

## Plantation Bay, a ‘hidden jewel’

BY NEWS-JOURNAL STAFF

In 1989, Daytona Beach-based ICI Homes set its sights on a little-known sleepy piece of land that straddled Volusia and Flagler counties and once was home to a roadside amusement park.

Fast forward to 2019. The master-planned community of Plantation Bay has developed into a thriving, vibrant place that its residents, many hailing from around the country and beyond, call home.

This year, ICI Homes celebrates its 40th anniversary as a company and its 30th year in Plantation Bay as builder-developer for the community. Recently, ICI marked another milestone: completing its 2,000th home in Plantation Bay.

“It’s really been a tremendous journey, and we aren’t slowing down. We have plans to build another 3,000 homes in the next 20-25 years,” said Ali Kargar, corporate vice president for ICI Homes.

Within Plantation Bay’s 3,600 acres, extreme care has been taken to preserve and enhance the natural beauty of the land while building meticulously designed homes, first class amenities, and a Florida lifestyle second to none.

“The amenities really make the community. There are two clubhouses with dining, tennis courts, pickle ball, bocce ball, cabana bar, two swimming pools, a 7,000-square foot fitness center, a full basketball court, a beautiful park,” Kargar said.

Besides its ideal location just 10 minutes from the ocean, halfway between Orlando and Jacksonville, Plantation Bay boasts 45 holes of championship golf, driving range, and newly minted golf teaching center, making it the largest golf course complex of its kind in east central Florida.

Plantation Bay maintains an Old Florida feel, while offering its residents the convenience of modern amenities. Oak trees line the roads leading in, and the landscaping for the community includes extensive tree preservation. The result is a beautiful, very walkable community.

“We take pride in the landscaping of Plantation Bay. We have saved some majestic 40- and 50-year-old oak trees,” Kargar said. “When somebody pulls up, we want them to say, ‘Wow!’”

Visiting future residents quickly learn Plantation Bay’s secret to success.



“It’s the active lifestyle, the wide array of custom homes designed to fit any budget, and the friendly neighbors, a mix of professionals, active adults and families, who call Plantation Bay home,” said Kargar.

From turn-key club villas priced from the mid \$200s, to single family and estate homes priced from the \$300s to \$2 million, Plantation Bay offers an array of choices.

“ICI Homes offers customers in all price points customized design, energy-efficiency and quality in every home we build,” said Kargar.

To experience the lifestyle firsthand, Plantation Bay offers a personalized tour for prospective buyers which includes an extensive presentation and property tour and the use of select amenities.

“Prospective buyers are encouraged to mingle with residents during their stay, get a real feel for the community in a relaxed, no sales pressure atmosphere, and what happens? The community virtually sells itself,” said Kargar.

Nestled near beautiful and historic Ormond Beach, Plantation Bay is just far enough away from large, busy city centers, but close enough to metro shopping, dining, and major attractions.

“Plantation Bay, once just a humble quasi-amusement park plot of land, has grown into a truly a hidden jewel of a master-planned community,” said Kargar.

“Our customers are looking for a small town environment, privacy, lots of social activities, uncompromising quality and outstanding value. They get all that and more, right here in Plantation Bay.”

*For more information about ICI Homes, visit [icihomes.com](http://icihomes.com).*