



FOR IMMEDIATE RELEASE

Media Inquiries & More Info
Roger Holliday
rholliday@russellands.com
256-397-1004

Waterfront Homesites, Lake Club and Coore & Crenshaw Golf Course Among the Features of the Newest Russell Lands Luxury Community, *The Heritage*

LAKE MARTIN, AL (November 17, 2021) – Today, [Russell Lands](#), Lake Martin’s most distinctive collection of lake neighborhoods, released additional details about the newest luxury residential community on Lake Martin, [The Heritage](#). Scheduled for availability in 2022, *The Heritage* boasts more than 1,500 acres along 12 miles of pristine Lake Martin shoreline and will include approximately 200 waterfront homesites and 150 wooded interior lots.

The Heritage was designed to provide a comprehensive lake experience, ensuring waterfront properties maximize the unparalleled water views, while many off-water properties provide views of the [Wicker Point Golf Club](#) course, the centerpiece of *The Heritage* community. Homesites will provide ample lot size and privacy, with the first phase of development along Wicker Point peninsula.

One of the signature amenities in *The Heritage* community is a waterfront residential lake club, providing the perfect opportunity for all Heritage property owners to gather with family, friends, and neighbors to enjoy an array of resort-style amenities. The clubhouse building will include a large indoor event space with a catering kitchen and event bar, a fully equipped fitness facility and expansive views of the lake from covered verandas.

The lake club grounds will offer extensive outdoor amenities including a saline pool with an adjacent grill facility, eight tennis courts, a tennis pro-shop and eight pickleball courts. Guests will enjoy a beautiful event lawn, covered pavilions, firepits, waterfront beach area, and community dock system. The lake club is designed by renowned Atlanta-based architectural firm Cooper Carry. Construction of the lake club will follow the completion of the Wicker Point Golf Club clubhouse.

Construction is already underway on the highly anticipated Bill Coore and Ben Crenshaw-designed Wicker Point Golf Club course, the only Coore & Crenshaw designed course in Alabama. The private club is expected to open in summer 2023 and is inspired by the unique topography at the heart of *The Heritage*. Defined by its pine plantations, meandering creeks and lakefront holes, the 18-hole course will emphasize the land's natural beauty and serenity. A limited number of golf-front homesites will feature course views tastefully set back allowing the course to remain the central focus for golfers.

The name, *The Heritage*, is intended to honor Russell Lands' namesake Mr. Ben Russell, whose grandson and Chairman of the Board, Ben Russell, dedicated this pristine lakefront acreage to honor his family's legacy. *The Heritage* lakefront real estate will be available in 2022.

Please see a Lake Club rendering and site map, [here](#).

About Russell Lands

Russell Lands owns, manages, and develops commercial and residential real estate, primarily along Lake Martin's 41,000 acres of pristine water and 880 miles of shoreline. The multi-faceted company is committed to serving the surrounding community and proud steward of the land. Founded on the remarkable achievements of its namesake Benjamin 'Mr. Ben' Russell (1876 – 1941) whose love of the land and visionary investments put Alexander City, AL, on the map over 100 years ago.

Russell Lands' portfolio includes fine lakefront neighborhoods such as [The Ridge](#) and [The Willows](#), [Willow Point Golf & Country Club](#) and [Russell Crossroads](#), a mixed-used development and the central town hub of Russell Lands' 25,000 acres of land holdings. Russell Crossroads consists of the [Discovery Center](#), [Catherine's Market](#), [SpringHouse](#), [The Stables](#) and [Kowaliga Restaurant](#). In addition, Russell Lands operates nationally ranked [Russell Marine](#), [Russell Do it Center](#) & [Russell Building Supply](#) stores and [Russell Home Décor](#). Russell Lands constructed the [Lake Martin Amphitheater](#), a venue for celebrating culture and the creative arts. True to his namesake, Ben Russell founded [Children's Harbor](#), a not-for-profit organization whose focus is on strengthening children and families through a variety of programs, services, and good works. To learn more about the company's portfolio and legacy, go to [RussellLands.com](#).