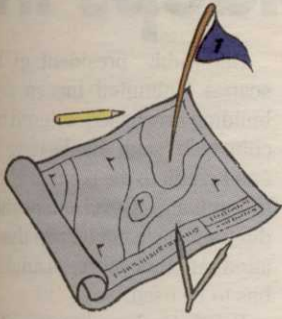


## Briefs



## NORMAN, ROBINSON TEAM UP

Golf pro Greg Norman and architect Ted Robinson of Laguna Beach, Calif., are teaming to design and build several courses.

Three will be in the United States. Two projects in Australia are pending.

The U.S. courses are in Point Roberts, Wash., (south of Vancouver); Lana'i, Hawaii ("The Experience at Koele"); and Royal Melbourne Country Club in Long Grove, Ill. The Hawaiian course is open for play.

Norman said, "I like the old style of golf course, the McKenzie style," referring to famed golf course architect Alister McKenzie's natural use of the land.

Robinson is known for building courses that create a natural, harmonious feel with their surroundings.

## REES JONES HAPPY WITH TALAMORE

SOUTHERN PINES, N.C. — Rees Jones was asked to design a course that would be different from other Pinehurst courses yet exciting to play. He feels he accomplished this in the new 18-hole Talamore at Pinehurst, which opened Sept. 26.

"The rugged piece of ground at Talamore is unusual for Pinehurst. It allowed me to design a diversity of holes," said Jones. "There are long par-4s requiring use of your long irons as well as British-type a-drive-and-a-flip' par 4s."

The Sandhills terrain lends itself to easy shaping. This enabled Jones to shape subtle mounds into the holes.

"Talamore requires both finesse and position of the golfer," Jones said.

Talamore at Pinehurst has been in the grow-in stage since May. "It's just shy of a miracle the course is ready. Chandler Masters, the course superintendent, has had his work cut out for him," said General Manager John Musto.

The rains of this past summer required more sodding than originally anticipated. The key task was to get the Penncross bentgrass planted and up before the heat of summer. "We squeaked by with the planting of the greens," Musto said. "Like most superintendents, Chandler has babied them and they are in fine shape."

## COUPLE MOVES INTO WORLD OF GOLF

WOOSTER, Ohio — Betty and Earl Hawkins, owners of the local Hawkins Cafeteria and the Hawkins Market supermarket chain, are branching out into the world of golf.

Lamenting the lack of public golf courses in the Wooster area, Betty Hawkins decided to build one, and contracted with Burns Golf Design of Fernandina Beach, Fla. Construction is scheduled to begin next spring.

The project, an upscale daily-fee 18-hole course, is expected to draw golfers from as far away as Cleveland and the Akron-Canton area. The course is located on State Route 3, six miles north of Wooster.

The 200-acre site features rolling terrain, 30-foot-deep ravines and numerous specimen trees. Water will come into play on several holes.

Burns Golf Design also is doing a nine-hole addition to a municipal course for the city of Ashland, 20 miles west of Wooster, and an 18-hole state park course in Georgia.

# Environment, finances dominate world of golf course designers and builders

By Mark Leslie

**E**nvironmental regulations and protective measures are the most critical issues facing the golf course industry, according to a Golf Course News survey of course builders and architects.

The environment was at the top of the list on 51 percent of the ballots, sometimes sharing equal billing with financing or water. Financing was listed as the major concern by 29 percent of those voting, the need for less expensive courses 10 percent, water use 8 percent, and the pesticide law 2 percent.

As president of the American Society of Golf Course Architects, Tom Clark said he is "totally concentrating on the environment and permitting issue and on the financial issue. After developers have gone through this (permitting) rigmarole to get their projects in place, they can't get the money. We (Ault,

Clark & Associates) have 28 courses that are looking for financing."

Clark said that while his Kensington, Md., firm routes courses for 80 to 90 projects each year, "we're lucky if two get started in a year."

"We have several developers who have spent \$300,000 to \$400,000 on engineering and environmental studies and are not even close to breaking ground," Clark said. "In a lot of instances you have to have very deep pockets. And it all gets reflected with the consumer, who is the golfer. A lot of these are public, daily-fee courses — things we need desperately. The counties and communities are in favor of the golf course, but still have to go through the arduous permitting process. In one case we have in Washington, D.C., ... seven different regulatory agencies were involved in just the irrigation pond."

Clark complained that after the federal government writes legislation or guidelines, states and counties add stricter laws. "It

really discourages any development," he said.

"This isn't universal," he said. "We're trying to identify certain areas around the country where you can get things done. It's getting tougher and tougher."

He specified the East and West coasts and New England as the regions with the toughest environmental laws, basically because so many regulations apply to specific areas.

Golf course builder Paul Clute of Hartland, Mich., agreed about the great differences between regions, specifying wetlands laws as the most crucial.

"Determination and enforcement varies dramatically geographically," Clute said.

Architect Steve Burns of Fernandina Beach, Fla., pointed to the recent Supreme Court ruling that local governments can draft more restrictive pesticide regulations than federal laws. "Hopefully, this won't lead to a lot of communities, with no technical knowl-

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## Palmer careful to protect, use Biscayne Bay

MIAMI, Fla. — Deering Bay Yacht and Country Club, Arnold Palmer and Mother Nature have created a unique 18-hole course for an exclusive residential community on an environmentally sensitive site on Biscayne Bay.

