

money

NO CABLE? NO PROBLEM

This season sports fans have options

Story, D-3



sunday notebook
roger bull

Rare occasion: Nocatee to get office building

If you're talking about growth in Northeast Florida, you tend to mention Nocatee a lot. It's one of the top-selling master planned communities every time the rankings come out.

It has a few businesses with more coming, but the growth there has been primarily residential.

This week, however, it will be the site of something rare here: Ground-breaking on a new office building.

International Management Co. of Jacksonville is building a three-story office building there on spec, meaning they will build it and hope tenants will come.

According to CBRE, the leasing agent, it's the first large multi-office building built in the Jacksonville area since 2009.

The Fort Wade Road Office Park already has one office building. Advanced Disposal moved into the former offices of MDI in 2013 and occupies that entire building.

The second building will be three stories and 62,751 square feet. Groundbreaking is Thursday morning.

ST. AUGUSTINE.

The **Shores Village** shopping center in St. Augustine has sat nearly empty for a while now, but it may start filling up again. The Food Lion anchor closed with all the others in the area in 2012.

The only current tenant is a Chinese restaurant.

But Food Lion also owned the center. Jason Ryals of Colliers International Realty said his firm would get interest from tenants but that Food Lion wasn't set up to be a landlord.

But now Ash Properties of Jacksonville has purchased the center for \$2.4 million, and Ryals said he's starting to talk to tenants again.

"They bought a 57,000-square-foot center with 55,000 square feet vacant," he said.

OPENINGS

VyStar Credit Union has opened a branch at West Nassau High School. And it will open its Nocatee branch, 100 Village Lake Drive, next Tuesday.

A new **Allstate Insurance** agency, owned and operated by Tony Hassert, has opened at 9951 Atlantic Blvd.

PERMITS

40 E. Adams St., phase 2 of interior build-out, \$1,746,000, Danis Construction.

9471 Baymeadows Road, tenant build-out for **Century 21**, \$25,000, 2,000 square feet, Pros Construction.

701 San Marco Blvd., alterations for **Sun Gard**, \$700,000, 26,676 square feet, Tenant Contractors.

1012 King St., interior build-out with bathrooms, bar for **Bearded Buffalo Brewing Co.**, \$45,000, 2,730 square feet, Koehler Homes.

14000-14010 Berryview Road and **7014-7024 Coldwater Drive**, 12 new townhomes in Bayberry at Bartram Park, \$156,000 each, Pulte Homes.

1104 W. Adams St., tenant build-out for **Integrity Funeral Home**, \$30,000, 4,141 square feet, McDaniel Contractors.

12970 Normandy Blvd., annex for **GE Oil & Gas** steam test facility, \$450,000, 8,400 square feet, The Conlan Co.

10300 Southside Blvd., tenant build-out for new pastry shop in **The Avenues mall**, \$40,000, 1,400 square feet, RMT Construction.

5202 La Ventura Drive E., repairs to fire damage

NOTEBOOK continues on D-7

LONG-DISTANCE APPEAL



J Pat Carter Associated Press

IKEA likes to say it offers a unique shopping experience and a stilt-walker dances as people wait for IKEA to open its doors at its first Miami-Dade store. The retailer is attractive for different generations.

Store will help enhance area as regional destination

By David Bauerlein
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In the Cincinnati suburb of West Chester, day-tripping shoppers converge at IKEA's superstore in cars bearing license plates from Ohio, Indiana and Kentucky.

If not for IKEA, many would never find themselves exiting Interstate 75 and heading into West Chester.

"It really put us in the position of becoming what I would call a destination location," said Joe Hinson, president and CEO of the West Chester Liberty Chamber Alliance.

Jacksonville stands to get its own turnout of trailer-hauling, long-distance shoppers when IKEA opens a 294,000-square-foot store off Interstate 295 near Butler Boulevard in the fall of 2017.

IKEA expects that about 30 percent of the Jacksonville store's sales will come from people who drive at least 60 miles, said Joseph Roth, public affairs manager for IKEA USA.

