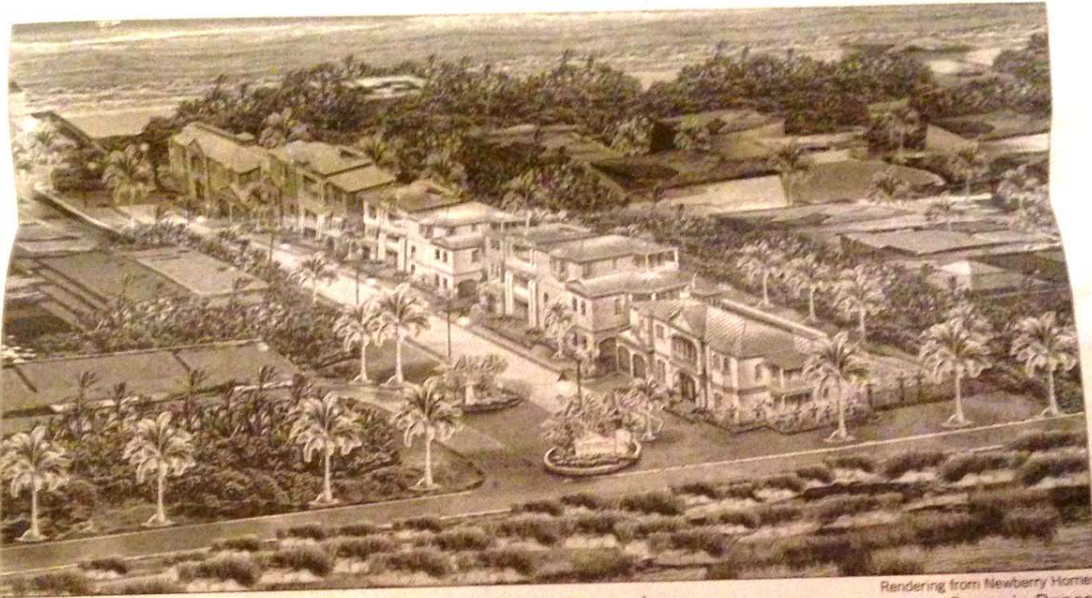


NEW HOMES ON THE BLOCK

Planned subdivision is Ponce Inlet's first in 12 years



Rendering from Newberry Homes

Ponce Inlet Key is a 5-lot single-family home subdivision stretched between the Halifax River and Atlantic Ocean in Ponce Inlet planned for high-end Key West-style houses.

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PONCE INLET
A new residential subdivision is being planned for this beachside city with the tallest lighthouse in Florida.

Ponce Inlet Key will not be a sprawling subdivision. The plan is for just five lots with a private road and high-end homes with prices starting in the high \$700,000s. It would be the first new subdivision in the city in at least 12 years.



CHAD NEWBERRY



MIKE NEWBERRY

"The market's improving and the economy is better. But there's not a lot of home construction going on in Ponce Inlet. We have the opportunity to do something nice there," said Chad Newberry, marketing director for DeLand-based Newberry Homes, which is developing the subdivision and will build the homes. Chad's father, Mike Newberry, is the general contractor. "Everyone wants to live there, but most of the homes were built in the '80s and '90s and they

don't meet what people want today." Ponce Inlet Key will stretch across the barrier island from South Atlantic Avenue on the east end to Peninsula Drive on the west end.

City leaders have long anticipated the small subdivision there, said Mike Disher, a senior planner with the city. "The property is zoned for the devel-



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opment already and even allowed in the comprehensive plan. There is one more site that could be a subdivision in the city, but that would require a rezoning," Disher said. "We see the trend of large custom homes in Ponce Inlet and these will certainly follow that. They will maximize the use of the lots."

Homebuilding in the city has been slow with only 11 single-family home building permits issued in the last 20 months with only four houses completed in that time, according to city records.

Chad Newberry learned of the vacant Ponce Inlet property last year through a real estate agent.

Greg Reynolds, who has owned the property since 2006, signed a two-year option contract to allow Newberry Homes to market and sell the lots and build houses there. Reynolds will be paid as each lot/home package deal closes.

"There is a lot of energy out there from city officials and Realtors. They say we could sell this in four to six months," said Mike Newberry, a general contractor with more than 30 years of residential and commercial construction experience in Michigan, Georgia and Florida. "We hope so."

Newberry Homes had Altamonte Springs firm BHM Architecture design two floor plans for Ponce Inlet Key. The houses are accented by balconies, porches and each has a roof-top terrace to optimize views of the Atlantic Ocean and Halifax River. The interior living spaces are open designs with a split bedroom layout.

The Hemingway is a 2-story floor plan designated for the two end lots. It has 3,707 square feet of living space that includes three bedrooms, a den/fourth bedroom, three full bathrooms and two half baths.

The Mallory is a three-story floor plan designated for two interior lots. It has 4,559 square feet of living space that includes five bedrooms. Two are suites with private bathrooms. Additionally, there are two full bathrooms, two half baths and garage space for three vehicles.

Either plan will be permitted on the fifth lot, second from the west end.

"We can elevate the homes and angle them to give the best water views," Mike Newberry said.

Each house will be made of block construction and have a metal roof. Wood flooring on the first floor, granite counter tops and summer kitchens are standard. Pools are an option, as is an

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