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# **Braemar Park Master Plan Implementation and Braemar Golf Updates**

City Council Work Session October 17, 2023

# Topics



- Braemar Master Plan Background
- Review and Comment Braemar Trail Designs
- Braemar Golf Operational Update
- Braemar Master Plan Progress Update



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# Braemar Project History and Timeline

# Braemar Park Master Plan

Review and Comment on Engagement and Design Development



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# 2018 Approved Master Plan Highlights

## Overall Master Plan

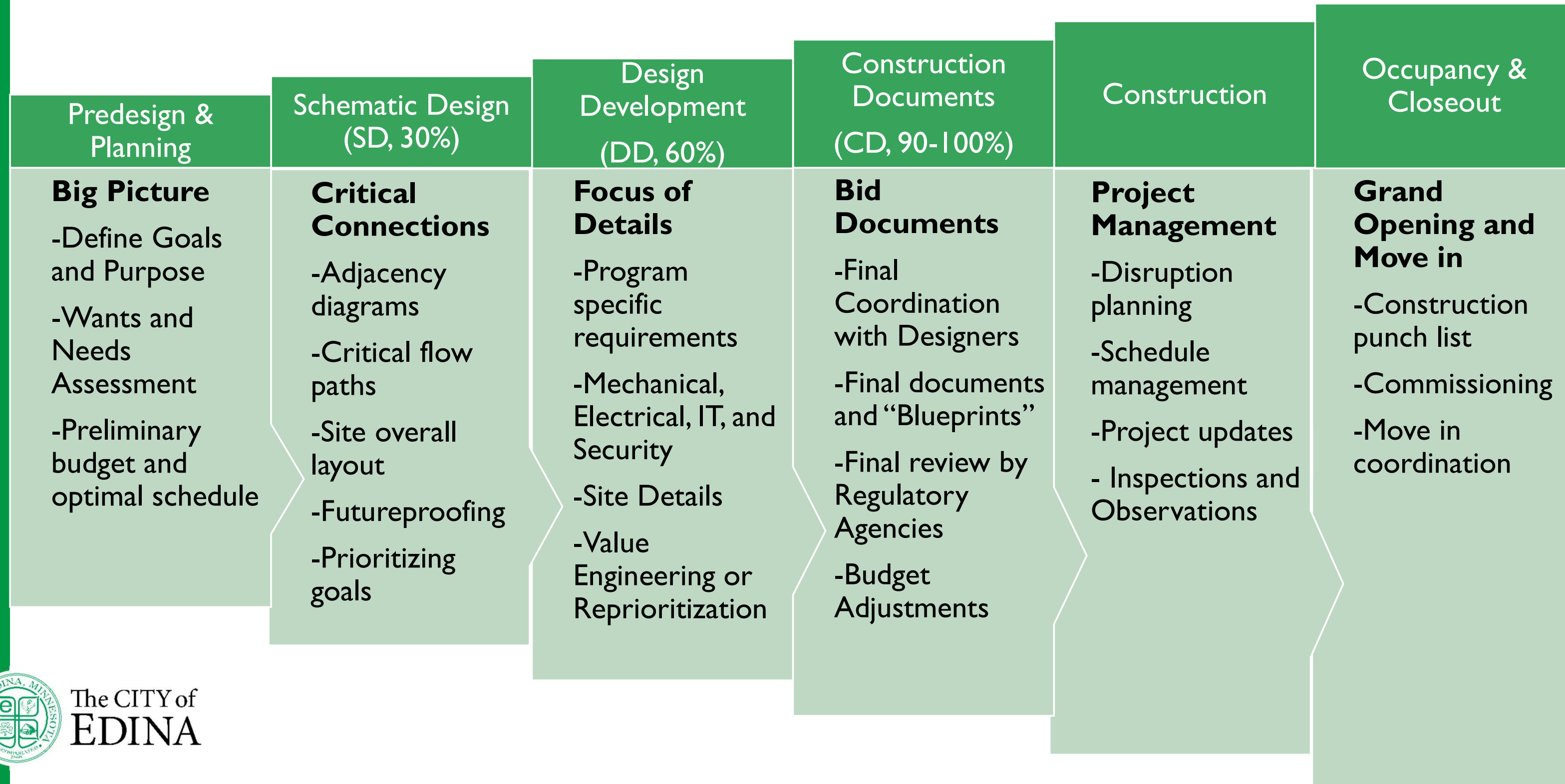


- Trail Investments
  - Pedestrian trails
  - Mountain biking
  - Ski/snowshoe
  - Hilary Lane/Braemar Blvd
- Natural Resource Stewardship
- Site Improvements
  - Trail heads
  - Pickleball
  - Accessibility
- Courtney Fields
  - Field improvements
  - Lighting
  - Playground
- Amendments
  - Arena Phase I
  - Arena Phase II
  - Golf and Dome Study

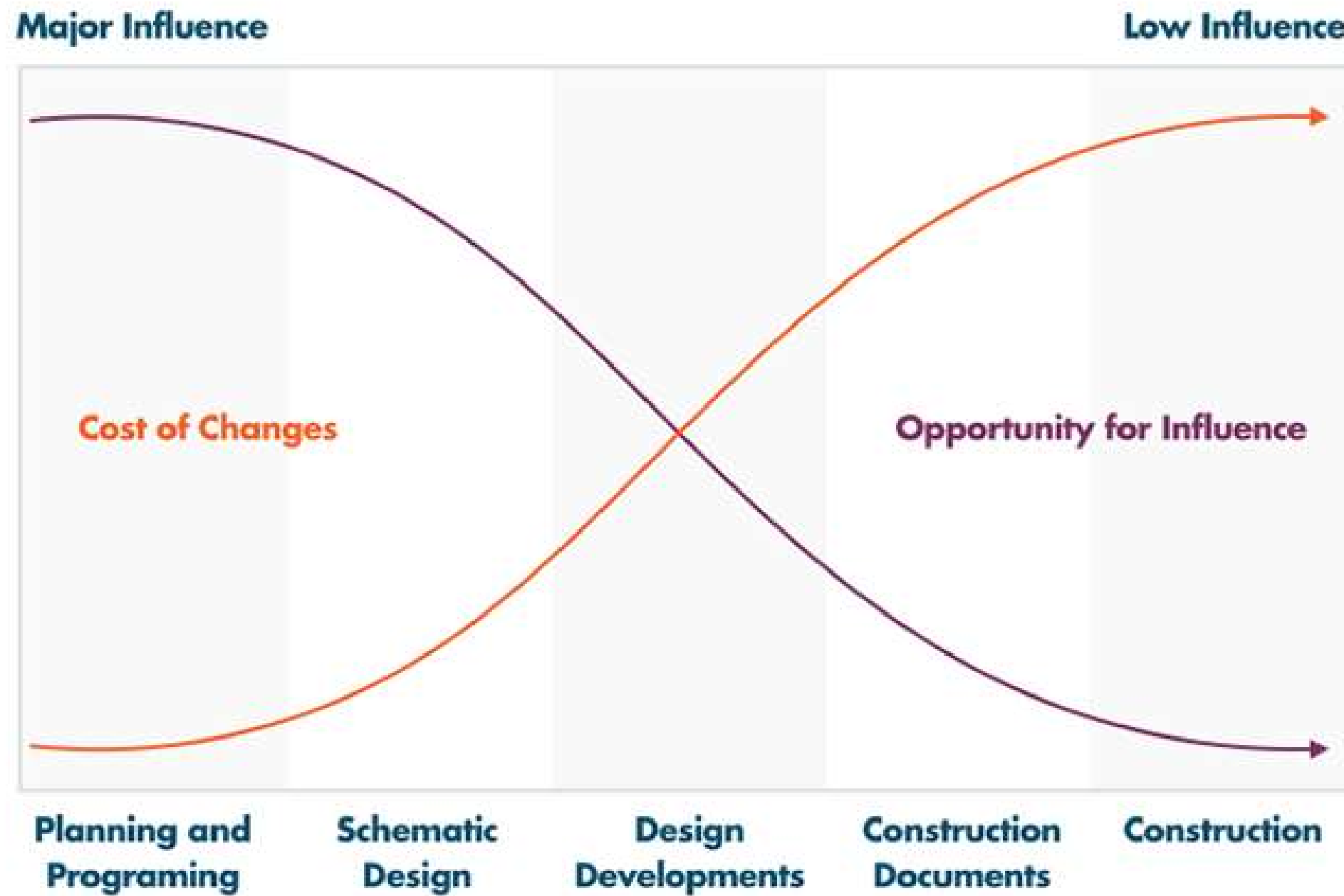


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# Project Process



# Review and Comment Feedback



Source: WBDG, [www.wbdg.org](http://www.wbdg.org)



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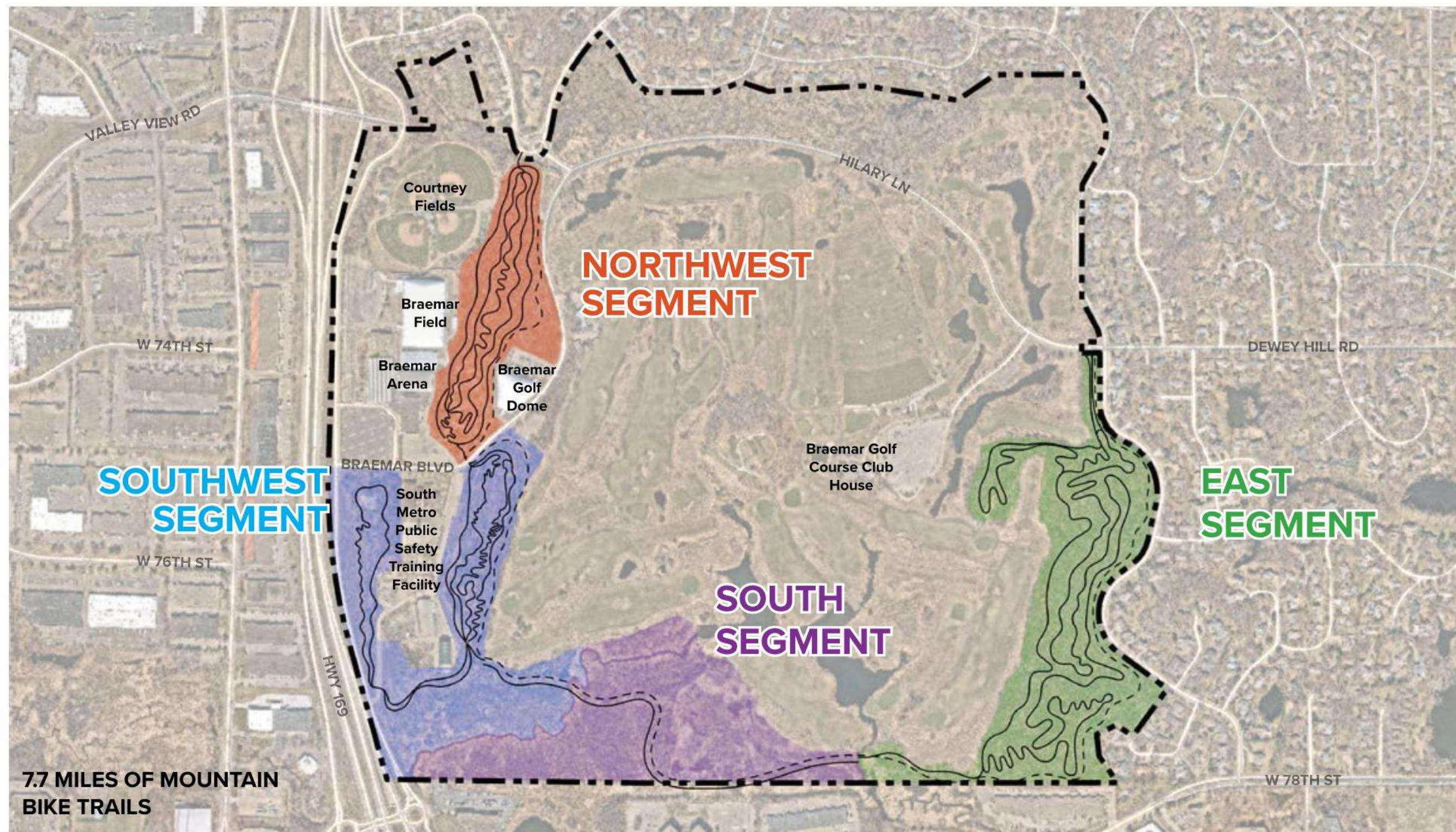
# Braemar Trail Designs

