



Spectacular WATER THRILL SHOW

FLORAL GARDENS of Texas

BOAT RIDES on the lagoon

Special DINNER MENUS

PATIO DANCING under the stars

Shopping IN THE MEXICAN MARKET

Unique Plants TROPICAL GREENHOUSE

Ride THE TIJUANA TAXI

SPECIAL EVENTS

AND

everyone assures your group plenty
... whatever age groups. Each
something to remember about your
Gardens. One group per evening
make your reservations in ample
disappointment.



OPEN HOUSE AGENDA

- INTRODUCTION
- SITE HISTORY
- PROJECT GOALS
- STAKEHOLDER INPUT
- CHARACTER DEFINING FEATURES
- EXISTING CONDITIONS
- REHABILITATION STRATEGIES
- QUESTION & ANSWER
- CONCLUSION



SITE HISTORY

INITIAL PRIVATE DEVELOPMENT

- Originally constructed in 1965-1966
- Conceived as privately-owned tourist attraction on northeast shore of newly created Town Lake, now Lady Bird Lake, around a gravel pit-turned lagoon
- Attractions included botanical landscape, an excursion boat, hiking trail with scenic overlooks, and ski show grandstand
- Property borders the East Cesar Chavez neighborhood, historically a working-class Mexican-American residential enclave
- Design was modernist interpretation of the Spanish Colonial-Pueblo Revival style
- Was popular with tourists, but ultimately not profitable

TRANSITION TO CITY PROPERTY

- City of Austin purchased in 1967
- Property became a popular water-based event center and home base for civic events; the site was pivotal in shaping development of the lake's northern shore
- In the 1970s, the community advocated to end annual drag boat races, the cause of noise and light pollution and major traffic
- Around the same time, the city pursued expansion efforts that lead to displacement of low-income residents
- Community leader Jesse Segovia and the newly formed East Town Lake Citizens Neighborhood Association negotiated financial relocation assistance for residents. These victories were important milestones for the burgeoning social and environmental justice movement in East Austin.



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Something for everyone assures your group plenty to do . . . to see . . . whatever age groups. Each person will have something to remember about your party at Fiesta Gardens. One group per evening date. So please make your reservations in ample time to avoid disappointment.

Austin May Adopt Relocation Policy for Displaced Residents

The Town Lake Development Plan, a large quantity of federal money and a heavy dose of history have combined to produce a new city policy for dealing with displaced property owners. The incident which brought all these ingredients to a froth occurred on Broadway Street, a

the Fiesta area. This was due to the local Bi-Centennial Commission's focus on Austin's water including lakes, streams, creeks and lagoons.

The purchase of the Bergman Street properties, since 1968 a lost project included in the massive CIP, was probably recognized

The owner can do his own relocating.

The city will recommend to city council Thursday at a 7 p.m. public hearing for the Fiesta Gardens residents that Austin officially adopt a relocation policy for all displaced property owners.

"We've probably recognized

anyway. We're just a little ahead of the game," Morahan said.

According to his estimates, Morahan said the average cost per property owner in the Fiesta Gardens area will be \$4,000. That is in addition to the value of their property.

Morahan said the initial task restricted to the Urban Renewal Agency, long accustomed to such procedures because they spend federal money almost exclusively.

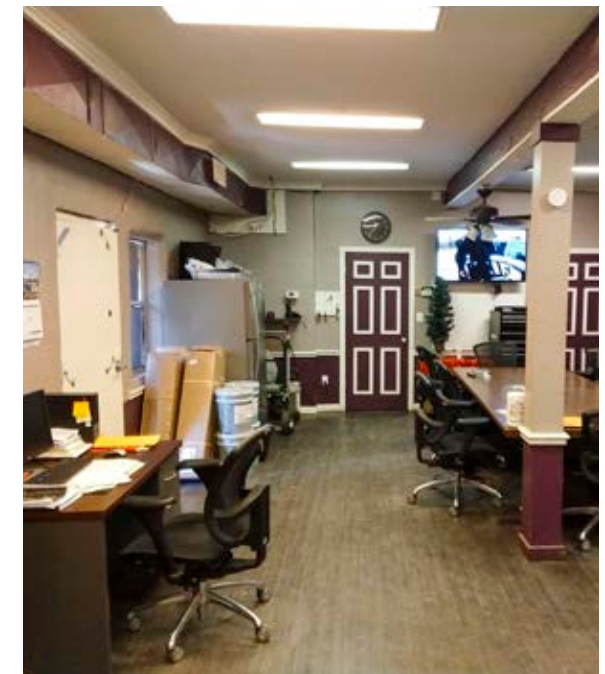
Morahan also mentioned that relocation benefits be retroactive to January 1, 1974 to include residents of the

