

Issue 40 | Fall 2018

BY DESIGN



Excellence in Golf Design from the American Society of Golf Course Architects

Great resort golf

Also: Forward Tees and Other High-ROI Ideas • ASGCA Associates • Golf facility trends



INTRODUCING **LYNX[®] SMART MODULE**

The Irrigation Technology of Tomorrow
Available Today

Lynx Smart Module is the latest, best-in-class, two-wire innovation from Toro that provides more control than ever before.



SPEED: Provides information faster than other two-wire brands, reducing test times from minutes to seconds



PRECISION: Apply water with one-second resolution



UPGRADEABLE: Upgrade remotely with just a click



DURABLE: Best in class surge protection to help weather the storm

Learn more at:

ToroTomorrow.com



A change of pace

Going on vacation gives us an opportunity to enjoy a change in pace from our day-to-day lives. But if we make time to play golf while we are away, do we want the golf course to reflect that change in pace too?

This is one of the questions faced by ASGCA members when working for clients at resorts throughout the globe. Should our approach to design change to cater for the visiting golfer whose mindset may be firmly in vacation mode?

Our cover story for this issue of *By Design* sees ASGCA members sharing their insights into the shifting of priorities when designing golf courses at resorts. Find out more by turning to page 12.

Resort owners throughout the world are continuing to invest in new golf courses and improving their existing layouts. It's encouraging to see that golf is considered a priority for attracting guests and filling hotel rooms.

Golf's enduring appeal is also clear from the influx of new Associate Members into the ASGCA. Following our 2018 Annual Meeting in Houston, we welcomed six golf course architects into our group.

Our new members have each built a strong portfolio of golf course designs and display the diversity of ASGCA members in their background and their architecture. In the article that begins on page 20 we get a small taste of their work and find out about their reasons for joining the ASGCA.

I hope you enjoy the issue.



Jeff Blume, ASGCA
President
American Society of Golf Course Architects

BY DESIGN

Editor and Publisher: Toby Ingleton

Editorial contributors: Richard Humphreys, Jon Last

Design: Bruce Graham, Libby Sidebotham

ASGCA Staff: Chad Ritterbusch; Mike Sheffy; Aileen Smith; Therese Suslick; Marc Whitney

Photography: Arnold Palmer Design Company – Brandon Johnson; Aidan Bradley; Cobblestone Creek CC; Brian Curley; Jeff Danner; Joann Dost; Golfplan; Pedro Güereca Gurrola; Hills, Forrest & Smith; Hoiana Shores Golf Club; iCon Golf Studio; Jacobson Golf Design; Jim Mandeville/Nicklaus Design; David McIntosh; Kevin Norby; Nam Hoi An Golf Resort; North Ridge CC; Brian Oar; Robert Parfitt; Pinehurst Resort; Lonna Tucker; Todd Quitno; Troy Vincent; Vestavia CC; West Cliffs

Subscribe to *By Design* at asgca.org/resources/by-design-magazine

© 2018 American Society of Golf Course Architects. All rights reserved. www.asgca.org

By Design is sponsored by:



CONTENTS

Digest 4

We begin this issue with news of the ASGCA's upcoming symposium on golf course investment, to be held in November at Pinehurst Resort. Also in the Digest section, we report on Dye Designs' three-course project in London, the rebirth of the historic Tam O'Shanter course in Illinois, and many more recent ASGCA-member projects.

Resort design 12

Should resort golf courses, which often cater more for one-off visiting golfers than members who return each week, be designed any differently? ASGCA members share their thoughts on how they might adapt their design approach for resort clients.

New additions 20

We find out more about the six new Associate Members of the ASGCA.

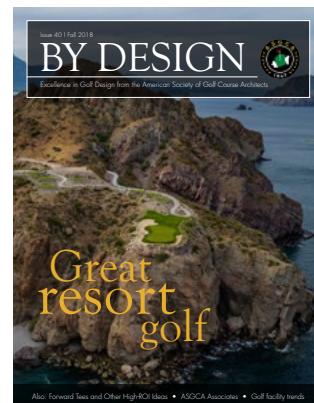
What are golf course architects doing? 24

Jon Last of Sports & Leisure Research Group shares more research findings.

Five to finish 26

Troy Vincent, ASGCA, answers our five questions to finish the issue.

COVER



The seventeenth at TPC Danzante Bay in Loreto, Mexico, designed by ASGCA Past President Rees Jones, ASGCA, and photographed by Joann Dost.

Forward tees and other high-ROI ideas



Photo: Pinehurst Resort

The American Society of Golf Course Architects and ASGCA Foundation will host an event at Pinehurst Resort in North Carolina to promote the benefits of investing in golf facilities—including adding forward tees—and how these investments are directly linked to success.

From Tees to Green: A Symposium on Forward Tees and Other High ROI-Ideas will take place on November 28-29.

It will feature presentations from Hunki Yun of the United States Golf Association, pace-of-play experts Arthur Little and Jann Leeming, Dan Van Horn of U.S. Kids Golf, Marty DeAngelo of Medinah Country Club, Lynn Baugher of Rancho Murieta Country Club and ASGCA members who have worked with clubs to introduce new forward tees.

Delegates can play golf at Longleaf Golf & Family Club, where Bill Bergin, ASGCA, helped the club develop an innovative teeing system. Players hit shots on the practice range to determine which set of tees to use on

the course, which now features tees for all abilities. Longleaf has since seen a 20 percent increase in rounds played.

Presentations at the symposium will cover: the history and development of forward tees; the benefits of extra tees at public and private facilities; and ways in which golf facilities are utilizing new tees to improve pace of play and to grow the game among golfers of all ages and skill levels.

“The increase in forward and additional tees at public and private facilities is proving to be a game changer for the golf industry,” said the President of the ASGCA Foundation and ASGCA Past President Bruce Charlton, ASGCA. “This symposium is a great opportunity for golf course owners, superintendents, architects, suppliers, industry leaders and players to learn from each other, leading to greater success for golf facilities.”

To sign up for the symposium, visit <https://asgcafoundation.org/from-tees-to-green-a-symposium-on-forward-tees-other-high-roi-ideas>.

Pinehurst unveils redesigned No. 4 course



Photo: Pinehurst Resort

Pinehurst Resort has recently unveiled its redesigned No. 4 course, following a two-year project by Gil Hanse, ASGCA. “We believe golfers are going to appreciate how No. 4 fits into the line-up and elevates the entire golf experience,” said Hanse.