Ken Grieshaber, PLA  
SRF Consulting Group



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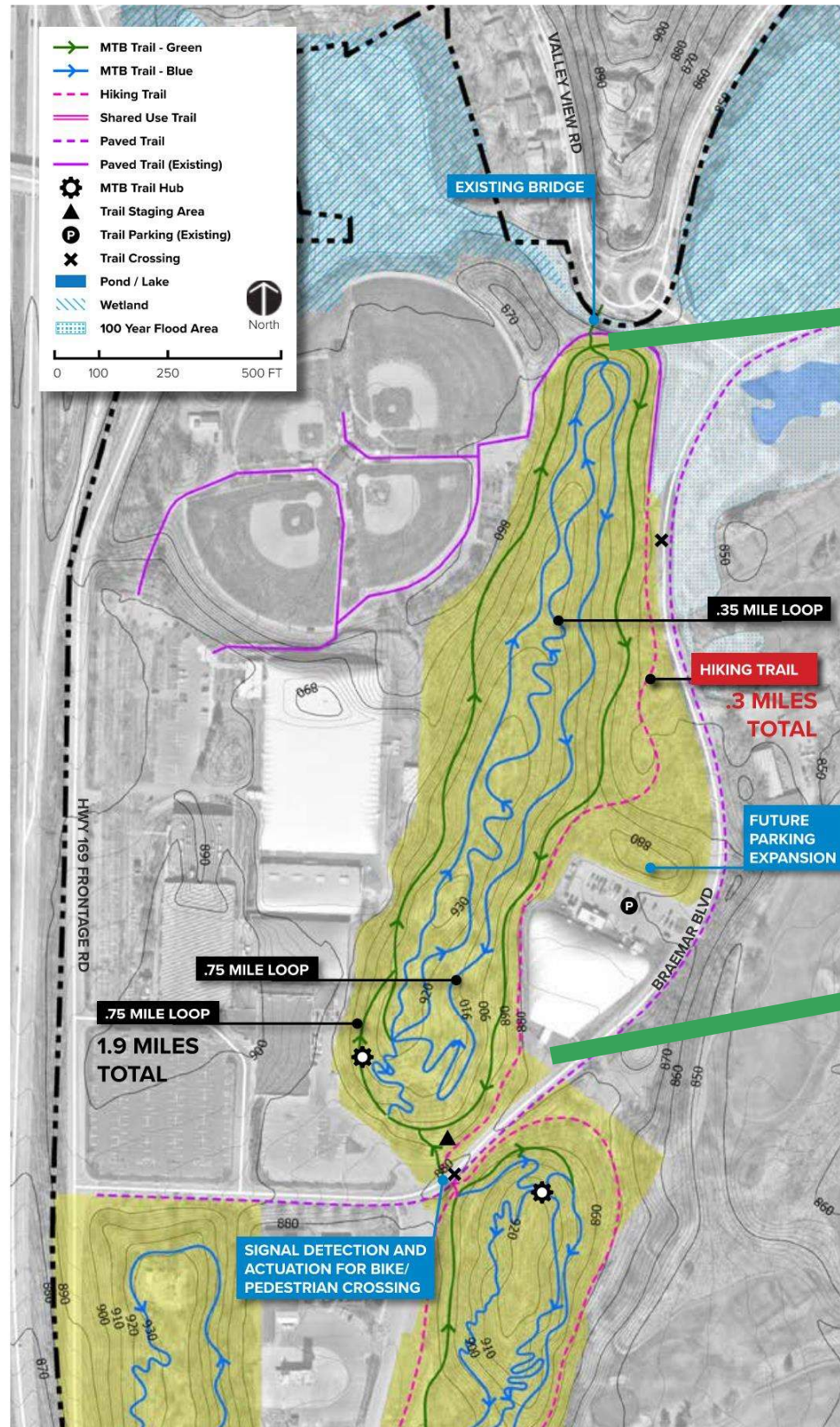


## Park Context Map

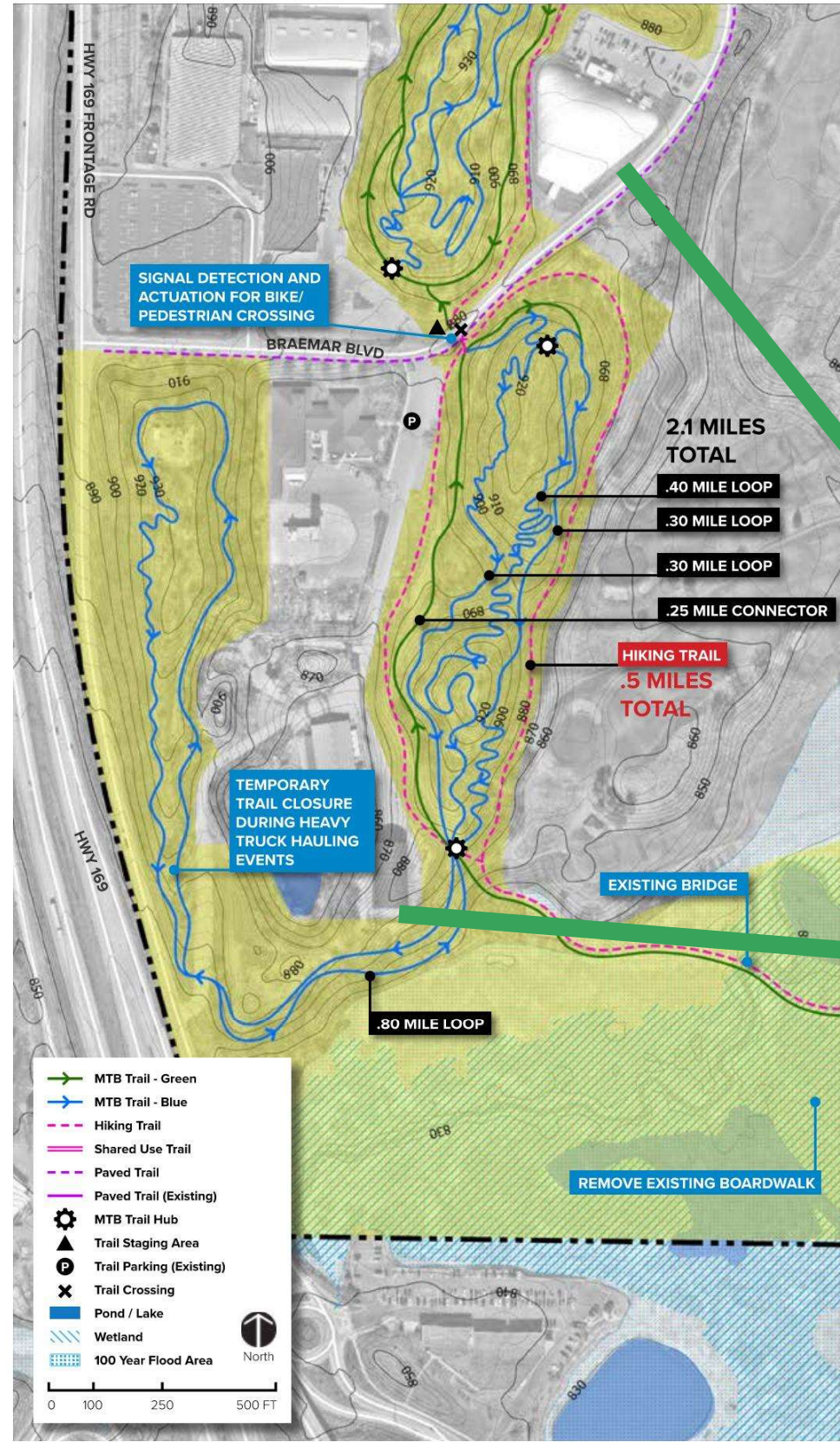
Braemar Park Trail Improvements

Job No. 16340  
September 6, 2023





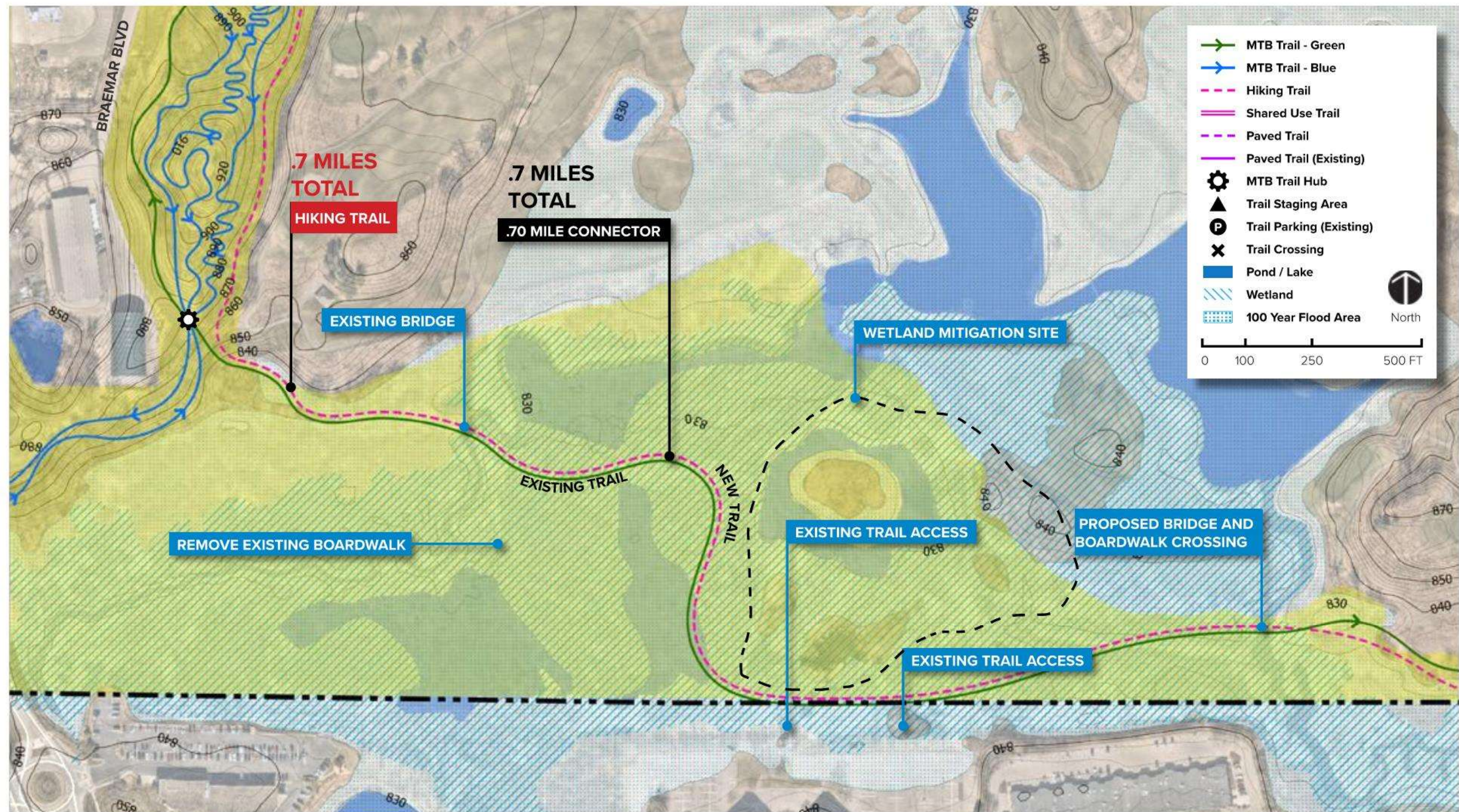
**Northwest Segment Trail Map**  
Braemar Park Trail Improvements



