

# COUNTRY CLUB OUTDOOR LIGHTING GUIDE

*5 Ways to Attract and  
Retain Country Club Members*



A lush garden at night. In the foreground, there are vibrant red and yellow flowers. A stone wall runs across the middle ground, with a brick path leading through it. A glowing lantern sits on a stone pedestal to the right. The background is filled with dense green foliage, illuminated by soft, ambient light.

# IMAGINE...

...PULLING UP TO YOUR CLUBHOUSE ONE EVENING, AFTER BEING AWAY FOR SEVERAL WEEKS, AND YOU HARDLY RECOGNIZE THE PLACE.

THE LANDSCAPE AND THE BUILDING SOMEHOW LOOKS DIFFERENT, WITH A SOFT AMBIANCE OF UNDERSTATED ELEGANCE YOU HADN'T NOTICED BEFORE.

AFTER A CLOSER LOOK, YOU REALIZE THE LANDSCAPE IS THE SAME. IT'S THE DELICATE MOONLIGHT SHADOWS THAT ARE FILTERED THROUGH THE TREES ONTO THE FAÇADE, THE LANDSCAPE, THE DRIVEWAY... EVEN THE PARKING LOT!

THIS IS THE MAGIC THAT OUTDOOR NIGHT LIGHTING BRINGS AND THE IMPACT IT CAN HAVE ON NOT ONLY YOUR ESTABLISHED MEMBERS, BUT VISITORS AND POTENTIAL MEMBERS.



Night illumination at country clubs should always be noticeably remarkable, because it serves to improve the appearance and usability of the club. It makes an impression, creates anticipation and the promise of a wonderful evening to come. It can even win new members, especially if your club, figuratively and actually, outshines the competition. In fact, club owners who implement strategic lighting strategies achieve measurable differences in attracting new members, pleasing existing members and even lowering their overall operating costs. That's because lighting itself adds to one of the most important things country club members want .... a pleasing, luxurious atmosphere.

Finally, making members feel "at home" is surely one of your goals at your club.

*The most important thing to remember about landscape lighting at your country club is that it should have more of a residential than a commercial feel.*

After helping scores of country clubs across the country improve their lighting to help them reap measurable benefits, we have identified five exact ways outdoor night lighting can attract and even retain country club members.

1

# NIGHT LIGHTING ENHANCES THE BEAUTY OF THE PROPERTY

Beauty



A talented nightscaping design team can make your public spaces look even more glamorous at night than they do during the day. If you've ever seen a country club with a well-executed night lighting design, you will notice a coordination between the front and back of the clubhouse and throughout the grounds. A good design utilizes similar style lighting and techniques throughout the property, along with matching light hues. It all comes together to bring the club alive at night in an elusively expert way. For example...

**ENTRYWAYS** are the country club's pearly gate and every club wants something distinctive to welcome guests onto the property. One Chicago suburban country club was noticing that their post lights, which stood guard at the front entrance and lined their entryway for decades, were looking dated and unimpressive. They replaced them with 30-foot tall specimen shade trees, which were softly lit using the technique of "moonlighting". Moonlighting places lights inconspicuously high up within the tree to shine down on the club's visitors and members. Instead of the harsh blaze from the post lights, members now enjoy the soft shadowy glow from fixtures that they can't even see.



**FAÇADES** are distinctive to each country club. One Chicago area club had a clubhouse dating back to 1921. However, at night, members couldn't even see and appreciate the fine architectural features. The building needed the right kind of night lighting—not Las Vegas or Disneyland lighting—but something to match the grandeur of the building. They decided on a lighting plan that included an attractive, soft "wash" of the façade. Now people driving by too can also view and admire the clubhouse, and maybe even stop in to inquire about membership!



**GOLF COURSES** often have distinguishing features to highlight at night for a splendid effect. One club had a distinctive, camel-shaped sand trap. They used night lighting to bathe it in an attractive glow that was strategically visible from the clubhouse's back patio at night. Not only did it serve as a conversation piece for diners on the patio but visually encouraged them to come back for a round of golf the next day.

**POOLS**, which are usually not open at night at country clubs, can still serve to enhance the beauty of the entire club at night. Depending on the pool location, consider lighting to create pleasing reflections of nearby trees or building

features that are visible from patios and other outdoor dining spaces. With the new light shimmering off the water, the club now can create a truly special new dining space or cocktail party venue to offer members during the evening hours.

**FEATURES** are unique to the landscape of your club. You may have statues, flagpoles, ponds, fountains or other distinctive markers that can be highlighted well for a pleasing effect. The result is an intangible emotional impact upon your members as they are drawn to the outdoor areas to create their own special moments and memories.



2

# MAXIMIZE SAFETY

*Safety*

Safety is important, but there's no reason a club can't light the parking lot and walkways in a way that's both pleasing to the eye and safe for the members.

Even in the walkways and parking lot, think "residential lighting". Simply replacing stark incandescent bulbs with warmer, richer colored lights can immediately uplift the mood of the area without sacrificing safety. Changing the type of light fixtures or the placement of the lights can also enhance the safety of the property.

Commercial buildings embrace common, concrete, waist-high bollards that often place lights at levels that shine right in the faces of those walking by. As a country club, take advantage of the opportunity to explore more refined, tasteful "residential-style" alternatives like uplighting, moonlighting, etc.

Accidents happen, but it's the responsibility of country club management to make sure that vulnerable areas are lighted well. While steps and handrails don't have to be lit like a sculpture, there are expert ways to place lights inconspicuously where they can still function well.



*"Accidents happen, but it's the responsibility of country club management to make sure that vulnerable areas are lighted well."*



### 3 INCREASE THE HOURS OF CLUB USE

*Increase Use*

Sometimes an investment in better lighting can increase the hours and opportunities for club use. With proper evening lighting, special outdoor spaces like patios, dining areas, firepits, gardens, etc. can become a new revenue source for a club.

