

# Real-Life Solutions

■ CYPRESS POINT CLUB, PEBBLE BEACH, CALIF.

## On the Edge

As the signature holes of Cypress Point threatened to fall into the Pacific Ocean, the club formed a new, stronger shoreline with sculpted concrete

BY FRANK H. ANDORKA JR.,  
ASSOCIATE EDITOR



### Problem

Wind, rain and salty ocean air eroded the shoreline that made the 15th through 17th holes at Cypress Point so memorable.

### Solution

Sculpted concrete, artistically molded to blend in with the rest of the shoreline, saved the club's signature holes.

**W**hen the spectacular Northern California

coastline serves as a backdrop for the signature holes of a course, it's important to keep the shoreline intact. Unfortunately for Jeff Markow, CGCS at Cypress Point Club in Pebble Beach, Calif., Mother Nature insists on a say in the matter.

A coastal survey done in 1991 showed erosion from the Pacific Ocean had weakened the substructure along the course's closing holes. In 1997, heavy winter rains caused two sections of walkways to collapse around the 15th and 16th holes.

"There was no way to move the walkways back any further from the holes," Markow says. "We had to



find an alternative way to shore up the walls before an even more serious accident occurred."

### The problem

The citizens living near Pebble Beach protect their coastline like parents protect a first-born child. Markow knew he would have to not only find a way to solve the problem from an engineering standpoint, but also one that would

**The finished product (above) started with drilling tie backs into the shoreline to prepare it for the frame of the structure to be built.**

mesh well aesthetically with the cliffs.

On earlier coastline reconstructions, the club had employed the more traditional methods of shoring up shoreline, including both rip-rap and gabion baskets. Contractors fill gabion baskets with broken stone and

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## Real-Life Solutions

*Continued from page 61*  
place them on top of one another to create a barrier. Rip-rap walls consist of big boulders stacked together which support the shoreline.

“Those two methods work fine, and they certainly reinforce the coastline,” Markow says. “They’re also cost effective. Unfortunately, they’re not the most aesthetically pleasing way of doing this. We wanted to see if the engi-

neers could find a new way to achieve our goals.”

### The solution

Markow heard about a shoreline reconstruction on the famed 18th hole at Pebble Beach Golf Links, up the road from Cypress Point. Markow discovered that Pebble Beach had used reinforced concrete, formed and shaped on a steel frame, to create the illusion of an unbroken

rocky coastline.

CemRock Landscapes of Tuscon, Ariz., did the work for Pebble Beach in 1997.

The company agreed to help Markow do something similar at Cypress Point after examining the property in 1998.

“It’s expensive, but if you’re going to protect the holes that make your course famous, you have to be willing to spend the money to

do so properly,” Markow says. “It was also important for our members to see that CemRock had a track record. If the company didn’t have other projects for us to look at, our club members might have been hesitant to put out as much money as they did.”

“We’re just starting to do some golf courses now, but Pebble Beach was a coup for us,” says Dan Allen, Cypress Point’s project manager for CemRock. “It put us on the map.”

Allen says CemRock has primarily focused on building animal habitats for zoos around the country. “It’s not such a hard leap from there to recreate rock formations on golf courses,” he says.

*Continued on page 64*



**CemRock Landscapes built a steel anchoring system (left) into the side of Cypress Point’s existing shoreline. Then the company built a scaffold-like structure, which provided a frame for the fiber-reinforced concrete.**





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Continued from page 62

### The process

Granite Construction of Monterey, Calif., first excavated drainage channels and then drilled holes into the cliff to anchor the rock for-

mation's steel framework into the side of the cliff. Then a base of 8 inches to 16 inches of structural concrete was sprayed in the holes to anchor it to the wall.

That's when the fun be-

gins for CemRock, Allen says.

"We come in with fiber reinforced concrete and blow it onto the steel framework we've created," Allen says. "Before it's even dry, we send our artists in to shape it and create a natural rock look to it. That's the most exciting part of the project."

Allen says the process of dying the concrete to match the surrounding rocks and acid-etching the rock is painstaking, but the resulting wall looks as if it has always been there. Since the new structure is concrete, it is also stronger than normal rock, which means it weathers blasts of sea spray better.

