



Kelly Blake Moran Golf Course Architects is a professional golf course architecture practice providing a complete design service.

The firm's modus operandi is based upon Mr. Moran's iron-clad conviction that hands-on experience with the land is the only way to develop rich and meaningful design solutions for all aspects of this business: course routing; strategy; infrastructure; maintenance; and aesthetics. This land-based approach ensures the course will be challenging, interesting, and pleasurable to play. The key to success is to ensure that each hole makes best use of the site's natural features. Few principal architects are involved in a project from beginning to end. Kelly Blake Moran, however, has established an enviable reputation for his land-based design approach. Being 'Johnny on the spot' places Kelly at the center of all aspects of the design, construction, grow-in, and operation of a new golf course all critical stages to the development. This willingness continues to make him highly sought after by clients who wish to have their course reflect the charms and nuances inherent to their site.

Kelly Blake Moran has been designing golf courses for over twenty years. Notable projects are as follows: Buenos Aires Golf Club—a private residential golf course community outside of Buenos Aires, Argentina; Bay Colony Golf Club, and Pelican Marsh Golf Club—both private, residential golf course communities in Naples, Florida; Tres Vidas Country Club—a private, residential golf course community in Acapulco, Mexico; and, since 1995, Hawk Pointe Golf Club—a private, residential golf course community in New Jersey; HideOut Golf Club—a private golf course in Naples, Florida; Laurel Links Country Club—a private, residential golf course community on the North Fork of Long Island; The Club at Morgan Hill—a residential golf course community near Easton, Pennsylvania; and, opening in 2006 is Lederach Golf Club—a residential golf course community in Lower Salford Township, Pennsylvania, northwest of Philadelphia.

The fine work of Kelly Blake Moran is not limited to the design and construction of new courses. Indeed, he

has completed master plans for the improvement of the following existing golf courses: Moorestown Field Club—a private club in Moorestown, New Jersey; Overbrook Golf Club—a private club in Bryn Mawr, Pennsylvania; Deal Golf and Country Club—a private club in Deal, New Jersey; Old York Road Country Club—a private club in Spring House, Pennsylvania; The Muttontown Club—a private club in Norwich, New York; and, Center Square Golf Club—a public course near Philadelphia.

Kelly Blake Moran's land-based design approach places extra emphasis on making the course more challenging, interesting, and pleasurable for a wide range of golfing abilities. As a player improves their physical, mental, and playing abilities, they find new ways to play each hole, and discover new challenges and pleasures in his courses. In this way, Kelly's courses give the greatest amount of pleasure to the greatest number of players, and his courses capture the organic spirit from deep inside the land thereby never becoming outdated or boring. Were the great Alister Mackenzie alive today, he would no doubt approve of these design virtues.

