



# Hancock Golf Course

Community Conversation

February 29, 2020



# Meeting Purpose and Agenda

**The Community Engagement Session will provide for input on the PARD plan, as well an opportunity to consider options and provide feedback.**

1. Background on March 2012 Hancock Golf Course community engagement meeting.
2. Presentation by PARD on the conceptual change for Hancock Golf Course. PARD representatives: Anthony Segura, Assistant Director; Mike Wooldridge, GolfATX; Rick Kocian, Hancock Recreation Center; Justin Schneider, Community Engagement.
3. Opportunity for feedback at the boards around the room.

# Hancock Golf Course

## History

Founded in 1899 by Lewis Hancock, former mayor of Austin, the Hancock Golf Course began as a 9-hole course until its expansion to 18 holes in 1913. It stands today as one of the oldest golf courses in the state of Texas.

### Key Dates

- **1899:** 9-hole Golf Course begins
- **1913:** Course expands to 18 holes after purchase of Ernst Farm (40 acres for the back 9 holes)
- **1946:** City of Austin purchases property
- **1951:** City of Austin takes over operations
- **1962:** Voters approval sell of back 9 holes for Hancock Shopping Center
- **1980:** PARD considers closing golf course due to annual deficit; Hancock Neighborhood Association fights to keep golf alive
- **2012:** Improvements for reclaimed water and pay stations; plans to revisit future feasibility of golf



Austin History Center, PICB 06789

# Hancock Golf Course

## 2012 Community Engagement Review

- Changes that arose from this conversation
- Challenges that remain
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# Hancock Golf Course

## **PARD Goal**

- To increase fiscal responsibility of city funds by achieving financial solvency at Hancock Golf Course and to continue historic presence of golf at this location.

## **Challenges**

- 9-hole Golf Course
- Already minimal staffing levels (Pay Station Entry Fees)
- Limited Pro Shop Services
- Age of maintenance equipment
- Course conditions



# Hancock Golf Course Financial Challenges

Five Year Financial Trend



## National Golf Foundation Consulting Recommendations for Hancock Golf Course

- Potential to be an outstanding and economically successful public golf venue given its location and rich history.
- Property has limitations as a 9-hole configuration
- Performance not sufficient to cover operational and maintenance expense.
- Conditions requiring ~\$700,000 to \$900,000 in repairs and improvements

# National Golf Foundation Consulting Recommendations for Hancock Golf Course

- City should consider the future of Hancock GC to include:
  - **Passive Park** – Cease golf and convert facility to a passive park of open space.
  - **Modify Hancock** - Into a modern golf learning center, and continue to operate the facility with City staff.
  - **Redevelopment / Lease** – Enter into an agreement with a private entity to invest the money needed to transform it into a modern golf learning center, in exchange for lease payments to the City.

# Hancock – Passive Park Concept

## Challenges

- Lose Historical Golf Significance
- No funding for planning, development of amenities
- No funding for General Maintenance (Move to General Fund)
- Extensive community support needed



# Hancock Golf Course Proposal

- Remains a golf course with new element
- Concessionary Agreement  
(Similar to Butler Pitch and Putt)
- Contractor funds improvements  
(at no cost to Golf Fund)
- Hancock Golf Course becomes solvent,  
avoiding cuts to other programs to make  
up difference



# Hancock Golf Course Conceptual Design

**Hancock Golf Course  
Conceptual Master Plan**  
Driving Range, Short Course, & Practice Area Option

Nearly 6 Acres of newly-created Park Space for Active or Passive Use, including access to Waller Creek.

Place a container with old putters and balls where the putting green interacts with the park space to promote interest in the game.

New 1/2 Acre Putting Green with 18-Hole Putting Course.

Short Game Practice Area and Teaching Center for Austin Junior Golf Programs and Camps.

315-yard Driving Range with Artificial & Natural Turf Hitting Surfaces (Netting will be required along Red River Street and on the first half of the clubhouse side).

Private Lesson Area with Tee Box, Putting Green, and Sand Bunker.

New 9-Hole "Short Course" with holes ranging from 65 to 120 Yards.

Add mobile bar or beverage stand in this area, similar to the "Pinecone" at The Cradle at Pinchurst Resort in NC.

ROSS GOLF DESIGN

The image is an aerial conceptual master plan for Hancock Golf Course. It features a central green area with various golf-related elements. Callouts with white boxes and black text are connected to specific areas of the plan by thin white lines. The callouts describe features such as a new 9-hole short course, a private lesson area, a driving range, a putting green, and park space. There are also two inset images: one on the left showing a mobile bar on a golf cart, and one on the right showing a wooden barrel filled with golf clubs and balls. The background is an aerial photograph of a residential area with houses and streets. The text 'ROSS GOLF DESIGN' is visible in the bottom left corner of the plan.

## Sharing input at the Boards

- We want to record all of your feedback. Please share on Post-it notes or on your feedback form.
- HNA and PARD staff members will be helping at the boards. You can write your comments and post them, or tell one of them who will write it.
- If you have additional thoughts or concerns, please share with HNA or PARD person who is around the room.

## Community Input at Boards

- How do you currently use the space where Hancock Golf Course and Rec Center are?
- What do you appreciate most about this space?
- What are your primary concerns about the current use of this space?
- What are your primary concerns about the future use of this space?
- In what ways can PARD honor the history of the golf course?

# Community Summary

Please take a moment to walk through the room and look at the boards.

All comments will be recorded and shared with those who signed in with their email. They will also be posted online.

# Proposed Timelines & Next Steps

| ACTION  | DATE                     |
|---|--------------------------|
| Formal Discussion with Contract and Concessions Committee (Parks Board) | November 2019            |
| Discussion with Council Members   | January to February 2020 |
| Citizen Communication   | February to March 2020   |
| Issue Request for Proposals   | April 2020               |
| Review Received Proposals   | May 2020                 |
| Golf Advisory Board   | May 2020                 |
| Recommendation to Parks Board   | August/September 2020    |
| Council Request for Action  | November 2020            |
| Construction Begins   | Spring 2021              |

# Feedback & Contact Information

Online: <https://publicinput.com/Y503>

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