



## **RESIDENCES AT MIDTOWN OFFERS WALKABLE SOLUTION TO YOUR ERRAND-FILLED LIFE**

**South Florida Sun-Sentinel**

**Kevin Murphy, Advertising Real Estate Writer**

June 2007

Palm Beach Gardens, FL. – The Residences at Midtown in Palm Beach Gardens may not have written the book on how mixed-use projects should be done but this community might qualify for its own chapter.

From planning to production, from retail to residence, Ram Development Co. has foreseen possible problems and built the solutions.

“We started work on Midtown about a year ago with plans for 96,000 square feet of retail, restaurant and office space plus 225 condominium residences,” said Ivy Greaner, chief operating officer for Ram.

“It will be a walkable, livable, touchable community where it is always easy to get around,” she said with certainty. “We take a lot of pride in this project. Following the design, as the material is put in place, you can see we are fulfilling our vision.”

Built to the size of a village, Midtown will have the sophistication of the city. Set back from PGA Boulevard, it lies between I-95 and Florida’s Turnpike with easy access to either. A total of 11 commercial structures and four residential buildings are planned. Business tenants that have been secured include restaurants like Cantina Laredo, Ill Forks (a steakhouse), J. Alexander’s, Field of Greens and Saito’s. Other tenants will be boutiques, specialty shops and offices. The site will include a 500-seat cultural center, a 300-seat banquet hall and a two-story, 436-space parking garage.

Speaking of culture, Midtown will host the Second Annual Art in the Gardens by the Artigras Fine Arts Festival, Greaner pointed out. Art in the Gardens is “a juried exhibit of local and regional gallery-quality art” that will be held in October, according to the festival web site.

“This will be great for our residents, the greater Palm Beach Gardens community and our tenants,” she added. “The city wanted a prominent location and Midtown is centrally located for all.”

Buildings at Midtown are placed in successive rows with the residential structures farther from the street. The first tier of buildings are spaced wide enough apart that passers-by could see the second row of businesses behind them. In the third row of structures lies Building 4 with first-floor commercial space and 20 residences called lofts on floors two and three.

These are not a live-work design where a household has the business below and their home above it,” Greaner clarified. “That set-up might have worked at one time” but it seems to be from a bygone era now.



## **RESIDENCES AT MIDTOWN OFFERS WALKABLE SOLUTION TO YOUR ERRAND-FILLED LIFE**

**South Florida Sun-Sentinel**

**Kevin Murphy, Advertising Real Estate Writer**

June 2007

At first, there were four models of lofts available, but the Kensington and Rittenhouse were so popular, they are sold out. Buyers can still get the Collins or Exeter, both with two bedrooms plus a den and two baths.

Collins offers 1,230 square feet under air and one balcony; it is priced from \$385,000 to \$410,000. Exeter provides 1,423 square feet under air and two balconies; it is priced from \$439,000 to \$450,000.

Along the final row are buildings 1, 2 and 3 that will hold a total of 205 residences with one to three bedrooms, one to three bathrooms plus a balcony.

In addition, a number of these homes have a charming feature called a French balcony. Not only does your French balcony provide a great place to put outdoor plants, but the sliders leading to this area give extra natural light to the living room or the master bedroom. One problem solved.

Choices vary widely. The one-bedroom, one-bath Madison with 733 square feet under air is priced from the \$250's to the \$290's. Bond offers a house-sized condo with three bedroom plus a den and three baths with a 2,030 square feet under air and priced from the \$550's to the low \$600's.

Loaded with the features that buyers seek, homes at Midtown have granite kitchen and bath countertops, stainless steel appliances, double sinks, separate tub and shower in the master bath, plus ceramic tile in kitchen and foyer.

Residents can forget about hunting for hurricane panels – glass in the windows and sliders is impact-resistant.

Those who wish to upgrade even more can add the luxury of wood: wooden cabinets with full extension plus soft closing hardware or wooden flooring. If you prefer fancy tile flooring, porcelain tile is available.

Resort-like facilities will include a clubhouse with a state-of-the-art fitness center a business center, a media room and wireless Internet access. Outside will be a pool, a Jacuzzi and a tennis court.

Having a home off PGA Boulevard might sound like a traffic situation, but Ram Development has already thought of that. In addition to the front entrance to the property, there are side entrances off Garden Square Boulevard to the east and Shady Lane Drive (with a traffic light) to the west. Another problem solved.



**RESIDENCES AT MIDTOWN OFFERS WALKABLE SOLUTION TO YOUR ERRAND-FILLED LIFE**

**South Florida Sun-Sentinel**

**Kevin Murphy, Advertising Real Estate Writer**

June 2007

“When it is time to run off for a last-minute grocery or drugstore item, you can leave the car at home,” according to Hettie Grutman, a sales associate at Midtown. Walk over to the Garden Square shops next door and you’re covered. Yet another situation anticipated and resolved in advance. The Residences at Midtown is being developed by Ram with this kind of foresight.

Founded nearly 30 years ago, Ram is based in Palm Beach Gardens. This affiliated group of companies is Ram Development Co., a leader in retail, residential and mixed-use development and acquisition; and Ram Realty Services, a provider of residential and retail management and leasing services.