

# Critical issues aired at Golf Summit

The month of November was a big one for the golf course industry. As you see on our front page, there is some news coming from the third Golf Summit sponsored by the National Golf Foundation.

I had the pleasure of attending the conference and, although I did gain some knowledge from the meeting sessions, I feel I learned more by sharing thoughts with other attendees.

Several major points were made which should continually be addressed:

- 1) The minority issue.
- 2) Public/private facilities.



C. von Brecht

3) Cooperation and coordination among industry leaders.

4) EPA restrictions/rulings.

5) Speed of play.

6) Innovative practice facilities.

*Golf Course News* will continue to keep you apprised of these and other key issues in our industry.

Following the summit and a day of sales calls in Los Angeles, I

headed back to the desert for the third annual John Deere Team Championship. As reported last month, this event teams a PGA club professional with the superintendent and two other board members (ideally the club president and general manager) from the facility.

Great camaraderie developed in the teams and ideally a better working relationship back home.

I did have a chance to play a few desert courses. Most memorable was the Nicklaus Resort Course. I feel it is a fair test for an 18 or under handicapper.

The course is in great condition,

and I even made a birdie on the #1 handicap hole (#19).

Golf continues to flourish. As we heard at the summit, some real estate development tied to a golf facility may be hurt because of the down economy.

However, established facilities and stand-alone courses will continue to attract new players and grow even stronger in the coming year.

Best wishes for a safe and happy holiday season!

Sincerely,  
Charles E. von Brecht  
Publisher

## Righteous judgment a must in future

BY MARK LESLIE

"Don't muck it up."

The words still ring days after Environmental Protection Agency Associate Administrator Lewis S.W. Crampton warned the 500 or so people attending Golf Summit 90 in Palm Springs, Calif.

"A pleasant environment is a very important part of enjoying the game. If you muck it up some way by doing something stupid out there, not only are the environment and game going to suffer, you're going to get a community mad at you," Crampton said. "And at least with the degree of activism we see



M. Leslie

starting to develop around hazardous waste sites, for example, you'll find that as these activists start to network together ... it will be more and more difficult to develop good projects."

No question, Crampton gave the golf industry fair warning.

Yet he later said there are friends of the game of golf at EPA, who are

willing to help those who will "play the ball as it lies" and who don't attack the system with bazookas booming.

In our recent survey of golf course architects we asked how they could help expedite the permitting process. More than one suggested sending the Army Corps of Engineers to Outer Mongolia, the Yukon Territory, or other regions either uncomfortable or unknown.

Well, some of the Corps of Engineers are, in fact, on the other side of the planet today. But wherever they share bread this Christmas, the environmental problems

will still exist here at home in the United States. And as responsible, innovative and intelligent people, the brain-power of the golf industry must still find ways to build courses without damaging an ecology already endangered by rain forest depletion, holes in the ozone layer and other exotic maladies.

The public — sometimes seemingly ruled by a few loud (and often uneducated and uninformed) voices — must see overwhelming evidence of righteous judgment on the part of golf course developers, builders, superintendents, architects and

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## Golf the solution, not the problem

BY FRED JARVIS

The prevalent no-growth attitude of the NIMBY (Not In My Back Yard) has been sweeping across the United States. And now, even the NIMBY's are being replaced by the NOPE's (Not On Planet Earth).

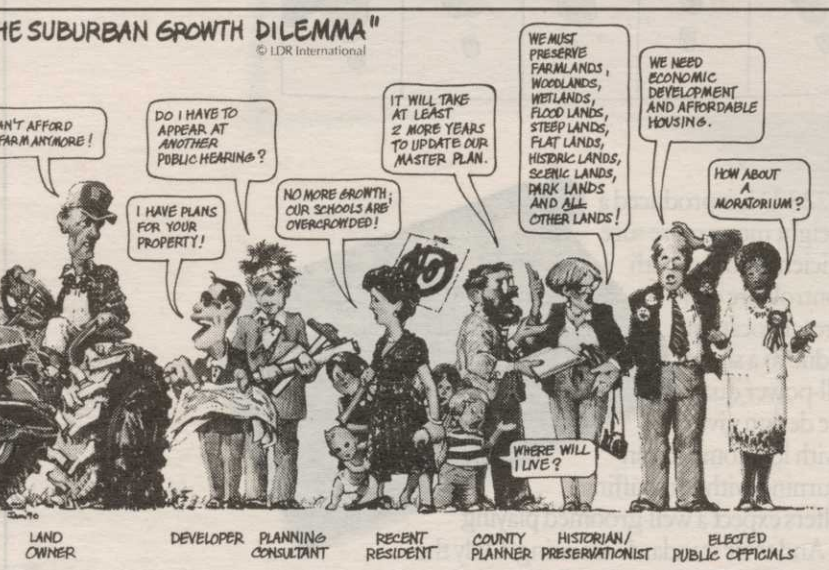
True, the public has been frustrated in recent years by the negative side of development — from a lack of balanced growth to an absence of government leadership; low-density, single-use zoning patterns; and traffic congestion.

