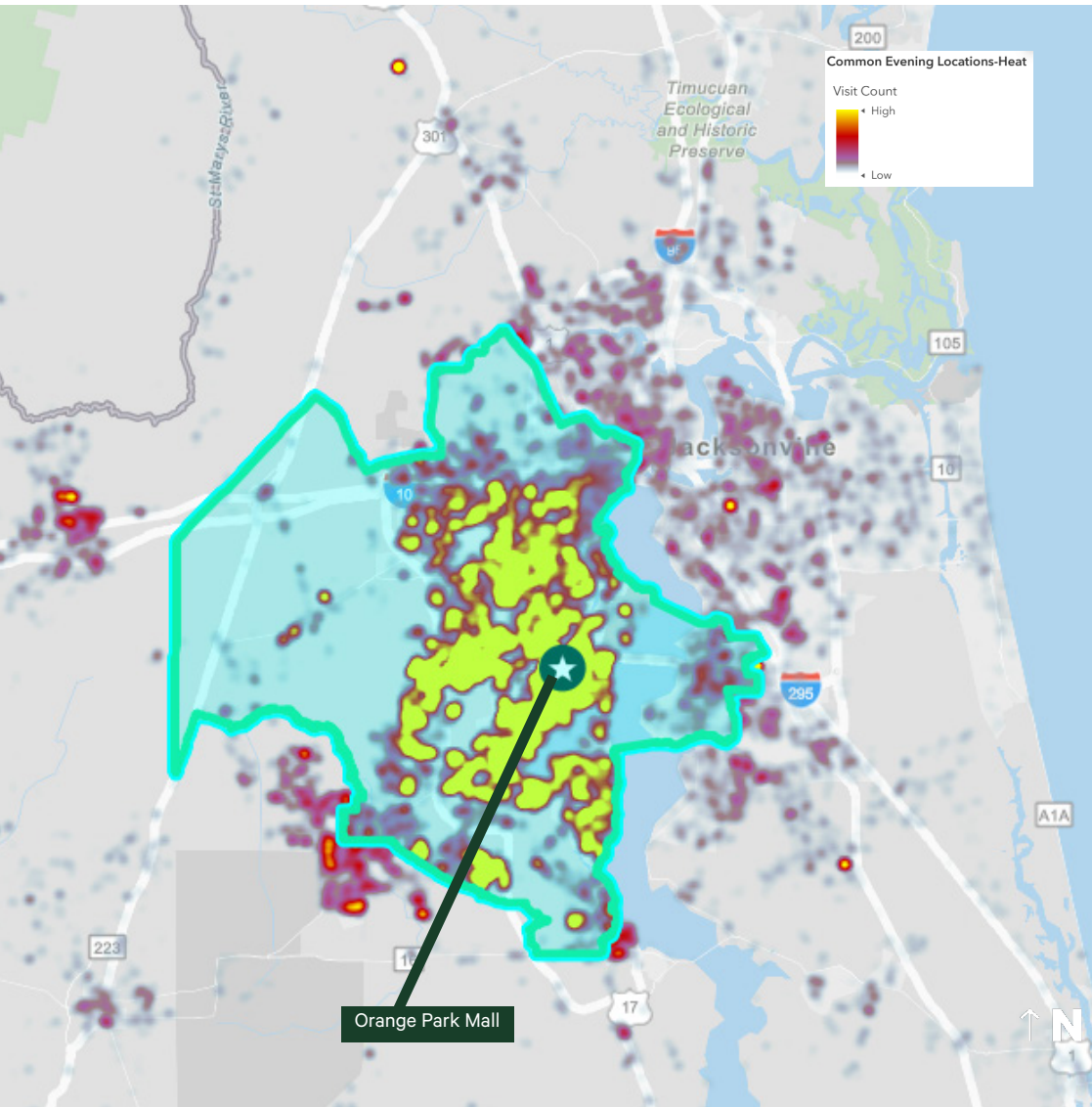
TRADE AREA



Orange Park Mall | 1910 Wells Road, Orange Park, FL 32073

TRADE AREA DEMOGRAPHICS

80% of Orange Park Mall visitors reside within the trade area below.