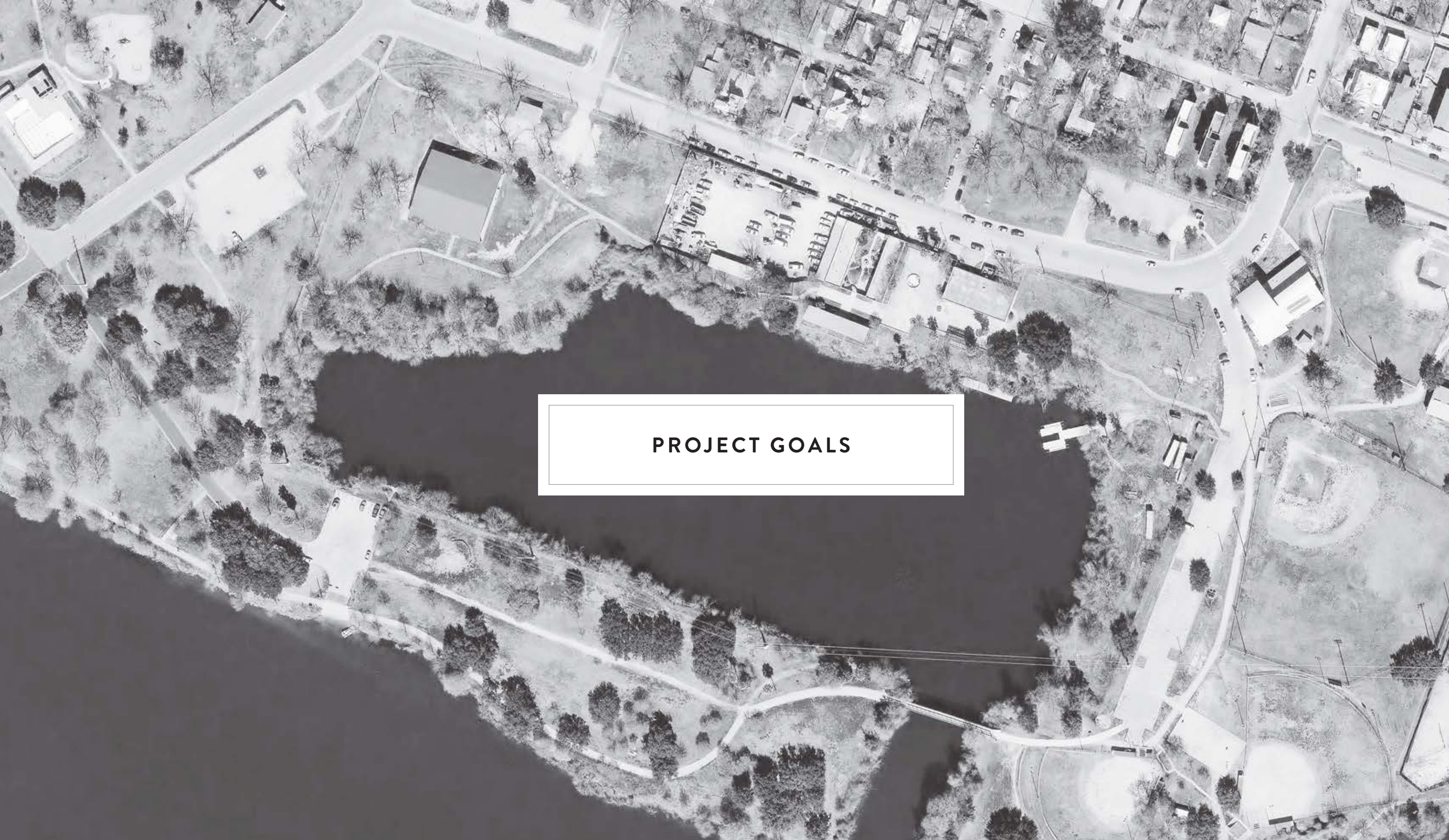
MODERN USE

- Family reunions, weddings, memorial services, and quinceañeras.
- Festivals:
 - Cinco de Mayo Austin
 - Dragon Boat Festival
 - Texas Craft Brewers Festival
 - Texas Veg Fest
 - Austin Celtic Festival
 - Hot Sauce Festival
 - Austin Pride Festival
 - SXSW Music Festival
 - Ice Cream Festival
 - Dia de los Muertos Music Festival
- Parks and Recreation Department (PARD) offices and maintenance and equipment depot

HISTORIC DESIGNATION

- In 2019, complex was listed in the National Register of Historic Places for its significance in the areas of Community Planning and Development, Social History, and Entertainment and Recreation
- Designation provides funding opportunities and guides future restoration





PROJECT GOALS



PROJECT GOALS

The Fiesta Gardens Rehabilitation focuses on preserving and restoring character-defining architectural features of the historic structures while rehabilitating to meet current codes and enhance the use of the site.

