

South Florida -

**DEVELOPER REPORTS INCREASING SALES PROGRESS ON
PRIVATA TOWN HOMES THANKS TO MARKET SHIFT**

MIAMI BEACH, FL – **Jason L. Jones**, vice-president of Fort Lauderdale, Fla.-based Normandy Shores LLC, developer of **Privata Town Homes**, has reported that the pre construction, luxury 43-unit town home community at 25-135 North Shore Drive in Normandy Shores in North Beach has experienced a large demand for its waterfront town homes, with less than half remaining. Town homes in general are getting more attention than condos in this current market. Lower maintenance fees, more living space, privacy, garages and green space make them more desirable for homebuyers. While a lot of the recent condo boom was spurred by investors, Privata’s town homes are being marketed to purchasers that are looking for residences that offer the benefits of new construction, such as amenities, maintenance free living and location; without the condo congestion. Town homes also offer a more affordable option to owning a single family residence. The cost of a new construction detached home on the water and golf course in Miami Beach might limit prospects.

The interest in Privata is not only based on the rising popularity of town homes, but also the great waterfront Miami Beach location of the project. The fact that the waterfront town homes come with private boat docks doesn’t hurt matters. “Privata has been attracting strong interest in both the park side and the water side,” says Jones. “Over half of the 25 waterfront town homes have already been sold due to such demand for the boat docks. The owners will enjoy the convenience of being able to dock their boat in front of their home, on the Indian Creek Waterway and have direct access to the ocean.” Jones continued, “With North Beach’s Fairway Park on the other side, residents have

access to green space and ocean access in the same development, making Privata a unique product in Miami Beach. Also the increasing popularity of North Beach and its rising property values mean this is an excellent time for owners to purchase in this area. This market is only getting stronger.”

According to Jones, waterfront town homes have private docks with electric and water hook-up, and allow direct no-fixed bridge access to the ocean. Boats up to 45 feet in length can be accommodated.

Monica Ramirez, Sales Director for Privata, insists that purchasers have been very excited about the project. The main reason is that some say they have been waiting a long time for a project like this one to hit Miami Beach. “One of the first buyers at Privata mentioned to me that he had been looking at property in Miami Beach for years, but he did not want to live in a condominium building. He didn’t think that he would ever have the opportunity to buy a new construction home on the water in Miami Beach, not to mention a home with his own private boat dock,” Ramirez continued. “Not only did he think that something like this would be out of his price range, he really hadn’t seen anything like this in Miami Beach. He was not looking for a high rise unit, just a private luxury home on the water in Miami Beach. I think we gave him that and more.”

“There are many luxury high rise building sprouting up all over Miami Beach, but the quaint low rise setting of Normandy Shores was what first attracted the developers to the area. With property values in the area rising consistently due to some new luxury projects underway and the city’s generous redevelopment plan, it is easy to see why Normandy Shores, LLC came in with a vision of private and modern, luxury waterfront living. Their vision has created opportunities for those seeking an alternative to condo living with the benefit of location. They have embraced the privacy associated with

single family home ownership, while still allowing residents to indulge in the urban surroundings that Miami Beach has to offer” said Monica Ramirez, Director of Sales for Privata. She continued, “The community is unique in that it offers both water and park views from each home. Boat owners have been extremely enthusiastic about the chance to dock their boat in the front of their homes and have the amenities of North Beach’s Fairway Park on the other side. Green space and ocean access in the same development makes the Privata location so appealing.”

Pre-construction pricing starts at \$365 per square foot for the park side homes and \$550 per square foot on the waterfront homes ranging from 2,200 to 2,650 SF under air. Floor plans will range in total size from 3,086 square feet to 3,650 square feet.

Designed by the award-winning Miami architectural firm Beilinson Gomez Architects PA, Privata will include seven, four-story ultra-contemporary buildings. The units at Privata will feature two-car garages, spacious rooftop terraces with hot tub and wet bar connections, private elevators, luxurious European kitchens with Gatto Cucine cabinetry and granite countertops, marble finishes and expansive private balconies with calming views of the Indian Creek Waterway, Fairway Park and the North Shore Golf Course. There will be a resort-style pool overlooking the bay with cabanas within the Privata site. Lighted tennis and basketball courts, bike paths, walking trails and an 18-hole golf course are adjacent to Privata.

The sales center for Privata is located at 9559 Harding Ave. in Surfside. It is open from 10 a.m. to 6 p.m. Monday through Saturday and by appointment on Sunday. For more information about Privata Town Homes, call (305) 861-4800 or visit www.privatatownhomes.com.

Posted on:
Monday, May 01, 2006 01:05 PM

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