

# GLENWAY PARK AND GOLF



PROPOSAL TO REIMAGINE A NEW WAY FORWARD

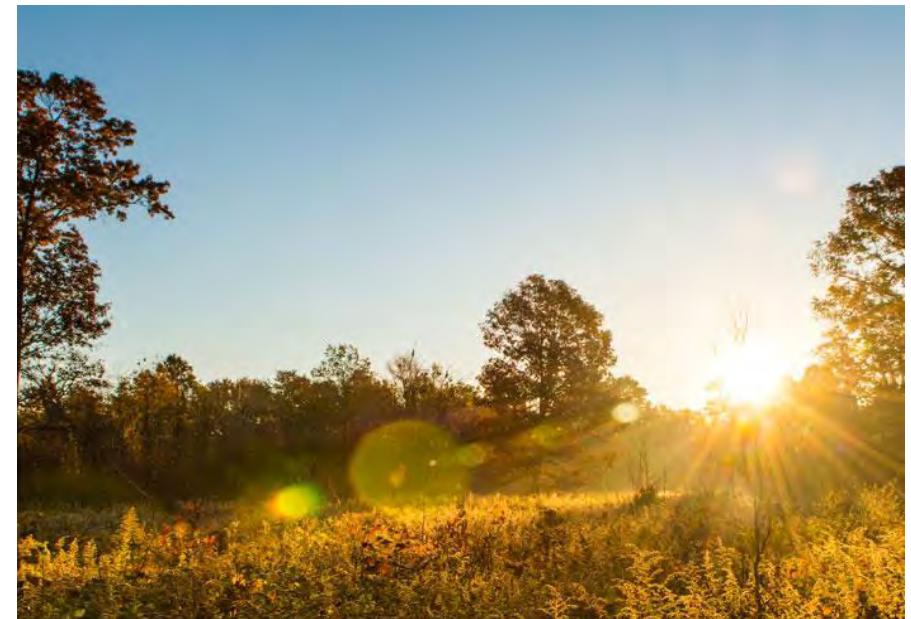
FEBRUARY 17, 2021

Prepared for:



# GLENWAY: A NEW WAY!

The future for Glenway can include a dynamic blend of mixed-use outdoor recreation – imagine yoga classes in #1 fairway, morning walking trails, and evening kite flying. Through a thoughtful site redesign, the entire property can be made more inclusive and engaging for both golfers and non-golfing neighbors in Madison



# SITE PLAN

## Proposed Master Plan

### A – CHILDREN'S PLAY AREA AND SANDBOX NEAR PUTTING GREEN

*Fun play area for kids next to the public putting course*

### B – PUTTING COURSE

*Open and Free to Public*

### C – PROPOSED EXPANSION OF MANAGED NATIVE GRASS AREAS

*Expand native restoration area*

### D – FORWARD TEES

*Tees for all ages and ability*

### E – OUTDOOR COMMUNITY EVENT SPACE

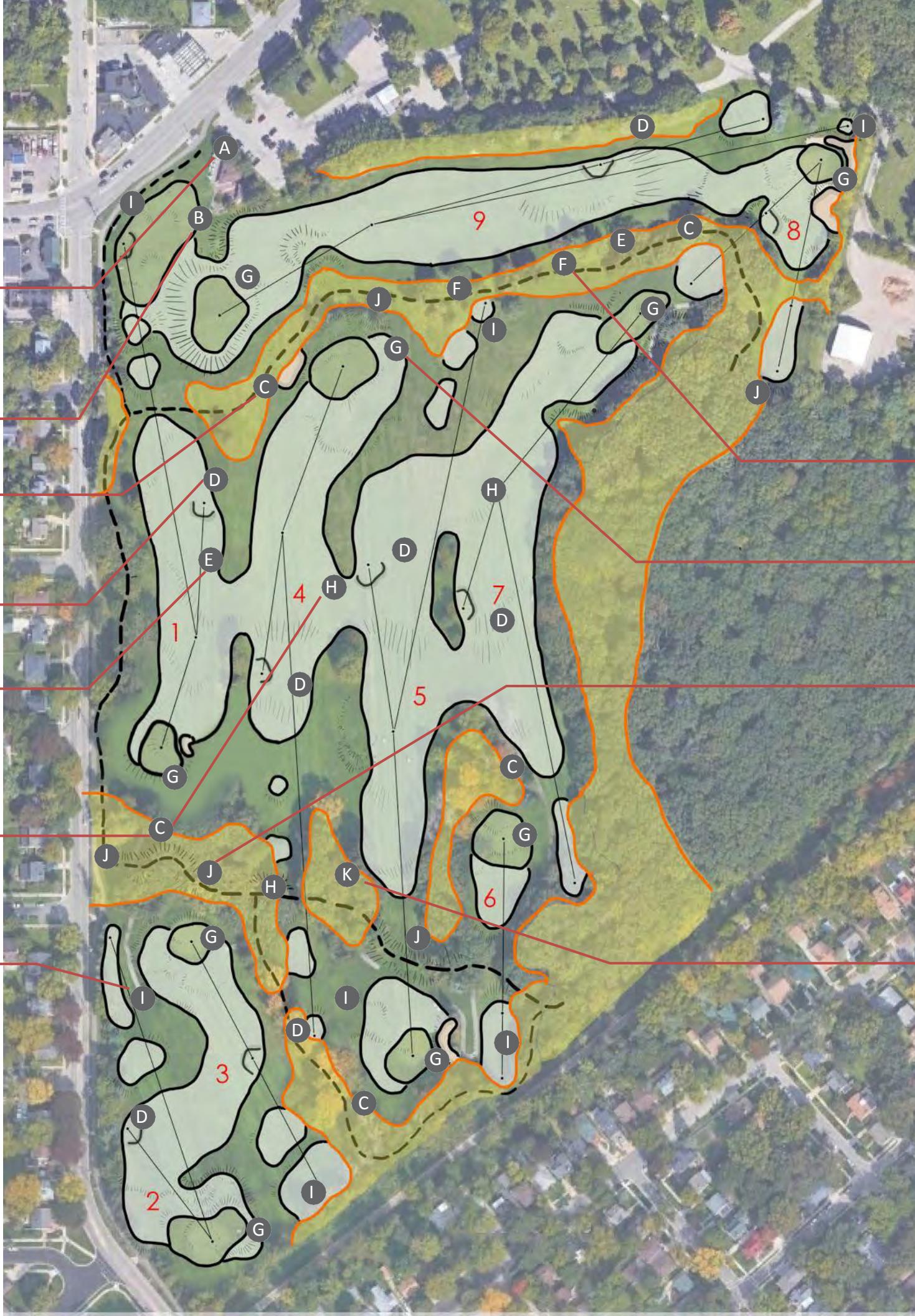
*#1 fairway is available at select times for neighborhood common space and for programmed events*

