



## The Carbonera Club, Nr. Varadero, Cuba

Carbonera S.A. (London & Regional Properties / Palmares S.A)

Masterplanning	<b>Description</b> <p>IDG was initially appointed by Esencia Hotels &amp; resorts to carry out the masterplanning of a new 18-hole golf resort on the north coast of the Caribbean's largest island, Cuba. Subsequently, the project was taken on by London &amp; Regional Properties who partnered with Palmares S.A. in Cuba to bring this project to a reality. The site is located close to the tourist hub of Varadero, adjacent to Carbonera village and is accessed directly from the main coastal road. The new resort will accommodate an 18-hole championship golf course, a five-star hotel, nearly 1000 residential units as well as a country club, spa, tennis academy and resort shopping.</p> <p>The resort will be built on the rocky northern shore of Cuba. The lack of a natural sandy beach here means the design of the resort required the installation of a huge natural inland lagoon which will serve all resort users as well as provide spectacular views from the surrounding property. The resort also enjoys a commercial centre designed for local access as well as a golf and country club, a tennis club and many neighbourhood facilities. IDG initially masterplanned the resort, working with EPR Architects and Expedition engineers to reach a design solution which met the developers requirements. Moving forward into the detailed design, EPR took on the architecture and lead consultant role with IDG moving through the golf design and public realm landscape design. The project was recently approved at the PDIC level and we are looking forward to developing the design and the start of earthworks on site.</p>
Golf Course Design	
Architecture	
Landscape	
Project Management	
Interior Design	
Tender Stages	
Visiting Inspection	
<b>Project Size</b> 417 Acres	<b>Objectives &amp; Challenges</b> <ul style="list-style-type: none"><li>• Create a modern twist on typical Cuban streetscape within a functional resort framework.</li><li>• Improve quality of experience through planning routes to all facilities on the site.</li><li>• Create maximum financial value by optimising premium front line property overlooking both the golf course and the seafront.</li><li>• Create a sustainable water model for the entire resort to meet international sustainability standards.</li></ul>
<b>Date (Start/End)</b> Aug 2000 / Present	
<b>IDG Contact</b> Jon Hunt +44 117 971 3950 jon.hunt@idgplanet.com	<b>Added Value &amp; Benefits</b> <ul style="list-style-type: none"><li>• Highly responsive consultant team providing fast efficient analysis and support for the purposes of negotiating joint venture with the Cuban Government.</li><li>• Innovative and integrated design team working together to eliminate the usual communication issues in a multinational team.</li><li>• Masterplanning the entire resort by balancing the priorities of all facilities with the end user always firmly in mind.</li><li>• Vast experience in resort design and development assisted with cost &amp; value modelling.</li></ul>

