



## **Nocatee developer: More residential, commercial growth to come**

By Colleen Jones  
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Nocatee, the largest master-planned community in Ponte Vedra Beach, sells close to 900 new homes a year, and that pace shows no signs of slowing.

That was the message delivered by Maurice “Mo” Rudolph, community development director for the PARC Group, creator of Nocatee.

Rudolph was the guest speaker at the St. Johns County Chamber of Commerce Economic Development Council quarterly breakfast held Friday at the World Golf Village.

“Nocatee is still growing,” Rudolph said. “We have a lot of activity going on.”

In his role with the PARC Group, Rudolph focuses on real estate operations and builder relations throughout Nocatee.

With St. Johns County (in which most of Nocatee lies) the fastest-growing county in Florida, many residents are choosing Nocatee, Rudolph said.

“We have a big influx of people relocating from the Northeast to this area,” Rudolph added.

The home building industry was on the brink of recession in 2006 when the first homes were constructed in Nocatee, but in 2015 sales started to really pick up. According to Rudolph, Nocatee is the sixth best-selling master-planned community in the country.

Multiple builders work in Nocatee now, and the PARC Group has carved out specific neighborhood, price, house size, and product types, from starter homes to luxury mansions.

The most recent neighborhoods to come online include Oakwood at Nocatee, Pioneer Village at Crosswater and Freedom Landing.

Rudolph said even with dozens of new residential developments cropping up along the corridor of County Road 210, there is enough business to go around.

“Every community has its own DNA and people self-select the type that suits them best,” Rudolph said.

Of course, an increased population means more upgrades to infrastructure and community resources.

The St. Johns County School District is set to open a K-8 academy in Nocatee in time for the 2021-2022 school year. Construction of the school, to be located off Pine Island Road, will also create a new southern access route to I-95, Rudolph said.

The PARC Group, with the county’s help, recently opened a public park with a paddle launch.

Commercial development at the community’s town center is growing as well. The latest retail announcements include a GreenWise Market; Clean Juice, an organic juice bar; Ben & Jerry’s Ice Cream; and Panera.

In addition, a private developer is planning a coworking hub for Nocatee Town Center.

In a separate project, the PARC Group is working on development of eTown, another large master-planned community in southern Duval County, near the St. Johns Town Center. Pre-sales of homes have already begun.

Rudolph said he didn’t see eTown having much of an effect on Nocatee residents.

“I think those who are buying in there, it’s a convenience thing for them, in being closer to work [in Jacksonville],” Rudolph said.