

BuildingTM **EDGE** MAGAZINE *The Local Voice in Building*

La TERRAZZA
Luxury Homes

John A. Bellavia
John A. Bellavia, Inc.

John Aiola
John A. Bellavia, Inc.

Brownstone Developers
PARTNERS WITH
John A. Bellavia, Inc.

Brent Brown
Brownstone Developers

Kyle Brown
Brownstone Developers



Brownstone Developers PARTNERS WITH *John A. Bellavia, Inc.*

BY DEBORAH FISHER

While many builders and developers are postponing projects, Brownstone Developers, LLC., with general construction partners John A. Bellavia, Inc., are still operating in the acquisition mode. The partners recently started a new luxury community, La Terrazza, a community unlike any other in Northeast Florida.

Based on Mediterranean styled villas, La Terrazza is a waterfront infill community located in the San Jose area, one of Jacksonville's most beloved established areas. The community is successfully moving forward with financial stability and can boast that pre-sales in La Terrazza have exceeded the company's projections. Brownstone Developers is owned and operated by founder Kyle Brown and younger brother Brent Brown. Both are entrepreneurs with over fifteen years

CONSTRUCTION & DEVELOPMENT SPECIALISTS FOR UNIQUE IN-FILL PROPERTIES

Designed to be extensions of indoor living areas, La Terrazza will feature traditional Italian courtyards that encourage year-round outdoor living. Photo provided by Brownstone Developers

of real estate experience that includes investments, rentals, remodels, development and construction.

As a former investment banker, Brent Brown was intrigued by the potential that Jacksonville offered. Impressed by the affordability of the area, the quality of life, and the consistent,

strong economic growth of the area, Brown relocated to Northeast Florida and settled into the San Jose area.

"I love the area," Brown states. "It's an established community of neighborhoods that showcase a pleasant mix of architectural styles. Many of the area's residents have lived in the same home for years. Now their children are rais-

ing their families on the same tree-lined streets. Entire family histories are tied to this area."

Brent and his brother, Kyle, recognized that families often loved the established areas that they lived in, but if the family outgrows their home or the home becomes too large for the family, there are few opportunities to build new in the same area.

Today, using their vast real estate experience, the brothers are meeting that need by providing architecturally rich, design-oriented communities using infill parcels. By not following on the coat tails of other builders, the brothers are creating their own market niches and their strategy is working.

Headquartered in Jacksonville, the company is garnering attention and making inroads in the public's perception of the local housing market and the lifestyle



above: Architecturally rich and design-driven Mediterranean styled villas will feature courtyards with outdoor living areas that include plunge pools, fireplaces, summer kitchens and more. Renderings provided by Brownstone Developers.

choices available. Along with a group of experienced partnering companies, Brownstone Developers is offering a new style of living to a market craving alternatives. Gated, the innovative community is convenient to downtown Jacksonville, several business districts, numerous leisure areas, and key commuter routes.

La Terrazza offers a single-family home alternative to condos, yet homeowners enjoy similar benefits. A fully featured amenity center provides an outdoor living area, and lawn care will be maintained through the Homeowner's Association so that residents will have the benefit of a carefree, convenient lifestyle. Eight covered boat slips with lifts are available, affording boating enthusiasts quick access to the St. Johns River.

While the community offers only a limited number of homes, twenty-eight single-family Mediterranean inspired villas and eight attached terrace homes, Brent Brown says that the community's uniqueness has sparked interest from both prospective

homebuyers and area Realtors.

"Building new luxury home communities using in-fill properties is a fairly common trend in areas such as California, Arizona and South Florida. In-fill communities like La Terrazza provide important home ownership alternatives, not only for buyers who have ties to their old neighborhoods, but for those buyers who don't want to live on the fringe of new growth," Brown adds.