The project on the 15th, 16th and 17th holes cost \$2.5 million and took four months to complete.

"We liked CemRock's work so much that we asked them to cover up the rip-wrap work we had done in the past with the new colored concrete," Markow says.

Markow says the club plans another phase of the coastline support this summer and perhaps another in 2001.

"We didn't lose any of the beauty of the holes and we're still able to keep the coastline looking beautiful," Markow says. "The best part is, unless you have a catastrophic event, that concrete is there to stay." ■



The first layer of 8 inches to 16 inches of structural concrete anchors the structure to the existing seawall.

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| 06 <input type="radio"/> 55 Other Golf Courses<br>(please specify) _____ | (please specify) _____                                  |

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| 14 <input type="radio"/> 15 Assistant Superintendent   | 21 <input type="radio"/> 75 Builders/Developers    |
| 16 <input type="radio"/> 25 Owner/CEO                  | 22 <input type="radio"/> 55 Architect/Engineer     |
| 17 <input type="radio"/> 30 General Manager            | 23 <input type="radio"/> 60 Research Professional  |
| 18 <input type="radio"/> 35 Director of Golf           | 24 <input type="radio"/> 65 Other Titled Personnel |
| 19 <input type="radio"/> 70 Green Chairmen             | (please specify) _____                             |

3. What are the types of turf on your:

- |   |   |   |
|---|---|---|
| <b>A. GREENS</b>  | <b>B. TEES</b>  | <b>C. FAIRWAYS</b>                                      |
| 25 <input type="radio"/> 1 Bent                         | 29 <input type="radio"/> 1 Bent                         | 34 <input type="radio"/> 1 Bent                         |
| 26 <input type="radio"/> 2 Bermuda                      | 30 <input type="radio"/> 2 Bermuda                      | 35 <input type="radio"/> 2 Bermuda                      |
| 27 <input type="radio"/> 3 Rye                          | 31 <input type="radio"/> 3 Rye                          | 36 <input type="radio"/> 3 Rye                          |
| 28 <input type="radio"/> 4 Other (please specify) _____ | 32 <input type="radio"/> 4 Fescue                       | 37 <input type="radio"/> 4 Fescue                       |
|   | 33 <input type="radio"/> 5 Other (please specify) _____ | 38 <input type="radio"/> 5 Zoysia                       |
|   |   | 39 <input type="radio"/> 6 Other (please specify) _____ |

4. What is your facility's annual maintenance budget?

- |  |  |
|--|--|
| 40 <input type="radio"/> A More than \$2 Million   | 44 <input type="radio"/> E \$300,001-\$500,000 |
| 41 <input type="radio"/> B \$1,000,001-\$2 Million | 45 <input type="radio"/> F \$150,001-\$300,000 |
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| 43 <input type="radio"/> D \$500,001-\$750,000     |  |

5. If you work for a golf course, how many holes are on your course?

- |                               |                                |   |
|-------------------------------|--------------------------------|---|
| 47 <input type="radio"/> A 9  | 49 <input type="radio"/> C 27  | 51 <input type="radio"/> E Other (please specify) _____ |
| 48 <input type="radio"/> B 18 | 50 <input type="radio"/> D 36+ |   |

6. Are you the person responsible for golf car purchasing/leasing?

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|--------------------------------|-------------------------------|
| 52 <input type="radio"/> A Yes | 53 <input type="radio"/> B No |
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7. Are you directly involved in purchasing decisions for your facility?

