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NEWS

Toll Brothers to kick off home construction within Apopka's Kelly Park Interchange District

By **AMANDA RABINES**
GROWTHSPOTTER | AUG 05, 2019





Blackwell Model in Toll Brothers' Parkview Place community. (Toll Brothers)

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Luxury homebuilder **Toll Brothers** just took a major step in helping transform Apopka's rural Kelly Park Interchange District into a buzzing suburban neighborhood.

Managers at the company's Central Florida division told **GrowthSpotter** the firm has closed on about 40 acres of shovel-ready land along Kelly Park Road with plans to develop a new single-family home community called The Oaks at Kelly Park.

Through entity **Toll Southeast LP Company Inc.**, Toll Brothers paid about \$3.5 million for 124 homesites at 2309 and 2405 W. Kelly Park Road.

The deal, which breaks down to about \$28,500 per lot, establishes the firm as the first homebuilder within the Kelly Park Interchange Form-Based Code area, which was created by city officials to help drive future development and economic activity to the city.



Kitchen within Toll Brothers' Parkview Place community. (Toll Brothers)

Land acquisition manager Dustin Bowersett said the firm has been paying close attention to the region's development activity, particularly the opening of the Kelly Park Road interchange that's part of the \$1.6 billion, 25-mile Wekiva Parkway project.

The expressway was designed to provide an alternative to Interstate 4, and relieve U.S. 441, S.R. 46 and other area roads of traffic congestion, but professionals in the industry say it's also opening up a wealth of real estate opportunities.

“Once that opened we started looking at the at area pretty intensely,” he said. “One of the things that excited us was the northern extension that connects Lake Mary to Apopka and from there downtown Orlando.”

Bowersett said the company hopes to grab interest from office commuters coming from those markets.

Apopka is also set to see a fair amount of new jobs as developer [**BlueScope Properties Group**](#) completes its 178-acre Mid-Florida Logistics Park, where [**Goya Foods**](#) is planning to open a new 330,566-square-foot [**distribution center**](#) on the southeast corner of Hermit Smith and General Electric Road.

Once complete, Mid-Florida Logistics Park will feature 2.4 million square feet of industrial space.

The Oaks at Kelly Park is slated to launch sales in early 2020 with prices starting in the \$300,000's, project manager Sean Walsh said. The community will include a selection of five one- and two-story home designs, all on 55-foot lots, ranging from approximately 2,150 square feet to 3,300 square feet.

Amenities include a community pool and cabana, a tot lot, two parks and varied pedestrian-friendly streetscapes with hills.

[RELATED: Toll Brothers looks to capture cost-conscious homebuyers with new Sanford-area development »](#)

In March, **GrowthSpotter** reported that the [**BurnBrae Companies**](#) was moving ahead with their 150 single-family homes subdivision within the district known as [**Bridle Path**](#).

At the time, principal Rich Thometz said the company was looking to market the property to a homebuilder and would likely be the first single-family home community within the Kelly Park Interchange District. The company still owns the land located at 5526 Plymouth Sorrento Rd., just east of SR 429.

Other developments planned for the area include [**Orlando Health**](#)'s 50-acre [**medical campus**](#), as well as a new Publix Super Market that's set to open a mile from the Oaks at Kelly Park community.

A new retail project called [**Gateway Plaza**](#) is underway on the northwest corner of E. Lester and Rock Springs roads. The project features more than 32,000 square

feet of new retail space.

Have a tip about Central Florida development? Contact me at arabines@GrowthSpotter.com or (407) 420-5427, or tweet me at [@amanda_rabines](https://twitter.com/amanda_rabines). Follow GrowthSpotter on [Facebook](#), [Twitter](#) and [LinkedIn](#).



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Amanda covers development and real estate in Orange County. She was born and raised in Miami, where her mother, like thousands of other Cubans, arrived in 1980 during the Mariel Boatlift. It's because of her that Amanda believes in hard work and the power of Cuban coffee. She is a graduate of Florida International University.

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