

Fruitville Emerges as Downtown Gateway

By: Scott Persons

Sarasota is often referred to as the *crown jewel of the gulf coast*, a culturally rich haven known for shopping, recreation, and fine arts. With the booming real estate market downtown, the surrounding area has now begun to follow suit. Take a closer look and there is an area that sparkles with dynamic new growth and excitement. It's the Fruitville Road corridor. Now emerging as the grand gateway to Downtown, this strip of road, from US 301 to Tamiami Trail, bustles with new construction, luxurious residential and upscale developments.

1 West from U.S. 301 is Churchill's Furniture Gallery on the NE corner of Fruitville and Lemon Avenue. Recently acquired by developer WCI, this property is slated to become home to a \$19 million, five-story, 100,000 sq. ft. office and bank space.



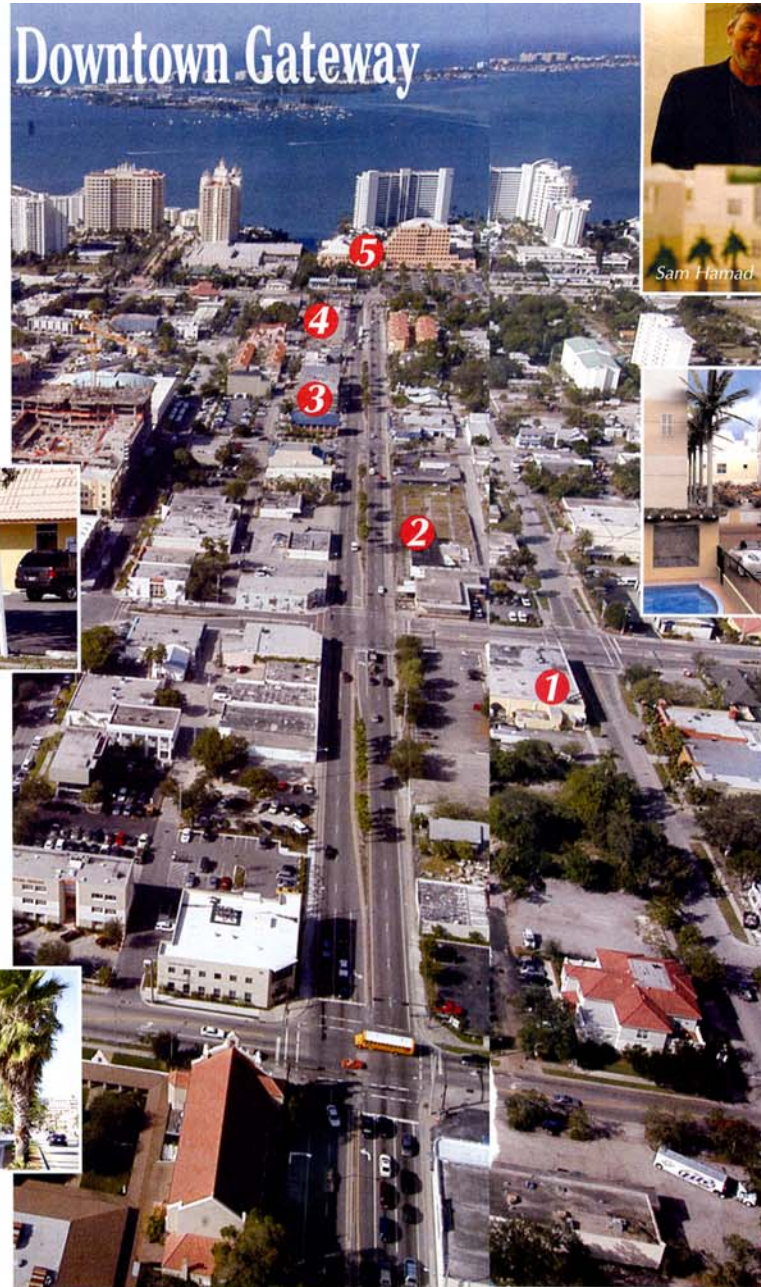
Churchill's Furniture Gallery

2 Just across Lemon is old Hibbs Farm and Garden Supply store. The 1.3 acre plot, recently purchased by Corvus International and Lemon Development Company, is slated for twenty-nine luxury condominiums.

3 Just West are sophisticated, new office buildings. Located East of Coconut Avenue on the South side of Fruitville, the two-story office project features 30,000 sq. ft. and is scheduled to open for business early this year.

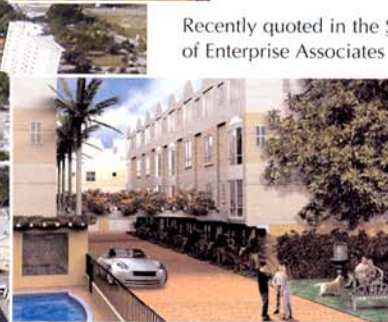


New Fruitville Road Offices



Sam Hamad

4 Developer Sam Hamad's Marquee en Ville, located on the Southwest corner of Fruitville and Coconut, will be a luxuriously appointed collection of twenty-nine, four-story townhomes. Each four-story residence will have a private 2-car garage, an individual elevator and an open rooftop terrace. Hamad describes Marquee en Ville as a "one-of-a-kind enclave of fine downtown living, Sarasota style." Now under construction, Marquee en Ville is scheduled for completion in late Summer 2005.



Marquee en Ville

Recently quoted in the *Sarasota Herald-Tribune*, Hamad, President of Enterprise Associates of Sarasota, LLC - the developer of Marquee en Ville - said "It doesn't take a genius to see that Fruitville Road is going to change." Hamad added that this change has already begun, transforming Fruitville into a high-end district.

5 Finally, on the shore of the city is the Sarasota Quay. The existing nine-story Quay building and nearby Splash beach store will both be razed to make way for three 18-story condominium towers and townhomes containing 540 units. A fourth 78,000 square foot building will showcase impressive new office space. Initial plans for the Quay site also include 32,420 sq. ft. of retail space. Demolition is set to begin March 2006.

As part of the \$1 billion Quay renaissance, city officials have plans for new round-a-bout to ease traffic flow at the Fruitville - Tamiami Trail intersection. Recently purchased by the City of Sarasota, the old Quayside Inn will serve as the site for the round-a-bout project.



Sarasota Quay

And with all of this just minutes from the prestigious Van Wezel, the new Whole Foods Market, the Main Street shopping district, and the majestic Gulf of Mexico, the Fruitville Corridor reflects all that makes Sarasota a truly world class city. As apparent from a closer glimpse of this emerging gateway to downtown, the new Fruitville Road corridor has indeed blossomed to an impressive and thriving destination.