



The executive team of Clubworks gathered at the CMAA World Conference in Anaheim.

## Hundreds of Years of Experience Serving the Club Industry Under One Brand

*Peacock+Lewis: Elevating projects with custom solutions.*

NORTH PALM BEACH, FLORIDA: In recent years, ClubWorks has established a portfolio of elite companies that provide premium, comprehensive consulting services to private clubs. The collection of eight organizations runs the gamut from engineering, architecture, and design to consulting and communications. The “crown jewel” in the group is Peacock+Lewis, headed by Brian Idle since 1987, and a new executive team with a vision to turn renderings into reality. Over the decades, the company has established itself as the gold standard in architecture, planning, and design.

It’s a company you may not know by name, but you are likely familiar with many of its clients. Peacock+Lewis has completed over 2,500 new and remodeled hospitality and club amenity projects worldwide and crafted over 300 site-specific master plans for private clubs across the country.

With more than 35 years as a PGA professional and 15 years as a CCM, John Lyberger led teams at Congressional in Maryland, Ocean Reef in Florida, and, most recently, Desert Mountain Club in Arizona. John joined Peacock+Lewis as its new President/COO.

“My wife and I have four grandkids on the East Coast, so the move back to Florida felt right,” expressed Lyberger. “Our company caters to any organization that has the word ‘club’ in its name, including racquet clubs, fitness clubs, spas, yacht clubs, city clubs, country clubs, and golf clubs. Approximately 70 percent are private gated golf course communities in Florida. A sampling of its current projects outside the state includes Medinah Country Club in Chicago and the Missouri Athletic Club in St. Louis.

“My knowledge of golf and club operations is a great help to our architects who design spaces to enchant the next generation. By combining eight independently run



New clubhouse at Frenchman’s Creek Beach and Country Club



companies under one umbrella, we combine complementary service options to elevate industry standards, enrich client experiences, and provide unmatched expertise to premier club real estate and hospitality businesses.

“The bulk of my time is managing day-to-day operations at the firm and overseeing our team to free up more time for Brian to do what he loves—designing and planning settings that capture the imagination.”

### A PEAK BEHIND THE CURTAIN

While it seems like a dream job to design a clubhouse for a prestigious golf club, nuances matter.

“One of the biggest aspects to consider is the logical and comfortable flow through the building,” explained Lyberger. “This is where my real-world experience pays dividends. For example, you don’t want the individual who just picked the balls on the driving range to be cleaning those balls in front of members. Any area deemed member-facing shouldn’t have employees conducting back-of-house functions in plain sight.

“Another variable to consider? Everyone likes natural light. But if the golf shop has too many windows, it might eliminate several walls that could showcase merchandise. Also, consider the sun’s direction so daylight doesn’t make it difficult to read the register or tee sheet in the morning.

“Even small things can be a big inconvenience. Take



Lakeside Restaurant at St. Andrews Country Club

cart washing. Yes, you need a drain for the water to flow into, but many clubs don’t have a wash bay that is big enough. The result is the water pools above ground, creating a hazard and an eyesore for staff and members.

“The golf industry is notoriously slow to change. It’s our job at Peacock+Lewis to deliver a one-of-a-kind setting for our clients while creating a lasting design that allows for growth and expansion. After all, the next generation of members won’t mirror today’s existing membership,” concluded Lyberger. ■

*To learn more, please visit [PeacockandLewis.com](http://PeacockandLewis.com).*

## Golf’s No. 1 Clubhouse Architect Mentor



“I guess I knew architecture was my destiny. Before digital photography, when I would go on family vacations, instead of taking photos of the family, I would take pictures of building details. It would drive my wife crazy when she picked up the developed photos.

“While artificial intelligence [AI] is the talk of the town, a flair pen is my computer. It allows me to see alternative solutions quickly because every line I hand-draw has a purpose. While computers and AI are valuable tools in our industry, they don’t replace the creative process.

“We are in the relationship business as much as we are in the design business. You have many titans of industry, CEOs, and accomplished members on Boards to convince before a decision is green-lighted for approval.

“Sooner or later, all clubs must face the ‘renovate or raze’ dilemma. Well-orchestrated amenity master plans and projects enable clubs to position themselves to proactively compete in the ever-evolving marketplace.

“While a large percentage of our completed projects are in Florida, our recognized expertise, network, and partnership with ClubWorks have allowed us to branch out across the country.

“With self-care supplementing healthcare, most clubs are requiring fitness and wellness experiences to meet members’ demands for performance and longevity. It’s hard to predict the future, but you should at least try.

“There is a renaissance at clubs reimagining their main dining room with expanded seating in a gathering bar. It’s a return on investment that can pay off handsomely. I’ve been in a stunning new dining room, but I can’t hold a conversation. It’s so noisy that voices are muffled by background noise. Clean lines are in, while window drapery, carpet, and table linens are out. The downside is that they all absorb sound. We are cognizant of real-world situations and take creative steps to solve them.”

— BRIAN IDLE, CEO OF PEACOCK+LEWIS