



# EMERSON

- Live the Life You Imagine! -





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Parent company fully supports the principles of the Fair Housing Act and the Equal Opportunity Act.

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## Emerson offers an inspired living experience in Gainesville, Florida.

Our purpose goes beyond building a home for our residents. Emerson is designed to encourage meaningful participation in activities that inspire well-being and fulfillment. The common pursuit of community, nature, and health will bring together residents of all generations in this life-enhancing neighborhood.

Constructed for connectivity, Emerson seeks to enrich relationships and enhance our appreciation and enjoyment of nature. Emerson invites you to explore and engage—within our community, and beyond.

# PURPOSE

*Do not go where the path may lead, go instead where there is no path and leave a trail."*

*Ralph Waldo Emerson*

# COMMUNITY

*“To affect the quality of the day,  
that is the highest of arts.”*

*Henry David Thoreau*



**Emerson is designed to maximize the positive influence environment can have on body, mind, and community.**



## University of Florida

Just minutes from the University of Florida, Emerson offers convenient access whether you're heading to the game or making your daily commute.

## Nature Abounds

Gainesville's vast parks and beautiful biodiversity is an ideal destination for outdoor enthusiasts. Scenic trails attract cyclists, hikers, and bird watchers, while the area's many natural springs are popular for snorkeling, canoeing, tubing, and kayaking.



## Vibrant Culture

With a strong focus on health, education, and art, Gainesville is home to a unique and vibrant culture that directly aligns with the values of Emerson.

## The Neighborhood

58 luxurious homes are clustered into five pocket neighborhoods, creating more opportunities to connect with your neighbors.



### Serenola Forest Preserve

Serenola Forest, located adjacent to Emerson, is a nature preservation area partially owned by Alachua County and the Alachua Conservation Trust. The preserve will soon have a wildlife viewing platform and trails. At Emerson, exploring the environment can be a part of your everyday routine.



### The Hub

This central gathering place is the destination for community events, featuring the Pavilion, a pool and spa, outdoor kitchen, and community garden.



### Woonerfs

At Emerson, your journey begins at your doorstep. European curbsless sidewalks, called woonerfs, connect each home to the community. This enhances walkability while offering easy access to the Serenola Forest Preserve and its trail system where you can begin or end your day.



## Curated Experiences

Resident-driven activities are designed to enhance overall wellness and personal growth.



## Living Well

Emerson's purpose is to enhance well-being. Participate in community activities, including yoga, healthy cooking classes in the outdoor kitchen, walking, biking clubs, and more.

*"The first wealth is health."*

*Ralph Waldo Emerson*



## Access to Nature

Emerson was designed to provide residents with direct access to immersive natural habitats. Follow our trails to the adjacent Serenola Forest Preserve where you can practice shinrin-yoku or forest bathing. Developed by the Japanese in the early 1980's, forest bathing is spending time in nature and being immersed in the sights, sounds and smells of the forest. Studies have shown numerous benefits of forest bathing such as increased energy, a strengthened immune system and more.

## Lifelong Learning

Feed your curiosity through lectures at the Pavilion, museum outreach programs, community book clubs, and more. Our close proximity to the University of Florida allows residents to easily attend on-campus events and lectures.



## Inspired Art

Immerse yourself in Gainesville's vibrant art scene. Take classes from local artists, attend group gallery viewings, and browse commissioned art and sculptures throughout the city.



