



**C**ommunity. It's one of the most frequently cited reasons why people fall in love with St. Simons Island. The majestic live oaks that canopy vast swaths of the island's 18 square miles may be one of first things people comment on, but it's the island's people and hospitality that has the most profound effect. It's not unusual to hear that before choosing to live on St. Simons Island, people had visited numerous places along the Eastern seaboard in their search for a coastal place to live. St. Simons' primary financial driver is its resorts and their amenities, but in large part, it's the community lifestyle people find here that prompts visitors to become residents.

St. Simons Island worked its magic on Marti and Wayne Huizenga, who purchased Frederica in a joint real estate venture with Wells Fargo in October, 2010. The first time they set foot on Frederica, they knew it was an incredibly special place and something they wanted to be a part of. They immediately perceived that it wasn't just another coastal community; it was a place that combines incredible natural beauty with a rich *(continues)*

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and meaningful history. And their easy-going manner and playful bantering, which immediately put everyone in the room at ease, hints at their intent to really experience St. Simons Island life at all points of the compass. Marti

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Huizenga told a story of one of their first visits to Frederica. "I knew that we were going to buy Frederica from the start. The main road is Pike's Bluff, and Pike is my middle name." Her husband laughs and starts to speak when she interrupts to tease him, "I noticed the street's not named Huizenga Bluff!" To which he teases back, "Well, Bluff is appropriate – you've been doing that all your life!"

She shakes her head and smiles, "I'm in love with this place! I've told Wayne I want to move here. It's reminiscent of central Florida, where I grew up, but it's much more than just that. I immediately fell in love with the community, the personal outreach that Wayne and I've experienced from the beginning, the incredible variety in the neighborhoods on the island – funky, beachy, elegant. I love exploring every square foot of the island, and I find new things every time I set out. And the history is fascinating; I'm reading through Eugenia Price's trilogy, and am just mesmerized!"

Woven through Price's writing is her appreciation of the fiercely beautiful island, the families that inhabited it and who created its history. Those themes resonate with the Huizengas and their vision for Frederica. Mr. Huizenga gives Bill Jones, III, of the Sea Island Company, total credit for the sense of preservation that compelled his initial vision for Frederica's development as a unique living and family environment, and has no plans to change that. Mr.

Huizenga knows that it is a spectacular, one-of-a-kind place where every detail has been considered and no shortcuts or compromises have been made. "Frederica is simply the best of the best, and in a place like this – so beautiful and so unique – that's really the way it needs to be."

There have been no changes since October, but there has been a lot of activity. Frederica Realty is experiencing an increase in interest in the developed lots that dot the approximately 2,500-acre property. And proving that he's an involved partner, Mr. Huizenga easily rattled off the number of lots that have been sold (168) and the number of current lots with infrastructure in place (120) and the fact that two cannons, dating back to the early days of Fort Frederica, have been found on Lot 206. He's become personally familiar with the variety of homesites that Frederica offers, which serves to affirm the initial impression that no other

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community development offers the exceptional home ownership value as does Frederica. There are lots on the Frederica golf course, wooded lots bordering a rookery of native and migratory birds, lots on the 400-acre freshwater lake, on the marsh and deepwater lots on the Frederica River. He points out that he has a commitment to environmental stewardship, and coupled with a desire to create and maintain a community without compromise has compelled him to carefully manage the select num-

ber of platted lots that will periodically be made available, along the lines of 600-700 more, as the development progresses. The philosophy of Frederica Development Group, LLC, working in conjunction with Frederica Realty, is focused on maintaining a private, intimate community that protects the natural beauty and wildlife that's abundant throughout the property.

The group has also devised a program, "Developer Custom Homes" which is available to design a limited number of homes representing the utmost in luxury while maintaining the area's lowcountry style of gracious simplicity in family floor plans with generous areas for entertaining. The plans have been thoughtfully designed by several of the Island's finest architects who have been involved with many of Frederica's most beautiful homes. Five homes, called the "Maple Cottages," have been completed for the out-of-town members of the Frederica Golf Club for their use as they visit. Marti Huizenga was intimately involved with each cottage. "They are homes for our guests, and each has a separate personality such as Atlanta, equestrian and lowcountry. I had a ball decorating them. I also work closely with the Frederica Development Group architects and designers, offering input and my perspec-

tive as a woman on designing homes to meet family needs." The Maple Cottages are built on an intimate cul-de-sac, and driving up does indeed feel like coming home.

One of the hallmarks of Frederica is the Frederica Golf Club, which is owned and operated by Frederica Hospitality Group, LLC, an entity controlled by Wayne Huizenga. A golfer himself, he developed The Floridian Golf Club in Port St. Lucie, Florida, and Dia-

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mond Creek Golf Club in Banner Elk, North Carolina, and no doubt the Frederica course was hugely attractive to him. The Tom Fazio designed course, often referred to as his finest work, is the "home club" for seven current PGA TOUR players – the place they come to hone their games. Both the Huizengas play golf, separately and together. As Chairman and CEO of public companies including Waste Management, Blockbuster, AutoNation, Extended Stay America, Swisher Hygiene and Boca Resorts, Mr. Huizenga is emphatic that "being on the course is sacrosanct – no business. I play to have fun and relax with friends." He smiles and alludes to the possibility that a little business may be conducted afterward ... but while on the course, it's all golf. When asked for playing tips, he smiles and shakes his head. "Not from me!"

Every golf match ends at a clubhouse, and Frederica Golf Club offers theirs as the centerpiece of the golfing experience; one that is built with the highest standards in amenities, luxurious comfort and hospitality. The Clubhouse is there not only to welcome golfers after a round of play, it, along with the Frederica Boathouse and soon-to-be-built Club dock on the Frederica River, serve as the social anchors for the homeowners, club members and their guests. Club members have enthused over the new events that have recently been held at Frederica. When asked what is the secret to entertaining success, Marti smiles and says that it's the simple combination of "the guests, entertain-

ment and fabulous food. Chef Connor Rankin can create a six course meal with wine pairings that are perfection." Her husband quickly adds, "We have the most delicious fried chicken every Sunday. We have napkin-covered baskets of it in the Clubhouse all day for people to pick up and eat. And if I'm flying out before lunch, I always take some with me."

Both Wayne and Marti Huizenga deeply feel that life at Frederica is meant to be shared and celebrated, and Marti asserts that her life is very centered. "Kids and critters are my heart. I have eleven grandchildren, and I want them to know life in a beautiful, natural setting that is focused on family experiences." Those simple recreational pleasures that build a family through shared activities are at the heart of Frederica: world-class golf, tennis, leisure boating or fishing for bass, exploring the property's wooded trails on horseback, or the quiet enjoyment of the birds nesting in the Rookery.

The couple sees Frederica not as a showcase, but a haven for year-round homeowners looking for a lifestyle of open spaces that offer understated elegance, yet is a little untamed; where nature must be preserved to be enjoyed. For members, both local and away, Frederica isn't a club, but a community where life is to be shared and celebrated with the people who give your life meaning. They want it to be warm, welcoming, and in all ways unforgettable, as Mr. Huizenga says, "the very pinnacle of hospitality."



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