

THE MEDALLION MALL AT HERON BAY

The Future of Shopping, Dining & Entertainment



THE MEDALLION MALL AT HERON BAY

CONCEPTUAL DESIGN





East Coast Builders & Developers

- **All Inclusive Development Services:** As the name reveals, we are both developers and builders with active General Contractor and every trade licenses.
- **Accent on Quality:** Our team is always reaching for excellence in all market sectors.
- **Proven Team Work:** Staff has been working together on numerous projects and share the same vision and values and will focus concurrently on an efficient and timely project delivery.
- **Innovative Design Approach:** Based on decades of experience, our design team's vision resulted in many outstanding projects.
- **Excellence in Construction:** Unparalleled workmanship, best practices, rigorous safety standards, superior quality materials and equipment.
- **100% Client's Satisfaction:** Our team values the client's opinion, shares customer's concerns and strives to exceed all expectations.





East Coast Builders & Developers

- Over 20 years of overachieving and superseding expectations
- Design-Build firm with collaboration experience with the top professionals in the industry
- Many successfully executed and completed municipal level projects. Large projects with direct involvement such as the City of Pompano, City of North Lauderdale, Town of Davie, City of Miramar, Town of Southwest Ranches, City of Oakland Park, North Springs Improvement District (NSID), Miami International Airport, Ft. Lauderdale International, City of Miami infrastructure are just some of the projects that the firm principles were involved with.
- Our staff has been involved with all levels of Concept Development, Design, Engineering, Value Engineering and Project Management to completion.
- Committed to excellence on all assignments from concept to completion on Development, Turn-Key Construction, Design-Build and Construction Management projects, we have earned an enviable reputation for completing projects within budget, on time, and often ahead of schedule, while delivering the highest quality and exceptional client service.





East Coast Builders & Developers

- EAST COAST BUILDERS & DEVELOPERS has a wide range of mixed-use, residential, commercial and industrial expertise. Our experience includes the successful completion of infra-structures municipal consultation, commercial facilities, industrial projects, municipal & water districts, commercial offices, parking lots, retention areas, site lighting and high-end residential homes.
- Many of our associates and consultants are local and well versed with the South Florida Building code requirements and regulations.
- The company has currently no debt and has the extensive financing and bonding capability.
- Due to its perfect credit history and qualifications, EAST COAST BUILDERS & DEVELOPERS has multiple available lines of credit and great financial stability.
- There have never been any liens or claims against our company for either clients, subcontractors, vendors or suppliers.





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THE SHOPS AT WATERWAYS, AVENTURA, FL

Very attractive 42 acres open-air shopping plaza with 33 retail stores and restaurants and featuring several artesian water fountains.

With a gross leasable area of 179,806 SF and ample parking with 670 spaces, this property turned out to be a very good investment opportunity and it is tenant occupied year around.



THE ALEXANDER RESORT, MIAMI BEACH, FL

Complete 6.7 acres missed-use redevelopment of the upper and lower recreational deck to include restaurant with terrace, outdoor wedding pavilion and pool bar with food serving.

First two floors inside conversion into office space, conference room, café with sitting area, convenience store, clothing store, new gym facility and new kosher kitchen.





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KENDALL ICE ARENA PLAZA, MIAMI, FL

36 acres shopping plaza with arena featuring two ice-skating rinks, a Publix supermarket, business office spaces and various medical offices, storage, retail stores, diverse restaurants, YouFit Health Club, car shop and Taco Bell fast food.

Vast parking area with easy access and wide array of shopping and eating experience to the adjacent residential and business communities.



TERRA BEACHSIDE, MIAMI BEACH, FL

With 200,000 saleable square feet, it is an architecturally sophisticated property that embodies contemporary living.

Zen-influenced, translucent atrium that spans the entire length of the property. A three-story Lifestyle Center is a focal point of the property with a curving lap pool, jacuzzi, fitness center and convenience stores.





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PRIVE ISLAND, AVENTURA, FL

Completed in early 2018, Prive Island is comprised of two 16-story towers with 80 residences each, located on an eight-acre island off Williams Island in Aventura.

With state-of-the-art facilities and amenities and incredible water views, Prive delivers on the vision of a life without limits.



FARMASI SA CAMPUS, DORAL, FL

Headquarter campus including 80,000 SF of showrooms, amphitheater, offices, cafeteria and distribution center for one of the largest cosmetics manufacturing company in the world.

Finish product will be highly appreciated by both client and local community as it provides state-of-the-art architecture and impressive facilities.