The No. 4 course will reopen to the public on 20 September.

Design partnership

Dye Designs working on three London projects

The golf development group led by the Menai-Davis family has formed a partnership with Dye Designs for two new 18-hole golf courses near London, England, plus remodelling of an existing course.

The first of the two new courses, West London Links, is now in construction and scheduled to open in the summer of 2020. The site is opposite West London Golf Centre, a nine-hole course and driving range owned by the Menai-Davis family.

Dye Designs joined the project following a visit this summer by Perry Dye, ASGCA, Cynthia Dye McGarey, ASGCA, and Matt McGarey. The firm is teaming up with golf course constructor Nigel Ely to shape greens, bunkers and the undulating fairways.

Ceri Menai-Davis, director of the family's golf interests, said: "West London Links is a bold, brave design.



Photo: Robert Parfitt

From left, Matt McGarey, Cynthia Dye McGarey, ASGCA, Tony Menai-Davis, Perry Dye, ASGCA, Ceri Menai-Davis and Nigel Ely

We are pushing the boundaries of what is possible as regards sculpting a golfing landscape, with dramatic shaping which UK golfers have not seen before at an inland links.

"The Dye family and Nigel Ely are bringing a huge amount of collective experience of links courses around

the world and will be applying everything they have learned to West London Links."

Dye Designs is also working with the Menai-Davis family on new course, The Dye London, and the remodelling of its existing Seve Ballesteros-designed course, The Shire London.



"The social aspect of sustainability is still an awesome opportunity"

ANDY STAPLES, ASGCA

In the latest podcast from *Golf Course Industry's Tartan Talks* series, celebrating its two-year anniversary, the first-ever guest, Andy Staples, ASGCA, returns to discuss how clubs can reach the millennial generation and sustainable practices.

"Fun, flexibility, new tees, forward tees, three-hole loops, six-hole loops, expanded practice facilities. Those are the things that are really speaking to the millennial golfer," said Staples.

"I tell clubs, this is a 20- to 30-year lifecycle project, so we need to be thinking about things that we're not necessarily even aware of today and, as long as we are being smart about it and spending the budget appropriately, we need to start reaching them."

When asked about where the industry can improve in terms of sustainability, Staples said: "From a water environmental standpoint,

I think we as an industry have done an awesome job. But there's one place in the term sustainable, where golf has a lot to do yet, that's in its acceptance, marketing and promotion of the value of a golf course in a community. Golf has to continue to sell itself for why we play it."

Listen to the full Tartan Talk at golfcourseindustry.com.

HERE ARE LINKS TO OTHER RECENT "TARTAN TALKS":

- Todd Quitno, ASGCA, discusses "saving the world one golf course at a time."
- Jeff Blume, ASGCA, on stormwater management projects and promoting the economic benefits of golf for the masses.

THE ONLY ONE OF ITS KIND.

Rain Bird® IC System™ — true,
two-way integrated control.



Expanded Control with IC CONNECT™

Collect more data and remotely
control field equipment.

Eliminate Satellites and Decoders

A simplified, single component
design is all you need.

See why golf courses in over 50 countries
around the world trust the proven performance
of the IC System at rainbird.com/ICAdvantage.



RAIN  BIRD®

Renovation

Historic Tam O'Shanter course enters a new era

The nine-hole public Tam O'Shanter course in Niles, Illinois, has reopened following a collaboration between the Niles Park District, Doug Myslinski, ASGCA, of Wadsworth Golf Charities Foundation and Todd Quitno, ASGCA, of Lohmann Quitno Golf Course Architects, Inc.

Tees have been expanded, the course has been rebunkered and drainage has been upgraded in a project that now allows the course to stay open longer and withstand more play.

The latest work stemmed from a desire to improve teeing grounds. "The executive director of Niles Park District had noticed the difference that squaring off and levelling tees made on a project I worked on at the private club he belongs to," said Myslinski. "He

wanted to know what it would take to improve the teeing grounds for the 30,000 rounds that were played on the public 'Tam' course."

While discussing tees, the topic of drainage continued to arise. "The course lies on a flood plain [the property is adjacent to a branch of one of the main rivers that drains the northern suburbs of Chicago] and was struggling with storm recovery," said Quitno, who was brought onto the team to collaborate on the design and complete the plan work.

"We thought the best approach would be to start developing a master plan that would reflect the desired alterations to the teeing grounds and the proposed drainage improvements," said Myslinski.



Photos: Todd Quitno



Golf course architects Doug Myslinski, ASGCA, and Todd Quitno, ASGCA, collaborated on the renovation of the public Tam O'Shanter course



Photo: Hoiana Shores GC

First Vietnam design for RTJ II

Situated near Hoi An, a Unesco Heritage Site, the Hoiana Shores course is scheduled to open in 2019. ASGCA Past President Robert Trent Jones, Jr., ASGCA Fellow, said: "This property is the most perfect canvas. Alongside the beautiful coastal terrain, we have been given the ability to shape a design befitting this special region and magnificent new destination."



Photo: Cobblestone Creek CC

Cobblestone Creek opens following redevelopment

Cobblestone Creek Country Club in Lawrenceville, New Jersey, is now open following a redevelopment of the former Greenacres Country Club by Bobby Weed, ASGCA. "Seeing the results, I'm certain a number of private clubs could benefit from the progressive thinking employed at Cobblestone Creek," said Weed.



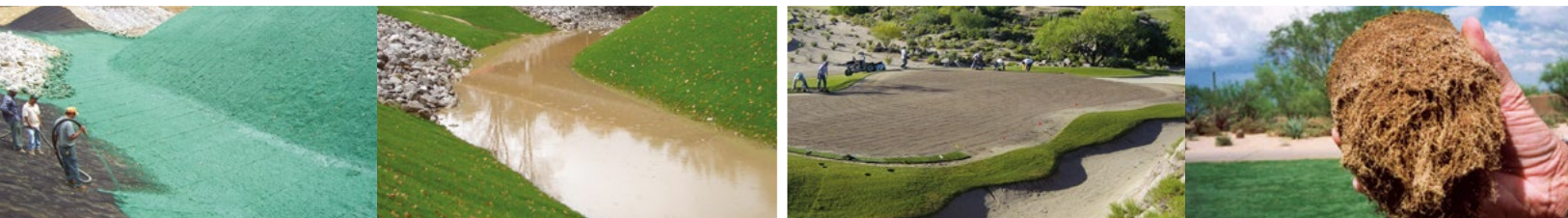
Photo: Kevin Norby

Norby, ASGCA, adds holes at Edgewater

Kevin Norby, ASGCA, has created three new holes at Edgewater CC, a nine-hole public course in New Town, North Dakota, following the State's decision to build a road through the middle of the course. "The three new holes—six, seven and eight—are very exciting."

