



ISSUE 55 // FALL 2021

BY DESIGN

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



EYE CANDY

To what extent do golf course architects prioritize aesthetics in their course designs?

MARION HOLLINS

A pioneer for women in golf who blazed a trail with her contributions to the sport's most famous courses

ALSO:

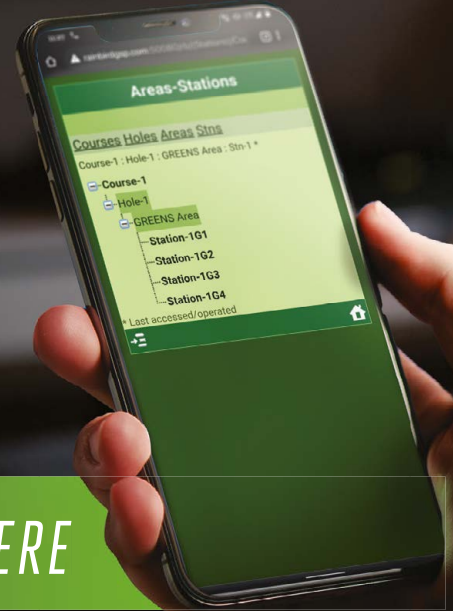
- // Accessible golf
- // Boar's Head Resort
- // Punta Mita

Scan to Explore



Intuitive Intelligent Instant Integrated Control

...FROM ANYWHERE



Redefine Control with Rain Bird® IC System™.

- Save time and money by making your investment work smarter.
- Advanced design requires less installation and reduced interruption of play.
- Precise management and troubleshooting on or off the course.

See how you can bring new meaning to "control" at rainbird.com/IC2.



RAIN BIRD®



Forrest Richardson
President, ASGCA

Picture perfect

There are some golf holes that immediately make you want to reach for a camera. Anyone who has played Pebble Beach – where several groups are often backed up* on the seventh tee while players pause to photograph one of sport’s most iconic par threes – will testify to this.

Modern smartphone camera quality and the rapid growth of social media are driving a boom in photography. Collectively, humanity will capture close to 1.5 trillion images this year, many of which will be shared and viewed thousands of times.

The dream for a golf marketer will be for some of those snapshots to go viral, and draw a new audience to their club or resort. The more beautiful the shot, the more chance of that happening. But where does visual appeal lie in a golf course architect’s list of priorities, and how do they achieve that? Our cover story, on page 14, provides a fascinating insight.

It’s been a great pleasure to introduce each issue of *By Design* over the past year, during my term as ASGCA President. The next issue will lead with a new face – the very capable, insightful and talented Jason Straka – who will lead ASGCA into 2022.

In the meantime, I hope you enjoy the read.

**Thanks to my great friend, the late Bill Yates – often referred to as “The Guru of Pace-of-Play” – that Pebble now enjoys far less back-up at the seventh. It was Bill’s scientific advice, including the idea to ‘slow down’ play at the fifth and sixth, that has helped make the flow of Pebble so much better. All of us in golf architecture can thank Bill for his work to understand how golf courses flow, and what can be done to lessen the wait times and make pace better.*

By Design is sponsored by:



CONTENTS

6 Digest

The issue begins with news of a renovation of the Pacifico course at Punta Mita in Mexico, and our Digest section also includes reports on Plum Hollow in Michigan, and Fontana GC in Austria.



14 Eye candy

Toby Ingleton asks golf course architects about how they prioritize aesthetics in golf course design, and whether this has changed with the mass penetration of social media.

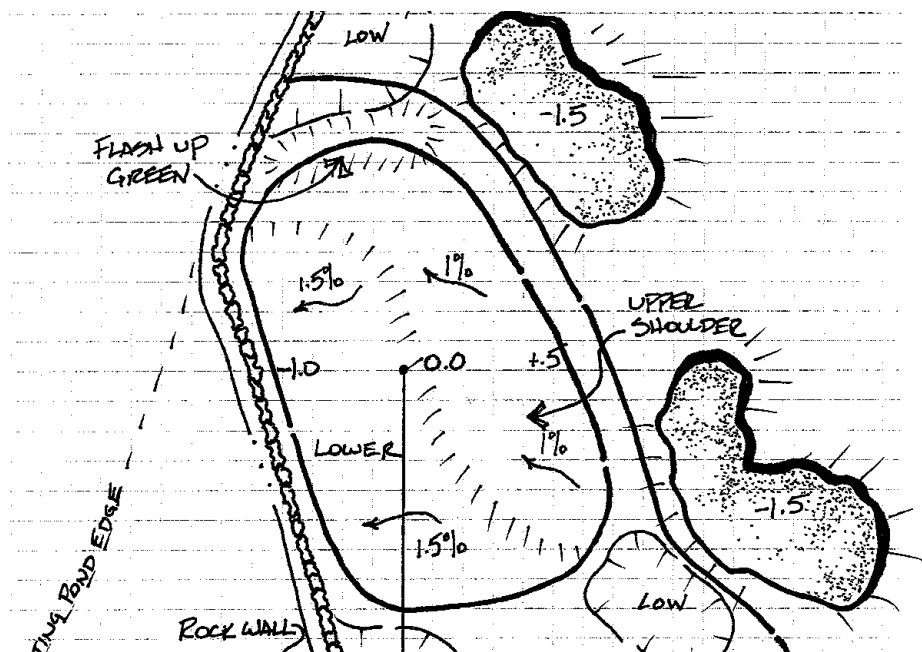


20 A trailblazer for women in golf

By Design looks at the legacy of golfing pioneer Marion Hollins and the impact she had on the sport's most famous courses.

