

CASE STUDY: Bistro Aix & Peterbrooke HQ



Before



After

- **The Challenge:** Jones College hired Stanton Hudmon to handle the sale of their asset on San Marco Boulevard in Jacksonville, FL. This site was formerly an office furniture and showroom. The challenge was to convince investors that this site would make an excellent re-development opportunity. Although San Marco was a desirable trade area, the focus was over a mile away, with minimal retail in the immediate area of the subject site.
- **The Plan of Attack:** Using existing relationships, Stanton immediately made contact with Peterbrooke Chocolate to create a Headquarters and production facility. They were immediately interested and were the first to make an investment in this area. With their presence at this building, it made the site much more appealing for new development. After Peterbrooke located to the site, we made contact with a developer to buy and redevelop the remaining building. This generated strong interest and while under contract with the developer, Stanton was able to generate interest from a lead tenant, Bistro Aix. Bistro Aix was a new style of restaurant to North Florida. With their “California” style, Bisto Aix needed to be in the right building to make the concept work best.
- **The Results:** This project was a huge success and was the first new development in this area. This area is now in high demand for other retailers and restaurants. Both Peterbrooke and Bisto Aix have had very successful locations.



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