That drawing power will bolster Jacksonville's position as a regional shopping destination by adding another only-in-Jacksonville retailer in terms of shop-

DESTINATION continues on D-7

Almost cultlike following for home-furnishing retailer

A limited number of IKEA stores and they offer food, supervised areas for kids

By Drew Dixon
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The mere mention of an IKEA store coming to town can send civic and business leaders into an impassioned embrace of the home furnishings business — and spark a frenzy of excitement among potential customers.

The announcement last week that IKEA is proposing a 294,000-square-foot store at Interstate 295 and Gate Parkway was the talk of the town across the First Coast and at the JAX Chamber headquarters downtown and at City Hall.

But what makes IKEA so special — another big box retail store in a city that has many? Beyond the shopping outlet, IKEA has come to represent more than just commercial retail to many.

"It's a very unique shopping experience to have the food, to have inspirational room servings, supervised play areas for children. ... And the fact that we're not everywhere certainly adds to the cache," IKEA public relations manager Joseph Roth said, adding IKEA only settles on market areas that are supported by a population of about 2 million people.



Associated Press

Eric Hernandez and Laura Ramirez (left) hold their sign as they waited with hundreds of fellow shoppers for the opening of an IKEA store in Sunrise in 2007.

IKEA officials say their stores are different: They have restaurants usually associated with them and there's a plethora of other considerations for customers that usually involves a visit that can last several hours, Roth said.

Perhaps one of the biggest draws to IKEA is a cross-generational appeal, said Whitney Kantor, director of retail leasing at Franklin Street, a commercial real estate firm in Jacksonville.

"At IKEA it's an adventure the whole family can participate in. Have a snack, coffee or something to eat. Really, where else can you go to an international brand and have that experience?" Kantor said. "It's that recognizable brand

that you've heard so much about that you're going to stop at and have that experience.

Baby boomers need the IKEA products to settle down as they approach retirement. Members of Generation X and Generation Y, basically between ages 20 to 50, are settling down and raising families. The main customer base, which is really a diverse range, is looking for quality with affordability, Kantor said, and there's a pop culture mystique.

"They [customers] are not as carefree and have less spending power and are conscious of rising costs," Kantor said. "They can find something for their home. It's going to be

IKEA continues on D-7

Budget airlines a tradeoff between cost, quality

Low-cost carriers draw passengers, but lead the industry in complaints

By David Koenig
Associated Press

DALLAS | When the delay on his 90-minute flight stretched past the four-hour mark, David Rankin started tweeting to Spirit Airlines as he and other passengers grew restless.

"We're looking at the plane," Rankin said by phone from a Spirit gate at the Philadelphia airport. "There are no pilots."

Rankin, an investment manager from New Jersey, swore it would be his last time on the discount airline. "My wife won't let me

book a flight on Spirit next time," he said.

Spirit is one of a new breed of airline called ultra-low-cost carriers that also includes Frontier Airlines and Allegiant Air. They have grown rapidly by luring travelers with cheap base fares that undercut the big airlines, and boast among the best operating profits margins in the business.

Fans say the cheap tickets set the ultra-low-cost carriers apart in an industry where discomfort and

AIRLINES continues on D-7



Tony Dejak Associated Press

A Frontier Airlines employee directs passengers at Cleveland Hopkins International Airport. Travelers seem to reserve a special level of vitriol for discount airlines.

Big tech companies start to take charge of news delivery

From Facebook to Apple, info is getting to readers in better, new ways

By Tali Arbel
Associated Press

NEW YORK | Technology giants including Apple, Facebook, Snapchat and now Google want to take charge of how we get and see news on our phones.

Google on Wednesday was the latest company to announce a news-focused tool. It is designed to speed up how fast stories appear on a phone's screen after a Google search. It's not widely available yet but could emerge as a key source of traffic and ad revenue for publishers, and not just news providers, as people increasingly rely on their handheld gadgets.

Google is following several other trendsetters that already have put their own twists on how news flows through phones. Facebook in May started testing "Instant Articles," which load news stories faster from a handful of publishers, like the New York Times, BuzzFeed and the Washington Post, inside the social network's mobile app.

