



FOCUS GROUP SUMMARY (MARCH 14, 2018)

Overview

This summary is broken into two sections: I) Comments about the club experience people are seeking; II) Feedback on the specific images shared at the group.

The purpose of the first part was to understand what people are truly seeking in a club experience – specifically in the Fountaingrove Club experience. As it potentially impacts design of the new clubhouse, the first theme that came out again and again related to: relaxation, peace, and openness.

It was clear that any design needs to incorporate lots of openness to provide a relaxed, peaceful, wide open experience. Members want a place to come (whether or not it is before or after golf/tennis) where they have the ability just to “chill”. They want the freedom to sit by themselves on a comfy chair watching the view, sipping coffee, and reading a book. Or they want to run into friends and have the ability to pull seats together to create a spontaneous small group experience.

They seem to also value high ceilings, space between chairs so they don’t feel as though others are intruding upon their space. It was interesting to hear them describe their desire for a bar area. On the one hand, they love the idea of a large, friendly bar with lots of corners where people can stand informally to create conversations. On the other hand, they don’t want the bar intruding on their dining space; the quiet times to sit with friends or family to dine together.

Another huge theme is “connecting with others” and creating space that best facilitates that type of experience. As someone said, “Fountaingrove is my 3rd place” – outside of home and work, this is where many people want to connect with my good friends make new ones.”

A concept that resonated with most people was the idea of blurring indoors and outdoors. There is a strong desire for huge, partially covered patios (with views) to enable people to experience the outdoors, with some protection. The single image that was the most powerful was one where there were lots of comfy chairs that faced seemingly wide-open doors to the outside, where people could experience cool summer breezes, while sitting indoors next to a fire.

The comments around restaurants varied (some wanted formal dining; others did not). But the one consistent theme was that people want an experience like Sweet T’s. They want a comfortable, very friendly place, with privacy for individual tables, while having a feeling of being in a very comfortable, friendly space in which to dine.

Most everyone agreed that the clubhouse space should include areas for youth and children. Several mentioned that they would spend more time at the club if there were better spaces for their teens or children to hang out and have a great time.

Comments About the Club: What People Want from a Fountaingrove Experience

Overall, people expressed very strong positive feelings about their Fountaingrove experience. There were a few themes about what people are seeking from their Fountaingrove experience that could have impact on space design.

1. Relaxation, Peace, Openness

- People want to relax, find peace at Fountaingrove
- The strongest responses to space were around openness...high ceilings...places where people have flexibility to be by themselves or sit with a small group.
- People really want these big open areas to come with a view.

- Nice, abundant outdoor lighting was viewed as very relaxing
- The most popular word may have been “open”. Openness seems to bring peace.
- People used the word “comfortable” when discussing many different images
- People seem to like openness for the freedom it provided them to have peace – to be alone in a large area, or to have one-on-one conversations, or to sit with a few friends. All of this without feeling intruded upon by others (or intruding themselves).

2. Connecting

- People want more opportunities to connect with others and make new friends or deepen friendships with people who are merely acquaintances today.
- They have a strong preference for space that will encourage more connections, with more flexibility for pulling together intimate or larger groups.
- Use of flexible space was viewed as a greater way to facilitate more connections.
- Several people said how much they seek a community in their Fountaingrove experience. A couple of people talked about Fountaingrove being the “third place” after work and home.
- Some said this was the place where they really wanted to form friendships. Many have formed friendships here.
- The more open the space, the greater the opportunity to socialize...or “find your own space”.
- Flexibility came up many times.

3. Bar

- The bar area was one opportunity for people to be alone, talk with a bartender, sit with a friend, make an acquaintance, stand or sit with a few “buddies”, or meet with a group after golf or tennis.
- People wanted wraparound bars to facilitate more face-to-face interaction.
- People liked the idea of a friendly bar, ideally somewhat separated from the dining areas – at least enough that they wouldn’t intrude upon diners (or be intruded upon themselves).
- Places that facilitate more conversation.

4. Blurring of lines between inside and outside

- Patios where you could walk onto the outside grass were well liked.
- Open areas with fire places and wind and outdoor air coming in and out was desired.
- People liked the idea of outdoor fire pits.

5. Restaurant

- There is a strong desire for a restaurant that has a fun, casual, but “smart” feeling.
- Many people saw Sweet T’s as such a place. They would love to see that feeling come from Fountaingrove.
- People hadn’t mixed feelings about fine dining. They didn’t seem to only want a “burger bar”, yet they didn’t want an elegant dining area that they felt wouldn’t be used enough. The “Sweet T’s” concept of relaxed, but a step above a brew house was the most popular sentiment expressed.
- Many were disappointed that the food minimums had been removed because they didn’t have nearly the same desire to come to dinner; in part because the dining room was not a great place to eat – loud, not private, etc.

6. Family

- There were lots of comments in support of providing improved family experience. Both family unit together and offering a place for youth to interact with other youth.
- Several people like the idea of creating youth spaces that are multi-purpose.