Remember when lighting these special spaces that dark space is just as important as the light ones, similar to an artist's canvas. To create the warm, romantic and inviting environment needed, fewer lights may actually offer the best solution. The secret lies in selecting the right fixtures or twinkling lights to create the right effect, then placing them where they contribute to, rather than distract from, the overall effect of the landscape.

As mentioned above, by glamorously lighting the pool area, you can create an enchanting night venue and income source for the club. Some clubs use their pool area, lit beautifully in the evening hours, for a special dining spot, cocktail parties, barbecues, or to bring the indoor space out into the night for their cigar bar, men's grill or other areas.

The marketing opportunities that nighttime illumination can bring will greatly offset the cost of the investment.

4

# DECREASE OPERATING COSTS

*Decrease Cost*

As the technology of lighting constantly advances, fixtures are becoming more energy efficient. If your lighting is more than 10 years old, you can surely upgrade and install fixtures that will save you considerable dollars. Typically, installing LED (light emitting diodes) can save a country club 80 percent in their energy consumption. LED has other advantages too.

- » LED offers a greater amount of light for the cost.
- » Since LED bulbs last 25 times longer than incandescent bulbs, they need to be changed very infrequently in their fixtures. Not only is your energy consumption reduced, but your lighting maintenance costs as well.

- » Because they last longer, they are considered a green technology
- » LED lights come in a palette of white hues, from warm to cool that allow lighting designers to create stunning nightscapes your members will love.
- » Installation is easier. Because of its power, the low voltage LED can be installed without conduit, easily buried and inexpensively moved when needed.





5

# CREATE PROACTIVE MAINTENANCE

## Proactive Maintenance



A country club that has good, modern lighting demonstrates a commitment to the club member's experience.

One country club in Westlake, Ohio seized the opportunity to update their club when their nearby competition shut their doors for a year to accommodate a massive remodel. The Westlake club decided to install lighting to highlight the major features of the club and they managed to literally outshine the competition at night and communicate that they were open and welcoming to the misplaced members. It worked!

No club member wants to walk the grounds and see broken fixtures or misplaced lamps lying around. Any visible landscape light fixtures should be neat, tidy, and clear of landscaping. Well-tended lighting reflects well upon every visitor to the club who may be a potential member. Club members expect, and want to see, evidence that their club dues are indeed helping keep the property maintained.

*"Well-tended lighting reflects well upon every visitor to the club who may be a potential member."*

# HOW IS YOUR LIGHTING?



Wondering if your country club is doing a good job with its night lighting? Our quiz on the right will help you uncover the areas where improvements in your outdoor night lighting may help you take your club to the next level. Take our quiz below and see how you fare. If you need any assistance, Night Light, Inc. would be happy to help!



## BEFORE YOU CHOOSE A LANDSCAPE ILLUMINATION COMPANY FOR YOUR CLUB... ASK THESE FIVE QUESTIONS!

1. Does your firm understand the unique needs of country clubs?
2. How experienced are you with country clubs?
3. Can you put together a plan that encompasses all areas of our club?
4. Can you put together a plan that can be completed in phases to meet our budget?
5. Do you have references, a portfolio, etc. of your success with other country clubs?

# HOW GOOD IS YOUR COUNTRY CLUB'S LIGHTING?

See how bright you are! In the columns below, read the statement on the left. For each area, give a score of 1, 2 or 3 in the column; "1" if you disagree; "2" if you agree slightly or "3" if you strongly agree. Add up your total score, then see how you did in the next page!

CLUB AREAS	ENTRY-WAY	PARKING LOT	PROPERTY FEATURES (statues, historical markers, fountains, gardens.)	POOL	GOLF COURSE	PATIO/ RESTAURANT AREA	TOTAL:
<b>SAFETY AND UTILITY</b> The area is well lit and safe for members. There are no dark spots.							
<b>LIGHTING EFFECT AND ATMOSPHERE</b> The lighting is not only functional but beautiful. Fixtures are well-placed within the landscape/hardscape so they are visually invisible or unobtrusive. The color of the lighting emitted by the current fixtures is pleasing.							
<b>CONDITION OF THE LIGHTING</b> The light fixtures in the given areas are in good condition... no burned out bulbs or broken or missing fixtures.							
<b>LIGHTING OPTIMIZATION FOR THE AREA</b> All possible parts of the club area that could potentially be used as a night venue are lit and in use.							
<b>OPERATING COSTS</b> The energy consumption is minimized as much as possible by using energy efficient lighting technology.							
<b>TOTAL:</b>							

## QUIZ SCORING:

### 81-90, EXCELLENT

Your lighting is in excellent condition and you are doing a good job of maximizing your country club's use of night lighting. Consider consulting with a night lighting designer to address your few outstanding concerns.

### 71-80, FAIR

While some areas of your club are well-lit and maximized for use, you are definitely have the potential to do more. You may be able to increase your venue space with night lighting and cut energy consumption considerably by updating your fixtures. We recommend you consult with a night lighting installation firm. They will be able to help you reach your goals.

### 70 OR BELOW, POOR

You have many areas of lighting that need to be addressed and are definitely affecting the appearance, safety and security of your club. It is the perfect time to come up with a design that will help you increase revenue and membership. Contact a night lighting installation firm to help you come up with a doable plan and start reaping the benefits of well done night lighting!

*Beautiful by Day...and Night!...*



AT Night Light Inc., we help country clubs challenge the status quo and think differently about their night illumination needs. We specialize in lighting solutions for clubs who appreciate the difference.

*If you would like a free site survey or evaluation of your current lighting, please contact us today.*

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