514,524
Total Population
(2025)

466,445
Total Daytime Population
(2025)

4.01%
2025-2030
Population Growth

\$102,631
Average Household Income
(2025)

\$78,910
Median Household Income
(2025)

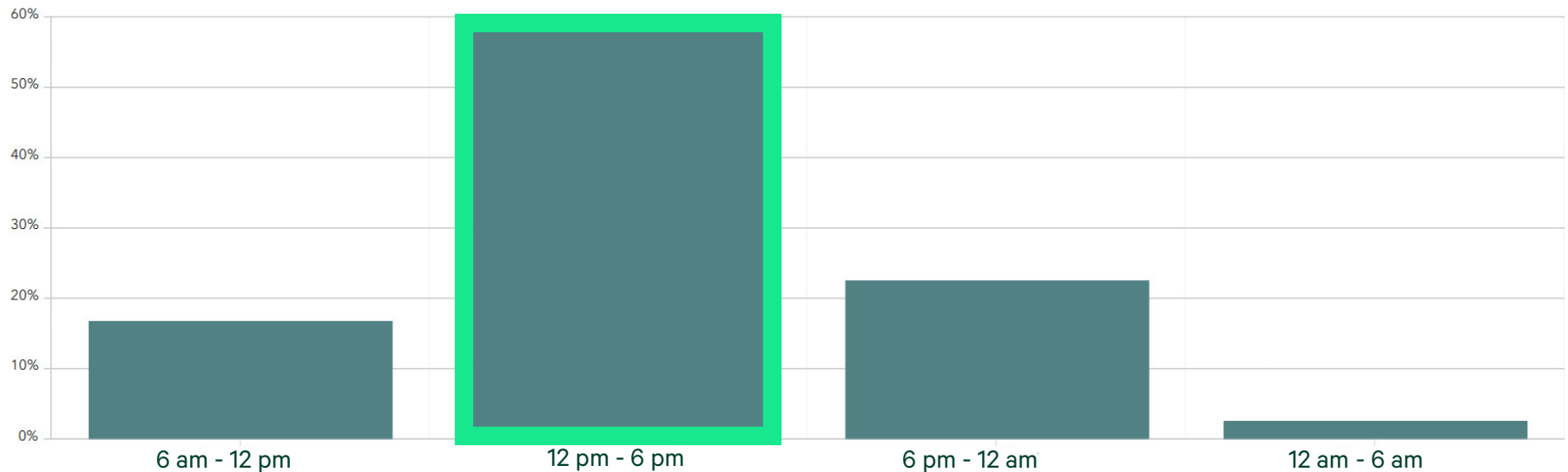
3.0
Average Family Size
(2025)

213,218
Total Housing Units
(2025)

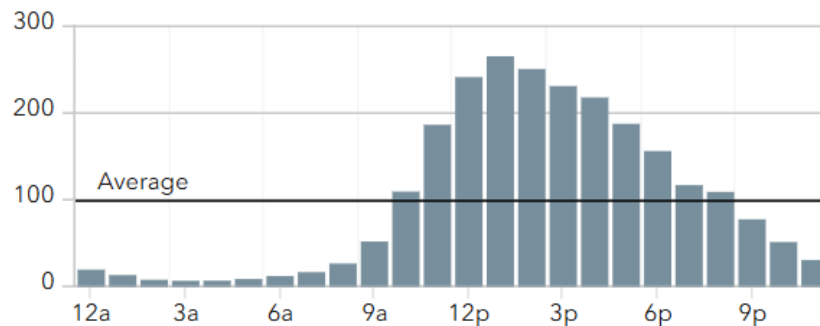
H2
Dominant Tapestry Segment
(2025)