7. “One Club”

- Many people talked about the importance of having more integration between athletic club and the main clubhouse.
- Some people felt that a strong youth area at the main clubhouse could help foster that, along with more kids’ activities and better space for them.

8. More Athletic Club Space

- Lots of comments in which people expressed a strong desire for more space.
- Also, a strong desire to have a separation between the entry area/lounge area in proximity with weights.

9. Staff

- Several people commented on how staff had improved a great deal.
- Many said they liked the idea of staff remembering their name. They like the recognition.

10. Guests

- Several people like the idea of having a place where they can bring guests, especially to dinner.

- Youth space was viewed as a place to bring friends...and then encourage their families to join.

IMAGES

I. "Flex Space" #1

1. OVERALL NOTES

- Overwhelmingly, people prefer flexible space to more formal areas
- Throughout the groups, people used words like "relax" "resort" "comfort" to describe their ideal club experience
- The "comfortable" images of flexible space let people feel like they could sit, socialize, hang out, make new friends, grab a coffee.
- People like the idea that the clubhouse area could be a centralized congregating spot for the entire club – golfers, tennis players, athletic club members, family, etc.
- Only a small group liked the concept of meeting rooms where people could do some business and bring clients. Most people wanted relaxation, escape...or a resort feel. They didn't want to be reminded of work.

2. #4 was most popular



- 13 had this at their top and 7 had this as 2nd favorite
- Comments:
 - People liked the flexibility of seating and the openness.
 - Several liked the high ceilings.
 - Several people liked the fact that the bar was in the background and not right out front.

3. #2 was closely behind



- 9 had this at their top and 14 had this as 2nd favorite
- Comments:

- People love the light.
- Several liked the flexibility in seating.
- Several liked the higher ceilings.

II. "Flex Space" #2

1. OVERALL NOTES

- The concept of "bringing the outdoors inside" was a theme that came up. Images where people felt like they could wander in and out were very popular
- A couple of people referenced Legends, where people can wander in and out of the main area and onto the deck
- People loved the relaxation of fire places, saying that night time temps get cold, so it would be great to have a nice fireplace to stay warm, while still having openings to the outside
- Some people loved the trees inside
- People love the idea of being able to move chairs around to create different small group seating areas
- One person loved the idea that wind could come into the entry way in Image #1
- The two favorite images were greatly preferred to the more formal of "stuffy" look of image #2
- People did not like how imposing the bar seems in image #4. They did, however like the configuration of that bar because people could stand and converse, and not just sit down

2. #1 was most popular



- 16 had this at their top and 6 had this as 2nd favorite
- This was the favorite image of the entire deck (of 50+ images)
- Comments:
 - Most everyone loved the openness to the view, which most agreed was one of the most important features to highlight in the new clubhouse design.
 - People loved flexibility of seating.
 - Many people loved the fireplace.

3. #3 was closely behind



- 4 had this at their top and 12 had this as 2nd favorite
- Comments:
 - People liked the wood look
 - Many liked the flexibility in seating space

III. "Dining Space" #1

1. OVERALL NOTES

- There were very mixed views on dining space
- Some were adamant about the need to provide both formal and informal space
- Others felt like there should be one big dining area that had flexibility
- Several were concerned about the idea of the kitchen on different floors
- People LOVE the idea of creating a "Sweet T's" experience. By that, they meant things like "a place where people are always friendly" and eventually know me. Very comfortable. They liked the bar area very much. Perhaps it was separated from the dining area a bit

2. #2 was most popular



- 12 had this at their top and 5 had this as 2nd favorite
- Comments:
 - People liked the big open windows
 - Some people didn't like the formality of the tables, while others really liked it

3. #3 was further behind



- 6 had this at their top and 1 had this as 2nd favorite
- Comments:
 - Some liked the flexibility
 - People seemed to like the energy: lots of people
 - Some liked the flexibility of small tables and one large table to enhance socializing

4. #5 was slightly behind #3



- 2 had this at their top and 7 had this as 2nd favorite
- Comments:
 - Positives were that this space felt comfortable
 - Some liked the TV's near where people were sitting and eating; others did not

IV. "Dining Space" #2

1. OVERALL NOTES

- People did NOT like the modern looks or "big" dining spaces with too many tables
- Some felt that some of the images gave the impression of being in an airport
- Again, high ceilings, flexibility seating, and a "contemporary" feel, while not being too "modern" or "bizarre" was positive

2. #5 was most popular



- 2 had this at their top and 7 had this as 2nd favorite
- Comments:
 - Those who liked this seemed to like the different options for seating and the high ceilings.

