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Real Estate

# El-Ad National Properties Makes Boca Its Home, Gears Up To Break Ground On ALINA Project

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**By: Marisa Herman** Associate Editor

As developers El-Ad National Properties embark on launching ALINA Residences in Boca Raton, the team decided to move its offices to the same city.

Boca is not uncharted-territory for the company. El-Ad currently has five rental communities in Boca Raton including Camino Real, Tuscany Pointe, Somerset Place, Savannah Place and Mizner on the Green, which will transform into ALINA. It has been doing business in Boca since 2005.



“To build a residential community and to do right, you need to be in the city you are building,” El-Ad National Properties Executive Director of Development Noam Ziv said.

The company moved into the downtown Bank of America building located at 150 East Palmetto Park Road.

Ziv said the move allows team members to walk to the site of ALINA, which will soon turn the existing townhouses into high-end, luxury condos, and enjoy the downtown Boca Raton amenities like the beach, Mizner Park and restaurants. The move officially took place in March.

“We couldn’t be happier here,” he said. “We wanted to be part of the community.”

In addition to moving their offices to the city, the group, which is under the parent company of Elad Group, has been building partnerships with local organizations.

It has teamed up with Habitat for Humanity of South Palm Beach County and offered to donate any items from the Mizner on the Green rental units that can be repurposed.

Items will include cabinets, refrigerators, dishwashers, dryers, lighting fixtures, air conditioning handlers garage doors and other items that can either be sold in the nonprofit’s ReStores or used in Habitat homes.

“It would be a shame to have to trash valuable items,” Ziv said.

The initiative is environmentally friendly as items will be recycled to those in need rather than thrown in a landfill, he said.

Ziv said the goal is to break ground on ALINA by the end of the year with the first residence completed by the end of 2020.



"I think it's a game changer for downtown Boca," he said.

ALINA replaces Mizner on the Green. The project will launch with a nine-building with 121 residences. Of those 102 will be fully finished and 12 will be penthouses. Units will range from one bedrooms to four bedrooms and total under 1,400-square-feet to 4,800-square feet.

Total, the project can feature as many as 384 units in three towers.

Many of the units will have dens and terraces that overlook the Boca Raton Resort and Club's golf course. The property will offer a collection of seven villas that open up to lanais and private gardens. All residences will have walk-in closets, a selection of wood and porcelain finishes and up to 11-foot ceilings.

Units will have European-style gourmet kitchens with Miele appliances, natural stone countertops, kitchen island, wine cooler and Franke fixtures. Sea-inspired master bathrooms will feature rain showers, stand-alone soaking tubs and dual vanities.

The project will have smart building technology, 24-hour security, valet parking and an on-site concierge. Guests and residents will be greeted in the lobby with a front desk, sitting area, mail room and coffee and juice bar.

Thanks to a partnership with the Boca Raton Museum of Art, residents will enjoy art from the museum's lending program.

The entire property will span more than eight acres. The project will offer more than 32,000-square-feet of private, outdoor amenities including a rooftop pool deck with lounges and cabanas. Indoors there will be a club room, gym, bicycle storage, yoga studio, his and her spa with dry sauna, steam room, treatment rooms and indoor and outdoor relaxation rooms.



Landscape architect Paul Weinberg and his team are creating landscapes that will showcase a meditation and sculpture garden, outdoor yoga space and a dog park that is surrounded by native greenery.

Open to the public, Ziv said the property will feature wide sidewalks and sculptures for people to enjoy as they walk downtown.

Douglas Elliman Development Marketing is the exclusive sales and marketing team for ALINA. Prices range from under \$1 million to \$6 million. The ALINA Preview Center is located at Mizner Park at 430 Plaza Real. It is open Monday-Saturday from 10 a.m. to 9 p.m. and Sunday from noon to 6 p.m. Private appointments are available.