

Location is one key to Ronto's success at Naples Square



As homebuyers and real estate professionals have acknowledged for decades, location is at the top of the list when considering a home purchase. With its Naples Square community, the Ronto Group has created an opportunity for luxury homebuyers to enjoy living in the heart of downtown Naples. Naples Square is being developed by Ronto at the corner of Fifth Avenue South and Goodlette-Frank Road in downtown Naples. Naples Square's walkable lifestyle is bringing a sense of cohesion to downtown by connecting Fifth Avenue to Bayfront with access on 10th Street via Third Avenue South. Naples Square's innovative site plan, landscaped amenity decks, walkable lifestyle, and the availability of one- and two-story, two- and three-bedroom plus den floor plans with open concept living areas and open-air terraces continue to transform how people live in Naples' downtown district.

Lou Meiners and his wife lived in one of Naples' premier gated golf course communities for 15 years. After deciding to downsize, the Meiners began the process of looking for a new home. They set their sights on downtown Naples and quickly determined that Naples Square offered both the location they desired and a floor plan that meets their needs. Last January, they moved into a two-story Franklin residence in the Naples Square Phase I building.

"Naples Square is just the location we were looking for," said Lou. "We like the location even more than we thought we would. What we've found is we walk everywhere. We walk to the drugstore, we walk to the grocery store and we like the lifestyle of being able to leave the car in the garage and walk to every place we want to go. Certainly, we're doing more of that than we even hoped initially. So we are really

using the fact that we're this close to not just Fifth Avenue but everything else. We go to Bayfront and we belong to the Freedom Boat Club. The Boat Club is there and so we use the boat the way we want to use it, which isn't very often, but when we want it, we want it. We eat at Bayfront sometimes and we think Bayfront is very nice. It hasn't been limited to that. We also walk to Third Street as well as Bayfront, so it's the whole thing. That's the part that we weren't really counting on. There are plenty of opportunities besides just Fifth Avenue."

After living in a large single-family home for 15 years, the Meiners had concerns about whether or not a condominium could provide enough space for them to live comfortably. The two-story Franklin plan offers 3,378 total square feet of living space with three bedrooms, three-and-a-half baths, a living room with a two-story ceiling and double-stacked windows, a dining room, an island kitchen, and a second floor with a 330-square-foot flex room, the owner's suite, a guest suite and a laundry room. An optional elevator is available. A glass enclosed shower, soaking tub, and separate vanities are included in the master bath. The Franklin also features a private oversized one-car garage accessed directly from the residence.

Two Franklin residences remain available in Naples Square Phase II building that is on schedule for completion in first quarter 2017. Nine floor plans, five of which are sold out, are offered in Phase II. The one- and two-story, two- and three-bedroom plus den plans range from 1,200 to over 3,800 square feet under air. The four available Phase II floor plans range from 1,500 to over 2,800 square feet under air and are priced starting in the \$700s. Each plan features open-concept living areas, open-air terraces, controlled access under-building parking, private storage, and bicycle storage within the garage.

"It was difficult for us to move from a big house to a condo and we wanted the size," said Lou. "This was the largest unit they had and so we were interested in it because of the size. We looked at it over the rest of them because it met the first criteria and then we were really happy with that particular layout. One thing that has been a big advantage for us is the maintenance. We travel a great deal and for extended periods of time. When we lived in our single-family house, every time we came home we had something that we had to fix. It's just the nature of the weather down here. It was wonderful to come back after two months and find that everything was just as we left it. So I look forward to being able to lock the place and leave and come back and find it the same way and not have to start all over again."

Phase I residents, like the Meiners, are enjoying the building's professionally designed fitness center that includes strength and cardio equipment, a courtyard amenity deck featuring a resort-style heated swimming pool and spa, sun deck, pavilion bar with gas grills, and a gas fire table with seating, as well as state-of-the-art technology, private storage, bicycle storage within the garage, and secure under building parking. The club room and a terrace open to the pool area and include a bar, large screen television, a billiards room, and a furnished fire pit area on the courtyard level.

"In our previous home, we had a very large swimming pool that we never went into," said Lou. "It was an ornament because we are not big swimmers. But we do use the fitness center and we have used the club room. And of course, we've also used the grill. So we've used everything except the pool and that has nothing to do with the pool, it has to do with us. We were happy with the decision to downsize to a place that allows us to walk and do things and be part of the community."

With Phase II quickly approaching completion, Ronto is accepting reservations for Phase III residences. Eight Phase III floor plans, ranging from 1,460 to 3,238 square feet under air, are priced starting at \$695,000. The Phase III floor plans offer renamed and enhanced iterations of the plans that held strong appeal for Phase I homebuyers. The one- and two-story, two- and three-bedroom plus den plans include open-concept living areas and open-air terraces. The plans feature 10-foot ceilings, designer kitchens, chic owners' bedrooms, and designer flooring.