

# On Course

News & Thoughts from Forrest Richardson & Associates, Golf Course Architects

Spring 2016

## RETHINKING THE RESIDENTIAL COMMUNITY



PHOTO BY JEFF SHEWAN

*“The seed planted in good design is the routing plan — this is where we set in motion the tone of everything, from the community’s sense of place to the way homes are eventually offered to buyers. And that seed also grows cost, so we must plant it carefully.”*

— FORREST RICHARDSON

Our work for residential communities goes back more than 30 years, covering project types from mixed use to active adult. Along the way we have planned alternative par-3 layouts, destination resorts and have re-tooled vintage developments to allow for new opportunities and revenue.

Legend Trail Golf Club in North Scottsdale, a master planned community where we worked hand-in-hand with land planners

If there is one take away, it is that golf must be sustainable in its relationship to the land, to the bottom line and to those who will enjoy the golf for years to come.

Success begins with good planning. Good planning involves listening and collaboration. As golf architects we are just one link in the process. Together it is the combined result of designers, engineers and the braintrust of the developer that leads to stellar results.

Not everything has changed, but the days of the status quo are behind us.

## POINTE SOUTH MOUNTAIN STILL INNOVATIVE 30 YEARS LATER

Spanning 1,000 acres at the base of Phoenix’s South Mountain Park (largest city park in the U.S.) this mixed use community proves innovation wins out. In 1985, visionary Bob Gosnell set in motion 1500 residential units, 600 resort rooms, 1 million s.f of commercial office, seven restaurants and an 18-hole sustainable course by Forrest Richardson.



*Innovations at the forefront as we create community & golf concepts:*

**LENGTH** — Courses need to be fun, not long in length or long in time.

**ACREAGE** — With appropriate length we take up less acreage, which means less turf, water and operational cost.

**INTEGRATED USES** — Using golf as open space for golfers and non-golfers.

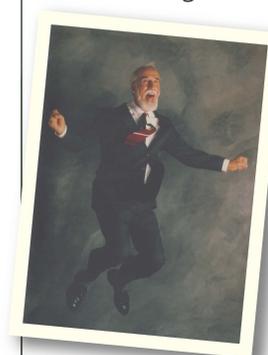
**TECHNOLOGY** — Ultra high efficiency may now be realized in everything from water conservation to relying on apps instead of expensive printed collateral materials.

**MARKETING** — Today it is more about sustainability, being green and doing the right things vs. prestige and excess — and this means looking at alternative golf such as par-3s, practice only, etc.

**INITIAL & LONG TERM COST** — The days of spending too much on golf has been thankfully replaced by spending the correct amount — and paying attention to the eventual maintenance cost.

**LAND BANKING** — Creative planning gives an exit strategy, often components such as large practice areas can be revisited for future repurposing.

Desmond Muirhead (1923-2002) is considered the originator of what we take for granted today as the



solid and creative planned community. Muirhead first integrated golf, trails and mixed uses with homes — changing the planned community forevermore. Read on at:

<http://www.golfcoursearchitecture.net/content/Desmond-Muirhead>

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