



For immediate release:

Contact: Candace McCaffery/Tracy Paden
Cookerly Public Relations
404-816-2037
candace@cookerly.com/tracy@cookerly.com

CONSTRUCTION BEGINS AT SERENBE
Roads to be Completed by June 1, Then Housing Construction Begins

ATLANTA (February 18, 2004) – Although construction at Serenbe has been underway since late January, it's unlikely that anyone has taken notice – and that's exactly the way Steve Nygren and the other founders of Serenbe want it.

“Most people expect to see trees falling and large areas of land being bulldozed when they hear that construction has begun, but that's not the way that we're building Serenbe,” Nygren said. “Our design calls for the community to be constructed with as little disturbance of the natural setting as possible. We're succeeding in that effort so well that several people have driven by the construction site and couldn't tell that work was underway.”

Preliminary construction has started, with roads scheduled to be complete by June 1. Home lots are also being prepared, and Hedgewood Properties will begin residential construction once roads are complete. Nearly all of the lots in Phases I & II have been reserved, with Phases III & IV set for release in late spring or early summer.

Serenbe, the first development within the Chattahoochee Hill Country south of Atlanta, has been designed with both conservation and community in mind. Homes, restaurants, art galleries and other businesses will be concentrated in hamlets designed to encourage a sense of community. This design also enables the preservation of more than 70 percent of Serenbe's acreage as green space. Serenbe homes, built by Hedgewood Properties according to EarthCraft House guidelines, will also be environmentally friendly.

For more information on reserving a home site at Serenbe, contact the sales office at (770) 463-9997.

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Serenbe

Serenbe is a community being built 32 miles south of Atlanta. Combining select principles of new urbanism and conservation communities, Serenbe will set the standard for the next generation of responsible development. The 224-acre community, which is the first hamlet planned within the 40,000-acre Chattahoochee Hill Country, includes home sites, retail shops, office space and restaurants. More than 70 percent of Serenbe will be preserved as green space, and will provide residents with access to a network of parks and trails for hiking, horseback riding and other outdoor recreation.