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South shore of Travis to get new development \$120 million project would include luxury homes, equestrian center



By Shonda Novak AMERICAN-STATESMAN STAFF

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A \$120 million luxury waterfront residential development with more than 150 homes, a marina and an equestrian center is destined for Lake Travis' south shore.

Planned by Hal Jones and his financial partner San Antonio billionaire Red McCombs, the 300-acre Reserve at Lake Travis would be built on what Jones said is the last large undeveloped tract on the main body of Lake Travis between Mansfield Dam and Briarcliff.



(enlarge photo)

Reserve at Lake Travis site



(enlarge photo)

Hal Jones Developer lives close to \$120 million luxury project on south shore of Lake Travis.

Jones said 186 acres of the project will be on the former Morris Ranch, which Hal Jones Development LLC and McCombs Enterprises purchased in August through a separate partnership, the Reserve at Lake Travis LLC. The sellers were members of the Morris family, which formerly owned Calcasieu Lumber, Jones said.

Once completed, the development on Thurman Bend Road in western Travis County is expected to have 129 custom homes from \$900,000 to \$7 million, and 25 cottages from \$450,000 to \$1.8 million.

The one- to five-acre home sites are expected to range from \$300,000 to \$3 million. Eight lots have been reserved, some by people involved with the project, including McCombs and Jones.

Jones, who lives four miles away on Bee Creek Road, said construction on his and McCombs' houses could start within three weeks.

"This is my backyard project," Jones said.

He said a market study showed demand for the home sites would be split about evenly between people buying primary residences and vacation homes.

"The lake is hot right now, no doubt," Jones said. "There's only so much waterfront. They're not creating any more of it," he said.

Just southwest of the Reserve, San Francisco-based Haas and Haynie plans Vizcaya, a luxury residential golf-course development. Vizcaya is going through the Travis County planning, permitting and engineering process, and is expected to break ground sometime this year, said Mark Meyer, a vice president with Haas and Haynie.

Up to 500 custom homes are planned for Vizcaya, on the former Covert family ranch. Vizcaya will include trails, a marina and an 18-hole Rees Jones-designed golf course.

At the Reserve, Hal Jones plans a 192-slip marina that could accommodate vessels ranging from 26-foot ski or sailboats up to 100-foot houseboats. There also will be two restaurants — one a public, elegant-dining restaurant along the lines of Hudson's on the Bend, and the other for club members only.

Plans also call for 2½ miles of trails for horseback riders. Work on the equestrian center could start within a month, Jones said.

Jones said the project is about six months from having utilities.

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In addition to the Morris land, the McCombs/Jones partnership bought 110 acres for the project from the Lower Colorado River Authority.

The LCRA had been leasing part of the land to the Young Men's Business League for an Austin Sunshine camp for at-risk and disadvantaged youth. The camp's facilities were antiquated and in disrepair, Jones said, and McCombs is spending about \$500,000 for a new camp in the Turkey Bend Recreation Area on the lake's north side.

Six cabins are under construction, Jones said. There also will be a dining pavilion, showers, sports courts, a swim dock, medical huts and a counselor's cabin. The camp, to be called the Red McCombs Sunshine Camp, is expected to be open in time for the summer camp season, Jones said.

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