Apple's News app, which came automatically built-in to the latest version of its mobile operating system released last month, has stories from dozens of media brands. The Discover feature of disappearing-messages app Snapchat, launched in January, currently has stories and video from 14 different media brands, including CNN, Mashable, BuzzFeed, People and Vice.

WHY NOW?

Phones and tablets are more and more important to publishers, but stories and video can take several seconds to load on the mobile web, to the exasperation of impatient readers



Publishers are seeing the benefit of news apps: Faster load times and ease of ad revenue through a third-party attract readers and money, too.

Associated Press

and revenue-starved publishers that may lose an opportunity to sell ads. Out of 51 top digital news outlets, which included video-heavy sites like Vice, online arms of traditional newspapers and digital-only brands like Slate, only nine had a bigger audience on personal computers than on phones or tablets, according to the Pew Research Center. If stories or video take too long to load, users could be turned off.

ARE THESE NEW APPS?

Not quite. Facebook is speeding up how fast articles from participating publishers load when they're posted on the social network. You don't have to do anything new to see them. The feature is supposed to save at least several seconds because the news articles appear immediately.

Google's version speeds up stories clicked on after a Google search or in a Twitter feed, for example. The company is working with publishers on the coding used to deliver stories, but consumers don't have to do anything differently than they do now.

Snapchat's popularity with young people came from its disappearing-messages function before it started Discover, which you swipe over to when you're already inside Snapchat.

Apple did build a news app that you can tailor to

your interests. There are similar services that already exist, like Flipboard. But Apple made it easier on iPhone users by including its app in the latest mobile operating system.

IS IT EASIER TO GET NEWS BECAUSE OF THIS?

When stories load faster, it's likely to attract readers.

All of these services are also combining news from different publishers. That's useful because it saves you from having to download individual apps from all the sources you like, or going to lots of different sites. They can help you discover new preferences. But they can also overwhelm you with stuff to read and look at.

The ad experience has been better with these tools and apps than it can be online.

They can also help give you access to stories you might not see if you're not a paying customer. The Washington Post is publishing its entire lineup of stories and posts to Facebook every day; the company says non-subscribers are usually blocked after 5 stories on the Web.

DRAWBACKS?

I'm not getting breaking-news alerts from the technology companies, as I would with individual apps from different publishers. Some people don't like these notifications, however, and you can turn them off in publisher apps.

DESTINATION

Continued from D-1

ping options across North Florida. Last year, for instance, Nordstrom opened in the St. Johns Town Center.

IKEA envisions shoppers coming to Jacksonville from across North Florida, including Tallahassee and Gainesville, while also pulling in customers from South Georgia.

"We have a saying that IKEA is for the many, so it's college students and senior citizens, it's empty-nesters and young families," Roth said. "Sometimes you could have folks coming in for the Florida-Georgia game. Some people make road trips."

Hinson said those shoppers offer opportunities for other businesses because while IKEA is the main attraction, shoppers often spend a full day in West Chester and go to restaurants and other stores before hitting the road home. "The dollars brought into the economy are not only through the IKEA store," he said.

Compared to other cities that have landed IKEA stores, the company's selection of Jacksonville is a case of the city punching above its weight. IKEA's

most recent store opening was in St. Louis, whose metropolitan area population is 2.8 million.

The West Chester store in Ohio is midway between Cincinnati and Dayton, which together have a combined metropolitan population of about 3 million.

The Jacksonville metropolitan area is home to almost 1.4 million people.

Still, Jacksonville will become the only city with an IKEA between Orlando and Atlanta.

"This is a growing metropolitan area, so there will be plenty of customers to go around," Roth said.

The key decision point for IKEA was being able to lock in on the site off I-295.

"We look for sites that have great visibility and access to the highway," said Liz Gabor, real estate manager for IKEA USA.

"We think it's the perfect site," Roth said.

The location off Gate Parkway and Interstate 295 is across Butler Boulevard from the St. Johns Town Center, which is Northeast Florida's biggest collection of stores and restaurants. IKEA will be just down I-295 from where Top Golf will build an entertainment complex that also will draw customers from outside Jacksonville.