**Emerson's 58 exclusive handcrafted homes are nestled amid the beauty of the Serenola Forest Preserve.**



# HOMES

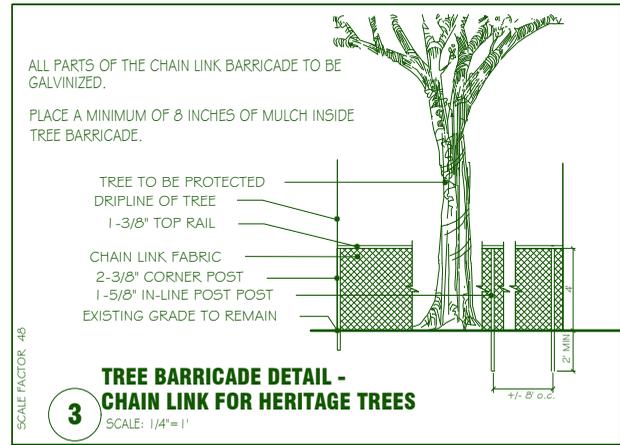
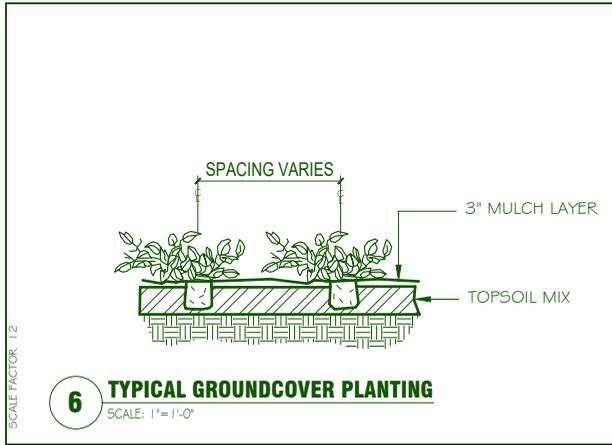


*To affect the quality of the day,  
that is the highest of the arts."*

*Ralph Waldo Emerson*

# Emerson is eco-friendly.

Respect and appreciation for nature is one of our core values. With this in mind, our community is environmentally friendly.



Emerson is designed to achieve *Florida Water Star certification*, as well as Gold Medal accreditation for **Florida-Friendly Landscaping**.

Emerson has **100% Florida-Friendly plants** in its landscape design, with over 100 new shade and flowering trees added.



**EROS**

1 bedroom  
1.5 bath

**CONCORD**

2 bedroom  
2.5 bath

**WALDEN**

3 bedroom  
3.5 bath

**ALCOTT**

2 bedroom  
2.5 bath

**HIGHLAND**

3 bedroom  
3.5 bath

**WHITMAN**

3 bedroom  
3.5 bath

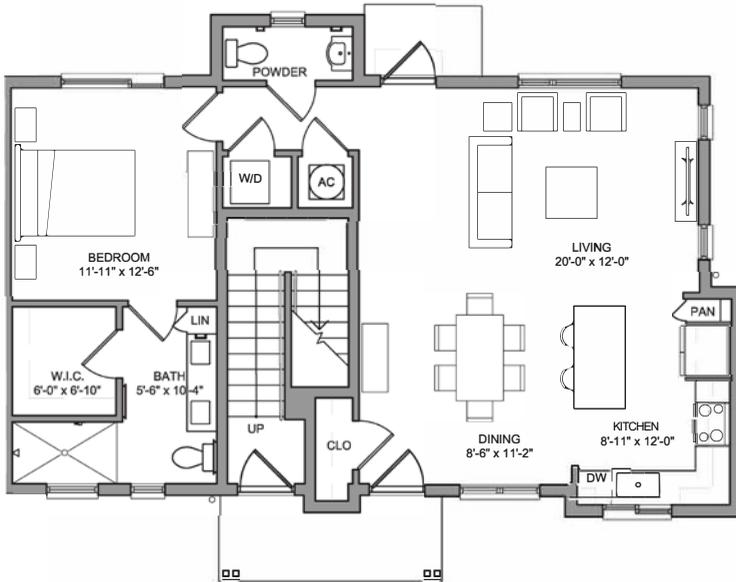
# THE FLOORPLANS

## EROS A

1 bedroom | 1.5 bath | 1 level

Architectural: 920 A/C SF

Gross: 968 A/C SF



This ground-level, single-story unit is designed to offer a spacious feel. Enjoy an open floor plan and high quality standard features. This residence also offers an accessible entry and a walk-in shower.

