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WINTER 2019

\$18.95



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Robert Day *and His Vision for* Cabo *Del Sol*

*-by Michael Koehn
photos by Francisco Estrada &
courtesy of Cabo Del Sol-*

*One of Cabo's Pioneers Sees His
Masterplan Come to Life In a
Way That Will Redefine Luxury
Living in Los Cabos.*





Every once in a while, we get an opportunity to talk with some of Baja's early enthusiasts, the people who found their way down the peninsula and discovered the charms of the area long before Cabo became a regular stop on the cruise ship itinerary.

Robert Day is one of those people, a highly successful businessman whose involvement with Cabo Del Sol is now resulting in some significant changes to the area along the Los Cabos Corridor. Day's accomplishments have been well-documented, and include a sterling career in financial services and a substantial role as a philanthropist.

The grandson of Superior Oil Company founder William Myron Keck, Day grew up in Los Angeles and received a Bachelor of Science in economics from Claremont

McKenna College in 1965. He became the longest serving trustee starting in 1970. He also served as Board Chairman. In 1971, he founded the Trust Company of the West (whose clients include many of the largest corporate and public pension plans, financial institutions, endowments and foundations in the U.S.) and he is currently CEO of Oakmont Corporation, a Los Angeles-based, family-owned investment company he founded in 1980. The Trust Company was sold to Societe Generale for 2.5B in April

2001. Day has also served on the Board of Directors of Freeport-McMoRan, Fisher Scientific, Société Générale and sits on the Board of Trustees of the Center for the Study of the Presidency and Congress, and The Broad Foundation.

He also currently serves as Chairman and CEO of the \$1.3 billion non-profit W.M. Keck Foundation, which focuses on funding for science and engineering research, medical research and undergraduate education in Southern California.

The history of Cabo Del Sol began in 1985 when Baja pioneer Don Koll called up Robert Day and offered him a partnership in a new project in the Corridor. "Don got me on the phone. He knew I liked Mexico and had worked on the committee to get NAFTA passed, and Don and Bud Parr were working on a deal. Parr had twenty miles of oceanfront there and we struck a deal to buy the property that became Cabo



Del Sol. Koll knew from time in the area developing Palmilla Hotel resort that this property, with its gradual sloping terrain and two miles of pristine ocean frontage, was the best property in Cabo. Anywhere you put your finger on the map, you had an ocean view from the property. So Don and I struck a deal to buy the property in a joint venture between our two companies. Don took the role as operator and lead developers in those years leveraging the expertise and team they already had in place at Palmilla and immediately began adding value. We sold off the two hotel parcels where the Sheraton and the Fiesta Americana now sit (CDS does not own or operate the two existing hotels),

and put in the two golf courses, which were major additions to the area, helping to put the region on the map as a world class golf destination. Don also had the foresight in those early years to work with the local government to move the highway back a mile from the Pacific Ocean, which is probably one of the biggest advantages Cabo Del Sol has over the other properties along the corridor creating a serene feeling of quiet and peace in all of our beachfront neighborhoods without needing to shield the noise of the traffic buzzing up and down the coast. Eventually we bought Koll out of the deal to become the sole owners and operators of the property and related businesses. In terms of

partnerships, we were the first and last to buy property in the area from the Parrs, and also the last, with a 30-year interval in between.”

With over 1800 acres and two miles of beachfront, Cabo Del Sol has an impressive footprint in the area and quickly became somewhat of a Mecca amongst golfers from around the world, as the Jack Nicklaus Signature Ocean Course and the Tom Weiskopf Signature Desert Course were recognized and ranked among the top courses in the world. However, outside of the golf community, CDS remained relatively

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under the radar due to a 15-year pause in development activity and the majority of the property remaining as a blank canvas. Consistent through several development cycles in Los Cabos, with all its space and visual appeal, Cabo Del Sol has been sitting quietly, sharing its scenic charms, but also offering the potential of so much more. With southern Baja in the midst of graduating from a Western US golf and party destination to a globally recognized family resort destination, the management team at Cabo Del Sol has embarked on an ambitious new master plan to revamp and

develop the property on a scale that hasn't been seen previously anywhere in Mexico in terms of luxury resorts.

Peter Carlton, President of Oakmont Corporation, has been with the company for 16 years and understands the potential of Cabo Del Sol. He was convinced that an ambitious development plan executed by a best-in-class team was the only way to fully realize all the competitive advantages the site has to offer in a region where luxury resort communities have already set a very high bar. "The timing was right for Oakmont to provide the project with the capital and the

focus it would require to set a new standard of experience in Cabo," says Carlton. "The environment in the area is right, we have the land, the capital and the team to do it. We really feel like the stars have aligned and feel truly blessed to be doing this with a leader in the industry like Steve Adelson. Steve helped set the bar for the highest end of experience and luxury in the industry globally and two of his crown jewel accomplishments are right here in Cabo."

