



## **THE PARK AT BROKEN SOUND: The Perfect Address**

**PROFILE:** Arvida Park of Commerce’s transformation to The Park At Broken Sound (TPABS) positions the real estate industry-trailblazing “Grande Dame of office parks” as ‘the perfect address’ in Palm Beach County and greater South Florida for blended work/life advantages and benefits. With its 2012 Planned Mobility (PM) designation, TPABS increases its standing as the regional destination for high wage and cutting-edge employment as it optimizes the re-use and revitalization of land with natural complementary and demanded amenities such as medical uses, retail, hotel, and multi-family uses in the City of Boca Raton’s Northwest sector augmented by modern, positive mobility characteristics. This innovation-generating transformation delivers an attractive and distinctive work/life environs that includes first-time-ever on-site development of residential rental projects to yield more than 1,050 multi-family units.

The PM designation serves as a great benefit to both employers and employees as it is designed to connect current and prospective residents with this Northwest Boca Raton sector-located strategic employment hub. Park stakeholders continue to seek and create new opportunities to attract new businesses and a superior talent pool to the PM destination, to maintain and/or increase Boca Raton’s ranking as the #2 best place in the nation to start new companies. Bloomberg Businessweek reported the ranking by ZoomProspector.com, a business location Web site, weighed 11 factors—including the number of startups, quality of the workforce, and resources such as universities and venture capital—to compile a list of the top places to build the next Apple or Google.

**HISTORY:** Established in 1978 to be recognized as the Grande Dame of commercial office parks (that set the standard in all of Florida) was owned and developed by Arvida Corporation, a community and resort development company headquartered in Boca Raton. When Arvida Corporation was acquired by Walt Disney Productions in 1984, the 850-acre office park was sold to Tishman Speyer of New York City. Currently the 700-acre business destination is owned by two APOC associations comprised of 66 property owners and managed by Irongate Real Estate Management. In 2012 the City of Boca Raton re-zoned the property from commercial office park to a designated “Planned Mobility” (PM) category, for land use that provides for multiple-use development. Per City of Boca economic development planning, “PM is designed to bring residences, places of employment, shops, restaurants, and other uses into close proximity in order to reduce reliance on vehicles and to advance alternative modes of transportation. People living in a PM area could walk or ride a shuttle to work, dinner, and stores.”

**‘THE PERFECT ADDRESS’:** For

- Planned Mobility
- Companies: Large and Small
- Business & Innovation
- Living
- Lifestyle & Leisure
- Play: Cafes, Shopping, Culture & Sports
- Fitness/Recreation

(more)

**NEW SITE**

- VISION:**
- **Renewed & Relevant ‘Sense of Place’**
  - **Planned Mobility Designation**
  - **Smart Growth On Many Levels**
  - **Heightened Awareness Of Features, Advantages, Benefits**

- FEATURES:**
- Include, but not limited to:**
- **Enhanced Mixed-Use Environs**
  - **Planned Mobility/Pedestrian Friendly**
  - **29 acres** of lakes/waterways
  - **28 acres** of open green space
  - **1,160+ trees** – Black Olives/Shady Lady Olive, Ficus, Live Oaks, Queen Palms, Sabal Palms, Royal Palms
  - **El Rio Trail** that runs through the property
  - **5.2 million square feet of office space;** plus 210,000 sf with preliminary site approval
  - **554,000 square feet of commercial/retail space;** plus 81,000 sf with preliminary site approval
  - **Three residential projects approved:** 1,050 multifamily units

- ADVANTAGES:**
- Include, but not limited to:**
- **New Work/Live Lifestyle**
  - **New In-Park Residential Component**
  - **Minutes from all major highways and private airport**
  - **Equidistant to/from two international airports**
  - **Free City shuttles to/from Boca’s Tri-Rail Station**
  - **Close Proximity To:**
    - **Two Universities and One State College**
    - **A-rated Public Schools**
    - **Award-winning Private Schools**
    - **Sports Arenas and Stadiums**
    - **World of Shopping, Dining, Art/Culture, Recreation and Nightlife**
    - **Pristine Beaches**
    - **Major Destination Events:**
      - Allianz Championship
      - Boca Raton Bowl
      - Festival of the Arts BOCA

- BENEFITS:**
- Include, but not limited to:**
- **Renewed Sense of Place**
  - **Ecological Impact**
  - **Job Creation**
  - **Talent Pool**
  - **More Opportunity for Commercial Developers & Realtors**
  - **New Opportunity for Residential Developers & Realtors**

**TPABS**

- STAKEHOLDERS:**
- Two Associations: Total Membership: 66 Property Owners**
- **APOC Association Board Members**
    - *John Wargo, Wargo Property Company*
    - *Brian Twist, Tyco International*
    - *Jonathan Ounjian, Millennium Two*
    - *Kevin Ault, Liberty Property Limited*
    - *Keith O'Donnell, Avison Young*
    - *Matthew Baker, IBM Southeast EFCU*
    - *Jamie Danburg, TD Danburg Boca*

**STAKEHOLDERS (con't):**

- **APOC West Association Board Members**
  - *John "JT" Terwilliger, Mutual of America*
  - *Karen McGrath, Z.N.T./Purity Wholesale Grocers*
  - *John Crean, Broken Sound Club, Inc.*
  - *Brian Schmier, Schmier & Feurring*
  
- **APOC Modernization Committee Members**
  - *Brian Schmier, Schmier & Feurring*
  - *Glenn E. Gromann, Center Realty Associates*
  - *Jamie Danburg, TR Danburg Boca*
  - *John Wargo, Wargo Property Company*
  - *Kevin Ault, Liberty Property Limited*

**HOME TO:**

**Local, National, International Business**

- Headquarters
- Warehouses
- Manufacturers
- Distribution Centers
- Healthcare Providers
- Medical Technology Firms
- Science, Technology and IT Innovators
- Research & Development Companies
- Investment Firms
- Venture Capital Firms
- Multi-Media Production Firms & Studios
- Real Estate Management Companies
- Security Companies
- Communication Providers
- Pharmaceuticals Companies
- Hotels
- Child Day Care
- Restaurants/Cafes
- Consumer Pharmacy
- Veterinary Clinic
- Gas Stations
- Nonprofit Organizations

**VISUAL BRANDING: ID & Design Associates** ([www.iddidesign.com](http://www.iddidesign.com)) retained to brand-storm and develop new TPABS logo, on-site signage package and phased-in visual concepts to position and market The Park At Broken Sound. **Contact:** Sherif Ayad, President & CEO at [sherif@iddidesign.com](mailto:sherif@iddidesign.com), 954-566-2828.

**BRAND-TELLING: Kaye Communications, Inc.** ([www.kcompr.com](http://www.kcompr.com)) retained for strategic brand communications and messaging, media relations, social media planning and community relations, including:

- TPABS News Bureau Creation and Management
- News Sharing/Brand Whispering: Social And Traditional Media
- Inaugural Website: planned for mid-summer launch  
[www.theparkatbrokensound.com](http://www.theparkatbrokensound.com)
- Alliance Development and Partnering
- Strategic Destination Event Concepting

**Contact:** Bonnie S. Kaye, President & Chief Strategist at [bkaye@kcompr.com](mailto:bkaye@kcompr.com), 561-756-3099.

**TPABS CONTACT: Irongate Real Estate Management: Vivian Bernasek, Senior Property Manager,**