

If well-conceived, golf can enhance California's coastal environment

By PETER DOUGLAS

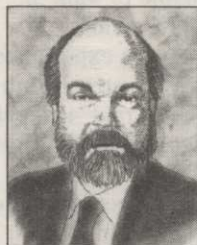
California's magnificent coast is a place of great beauty and natural diversity. It is a place where people come to live, work and play. An irresistible force, it invites competition among uses of land and attracts conflict. Because so little is left that has not been committed to some use, the struggle over open coastline areas that remain is fierce.

Land's edge has sung the siren's song since time immemorial. People go down to the seashore in great numbers

Peter Douglas is executive director of the California Coastal Commission.

for many things, including sport. And few sports derive so much fulfillment of experience from its setting as does golf. The degree of difficulty of a particular golf course is, obviously, but one component of its overall appeal to the user. Physical location is another. Anyone who has played or walked Pebble Beach knows what I mean.

Golf courses take up a lot of space and usually require substantial land-form alteration and, for those reasons alone, generate considerable controversy. Golf is not an "everyperson"



Peter Douglas

recreational activity and is viewed by many as exclusive. Reserving precious oceanfront acreage adjacent to public lands for this "exclusive" use raises serious land-use policy questions. Golf facilities may destroy natural habitat and raise concerns about impacts on natural and human communities from traffic, operations, fertilizers, herbicides and wildlife control practices. On the other hand, they have the potential to meet a wider variety of recreational needs, preserve open space, create new habitat values and, often, enhance the quality of life in

surrounding communities.

Since inception of California's comprehensive coastal protection program by voter initiative in 1972, the California Coastal Commission has approved numerous new golf courses along the coast. Proposed new golf facilities, like any other major new coastal land use, are subject to rigorous environmental review for consistency with policies in the California Coastal Act or Commission-approved Local Coastal Programs (LCPs). In some cases, local coastal permits are appealable to the Commission. An additional standard of review is offered by Coastal

Continued on page 18

FROM THE PUBLISHER

Another banner year at Golf Course News: Thanks to our loyal readers & advertisers

By CHARLES VON BRECHT

Welcome again to my yearly column.

This year I had to ask Editor Hal Phillips if I could brag a bit about the success of *Golf Course News* during this past year — and reminisce about the last few years and my upcoming move! Fortunately for me, Hal agreed and opened up the space for my few words to you.

First, some personal and company news: United Publications Inc., the parent company of *Golf Course News*, has requested that I move to headquarters in Yarmouth, Maine. This was not a huge surprise to me, as we've discussed it in the past. However, when it actually happens there will be some anxious moments.

Other than two and a half years in Chicago, I've made the Tampa Bay area my home for 22 years. In that time, I married here, watched daughters born, owned a couple homes, lost a lot of golf balls, and launched *Golf Course News*. Naturally, I have mixed emotions — more so than my wife and daughters — but we're ready to go. The house is on the market and, God willing, we'll be ensconced in the Yarmouth area by mid-summer.

Needless to say, I've done some planning for next winter and find there are many reasons to visit the South and West during those Maine winters.

On to business matters: You're now reading the largest ever issue of *Golf Course News*. We went over the 100-advertising-page mark, surpassing our previous high by nearly 20 pages. This is a milestone in the publishing business and it couldn't have happened without our loyal advertising clients who believed in the *Golf Course News* concept from the beginning.

Thanks to you all — and thanks to you, our readers, who spend valuable time reading the publication and responding to the advertising.

The year begins strongly, following a record year in 1994: 620 advertising pages, up 75 pages over the previous year... Okay, enough bragging.

GOLF COURSE NEWS



Charles von Brecht, publisher

To you, all this means a better publication. We're reinvesting our dollars in more editorial staff. We hired J. Barry Mothes a few months ago to assist Hal, Mark Leslie and Peter Blais. Our ongoing circulation effort continues to track the whereabouts of our readers, who frequently change positions and locales.

There's investment in new ventures like Golf Course Expo, the nation's only trade show and conference specifically serving the public-access market. We've expanded the Asia-Pacific venture and, as always, continue to pay close attention to what interests our readers.

As we all ready ourselves for the Golf Course Superintendents Association of America show and conference, I want to thank again all of our readers and advertising clients for the support which has nurtured our success over the past six years. I look forward to many more.

Please stop by the Golf Course News booth (#2514-16) and say hello in San Francisco. See you soon!

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As you may have read on pages 1 and 3 this month, the 381 new course openings and expansions set the stage for business opportunities for our readers and advertising clients. Furthermore, the 700-plus courses in planning or under construction should keep the business strong into the next decade.

One segment of the market which is not tracked — to my knowledge — is course renovation. The Golf Course News Development Letter tracks all U.S. golf projects in the planning stages — new, expansion and renovation. But wouldn't it be useful to know exclusively which courses are spending \$500,000 to \$2 million and up on major renovations? And how much *per annum* dollar volume does renovation really generate?

Let me hear your thoughts on whether this is an important segment of the market, and how we might track these renovation projects.

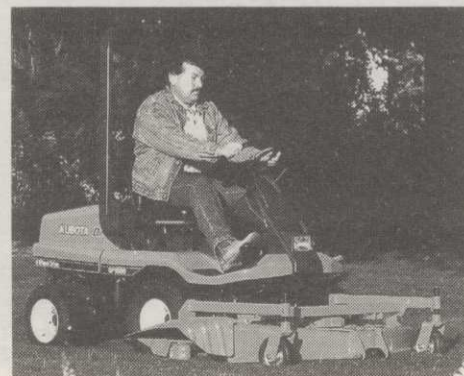
Ed. *There's always editorial space for you, Charlie! But while we're on the subject, the staff here in frigid Maine would like to take this opportunity to publicly welcome you to the North Country.*

STEP ON IT



Kubota's GF1800 diesel front mower delivers more power with its easily engaged Foot-Control-4WD. This "on demand" 4WD locks in on-the-go by simply pressing a pedal.

The 18 horsepower GF1800, with its 3-cylinder diesel engine, is ideal for mowing jobs that demand maximum performance and efficiency with outstanding maneuverability. There are three shaft-driven, mower choices — 48" mulching rear discharge mower, 54" side discharge and 60" side discharge. The independent hydraulic PTO clutch ensures smooth mower engagement, and includes a PTO brake.



The tight turning GF1800 features hydrostatic transmission, cruise control, tilt steering wheel and a hydraulic mower lift system to increase efficiency.

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