

COUNCIL COMMUNICATION

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| TO: THE CITY COUNCIL | DATE: | NO. |
| FROM: THE CITY MANAGER'S OFFICE | January 7, 1987 | |
| SUBJECT: APPROVE FEASIBILITY STUDY FOR G BASIN, LOWER SACRAMENTO ROAD AND FUTURE EXTENSION OF CENTURY BOULEVARD | | |

PREPARED BY: Parks and Recreation Director

RECOMMENDED ACTION: That the City Council accept the Feasibility Study Bid Proposal of Richard Bigler, Landscape Architect/Golf Course Architect, per Department Staff review and Parks and Recreation Commission recommendation, with Department Head concurrence, for a figure of \$7,000.00.

BACKGROUND INFORMATION: The City Council recommended to the City Manager that a feasibility study be conducted to determine the need 2nd potential for a golf course operation at the "G" Basin site of Century Boulevard and Lower Sacramento Road. Proposals have been received and reviewed by the City Manager, Jack Ronsko, Public Works Director, and Ron Williamson, Parks and Recreation Director, as well as the Parks and Recreation Commission. It is the opinion of all concerned that a study is needed to answer the many questions that surround the potential development, and it was agreed that the bid proposal of Mr. Richard Bigler, Landscape Architect/Golf Course Architect, of \$7,000.00 was acceptable as the low bid.

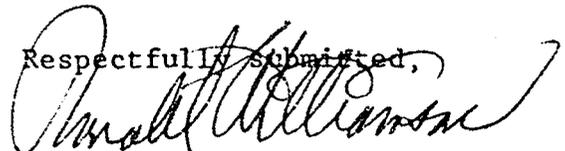
In reviewing all proposals, it was felt by the above individuals, as well as the Commission, that Mr. Bigler could furnish the information and guidance needed to make an eventual decision on the "G" Basin/Golf Course development.

The Staff and Commission reviewed the following proposals in order to make this decision:

1. Richard Bigler, Landscape and Golf Architect
Del Mar \$ 7,000.00.
2. John Steidel, Golf Course Architect
Tri Cities Golf Resources Associates 10,000.00
3. Loustalot, Markovich & Associates
Sacramento 16,500.00

Mr. Bigler's proposal gives us all of the elements of the other three proposals, plus he has a proven record of satisfactory work with the City and a background in development of other municipal golf courses throughout the state.

Respectfully submitted,



Ronald W. Williamson
Parks and Recreation Director

RWW:j d



Richard A. Bigler ASLA

LANDSCAPE ARCHITECT 1158 - GOLF COURSE ARCHITECT

Ron Richardson
Director of Parks and Recreation
125 North Stockton St.
Lodi, Calif., 93240

Subj: Lodi Golf Proposal.

Dear Sir:

I am sending you the revised proposal with the following changes noted-

1. Sheet 1, Deleted R. Wade as a consultant
2. Sheet 1, Services of Huber, consultation only
3. Sheet 2A included showing the study area in question
4. Sheet 4, design considerations modified to show a final plan to be submitted with contour lines.
5. Sheet 5, Shows the revised fee of \$7,000.00
5. Sheet 6, Shows the revised fee of

If you have any further questions, please

Sincerely,

Richard A. Bigler ASLA

POST OFFICE BOX 308, DEL REY, CALIF. 93616 (209) 888-2882
9) 888-2882

STAFF ORGANIZATION FOR THE STUDY

RICHARD BIGLER ASSOCIATES:

Richard A. Bigler, Landscape Architect, ASLA
Golf Course Architect NGF
Listed with the National Golf Foundation, resume in back of report.

Patty Wood, staff analys

AL HUBER: To be used as a Consultant on a limited basis.
Professional Golf Course Manager
Previous Pro of the Oakdale Country Club
Existing Pro of the Twain Hart Golf Course
Has played and is familiar with the existing Golf Courses in the study area, and has 30 years experience in Golf Course management.