Meeting your challenges from every angle.

EROSION CONTROL • VEGETATIVE ESTABLISHMENT • ROOTZONE DEVELOPMENT



For any site condition you might face, we are here to meet that challenge. Nasty soil. Out-of-spec sands. Vertical embankments. Near-drought conditions. Monsoon rains. As the world's largest manufacturer of erosion control,

turf establishment and soil amendment products, Profile is backed by a team of experts and a global distribution network. You can count on ProfileGolf™ to bring the know-how anywhere in the world to deliver holistic, cost-effective solutions.

Contact Us for On-Site Consultation and Soil Evaluation.

golf@profileproducts.com • www.profilegolf.com • 800.207.6457



Renovation

Oneida completes second phase of renovation

Shawn Smith, ASGCA, of Hills, Forrest & Smith has completed the second phase of a renovation project at the Oneida Golf and Country Club in Green Bay, Wisconsin.

“Phase one had us rebuilding some of the most problematic bunkers from a maintenance and playability standpoint,” said Smith. “The bunkers were converted from

large sand-flashed bunkers that were prone to washouts, to a more classic flat-floored bunker with steep fescue grass faces. The success of the first phase led us to a second which consisted of rebuilding all the remaining greenside bunkers and expanding the green surfaces back out to their original dimensions.”

As well as improving the maintainability and playability

of the course, the project has seen Smith attempt to recapture some features from the design of the course’s original golf course architect, Stanley Pelchar.

“Aided primarily by an aerial photograph from 1938, we were able to largely restore the bunkering to its original flat floor and grass face character, and recapture the strategic value of the bunkers,” said Smith.

Photo: Hills, Forrest & Smith

Renovation

Wade Hampton reopens following 11-month renovation project

Wade Hampton Golf Club in Cashiers, North Carolina, reopened in July following an eleven-month renovation project overseen by Fazio Design.

All greens have been rebuilt to USGA specification, and subsurface drainage has been re-piped and connected to the existing SubAir systems. Greens have been reseeded with Pure Distinction bentgrass, and green approaches and tees with Crystal BlueLinks bentgrass. Rough grasses have been sprayed out and reseeded with a three-seed blend of turf-type tall fescue.

Greenside bunkers have been reconstructed with the Capillary Concrete bunker lining.

In explaining the rationale for the changes, ASGCA Past President



Photo: David McIntosh

Fazio Design returned to the highly-ranked North Carolina club

Tom Marzolf, ASGCA, senior project architect at Fazio Design, referenced the [ASGCA's Life Cycle Chart](#) that details an expected lifespan of 15-30 years for greens. “Reconstructing the greens to improve the firmness

of the soil mix and re-piping the subsurface drainage to increase the effectiveness of the SubAir system allowed the club to update the bentgrass to the upright, denser Pure Distinction seed variety.”

Social update



Old Elm Club is perhaps Chicago's most under-the-radar gem, a true throwback designed by H.S. Colt and constructed by a young Donald Ross in 1913. An expert restoration and continuing work by Drew Rogers and the club, OE is an outrageously pure trip through a living golf museum.



Jon Cavalier
@linksgems



Sand Valley Golf Course #1462
Nekoosa, WI
Possibly the best set of par 5's I've played on a C&C course



Cory Lewis
@clewisgolf



#ThankYouThursday Shout out to Anthony Netto and Stand Up And Play Foundation, for living your belief that, "anybody can lead a healthy life despite physical limitations, which has been proven time and time again."
@ASGCA @ThursdayThank @standupandplay1



ASGCA Home Offices
@ASGCA



This week's Golf Course Architect of the Week is Ted Robinson, ASGCA. Pictured is his work at Whistling Rock Country Club in South Korea. <https://tinyurl.com/yc06ub9n> @ASGCA1947 #ASGCA



ASGCA
@asgca1947



Great trip recently to our Twin Dolphin Golf Club project in Los Cabos. Front nine growing in quite well. Well done Russ! Hole #5 here, a moderate length par-4 played diagonally across a waste-bunkered desert wash to a wonderfully rippled fairway.
#fredcouples, @rjhgreenkeeper



Todd Eckenrode - Origins Golf Design
@OriginsGolf



When I first walked on Minnesota Valley I was struck by the shaping at the 17th green. There was a mid-level shelf between the green and the deep front bunkering. Definitely a feature I wanted to preserve!



Bill Bergin, ASGCA
@BerginGolf



How is GPS technology helping golf course architects serve their clients and help golfers enjoy the game? Patrick Burton, ASGCA, explains, including base mapping and topographic surveying.
<https://tinyurl.com/ycno2xf3>



ASGCA



"The beauty is that this course does not favour a specific player" Rees Jones and Bryce Swanson discuss Bellerive CC, host of the 2018 PGA Championship
#PGACHamp #PGACHampionship #PGA100 @PGATour @PGACHampionship @ASGCA <https://tinyurl.com/y87vmlrn>



GCA magazine
@gcamagazine

To stay up to date with the latest news and updates from ASGCA, via social media, visit:



www.twitter.com/asgca



www.instagram.com/asgca1947



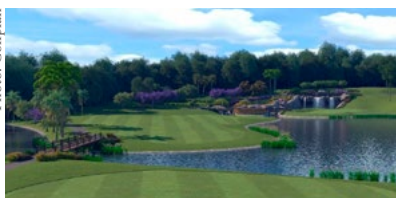
www.asgca.org



www.linkedin.com/company/american-society-of-golf-course-architects



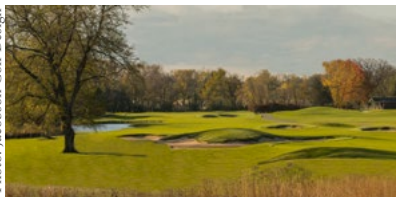
www.facebook.com/pages/ASGCA-American-Society-of-Golf-Course-Architects/117859318239338



Singapore club to undergo US\$20 million renovation

Seletar Country Club in Singapore has selected Golfplan, led by Kevin Ramsey, ASGCA, and David Dale, ASGCA, to lead a renovation of its course.