24 Golf for all

Stephen Jubb of the National Alliance for Accessible Golf explains how facilities can open up to those with disabilities.



26 Sketchbook

Scot Sherman, ASGCA, shares a sketch he has drawn of the Birdwood course at Boar's Head Resort in Virginia.

On the cover



ASGCA Past President Tom Marzolf of Fazio Design says classic designs – like Fox Chapel in Pennsylvania, where he recently completed a renovation – create great visuals. Read more on page 14. Photography courtesy of Russell Kirk.

ISSUE 55 // FALL 2021

Editor and Publisher
Toby Ingleton

Editorial contributors
ASGCA Past President Jan Bel Jan,
Richard Humphreys, Stephen Jubb

Design
Bruce Graham, Libby Sidebotham

ASGCA Staff
Chad Ritterbusch, Mike Sheffy,
Aileen Smith, Marc Whitney

Subscribe to *By Design* at
www.tudor-rose.co.uk/bydesign

© 2021 American Society
of Golf Course Architects.
All rights reserved.

www.asgca.org

DIGEST

Jim Lipe oversees Punta Mita renovation



Jim Lipe, ASGCA Fellow, is overseeing a renovation project on the Pacifico golf course at Punta Mita, a 1,500-acre resort and residential community near Puerto Vallarta, Mexico.

The Pacifico and Bahia courses at Punta Mita – designed by the

firm of Jack Nicklaus, ASGCA Fellow, where Lipe was formerly an associate – are available to members and guests of the residential community, and guests of the Four Seasons Resort and St. Regis Punta Mita Resort.

“Jim has a foundational

understanding of the original design elements for both the Pacifico and Bahia golf courses and will deliver a new energy to the area,” said Punta Mita director of golf John McIntyre.

The resort plans to renovate both courses over a five-year period.

The natural island green, dubbed the Tail of the Whale, on the third hole of the Pacifico course

Photo: Punta Mita



The first phase, which began in late April and is expected to be complete in November, focuses on the Pacifico's greens, bunkers, surrounds and tees. Greens are being regrassed with TifEagle and surrounds with Trinity Zoysia. The second phase will start in April

2022, focusing on Bahia's greens, surrounds and tees.

"The result is to have stronger playability and an aesthetically pleasing appeal that will improve the member and guest golf experience," said director of club marketing and operations Carl Emberson.

National Links Trust enters 20-year agreement with Toro



Photo: Troon

The Toro Company has finalized a 20-year agreement with National Links Trust (NLT), to be their exclusive turf maintenance and irrigation equipment supplier.

NLT holds the lease for three municipal courses in Washington D.C. – Rock Creek Park, Langston (pictured) and East Potomac Park – with three golf course architects, including Gil Hanse, ASGCA, working pro bono on upcoming renovations.


"The NLT considers it a once-in-a-generation opportunity to rehabilitate these facilities, and we're excited to enter into this agreement with Toro and Turf Equipment and Supply Company to ensure we can help these courses achieve their full potential," said Will Smith, co-founder of NLT.

"Toro's industry-leading equipment and expertise will be vital as we work together with the National Links Trust to rejuvenate these three historic golf courses," said Matt Hurley, president of Troon's Honours Golf division. "Each partner in this project is wholly committed to bringing quality, affordable and accessible golf to the D.C. area."

TAHOMA 31[®]

B E R M U D A G R A S S

Your New Go-To Grass



Developed by the turfgrass experts at Oklahoma State University, Tahoma 31 Bermudagrass pushes the geographic boundaries of bermudagrass into the northernmost reaches of the Transition Zone. Highly cold tolerant, the name "Tahoma" comes from the Native American word that means "frozen water."

Use Tahoma 31 to design golf courses that are beautiful, sustainable, easier to maintain and play great.

All claims based on research results from National Turfgrass Evaluation Program (NTEP) trials & Oklahoma State University. Visit our website for full reports.

See Tahoma 31 in the Transition Zone for yourself at:

Brook Hollow Golf Club, Dallas, TX
(fairways, tees, roughs)

Chillicothe Country Club, Ohio
(fairways)

Liberty National Golf Club, New Jersey
(driving range tee)

Naval Academy Golf Club, Maryland
(fairways, tees)

Congressional Country Club, Maryland
(8-acre driving range)

Southern Hills Country Club, Oklahoma
(collars)

COLD

Plant Tahoma 31 further north for a strong base in the winter that fights wilt in the summer.

PLAYABILITY

Thick, dense turf. ¼ to ½-inch mowing height for tees, fairways.

DROUGHT

Use less water. Takes 18% less water than TifTuf.

COLOR

Blue-green most of the year. Golden in dormancy. Earliest green-up for spring color.

QUALITY

Rated #1 for beauty and resilience. Heals fast from divots & wear.

SHADE

Got trees? Handles up to 63% shade.

WANT TO LEARN MORE?

Join the Conversation:

 [@Tahoma31Bermudagrass](https://twitter.com/Tahoma31Bermudagrass)

Visit us Online:

Tahoma31Bermudagrass.com

Find a Licensed Tahoma 31
Grower for Your Next Project:

757.345.1120
chad@sodproservices.com

Perry Dye, ASGCA (1953-2021)

Perry Dye, ASGCA, golf course architect and son of ASGCA Past Presidents Pete and Alice Dye, passed away in Denver, Colorado, in July.

Dye's first experience of building golf courses came at the age of 12, when he worked alongside his father on the layout of Crooked Stick in Indiana, which would go on to host major championships and the 2005 Solheim Cup. Throughout his youth and years at university, he would join his father to work on sites in the Midwest and the Dominican Republic.

