

The Palace in the News

Press Release

Concierge Services to Equal Five-Star Resort Hotels

THE PALACE AT WESTON DEBUTS FIRST LUXURY ACTIVE ADULT CONDOMINIUM COMMUNITY IN SOUTH FLORIDA

WESTON, Fla.—The Palace at Weston, set to break ground on June 24, sets a new standard of residential living for Florida's fast-growing market of active adults desiring a lifestyle condominium community with luxurious amenities and services.

The Palace at Weston is Florida's first resort-styled community combining concierge services with a luxurious clubhouse for an age-targeted population and is located on the last major residential site available at Weston, a prestigious planned community of 50,000 people in southwest Broward County.

The Palace Management Group of Miami, the development company, is creating the upscale community to answer a growing South Florida demand for condominium and villa ownerships with resort-styled services geared to the baby boomer. As of June 1, over 75 percent of the community's 350 condominiums were sold and the villas were sold out.

"Historically, Florida adult buyers have come to expect a recreationally-oriented community but with limited living space and minimal services," commented William E. Becker, nationally-known speaker and marketing expert in active adult lifestyle communities. "That concept created thousands of small-to-massive condominium villages, often with overcrowded facilities and stringent housing economies.

"By contrast, The Palace at Weston is the first Florida community combining luxury adult condominiums and villas with extensive resort hotel-style amenities and concierge services," Becker explained. "The community joins a very few luxury developments which recently opened in suburban Washington, D. C. and New York—the first of a new wave of active adult communities answering this growing nationwide demand for hotel style services."

Headed by Helen and Jacob Shaham, The Palace Management Group is a family-owned company known for the development of upscale senior communities geared to specific age groups including The Palace communities in Kendall and Homestead.

"The absence of an adult community with five-star luxury services in this market and the appropriateness of Weston for its location were the deciding reasons to initiate the concept," commented Helen Shaham, president of the company.

The Palace at Weston is a culmination of The Palace Management Group's long experience in service-enriched communities and a prestigious team was chosen by the Shahams to provide architectural creativity, enriched design and quality construction.

Companies associated in the development include:

Nichols, Brosch, Sandoval & Associates of Coral Gables, renowned architects for innovative concepts and

design of world-class resort hotels, including the Ritz-Carlton Hotels in Coconut Grove and Key Biscayne, Loews in Miami Beach and the Diplomat Resort & Country Club in Hollywood;

The Howard Design Group, Inc. of Coconut Grove, specialists in hospitality and high-end residential development, including recent Ritz-Carlton projects in Coconut Grove, Miami Beach and Naples; the "M" resort in Sunny Isles Beach; and The Hotel George in Coral Gables;

EDSA of Fort Lauderdale, Florida's largest landscaping designer, internationally-renowned for its full-service planning and landscape architecture, specializing in hotel and resorts; attractions and entertainment; and campus and cultural planning;

The Tower Group of Fort Lauderdale, a general building contractor and statewide construction firm with a portfolio in excess of \$11 million representing 100 million sq. ft. of entertainment, parks, educational and institutional developments.

The Palace at Weston is designed with classic Mediterranean architecture clusters of four-story residential condominium buildings around an interior lake and central courtyard with extensive garden landscaping and lounging areas. A 70-foot bridge connects "The Island House" with 55 condominium residences and a grouping of two-story lake-view villas to the main courtyard area.

Ease of access from all residences to an elegantly-appointed Clubhouse area was a design essential incorporated into overall community planning. Located on the ground floor of a four-story condominium building, the community's recreational and social areas adjoin a lavishly-landscaped 22,000 sq. ft. recreational deck with a 3,600 sq. ft. swimming pool and two temperature-controlled whirlpools. A half-mile jogging and walking path is also located nearby.

Extensive Clubhouse amenities for socializing and entertainment include a lobby lounge, indoor and outdoor bar and an upscale restaurant and coffee shop offering poolside dining and a private dining room. An event center provides a separate serving bar and catering kitchen for resident parties and socializing.

Additional Clubhouse features include card and game rooms; an English-style library; fully-equipped business center; computer and Internet stations; a meeting and conference room; full-service beauty salon; state-of-the-art fitness center; gymnasium; saunas; yoga and aerobics studio; and locker rooms for men and women.

A concierge station will offer identical conveniences to those of luxury resort-styled hotels and clubs. Gated security will operate 24 hours daily and private valet service is available for residents and guests.

Complementing its services, residences are designed with such luxurious upgrades as resistant-impact glass windows for storm protection; porcelain tile floors throughout main living areas and kitchens; granite countertops; whirlpool tub in master baths with designer fixtures and vanity lighting; stone-finished terrace flooring; and choice of white, cherry and maple wood in contemporary or traditional cabinetry styling.

Condominium residences offer seven spacious one- and two-bedroom designs averaging 1,500 to 1,850 square feet, priced from \$250,000.

The Sales and Information Center for The Palace at Weston, located at 2214 Weston Road, is open daily, 9 a.m. to 6 p.m. in the Waterway Shoppes of Weston, adjoining Max's Grille. For information, please call (954) 343-2222 or visit www.thepalace.org.

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