



Venetian Bay: A Community with Heart

Renowned for its commitment to sophistication and quality, the Johnson Group has applied its ingenuity to an ambitious project that's bringing back a bit of Americana and neighborhoods of yesteryear.

Venetian Bay in New Smyrna Beach is an example of a new concept sweeping the country called traditional neighborhood developments. It's a village within a community where residents can enjoy art, shopping, recreation and even work - all without a commute, explains Jerry Johnson, president and chief executive officer of the Johnson Group.

The mission is two-fold, he says. "We're creating a self-contained community, and allowing neighbors to be neighbors again, like they used to be."

"This concept comes to life in the Town Center, a return to the pedestrian-oriented downtown where people live, work, play, shop and dine in a well-planned area with natural surroundings," says Mary Ann Murray, marketing director.

"Town Center is a place where people can connect with friends and neighbors," Murray says. "It's a place that gives the community its heart and character."

Visitors to Venetian Bay will see and feel this character as soon as they drive through the beautiful entry ways off State Road 44 or Pioneer Trail. A coziness and friendliness define the entire community. Bike paths and sidewalks along tree-lined avenues with old fashioned street lamps add to the charm.

Many of the homes have front porches inviting people to enjoy the company of neighbors and friends. A European-inspired ambiance can be felt throughout Venetian Bay, a blend of

architectural character and modern technologies. Families can enjoy the lush landscape, a combination of planned vegetation and natural beauty. Venetian Bay has a significant conservation area, in addition to parks and an abundance of lakes.

Residents can enjoy outdoor art shows and even concerts, Johnson says. "Every area of the development has its own park or playground," he adds.

When complete, Venetian Bay will offer 1,835 housing units. In addition to single-family homes and condos, there will be duplexes, golf villas, estate homes and townhomes. "There's a pretty good selection of sizes and shapes of home styles to accommodate all tastes and needs," Johnson says.

Amenities include a championship 18-hole golf course, a newly opened golf club with elegant member dining. The Beach and Swim Club featuring a heated pool, spa, kiddie pool, sandy beach and tiki bar with refreshing drinks and lunchtime fare. The Town Center, the heart of the development, is already home to Café Gelato, Qwik Pack & Ship, Venetian Realty, The Johnson Group and Venetian Bay's newly expanded Preview Center. A variety of eateries and shops will be opening soon.

Johnson envisions that residents of Venetian Bay can stay in their community to do everything from getting a haircut and banking to dining and seeing their physicians. Its design encourages foot traffic.

A variety of community events have been hosted at the Town Center including music festivals, art festivals, a 4th of July celebration and a St. Patrick's Day party in partnership with the American Cancer Society. Upcoming events are posted on Venetian Bay's website.



Call Venetian Bay's Preview Center at
386-428-8448
 or visit www.venetianbay.info