Perry formed Dye Designs in 1984 and his early work included TPC Plum Creek, Riverdale Dunes and Glenmoor Country Club, all located in the Denver suburbs. He would go on to design more than 80 courses

in 15 countries, including nearly two dozen in Japan, Lykia Links in Turkey, and multiple layouts in Korea and Thailand.

"This is a great loss for golf design, but right now we should all be sending our love and support to the Dye family," said ASGCA President Forrest Richardson.

"Perry and I shared many good times, and I am so grateful to have spent time with him at the 2020 Golf Industry Show just before the Covid lockdowns began. As usual, he was full of life, smiling and telling stories. We will miss him."

Dye was a member of the Golf Course Builders Association of America, which, in 2004, created an award that bears his name – the Perry O. Dye Service Award – to honor "exceptional individuals who



have unselfishly contributed their influence to foster positive changes for the association and have continually endeavored to make it better."

He is survived by his wife Ann, two children and two grandchildren, and his brother P.B. Dye, ASGCA.



Photo: Dave Sansom

Perry Dye's first taste of golf course construction came at the age of 12, helping his father at Crooked Stick in Indiana

THE SPRINKLERS WORLD-CLASS COURSES RELY ON.



Toro® Irrigation Systems

The greenkeepers of the greatest golf courses on this planet trust in the skills of legendary toolmakers at Toro®. The INFINITY® and FLEX800™ Sprinkler Series are the masters of efficiency and reliability.



Join the conversation



Discover more at: toro.com/golf

©2020 The Toro Company. All rights reserved.

Drew Rogers continues to progress master plan at Plum Hollow

Drew Rogers, ASGCA, has returned to Plum Hollow Country Club in Southfield, Michigan, to continue renovation work.

“The project is mostly a bunker and tee renovation, but there will be lots of tree removal and some floodplain remediation,” said Rogers, who created a 10-year master plan for the club in 2019. “Our work this fall is the biggest chunk of the project, but we worked on several holes back in the spring to get a jump on things.”

“Our hope is for the course to be much more stimulating to the senses through the use of greater scale and



Photo: Drew Rogers, ASGCA

depth with the bunkering, greater variety of playing options from the teeing grounds and a much more dynamic presentation of fairway angles,” said Rogers. “On top of that

will be the resulting approach options all created through the restoration of the playing corridor widths and the complementary fairway and bunkering treatments as well.”



“You only get one opportunity in life to do something this special, and this is it”

Harrison Minchew, ASGCA

The latest podcast from *Golf Course Industry’s* “Tartan Talks” series sees Harrison Minchew, ASGCA, discuss the new RainDance National golf course in Colorado, which he has designed alongside former PGA Tour professional Fred Funk.

“The site is extraordinary; I have never had a site this nice,” said Minchew. “It is in the front range of the Rocky Mountains and once

you get out past the fourth hole, you feel like you’re out in the middle of nowhere and you’ve got tremendously long views.”

The project was in the works for several years before construction began in September 2020. “Fred has wanted to design a golf course for years and for him to have the opportunity on this place is absurdly lucky,” said Minchew. “He’s got some really good observations,

he might question a bunker or contours of greens, but generally he lets me get on with the architecture.”

Minchew has spent a lot of time on site, with the owner wanting him there 24/7. “You only get one opportunity in life to do something this special, and this is it.”

Listen to the full “Tartan Talk” at golfcourseindustry.com.

Here are links to other recent “Tartan Talks,” now featuring over 50 episodes:

- A. John Harvey, ASGCA, [considers what can be learned from large golf construction projects.](#)
- Jeff Danner, ASGCA, [provides an-under-40s perspective on the design business.](#)

Pine River reopens original nine following Wilczynski renovation

Pine River Country Club in Alma, Michigan, has reopened its original nine holes following a golf course renovation by Chris Wilczynski, ASGCA.

The holes were designed by the Chicago Landscape Company in the 1920s, with a second nine added in the 1960s by Jerry Matthews, ASGCA Fellow.

“The renovations, along with the removal of over 250 trees, were required to improve playability and open the sight lines to unveil the property’s natural beauty and panoramic views,” said Wilczynski. “These enhancements have given the course an even greater sense of place that I hope members will enjoy for years to come.”

Four sets of tees were added at each hole to widen the range of yardages at which the course is playable, all fairways were realigned and regrassed with low-mow bluegrass, every putting surface was rebuilt and recontoured, and bunkers were repositioned, cutting into the site’s natural landforms.

Doug Carrick completes five-year renovation project at Fontana

ASGCA Past President Doug Carrick has completed a five-year renovation project at Fontana Golf Club near Vienna, Austria.

The project has included rebuilding tees, fairways, bunkers and greens, plus some rerouting to allow for a future residential development. The former seventh, eighth and sixteenth holes were eliminated for the development, while four entirely new holes were created.

This year’s work was the final phase and focused on the first, ninth and tenth holes. “I am very pleased with the results,” said Carrick. “It has given the course a major facelift and improved the challenge, playability, aesthetics and flow of the golf course tremendously.”



Photo: Barry Britton

Raymond Hearn begins Midlothian renovation

Raymond Hearn, ASGCA, has started renovation work on the Herbert Tweedie-designed golf course at Midlothian Country Club near Chicago.

The project includes significant bunker work, new tees, fairway adjustments and new green runoff areas.

“As with all my work, it is all about restoring and creating great angles and options,” said Hearn. “Shot value, strategy and playability are always at the top of my list. The project’s duration will be fall of 2021 through to the spring of 2022. The before and after images of each hole in our planning has been very well received. In 2020, we completed a test run of some sample bunker shapes and forms on the second hole and the membership loved what they saw.”