**Southwest Segment Trail Map**  
Braemar Park Trail Improvements

Job No. 16340  
September 6, 2023





## South Segment Trail Map

Braemar Park Trail Improvements

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September 6, 2023



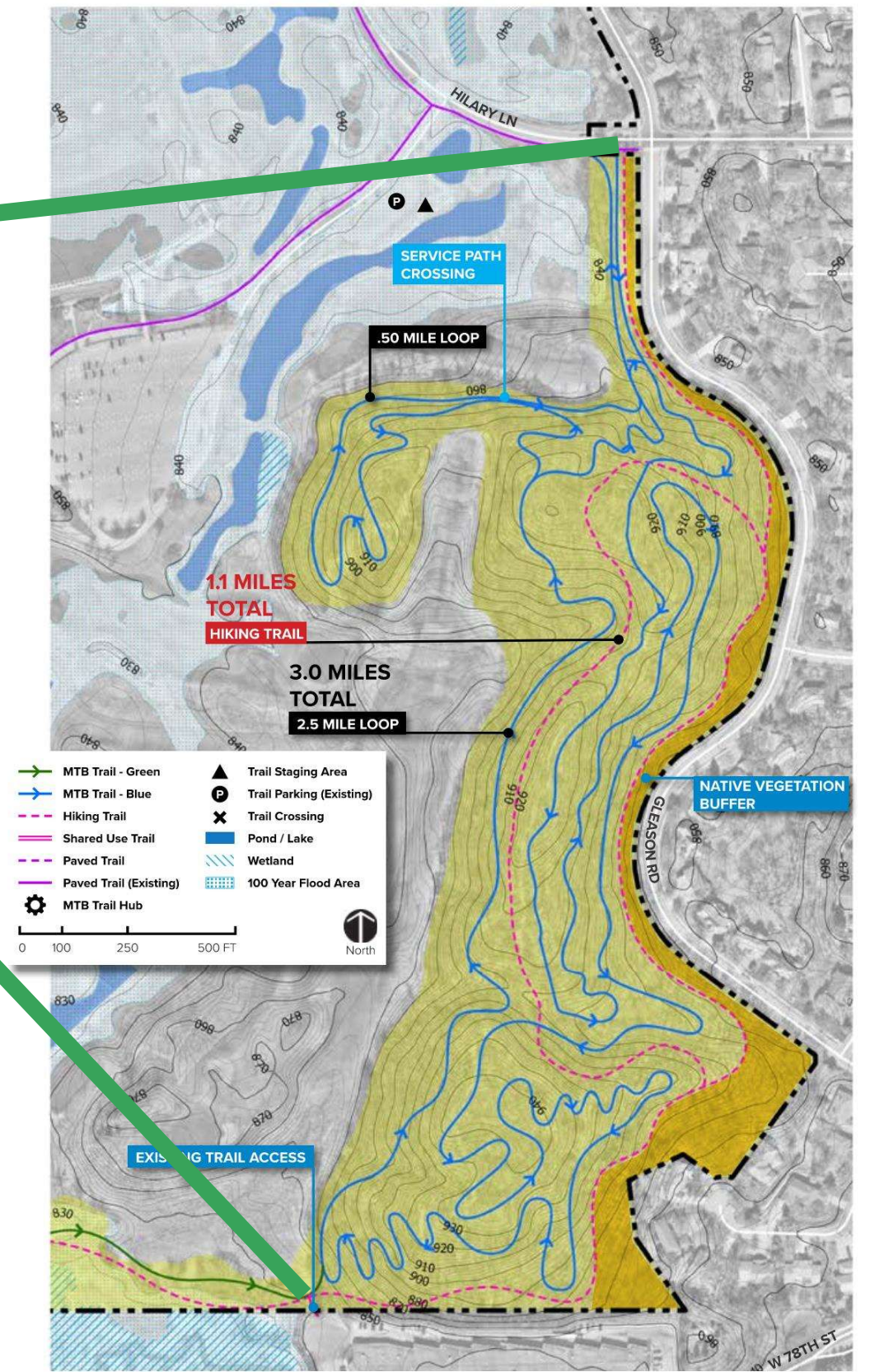


Existing Condition



Proposed Condition





**East Segment Trail Map**  
Braemar Park Trail Improvements

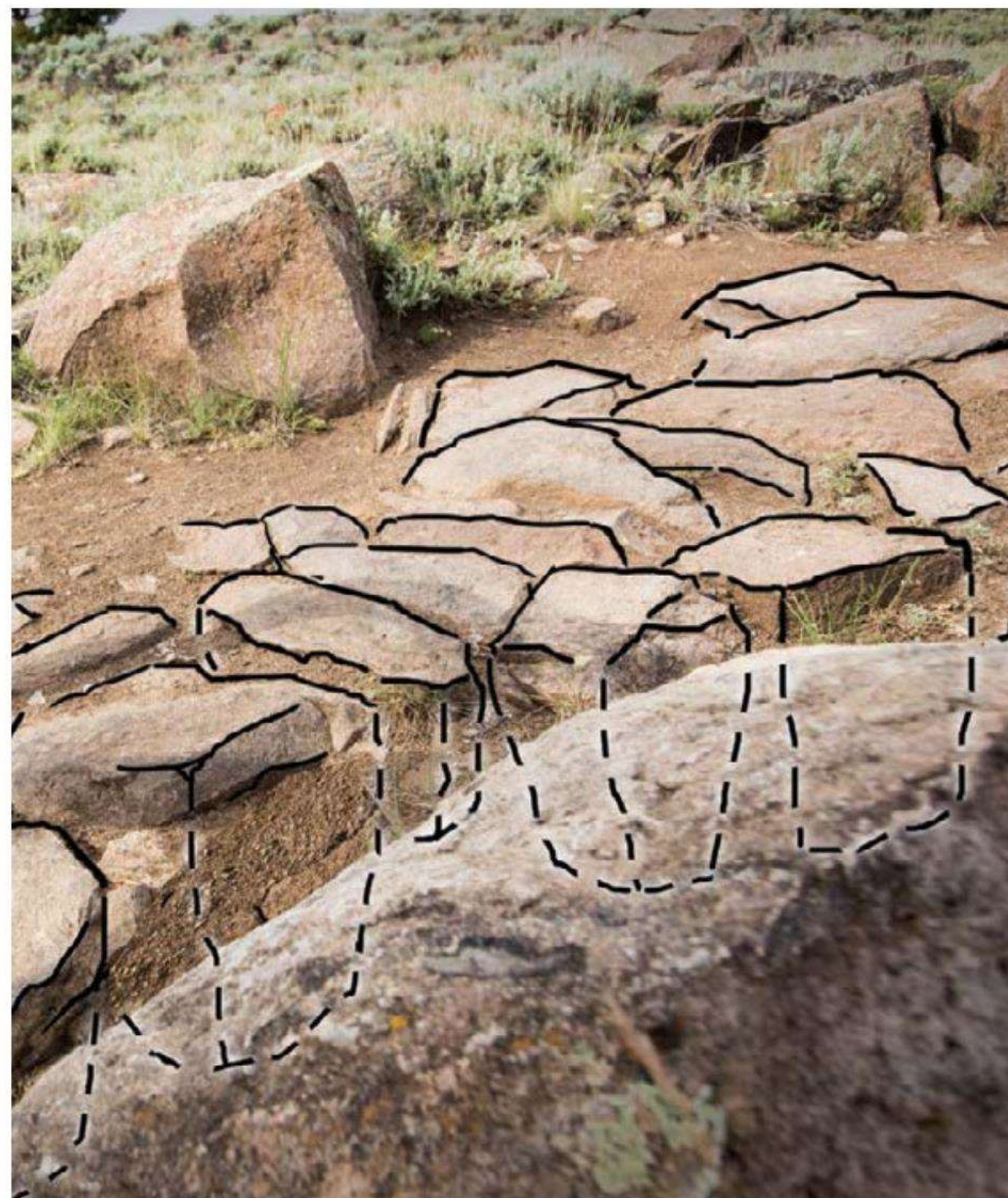
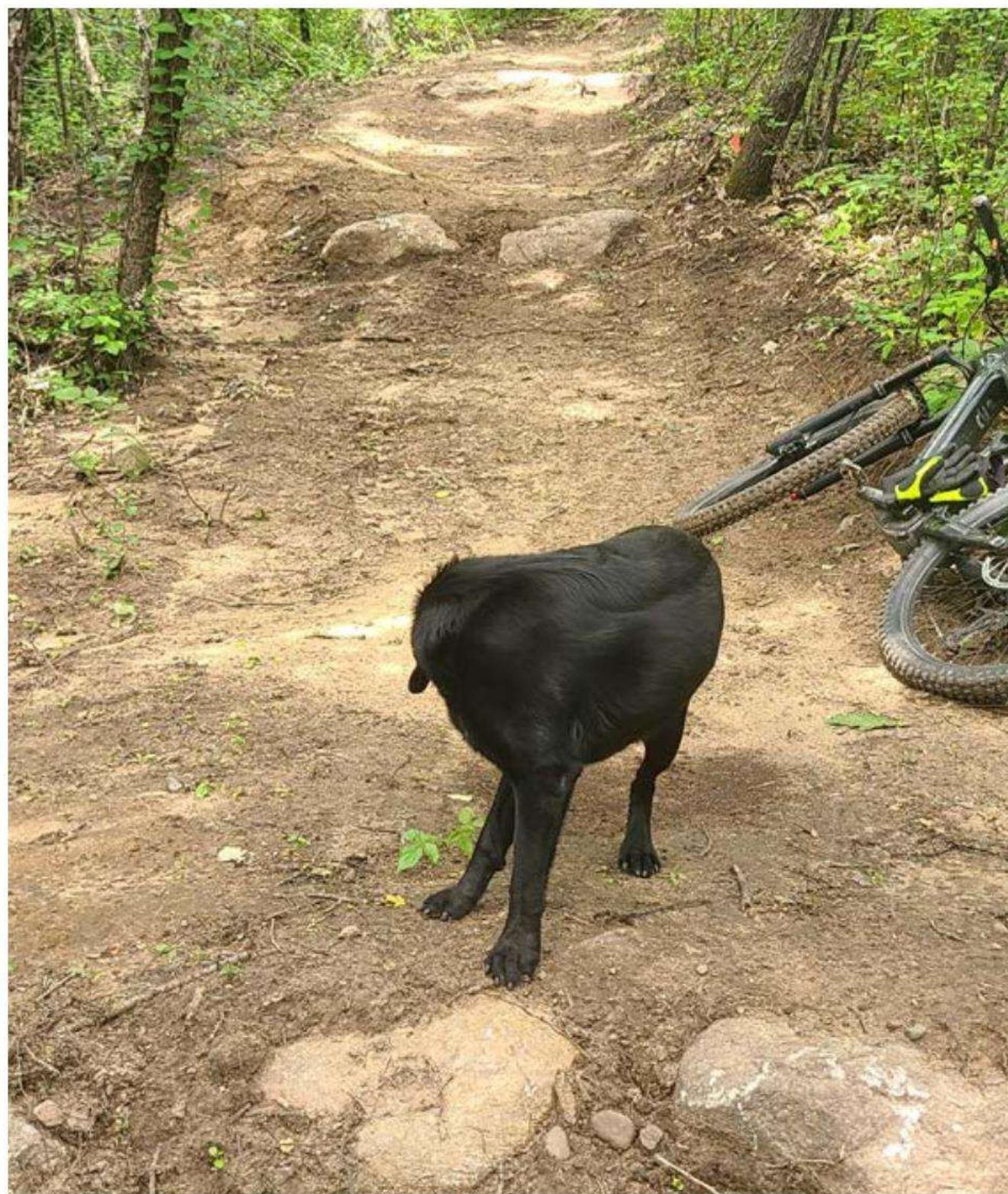