"With 11 holes being reimagined and reconstructed, the club saw the opportunity to sand-cap the entire course footprint, lay new irrigation, rebuild all the bunkers and regrass," said Ramsey.



Jacobson, ASGCA, completes major renovation of Sunset Valley

Sunset Valley Golf Course in Highland Park, Illinois, is preparing to reopen following a major renovation by Rick Jacobson, ASGCA, as part of the town's GreenPrint 2024 vision.

"The goal was to improve infrastructure while enhancing the golf experience for all levels of golfers," said Jacobson.



Legion Memorial renovates for stormwater management

Todd Schoeder, ASGCA, is renovating the Chandler Egan-designed municipal course in Everett, Washington, USA, to help minimize the impact of flooding.

"With the new bunkers and green complexes, we are able restore Egan's original design aesthetic on the new holes," said Schoeder.

Renovation

Vestavia reopens following renovation by Lester George, ASGCA



Vestavia Country Club in Birmingham, Alabama, has reopened following the completion of a comprehensive renovation project by golf course architect Lester George, ASGCA, of George Golf Design.

The club has renovated tees, greens, fairways, bunkers and cart paths on all 18 holes, 10 of which were entirely rebuilt, added water features, created a new driving range and introduced a new irrigation system. New mowing patterns are giving the club at least 20 percent extra fairway width.

Zoysia grass has been used on fairways, providing more disease tolerance and requiring less water than before. It also provides contrast with the bermuda grass rough, to give the holes greater definition.

Landscapes Unlimited handled construction work and the Better Billy Bunker liner system has been used for bunkers.

The project has been almost 12 years in planning, since the club's creation of a long-range architectural course committee in 2006. Following interviews with almost a dozen architects, in 2011 Vestavia selected

George to create a master plan.

"I had the privilege to work for eight consecutive club presidents during this process," said George. "We literally looked at all options. No matter how long the planning takes to get everything done right, it's all worth it in the end."

Some highlights of the redesign include the transformed par-three seventh hole, which now plays over a lake on the property and the drivable par-four ninth hole. Tree clearance has opened wide vistas of the surrounding countryside.

Construction work began in January 2017. "Construction and grow-in took 16 months and was continuously challenged by rain (more than 80 inches) and subsurface rock remediation. It is always special when I give the course back to the members after a renovation, but the long process only added to my strong sense of satisfaction on this project," said George.

The best resort

Unlike a typical members club with a base of regular customers, resort golf courses cater primarily for occasional visitors. Does this necessitate a different approach to design? Toby Ingleton spoke with ASGCA members to find out.

What exactly do we mean when we use the term 'resort course'? Yes, it's a golf course located at a resort. But we're usually inferring something else: a golf experience that is appropriate for those in vacation mode.

And by that, read 'easy.' After all, if your days are spent lounging by the pool, why would you want anything other than pure relaxation on the golf course?

But that's not how golf course architects think.

"We reject the notion that a resort course has to be gentler or 'dumbed down,'" says Chad Goetz, ASGCA, a

design associate at Nicklaus Design.

"While no one wants to get beat up on the course on vacation, the golf needs to be interesting, strategic and fun.

"What golfer would want to return to a resort where the golf was watered down or boring? Therefore, like all of our work, we strive to incorporate good variety, shot values and interest."

Brandon Johnson, ASGCA Associate, of Arnold Palmer Design Company, agrees. "Players today are much more sophisticated, interested in and appreciative of fun, creative and inspiring architecture, independent of whether it's a resort, private club or public access setting," he says.



The dramatic seventeenth hole at
TPC Danzante Bay in Loreto, Mexico



“While resort courses may typically get one-time visitors, should that be a determining design factor?”

“No owner or architect in their right mind would change the complexity, quirks and nuances of the Old course at St Andrews that make it an iconic piece of architecture, because the majority of its players only get a once-in-a-lifetime chance to play it.

“In fact, it’s just the opposite. All those rarely-experienced mind-warping features are the reason people flock from all over the globe for their one opportunity to experience such a design.”

Johnson says that exceptional architecture is universal. “It can and should exist in the various operational models such as resorts, private clubs, public and/or municipal facilities. Our design decisions will always be in response to the site, incorporating unique features to create a golf course that

is in context with its surrounding environment while focusing on features, strategies and choices that excite, engage and intrigue players. We hope this is the type of experience that will convert the one-time guest or occasional customer into a recurring one.”

private club or daily fee course that caters to an established local base in a specific area. That wider appeal places a premium on memorability and the intangible fun factor.”

“If golf is an integral part of the resort’s amenities, we feel the golf needs to stand out and be a true

“The golf needs to stand out and be a true attraction in order to lure people to travel there

Making memories

While there are universal principles that apply to every golf course design, some are more pronounced when laying out a resort golf course.

“The core tenets of design are the same,” says Nathan Crace, ASGCA. “But some facets of a resort course require a different approach than a

attraction in order to lure people to travel there,” says Goetz. “Golfers are willing to spend a lot of money to play golf courses all over the world, but to go through the expense of traveling long distances, they expect a quality experience and not something ordinary. Resort golf should be an experience, not simply



Photos: West Cliffs

At the new West Cliffs course in Portugal, Cynthia Dye McGarey, ASGCA, provided tees that allow golfers of all abilities to enjoy the experience

another activity to check off the list during the trip.”

“The goal with a resort golf design is to strike a balance between the thoughts ‘I need to go there’ versus ‘I want to come back’, both of which are exceedingly important,” says Forrest Richardson, ASGCA.

“Fun is essential,” he says. “If there is one thing I have learned from my resort clients, it’s that room nights are paramount to everything else. We want people to extend their stay, go home and talk it up to their friends, and come back next season.”

A fun challenge

“People come to resorts for relaxation and to unwind. The last thing we need is a knock-down, drag-out course that causes them to cancel their tee time the following day,” says Richardson. “Let the course appear intimidating but provide a solution to get to the green that is fun—not just penal.”

“While a person on vacation at a resort does not want to get beat up all day on the golf course, the challenge should be fun, beautiful and inspiring,” says Johnson.

“‘Meaningful width’ is a phrase we use often on site and in the office. The ideal lines unlock different advantages while errant shots or conservative plays aren’t overly penalized but rather provide an opportunity to recover from less-than-ideal positions or angles by using slopes, a clever imagination or the well-executed shot.