Images: Raymond Hearn, ASGCA

The proposed changes (lower image) to the first hole at Midlothian

Pizá helps design indoor golf concept

Agustin Pizá, ASGCA, is collaborating with NextLinks eGolf Arena founder Dave Shultz and Victor and Sergio Sanz of architecture firm Sanzpont on an indoor golf and entertainment concept.

The NextLinks eGolf Arena concept is designed to grow the game and includes a ‘golf field atrium’, designed by Pizá, which aims to complement the technology-driven experiences of the hitting bays and short game area within the indoor park-like setting.

“The strategy behind the design is to provide real shot


values that can be challenging or easy as the player wants,” said Pizá. “NextLinks eGolf Arena can be played by an avid golfer or a non-golfer. This is what we strive for, growing the game we love with respect to sustainability on all levels, ecologically, socially and economically.”



Image: Pizá Golf


SOCIAL UPDATE



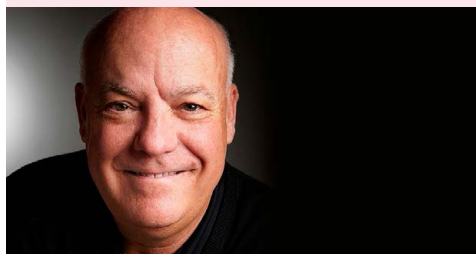
 Golf Course Architecture
@GCAMagazine

“Golf course architects are finding new ways to modify and adapt to the ever-changing social landscape,” says Jeff Lawrence. Read more in the new ASGCA 75 Years special edition of *By Design*



 Coore & Crenshaw
@coorecrenshaw

And a nice little par three at Cabot St. Lucia



 ASGCA Home Offices
@ASGCA

“ASGCA Insights” podcast:
@ASGCA President @ForrestPhx details “Ahead of the Game” philosophy. “Our profession cannot remain static. We can come up w/ new ways to experience the golf course, while respecting the 18-hole game that is still played.”

Search ASGCA on the below channels for more posts:



Eye candy

As more golfers carry smartphones equipped with powerful cameras and instant access to social media audiences, is aesthetic appeal an increasingly important aspect of golf course design? Toby Ingleton reports.

Seven-in-ten Americans now use social media, and most of those at least once a day. It's a similar picture across the globe; more than half of the world uses platforms like Facebook, Instagram and TikTok, for an average of more than two hours each day.

Hospitality providers are appealing to this audience with visual stimuli; 'Instagrammable' features like flower walls, creative installations and bespoke lighting. Hotels, bars and restaurants know that if their venue has great visual appeal, there's an increased chance of guests taking a snap and sharing it online. The result: free marketing.

But to what extent is the golf industry recognizing this opportunity?

Social media is awash with golf imagery, posted by amateurs and professionals alike. Golf course photographer Dave Sansom says he enjoys the feedback: "I'm interested in what kinds of photos appeal to folks. Thankfully, a good photograph of a gorgeous golf hole continues to capture the imaginations of those interested in golf and in golf courses. The more well-known courses receive the most clicks, but I get very positive activity from even little-known properties when a photograph, itself, is a standout."

Sansom says that his most popular photographs are of courses that offer a close connection to nature: "Long views, native areas juxtaposed with manicured fairways and greens, and water are all important elements of a good photograph, and they continue to have universal appeal."

He highlights two different courses that successfully blend these attributes: the new McLemore layout in Georgia designed by ASGCA Past President Rees Jones and Bill Bergin, ASGCA, and the Plantation course at Kapalua, in Hawaii, designed by Ben Crenshaw and Bill Coore, ASGCA.

"Few courses on the planet offer vistas to match those of

Long views from the perched closing green at McLemore have golfers reaching for their smartphone cameras

Photo: Dave Sansom



Photo: Thracian Cliffs Golf Club

The clifftop site at Thracian Cliffs in Bulgaria was always likely to yield great visuals

the Plantation course,” he says. “The eighteenth tee is one of those bucket-list sites; it draws golfers from all over the world to Maui, and it’s hard to imagine not pausing to enjoy this gorgeous view. The beautiful, downhill fairway, backed by Molokai across the water in the distance is nothing short of stunning.”

And of the dramatic new closing hole at McLemore, he says: “Virtually every golfer who plays the hole goes home with his own smartphone photo of this hole. Groups finishing their rounds linger after putting out to enjoy the views from the green that dangles over a cliff high above McLemore Cove.”

So are golf course architects prioritizing aesthetics in their designs?

Jeff Lawrence, ASGCA, says: “I’ve always believed golf is a visual game, 100 percent. People want to see beauty.” He describes his approach to design as multi-faceted. “It needs to be playable, sustainable and maintainable. Strategy is huge, as is variety. But I also want to create something that will catch the eye, so when a golfer stands on the tee or for an approach shot, they might want to step back and take a picture.”

