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BALA TECH IN FIVE
Golf Simulator Technology Planning

GOLF SIMULATOR TECHNOLOGY PLANNING

Multifamily developers are leveraging golf simulator to boost tenant retention and enhance their amenity packages. They see these installation as an opportunity to offer tenants a dual benefit: a space to sharpen their game and a unique setting for social gatherings. Providing opportunities for residents to interact with one another and the ability to play year-round is a win-win for property owners.

IT'S NOT JUST PUTTING UP A SCREEN

There are real requirements for golf and sports simulators that are necessary to understand including infrastructure, room width and height, and acoustics to name a few. The variety of options and their corresponding requirements can be very complicated and if not coordinated early, can add to project costs and have unmanageable space program impacts.

All too often there's a placeholder for simulator requirements included in construction documents however the final platform selection occurs midway through construction. By that time there is no guarantee that the original infrastructure package will match the real-world specifications of the platform chosen. That could mean room layout changes in already walled-in rooms or taking over closets and support spaces for simulator technology. These are headache-inducing complications compromising one of the more expensive project amenities.

Following is a list of **FIVE QUESTIONS** to help you better prepare for including these amenities and timing their purchase.

ONE | Is my space designed to support a simulator?

As mentioned, there are many design considerations to be aware of. Power requirements vary widely, and this is not just a plug-based implementation. Power is about having the appropriate number of circuits in the right places, based upon the platform that has been chosen. This could differ noticeably from original plans.

Acoustics can become a factor with regard to adjacency to other amenities, like quiet rooms and co-working facilities where the thwack of a club would not be welcomed on a Teams call. Awareness of proximity to residences is a factor both for regular individual use, as well as when used as lounge space for parties. Apartments on all sides could hear when the simulator is being used unless the correct structural and finish choices are made.

Additionally, there are room size/shape and height requirements that are specific to each model of simulator. This could impact the type that is purchased as well as the breadth of the game options if you wanted to offer more than just golf.

TWO | When do I need to make decisions on infrastructure?

The intended room could be designed as a shell where infrastructure requirements are incorporated once a vendor is chosen. Though it is better for construction sequencing if the infrastructure is in place as part of the initial design package, that requires choosing (and most likely purchasing) the equipment earlier in the process.

A knowledgeable technology design resource, like Bala, can advise on room shape and infrastructure placeholders during design. They can also brief contractors during construction on the room use and specifications, which can help push out vendor decisions until later in construction.

THREE | How do I sell this amenity to prospective tenants?

Some owners may want to offer this amenity as a compliment to wellness activities like gym spaces and outdoor recreation. Many have opted to combine the space with lounge facilities as a driver for party rentals and community engagement. Understanding the intended breadth of use is critical to simulator selection. If it's just golf, for serious golfers you can choose one type of system. If it's a broader audience that would like a variety of game options, you could select a different vendor which could impact the original design approach.

FOUR | How does this amenity tie to other activities in the area?

Having golf simulators in buildings that are close to golf courses, and private golf simulation lounges, could drive more use of the amenity. One thing to consider is the portability of the tenant's data to other local facilities. Will their log-in work somewhere else? Having the same log-in, score tracking and swing improvement data could be a factor in a tenant using the system.

FIVE | Does my technology partner have experience with device installation AND are they familiar with all vendor options to provide selection guidance based upon my requirements?

The number of vendors for simulation systems, golf and otherwise, has grown exponentially over the last five years. Working with a technology partner that has proven review protocols that will help in systems assessment and implementation could be instrumental for providing an amenity that tenants enjoy going forward as tastes evolve and that future renters would look for.

SUMMARY

Providing golf and game simulators used to be something that was reserved for premium multifamily buildings. That is no longer the case. As competition for filling open rental space has become fiercer, developers are making simulators part of their standard amenity packages. Using these questions to help inform selection and placement decisions will assist in making their implementation easier and more cost effective for the project. If you'd like more information please reach out to our contact below.

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