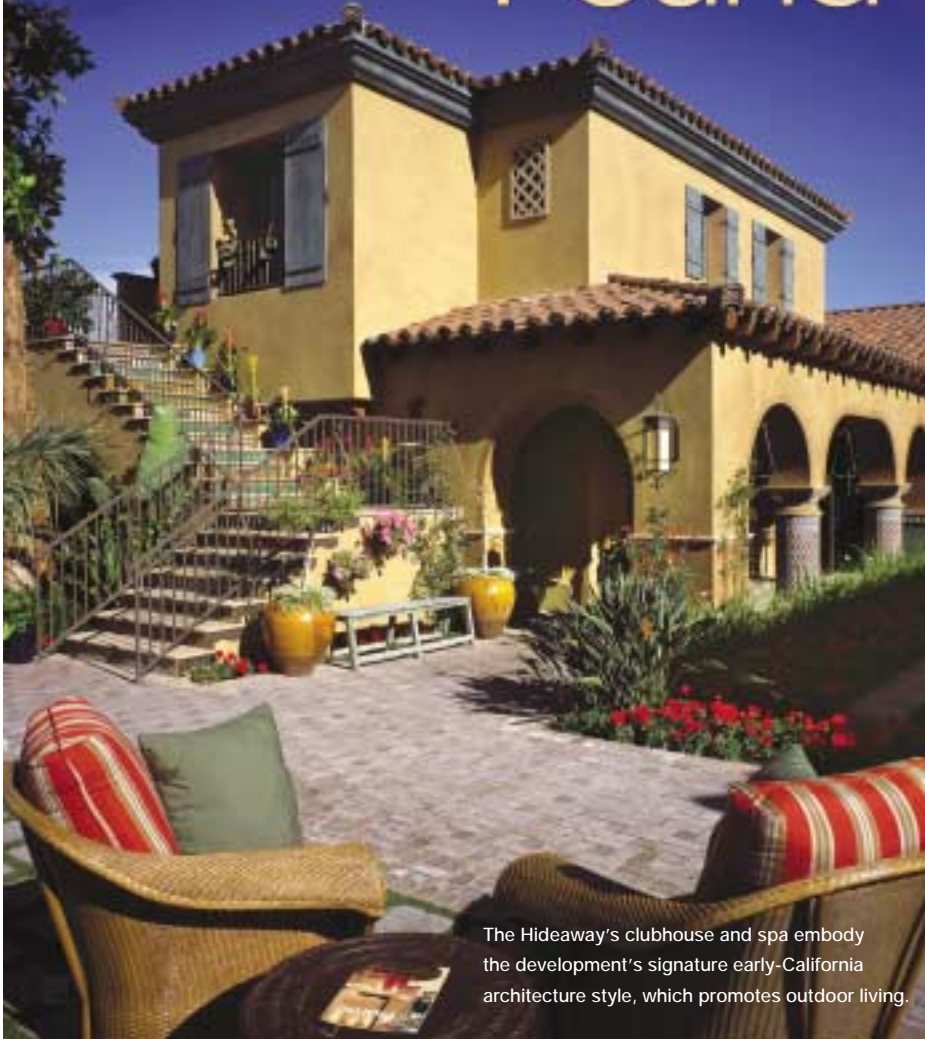


atHome Breaking Ground Paradise Found



The Hideaway's clubhouse and spa embody the development's signature early-California architecture style, which promotes outdoor living.

deliver. Their formula: Pair intimate golf communities of understated luxury with beautiful locations and abundant amenities for all ages. Founded in 1998, Discovery has developed eight projects, including Iron Horse in Montana, Mirabel in Scottsdale, and Kukio on Hawaii's Big Island. Each property retains the locale's natural beauty and reflects the area's history.

Don't look for desert contemporary here. The Hideaway's style is strictly early California. Think Santa Barbara/Montecito estates with large entry courtyards, beamed ceilings, and oversized stone fireplaces. "They give you a product just like a custom home. I can't believe what comes standard in them," says Hideaway's first resident Arthur Arenson. In addition to swimming pools and spas with quartzite stone, the



PHOTOS COURTESY HIDEAWAY

Hideaway. The name alone evokes intimacy and exclusivity. Located near PGA West in La Quinta, the newest of the desert's top-tier golf communities offers both in an unusually family-friendly style. Says former Los Angeles Dodgers pitcher Don Sutton, a Hideaway member and homesite owner,

"I can tell you this is a unique environment. My family loves coming here. Everyone knows my daughter's name."

Discovery Land Co. ranks as one of the country's premier developers of luxury golf communities. Discovery's CEO and founder Michael Meldman and his team have earned accolades for the product they

kitchens sport Wolf and Sub-Zero stainless steel appliances.

The 590-acre community boasts two championship golf courses surrounded by unobstructed views of the Santa Rosa and Chocolate mountains. Abundant wildflowers, palm trees, and multitiered waterfalls line the fairways and greens, resulting in picture-postcard perfection. "The first time I went out on the Clive Clark nine, I thought I was playing in the Rose Parade," Sutton jokes.

Another Discovery fundamental — amazingly attentive service — has helped the company carve a niche in the high-end market. "There is nothing they won't do for you here. Everybody is so polite," says Arenson. "It's the intimacy here that makes it different from everywhere else," adds Mrs. Arenson. "We didn't come to





the desert planning to be in La Quinta, but the first time we came here we decided to buy.”

Initially, Discovery thought semi-custom homes would be the hot sellers. According to Director of Sales and Marketing Nick Blodgett, Discovery soon found that wasn't so. "Because we have an entrepreneurial management style, we were able to respond quickly to market demand and switch gears." The Hideaway will build out with 83 semicustom homes (\$850,000 to \$1.3 million), 27 golf casitas (\$1.4 million), and 360 custom homesites (\$400,000 to \$950,000).

In roughly the first year, 225 homesites sold. All custom homes must retain the Hideaway's signature early-California architecture. Discovery maintains a preferred-builder list, though buyers may bring in other builders with high-end residential experience. All home plans must



pass a rigid design review. All homes must also stay in proportion to the community. "We don't encourage people to build monuments to their egos," confides Blodgett. No McMansions here.

A 50,000-square-foot clubhouse with full-service spa, fitness center, dining facilities, and a full roster of on- and off-site programs and activities rounds out the amenities.

View homesites and model homes by appointment. For more information, call (760) 777-7450 or visit the Web site www.hideawaygolfclub.com.

— Ellen Paris

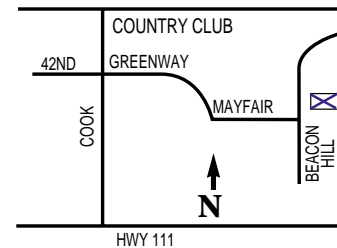


• *Featuring the desert's most fabulous collection of gorgeous custom upholstery, designer furnishings, accessories & art!*

• *Professional design services*

• *Courtesy to the trade*

• *ASID Industry Partner*



Ambiance
UNLIMITED

DESIGNER FURNISHINGS SHOWROOM

340-0069

42-050 Beacon Hill
Palm Desert, CA 92211
Hours: M-F 9-5, Sat 10-2