The project scope was conceived by the Austin Parks and Recreation Department (PARC) and incorporates elements of the 2014 Holly Shores Master Plan and on going maintenance needs. In 2019, PARC selected a team lead by Clayton Korte to develop the program and design.

Programmatically the focus will remain unchanged: Fiesta Gardens will continue to provide a special events rental venue for family celebrations such as reunions, fiestas de quinceañera, parties and weddings. The complex will also continue to serve the surrounding park areas during festivals.



STAKEHOLDER INPUT

Earth

CLAYTON
KORTE



FIESTA GARDENS

2101 JESSE E. SEGOVIA ST. | AUSTIN, TEXAS 78702

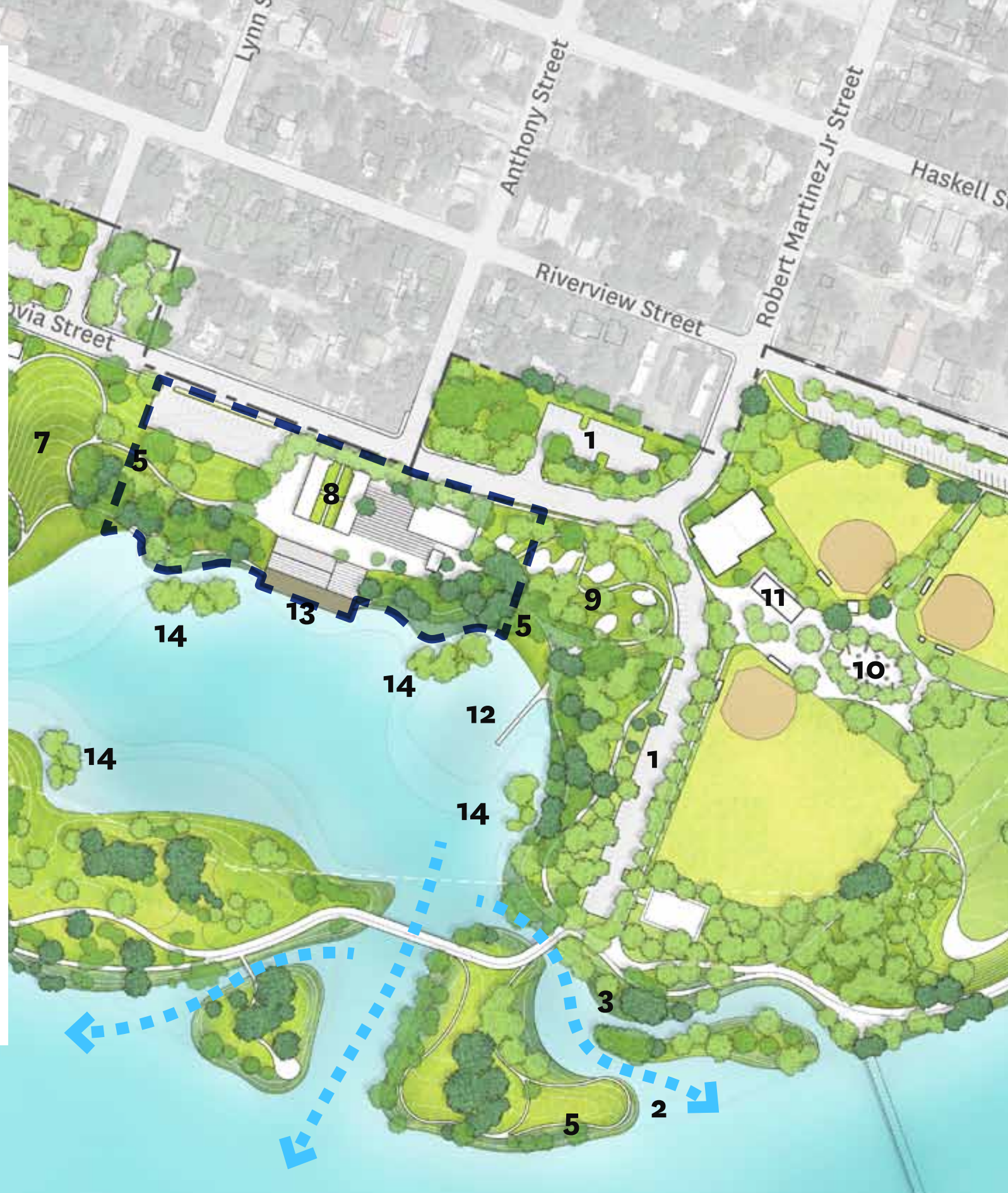
COMMUNITY OPEN HOUSE | PRELIMINARY - NOT FOR CONSTRUCTION | NOVEMBER 16, 2020 | 8 OF 56

