

**EASTERN HILLS COUNTRY CLUB REDEVELOPMENT STUDY**  
**ADVISORY GROUP MEETING 1 – NOTES**  
**4:00 P.M., BLUEBONNET ROOM, MAIN STREET MUNICIPAL BUILDING**  
**GARLAND, TX**

April 8, 2015

<b>Amanda Moreno, rep for Victor Ballas</b>	<b>Don Plunk, rep for Henry S Miller</b>
<b>Jerry DeFeo, Friends of S Garland</b>	<b>Bob Schwarz, Friends of S Garland (ex-Council member)</b>
<b>Sydney Hunka, Friends of S Garland</b>	<b>Jerry Reynolds, Friends of S Garland</b>
<b>Martin Glenn, City of Garland</b>	<b>Neil Montgomery, City of Garland</b>
<b>Mark Bowers, Kimley-Horn</b>	<b>Karen Walz, Strategic Community Solutions</b>
<b>Drew Brawner, Kimley-Horn</b>	<b>Monica Heid, Prologue Planning Services</b>

Neil Montgomery welcomed the participants and each member introduced him/herself. Using a PowerPoint presentation, Mark Bowers described the study process, which will include:

- Data collection, mapping and analysis
- Community input—stakeholder interviews, Advisory Group meetings (4 at various points throughout the process) and a Community Open House
- Development and review of Alternative Scenarios
- Selection of Preferred Scenario/Committee recommendation

Monica Heid summarized:

- Trends in the golf industry, both nationally and in the DFW area (in general, the demand for golf is shrinking and a number of courses have closed in the past decade);
- The condition of the Eastern Hills Country Club property (the property has been deteriorating since the closure of the club and several of the improvements—particularly the buildings and parking areas—need renovation if they are to be used);
- Code enforcement activity (since the Spring of 2014, the City’s Code Enforcement group has had several contacts with the management company about problems with the property; some were addressed by management, others required City intervention; the City is strategizing about how to proceed on any remaining issues)
- An analysis prepared by the City in February 2014 studied the costs to bring the course up to operating standards and the number of rounds and the amount of revenue required to make the golf course successful (the City could not operate the course profitably as either a public course or a semi-public course)

Bowers discussed a preliminary analysis of the infrastructure serving the area, followed by a summary from Heid of the information gathered at the March Stakeholder Interviews.

Karen Walz then conducted a discussion on the objectives of the various stakeholder parties—residents of the surrounding area, the property owner, a potential developer, the City, future users—and summarized the comments.

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- Neighborhood objectives – create a development that maintains/enhances the value of existing homes and does not place stress on the infrastructure—streets, utilities, schools—beyond its capacity; do not compromise neighborhood safety—police, fire; maintain a buffer of open space between the surrounding homes and future development, possibly with an activity that generates revenue
- Property owner objectives – make a profit; get along with the neighbors
- Potential developer objectives – create a quality, sustainable and market-supported development appropriate to the location; consider developing a project that could be enjoyed by the surrounding neighborhood
- City objectives – enhance the Garland community and increase the City’s tax base
- Future users – to be determined

The group took part in an exercise to identify the issues to be addressed in the Alternative Scenario(s).

- Natural Features – preserve the trees, ponds and walkways/cart paths
- Infrastructure – maintain/improve the infrastructure; do not deplete or overburden City services
- Property Values – maintain/enhance property values in the surrounding area
- Surrounding Neighborhoods – preserve property values; keep safety and traffic a priority; maintain the overall ambience of the area (views, beauty, tranquility)
- Economic Viability – utilize the recreational assets to derive economic benefit
- Greater Garland – focus on South Garland to improve the community as a whole
- Identity – Eastern Hills is an icon
- Residential Markets – no loss of value for existing homes
- Others – use this development to attract better retail and restaurant services in the commercial area nearby

Special assets that contributed to the identity of the area include:

- Eastern-facing hills
- Natural beauty—elevation and topography of the land, large trees, wildlife
- Large homes
- Winding streets
- Quiet, safe atmosphere

Not all of the members agreed that the property should be redeveloped for residential purposes, but regardless of the ultimate direction of the plan, Bowers pointed out several features of the property that should be considered in the creation of the Alternative Scenario concepts:

- A ridge line that bisects the property and the views this would create (and shield)
- Several ponds
- Existing stands of trees
- Natural drainage areas

In response to questions from the group, Bowers quoted from studies that had been conducted by the potential developer of the property based on a concept with approximately 500 homes.

- Sanitary sewer – 21” line north of the site could serve approximately 3,474 additional persons; a 12” line on the east could serve 368 more persons

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- Water – 42” line in Country Club Road and the 12” line internal to the property could accommodate the number of units assumed
- Traffic – 430 vehicles on Country Club in the AM peak and 520 in the PM peak according to the most recent information; approximately 5,600 new trips could be expected based on accepted transportation industry standards for the 500-home assumption; current traffic counts at 4,100 vehicles per day

Possible recreational amenities in a new development/redevelopment might include:

- Community building
- Pool
- Splash playground
- Indoor and outdoor tennis courts
- 9-hole or par 3 golf course along the perimeter of the property
- Putting green

Some of the group suggested that various membership packages could be available to residents of any new development as well as interested persons in the surrounding area—social only; social and tennis; social, tennis and golf; premium/equity membership; etc.

Bowers led a discussion of the features of the property that will inform the Alternative Scenarios, including the ridge line and views it creates/shields, existing stands of trees, drainage areas and ponds.

Finally, Bowers explained that the purpose of developing Alternative Scenarios is to:

- Establish different approaches to capitalizing on site opportunities
- Stimulate the discussion/debate among committee members necessary for the creation of the most acceptable plan
- Allow comparison between scenarios to identify which aspects of each are in greatest alignment with evaluation criteria
- Help establish consensus on what should be included in a Preferred Scenario

The Committee discussed concepts for the first alternative for study. This first alternative focuses on retaining the open space and community recreational aspects of the site's prior use. The committee identified areas for key locations, open space amenities and buffers and similar items. The Committee briefly discussed a second alternative for study. This alternative should evaluate residential use of the property with some open space retained, using a concept similar to the one previously prepared for the property's potential developer. It was decided that these two alternative approaches would be detailed for discussion at the next meeting and for future evaluation to create a Preferred Scenario.

Adjournment: 7:10 p.m.