East Coast Builders & Developers

| FIRM NAME | PROJECT ROLE | ADDRESS / PHONE |
|---|--|--|
| EAST COAST BUILDERS & DEVELOPERS | DEVELOPER PRIME CONTRACTOR | 4611 S University Dr., Suite 151 Davie, FL 33328 954-274-5924 |
| ION DEVELOPMENT | Financial Partner | 819 NE 2 nd Avenue Fort Lauderdale, FL 33304 954-444-9001 |
| NIBOR ENTERPRISES | Partner Financial Coordinator | 3267 NE 168 th Street North Miami Beach, FL 305-607-1020 |
| VLC ONE, INC. | Prime Consultant Engineering/Architecture | 1722 Sheridan Street, #129 Hollywood, FL 33020 954-864-2775 |
| Florida Engineering & Testing | Geotechnical | 250 SW 13 th Avenue Pompano Beach, FL 33069 954-781-6889 |





East Coast Builders & Developers

| FIRM NAME | PROJECT ROLE | ADDRESS / PHONE |
|--------------------------------------|------------------------------|---|
| Alexandrich & Associates | Surveying | 9771 Richmond Circle Boca Raton, FL 33434 954-306-2568 |
| David Font Design, Inc. | Landscape Architecture | 7551 Wiles Road, Suite 105-b Coral Springs, FL 33067 954-283-8839 |
| Kimley-Horn | Traffic Study Consultant | 8201 Peters Road, Suite 2200 Plantation, FL 33324 954-535-5100 |
| I0-Design Architecture | Architecture Consultant | 690 Lincoln Road, Suite 202 Miami Beach, FL 33139 305-397-8694 |
| Schwebke-Shiskin & Assoc. | Civil Engineering Consultant | 3240 Corporate Way Miramar, FL 33025 954-435-7010 |





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| FIRM NAME | PROJECT ROLE | ADDRESS / PHONE |
|-------------------------------------|--|--|
| Gallagher Bassett Services | Environmental Engineering Consultant | 701 NW 62 nd Avenue, Suite 190 Miami, FL 33126 305-260-9440 |
| CSW Structural Group | Structural Consultant | 5397 Orange Drive Davie, FL 33314 954-316-9001 |
| Austin Tupler Trucking, Inc. | Trucking Subcontractor | 6570 SW 47 th Court Davie, FL 33314 954-583-0801 |
| South Florida Asphalt | Paving, Grading, Asphalt Subcontractor | 16059 E Derby Drive Loxahatchee, FL 33470 561-662-0558 |
| Associated Roofing, Inc. | Roofing Subcontractor | 6101 SW 58 th Court Davie, FL 33026 954-394-6103 |





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| FIRM NAME | PROJECT ROLE | ADDRESS / PHONE |
|---------------------------------------|---------------------------------|---|
| Sansone Air Conditioning, Inc. | HVAC Subcontractor | 590 Goolsby Boulevard Deerfield Beach, FL 33442 954-428-8919 |
| MBM Electric, Inc. | Electrical Subcontractor | 5460 SW 188 th Avenue Southwest Ranches, FL 33332 305-986-0144 |
| Atlantic Plumbing, Inc. | Plumbing Subcontractor | 5241 SW 20 th Terrace Fort Lauderdale, FL 33312 954-444-2593 |
| EuroSev Construction, Inc. | Interior Finishes Subcontractor | 2200 Diana Drive, Suite 208 Hallandale Beach, FL 33009 954-226-1381 |
| Geo Flooring, Inc. | Flooring Subcontractor | 2480 SW 56 th Avenue West Park, FL 33023 954-685-6451 |



Shopping and Entertainment for the Entire Family



Shopping malls have a prominent place in the configuration of modern cities, affecting the daily activities, social relationships and mobility of their inhabitants. They arose in the U.S. in the 1950s and have been idealized ever since as democratic spaces to which all citizens have equality of access.



South Florida Outdoor Malls and the Social Mixing Experience

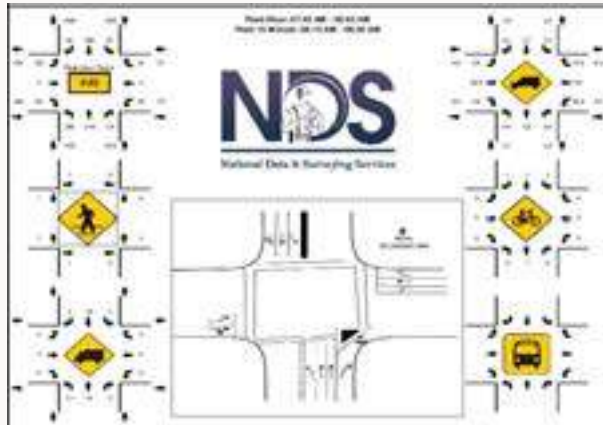
- Merrick Park
- The Shops at Midtown Miami
- Mizner park
- The Shops at Pembroke Gardens
- Brickell City Centre
- Bayside Marketplace
- Downtown Doral
- City Place – WPB



Build Your Life. We Build Your Paradise!



