

# MAKING A BIG MOVE



New farmers market part of larger plan **PAGE 10**

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# With new farmers market, developer hopes to build 'home-town feel'

By KATI BEXLEY

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The first farmers market, being held today at the planned Doctors Village on Race Track Road, shows it truly will be a center for the community, say some Julington Creek residents.

I. Mark Rubin, Doctors Village developer, said it took a year to complete the infrastructure on the 18-acre site that will feature doctor's offices and commercial and retail property. Workers spent the week covering the dirt lots with grass to get ready for the farmers market.

"Even though we're not finished with construction, our promenade is complete," Rubin said. "It's perfect for a farmers market."

Angie Conlan, a Julington Creek resident, said there is buzz about the farmers market and the Doctors Village. She said residents "can't wait for the Doctors Village to be completed."

"It would put doctor's offices right here in our immediate area," she said. "That would be so convenient."

Conlan is also head of Business Partners in Learning at Durbin Creek Elementary, and she said Rubin has given a financial donation to the school, which is across the street from the Village. She said Rubin is already making his mark on the community.

"He hasn't built his buildings yet and he's already become a business partner for our school," Conlan said. "They have been awesome. They really are about our community."

Having a monthly farmers market is part of Rubin's vision for the Doctors Village to "have a real home-town feel."

Along with doctor's offices, he



Photos by KATI BEXLEY/The St. Johns Sun

I. Mark Rubin of AccuBuild walks through the construction of the Doctors Village project off Race Track Road. The area will host a farmers market today from 10 a.m. to 2 p.m.

says the Village will be anchored with a locally-run coffee shop and possibly include a post office and ice cream stand.

Rubin and his company, AccuBuild, spent three years and \$50,000 to research the idea of a Doctors Village.

He said studies showed Julington Creek and Fruit Cove residents drive between 22 and 32 minutes to doctor's offices, and Julington Creek is not big enough to have its own hospital.

"We knew there was a need for this (Doctors Village)," Rubin. "We are filling a void in the area. We want to enhance the quality of life here."

Conlan says many moms, such as herself, have already said they will use the Doctors Village once it opens.

"Families are so busy and they're already stretched so thin between church and school and sports," she said. "Moms don't want to drive 30 minutes one way to take their child to the doctor."

Rubin said pediatrics will be a big part of the Village because there are so many families in Julington Creek.

The Village will also have something for upscale clients.

Rubin's commissioned study on the area showed the average household income for Julington Creek is more than \$100,000. That's why the Village will include a plastic surgeon and concierge doctor — a physician who has a contract directly with the family and doesn't deal with insur-

## DOCTORS VILLAGE



Architect Cronk Duch Partners will build six 10,000-square-foot buildings as part of the Doctors Village, but developer I. Mark Rubin says the buildings will "feel like they've been here forever."

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## "We knew there was a need for (Doctors Village). ... We want to enhance the quality of life here."

**MARK RUBIN**  
Developer



Angie Conlan, a Julington Creek resident, said there is quite a buzz about the farmers market and the Doctors Village and residents anxious for the project to be completed. "It would put doctors offices right here in our immediate area," she said. "That would be so convenient."

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The Village's architect, Cronk Duch Partners, will make the buildings "feel like they've been here forever," Rubin said.

"We're not doing futuristic buildings. There will be no Starbucks here," Rubin said. "We want it to blend with community."

Rubin said hosting a farmers market at the site is his first step to bringing residents together at the Village.

"I believe this will become the new geographic center for Julington Creek," he said. "This will be where family and friends meet, not just a place where they see their doctor."

### DOCTORS VILLAGE FARMERS MARKET

Today is first monthly farmers market held at the Doctors Village site, 3635 Race Track Road. It is from 10 a.m. to 2 p.m.

The market will feature 40 to 50 vendors of small businesses and local trades.

### ABOUT DOCTORS VILLAGE

The Doctors Village is a \$20 million project that could have up to 24 doctor's offices in six 10,000-square-foot buildings. There will also be an outpatient surgery building.

Developer I. Mark Rubin said he will soon announce the tenants in the Village, but he said some of the practitioners will include a dentist, oral surgeon, obstetrician/gynecologist, plastic surgeon, pediatrician, urgent care and concierge doctor.

### THE CLUSTER TREND

Rubin says having doctors cluster together in a suburban area, such as Julington Creek, is becoming a trend.

Once he completes the Doctors Village in Julington Creek, he is planning to build similar projects in the World Golf Village area and in Riverside in Jacksonville.

Rubin expects to finish the Julington Creek Doctors Village in 18 to 24 months.