

An aerial perspective of a modern urban development. On the right, several tall, glass-clad skyscrapers rise into the sky. In the center, a large, lush green park area is filled with people walking, sitting on the grass, and playing. A paved path winds through the park. To the left, a wide river flows, with several kayakers visible. In the background, more city buildings and a bridge are visible under a clear blue sky.

# 305 South Congress Conceptual Open Space Parks Prioritization Process

Virtual Stakeholder Meeting #2  
April 13, 2023  
11:30AM – 12:30PM

305 South Congress Illustrative view from the Congress Avenue Bridge

# Welcome!

## Today's Agenda

1. Meeting Guidelines
2. 305 South Congress Overview
3. Conceptual Open Space and Park Amenities
4. Stakeholder Engagement
5. Findings Regarding Park Amenities Prioritization

*Si prefiere escuchar esta presentación en español, envíeme un correo electrónico a la dirección de abajo, con su nombre y número de teléfono para que podamos invitarlo a una presentación en español.*

[spuente@cultural-strategies.com](mailto:spuente@cultural-strategies.com)

**This session is being recorded.**

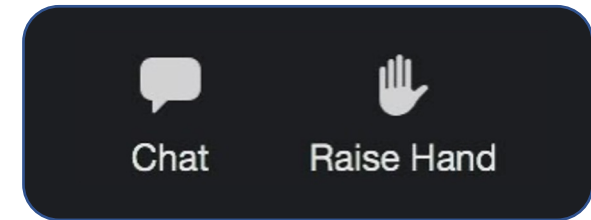


# Welcome!

## Meeting Guidelines

**Three ways to participate in today's meeting, and help us prioritize the proposed parkland amenities:**

- 1. Chat** - Comment using the Chat box which routes to all panelists and hosts in a pop-out window and allows participants to add comments and questions.
- 2. Open Discussion** – Raise your hand to share your thoughts during discussion time.

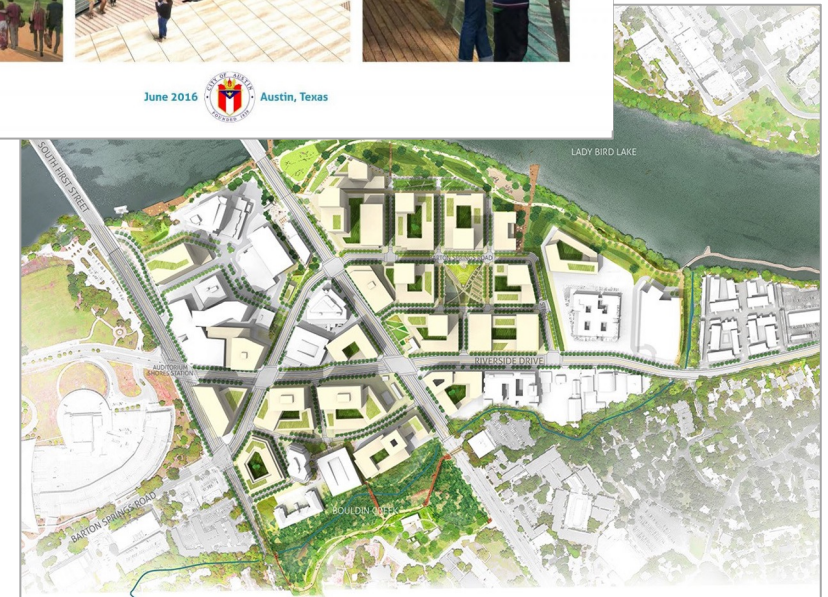


# 305 South Congress Overview

## Parks and Recreation Department and Endeavor

Council Ordinance outlines the process for the public park space:

1. Engagement process and timeline
2. Community groups and stakeholders
3. Park prioritization and approval by Department
4. Fee in-lieu of Parkland Dedication



# 305 South Congress

The 18.9-acre 305 South Congress site will include:

- Over 7 acres of urban living with 3.5 million square feet of office, hotel, residential and retail space.
- Over 8 acres of dedicated parkland and public plaza space.
- Over 3.5 acres of public realm streets including protected bike lanes.
- 5 new ADA access points to the dedicated parkland.



# South Central Waterfront Goal

## Expand open space and create great public places



Illustrative view of Great Lawn from Congress Avenue Bridge

# 305 South Congress Park Amenities

- Over 6.5 acres of new park and open spaces along the lake, accessible via Congress, Riverside, with an extension of Barton Springs Road.
- Expand existing bike and pedestrian pathways increasing connection points that will enhance the Ann and Roy Butler Hike-and-Bike Trail.
- Protect heritage trees and minimize disturbance of existing trail topography and tree canopy.
- Support the restoration of the shoreline area to a natural state with riparian and wetland vegetation.



## Park amenities designed and proposed for the Conceptual Open Space:

- Pier
- Water Steps
- Great Lawn
- Boardwalk
- Prairie Terraces
- Play Area



Pier

Water Steps

Prairie Terraces

Lady Bird Lake

Great Lawn

Boardwalk

Nature Play

Congress Avenue

Butler Hike  
and Bike Trail

Laneway B

Future Project Connect  
Blue Line

Laneway A

Laneway C

Barton Springs Road

# Proposed Park Amenities



100' 200' 400'



# 305 South Congress Stakeholder Engagement Activities

## Parkland Amenities Prioritization Input Process



### Stakeholder Meeting #1

March 2, 2023

*Presentation to stakeholders to share Open Space Concept and Gather Input on Park Amenities Prioritization*

### Survey

March 2 – April 5, 2023

*Gathering input on Park Amenities Prioritization*

### Tabling

March 24 – 25, 2023

*In-Person engagement along the Ann and Roy Butler Hike and Bike Trail to gather input on prioritization of park amenities*



### Small Group Discussions

April 3 and April 5

### Stakeholder Meeting #2

March/April 2023 – April 13

*Presentation on input findings*

22  
Stakeholder Meeting #1  
Participants

66  
Survey Responses

#### Small Group Participants

- Downtown Austin Alliance
- GAVA
- Friends of Austin Neighborhood
- South Central Coalition
- South Central Waterfront Advisory Board
- South River City Citizens Assn.
- TX School for the Deaf
- The Trail Conservancy

49  
Tabling Participants

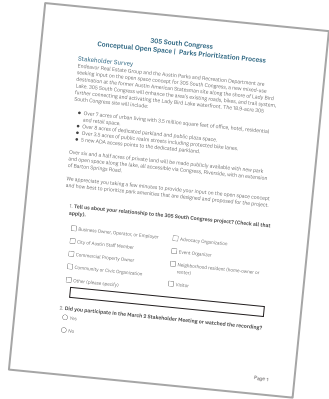
372  
Comments Received

# 305 South Congress Stakeholder List

(Partial List)

|   |  |  |   |   |   |
|---|--|--|---|---|---|
| ADAPT of TX   | Austin Runners Club                              | Coalition for Texans with Disabilities   | Hill Country Alliance   | Parmer Auditorium                         | Texas School for the Deaf               |
| AIA Austin  | Austin Sports and Social (Barton Jaycees Fields) | Comanche Nation  | Hill Country Conservancy  | POC (Planning Our Communities)            | The Catherine                           |
| allgo   | Austin Sunshine Camps                            | Community Not Commodity  | Hispanic Impact Fund/Austin Community Foundation                                | PODER Austin                              | The Crescent Apartments                 |
| Alliance for African American Health Central TX                 | Austin Tri Cyclist                               | Congress for New Urbanism  | Hispanic Women's Network of Texas (HWNT)  | Preservation Austin                       | The Trail Conservancy                   |
| American Gateways   | Austin Up  | Dougherty Arts Center  | Historic Austin Neighborhood Association  | PUMA                                      | Thom's Market                           |
| American Society Landscape Architects                           | Austin Urban League                              | Downtown Austin Alliance   | Homeless Neighborhood Association   | Rainey Neighborhood Association           | Thundercloud Subs                       |
| APA Texas Chapter   | Austin Youth River Watchers                      | Downtown Austin Commission Chair   | Housing Authority of the City of Austin   | Real Estate Council of Austin             | Tonkawa Tribe of Oklahoma               |
| Asian American Resource Center                                  | Autism Society of Texas                          | Downtown Austin Neighborhood Assn. (DANA)  | Lakeside Apartments   | Red Line Parkway Initiative               | Town Lake YMCA                          |
| Asian Pacific Islander American Public Affairs (Austin Chapter) | Barton Springs Conservancy                       | East Cesar Chavez Neighborhood Association   | Institute for Community Micromobility   | Retro Boat Rentals                        | Travis Audubon                          |
| ATXEJ - Austin Environmental Justice Team                       | BASTA (Building and Strengthening Tenant Action) | Eco Rise   | Islamic Center of Greater Austin (ICGA)   | Ro Fitness                                | Tree Folks                              |
| AURA  | Bat Conservation International                   | El Concilio Mexican-American Neighborhoods Ending Community Homelessness Coalition | Long Center for the Performing Arts   | Rowing Dock                               | Trek Bicycle Lamar                      |
| Austin Bat Refuge   | Bennu Coffee                                     | Epic SUP   | Meadows Center for Water and the Environment                                    | Save Our Springs Alliance                 | Urban Land Institute (ULI)              |
| Austin Bicycle Advisory Council (BAC)                           | Bike Austin                                      | Explore Austin   | Meadows Center for Water and the Environment and Bat Conservation International | Sierra Club Austin Regional Group         | Vietnamese American Community of Austin |
| Pedestrian Advisory Council (PAC)                               | Black Girls Do Bike                              | Families in Nature   | Merlin Tuttle's Bat Conservation  | Six Square Austin                         | Walk Austin                             |
| Austin Black Caucus   | Black History Bike Tours                         | Four Seasons Hotel   | Mexican American Cultural Center  | SoCo on the Lake Apartments               | Water Marq                              |
| Austin Chinese American Network (ACAN)                          | Black Leaders Collective                         | Freebirds World Burrito  | Mobility Justice Coalition  | South Asian New Year                      | Waterloo Disc Club                      |
| Austin City Limits Music Festival                               | Black Professionals Alliance                     | Friends of Austin Neighborhoods  | Movability  | South Austin Little League (Wright Field) | Waterloo Greenway                       |
| Austin Hotel & Lodging Association                              | Black Sovereign Nation                           | Friends of Zilker  | National Wildlife Federation  | South Central Coalition                   | West Austin Youth Association           |
| Austin Justice Coalition  | Blues on the Green                               | Front Steps  | Nature Conservancy  | South Central Waterfront Advisory Board   | Westcave- CiNCA                         |
| Austin Latino Coalition/HABLA                                   | Bouldin Creek Neighborhood Association           | GAVA   | Neighborhood Empowerment Foundation   | South Congress Merchants' Association     | Workers Defense Project                 |
| Austin Mutual Aid   | Bouldin Creek Neighborhood Plan Contact Team     | Gilbert's Gazelles   | Norwood Park Foundation   | South First IBIZ District                 | Zilker Boat Rentals                     |
| Austin NAACP  | Butler Park Pitch & Putt                         | Girl Scouts of Central Texas (use Zilker Cabin)                                    | Outdoor Afro  | South River City Citizens Assn.           | Zilker Collective Impact Working Group  |
| Austin Neighborhood Council                                     | C3 Presents                                      | Greater Promise for American Indians   | Palmer Events Center  | Sunrise ATX                               | Zilker Neighborhood Association         |
| Austin Neighborhood Council Sector 5 Rep                        | Central Health                                   | Greater Austin Chamber of Commerce   | Parks & Recreation Department   | Sunshine Camp                             | Zilker Park Boat Rentals                |
| Austin Parks Foundation   | Cidercade Austin                                 | Greater South River City Combined Neighborhood Plan Contact Team                   |   | Texas Hotel & Lodging Association (THLA)  |   |
| Austin Rowing Club  | Cities Connecting Children to Nature (CCCN)      | Greenbelt Guardians  |   | Texas Restaurant Association              |   |
|   |  |  |   | Texas Rowing Center                       |   |

