



Developers of Ocean Trails Golf Course in Rancho Palos Verdes, Calif., are still seeking a solution to repair the landslide that pushed part of the 18th hole toward the ocean in early June.

Ocean Trails

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developers are wondering how much credence can be given to geological reports and surveys.

The potential for a landslide event at Ocean Trails was identified before construction began, said Greg Post, senior planner for the city of Rancho Palos Verdes. "Mitigation measures were taken to ensure that no problems took place," he said.

However, since preventive measures failed, it is now up to the developers and Post to find out what caused the slide.

More than 25 geologists are on site and have dug 26 monitoring wells to take borings and samples of earth.

"Of course we want to rebuild the 18th hole," said Ocean Trails Director of Golf Bobby Heath. "But the important thing right now is stabilizing the land mass and making sure that the fix that is put in will accomplish what the golf course, access trails and habitat require."

The Ocean Trails slide has also raised the concerns of environmental activists.

"You have a lot of people in the city who want the golf course project to go forward," said Post. "But then there are people who have been against the project from the get-go and who are opposed to building anything along the coast."

The city is behind Ocean Trails, but remains cautious, according to Post. "The golf course is a financial boost to the city and we want it to go forward, but we are going to make sure that everything is looked at before we proceed," he said.

Ocean Trails is not the only ongoing golf course development project in Rancho Palos Verdes. The city is also working to increase golf-related revenue two miles up the coast at Longpoint, a proposed project that includes an 18-hole golf course, hotel and convention center close to the development moratorium zone at Portuguese Bend. While the city and the developer are still working to come to terms on the use of a sizable amount of public land, they are preparing an Environmental Impact Report (EIR), a zoning plan and coastal development permits.

Michael Moler, vice president of Destination Development Corp. and Longpoint's project manager, insists that the geology underlying the property is different than that at Ocean Trails. However, he acknowledges that the landslide incident has made his job much more difficult.

"It has required 25- to 50-percent more effort. We will be doing a bit more subsurface exploration, borings and strength tests as a result," said Moler. "And more public relations as well."

Dave Snow, principal planner for the city of Rancho Palos Verdes and in charge of the Longpoint project, agrees. "This project will undergo a little closer scrutiny because of the public nature of this issue and the interest sparked by the Ocean Trails slide," said Snow.

Moler maintains that initial geologic surveys reveal that the Longpoint site stands on stronger and more stable ground. "We don't have the same concerns," he said. "The property sits atop some very stable rock formations. Almost all of our site is on basalt formations and the bedding plains are level as opposed to dipping towards the ocean, like they do at Ocean Trails."

Geologic stability aside, Moler and Longpoint will have to deal with myriad additional regulatory concerns, the least of which is the California Coastal Commission (CCC).

NGF report focuses on state of junior golf

JUPITER, Fla.— The National Golf Foundation (NGF) has just released a new research report which provides golf courses and golf businesses with new information to help them develop their junior golfer customer base.

The seed for the report came from the NGF's recently released future state-of-the-game study, "A Strategic Perspective on the Future of Golf." Among other things, it suggests there are 8 million juniors (ages 5-17) in the United States who would like to play more golf, or take up the game for the first time.

Called "The Power of the Junior Golf Market," the study provides the reader with current quantitative and qualitative information on the junior market. In addition to statistics on participation rates, frequency and demographics, the report reveals why junior golfers play, the barriers juniors face when attempting to play golf, the actions necessary to encourage more play among current participants, and suggestions for attracting non-golfing juniors to the game.

For example, the report shows that high commitment to golf as a junior translates into high commitment to golf later in life. Specifically, nine out of 10 avid senior golfers today were avid golfers when they were juniors. And this adds up when considering that the economic impact of a committed or avid golfer is two-to-three times greater than the average golfer in any one year.

The report also shows that "Dad" is the most influential motivator during the trial and commitment phase for juniors. And now may be the most appropriate time to take advantage of this, given that the "Echo Boomers" (the children of the "Baby Boomers") are now into their teenage years.

Said Barry Frank, NGF vice president of membership services: "Golf is competing for the attention of juniors within a marketplace that is more crowded than ever before. The number of entertainment alternatives available to today's youth has never been greater and it only promises to get more cluttered. Thus, to be successful in the years ahead, golf entrepreneurs must have better information on the junior market and "The Power of the Junior Golf Market" is the most comprehensive report that the NGF has published on this important segment."

Copies of "The Power of the Junior Golf Market" can be obtained by calling the membership services department at 888-NGF-2500 or 561-744-6006. The cost is \$45 per copy for NGF members and \$60 for non-members, plus shipping and handling.

"The proposed course extends into an area that was reserved in the local coastal program for habitat, a buffer for geologic instability and a coastal public-access trail," said Pam Emerson, supervising planner for the Los Angeles County branch of the CCC.

Meanwhile, the CCC is also keeping close tabs on Ocean Trails. "We are working with them on the various plans to fix

the damage to be sure that the access and habitat go back in when the hole gets rebuilt," said Emerson.

According to Heath, the plan for fixing the 18th hole should be determined by early September. Then the real work begins.

"Even when we have the plan, we then have to go to the city and the CCC. There are a lot of fingers in this pie," said Heath.

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