## Mountain Bike Trail Features: Rock Drops

Braemar Park Trail Improvements

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## Mountain Bike Trail Features: Rock Gardens

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to define and  
ving two char-  
se of play.



## Mountain Bike Trail Features: Rollers/Jumps/Table Tops

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**Accessible Trail Surface**



**Boardwalk**



**Overlooks/Seating Areas**



**Drinking Fountain**



**Interpretive Signage**



**Wayfinding Signage**

## **Hiking Trail Features**

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Plans and specifications being created for priority 1, 2a, and 3a.

Future packages for 2b and 3b

Address interim area 3b



## Major Plant Communities

### Oak woodland



### Oak Savanna



### Wooded Wetlands

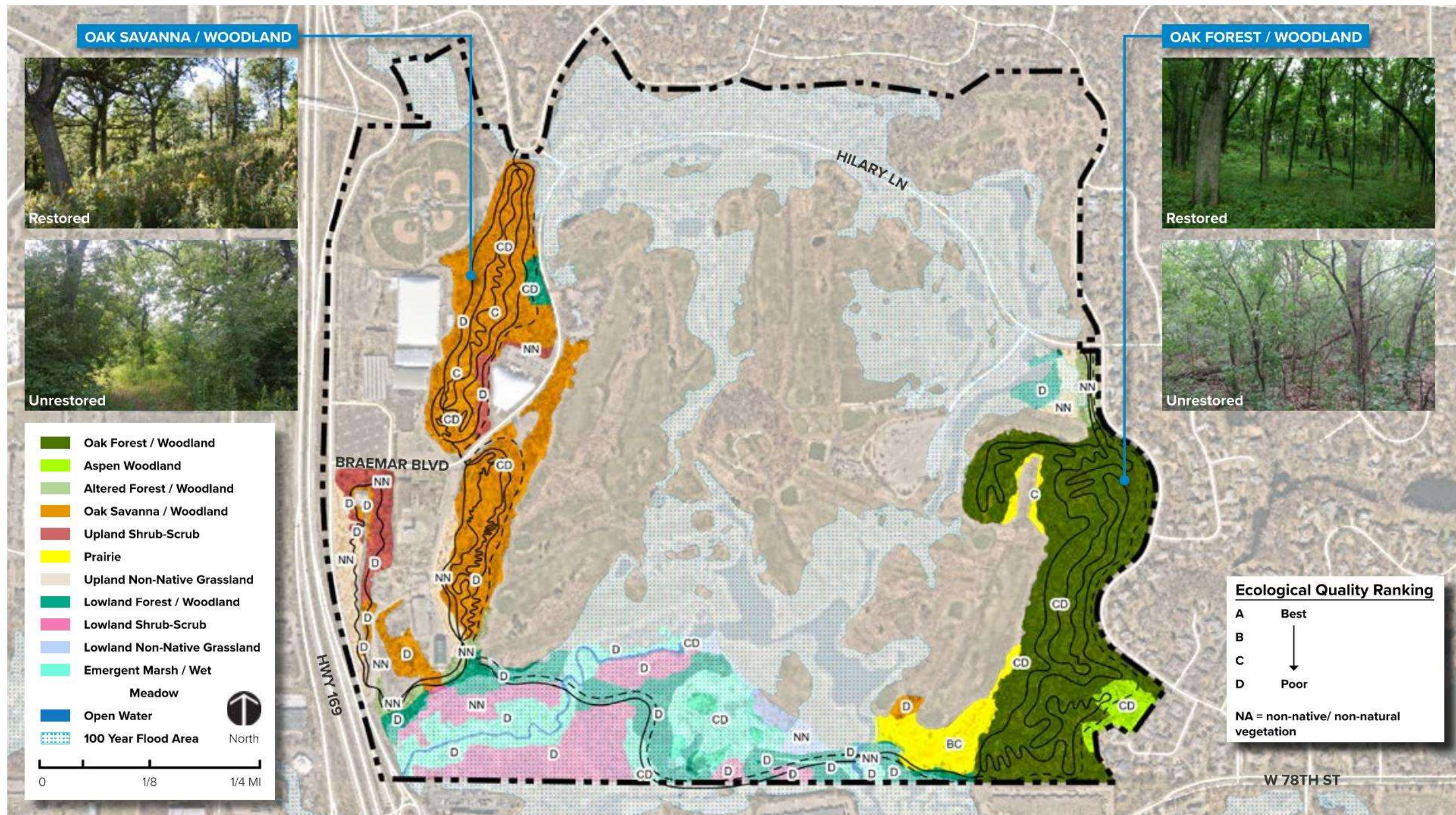


### Herbaceous Wetlands



### Herbaceous Upland





## Site Restoration Plant Community Map

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# Buckthorn Removal

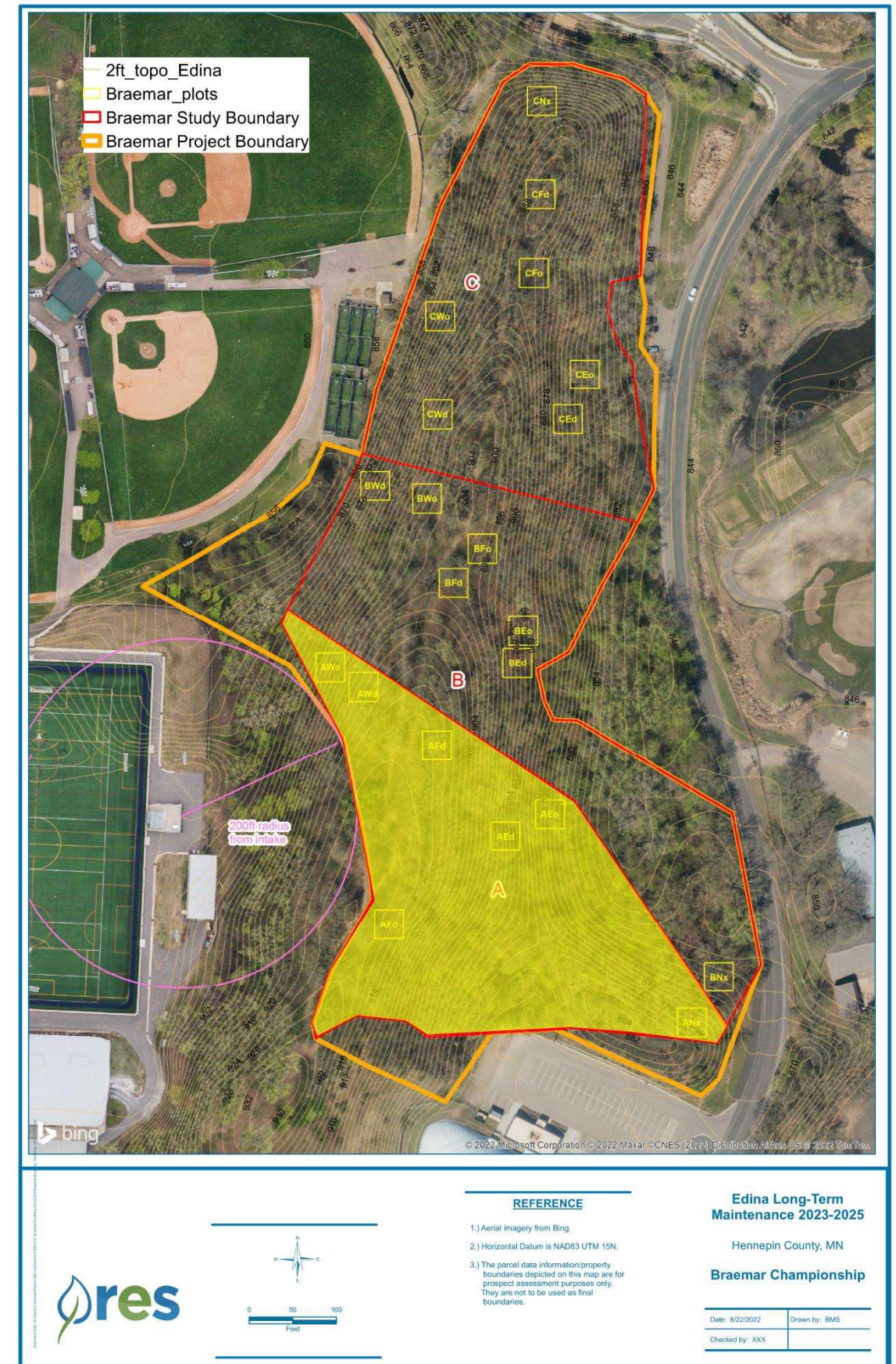
## 2022/2023 Progress:

## RES conducting study in NW segment

Staff and Volunteers  
working on cutting and  
hauling buckthorn from  
test plots and NW  
segment perimeter



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# Braemar Golf Facility Studies



As the City of Edina looks to assess the existing condition, potential future uses, and revenue opportunities of the Braemar Golf Course Clubhouse & Golf Dome in Edina, Minnesota, ISG, in partnership with Sports Facilities Companies (SFC), stands eager and ready to assist. ISG understands that professional services are needed to inventory and analyze the existing clubhouse, training center building, and immediate surrounding site.



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# Braemar Golf Operational Update



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**BRAEMAR**  
GOLF COURSE

# Braemar Golf Objective

To offer a premier golfing experience that produces a financially self-sufficient Golf Enterprise.