### H – EXPANDED PLAY AREAS (all fairways)

*Widen fairways and approaches to provide more options off the tee and more interesting play into newly designed putting greens*

### I – EXPANDED TEES

*Expanded tee areas at par-3s and new forward and back tee options for golfers of all abilities*



### LEGEND

Golf Tees and Fairways

Golf Greens

Golf Rough

Golf Bunkers

Restored Prairie Areas

Community Trails

### F – SELECT TREE PLANTING

*Native tree plantings within the expanded naturalized areas*

### G – REBUILD AND REDESIGN GREEN COMPLEXES

*Introduce interesting golf architecture through rebuilding greens*

### J – INTEGRATED WALKING AND WINTER TRAILS

*Establish new community trail through the golf course, linking with other local trails*

**GLENWAY GOLF COURSE**

### K – SELECT PRUNING AND REMOVAL OF DEAD AND DAMAGED TREES

*Arborist-guided removal and pruning of dead, diseased or damaged trees where necessary*

# GLENWAY: IMPROVING PLAYABILITY, DECREASING INPUTS



## LESS MAINTAINED AREA

High input maintenance areas

- **Proposed:** 27.75 ac
- **Existing:** 35.0 ac

**Decrease of 20%**

Maintained areas grassed with turf adapted to local climate, requiring less inputs



## MORE PLAYABILITY

Highly playable areas – fairways and greens

- **Proposed:** 14.84 ac (13.5 ac and 1.43 ac)
- **Existing:** 9.94 ac (9.25 ac and .725 ac)

**Increase of 50%**

Maintained areas grassed with turf adapted to local climate, requiring less inputs



## MORE NATIVE LANDSCAPE RESTORATION

Managed native areas

- **Proposed:** 10.5 ac
- **Existing:** .75 ac

**Increase of 1400%**

Restored native landscape



## MORE COMMUNITY ENGAGEMENT

Putting Course

- **Proposed:** 20,000 sf
- **Existing:** 3,900 sf

**Increase of 500%**

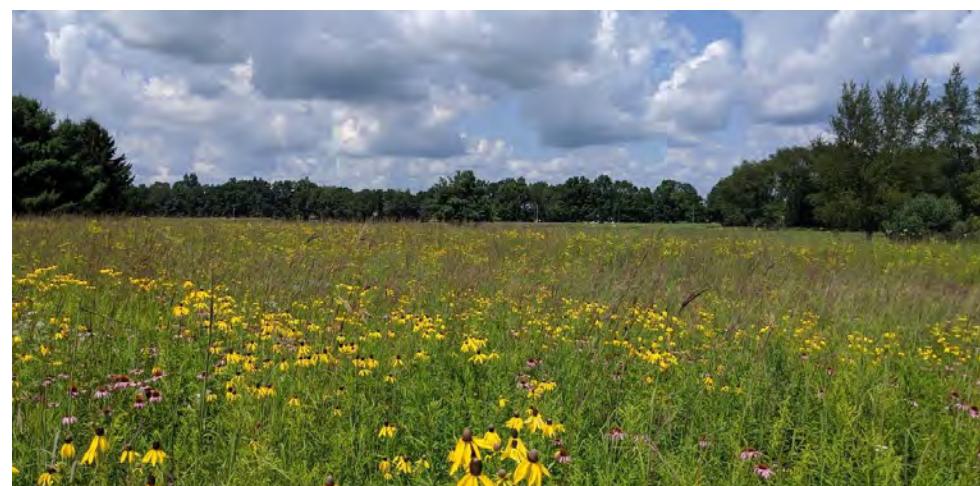
Replacing practice green with putting course which can be enjoyed by non golfers as well as golfers

# ECOLOGY

## Native Restoration

### *Increasing Managed Native Habitat Areas*

With planning and good design, there is an opportunity to expand naturalized areas on the course without negatively impacting golf. The proposed plan includes an increase of almost 1400% of managed native grass and naturalized area.

