

A NEW VISION FOR CORICA PARK

GREENWAY GOLF RENOVATES AND RESTORES A CLASSIC BAY AREA FACILITY

Greenway Golf has entered into an agreement with the City of Alameda whereby the management company will lease and operate the Corica Park 45-hole golf complex for the next 50 years in exchange for renovating the entire property. To date, Greenway has renovated the Mif Albright Par 3 course, the driving range, and is nearing completion on renovation of the South Course.

This municipal golf facility, formerly known as the Chuck Corica Golf Complex, has a storied history dating back to 1927 and was once among the busiest golf properties in America. In 1999, this 45-hole complex hosted an astounding 240,000 rounds of golf.

While the golf industry is unlikely to see this amount of play ever again, Greenway saw an opportunity to restore the luster and brilliance of the Corica property. It is the vision of the company that Corica Park will become the “go to” destination for anyone serious about the game and becoming a better player.

Situated in the heart of the bustling Bay Area, the property is ideally located in Alameda close to most of the larger population centers. The weather is also very appealing with most days featuring sunny skies and temperatures in the 70s.

After more than three years work that featured more than one million yards of dirt imported to elevate an

old landfill site, the South Course is set to open June 22. Working in conjunction with noted course architect Rees Jones, the course is architecturally inspired by the sand belt courses found in Melbourne, Australia; courses like Royal Melbourne, Kingston Heath, Metropolitan and Victoria, to name just a few. While these sand belt courses are often recognized as among the world’s

course has been sand capped and will play fast and firm, allowing for considerable roll. All skill levels should find the new South course very enjoyable to play.

Once the South opens, Greenway will begin a similar renovation to the North Course with the primary difference only nine holes will be closed at a time to do this renovation.

Meanwhile, the company sublet the pro shop space to golf apparel legend John Ashworth, who has created and opened a Linksoul Lab there. The space will have a feel unlike any other golf shop, as “The Lab” features much more than golf clubs and Linksoul apparel. Visitors can also find bicycles, surfboards, ping pong tables and even a shuffleboard table. Another cool element at the Linksoul Lab is the private labeled persimmon woods offered for sale.

Other plans include a newly renovated clubhouse, along with an upscale outdoor patio with three fire pits to enjoy a post round libation and the fabulous Alameda weather. In addition, Corica Park has plans for a world class teaching academy building with four indoor golf simulators and a putting lab. In the near future, there are also plans to bring in a club fitting company to round out the vision that Greenway has created for Corica Park – that it becomes the default choice for anyone in the Bay Area serious about golf.



Linksoul Lab

PHOTO PATRICK KEEGAN

great layouts, the sand belt design style has seldom been imitated in the US. The South Course at Corica Park aims to utilize the sand belt design with multiple sets of tees playing from 4,700 yards to more than 6,800 yards.

The ground game will be featured, as there is only one forced carry on the entire course. There are 113 bunkers and the greens are huge, averaging nearly 8,500 square feet. With more than 39 acres of fairways, golfers will find ample room to hit tee shots. The