# Survey Online and Print Responses



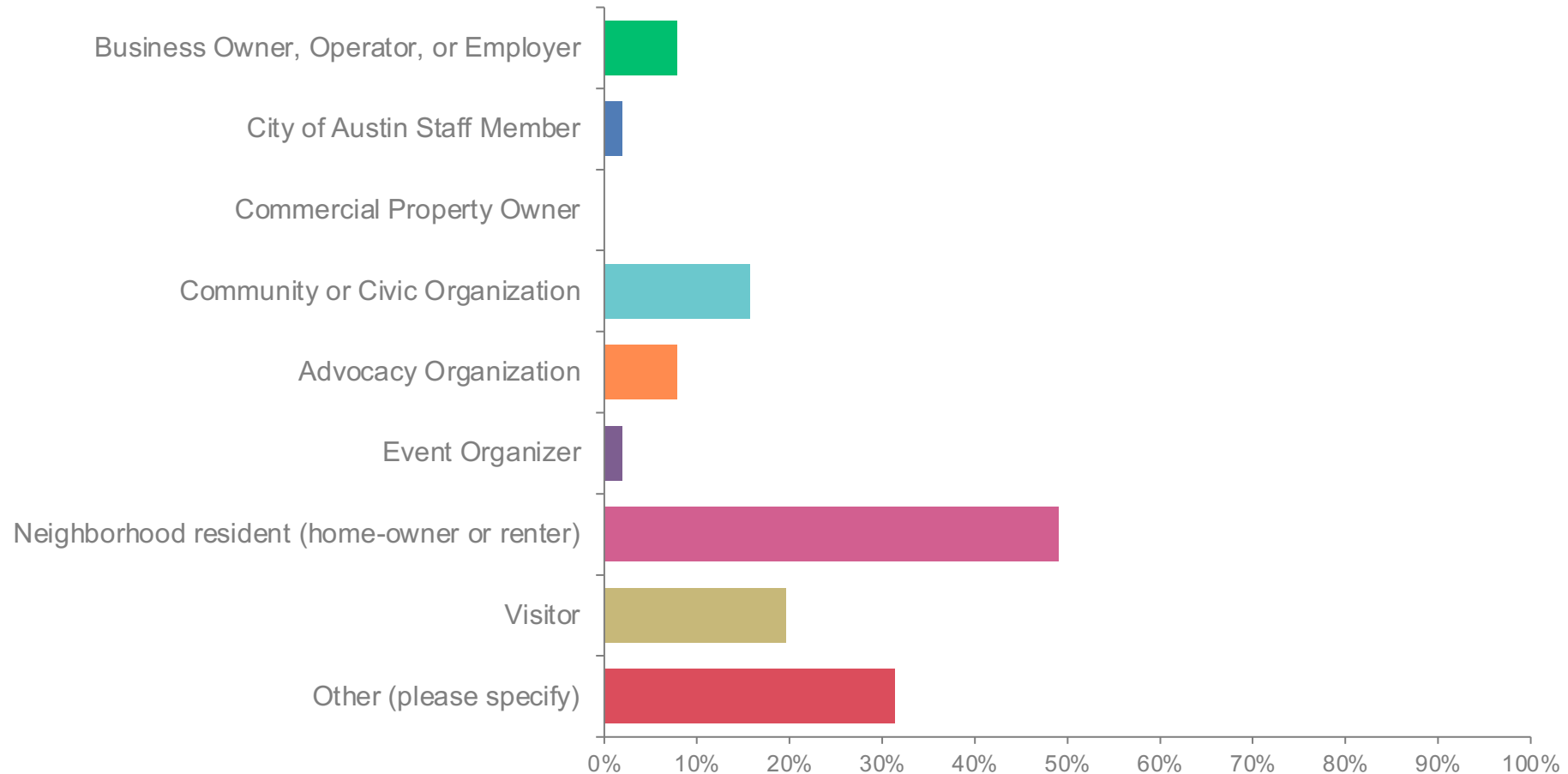
## Key Questions:

- Are there any characteristics of the amenities you would like the team to consider or plan for that would best meet your needs?
- Is there a parkland amenity you feel should be prioritized based on the goals of the South Central Waterfront?



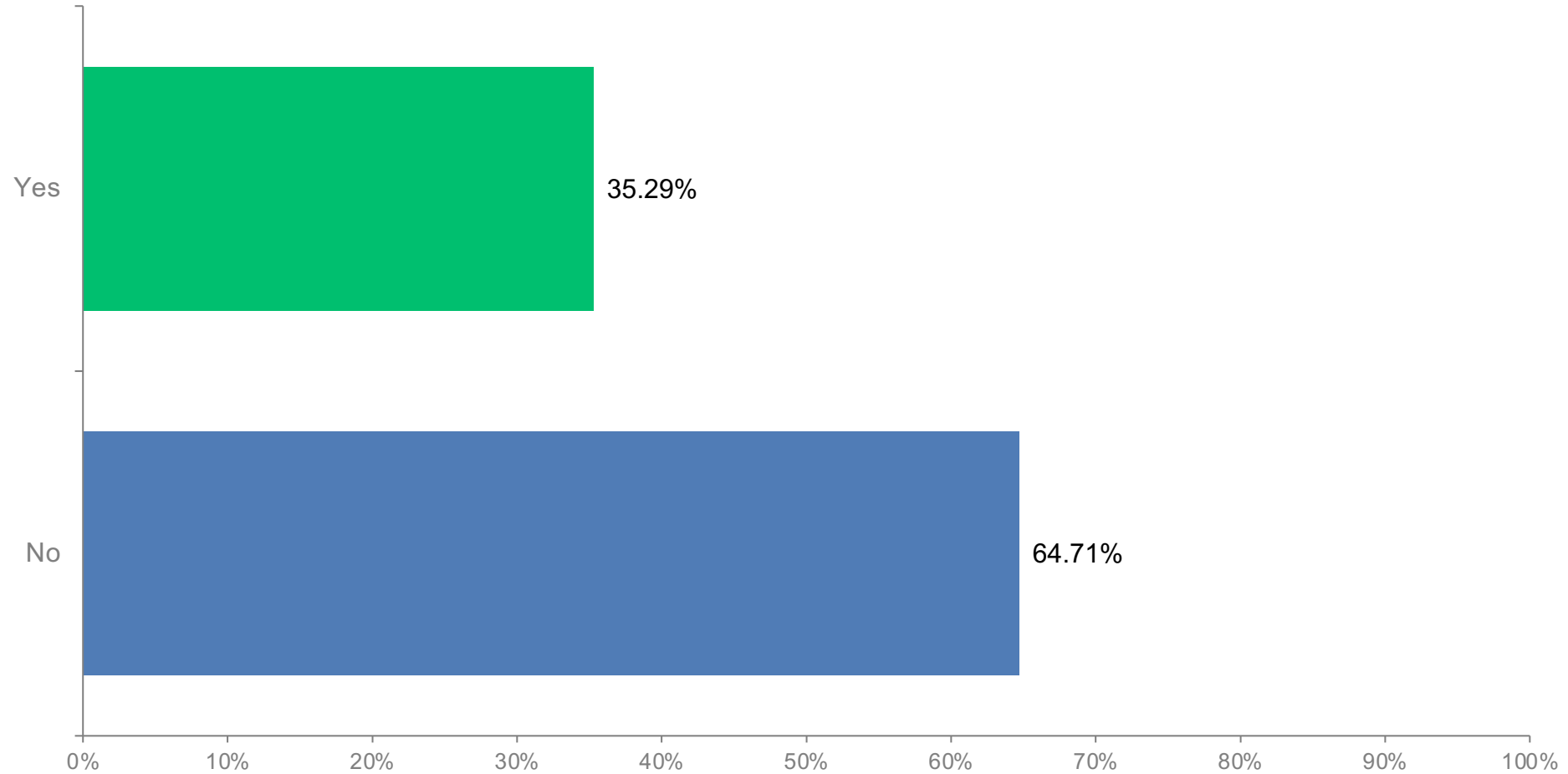
# Tell us about your relationship to the 305 South Congress project? (Check all that apply).

