



EAST BEACH

A Simple Life on the Chesapeake Bay

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BIG NAMES IN NEW URBANISM CREATE A LITTLE AWARD-WINNING NEIGHBORHOOD IN NORFOLK

NORFOLK, Va. – (January 2007) – With a roster of the Who’s Who in New Urbanism collaborating on design, East Beach, situated on the Chesapeake Bay in Norfolk, is emerging as one of the most desired addresses on the East Coast. It was selected for the 2005 Idea House by *Coastal Living* magazine, was named Community of the Year in 2006 by the Tidewater Builders Association, and is the 2007 site of the St. Jude *Dream Home*®.

East Beach’s master plan was created by world-renowned Duany Plater-Zyberk from Miami. The East Beach Pattern Book, guiding every aspect of the design, was developed by Urban Design Associates of Pittsburgh. East Beach Company LLC is comprised of a mix of experienced regional design and development professionals led by Bart Frye of Norfolk that includes Lawrence J. Goldrich, Alfred E. Abiouness and CMSS Architects, and Leyland Alliance LLC, a traditional neighborhood developer based in New York.

East Beach, like other traditional neighborhoods, is ideal for pedestrians. Streets are designed to slow vehicular traffic letting children walk or bicycle to nearby parks and schools. Public parks and greens are found throughout the neighborhood and front the Chesapeake Bay to provide gathering places for neighbors and preserve existing stands of trees. The Bay Front Club includes a meeting room, catering kitchen, pool and fitness center and is just a few moments stroll to marinas with immediate deep water access. Walkways, pathways and roadways link the neighborhood and connect the two waterfronts.

“The development concept combines high level design with uncompromising craftsmanship in building,” says Frye, managing partner of East Beach LLC. “We are setting new architectural design standards in the region and jump started the renaissance of Ocean View as a premier address.”

Members of the East Beach Guild commit to a comprehensive review process for each home built in the neighborhood. Roger Wood, the guild manager and town architect, manages the design review process. “What we have is a who’s who of custom builders and architects in this neighborhood as well,” Wood says. “We evaluate builders on tangible criteria such as construction quality, customer service and financial stability, but also on intangible factors such as reputation, passion, desire, creativity and attitude.”

Single-family homes are just one choice available to home buyers. As in the best-loved traditional seaside communities, there's something for everyone in this waterfront village. Home buyers are able to choose the size and style of home that fits their family from detached homes, cottages, townhomes and condominiums to live-and-work residences. Some homes include guest cottages and carriage houses.

The influence of the Tidewater vernacular is unmistakable in the neighborhood's architecture and building traditions, which have evolved over generations. Homes here are simple, gracious, and low-key. They defer to one another and are situated comfortably on their lot and in the landscape.

"Now that the community has come to life we've had great feedback from the initial designers and master planners," says Frye. "The most telling endorsement of East Beach is evident by Andrés Duany, the leader of New Urbanism, choosing to build a condominium here." "On my first visit to East Beach, I could smell the sea from one of the beautiful porches and felt inspired," says Duany. "I am usually too busy with town planning to design buildings, but decided that East Beach would be a great place to demonstrate what I thought a beach condominium building should be,"

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. 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 more information, visit eastbeachnorfolk.com.

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