A similar pattern is play-

ing out in West Chester.

Topgolf recently announced it will build at the same road junction where IKEA opened its store in 2008. Also in the plans for West Chester is a Bass Pro Shops, another mega-store that people drive long distances to shop.

"I surely think that because of IKEA those other two corners are coming to life," Hinson said.

Bass Pro Shops has likewise been considering the Jacksonville area for a future store in northwest St. Johns County. The opening date is dependent on when the state extends Florida 9B from Interstate 95 into St. Johns County.

As IKEA goes through the city approval process, part of the review will involve traffic projections. Hinson said in the case of the West Chester store, traffic is busy on weekends and holidays, but the roads were laid out to handle the load so it's manageable.

He said when IKEA's grand opening comes around, it will be a huge event.

"The grand opening was second to none," he said. "It was at a fever pitch, that's for sure."

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IKEA

Continued from D-1

reasonable for my pocket-book. And you customize it for what you want. You can create your own experience."

University of North Florida economist Paul Mason said the hoopla over the proposed IKEA store is understandable. Ultimately, he said, having an IKEA in town amounts to a bargaining chip in attracting additional business.

"It's the kind of thing that when you can attract an IKEA, then you can attract other firms in the retail markets that are similar but haven't come here before," Mason said.

There are 41 IKEA stores in the United States. There are over 370 stores worldwide in 48 countries. The Jacksonville store will become the fifth IKEA location in Florida, if the city approves zoning and development applications.

"You talk to folks on the street, it's simply a word; IKEA, people get it," said Jacksonville Mayor Lenny Curry. "One of the things that struck me when I was investigating them was they never say, 'We're try-

AIRLINES

Continued from D-1

inconvenience are now expected. But for many travelers, the new discounters take the aggravation to another level.

They charge extra for things that are still standard on bigger airlines like soda and carry-on bags. Need to print a boarding pass at the airport? There's a fee for that. They fit more passengers on the plane by squeezing seats together, which is easier because the seats don't recline. They don't have toll-free phone numbers for customer service.

There are few businesses that consumers love to hate more than airlines, but travelers seem to reserve a special level of vitriol for these no-frills, discount airlines.

Passengers are about 20 times more likely to complain about one of them than about Alaska Airlines or Southwest Airlines, which have the industry's lowest complaint rates. Either Frontier or Spirit has recorded the highest rate of complaints to the government every month this year. Allegiant would place third-worst, although because of its small size it is not included in the official rankings.

RUNNING LATE

Much of the grouching can be tied to frequent flight delays. So far this year, Spirit Airlines has the worst on-time rate among the largest 14 U.S. airlines — 34 percent of flights are at least 15 minutes late — and Frontier is next-to-last.

In June, Spirit's on-time rate tumbled below 50 percent. It was the worst one-month performance by a large U.S. airline in 10 years. A Spirit spokesman blamed a four-day stretch of bad weather.

With fewer planes and pilots, Spirit, Frontier and Allegiant have less flexibility to deal with setbacks like summer storms than do larger airlines — it's not as easy to put passengers on a later flight because there might not be one. They generally don't have agreements to

ing to be the best.' They always say, 'We're trying to be better.'

"That's a really powerful message, because even if you are the best, remember, you can always be better. That fits nicely with the space and direction that Jacksonville is heading," Curry said.

Many retailers are hedging more toward Internet sales. But Mason said IKEA's commitment to physical structures — the Jacksonville operation will hire 250 people — makes local communities all the more eager to land a store.

"In this age when more and more retailers are cutting back on store outlets because of Internet sales, they [IKEA] are willing to open a new retail store," Mason said.

"As a company expands its Internet sales in Jacksonville or wherever its base is, that really doesn't bring jobs here and that doesn't bring retail outlets here and it doesn't attract other retail companies here," Mason said.

Jacksonville City Councilman Danny Becton represents Council District 11, the geographic Southside area where the IKEA store is proposed to

be built. Becton said IKEA isn't just another store. When the Swedish-based retailer decides to open a store in a community, it brings with it a certain civic status.