Answered: 51 Skipped: 15



# Did you participate in the March 2 Stakeholder Meeting or watched the recording?

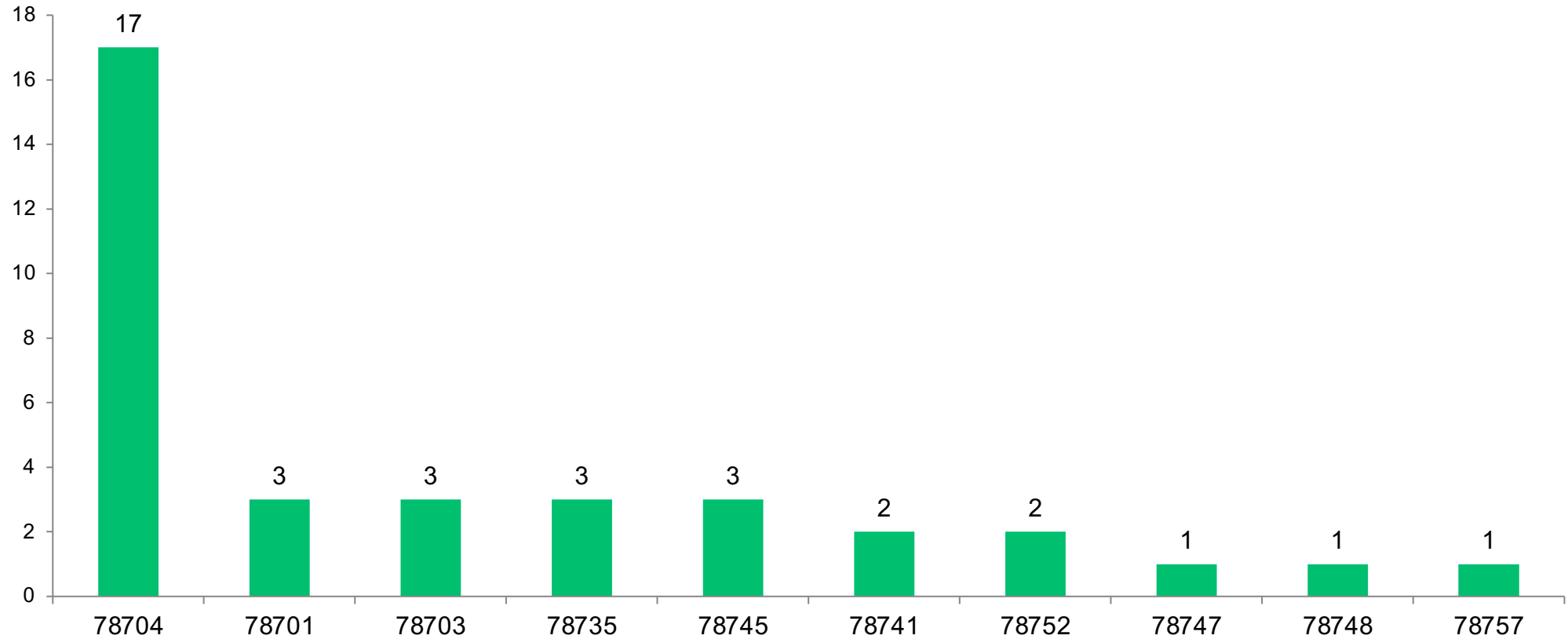
Answered: 51 Skipped: 15



# Please select your zip code.

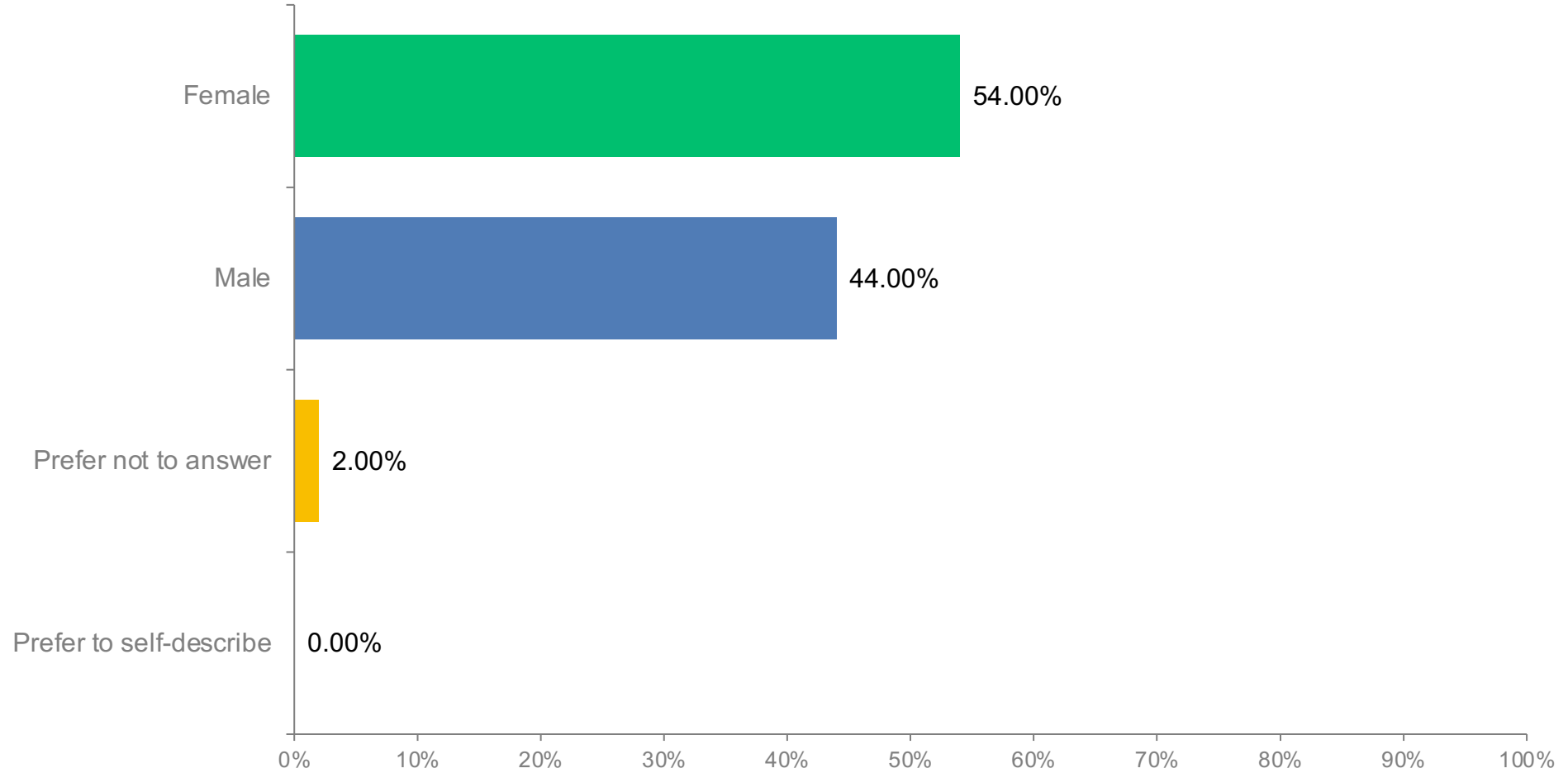
Answered: 44 Skipped: 22

## Top 10 Zip Codes



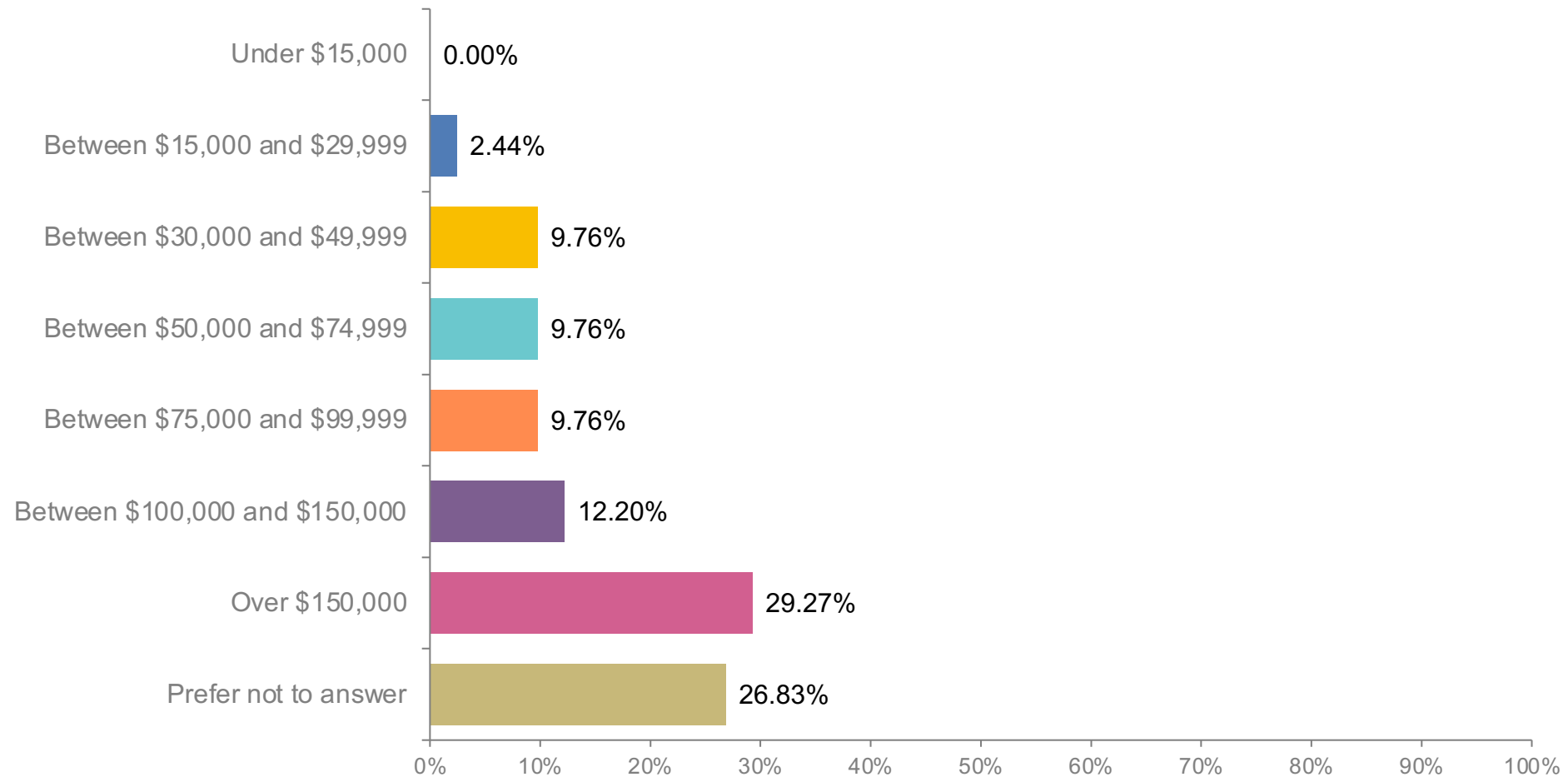
# What is your gender?