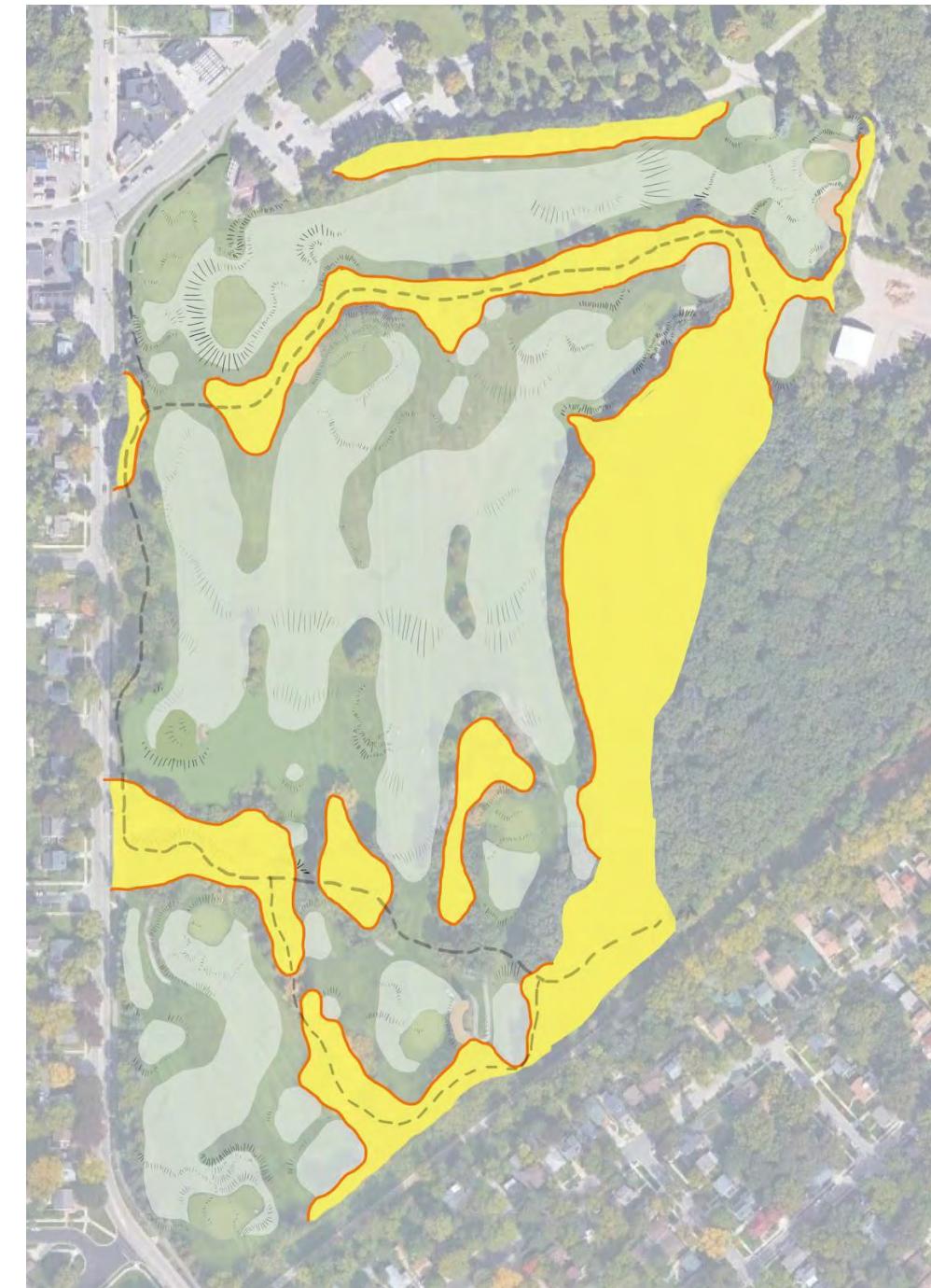


Native grass and prairie plantings



Left: Current managed prairie areas - +/- .75 ac.

Right: Proposed managed prairie areas- +/- 5.5 ac. A 700% increase.



# ECOLOGY

## Integrated Maintenance and Turf Selection

### *Sustainable Golf Course Management*

Twentieth century golf trends in pursuit of lush, green, monocultured turfgrasses led to the consumption of many resources. Today, resource use reduction is imperative to the sustainability of golf.

The UW – Madison Turfgrass program studies how resource inputs – water, energy, fertilizer and pesticide – to golf courses can be reduced while still providing a great golf experience.

#### **Specific areas of focus for the Glenway Project:**

- Construction Phase
  - Assist with grass species selection
  - Assist with soil root zone selection for greens
- Management Phase
  - Develop long-term resource use efficiency management plan to:
    - Increase water use efficiency
    - Reduce pesticide risk
    - Minimize carbon emissions and promote sequestration
    - Optimize fertilizer efficacy



*The Toro Company, golf's leading equipment manufacturer, has generously offered to donate a Toro Greensmaster 3370 eTriFlex riding greensmower for three years at no cost.*