"It does validate Jacksonville as being a top-tier retailer [location]. As we look for other big retailers ... this is like a domino. It puts us on an international level," Becton said.

"When you say 'IKEA,' people know Orlando, they know Tampa and now they're going to know Jacksonville as a major metropolitan city," Becton said.

At a news conference announcing the IKEA proposal for the Jacksonville store, several community and business leaders said the IKEA store will put Jacksonville "on the map."

Becton said cities are eager to land an IKEA because shoppers have loyalty to the brand that is similar to a "cult."

"They're going to travel from hundreds of miles," Becton said. "Right now, you're hearing [about] people from Jacksonville traveling to Orlando, traveling to Atlanta to get to IKEA."

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accommodate stranded passengers on bigger airlines. It can add up to long delays as crews try to wait out the weather or fix planes to avoid canceling flights.

In June, several hundred Spirit passengers were stuck at the airport in Las Vegas after cancellations. Airport officials handed out water and diapers. The same month in Atlantic City, New Jersey, two state troopers bought 15 pizzas to feed stranded Spirit passengers whose flight had been diverted there because of bad weather.

Another source of irritation: tight legroom. Frontier added 12 seats to its current planes by installing seats with less padding. Its new Airbus A321 jets arriving next year will have 230 seats. Spirit flies the A321 with 218 seats, JetBlue with 190, American with 181.

Unhappy customers also complain about being nickel-and-dimed — all the fees offset the cheaper base fare.

Heidi Kerr-Schlaefler, a Colorado travel writer, said she was a loyal customer of Denver-based Frontier Airlines for more than a decade. She "loved, loved, loved" the hometown airline with its wild-animal logos and friendly staff. But when the airline switched to mimic Spirit's low-fare, high-fees model last year, calculating the cost of a trip got too complicated.

"I had to sit down and say: This is what I'm paying for the flight, then they're charging me \$3 or \$5 for a seat (assignment), and I need to figure out how much baggage I'll bring both ways," she said. "It became a mathematics game and that's ridiculous."

LOYAL FANS

The discount airlines, however, have their fans. Traffic jumped 77 percent on Spirit and 39 percent on Allegiant from 2011 through 2014. Travel is up by double-digits again this year on both airlines.

Even passengers on other airlines might owe the discounters some gratitude. By keeping base fares low, they prevent the

major airlines from pushing prices even higher — at least on the routes they compete on — says John Kwoka, a Northeastern University economics professor who studies the airlines.

Loyal customers say you can avoid most fees and save money on the budget carriers if you pay attention to the rules.

"I've been on American Airlines, Frontier, Spirit — it's all the same as long as I get to where I need to be," Larry D. Wallace, a college student from Dallas, said on a recent Spirit flight from Dallas to Denver. "I've never had a complaint with Spirit. They're cheap; they're on time."

Wallace, who said it was his fourth trip on the budget carrier, saved money by not bringing a bag. And his flight was just about perfect. The Airbus A320 was clean and brand-new — Spirit's fleet averages about five years in age, much younger than most U.S. airlines — the flight attendants were cheerful and efficient. The flight arrived in Denver 15 minutes late, but no one seemed to mind.

Executives at the discount airlines and some industry experts dismiss the government's complaint figures. They point out that very few passengers bother to file a complaint with the Department of Transportation — even at Spirit and Frontier it's fewer than one passenger in every 10,000.

That can make for volatile figures. But ironically, by the airlines' own admission, the government numbers don't tell the full story of passenger unhappiness.

Frontier CEO Barry Biffle says his airline gets about 30 complaints for every one filed with the government. It used to 90-to-1, he says.

Biffle says the official complaint rate just measures how many customers find the website to lodge a complaint and they're getting more savvy about that. But if airlines had to report all the complaints that they receive directly from consumers, the numbers would be even more damning.

NOTEBOOK

Continued from D-1

of building 16 of **Westgate Apartments**, \$499,116, 5,382 square feet, Coastal Reconstruction.

