

BALLYBUNION PARK



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New Pinehurst Community Draws on Rich Traditions

*W*hen the Jack Nicklaus-designed golf course at what was then known as National Golf Club was welcomed into the Pinehurst Resort & Country Club family with a May 2014 transaction, the developers of the housing community around the course began thinking: What better way to celebrate the union than to create a housing enclave drawing on the rich traditions and aesthetics of the 120-year-old Village of Pinehurst?

The tidy gardens, the picket fences, the lack of signs or visual clutter, the curvilinear street patterns, the classic architecture—these elements and more meld to give the Village a timeless and graceful look found nowhere else.

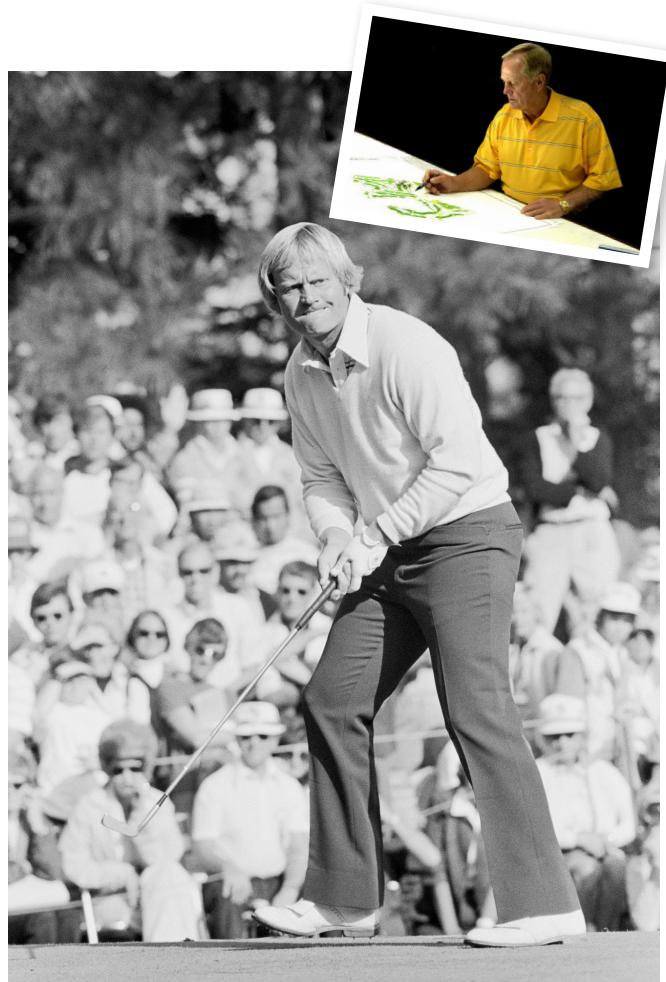
"First-time visitors driving into the Village of Pinehurst are taken aback by the beauty and history," says Neil Robinette, CEO of Tri City Inc., the original developer of what is now known as Pinehurst No. 9.

"We had a piece of land in the community we thought could fit in perfectly with the historical elements and themes of the Village. We were so excited about our affiliation with Pinehurst, so bringing a touch of the Village to our neighborhood made perfect sense."

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No. 9: A Game Changer



Jack Nicklaus as a player in winning the 1975 World Open at Pinehurst and later his business interests included golf course architecture (above).

The Jack Nicklaus-designed course and accompanying club facility known today as Pinehurst No. 9 is benefitting from an infusion of some \$1.3 million from Pinehurst Resort & Country Club management since it was brought into the Pinehurst family in May 2014.

The course has gotten a bump of some 25 percent in maintenance expenditures, and the clubhouse and restaurant have been renovated. The outdoor patio has been expanded and an “event lawn” created between the clubhouse and the lakes that border the ninth, tenth and 18th holes.

“We’re delighted with the resurgence in the No. 9 community and club,” says Pinehurst official Jay Biggs. “Two years ago, 40 percent of the residents were members. Now that’s close to 90 percent.”

