



PGA Golf Club to Undergo Major Transformation

Clubhouse to double in size; large outdoor area also to be added

By Michael R. Abramowitz

The old-fashioned, 18-year old clubhouse at PGA Golf Club in Port St. Lucie, Florida, is undergoing a major transformation and upgrade that will advance and expand the structure, as well as pay homage to the PGA of America's storied past.

Tom Hoch Design of Oklahoma City is charged with creating a clubhouse that's reflective of the high standards of the PGA, while celebrating its proud tradition and future. The firm's legendary name-sake looks to combine the current "Old Florida" feel of the clubhouse with contemporary elements of style. The facility will be efficiently renovated first, and then expanded upon from 9,000 to 18,000 square feet of covered and air conditioned space. In addition, another 4,500 square feet will encompass a new back patio and event lawn area.

"My vision is to create a club that's a source of pride for both PGA members and the members of PGA Golf Club," says Hoch, whose resume includes more than 250 facilities across 30 years, such as Camelback Golf Club, the Slammer and Squire Clubhouse at World Golf Village, and several Ritz-Carlton golf properties.

The first phase, projected to be complete this fall, will take the existing golf shop at PGA Golf Club and convert it into a "standard-bearer" for the golf industry. By leveraging modern design techniques on the existing high ceiling space and transferring the sales counter area to the center of the room, the golf shop will be renovated into a vibrant retail outlet.

Simultaneously, the current dining room is being converted into a high-end pub that presents a design that celebrates the PGA, its Championships

and its positive influence on the game worldwide. High-tech audio and video components will accentuate the room, which will have the theatrical effect of a British Pub transformed into a modern-day sports bar.

Phase two involves adding 9,000 square feet to the existing structure. New members-only (PGA and PGA Golf Club) locker rooms will offer separate private quarters from daily-fee customers. An octagon-shaped private member dining room and bar will overlook the 18th green of the Wanamaker Course in breathtaking fashion.

An expansive outdoor covered pavilion, boardroom and wine room will offer new opportunities for hosting private parties and events. The existing kitchen will be completely renovated.

Unique PGA of America artifacts will be interspersed throughout each room to give a structured approach for tracing the Association's impressive storyline. For example, the main lobby will feature a gallery, which sets the foundation for a historic atmosphere that weaves throughout the building.

"Each room will take on a life of its own," explains PGA Golf Club General Manager Jimmy Terry. "It is vital to us that our members feel nothing but great pride in our facility. We want this to be a credit to the PGA brand and everything it stands for."

Weather permitting, Hoch expects the entire project to be complete in late spring/early summer of 2015. After which, he envisions the clubhouse evolving into something beyond a golfer's traditional stomping ground, but rather a tourist and local resident must-see destination.

"For people who've been here before, I believe they'll find a new 'Pride of Place' that existed or was imagined," says Hoch. "And for new patrons, I believe they'll say, 'Wow, what a fun and cool place!' It will be rewarding to see the new clubhouse at PGA Golf Club as a destination unto itself." ■