

LOCAL

+ BUSINESS

Why the Peters sisters turned down \$43 million for 47 properties in LWB

Jorge Milian
Palm Beach Post
USA TODAY NETWORK

LAKE WORTH BEACH – The Peters sisters are staying in the Lake Worth Beach real estate game.

After mulling over what they say was a \$43 million offer to sell the collection of properties they own in the city, the trio of blond 20-something siblings decided not to sell.

“We’re not leaving,” said Ariana Peters, mimicking the “I’m not leaving” scene voiced by Leonardo DiCaprio in “The Wolf of Wall Street.”

“The show goes on.”

And the sisters aren’t just staying put quietly. They’re doubling down on Lake Worth Beach.

Ariana Peters, the eldest of the sisters at 28, said there are talks in progress to buy a “few buildings” in the city’s downtown and surrounding area, which would add to a real estate portfolio unmatched in the city.

Rejecting the \$43 million bid — the sisters signed a nondisclosure agreement and can’t identify the buyer — was a “tough decision” but, Peters said, their bullish views on the city’s future caused them to turn it down after a couple months of negotiations.

Their optimism, according to Peters, stems from a surge in construction around downtown, the eventual opening of the Gulfstream Hotel and unprecedented interest from “qualified investors and developers” in the sisters’ properties.

“You can see the whole town taking shape,” she said.

“We see the pride and confidence in the homes and businesses that in the past was not as prevalent and noticeable.”

The Peters family first began buying property in Lake Worth Beach in 2002 when Douglas Peters, the sisters’ father, bought a small strip of stores on Dixie Highway that the family still owns.

In 2015, Douglas Peters retired and turned over his real estate business to his daughters — Ariana, Dresden, 26, and Dakota, 22.

In September 2016, the sisters opened Peters Realty on Lake Avenue in downtown Lake Worth Beach.



Lake Worth Beach property owners Ariana, Dresden and Dakota Peters. PROVIDED

“At the end of the day, we know what we are doing is positive for the town.”

Ariana Peters

Since gaining control of the company, the Peterses have added more than 30 properties in the city to their portfolio — including several key downtown locations — for a total of 51.

It’s given them what is believed to be the largest commercial property company in the city.

But not everyone is a fan.

The sisters have been lightning rods for critics nearly since they took over their father’s business.

See **PETERS**, Page 2B



A rendering of the planned Boynton Beach Marketplace; Whole Foods will be its anchor. PROVIDED

Whole Foods Market is the latest grocer set to open in suburban Boynton Beach

Jorge Milian
Palm Beach Post
USA TODAY NETWORK

BOYNTON BEACH – Fans of Whole Foods Market won’t have to leave suburban Boynton Beach much longer to shop at the store.

The Austin, Texas-based company will anchor the Boynton Beach Marketplace on the corner of Boynton Beach Boulevard and Hagen Ranch Road, according to an announcement from developer SJC Ventures.

Details, including the size of the store and length of the lease, were not disclosed, but a spokeswoman said groundbreaking on the project will take place in the fall with construction expected to be completed by the final quarter of 2023.

There are five other Whole Foods in Palm Beach County but none closer to the Boynton Beach location than stores in Delray Beach and Wellington, which are both more than 10 miles away.

Whole Foods, which Amazon bought for \$13.4 billion in 2017, is known for selling products free from hydrogenated fats and artificial colors, flavors, and preservatives. The company has 500 stores in North America.

“Wow awesome,” wrote Amanda Nelson Williams on the Facebook page, Boynton Beach Raw, mimicking the thoughts of dozens of others reacting to the announcement.

The news of the upscale grocer’s move into unincorporated Boynton Beach wasn’t a big surprise.

SJC Ventures announced plans in January to develop a vacant 7.9-acre site at 7395 Boynton Beach Blvd., on the northeast corner of Hagen Ranch Road, that included a 69,204-square-foot shopping center, consisting of four buildings with 58,824 square feet of retail, 10,380 square feet of restaurants and 346 parking spaces.

The restaurants would feature 1,365 square feet of outdoor dining with canopy overhangs to protect diners from rain and sun.

The size of one of the buildings is more than 40,000 square feet, big enough to accommodate a large Whole Foods, which range in size from 25,000 to 50,000 square feet, according to the company website.

“This is an excellent location,” Jeff Garrison, a principal at SJC Ventures told The Palm Beach Post in January. “There already has been a lot of interest

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NEWSMAKERS & SHAKERS



LINDSEY WHITE

Lindsey White is the Chief Development Officer of the Hanley Foundation, a statewide nonprofit dedicated to eliminating substance abuse through prevention education, advocacy and recovery support. A second-generation West Palm Beach native, she is passionate about giving back to the community and has overseen the United Way of Palm Beach County’s Women United and Emerging Leaders Society philanthropy groups for the past six years. In addition, she serves as a committee member for Meals on Wheels’ “Pie it Forward,” the Ryan Licht Sang Bi-Polar Foundation, and has been a foster volunteer with Peggy Adams Animal Rescue League for more than 10 years. White has also served as a member of the Women’s Foundation of Florida’s Professional Development Committee and as a Board Member and the Diversity Chair of the Association of Fundraising Professionals PBC Chapter. She has a BFA from New York University and is a graduate of Leadership Palm Beach County. White currently serves as a Trustee of the Chamber of Commerce of the Palm Beaches.



