Covering all of the angles

From golf course to graphics design, Richardsons do it all

By Mark Leslie

While golfers are trying to hit holes-in-one on the Tom Fazio and Pete Dye-designed golf courses at Disney World, the Disney folks feel they have hit a home run with their graphics package designed by a less-well-known architect. Richardson or Richardson — translated architect-cum-artiste Forrest and graphics expert Valerie — have received high praise from Disney Development Co., whose accolades are given sparingly.

Tom Sunnarborg, development manager for Disney Development Co., said: "The graphics are a home run. Our criteria was that the signs be durable, readable, functional, but also unique. And they are. There is nothing else like them. From the signs along the entry road to the signs in the clubhouse, tee signs and cart path directional signs, yardage markers, flags, logo, everything is really well done. They have clearly exceeded expectations."

Saying that "part of our challenge is to do projects that are so special they're worthy of our company," Sunnarborg placed the Richardsons in the company of Dye and Fazio in painting a picture of high-caliber success that has enveloped Disney's Bonnet Creek complex.

From play to profession

By Mark Leslie

Little did Arthur Jack Snyder know what seeds he was planting 20 years ago when he gave a teenager a topographical map and told him to "go design a golf course." The 13 year-old kid was Forrest Richardson. And Richardson now owns Golf Group Ltd. and works alongside Snyder on many projects, although their companies are not officially related.

"I bothered Jack a lot as a kid," Richardson said. "I'd bike over to his house. He'd give me topo maps and say, 'Here, kid, go design a golf course.' I learned a lot from him."

Snyder helped fan the growing flame of interest to the point that Richardson published a newsletter, "The Golf Course Designer," for four years. Richardson was 13 years old when.

His 80 readers spanned the globe. When he once wrote that lack of finances might force him to discontinue publication, sub-

Zoeller designs 1st in Carolinas

HILTON HEAD, S.C. — Island West Golf Club at Hilton Head, a daily-fee course designed by golf professional Fuzzy Zoeller and Clyde Johnston, opened Dec. 21.

An 18-hole championship course, Island West is Zoeller's first design in the Carolinas. According to Zoeller, "Island West Golf Club will provide a challenge to the high- and low-handicapper alike. While the course will present several opportunities to 'go for it,' there is also a 'safe' route to the green. There will be no forced carries. Who wants to come to a resort to get beaten up by a golf course?"

Island West is being developed by the Fairways Fund, an investment fund recently introduced to the market by Marion Bass Investment Group, parent company of Bass Golf, Inc. and headquartered in Charlotte, N.C.

Arthur Jeffords, who heads Bass Golf, said of the course: "Fuzzy and Clyde have given us exactly what we asked for — a golf course that's fun to play. It will challenge you but not break you."

The course plays from 4,934 yards to 6,803 on three sets of tees. It is located on 150 acres of low country terrain with more than 44 acres of lakes and strategically placed bunkers.

Island West is open to the public, but the whole operation has been designed to elicit the feeling of a private country club.

Island West's 8th and 17th par-3s feature side-by-side greens 125 yards wide, as viewed from the air. Though a body of water fronts the greens, architects Fuzzy Zoeller and Clyde Johnston have designed "safe" routes. Photo by Skip Meachen

continued on page 27