

FOR MORE INFORMATION CONTACT:

Spring/Summer 2011

Shari E. Hubbard

Geiger & Associates Public Relations

850/942-6685 (phone)

850/942-1057 (fax)

shari.hubbard@geigerpr.com (e-mail)

<http://twitter.com/geigerpr>

### **THE DESIGN AND ARCHITECTURE OF ROSEMARY BEACH**

New Urbanism. It has been described by the New York Times as the most important phenomenon to emerge in American architecture in the post-Cold War era. Andres Duany and Elizabeth Plater-Zyberk, internationally renowned architects, say “The New Urbanism offers an alternative future for the building and rebuilding of regions. Neighborhoods that are compact, mixed-use and pedestrian friendly; districts of appropriate location and character; and corridors that are functional and beautiful can integrate natural environments and manmade communities into a sustainable whole.”

But, what does New Urbanism mean to the rest of us? New Urbanism is a town-planning concept that relies on a blend of intimate neighborhoods and public spaces. It brings back the notions of community, neighborhood and convenience for homeowners and visitors alike. New Urbanism is about resurrecting the concept of small town America. It’s about neighbors, families and friends living in a community that is not dependent on cars or overgrown with fast food restaurants, tee-shirt factories, tacky souvenir shops or gas stations. The concept of New Urbanism means a five minute walk to the center of town to get the mail, dine out or shop; it means a stroll over boardwalks, just outside the front door, through gardens and parks to pristine

-more-

natural beaches, swimming pools, tennis courts and more. New Urbanism means Rosemary Beach, FL--a new traditional town, located between Panama City and Destin, Florida, on 107 acres with 2,500 feet of beachfront.

Rosemary Beach's traditional town plan is the design of Andres Duany and Elizabeth Plater-Zyberk, FAIA. Their vision was to create a town which captures the discarded values of 50 years ago, values that have been replaced today by grid-locked, automobile-dependent suburbia. This vision of a new town encourages pedestrian traffic, community interaction and interdependence among neighbors, while relying on strict urban codes and regulations to ensure architectural harmony.

Duany and Plater-Zyberk are husband and wife partners in the Miami-based town planning and architectural design firm, Duany Plater-Zyberk & Company (DPZ). DPZ has designed more than 130 new towns and community revitalization projects for areas from 14 to 10,000 acres, as well as more than 10 community redevelopment plans for existing cities in the US, Canada, Australia, Jamaica and Turkey.

DPZ begins by using the charrette process to bring together the founder (Rosemary Beach Land Company), consulting professionals, municipal authorities and the public for intense periods of creative, roundtable discussion and planning that usually lasts three to five days. The outcome of the charrette process is a series of design and planning documents and guidelines which help to shape the emerging community, Rosemary Beach.

Known collectively as the Rosemary Beach Code Book, the documents and guidelines developed are given to each new owner in an effort to establish and preserve the unique character of the town. The code book provides guidelines for the placement, design and construction of the buildings in town. The documents within the Rosemary Beach Code Book make up the small, specialized set of building rules categorized as the regulating plan, architectural regulations,

-more-

landscape regulations, urban regulations and design review procedures. More suggestive than restrictive, this code book serves to educate and foster the Rosemary Beach design philosophy. These guidelines, combined with highly skilled pre-approved architects, landscape architects, garden designers and builders with whom Rosemary Beach Land Company associates, are essential in creating the high-quality, traditional neighborhood that is Rosemary Beach.

In the New Urbanism tradition, Rosemary Beach is a town composed of an interconnected network of streets and blocks, featuring a street design to encourage walking, a variety of housing types, a commercial center and preserved civic spaces. Each building and civic space is carefully arranged to be in harmony with its surroundings.

The Pan-Caribbean architecture throughout Rosemary Beach is reminiscent of coastal cities like St. Augustine, New Orleans, Charleston and the West Indies. Each home in Rosemary Beach is not only architecturally unique, but also custom designed to subtly reflect an owner's tastes, needs, and lifestyle. Consequently, every house becomes an inextricable part of the fabric of the town, reinforcing its character.

Property owners must begin construction within three years after closing on a site. This requirement may be met by first constructing a carriage house consisting of a garage with living quarters above. However, the main house must be built within six years of the closing date.