Kyle Brown states that their research showed the need for the carefree single-family lifestyle that the community provides. "Everyone is busy. Busy with their careers, running kids back and forth to practice . . . and most of us are seeking a less-demanding commitment to yard and pool maintenance. We want them, but we want someone else to handle the details. Baby boomers in particular want a low-maintenance lifestyle. Many want the benefits of the condo lifestyle, but we found the real want is the privacy of a single-family home with less maintenance. Just building the dwelling itself low-maintenance

is not enough anymore. Hassle-free homeownership now needs to extend to the property line."

"Location is still a deciding factor for purchase," adds Brown. "Our buyers have spent years building relationships in the San Jose area and want to spend their leisure time at places they've been frequenting for years. People are confirming that we've achieved their lifestyle needs at La Terrazza., and as such La Terrazza gives people both a reason to move and a reason to buy. That's a critical element for success in this market."

La Terrazza did not happen overnight. While traditional developments can take up to two years, infill parcels often take much longer. Brown spent nearly four years working with multiple landowners and government agencies to acquire the property and obtain the necessary zoning and permits to make La Terrazza a reality, four years Brown feels was worth the investment.

"Typically developers don't have the time to devote to such an undertaking. In-



above: Inspired by actual Italian villages, La Terrazza is a small enclave of twenty-eight single-family villas and eight terrace homes on a unique 5.5 acre infill property in the heart of one of Jacksonville's most desirable areas. Rendering provided by Brownstone Developers.

below: Gated, the zero-lot line community provides a truly carefree lifestyle. Lawn maintenance is provided through the Homeowner's Association. Rendering provided by Brownstone Developers.



fill parcels have their own challenges and we've learned to navigate through them more effectively. Sellers often have emotional ties to the properties, so we feel a need to preserve the integrity of the property during development. Not only does this make the sellers happy, it makes for good neighbors. During the planning phase we worked to preserve an oak canopy around the entire parcel to help the community blend into the existing tree-lined neighborhood. An additional natural area was preserved along the creek front. These are added values for both the new homeowners and the existing neighbors, and the sellers feel good about what we have done as well."

Another selling feature is the unique style of homes. Designed to reflect the architecture of old-world Italian villas, Brent and Kyle worked with renowned architects to create homes with dramatic tiled roof-lines, balconies, terraces, courtyards with wrought iron gates, and rear-entry garages with architecturally appealing garage doors. Trademarked "Brownstone Villa" homes, the designs are intended for a zero lot-line footprint. Each villa offers private courtyards with outdoor fireplaces, pools, fountains, and more for a realistic Italian villa flavor. Bonus rooms, guest suites, home theaters, media rooms, and libraries are just a few of the lifestyle options available.

Granite tops in kitchens and baths, stainless steel appliances, designer cabinetry, and grand lighting packages are just a few of the included special features. The selection process is a true custom process and buyers are not limited to samples on hand.

Pricing at La Terrazza ranges from \$400,000 to over \$800,000 for the single-family Brownstone Villa homes designed by architect Roy Williams. Wakefield-Beasley & Associates designed the eight attached Terrace Homes that range in price from \$550,000 to \$750,000.

"For years the trend has been for buyers to create homes where they can truly enjoy their free time," Brent Brown states. "Home theaters were the start of the trend but now homeowners want to be able to flow outdoors to summer kitchens, fireplaces, and fountains. Since the courtyards become virtual extensions to indoor living areas, the courtyards in the villa homes at La Terrazza offer appealing year-round outdoor living possibilities. The trend of building homes close together with courtyard living has been around for centuries and is prevalent throughout the Mediterranean. It's a practical design that makes sense. People

rarely use their side yards, and many homeowners rarely use their back yard. People tend to gravitate to lanais, but they don't flow much further."

"These are not cookie-cutter homes and developments," Kyle Brown added. "This in itself creates value for homeowners because the supply is limited, addressing a concern that homebuyers have with the market today. As we move forward and continue to grow our company, we believe that our business model of building unique luxury home communities in established neighborhoods will continue to find favor with homebuyers."