Six improvement goals:

- Narrow the Scope of Golf Enterprise
- Invest in improvements at Braemar
- Modify prices and discounts
- Outsource ancillary services
- Expand Marketing
- Improve customer service

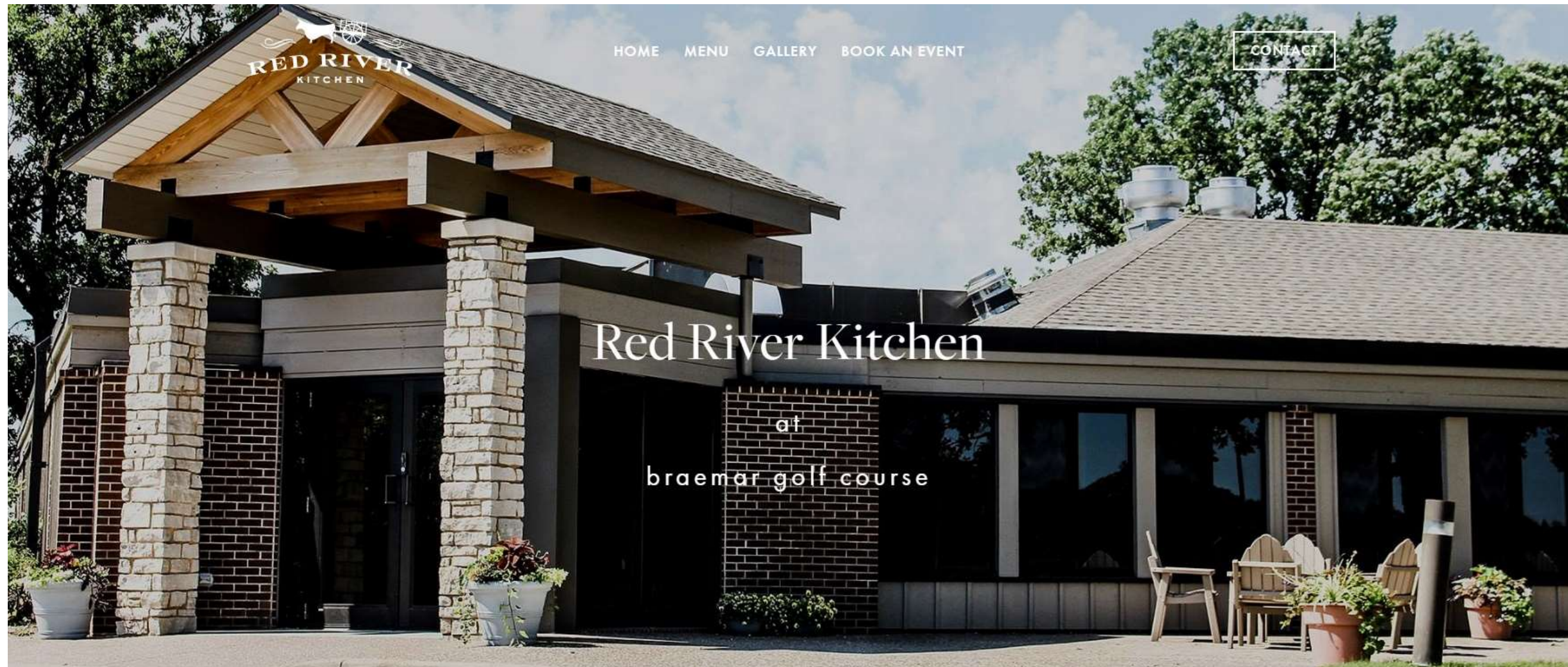


# Modify prices and discounts



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# Outsource ancillary services



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# Improve customer service



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# Braemar Golf Course Master Plan - Highlights

- Reduction in overall golf course footprint of 22.40 acres
- Expansion of wetlands, wetland buffer and Oak Savanna area
- Created/restored wetlands - 7.50 acres area set aside for an Environmental Education Area
- An additional 9.54 acres set aside for a Multi-Use Area
- Over 1 mile of walking trails added to the golf course
- Over 5-7 km of cross-country ski trails added to the golf course



# Audubon Recognition

**Audubon  
International**



120 Defreest Drive, Troy, NY 12180

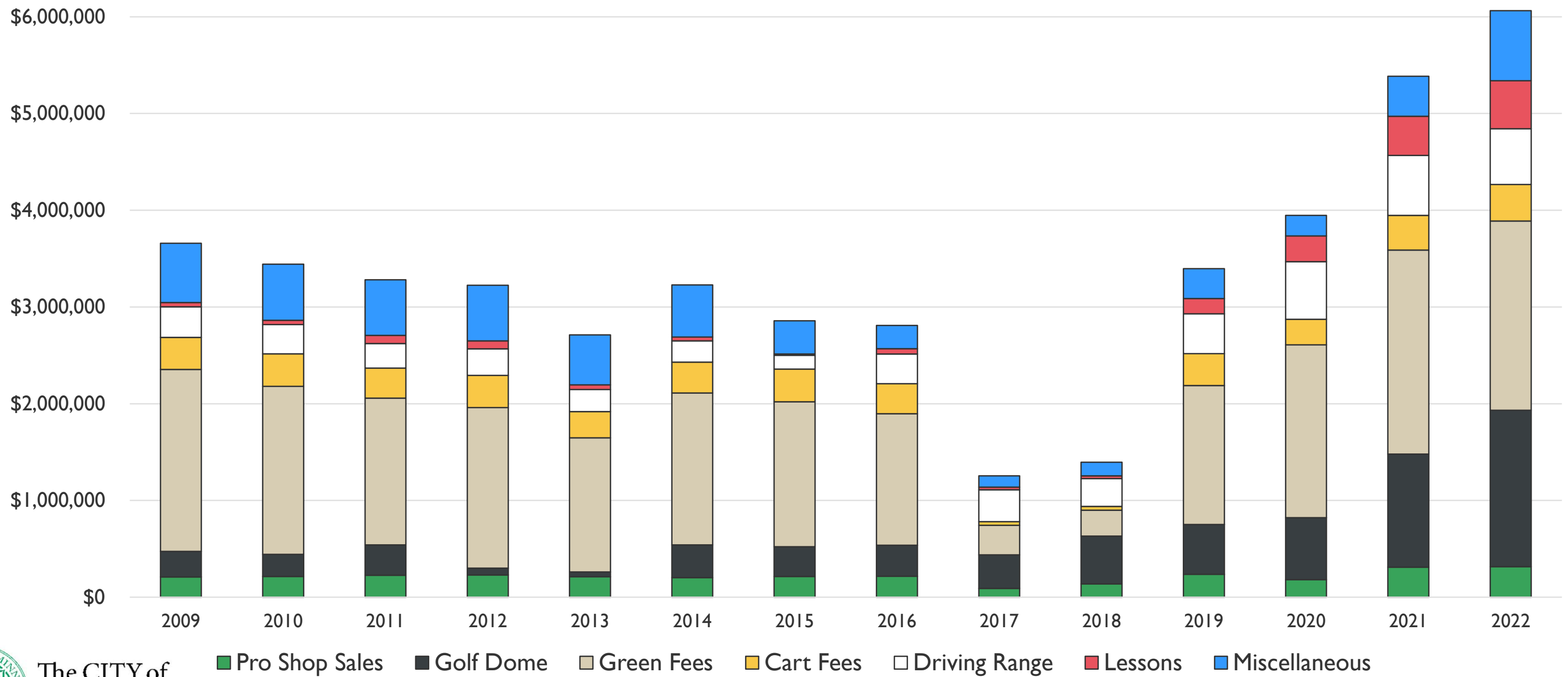
T: 518.767.9051 F: 518.767.9076

W: [www.auduboninternational.org](http://www.auduboninternational.org)



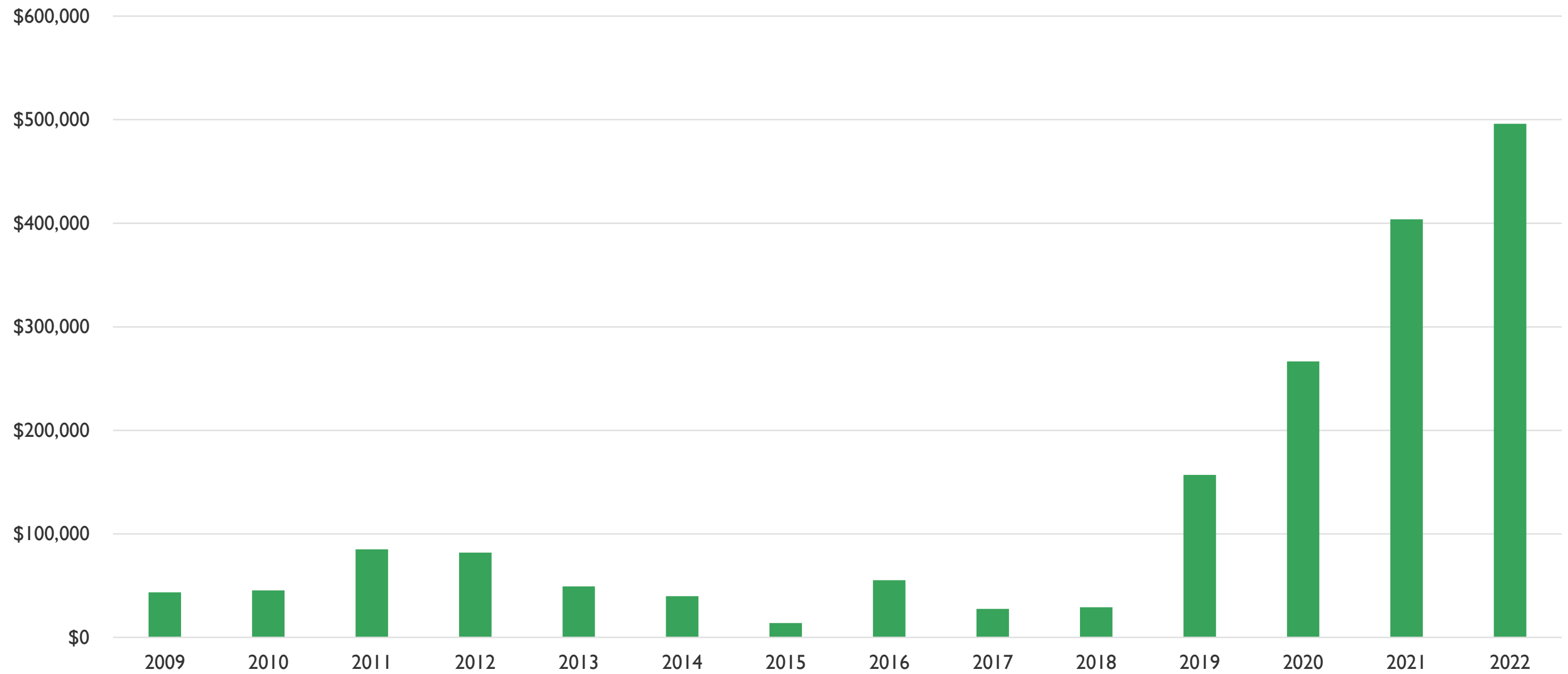
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# Total Operating Revenue



