



water·color®
A Southern Coastal Landscape



WATERCOLOR

Located on Northwest Florida's Gulf Coast, the WaterColor community is a celebrated coastal resort and residential community that eases into its natural surroundings with a uniquely Southern simplicity and grace. It cultivates a true sense of place that is timeless, authentic and welcoming for everyone.

Classic Southern homesteads stand beneath a clear blue sky, amid 499 acres of thoughtfully-planned neighborhoods, parks and trails situated between the Gulf of Mexico and a natural 220-acre coastal dune lake. The WaterColor community offers a vibrant and colorful collection of the area's best amenities, activities and services, including a 60-room boutique inn honored as the region's only AAA Four Diamond hotel.

Epicureans will savor Fish Out of Water®, the WaterColor Inn's AAA Four Diamond signature restaurant, with stunning Gulf views, virtuoso cuisine and a distinctive wine list. Residents and visitors can explore Western Lake, a rare coastal dune lake, by canoe, kayak or paddleboard. Hiking and biking paths unfold into extensive woodland trails and there are numerous neighborhood pools, parks and gardens to enjoy. Both challenging and family-friendly golfing experiences, well-equipped tennis facilities, kids' programming, and a variety of shops, galleries and eateries all enhance the WaterColor experience.

WATERCOLOR ARCHITECTURE



Designed by Cooper Robertson & Partners, the WaterColor community reflects Northwest Florida's unique combination of art, nature and Southern character – amended to accommodate a variety of contemporary uses. The homes in WaterColor pay tribute to traditional Southern homes that are characterized by their wide porches and inviting style. Distinct neighborhoods are thoughtfully interwoven among the surrounding native landscape, and natural paths convey an appreciation for WaterColor's ecologically sound vision. Since its inception, the ultimate goal has been to create a place that preserves the uniqueness of this spectacular locale while developing authentic improvements that have an enduring embraceable character. The vision of WaterColor's Southern origins, respect for the existing natural features and intimate small-town planning are apparent in each of the unique homes that make up this celebrated place.

Above | The acclaimed WaterColor architecture is the epitome of Southern coastal vernacular.

ACTIVITES FOR ALL AGES



The WaterColor community strives to provide a fun, family-friendly environment for residents and guests to enjoy. Perhaps the most popular among the vast array of children's activities is Kids Camp. Adventures, nature lessons, arts, crafts and other activities can be enjoyed by kids. In addition to the swimming pool and water play area with pulsing geysers, Camp WaterColor has convenient showers and changing rooms. A custom-designed play set offers even more fun and a soccer field-size lawn plays host to flag football games and other outdoor activities. Additional family-focused recreation, events and activities are offered throughout WaterColor year-round.

Above | A relaxing bike ride through the community. Capturing a family memory at the beach. WaterColor is tucked between the beaches of the Emerald Coast and Western Lake, a natural 220-acre coastal lake.



UNSPOILED BEAUTY

One could argue that the most precious amenity in the WaterColor community was provided by Mother Nature herself. WaterColor is a testament to St. Joe's commitment to environmental stewardship. Fanciful green spaces such as Cerulean Park, nestled in the heart of the community and gardens in Crimson Park offer great spaces for informal gatherings and peaceful strolls. Benches punctuate the green spaces and beckon passers-by to enjoy a conversation or quiet reflection. Surrounded by Western Lake, a rare coastal dune lake, along with its untouched marshes, creeks and woods, and the pristine white beaches of the Emerald Coast, WaterColor is rich in natural beauty. Whether you're looking for a quiet escape in a kayak or canoe or an afternoon of fishing, the calming waters of Western Lake offer the perfect remedy to reconnect with nature and disconnect from the modern world. The 18-mile Timpoochee Bicycle Trail that extends from Dune Allen Beach to Inlet Beach in south Walton County beckons adventurers to bike, jog or hike, while the Eastern Lake Bike Hike Trail allows one to explore the area's diverse habitats, rich with coastal sand pine scrub, longleaf pine flatwoods, cypress ponds, wet prairies and titi swamps.