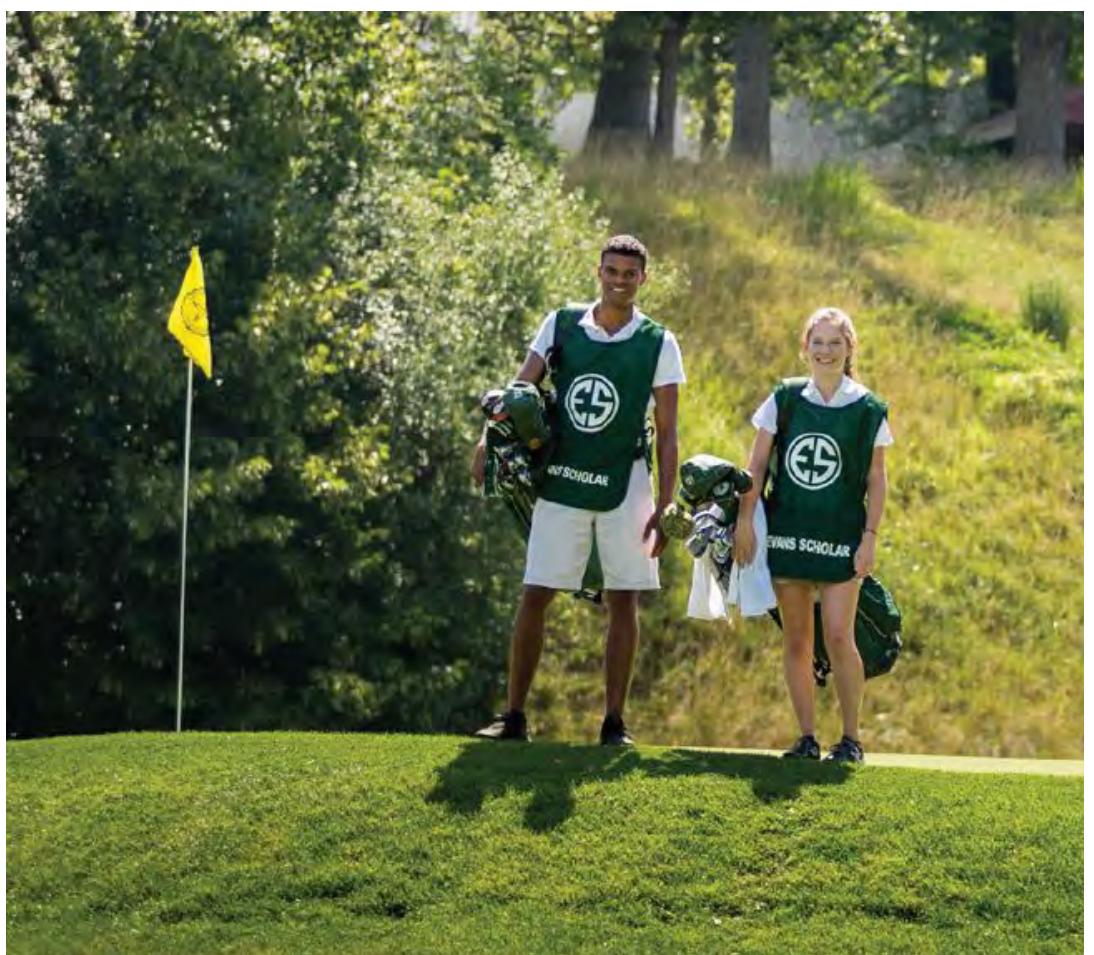


# COMMUNITY

## Economic Benefits for Community

### *Scholarships for local kids through golf*

A re-imagined Glenway can provide direct economic benefit to the local community, not just by increasing visitors and revenue for the course, which will happen, but more importantly through college scholarships awarded to Madison kids, through an Evans Scholars program at Glenway.



## Sending caddies to college

Established in 1930 by the Western Golf Association and celebrated amateur golfer Charles "Chick" Evans Jr., the Evans Scholars Foundation awards full tuition and housing college scholarships to high-achieving caddies with limited financial means. Ours is the nation's largest scholarship program for caddies.

**285**  
new awards

**1,045**  
scholars in school

**11,323**  
evans scholars alumni

## A life-changing mission

With families facing more financial stress than ever, caddies apply for the Evans Scholarship in record numbers each year. We count on the support of more than 33,000 Par Club donors and proceeds from our BMW Championship, a PGA TOUR FedExCup playoff event.

**\$120,000**  
evans scholarship value

**\$25 million**  
annual program costs

**\$435 million**  
all-time program costs

## The leaders of tomorrow

After graduation, our Evans Scholars join a vibrant national network of Alumni who have forged successful careers in every industry imaginable. Each year, they show their commitment by giving back to support the next generation of caddies.

**3.4**  
gpa

**95%**  
graduation rate

**\$17 million**  
2019 alumni giving, \$171 million all-time

### Benefits of Working as a Caddie

#### Enjoy Flexible Hours and Great Money

Caddying provides flexibility so that you can earn a part-time income while continuing to be involved in school, sports and other summer activities.

#### Exposure to Positive Role Models

Many of the people you will caddie for are successful professionals and community leaders. By spending time with them you will have the opportunity to learn about a wide variety of career paths and personalities.

#### Work Outside, Exercise and Have Fun

Aside from allowing you to work outdoors, caddying provides an excellent opportunity to improve your overall health and fitness. You will also be able to make friends with the other youth caddies.

#### Gain Valuable Life Skills

Learn the importance of teamwork, communication and perseverance while developing valuable leadership and people skills that you will carry with you all of your life.

#### Opportunity to be awarded a Chick Evans Caddie Scholarship

Currently, 1,045 caddies are enrolled at 19 leading universities on an Evans Scholarship. The scholarship covers full tuition and housing costs for up to four years of college and is an estimated value of \$120,000.

