

In early 2013, Avenir Holdings, LLC engaged Urban Design Studio to assist with securing development approvals for a +/- 4,700 acre property located on the north side of Northlake Boulevard approximately one mile east of Seminole Pratt-Whitney Road, within the City of Palm Beach Gardens. At the time, the property was vacant with large portions of wetlands and outside the City's Urban Growth Boundary. The development team envisioned a mixed-use community which included residential, retail, office, recreational and educational components while protecting and restoring significant environmental resources.

Over the next three years, Urban Design Studio, as the applicant's representative, land planner, site designer and landscape architect, prepared and secured a Large Scale Land Use Plan Amendment including a revision to the City's urban growth boundary, and prepared and secured a Rezoning to a Mixed Use Planned Community District including the approval of Design Guidelines, Roadway Cross Sections, Landscape Buffer Sections and a Master Plan. The approvals secured the entitlement of 3,900 residential units, 400,000 sf of commercial use, 200,000 sf of medical office, 1.8 million sf of professional office, a 300-room hotel and 2,407 acres of conservation lands.

Securing these entitlements necessitated a great deal of communication with the City and other regulating authorities, as well as a great deal of community consensus building and outreach. Urban Design Studio spearheaded the Community Outreach Program. Most prominently, the program included a Community Workshop Series which included a Community Workshop, a Community Open House, and a Presentation of Findings. Direct mailers to residents and interested parties, a city email blast, and news publications, were used to advertise the Community Workshop Series. Urban Design Studio facilitated the logistics of the public notification, the meeting schedules, internal team assignments and venue and catering arrangements. UDS also prepared and presented talking points, presentation boards and PowerPoint presentations. In addition, the Community Outreach Program also included individual meetings with impacted HOAs with invitations going out to over 4,500 residents of one HOA alone, and included individual meetings with stakeholders.

