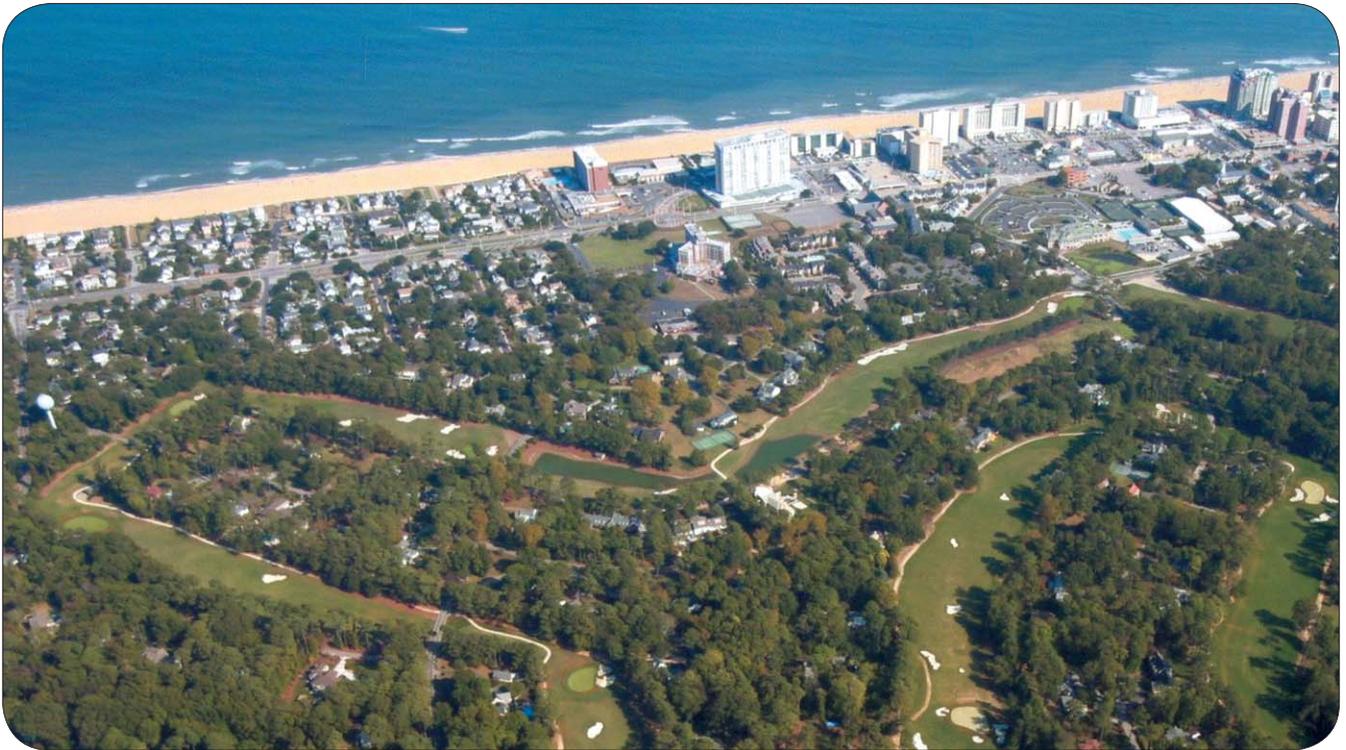


Princess Anne Country Club Virginia Beach, Virginia



“Aspen was very active and involved in helping us value engineer the cost savings while delivering the quality product that everyone wanted,”

says Gary Beck, Chairman of the Golf Course Renewal Committee.

“Aspen has other projects, but we only had one and it was a very important job for us; Aspen made us feel like it was a very important job for them as well!”



A Royal Treatment for the Princess

Princess Anne Country Club - Virginia Beach, Virginia

Location:	Virginia Beach, Va.
Type of project:	Renovation
Cost:	\$4.3 million plus
Construction started:	2006
Course opened:	May 2008
Architect:	Tim Liddy, Tim Liddy/Associates, Inc.
Builder:	Aspen Corporation
Course Superintendent:	Matt Boyce
Owner Representatives:	William Shonk, CCM General Manager

The owners of the Princess Anne Country Club had a vision of turning their golf course, built in the 1920s, into a classic old-style course that claimed its distant heritage. Members should be able to imagine arriving in a Bentley Speed Six Tourer, getting out of the car and walking on to the course—and feeling right at home.

