

THE PULSE

ON LAKE NORMAN BUSINESS

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PYC gets a facelift for its 'Sweet 16'

Peninsula Yacht Club celebrates its 16th year with extensive renovation work to expand amenities.

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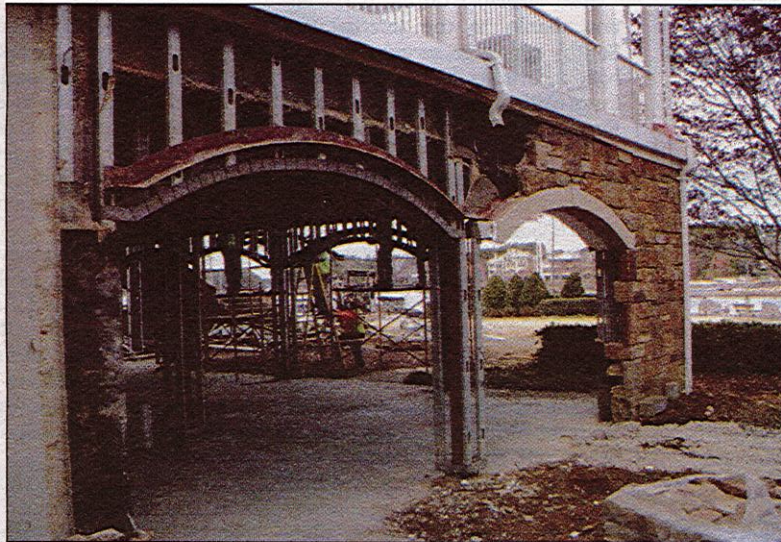
In the context of modern-day parenting, a "Sweet 16" celebration never seems complete unless the lucky teenager is lavished with at least one extravagant gift.

In the case of the 16-year-old Peninsula Yacht Club in Cornelius — site of a few Sweet 16 parties itself — that's no exception. Work is now under way by parent company Morningstar Properties on the club's first significant renovation to its entire downstairs.

"This is pretty major," says Bruce Furman, the club's general manager.

He's right, the project is pretty extensive. It includes closing in the massive area that was once the facility's signature breezeway as well as the destruction of its hallmark outdoor center staircase in lieu of twin staircases to access the club's upper level and balcony.

Furman says now that interior demolition on the lower level is complete, the work can begin to enclose the entire area — essentially doubling the club's indoor square foot-

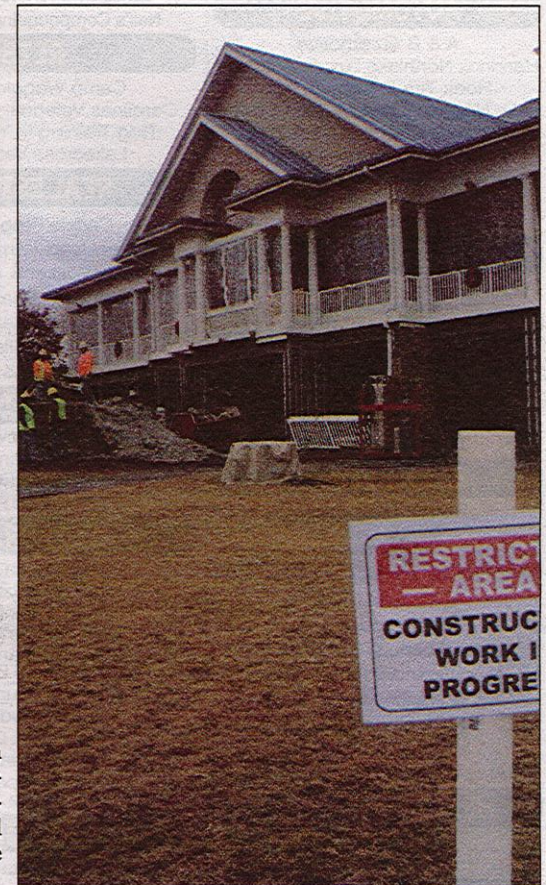


Initial demolition work on the yacht club's renovations is now complete, with an anticipated completion date of late spring. Above, stone work removed during the demolition will be reclaimed and used for the new facade. Right, the hallmark center staircase has been removed and will be replaced with dual staircases feeding to the center of the back lawn.

age downstairs — with floor-to-ceiling wood framed glass panels. Familiar meeting and dining areas such as the Commodore's Room and The Library will be renovated and a new bar area will be added.

Most significant, however, will be the changes made to the Peninsula Yacht Club's Ship's

Store. Once tucked back beneath the breezeway in what Furman referred to as a rather "dark and dated" setting, the revamped store will be moved to the outer edge of the



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PENINSULA

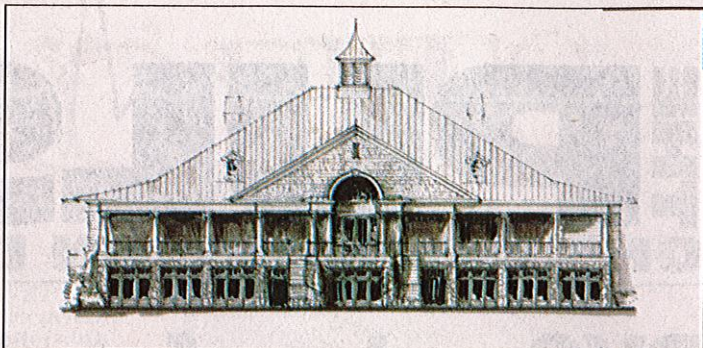
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lower level, within line of sight of the gas dock. Furman says it will be essentially the same size, just with an updated, more nautical feel.

But even with construction grinding away on site and the Ship Store's missing physical presence, the club's marina manager, Harry Smith, will continue to offer winterizing services, pump-outs, cleanings and nearly all the other store amenities courtesy of the club's website.

Also available during construction thanks to the Internet are Smith's concierge services such as boat uncovering, fueling and ice delivery (with at least 24 hours notice). Furman says this time of year is the right time for a construction project of this magnitude, as the winter is largely boating downtime for the club's 855 members.

Once complete, Furman says the renovation will provide more versatility for the types of events the Peninsula Yacht Club traditionally hosts — weddings, holiday parties, bridal and baby showers, as well as significant birthdays or anniversaries. With the former breezeway soon to be entirely enclosed, Furman says it means becoming less weather-dependent and not having to worry about the inevitable summer after-



COURTESY PENINSULA YACHT CLUB

The architect's rendering of the Peninsula Yacht Club's renovations to the back side of the clubhouse.

noon thunderstorms that are prone to crank up around the lake, potentially ruining a bride's special day.

In addition, a conference room in the center of the downstairs will be available for business meetings and will be equipped with projection equipment for those "death by PowerPoint" discussions.

Furman views the renovations as essential to the club's viability in the private market around Lake Norman, and when added to the Peninsula Yacht Club's 405 wet slips, fuel dock, pump-out stations and five transient wet slips, he expects the club's new look will help it remain competitive.

"With all the other clubs in the area that have upgraded and expanded, it keeps us current," says

Furman. "Plus, it helps us facility-wise with the intangibles of expanding our programming for our membership."

While he says he's not clear on the total cost for the project, he says it will be paid for entirely by Morningstar, the club's owners, and members will not be assessed.

Furman sees that as a feather in the club's cap, as well.

"It gives us a good story to tell to new or prospective members," he says. "It also shows great financial health to our current members as we're coming out of the recession."

Plans are for the construction to be complete before the boating season begins, and Furman says the target is to have everything set to sail by May 1.