



MEMORANDUM

TO: Mayor and City Council

FROM: Sara L. Hensley, CPRP, Director
Austin Parks and Recreation

DATE: April 16, 2014

SUBJECT: CIUR 1251: Grey Rock Golf Course Fee Structure & Parkland Acquisition

This memorandum is in response to two specific requests from the dais on March 20th in regards to the acquisition of the Grey Rock Golf Course.

Grey Rock Golf Course Fee Structure

Council Member Tovo requested from the dais that the assessment of fees for the new course (Grey Rock Golf Club) be expedited, with an emphasis on keeping the course affordable. The Austin City Council authorized the purchase of Grey Rock Golf Course by a vote of 6-1.

The Grey Rock Golf Club is a competitively priced golf membership and daily fee facility in the City of Austin. Its current rates listed online for public play are significantly higher than the average rate paid by non-member patrons of the course; typical of courses that offer various promotional discount opportunities. The average price to play golf for a non-member of Grey Rock Golf Club on the weekday is \$59.00 and \$69.00 on the weekend (about \$20-\$30 less than its advertised prices). While the Golf Division will continue to evaluate the fees of the course, the level of pricing at Grey Rock fits into the current process to provide a tiered fee approach for the City of Austin golf courses.

The current fee structure for the City of Austin golf courses is a tiered fee structure approach with the Hancock golf course at the bottom of the fee structure and the Roy Kizer golf course at the top of the fee structure. This allows golf patrons various options and price points to choose from when making a golf reservation. The acquisition of Grey Rock will allow for another level or tier to the current fee structure, placing Grey Rock at the top level.

The Golf Division is working toward establishing a resident and non-resident fee structure for the City of Austin golf facilities and will include Grey Rock when making that transition. This will allow the residents of Austin to pay a reduced fee for access to the golf courses. It is the goal of the Golf Division to provide affordable golf to the City of Austin while keeping in mind that the Golf Enterprise Fund must recover expenditure requirements as well as a portion of any debt issuance.

For further information regarding the Grey Rock Golf Course fee structure, please contact Kevin Gomillion, Golf Division Manager at (512) 974-9351 or at kevin.gomillion@austintexas.gov.

Parkland Acquisition Prioritization

Council Member Spelman requested from the dais further information and a map representing PARD's priority targeted areas of parkland acquisition. Attachment A includes a map of PARD's target acquisition areas and further information regarding the prioritization process. Future park acquisitions are defined utilizing the following:

- A minimum desired service area of ¼ acre in the urban core, and ½ acre in the outer core, per the Council Resolution to improve access to parks for families and children
- Direct response to existing and proposed high population densities
- Direct response to high/emerging recreational trends and demands
- Timely response to opportunities for land banking properties with significant natural features and open space
- Timely and strategic opportunities for achieving parkland and greenway connectivity

As available properties are identified, PARD applies more specific site assessment to determine the feasibility for acquisition as follows:

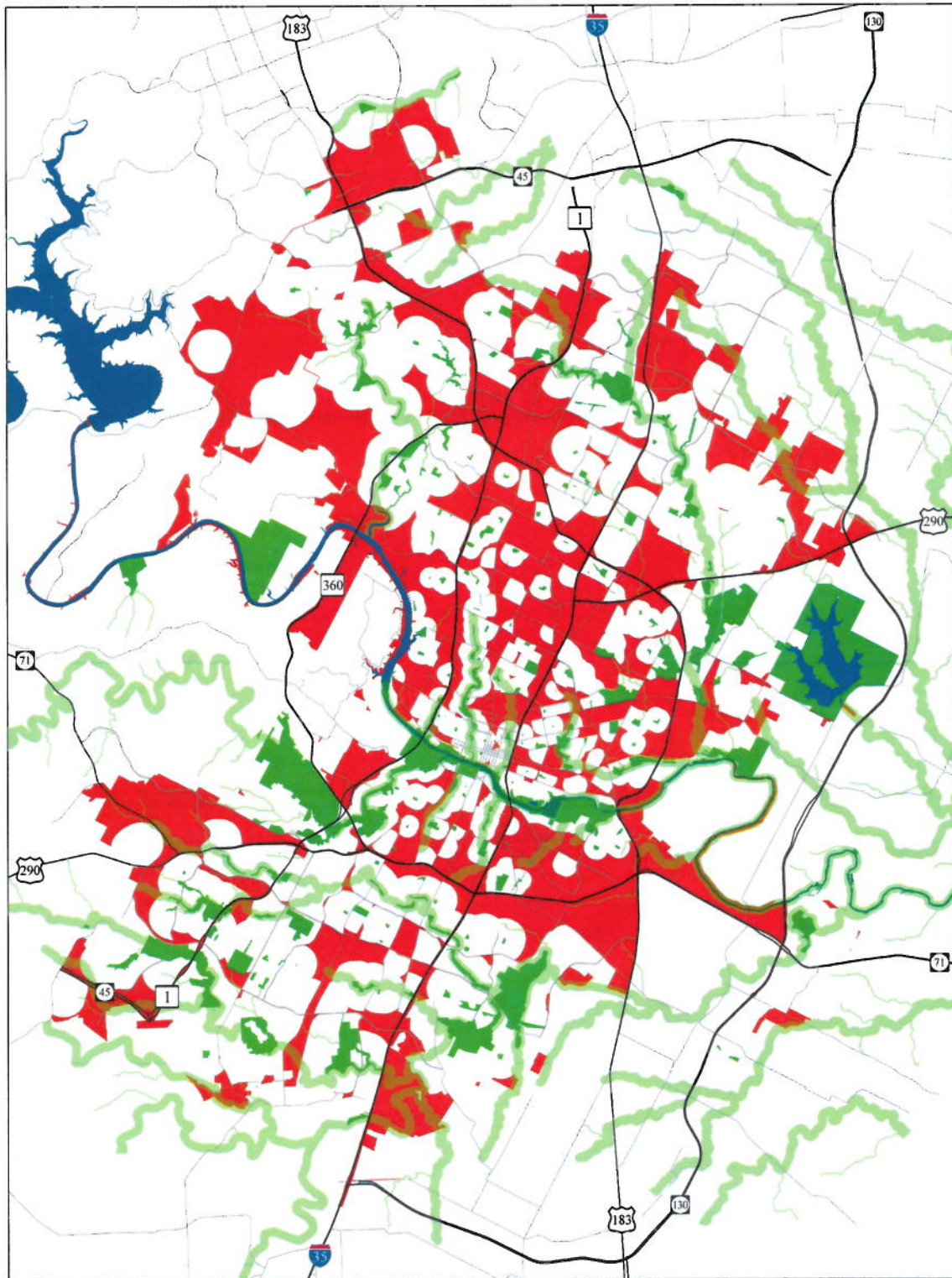
1. Need – there is a demonstrated need for a park in a particular area
2. Suitability – the land meets the criteria for the desired use
3. Connectivity – the land provides access to existing parks and continues a greenbelt or trail
4. Proximity – close to a school, neighborhood, water body or some other desired area
5. Projected Growth – a rapidly growing area necessitates advance acquisition in order to secure available land for parks and open space
6. Unique Values – an area has unique environmental, cultural, historic, geologic, scenic or other scarce or endangered resources
7. Opportunity – land is available for acquisition (note: as a policy, condemnation is not used)
8. Affordability – land must be within the range of the appraised market value
9. Funding – adequate funding must be available for the acquisition
10. Partnership – a leveraged opportunity with parkland dedication, donation, or another governmental agency

For further information in regards to parkland acquisition, please contact Ricardo Soliz, Planning and Development Division Manager at (512) 974-9452 or at ricardo.soliz@austintexas.gov.

cc: Marc A. Ott, City Manager
Bert Lumbreras, Assistant City Manager
Cora D. Wright, Assistant Director, Parks and Recreation Department
Kevin Gomillion, Division Manager, Parks and Recreation Department
Ricardo Soliz, Division Manager, Parks and Recreation Department