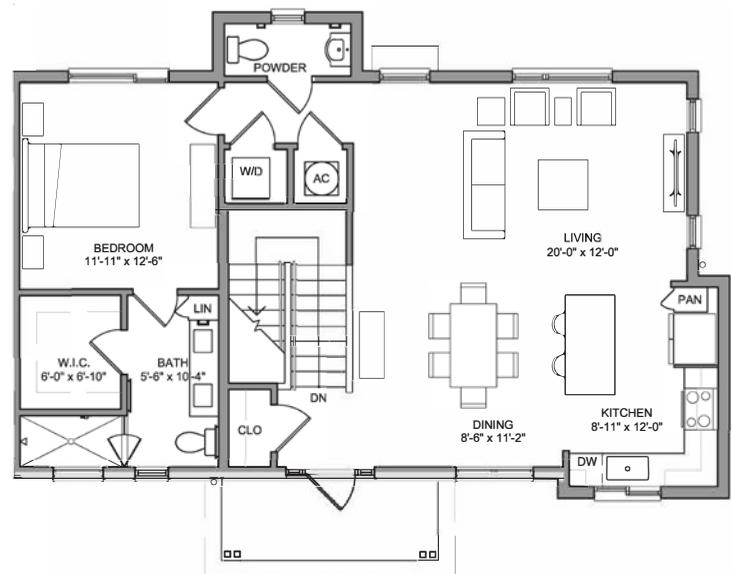
## EROS B

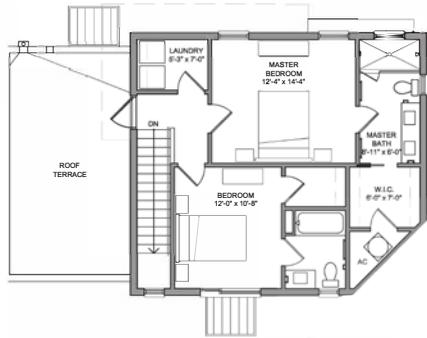
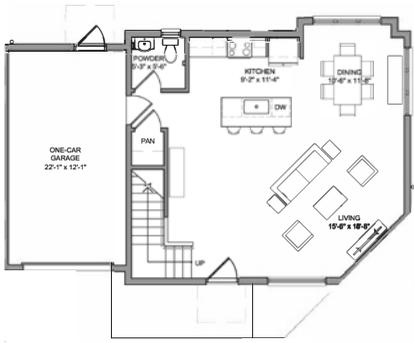
1 bedroom | 1.5 bath | 1 level

Architectural: 1,064 A/C SF

Gross: 1,112 A/C SF

This second-level, single-story unit overlooks the Emerson community. Relax on the terrace for the best view, or lounge in the open concept living space with easy access to the breakfast bar, dining area, and living area.





## ALCOTT

2 bedroom | 2.5 bath | 2 levels

Architectural: 1,379 A/C SF / 286 SF garage

Gross: 1,443 A/C SF / 304 SF garage

The Alcott offers airy, flexible living spaces with an open floor plan, and a large terrace. A second bedroom could also serve as an office or gym. This home provides all the features for convenient, luxurious living. A limited number of these corner units are available.

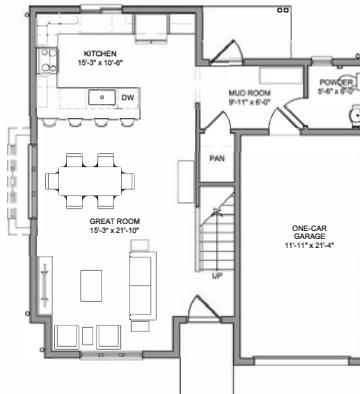
## CONCORD

2 bedroom | 2.5 bath | 2 levels

Architectural: 1,571 A/C SF / 274 SF garage

Gross: 1,631 A/C SF / 287 SF garage

The Concord is both beautiful and adaptable. Featuring a large great room and den, an extensive kitchen area, and extra closet space in both bedrooms, this home embodies practical elegance.



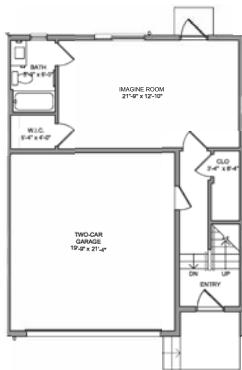
## HIGHLAND

3 bedroom | 3.5 bath | 3 levels

Architectural: 2,204 A/C SF / 449 SF garage

Gross: 2,270 A/C SF / 450 SF garage

Emerson's largest floor plan, the Highland, offers abundant open living space for entertaining guests or relaxing at home. Move freely through the main floor from the kitchen, through the dining and living areas, out to the large terrace. Personalize your Emerson experience in your first floor Imagine room to create a home office or theater, library, gym, an art studio or anything else you can imagine.