Adelson's resume is impressive. He has been active in Cabo for more than 20 years, and in a former role, he led the development





of iconic communities El Dorado and Chileno Bay in the Corridor, as well as 17 other award-winning, luxury communities like Yellowstone Club in the US and Bakers Bay in the Caribbean, all setting new standards of service, lifestyle experiences and luxury living, resulting in billions of dollars in real estate sales. According to Carlton, his creativity, vision and innovative leadership made him uniquely qualified to lead the project as CEO of Cabo del Sol.

“We saw some development around the area, with a number of mid-rise and high rise projects and we figured it was time for Cabo Del Sol to shine,” says Adelson. “There was

a lot of growth in the area, but the numbers were good, with a growth rate of 14% over the previous year. That’s probably the highest anywhere in North America.”

“When you look at that coastline, with the pristine, swimmable beaches and the scenic rock outcroppings you can really see that it’s the most private and magnificent piece of land within the Corridor, in our view,” explains Adelson. “It’s a gem of a property, and, of course, the golf courses have always been appreciated by avid golfers, but the magnificence of that piece of real estate hasn’t realized its full potential, until now.”

With a plan of creating the best amenity-rich luxury resort property in the area, the team has created a masterplan that includes a world-class luxury resort, redesign of the two golf courses, more organic clubhouse facilities, a golf practice facility, two new luxury residential communities, a mountain adventure park called La Montaña, a new generation of beach clubs, an organic farm and garden, an observatory and a host of adventure experiences that

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include snorkeling, surfing, fishing, kayaking and SUP, hiking, biking, tennis, pickleball, climbing, rappelling, zip lines and mountain biking, a desert camp for glamping and wellness experiences like fitness training and spa facilities, in addition to the world-class golf offering more ocean exposure than any other course in Los Cabos.

Located within the Cabo Del Sol community, the key focus of the masterplan is the Cove Club, which is being developed on over 600 acres. The Cove Club will provide a variety of living options for

families, with 385 planned residences that include oceanfront and ocean view homesites, luxury resort-branded residences, Ocean Haciendas and Casitas, Beach Villas, Club Villas and mountainside ranchettes, among the varied residential offerings. These new residences include the last available oceanfront homesites and residences in the Corridor and will be a true community, with a retail village and a market included as part of the plan. A second oceanfront complex, La Playa will offer its own separate beach club and day club facilities with world class retail and restaurants and a more high

energy and social atmosphere. Already under construction in La Playa is a new Park Hyatt luxury hotel with 166 rooms and 28 branded Park Hyatt residences publicly announced to open in 2021.

“We’re also bringing in some fresh retail components and some new beach club components,” says Adelson. “You can stand on the high point of the property, at 230 meters above sea level, and you can see the famous arches, you can see the bay and the city lights, but at the same time you feel very secluded. The terrain also happens to be very lush, as seasonal rains moving down



the washes create a lushness in the area that is unique. So the vision is about much more than just having an ocean view and putting in a hotel and private residences. We're combining an exclusive golf experience and a beach club community along with a world-class resort in a way that is unprecedented in terms of developments in North America."

The Cove Club, in addition to its prime location and amenities, promises to offer

the highest level of luxury and service. A new program called the Cove Club's Experiences and Services Program (ESP) will offer adventure, recreational and cultural experiences at a single location for the community.

"What will make us stand out in the area is the level of service. Our Experience and Adventure team members are experts in water, mountain and cultural adventures

and will offer the highest quality of service in Cabo," explains Adelson. "We're providing the kind of hospitality that originally brought people to Cabo in the first place. The Mexican people have great hearts and are so warm and welcoming and that level

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of service is one of the greatest amenities of this project. Those traditions will be included in the architecture, the food and the lifestyle. We have a direct connection to the land and the original farm-to-table traditions that have always been part of the culture here. Our plan calls for ten new dining options on the property, from street taco stands to the highest level of fine dining, all led by the way, by world-renowned Chef Francis Reynard.”

The master plan for Cabo Del Sol is also designed to promote a family atmosphere and will be a community that all generations can enjoy.

“There will be an experiential environment here, where members can get out and engage in the natural beauty of the area, whether it’s watersports, some of the best golf in the world or exploring the terrain at La Montaña,” says Adelson. “At the same time, you can simply relax and enjoy a good read by the pool and feel like you’re in your own world.”

That’s a fitting description of the new Cove Club development coming to Cabo Del Sol. The luxury amenities now being developed on this very special property in the Corridor will make it a world unto itself. With the potential of the land that Bud Parr

and Don Koll understood and the traditional warmth of Mexican hospitality, the foundation was there, a place that could host a world-class luxury resort and share all the charms that southern Baja has to offer. Cabo Del Sol’s team is fully invested in bringing Robert Day’s vision to life and fulfilling that potential for a new level of luxury living and experiential lifestyle to the Golden Corridor.

For more information:

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El Fin!

