

NEW HOMES

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Chelsea Park success exceeds expectations

The success of Chelsea Park, several luxury residential communities of different price points in a large West Bloomfield development, has surpassed all expectations since opening a little over a year ago.

"We've done 76 houses in this price range (\$300,000-\$450,000)," said Gary Shapiro, partner with Ivanhoe-Huntley Homes. "That's unprecedented. We're almost three years ahead of schedule."

Three builders, Biltmore Building and MJC West along with Ivanhoe-Huntley, have teamed to design and build 17 different floor plans that offer just about anything any buyer might want. Each plan has three possible exterior looks.

"We designed all the plans together and we all build all the plans," said Lorne Zalesin, a vice president and construction manager with Biltmore Building.

"We knew the topography and we designed product to take advantage of the site, woodlands, wetlands," said Steven Perlman, partner with Ivanhoe-Huntley. "Then we created a house with the features all focus group customers were looking for. You can't miss."

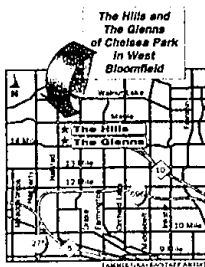
About 10 building sites are still available at the Hills of Chelsea Park, Maple and Halstead.

Prices range from \$373,500 for a 3,000-square-foot, story-and-a-half with three bedrooms and 2-1/2 baths to \$420,500 for a two-story of 4,150 square feet with four bedrooms, three full baths and two half baths.

All plans at the Hills include at base price three-car, side-entry garage, fireplace, air conditioning, dishwasher/cooktop/double oven and microwave, whirlpool tub in master suite, first floor laundry and basement.

Three models have been built. The Beachwood Deluxe, 3,200 square feet, showcases a library with cathedral ceiling, family room with 11-foot ceiling, dining room, media room, kitchen/nook with sloped ceiling and master suite on the main floor.

The master, with cathedral



ceilings in the bed and bath areas, has a separate tub and shower, walk-in closet and dual sink vanity with sitting area. Two bedrooms and a full bath are upstairs.

Base price is \$396,500. The Birchwood II, 3,450 square feet, features a living room with cathedral ceiling, dining room with step ceiling, library and family room on the first floor.

The walk-up master on the second floor has a cathedral ceiling, two walk-in closets, separate tub and shower with sloped ceiling and dual sink vanity with sitting area.

Three bedrooms plus a full bath also are upstairs. Base price is \$378,900.

The Cambridge, 3,940 square feet, features living room, dining room, butler's pantry, family room, library and two half baths on the main floor.

The upstairs master with pan ceiling, has separate tub and shower, two vanities and walk-in closet. Two bedrooms share a jack-and-jill bath and the fourth upstairs bedroom has its own bath.

Base price is \$419,900. Curved staircases, plant shelves, kitchen islands and two staircases can be found in various plans.

"Visitors are most impressed with the trees and natural areas,

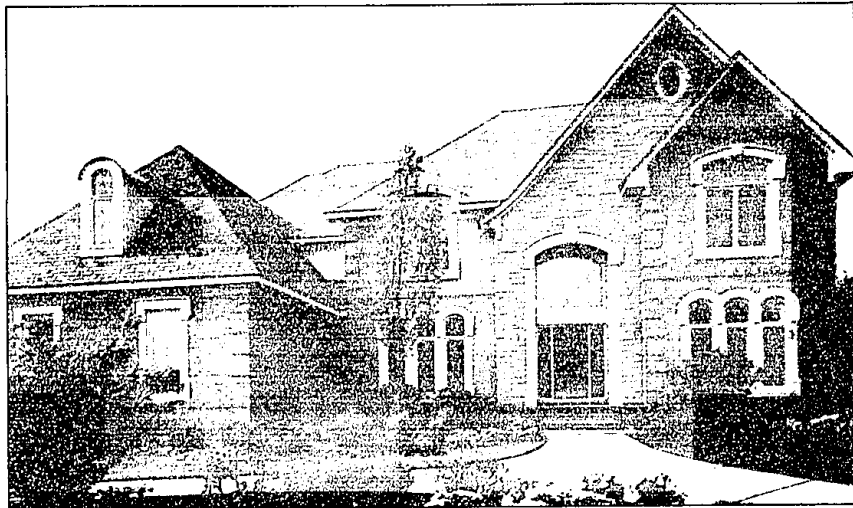


PHOTO BY BETTE BINGER

Cambridge choice: This house, with four bedrooms and three baths upstairs, is one of 17 choices available to buyers at Chelsea Park.

and elevations (exteriors) on the houses," said Lesley Schneider, sales director at the Hills.

Lots and houses are smaller at the Glens of Chelsea Park, 14 Mile at Halstead. About 20 building sites remain.

Prices range from \$293,500 for a 2,280-square-foot, story-and-a-half with three bedrooms and 2-1/2 baths to \$353,000 for a two-story of 3,550 square feet with four bedrooms and 3-1/2 baths.

The same basic features except for the microwave and whirlpool tub are included at standard prices for the Glens as the Hills.

Prospects may browse among four models.

The wide-open Carrington features a media room just off the family room. The master bath has a unique layout with vanities and walk-in closets on either side of the tub.

The master in the Greenbrook Deluxe features a pan ceiling in the bed portion, a cathedral ceiling over the bath.

"They (prospects) are very impressed with the site because it's so beautiful," said Kathy Newman, sales rep at the Glens. "The models are different and decorated different. I think they're impressed they're not seeing the same models they

see all over the place."

Both the Hills and the Glens feature ponds, gazebos, tennis courts and vest-pocket parks with benches.

Chelsea Park is serviced by city water and sewers. The sub will have sidewalks. It's within the boundaries of the Walled Lake schools.

The property tax rate currently is \$28.31 per \$1,000 of state equalized valuation, half of market value. That means the owners of a \$375,000 house in Chelsea Park would pay about \$5,300 the first year.

The annual association fee to

maintain the common areas and recreational sites is \$300.

"We're proud of it," Shapiro said of the sub. "We don't have to do a lot of talking. It speaks for itself."

"This year, we plan to add two new villages," he said. "One will be priced higher than the Hills, the other between the Hills and the Glens. We're completing focus groups now."

The sales offices at the Hills, (810) 788-8896, and the Glens, (810) 788-3355, are open noon to 6 p.m. daily.

Value never looked so good.

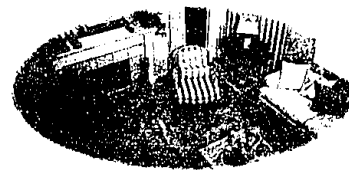
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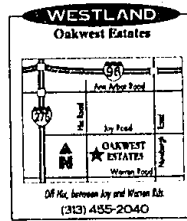
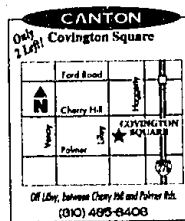
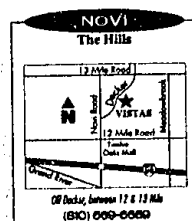


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