

June 29, 2007



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## UpTown Altamonte - 12/03/05

### A New Face for Altamonte Springs

by Toni Daylor

It began as a vision. After 20 years of meticulous planning, saying no to the wrong kind of development, and a philosophy of enhancing an already vibrant Central Florida destination, the City of Altamonte Springs will see the fruit of its labor with the unveiling of Uptown Altamonte.



***Tim Smith (left), senior project manager of Wharton-Smith Inc. Construction Group, and Frank Martz, Altamonte Springs Community Redevelopment Agency and Planning Services director, check every detail twice when planning Uptown Altamonte.***

Visible from Interstate 4 and positioned on 25 acres that encompass the beautiful waterfront features of Cranes Roost Lake, Uptown Altamonte offers more than 1 million square feet of true mixed-use facilities.

Distinctive buildings designed to be appealing from all sides will host upscale office and retail space, fine-dining venues, and elegant residential options for those who choose to work, play and live in this urban downtown.

Not to be confused with other retail offerings sprouting up in Central Florida, where the focus is on maximizing commercial space without regard to quality or overall impact, Uptown Altamonte's roots are firmly planted in its community.

In fact, the City of Altamonte Springs partnered with premier developers Altamonte Springs Investment LLC, Unicorp National Developments Inc., and Epoch Properties Inc. to create a magnificent epicenter that integrates function, state-of-the-art concepts, natural resources, convenience and style worthy of the affluent residents, businesses and patrons it has served for decades.

"We're building a downtown within an already existing, thriving and successful community," said Frank Martz, director of Altamonte Springs Community Redevelopment Agency and Planning

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Services.

According to Martz, Uptown Altamonte is the crowning jewel of an area that can claim great hospitals, great schools and a great lifestyle.

**A Plan Designed to Enhance the Natural Environment**

Staying true to Altamonte Spring's commitment to environmental responsibility, the development's master plan is driven by ecological factors. For instance, the generous allotment of landscaped and park-like areas will be sustained through the city's renowned storm-water retention system, eliminating the need to dip into Florida's precious aquifer for irrigation purposes. Passersby, who hear the tranquil flow of water under a faux bridge, will be surprised to know that an innovative water-filtering system, designed to inhibit sediment build-up in the lake, is hard at work, ultimately promoting the health and protection of the delicate Wekiva River ecology.



***Tree-lined streets, unique boutiques, and ample parking make shopping a pleasure at Uptown Altamonte.***

All electrical lines will be buried to allow for more green space and overall appeal. During the initial prepping of the site, many of the pipes, sewers and utility infrastructures were upgraded or replaced to minimize the need to disrupt the area for many years to come.

Free, structured parking is ample throughout Uptown Altamonte, providing another lifestyle amenity for residents and visitors.

A two-mile cobblestone path, sprinkled with garden benches, meanders through the area's natural setting, lending itself to quiet walks at dusk and exhilarating early-morning jogs before heading to work.

**Lifestyle-Oriented Design With a Hometown Feel**

In true downtown fashion, pedestrian-friendly streets and uniquely crafted sidewalks that mimic a paved look will be lined with new specialty shops and eateries, as well as recognizable favorites that serve a loyal patronage. Unicorp has taken the lead in developing the nearly 200,000 square feet of retail, restaurant and office space integral to the overall success of the project.

Savoring a cup of coffee and reading the newspaper at a local café before work; conducting business during lunch, where prompt service and good food are expected; or sipping a glass of fine wine, where white linen tablecloths, crystal and exquisite culinary fare enrich the elegant surroundings, all are examples of the array of dining one can experience at Uptown Altamonte.

No detail has been overlooked. Architectural features such as awnings, cornices, vibrant color schemes, and rustic arbors complement the "uptown" ambience and pleasing streetscapes found within this community.

» Business

» Sommelier

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Already open is a 300-room Embassy Suites hotel, at which business travelers, and visiting family members and friends can find comfort while enjoying the area's many amenities.

For those who understand the important role exercise plays in optimal daily living, a full-facility health and fitness club will be onsite for convenience and easy access.

#### **More Than a Place to Work & Shop**

Winter Park-based Epoch Properties Inc. will offer 324 luxury apartment units within two multistoried building complexes overlooking the lake.

Residents of The Lofts at Uptown Altamonte will enjoy breathtaking views only waterfront properties can achieve. Other amenities include a swimming pool and an indoor parking garage that enables residents to park on the same floor as their unit, a true door-to-door convenience.

