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Contact: Heather McLain  
Clarke Advertising & Public Relations  
[hmclain@clarkeadvertising.com](mailto:hmclain@clarkeadvertising.com)  
941.487.1923

**IT'S PLANTING TIME IN DOWNTOWN SARASOTA:  
PINEAPPLE SQUARE CELEBRATES PROJECT GROUNDBREAKING  
WITH OFFICIAL CEREMONY**

**SARASOTA, Fla.** – March 21, 2007 – Today, the development team from Pineapple Square Properties, LLC, along with members from the community, business leaders and representatives from the City of Sarasota gathered downtown to officially celebrate the groundbreaking for Pineapple Square. After more than three years of planning and development, the groundbreaking ceremony celebrates the beginning of construction for this anticipated project, worth more than \$200 million.

Pineapple Square, located in the heart of downtown Sarasota, will be developed in three phases and ultimately will include up to 30-40 new local, regional and national retailers/restaurateurs, 276 residences and more than 1,000 parking spaces, with over 525 of them for use by the general public.

“Our team has worked diligently over the last few years to bring Pineapple Square to fruition, and I am pleased that earlier this week we gained final approvals from the City,” said John Simon, CEO, Pineapple Square Properties, LLC. “We are elated to finally celebrate this momentous occasion, especially as we officially start construction on this project. We are on schedule for Phase I of Pineapple Square, the new retail along Lemon Avenue, to be open by the end of this year.”

At the groundbreaking ceremony, the developer also unveiled a new streetscape along the project to help the community identify where Pineapple Square is located. Those buildings were painted “pineapple gold” and the extensive streetscape, which stretches down Lemon Avenue, State Street and Pineapple Avenue includes new window signage, building murals and artwork.

In addition to the groundbreaking and new streetscape, Pineapple Square has been making steady progress on both the retail and residential fronts over the past year. Last December, the project’s first three retailers in Phase I were announced to the public and include: Brooks Brothers, Pastry Art and Sur La Table.



The new Brooks Brothers store will be located on the southeast corner of Main Street and Lemon Avenue and will occupy 5,100 square feet of retail space. As America's oldest clothing retailer, the company has been producing fine quality clothing for men, women and boys for nearly two centuries. Pastry Art, a well-known downtown coffee shop and bakery, is Pineapple Square's first local tenant and it just opened a new larger location at 1512 Main Street last December. Sur La Table will be located in a new 4,500 square foot building on the corner of Lemon Avenue and First Street. The Seattle-based retailer offers an expansive selection of cooking tools and serving pieces to prepare cuisines from around the world, from classic French dishes to Moroccan tagines.

Phase Two of the project, City Place at Pineapple Square, has begun moving to residential sales contracts. A 13-story, mixed-use building, City Place consists of 157 residences and 85,000 square feet of additional retail space. Construction is anticipated to begin spring 2007, with new retail stores and public parking expected to open in late 2008. The residences at City Place will be completed in 2009.

Offering more than 30 different floor plans to choose from, available in one-, two- and three-bedroom condominium residences, some with dens, the pricing for City Place starts in the \$600,000s. The southwest-facing amenity level offers fabulous city and sunset views, in addition to an outdoor grilling and covered cabana area, a resort-style pool and spa, professional-grade fitness center and theatre/media room.

Sales of selected residences are open to the general public. Those interested in a residence at City Place can visit the new sales center at 1505 State Street, which offers examples of finishes, fixtures and appliances. Office hours are Monday – Saturday, 10:00 a.m. – 6:00 p.m. and Sunday by appointment. Interested parties also can visit the website and fill out the contact form at [www.pineapplesquaresarasota.com](http://www.pineapplesquaresarasota.com), or call (941) 957-1509. Michael Saunders & Company is handling sales.

### **About Pineapple Square**

Pineapple Square is downtown Sarasota, Florida's newest mixed-use retail and residential project, developed by Pineapple Square Properties, LLC, formerly Isaac Group Holdings, LLC. Located in the retail core of the City between Pineapple and Lemon Avenues, up to First Street, the project will be developed in three phases and ultimately will include up to 30-40 new national, regional and local retailers, 276 residences and a total of over 1,000 parking spaces, 525 of them for use by the general public. For more information about Pineapple Square, visit [www.pineapplesquaresarasota.com](http://www.pineapplesquaresarasota.com).



### **About Brooks Brothers**

Since opening its doors in 1818, Brooks Brothers has become an American icon revered for the quality and classic elegance of its merchandise and services, and has grown to become the single greatest influence on men's fashion in America. With collections for men, women and boys, Brooks Brothers operates stores in the United States, Japan, Hong Kong, Taiwan, Chile, England, France and Italy. The company also sells its merchandise through a direct mail catalog and e-commerce site. Brooks Brothers was acquired in December 2001 by Retail Brand Alliance, Inc. For additional information visit [www.brooksbrothers.com](http://www.brooksbrothers.com).

### **About Sur La Table**

Sur La Table provides inspiration, tools and techniques for those who wish to enhance their lives through creative cooking and artful entertaining. Sur La Table's comprehensive selection of products includes tools from around the world to prepare any cuisine as well as beautiful dishes, linens and glasses to create a striking presentation. Sur La Table shops the world for new products providing the unexpected and a sense of discovery, whether you step into one of its stores nationwide, open the pages of its catalog, or visit [surlatable.com](http://surlatable.com).

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