BUSINESS PEOPLE ON THE MOVE

Legal



Martin

Nason Yeager partner **Susan Martin** has been elected to the Florida state chapter of the Association of Environmental Professionals (FAEP). She will be working as the at-large director for the FAEP’s board of directors. Martin is an expert environmental and land-use attorney. She is board-certified in state and federal government and administrative practice by the Florida Bar, and has practiced law for more than 35 years. Nason Yeager Gerson Harris & Fumero is based in Palm Beach Gardens.

Sachs Sax Caplan in Boca Raton has added four new attorneys to its roster. **Andrew E. Gindea** will be practicing in the estate planning and probate and trust administration group. **Brian T. Meanley** will be part of the community associations practice group. **Benjamin Muschel** has joined the firm’s commercial litigation and appeals practice group as an associate. **Vuth Un** has joined as an associate in the firm’s community associations practice group.

The full-service business law firm Gunster has promoted two associate attorneys to shareholders at their West Palm Beach office. Specializing in tax law, **Matt Scheer** advises clients on complex business transactions, joint venture structuring and corporate restructurings, cross-border investment structures, investment fund structuring, intergenerational wealth transfers and planning, estate planning, and charitable planning. Focusing on corporate law, **Stacie Townsend** works closely with C-suite decision makers on a range of legal and business matters.



Gindea



Meanley



Muschel



Un



Scheer



Townsend

Real estate



Sheinberg

The commercial real estate firm NAI/Merin Hunter Codman has named managing director **Lesley Sheinberg** its 2021 Broker of the Year. This is the third Broker of the Year award for Sheinberg, who has completed more than 2,500,000 square feet of leasing and disposition transactions totaling approximately \$350 million.

Medical

Dr. Claudia Mason, a gynecologist with Cleveland Clinic’s Tom-sich Health and Wellness Center of Palm Beach County, has been named president of the Palm Beach County Medical Society. The society works on developing and maintaining the highest professional and ethical standards of the medical profession, advocating for the interests of physicians and their patients, and collaborating with others to improve the community’s health.

Sollis Health, a 24/7 members-only VIP medical service, has named **Dr. Ian Russinoff** the medical di-



Mason



Russinoff

See **PEOPLE**, Page 2B

Peters

Continued from Page 1B

Some of it can be attributed to jealousy. Ariana, Dresden and Dakota are young, glamorous, savvy and rich — a combination that can generate envy.

Others say it's business, not personal.

The Peterses have long been accused of charging exorbitant rents that result in vacant buildings and blight in city's downtown.

City officials — typically in off-the-record comments — have made that claim, and it was a recurrent theme in the comment sections of a recent Palm Beach Post story about the sisters that was posted to Facebook.

One poster, without citing specifics, said the Peterses had "bought up a bunch of buildings right in the heart of the town, raised the rent far beyond market value so the businesses had to move out because they couldn't afford it, and then left the buildings empty because they could afford not to rent them."

Someone else, again citing no verifiable information, said he knew of "over 14 tenants" who were "forced out" when the Peterses doubled their rent.

"Hope they sell," Jason Applebaum wrote on Lake Worth Local, a Facebook

page devoted to the city. "Tired of all the vacant buildings."

If the buildings are empty, Ariana Peters said, they don't belong to the sisters.

"We have zero vacant stores that are available to be rented as we speak today," she said.

As far as rents, Peters said her tenants are paying 35% to 75% below the market rates in West Palm Beach and Delray Beach.

"If the rents were so high, we would not have a waiting list of over 15 people wanting stores in Lake Worth," she said.

Peters said she doesn't pay attention to social-media trolls, but admits frustration that the family's two decades in Lake Worth Beach are not valued. If she and her sisters weren't committed to the city and its future, "wouldn't we have taken the \$43 million and run?" she said.

Instead, they will continue to "purchase, renovate and develop" in Lake Worth Beach, Peters said. She emailed Friday to say the purchase of another building in the city is two weeks away, bringing their portfolio to 52 properties.

"At the end of the day, we know what we are doing is positive for the town," Peters said.

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[@caneswatch](https://www.facebook.com/caneswatch)

People

Continued from Page 1B

rector for its new flagship location at 324 Royal Palm Way in Palm Beach. In his new role, Russinoff will oversee the medical care for Sollis Health's members in Palm Beach as well as its Miami clinic.