With four sets of tees, the course plays from 6,800 to 4,900 yards.

"A trademark of a golf course by the Arnold Palmer Course Design Co. is that it is challenging but enjoyable for golfers at all levels of ability," said Armando Codina, chairman of the Codina Bush Group which is developing the community.

Built on a site surrounded by protected mangroves and other native vegetation, the course was designed to maximize water recovery and prevent run-off from flowing into Biscayne Bay. It is contoured to capture rain and irrigation run-off, and the recovered water is used in the irrigation sprinkler system, eliminating the need to use county water in grounds maintenance.

The water recovery system



The 389-yard, par-4 4th hole at Deering Bay Yacht and Country Club in Miami, Fla., plays along the mangrove-fringed main channel of Biscayne Bay. Architects Arnold Palmer and Ed Seay designed the hole so that the fairway opens up about 225 yards out, just past a jutting mound on the left. A receptive green lies ahead.

also includes a littoral zone with sloping-bank ponds and wetland grasses which makes the area more attractive to wintering and resident birds.

Additionally, the course was designed to avoid destruction of the mangroves. "We didn't want to disturb the mangroves, so we

dramatically elevated the 12th tee. This tee alone cost \$300,000 to build, but it's worth it," said Codina.

Undulating greens, 16 lakes, beach bunkers and wetland areas make the layout aesthetically pleasing.

"We have planted marsh grasses, which enhance the natu-

ral beauty of the course," said Paul Douglas, Codina Bush Group project director for Deering Bay. "The course complements the environment, attracting birds and other wildlife and creating a beautiful place in which to enjoy the game and the outdoors."

## Andersen sets real estate academy

Course developers, investors and operators will be in Lana'i, Hawaii, on Nov. 11-14 for the "Arthur Andersen Academy for the Golf/Real Estate Industry."

The invitation-only event will offer executive seminars on current issues affecting the golf course industry. Participants can also play golf alongside host Hale Irwin, as well as Andrew Magee, Billy Ray Brown, Caroline Keggi, Kay Cockrill and other PGA pros. Play will be at "The Experience at Koele," one of the top new courses in the world.

Held at the Manele Bay Hotel, the program will feature speakers from major consulting

firms in the golf industry, including Arthur Andersen, Golden Bear International, Ben Hogan Properties, International Management Group and Castle & Cooke/Island of Lana'i.

Topics will include major new golf developments; contemporary financing techniques; development entitlements — accepting the political/sociological challenges; course design for resort and residential projects; maximizing financial operating results; foreign course ownership opportunities; and, club membership at resort hotels — Pebble Beach and Boca Raton Resort.

Call Chris Garvey at 213-614-8557.

## Major fix-up at Countryside CC

CLEARWATER, Fla. — Countryside Country Club has begun a \$1.3-million renovation of its 27 holes.

Gary Player Design Group of Palm Beach Gardens is managing the redesign of the nine-green Bayhead Course, originally built in 1980.

Wadsworth Golf Construction Co. of Oldsmar, Fla., is responsible for the re-construction.

The Countryside project includes renovation of the fairways, irrigation systems on the Bayhead, Lake and Pine courses.

The overhaul is the final phase of a \$5.3-million capital improvement campaign.

# Architects and builders alike decry holdups in

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edge, banning every chemical because an environmental group scared them into believing that all chemicals are evil," Burns said.

J. Chris Commins, senior vice president and head of design for Mark McCumber and Associates in Orange Park, Fla., also agreed on the need for consistency from one region to another.

"Environmental and water-usage issues are potentially the two issues with the greatest impact on golf course development in the next 20 years," Commins said. "Environmental regulations are a positive and constructive influence, but need more consistency on the part of regulators. We also need to reduce water usage, and educate users to lower maintenance expectations."

"Environmental radicalism" is the term Ted McAnlis used to describe the greatest obstacle to golf development.

The North Palm Beach, Fla., architect said: "Certain individuals and groups are using the environment as an excuse to promote other agenda such as anti-development. In the long run progress will be stifled. Artificially inflated costs will make housing and golf more difficult for the average person to afford. It is all rather disgusting."

Tom Marzolf, an architect with Fazio Golf Designers said: "We continue to run up against fear, instead of facts, on the issue of chemical and fertilizer runoff. We need better case studies and scientific information to present golf in a better light."

Affirming the need for research, architect Geoffrey Cornish of Amherst, Mass., said "the ASGCA and GCSAA (Golf Course Superintendents Association of America) will try to research" questions of harm done by golf courses.

"Both groups intend to take the high road. The three major studies to date (Penn State, Cape Cod and Cornell University) have given golf courses better than a clean bill of health in that healthy turf prevents run-off of pollutants," Cornish said.

For the second straight year, financing is close behind the environment as an issue with which the golf industry must grapple.

