



Southern California Golf Association
3740 Cahuenga Blvd., Studio City CA 91604 / (818) 980-3630 / www.scga.org

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February 10, 2020

Mayor Craven and Members of the City Council
City of Camarillo
601 Carmen Drive
Camarillo CA 93010

Dear Mayor Craven and Members of the City Council:

Subject: The Greens at Camarillo Springs

The Southern California Golf Association (SCGA) is a 122-year old non-profit association comprised of 460 golf courses, 1,400 golf clubs and 175,000 individual members. The clubs long associated with the Camarillo Springs Golf Course are members, as are their counterparts at Ventura County's other daily fee, municipal and private golf courses.

I am writing today to express general support for the "Greens at Camarillo Springs" project and specific support for the golf component that the project proposes to carve out of the Camarillo Spring Golf Course's current 182 acres.

The envisaged project is representative of what golf's normative leadership organizations would describe as "best practices" in terms of repurposing tired daily fee golf properties by maintaining a significant golf presence within a project that dedicates much of the previous golf course acreage to other valuable and socially utilitarian amenities – e.g., senior housing, open space, recreation, trails, general parks, and community centers.

In this case the remnant "significant golf presence" would be a 12-hole regulation golf course configured to provide 3 and 6 hole loops in addition to the 12-hole experience, something that is very much on the cutting edge of golf's move toward making itself better attuned to the rhythms of modern life – a more relaxed experience for those long in the tooth and a shorter experience for younger persons with less disposable time than members of previous generations. The physical placement of the golf facility integrates it with other amenities in the complex in precisely the way the modern golf industry hopes to better weave golf into the lives and activities of both those who enjoy golf and those who do not.

The extant golf course has run its course. It would require substantial investment to bring it up to the standards the golfers of Ventura County have come to expect and can easily obtain from nearby competitors. The proposed project accomplishes that by virtue of entailing a complete

redesign/rebuild, and while beyond our area of expertise, it is our understanding that it does so while ameliorating many of the flood control issues that have bedeviled the parcel for years.

While it is impossible to predict the future, it is possible to decipher where an industry is headed by performing extrapolations – that is, by taking all available information and trying to determine where things are most likely headed by determining the trajectory of the lines formed by connecting the dots that form the slope. With respect to golf, those lines are headed toward the elements contained in the “Greens at Camarillo Springs” – combinations of faster experiences fully integrated into communities as opposed to experiences isolated therefrom.

On behalf of our members, particularly those who live in Ventura and westernmost Los Angeles Counties, I want to thank you for taking the time to consider these views on the utility of this project.

Respectfully Submitted,

CRAIG KESSLER | Director, Governmental Affairs
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