



## Discovery Land Company Breathes Life Into The Hideaway With Two Restyled Golf Courses and a Unique Array of Amenities

*Since the Golden Age of California,  
La Quinta has been a place to  
take refuge from the cares of daily  
life—it is in this tradition that  
The Hideaway has been created.*

BY EDWARD F. PAZDUR, PUBLISHER

**LA QUINTA, CALIFORNIA:** The crown jewel of any collection is always the most precious and valuable item. In this case, the group consists of many jewels, elegant, private golf clubs in the desert communities such as The Vintage, Big Horn, and others in and around the Coachella Valley.

The newest crown jewel joining this collection is The Hideaway. Its dramatic, sudden elevation in status is credited to Discovery Land Company. Discovery purchased The Hideaway in fall 2002 and has subsequently developed it into a well regarded, desirable address and golf club.

Discovery Land Company ([www.discoverylandco.com](http://www.discoverylandco.com)) is a San Francisco-based real estate development firm specializing in luxury golf and residential communities. Its core philosophy is to enhance the natural character and spirit of each property it develops in order to provide its residents and members with a unique golf and lifestyle experience. Guided by these ideals, founder Mike Meldman and Discovery's principals have become one of the country's preeminent golf and residential developers with an impressive roster of successful, high-profile communities.

According to former businessman Tom Hennings, 57, The Hideaway has become the most sought after property in the California desert. Hennings, a retired Cleveland restaurant developer, is currently an active member and past president of the established Vintage Club in Indian Wells. Hennings, and a few of his Vintage Club associates, visited The Hideaway and left with very high praise for the service, the course, the staff, the chefs, and Meldman's impressive, clever amenities which boost the spirits of members and their guests.

### **DISCOVERY PROPERTIES WELL RECEIVED**

"In fact," said Hennings, "we purchased ten lots between us. Some bought for investment purposes and others, like me, bought two lots, one to build a home there as soon as reno-

**Tom Hennings and his Vintage Club associates visited The Hideaway and were impressed with the Meldman concept. “We bought ten homesites between us,” said Hennings. “I bought two — one to build on and the other for investment.”**

vation work is completed, and the other for investment. I’m very impressed with Mike Meldman and Discovery Land Company,” continued Hennings. “I’ve recently visited the Vaquero Club in Westlake, Texas; and I just bought property and joined Discovery’s Iron Horse Club in Whitefish, Montana. I’m also thinking of buying at the stunning new golf community in Kona, Hawaii—Kuki’o.”

**HOMESITES AND SEMI-CUSTOM HOME SELECTIONS**

The Hideaway is conveniently located within a short drive from the Palm Springs International airport; and the metropolitan areas of Los Angeles, Orange County, and San Diego, all within 130 miles. The Hideaway covers 590 acres with dramatic views of the surrounding Santa Rosa Mountains. “There will be approximately 475 residential units that will consist of custom homesites and a limited supply of semi-custom home selections,” said Nick Blodgett, vice president of sales and marketing. “We actually opened about 250 homesites in January and we’ve already sold 220 of them even with renovation, construction and bull dozers dominating our community. We have just opened another phase of approximately 100 homesites starting at \$350,000 and ranging in size from one-third of an acre to over one-half of an acre. We will have a limited supply of semi-custom homes available next year, ranging in size from 2,700 square feet to 3,300 square feet priced from \$850,000 to \$1.3 million. The first custom homes have broken ground this fall, and range from \$1.5 million to over \$5 million,” said Blodgett.



RENDERING COURTESY OF KITCHEN SINK STUDIOS



**WHY CHOOSE THE HIDEAWAY?**

I put that question before General Manager Mike Finnell who enthusiastically replied, “The reason is because the level of service at The Hideaway is unequalled. I have never seen a service level and a service culture like this. Not anywhere! You’re in for a number of pleasant surprises from the moment you arrive at the guarded gate in the morning until you leave that evening,” declared Finnell. “Where else have you ever received a complimentary fresh fruit smoothie and a slider (small breakfast sandwich) as you drop your car at the club for the valet to park? It’s a

great way to start a day—guaranteed to spoil you. You must come down and see it to believe it,” insisted Finnell.

**THE CORNERSTONE IS GREAT GOLF**

The golf club is an invitation only, private club, with 36 magnificent holes designed by Pete Dye and Clive Clark. Pete Dye’s original 18 holes featured fairways defined by long, native grasses reminiscent of the Heathlands style. David Graham, brought in early last year by Discovery Land Company, has redesigned the course in conjunction with the Dye Group. His assignment was to make the course more player-friendly. Clive Clark, an English designer and former Ryder Cup member, who designed the original nine holes for the former owners, was also commissioned by Meldman to add another nine holes.

Clark’s style is beautification dominated by wildflowers and waterfalls. The golf club now has 36 holes of golf that are challenging, eye appealing, and masterfully designed to provide members with an enjoyable experience.

The Hideaway will be fully operational by the first of next year and *Executive Golfer’s* February issue, out early January, will include comprehensive coverage. The Hideaway is the hottest ticket in Southern California. So don’t miss it. ♦

*For more information, please write The Hideaway, 80-349 Village Club Place, La Quinta, California 92253; or you may phone (760) 777-7450; fax (760) 777-1354; or visit their web site at [www.hideawaygolfclub.com](http://www.hideawaygolfclub.com).*