There are many ways to achieve this, says Lawrence: “It might be the shadowing, or the contrast of

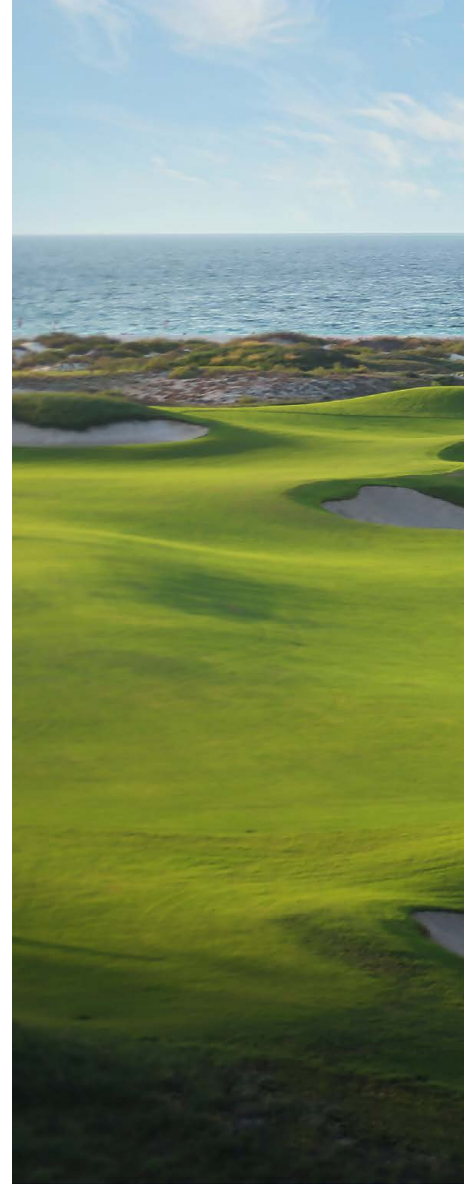
the grasses, or stronger contouring to create that palette. And you’ve got to maximise what Mother Nature gives you. Whatever that is – a stream, a cliff edge, a rock outcropping – utilise what Mother Nature gives you.”

Explaining how the decisions taken to achieve aesthetic appeal are driven by the site, Lawrence points to the contrasting examples of Thracian Cliffs in Bulgaria and Saadiyat Beach Golf Club in Abu Dhabi, projects he completed during his time as senior designer for Gary Player.

“At Thracian Cliffs, it was not very hard to find 18 great golf holes. But at Saadiyat, besides getting to the beach edge, there was absolutely



Photo: Larry Lambrecht



The picturesque seventeenth hole on the Old Tabby Links course by Arnold Palmer Design Company at Spring Island in South Carolina

nothing to work with. So the bunkering and landforms needed to be of great scale to be believable. I think we pulled it off well – it’s very photogenic and the features are probably the key to that.”

Brandon Johnson, ASGCA, of Arnold Palmer Design Company, says: “Inherent in the evaluation of a property and through the design and construction process, as architects, we are striving to preserve, incorporate, accent and enhance the best attributes of any site.

“If you are working on a special site many of those features will create a great photo composition but there are so many crucial decisions that must be made to any

given golf hole before you can get to that stage.

Johnson, who points out that he is an infrequent and reluctant user of social media, says that while he has never chosen the location for a hole because of its photogenic qualities, good golf architecture will mean it happens naturally: “I’ve long been a believer that when the strategy of a golf hole is so intrinsically linked to a beautiful, natural feature such as a coastline, sand dunes, dramatic ravines, ledges or unique contours, that’s when golf and golf architecture flourish, and at that moment it’s natural to want to capture the moment or scene in a photograph.”

Gil Hanse, ASGCA, has a similar view: “We have always tried to make our golf courses fit into the natural surrounds and as a result they are hopefully photogenic,” he says. But he doesn’t believe the proliferation of social media has changed his focus. “I would be lying if I said that we do not recognize that social media platforms are now how most golf architecture information gets disseminated and promoted, but it has not crept its way into any decision-making on site.”

Chris Cochran, ASGCA, of Nicklaus Design, explains his firm’s philosophy on course visuals: “We have always strived to create aesthetically pleasing golf courses

At Saadiyat Beach in Abu Dhabi, Jeff Lawrence, ASGCA, says a grand scale of contouring and bunkering led to a very photogenic design



but not at the risk of sacrificing quality of the golf course. For example, we wouldn't recommend adding a bunker or a water feature just to make it look prettier. We would only do so if it had an impact on the strategy of the golf hole."

"We have always tried to make our golf courses fit into the natural surrounds and as a result they are hopefully photogenic"

"Some golf courses lend themselves to be more photogenic, based on location," he says, pointing

to the examples of mountain or oceanside layouts. "We would certainly work to open up the views the best we can, but a lot of that depends on master plan of the property and how the overall course layout best fits."

Cochran's colleague Chad Goetz, ASGCA, agrees. "We are always looking to take advantage of views

and preserve unique features," he says, adding that some renovation work also sees them trying to recapture views that may have become obscured by tree growth over the years. But he emphasizes the focus on letting nature speak for itself: "Back in the 90s it was probably more about artificial waterfalls and 'wow' moments, for example, while today it is more about natural features."

Johnson notes that drones and aerial photography show golf holes from vantage points that will never be experienced by the golfer. "No doubt these are stunning images of interesting land and golf holes, but they do little to truly inform the



Golf course photographer Dave Sansom describes the Plantation course at Kapalua as 'nothing short of stunning'

viewer on how that hole will look or feel while playing it.”

Hanse adds: “We will sometimes reference that we think something will look good from a drone shot. The use of drones has revolutionized how we see golf courses, but we do not change anything to suit that point of view.”

For clubs trying to keep up with the latest trends, ASGCA Past President Tom Marzolf of Fazio Design, sounds a word of caution: “Recent new courses that grab the attention are easy on the eye, but at the same time it may be more costly to maintain the width required to find the ball and play the game. The media frenzy of naturalistic, rugged

golf design is visually stunning. However, this arrives at a time when the game is struggling to grow due to ever mounting costs to build and maintain a golf course.

