

BUSINESS

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No downturn in plans to bring doctors to Julington

New 'village' to offer health care with other commercial services

By **KEVIN TURNER**
The Times-Union

A Jacksonville developer and real estate broker say they see a niche in Julington Creek that they can make the most of with a commercial and retail village built around doctors' offices.

I. Mark Rubín and commercial property broker Robert J. Warren say because there's an apparent shortage of doctors in the area, some people who live in Julington Creek and Fruit Cove have to drive north into Jacksonville for normal health-care services. That led to their idea for a community that would be built around doctors, but also would include commercial space, retail space and a park at its center.

And last week, after three years of research on that idea, workers broke ground on Doctors Village Julington Creek at 3635 Race Track Road.

"We want to turn going to see the doctor into a positive experience, as much as it can be," Rubín said. "We want you to experience life while you're visiting a doctor."

That means bringing businesses — such as a post office, restaurant, ice cream stand and coffee shop — to the same place as doctors, including family practitioners, dentists, plastic surgeons and therapists, Rubín said.

"When you mix these together, there's a synergy we believe makes sense," he said.

There could be as many as 24 doctors' offices in six 10,000-square-foot medical buildings in the village, along with a surgery center. Doctors in the village will have the option of leasing space in a building or purchasing a building with a group of other doctors, Rubín said. On the retail and commercial side, there would be two buildings dedicated to retail business and two that



Illustrations provided by Doctors Village Julington Creek

A VILLAGE FOR DOCTORS IN ST. JOHNS COUNTY

Last week, workers broke ground on Doctors Village Julington Creek, 3635 Race Track Road. As these drawings show, when complete there could be as many as 24 doctors' offices in six 10,000 square-foot medical buildings in the village, along with a surgery center.



VILLAGE continues on D-3



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Village

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would be split between retail and office space.

The doctors who are to locate there will be specially invited to join the village, Warren said. "This isn't a shotgun approach," he said.

Rubín said he and Warren are working to bring in doctors who fit those needs and are "best in class."

Rubín said the doctors also will be invited based on their reputations as measured by magazine surveys, ratings by

the American Medical Association and other agencies, as well as the opinions of other doctors.

Renderings by project architect Cronk Duch Partners show a village with strong colonial influences.

"Their unique understanding of history and their residential design was what we wanted for Doctors Village," Rubín said. "We did not want a monolithic campus. This is a thriving community. We want it to perpetuate."

And the area, defined by ZIP code 32259, is expected to grow more in coming years — despite the economic downturn, Rubín said. He said data from Nielsen

Claritas, a marketing information source, indicates that it is expected to grow by 28.2 percent between now and 2013.

And after three years of working on Doctors Village, everything is done but construction and recruitment of doctors and retail tenants, they said.

A consortium of banks, headed by Capital South, has committed \$20 million for the project, Rubín said.

The pair also plans Doctors Villages for Riverside and World Golf Village in 2010.

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