

Powers completes designs for Jacksonville Ranch Club

Powers Design Architects, one of the region's leading architectural and planning firms, has completed the architectural plans and construction documents for the entrance to the Jacksonville Ranch Club in Northern Duval County.

Located just 30 minutes from the coast and 20 minutes from downtown Jacksonville, this carefully planned community will include 380 single-family residential properties with tracts ranging in size from 2 acres to 5 acres. Priced from \$79,900, the Jacksonville Ranch Club rewards residents with a combination of privacy and conveniences, such as picnic areas, bridle trails, an equestrian area, a tot lot, RV and boat parking and nearby shopping.

"We are very pleased with the work Powers has done for us," said Terry Clayton, Jacksonville Ranch Club's project manager. "They have been extremely easy to work with and have delivered over and above our expectations. They also are designing the equestrian area of the neighborhood, and we are looking forward to great results."

Construction on the entryways to the Jacksonville Ranch Club is anticipated to begin in May and be completed by October. Road construction in the neighborhood is

expected to begin in March and conclude in early 2006.

The Jacksonville Ranch Club will begin sales in May.

Founded in 1980, Powers Design - Powers Mackey Reidenbach & Lanehart Inc. provides theming, graphic high-design services, planning, architecture and landscape architecture services

for a variety of projects and clientele from their office in Ponte Vedra Beach. Services extend to a diverse range of projects which include planned residential and destination resort communities, urban design, office and retail development.

For additional information on Powers Design, call (904) 280-0000, or visit www.powersmerritt.com. For information on The Jacksonville Ranch Club, visit www.fland.net/jrc.

Pineapple Corp. receives Diamond Builder Award

Home Buyers Warranty Corporation (2-10 HBW®), the nation's leading home-warranty company, announced The Pineapple Corporation of North Florida as its most recent Diamond Builder Award® recipient. The organization developed the exclusive award in 1989 to recognize its superior



The Pineapple Corporation received Diamond Builder Award from Home Buyers Warranty Corporation. Pictured from left to right are Bill Flack, Florida State Manager of 2-10 HB; Paulette Ash, director of The Pineapple Corporation; Tom Acree, East Region vice president of 2-10 HBW; Jim Ash, president of The Pineapple Corporation; Spencer Calvert, vice president/chief financial officer of The Pineapple Corporation; and Ben Harwell, New Home Division president of 2-10 HBW.

builder members. The award is earned by years of excellence in construction standards and customer satisfaction. Of the more than 15,000 builder members nationwide, only 46 hold the Diamond Builder status.

"Homeowner satisfaction begins at the ground level with impeccable home design and sound, detail-oriented construction," said Em Fluhr, 2-10 HBW chief executive officer. "The Pineapple Corporation is one of the most responsive builders in the industry, and 2-10 HBW is honored to name them as one of our Diamond Builders."

The award honors builders who have contributed to the building industry through maintaining the highest standards in their building and customer satisfaction. In addition to having an outstanding personal reputation and proper warranty performance, 2-10 HBW Diamond Builders also must possess financial stability, high-quality construction standards and distinguished

product design. All Diamond Builder Award recipients have demonstrated all-around building superiority.

"We are delighted that 2-10 HBW has made us part of their family of Diamond Builder Award recipients," said Jim Ash, president of The Pineapple Corporation. "The main focus of our talented team of professionals is to exceed the expectations of each and every one of our purchasers in all respects. Their satisfaction is our prime objective."

Formed in 2000, The Pineapple Corporation is one of the fastest-growing premier home builders in Northeast Florida. Founders Jim and Paulette Ash have more than 30 years of experience building in exclusive residential communities throughout the United States.

Pineapple expects to build more than 18 custom homes in 2005, and recently has initiated its semi-custom line with the 52-residence Villini at Glen Kernan, featuring courtyard homes priced from

the upper-\$500,000s.

For more information, contact The Pineapple Corporation at (904) 223-7024, or visit www.thepineapplecorp.com.

February permits continue strong trend

Data compiled from city and county building departments by the Northeast Florida Builders Association for the greater Jacksonville area (Clay, Duval, Nassau and St. Johns counties) are an early indication of another strong year for builders.

The area had a strong showing in 2004, in spite of a severe hurricane season and normal seasonal slowdowns at the end of the year. A record 13,636 permits were issued in the four-county area in 2004. Although the total number of permits dipped slightly from January, Nassau and St. Johns counties recorded increases in February, and there was an 11 percent increase for the combined four counties over the same month last year.

Generally favorable eco-

February permits

CLAY COUNTY	
February 2005	204
January 2005	290
2005 Total YTD	494
2004 Total	2,687
2003 Total	2,313
DUVAL COUNTY	
February 2005	485
January 2005	543
2005 Total YTD	1,028
2004 Total	6,101
2003 Total	5,646
NASSAU COUNTY	
January 2005	93
December	116
2005 Total YTD	148
2004 Total	1,238
2003 Total	1,005
ST. JOHNS COUNTY	
February 2005	349
January 2005	305
2005 Total YTD	654
2004 Total	3,610
2003 Total	3,002
Greater Jacksonville Area (Clay, Duval Nassau and St. Johns counties)	
2005 February	1,131
2005 January	1,193
2005 Total YTD	2,324
2004 Total	13,636
2003 Total	11,976
2002 Total	10,618
2001 Total	9,075

The Northeast Florida Builders Association provides education, research, legislative representation, media relations, promotions and programs for its 1,500-plus builder and associate members. The association is celebrating 61 years of service to members and to the community through various charitable efforts.

conomic conditions in Northeast Florida may protect this area from a predicted nationwide slowdown in housing activity, according to David Berson, Fannie Mae's chief economist who believes the area will fare better than the rest of the nation.

Because of the increase in townhome and condominium construction activity, NEFBA now will include single-family attached dwellings in the data collected. These data reflect the combined attached and detached single-family home permits issued.

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