TRADE AREA STATS

Visitors by Day Part

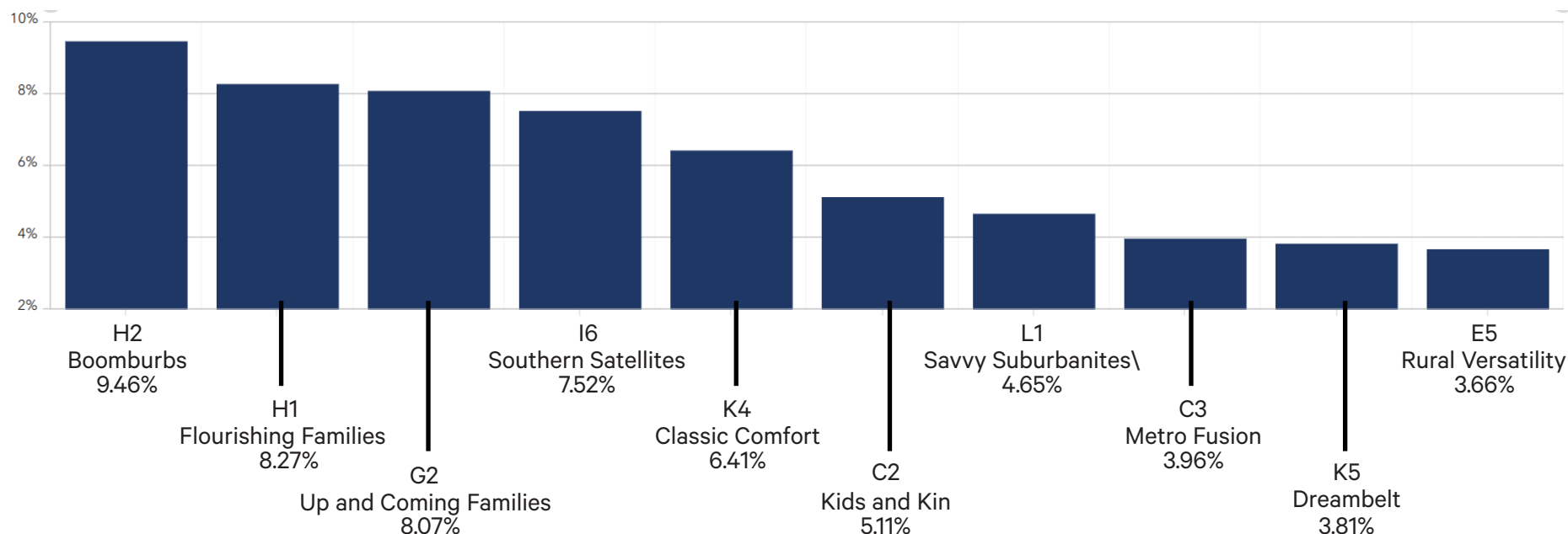


Avg Foot Traffic by Hour



49 Minutes
Average Dwell Time

TOP TAPESTRY SEGMENTS



H2

Dominant Tapestry Segment (2025)