11872 Lem Turner Road, new **Burger King** with drive-through, \$846,000, 2,525 square feet, Diversified Commercial Builders.

3563 Phillips Highway, tenant build-out in **Metro Square**, \$643,330, 21,283 square feet, Adams Interior Contractors. **Baptist Health** is moving more of its employees there.

4601 Touchton Road, interior renovation of **TD Bank of Jacksonville**, \$975,000, 28,635 square feet, Cal Development.

11702 Beach Blvd., tenant build-out for **Blackfly**

Outfitters, \$69,480, 3,000 square feet, JBL Corp.

4727 Lannie Road, new administration and training building for **city of Jacksonville**, \$750,000, 8,540 square feet, F&G Construction.

1514 Nira St., tenant build-out for **Perez Medical Fitness Center**, \$185,071, 3,628 square feet, Styles Smith Plumbing.

50 N. Laura St., interior remodel of 34th floor, \$844,000, 5,280 square feet, Hitt Contracting. **Deloitte Consulting** is moving from the Wells Fargo building to the Bank of America Tower.

3520 St. Johns Bluff Road S., tenant improvement at **Town Center Village**, \$190,000, 6,000 square feet, Thomas Williams Construction.

SALES

Blue Rock Partners of Tampa paid \$64.8 million for three Jacksonville apartment complexes: **Madison at Spring Woods**, **445 Monument Road**; **Madison at Bay Pointe**, **4500 Baymeadows Road**; **Madison at Savannah Oaks**, **6017 Roosevelt Blvd.** It's changing the names to The Park at Via Veneto, The Park at Avellino and The Park at Marbella, respectively. They sold for \$47,380,000 in 2013.

Phillips Edison & Co. of Cincinnati paid \$21.8 million for the **Island Walk**, a Publix-anchored shopping center at **1910 S. 14th St., Fernandina Beach**. Colliers International represented both buyer and seller.

Supertel Hospitality of Norfolk, Neb., paid \$14 million for the **Courtyard by Marriott** hotel at **14402 Old St. Augustine Road**. The 120-unit hotel was built in 2007 and last sold for \$9.35 million in 2013. Beachwood Residential of New York paid \$12.44 million for the **River Oaks** apartments at **11291 Harts Road**. They were built in 1975 and last sold for \$7.35 million in 2014. Newtinseltown LLC of Gainesville paid \$6.1 million for Tinseltown shopping centers at **9730 Deerlake Court** and **9700 Deerlake Court**. They're anchored by World of Beer and Mellow Mushroom and last sold for \$1.15 million in 2013. Store Master Funding V LLC of Scottsdale, Ariz., paid \$5,326,452 for the office buildings at **1896**

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Corporate Square Blvd.

Thompson National Properties of Costa Mesa, Calif., paid \$3.4 million for the former **Crest Automotive** dealership at **8281 Merrill Road**.

Boyd Jacksonville GSA LLC of Chicago paid \$3.08 million for office building at **489 Dundas Drive**. It was built in 2004 and last sold for \$3,321,300 in 2012.

Mulligan Harold House LLC of Jacksonville paid \$3,026,000 for the **Harold House Apartments**, **3650 Ring Lane**. They were built in 1971 and last sold for \$2.2 million in 2004.

ARC Properties of Clifton, N.J., paid \$2,652,000 for the drugstore building at **10503 San Jose Blvd.**

Point Plaza Partners LLC of Parkland paid \$2.55 million for the Winn-

Dixie-anchored shopping center at **31 Arlington Road**. It was built in 1974 and last sold for \$2.2 million in 2011.

Sunday and Pamela Ero paid \$2 million for a 7,699-square-foot home at **5375 Hala Court in Pablo Creek Reserve**.

A and N Diamond Inc of Jacksonville paid \$1.75 million for the car wash at **11571 Beach Blvd.** It last sold for \$1.9 million in 2008.

Justin and Crystal Ashourian paid \$1.71 million for the oceanfront home at **2801 Ocean Drive, Jacksonville Beach**. The 4,005-square-foot house was built in 1950 and last sold for \$1,515,000 in 2009.

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