The golf course reconstruction was part of an overall renovation package that Princess Anne planned that also included enhanced tennis facilities, expanded fitness facility, enhanced pool, and a refurbished pavilion poolside grill; the effort was primarily funded by caring and devoted members, including 125 who showed additional support by contributing \$5,000 each to create a project with premium quality.

PROJECT GOALS

- Several competing clubs in the market had recently undergone some kind of renewal – Princess Anne was approaching 25 years without significant work. Creating beautiful holes with more strategy and more detail was one key wish of the members.
- Another important goal was to create a course to bring pride back to members, many of whom were not happy with the current course; some had even given up membership.
- The club's members are mostly 50-70 years of age, and had played courses all over the country, so in order to meet their needs, the reconstruction needed to result in something special and maintain the club's premier status in the Commonwealth.
- Renewal of the classic iconic imagery. Over the years, views out into the bay and inlets had been minimized or reversed.

PROJECT CHALLENGES/SOLUTIONS

- Princess Anne is surrounded by established neighborhoods and the 82 home owners surrounding the golf course were constant observers of the project.

Great care was taken to minimize the impact of construction on the neighborhood, including meeting with the neighborhood association, so trucks hauling project material were scheduled

so as to minimize disruption for residents, local traffic, school buses, etc. Water trucks were used liberally to control and minimize dust. Even those who were not enthusiastic at the beginning of the project were pleased by the project's end.

- The overall goal of Tim Liddy's design was to focus on the traditional, classic golf course while adding drama, interest, and challenge that builds as members play the course. Once-flat fairways were designed to feature gentle undulations and pleasing contours. Of special note were hole #11, a classic redan, and #12, traditional punchbowl style greens sitting below the level of the fairway.

Aspen brought its extensive experience in implementing all the classic features – redan, Biarritz, punchbowls. Aspen speaks the language of golf design, so it was quite easy for the architect to communicate and have confidence that Aspen would execute the vision keeping everything in balance and control.

- Princess Anne has only a few feet of elevation change over the whole course; working at or near sea level was difficult because some work had to be performed at low tide. Aspen worked in very close coordination with the architect to ensure that the design elements were executed with an eye on tides. The grade had to be absolutely perfect to get the best play for the members but still be above water at normal high tide. At times, Aspen worked with four lasers concurrently to contain/control the grade to laser perfection.
- E&S was a huge concern. Princess Anne falls within the regulation of the Department of Environmental Protection, the City of Virginia Beach, and the Chesapeake Bay Board. Intracoastal water comes into parts of the course.

Aspen spent an unusually high amount of time, money, and resources in complying with environmental issues on this project, particularly in regard to the rules and regulations regarding the Chesapeake Bay watershed. **At the end of the project, the Chesapeake Bay Board commented that Princess Anne was one of the sites that they'd had the least issues with.**

PROJECT RESULTS

- Aspen worked with ACF Environmental and the City of Virginia Beach to come up with a solution for outfall scouring. A system, ScourStop, was developed to provide immediate protection and filtration requirements. This method was so successful on the Princess Anne course that it is now being marketed nationally by ACF.
- The Princess Anne is scheduled to host the 2009 VSGA Senior Amateur Championship.
- At the 2008 Grand Opening, one of the board members approached Aspen president Donnie Adkins and told him that a previous project at Princess Anne (approximately 25 years ago) was not well finished and their golf course personnel had to finish the project; the workmanship was just not good at all. He noted that when Aspen left, everything was complete and finished. He further complimented the Aspen crews on their professional demeanor, the Aspen red uniforms, and great work attitude.
- Another marker of this project's success comes from the limited rounds allowed by the club while grow-in was complete. Golf Superintendent Matt Boyce says, *"We only allowed 100 rounds per day on the course, and our members were chompin' at the bit to get those slots. They kept asking when we were going to lift the restrictions. I think you can say that our members are pleased with the new course."*

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