

Arlington Lakes Golf Club

Developing alternatives to the 18-hole round

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Existing Conditions Pre-Renovation

- Course Routing
 - 1979 design David Gill.
 - Very popular public facility.
- Existing Yardage
 - Par 68.
 - Back Tee – 5,401 yards.
 - Middle Tee – 5,018 yards.
 - Forward Tee – 4,650 yards.
- Golf Course Bunkering
 - Had 106 sand bunkers.
 - Original bunkers, 36 years old.
 - Poor drainage.
 - Sand build up and encroachment.
 - Expensive to maintain.
- Issues to Consider
 - Clubhouse flow.
 - Morning/afternoon sun.

Existing Conditions Pre-Renovation



Existing Conditions Pre-Renovation



Existing Conditions Pre-Renovation



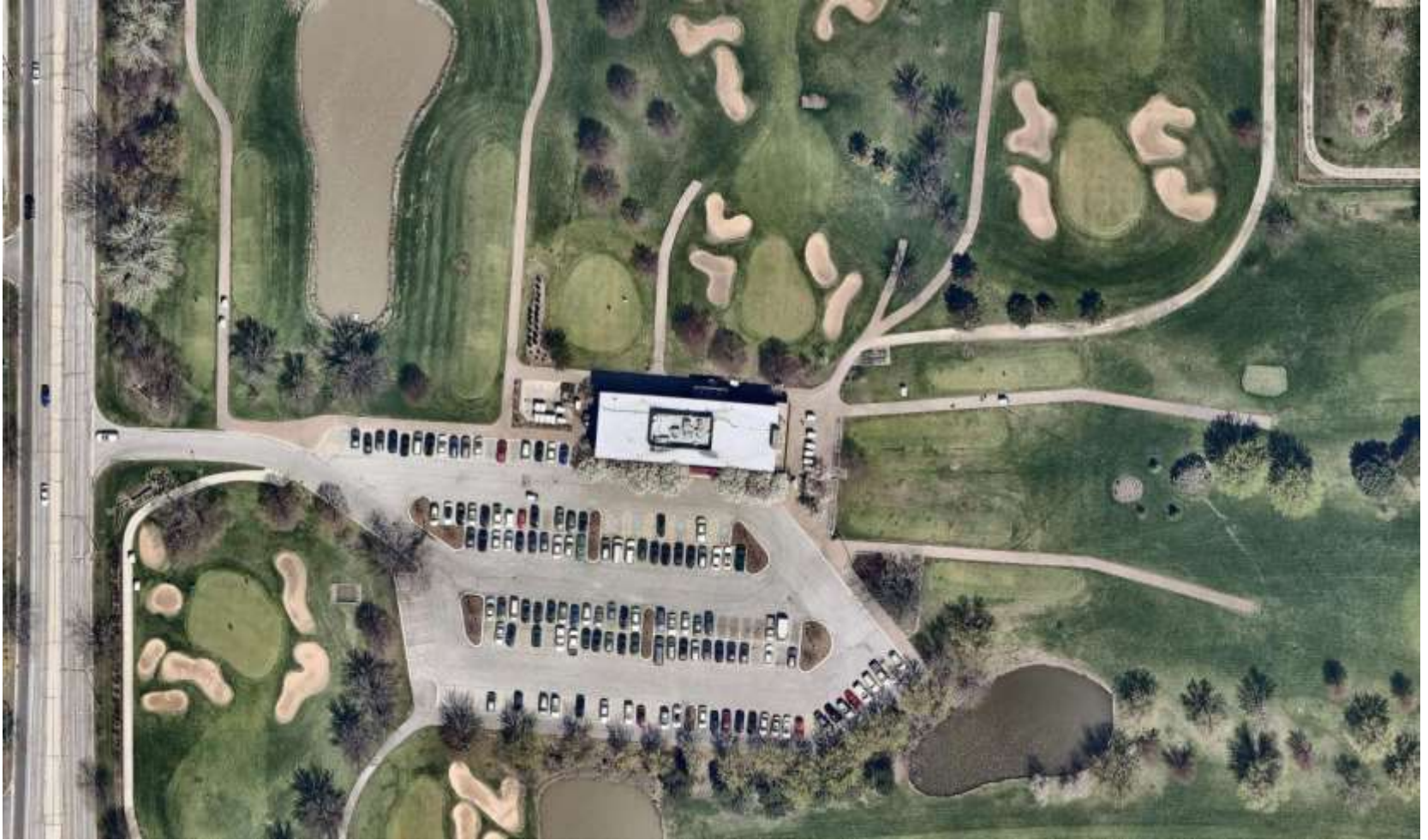
Design Opportunities

- Rebuild Bunkers
 - Reduce number of bunkers.
 - Create maintenance friendly design.
 - Improve drainage.
- Golf Course Yardage
 - Keep Back Tee and Middle Tee yardages close to existing yardage.
 - No land available to lengthen golf course.
 - Shorten Forward Tee.
 - Create Family Tee.
 - Shortening Forward Tee and creating new Family Tee provides more options.
 - Allow new golfers, women, juniors, and seniors opportunity to reach green in regulation.
 - Less shots should help with pace of play and golf course flow.
 - Reduce the frustration to many new golfers by allowing them to play the course the way it is meant to be played.

Design Opportunities

- Golf Course Routing
 - Flip the routing so 3 holes return to clubhouse on the front nine.
 - Adjust the new 7-9 holes by reversing the direction of play.
 - Create an exciting eighteenth hole.
 - Took into account morning and afternoon sun.
- Clubhouse Area
 - New routing of cart paths and cart staging area.
 - Created safer circulation patterns.
 - Open up area for more outdoor seating for revenue opportunities.

Renovation Plan



Renovation Plan



Renovation Plan

- Rebuild Bunkers
 - Reduce number from 106 to 37 sand bunkers.
 - Improve playability of the golf course.
 - Create maintenance friendly design.
- Golf Course Yardage
 - Kept Back Tee and Middle Tee yardages close to existing yardage.
 - Created shorter Forward Tee at 4,094 yards and new Family Tee at 2,075 yards.
 - New tees will provide more options for new and novice golfers.
 - Family tee with par 4 yardages between 150 and 180 yards.
 - Make the golf course fun and bring golfers back.

Renovation Plan

- Golf Course Routing
 - Reversing the nines will allow golfers the opportunity to play 3, 6, 9, or 18 holes.
 - Adjusted the new 7-9 holes by reversing the direction.
 - Created a new, exciting eighteenth hole.