“If every tee shot or approach went unchallenged or was without strategic purpose, while extremely playable to some, interest levels would plummet. So, variety across the board is key. The endless combinations of fairway widths, degree of challenge, severity of hazards, the plethora of decisions to make, the variety of different shots required, sizes and placement of features or even the contrast of flat

PROJECT PROFILE

FLC Quang Binh Dong Hoi, Vietnam



Photos: Brian Curley



Brian Curley, ASGCA, has completed the first two courses at the FLC Quang Binh development on the coast of the East Vietnam Sea, on a site that is entirely white sand.

“I have described it as Pine Valley by the beach,” says Curley. “The project has six kilometres of coastline and the main interior dunes rise up to 40 meters tall.

“The first course promises to be the most natural in Vietnam, and maybe all of Asia.”

“The desire is to create a playground of golf course design variety that offers golfers a different experience from day to day and makes the entire project a true golf destination that stirs the soul of the avid golfer who must normally tour the world for all these different experiences. Here, you get that all,” he says.

Read more about this project in the July 2018 issue of Golf Course Architecture magazine.

AMERICAN SOCIETY OF GOLF COURSE ARCHITECTS **MEMBERS'** **WORLDWIDE REACH**

OUR MEMBERS...

HAVE DESIGNED COURSES IN

92

**DIFFERENT
COUNTRIES**



FOR SOME COMPARISON, THE 2010 WINTER OLYMPICS IN VANCOUVER WELCOMED ATHLETES FROM ONLY 82 NATIONS



ON AVERAGE HAVE WORKED
OUTSIDE THE U.S. & CANADA IN

6

COUNTRIES

UNPARALLELED EXPERIENCE

147



AVERAGE PROJECTS
TOUCHED OR CONSULTED

71



AVERAGE MASTER
PLANS CREATED

42



AVERAGE NEW 18-HOLE
COURSES DESIGNED

29



AVERAGE YEARS AS A
GOLF COURSE ARCHITECT

22



AVERAGE 18-HOLE
COURSES REDESIGNED





Photo: Jim Mandeville/Nicklaus Design

Nicklaus Design seeks to embrace the natural surroundings, like the rugged coastline of the Cabo Del Sol Ocean Course in Mexico, in its resort designs

surfaces to highly contoured ones will make a resort course fun, memorable and worth spending one's hard-earned cash to play."

Different priorities

"The emphasis does tend to change when looking at courses played mainly by the resort golfer," says Steve Weisser, ASGCA, of Rees Jones, Inc.

"Our recently completed TPC Danzante Bay course in Loreto, Mexico, is a good example. Desert golf, due to the limited amount of turf, can be inherently difficult for infrequent golfers. At Danzante Bay, we were encouraged to design a course that was different from others in the Baja—one that was dramatic but not overly penal.

"We were fortunate to be given free rein to choose the land that best suited the holes topographically. Because of this, we were able to create angles that were challenging from the back tees while nearly eliminating forced carries as the tees move forward. Additionally, the turf areas are wide, particularly in landing zones.

"Each tee shot has turf bail-out areas on the high sides of holes where the ground contours create natural containment and turf swales with

pockets on the low side. By doing so, we feel the resort golfer will encounter a course that offers variety and playability which gives each player a one-of-a kind experience through the course's dramatic landscapes. Each player will enjoy what they find initially and will want to play the course again to discover the options that present themselves with each round."

Cynthia Dye McGarey, ASGCA, of Dye Designs, adopted a similar approach at West Cliffs in Portugal, where environmental restrictions limited the turf area that could be used. This emphasized the importance of tee placement.

"For resort play I like a lot of teeing options," she says. "At West Cliffs the tees are designated by handicap. If players tee off from the appropriate tee they have a good experience. Also, since this is a coastal golf course it is important that it is flexible."

Dye McGarey also made intelligent use of angled fairways to provide width where it was needed. "I like landing areas wide," she says. "I prefer no blind shots on a resort course." The result is a golf experience that makes the most of its spectacular setting, and isn't quite as difficult as it looks.

PROJECT PROFILE

SilverRock Resort La Quinta, California

Arnold Palmer Design Company recently made changes to PGA Tour host course SilverRock Resort in La Quinta, California. The fourteenth, originally a long demanding par four nestled against a penal canal, was converted into a reachable par five to help make room for the resort hotel. Brandon Johnson, ASGCA Associate, says: "We shifted and realigned the green to allow for more width on the second shot and help reduce the penal nature and influence of the adjacent canal.

This allowed for the combination of pin location, contour and width to profoundly influence the second shot decision-making process while serving double duty to make the hole more strategic and receptive for players." On the eleventh, the team sited the new green to take advantage of a helping side slope to the green and a pre-existing water feature. Johnson says: "A carry over water is balanced by ample room short and to the right with the grand reward of helping contours that funnel shots played off right bank down towards green."



The eleventh (top) and fourteenth holes at SilverRock Resort

Photos: Arnold Palmer Design Company — Brandon Johnson

PROJECT PROFILE

The Refuge Flowood, Mississippi

Not all resort golf courses begin life as resort courses. Nathan Crace, ASGCA, is redesigning The Refuge in Flowood, Mississippi, following the decision to construct a \$50 million resort hotel/conference center adjacent to the course. “To give the course a resort feel, we’re widening playing corridors and adding tees to stretch the course, in addition to new TifEagle greens and bunkers, tees, irrigation and cart paths. The course will be more inviting by eliminating hidden water hazards and framing holes better and will play from 4,500 to 7,045 yards, with three new holes to create returning nines and give the option to play five, nine or 18 holes.”



Nathan Crace, ASGCA, is improving playability at The Refuge, as can be seen on the par-four sixteenth hole, before (top) and during renovation work



Photo: Aidan Bradley

The rolling hills of Monte Rei in Portugal

Know your market

“Like all of our projects, we start by closely listening to the client’s vision and trying to understand the market,” says Goetz. “Our design approach must then be tailored to meet those needs.

“For example, in a more mature market like Hawaii, we might propose a different type of golf experience unique to the island or area. In newer markets like Vietnam, Turkmenistan, Albania or Romania we might design the course and other facilities to help introduce the game of golf to the country and local travelers.”

skill level and the appetite to flirt with the interior hazards.”

