

Equinox is prepping land across Winter Springs Town Center for new marketplace

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An aerial of the property with a conceptual site plan for the proposed Winter Springs Marketplace. (Equinox Development)

Equinox Development is prepping undeveloped land in Winter Springs to hold a new neighborhood marketplace located in the city's town center.

The property spans about 9.95 acres on the southwest corner of S.R. 434 and Tuskawilla Rd., right across from the Winter Springs Town Center and nearby the city's growing Greenway Interchange District.

According to an application submitted the St. Johns River Water Management District, the developer is seeking to build about 58,500 square feet of retail and restaurant space across five or six buildings.

Equinox CEO Ryan Stahl told GrowthSpotter the firm is in the midst of getting city approvals and permitting the land. He said he envisions neighborhood-friendly retailers opening up shop in the marketplace, like a grocer and fitness studio.

CBRE's James Mitchell and Cabot Jaffee are behind leasing efforts.

Stahl said he hopes to break ground by early next year. He adds the company plans to purchase the property in phases, with the first take down consisting of about eight acres of land.

Records show the current owners, Robbie and Edward Ondick, have owned most of the property since 1994.

In 2012, the city and the Oviedo-Winter Springs Chamber of Commerce put together a study outlining potential areas for development to help promote business retention and economic development programs in the area.

The property Equinox has under contract falls under a Town Center District designation, which promotes walkable mixed-use projects that provide opportunities for retail, office and professional spaces.

It's close to the Greenway Interchange District, where a number of developers are planning to build or have recently completed projects.

Catalyst Development Partners completed its 281-unit apartment community at 151 Michael Blake Blvd. in 2019.

A year before that, a partnership between Integra Land Company and CrossHarbor Capital Partners completed a 360-unit apartment community 1700 Integra Land Way.

Currently, Lennar Homes is building out its 379-unit residential subdivision, Tuskawilla Crossing, which is comprised of single-family detached homes and detached bungalow units on lots ranging from 34 feet to 70 feet in width.

Plans for the community also includes a commercial component.

Last year, Hawthorn Retirement Group began construction of its planned 144-room senior living facility in the Town Center District. The project is located at the southeast corner of Michael Blake Boulevard and S.R. 434.

Equinox is also behind a mixed-use project between Disney's Animal Kingdom and Margaritaville Resort, where the Maitland-based developer is planning up to 350 apartments, 250 hotel units and over 200,000 square feet of retail, restaurant and entertainment space.