PERIOD OF THE STUDY

The study period would be for 3 months. The following time line is outlined with the respective services performed as follows:

| | |
|--|-------------------|
| Information gathering period..... | 30 days |
| First draft study report | 2 weeks |
| City review of first draft..... | 2 weeks |
| Final information gathering and final report..... | 30 day 90 days |

Of course, circumstances may. or public meetings may change the above projection, but this is the minimum time needed to do the study.

SERVICES TO BE PERFORMED

PREFACE: The client needs the outline of the services to be performed in a legal contract proposal. I also like to give the client my attitude towards the defined outline. I like to give flat fees of services and define those services. My attitude is that I will do whatever is necessary to satisfy the demands of the task to a successful conclusion. I don't believe in looking for extras. This attitude is the base reason I believe I have survived in private practice 21 years while doing public work.

REVIEW OF THE EXISTING AND PRIVATE GOLF IN THE STUDY AREA:

This is to be divided into 3 main parts:

1. Review of existing Golf Courses in the study area.
2. Review of Population data in the study area.
3. Review of the golfers who would be in the study area.
also what type of golfer would play
4. Study area defined by the map, page 2A

A review of each of the Golf Course in the Lodi Area will be made. This will include:

A visit to each course and a review of the facilities,

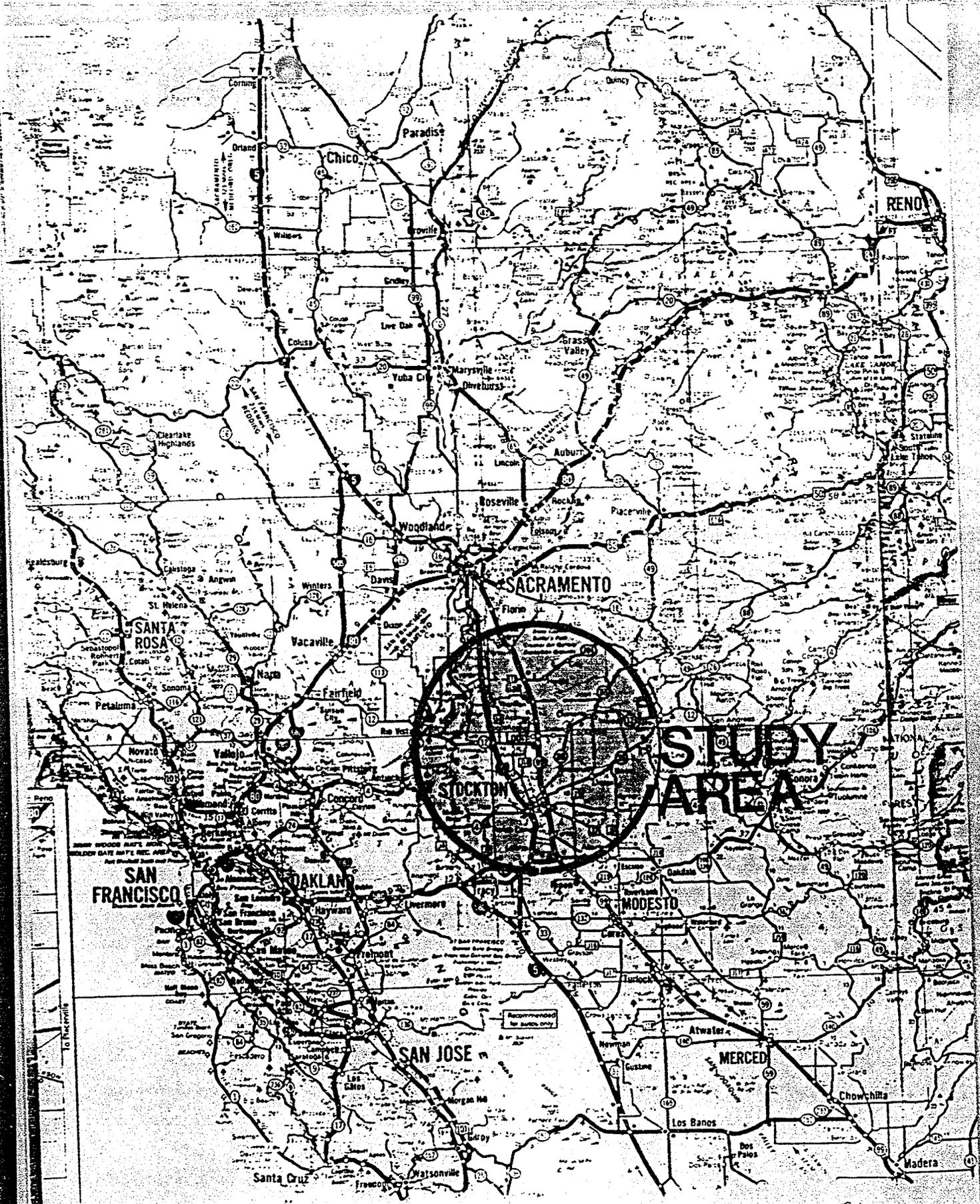
To obtain any data related to the course that is available.
This would include acreage, site, rounds of play and costs.