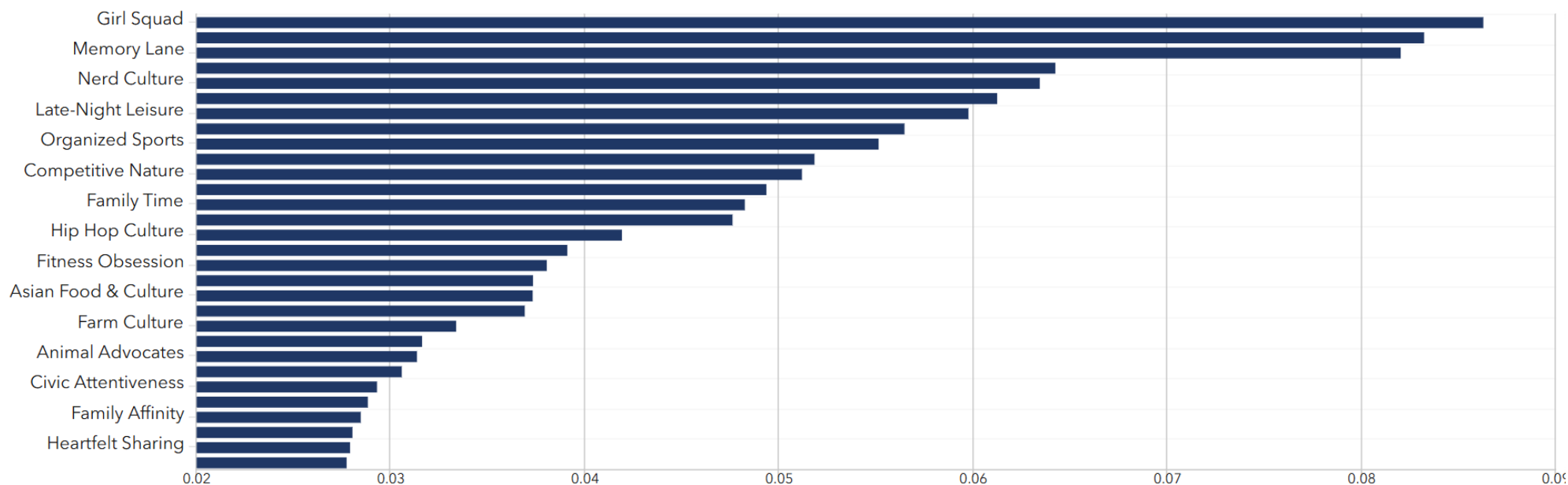
demographic segment characterized by rapidly growing suburban communities, typically affluent, family-oriented, and located near major metropolitan areas. These areas often feature high homeownership rates, newer housing developments, and strong consumer spending power.

Using mobile data, we can make assumptions about the type of consumers that frequent Orange Park Mall.

These segments represent a mix of affluent suburban families (Boomburbs, Flourishing Families, Savvy Suburbanites), younger and growing households (Up and Coming Families, Kids and Kin), and rural or semi-rural communities (Southern Satellites, Dreambelt, Rural Versatility).

Overall, the dominant visitor profile is family-oriented, suburban, and moderately to highly affluent, with strong ties to homeownership and community.

VISITOR GEOSOCIAL AFFINITY



The audience skews toward social groups, nostalgia, tech/culture hobbies, and active lifestyles, with moderate interest in family and cultural diversity.

The audience is primarily driven by social and nostalgic interests, with Girl Squad and Memory Lane leading the way, followed by tech-savvy and active lifestyle segments like Nerd Culture, LateNight Leisure, and Organized Sports. Mid-tier interests reflect family engagement and cultural diversity, while lower-tier segments such as Farm Culture and Animal Advocates are niche but still relevant for targeted strategies.

Girl Squad

From girls night out to a movie night in with their closest gal pals, this segment is all about getting the girls together for an evening of fun.

Memory Lane

Intentionally preserving memories of lost loved ones, joyful times, or reflecting on painful experiences in the past.

Nerd Culture

These people aren't afraid to nerd out. Common activities include comic books, video games, and often intellectual pursuits.

Late-Night Leisure

Ready to turn up when the sun goes down, this segment is looking for nighttime entertainment at home or out on the town.

Organized Sports

From tryouts and casual pick-up games, to varsity tournaments and intramural matches, this segment includes people who participate in organized athletics. Often through schools or public recreational areas.