The club that was originally known as Pinehurst National opened in 1989 with a Nicklaus-designed golf course. For more than a quarter of a century, that course has been the centerpiece to the community and was conceived, Nicklaus says, as a symbolic tip-of-the-cap to one of his favorite courses in the world, the No. 2 course designed by Donald Ross.

Nicklaus moved only 185,000 cubic yards of earth in building the course—a very modest number by the 1980s standards which had designers routinely moving mountains of dirt. It’s relatively forgiving off the tee but is exceedingly demanding around the greens. Multiple levels make putting a challenge, and missing a green

“Ballybunion will fit perfectly into the culture we’re trying to create there.” Jay Biggs



requires a svelte touch to get up-and-down for par.

Four holes feature rock walls designed by Charlie Batten, a retired shepherd and stone mason from England whom Nicklaus imported specifically for the project.

“This is the least amount of dirt we’ve ever moved,” Nicklaus said in 1989. “It’s one of the most natural looking courses we’ve ever done. You get a piece of property like this and your job is to complement it, to make the golf course look like it’s been here a long time.

“The golf course sits so nicely. The waste areas and wire grass add a nice flavor and feel. I think it needed the greens to have some spice. It’s a fairly gentle piece of property.”

Homeowners at Ballybunion Park will receive a Full 7 & 9 Golf Membership and one year’s dues waiver, allowing them to immerse themselves immediately into

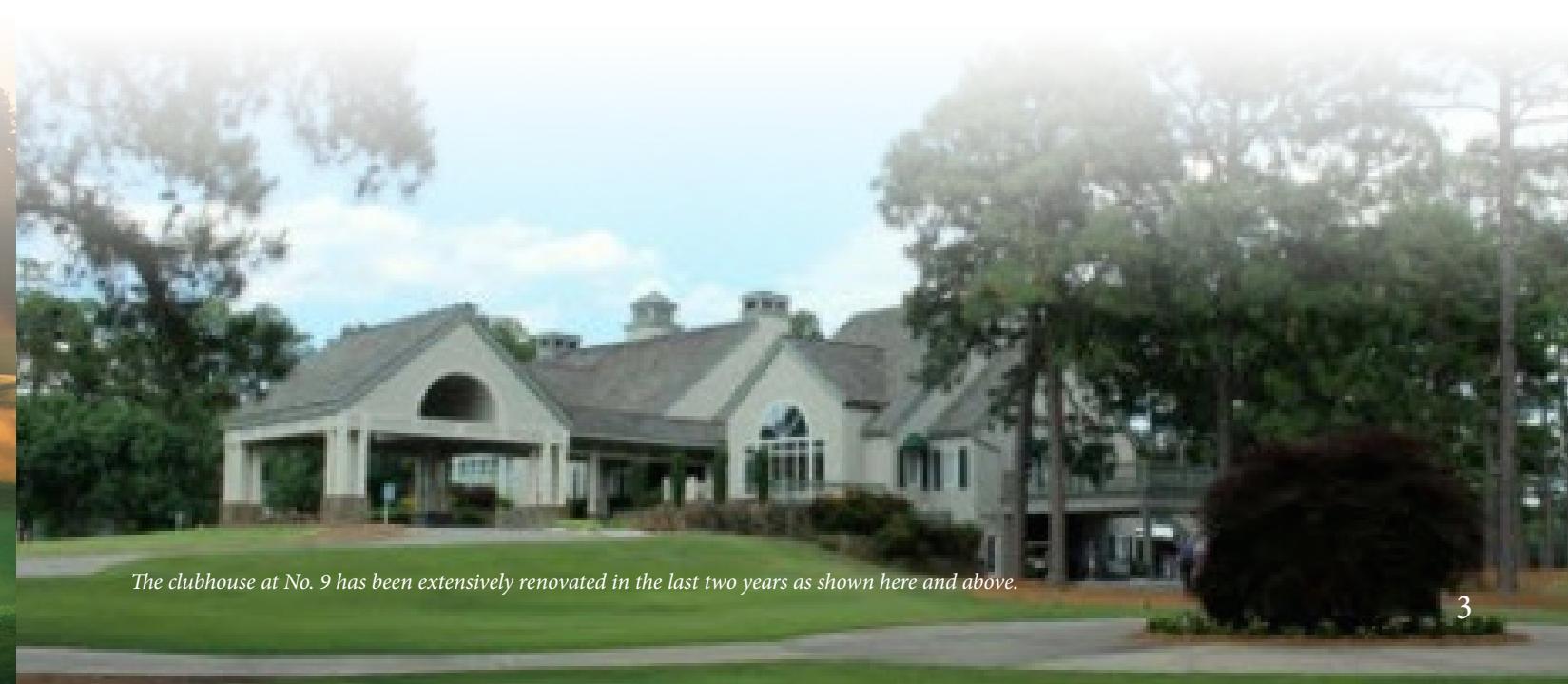
the No. 9 lifestyle.