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| 54 <input type="radio"/> A Yes | 55 <input type="radio"/> B No |
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| 58 <input type="radio"/> C Batteries              | 73 <input type="radio"/> R Irrigation Parts   | 88 <input type="radio"/> 7 Sprayers          |
| 59 <input type="radio"/> D Biostimulants          | 74 <input type="radio"/> S Landscaping        | 89 <input type="radio"/> 8 Spreaders         |
| 60 <input type="radio"/> E Construction Services  | 75 <input type="radio"/> T Lubricants         | 90 <input type="radio"/> 9 Tanks/USTs        |
| 61 <input type="radio"/> F Chain Saws             | 76 <input type="radio"/> U Mowers             | 91 <input type="radio"/> 10 Tires            |
| 62 <input type="radio"/> G Course Accessories     | 77 <input type="radio"/> V Nematicides        | 92 <input type="radio"/> 11 Tools            |
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| 64 <input type="radio"/> I Drainage Supplies      | 79 <input type="radio"/> X Pumps/Stations     | 94 <input type="radio"/> 13 Turf Markers     |
| 65 <input type="radio"/> J Erosion Control        | 80 <input type="radio"/> Y Rakes              | 95 <input type="radio"/> 14 Uniforms         |
| 66 <input type="radio"/> K Fertilizers            | 81 <input type="radio"/> Z Range Supplies     | 96 <input type="radio"/> 15 Utility Vehicles |
| 67 <input type="radio"/> L Fungicides             | 82 <input type="radio"/> 1 Safety Products    | 97 <input type="radio"/> 16 Weather Systems  |
| 68 <input type="radio"/> M Generators             | 83 <input type="radio"/> 2 Sand               | 98 <input type="radio"/> 17 Wetting Agents   |
| 69 <input type="radio"/> N Golf Cars              | 84 <input type="radio"/> 3 Seed               |  |
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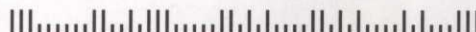
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| 111 | 123 | 135 | 147 | 159 | 171 | 183 | 195 | 207 | 219 | 231 | 243 | 255 | 267 | 279 | 291 | 303 | 315 |
| 112 | 124 | 136 | 148 | 160 | 172 | 184 | 196 | 208 | 220 | 232 | 244 | 256 | 268 | 280 | 292 | 304 | 316 |



**L**ike a progressive politician lobbying for a righteous cause, Florida architect William W. “Bill” Amick is trying to persuade the golf course industry that it needs smaller venues to promote its trade. But Amick, based in Daytona Beach and a veteran designer of more than 40 years, is wondering if anyone can — or even wants — to hear him.

Amick’s reasons for building many more private and public short golf courses are more than sensible. For starters, Amick knows there are a lot of bad golfers who like the game — but don’t want to be brought to their knees by a 7,186-yard, par-72, 18-hole course.

Amick cites other reasons for more small courses, such as lower green fees and less time to play. Not surprisingly, the opposite factors — \$75 green fees and four-hour rounds — are two king-size reasons why people *don’t* play golf.

In addition, smaller courses are also better adapted for children and beginners, Amick notes. And if you want to practice your short game, as so many decent golfers do, there’s no better place to do so than a pitch-and-putt course.

But if these reasons make so much sense, why aren’t small golf courses popping up like pizza parlors in the suburbs? Simply, it’s because they aren’t sexy, Amick explains.

For instance, even some bad golfers, who are better suited for small courses, would rather shoot 110s on big courses than swallow their pride and play a par-3 track.

“We don’t see small courses on TV or in magazines,” Amick points out. “There are no small courses on any best-course lists. They don’t get the publicity, recognition and exposure that regulation and championship courses do.”

So nobody wants anything to do with small courses, including lenders and developers. And they have their own reasons. What developer wants to build an affluent new neighborhood around a par-3 course?

But that’s still not a good reason for more small courses not being built. The bottom line is there are 40 million people, according to the National Golf Foundation, who would like to

## Hacks Long for Short Courses

BY LARRY AYLWARD



THERE ARE A LOT OF CRUMMY GOLFERS WHO LIKE THE GAME, BUT DON’T WANT TO BE BROUGHT TO THEIR KNEES BY A 7,000-YARD COURSE

try playing golf or play more often. Yes, you can assume that a lot of these golfers stink.

Unfortunately, a lot of these crummy golfers think they’re too good for small courses. While they need a collective reality check, their egos aren’t helping the cause for small courses.

As Amick stresses, there are plenty of golfers who realize they aren’t very good and would rather play on smaller courses. I know at least one bad golfer who would welcome an exciting and challenging small course to improve his game.

