

## IT firm proposes 250-job expansion

Project Avalanche requests incentives

By David Cawton  
Staff Writer

An unidentified IT company headquartered in Jacksonville wants to add 250 positions with the help of city and state incentives.

The company, listed only as "Project Avalanche" in city legislation introduced Wednesday, plans to retain at least 300 current employees while adding the new jobs by the end of 2021.

The average wage of the new positions would be \$70,000.

It seeks city and state incentives totaling \$1.875 million.

Avalanche is seeking public investment of \$1.5 million, or \$6,000 per job, through the state Qualified Target Industry Program, paid out over five years beginning in 2020.

The state would award 80 percent, or up to \$1.2 million, with the city picking up the additional 20 percent, or up to \$300,000.

Additionally, the state proposes to provide a Florida Flex Training Grant of up to \$375,000 to support the company at no cost to the city.

A legislative fact sheet says the project will make a capital investment of at least \$12.1 million.

The legislation was introduced as a fast-track bill, which requests a two-reading passage in City Council.

According to the agreement, Avalanche would add 130 full-time jobs by 2019, an additional 55 positions in 2020, and another 65 jobs by December 2021.

Avalanche provides IT services to the health care industry.

dcawton@jaxdailyrecord.com  
(904) 356-2466



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Discount grocer Aldi will increase its focus on fresh produce in its new stores and those that it will remodel.

# Regency Aldi part of \$3 billion renaissance

Design features high ceilings and spotlights that focus on produce

By Karen Brune Mathis  
Managing Editor

Discount grocer Aldi Inc. filed building plans Wednesday for its proposed Regency area store in CB Square.

Dave Rinaldo, vice president of the Aldi Haines City Division, said by email Thursday that an opening date is not confirmed.

Aldi wants to renovate 20,266 square feet in the former Bed Bath & Beyond store at 9317 Atlantic Blvd.

No contractor is listed for the \$900,000 build-out, which comprises about 12,500



Aldi's new store exterior doesn't look dramatically different from existing stores, according to news site businessinsider.com.

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square feet for the sales area and the rest for the vestibule, offices, freezer and cooler space, restrooms and back-of-the-house functions.

It's the sixth Aldi store identified in the area — with three open and now at least three more planned.

The Germany-based discount food chain operates at 9041 Southside Blvd. in Jacksonville, in St. Augustine and Middleburg. It is building a store in Town Center Promenade near St. Johns Town Center

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# Rummell: The District will break ground this summer

By David Cawton  
Staff Writer

The health-inspired development known as The District will break ground this summer, developer Peter Rummell said Thursday.

The long-awaited infill project will occupy the 28.6-acre parcel where the JEA Southside Generating Station once stood along the Southbank of the St. Johns River.

Rummell told an Urban Land Institute Workshop the project is moving along.

Although he declined specifics, Rummell said contract negotiations with the Downtown Investment Authority and City Council should wrap up in six to eight weeks.

"The first phase is building out all of the horizontal elements — streets, utilities and infrastructure," said Rummell, who estimates those projects will take the better part of a year to complete.



Rummell

The District is being billed as a community where residents can live, work and keep up a healthy lifestyle.

Rummell said the development and programming are being designed for all ages.

The mixed-use project includes 150,000 square feet of retail space, 200,000 square feet of office space, a marina, and a 150-room hotel.

"Our vision is much different than what's currently out there," he said.

Rummell said the property is zoned to allow people to rent or buy, providing

housing options for a range of residents.

"We'll have everything from a 600-square-foot efficiency to a 2,500-square-foot condo," Rummell said.

In January 2015, Elements Development of Jacksonville LLC agreed to buy the vacant property from JEA for roughly \$18.5 million.

If all goes according to plan, Rummell says The District could be completed by 2019.

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