



MEMORANDUM

TO: Mayor and City Council

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

DATE: October 22, 2014

SUBJECT: Resolution 20140828-155: Butler Park Pitch and Putt – Contract Extension

The purpose of this memorandum is to inform the Austin City Council that the Parks and Recreation Department (PARC) met the directives of Resolution 20140828-155. Per the Resolution, PARC completed negotiations with Butler Park Pitch and Putt, LLC (Operator) to execute the final 5-year option period of the existing contract and amend the terms to ensure:

1. Programming and Instruction: The Operator will enter into partnerships with the University of Texas at Austin, Golf in Schools and the PGA's *Get Golf Ready*, and other programs to bring younger and less experienced players to the golf course.
2. Property: The Operator will landscape the grounds around the clubhouse; upgrade the golf course and irrigation system; add picnic tables and benches; install signage, and ensure ADA accessibility from the parking lot to the clubhouse.
3. Marketing and Participation: The Operator will accept credit cards; expand food and beverage options; host special events; improve concession marketing by enhancing their website, and utilize social media outlets.
4. Revenue: The Operator will increase the revenue share paid to the Golf Enterprise Fund from 6% to 18% of its Annual Gross Revenue. Payments shall include a flat monthly fee of \$2,625 plus a one-time, annual lump sum payment equal to 18% of annual gross revenue minus the sum of the monthly fees.

The Parks and Recreation Department accepts these terms and is confident that the Butler Park Pitch and Putt golf course will continue as a successful partner meeting the recreational needs of the City's residents.

In addition, Resolution 20140828-155 directed the City Manager to report back on the projected revenue generated by parking meters along Lee Barton Drive; the steps necessary to designate those funds for improvements at the Butler Park Pitch and Putt, and explore opportunities for resolving pedestrian/bicycle obstacles near and around the Butler Park Pitch and Putt.

1. Park Meter Revenue: PARC staff consulted with Austin Transportation Department (ATD) staff on this issue. Revenue for these meters is estimated to be approximately

\$82,000 a year. At the time of meter installation on Lee Barton and in the Toomey area, ATD committed to stakeholders that 30% of the revenue from the meters would go to building sidewalks to connect the neighborhood to the park system. The additional cost of credit cards; sales tax; parking enforcement; debt on the Pay Stations; receipt paper; meter parts and repair, consumes the balance of the revenue. Therefore, there is no additional revenue to be allocated towards repairs at the Butler Park Pitch and Putt.

2. Pedestrian Obstacles: Pedestrian connectivity is obstructed on the south side of eastbound Riverside Dr. on the northern boundary of the Butler Park Pitch and Putt property. Approximately 20 yards to the east of the intersection of Lee Barton and Riverside Dr., the sidewalk terminates at a crosswalk. Pedestrians, therefore, cannot directly access Butler Park by walking on the south side of Riverside Dr., but must cross Riverside Dr. twice to do so. Extending the sidewalk approximately 350 linear feet from the crosswalk to the sidewalk at Butler Park would mitigate this issue. Doing so would require removal of mature crepe myrtles and avoiding harm to heritage trees in the right of way.

The Planned Unit Development (PUD) at 211 South Lamar (currently Taco Cabana) may provide funding for the sidewalk extension. The PUD requires the developer to construct the sidewalk connection as described above. However, the site plan submitted by the developer has expired. It is unclear when, or if, the site plan will be resubmitted. There are no City funds currently obligated to construct the sidewalk extension.

3. Bicycle Obstacles: A lack of dedicated bike lanes along Riverside is the one obstacle bicycle connectivity in the area adjacent to the park. The City of Austin Bicycle Program has conceptual plans for the construction of bike lanes on Riverside Dr. as seen in the attached graphic. Potential funding for the bike paths is from C3 and the PUD.

Should you have any further questions or require additional information, please contact Kevin Gomillion, Golf Services Division Manager at (512) 974-9351 or by email at kevin.gomillion@austintexas.gov.

cc: Marc A. Ott, City Manager
Bert Lumbreras, Assistant City Manager
Rob Spillar, Director, Austin Transportation Department
Howard Lazarus, Director, Public Works Department
Cora D. Wright, Assistant Director, Parks and Recreation Department
Kevin Gomillion, Golf Services Division Manager, Parks and Recreation Department
Steve Grassfield, Parking Enterprise Manager, Austin Transportation Department

Attachment: Butler Park Layout



Construction of the bicycle lanes on the north side of Riverside Dr. from Lamar to S. 1st and the south side of Riverside Dr. from S. 1st to the MoPac bridge will be funded by C3.

There is not a set date for when this part of the project will proceed.

The bike lane from the SE corner of Lee Barton and Riverside to the MoPac Bridge is currently slated to be funded by the PUD.

If the PUD does not move forward funding for this project is unsecured.