# WALDEN

3 bedroom | 3.5 bath | 3 levels

Architectural: 1,918 A/C SF / 447 SF garage

Gross: 2,016 A/C SF / 467 SF garage

The Walden is both luxurious and functional. This flexible floor plan connects the kitchen, dining, and living area to create a feeling of spaciousness. Open the doors adjoining the large terrace to the living area for extra room to entertain or relax outdoors. A two car garage and third bedroom on the first floor provides ample flexible space to suit your lifestyle.



# WHITMAN

3 bedroom | 3.5 bath | 3 levels

Architectural: 2,068 A/C SF / 300 SF garage

Gross: 2,175 A/C SF / 307 SF garage

Only one Whitman home is available in the Emerson community. Enjoy your morning coffee on the terrace overlooking the woonerfs or relax with a good book in the sunlit living area. Put your feet up and lounge in your large master suite. Entertain on the second floor, where guests can easily move through the adjoining kitchen, dining, and living areas. Use extra space in the third bedroom, to personalize as you please.



\*The total condominium unit square footages shown in this brochure are based on the "Architectural Method" of measurement and the exterior perimeter measurements of the condominium unit, which include exterior walls, interior columns, and fifty percent of demising walls. These square footage calculations are higher than the interior area space calculations for the condominium units. Please see the Declaration of Condominium for more information.