To achieve a happy medium between the Rosemary Beach Town Plan and the dream home owners would like to build, Rosemary Beach has created 12 basic building types to choose from: Arcade, Flats, Live/Work, Courtyard, Townhouse, Sideyard House, Small House, Large House, Park House, Beach House, Beach Cottage and Large Courtyard House. These building *types* are

-more-

not plans or models; they are simply guidelines to help establish the character of the neighborhood and ensure the integrity of the Town Plan.

The Arcade buildings range from 4800 to 7500 square feet and have two and one-half to three and one-half stories. First floor is limited to commercial use, second floor can be utilized for residential, office or commercial use, and third floor residential only. Influenced by New Orleans and West Indies architecture, the Arcades are primary town center buildings and face major tree-lined public parks along South and North Barrett Squares. The Arcades feature a covered ground-level arcade, ground level shops and restaurants and balconies.

The Live/Work unit is 1,800 to 3,300 square feet and up to four stories. The first floor must be used for a retail establishment (to ensure retail contiguity in the Town Center), while the second floor can be used for residential, office or commercial purposes. Features include a front balcony and a second floor rooftop patio. The Live/Work unit is influenced by French Quarter architecture.

The Flats are 1120 to 1700 square feet and three stories. These residential units front St. Augustine Square. The Flats feature heavy timber and stucco construction and offer designated on-site street parking.

The Courtyard building is 1,800 to 3,200 square feet and has two-to-two and one-half stories. It is located park-side and has a park-side balcony. Features include an interior courtyard, courtyard porch and an attached carriage house. The Courtyard is influenced by New Orleans architecture.

The Townhouse is 2,500 to 4,000 square feet and two-to-three stories. Features include full front balconies at the second and third floor, as well as a separate carriage house. The Townhouse is influenced by West Indies architecture.

-more-

The Sideyard House is 1,400 to 2,800 square feet and has two-to-two and one-half stories. Features include a front balcony along a boardwalk, as well as a detached carriage house. The Sideyard House is influenced by Charleston, South Carolina architecture.

The Small House is 1,200 to 2,000 square feet and has two-to-two and one-half stories. Features include a two-story front porch, a sleeping porch and a detached carriage house. The Small House is influenced by West Indies architecture.

The Large House is 2,000 to 4,000 square feet and has two-to-three stories. Features include a two-to-three-story wrap around porch and a detached carriage house. The Large House is influenced by West Indies architecture.

The Park House is 1,600 to 3,200 square feet and has two-to-two and one-half stories. Features include a front balcony, front stoop and a detached carriage house. The Park House is influenced by St. Augustine, Florida architecture.

The Beach House is 2,000 to 4,000 square feet and has two stories. Features include a two-story wrap around porch and a detached carriage house. The Beach House is influenced by West Indies architecture.

The Beach Cottage is 1,000 to 2,000 square feet and one-to-two stories. Beach Cottage residences are gulf-front (fronting the conservation easement) and feature a two-story front porch and detached carriage house.

The Large Courtyard House is 1,500 to 5,000 square feet and has one-to-two stories. Features include an interior courtyard, front stoop, front balcony and a detached carriage house. The Large Courtyard House is influenced by St. Augustine, Florida architecture.

The use of authentic and time-tested construction materials and techniques relates perfectly to the beach-side environment of Rosemary Beach. Homes, which face pedestrian

-more-

boardwalks, are finished with wood siding, cedar shingle or stucco (true masonry) with metal or shingle shake roofing. A rich palette of colors with names like chocolate, dune gray, Spanish moss, sage green, moss olive, pecan, fall straw, Atlantic spray, summer glow and terra cotta are some of the subtle natural tones derived from the landscape that distinguish Rosemary Beach homes.

Many renowned architects have contributed their design vision to Rosemary Beach and have been acknowledged by the industry for significant architectural contributions. Metropolitan Home magazine recognized architects Bret Azzarelli and Trevor Price for their Rosemary Beach home with a “Met Home of the Year” award.

Rosemary Beach also has taken great care in preserving the environment and natural resources for the enjoyment of the community. The natural topography of Rosemary Beach cannot be disturbed, so non-graded roadways were laid to conform to the natural contours of the land. Developers used pervious, or permeable pavers for sidewalks and roadways, which allows water to filter through to the sand below and eliminates the need for unsightly storm water drains or holding ponds. Utilities are placed underground and out of site, as to not disturb the natural beauty of the area. Lastly, the road leading to Rosemary Beach, County Road 30A, is a designated scenic roadway and ordinances now include a building height restriction of 50 feet or four stories.