“A lot of people will never be able to hit a long ball or have a single-digit handicap,” Amick stresses.

Another thing: The industry is trying to promote its game as a family affair, like going to the movies. That’s wonderful, but let’s face it: Dad, Mom and 7-year-old Junior aren’t going to go to the new and demanding Tom Fazio course up the street to play 18 holes for four hours in the hot sun and be entertained. They realize (hopefully) that this course is not the place for them to spend quality family time. They realize (hopefully) that they need a small course that’s fun and fast to play.

Amick says developers should start building a big course and a small course on the same allotment to satisfy an array of players.

“But [developers] aren’t buying that yet,” Amick adds. “That takes more land.”

It’s time the developers, lenders, designers, marketers and golfers lock themselves in a room and discuss this topic in detail. Once everything is on the table, I’m sure they’ll understand that small courses are sensible for myriad reasons.

Yes, if you build small courses, people will come. But they’re getting tired of waiting.

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I've decided it's my turn to make a pile of money on the Internet. I'll admit that I'm already late for the party. While everyone else grabbed their share early, I somehow missed out. So now, however belatedly, I'm looking to get in on the action.

It would be easy for me to jump on the bandwagon of the latest Web craze in golf, the electronic tee-time sites. It's a no-brainer, right? More golfers with more access to tee times means more revenue. It sounds like a gold mine waiting to be exploited.

But the race to mine the potential of Web-based tee-time booking is a double-edged sword for you. On one hand, more golfers means crowded courses, increasing maintenance headaches for superintendents.

On the other hand, more golfers also means more courses will stay in business. That's potentially more superintendent positions, especially with new courses popping up all over the place, in an industry that has more people available than there are currently superintendent positions to fill.

The energized entrepreneurs of the wired world are clearly banking on the lucrative nature of the business. Conservatively, these online gurus have launched 30 new online tee-time reservation sites in the past year. But how long will the gold rush last?

Tim Quirke knows how competitive the increasingly crowded field is. Quirke is senior executive for national accounts at Book4golf.com which, at press time, was the only publicly held tee-time booking service on the Internet.

These sites provide golfers the opportunity to book tee times at courses across the country with the click of a mouse, Quirke says.

"It's really a great revenue producer for courses," Quirke says. "The more golfers you can reach with your open tee times, the more money you can generate."

Two business models dominate the industry right now. Some sites merely act as middlemen between the golfer and the course, where golfers make reservations online and then site administrators book the times over the telephone, with a fax or with an e-mail.

Other sites, including Book4golf.com, reserve tee times immediately. Real-time booking

## E-Crowd Chases Golden Opportunity

BY FRANK H. ANDORKA JR.



THE RACE  
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SWORD FOR YOU

connects golfers directly with golf courses to hold their times. Quirke says this reduces both double booking and pro-shop walk-ins scooping times out from under a potential golfer while a site administrator calls the course to confirm it.

Quirke says two factors will separate the wheat from the chaff as the industry matures. One is the number of courses each site signs up. The more courses that sign up, the more useful the site is to golfers and the more revenue it generates for the courses.

The other factor is money. As a publicly traded company, Book4golf.com has \$23 million in the bank and a market capitalization of \$350 million — meaning the company is flush with cash and willing to spend it. In recent months, Book4golf.com purchased two competitors and is looking to purchase more.

"We're in the acquisition mode right now," Quirke says. "There's a rush right now by companies in this business to gain inventory. We have 1,000 courses signed up, and we're looking to get even more."

Book4golf.com isn't the only company that's consolidating. Look around at what other tee-time companies are doing. Linkstime.com and eteetime.com recently merged under the Linkstime.com name, and other mergers are on the horizon. That's the nature of capitalism.

But consumers regulate businesses in the capitalist system, and so, too, will they regulate this e-tee-time explosion. Quirke estimates that despite the growth, there's really only room for three companies to exist comfortably.

As for me, I'll wait to see which electronic tee-time companies are left standing after the boom. I'd hate to invest my son's college fund in something that could turn into fool's gold.

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