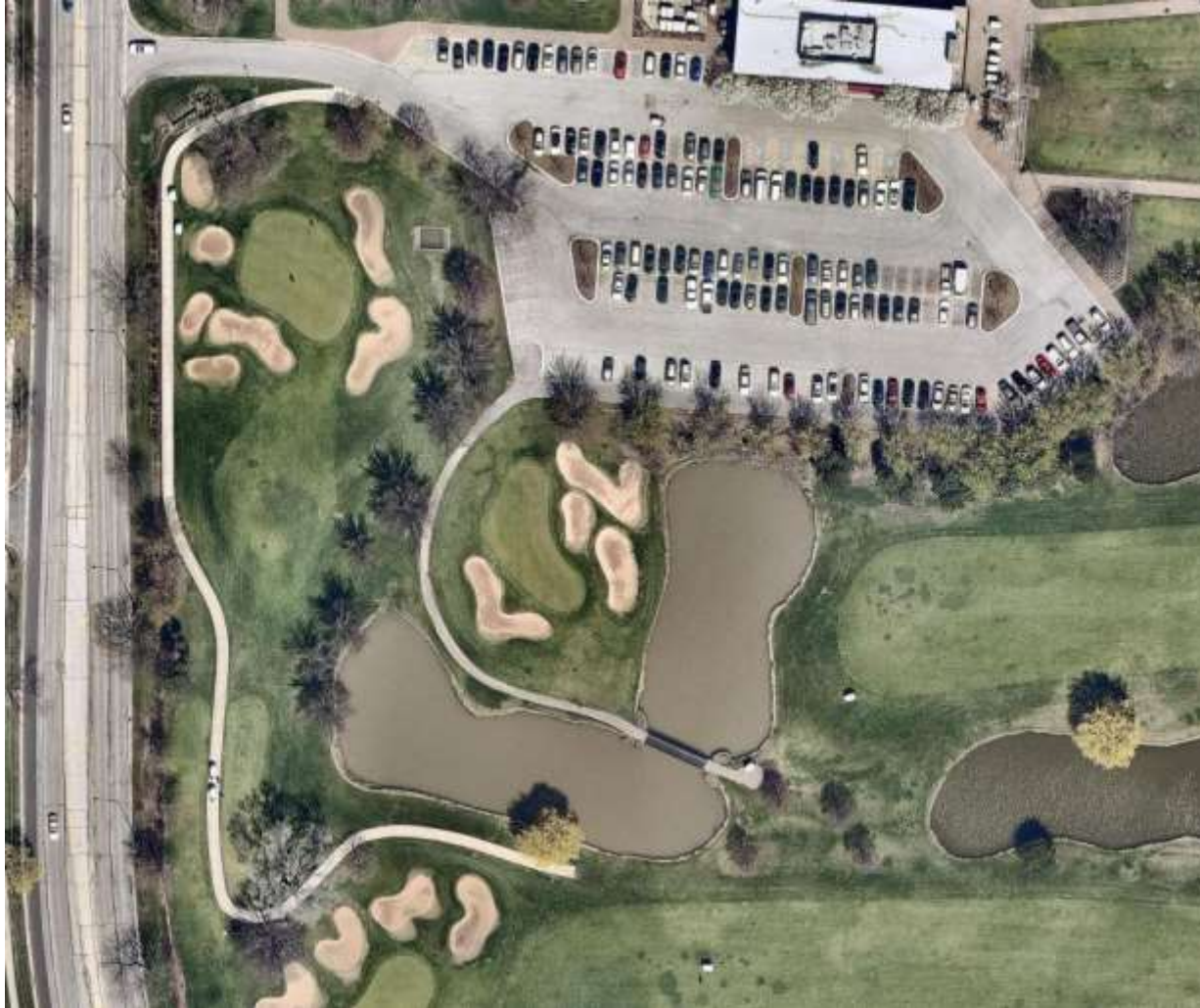
Renovation Plan



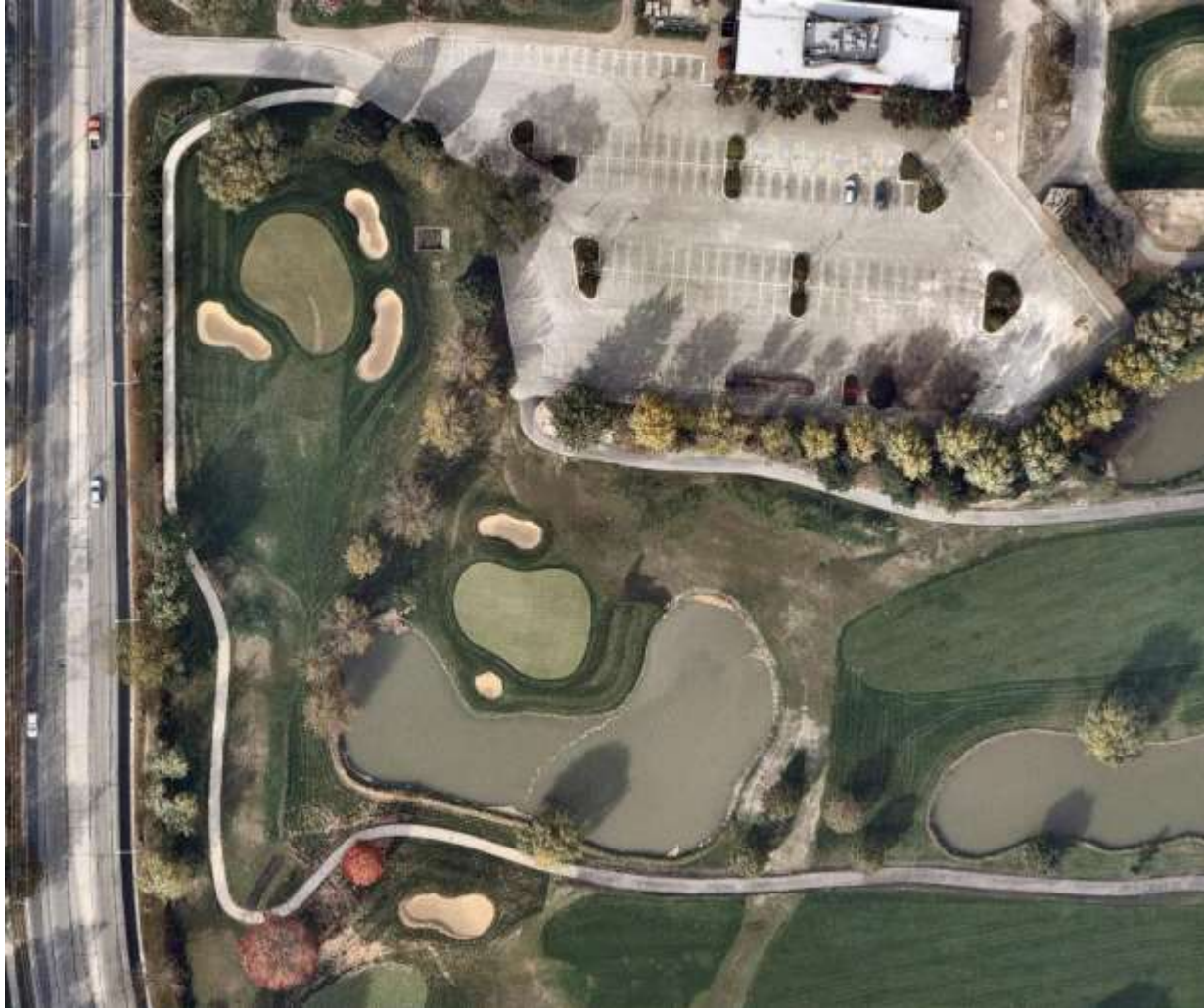
Renovation Plan



Renovation Plan – Before/After



Renovation Plan



Maintaining for Pace of Play

- We wanted to achieve certain goals in completing this Master Plan. They included:
 - Improved sand bunkers.
 - Reduction in number of bunkers.
 - New bunker style to eliminate sand wash.
 - Including wall-to-wall cart paths for access.
 - Using new grass varieties for better maintenance.
 - Newer bentgrass on greens for reduction in chemicals.
 - Low mow bluegrasses to reduce mowing frequency.
 - New “Holiday Blend” bluegrass that grows to 3 inches.

Maintaining for Pace of Play

- How is maintenance impacted?
 - Better Bentgrass variety on greens
 - Improve consistency without lowering height of cut.
 - **Golfers are very happy if our green speed Moderate. 9'-10' on the Stimpmeter.**
 - Use of less chemicals on greens. Reduce wait time for golfers.
- How can the three or six hole loop impact maintenance?