Answered: 50 Skipped: 16



# What is your annual household income?

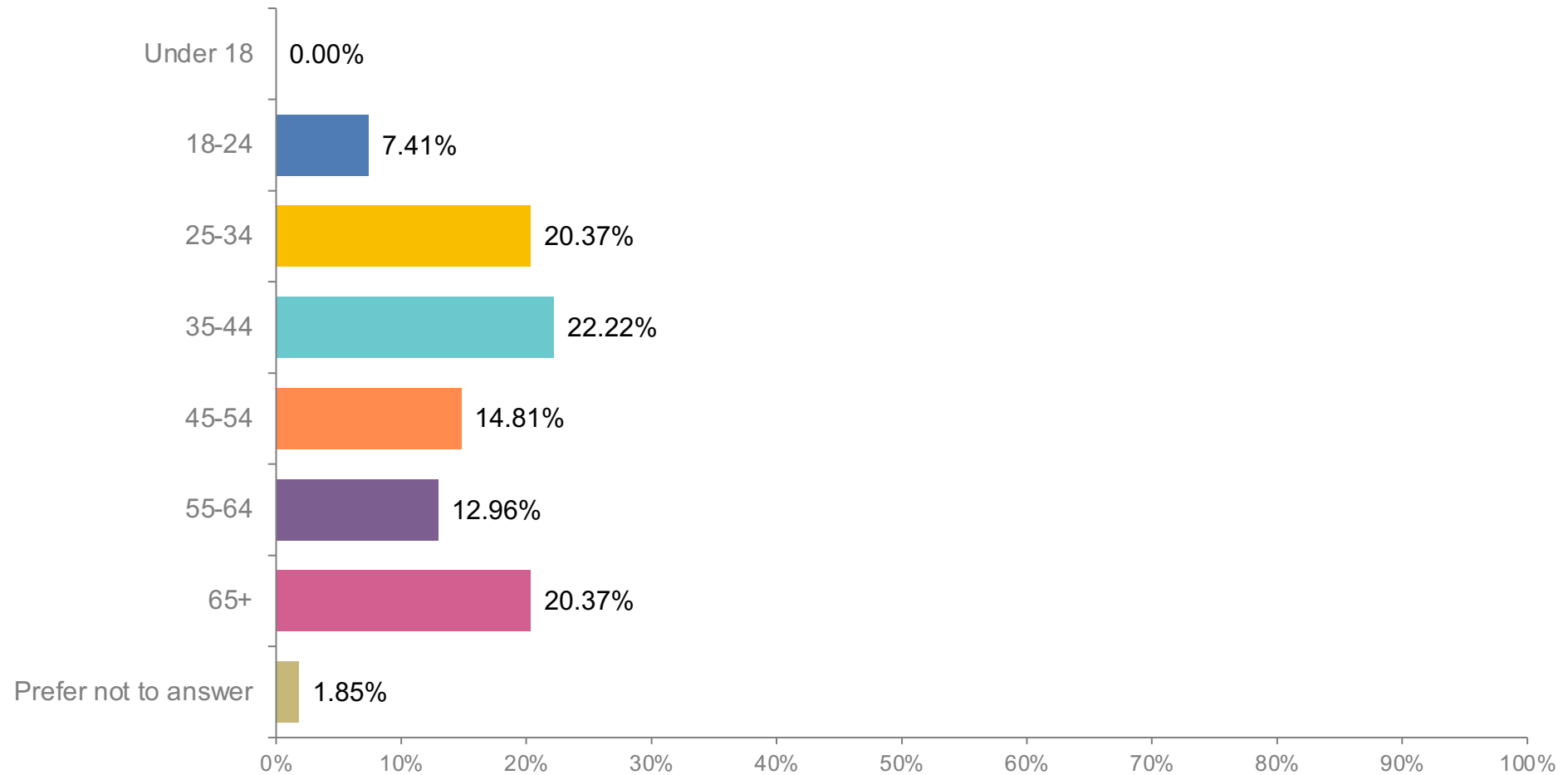
Answered: 41 Skipped: 25





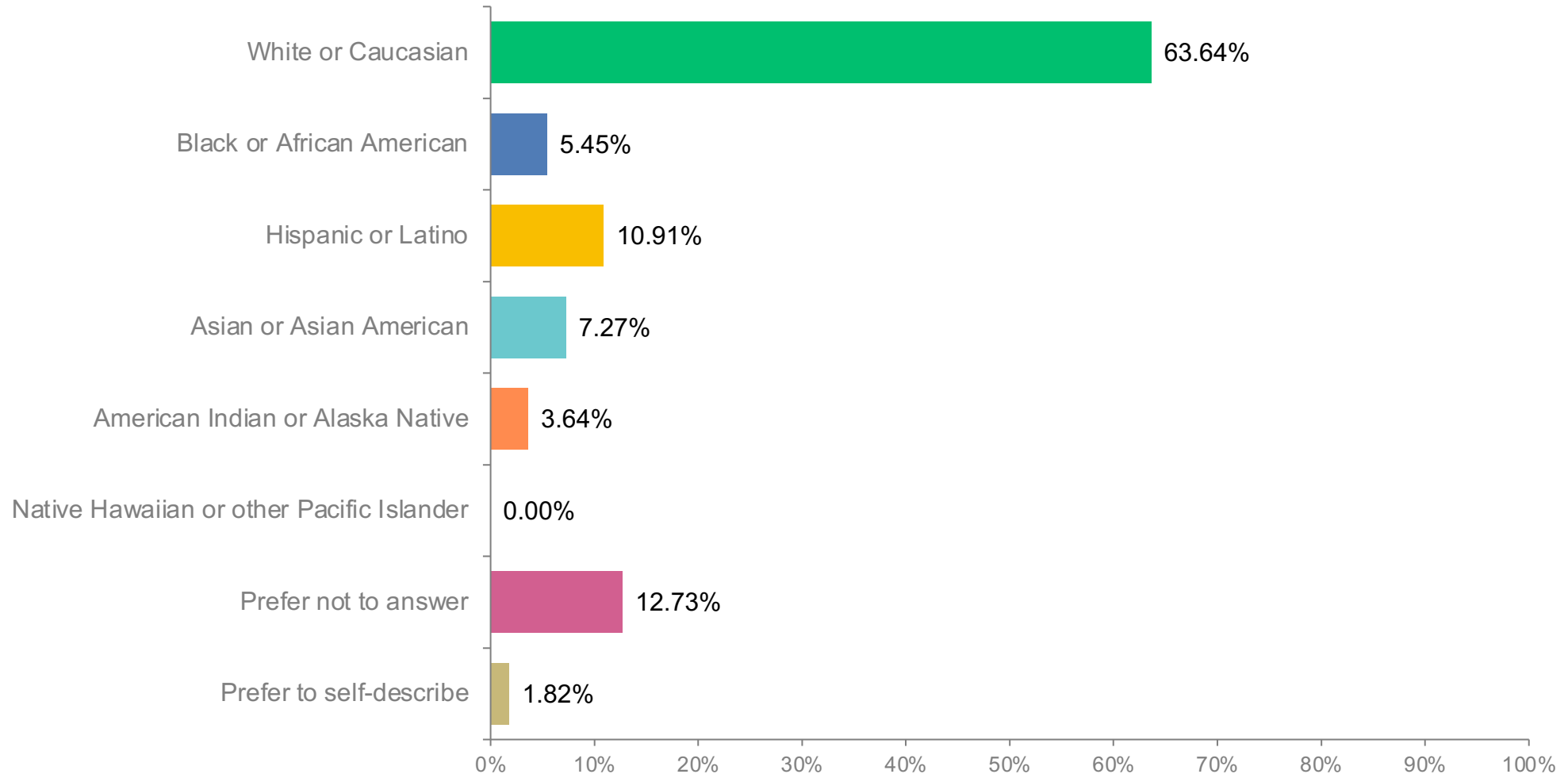
# What is your age range?

