

Pros Tell Space Needs in Pro Shop Architecture

By HAROLD CLIFFER

(Consulting architect, National Golf Foundation)

The National Golf Foundation's survey of pro shop facilities made during April revealed that:

(1) Pros prefer the clubhouse location for their shops over a separate building at the first tee by a 60.6% to 37.2% majority; with 2.2% having no preference.

(2) Two sq. ft. per member for sales and display areas is adequate for shops at private clubs;

(3) An average of 215 sq. ft. per 10,000 rounds per year is recommended for municipal golf shops;

(4) Approximately 128 sq. ft. of storage for stock is adequate for shops at private clubs;

(5) An average of approximately 71 sq. ft. is recommended for stock storage at municipal golf shops;

(6) Two sq. ft. per member or an average of 828 sq. ft. is adequate for club storage and club cleaning at private clubs.

This survey was made in connection with the larger survey and study of clubhouses being conducted by the National Golf Foundation for their forthcoming Clubhouse Planning Guide. The above conclusions were drawn from data supplied by 150 golf professionals in 28 states and representing 120 private golf and country clubs, 16 municipal courses (except as otherwise noted) and 14 school, industrial, semi-private and military courses.

It is suggested that these figures be used as guides only since every private club will have a slightly different ratio

of golfers to total membership and every municipality will be dealing with slightly differing economic groups.

Pro Shop Location

During a recent tour of 91 clubhouses throughout the country, we found that there was considerable divergence of opinion regarding the location of the pro shop. It appeared at the time that the opinion was split about 50-50 as to whether the pro shop should be part of the clubhouse or in a separate building near the first tee.

In order to settle the question, the question was put to the professionals in the survey with the above results.

However, it appears that whichever location the pro preferred, the reasons for the preference are generally the same; namely to be at the point of maximum traffic and best service to the golfer.

Since the overwhelming preference for the clubhouse location was expressed and since there is obviously a good deal of service to be performed at the first tee, it would seem natural to conclude that the pro shop should be attached to the clubhouse, convenient to men's and women's locker rooms and that course designers and club committees be aware of the necessity of having the first and tenth tees and ninth and eighteenth greens conveniently oriented to the pro shop.

The other advantages to the clubhouse location for the pro shop are that it is generally more convenient to the whole membership (as distinguished from just the golfers); during rainy or unplayable weather the pro still can be of service to

TABLE I
Sales and Display Areas at 30 Private Clubs (Actual)

Number of clubs reporting	Size of Membership	Average number of sq. ft. per member
7	under 300	2.44
17	300-500	1.94
6	600-800	1.36
30	all sizes	1.94

(say 2 sq. ft./member)

TABLE II
Sales and Display Areas at 23 Municipal Courses
(Actual and Recommended)

Number of Courses reporting	Number of rounds played per year	Average number of sq. ft. per 10,000 rounds
8	10,000 - 20,000	316
11	25,000 - 50,000	178
4	65,000 - 125,000	90
23*	all groups	215

*Includes 7 courses in addition to the 16 referred to in second paragraph.

the membership; the likelihood of burglaries is decreased and hence insurance is less; fewer employees may be required; and it is decidedly more economical in new construction to incorporate the pro shop in the clubhouse than it is to make a separate structure of it (shorter plumbing and heating runs, less heat loss, less exterior walls, etc.). The pro should be able to see the key green and tee locations so as to have better control of starting, bag handling and caddy scheduling.

Areas Required

Another question with which the clubhouse study is vitally concerned is the area required by the various clubhouse

functions. In the case of the pro's operation, this was broken down into sales and display areas, private office, stockroom, club and cart storage and club cleaning.

Table I gives the number of square feet per member provided in 30 private golf and country clubs in which the pro indicated a satisfactory amount of display and sales area.

Table II gives the number of square feet recommended by pros at 23 municipal golf courses for a satisfactory sales and display area. These latter figures are given according to the volume of play in rounds per year at the courses under consideration.

