

ultimate
COASTAL LIVING BEACH HOUSE
MAGAZINE

The Coastal Living Magazine 2011 Ultimate Beach House Now OPEN!

*Tours Dates: July 29 – November 27, 2011
Wednesday – Saturdays, 11 am – 5 p.m., Sundays 1 p.m. – 5 p.m.*

*Coastal Living House Address: 4879 Coventry Lane
Norfolk, VA 23518*

Tickets \$10 each with children 10 and under admitted free
For more information, call 757/333-3650 or visit www.eastbeachnorfolk.com

*Tickets are available at East Beach Sales office at 4487 Pleasant Ave, Norfolk.
The sales center is located on the right side of the road as you enter
East Beach from Shore Drive. They can also be purchased at the Coastal Living House*

Norfolk, VA: For only the second time in its history, national publication *Coastal Living Magazine* has selected East Beach in Norfolk as the site of its **2011 Ultimate Beach House**. The Ultimate Beach House (also known as the Idea House) opened to the public on Friday, July 29 and will remain open through November 27, 2011.

The house is designed by award-winning Florida architect, Steve Mouzon of Mouzon Design. Nationally renowned interior decorator, Phoebe Howard, designer/owner of Mrs. Howard and Max & Company in Atlanta is the interior designer. The builder is local custom building company Simpson Builders, Inc. of Norfolk. Collaborative environmental designs are by Virginia Beach, native Jane Cantin and Ian Stubbs, of Ian Stubbs Design Associates, Ltd., an international landscape architect based in Great Britain.

As the charity partner, the St. Mary's Home for Disabled Children will receive a portion of admission sales. St. Mary's volunteers will oversee tours throughout the season, July 29 – November 27.

"By sharing our mutual vision, we continue to develop Norfolk as a jewel of the Atlantic Coast. The great beaches, busy harbor, and traditional neighborhood style of East Beach provide a simple and balanced life. This neighborhood embodies the coastal lifestyle making it the perfect location for the new 2011 *Coastal Living* Ultimate Beach House," says Bart Frye, Managing Partner, East Beach Company.

Positioned on a lot with unobstructed views and designed to maximize the sights and sounds of the Chesapeake Bay and Atlantic Ocean, the Ultimate Beach House is a multi-generational house where the owners, their children and the owner's parents can live together.

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The main house of the traditional Chesapeake Bay coastal cottage is 3,110 square feet, and can house one family or three generations of a family comfortably.

With two master suites, one on the first floor and one on the second level, there are accommodations for the owners and aging parents, while the children's realm/guest room can be utilized in different ways as the children mature and necessities of the residents change over time. A finished, multipurpose Carriage House Studio over the two-car garage offers an additional 423 square feet with full bath and kitchen. There is even a future third floor of 814 square feet build-out offers opportunity for multipurpose expansion.

Sponsors of the 2011 Ultimate Beach House are AZEK Decking and Railing, Barlow Tyrie Teak Furniture, Belgard Hardscapes, Bevolo Outdoor Lighting, Bosch Appliances, Circa Lighting, LeCreuset Cookware, Lee Industries Upholstered Furniture, Lloyd/Flanders Outdoor Wicker Furniture, Marvin Windows and Doors, Pratt & Lambert Paints, Sunbrella Outdoor Fabrics, and Stanley Furniture.

The 2011 Ultimate Beach House is expected to draw visitors from across the country. *Coastal Living* will feature the Ultimate Beach House in the October 2011 issue of its magazine, which serves 4.2 million readers each month who live or dream of living a coastal lifestyle.

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