Answered: 54 Skipped: 12



# How would you describe yourself? (Select all that apply)

Answered: 55 Skipped: 11

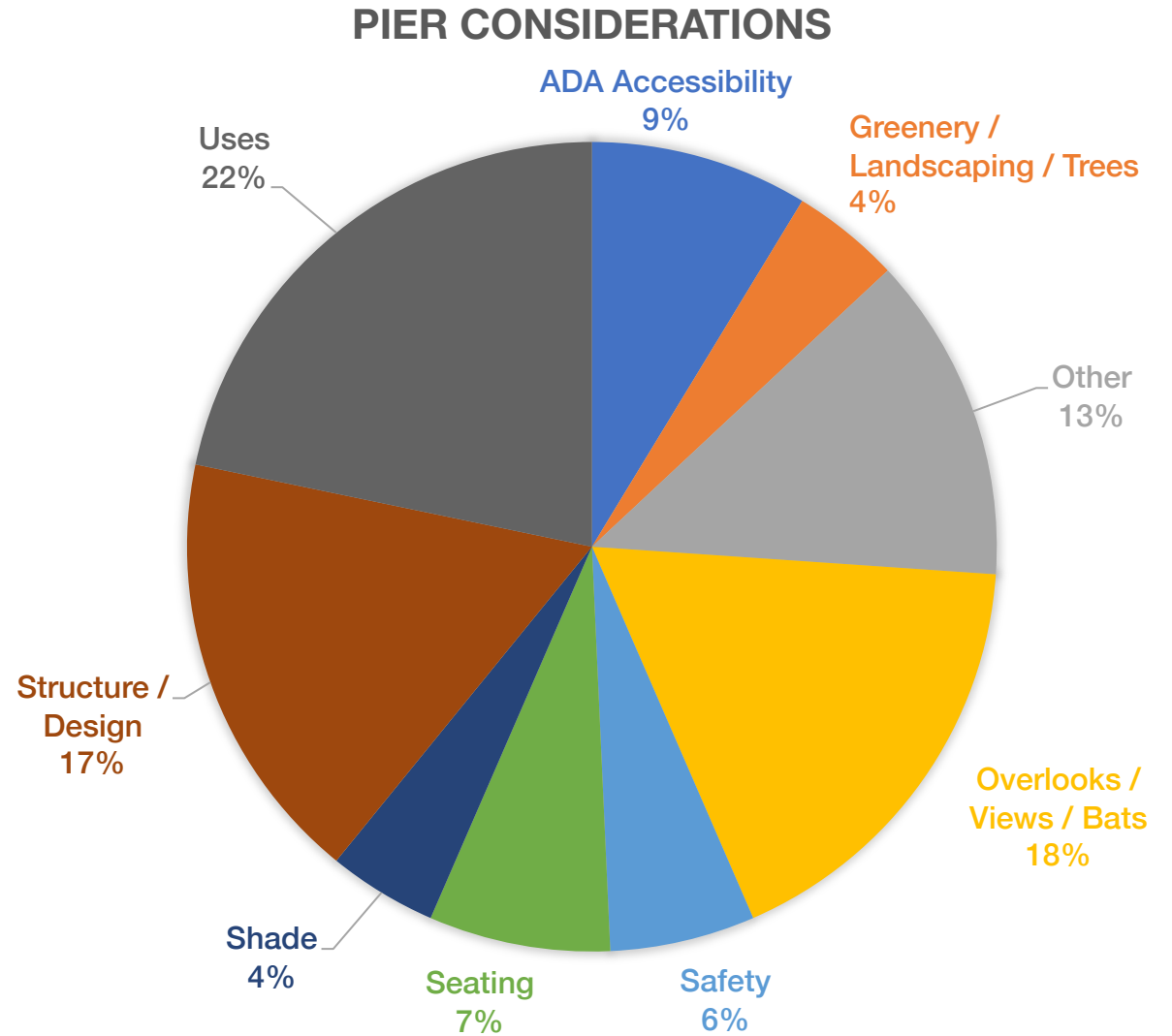


# Public Input

## Findings & Themes

# Findings & Themes

## Pier

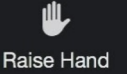


Number of Comments 59

# Findings & Themes

## Pier

Are there major considerations missing?



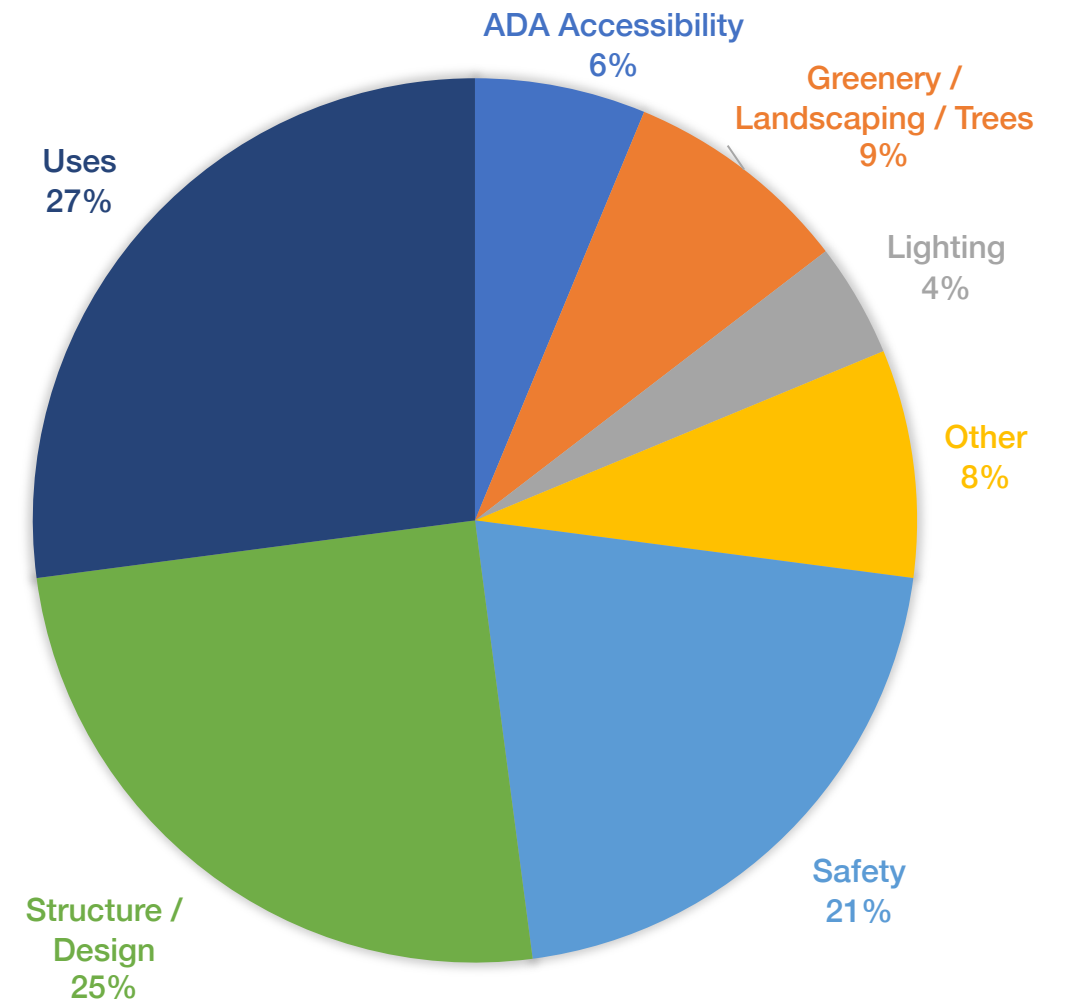
- **ADA Accessibility** – Make it wheelchair accessible; deaf-friendly design including signage
- **Greenery / Landscaping / Trees** – Increase riparian plantings at base of pier; Keep free of invasives and poison ivy; address algae mats that form on lake and cling to pier
- **Overlooks / Views / Bats** – Great for bat viewing; Help get people off trail who want to sightsee
- **Safety** – Ensure it has barriers / railing; Clear signage to indicate safety risks; Not slippery, Reduce length because unsafe for boaters
- **Seating** – Benches perhaps extend to accommodate more people on the pier
- **Shade** - Shade features to help with comfort; May interfere with bat viewing
- **Structure / Design** – Concerns about concrete or metal; preference for sustainable, low-maintenance materials; Some suggestions to reduce length to increase safety for boaters; Questions regarding height of pier; Consider boat and standup paddle board storage
- **Uses** – Accessible to canoe, kayaks and paddle boards; Concerns over keeping it accessible and not commercial (no rental or concessions); Create area for fishing
- **Other** – Concern about where people would park to launch boats; Comments both supportive of and not supportive of pier

# Findings & Themes

## Water Steps



### WATER STEPS CONSIDERATIONS

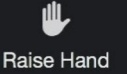


Number of Comments 51

# Findings & Themes

## Water Steps

Are there major considerations missing?