TABLE III
Stockroom Storage Areas at 19 Private Clubs (Actual)

Number of clubs reporting	Size of Membership	Average number of sq. ft. of stockroom area.
3	under 300	80
12	300-500	148
4	600	103
19	all sizes	128

In response to the question concerning the desirable size for a private office, the pros indicated a preference for from 100 to 120 sq. ft. of space, preferably enclosed for privacy. Although some felt that a desk in the open or a semi-closed glass partition arrangement was satisfactory, they were in the minority.

On the question of pro shop stockroom, it was surprising to learn that 40 out of 124 private and semi-private clubs (32.2%) have no pro shop stockroom. Nineteen pros at private and semi-private clubs expressed satisfaction with the amount of storage area provided. This is outlined in Table III.

TABLE IV
Stockroom Storage Areas at 23 Municipal Courses
(Actual and Recommended)

Number of Courses reporting	Number of rounds played per year	Number of sq. ft. per 10,000 rounds per year
9	under 20,000	110
11	25,000 - 50,000	68.5
3	65,000 - 95,000	46
23*	all groups	215

TABLE V
Club Storage and Club Cleaning Areas (Actual) at 27 Private Clubs

Number of clubs reporting	Size of membership	Average number of sq. ft. provided	Average number of sq. ft. per member
6	under 300	1075	3.43
15	300-500	756	1.96
6	600	914	1.36
27	all sizes	828	2.03

Of the remaining 65 clubs reporting (52.6%), substantially all recommended increases over their present stockroom facilities in order to handle the volume and variety of merchandise in demand.

Of 23 municipal courses reporting, it was found that the areas for stockroom storage recommended are as indicated in Table IV.

Of the 118 private clubs reporting on the adequacy of club storage and club cleaning areas, 30.5% indicated that their facilities were adequate; 27 of these are tabulated in Table V.

The remaining 69.5% indicated that an increase was definitely necessary to efficient and satisfactory service. The greatest single factor contributing to the shortage of storage space is the recent increase in the popularity of the caddy cart.

According to the survey, at least 17% of the pros are faced with the dilemma of inadequate cart storage, folding and unfolding carts and, where carts are rented, with the problem of moving them into the pro shop at night and back outside in the morning. The problem will clearly have to be met with increased storage facilities in order to avoid undue and unnecessary wear and tear on the equipment and the pro.

National Golf Day Expects Great Record, June 4

PGA and Life magazine officials expect that National Golf Day, June 4, will far surpass the three previous years. Estimates based on preliminary reports give foundation for expectation that 175,000 will play.

This year the Red Cross replaces the USO as beneficiary of half the National Golf Day revenue from the \$1 entry fee. Life, as usual, is picking up the tab for all promotion expenses. There's been more and better promotion than ever before, cashing in on previous experience.

In addition to the men playing at their club handicaps against Ed Furgol's round

at Olympic Club, June 4, prior to the National Open, the women will play against the score made by the Women's National Open champion, Mildred Zaharias. Completing the foursome will be Allen Lee Geiberger, Jaycee International junior champion; and Gene Andrews, USGA Public Links champion.

Men who beat Furgol's score will get medals. Women who beat Babe will get charm bracelet medals.

Considerable credit for the greatly increased interest in National Golf Day is due to J. Ed King, Life's director in the National Golf Day organization. Ed had the idea of making disbursement of the funds allotted by National Golf Fund, Inc., directly to beneficiary organizations, under circumstances that got wide publicity and reminded the public of how the Golf Day entry fees came back to benefit golfers at their own clubs and courses.

CMAA Seeks Club Spots for Student On-Job Training

Jefferson S. Craft, mgr., San Jose CC, Box 5673, Jacksonville, Fla., of the Education committee of the Club Managers' Assn. of America, is receiving applications from club manager members of CMAA who wish to have a club management student trainee assigned to them for the months of June, July and August.

This is the third year this program has been in operation. The results have been most satisfactory both to the trainees and to the clubs employing them. Last year 11 young men participated. This year about 15 will be available. Applications will be filled in order received. Assignments will be made by the Education Committee of CMAA in cooperation with the University of Florida and the Florida State University.

The students who will be sent out on this training program have all been carefully screened and are all club management majors. This is a required part of their curriculum without which they cannot graduate.