Above | WaterColor was meticulously designed with the utmost concern to protect and preserve the community's natural beauty and precious, rare coastal dune lake, Western Lake.

WATERCOLOR ACTIVITIES



WATERCOLOR INN

The David Rockwell-designed inn offers 60 rooms facing the Gulf of Mexico. This coastal gem is an elegant Southern coastal retreat that appeals to couples, families and groups looking to relax and recharge in chic surroundings. The region's only AAA Four Diamond hotel offers a full catering and banquet staff to coordinate weddings, corporate functions, executive meetings and retreats. The WaterColor Vacation Rental (WaterColorResort.com) program manages well-appointed vacation rental homes situated throughout the community.



THE BEACH

Residents and guests can take pleasure in the WaterColor community's spectacular beach, set along famed Scenic Highway 30-A, home to stunning spun-sugar, white-sand beaches and crystal-clear emerald waters. WaterColor, one of the distinct beach communities that make up the Beaches of South Walton, shares the distinction of being one of the only destinations in the country to have its entire coastline certified as "Blue Wave" beaches by the Clean Beaches Council.



GOLF

Located just seven miles from the WaterColor community, Camp Creek Golf Club is an 18-hole, par-72 Tom Fazio-designed championship course. Also available to WaterColor guests and homeowners is the Origins Course, designed by Davis Love III, located eight miles away in the WaterSound community, as well as the private Greg Norman-designed Shark's Tooth Golf Club, the centerpiece of the Wild Heron community just 19 miles east along the shores of Lake Powell.



PARKS & GARDENS

At the heart of WaterColor's natural appeal are its many parks and gardens. This area has long been acknowledged for its striking natural beauty and diverse habitat. Benches provide places for quiet reflection and a rest along the way, while the lawns provide an open expanse, and a shell-surface footpath allows for relaxing strolls.



SPORTS & FITNESS

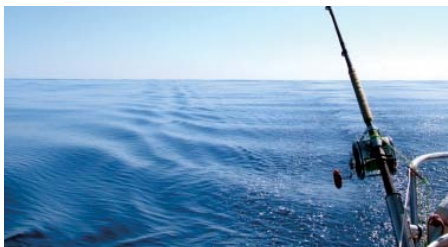
Located on Western Lake Drive, the award-winning Tennis Center features a stadium court surrounded by grass-stepped terraces for the gallery, five Har-Tru HydroCourts and a pro shop with tennis gear. Just a few steps from WaterColor Inn, next to the BeachClub, WaterColor Workout offers beginner to intermediate instruction, personalized training with certified instructors, specialized equipment, one-on-one or package sessions, yoga and Pilates.



MARINA PARK

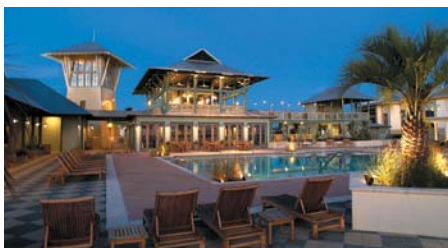
Situated on Western Lake, a 220-acre natural coastal dune lake, the BoatHouse and dock are the perfect places to launch a canoe, kayak or paddleboard. The BoatHouse also features equipment rentals for fishing enthusiasts. Marina Park features an inviting lakeside pool and a large natural amphitheater ideal for outdoor film festivals, concerts and other special events. The nearby Bike Barn is the place to find bicycles.

WATERCOLOR ACTIVITIES



FISHING

Northwest Florida is home to complex waterways and ecosystems. Pair its meandering creeks, underground springs and rare coastal dune lakes with the renowned saltwater offerings of the Gulf, and the region provides anglers with a rare combination of fishing opportunities. Old Florida Outfitters is the home of the Gulf Coast's premier source of fishing charter information. Bay Point Marina, just 27 miles east of the WaterColor community in Panama City Beach, offers numerous watersports and offshore charter boats.