3. #3 was next most popular



- 4 had this at their top favorite
- Comments:
 - People liked the concept of families eating and having fun

V. "Patio Space"

1. OVERALL NOTES

- People love the idea of better utilizing the patios
- One person said that in the 10 years he had been a member, he had never gone out on the second floor patio
- People really liked a seamless transition to the outdoors (as shown in Image #3)
- Several people loved the idea of a semi-covered patio, so they could sit outside even if it were raining lightly
- People want a large patio
- View was very important and seen as the clubhouse's biggest asset...so people want to make good use of it

2. #3 was most popular



- 10 had this at their top and 3 had this as 2nd favorite
- Comments:
 - People loved the seamless transition
 - Several commented on the covered overhang
 - Casual tables and setting were liked by several

3. #4 was next most popular



- 6 had this at their top and 3 had this as 2nd favorite
- Comments:
 - The view was liked
 - Warm feeling
 - Some concern about the patio being too narrow

4. #1 was close behind



- 5 had this at their top and 5 had this as 2nd favorite
- Comments:
 - People like the size
 - The lighting and umbrellas were liked

5. #2 was close behind



- 4 had this at their top and 4 had this as 2nd favorite
- Comments:
 - Lots of space
 - Great view
 - Appears to be covered; while still outdoors

VI. "Bar/Sports Bar"

1. OVERALL NOTES

- One person commented on how important it would be to keep the liquor somewhat hidden to give off a vibe of family friendly
- Very diverse set of opinions on the bar. Most wanted a nice bar.
- Some liked the idea of a bar that had lots of space to stand and hold conversations
- Some liked having the bar further away from tables, while some didn't care
- Most liked TVs in a bar area...but not "too many"

2. #4 was most popular



- 12 had this at their top and 3 had this as 2nd favorite
- Comments:
 - This was liked for being casual, light, and friendly

3. #5 was behind



- 4 had this at their top and 4 had this as 2nd favorite
- Comments:
 - Not too many TVs
 - In the background, so not all tables were around it

4. #3 was behind



- 6 had this at their top and 2 had this as 2nd favorite
- Comments:
 - Some felt this was like a brew house, and that was positive
 - Too many TVs for some; and a few didn't like how prominent the bar was
 - On the other hand, several like the 4-sided bar to stimulate conversation

VII. "Kids, Family"

1. OVERALL NOTES

- Strong positive feelings about wanting to create a more family friend experience
- Like the idea of flexible space for – a room where kids could read, play games, etc.
- Love the pizza oven concept

- Some liked the kids learning to cook
- One person encouraged the club to build space where the inside can be easily changed over time, as changes in popular culture change over the years

2. #4 was most popular



- 7 had this at their top and 4 had this as 2nd favorite
- Comments:
 - Like kids' reading, talking, studying
 - Like the screens in the background
 -

3. #6 was closely behind



- 8 had this at their top and 1 had this as 2nd favorite
- Comments:
 - Love pizza oven concept

4. #1 was next most popular



- 4 had this at their top and 1 had this as 2nd favorite
- Comments:
 - Like the fondue concept very much

- Love the family together having fun
- People felt they want to come to the club to dine much more regularly and that the right dining option would go a long way to make that happen

VIII. "Athletic Club"

1. OVERALL NOTES

- Lots of concern that there is no separation in the athletic club between places to work out and places to sit, rest, and socialize. Strong desire for more separation
- Strong desire for more space for classes, more space for stretching
- People liked the casual couches and chairs
- Strong desire for more room, more space, more equipment and a large room for exercise.
- Desire for more room for stretching

2. #4 was most popular



- 7 had this at their top and 2 had this as 2nd favorite
- Comments:
 - Open
 - Like spin bikes upstairs
 - Like separation of social area/entrance vs. weight room

3. #3 was closely behind



- 4 had this at their top and 4 had this as 2nd favorite
- Comments:
 - Like the separation

IX. "Other Sports Activity"

1. OVERALL NOTES

- People really like the idea of indoor options for golfing, practicing, getting lessons
- Lots of interest in pickle ball (for young and old)

- Some concern about not wanting to take away clay courts

2. #1 was most popular



- 7 had this at their top and 1 had this as 2nd favorite
- Comments:
 - Many want option of indoor instruction
 - Several liked the idea of the fun of playing different courses indoors

3. #3 was closely behind



- 6 had this at their top and 2 had this as 2nd favorite
- Comments:
 - Lots of interest in young and old utilizing courts with pickle ball
 - Someone said it is the fastest growing sport in the country

4. #4 was also closely behind



- 6 had this at their top and 1 had this as 2nd favorite
- Comments:
 - People loved the flexible outdoor space for games

- Corn hole wasn't the driver – the idea of having space to relax and hang out outdoors was valued

X. "Youth"

1. OVERALL NOTES

- Generally strong interest in having space for youth
- Some said adults might want to play these games, too
- Suggestion was made to make this space VERY flexible with the idea that popular interests can change quickly, so we should enable rapid (and maybe regular) changes in the set up for youth space

2. #2 was most popular



- 6 had this at their top favorite
- Comments:
 - Like the different games, tables
 - Fun seating, couches