

Melbourne development has new name, builder

Wickham Place offers homes for 'working people'

BY SUSANNE CERVENKA • FLORIDA TODAY • JULY 3, 2008

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A housing subdivision proposed nearly three years ago for Post Road found renewed energy with a new builder and a new name.

Wickham Place is emerging from the 17-acre site along the south side of Post Road, which was dubbed Calico Heights when announced in 2005.

Miami-based builder SH Communities bought the land from developer TFM Enterprises Inc., changed the subdivision's name, and started construction on a new ornate fence that surrounds the property.

The new builders are excited about the potential for the land, despite a rocky real estate market, SH Communities Division President Harry Williams said. Analysts, he said, indicate dropping housing prices are nearing the bottom, and sales should begin to improve.

And Wickham Place has plenty to attract would-be buyers, Williams said.

The property is down the road from community assets like Wickham Park, Brevard Community College and the King Center for the Performing Arts. Established subdivisions in the area also have many longtime residents, Williams said.

"A lot of people live there and have lived there for a long time," he said. "It's an attractive location."

The name is different, but many of the details about Wickham Place are the same as the former Calico Heights.

Plans include 52 single-family homes on the site, as well as a common area with a gazebo and wetland preservation area.

SH Communities will offer nine models, ranging in size from 1,535 to 3,041 square feet, Williams said.

The community will feature a Mediterranean color scheme, and homes also will have decorative architecture features such as arches, stone accents and varied rooflines, he said.

The homes will cost from \$179,900 to \$279,900.

The price point, Williams said, is set to target "working people," such as nurses, firefighters, teachers and police officers. The goal is to offer luxury accents in affordable homes, he said.

"It's a price range that will be attractive to them," he said. "We've worked with our trade partners to bring extra value."

Construction was set to start last week on one home that already sold. Work was expected to start on two model homes this week.

Established in 1992, SH Communities is expanding into Brevard County after building mainly in South Florida.

The company is wrapping up homes it built in Lynnwood, a new West Melbourne community developed by Coy Clark development. Most of the homes were built by Clark's building arm, Heritage Homes Unlimited Inc.

The Lynnwood homes and Wickham Place, however, are just the precursors to Mayfair, the company's 1,400-unit project planned near Palm Bay High.



Wickham Place, formerly Calico Heights, is being developed along Post Road near Croton Road in Melbourne. Plans call for 52 single-family homes on 17 acres, with prices ranging from \$179,900 to \$279,900. (Tim Shortt, FLORIDA TODAY)

Wickham Place subdivision under construction



T. Standish, FLORIDA TODAY