“What the game needs is more courses like Chicago Golf Club,” he says. “Excellent strategy, clear visuals directing the line of play. The classic courses that we all love have the clearest and most direct forms of design strategy, that is everlasting and endearing.

“If a golf hole has excellent shot options and clear strategy, then it is a beautiful golf hole as well. No need to add trendy visual extras. The secret to visuals that last are the fundamentals of great golf

architecture: a properly placed bunker, or a green shape and angle that holds your interest, wherever the flagstick is placed.”

Johnson concludes: “Golf is a game and while the most important characteristic to consider is how a course plays, its beauty and aesthetic appeal ultimately play a vital role in how a course is received by golfers. Art, sculpture and beautiful landforms to play on, over, and around are at the heart of golf course architecture. When those elements are in concert with each other, they will naturally create a composition that yearns to be captured with a photograph, sketch, painting or adoring words of praise.” ●

“Traditions are
just as important
as innovation.
I’m a voice of
the ASGCA.”

— BILL COORE



asgca.org



Photo by Joey Terrill

A trailblazer for women in golf

By Design looks at the legacy of golfing pioneer Marion Hollins and the impact she had on the sport's most famous courses.



ASGCA and ASGCA Foundation are supporting a fundraising initiative to honor Marion Hollins' contributions to the game of golf. The Marion Hollins Memorial Project is planning a landscaped memorial area overlooking her grave at Cemeterio El Encinal in Monterey, California, to mark the final resting place of this remarkable woman.

To find out more about the memorial project and to make a donation, visit www.marionhollins.org.

Tiger Woods will be joined as an inductee into the World Golf Hall of Fame for 2021 (to be held in 2022, due to the pandemic) by former PGA Tour commissioner Tim Finchem, LPGA Tour great Susie Maxwell Berning and one of U.S. golf's pioneering women: Marion Hollins.

Hollins was an outstanding golfer. She won the U.S. Women's Amateur in 1921, the Pebble Beach Championship seven times and captained the USA team in the inaugural Curtis Cup at Wentworth in 1932. But she was also a trailblazer in golf development. Greg McLaughlin, CEO of the World Golf Foundation, says: "Marion was a principal force of the game and the visionary of some of today's greatest courses."

Her first foray in golf course development came after the decision by Creek Club in Locust Valley, New York, to disallow women golfers. Hollins and a group of women banded together to create the Women's National Golf & Tennis Club in Glen Head, New

York. Hollins was instrumental in the project, helping to secure the land, assemble the finances, recruit members, hiring Devereux Emmet to design the course, and oversee the course construction.

In 1924, a year after the Women's National Golf & Tennis Club opened, Hollins approached developer Samuel Morse with a concept for an elite private club in Pebble Beach, California. Impressed, Morse reserved 150 acres and put Hollins in charge.

That project would become the famed Cypress Point Club. Morse initially selected C.B. Macdonald and Seth Raynor as the architects, but when Raynor died, Hollins hired Dr. Alister MacKenzie to take over. But it was Hollins' eye for design that led to the creation of one of the most famous golf holes in the world. Of the par-three sixteenth hole, which plays 230 yards over the Pacific to a green surrounded by bunkers and fronted by the rocky coastline, MacKenzie would later write, "I was in no way responsible for the hole. It



Marion Hollins in 1928, with (from left) Dr. Alister MacKenzie, H.J. Whigham (the editor of Town and Country), and Robert Hunter Sr., on what would become the eighteenth fairway at Cypress Point

was largely due to the vision of Marion Hollins.”

“This hole was made better by Marion’s vision and intuition, and that was only a fraction of her contribution to golf on the Monterey Peninsula,” says ASGCA President Forrest Richardson. “Besides Samuel Morse himself, the world owes her a great ‘thank you’ for what was accomplished in this special part of the golf world.”

Hollins went on to forge a strong working relationship with MacKenzie, which also saw them collaborate on the design for Pasatiempo Golf Club near Santa Cruz, California, which she funded

with a \$2.5 million windfall from an oil speculation. “Her goal was to build the best course west of the Mississippi,” notes The Alister MacKenzie Society, on its website. “The location of the golf course was on the hills looking south to the Monterey Bay. The rolling hills of sand made an excellent foundation for the course and the elevation changes provided a natural resource for Dr MacKenzie to develop his Santa Cruz masterpiece.”

When Pasatiempo officially opened in September 1929, it was the first planned residential development with a golf course in North America to be conceived and built by a

woman. Over 2,000 people followed Hollins’ fourball, in which she was joined by the great Bobby Jones, U.S. Women’s Amateur Champion Glenna Collett and British Amateur Champion Cyril Tolley. Hollins would continue to invest heavily in Pasatiempo, and the club became a magnet for the rich and famous of the day.

Hollins was also instrumental in the design of another of the world’s most revered layouts. It is thought that Jones’s experiences of playing with Hollins at both Cypress Point and Pasatiempo convinced him to select MacKenzie as the co-designer of Augusta National.



The eighteenth hole at Pasatiempo, one of the California courses where Hollins collaborated with Dr. Alister MacKenzie

While construction was taking place at Augusta, MacKenzie sent Hollins, as his associate, to perform a site inspection. In Geoff Shackelford's book, *'Alister MacKenzie's Cypress Point'*, there is a quote from MacKenzie on Hollins in response to Jones' co-founder Clifford Roberts questioning the decision to send Hollins: "She has been associated with me on three

"It is difficult to understand how incredible Marion Hollins' achievements were given the social and economic eras with their prescribed roles for women, with travel limited to horse power, early roads and automobiles, cross-country train service and ocean-going vessels, and with the limits to communication by newsprint," says

for only a small percentage of total golfers and an even smaller percentage of women were involved in any form of golf related business, the accomplishments of Marion truly stand out," says ASGCA Past President Rick Robbins. "She was definitely ahead of her time."