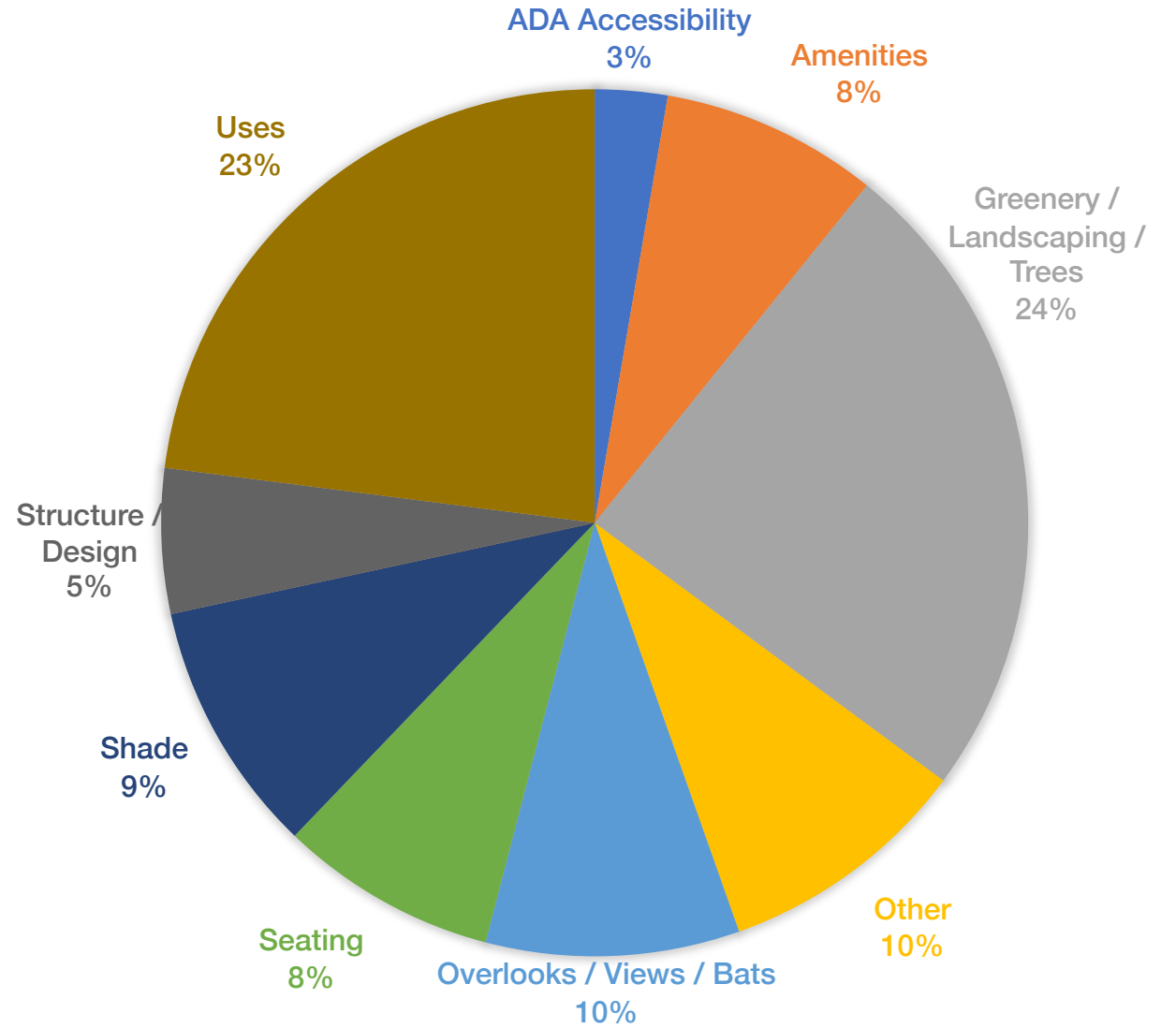
- **ADA Accessibility** – Desire for meeting ADA provisions for this amenity and making steps usable by people of all abilities
- **Greenery / Landscaping / Trees** – Thoughtful entryways so surrounding area not trampled; Keep free of invasive trees, shrubs and poison ivy; Ensure plantings don't inhibit viewing and overall experience
- **Lighting** – Mixed views about lighting: desire for minimal / downlighting but also desire for sufficient lighting for safety
- **Safety** – Minimize risk of drowning; Include safety signage; Concerns about conflicts with trail users; Concerns about dog access to water and interaction with blue algae
- **Structure / Design** – Like formalized water access to keep people from trampling sensitive areas; Ensure sufficient room between steps and trail to avoid conflicts with people with kayaks and paddle boards and trail users; Make wider to double as seating and step height that is kid-friendly; Low steps for kayak users
- **Uses** – Anticipate users with kayaks, canoe, paddle boards, as well as place for seating and dogs to enter; Concerns over management of kayak traffic and trail conflicts, as well as commercialization

# Findings & Themes

## Great Lawn



### GREAT LAWN CONSIDERATIONS



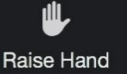
Number of Comments 60



# Findings & Themes

## Great Lawn

Are there major considerations missing?

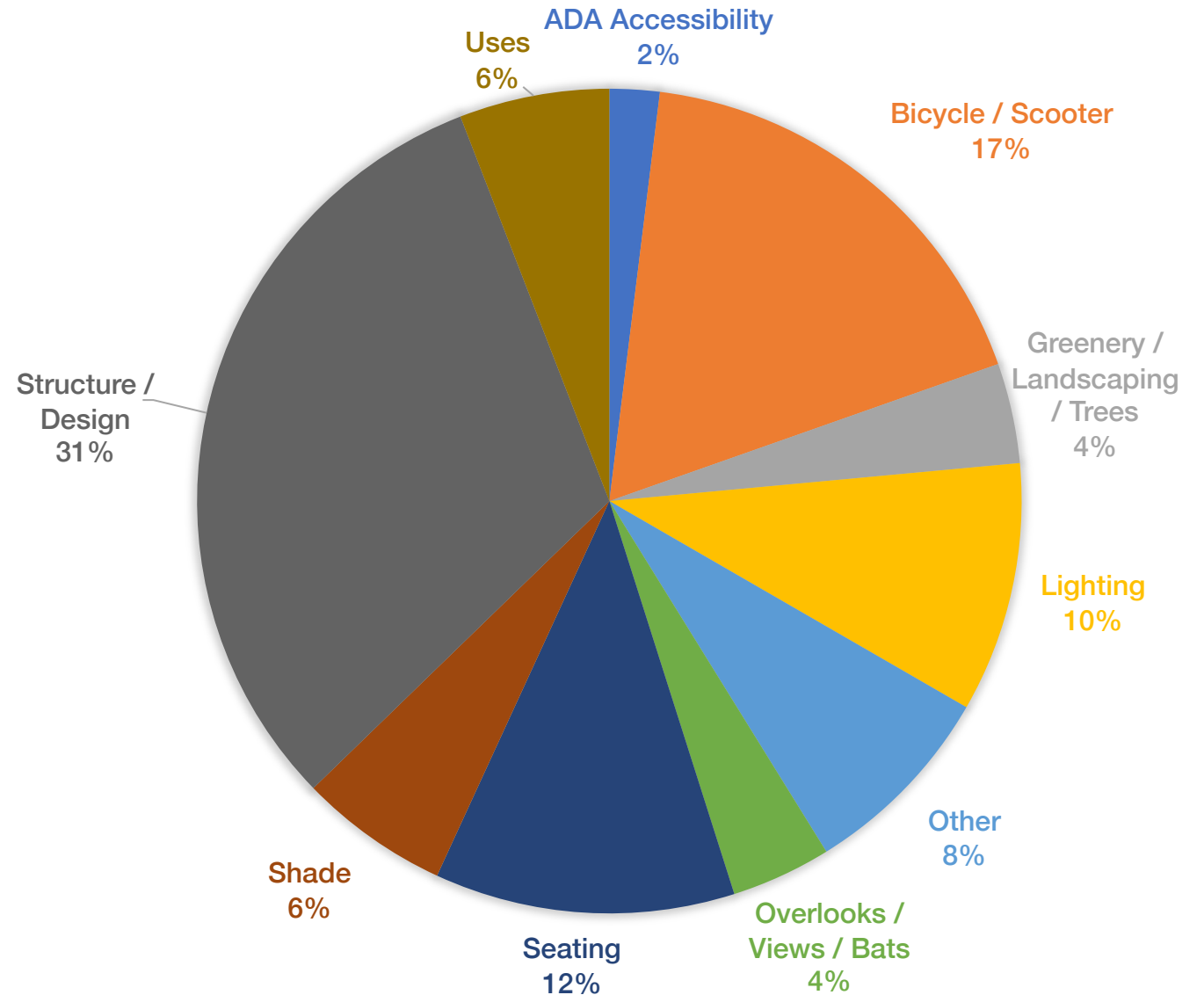


- **ADA Accessibility** – Create welcoming pathway that it's well lit, ADA compliant, comfortable so people can seamlessly move to the Great Lawn
- **Amenities** – Provide amenities such as trash cans/composting, water stations, animal waste centers, restroom
- **Greenery / Landscaping / Trees** – Include larger caliber trees; Consider more trees for shade and for privacy/enclosure from street traffic and noise; Create open space with native landscaping; Keep area and lawn maintained; Suggestion to consider artificial turf; Protect trees during construction
- **Overlooks / Views / Bats** – Provide ample room for bat viewing; Perhaps sloped or stadium-style so people can see the bats well; Good people watching
- **Seating** - Seating areas that are safe so you can see surrounding areas; Benches; A few picnic tables; Perhaps tiered seating
- **Shade** – Ensure the area has plenty of shade
- **Structure / Design** – Like large open space; Away from bridge and back off trail; Large lawn of grass and addition of shade and seating around the edges
- **Uses** – Suggestions for programming and activities (i.e. yoga on the lawn, music, farmers market, food truck); Questions / concerns about dogs; Create all abilities space that's dynamic and child-friendly