“We’re excited about the new Ballybunion neighborhood,” Biggs says. “It’s perfectly positioned—within walking distances of the clubhouse, great views of the 18th hole and the lakes. It will fit perfectly into the culture we’re trying to create there.”

It could not be a better time to be purchasing a home in the Ballybunion and Pinehurst No. 9 communities, as home values in the community have increased significantly in the last two years. Sales Director Mike Phillips adds there were 29 houses under construction at one point in 2015 and there were approximately 20 going up in mid-2016. Homes that sat for multiple years on the market prior to the Pinehurst purchase have been sold quickly since the transition.

“The velocity of sales for homes and lots has been staggering in comparison to pre-June 2014,” says Neil Robinette, CEO of Tri City Inc., the developer the real estate within Pinehurst No. 9. “The energy in the community is exciting to see. Ballybunion will just add to momentum at the club.”

“Property is flying off the shelf,” Phillips says. “It’s a very lively market.”



The clubhouse at No. 9 has been extensively renovated in the last two years as shown here and above.

A Sense of Place

More than anything, the architect of the 26 homes in Ballybunion Park wants the new community in Pinehurst No. 9 to have a sense of place—a literal and figurative connection to the Village of Pinehurst, to the history and traditions of golf, to the beauty and uniqueness of the Jack Nicklaus-designed holes surrounding it.

"Ballybunion is being created with a beautiful, established style of architecture," says Danny Goins, the notable architect who has created the home designs. "It has beautiful continuity and a nice warm feel as you pull into the neighborhood. It has a pleasant sense of place, and that's something that's very important."

"I feel this will be a winner, it will set the tone for future projects in and around Pinehurst."

Goins is a 1977 graduate of the Virginia Tech School of Architecture + Design and has run his own architecture firm in Roanoke since 1990. His specialty and passion has been residential scale projects and design, and he's worked for clients nationwide, most notably at Smith Mountain Lake in Virginia, in Naples, Fla., out west in Colorado and Wyoming, throughout the southeast and in historical mid-Atlantic enclaves such as the Greenbrier and Homestead.

Goins has also done extensive design work within golf communities and club infrastructure buildings and was part of the team with an Atlanta firm in the mid-1980s that designed the USGA's headquarters in Far Hills, N.J.

"I love golf and I understand the nuances of building within a golf community," says Goins, who works under his shingle Danny L. Goins Architect LLC. "I've always loved going to Pinehurst, and I love and respect the Village. The history of the Village is really important to what we're doing. Fredrick Law Olmsted was one of the great master-planners of our day. If you're an architect, it's a great case study."

Goins and Ballybunion Park sales director Mike Phillips have been friends and business associates for many years, and when the idea was hatched in mid-2014 to create this unique neighborhood within the forest between the 14th and 18th fairways at No. 9, Phillips approached Goins about handling the architectural component. Goins was quick to accept and first spent extensive time studying the classic homes in Old Town Pinehurst—the template for the look and feel of Ballybunion.

"It's a very eclectic mix—New England and Southern cottage styles that embrace the history and tradition on which they were originally designed," Goins says. "It's a beautiful look in the Village. We looked at the elements that give the houses their identity—colors, scales, proportions. We've tried to blend that look with the established architecture of No. 9."

"Ballybunion will be reminiscent of the Village and old-Pinehurst architecture, but the homes will be modern in the sense they'll have taller ceilings, a lot of volume inside and an abundance of glass that opens up the views."