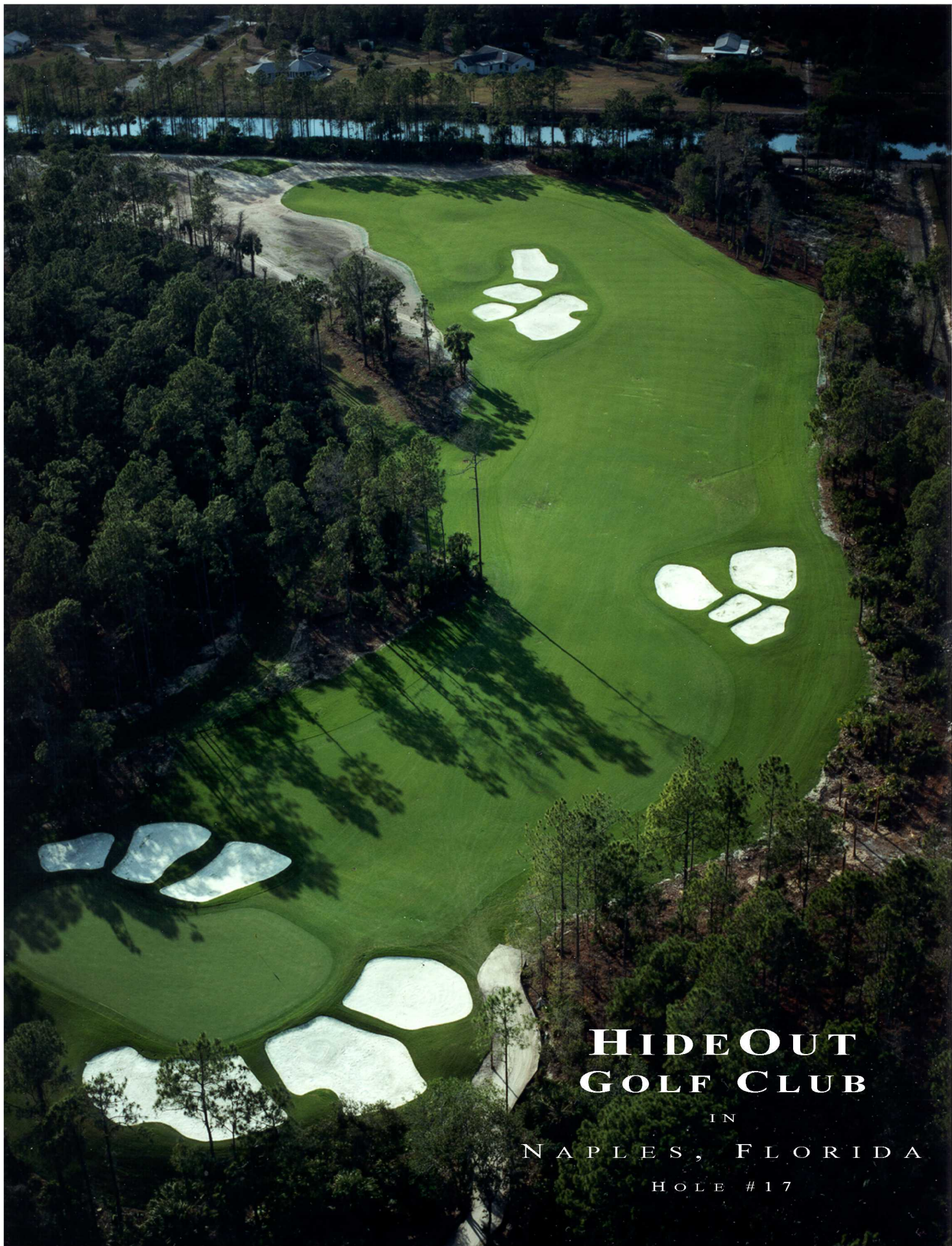
Kelly Blake Moran golf courses remain intriguing, mysterious, and enjoyable—even after a player graduates to the next playing-level and becomes more familiar with the natural and manmade features that define the strategy of each hole. Kelly Blake Moran has delivered outstanding stand alone golf courses, and golf courses within residential communities that are pivotal to selling home sites, and memberships.

At ease with stakeholders within each project, he often collaborates with owners, engineers, greens superintendents, land use attorneys, and land planners during the design and construction phases. Kelly Blake Moran brings a sensibility to the design process by studying the natural patterns and processes of the land so that the best golf course will emerge. After all, a golf course is a living, breathing organism. Without this aforementioned safeguard, the course risks being 'out of place' with where it resides. This dictum reeks of common sense and yet it runs contrary to recent comments by a 'big name' designer-brand architect who said that gone are the days when architects design holes with the land because

investors are willingly to spend money to make a course look like another part of the country. Stilted thinking such as this produces standardized courses with no soul, making each one resemble too closely the last course they did in some other part of the country, rather than looking the part of the landscape within which they have been placed.

The clients of Kelly Blake Moran have confirmed time after time, that it is the course's inherent strategy that lies at the nub of providing a pleasurable and quality golfing experience. Land-based design is a specific engagement with the land—in many ways a contract between land and designer—that produces a highly imaginative design. This design approach results in a shorter permitting process, plus a more reasonable, affordable, and responsible construction budget. It can be stated with great confidence that Kelly Blake Moran golf courses provide a strategic design of the highest order, provide avenues for the lesser player to enjoy the course, and respect the exceptional value of the natural features of the land by incorporating those features into the experience of the course.





**HIDEOUT
GOLF CLUB**

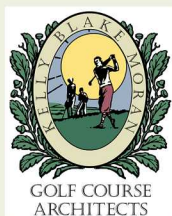
IN
NAPLES, FLORIDA
HOLE #17

LAUREL LINKS
COUNTRY CLUB
LAUREL, LONG ISLAND,
NEW YORK
18 HOLE PRIVATE RESIDENTIAL
GOLF COURSE COMMUNITY

Laurel Links Country Club opened for play Labor Day weekend of 2002. The course was designed to be more like the great, old golf courses on Long Island that supplemented nature in an unobtrusive manner. Each hole was carefully routed to incorporate the natural features into the strategic play of the hole.

There are a limited number of residential lots that have been carefully placed in the center of the course. Each lot has a golf course view. A substantial open space setback means the homes will not intrude on the course, and that the homeowners will have privacy, yet retain the increased values by being on the course.





