Jacksonville Golf & Country Club Members Approve Transformational $30 Million Enhancement Plan

Jacksonville Golf & Country Club (JGCC) is set to embark on a bold new chapter of growth and enhancement. Following overwhelming support from its members, the "**Blueprint for Tomorrow**" plan has been officially greenlit, paving the way for exciting new amenities and an elevated member experience.

"*This is a historic moment for Jacksonville Golf & Country Club,* " said Jay Southerland, President of the JGCC Board of Governors. *"Our members have embraced a vision for the future—one that strengthens our club's legacy while positioning us as one of the premier private clubs in Northeast Florida."*

Clubhouse Expansion

The approved plan includes the construction of a new 18,000-square-foot, two-story building featuring expanded dining, pool, and fitness facilities. Positioned adjacent to the existing colonial-style clubhouse, the new addition will feature:

- A modernized dining experience with expanded indoor and outdoor seating and bar, perfect for both casual and fine dining with a view of the golf course, and relaxing by the new pool.
- A new resort-style pool complex with enhanced lounging areas, cabanas, a kid's pool, and other family-friendly features.
- A cutting-edge fitness and wellness center, offering top-tier equipment, dedicated group fitness studios, and spa amenities.
- Reimagined social and event spaces, including an outdoor patio for fitness classes and golf event viewing, as well as upstairs and downstairs terraces for tennis viewing.

"For 30 years we have raised a family and made a home at JGCC," said Bobby Roche, JGCC Member. "We are so happy that our friends and neighbors have approved a vision to elevate our club making it possible for many more families to proudly call it home for decades to come."

Membership opportunities are limited, and the golf initiation fee will increase to $35,000 on July 1. With strong demand and major enhancements on the horizon, now is the ideal time to secure your place at Jacksonville's premier private club.

NOTE: FOR CONCEPTUAL PURPOSES ONLY - DESIGN PLAN AND RENDERINGS SUBJECT TO CHANGE

Renovated and Redesigned Golf Course

The Blueprint for Tomorrow includes a complete renovation and redesign of Jacksonville Golf & Country Club's championship golf course, led by award-winning architect Andy Staples. Known for creating fun, strategic, and memorable golf experiences, Staples will bring a world-class design philosophy to JGCC—one that emphasizes playability, variety, and elite conditions.

"JGCC has some great bones, but the infrastructure is well past its useful life," said Andy Staples, ASGCA. "This plan not only addresses those critical needs—it gives us a chance to create something timeless. We're blending classically inspired design elements with our own unique spin, and I couldn't be more honored to help bring this vision to life alongside such a passionate membership."

The project will include:

- Completely rebuilt greens, tees, bunkers, and fairways for consistent, high-quality playing conditions.
- Upgraded infrastructure, including new drainage and irrigation systems for optimal course maintenance and year-round playability.
- Strategic redesigns to enhance shot options, increase playability for all skill levels, and improve pace of play.
- Incorporation of classic template holes, inspired by legendary courses from around the world—such as the Redan, Biarritz, and Punchbowl, but presented in our own unique way.
- A focus on creating distinctive character and visual interest across all 18 holes.

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View of #18 green from clubhouse balcony

While the course has earned accolades in the past - including "Best Golf Course in Jacksonville" (2019, 2020, 2022) - this redesign represents a bold step forward. It's not just an upgrade - it's a reimagination, ensuring JGCC becomes one of the most enjoyable and respected private golf experiences in the region.

"This project will give us a course that's more fun, more playable, and more exciting every time you tee it up," said Patrick Cruz, JGCC Golf Course Project Chair. "We're thrilled to have Andy leading the way as we write the next chapter of golf at JGCC."

"Members asked for improvements that reflect the way we live and play today," added Southerland. "With this plan, we're creating an environment that blends modern luxury with the warmth of our club's storied tradition. These enhancements will elevate the experience for current members and attract those seeking a premier private club lifestyle."

Next Steps

With approval secured, JGCC will now move into the detailed design and planning phase, working closely with top architects and industry experts. Construction is expected to begin in September 2026 on the new building and September 2027 for the golf course, with phased openings ensuring minimal disruption to members.

"This is more than just a renovation—it's an investment in our future," said Southerland. "I want to personally thank our members for their confidence and support. Together, we are building something truly special."

For more information on the upcoming enhancements, click here or contact:

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