

Daytona Beach News-Journal

P.F. Chang's, Fairfield Inn, Kilwins Confections coming to Speedway's One Daytona

Fairfield Inn, clothing store, candy shop also planned



One of the planned hotels for the One Daytona project is shown in a rendering. International Speedway Corp.

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DAYTONA BEACH — A P.F. Chang's restaurant is coming to the planned One Daytona development, a 190-acre complex across from Daytona International Speedway that will also be home to hotels, shops, a movie theater and apartments when it opens next year.

Filling in the vacant International Speedway Corp. property will also be a Fairfield Inn & Suites by Marriott, clothing store Hy's Toggery that sells brands such as Tommy Bahama and Guy Harvey, sweets shop Kilwins Confections that will tempt patrons with its made-in-store fudge and hand-crafted chocolates, and a Marriott hotel that will be called The Daytona.

On Monday, International Speedway Corp. announced all of those businesses are under contract and are expected to grab a spot in its planned development first envisioned a decade ago.

"It's very exciting news," said Nancy Keefer, president and CEO of the Daytona Regional Chamber of Commerce. "I had the utmost confidence we'd start to see the announcements soon. I think it'll get people excited about it."

This week's One Daytona tenant announcements come after a dry spell for the project that was announced in its latest incarnation in the summer of 2013. Early on, ISC announced it had inked deals with Bass Pro Shops and Cobb Theatres to locate in the complex that originally was projected to produce 5 million square feet of new development and cost more than \$800 million at full build-out.

The original plan was to hold One Daytona's 1.1 million-square-foot, first-phase grand opening last month in concert with the completion of the \$400 million overhaul of the Speedway's front stretch grandstands. The project bogged down after ISC changed development partners. Now it's back on track and company officials say they plan to open their initial 300,000 square feet sometime in 2017 at an estimated cost of \$120 million-\$150 million.

ISC spokeswoman Gentry Baumline-Robinson said Monday she expects to make more announcements of executed tenant leases in the coming weeks.

"I know they're working on a number of new partners," Keefer said. "I think the vision for that area is tremendous."

For now there's plenty of excitement about the project's latest conquests.

"P.F. Chang's is in the upper echelon of the casual restaurant category and a key tenant for One Daytona," said ISC CEO Lesa France Kennedy. "We welcome them to the community with open arms."

Daytona Beach City Commissioner Pam Woods is also happy to hear about the new eatery heading for the World's Most Famous Beach.

"Currently, the closest P.F. Chang's is in Winter Park," Woods said. "What a coup to have them represented here in Daytona Beach."

The Daytona P.F. Chang's, which will offer indoor and outdoor dining, will be the first in Volusia County and will occupy a 5,500-square-foot, free-standing building in a section of One Daytona called Victory Circle that will include a hotel, retail establishments and other restaurants.

P.F. Chang's features contemporary decor, cuisine that's Asian-inspired and made from scratch, and drinks ranging from house-made ginger beer to freshly brewed loose-leaf teas.

The company owns and operates more than 210 P.F. Chang's restaurants in 38 states. The business has also extended the P.F. Chang's brand to international markets and retail products.

"We're thrilled to enter the growing Daytona Beach market and believe One Daytona is an ideal location," said Wayne Jones, president and chief operating officer of P.F. Chang's. "We are excited to welcome new guests to experience our unique Asian-inspired cuisine and will be a committed partner to the surrounding community."

ISC had already announced it planned to bring the two hotels to One Daytona. But it wasn't until Monday that the company announced it would be calling the 144-room Marriott Autograph Collection hotel The Daytona, and that the flag for the other 105-room hotel would be Fairfield Inn & Suites by Marriott.

"We are excited about our free Wi-Fi, large sun deck and swimming pool, fitness facilities, free daily breakfast and the established, affordable performance of Marriott and Fairfield Inn & Suites," said Prime Hospitality Group CEO Larry Abbo.

The companies that brought the hotels, Shaner Hotels and Prime Hospitality Group, will also serve as the developer of a 268-unit apartment complex that will go up in the first phase of One Daytona.

About 75 acres on the property are being developed now, and so far 20 acres have been cleared, Baumline-Robinson said. Site work has started with installation of underground utilities, and the first building that will go up is the 12-screen movie theater that will be on the north end of the property. The Bass Pro Shops store will be built second, and will front International Speedway Boulevard.

Daytona's city government and the Volusia County government have each promised to give \$20 million for the project's expected \$53 million bill for things such as roads, water and sewer pipes, sidewalks and retention ponds. But neither government has sent any money yet because their agreements with ISC call for the funds to be paid out in increments as permits for site work and vertical construction are issued, vertical construction gets underway and the property's value increases between 2016 and 2046.

Both the city and county government offers for financial help come with conditions and time limits, and the county's first deadline is in about 10 months. The city's main deadline is still about three years away.

Orland Business Journal

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One Daytona, the planned mixed-use and entertainment destination across from Daytona International Speedway that is expected to open in 2017, has been busy of late signing on new tenants, including Daytona Beach's first P.F. Chang's.

P.F. Chang's will take up space at One Daytona's Victory Circle with a 5,500-square-foot space featuring indoor and outdoor dining.



[Enlarge](#)

Rendering of The Daytona hotel, part of the 181-acre One Daytona project in Daytona Beach

“P.F. Chang’s is in the upper echelon of the casual restaurant category and a key tenant for One Daytona,” said [InternationalSpeedwayCorp.](#) CEO [Lisa France Kennedy](#). “We welcome them to the community with open arms.”

Shaner Hotels and Prime Hospitality Group also announced the name of the new Marriott Autograph Collection hotel — The Daytona — and the flag for their select-service hotel: Fairfield Inn & Suites by Marriott.

Prime Group also serves as the developer for a 268-unit residential apartment community, a later phase now planned for One Daytona.

Additional new regional retail and national food and beverage tenants will include Hy's Toggery, which specializes in clothing and footwear, and Kilwins Confections, known for its original recipe made-in-store fudge, caramel corn and brittle, and caramel apples, hand-crafted chocolates, and premium ice cream.

In addition to P.F. Chang's, Hy's Toggery and Kilwins Confections, lease agreements have been executed with Bass Pro Shops and Cobb Theatres as anchor tenants of One Daytona. One Daytona is set to be a 181-acre development boasting of office and retail space, multiple hotels, residential units and more.

One Daytona is being developed by International Speedway Corp. (Nasdaq: ISCA) with Legacy Development as a consultant.

Real Estate Business Online – Daytona Beach

P.F. Chang's to Open New Restaurant at ONE DAYTONA in Daytona Beach

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P.F. *Chang's* will open its new 5,500-square-foot restaurant within ONE DAYTONA's Victory Circle section. DAYTONA BEACH, FLA. — P.F. *Chang's*, an Asian-inspired bistro, will open a new restaurant at ONE DAYTONA, the planned 300,000-square-foot mixed-use and entertainment destination set to open in 2017. The project will be located across from Daytona International Speedway in Daytona Beach. P.F. *Chang's* will open its new 5,500-square-foot restaurant within the project's Victory Circle section. Other tenants that have recently signed leases at ONE DAYTONA include Hy's Toggery and Kilwins Confections.

Additionally, Shaner Hotels and Prime Hospitality Group (PHG) announced the name of the new Marriott Autograph Collection hotel — The DAYTONA — and the flag for their select-service hotel — Fairfield Inn & Suites by Marriott. Prime Group also serves as the developer for an approximate 268-unit residential apartment community, originally planned for a later phase and now part of the initial phase of ONE DAYTONA.

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