

New is blended with the old in this architect's sketch of clubhouse at Wellesley (Mass.) CC.

# Hemmed In, Wellesley Makes Maximum Use of Its Acres

**Acquisition of adjacent estate, development of tightly-knit site plan, enable Mass. club to retain old ties**

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Mushrooming suburbia are a recognized phenomena — deplored by some, lauded by others, acknowledged by all. Caught in a pattern of providing living space for an expanded populace are many old, well-established and active country clubs. Located a few years ago in quiet countryside, they are now hemmed in by road networks, homes, stores, and all the other suburban trappings. Almost gone is the possibility of acquisition of adjacent land of any appreciable area. Very frequently sky-rocketing land values put a terrific pressure on the membership to sell out and relocate farther out — possibly to repeat the process some 20 to 25 years hence.

Many well established clubs resist this pressure because they value the ties with the past represented in their existing

course and clubhouse. Some have a membership that doesn't want a change in location, and feels that the convenience of a location close to the geographical center of the membership has many decided advantages. For these clubs modernization and expansion of their facilities become necessary or desirable to provide fuller services and thus maintain an established position in the inevitable competition with the newer clubs. At the same time, an addition to the membership base in financing modernization and expansion becomes very desirable if not essential.

## Facilities Not The Best

For several years prior to 1960 the Wellesley (Mass.) CC had in many respects been facing this problem. Established in 1910 approximately eleven miles from the heart of downtown Boston, with an existing building as a clubhouse and with a 9-hole course, the Wellesley group has over the years built up a tradition as

an extremely active social, golf and tennis club. Within recent years the club has been faced with the shortcomings of a 9-hole course, an inadequate pro shop, run-down men's locker room facilities, no women's locker room worthy of the name, inadequate kitchen facilities, and no separate men's eating and lounge area.

### Option Turned Down

In 1960, the club was offered an option on a complete nearby estate with more than adequate, although rocky, acreage for an 18-hole course and an existing estate house as a possible building nucleus. By close votes on two different occasions the membership decided in favor of remaining at its present location. Tacit acknowledgment was thereby given the need for improvement of the old course and clubhouse in the near future.

Working to this end after many previous refusals, Walter Spangler, chairman of the club's development committee, was able to convince the only major adjacent land owner, a parochial vocational-agricultural secondary school, to sell some 49 abutting acres to the club.

With the existing course and new acreage to work with, Architect Geoffrey Cornish set about designing an 18-hole layout. Under the direction of Don Kelleher, Wellesley's supt., four holes in the immediate vicinity of the clubhouse were relocated to allow for five new tennis courts, approximately two to three times as much parking area, and a proposed addition to the building. With five of the existing holes remaining, 13 new ones including the four mentioned above, and with a completely new green, tee, and fairway automatic watering system installed, the course emerged as a full blown championship course.

### Many Additions Needed

In analyzing the physical setup at Wellesley, our firm sought to find ways to add to the existing clubhouse to provide a new pro shop, lounge, lockerroom, kitchen, etc. This was in an area that was seriously restricted by an existing public road, swimming pools, social terraces and tennis courts. Significant features of the plans as built and in operation at this writing are:

A. Development of a tightly knit site plan stressing maximum usage of all areas and close interrelation among social terraces, golfers' terraces, circulation and access walks, the first tee, the tennis courts, the swimming pools, etc. Studied

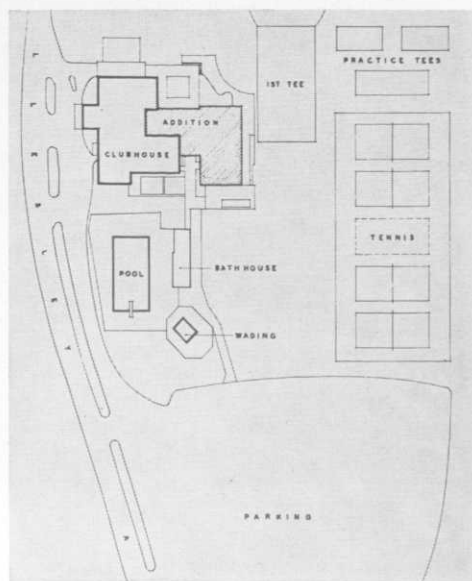


Diagram of clubhouse, recreation and parking areas at Wellesley. Course fans out to the right of this general area.

landscaping of the foregoing with proper shrubbery, ground cover, small flowering trees, etc.

B. A two-level clubhouse wing addition made necessary by the extremely limited land area and connected to the existing clubhouse by a one-level lounge service area — a one time integrated solution to avoid the common piecemeal, money-wasting construction of many clubs.

C. In the two-level wing a modern, at-grade level pro shop adjacent to the newly relocated first tee. On the upper level an expanded men's lockerroom over the pro shop. This was to be up a half flight from the main floor and have lockers designed to serve small groups with high natural light and ventilation.

