







Photos: Courtesy of Fairway One at the Lodge/Noah Webb

## DESTINATIONS



# FAIRWAY ONE AT THE LODGE

Pebble Beach, California

BY RENEE BRINCKS

When the 2018 AT&T Pebble Beach Pro-Am swings through town this February, some spectators will watch from spacious balconies off the resort's new Fairway One at The Lodge guest rooms. At the adjacent Fairway One cottages, the experience will be even more remarkable. There, guests step directly from private terraces to the first fairway of the Pebble Beach Golf Links.

Pebble Beach Resorts unveiled Fairway One in late 2017, celebrating the company's first new accommodations in nearly 20 years. The additions include 30 sophisticated rooms, two stand-alone four-bedroom cottages, and a versatile private event venue.

While the facilities alone are striking, Pebble Beach Company President and Chief Operating Officer (COO) Cody Plott says direct access to the amenities of Pebble Beach really sets the accommodations apart.

"We don't sell sleep here," he explains. "We offer truly one-of-a-kind experiences."

Fairway One is part of wider room renovations that include updates to the Lodge at Pebble Beach, Inn at Spanish Bay and Casa Palmero. The project will be completed before the Pebble Beach Golf Links hosts its sixth U.S. Open Championship on June 13-16, 2019. The Pebble Beach Company commemorates its centennial in 2019, as well, and will host both the 2018 U.S. Amateur Championship this August and the September 2018 Pure Insurance Championship.

For the new Fairway One complex, the resort worked with Monterey-based firm Fletcher + Hardoin Architects to outline exteriors. Designers from

Hirsch Bedner Associates (HBA) shaped interior spaces. HBA Partner Miguel Baeza, who led the project, says his team members took cues from the Pebble Beach Company's legacy while also positioning the brand for its next century.

"While we did draw inspiration from the rich tradition of Pebble Beach, HBA created a refreshed, timeless design aesthetic for the property that infuses thoughtful nods to its heritage," Baeza says.

He points to modern touches selected to elevate the resort's existing look and feel, from stacked-stone fireplaces and wood millwork, to high ceilings outfitted with decorative trusses and moldings. A soft white architectural palette lends an upscale beach cottage feel to Fairway

One suites and guest rooms; rich earth tones and high-end textiles with subtle patterns create an understated and elegant contrast. Coastal landscape prints add extra splashes of color; while large glass doors in standard guest rooms open to outdoor spaces with fairway views and,

in some cases, partial ocean views.

In addition to first-fairway access, the Fairway One Cottages feature open-air terraces with fire pits plus private living, dining and kitchen facilities. Named for Clint Eastwood and Arnold Palmer, two of the Pebble Beach Company's owners and board members, the Eastwood and

Palmer cottages also have fireplaces, big-screen televisions, expansive marble bathrooms and built-in bureaus with ample storage space.

The adjacent Fairway One Meeting Facility welcomes corporate groups and private gatherings in flexible spaces available individually or as part of

an exclusive buyout.

Anchoring the venue is a 2,500-square-foot meeting room with a stone fireplace, floor-

to-ceiling windows and an outdoor terrace that also opens to the first fairway. A residential-style pre-function space and executive boardroom accommodate smaller events.

Neutral tones and smart design details in each venue reflect the classic look of the Fairway One accommodations, while providing a bright, mod-

## **The additions include 30 sophisticated rooms, two stand-alone, four-bedroom cottages, and a versatile private event venue.**



**(This page) The guestrooms at Fairway One evoke an elegant beachside cottage and offer additional privacy, oversized accommodations and spectacular views. (Opposite) The arrival lobby welcomes guests with the warmth of an elegant stacked stone fireplace.**









**Guestrooms feature fireplaces and a soft neutral palette with rich earth tones.**

## **After more than a century, that iconic coastline scenery still lures guests to Fairway One at the Lodge and its sister properties.**

ern backdrop for family reunions, business retreats, wedding festivities and other events.

"We used local art, natural materials and hues, and tactile finishes throughout the facility to subtly reflect the character of Pebble Beach," says Baeza.

Guests and groups who reserve the full meeting facility can customize their experiences through a robust menu of activities and culinary options, such as cocktail demonstrations, wine workshops, whiskey tastings, themed menus and multi-course sensory dinners.

Pebble Beach Company Director of Resort Catering and Conference Services Barry

Peterson and his team aim to put a fresh twist on the company's time-honored traditions.

"We think about how you can take those old culinary techniques and make them modern," Peterson says. "We're restyling a classic, from the food and beverage angle. It's history in the making."

The 2008 debut of the Pebble Beach Food & Wine festival ushered in a new era of excitement for Pebble Beach Resorts, and more recent additions like Spanish Bay's Stave Wine Cellar and The Bench at the Lodge at Pebble Beach have further updated culinary offerings in



**The Fairway One Room features floor-to-ceiling views of the first fairway and first green beyond. HBA utilized natural materials and timeless details to give the meeting spaces a sense of place and modesty that doesn't overpower the events within.**





**(Above) The Bench offers incredible views of Pebble Beach Golf Links' 18th hole. (Left) The tranquil arrival courtyard at the Spa at Pebble Beach.**



the Del Monte Forest. Fairway One guests are just a short walk from The Bench, which serves salads, starters and wood-fired mains in an airy dining room overlooking the 18th hole of Pebble Beach Golf Links. The neighboring Tap Room has long been a favorite of golfers, resort guests and local residents looking for steaks, burgers, beers and spirits—plus decadent treats like the towering coconut cake.

Between tee times and dinner reservations,

many resort guests book appointments at The Spa at Pebble Beach. One of only 56 spas worldwide to earn 2017 *Forbes* Five-Star recognition, the facility's massages, flotation wraps, facials, gentlemen's treatments and other services include access to a relaxation room outfitted with a Himalayan salt brick wall. Guests can also lounge in the conservatory, take a dip in the heated outdoor pool, or unwind by the fire pit in the spa's sanctuary.

Traditional fitness, yoga, Pilates and tennis instruction happen at the waterfront Beach & Tennis Club, where an outdoor swimming pool overlooks serene Stillwater Cove. Other active adventures at the resort include horseback riding lessons and trail rides that set out from the Pebble Beach Equestrian Center; and hiking on approximately 30 miles of trails. Walking and jogging routes explore more rugged corners of the Del Monte Forest, winding past stands of cypress and pine trees on the way to spectacular shoreline coves.

After more than a century, that iconic coastline scenery still lures guests to Fairway One at the Lodge and its sister properties.

"There is only one Pebble Beach. There is no other environment like this," says Pebble Beach Company's Cody Plott.

For more information, or reservations for rooms at Fairway One at The Lodge, please visit [www.pebblebeach.com/accommodations](http://www.pebblebeach.com/accommodations) or call 800/877-0597.