

Kelly Slater Wave Company's technology
in action at Surf Ranch in Lemoore, Calif.

WAVE OF THE FUTURE

TODD GLASER PHOTOGRAPHY

In Texas Hill Country, members will be riding high—but not dry—with the help of a surf legend. By Maggie Morris



OR A SURFER, IT'S NEVER-ENDING," Kelly Slater once said. "There's always some wave you want to surf."

The 11-time World Surf League champion—and longtime friend of Discovery Land Company—knows the incessant thirst for the perfect wave. So much so that, when he's not riding a death-defying barrel to yet another trophy, he is harnessing the latest wave technology to create long, powerful, surfable waves—and unleash what might be the most revolutionary technological innovation in surfing since surfboards themselves. Now, through a groundbreaking partnership, Discovery and Slater have designed the most exclusive on-demand surfing experience the world has ever seen—right in the middle of Texas, at Austin Surf Club.

Soon, the waves will be ready. Beginning in 2026, members of Austin Surf Club will have access to nonstop stoke at what will be the world's only



TODD SLATER PHOTOGRAPHY

"FOR A SURFER, IT'S NEVER-ENDING.

THERE'S ALWAYS SOME WAVE YOU WANT TO SURF!" —KELLY SLATER



Jeff Bizzack, Jasen Trautwein, Mike Meldman, and Kelly Slater at Austin Surf Club.

private surf community. Spanning 2,200 feet, two wave basins—one of which utilizes Kelly Slater Wave Company's proprietary technology—will make up to 6,000 personalized waves each day. Powered by Slater's innovation, the Outer Reef will deliver beginner- to expert-level breaks, ranging from soft ripples to intense waves that will challenge even longtime pros. At the Shore Break Wave, which relies on entirely different groundbreaking technology, ocean-like sets will pump out every 15 to 20 seconds, allowing surfers to get in a lineup. Both wave basins will fire waves all day and, thanks to state-of-the-art lighting, well after dark.

"The technology here is exciting because you can introduce surfing to somebody and get them up and hooked right away, which is pretty unheard of in the ocean," Discovery principal Alex Flink says, adding that beginners will be guided by coaches who ride personal watercraft alongside the waves, which can be shortened and slowed down as needed. "It's an incredible way to introduce people to the sport, especially kids."

Everything at Austin Surf Club will be tailored to the athlete lifestyle. In the clubhouse, surfers will be able to review footage of their rides and work with experts to hone their skills. The property's 147 homes—including Lake Cabins, Surf Village Villas, and Kelly's own custom-designed Slater Shacks—will offer their own private wellness amenities, including cold plunge tubs and heated pools for muscle recovery and relaxation.

