

WATCH

BRICK



1a



1b

Alan Simonini, prominent Charlotte builder, says, "People want to live in a place where they know their neighbors and where their children can grow up together. The planned community offers pedestrian-friendly streets and public spaces reminiscent of neighborhoods people grew up in." (1a-c)



1c

A Sense of Place

The yearning for a sense of community is the driving force behind a new building trend: the planned community. It is the product of the New Urbanism movement, which seeks to redevelop the "urban sprawl" infrastructure that is characteristic of modern neighborhood planning. Planned communities are carefully designed to provide connection with neighbors, access to schools and businesses, and plenty of public green space for gathering.

The pages that follow feature the work of Stephen Fuller, one of the nation's most sought-after designers, and the talent behind two exceptional planned communities: Heydon Hall in Charlotte, and Bellewood in Dunwoody, GA. Brick plays a critical role in these communities. Its rugged beauty projects a sense of warmth, stability and tradition often missing in modern developments.



STEPHEN FULLER
DESIGNER
STEPHEN FULLER
INCORPORATED

“Brick was chosen for Heydon Hall and Bellewood because of its beauty, durability, availability and marketability to homebuyers.”



2a

An aerial view of Heydon Hall shows how warmth and community embrace residents the moment they enter the front gate. (2a)

The homes of Heydon Hall reflect an architectural diversity reminiscent of Charlotte's great older neighborhoods. (2b)



2b



ALAN SIMONINI
PARTNER
SIMONINI
BUILDERS

“Brick is solid, low maintenance, and it costs the same as stucco or siding. It added a value to Heydon Hall that few of the newer neighborhoods possess.”

CHARLOTTE’S LAST GREAT URBAN SPACE

Charlotte has experienced explosive growth in the past decade, forcing consumers to look outside city limits to find a home that satisfies their architectural demands and budgets. The quest for a refined home close to the center of Charlotte is increasingly difficult.

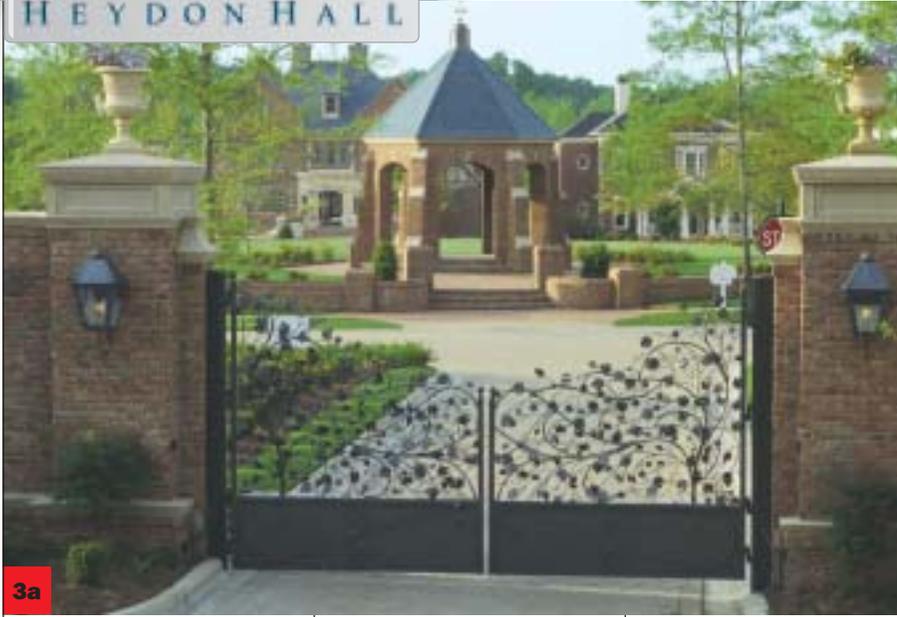
Enter Heydon Hall, just eight miles south of uptown Charlotte in the highly sought-after SouthPark area. This upscale, 56-acre neo-traditional neighborhood sits on the last infill space in South Charlotte and was the site of the 2004 HomeArama.

“What makes Heydon Hall special is its proximity to everything a resident needs: schools, churches, and stores are all within walking distance. Even the YMCA

is close by,” says Alan Simonini of Simonini Builders, the community’s exclusive builder. “It’s a true neighborhood, which has become a dying breed in modern development.”

The Myers Park neighborhood in Charlotte was the primary model for Heydon Hall, along with Dilworth and Eastover, all of which were designed by Patrick Olmstead, who also designed Central Park in New York City. “Stephen Fuller had studied these neighborhoods extensively and had a written program of what he wanted,” says Simonini. “We worked together to come up with the individual designs and to execute the plan.”

A classic combination of skillful architecture, landscape design, and careful neighborhood planning makes Heydon Hall a treasure in the center of Charlotte, and a model for community that will be emulated for years to come.



3a



3b



3c

Masonry columns with pre-cast caps are a perfect compliment to the ornate cast iron entrance gate to Heydon Hall. (3a)

Simonini says, “We have created a place where people want to live. Developers are waking up to the fact that people need a sense of place.” (3b, 3c)



BILL GRANT
BUILDER
BILL GRANT HOMES

“Brick is a timeless material. It has lasting value and is the fundamental building block for refined design.”

