

SOUTH FLORIDA EXECUTIVE

M

E



Photo by Isaac Zapata

Masoud Shojaee

MASOUD SHOJAE

To the eye of the promoter, the city of Doral is Miss Universe and celebrity developer Donald Trump and his championship golf course.

To the more discerning eye, there are many parts that are "aesthetically displeasing," such as the "ugly collection of retail and never-ending strip malls." That's according to condo developer Jorge Pérez of The

Related Group. He has teamed with Masoud Shojaee and Shoma Homes to build CityPlace Doral.

It's another "city-within-a-city" concept designed to provide urban outliers with the opportunity to affordably "live, work and play" without leaving the confines of their community. The plan is for 5,600 residences and an array of restaurants, shops, offices and a park to cover 55 acres.

"We are taking this city to another level," Shojaee said in an interview. "There is now a lot of attention coming to the City of Doral. You're going to see a lot of mid-rises. That's

been one of our successes since 1985."

Actually, there was no city called Doral in the 1980's. Ryder System maintained its headquarters there until it moved to another location. Shoma acquired the property, demolished the building and built the Park Square Doral development.

Shojaee came here in 1978 and earned a Master's Degree from the University of Miami. In 1985 he was studying for his PhD, when he decided to enter real estate.

"Time flies so fast," he said. "We did 12,000 units within 30 years from DadeCounty to Palm Beach County. We have seen it all in different markets."

THE
The Vision

Bernardo Fort

nd
gh
Systems
Years

Bar
night's
Design

da.com