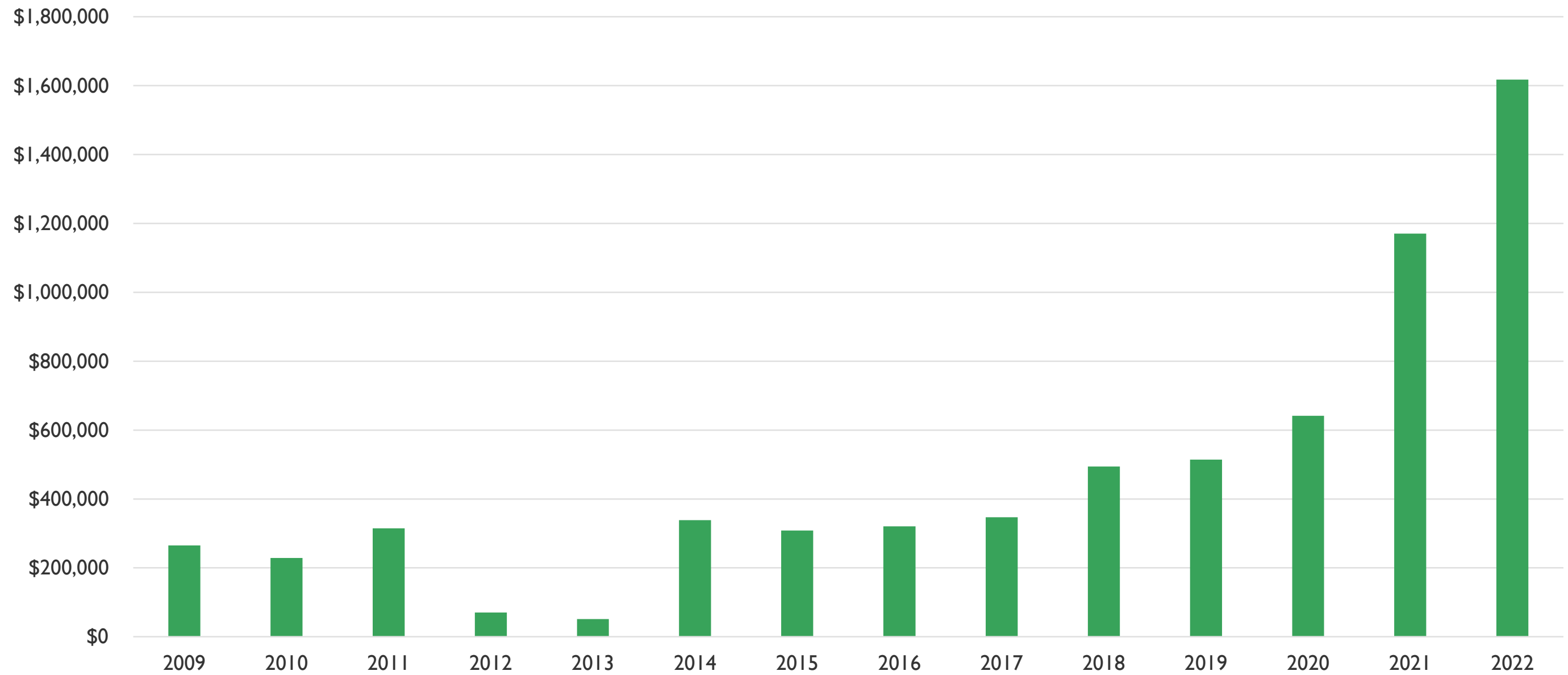
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# Lesson Revenue



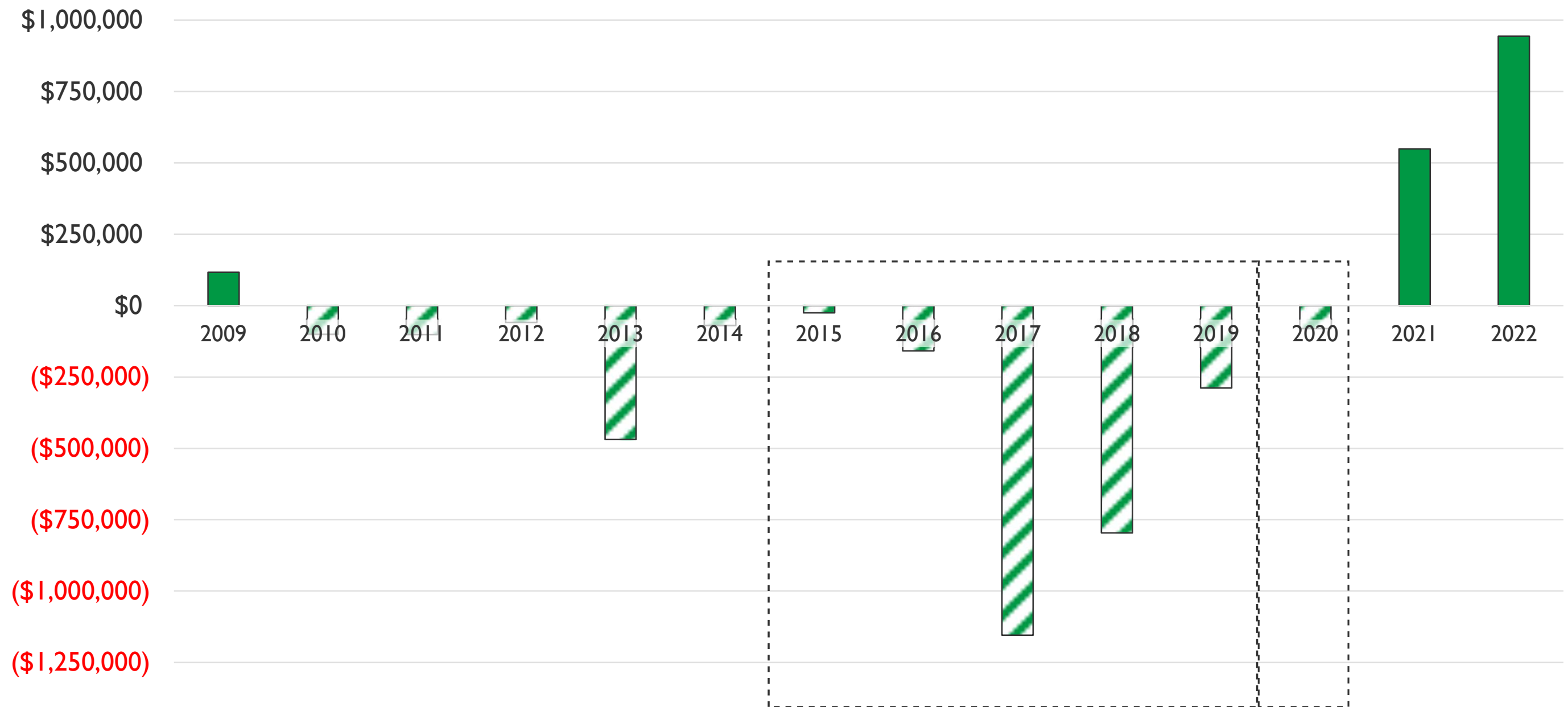
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# Golf Dome Revenue



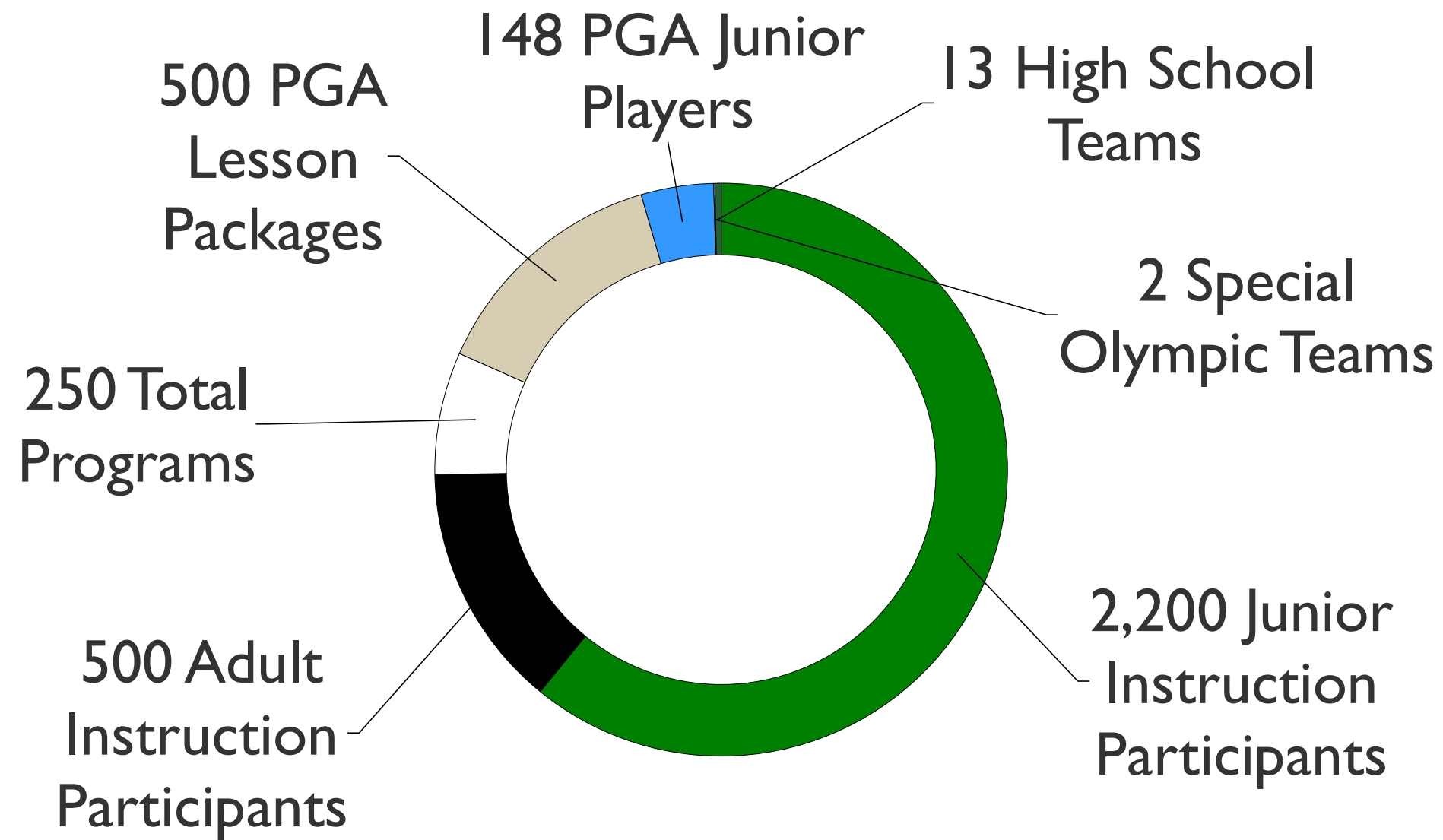
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# Net Operating Income