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	OUT	IN	TOTAL
CHAMPIONSHIP	3 700	3 410	7 110
BACK	3 585	3 290	6 875
MIDDLE	3 455	3 095	6 550
MIDWARD	3 150	2 820	5 970
FORWARD	2 750	2 425	5 175
P A R	3 6	3 5	7 1

HAWK POINTE GOLF CLUB
WASHINGTON, NEW JERSEY
18 HOLE PRIVATE RESIDENTIAL
GOLF COURSE COMMUNITY

Hawk Pointe opened Memorial Day 2000. This is my first U.S. course for which I have fully employed my land-based design concepts. The course is situated on about 220 acres of spectacular farmland.

The residential development is clustered in one area of the site near holes 13, 14, and 18. the Traditional neighborhood has views to these holes, but does not impose itself upon the golf course. Hawk Pointe is an outstanding example of how residential home sites and golf courses should be planned within a community.





Hawk Pointe



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	OUT	IN	TOTAL
BACK	3 422	3 485	6 907
MIDDLE	3 158	3 222	6 380
MIDWARD	2 829	2 782	5 611
FORWARD	2 376	2 384	4 760
P A R	3 6	3 6	7 2

HIDEOUT GOLF CLUB
NAPLES, FLORIDA
18 HOLE PRIVATE GOLF COURSE

HideOut opened January 14, 2000. Most private courses in Naples are a part of residential developments. The owners of HideOut Golf Club desired to have a private club without the residential component. From the beginning, we focused strictly on providing the most challenging and pleasurable experience for the serious golfer. The course is designed for a handicap range from scratch to 15.

The land offered for the HideOut Golf Club is magnificently rich in natural resources in the right amounts. There are broad, open fields totally devoid of vegetation; common woodland areas consisting mostly of pines; and areas tremendously fertile in a variety of mature vegetation, including majestic cypress trees that are well over one hundred years old. On certain holes the woodlands become strategic by protecting preferred angles into greens and fairways, requiring the player to bend the ball around trees, or to play a bold shot over the top. Doglegged holes in the broad, open fields present the opportunity to play along a more direct line to the green. This is probably the most exciting strategy, that of playing along the line of instinct, that direct line to the green, but having to make a bold play over sand, undulating terrain, or water.

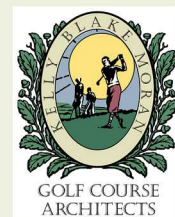
The design puts much more emphasis on judgment, as compared to physical prowess. Therefore, the golfer who possesses a higher level of mental toughness, self-control, and the ability to focus on the task at hand will win out more times than not. The golfer who thinks before acting, who plays within their capabilities, and plays the shots they have the greatest chance of playing well, will take a special delight in the HideOut course.



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	OUT	IN	TOTAL
BACK	3 4 6 1	3 4 5 0	6 9 1 1
MIDDLE	3 3 2 4	3 3 1 0	6 6 3 4
MIDWARD	3 0 7 2	3 1 1 4	6 1 8 6
FORWARD	2 6 4 2	2 5 7 1	5 2 1 3
P AR	3 6	3 6	7 2



LEDERACH GOLF CLUB
LOWER SALFORD TOWNSHIP, PENNSYLVANIA
18 HOLE RESIDENTIAL GOLF COURSE COMMUNITY

Lederach Golf Club is located North of Philadelphia, on large farms marked by ridges, valleys, and mostly undulating terrain. The routing plan captures these special characteristics. There are a number of holes with wide fairways, and diagonal fairways, which are matched with greens whose undulations and pin areas favor a particular spot in the fairway making for some dramatic and strategic holes. The course opened April 2006.



LEDERACH GOLF CLUB



	OUT	IN	TOTAL
BACK	3380	3605	6985
MIDDLE	3180	3425	6605
MIDWARD	2925	3150	6075
FORWARD	2470	2685	5155
JUNIOR	1450	1335	2785
PAR	36	35	71

SERENA NORTE GOLF CLUB
LA SERENA, CHILE
18 HOLE RESIDENTIAL/RESORT
GOLF COURSE COMMUNITY

The land set aside for the Serena Norte Golf Club consists of big, bold sand dunes, and isolated pockets in between. The saltwater breezes coming from the direction of the Pacific Ocean Coast, which is the property's western boundary, have formed the striking dunes. The course opened in late 2001. There are also plans for an exclusive ocean-side community and resort hotels. Using our land-based design techniques, the course was laid out during several days spent walking the land.

The par 4 14th hole, and the par 4 15th hole were found among the dunes, requiring very little preparation when converted to golf holes. The strategic design required little manmade intervention since the land's natural characteristics provided the maximum challenge. Both holes offer many avenues off the tee. The 14th hole provides a wide berth on the tee shot, but challenges await in the form of dunes, a low bunker, and thick, native plants. The 15th hole allows the player to cut off as much of the inside dogleg left as they are willing to risk for a short shot to the green. Playing too safe to the right could leave a blind shot to the green.