A visit to each of the City and County agencies in the study area regarding any public golf course development proposed.

All City and County Planning staffs in the study area will be contacted to review any possible private developments that may be proposed that may impact a golf course in the Lodi area.

The report would address the positive and negative effects of the above as it relates to the City site and proposed development.

A review of the population in the study area and the comparison of those facts against the existing data of the National Golf



Foundation. This would include not only the present population, but the future population projections over the next 20 years. The population data would be obtained from the existing City and County agencies in the study area.

Inasmuch as the game of Golf is growing, it is important to consider the National Golf Foundations reports on these growth patterns. Not only as they relate to the National picture, but to the local area that we are dealing with.

If in the development of the material, it is found that a Golf Course would be self supporting, it is important to consider the number of new golfers, and golfer types that would be brought into the game, because the new course would be there. There are many players who are not active, because there is a lack of playing facilities. These mainly impact the following groups:

Senior Golfer. who make up a large number of the players on public facilities

Young people of the High School age. Also, the opportunity for High School golf which has grown a great deal in popularity.

It is important to review the population trends to find age groups that will involve themselves in golf. The traditional businessman and his golf game no longer apply. Growing numbers of other age and income groups now play. For example, young construction men and women make up some of the largest growth area in players.

The type of player we may attract will have a great bearing on the design of the golf course. For example, if we are dealing with large numbers of Senior Citizens, we would want a different type course than if we are dealing with large numbers of younger people.

GOLF COURSE TYPES AND LAND AVAILABILITY

I am including (Exhibit A) in this proposal for your review, as it says things that I think you should consider, and are things I would consider when I look at land, and land availability.

The Study would include the following elements in relation to land availability:

Types of Golf Courses that could be developed

Minimum acres for each type of course & development cost

Expected rounds of play per course type & revenue

expectation. Data to be obtained from local area, and information from the National Golf Foundation

Impact of driving range and income thereto.

The market area for types of golf course and players available in the market area. Data input from the National Golf Foundation, and available information from the local area.

Facilities needed in the golf development vs land area.

Available land areas and land costs projections for each type of golf course proposal.

Management and operational costs for each type of course under study, this would have Cost comparisons from the National Golf Foundation. This would include management by City forces, or lease to professional golf course management operators.

I think it would be important to consider joint development possibilities of City land and developer interests in developments that could be near or around the Golf Course. More and more Cities are using this to develop money for the Golf Course Development. City of Fresno, City of Anaheim are several Cities that have done this, and I have been active in this interaction of the City and the Developer.