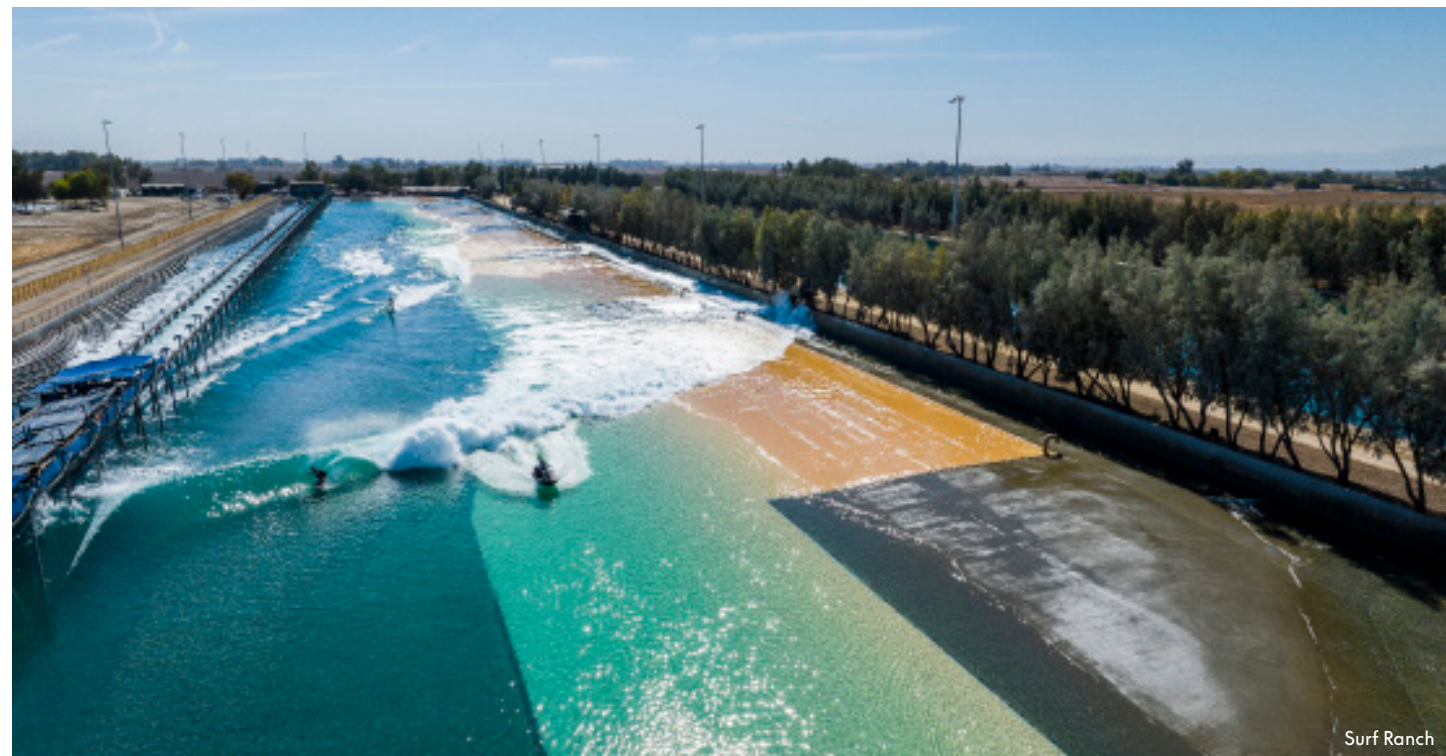
To build the club's programming, says Flink, Discovery drew from its long history of helping members strengthen their golf game—as well as its affinity for disrupting some of the more traditional elements of the sport. "When we started out, we encouraged things that were considered faux pas, like not tucking in your shirt on the course or playing music on the driving range," he says. "By nature, surf culture is rebellious and disruptive, so we are looking forward to marrying what we've done to the golf game with the sport of surfing."

Naturally, that anything-goes mentality extends beyond riding waves and into other (often hard-core) endeavors. The club is in talks with a number of other top extreme sports athletes to develop additional action-oriented amenities, such as its Xtreme Skate Park. The community's lake will offer fishing, kayaking, and paddleboarding. Back on land, a complex complete with courts for pickleball, tennis, basketball, and sand volleyball, as well as a family adventure park, will complement a cutting-edge fitness center and spa.

Ever forward-thinking, the club will also prioritize sustainability,

starting with plans to utilize solar panels on amenity and residential structures to provide much of the community's energy. An innovative approach to water conservation and recycling is also being developed: In addition to prioritizing water-wise native landscaping, water catchment and storage areas will be thoughtfully placed throughout the community, creating a closed-loop system that will allow Austin Surf Club to recycle as much water as possible on the property before sending it off to local treatment plants. An on-site organic farm will grow produce for the two restaurants, as well as residents' home meals, and an existing small-batch brewery developed by the Coors family (who owned the property prior to Discovery) will be used to create a community-specific beer—and is sure to be a central hangout destination.

And just minutes away? Downtown Austin, with all its vibrant musical, culinary, and cultural offerings. "It's a little cowboy," Flink says, "but it's also very tech-forward and innovation-driven." And now, at the Surf Club, members can ride the wave of Austin's truly distinct spirit in a way that no one has before.



Surf Ranch



Kelly Slater and Max Meldman