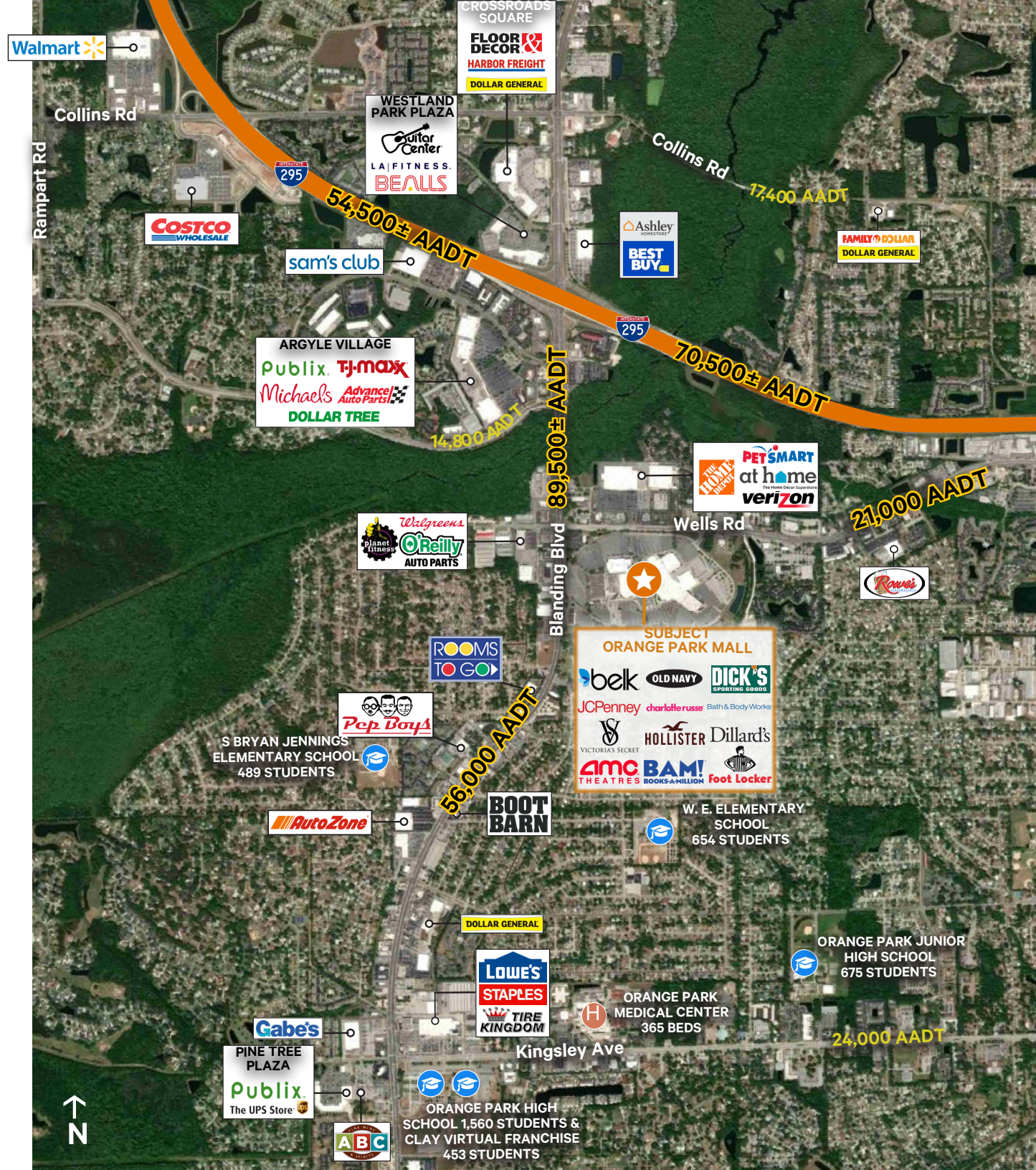
Competitive Nature

These folks have their head in the game. Whether it's creating a card game tournament with friends or cheering on the home team, these people want to win.