Threaded throughout Rosemary Beach and connecting the neighborhoods is a network of pedestrian footpaths, boardwalks and secret pathways that lead to the town square, the beach, swimming pools, tennis courts, green spaces and parks.

The Town Center of Rosemary Beach, easily distinguished by its flagpole at the head of Main Street, includes a collection of neighborhood-scale businesses, some with living quarters above the shops (the Live/Work unit).

-more-

The most recent addition to the Town Center includes Barrett Place on North Barrett Square, which currently houses the Rosemary Beach Cottage Rental Company office, Rosemary Beach Realty office and Bombora Sun & Surf.

Additional facilities of the Town Center include the Town Hall, Post Office, Amavida Coffee, Courtyard Wine and Cheese, Cowgirl Kitchen, Dog Man Du (a hot dog stand, open seasonally), La Crema Tapas & Chocolate, Onano, Restaurant Paradis, Sno-Balls (New Orleans-style snow cones, open seasonally), Summer Kitchen Café, Sugar Shak, Wild Olives (market, bakery and deli), Bamboo Bicycle Company, Fitz & Emme (children's boutique), GiGi's Fabulous Kids' Fashion & Toys, Moonpize (ladies shoes, handbags and accessories), Pish Posh Patchoulis (skin, body and hair products), Rosemary Beach Trading Company (logo-wear and gift shop), Shabby Slips (custom fabric creations and antiques), The Savvy Seahorse (home and lifestyle gift shop), Tommy Crow Collections (fine art and apparel based on Tommy Crow's photo artwork), Tracery (interior design and furnishings), Willow (contemporary designer clothing for women), World Six Gallery (experimental art in many forms), Solace Day Spa, Law Offices of Bryan J. Kiefer, P.A., Southeast Institute for Optimal Health, Aesthetic Clinique, Dungan & Nequette Architects, TMC Architecture, Sea Oats Beach Service, Paul Johnson Photography and Regions Bank. Cars are restricted to alleyways located behind homes and the town's pedestrian scale ensures that everything is within no more than a five minute stroll.

Landscaping at Rosemary Beach is not an afterthought. Great thought and care goes into keeping the community as natural looking as possible. Rosemary Beach was named for the rosemary herb that grows wild in the area, and which now frames the sandy paths of this unique town. Contrary to the concrete jungle cities of today, Rosemary Beach has lots of green spaces

-more-

and parks throughout the town, and wherever possible, landscaping with native plants and flora is encouraged for a natural and unplanned appearance. A 2.3 mile fitness trail and walking tour is incorporated to further encourage enjoyment of the native landscape.

Many of the Rosemary Beach public spaces, including the Town Square; East, West and Long Greens; St. Augustine Park and nine dune walkovers, were designed by Keith LeBlanc Landscape Architecture of Boston, MA. The Boston Chapter of the American Society of Landscape Architects presented their highest award, a 2002 Honor Award, to the firm for their landscape contributions at Rosemary Beach.

One of Rosemary Beaches' award-winning parks is the Butterfly Park, which was carefully preserved and planted with both native and nonnative plant life to attract and encourage butterfly propagation. Interpretive signage throughout the park educates visitors about butterfly species, their life cycles, and the importance of native habitat preservation.

**For Cottage Rental Company and conference facility information, contact:**

**Rosemary Beach Cottage Rental Company**  
Post Office Box 611040  
Rosemary Beach, FL 32461  
866/348-8952 (toll-free)  
850/278-2100 (direct)  
850/278-2030 (fax)  
[www.rosemarybeach.com](http://www.rosemarybeach.com)  
[rentals@rosemarybeach.com](mailto:rentals@rosemarybeach.com)

**For Rosemary Beach Realty, contact:**

**Rosemary Beach Realty**  
Post Office Box 611070  
Rosemary Beach, FL 32461  
850/278-2000 (phone)  
888/442-7644 (fax)  
[www.rosemarybeach.com](http://www.rosemarybeach.com)  
[info@rosemarybeachsales.com](mailto:info@rosemarybeachsales.com)

###