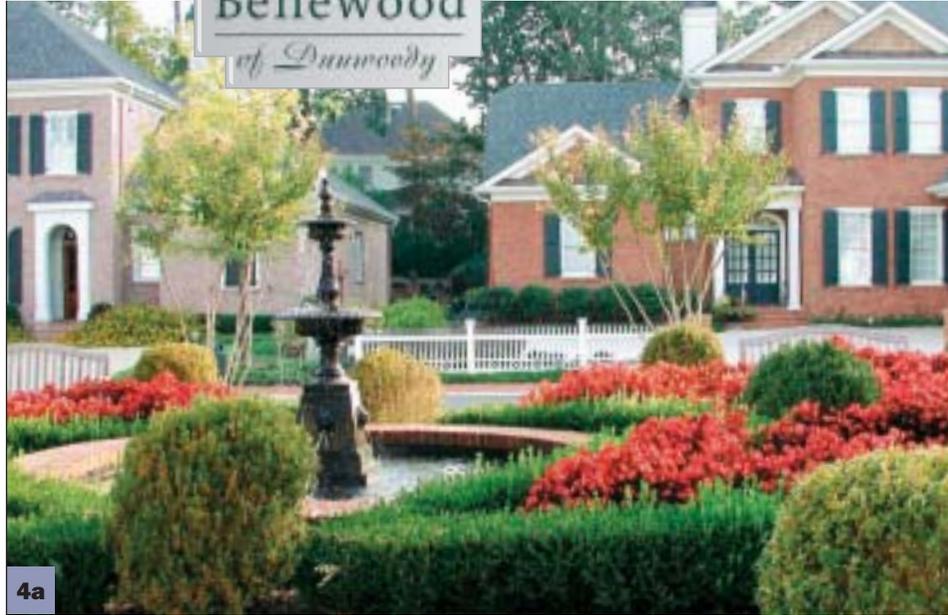
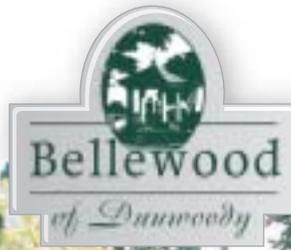
IT'S ALL ABOUT LIFESTYLE

When it comes to why consumers are flocking to planned communities, “It’s all about lifestyle,” says Bill Grant, builder of Bellewood, located in Dunwoody, GA and designed by Stephen Fuller. “People realize that it’s not only the home that creates lifestyle and community; it’s also the neighborhood.”

Lifestyle is what dictated every element of Bellewood – the landscaping, home designs, and floor plans. “A planned community focuses on lifestyle and maximizes it,” says Grant. Brick played a critical role in virtually every feature of Bellewood. “Modern construction allows us to marry brick with other substances for design character and charm, but brick is still the base material – as it should and always will be.”

Working with Stephen Fuller was an exercise in watching a true master, according to Grant. “He is remarkably creative and he understands what people want. We have a rule in my company: Never violate the pen of Stephen Fuller. We do exactly what he draws.”

In a market where builders face competition at every turn, a planned community provides competitive advantage. “The competition is reduced to just the builders there,” says Grant. “It creates better sales and better profit, for both the builder and the homeowner.”



4a



4b



4c



4d



4e

White picket fences and brick-paver sidewalks provide the perfect invitation for residents to visit neighbors during an evening stroll. (4c)



A MODERN MASTER

Stephen Fuller is the mastermind behind many of the nation's most talked-about planned communities, including the two featured here: Heydon Hall and Bellewood. Working closely with developers and builders, Fuller painstakingly coordinates every detail of his communities, from homes to landscaping to neighborhood amenities like country clubs, entrances, streetscapes, and retail developments. Everything works together to create an appealing, unified and delightfully livable environment.

“Before we even begin working with a builder, we have already master-planned the community with the developer,” says Fuller. “Therefore, the relationship with the builder is phase two of expanding the master plan into the actual design of the homes. We work closely with the builder throughout the process to blend their experience with the existing design character of the community at large.”

Fuller's popularity lies in his flawless execution of planned communities that build value into each home. “The trend toward these types of communities is mainly consumer-driven,” says



5a



5b

Fuller. “Homebuyers today are extremely mobile, educated, and accustomed to high quality and entertainment at every turn in their busy lives. A planned community is simply a finer

place to live, where the homes possess architecture that is detailed and executed to a more refined level.”

A Flemish Bond with open header pattern gives this patio in Bellewood both privacy and openness. (5b)



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Focus
On
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Communities**



PROJECT KUDOS

1a, b, 2a, b, 3a-c, 5a

Heydon Hall Private
Residences, Charlotte, NC;
Residential Designer and
Community Land Planner:
Stephen Fuller, Inc., Atlanta,
GA; Builder: Simonini
Builders, Charlotte, NC;
Developer: Rhein Interests,
Charlotte, NC ; Masonry
Contractor: Sanchez General
Construction, Charlotte, NC.

PHOTO KUDOS

1a, 2b Micheal Lobiando
Photographic

1c, 3b, c
Peter Brentlinger

2c Southern Exposure
Photography

2c, 3a John Mazey
Photography

1c, 4a-e, 5b, 6a-c

Bellewood Private
Residences, Dunwoody,
GA; Residential Designer:
Stephen Fuller, Inc., Atlanta,
GA; Developer: Bill Grant
Homes, Dunwoody, GA;
Builder: Bill Grant Homes,
Dunwoody, GA; Masonry
Contractor: Leija Constru-
tion, Inc., Austell, GA.



6a
Owners of this
stately home enjoy
the convenience of
a beautifully land-
scaped public park
right outside their
doorstep. (6a)

Special-shaped
brick on entrance
walls and columns
welcome home-
owners and visitors
to Bellewood. (6c)



6c

BRICK
The Solid Investment