Goins notes the site is "absolutely beautiful" and that it was a "pleasure" to place 21 of 26 lots with front views of either the 14th or 18th fairways. He has created several floor plans—including single-story and two-story options.

Goins has selected a palette of colors ranging from off-white, light beige and tan, yellow, blue, spearmint/celadon/verde greens, natural cedar, brown and warm grays—"Nothing harsh but a very soft look," he says. "We will not have any two units with the same look or color side-by-side. We'll have an incredible array of facades and colors to create individuality in each unit."

Approximately two-thirds of the homesites will have the option for placing a semi-attached Casita in a front courtyard. The building can be used in a multitude of ways—as a bedroom, guest room, office, potting shed, arts studio, carpentry shop, music room, office or any of a number of uses.

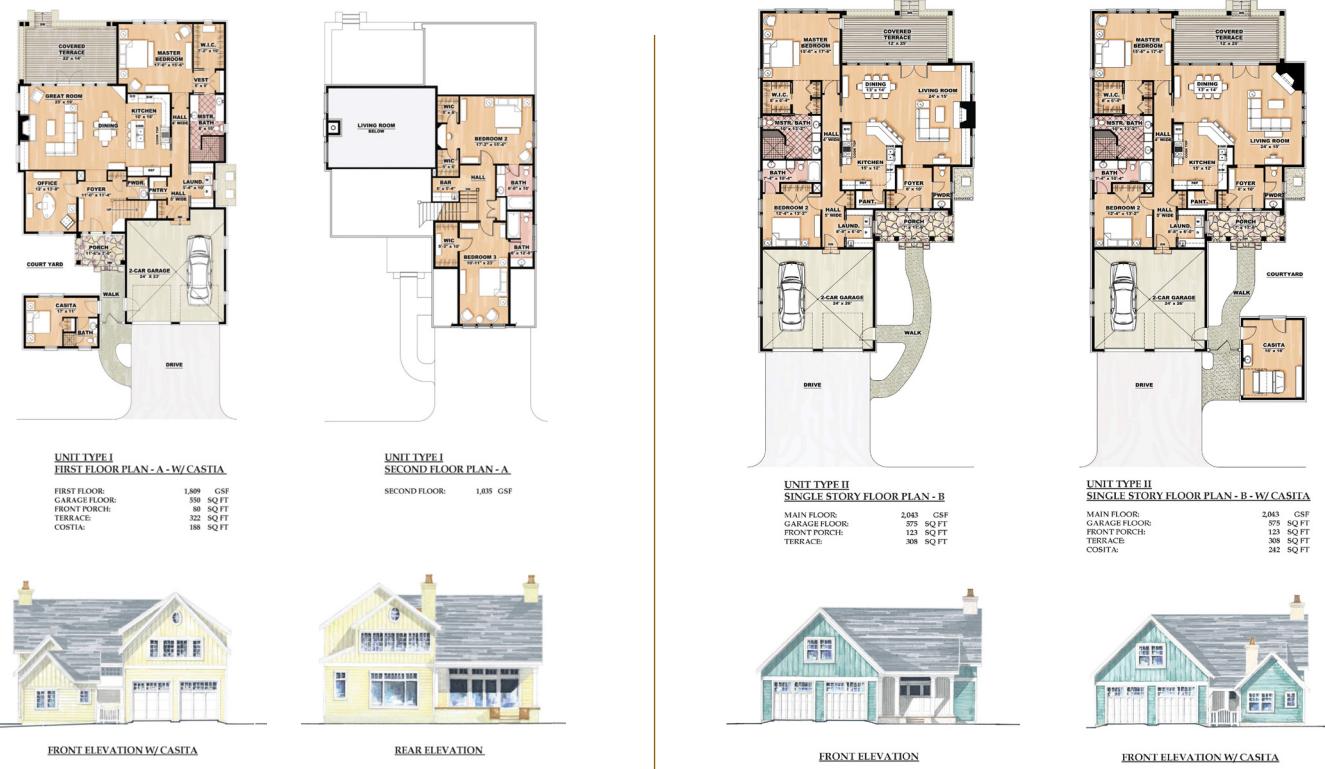
"It adds an element of creating a place to go to, a destination, a place to enter and actually leave the house-proper," Goins says. "The Casitas will also create a nice architectural rhythm along the street. They help create a beautiful sequence from arrival to walking through a gate and into a courtyard framed by a casita."

