

MORE COURSES TO BE BUILT AND REMODELED

from AMERICAN SOCIETY OF GOLF COURSE ARCHITECTS

"The remainder of this decade will see a much higher level of activity in both new golf course construction and remodeling," according to Dr. Michael Hurdzan, president of the American Society of Golf Course Architects.

Hurdzan points to the pent-up demand for quality real estate, resort, municipal and public courses throughout the country.

"The number of golfers continues to increase each year," he notes, "and these players travel to some of the great courses in the country. When they return home, they want to play on a course that presents a variety of challenges. They no longer are satisfied with the status quo."

Hurdzan points to the many first-rate courses that are being designed and built outside the metropolitan areas. He cites this

as an example of the universal demand for better golf courses.

"Also, Americans have become accustomed to relatively high interest rates--a fact of life that shelved golfing projects several years ago-- and we are finding that more developers and communities are deciding to push ahead now. Also, owners and operators are finding that golfers are willing to pay for quality facilities, even if the cost is higher than the prevailing rates in the area."

The president of the American Society of Golf Course Architects adds that the group provides information on how to build or remodel a golf course through its headquarters office at 221 N. LaSalle St., Chicago, Ill. 60601.

Another trend that Hurdzan believes will intensify in the next five years is remodeling.

"Players at older courses recognize that the hazards installed 30 to 40 years ago no longer come into play for the low-handicapper. Also, many of these courses have a single tee, small greens, few bunkers, and no ponds or lakes that add an aesthetic touch while functioning as water retention areas.

Some or all of these problem areas can be addressed in a master improvement plan, Hurdzan states, and hundreds of courses now are being remodeled.

"Many of our older courses were well-designed, but modern equipment and golf balls have made them obsolete," the ASGCA president says. "A golf course architect can bring such a course up to contemporary standards without destroying the original design philosophy."

An architect feels a sense of achievement, Hurdzan notes, when a player comments after a remodeling, "I really like the course now because I know it plays the way it should. And, I feel comfortable, not like I'm playing an entirely new course."

Hurdzan says that the increasing number of junior, women and senior players makes it imperative that a course have multiple tees so that the course can provide an equal and fair challenge to all golfers.



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