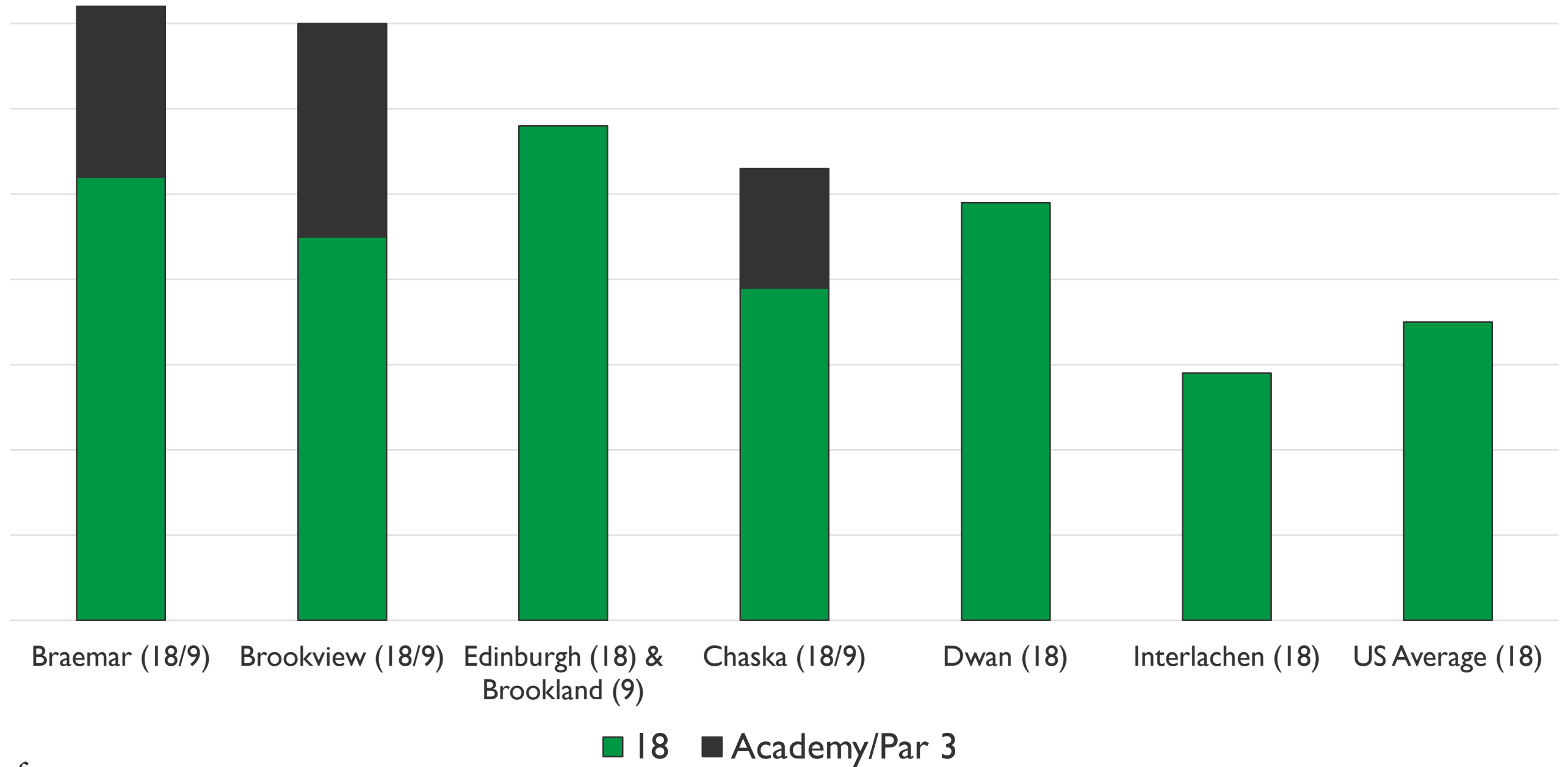
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# 2022-2023 Highlights



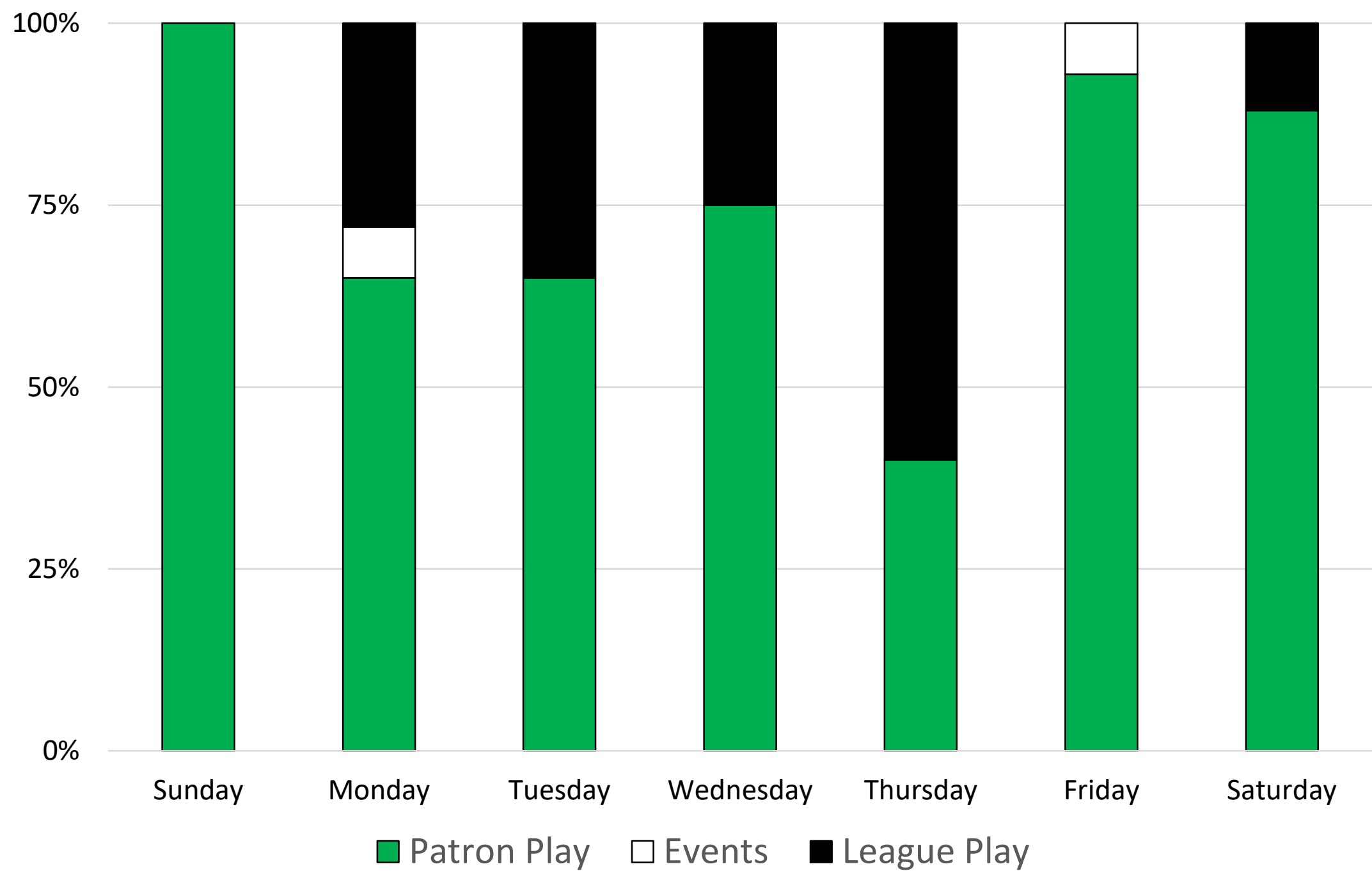
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# 2022 Local Course Comparison – Annual Rounds



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# Average Weekly Access



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## 2023 & Still Growing

- Exponential growth since the reopening in 2019.
- Utilization rate over 95% during this time.
- Rounds played on 27 holes now exceed prior total on 45 holes.
- Player's Club memberships have grown from 826 in 2014 to 2,607 in 2023.
- League play now exceeds 25% of our daily play in mid-season and as much as 35% of play in the shoulder seasons.
- Outing/Event business approximately 7% of our daily play.



# Challenges

- Aging facility conditions
- Available windows to continue reinvestment in course condition and infrastructure
- Changes to the golf adjacent market (banquets, events, etc.)
- Perception the Player's Card value is diminished
- Access to the golf course is now the biggest detractor



## 2024 & Going Forward

- Complete facility study and determine next phase of investment
- Continue to schedule time to invest and maintain course
- Determine appropriate level of community access
- Evaluate league play to accomplish balance for community access
- Restructure amount of event offerings
- Restore value to resident players club card



# Braemar Master Plan Progress Updates



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## Courtney Fields Improvements

- Upgraded Lighting for Fields 2,3, and 4
  - Currently being publicly bid
  - Completion anticipated for Spring 2024
  - Electrical infrastructure upgrades 2024
- Netting and Batting Cages
- Field Drainage and Irrigation
- Trails and Pathways
  - Coordination with Braemar Park
- Other features being considered
  - Spectator seating
  - Secondary external surfacing and artificial turf

## Stakeholder and Community Engagement

- Scheduled check in meetings with Edina Baseball Association and EHS Baseball
- Feedback Collected on Better Together Edina and September Open House event



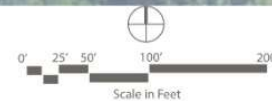
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# Courtney Fields Improvements



## Courtney Fields | Master plan

Edina, Minnesota  
August 09, 2023 | WSB Project number: 022715-000



## Courtney Fields | Proposed Improvements - Example Images

Edina, Minnesota  
August 09, 2023 | WSB Project number: 022715-000



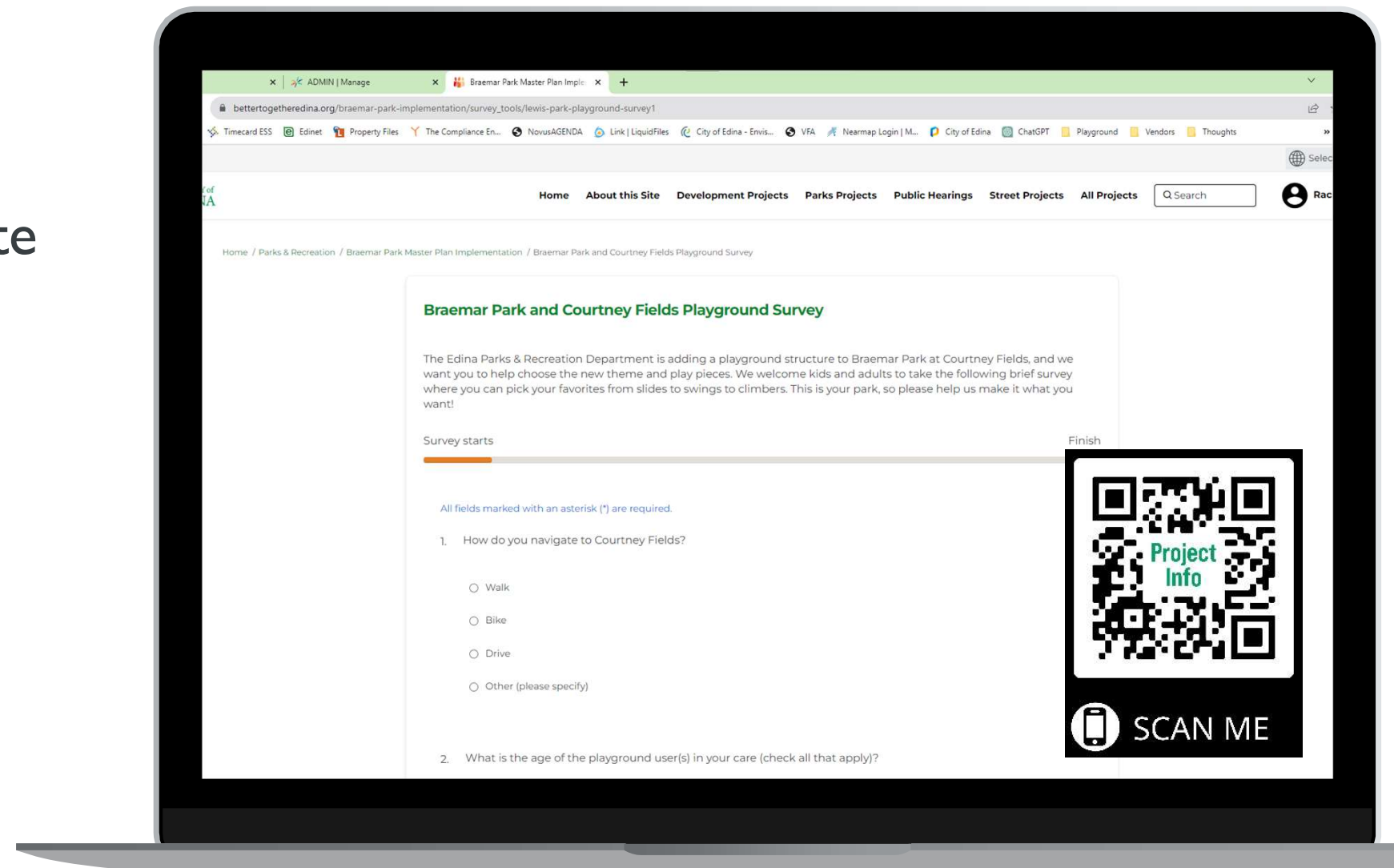
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# Playground Survey

