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Project of the Month: LNR Property Corp. develops Air Base into mixed-use community - SouthField Corporate Center: The new model for corporate campuses

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What value can a real estate development firm and its team of specialists add to highly creative industries as diverse as biomedical, pharmaceutical, financial, and insurance? As a creator of the built environment, LNR Property Corporation has discovered a common thread that runs through each—they all can benefit from a thoughtfully designed and executed state-of-the-art environment situated in a vibrant, master-planned mixed-use neighborhood. Here on the East Coast, that environment is SouthField.

A unique master-planned opportunity. LNR is transforming 1,400 acres on the site of a former Naval Air Base, 12 miles from Boston, located within the South Shore. SouthField encompasses everything in which sophisticated organizations - fueled by brainpower - need to work, live and become part of the fabric of the region. Professionals within these companies may be able to perform the necessary experiments, create the complex financial models, or write the next breakthrough computer code, but at SouthField LNR is accomplishing the equally complex feat of orchestrating architects, engineers, planners, financiers, regulatory authorities, and construction contractors to create a living community - not simply buildings, roads and infrastructure.

The distinction between work and home is becoming increasingly blurred. As people are continuously connected through computers, tablets, cell phones, emails, wireless internet and the like, most professions are no longer 9 to 5. The modern workplace demands flexibility and connectivity - but not just electronic. Business requires interaction, sometimes serendipitous, seemingly unrelated encounters. A highly skilled, well-educated and diverse workforce today is intimately aware of the value of more casual interactions in their overlapping personal and professional lives. Increasingly, they are demanding that the places where they spend their precious work and personal time complement their continuously-connected lifestyle. Today's top performers don't want to work in a vanilla office park in the suburbs. They prefer an intimate environment that offers more than a bare bones office and a vast parking lot - one that facilitates the casual encounter with a potential customer, colleague or business partner on the golf course, in a sports league, or at an outdoor café or coffee shop. To attract the best and brightest, organizations are finding it necessary to locate in "real" neighborhoods in "24-hour" places. Vibrant environments necessarily require a critical mass, both in terms of density and diversity of uses, well planned internal pedestrian and vehicular circulation, and easy connection to the regional transportation system both through roads and highways as well as public transportation. In short, SouthField.

Southfield Corporate Center is part of an active, transit-oriented community. SouthField has all the elements needed to create the density, diversity, mix of uses and connectivity required to foster a thriving business community. SouthField is seamlessly joined to its surrounding South Shore towns,

the city of Boston and beyond through a brand new 4-lane parkway that gently meanders through the site, connecting Route 3 at exit 14 in Hingham to Route 18 in Weymouth as well as through SouthField's on-site commuter rail station. During peak commuter times, you can be at South Station in just two stops or twenty four minutes. A free shuttle will get employees from the newly designed MBTA station to the office in mere minutes.

Something for everyone. SouthField's master plan features 2 million s/f of commercial development, over 2,800 homes in five distinct neighborhoods, an 18-hole public golf course designed by renowned architect Brian Silva (of Black Rock/Hingham and Waverly Oaks/Plymouth fame) and teaching academy (and the future home of the New England PGA), a regional sports and recreation complex managed by Dan Duquette (former general manager of the Boston Red Sox), as well as a thriving village center at the hub, envisioned to contain both national and local retailers, restaurants, pubs, coffee shops, outdoor cafes and service shops. A Village Green will be the ideal spot for community entertainment and events such as summer movies and seasonal events. An extensive trail network through SouthField will satisfy the needs of the recreational walker or the serious biker or runner.

These diverse uses and density of uses is what it takes to seamlessly and enjoyably merge professional and personal lives. Imagine yourself skipping out of work at 3:00 to play 9 holes with your office mate. At the golf course you are paired with a venture capitalist who becomes interested in your next project. After the game, you invite her to have a beer in the neighborhood pub and arrange a meeting in your office the next day. Then you swing by the grocery store to pick up dinner for your family, and later join friends for a game of basketball at the sports complex. This is what can happen in a diverse, mixed-use neighborhood. This is what will happen at SouthField.

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