## Changing worries, laws

Red tape hampers architects but new development plans

If interest rates remain “reasonable” and golfers continue to flock to courses in record numbers, officers of the American Society of Golf Course Architects expect new course development to accelerate rather than plateau.

ASGCA President Robert Trent Jones Jr. has projected that 5,000 new courses will be needed by the year 2000, but he now believes that demand could even be greater in the 1990s.

“All segments of the golf business — juniors, young adults, middle-age males, women and seniors — are growing dramatically, and we must build the facilities to satisfy these eager golfers,” Jones said. “Obviously, we need more public courses and we are gradually seeing more being built,” he said. “These courses, however, will be much more challenging than those public-fee courses of a generation ago. In fact, some of the new public courses are among the best designs coming on line.”

The California-based architect also noted that today’s golf course architect has learned to work with various governmental agencies to satisfy all the environmental concerns associated with wetlands and endangered species. He said many courses are being built successfully in environmentally sensitive areas with excellent results.

### Focus on ‘playability’

ASGCA Vice President Dan Maples, who works out of Pinehurst, N.C., and designs many courses for resorts and developers in tourist destinations, believes architects designing for this ever-growing market should concentrate on “playable, but not boring courses.”

“We work on making courses playable so that the golfers enjoy their round,” he said. “Aesthetics

### Below is a chart listing information from architects who responded to our survey. A list of others is on page 22.

<table>
<thead>
<tr>
<th>Company</th>
<th>Architect</th>
<th>Education</th>
<th>Region</th>
<th>Courses '89</th>
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<tr>
<td>Arthur Davis, Inc.</td>
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<td>US, Asia, Eur</td>
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<td>Arthur Hills</td>
<td>LA, Agric</td>
<td>US</td>
<td>70+</td>
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<tr>
<td>Audt, Clark &amp; Assoc.</td>
<td>Brian Ault</td>
<td>CE</td>
<td>Global</td>
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<tr>
<td>Casper, Nash &amp; Assoc.</td>
<td>Greg Nash</td>
<td>LA, SE</td>
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<td>Charles Ankrum</td>
<td>Charles Ankrum</td>
<td>T, Art</td>
<td>East</td>
<td>60+</td>
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<tr>
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<td>Clyde B. Johnston</td>
<td>LA, SE</td>
<td></td>
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<tr>
<td>Cornish &amp; Silva, Inc.</td>
<td>Geoffrey Cornish</td>
<td>MS, Exp</td>
<td>US, Ee, Car</td>
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</tr>
<tr>
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<td>Denis Griffiths</td>
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<td>SE</td>
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</tr>
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<td>Joel Goldstrand</td>
<td>Exp, Pro</td>
<td>N'Central</td>
<td>63</td>
</tr>
<tr>
<td>Fazio Golf Course Designers</td>
<td>Thomas Fazio</td>
<td>Exp</td>
<td>US</td>
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<tr>
<td>Ferdinand Garbin</td>
<td>Ferdinand Garbin</td>
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<td>Ag</td>
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<tr>
<td>Flatt Golf Services</td>
<td>Larry W. Flatt</td>
<td>Park Ad</td>
<td>US</td>
<td>3</td>
</tr>
</tbody>
</table>

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Gary Roger Baird, Inc.          | Gary R. Baird      | LA              | Global          | 100+       |
Golfplan-Fream Design Gr.        | Ronald Fream       |                | Exp             | Global     |
Hassop & Assoc., Inc.            | X.G. Hassop        |                | Exp             | Global     |
Hurdzan Design Group             | Michael Hurdzan    |                | Exp             | Global     |
Earl Stone & Assoc.              | Earl Stone         |                | Eng             | 38         |
Fairway Architects, Inc.         | Joel Goldstrand    |                | Exp             |
Fazio Golf Course Designers      | Thomas Fazio       |                | Exp             |
Ferdinand Garbin                 | Ferdinand Garbin   |                | Exp             |
Flatt Golf Services              | Larry W. Flatt     |                | Exp             |
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plague architects and builders

... while builders decry tougher financing and environmental laws

NOVEMBER 1989

Golf Course News 21

BY GARY BURCHFIELD

While golf course construction is indeed a boom cycle, golf course builders warn that it's sometimes hard to tell if they're being built to meet the needs of golfers or the needs of the developers," said Don Rossi, executive director of the Golf Course Builders of America, headquartered in Palm Beach Gardens, Fla. "But, there are a lot of cities that have new courses on the drawing boards, so it looks like the trend will continue."