D. A complete separation of the service and social activities of the club in a major reassessment of these functions. Instead of the previous intermingling of the two, a new isolated direct service access through the existing building basement and by dumbwaiter up to a centrally located kitchen area.

E. Concentration of all food preparation in one centrally located kitchen to service formal and informal dining areas in any one of three directions, and avoided duplication of expensive kitchen equipment.

(Continued on page 164)

See Membership Analysis page 32

### Membership Analysis — Wellesley CC

No. Members	Type Membership	Certificate Requirement	Club Privileges	Initiation Fee	Miscellaneous
<b>Prior to Expansion</b>					
A. 250	Voting Compulsory Certificate Holders	\$250	Golf Tennis, Pool Social	\$100	
B. 200	Non-voting Social	—	Tennis Pool Social	\$100	
C. 30	Non-voting Single Women's Limited	—	Golf, Pool Tennis, Social	\$100	
Total	480				
<b>After Expansion</b>					
A. 200 prior members	Voting Compulsory Certificate Holders	\$500 (\$250 over initial payment)	*Golf Tennis Pool, Social	—	* Golf members restricted to 300 total on a first come basis.
B. 200 Prior Social Members	Ditto	\$500	Ditto	—	
C. 100 New Members	Ditto	\$500	Ditto	\$400	
Total	500				

### Analysis of Expansion Program Funding

Type	Amount
A. 200 prior certificate holders @ \$250	\$ 50,000
B. 200 prior social members @ \$500	100,000
C. 100 new members @ \$900 (\$400 initiation fee & \$500 certificate)	90,000
D. 250 member bond purchasers @ \$1,000 (\$1,000 bonds — 6% — 20 years)	250,000
E. Voted assessment for prior & new members — 500 members @ \$100*	250,000
F. Capital fund reserve for watering of course	50,000
G. Income from sale of gravel on property	35,000
TOTAL	\$625,000

\*The last and only previous assessment in the club's history occurred in 1943 and covered the refinishing of the old men's lockerroom. The present assessment was voluntary and allowed a complete — rather than limited — building addition.

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## Wellesley Makes Maximum Use of Its Acres

(Continued from page 30)

F. Create a new main golfing activities entrance so that the members could come directly to the pro shop and lockerrooms from the parking areas and not mix into any social gatherings.

G. Refurbishing of the old men's lockerroom into a new women's lockerroom with service and lounge facilities.

### Financing of Program

Financing of the program was, of course, a major consideration and had to cover the following expenditures:

<b>Land Cost — 49 acres</b>		<b>\$130,000</b>
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<b>Golf Course</b>		
Irrigation system	\$ 80,000	
Course construction	104,000	
Maintenance equip.	16,000	200,000

<b>Clubhouse Addition</b>		
Building addition and renovation	180,000	
Furnishings	30,000	210,000

<b>Site Work</b>		
Building site	\$ 5,000	
Parking	6,000-7,000	
Tennis Courts	22,000	
Caddy stockade with snack bar	10,000	
Equipment shack	10,000	53,000

<b>Fees</b>		
Golf, Clubhouse Architects		20,000
<b>Total</b>		<b>\$600,000</b>

A three-fold program to provide funds for capital expenditures and to gradually amortize the indebtedness was instituted. It consisted of:

- A. An increase in the membership base.
- B. Changes in types and financial requirements of membership.
- C. A membership assessment plan.

These are detailed in the tables that appear on page 32.

### What Are Results?

What are the results of the expansion program? After six months' use of the new facilities it seems to be highly successful. No longer is there any divisive controversy within the membership on possible courses of action. The specter of costly, piecemeal additions has been removed for

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many years to come. The membership is enthusiastic about the new course, clubhouse, tennis courts and other additions. The financial program that was necessary to provide for the expansion has been well received and supported. Golf pro, Jack Igoe, and tennis pro, Dick Lewis, feel that they now have the course, courts and buildings that enable them to serve the members effectively.

#### Encouraging Conclusion

The conclusion that can be drawn from the Wellesley CC venture and other clubs like it are encouraging. With a determined membership, and barring some most unusual circumstance, it is possible to remain in a congested suburb area of high land value. However, to do so generally requires realistic broadening of the membership base. Also needed is development, if it does not already exist, of a family type club, and refurbishing and adding to the existing layout with a critical appraisal of and multiple use of every square foot of available land. It is a challenging approach but the rewards in a fuller club life within minutes of the average club member's home is a powerful incentive.

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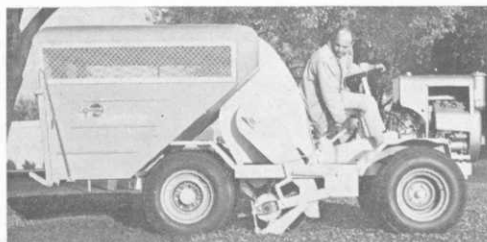
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