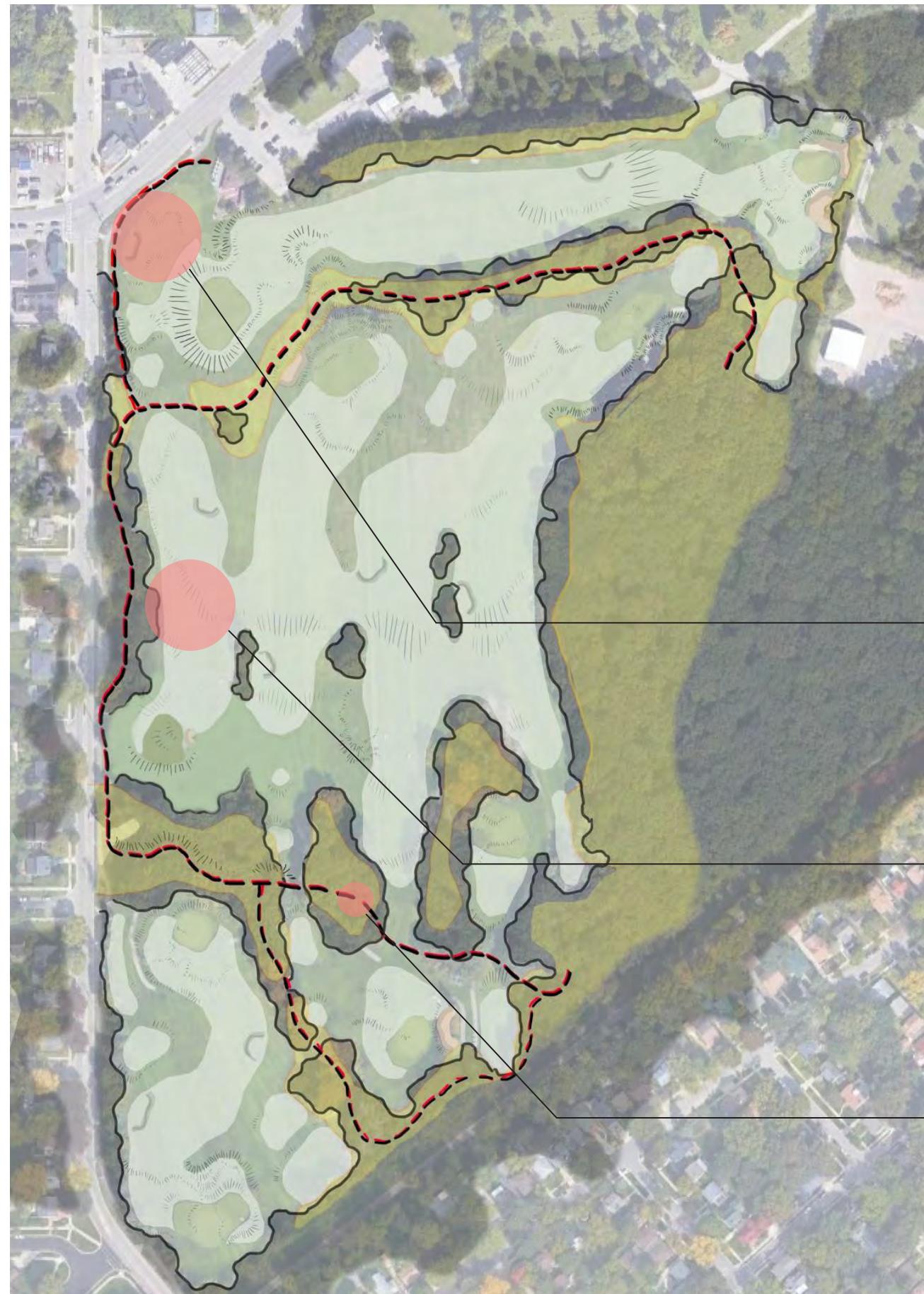
# COMMUNITY

## Mixed-use recreation at Glenway

*Creating spaces for people to enjoy the park*

A primary goal for the City is to promote wider utilization by the community of Glenway and all Madison's golf courses.

To this end, the proposed plan includes a large community putting course - open to public and free of charge – a new trail system integrated within the golf course, and flexible outdoor event space and programming in select fairways (with alternate forward tees that allow golf to continue even during mixed use times).



LEGEND	
	Golf Tees and Fairways
	Golf Greens
	Golf Rough
	Golf Bunkers
	Restored Prairie Areas
	Community Trails