A set of house plans comes with every Ballybunion home purchase, and buyers are not buying a set of cookie-cutter plans mass-produced by a faceless architect in a far-away place. Each buyer will meet Goins, review plans and make adjustments to fit their tastes and desires.

And each will sense in person the passion Goins puts into his work and the drive and attention to detail each home in Ballybunion will receive.

"I've been very blessed to love what I do," he says. "Going to work is like a hobby for me."

The Ballybunion Plans



Two sample floor plans include one-story and two-story layouts; exterior landscaping will unite the community from door to door while giving each homeowner a custom-designed appearance.



The result is Ballybunion Park, a collection of 26 home sites averaging one-fifth acre with custom-built homes on each lot and a community park in the center.

Lot purchase includes a Pinehurst Country Club Full 7 & 9 Golf Membership, a year's dues waiver and a set of house plans selected from our Luxury Cottage Collection. Full Golf Members have access to nine courses plus all the other amenities the world-renowned club offers.

Each buyer will also get two one-hour design sessions with Danny Goins, a Roanoke-based architect with a gift for weaving comfort and functionality into cottage-style homes.

Individual homes will range from 2,043 to about 3,593 square feet in six different floor plans, and each will be customizable by the buyer while maintaining a common thread of architecture and quality throughout the community. Optional guest houses on selected plans add from 180 to 336 square feet.

"With several distinctly different base unit types and a multitude of elevation options, each home on the 26 lots will have a unique appeal," says sales director Mike Phillips. "This will not be a cookie-cutter neighborhood."

There are many unique options, plus we're going to require that you change little elements—a roof line here, a gable there or something like that to make a distinctive difference from one home to the one beside it."

The neighborhood is located between the 14th and 18th holes of the course that opened in 1989 and has convenient access to the clubhouse, practice range and first and 10th tees of the golf course. Robinette says it's just by coincidence that these lots remained available to be grouped into one community. The homes are geared to someone who may want to downsize from a larger home while not sacrificing quality and spend more time on the golf course and less time doing exterior maintenance.

The lots' relatively elevated position create spectacular views, and the land gently slopes into an area just under three-quarters of an acre in the center of the property that will be set aside as a park. The open green space will be beautifully landscaped with native plants and accented with trellis swings, Adirondack chairs, low-brick walls and stone-pavers. The park will be ideal for walking dogs, playing with grandchildren and enjoying

impromptu social gatherings with neighbors.

"This is a lifestyle choice," Robinette says. "We'll handle all your landscape maintenance, you won't have to buy a rake or a shovel or a lawnmower. We'll give you all the benefits of high-quality, custom-home building. But we've taken the early steps out of it. You'll have plans to choose from but have plenty of latitude to tweak them to your tastes. It's very much a custom home but without a lot of the headaches."

Each home will be carefully constructed with dozens of finely crafted details and amenities, including crown molding, 10-foot ceilings, eight-foot doorways, high-end appliances and state-of-the-art electronics, lighting and cooling systems. One option will be a stand-alone, breezeway-connected casita, which could be a "mother-in-law suite," workshop or home office. Two custom-home builders with established records in the Pinehurst area have been chosen to construct the homes—Wayne Haddock of Pinehurst Homes and Will Huntley of Huntley Design Build.

"We can't wait to get construction started and see these plans come to life," says Robinette. "Danny is an



The look and feel of the Village of Pinehurst (above and far left) will be woven into the Jack Nicklaus-designed golf course at No. 9.

artist, really. He wants to make each home a real jewel box. We want to create something nice but a home that's scaled down, sized down for people that don't need a huge house but still want all the qualities and the features they're accustomed to."

As of June 1, the sales staff had taken nine reservations and had begun the lot-selection and home-design process. For more information, click <http://www.ballybunionpark.com/> or call Mike Phillips at 910/295-0012.

"This is a lifestyle choice."

Neil Robinette, CEO of Tri City Inc.