Preliminary Traffic Study



- Coral Ridge Drive & Sawgrass Expressway
- Coral Ridge Drive & Heron Bay Boulevard
- Heron Bay Boulevard & NW 118th Drive

Traffic junctures capacity analysis indicate that the study crossings are expected to operate at levels of service (LOS) D, E and F during the A.M and P.M peak hours.



Urban areas typically operate at standard LOS between C and E.

- C** – stable flow, at or near free flow
- D** – approaching unstable flow
- E** – unstable flow, operating at capacity
- F** – forced or breakdown flow



Golf Course Conversion Due Diligence



- Rezoning, permitting, environmental compliance
- Geotechnical investigation to determine soil composition and expected cost of shoring up any weak spots to support anticipated loads
- Environmental site assessment for insecticides, fertilizers and other potentially harsh chemicals that can linger in the soil
- Community outreach for planning and communicating with the residents
- Proactive approach for anticipating citizens' apprehensions about the project
- Flexibility incorporating concessions to the communities and cities to facilitate approvals



Parkland Market Analysis

- Average household income is \$203,033 with a poverty rate of 4.49%
- Median rental costs in recent years comes to \$2,439 per month, and the median house value is \$611,800
- Homeownership rate has been around 82.7% since 2015 to present
- Average population growth is 3.23%, while median household income increase is 5.99%
- Median age is 41.1 years (39.2 years for males and 43.3 years for females)

Despite being an affluent community, the total Retail Sales in Parkland (\$91,677,000.00) has been relatively low since 2012, compared to similar cities such as Calabasas, CA (\$597,445,000.00) and Coral Gables, FL (\$1,556,562,000.00).

Parkland is in dire need of a luxurious central shopping center in its own backyard.





**50,000 SF
EVENT SPACE**

**12,000 SF
COSMETIC CENTER**

**THE MEDALLION MALL
AT HERON BAY**
440,000 SF 1ST LEVEL RETAIL
235,000 SF 2ND LEVEL OFFICE

**36 HOLE MINI GOLF
POP STROKE**

**50,000 SF
MIXED USE**

**20,000 SF
SHARED OFFICE SPACE**

| | |
|-----------------------|-------------------|
| MEDALLION MALL | |
| RETAIL SHOPS | 440,000 SF |
| OFFICES | 235,000 SF |
| EVENT SPACE | 50,000 SF |
| MED CENTER | 12,000 SF |
| MIXED USE | 50,000 SF |
| SHARED OFFICE | 20,000 SF |
| MINI GOLF | MINI GOLF |
| DEVELOPEMNT SF | 807,000 SF |

ACCESS 1

ACCESS 2

ACCESS 3

ACCESS 4



1. FINANCIAL INST.
2. COFFEE
3. RETAIL - OFFICE
4. RETAIL
5. RESTAURANT
6. MINI RETAIL
7. COFFEE + ICE CREAM
8. RESTAURANT
9. RESTAURANT
10. FINANCIAL INST.
11. RETAIL + OFFICE
12. RETAIL + OFFICE
13. RESTAURANT
14. RETAIL
15. RETAIL + OFFICE
16. RESTAURANT + RETAIL
17. RETAIL - OFFICE
18. RETAIL + OFFICE
19. RETAIL
20. RETAIL + OFFICE
21. RESTAURANT
22. RETAIL OFFICE

The Medallion Mall at Heron Bay

The Epitome of Excellence



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Experience a relaxing day of shopping, dining and entertainment within an outdoor Tropical setting with over 75 stores and restaurants.

Trendy retail, water features plus a community outdoor center with regular events for the entire family.



The Medallion Mall at Heron Bay

The Epitome of Excellence in Shopping & Fun



Exquisite food, upscale retail stores, gym venue, beauty parlors, medical and business offices.

One center location for convenience, efficiency, health, fitness and fun for a well-balanced lifestyle.

State-of-the-art, accessible, appealing multi-use development, standard of distinction, finesse and quality.



The Medallion Mall at Heron Bay

The Epitome of Excellence in Shopping & Fun



Circular design is naturally stronger and resists damages from high winds better.

Numerous scientific studies over the last century, showed that circular shapes are associated by the human brain with peace, quietness, serenity, relaxation, mildness.

Circle's inescapable beauty seems deeply rooted in people's consciousness and biological ancestry.



Preliminary Revenue Analysis

- Typical rent per square foot (SF) in South Florida for outdoor malls: \$35-\$45/SF
- Large retail stores: \$25-\$35/SF
- Restaurant: \$55-\$60/SF
- Office Space: \$35-\$40/SF

Similar local venues

- Main Street Weston offices: \$54-\$84/SF; Main Street Weston retail: \$30/SF
- Weston Executive Business Center: \$70-\$80/SF
- Heron Bay Corporate Center: \$32/SF
- Minzer Park retail: \$45/SF

With approx. 807,000 SF of leasable space, at an average \$40/SF rental cost, The Medallion Mall at Heron Bay could generate over \$322,000,000.00 revenue per year.