PUBLIC PUTTING COURSE- OPEN TO EVERYONE & FREE



COMMUNITY SPACE IN THE FAIRWAY- PROGRAMMING FOR THE NEIGHBORHOOD



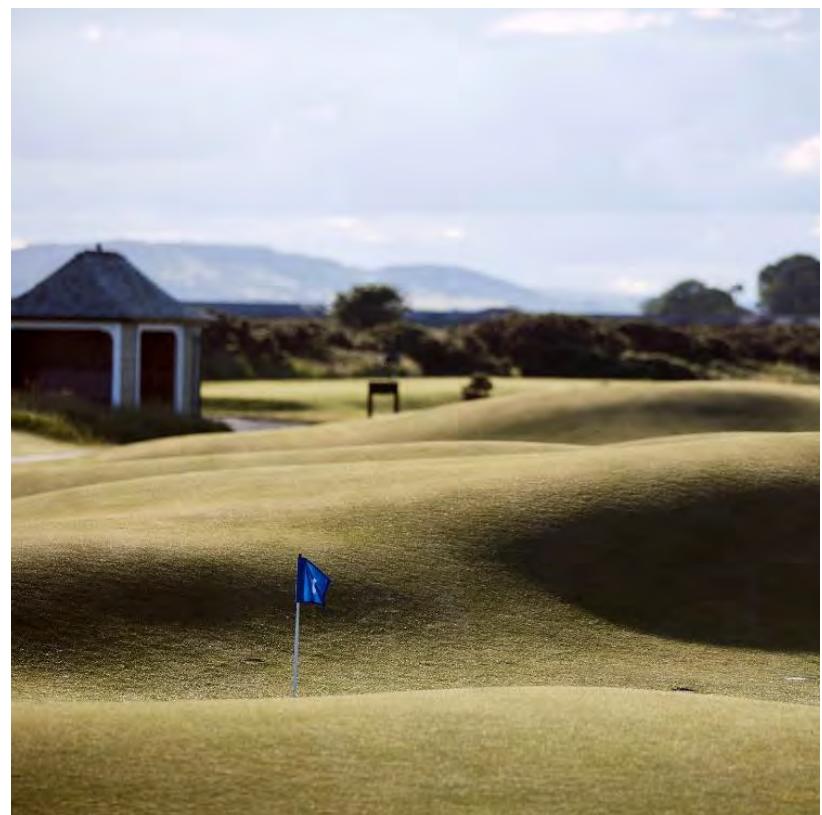
WALKING TRAILS INTEGRATED INTO GOLF COURSE

# COMMUNITY

## Putting Course

*Public putting course at clubhouse- open and free to all*

A public putting course, modeled after the Himalayas putting course at the home of golf in St. Andrews, Scotland, will be built at the clubhouse overlooking the dramatic 'punchbowl' 9<sup>th</sup> green.



*The Himalayas, St Andrews, Scotland*

# OPPORTUNITY

## Existing Conditions

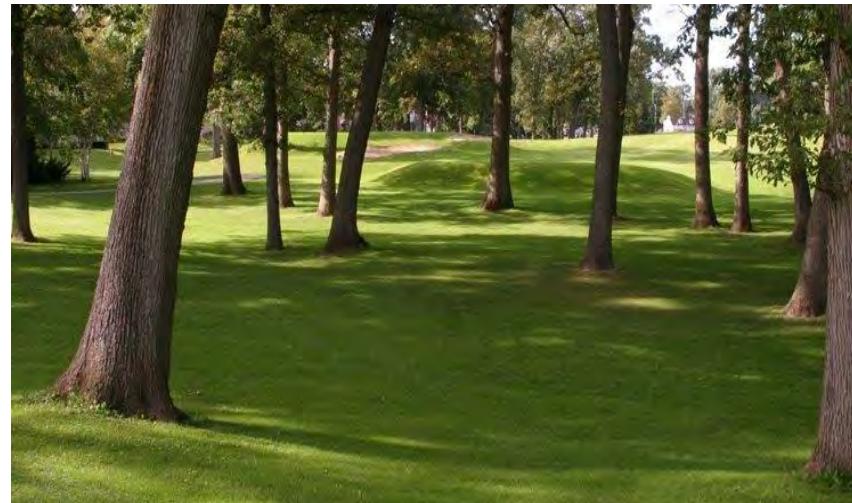
### *Observations*

Glenway offers a wonderful natural setting for golf, with interesting topography and beautiful old trees. The nine holes are compact, walkable, and fun. If only Glenway had great putting greens, expertly designed and with sufficient size and variety...

**Could such improvements help to provide a sustainable future for the course?**

**Could the golf course be made more accessible and more engaging for non-golfers in the neighborhood?**

**Could we restore parts of the natural landscape and integrate them within the course?**



# PLAYABILITY



## PLAYABILITY: GOLF DESIGN FOR ALL OF US



### NEW PUTTING GREENS & MORE OPTIONS

The project team is going to build nine exceptional new greens, designed in a way that introduces renewed strategic interest, fun and variety into the golf holes at Glenway golf course. The new greens will be much bigger, and the areas immediately surrounding the greens will also be re-contoured (including a small number of sand bunkers). Additional work includes adding select forward and back tees, and expanding tee area on the par-3s. **All new features will fit seamlessly into the already beautiful landscape.**

By adding width in the fairways, and by providing interesting – but very playable – putting greens and surrounds, the golf course will offer multiple lines of play for all kinds of golfers: old, young, big and small, novice and pro, as illustrated here on the proposed #2, showing alternate routes to the green depending on ability and strategy. Everyone will have more options off the tee, and Glenway will become a golf course that rewards all variety of good shots, including ones hit onto the ground and rolling.

Greens are the heart and soul of any golf course. Golf is a fascinating and wildly fun game when played on courses with great greens, and the project team intends to build nine great greens at Glenway!



# GLENWAY: YOUR NEIGHBORHOOD GOLF PARK



**PLAYABILITY** – increase the course's playability and engagement for all by providing wider fairways, open approaches, bigger greens, more strategy and additional forward and back tees.

- **9 NEW GREENS – DOUBLE THE OVERALL SIZE OF GREENS**
- **MULTIPLE NEW FORWARD AND BACK TEES**
- **INCREASED WIDTH FOR PLAYABILITY AND INTEREST**
- **NEW IRRIGATION IMPROVEMENTS AROUND GREENS**



**ECOLOGY** – in partnership with UW Madison Turfgrass Science Dept., the course will increase managed prairie by 1400%, re-grass all the playable areas with lower maintenance turfgrass, protect specimen old oaks, introduce electric mowers through a generous donation, all while reducing the total area of managed turf grass.