WATERCOLOR BEACH CLUB

Taking full advantage of the pleasures of the Gulf and with great views, waterside activities and sunsets, the WaterColor Beach Club is the perfect place to enjoy good food and drinks. The club has a swimming pool with direct views of the Gulf, and its balcony serves as a great spot to watch a spectacular sunset. The BeachClub's menu features a fabulous array of sandwiches, salads and cold appetizers, as well as a full beverage menu, including colorful frozen drinks, cocktails, beer and wine. There's dining inside or upstairs on the 90-seat deck overlooking the pool.



INNSPA

Just steps from the WaterColor Inn guest rooms and the sugar-white sand beaches of the Gulf of Mexico, the InnSpa offers a totally indulgent experience in a tranquil, intimate setting designed to nourish the body inside and out. Inspired by the surrounding elements of the sea, the InnSpa's personalized treatments have been thoughtfully created to convey a sense of comfort, nurturing, relaxation and rejuvenation.



FISH OUT OF WATER

Located on the second floor of the WaterColor Inn and overlooking the Gulf, the AAA Four Diamond-ranked Fish Out of Water is casually chic, with elegance reflected in the simplest detail. All comes from a passion for good food and an understanding of what it takes to create a wonderful dining experience. The freshest local fish and meats, combined with an eclectic approach to traditional ways of preparing and serving food, translates into dishes unlike anything else offered for breakfast and dinner in this area.



SHOPPING

From quaint boutiques and eateries to practical everyday needs, the WaterColor community offers a great selection of options. WaterColor Crossing provides easy access to a variety of modern conveniences and services, including a Publix grocery store. At WaterColor Town Center, you can purchase clothing and accessories, art and gifts, reserve a fishing charter, create a custom teddy bear, enjoy a cup of coffee, tapas or glass of wine on the patio. Nearby Silver Sands Factory Stores and Pier Park are within a 25-mile radius.



CATERING & SPECIAL EVENTS

The WaterColor Inn & Resort is the perfect upscale setting for your next event. Whether for weddings, holiday parties or executive retreats, the large meeting spaces, full-catering services and ideal beach location make for a relaxing and memorable backdrop. Hosting your special event at the WaterColor Inn & Resort will exceed your expectations. Host your event at a destination that mixes state-of-the-art meeting space with Gulf Coast scenery making it easy to unwind at day's end.

Access to golf is available to property owners and resort guests in JOE-designated communities at Shark's Tooth Golf Club, designed by Greg Norman. Owners, resort guests and the public can also play the Tom Fazio-designed Camp Creek Golf Club and Davis Love III-designed Origins Course, which is a great place to enjoy a fun round in a family-friendly, casual atmosphere.

WaterColor Inn, Camp Creek Golf Club, Shark's Tooth Golf Club, Origins Course and WaterColor Workout are private amenities owned by The St. Joe Company. Access is limited and may require a separate membership and membership documents, which are subject to change without notice.

The Bay Point Marina, WaterColor InnSpa, and Fish Out of Water are owned by The St. Joe Company and open to the public.



water·color®
A Southern Coastal Landscape

WaterColor Sales & Information Center is located at

2063 County Road 395 South, Santa Rosa Beach, FL 32459
850.534.3006 or 866.505.2091 • WaterColorFlorida.com



© The St. Joe Company 2013 All Rights Reserved. "JOE", "WaterColor", the "Triple Bar" design, "Fish Out of Water" and "A Southern Coastal Landscape" are registered service marks of The St. Joe Company or its affiliates. Pricing is subject to change without notice. WaterSound Beach Club, Camp Creek Golf Club, and Shark's Tooth Golf Club are private clubs for St. Joe designated communities which require purchase of separate memberships subject to application and acceptance and may be subject to payment of fees, membership requirements, rules or other limitations which are subject to change. This does not constitute an offer to sell real property in any jurisdiction where prior registration or other advance qualifications of real property is required, including New York. Void where prohibited by law. Equal Housing Opportunity. The St. Joe Company does not make any endorsement of, or guarantee the obligations of, unaffiliated parties who build homes or offer services in the WaterColor community. **Obtain the Property Report required by Federal Law and read it before signing anything. No federal agency has judged the merits or value, if any of this property.**

