

Originator Community Services	Item Hyland Greens Update
Agenda Section Organizational Business	Date 4/11/2016
Description	

On January 26, 2016, the City Council heard the recommendations of a task force regarding the future of Hyland Greens Golf and Learning Center. Specifically, the Hyland Greens Task Force recommended the following:

1. Continue to operate Hyland Greens as a golf facility and implement measures starting immediately in order to improve the bottom line in the 2016 season and beyond.
2. Partially develop the east side of the Hyland Greens' site while maintaining the golf course.

Community Services Director Diann Kirby and Planner Liz Heyman will provide an update on actions already underway to improve the bottom line at the golf course as well as discuss the City Council's vision for development of the eastern portion of the property.

Developing the eastern portion of the property:

At the last City Council study session, staff presented a range of revenue estimates showing approximately how much the City could expect in revenue if 10.5 acres on the east side of the parcel was sold for development. At that time the Council expressed interest in refining the estimate range so the potential sale revenues could be predicted at a higher level of certainty. Staff are looking for direction and feedback from the Council on this issue.

Policy Questions

- Does the Council wish to maximize the value of the property (i.e. put the land on the market with few to no restrictions) or to target a specific type of development (i.e. certain level of density, certain product type, etc.)?
 - If the Council wishes to look beyond simply maximizing sales value by targeting a specific type of development, staff recommends first carrying out a feasibility study to assess both market readiness and potential sale revenues for a set of development scenarios. Staff is recommending hiring a consultant to carry out this task.
- If the Council decides to carry out a feasibility study, does the Council agree with the staff recommendation to explore the scenarios shown below?
 - Are there other scenarios the City Council would like to explore?

Development type	Product Type	Density
Townhouses	Market rate	Medium (5 units per acre)
Multi-family housing	Market rate	High (35 units per acre)
Multi-family housing	80% market rate / 20% affordable	High (35 units per acre)
Senior housing	Market rate	High (50 units per acre)
Senior housing	100% affordable	High (50 units per acre)

- If the Council is interested in carrying out a feasibility study, does the Council wish to begin the study as soon as possible or wait for the results of the golf consultant study?
 - Staff recommends beginning the study now, because no matter the outcome of the golf consultant recommendations the feasibility study will provide valuable feedback regarding market readiness for certain types of development within the City.
- Does Council agree with the staff recommendation to hire a consultant to perform the feasibility study?
 - Studying 4-5 development scenarios is anticipated to cost approximately \$10,000 - \$15,000.
- How should the feasibility study be funded?
 - Staff recommends funding the feasibility study through the professional services account of the City Council budget.

Requested Action

Provide direction on the vision for development of the eastern portion of the Hyland Greens Golf and Learning Center site.

Attachments:

Hyland Greens Operations and Marketing Update Memo
2016 Golf Course Marketing Plan