RTJ II restructures to create legacy company

By Andrew Overbeck

PALO ALTO, Calif. — Golf course design firm Robert Trent Jones II, L.L.C., has undergone an internal restructuring over the last year and a half in a move to create a legacy company. New CEO John Strawn and president and chief designer Bruce Charlton have both bought into the company to protect the long-term brand identity of RTJ II design.

"We are looking long-term," said Strawn. "The history of design firms is that when the founder is gone, the company is essentially gone. We wanted to create a legacy company. "Mr. Jones is the inspiration and the master architect and his thinking is a part of the overall design approach," he continued. "The young architects are learning that history and that approach and as they mature they will be able to apply it." Charlton likens the new company to Frank Lloyd Wright's Taliesin Design which carries on in the tradition of its founder.

"Mr. Jones wanted to develop an organization that would live beyond continued on page 21

Adding length to combat technology is a costly proposition

By Laurence Hirsh

The impact of golf ball and club technology has been a hot topic of debate in the golf industry lately — and for good reason. In many ways, it has changed the way golf is played. The ability of professional players to hit longer drives has made some of the game's greatest venues inadequate for major professional and amateur events. Tom Fazio added nearly 400 yards to Augusta National this year to ensure a "proper" challenge for the game's greatest players.

Many players, including designer/players Jack Nicklaus and Arnold Palmer, have called for modifications to the golf ball, while others have suggested a variety of equipment changes. The American Society of Golf Course Architects suggested that "a line be drawn in the sand" to avoid technological advances for major professional and amateur events. Tom Fazio added nearly 400 yards to Augusta National this year to ensure a "proper" challenge for the game's greatest players.

Von Hagge sheds light on Torreon Golf and Country Club

By David Hubbard

SHOW LOW, Ariz. — It is by careful design that the natural sunlight is especially ebrant at Torreon Golf and Country Club, Desert Fron Properties' 1,387-acre master planned community here. Architect Robert von Hagge has allowed his artistic sensibilities to dictate his vision of the three closely connected nine-hole courses.

Stretching through natural canyons and pine forests, Torreon is von Hagge's first full-fledged design in the Southwest. In collaboration with his design partners, Mike Smleek and Rick Baril, their layout plays as a "natural light palette" where the strategic options are further enhanced by sheer visual impact.

On hand this summer for the opening of the third nine, von Hagge explained his design philosophies that seem to go hand-in-hand with his life as an artist and his penchant for show business. Golf Course News: How did you come to visualize golf courses such as Torreon as fine art?

Von Hagge: As a young man, I intended to pursue a career in art. However, my father was a golf course architect, and the scope of his projects continued on page 20

BCG set to break ground at Oxford Greens in May

Oxford, Conn. — Billy Casper Golf (BCG) has signed a multi-year management agreement to provide turnkey planning, construction and management services for the Golf Club at Oxford Greens. To be developed by Timberlake Development Partners (TDP), the new, semi-private golf club is currently in the planning stages with groundbreaking scheduled for May 2002.

The par-72 layout will feature five sets of tees that range in length from 4,982 yards to 7,137 yards, and will serve as the centerpiece of the 650-acre Oxford Greens development. BCG will manage all aspects of the operation, from accounting and food to beverage to marketing and golf course maintenance. The grand opening is scheduled for July 2003.

"Billy Casper Golf's CEO, Peter Hill, is a New Haven [Conn.] native, which provides Oxford Greens with a unique combination of local knowledge and national industry perspective," said Andrew Tedford, managing partner of TDP.

Designed by golf course architect Mark Mungeam, based in Uxbridge, Mass., the Oxford Greens course will feature largely wooded holes - none that are parallel - and continued on page 36

Tuscany GC Set to Open in Spring

HENDERSON, Nev. — Development is continuing on schedule here at the Ted Robinson-designed Tuscany Golf Course. When completed, the 1,900 home golf community will offer views of the Las Vegas Strip. The 530-acre project will include an 18-hole golf course, a 31,000-square-foot clubhouse and a trail system linking individual neighborhoods with parks and recreational facilities. The golf course will be open to the public in early spring and home sales will commence this summer.

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Oxford Greens

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sloping topography that will provide views of the surrounding countryside. "We expect Oxford Greens to become one of Connecticut's finest golf clubs," said Hill.

$150 MILLION PROJECT

In addition to golf, the $150 million Oxford Greens Estates and Golf Club development will offer its 400 future homeowners a gated community and amenity-rich, maintenance-free lifestyle. Model homes are expected to open in Fall 2002. The development is projected to generate more than 250 jobs and $2.5 million in annual taxes for the town.

Milford, Conn.-based TDP is targeting the Oxford Greens residential community to the state's soon-to-retire baby boomers—particularly those in Fairfield, New Haven, and Litchfield counties who want a country club lifestyle without a move South. According to developers, there are more than one million baby boomers in the state, which represents the eighth-highest percentage for a state in the country.

"Oxford Greens has been carefully planned to provide Connecticut's active adults with a lifestyle they typically had to move South to obtain," says TDP's Tedford.

— Andrew Tedford

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