“Golfers playing resort courses may be visiting from across the country or internationally and will have varying degrees of skill,” says Crace. “Additionally, they may only get to play the course once so the key is to make the course feel familiar from the start. We’ve all played courses for the first time then thought ‘If I played again tomorrow, I could shave five strokes off my score.’

“Therefore, it’s important that a resort course provides proper visual cues on each tee to show how a hole is

“It’s important that a resort course provides proper visual cues on each tee to show how a hole is played

“We may work a little harder to limit forced carries and lost ball opportunities. In one of our more recent resort designs at Banyan Cay Resort and Golf in West Palm Beach, Florida, wider fairways with bunkering and other hazards within them were used where the resort golfer has a lot of room to hit the ball and find it. In a situation like this, the real fun and challenge are found in choosing the proper line based on

played (and not played). I want each hole to welcome players—not repel them—with generous landing areas for conservative tee shots and layups, but make better players think a little by using angles and depth perception and thinking their way around. Greens are more generous, and I tend to lean toward the wider section of players, so it plays easier than it looks, and golfers walk off the last hole wanting to come back for more.”

The par-five thirteenth at Arizona Grand Resort. "In resort golf it is essential to create those wonderful photos that have the ingredients of beauty, uniqueness and wow," says Forrest Richardson, ASGCA



Photo: Lonna Tucker, courtesy of Forrest Richardson & Associates

"Most resort courses today need play from local golfers," adds Richardson. "The smart resort course design takes into account the financial equation, making sure we are creating a golf course that will appeal to the golfers that will need to fill the tee sheet, and in some cases, this is not just the guest staying in a suite overlooking the course."

The wow factor

The value of a hole like the par three seventeenth at TPC Danzante Bay (pictured on this issue's cover) can't be underestimated, says Weisser. "When we, along with developer Owen Perry, found the location to create the seventeenth hole we knew it would become the calling card for the resort. We don't believe in designing a course around a single hole and the design of the course

didn't evolve that way. Our goal from the beginning was to create a destination course that suited the resort's guests. The course has a fascinating and diverse set of holes, but it is the drama of the seventeenth that motivates golfers to decide that TPC Danzante Bay is a 'must play.'"

"From a visual standpoint, we want to make extra sure that the course is beautiful," says Goetz. "That means embracing the natural surroundings and accenting them where possible. Incorporating natural features, such as the lava flows at Hualalai Golf Club in Hawaii, the rugged coastline of Cabo del Sol in Mexico or the beautiful rolling hills of the Algarve at Monte Rei in Portugal, is critical in creating a sense of place, identity and beauty."

"We never want to create a golf course people play once and then never come back," says Richardson.

"But in resort golf it is essential to create those wonderful photos that have the ingredients of beauty, uniqueness and wow. If you fail at creating that, the marketing team will hate you forever."

"At Arizona Grand Resort, which was among my first projects, the site of the par-five thirteenth was special in so many ways. Everyone imagined the tee shot from an elevated point, and I will admit you got a great view from there. During one of many hikes around the routing I began to look at it backwards, and that's when the realization came that the drama was even better looking toward the mountains, and to an elevated green guarded by natural bunkers etched into the hillside. Drama is essential in resort golf—you need that shot that places the golfer in the game well before they check in to their room." ●

New additions

Richard Humphreys caught up with the new ASGCA Associate Members to find out more about their work and what ASGCA membership means to them.

The ASGCA welcomed six new Associate Members to its ranks following its 2018 Annual Meeting in Houston. The new members represent a range of firms, from their own practices to major brands such as IMG, Greg Norman Golf Course Design and Robert Trent Jones II Golf Course Architects. We asked what membership of the ASGCA means to them.

“It is an honor and thrill to become an Associate Member of the ASGCA,” says Jeff Danner, ASGCA Associate, a senior design associate at Greg Norman Golf Course Design. “It has been a career goal of mine for as long as I can remember. I look forward to making positive contributions to the game through the ASGCA’s many initiatives while continuing to further my growth in the profession of golf course architecture.”

Steve Shepherdson, ASGCA Associate, a senior golf course design associate at IMG Golf Course Services, says: “I had originally planned on starting the membership process a few years earlier, but the

requirements at that time were a little more North American oriented, as well as having a few projects that I was doing in Asia that never finished, leaving me short of the required numbers.

“Hearing that I had been accepted as an Associate Member was very satisfying as the original process started many, many years ago, so to have finally completed and been accepted was a proud moment. I know a fair number of the current members and it is an honor and pleasure to now be part of the same small, exclusive group within the golf industry. I’m looking forward to doing many more great courses with IMG in the coming years and picking the other architects’ brains when a strange issue comes up that needs an out-of-the-box solution to a problem.”

Of his newly-acquired status as a ASGCA Associate, Mexican golf course architect Pedro Güereca Gurrola, says: “For many years, I felt as competent as U.S. architects coming to Mexico to do golf projects, and all the time I tried to

demonstrate to possible clients that I was good enough to produce a good golf course.

“Having visited the group, I think it’s a great group of professionals who are always looking for professional development, but also have some fun in the process. I felt the friendship of the group.

“Now I have a good feeling of not to be so lonely in my career, I feel I have a group of people and possible friends, to share hits and misses with and who understand all aspects of our profession. I am glad.”

Chris Lutzke, ASGCA Associate, a long-time designer for ASGCA Past Presidents Pete and Alice Dye, both ASGCA Fellows, said: “It was a long-term goal and it was important to Pete over the years that I apply. But it was Alice who kept on me and had me get the applications in, do interviews and go in front of the board. Pete and Alice were the driving force and it has been a great long journey.