- **INCREASE MANAGED NATIVE AREAS BY 1400%**
- **REDUCE HIGH INPUT MAINTENANCE AREAS BY 20%**
- **RE-GRASS ALL PLAY AREAS TO WELL ADAPTED, SUSTAINABLE TURF**



**COMMUNITY** – the course will serve as a hybrid golf course/park amenity for the surrounding community. The new Glenway includes integrated walking trails, a children's play area, a public putting course at the clubhouse, and open space during programmed times on #1 fairway.

- **NEW 25,000 sf PUTTING COURSE – FREE TO THE PUBLIC**
- **NEW ONE MILE WALKING TRAIL INTEGRATED WITHIN COURSE**
- **PUBLIC OPEN SPACE/PROGRAMMING AT SELECT TIMES IN FAIRWAY**



**ECONOMY** – the project team will deliver a thoughtfully re-designed Glenway - one that will help to create a busier and healthier golf business for the City. Most importantly, a revitalized golf operation at Glenway will provide unprecedented scholarship opportunities for local kids, through golf.

- **LAUNCH EVANS SCHOLARS CADDIE SCHOLARSHIP PROGRAM**
- **INCREASE GOLF REVENUE AND ACTIVITY**
- **ADD LASTING VALUE TO NEIGHBORHOOD PARK/GOLF AMENITY**

# GOLF DESIGN TEAM

## GOLF DESIGN TEAM



**Craig Haltom**  
*Craig Haltom Golf Design*

As both an active golf architect and owner of a regional golf management company, Mr. Haltom's professional experience over the past 20 years includes nearly all aspects of designing, building and operating high profile golf courses across the Midwest.

Mr. Haltom moved to Madison, WI in 2001, after living in Scotland for three years, where he completed a graduate degree in Landscape Architecture and studied the great links courses of Great Britain and Ireland.



**Brian Schneider**  
*Renaissance Golf Design*

Born in Oshkosh, Mr. Schneider attended UW – Madison before going on to work on maintenance staffs at some of the game's hallowed grounds. He has since been involved in world class designs as an Associate with Renaissance Golf Design.

He was Lead Design Associate on projects such as Barnbougle Dunes in Australia, and Dismal River in Nebraska. He is currently working on the Lido course at Sand Valley.



**Sara Mess**  
Design Associate

Ms. Mess was born in Indiana and attended Michigan State where she was a member of the Women's Golf Team. She worked full-time for Tom Doak and Renaissance Golf Design after graduation and continues to work with them periodically, most recently on the book "Getting to 18".

She moved to Madison in 2012, where she teaches math at EAGLE School and is the Head Coach for the Boys' Golf Team at Oregon High School.



### **Jay Blasi**

#### *President, Jay Blasi Design*

Mr. Blasi grew up a few hundred yards from Glenway Golf Course and played much of his junior golf at the course. After graduating with a degree in Landscape Architecture from UW- Madison, he went to work for Robert Trent Jones II golf course architects in California where he led major projects including Chambers Bay, site of the 2010 US Amateur and 2015 US Open. Mr. Blasi started his own design firm in 2012 and returned to Wisconsin to guide the renovation of SentryWorld in Stevens Point. He is a 2015 recipient of the UW Forward under 40 Award and visits family in Madison regularly.



### **Andy North**

Mr. North turned professional in 1972 after graduating with a bachelor of science degree in marketing and finance from the University of Florida, where he was a three-time All-America. North also played in the Ryder Cup (1985) and the World Cup (1978) events. He is a two-time United States Open Champion (1978, 1985).

Mr. North is well known in his home state of Wisconsin for both his golf design work, and for his charitable fundraising successes for the UW Carbone Cancer Center and other worthy charities.



### **Andy Staples, ASGCA**

#### *President, Staples Golf Design*

Mr. Staples has over 25 years of design, construction, and long-term maintenance experience throughout the world, and is known for his signature development vision, *Community Links*; a paradigm shifting approach with regards to how golf fits into a community.

As a Milwaukee native, Mr. Staples now resides in Scottsdale, Arizona and his list of clients include Olympia Field Country Club (IL), Mount Bruno Country Club (CAN), PGA National (FL), Rockwind Community Links (NM), and Sand Hollow Golf Resort (UT).

# LANDSCAPE AND ECOLOGY TEAM

## LANDSCAPE DESIGN TEAM



**Doug Hoerr, FASLA**  
*Hoerr Schaudt*

A pioneer in every sense of the word, Mr. Hoerr rarely says ‘no’ to a challenge. His instinct for trying new ways of doing things sparks innovation and inspires his team. Passionate about craftsmanship, he revels in the tangible elements of his work and what they can become when abstracted into pure texture, color, and form. As Senior Partner, Mr. Hoerr leads both design and business with an insistence on the superlative. He has extensive expertise in project management and leadership, working in collaboration with architects, contractors, and sub-consultants to realize a client’s vision.



**Jens Jensen**  
*Jensen Ecology*

Jens Jensen has been in the field of Ecological Restoration since 2002 and has been involved with many complex, multi-year ecological restoration and native landscape projects along with ecological consulting and design. Mr. Jensen is also experienced in natural resource management and landscaping, supervision and implementation techniques in restoration ecology. His projects include Sand Valley Golf Resort, Jens Jensen Prairie Landscape Park and the Sterling Green Infrastructure Riverfront Revitalization.



