

Redefining Architectural Landscapes

An Interview with Craig Collin, President and Chief Operating Officer, Tavistock Development Company

EDITORS' NOTE As President and Chief Operating Officer of Tavistock Development Company, Craig Collin leads overall strategy and operations for developments throughout the Tavistock portfolio including the large-scale, master-planned communities of Lake Nona and Sunbridge in Central Florida and Pier Sixty-Six in Fort Lauderdale. Collin is responsible for defining corporate strategy, leading design, and overseeing execution and operational activities for Tavistock's diverse development portfolio that includes residential, commercial, hospitality, infrastructure and industrial projects. Prior to joining Tavistock, he served as a Division President with one of the nation's largest homebuilders, Pulte Group, where he led all operations throughout New York, New Jersey, and Pennsylvania. Collin sits on the boards for the United Arts of Central Florida, National Renewable Energy Lab (NREL) Innovation Incubator, U.S. Green Building Council (USGBC) of Central Florida and Cardel Homes. He's also an active committee member with the Urban Land Institute (ULI), Global Wellness Institute and Association of Florida Community Developers. Collin is a graduate of the Toronto Metropolitan University (formerly Ryerson University) in Toronto, Canada.



Craig Collin

construction, development, and experiences. At the heart of Tavistock's mission is creating long-term value through innovative and inspiring projects by redefining architectural landscapes and fostering sustainable, smart communities that inspire and create lasting value.

How do you describe Tavistock Development Company's culture and values?

Collectively, our values build toward a more resilient and forward-thinking Central Florida, setting the stage for responsible growth that benefits the entire region. This collective mission starts with our company culture and values that focus on developing leaders within Tavistock at all levels. We provide employees with the tools, workshops, and support they need to succeed. By fostering an environment where every team member is trusted to make decisions and contribute to the company's direction, we've seen a cohesive culture with employees feeling a greater sense of ownership. We also believe a healthy company culture starts with everyone's

well-being, so we've added new wellness benefits and rewards programs, as well as providing on-site access to resources and wellness screenings for employees to support those values.

Will you highlight Tavistock Development Company's projects?

Called "the Future of Cities," Tavistock's long-term development, Lake Nona, ranks among the fastest-growing, best-selling communities in America. Spanning 17 square miles in Central Florida, Tavistock has developed millions of square feet of residential and commercial space since Lake Nona's founding almost 30 years ago. Today, Lake Nona has evolved into a hub of innovation, featuring one of the largest clusters of healthcare and life sciences institutions in the U.S., one of the healthiest communities in the country, according to the Global Wellness Institute, a thriving sports and performance district, high-tech innovation centers, a growing commercial area, the world's most technologically advanced hotel and Michelin-rated restaurants.

Sunbridge is Tavistock's second master-planned community in Central Florida and has been recognized as one of the top-selling master-planned communities in the nation

COMPANY BRIEF From state-of-the-art homes to the innovation centers of tomorrow, Tavistock Development Company (tavistockdevelopment.com) looks to the future of design, technology, and human experience. With a thoughtful, forward-looking vision and a nimble, collaborative team, the company is focused on creating long-term value in projects that inspire. A diversified real estate firm, it specializes in planning, design, finance, construction, development, and experiences. Tavistock Development Company has shaped the Central Florida landscape with a portfolio of groundbreaking projects.

Will you provide an overview of Tavistock Development Company and how you define its mission?

Tavistock Development Company is a diversified real estate firm based in Orlando, Florida. As part of the Tavistock Group, an international private investment organization, we specialize in various aspects of real estate, including planning, design, finance,



Lake Nona Town Center, a Tavistock development in Central Florida



Pier Sixty-Six in Fort Lauderdale, Florida

by both RCLCO and John Burns Real Estate Consulting. As Central Florida's first "naturehood," Sunbridge spans more than 27,000 acres with a significant portion of the development preserving green spaces, waterways, hundreds of miles of trails, lakes, and parks to promote an active outdoor lifestyle. Sunbridge exemplifies our commitment to ecological stewardship through the launch of the Florida Headwaters Foundation and the collaboration with the Osceola County School District, setting a new standard for responsible and innovative growth in Central Florida. Our initiatives, such as the Sunbridge Stewardship Plan, are designed to conserve water, improve water quality, and protect native ecosystems, serving as a model for other communities across the state. Additionally, we've used our influence to foster partnerships with local school districts, ensuring that future generations are equipped with the knowledge and resources to continue this mission of ecological stewardship.

Lastly, the newest development is the billion-dollar redevelopment of one of Fort Lauderdale's most storied destinations, Pier Sixty-Six, which originally opened in 1957 as a fuel dock for Phillips 66 and evolved into the social harbor for the "Venice of America." Tavistock redeveloped and opened the 32-acre site in early January 2025 with the introduction of a new 325-room resort, first-ever luxury residences, 12 dining concepts including the historic preservation of its iconic rotating cocktail lounge, Pier Top, and a new 13,000 square-foot spa with the region's first Aufguss-inspired spa. Pier Sixty-Six continues to be anchored by its 164-slip marina for world-class boating that is one of the largest on the eastern seaboard.

What do you see as Tavistock Development Company's responsibility to be engaged in the communities it serves?

As a long-term owner, developer, and operator, we view our stewardship of the

communities we serve as paramount – a guiding principle behind our philanthropic and community engagement efforts. Beyond building an exceptional environment for our community members, we pride ourselves in how we foster and engage with our residents, from supporting residents' grassroots initiatives to hosting major fundraising events, nurturing nonprofits that support our communities, and connecting the community through free events and programming. We keep a pulse on these needs through initiatives like our Resident Survey and our volunteer committee which in the last year alone has raised more than \$775,000 by hosting Tour de Cure to benefit the American Diabetes

Association, partnered with Best Buddies, The Greyson Project, Ronald McDonald Charities, United Arts of Central Florida, and supported countless other organizations and initiatives.

How important is it for Tavistock Development Company to build a diverse and inclusive workforce?

Tavistock Development Company places significant importance on building a diverse and inclusive workforce. Diversity in all forms fosters innovation and creativity, leading to more effective problem-solving and better decision-making. By embracing a variety of perspectives, backgrounds, and experiences, it creates an environment where all employees feel valued and empowered to contribute to their fullest potential, which is a key to effective leadership. Outside of workplace benefits, diversity and inclusion strengthens our ability to serve and connect with the diverse communities we build and operate.

What do you see as the keys to effective leadership and how do you approach your management style?

My North Star of effective leadership is transparency and empowerment – these are the keys to effective leadership. I strive to provide consistent support while encouraging input from all team members. I believe in giving them the authority to make decisions within their trusted roles, fostering an environment where they feel confident taking the initiative and contribute meaningfully to our collective success.

What advice do you offer to young people beginning their careers?

I would give young professionals the advice to prioritize improving your work-life balance early on in your career. While I've learned to make time for family, friends, and personal pursuits in recent years, I realize now that this balance should have been a focus much earlier in my career. ●



Solar panel installation at Sunbridge, Tavistock's second master-planned community in Central Florida