- Input from Baseball Community
- Input from Neighborhood

Information will help designers to create and incorporate:

- Ages of Users
- Equipment Preferences
- Thematic Design
- Colors



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# Ski Trails

- Trail System Features:
  - Trail system available when natural snow conditions provide a solid base for grooming
  - 5-7 km classic and skate mixed use trails
  - One way loops where possible with originations at clubhouse
  - Maximized use of Academy 9 and Driving Range
- Trail System Design Considerations:
  - Locate and align ski trails around golf features to deter damage to sensitive grass
  - Avoid adverse impacts to golf course
  - Create trail system that uses existing network of bridges and safe crossings
  - Allow for snowshoe and pedestrian trails and connections
  - Keep separate from fat tire winter mountain biking trails



Ski Trails



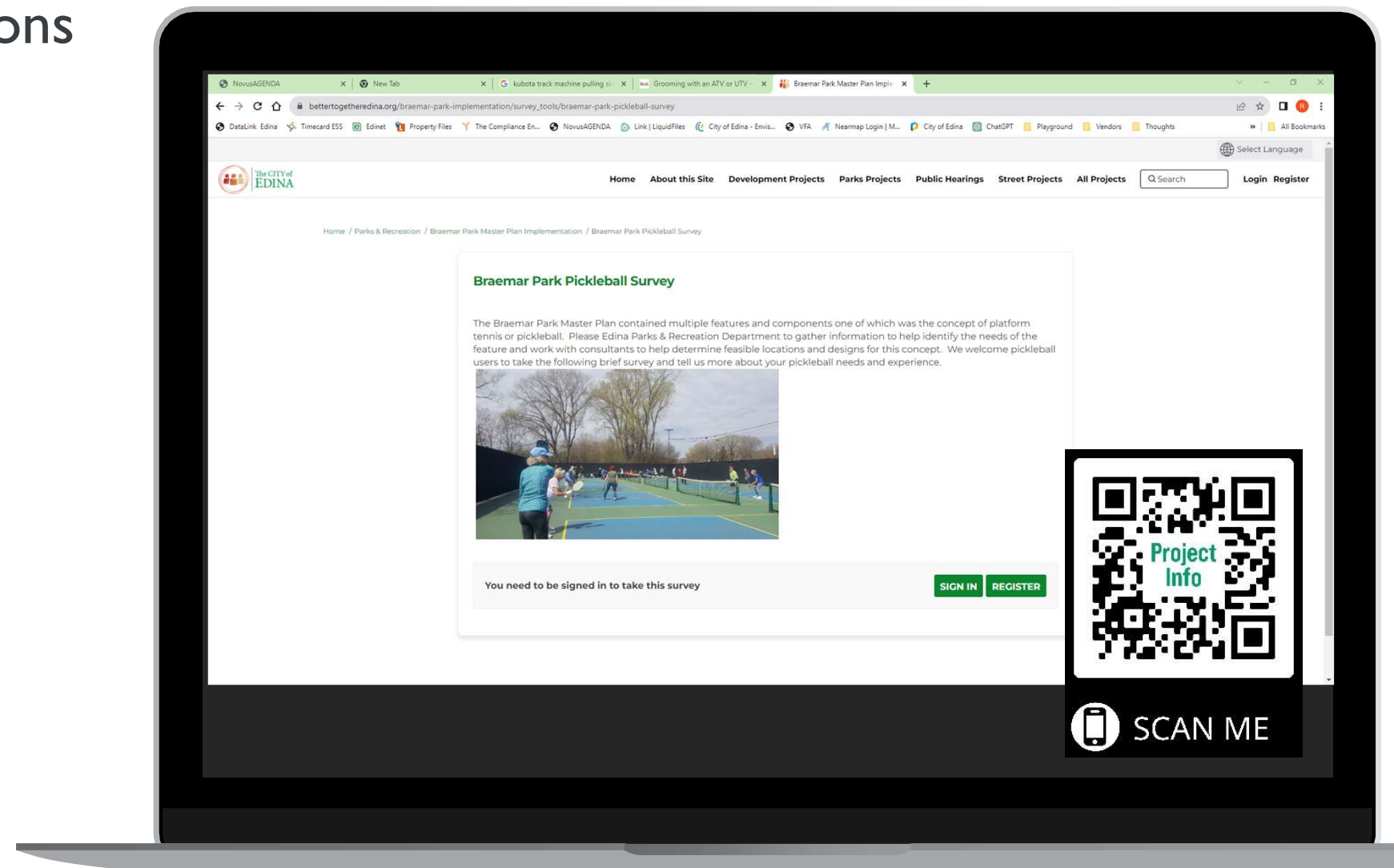
Equipment for purchase

## Public Comment Collected at Open House

|                |                                |                                                                                            |
|----------------|--------------------------------|--------------------------------------------------------------------------------------------|
| 9/6 Open House | Cross Country Ski Trail Update | Bridge by the dome                                                                         |
| 9/6 Open House | Cross Country Ski Trail Update | Consider plowing paved golf cart paths in Braemar Golf Course in Winter                    |
| 9/6 Open House | Cross Country Ski Trail Update | Consider Snow shoe rentals                                                                 |
| 9/6 Open House | Cross Country Ski Trail Update | Fat biking trails among XC skiing                                                          |
| 9/6 Open House | Cross Country Ski Trail Update | Hoping for well groomed skate and classic trails. Would love to see 7 KM                   |
| 9/6 Open House | Cross Country Ski Trail Update | Improve food service at Braemar Golf                                                       |
| 9/6 Open House | Cross Country Ski Trail Update | Improve golf facility                                                                      |
| 9/6 Open House | Cross Country Ski Trail Update | Keep snowshoe trails separate from ski trails (apart from bridges)                         |
| 9/6 Open House | Cross Country Ski Trail Update | Many over 1,000 Edina Students on Cross country team, build in snowmaking                  |
| 9/6 Open House | Cross Country Ski Trail Update | No skate in the woods, Classic only double tracked in the woods as much as possible        |
| 9/6 Open House | Cross Country Ski Trail Update | Remember we have a huge ski team plus local youth ski groups and large adult ski community |
| 9/6 Open House | Cross Country Ski Trail Update | Separate XC Ski and Walking Path                                                           |
| 9/6 Open House | Cross Country Ski Trail Update | Snowshoe trail in woods not just open tracks                                               |
| 9/6 Open House | Cross Country Ski Trail Update | Take advantage of view in SW corner by HWY 169                                             |
| 9/6 Open House | Cross Country Ski Trail Update | Warming house, lights for night skiing                                                     |

# Pickleball Survey

- Original Master Plan Location being re-evaluated based on Golf Operations
- Survey open on Better Together
  - Evaluating size
  - Parking needs
  - Peak use times
  - Amenities connected



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## Braemar Ice Arena Phase I: Capital Infrastructure Improvements

Braemar Arena is one of the busiest ice arenas in the entire state with approximately 500,000 annual visits recorded. With this high volume of use, infrastructure and subsequent replacement or repair have not kept up to the demands and needs of users.

The existing Arena is currently in need of electrical, mechanical, and ADA upgrades to improve operating efficiencies and better meet the needs of user groups. Renovation and replacement of these items will have a net positive impact on the arena operating budget as most annual expenses are invested towards repairing and replacing old Arena infrastructure or adding new technology to make existing operating systems more efficient.

*Braemar Ice Plant Equipment*



### INFRASTRUCTURE IMPROVEMENT RECOMMENDATIONS

- » Dasher board and glass safety system replacements
- » Flooring replacements
- » Ice Refrigeration system and delivery replacements
- » Heat and boiler replacements for all rinks
- » Electrical system replacements for all rinks
- » Window and roofing replacements and repairs
- » Hot water system replacements
- » Domestic water distribution system replacements
- » Sanitary system and fixture replacements
- » Locker room rehabilitation
- » Restroom rehabilitation Permafrost removal in east rink
- » Energy efficiency improvements and insulation
- » ADA route and walkway improvements
- » ADA door and access improvements
- » ADA restroom improvements
- » ADA viewing and seating improvements
- » Waterproofing and moisture control
- » Fire protection and security improvement



EXISTING CONDITIONS

## Braemar Arena Phase II: Expansion

The Highway The sport of hockey and skating are rich with tradition in Edina and Braemar Arena and is home to a variety of dedicated user groups including the Braemar City of Lakes Figure Skating Club, Breakaway Academy, Edina High School, the Edina Hockey Association, two partners in General Sports and the Velocity Training Center, and many other dedicated user groups.

Braemar Arena currently operates three indoor ice sheets year-round (West Rink, East Rink and South Rink) as well as an outdoor sheet (Backyard Rink) that is also refrigerated during winter months.

To better accommodate the needs of all user groups and offer more ice time availability and programming at the Arena, the existing south rink is proposed to be demolished, and two new sheets of ice added extending south of the current location. A covered walkway to the existing west rink would be added along with a parking deck on the south end of the site to accommodate increased visitor capacity. The existing lobby would also be reconfigured and expanded along with adding a new drop-off area and outdoor programming space near the building entry.

See Appendix D for a more detailed feasibility and operations analysis for adding ice sheet at the Arena.

### DESIGN RECOMMENDATIONS

- » Remove existing south ice sheet and add two new rinks
- » Add new covered walkway and expanded lobby space
- » Add new parking deck structure
- » Add new outdoor programming space adjacent to building



PROPOSED LAYOUT

- 4 INDOOR RINKS
- 1 OUTDOOR RINK
- NEW ENTRY, LOBBY AND CIRCULATION
- 946 CARS (INCLUDES LOT AT BASEBALL FIELDS)

