



## EAST BEACH

*A Simple Life on the Chesapeake Bay*

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### **EAST BEACH ANNOUNCES FIRST LUXURY CONDOMINIUMS** *New Urbanist neighborhood named 2006 Community of the Year by TBA*

NORFOLK, Va. – East Beach Company, LLC announces construction has begun on mixed-use luxury condominiums in the acclaimed New Urbanist neighborhood along the Chesapeake Bay. East Beach Villas at Pretty Lake will provide the neighborhood’s first condominium home offerings.

“This construction jumpstarts the residential offerings on Pretty Lake Avenue,” says Bart Frye, managing partner with East Beach Company LLC. “We are using historic waterfront districts like Annapolis as inspiration for this area, which will include exceptional homes and neighborhood-scale retail set in the marina environment along the Pretty Lake area.”

East Beach Villas at Pretty Lake will offer one, two and three bedroom luxury residences with gourmet kitchens, loft space, upscale appliances, hardwood floors, granite counter tops, walk-in showers and ceramic private baths, walk-in closets with washer and dryer, car ports and private balconies overlooking the marinas. The condominium homes are also just a walk away from the beach and bayfront greens along the Chesapeake Bay. The Bay Front Club, with its amenities including a pool and fitness club, will be available to purchasers.

East Beach Villas at Pretty Lake are being marketed by East Beach Realty. Prices for the 39 condominium homes and two unique coach houses range from \$399,000 to \$1,000,000.

East Beach was just awarded the 2006 Community of the Year by the Tidewater Builder’s Association during its annual Stanley Awards. The neighborhood also gained national attention when one of the homes was selected as the 2005 Idea House for *Coastal Living* magazine.

The neighborhood is currently in the fourth of seven phases of development. Every home is built by select custom builders comprising the East Beach Guild in accordance with the *East Beach Pattern Book*, developed by Raymond Gindroz and Urban Design Associates. The East Beach Master Plan was developed by world-renowned Duany Plater-Zyberk & Company.

East Beach is situated on 100 acres along the Chesapeake Bay in Norfolk. Surrounded by water, the neighborhood is fashioned after classic Southeastern seaboard coastal villages. The master plan for this \$400 million development includes 700 residences, neighborhood restaurants, boutique shops, a Bay Front Club and offices. Public space, walking paths and bay front greens enhance the vistas and create open spaces for the beachfront community. Boating, fishing and water sports of all types are steps away from the neighborhood. East Beach is a unique initiative between the developers, East Beach Company LLC, the City of Norfolk and Norfolk Redevelopment & Housing Authority. For information, visit [www.eastbeachnorfolk.com](http://www.eastbeachnorfolk.com) or call 757-333-6650.

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