Housing

The Housing Leadership Council of



Dattolo

Palm Beach County has named **Julia Dattolo**, CEO and president of CareerSource Palm Beach County, to its board of directors.

The Housing Leadership Council of Palm Beach County is a coalition of community leaders who have been working since 2007 to sustain the economic viability of the county by supporting housing opportunities for all residents through education, advocacy, and facilitating partnerships.

Whole Foods

Continued from Page 1B

from tenants to locate there. We expect to be fully leased by the time we open in late 2023." He said the number of tenants will range between eight and 14.

The company has not disclosed the identities of other tenants but said in a release they would include "sit-down restaurants, fast casual eateries, service establishments and boutique fitness options."

Whole Foods is the latest national chain supermarket to open shop in suburban Boynton Beach since the end of 2020.

Winn-Dixie opened a store at the Cobblestone Shopping Center west of Boynton Beach at Lyons Road and Boynton Beach Boulevard in November 2020.

A Sprouts Farmers Market, which also has stores in West Palm Beach, Jupiter and Wellington, opened in Janu-

ary at the northeast intersection of Boynton Beach Boulevard and Jog Road and has announced plans to open at the corner of Military Trail and Atlantic Avenue in Delray Beach.

Publix operates two large supermarkets in the city, one on the corner of Jog Road and Boynton Beach Boulevard, and another at Canyon Town Center on Boynton Beach Boulevard just west of Florida's Turnpike.

Traffic in the area surrounding the Whole Foods is already heavy heavily traveled and will get even busier. The builder's traffic study said the project will add nearly 3,000 trips a day.

SJC Ventures, based in Atlanta, is contracted to buy the 7.9 acres of land that will feature Boynton Beach Marketplace, according to the South Florida Business Journal. The land is owned by Dorothy and William Mazzoni.

Nearly 20 of the retail projects listed on SJC Ventures' website are anchored by Whole Foods.

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Whole Foods will be an anchor at Boynton Beach Marketplace, planned for the northeast corner of Hagen Ranch Road and Boynton Beach Boulevard west of Boynton Beach. JAMES COLEMAN/PALM BEACH POST

Florida Lottery
Results are for tickets sold only in Florida

FLORIDA LOTTO

SATURDAY, MARCH 1217-21-25-31-40-44

DOUBLE PLAY

SATURDAY, MARCH 123-10-11-20-25-48
To see payouts on games above, visit flalottery.com.

POWERBALL

SATURDAY, MARCH 1219-20-37-39-61 PB: 8 (x2)
5+PB: \$112 million (0). Next jackpot \$124M.
5 of 5: \$1 million (0). 4+PB: \$50,000 (0).
4 of 5: \$100 (24). 3+PB: \$100 (69).
3 of 5: \$7 (1,662). 2+PB: \$7 (1,305).
1+PB: \$4 (10,698). PB: \$4 (25,790).

MEGA MILLIONS

FRIDAY, MARCH 1124-28-39-44-66 MB: 25 (x3)
5+MB: \$20 million (0). Next jackpot \$22M.
5 of 5: \$1 million (0). 4+MB: \$10,000 (3).
4 of 5: \$500 (7). 3+MB: \$200 (41).
3 of 5: \$10 (799). 2+MB: \$10 (694).
1+MB: \$4 (5,420). MB: \$2 (13,832).

JACKPOT TRIPLE PLAY

FRIDAY, MARCH 1129-33-37-38-40-44
6 of 6: \$325,000 (0). 5 of 6: \$375 (24).
4 of 6: \$23.50 (924). 3 of 6: \$1 (16,263).
Combo10+: \$10,000 (0). Combo9: \$500 (4).
Combo8: \$50 (75). Combo7: \$20 (379).
Combo6: \$10 (2,153). Combo5: \$5 (7,925).
Combo4: Free ticket (22,127).

FANTASY 5

SATURDAY, MARCH 127-12-16-24-35
5 of 5: \$69,954.70 (3). 4 of 5: \$555 (336).
3 of 5: \$17.50 (9,541). 2 of 5: Free ticket (92,205).

PICK 2, 3, 4, 5

SATURDAY, MARCH 12, MIDDAY
7-34-2-18-3-0-67-5-5-6-0 Fireball: 2

SATURDAY, MARCH 12, EVENING
8-41-3-20-6-0-18-6-7-5-7 Fireball: 1

CASH4LIFE

SATURDAY, MARCH 124-34-38-39-44 CB: 2
No winners of \$1,000 a day or week for life.
4 of 5+CB: \$2,500 (1). 4 of 5: \$500 (2).
3 of 5+CB: \$100 (69). 3 of 5: \$25 (204).
2 of 5+CB: \$10 (1,111). 2 of 5: \$4 (3,561).
1 of 5+CB: Free ticket (7,434).

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