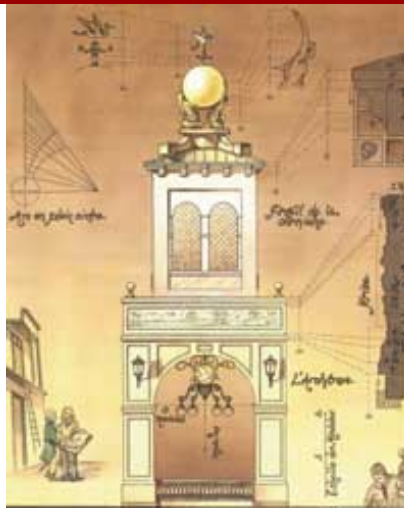
For those interested in the investment benefits that homeownership produces, Park Towers at Uptown Altamonte will make available a range of high-end condominiums targeted toward upper-income buyers. Slated to begin construction in January 2006, the complex will house a total of 236 one-, two- and three-bedroom units. The venture comes from a collaborative effort between two major developers, Unicorp National Developments Inc. and Phoenicia Development.

#### **Creating Well-Thought Solutions for Better Living**

Today, land is a vanishing commodity. How does one build to maximize space while still preserving the integrity and beauty of the land? Build up.

The concept of a vertical community is not necessarily new. However, Uptown Altamonte has made it more appealing. Its retail, residential and office structures are surrounded with beautifully landscaped public-gathering places that invite people to toss aside their shoes and walk barefoot upon tree-lined piazzas.

First impressions are lasting and looks do matter — especially when it comes to professional office space. Whether meeting with a new client or maintaining an established working relationship, an attractive setting enhances daily business encounters. With that in mind, Formatus Development LLC is offering distinctive, independent office condos, where high technology complements inspiring design at its Uptown Altamonte locations.



***A 62-foot limestone tower enriches the community with its unique architecture, as well as serves as Uptown Altamonte's focal point.***

Serving as Uptown Altamonte's architectural focal point stands an exquisitely crafted, 62-foot limestone tower. Within the plaza, a dancing water fountain sprays water in sync with piped-in music, entertaining those awaiting friends for a day of shopping, a quick bite to eat, or an afternoon movie.

Transportation will not be an issue at Uptown Altamonte. Blending aspects from a limo system with the I-Ride trolley concept used along International Drive, a computerized "FlexBus" system will take riders virtually anywhere within the Altamonte Springs area, including stops at Altamonte Mall, Florida Hospital, the commuter rail station, Seminole Community College, and more. This prototype has not been used in any other U.S. city and is so innovative that Altamonte Springs has been tapped by the Federal Transit Administration to serve as its model site for implementing effective transit systems and public/private partnerships.

### **Numbers Tell the Story & Predict Continued Success**

Seminole County's business growth consistently ranks among the highest in the nation. The Altamonte Springs area enjoys Central Florida's largest concentration of wealth and upscale neighborhoods and yields the highest-buying income per resident in the state.

"It may come as a surprise to some, but within just a 20-minute drive, the City of Altamonte Springs is more affluent than Lake Mary/Heathrow and the areas surrounding The Mall at Millenia, Sand Lake and Winter Park," Martz said. "This represents a key statistic to the success and vibrancy of Uptown Altamonte."

Spending 20 minutes to drive from one place to another is hardly viewed as an inconvenience, especially if the destination is worth the trip. This theory has been tested and proven when looking at the number of people who consistently travel within Seminole and from its neighboring counties to enjoy what Altamonte Springs has to offer.

Ideally located at I-4 and State Road 436 — dubbed the busiest crossroads in Central Florida — Altamonte Springs is recognized as the vibrant urban hub north of Orlando. Many pass through the area daily to shop at the newly renovated Altamonte Mall — ranked in retail sales among the top three major malls in Central Florida; catch a movie at the stadium-style AMC Theatres Altamonte Mall 18 that entertains nearly 30,000 patrons each week; enjoy lunch or dinner at Season's 52, just one of the many upscale restaurants perched along the bustling exchange; or take advantage of Florida Hospital's \$100 million expansions and improvements.

### **The Same Great Destination Now Has a New Face — Uptown Altamonte**

"There is no other site like Uptown Altamonte," Martz said. "It is the only upscale, mixed-use project in the entire region that is on the water with direct access and visibility from I-4."

The more than 500,000 people who annually flock to Uptown Altamonte's Cranes Roost Lake venue for spectacular events, such as the Fourth of July celebration Red, Hot and Boom; Cranes Roost Comedy; art shows; and concerts, are in for a treat, as the city plans to double the number, variety and scale of community events presented at Uptown Altamonte.

The forward-thinking design driving this project is evident. Tent ties, water, electricity and Internet portals are embedded and ready for easy access, eliminating the hazard or clutter of wires and

hoses that are often a byproduct of festival and event setups.

An exciting addition to the shores of Cranes Roost Lake is the Eddie Rose Amphitheatre, named in memory of one of Altamonte Spring's admired city commissioners.

Uptown Altamonte is destined to become the icon symbolizing what many discovered long ago — Altamonte Springs' ability to offer premier living, shopping and dining to the local community and beyond.

"This is the last great opportunity in the north Orlando market for a restaurateur to plant a flag and call it home," Martz said. "but the opportunities are limited."

Whether visitors stay for minutes, hours or a lifetime, memories are made in a place like this.

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