

FOR MORE INFORMATION CONTACT:

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Shari E. Hubbard

Geiger & Associates Public Relations

850/942-6685 (phone)

850/942-1057 (fax)

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

LIVE AND WORK IN PARADISE AT ROSEMARY BEACH

In their search for paradise, people often travel to the far corners of the earth, only to come up empty-handed. In reality, paradise is a lot closer than most people think. Long stretches of pristine beaches made up of the brightest of white sands. Refreshing breezes blowing off the waters of the Gulf of Mexico. The peace and tranquility of gently lapping surf, singing gulls and sandpipers. These are things that have been quietly awaiting discovery in a section of Florida's panhandle. These are the ingredients that make up the town Rosemary Beach—paradise found.

Rosemary Beach is a neo-traditional town located on northwest Florida's gulf coast, between Panama City and Destin, at the eastern end of Scenic Route 30A. Easily accessible by air or by car, the town is a 30-minute drive from the Northwest Florida Beaches International Airport (scheduled to open May 23, 2010) and an hour drive from the Northwest Florida Regional Airport.

The Rosemary Beach Land Company and President Patrick Bienvenue had a vision they wanted to share with the world. In 1995, that vision became a reality and Rosemary Beach was born. Rosemary Beach Land Company's development plan is founded in the principles of New Urbanism and Traditional Neighborhood Development. Inspired by other classic beach towns,

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the 107-acre, gulf-front town of Rosemary Beach was designed to bring back the notions of community, neighborhood and convenience. In other words, this slice of heaven on earth offers residents the opportunity to live and work in paradise.

According to Webster's New World Dictionary, the definition of community is "a group of people living together as a social unit within a larger one, and having interests, work, etc. in common." Next to that definition should be a picture of Rosemary Beach. The town is not only a physical community in every sense of the word, but also a place that has a *sense* of community. Rosemary Beach is a safe and livable place with a small-town atmosphere, where the distances are short and neighbors are friendly. There is no need for fear or emotional walls for people who live here. Neighbors have nothing to be afraid of so they actually smile and speak to each other. Few people can say that about the communities in which they live.

Imagine starting the day with breakfast on the balcony of a cottage overlooking the serene Gulf of Mexico, inhaling refreshing smog-free air. Imagine closing the front door and strolling on boardwalks past more masterfully designed cottages, gardens and parks on the way to work. No traffic, no highways, no rush hour, no crowds and no stress. A five-minute walk from front door to work, this is just the way Andres Duany and Elizabeth Plater-Zyberk, the internationally renowned town planners of Rosemary Beach, designed it. The multiple neighborhoods of Rosemary Beach are interconnected by a network of pedestrian footpaths, boardwalks and secret pathways that lead to all public areas, including the beach, the Town Square, tennis courts, swimming pools and other town amenities. Cars are restricted to alleyways behind homes and the town's pedestrian scale ensures that every place within the community is easily accessible by foot.

Nothing is more than a five minute walk away from the town center either, where shops, restaurants, the Town Hall and Post Office beckon residents to gather, work and socialize in a

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stress-free environment. The town center is easily accessible to residents who want to dine at their favorite restaurant, but don't want to spend the entire evening just getting there; residents who want to do more with their day than spend it in the car running errands to locations that are miles apart; residents who want to plan an event at the Town Hall, the largest indoor venue on Scenic Route 30A, yet don't want the hassle of huge crowds. The town center is just that—the center of town with everything residents need conveniently located in one area.

To establish and preserve the unique vision and character of Rosemary Beach, the town planners and architects provided guidelines for the placement, design and construction of all homes and buildings in Rosemary Beach. The resulting town plan is an intricate patchwork of different house types, and custom homes built to suit a wide range of individual tastes. There are 12 basic building types which establish the character of each neighborhood and ensure the integrity of the Town Plan. Every home in Rosemary Beach is architecturally unique and is custom designed and built to reflect each owner's tastes, needs and lifestyle. Yet, every house is an inextricable part of the fabric of the town, reinforcing its coastal character.

With a strict urban code, Rosemary Beach ensures harmony and architectural integrity throughout the town. The use of authentic and time-tested construction materials and techniques relates perfectly to the beach-side environment. Homes, which face pedestrian boardwalks, are finished with wood siding, cedar shingle or stucco (true masonry) with metal or shingle shake roofing. A rich palette of colors in subtle, natural tones distinguishes the houses. The shapes and silhouettes at Rosemary Beach call to mind St. Augustine, the West Indies, New Orleans and Charleston. Deep eaves provide shade from the afternoon sun. High ceilings draw breezes through houses. Gardens, fountain-filled courtyards and porches become outdoor rooms.

Residents of Rosemary Beach are lucky to not only live and work here, but also to have the

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opportunity to play here. When work is finished and the rest of the errands can wait, Rosemary Beach is the perfect location for a vacation. Mild year-round temperatures, yet still a change of season; spectacular beaches free from crowds; the natural beauty of a beach-side destination located on a designated scenic road; aesthetically-pleasing architecture and award-winning, expertly-designed layout; convenient and quaint town center, amenities such as tennis courts, pools, dune walkovers to the beach and lots of green areas in which to relax; these are the qualities of the new paradise of Rosemary Beach.

Rosemary Beach home ownership opportunities range from fractional ownership in The Private Residence Club (beginning at 1/6 ownership for \$118,000) to \$4.9 million for a 5 bedroom/5.5 bath house and carriage house with a Gulf view. Currently, in addition to the Private Residence Club, there are 62 real estate offerings on the market at Rosemary Beach, including furnished main houses, carriage houses, Flats units and town houses.

For those who wish to build their dream home at Rosemary Beach, opportunities still remain to purchase homesite lots. As of spring 2010, 22 lots are currently available, ranging in price from \$199,000 to \$4,950,000. Construction build-out time and design requirements vary for each available lot.

Information about home ownership opportunities at Rosemary Beach is available by contacting Rosemary Beach Realty as follows:

Rosemary Beach Realty, Inc.
Post Office Box 611070
Rosemary Beach, FL 32461
800/736-0877 (toll free)
850/278-2000 (phone)
850/278-2048 (fax)
www.rosemarybeach.com
sales@rosemarybeach.com

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