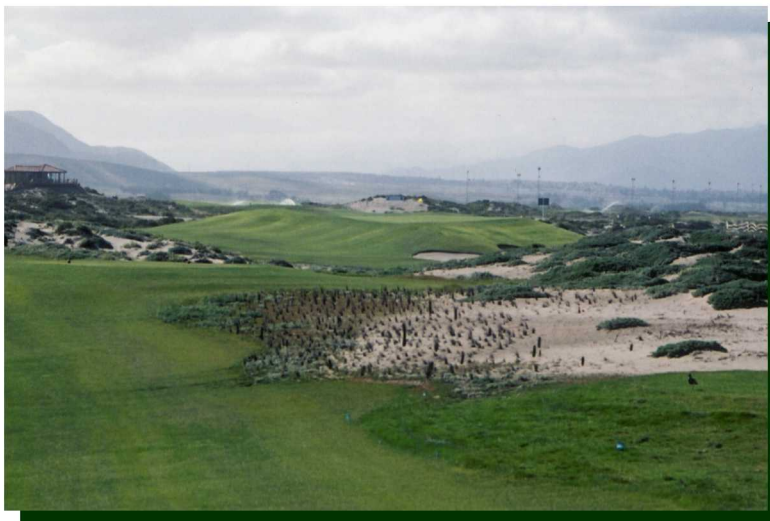
Hole #18 offers many avenues to choose from when playing the tee shot. The most challenging requires a long tee shot carry over the dunes depicted at the right in the picture; these dunes are near the ocean. This risk leaves an easy approach into the green, giving open access to all the pin areas. Upon leaving the 18th green, the players will take a couple more looks back at where they have been, and realize they have just had one of the supreme golfing adventures in the entire world.



TEE-SHOT TO THE PAR 4 14TH.



TEE-SHOT TO THE PAR 4 15TH.



APPROACH-SHOT TO THE PAR 4 18TH.

SERENA NORTE
GOLF CLUB & RESORT
LA SERENA, CHILE
18 Hole Golf Course &
Residential / Resort Community



FOUR SEASONS RESORT CARMELO
MADISON GOLF CLUB
CARMELO, URUGUAY
18 HOLE RESIDENTIAL/RESORT GOLF
COURSE COMMUNITY

Madison Golf Club opened for play in January 2000. I established the routing plan and residential parcels during a weeklong site visit. Subsequently, I worked with Robert Lamb Hart, a land-planning firm from San Francisco, in massaging the routing plan to accommodate their fine-tuning of the residential home sites.

The site was mostly low and wet. Fortunately, there are large, sandy hills that rise abruptly out of the low lands that were ideal for residential homes. In the low areas, where the golf holes can be easily viewed from the higher home sites, we designed ponds and wetlands to improve the site's conditions. In one low area, I surrounded a residential parcel in water, and then in golf. This parcel can be found amongst holes 8, 9, 17, and 18.

The golf course community is a part of a larger plan that includes a small, boutique style hotel that will carry the prestigious Four Seasons name. This hotel is located across the road from the course, and sits on the banks of the Rio de Plate, which separates Argentina from Uruguay. Additionally, there are plans for a polo field and soccer field near the practice range.





FOUR SEASONS RESORT CARMELO
MADISON GOLF CLUB

CARMELO, URUGUAY

18 Hole Golf Course &
Residential / Resort Community



TRES VIDAS COUNTRY CLUB
ACAPULCO, MEXICO
18 HOLE PRIVATE GOLF COURSE

Golf emulates our ancient passion for battle, survival, and conquest. It leaves one alone to battle the natural landscape and elements, while at once enjoying its beauty. Nowhere is this more apparent and celebrated than at Tres Vidas. The Pacific Ocean is the focus of this exclusive, private residential golfing community, on a secluded beach, outside Acapulco.

Kelly Blake Moran, as lead architect and land planner, routed a golf course that reaches the ocean beach on five separate occasions, planned the residential neighborhoods with many home sites fronting the ocean, produced all of the golf course construction plans, and was on site frequently to personally implement

the design during the construction and post-construction phases.

Tres Vidas is one of the premiere country clubs in the Americas. This is principally attributed to the challenging and beautiful golf course. Hence, it is important that the course be sustainable, that it be designed to wisely use the natural resources available to it. Kelly Blake Moran has shown here that a course of the very highest ideals can exist on the most challenging of landscapes.



