

FOCUS ON: Paradise Key South Beach

Slow start, fast finish for new beachside community

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Special for Homes



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This single-story cottage is adorned with Bahama-style shutters, a community favorite.

The vision for Paradise Key South Beach was always clear. The community's developer, Lon Walton knew it would be a quaint coastal community with custom homes, picket fences, Florida friendly landscape, wood bridges and walking paths to add to the friendliness and charm of the neighborhood. Soon after Paradise Key put the community's entrance sign in the ground, the real estate market in Northeast Florida went into a steady downturn and it took a few years for the community to get

any momentum.

Today, Paradise Key South Beach is a vibrant community with remarkable coastal architecture in a premier location less than one minute from J. Turner Butler Boulevard and only five blocks from the ocean in Jacksonville Beach.

One of the community's preferred builders, John Ruggeri Homes, has just completed a move-in-ready home with 2,148 square feet. The St. Croix offers three bedrooms, three bathrooms and is complete with the finest finishes.

The success of Paradise Key South Beach, one of the most unique coastal developments in Northeast Florida, is attributable to many factors.

Not to be overlooked in any real estate development, Paradise Key South Beach is in a prime location, with access to major transportation arteries, grocery stores, shopping and dining at the beach. Staying with the coastal vision and high standards was the right decision despite the temptation to change course during the real estate downturn.

According to Walton, the community's success has been a "team effort." Early on, builder Glenn Layton saw the potential in Paradise Key South Beach.

"Glenn Layton Homes has built many of the homes in Paradise Key. It has been a great benefit to have a quality builder who works remarkably well with customers," Walton said. "Architect Mike Stauffer's involvement has been huge. Mike has had a big impact on the success of the development. He is gifted in design and listens to the desires of the buyer. Mike's emphasis on color selection is one of those design elements that is subtle, yet, has made a significant impact on the community visually."

“Sales agent Brett Trevett has been outstanding,” said Walton. “As sales ramped up, we added another preferred builder, John Ruggeri. Ruggeri Construction is a talented custom builder that specializes in coastal design and complements what we are doing. To round it out, we needed someone to get the message out and PR specialist Maria Chrissovergis has been tremendous.”

Along the way, HGTV discovered the astounding beauty of Paradise Key South Beach and chose the development for its first Smart Home in 2013. HGTV told the world what the development team and early buyers already knew: that Paradise Key is a very special place. As a result, there were more than 40 million entries for the home giveaway.

“Now really is the last chance for custom buyers who want to live in what has become a remarkable coastal home community,” Walton said. “For Paradise Key, the old adage is true now more than ever: ‘You better hurry because they are going fast.’”

Home prices in Paradise Key South Beach start in the \$600,000s, and buyers may choose from one- or two-story floor plan options.

To visit the community, take A1A north from Butler Boulevard, turn left on Jacksonville Drive and the entrance is on the right, at the corner of Jacksonville Drive and South Beach Parkway.

For more information, go to www.paradisekeysouthbeach.com or call (904) 222-8686.