“My allegiance over the past 30 years has always been to Pete and if I could do it over I would not change

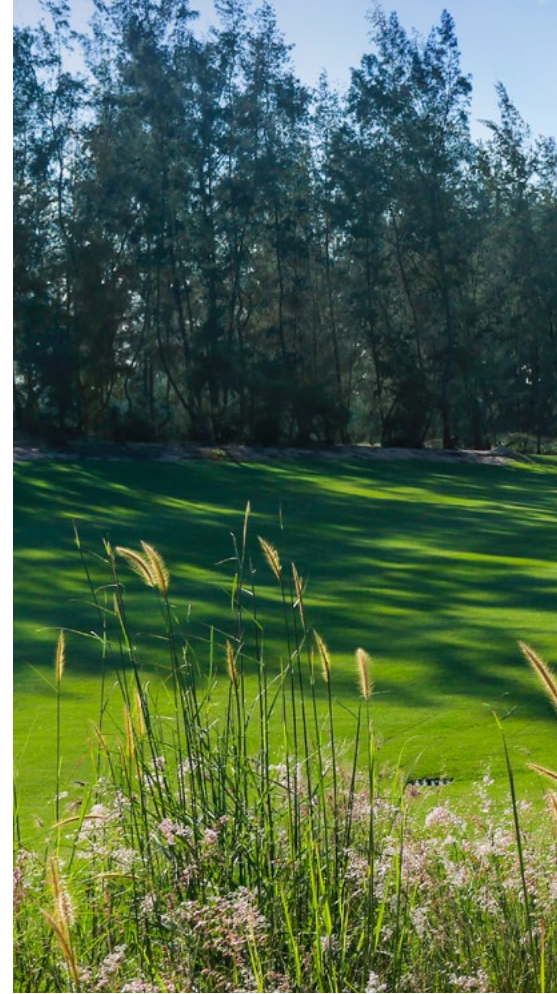




Photo: Nam Hoi An Golf Resort



"The recently opened course at VinPearl Nam Hoi An Golf Resort, Vietnam, is my latest project. The site comprised of rolling sand dunes and some existing square, excavated water bodies that became part of the lake system through the course. The site elevation varied from two to eleven meters, ideal for constructing a course through and around these dunes."

*Steve Shepherdson,
ASGCA Associate*

Photo: Brian Oar



"A recent project of mine was located just north of San Diego, California in a small horse community known as Valley Center. The Woods Valley course was built to blend the existing environment and also be a model for totally organic and pesticide-free maintenance practices. It is an environmentally sensitive course that is visually attractive and enjoyable to play."

*David Ginkel,
ASGCA Associate*





"I am currently working on Whistling Straits in Wisconsin in preparation for the 2020 Ryder Cup. The objective is to renovate all areas of the course to improve gallery movement. We are removing all the clay that was used to build the original bunkers in designated areas, then we are grading out those areas to enhance spectator views and gallery movement."

Chris Lutzke, ASGCA Associate



"At Talis Park Golf Club in Naples, Florida, a full bunker renovation was the focus after the erosion damage caused by Hurricane Irma. Bunkers were demolished, salvaging only drainage chambers that were still suitable. Bunkers and the surrounds were reshaped, while softening steeper slopes to prevent future erosion and improve maintenance of grass faces."

Jeff Danner, ASGCA Associate



one day. I've been very fortunate that the decisions I've made over the years have put me in this position to be accepted into the ASGCA. I've always trusted and valued Pete's opinion, whether it was college majors or how to route a golf course.

"Becoming a member of ASGCA and having the opportunity to take everything I have learned and experienced as an architect as well as design philosophies over the years will now allow me to begin creating

my own golf landscapes, and I have Pete and Alice to thank for this next phase of my career."

David Ginkel, ASGCA Associate, president of Ginkel Design, said: "I have been in the golf course design business since 1990 and becoming an ASGCA Member has always been a professional goal. To be recognized for my body of work after 28 years is a great honor and validates the work I have completed over the last three decades. I look forward to being an

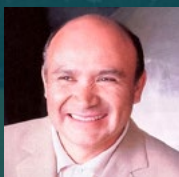
ASGCA Member and serving in the society for years to come."

Mike Gorman, ASGCA Associate, a project architect at Robert Trent Jones II Golf Architects, said: "Ultimately, I view my new acceptance into the ASGCA as an opportunity to learn more. It is very gratifying to become a member, and I hope to be able to positively contribute, meet new people, and eventually participate in some of ASGCA forward thinking initiatives." ●



"Hoiana Shores is a new course currently under construction set along a dramatic coastal dunesland of Vietnam. Our goal is to create a rugged windswept fun golf experience with a lot of flexibility in the ways it can be played. Strategically it's a very wide golf course that provide the golfer with many different avenues to play the course."

Mike Gorman,
ASGCA Associate



"I have recently worked on a project at Paraiso Residential and Country Club in Cuernavaca, Mexico, not far from the capital. The urban design of the course was for the 1,700 families within the Cuernavaca community."

Pedro Güereca Gurrola,
ASGCA Associate



What are golf course architects doing?

In the final piece in our series from Jon Last of Sports & Leisure Research Group, we find out about the different types of projects that architects have been working on.

This is my third and final article in a series based on the findings of our research program, *Golf Facility Market Trend Watch*, developed with the American Society of Golf Course Architects.

In the first piece we discovered that a golf course renovation was the most coveted enhancement

For this article, I am turning my attention to the type of projects that golf course architects are working on.

We asked the golf course architects who participated in our survey (which was conducted in September 2017) to indicate which type of projects they had been involved with over the previous 24 months.

/// One effective way for a golf club to reduce annual maintenance costs is to get an expert to review its bunkers

for guests and members of a golf club. And in the last issue of *By Design* I highlighted what our survey respondents felt were the most important factors for facility management to pull the trigger on a golf course renovation project; confirming the cost, upgrading infrastructure to increase its longevity and, for private clubs, member retention.

Figure 1 shows that bunker work is the most common. Almost four of every five architects (79%) indicated that they had been involved in a re-bunkering project during that period.

The ASGCA's *Expected Life Cycle Chart* (available from the Resources section of asgca.org) indicates that bunker sand has a lifetime of 5-7 years and bunker drainage

pipes last 5-10 years (and are often replaced at the same time as bunker sand). These are among the items with the shortest lifespan, which is likely to be a contributory factor to projects like these being so common for golf course architects.

Also notable is the potential savings in annual maintenance costs that can be made through a bunker renovation. Marc Whitney, ASGCA Director of Marketing, says: "One effective way for a golf club to reduce annual maintenance costs is to get an expert to review its bunkers. It's possible that strategy can be maintained, or even improved, with fewer bunkers, and sometimes formal sand bunkers can be replaced by landforms or other natural features that are less costly to maintain."

Another specific project type that is associated with maintenance and resource cost savings is the elimination or modification of irrigated areas, an activity that 52% of golf course architects have been involved with in the past two years. (Download *The Cost Factor* via the

Resources section of asgca.org for more techniques for reducing annual maintenance costs.)