"She may not have professed to be a 'golf architect', but it is difficult today not to consider her an equal to many of the early pioneers of American golf course design," says Richardson. "She was a driving force in bringing thoughtful golf design to the West Coast."

"Marion Hollins will be remembered as a suffragette, an equestrian, a pioneer woman golfer, an entrepreneur, a golf course architect and golf course developer," says Bel Jan. "Her hand on the land of Pasatiempo, Cypress Point and Augusta National Golf Club are now immortalized." ●

"She was a driving force in bringing thoughtful golf design to the West Coast"

courses and not only are her own ideas valuable, but she is thoroughly conversant in regard to the character of the work I like."

Hollins has since been dubbed "the woman who built Augusta National", by Augusta National historian David Owen.

ASGCA Past President Jan Bel Jan. "Doubtless any woman who knows of Marion Hollins has been inspired by her vision, her determination to make the best of any situation, her ability to make connections and for everyone to be successful."

"In a time when women accounted

“Like all great art
the answer is on the
canvas, and my
canvas is dirt.”

— GIL HANSE

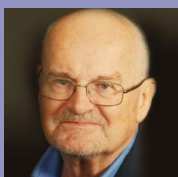


asgca.org

Photo by Joey Terrill

Golf for all

Stephen Jubb of the National Alliance of Accessible Golf explains how facilities can open up to those with disabilities.



Stephen Jubb

Stephen Jubb is the executive director at National Alliance For Accessible Golf and previously served as director at PGA Charities and Military Liaison for the Professional Golfers' Association of America and the PGA Foundation.

In 1990 the Americans with Disabilities Act (ADA) was signed into law, designed to allow individuals in the United States with disabilities (now up to 61 million) to have access to buildings, transportation, and recreational programs, including golf. Five years later, the Disability Discrimination Act (DDA) was adopted in the United Kingdom, making it unlawful for organizations to discriminate in goods, facilities, services and education. The DDA was later replaced with the Equality Act in 2010. In other countries around the world there is similar legislation, but to varying degrees, or unfortunately, in some cases, none.

In the U.S., while many of the commonplace elements of ADA are structural, standards for recreational facilities, such as golf courses, are still evolving. However, the ADA's 'Accessibility Guidelines' address how golf courses can make the game more accessible to individuals with disabilities.

The National Alliance for Accessible Golf is a golf industry alliance dedicated to not only ensuring that individuals with



disabilities have access and are included in golf, but we also work to educate those in the golf industry on how they can make facilities and programs more welcoming, accessible and inclusive. To that end, the National Alliance conducts educational conferences and programs at various golf industry conferences and shows, as well as having toolkits on our website and other resources. One such resource is our search engine that individuals with disabilities can use to locate facilities, programs and instruction that are welcoming, accessible and inclusive.

To cater to those with mobility disabilities and who may be in



Improving accessibility

ASGCA Past President Jan Bel Jan, a board member for the National Alliance for Accessible Golf since 2010, details practical steps that can make golf courses more accessible

Even with advances in mobility devices and their customization for specific users, golf courses range over natural landscapes and slopes that exceed the gradient for golf carts as well as other mobility devices, so indications of non-access are important.

Most golf facilities have accessible routes from the bag drop to the clubhouse, practice areas, and the first and tenth tees. Signs and other markings that direct patrons to the facility's goods and services are helpful to everyone.

Some elements that golf course architects and clubs should consider integrating:

- signs on the driver's side of the path
- accessible tees that are a minimum of 500 square feet to accommodate a golf cart
- more than one tee per hole that is accessible if there are more than three teeing grounds
- each tee should be designed and presented like all others. If tees are not level with the surrounding ground, signs may be used to designate access points
- where concrete cart paths are available, flared edges or roll curb paths allow limitless access points for golfers who remain in their carts the entire round. Otherwise, 60-inch-wide curb cuts must be at minimum 75-yard intervals
- bunkers that are accessible will likely have flat floors. Entry points may be like those used by power sand rakes, with bunkers still having a challenging front edge. Not all bunkers need to be accessible.

a wheelchair or adaptive golf cart, golf facilities should consider implementing the following:

- pathways on the course and around the clubhouse that are at least 48 inches wide and connect all areas of the course
- entrances to fairways at 75-yard intervals
- access to at least one tee per hole
- access to at least five percent of the practice green
- pathways for those using mobility equipment to access greens.

The 61 million individuals with disabilities in the U.S. are a potential market for the golf industry. Yes, not all will gravitate to golf, but keep in mind that this population has over \$21 billion in discretionary income (that's over and above the essentials of life such as mortgages, rent, food and health care). They are consumers, many of whom are looking for recreational activities. So, welcome them, make golf facilities accessible and most importantly, include them in the game of golf and life. ●