 - With 4 starting tees near the clubhouse we can start golfers on various tees.
 - Spread out wear and tear on the course.
 - More golfers but less number of holes played.

Maintaining for Pace of Play



Maintaining for Pace of Play



Maintaining for Pace of Play



Maintaining for Pace of Play



Maintaining for Pace of Play



Implementing a 3 or 6 Hole Round

- With over 40,000 rounds of golf played, why try something different?
 - Combat that idea that golf takes too long and is too expensive.
 - Fill underutilized tee times.
 - Increase the opportunity to develop new players.
 - Give Junior golfers the chance to learn on fewer holes before they get bored or frustrated.
 - Provide different opportunities for golfers to get out on the course.
 - Increase revenue and rounds at Arlington Lakes.

Implementing a 3 or 6 Hole Round

- When and How to implement the plan.
 - We know this will take a learning curve in picking the right times.
 - Maybe we want limit these times to when an 18-hole round cannot be filled.
 - With that thought, perhaps these times may work best.
 - Weekdays until 8am.
 - Weekdays from 11am-1pm for the lunch crowd.
 - Weekday evenings after 5:30pm
 - Weekends after 3pm.



Marketing the 3 or 6 Hole Round

- Target markets for implementation.
 - Junior golfers – learn the game in short segments.
 - Parents – drop off the kids at swim lessons and play 6 holes.
 - Work professionals – come out during lunchtime for a quick 3 holes of golf.
 - Family – enjoy dinner and 3 holes for some quality time.



Marketing the 3 or 6 Hole Round

- How do we get the word out?
- Marketing slogans for letting golfers know the options.
 - “3, 6, or 9? You’ve got the time for a fun round at Arlington Lakes.”
 - “Looking for a quick fix? You can play 3 or 6 at Arlington Lakes.”
- Marketing to the lunch crowd
 - “Play 3 or 6 at your lunch break and get a free sandwich for the road.
Your boss will never know.”
- Promote family time.
 - “Play 3 or 6 holes with your family using our new Family Tees. Less time at a lower price.”
 - “Quality family time at it’s finest...Play 3 or 6 holes at Arlington Lakes.”

3..6..9

Thank you