## CONSULTING AGRONOMISTS

### Doug Soldat

Professor, Dept.  
of Soil Science  
*UW- Madison*

#### Areas of Expertise:

- Turfgrass Ecology
- Golf Course Soils
- Nutrient and Water Management



### Michael Bekken

PhD Student, Dept.  
of Soil Science  
*UW- Madison*

#### Areas of Expertise:

- Golf Course Resource Use
- Carbon Cycling

## NATIVE PLANTINGS PARTNER



### Brent Haglund, Ph.D

*Brent has extensive experience and a long career in ecology and conservation including past service as President of Sand County Foundation and Wisconsin State Director of The Nature Conservancy.*

# ACKNOWLEDGMENTS & PROJECT TEAM

## *City of Madison Board of Park Commissioners*

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Madelyn D. Leopold  
Moira Harrington  
Paul E. Skidmore  
Venus D. Washington  
Zachary Henak

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Lisa Laschinger, Asst. Superintendent of Operations, Services and Facilities  
  
Mark Crosby, Project Executive Assistant

## *Glenway Project Team*

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Principle Donors  
**Craig Haltom**  
Co-Architect  
**Brian Schneider**  
Co-Architect  
**Sara Mess**  
Associate Architect

## *Contributing Partners*



## *Members of the Task Force on Municipal Golf in Madison Parks*

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Chandra M. Miller Fienan  
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Ecological Advisor

**Jann and Arthur D. Little Consultants**  
Ecological Advisor

## *Glenway Golf Course Staff*

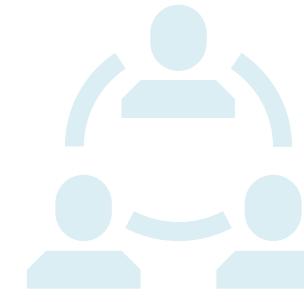
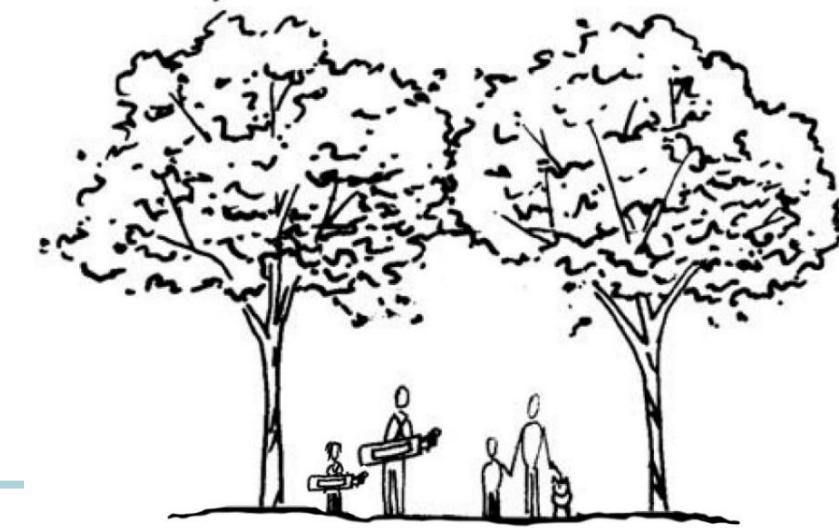
Theran Steindl, Golf Operations Supervisor  
Ryan Brinza, PGA, Head Golf Professional  
Bill Remm, Assistant Golf Professional  
Mark Vanhierdan, Gof Course Superintendent



# A SUSTAINABLE FUTURE FOR GLENWAY

The following recommendations were made by the Task Force on Municipal Golf in Madison Parks, in response to the Common Council's directive to explore options for the parkland currently used for municipal golf in Madison

## Task Force Recommendations for Municipal Golf in Madison

MADISON GOLF TASK FORCE			
ECOLOGY	COMMUNITY	OUTDOOR RECREATION	ECONOMIC IMPACT
<p><b>ECOLOGY</b></p> <ul style="list-style-type: none"> <li>The City should work with the University of Wisconsin, including the OJ Noer Ag Research Station, to develop Integrated Pest Management protocols that are at the forefront of managing public golf courses sustainably</li> <li>The City should work to promote positive ecological outcomes at the golf courses through reducing reliance on limited natural resources and providing ecological assets</li> </ul> 	<p><b>COMMUNITY</b></p> <ul style="list-style-type: none"> <li>The City should update the mission of the golf program</li> <li>The City should work with stakeholders and staff to develop a specific action plan to promote equity and inclusion at all courses</li> <li>The City should work with residents, stakeholders, and partners to promote wider utilization by the community of the golf courses to better integrate the courses into the wider parks system for uses other than golf</li> </ul> 	<p><b>OUTDOOR RECREATION</b></p> <ul style="list-style-type: none"> <li>The City should provide Municipal Golf in Madison Parks</li> <li>The City should not sell park land to fund capital improvements of the golf courses</li> </ul> 	<p><b>ECONOMIC IMPACT</b></p> <ul style="list-style-type: none"> <li>The City should remove the enterprise fund designation from its golf course</li> <li>The City should ensure that if City resources are used to invest in capital projects at golf courses it is done in an equitable and fiscally responsible manner to reduce negative impact on park services across the system</li> <li>The City should issue a RFP to evaluate the option of a private or non-profit operator for Monona and establish a plan and timeline to eliminate eighteen holes at Yahara Hills</li> </ul> 

# COMMUNITY