There are no easy solutions to the suburban growth dilemma, but the recent resurgence in the game of golf has suggested at least one viable growth alternative to no-growth — golf course communities.

Many consider a golf course to be the ultimate community amenity, and communities developed around them possess desirable characteristics that counter the arguments of growth opponents.

Golf course communities:

- foster cluster and mixed-use planning concepts;
- provide substantial areas of permanently protected open space;



- are normally controlled by less stringent development controls; and

- create positive community and fiscal impact.

### The ultimate amenity

Golf courses are one of today's most sought-after amenities. Many areas of the country are significantly short on golf courses.

According to the National Golf Foundation, the number of golfers is expected to increase from 21.7 million to 30 million in the next 15 years. The NGF estimates the United States will need 4,500 more golf courses to accommodate these golfers.

Many will be centerpieces of residential communities, as more people discover the pleasure of living next to an attractive fairway. It's not just golfers who desire a green in the back yard. In some golf course communities, as many as 80 percent of the residents do not even play golf.

Because of their desirability, golf courses have become increasingly important in rezoning decisions. In working through many rezoning cases with neighbors, we have found they usually favor golf course community proposals. Adjacent homeowners understand that a golf community enhances the neighborhood and increases property values.

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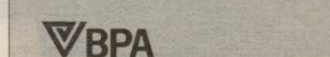
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# LETTERS

## Farmers Marketing deserves credit

To the Editor:

We appreciate your coverage of New Mexico State University's royalty payment for seed-propagated NuMex Sahara bermudagrass in your October issue.

However, it has come to our attention that Farmers Marketing Corp., which paid us the royalty, and which assumed responsibility for increasing the seed under genetically pure conditions, was

eliminated from the article.

We are well aware of publications' continuing battle with space limitations. But we feel Farmers Marketing Corp., should receive credit for its work in making NuMex Sahara a commercially viable bermudagrass.

Sincerely,  
Beth Morgan  
Information Specialist  
New Mexico State University

## Widely read in industry

To the Editor:

Brian Silva and I are involved in projects and information seminars in many states, provinces and abroad. This provides us a broad view of the business world of golf.

We would like you to know that *Golf Course News* is widely read and respected for variety, depth and integrity in its news, together with the editors' willingness to put forward all sides of controversial issues.

Keep up the good work.

Sincerely,  
Geoffrey S. Cornish  
Cornish and Silva, Inc.  
Amherst, Mass.

## Architects, builders addition and update

Fore Golf, Inc. was omitted from last month's list of golf course architects and builders.

The firm — headed by Steve Mello and with architect Jack S. Newgent — is headquartered in Kissimmee, Fla. Its address is P.O. Box 420910 and telephone number is 800-226-7274.

Donald Sechrest Inc., an architectural company, has relocated from Tulsa, Okla., to 712 Broadway, Suite 401, Kansas City, Mo. 64105; telephone 816-421-2520.

Our architects list listed Jim Applegate who is, in fact, president of Gary Player Design Co., located

at 4440 PGA Blvd., Suite 105, Palm Beach Gardens, Fla. 33410; telephone 407-624-0300.

## Greens affected, but not totaled

An article in the October issue on a tainted batch of O.M. Scott & Sons Co. FF-II fungicide incorrectly stated Idle Hour Country Club in Lexington, Kent. lost 18 of 20 greens because of FF-II contamination. The club actually lost 1,500 square feet on 18 greens.