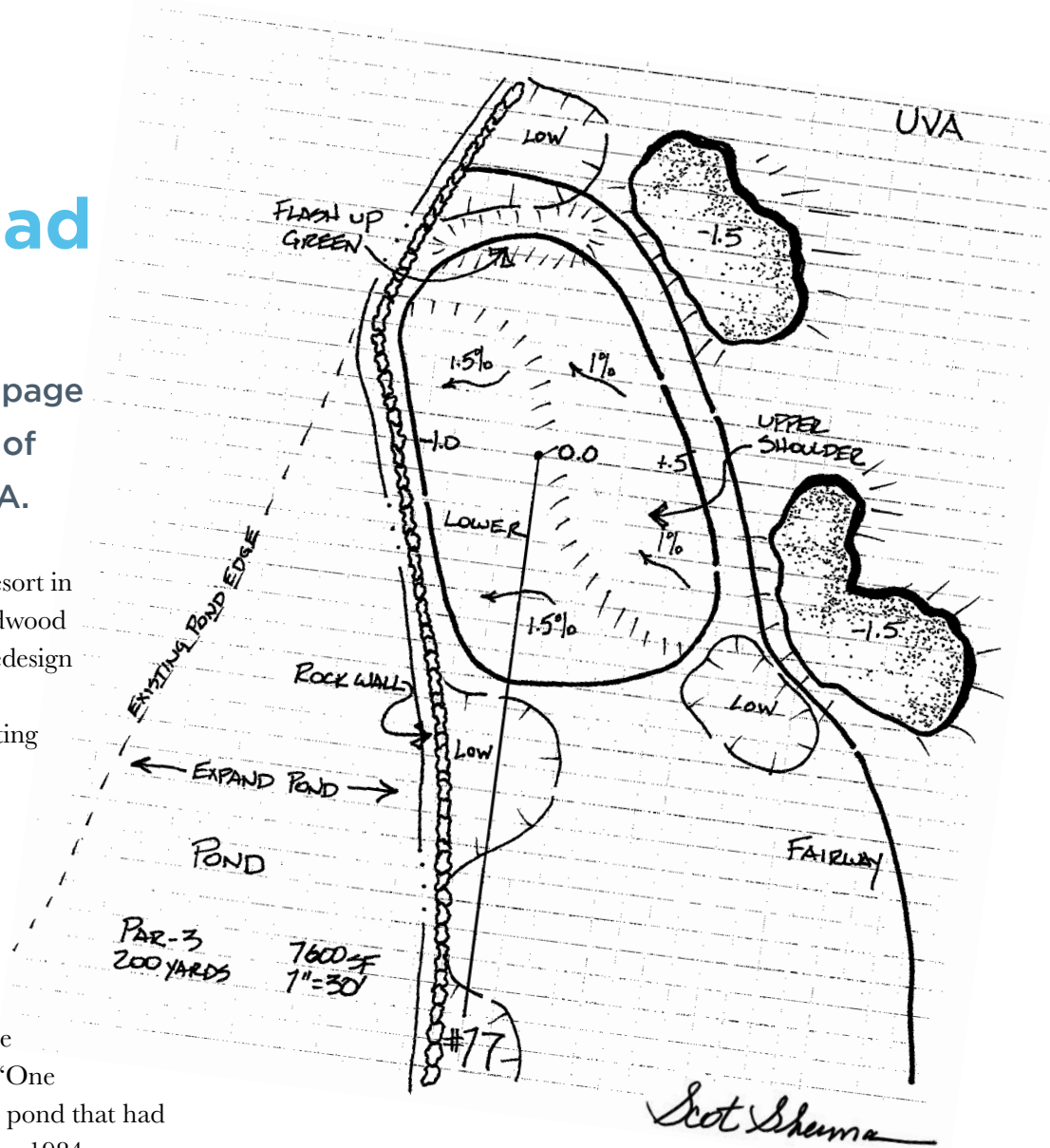
Facilities can submit their information to the National Alliance database by visiting www.accessgolf.org/submit-information.

Boar's Head Resort

By Design inspects a page from the sketchbook of Scot Sherman, ASGCA.

In July 2020, Boar's Head Resort in Virginia opened its new Birdwood course, following a complete redesign by Love Golf Design.

"While studying multiple routing options for the new Birdwood, our team was intrigued by several natural creeks and bodies of water throughout the property and were keen on using these as hazards wherever possible," said Scot Sherman, ASGCA, who led the project for Love Golf Design. "One such body of water was a farm pond that had been part of the old course since 1984.



"We decided to bring the seventeenth green to this pond with hopes of setting up its left side with a rock wall along the water. As fate would have it, a new water line was to be installed near this green site where a massive rock was encountered, which had to be removed using dynamite."

With the rock supply problem solved, the contractor was able to construct an elegant wall. "Our concept for the green was to build an upper shelf on the right, and lower shelf along the left," said Sherman. "This gives players the option to feed long approach shots in from the right to hole locations near the hazard – not unlike the familiar par-three sixteenth at Augusta National." ●



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



Tahoma 31® Bermudagrass

Developed by the turfgrass experts at Oklahoma State University, Tahoma 31 Bermudagrass pushes the geographic boundaries of bermudagrass into the northernmost reaches of the Transition Zone. Highly cold tolerant, the name "Tahoma" comes from the Native American word that means "frozen water," and the grass lives up to its name. Golf courses as far north as Chillicothe Country Club in Ohio (fairways and tees), and Liberty National in Jersey City, NJ, (driving range tee), benefit from Tahoma 31's ability to stand up to cold winters yet thrive in hot summer temperatures. Tahoma 31 creates a sustainable and maintainable golf course with dramatically lower disease pressures compared to cool-season grasses. A tight, dense turf generally mowed as low as ¼ to ½-inch for excellent playability, with notable wear tolerance to heal quickly from divot damage, and strong drought tolerance to save water, its deep blue-green color offers stunning visual contrast for golf course design.

Tahoma31Bermudagrass.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 1919, Toro provided a motorized fairway mower to the Minikahda Club, in Minneapolis, Minnesota, to replace horse-drawn equipment. By mounting five individual reel mowers onto the front of a farm tractor, Toro developed the Toro Standard Golf Machine and helped create the motorized golf course equipment industry. 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