DOMINANT RETAIL HUB

IN THE SOUTHWEST
JACKSONVILLE MSA

Orange Park Mall
1910 Wells Road, Orange Park, FL 32073



DOMINANT RETAIL HUB

JUST OFF THE INTERSTATE

OAKLEAF TOWN CENTER



HomeGoods



ULTA
BEAUTY

FUTURE HOME
OF

Walmart

Collins Rd

COSTCO
WHOLESALE

sam's club

Chuck E.
Cheese

BEST
BUY

at home



70,500± AADT

21,000 AADT

ARGYLE VILLAGE

Publix

five
BELW

Burlington

TJ-maxx

Michaels
MAKE CREATIVITY HAPPEN

HCA Florida
Healthcare

HCA FLORIDA
ORANGE PARK HOSPITAL
433 BEDS

ORANGE PARK MALL

belk

OLD NAVY

DICK'S
SPORTING GOODS

JCPenney charlotte russ & macy's Bath & Body Works

VICTORIA'S SECRET

HOLLISTER

Dillard's

AMC THEATRES BAM! BOOKS-A-MILLION Foot Locker

ORANGE PARK
JUNIOR HIGH SCHOOL
832 STUDENTS

ORANGE PARK
HIGH SCHOOL
1,926 STUDENTS

ALEXANDER
POINTE



Doctors Lake

224

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STRONG ANCHORS



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MALL PLAN



Orange Park Mall | 1910 Wells Road, Orange Park, FL 32073

CLAY COUNTY, FL

A FAMILY-FRIENDLY JACKSONVILLE SUBURB

Clay County, Florida is celebrated for its abundant natural beauty, offering residents access to scenic parks, lakes, and outdoor recreation areas such as Black Creek, Camp Blanding, and Green Cove Springs. With a population of approximately 235,000, the county is considered one of the most desirable places to live in the state.

The majority of residents are homeowners, and the area is especially popular among families and young professionals seeking a suburban lifestyle.

The county boasts a strong public school system, consistently rated among the best in Florida. Its proximity to Jacksonville provides easy access to urban amenities, employment centers, and cultural attractions.

Jacksonville also hosts several major military installations, including Naval Submarine Base Kings Bay, contributing to the third-largest military presence in the United States.

#7

Best Counties for
Families in Florida

Source: Niche.com

#8

Counties with the Best
Public Schools in Florida

#13

Best Counties to Live in
Florida (of 67)



