

5 More Points to Consider In Planning A Course

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In the first part of this article, which appeared on pages 31-33 of March GOLF-DOM, Geoffrey Cornish pointed out that the worst mistake that can be made in starting any type of course is inadequate financing. Cornish went on to suggest that municipal courses do not really offer competition to fee-type courses. He also suggested that developing non-equity clubs has its risks but that such operations are usually successful. Membership capacity for such private and semi-private non-equity courses usually reaches 300 before enlargements and improvements are necessary. — Ed.

5. Are golf courses effective as adjuncts to other business?

Courses are useful adjuncts to hotels, motels and real estate developments. In New England ski areas, numerous courses are under construction or have recently been built to attract vacationers to these areas in summer months. The experience appears to be universal that a good golf course serves the purpose of attracting people to all these places. Moreover on their own these courses often return a profit on the investment.

6. What is the future of the Par-3 course?

The Par-3 course for day play or flood-lighted is perhaps the least exploited for profit of all golf features in the North. While a Par 3 can never be a substitute for a regulation layout, it can appeal to almost all age groups and all types of golfers. For a good return on investment, its design must call for nearly every club in the bag. Furthermore, it must be im-

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pressive in appearance and be maintained in near perfect condition.

7. Why is more acreage required for regulation courses than formerly?

Some older 18 hole courses, including several famous layouts, occupy as little as 100 acres of land. The modern 18 requires considerably more. Today's golfer is perhaps no wilder than his father but there are many more of them. This factor alone requires more space between fairways and wider buffer zones along property boundaries. Also, a huge practice fairway of 7 to 12 acres is a must.

While many golfers prefer to play a relatively short layout, all great courses need longer yardages for tournaments and visiting professionals. The majority of new layouts have a championship yardage of 6700 to 7000 yards or more. But with long or multiple tees, the course can be adjusted to less than 6,000 yards for women and from 6,200 to 6,500 for men's regular play. The long yardage is another reason why greater acreage is required than formerly.

8. What type of layout is the greatest success?

For many years it was obvious that the short easy course was the best moneymaker. Indeed numerous fee type courses were made into virtual race tracks to get the most players possible over them in a day. This type of course is indeed still a moneymaker and, no doubt, brings enjoyment to millions and attracts many newcomers to the game. But today the type of course that is enjoying even larger profits is the one embodying all the features of country club design and the highest standards of maintenance.

This type of layout has long or multiple

tees, short, medium and long yardages, interesting hazards, alternate routes for different types of players and relatively large greens. Its general design helps the high handicap player but keeps the game interesting for his more experienced counterpart.

The country club golfer has always wanted the best. It is of importance to realize that a whole new breed of fee and non-equity golfers also seek the best and is willing to pay for it with relatively high greens fees or annual dues.

9. What is the future of profit-motive golf?

Golf has been played in the U.S. for at least 75 years. In Scotland it has been played for more than five centuries. No one can deny that it is an enduring game. With increased family income, the shorter work week and the interest the game holds for all age groups, male and female alike, the future of profit motive golf looks bright. In fact some authorities feel that the golf course needs of the American people will never be met. Nevertheless hard headed business practices are as necessary for success in the business world of golf as in industry.

Outline of Major Cost Outlays Before Opening Golf Projects

I. Real Estate

1. Land
2. Brokerage fees
3. Closing costs
4. Survey and other maps

II. Golf Course

5. Nine, 18 or more holes plus practice areas
6. Irrigation—(a) Source—wells, reservoir, city water
(b) Pump, pump house, power and controls
(c) Pipe and installation
7. Golf Architect's fees
8. Course superintendent during construction
9. Maintenance equipment and course furnishings
10. Maintenance equipment building
11. Maintenance of course from seedling until opening

12. Shelters
13. Drinking water

III. Clubhouse

14. The building
15. Furnishings
16. Utilities — electricity (3 phase), water, telephone
17. Sewerage disposal
18. Probe holes and percolation tests
19. Golfcar storage
20. Architect's fees

IV. Clubhouse Grounds

21. Landscaping — lawns, plantings, pathways, fences
22. Entrance road
23. Parking lot
24. Swimming pool, deck, filter and cabanas
25. Other sports such as tennis
26. Caddy area

V. Miscellaneous

27. Boundary fencing in some cases
28. Highway signs
29. Initial advertising and public relations
30. Legal fees
31. Carrying charges on borrowed money
32. Taxes before opening

Golf Catching Up to Baseball in Japan

Three Japanese visitors to the recent GCSA convention in Cleveland, O. Hirota Yamamuro, a country club manager, Takeo Tsuchiya, golf machinery manufacturer, and Nobuo Makeubo, a golf research scholar, told about golf in Japan. Golf was introduced there about 55 years ago and the first course was built on the top of Rokko Mountain at Kobe, near Osaka. However, most people didn't begin to play until after World War II. Today Japan has about 500 courses. However, it is difficult to build golf layouts because most courses have to be built on mountains and in valleys. Makeubo says, "Sometimes we have to level whole mountains. We have to use very poor soil, so it is very difficult to grow good grass." All the men agree though that while baseball is still No. 1 in Japan, golf is catching up rapidly.