# Findings & Themes Boardwalk



## BOARDWALK CONSIDERATIONS

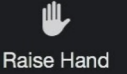


Number of Comments 51

# Findings & Themes

## Boardwalk

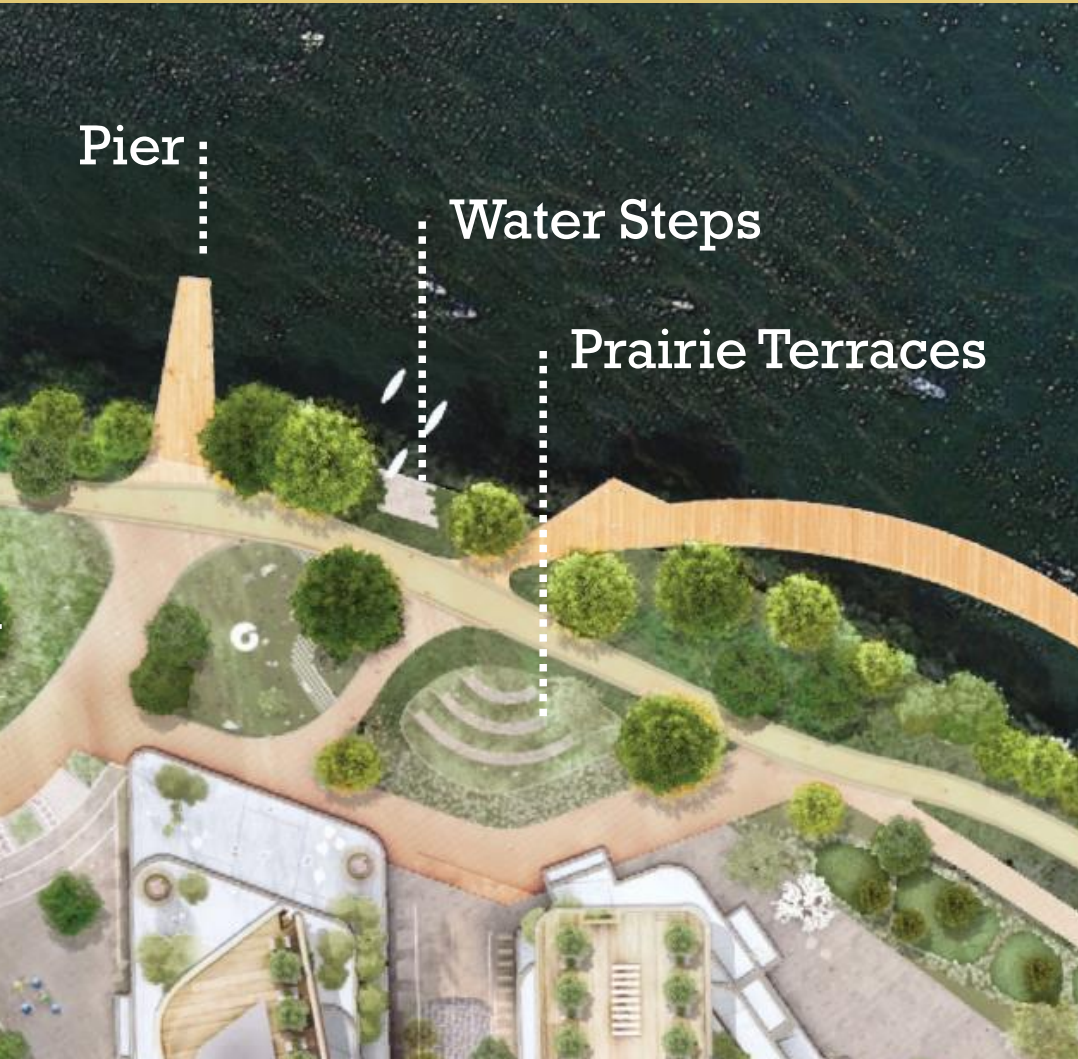
Are there major considerations missing?



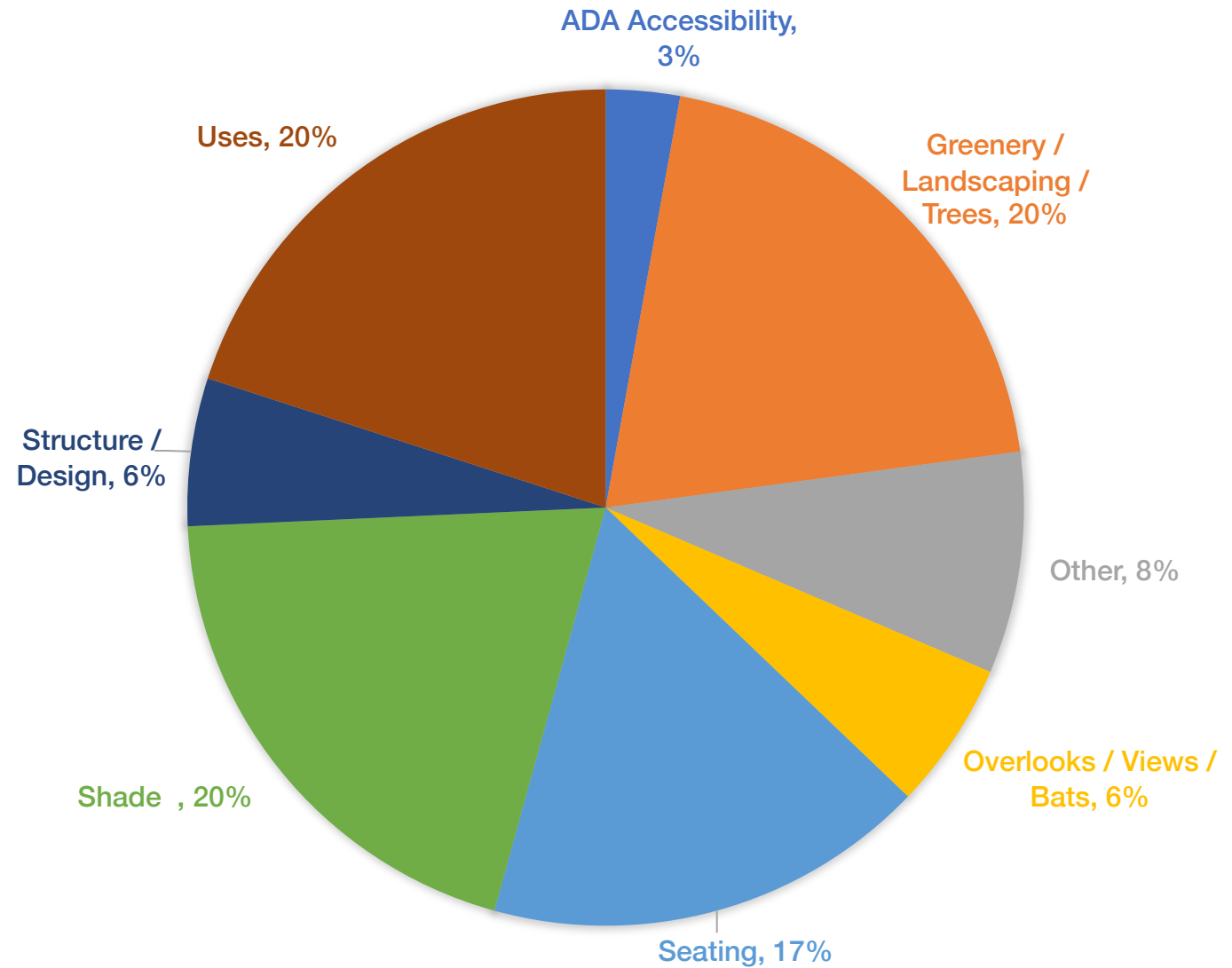
- **ADA Accessibility** – Important to have good ramp access for wheelchair users
- **Bicycle/Scooters** – Important to ensure sufficient space so bicycle and pedestrian modes can coexist; Some comments to restrict scooters or any wheeled vehicles (except wheelchair/strollers); No motorized vehicles
- **Greenery / Landscaping / Trees** – Design so habitat behind boardwalk is protected so it can become thriving estuary; Clear enough line of sight so users know it is there
- **Lighting** – Ensure it has adequate lighting
- **Overlooks / Views / Bats** – Excellent place to watch the bats
- **Seating** – Include benches; Ensure sufficient seating
- **Shade** – Provide shade; Similar shading pergola like section east of IH-35
- **Structure / Design** – Sufficiently wide and long; Make similar to existing boardwalk; Mesh fencing and not slippery for safety
- **Uses** – Like that it provides opportunity to users to get off of the trail; Don't allow people to shoot off fireworks from boardwalk

# Findings & Themes

## Prairie Terraces



### PRAIRIE TERRACES CONSIDERATIONS

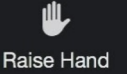


Number of Comments 40

# Findings & Themes

## Prairie Terraces

Are there major considerations missing?