Attachment A: PARD Target Parkland Acquisition

Attachment A – PARD Parkland Acquisition



Desired Parkland Map



Legend

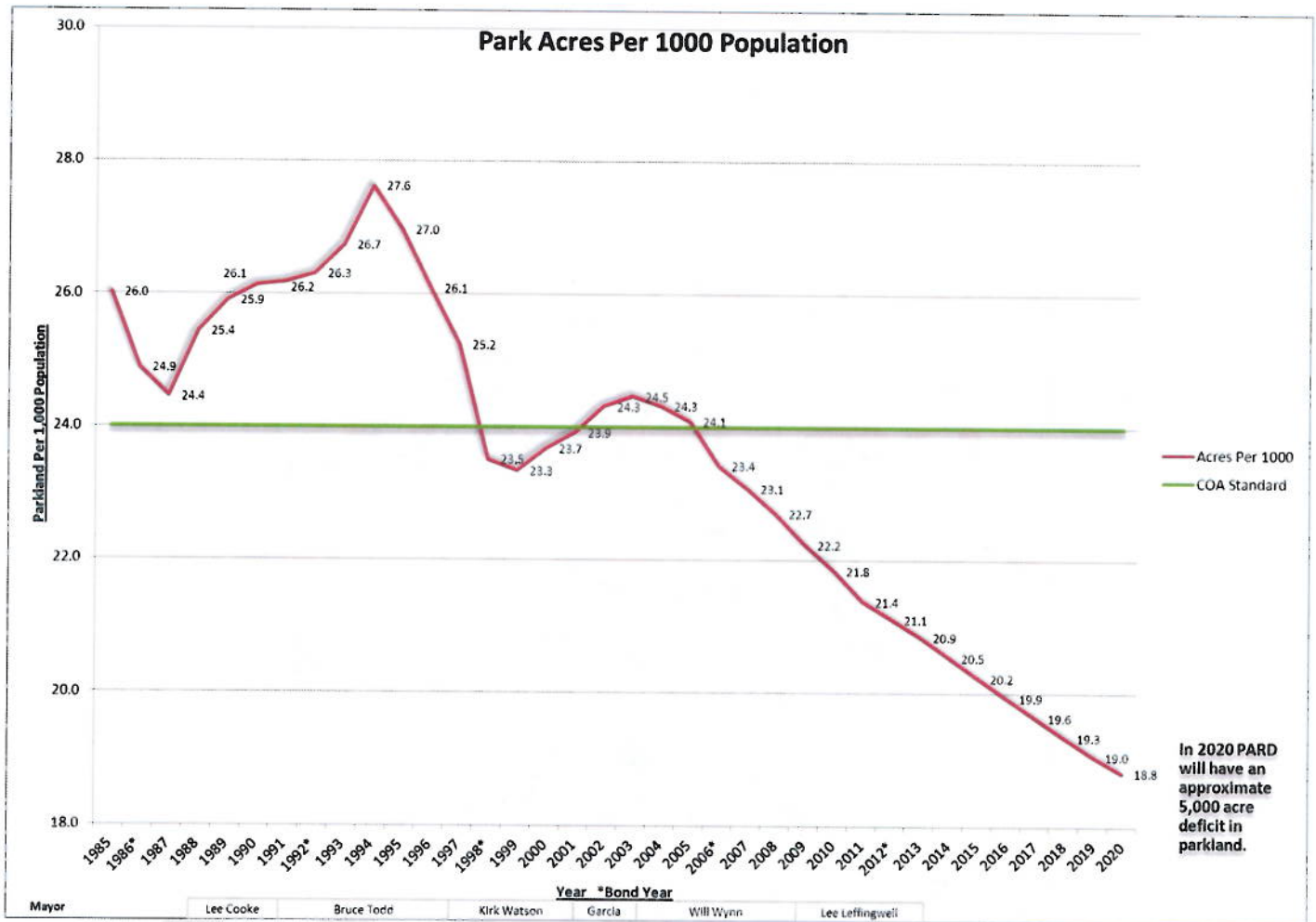
- City of Austin Parks
- Potential Creek Greenways
- Deficient Areas

21 September 2011 RRS

This map has been produced by the Parks and Recreation Department for the sole purpose of geographic reference. No warranty is made by the City of Austin regarding specific accuracy or completeness.



Attachment A – PARD Parkland Acquisition



INFILL PARK LAND ACQUISITION ANALYSIS

Property Location:

Referred by:

Point System

1. Within an area identified by the Gap Analysis – 10 pts.
2. Size:
 - 0.5 to 1 ac. – 1 pt.
 - 1 to 2 ac. – 2 pts.
 - 2 to 3 ac. – 3 pts.
 - 3 to 4 ac. – 4 pts.
 - 4 to 5 + ac. – 5 pts.
3. Road frontage:
 - 25' to 50' – 1 pt.
 - 50' to 100' – 2 pts.
 - 100' to 150' – 3 pts.
 - 150' to 200' – 4 pts.
 - 200'+ – 5 pts.
4. 50% level and developable (outside floodplain) – 5 pts.
5. Significant natural features (trees, water frontage, native plants, vista, etc.) – 1 to 5 pts.
6. Accessibility within a neighborhood by pedestrians – 1 to 5 pts.
7. Provides connectivity to a school, greenbelt, or water feature – 5 pts.
8. Leverage opportunity with parkland dedication or donation – 5 pts.
9. Significant cultural feature – 5 pts.

Total possible score – 50 points

Final selection of lands to be acquired depends on land availability and affordability (note: as a policy, condemnation is not used).

Destination Park and Greenway Acquisition Analysis

The following criteria are utilized for identifying and prioritizing land acquisition for the Destination Parks and Greenways initiative:

Park Development Potential (25 points)

Is developable for recreational facilities

Has a significant natural resource

Is contiguous to other parkland

Has good road access

Potential Greenway (25 points)

Has a multiple-use greenway characteristic such as recreational opportunity, potential for trails, undisturbed floodplain, wildlife corridor, natural habitat, etc.

Provides connections to neighborhoods, parks, and businesses

Potential Neighborhood development (20 points)

Adjacent land is developable for homes and businesses

Is accessible to parks and greenways

Infrastructure (roads, utilities, etc.) is accessible

Potential for Watershed Protection (20 points)

Identified as a priority for water quality improvements

Identified as a priority for flood control

Pollution avoided by prevention of development

Watershed benefited by land protection

Protects base flow of water

Potential for Open Space Conservation (10 points)

Has a scenic quality

Is a large, contiguous tract of undeveloped land (200 acre minimum)

Has a historical and cultural value

Has an area suitable for native wildlife

Total possible score – 100 points

Evaluation Process: An assemblage of land parcels (by ownership) in each target area is evaluated using these criteria. A numerical ranking is used to indicate the highest priority lands for potential acquisition. Final selection of lands to be acquired depends on land availability and affordability (note: as a policy, condemnation is not used).