More variety in nines

Tom Clark of Wheaton, Md., ASGCA secretary, explains that many developers are asking for 27 or 36 holes initially, with different degrees of difficulty on each nine. With this layout, beginners can build up their confidence on the easiest nine and progress to the others.

Bill Kubley, president and founder of Landscapes Unlimited of Lincoln, Neb., said, "We have more work today than we've ever seen. I think the outlook for the next 10 years is excellent. In fact, there are a lot of new companies coming into the course construction business because of the boom. I look for some of them to get into financial trouble because they're trying to grow too fast."


"As our population ages, more people are playing more golf, especially in the Sunbelt areas. We find this true not only in the United States but internationally as well," added Dye, who has been building a lot of courses in Japan.

Today's problems

Environmental concerns create most of the problems today, according to Eldredge. "But, financing is tougher now, too. Builders are financing a lot of courses to help generate income to pay development costs like wastewater management."

"After being somewhat stagnant for several years, the Midwest has become very active now. Where most of the work was in the southern areas a few years ago, the boom now seems to have moved back north," Eldredge said.

More complicated

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Architects

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The majority of new courses in recent years have been built in conjunction with real-estate developments, and Clark said the trend will continue. In most cases the courses are open to the public until the development is filled, at which time it becomes a private club.

“We see this same pattern becoming more popular with municipalities in the next decade,” Clark added. “The typical scenario is for the developers to give the public the course for the municipality to the service area for the right to build housing units around the course.”

Television has impact

AGSACA Treasurer Arthur Hills, who is based in Toledo, Ohio, but works throughout the country, said, “People ... the public, and they see on television, but they want fair and realistic courses without gimmicks.”

“The bottom line is that there is a gradual return to a more traditional approach to design, with realistic placement of bunkers and greens that allow the player a fair shot without worrying about severe breaks or multiple levels.”

Hills believes golfers appreciate courses that serve as “green belts” in communities that need open space and oxygen. He added that architects have worked successfully in environmentally sensitive areas, often providing additional wetland areas when wetlands are needed for the strategic playability of the golf course.

Design for site

Jones summed it up by stating that the golf courses of the future will “fit with the lay of the land. ... to the community and players to build a course that 'fits.' There's no doubt that owners and the golfers who play their courses want better courses than ever before,” he said. “We know that golfers will pay a fair price to play better courses,” he said. “The future of golf is to give the player the best shot possible in an environmentally sensitive area.”

“U.S. design has been accepted internationally,” Jones said, “but that does not mean that there is a certain...”

Continued on page 23

A list of golf course architects not found in the chart on pages 20 and 21


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Builders—style. Architects will continue to evaluate each site and produce a design that accentuates its best features and provides a layout that will be environmentally sensitive and challenging to the golfers who will be playing it for generations to come."

"Probably 70 percent of the courses we build today require very detailed shaping," he said. "Plus, owners want more today, too, like continuous cart paths, more sodding, and double-row or triple-row irrigation systems."

"With the environmental concerns and the complicated financing like some others... builders go through hell today," Rossi lamented.

"But Dye said put it in what the industry hopes will be the perspective for the 1990s: that 20 years from now we may be in a business that is recognized as a growth industry."

Golf course builders working in the United States

There is better machinery, the people are more skilled and, with computer-aided design, a lot of the work is done... of a specialist to build it the way the architect envisioned it. You can't just send in a bulldozer operator any more.

Scott Hill

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