



VIEW DOWN FEDERAL HIGHWAY FROM ATLANTIC AVENUE  
ATLANTIC CROSSING 3D RENDERING

# New Focal Point For Downtown Delray

BY NICOL JENKINS | PHOTO BY MELISSA KORMAN

As the City of Delray Beach continues to grow, a new development project will become a focal point for residents and visitors of Atlantic Avenue.

Atlantic Crossing will become a destination for guests and residents to live, work, shop, dine and meet. As a green and walkable destination, it's a natural extension of Downtown Delray's authentic and eclectic charm, gracefully weaving together

generous public spaces, lively streetscapes, and distinctive design to bring two city blocks to life.

The \$300 million Atlantic Crossing mixed-use destination designed to transform the east end of Downtown Delray Beach's nationally recognized Atlantic Avenue retail and dining district is on track to open its first buildings in the coming months. Development is focused on the pedestrian-oriented project's western block, bordered by Federal Highway and Atlantic Avenue, the City's "Main & Main" corner.

The mission of the development project is to bridge the gap between Atlantic Avenue's shopping and dining district west of Federal Highway and the beach to the east.

Representing the largest private investment in the City's history, the venture by the Edwards Companies of Columbus, Ohio is bringing first-of-its kind high quality retail and restaurant space, Downtown's first Class A office quarters, and new luxury residential choices to the heart of the City.

"Our Principal Jeff Edwards saw the site in 2011. At the time, there was an abandoned gas station on the site. He was familiar with the area and recognized its potential. That was the inspiration



for the development," said Don DeVere, Vice President of Mixed Use Development at Edwards Companies.

A number of leases already are in process for the 73,000-square-foot retail component and 83,000 square feet of office space. The plan, which also includes luxury apartments and condominiums, encompasses a nine-acre site along Atlantic Avenue, bounded by Federal Highway (US1) to the west and the City's Veterans Park along the Intracoastal Waterway to the east.

Jeff Edwards, President of the Edwards Companies, said, "From the outset, we viewed Atlantic Crossing as a rare opportunity—and our confidence has only grown over the six years the project was in design and review. We're excited to create a new hub of city life here, and to solidify this area as one of South Florida's truly iconic destination streets, alongside Miami's Lincoln Road, Fort Lauderdale's Las Olas Boulevard and Palm Beach's Worth Avenue." He noted that for the first time, mid to large companies seeking corporate caliber, full floor office space will be able to choose Downtown Delray Beach.

According to Drew M. Barkett of Strategic Retail Advisors, exclusive retail leasing agent, "demand has shifted dramatically, turning away from the controlled environment of enclosed malls and even lifestyle centers. Retailers and restaurateurs are looking to 'High Street' opportunities with a vibrant, authentic sense of place that can draw today's shoppers and diners and be the 'must-see' spot for out of towners."

Delray Beach is a highly desirable and active market and there's tremendous excitement about Atlantic Crossing as prospects see progress on-site. Merrill Lynch will occupy the entire 20,000 square-foot third floor, half the available office space in the first building. Chico's has signed for a 3,150sf shop fronting Atlantic Ave., and the first restaurant tenant, Chicago-based The Hampton Social, a lifestyle experience concept, has leased 8,677 square feet. CBRE is the exclusive leasing agent for Atlantic Crossing's office component, Downtown's first Class A office space.

Atlantic Crossing's commercial components include ground floor retail and restaurant space with 560 linear feet of exposure along famed Atlantic Ave. Above the retail, the Class A office space introduces 20,000-square-foot floorplates to the market. Overall, the Atlantic Crossing plan, including the residential components and generous public spaces, has a four-year build out and is projected to generate \$2.6 million in annual tax revenues and 600 jobs.

For retailers, the demographics are compelling. Total population within five miles is 170,000, and within one-mile, average household income tops \$100,000. In addition, Downtown draws hundreds of thousands of visitors each year, and Atlantic Crossing's new residents alone are projected to generate more than \$6 million in new spending annually.

In line with Downtown Delray's eclectic feel and walkability, each of Atlantic Crossing's six buildings has a different architectural design. All parking is hidden, below ground or in a garage wrapped by residences, and convenient valet service is provided.

"One of the greatest aspects of the project is there is not one single surface parking space in the entire development. We concealed all the parking spaces and focused on a pedestrian oriented development to benefit the city," said DeVere.

"The project will have a positive impact on the city in terms of economic growth. The most important thing is the project doesn't feel out of scale. The architecture fits with the feel of Delray. We worked hard to introduce varying sizes and styles of architecture to carry on the design that already existed in Delray Beach," said DeVere.

For more on Atlantic Crossing's plans, visit [www.atlanticcrossingdelray.com](http://www.atlanticcrossingdelray.com).

For retail leasing contact Strategic Retail Advisors, Drew M. Barkett ([dbarkett@sraretail.com](mailto:dbarkett@sraretail.com)) 954-683-5234 or Steve Friedman ([sfriedman@sraretail.com](mailto:sfriedman@sraretail.com)) 954-614-0641.

For office leasing, contact John Jaspert ([john.jaspert@cbre.com](mailto:john.jaspert@cbre.com)) 561 393-1603 or Jeffrey Kelly ([Jeffrey.kelly@cbre.com](mailto:Jeffrey.kelly@cbre.com)) 561 393-1621.



A STUNNING ART INSTALLATION BY RENOWNED AERIAL SCULPTURE ARTIST JANET ECHELMAN WILL SPAN 7TH AVENUE AND BRIDGE ATLANTIC CROSSING'S TWO BLOCKS, INSPIRED BY THE FLOW OF THE INTRACOASTAL WATERWAY. ECHELMAN SCULPTS "AT THE SCALE OF BUILDINGS AND CITY BLOCKS," WITH ART THAT INTERSECTS SCULPTURE, ARCHITECTURE, URBAN DESIGN, AND MATERIAL SCIENCE. HER WORK "TRANSFORMS WITH WIND AND LIGHT, AND SHIFTS FROM BEING AN OBJECT YOU LOOK AT INTO AN EXPERIENCE YOU CAN GET LOST IN." ECHELMAN'S ARTWORKS HAVE BECOME FOCAL POINTS FOR URBAN LIFE ON FIVE CONTINENTS, FROM SINGAPORE, SYDNEY, SHANGHAI AND SANTIAGO, TO BEIJING, BOSTON, NEW YORK AND LONDON.

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