Photo Source: Clay Tourism

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PURCHASING POWER

ONE OF THE FASTEST GROWING COUNTIES IN FL

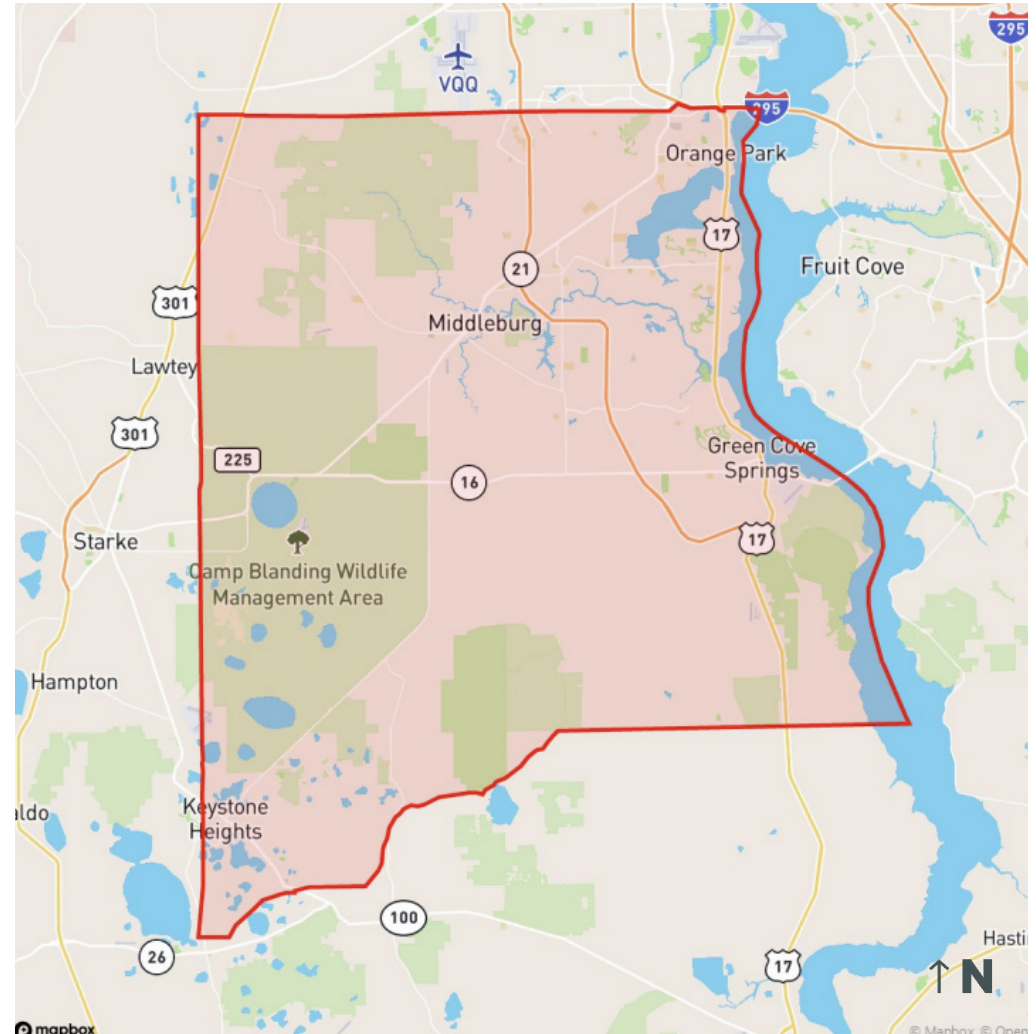
Clay County, Florida is experiencing dynamic growth across population, infrastructure, and commercial development, positioning it as a rising economic hub in Northeast Florida. Here's a comprehensive synopsis:

 **235,762**
2024 Population Estimate

 **\$108,895**
2024 Average Household Income

 **\$86,450**
2024 Average Disposable Income

 **\$40,331**
2024 per Capita Income



#7 in Best Counties for Families in Florida according to Niche.com

ORANGE PARK, FL

A FAMILY-FRIENDLY JACKSONVILLE SUBURB

The riverside town of Orange Park is known for its scenic waterfront, family-friendly parks and events, water recreation, and rich history.

Once the site of a citrus and cotton plantation, the town is now home to 9,000 residents, an active arts and culture scene, and historic landmarks such as the Clarke House, which visitors can learn about during guided history and cemetery tours. Visitors to Orange Park will find plenty of family-friendly entertainment, outdoor adventures including water activities on the St. Johns River and Doctors Lake, fishing from the 320-foot pier at Doctors Lake Park, which also offers paddleboard rentals, and hiking, biking, camping, and paddling at Jennings State Forest west of Orange Park.

Overall Niche Grade: A-

Public Schools - A

Cost of Living - B

Good for Families - A



SECOND HORIZON CAPITAL

Second Horizon Capital (2HC) isn't just repositioning malls for retail—they're reimagining them as mixed-use, community-centric destinations with sustainability and social impact at the core.

Founded: 2021

Headquarters: U.S.

Assets Under Management: \$100–499M

Focus: Impact investment in real estate, specifically large-scale, underinvested commercial properties like malls and life-style centers.

Mission: Transform these properties into vibrant community destinations and local economic engines.

Repurposing and revitalizing assets via targeted capital investment. Realizing returns through stabilized cash flows and alternative land use sales.



Stony Point Fashion Park
Richmond, VA



Park Plaza
Little Rock, AR



Kingston Collection
Kingston, MA



Chicago Ridge Mall
Chicago Ridge, IL



Layton Hills Mall
Layton, UT



Orange Park Mall
Orange Park, FL

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