DESIGN CONSIDERATIONS

As the material is developed and land areas designated, I feel that it is important to consider designs that could be used on the types of Golf Courses under consideration. This would include preliminary designs at a suitable scale, with contours to determine water holding capacity. Water storage could be investigated, and its relationships with adjoining land be clarified.

Suitability of the land area has to be investigated to see if the type of Golf Course proposed will fit the yardage requirements. Different land shapes will effect the yardage that can be obtained.

A final plan, with contours, will be submitted with the study.

COST CONSIDERATIONS

Cost considerations will be developed from local data,

constructions costs, maintenance equipment, support buildings, and those costs developed by the National Golf Foundation and applied to the different solutions. This will include the following:

- A detailed itemized list of Construction items and costs
- A detailed itemized list of maintenance equipment & costs
- Support buildings and costs
- Clubhouse types and costs
- Projected maintenance cost for the first year
- Projected maintenance cost thereafter

Cost considerations will have to be compared to expected revenue for each type of golf course plan developed.

REVENUE EXPECTATIONS

The main areas of revenue will be defined and expected income developed as it relates to each of the types of Golf Courses developed. This will include the following:

- Rounds of golf and fee Structure
- Income from golf carts
- Income from driving range
- Projected income From Club House operations.

These will be compared with data compiled from the National Golf Foundation, and local Professionals golf managers.

THE CITY STATEMENT OF WORK ITEMS

I am including the City work items listed which will be included in the work items, as part of the service. Other questions may arise that will need to be addressed as the study develops, which we will do and be included as part of the contract, as long as we do not have to hire anyone, other than those we have identified.

FEE SCHEDULE FOR WORK

FLAT FEE, including all expenses? travel,
duplication of up to 40 copies of preliminary
and final documents, and 3 public meetings.....\$7,000.00

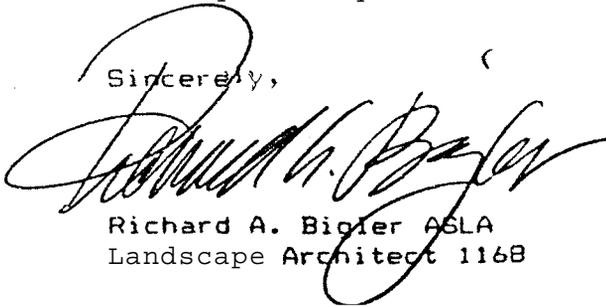
Payments to be monthly based on a percentage
of work completed and agreed upon by the City.

The City may cancel this agreement at any stage of the study by
written termination to the consultant. The consultant shall be
paid for work developed to that date.

A more formal contract will be prepared reflecting any changes
you may desire, at a later date.

Thank you for your interest and consideration of our firm.

Sincerely,



Richard A. Bigler ASLA
Landscape Architect 1168

13 November 1986

THE NATIONAL GOLF FOUNDATION (NGF) DATABASE

The National Golf Foundation is a National Organization Founded for the promotion of Golf and offers many services to its members. One of these is, the compilation of data that relates to the feasibility of Golf Course Developments. I am including much of this data for your review. The information that would be developed by Richard Bigler Associates, would be tested against this data base.

In order to have a report developed to have public acceptance, I feel that the support of such data, and resource material adds a broader view of the issues, other than one man, or groups opinion from a local geographic area.

The NGF offers this database and ability to compare cost and profit margins on all type of golf courses in many geographic areas.

As Richard Bigler Associates reviews the Golf Courses in the Lodi area, each course, and golf course type will be compared against the use potential it has not only on a local basis, but, on a National Basis. This will include the following National figures:

1. Existing golf use and needs.
2. The Future projections of golf as seen through the eyes of the best minds in the business.

I am including some of the material that would be used in the study for your review. I do not mean to use this material as the final statement on any developed study, but, this would serve in a most valuable way to establish tried and tested ground rules. It also offers sound and tested data developed over many years of study and findings from a reputable National Organization.