



FOR IMMEDIATE RELEASE

The New Gateway to Central Viera – Borrows West

Borrows West, the newest multi-use development project in Viera, is planned to be an economic hub for Brevard County.

[VIERA, FL February 7, 2020] The Viera Company, developer of the master planned community of Viera, announces its newest commercial, residential, and retail development in central Viera, Borrows West. The approximately 115-acre project is planned to be a social and professional gathering place which is envisioned to bring economic growth to the area through development options such as corporate office, campus, medical and professional office buildings, waterfront dining venues, retail, entertainment venues, hotel, and multi-family opportunities.

Located immediately south west of Viera Boulevard and I-95, Borrows West will be the most accessible and visible regional commerce hub in central Brevard County and Viera. New signalized access at the intersection of Lake Andrew Drive and Viera Boulevard, and also at Stadium Parkway and Porada Drive, will provide convenient and connected travel within central Viera. The Viera Company is investing several million dollars into the extension of Lake Andrew Drive from Viera Boulevard to its existing terminus north of Judge Fran Jamieson Way to be able to nimble respond to market demand. Included in the conceptual design of Borrows West is the grand scale entrance, pedestrian crosswalks, and traffic-calming infrastructure improvements.

Urban-style site amenities include a scenic lake with a bordering walking trail and a unique linear park with a modern flair that accents the vibrant, thriving lifestyle of Viera. Borrows West is a testament to The Viera Company's focus and commitment to sustainable development that provides internal capture of "live, work, play, learn" opportunities for the Viera community.

"For 30 years, the Viera master plan included a vision for a vibrant and accessible corporate office site south of Viera Boulevard and Borrows West represents a culmination of adherence to that vision. Borrows West will provide a unique gateway feature at the new Viera Boulevard interchange and offer stakeholders and visitors a unique sense of arrival into our master planned community by showcasing all the critical components of the community in one thoughtfully planned and well executed project." – Scott Miller, Senior Vice President of Sales and Community Development, The Viera Company.

About The Viera Company

The Viera Company, a wholly-owned subsidiary of A. Duda & Sons, Inc., manages commercial and residential development of DUDA's non-agricultural property and is the developer of the master-planned community of Viera in Brevard County, Florida. The company's integrated real estate operations

include Viera Builders, Viera Commercial Properties, and the Duran Golf Club. The mission of The Viera Company is to create vibrant, livable communities that are built with faith, integrity and thoughtful stewardship of the land. For more information, visit www.viera.com.

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