Master plan development was the second most popular type of project for golf course architects, with 77% having been involved with master plan work in the previous two years. By developing a master plan, a golf club has a reference point for all future changes to the golf course, ensuring that all work is done with a common goal in mind and allowing clubs to anticipate, schedule and budget for work on the golf course (for more information, download *Master Planning for Golf Courses* via the Resources section of asgca.org).

For nearly one in four golf course architects, master planning is also the area of business activity which has generated the most revenue (see Figure 2).

The third and fourth most popular types of project are short game development (77%) and practice area improvements (75%), both of which are attractive for golfers that want to work on their game and maybe don't have time for a full round.

And rounding out the top five types of project that golf course architects have been involved with is green complex redesign or renovation. This emphasizes the point I made in the last issue of *By Design*, that condition of greens is the top-ranking priority for customers.

I was encouraged to find that 49% of golf course architects have been involved with a new golf course design and construction in the past two years, and new course work is a top revenue earner for 13% of golf course architects. This may be a far cry from the golf course construction boom of the 1980s, but it's a positive sign for the industry that so many architects continue to have new golf course design work among their projects. ●



Jon Last is founder and President of Sports & Leisure Research Group, a full-service marketing research consultancy.

Figure 1: Architects are working on a multitude of projects

Golf course architects were involved in the following projects in the two years to September 2017



Figure 2: Which projects provide the most revenue?

Type of projects ranked as the number one revenue earner by golf course architects





/// The golf course will be used as a vocational rehabilitation work site, offering veterans the opportunity to learn new skills

Troy Vincent, ASGCA

As a native of Augusta, Georgia, golf has long been in the blood for Troy Vincent, ASGCA. Having graduated from The University of Georgia with a degree in Landscape Architecture, he initially worked for golf course architect Gene Bates, ASGCA Associate, and then spent fifteen years working throughout the world for Nicklaus Design. In 2009 he established his own firm, Vincent Design, and he also works with two-time major winner and Ryder Cup captain Tony Jacklin.

How is your game?

I really don't have the opportunity to play as much golf as I would like, in large part due to a back injury. It seems the older I become, the longer it takes for me to recover from a

round! Over the years I have come to expect less and just try to enjoy the course and camaraderie. I tend to spend more time at the practice range than out on the course.

Which three people would make up your dream fourball?

Wow, there are so many people that I would enjoy playing a round of golf with, but I would have to say Arnold Palmer. He was such a great ambassador for not only the game but from a business perspective as well. I would choose Donald Ross, one of the founding fathers of golf course architecture. I would be really interested in his views on the game today and how design and construction techniques have changed. I'd also invite Ben Crenshaw, who is an incredible golfer and historian of golf course architecture, which is apparent from the many great courses he has designed.

What is your favorite hole in golf?

Like many golf course architects, I have had the opportunity to see many great courses and it would be nearly impossible to pick just one hole! But growing up in Augusta, Georgia, it would be remiss of me not to select the thirteenth hole at Augusta National Golf Club. Having had the opportunity to play the course a number of times, I would say it is one of the best holes from tee to green.

If you could change or add one rule, what would it be?

The most recent changes in the rules were good and feel they were well received. I would like to see the R&A and USGA address the ongoing debate regarding limits on the golf ball. The advances that have been made in technology, from clubs to ball, have taken the game to another level and greatly affect the courses that we design or redesign. It is difficult to make the game fun when the strategy of many great courses has become inferior, due to the distance many players are hitting the ball.

What project are you currently working on?

Most of our business these days consists of renovation and redesign. We currently have several projects in various stages, particularly in the southeast, and are also providing consulting services on two projects out west. But the one I am most excited about is the Augusta Municipal Golf Course, originally designed by David Ogilvie in 1928. We have teamed up with The Warrior Alliance to completely renovate the course from top to bottom. What makes this project so special is that during the construction, grow-in, maintenance and daily operations, the golf course will be used as a vocational rehabilitation work site, offering veterans the opportunity to learn new skills. The end result will be a very unique golf course for the area. ●



Photo: Troy Vincent

Casamar Golf Club, San Carlos, Panama



By Design would not be possible without the support of its sponsors, who have played a key role in the publication of this magazine.



Profile Products

Profile Products manufactures a comprehensive line of soil modification, erosion control and turf establishment products. Its experienced team takes a consultative approach with golf course architects, builders and superintendents to design and specify customized solutions for maintenance and construction.

Profile's team designs root zone mixes utilizing Profile Porous Ceramics to meet USGA guidelines. Its ceramics permanently modify the root zone to better conserve water and retain nutrients.

Profile's complete line of hydro-seeding products is the leading specified brand by golf course architects. Profile works with architects and project managers, establishing effective erosion control and vegetative establishment practices.

www.profileproducts.com



Rain Bird Corporation

Since 1933, Rain Bird has built a reputation on delivering irrigation systems that combine performance with efficiency. Rain Bird leverages state-of-the-art technologies to innovate and develop products that apply water in the most effective and efficient manner possible.

From highly-efficient sprinkler nozzles to cutting-edge control systems and pump stations, Rain Bird is widely recognized as the leader in golf course irrigation control system technology. We take the challenge of using water responsibly very seriously. That's why our over-arching philosophy, *The Intelligent Use of Water™*, guides everything we do. The revolutionary Integrated Control System™ provides innovation at a lower overall cost to golf courses enabling the user to maximize system efficiency and conserve water with a smaller environmental footprint.

For more information, please contact 1-800-RAINBIRD or visit:

www.rainbird.com



Toro

The Toro Company is proud of its legacy of quality and innovation. Customers around the world rely on Toro for high performing products that include precision fairway and rough mowers, greens mowers, compact utility loaders, commercial zero-turn mowers, bunker management machines, and water-efficient irrigation systems.

In 1921, Toro developed the first fairway mower and six years later shipped the company's first golf maintenance products overseas. Today Toro continues to lead the global market with best-in-class turf maintenance equipment and precision irrigation solutions. Approximately two-thirds of the top 100 courses in the world use Toro irrigation systems. The company also leads the way in environmental innovations, making products safer, cleaner and quieter whenever possible.

www.toro.com

ASGCA LEADERSHIP PARTNERS



Supporting Education in the Golf Course Industry

ASGCA thanks the following companies for their continued support of golf course development and renovation—helping ASGCA members do their jobs better, for the good of the game.

MAJOR LEVEL PARTNERS



MERIT LEVEL PARTNERS



SPONSORS

