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## Ormond Beach DEVELOPMENT

# Retail complex planned in Ormond Beach: Shoppes on Granada to include national restaurants, retailers

### Shoppes on Granada to include national restaurants, retailers

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#### ORMOND BEACH

A developer has begun clearing land for a retail complex that will include Chipotle Mexican Grill, Panera Bread and Pie Five restaurants as well as retail shops.

The Shoppes on Granada, at 1298 W. Granada Blvd., just east of the Lowe's Home Improvement Center and Dustin's Bar-B-Q restaurant, is expected to open by May or June of next year, said Jeff Combs, executive vice president of The Ferber Co., the project's Ponte Vedra-based developer.



*News-Journal/CLAYTON PARK*

The Shoppes on Granada is set to be built, east of the Lowe's Home Improvement Center and Dustin's Bar-B-Q in Ormond Beach. While a sign advertising available space still stands, its developer said the project is fully leased.

Construction of the buildings is set to begin shortly after the start of the new year, and should take five to six months to complete, Combs said.

Combs' company on Oct. 6 closed on a \$1.4 million purchase of the 14.5-acre wooded site from a local investor group called West Granada LLC, led by general manager George Anderson, according to county property records.

Combs said his company also recently purchased an adjacent 3.4-acre parcel from Lowe's that will also be part of the development site for the Shoppes on Granada, but said the majority of the combined property will be set aside as conservation land and/or for wetlands mitigation.

The three-building, 31,240-square-foot retail center is 100 percent pre-leased, Combs said, adding that the other tenants will be a Petco pet store, an AT&T cell phone store, a Mattress Firm store and Aspen Dental.

Panera Bread, which will be in the western-most of the three planned buildings, will be a stand-alone bakery/cafe that includes a drive-through window, Combs said.

Steve Spraker, a senior planner with the city, said a permit for site work on the project was issued to Ferber on Oct. 3.

"We've got some really good retailers going into that area," said Joe Mannarino, the city's economic development director. "The residential market is getting better and a lot of new homes are being built. When residential improves, so does the retail

market. There are some retailers like Chipotle that aren't in our market. It's close to the highway. This is a good location for them."

The Pie Five restaurant will be local franchisee L. Gale Lemerand's third in the Volusia-Flagler area, following the opening of the Texas-based fast casual pizzeria chain's locations in Port Orange and Daytona Beach earlier this year.

Chipotle currently just has two restaurants in the Volusia-Flagler area — at 2400 W. International Speedway Blvd. in Daytona Beach and 1731 Dunlawton Ave. in Port Orange — but its latest quarterly earnings report noted plans to open 190 to 205 new restaurants nationally in 2015.

St. Louis-based Panera Bread has four bakery/cafes in the Volusia-Flagler area: in The Trails shopping center in Ormond Beach, at 2400 W. International Speedway Blvd. in Daytona Beach, at 1781 Dunlawton Ave. in Port Orange and 5880 State Road 100 in Palm Coast.

Combs said his company has worked nearly two years to get the project to this point, calling it "one of the most challenging" he has ever undertaken in his career because of the wetlands and flood plain issues.

He said his company chose that particular location, despite its challenges, because of its proximity to Interstate 95 and its location along Granada Boulevard, which he described as one of the region's "dominant retail corridors." "Everybody (national retailers and restaurant chains) who wants to be in Ormond Beach wants to be on Granada," he said.

"We thought it was a project with good potential and we were proven right," he said of the project's having become fully leased. He added that the Shoppes on Granada "brings something positive to the area" in terms of its tenants.

Ferber is no stranger to Volusia County. Combs said over the years his company has developed several commercial properties locally, including the retail complex along Dunlawton Avenue in Port Orange that includes a Chipotle restaurant and Starbucks coffeehouse, the Chase bank branches across the street from The Trails shopping center in Ormond Beach and in front of the Publix-anchored beachside shopping center in New Smyrna Beach, and the CVS pharmacy on the corner of Nova Road and Dunlawton Avenue in Port Orange.

Combs said his company is considering projects in a couple of other locations in the area, but was not yet ready to disclose those sites.

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