Home ownership at La Terrazza includes membership to historic Epping Forest, Jacksonville's premier yacht club that offers gourmet dining, a state of the art fitness center, tennis, and fun-filled programs for the whole family. Just minutes away, Epping Forest provides La Terrazza owners with amenities typically found at country club communities.

General contractors and builders for La Terrazza, John Bellavia and John Aiola, of John A. Bellavia, Inc., are known for their commitment not to cut corners during construction and for running a tight, carefully supervised job site, evidenced by the pace of construction, the cleanliness of the job site, and the careful handling of materials. Bellavia and Aiola have more than thirty years of commercial and residential experience in the construction industry.

"John Bellavia and John Aiola are well-known for the quality of work that we want-



Tile roofs, balconies, wrought iron gates, garage doors that are architecturally appealing, and brick pavers on driveways recreate old-world Italy using today's modern low-maintenance, high quality and durable products. Rendering provided by Brownstone Developers.



Located at 3951 Baymeadows Road in Jacksonville, Florida, Brownstone Developers offices recreate the warmth and style of an Italian courtyard and set the tone for the unique Mediterranean-inspired infill community. ©Photo by Judy Davis Photographer.

ed for La Terrazza, so we saw them as a good fit for not only our expectations but for the expectations of our buyers," Kyle states. "These are high-end homes and buyers are expecting something more from the fit and finish of our homes. This market won't allow us to offer buyers anything less."

Bellavia believes that Brent and Kyle have a sound business plan that will serve them well as they continue to add new parcels and communities to their portfolio of accomplishments.

"La Terrazza provides Jacksonville buyers something new and different," John Bellavia states. "Not only in the lifestyle concept, but in the architecture of the homes. The Mediterranean look is very big across south Florida because the style of homes looks formal and elegant yet works well with Florida's semi-casual relaxed lifestyle. We can see the need for this style of home here and are pleased to be involved in this endeavor."

Brownstone Developers are not new to developing in-fill properties and the Browns have a proven track record to their credit with such notable south Florida communities as Victoria Key near Las Olas in Downtown Ft. Lauderdale, The Floridian in Ft. Lauderdale

on the inter-coastal, and The Mediterranean in Hollywood. Both Brent and Kyle agree that more in-fill ventures are on the horizon for them and John Bellavia and John Aiola are looking forward to the opportunities and challenges that these new communities will present.

"We enjoy the challenge of building in areas that are already developed," John Aiola states. "It's very rewarding to take an existing property and turn it into something that not only are we proud of but the community is proud of as well. A new community like this can add value to the surrounding homes. That's good for everyone."

Both brothers agree that for them the Jacksonville housing market holds the promise of steady growth and continued success. "The homebuilding industry needs to reinvent itself and find new and better ways to build and develop new product," Kyle states. "We feel that we have been ahead of that curve for a great many years, which has firmly established us as in-fill specialists and given us the track record we need to secure financing and permitting for our endeavors."

Judging by the pre-sales that the company has enjoyed for La Terrazza, Jacksonville homebuyers are in agreement that Brownstone Developers and La Terrazza

provides them with a viable buying opportunity and lifestyle in today's competitive market. At a time when the market is reportedly struggling, buyers may want to take notice of the sold signs going up around the community, proving that there are bright spots in the housing market.

"We love Jacksonville, and are proud that our family calls Jacksonville home," Brent Brown adds. "We appreciate how unique some of Jacksonville's neighborhoods are, and the pride that families have when they say that they live in these areas. My family is looking forward to helping preserve the integrity of these neighborhoods and adding value to these areas through special infill developments. This is a win for the neighborhood and a win for the local construction trades and suppliers." **E**

For more information about Brownstone Developers, LLC and La Terrazza, visit the company's websites at www.LaTerrazzaVillas.com, www.brownstonedevelopersllc.com, www.johnabellavia.com, or call 904.737.8508.

La Terrazza's eight terrace homes are attached in four homes per Piazza in traditional Italian style. Photo provided by Brownstone Developers.



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