Architect Michael Hurdzan of Columbus, Ohio, said: "Environment and funding are tied at the top of the list. The general public is reacting emotionally to all issues involving chemicals ... and is using other environmental scare tactics to stop golf. Funding is difficult because bankers have seen that one can build more golf courses than the consumer will buy — henceforth bankruptcy."

Kenneth Ezell, managing partner of The Clifton, Ezell & Clifton Golf Design Group in Deltona, Fla., said: "We have started to understand the environmental answers to calm the pseudo-environmentalists' fear questions. Now we need to answer the whys and hows of profitable golf arrangements and find

the sources to fund these successful golf concepts."

Architect Tom Fazio predicted that while more than 200 courses will open this year, "that will change drastically."

"Where can you go today and get money?" Fazio asked. "Where's the next group of financing coming from? Hotels are running half of last year in capacity. Look at the financing structure — housing starts and hotels. Real-estate projects are going broke in Florida... It's just like in 1975 and 1981, only more so. Then,



*'Where can you go today and get money? Where's the next group of financing coming from?'*

— Tom Fazio

there was money in banks and lending institutions. Look at the job market. It has a rippling effect. Look at all the municipalities going bankrupt. Can they afford to build courses? Even if it's done with a

bond, are they going to be able to sell it to the voters?"

"I have eight projects with approvals and only one looks like they have the money," said architect Stephen Kay of Bronxville, N.Y.

Bill Kubly, president of Landscapes Unlimited Inc., a course building firm headquartered in Lincoln, Neb., said: "Banks have tightened credit to the point of choking the industry. Government rate reductions have not helped this situation. Another source of funds now has to be used."

Brian Curley, director of golf course design and construction for Landmark Land Co. Inc. of La Quinta, Calif., put much of the blame on the savings and loan crisis.

"The S&L fiasco was perpetrated

# permitting, zoning and financial backing

by a misguided, inept bureaucracy that laid a choke hold on solvent, stable, law-abiding businesses," Curley said.

Clark said the S&L crisis began the entire financial downturn.

"No one's loaning money for any project that has anything to do with land," Clark said.

Adding that a few firms are lending on golf projects, Clark said: "It's usually a fairly high rate now. There is financing, but not necessarily beneficial for the developer. A lot of developers are going to alternative sources.



*"The days of (architects Donald Ross and (A.W.) Tillinghast were like a stroll in the park."*

— Tom Clark

"The private developer is the one caught between a rock and a hard place. They have to get something built, so they go to alternative sources—like people who will build on your land, build a course, oper-

ate it for 20 years, then turn the course back over to you. It's not necessarily going to give you the golf course and maintenance quality you desire for your type of development. But they do a pretty good job."

Phil Garcia Jr., Florida Division manager of Ryan Incorporated Eastern in Deerfield Beach, Fla., decried the "proliferation of ill-conceived and financed projects, coupled with the state of the financial community.

"Quality versus quantity is what must guide our industry through the 1990s," Garcia said.

Robin Nelson of Nelson & Wright Architects in Honolulu said that as golf courses become more government-regulated, "the costs will skyrocket, affecting the entire industry.

The firms who show environmental innovation in design will be the architects of the 1990s and beyond."

James Dobson, president of James Dobson and Associates of Longview, Texas, said more public facilities must be financed for golf to grow.

"Golf must be available to the masses and be affordable. Public and municipal facilities aren't 'glamorous' or 'interesting' to the financiers, but they can be very profitable," Dobson said.

Larry Flatt of Flatt Golf Services in Overland Park, Kan., agreed that less-expensive courses must be built.

"I am not taking a Pollyanna approach. I know that with less money, golf courses will not be as fabulous as many that have been built. My argument is that golf courses don't have to be perfect or have all the bells and whistles to be fun to play.

"Most of our new golfers are not upper income, but middle income ... and they cannot afford to play the high-dollar courses regularly. There needs to be more good public-access courses available for reasonable cost. They do not have to possess all the pizzazz that many 1980s courses had... Greater creativity needs to be exercised in how to route and build a course. I think you will see more creativity in the 1990s, because there is not going to be as much money available for development, and the costs of construction and future maintenance are going to be watched more closely. How a course is going to be maintained will again become a factor in design in the 1990s."

Keith Foster, a designer with Arthur Hills & Associates working out of Arizona, said: "Most people will mention environmental issues and financing. I, too, acknowledge the concerns and impacts of both. However, I am also looking closely into high construction costs and the need to return to sound design practices that strive to produce excellent results, yet not at the expense of our clients' wallets."

The golf industry should strive to educate the public about the positive effects of golf courses, said Don Childs, vice president of Bills/Childs Associates of Sylvan Lake, Mich., and Bob Cupp of Cupp Design Inc. in Atlanta, Ga.

"Public opinion should be converted from the perception that golf courses are environmental problems to the proven fact that they are actually pluses. They generate oxygen (one course creates enough oxygen for 150,000 people each day) and they purify water. Doctoral-level studies now support this. Turf is the best natural filter known to man!"

The issues are many confronting an industry that, in past decades, faced no opposition.

"The days of (architects Donald Ross and (A.W.) Tillinghast were like a stroll in the park," said Clark. "They could build a golf course without any concern about opposition groups. But now it is incredible."

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