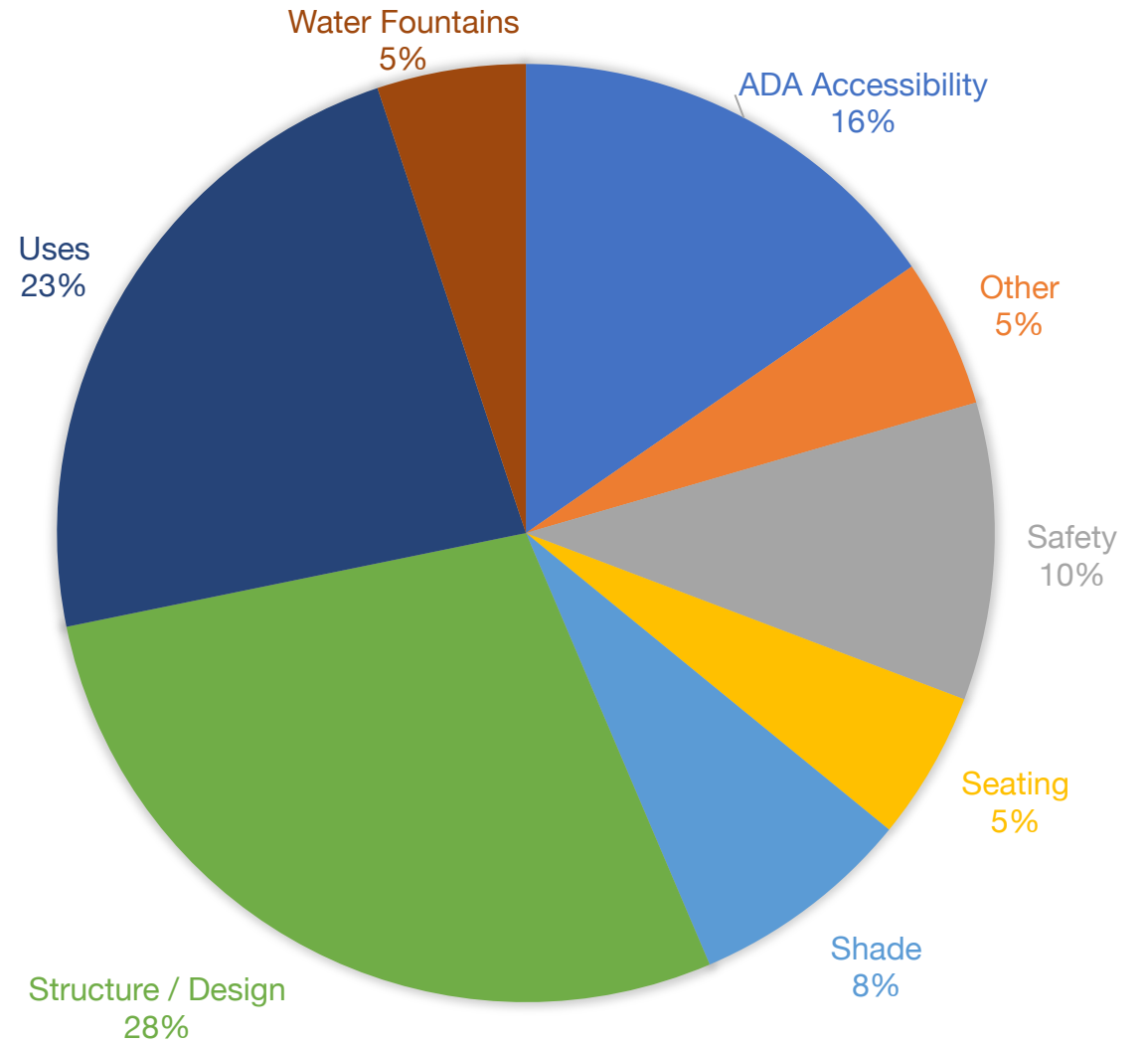
- **ADA Accessibility** – Include a wheelchair ramp
- **Greenery / Landscaping / Trees** – Plant natives only and add more open space; Similar to Pease Park amphitheater
- **Overlooks / Views / Bats** – Helps with stadium-style seating for bat viewing; Question regarding height to ensure visibility of bats from underneath
- **Seating** – Like additional seating; Terraced seating
- **Shade** – Importance of shade; Concerns that it won't be used enough if not shaded
- **Structure / Design** – Importance of open space
- **Uses** – Concerns over use by unhoused population; Desire for programming for children – would need to be safe; Perhaps use for small civic meetings

# Findings & Themes

## Nature Play



### NATURE PLAY CONSIDERATIONS

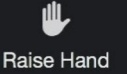


Number of Comments 44

# Findings & Themes

## Nature Play

Are there major considerations missing?



- **ADA Accessibility** – Want accessible for all ages and abilities
- **Safety** – Concerns about safety; Potential need for fencing to keep children safe; Avoid interaction with trail users
- **Seating** – Need for seating
- **Shade** – Importance of shade
- **Structure / Design** – Could be “untraditional”; Suggest a natural aesthetic with limited impervious cover; Other ideas such as splash pad
- **Uses** – Concerns over use as dog area, need to have distinction between children and pet areas; Could be nature learning area
- **Water Fountains** – Have water fountains in this area

# 305 South Congress **Park Amenities Prioritization**

## Ranking Question

Is there a parkland amenity you feel should be prioritized based on the goals of the South Central Waterfront?

Please rank them from highest priority to lowest priority (“1 – highest priority” to “6 – lowest priority”).

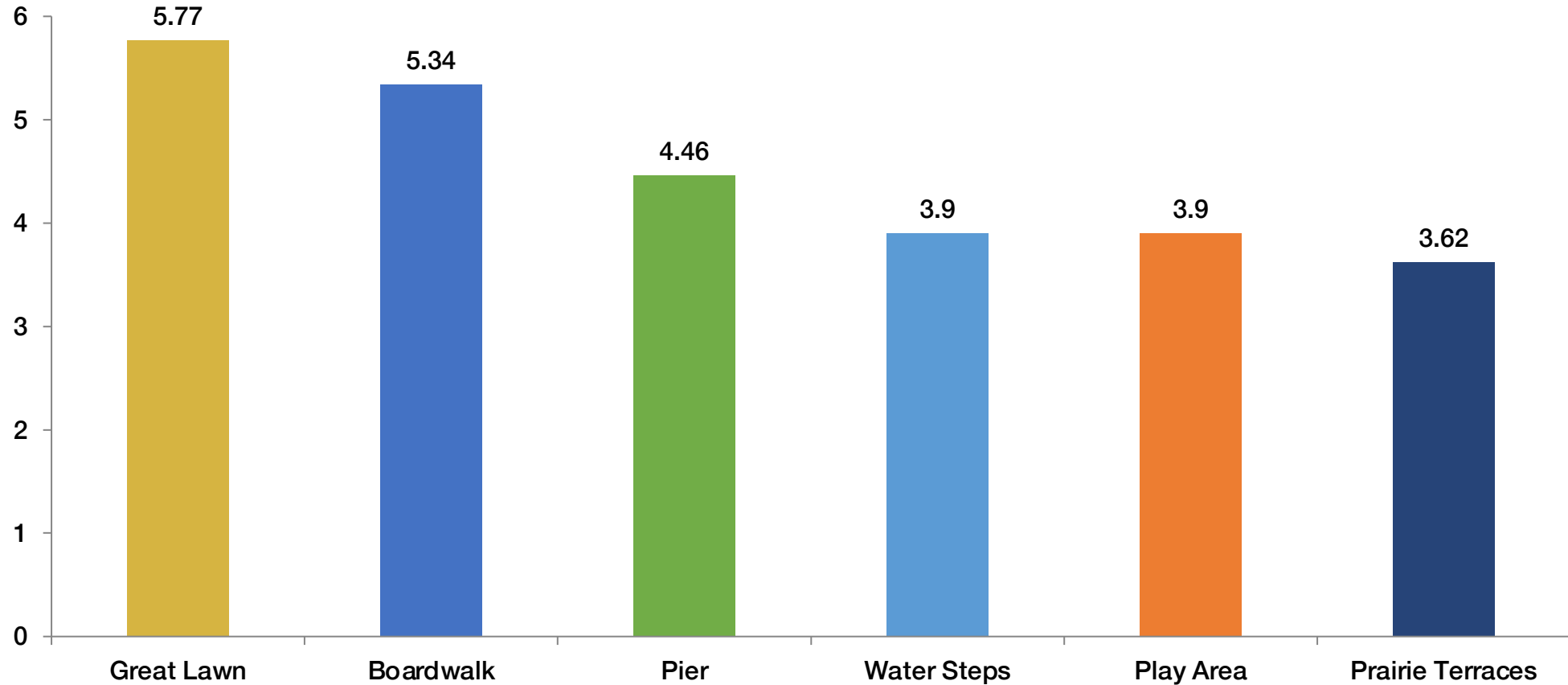
- Pier
- Water Steps
- Great Lawn
- Boardwalk
- Prairie Terraces
- Play Area

## South Central Waterfront Goals

1. Enhance connections to and along the waterfront
2. Expand open space and creating great public places
3. Establish a lively, attractive pedestrian environment



# Is there a parkland amenity you feel should be prioritized based on the goals of the South Central Waterfront?



Rating Scale: 1 = highest priority to 6 = lowest priority

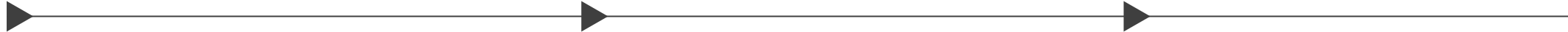
# Findings & Themes

## High Level Takeaways

- Make sure the ADA accessibility is prioritized so all individuals can enjoy
- Concerns over congestion on this area of the trail and conflicts between types of users
- Importance of bats; appreciation for new opportunities for bat viewing and for areas off trail for users to stop and enjoy
- Properly address ecological sensitivities (bats, erosion, pollution, native plantings, maintaining tree canopy, habitats)
- Mixed views about uses and concerns about concessions, such as kayak rental
- Programming of these spaces is key; ensure parkland is welcoming experience for all Austin residents, not just tenants

# 305 South Congress Stakeholder Engagement Activities

## Parkland Amenities Prioritization Input Process



### Stakeholder Meeting #1

March 2, 2023

*Presentation to stakeholders to share Open Space Concept and Gather Input on Park Amenities Prioritization*

### Survey

March 2023

*Gathering input on Park Amenities Prioritization*

*Will be emailed after the meeting which will include a recording of this session.*

### Tabling

March 2023

*In-Person engagement along the Ann and Roy Butler Hike and Bike Trail to gather input on prioritization of park amenities*



### Small Group Discussions

March 2023

*Two In-depth discussions with key stakeholder groups*

### Stakeholder Meeting #2

March/April 2023 – Date TBD

*Presentation on input findings*

### Report

**Findings Shared with Endeavor and PARD Team for Review and Evaluation**



# Thank You!

Justin Schneider  
Community Engagement Consultant  
Parks and Recreation Department  
[justin.schneider@austintexas.gov](mailto:justin.schneider@austintexas.gov)

Sander Mohn  
Development Associate  
Endeavor Real Estate Group  
[smohn@endeavor-re.com](mailto:smohn@endeavor-re.com)

Sebastian Puente  
Cultural Strategies Inc.  
Engagement Team Lead  
[spuente@cultural-strategies.com](mailto:spuente@cultural-strategies.com)