

Five years in market, Newton Land Development builds base of customers with strategically located professional office parks, including Nasa Palms in Melbourne and Spyglass Plaza in Viera

By Ken Datzman

As a small-business owner, longtime area resident John Newton has hurdled the five-year mark running his real-estate development and project-management company. Many small-business experts consider five years as an important benchmark for a startup enterprise.

After working in the real-estate industry for many years, Newton founded Newton Land Development Inc. in Melbourne. His service-centered company has developed some of the region's most attractive, upscale office-condominium parks. The facilities are located in growing, strategic parts of the county.

"We have positioned ourselves to be a developer and provider of high-quality office space in clusters on campus-type settings, catering to professionals and businesses," said Newton, president of the firm and a former banker.

"We take pride in developing good-looking projects. And we just don't build these facilities and then walk away. We provide continuing service and attention to the clients who occupy the buildings, even though they are the owners of the real estate. Through our management company, we handle the maintenance and upkeep of the parks."

An example of Newton Land Development's work in the market is the Nasa Palms Professional Center, just west of the Melbourne International Airport off Nasa Boulevard. The class "A" office park is next to Symetrics Industries Inc., and situated in an area of high-technology businesses. Harris Corp., Northrop Grumman Corp., and the new Technological Research and Development Authority are near Nasa Palms. A new law office is under construction, too.

Health First's Holmes Regional Medical Center and Wuesthoff Medical Center Melbourne are a short drive away, as is Melbourne Square Mall. "There are connecting roads north, south, east and west to U.S. 1 and I-95. It's a very central location." A new street — Broadband Boulevard — runs beside the site of his project and connects Nasa Boulevard to Hibiscus, making it convenient to Melbourne Square.

Office buildings are classified according to a combination of location and physical characteristics. Class "A" space describes the highest quality office space locally available. The architecture of these structures emphasizes design and visual appeal. "Nasa Palms features a unique art-deco, South Beach look. We have pastel colors and coconut palm trees through-

out the park. It's something we did to help make the park stand out a little more in the market," he said.

When fully developed, there will be a clustering of seven 6,000-square-foot buildings on the Nasa Palms campus. Newton Land Development has finished five building shells, three of which have been sold and now house a number of individual physician practices. Dr. Scott Gold's neurology practice is located there. Obstetrician and gynecologist Dr. Edwin Hayes has his office at Nasa Palms, too, as well as other doctors.

Newton said two recently completed units at Nasa Palms "are on the market for sale or for lease." Businesses don't have to "purchase an entire 6,000-square-foot building. We offer space starting at 2,000 square feet. They will have their own door and entrance, and can customize the space."

For companies that are looking to expand or relocate, Newton said his team can have a finished complex for them at Nasa Palms fairly quickly. "In today's market, if they were to identify a piece of land and go out and build their own professional facility, by the time they went through all the hoops — the permitting process, environmental studies, and construction — it would probably be close to two and half years before the project was completed."

He adds, "At Nasa Palms, a new client can meet with us, plan their space and move into a finished office within 120 days, which is a tremendous saving in time. There is also a tremendous saving in cost on their behalf because permitting, environmental studies and design fees can run over \$100,000 on just a 6,000-square-foot building."

His company also developed the Spyglass Plaza Professional Park in Viera. The development is on Spyglass Hill Road, one of the county's most desirable locations for businesses.

The plaza showcases four deluxe office-condominium buildings that total 40,000 square feet. The fourth building at Spyglass Plaza has been completed and is available for purchase or for lease, Newton said. "The 10,000-square-foot building can be divided into 2,000-square-foot increments. There are entrances on all sides of the building, and you have a 'frontage appearance' all around the building."

Spyglass Plaza has Mediterranean architecture. The buildings have tile roofs and there is a "circular roundabout" in the middle of the development. Spyglass Plaza is headquarters for the CPA firm Berman Hopkins Wright and LaHam. The growing firm occupies a two-story, 14,000-square-foot building. It's one of the classiest CPA practice buildings in Central



BBN photo — Adrienne B. Roth

Newton Land Development has sliced a niche in developing upscale condominium office parks in the region. Brenda Boren, assistant developer, and John Newton, president and founder, are at one of their developments. When fully developed, the class "A" Nasa Palms Professional Center off Nasa Boulevard, near Symetrics Industries, Harris Corp. and Melbourne International Airport, will feature a clustering of seven buildings. Five of the buildings are finished. Space is available starting at 2,000 square feet. The units can be purchased or leased.

Florida. Berman Hopkins has the space to host seminars and client functions at its new complex.

Dr. Mark Pinsky, a family practitioner and sports-medicine physician, moved his practice to Spyglass Plaza as did Dr. Mark Dresner, an ophthalmologist. Helen Pinsky recently opened Heart and Soul at Spyglass Plaza. "It's an organic spa and fitness center. They have personal trainers. Their fitness classes are small in number, too. The center offers a full range of facials and massages, and the product line is totally organic," said Brenda Boren, assistant developer with Newton Land Development.

In Rockledge, Newton Land Development is planning an office condominium on Barnes Boulevard. Called The Floridian, the project is in the permitting phase, Newton said. The project calls for seven 6,000-square-foot buildings, all fronting Barnes Boulevard. He said the buildings will be available in increments of 1,000 square feet, "which is something new for our company. We saw some demand for the smaller increments in our last couple of projects but couldn't accommodate that demand because of the size and dimensions of the buildings. In Rockledge, we think The Floridian will be perfect for a lot of small firms. An example is the single-agent insurance agency."

The property is just east of Murrell Road, "on the north cusp of Viera. Businesses at The Floridian will be able to target the Viera market." His company is looking at that project for 2009.