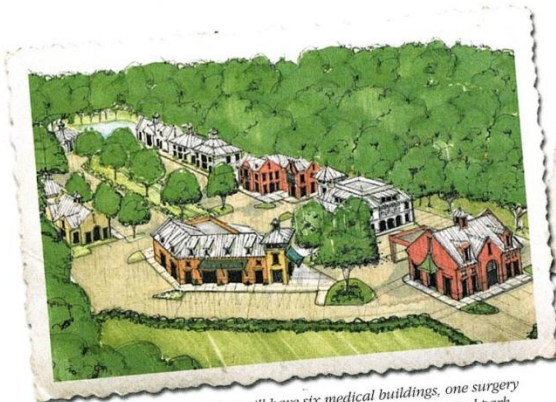


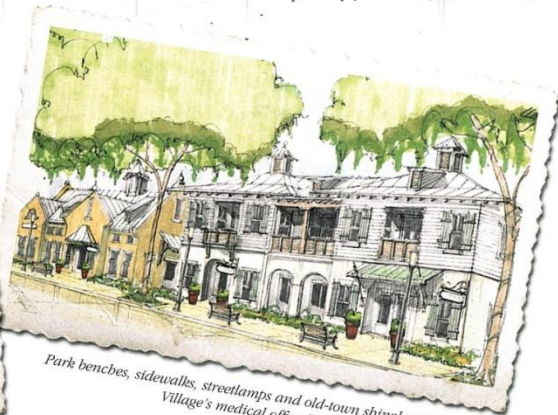
FLORIDA DOCTOR | REAL ESTATE



Placement of mixed-use buildings within Doctors Village encourages walkability.



When complete, Doctors Village will have six medical buildings, one surgery center, two retail buildings, two mixed-use buildings and one central park.



Park benches, sidewalks, streetlamps and old-town shingles make Doctors Village's medical office buildings have a homelike feel.

A Medical Community Unlike Any Other

DOCTORS VILLAGE

Helps physicians and patients blend health with everyday needs

By Dawn Josephson



Remember the communities of yesteryear - when quaint village streets contained all the needs of everyday life? Doctors, dentists, cafés, boutiques, banks, hair salons, pharmacies and even a post office were all within walking distance, making the chore of running errands and seeing doctors a lot easier.

“We’re taking into account how the buildings relate to each other and to the environment, as well as how the people relate to the buildings and environment.”

— I. Mark Rubin

One developer is recreating that scene in Julington Creek. Accubuild’s new medical community, called Doctors Village, is blending medical service buildings with retail and office space. In the process they’re not only recreating the conveniences of the “good old days,” but they’re also bringing much needed specialists and general practitioners to the Julington Creek area.

MORE THAN A COMMUNITY

But Doctors Village is more than just another medical complex. “It’s a brand for doctors to associate with,” says

I. Mark Rubin, President of Accubuild. “Just as physicians affiliate with a hospital name, they can affiliate with Doctors Village. In the process, doctors can generate value by building their practice here.”



I. Mark Rubin

Rubin’s background is multi-faceted. As a developer, he has helped numerous retailers and restaurants in site location and building construction. He intimately knows how retailers choose the best

location that will generate profits and long-term growth. But Rubin is also a practicing attorney who represents physicians in DPR complaints and contract disputes, as well as offers general business consulting to doctors. So he understands the physician mindset and what doctors need.

“What many doctors don’t realize is that there’s a science of retailing and location placement,” says Rubin. “Physicians need to use that same science when deciding where to locate their practice. They can’t just choose a location because they get a ‘hot tip.’ We’re bringing business development principles to the doctors so they can hang their shingle in a location that will be successful.”

Part of the brand doctors can tap into includes a web site for patients and consumers that the physicians can be on. Depending on how they run their practice, they can enable patients to make appointments online and download all the pre-appointment forms. They can even have access to other physicians’ schedules (within Doctors Village) to make referrals quick and seamless. “This web site alone,” says Rubin, “can save the practice one full-time equivalent for each physician, or roughly \$35,000 to \$40,000 per year.”

Other branding initiatives include advertisements in community specific “Neighborhood Publications” directories and a one-acre park in the middle of the community that can serve as an alternate venue for weekend farmer’s markets, health fairs, art in park walks, pet fairs, etc. “It’s all about getting people into the community for value added services,” says Rubin.

LOCATION, LOCATION, LOCATION

While Accubuild broke ground on the Julington Creek location early this year (with plans to open in Fall 2009), two other locations are in the works: one in Riverside and one in World Golf Village. Three to six additional locations in Northeast Florida will follow.

And what exactly does Rubin use to determine a location? In short, market need.

“Our research showed the need for physicians in Julington Creek,” explains Rubin. “It’s a very underserved community in terms of medical care. We also learned that Julington Creek has a projected 28 percent growth rate for the next five years, which is very high, and it has the highest median household income of any zip code in Northeast Florida. In other words, people living here have good jobs and good insurance. These are things we look for when deciding on a location.”

For example, Rubin’s research uncovered that there are currently no OB/GYN practitioners in Julington Creek. Based on the size of the community, the market need is four. Doctors Village will bring in two so as not to saturate the market.

Robert J. Warren, President and Broker for Warren & Company, the real estate brokerage firm marketing Accubuild, explains that the selection process of which physicians will do business at Doctors Village is unique.



Robert J. Warren

“There’ll be limited competition,” he says. “You won’t find ten doctors of the same specialty here. We’re only bringing in doctors based on the need of the community. Once we fill the need, we won’t accept another physician in that specialty. We’re also selective. The physician must have a good reputation and be of high-caliber. By being selective of who goes into the community, we’re keeping the value high.”

As far as the actual structure of the community, Warren explains that the doctors there won’t have any affiliation with each other – other than the fact that they all have their practice located within Doctors Village. There will be a Board of Directors made up of owners, and it will be self-regulating community.

In total, there will be six dedicated medical buildings, one surgery center, two dedicated retail buildings and two mixed-use building with retail space on the bottom and office space on top. Locations are available either for sale or for lease. Warren adds that all the buildings are ADA compliant in terms of parking and access.

BEYOND THE NUMBERS

Just as its name implies, Doctors Village will have a village feel, taking design elements from many different styles and blending them to create a relaxing environment. “We’re designing the community to look like it’s been there for years,” says Rubin. “We’re keeping the buildings residential in style – not monolithic like typical medical complexes. For us, it’s all about style and quality of life.”

Additionally, Rubin explains that the project is green sensitive. They’re saving mature trees, using recycled products, making the buildings energy efficient, taking into consideration design efficiencies and recycling building materials whenever possible.

“We’re taking into account how the buildings relate to each other and to the environment, as well as how the people relate to the buildings and environment,” says Rubin. “Our goal is to smooth out the friction points in life so people can get all their needs taken care of in one location.” **FD**