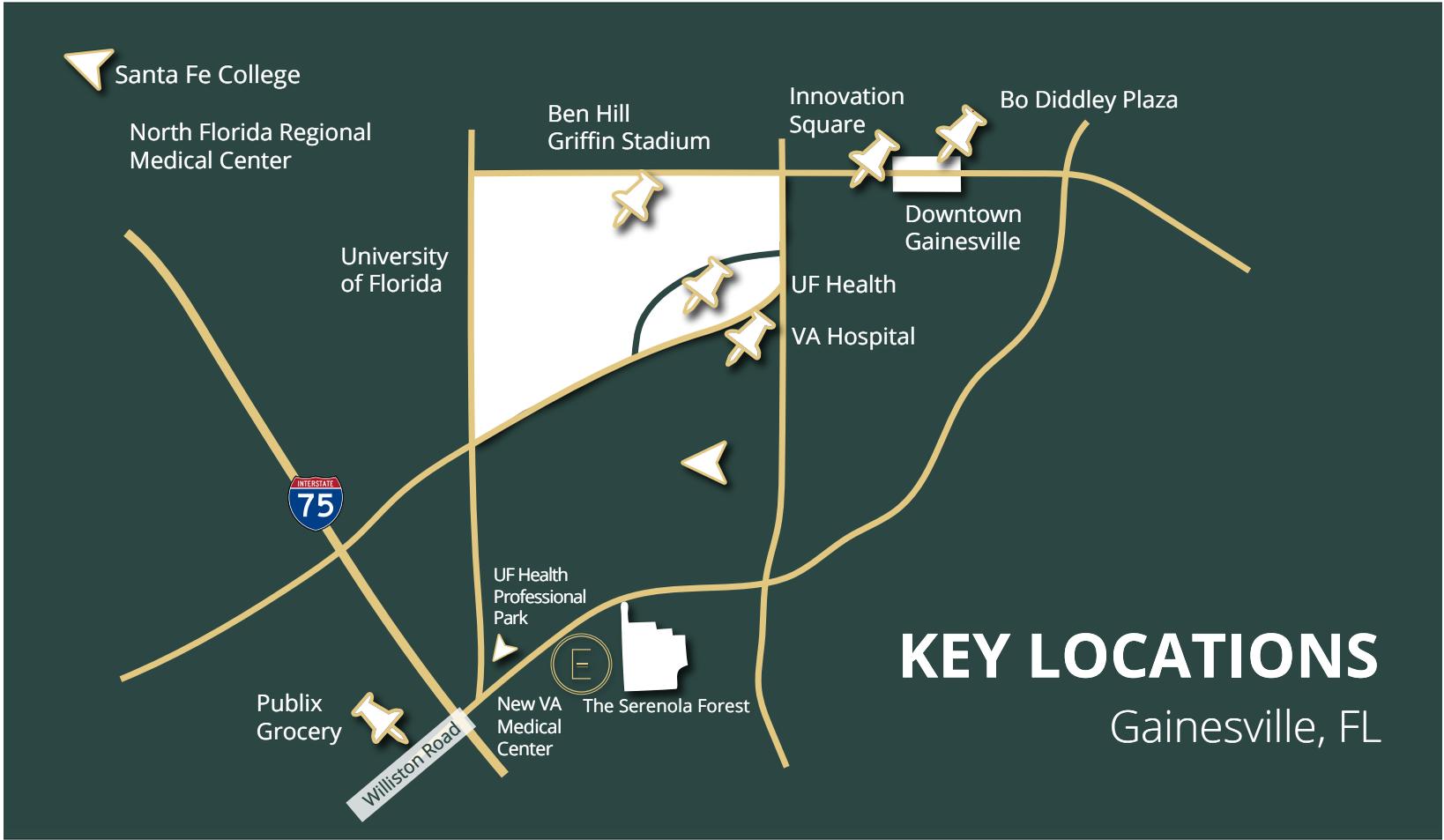
# LOCATION

*"You are constantly invited to be who you are."*

*Ralph Waldo Emerson*



**The local community's emphasis on nature, wellness, and education makes Gainesville the perfect setting for Emerson.**



“Do not go where the path may lead,  
go instead where there is no path and leave a trail.”

DEVELOPER



Ben Wacksman

## Meet the founder of Emerson

After 30 years of experience as a real estate entrepreneur, my unwavering passion was to design a new way to live and offer residents opportunities to increase personal fulfillment and well-being. The concept of Emerson emerged as I read Ralph Waldo Emerson's essay "Nature". My extensive studies of neighborhoods took me from communities coast-to-coast in the USA, Europe, and even the city of Fukuoka, Japan. I studied how design can inspire people to discover friendships and how to seamlessly integrate the latest scientific studies to elevate wellness in a setting surrounded by nature. Residents can enhance their overall health and experience the sparks of excitement in finding a community that celebrates camaraderie, engaging activities, lifelong learning, and inspiration to live in your own unique way.

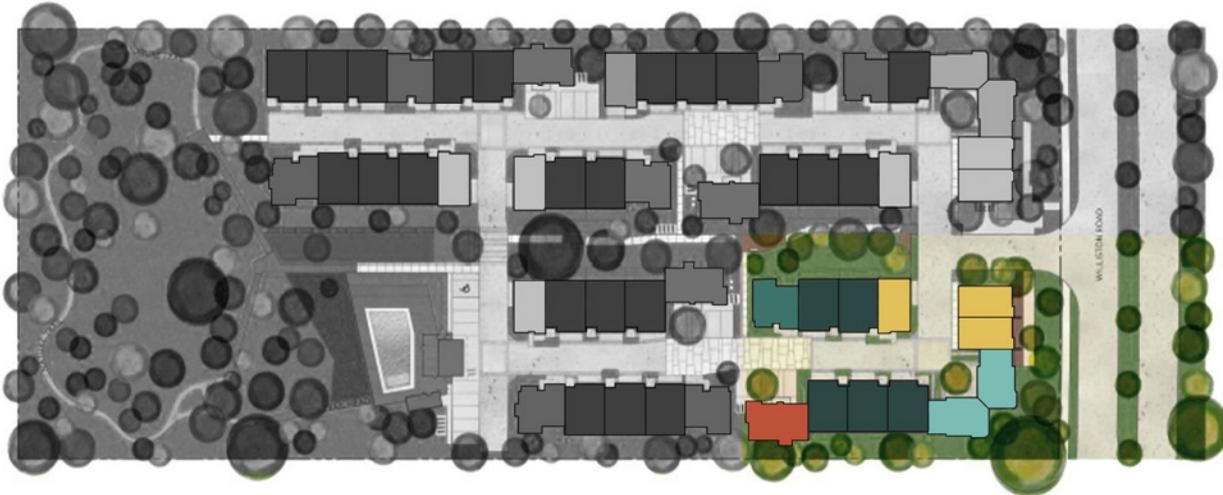
Through curated programs, precise neighborhood design, and beautifully crafted homes, our community provides more than a place to live - Emerson invites you to live the life you imagine!

See you on the trail,

*Ben*

Emerson Founder

Newly released homes for sale are highlighted below.



Reservations for these select homes are **now available**. Contact Emerson to complete your reservation agreement!

## BEGIN YOUR JOURNEY

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Please visit our website for additional information and current updates.

**[EmersonGainesville.com](http://EmersonGainesville.com)**



"Live in the sunshine,  
swim the sea,  
drink the wild air."

- Ralph Waldo Emerson