## Golf communities

Continued from page 8

It should be noted, however, that community and citizen involvement in an open, responsive planning process is essential to gain support and approval.

### Cluster and mixed-use plans

Golf course communities using clustered development principles are an increasingly popular alternative to standard, single-family, detached developments. The high percentage of open space creates an attractive residential environment.

Clustering concepts can often accommodate much greater density than allowed under larger-lot, conventional zoning, in a manner that is more sensitive to the site environment and natural features. Cluster-

ing creates a perception of lower density.

In a golf course community of 500 acres or more, retail, employment, civic and additional recreational uses can be provided, creating a truly mixed-use development. This gets workers closer to jobs and shopping and recreation areas.

### Protected open space

By combining a golf course's 160 to 200 acres with cluster planning principles, substantial areas of permanent open space are established. Natural site features are preserved and recreational amenities provided.

In many cases, 40 to 50 percent of a site can be preserved as permanent open space.

Contrary to popular opinion, golf courses developed under today's

stringent federal and local regulations are environmentally sensitive.

Golf courses can also be important components of a community's storm-water management system, using portions of fairways as detention areas.

### More stringent controls

Most golf course communities are developed under special Planned Golf Course Community Ordinances. They are generally modeled after Planned Unit Development, Planned Development or Planned Residential Development ordinances containing many similar provisions. The ordinances allow flexibility in site layout and design, but require high standards in implementation.

Typical provisions of a golf course

community ordinance might include substantial open space and landscaping requirements, buffering of adjacent properties through extensive perimeter setbacks, and strict architectural design controls.

### Positive community impact

Comparing a golf course community to development of a property under conventional zoning almost always favors the golf course approach. In many cases, the difference is striking.

A conventional subdivision usually produces more school-age children and more traffic than a comparable golf course community. Off-site traffic can be further reduced by incorporating mixed-land-use concepts.

In most cases, a golf course com-

munity will produce significant long-term benefits and a positive tax impact as well as being a source of continuing pride for the local citizens.

Frederick Jarvis is principal, co-founder and director of planning for



LDR International Inc., a planning consultancy and landscape architecture firm. Copies of the growth cartoons can be

obtained by contacting Jarvis at LDR International Inc., Quarry Park Place, Suite 100, 9175 Guilford Road, Columbia, Md. 21046-2660.

## Comment

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owners. More than one speaker at the summit said, "We're the environmentalists."

Really? Then let's prove it.

There certainly are enough environmental groups around the country. How about joining, then giving — with your expertise, time and finances?

Also, if you're a superintendent, contractor or other industry member and you're doing things right on the job site, let the public know it. All regulatory board meetings are open to the public.

If they've got "ears to hear," they'll hear you. If they don't, they're a lost cause anyhow.

Let us know if you find a board meeting behind closed doors and not allowing open-session discussion of public issues.

Likewise, speakers are always being sought by civic organizations — such as the Kiwanis and Rotary clubs — and school systems holding career days or similar events. Make yourself available.

Meanwhile, as architect Michael Hurdzan told the summit crowd: "Not every site is a golf course site."

In that case the decision-maker in the industry should decide **not** to build there.

Crampton said: "The law is pretty clear... If wetlands are involved you can go elsewhere to build your development" unless very specific and

stringent requirements are fulfilled.

Again, unless you have pockets the bottom of which you can not reach, decide not to do the earth-moving tango with that particular parcel of land.

In the final analysis the golf industry — mankind for that matter — is a caretaker of this earth. Who knows how we're going to have to answer for how well, or badly, we handled this beautiful earth that

God gave us?

We can't always stand juxtaposed between develop-develop-develop and conserve-conserve-conserve.

As Crampton told the industry leaders, get it together, or you

can "fight history and go through the same kinds of problems the chemical, steel and other industries went through before they realized they had to get with the program."

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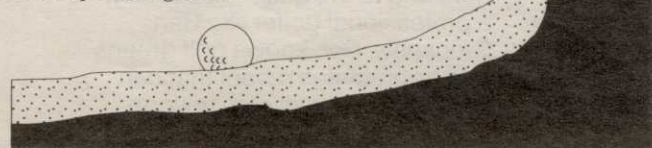
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