MASTER PLAN INTRODUCTION

- 2012: City of Austin hired team to prepare Park Improvement Master Plan
- Includes 9.3 acres of newly dedicated parkland at Holly Street Power Plant, 91 acres of existing parkland
- 2012 - 2014: team worked with surrounding neighborhood communities, city staff, stakeholders to create a plan to generate public interest, support, and funding for development, improvement

EXCERPT REGARDING FIESTA GARDENS

“Fences around Fiesta Gardens and along Jesse E. Segovia Street will be taken down, and the PARD operations relocated from Fiesta Gardens, which will be opened to the public for community use focused on youth and senior programs. All of these changes will make the lagoon a more welcoming area better integrated with the surrounding park and life of the neighborhood.”



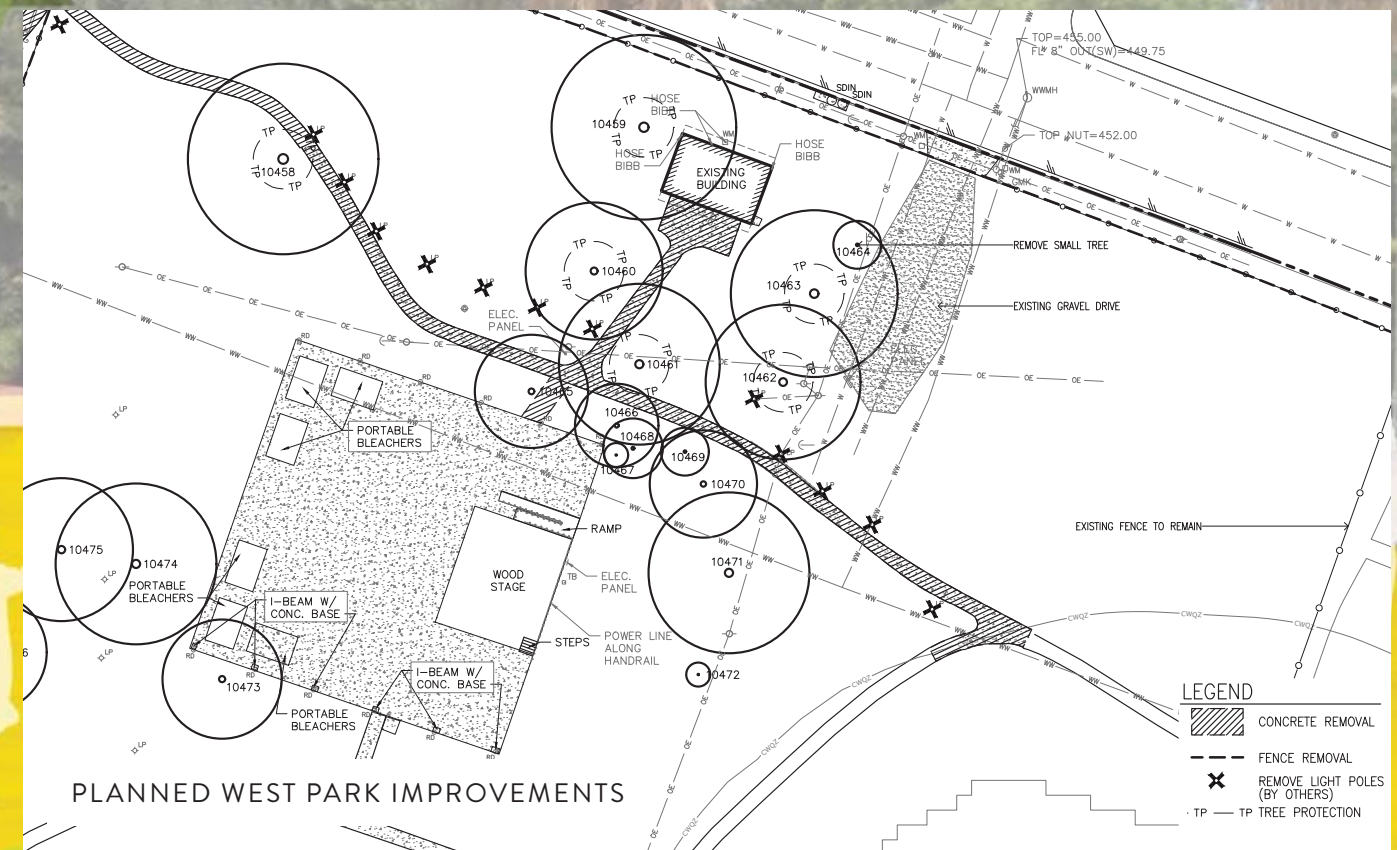
LEGEND

- Existing Parking**
- New Lake Channels**
- Enhance Lake Edge Habitat**
- Boat Launch**
- ADA Accessible Paths**
- Retain Existing Jonny Degollado Pavilion**
- Sloped Event Lawn**
- Opened & Enhanced Fiesta Gardens**
- Playground**
- Picnic Garden**
- Concessions**
- Canoe Launch**
- Steps and Deck**
- Wetland Habitat**

The existing Fiesta Gardens Complex consists of the Fiesta Gardens Building, which is used as a public rental venue for events and parties, and the two “Mercado” Buildings, constructed in the 1960s, which are used by the Parks Department for maintenance and storage purposes. They have a unique location in the heart of the park, overlooking

the Lagoon, yet this area is surrounded by high fences and is most of the time inaccessible to the community.

The Master Plan proposes that these buildings be unfenced, opened to the public for community use and linked to the adjacent parkland and to the Lagoon edge.





FACILITY USE & RENTAL SURVEY

In Fall 2020, a survey and questionnaire in English and Spanish was distributed to past facility renters and vendors who have provided services at the Complex.

Questions were designed to help identify information related to specific community desires and provide key input to aid the project team.

The survey results are being referenced by the design team and will be available on the project website, along with this open house presentation.

austintexas.gov/department/fiesta-gardens-rehabilitation



CHARACTER DEFINING FEATURES

SITE DESIGN

ORIGINAL VISION

- Entertainment venue featuring series of connected landscapes surrounding a man-made lagoon
- Landscape featured two styles, formal and picturesque

FORMAL LANDSCAPE ELEMENTS

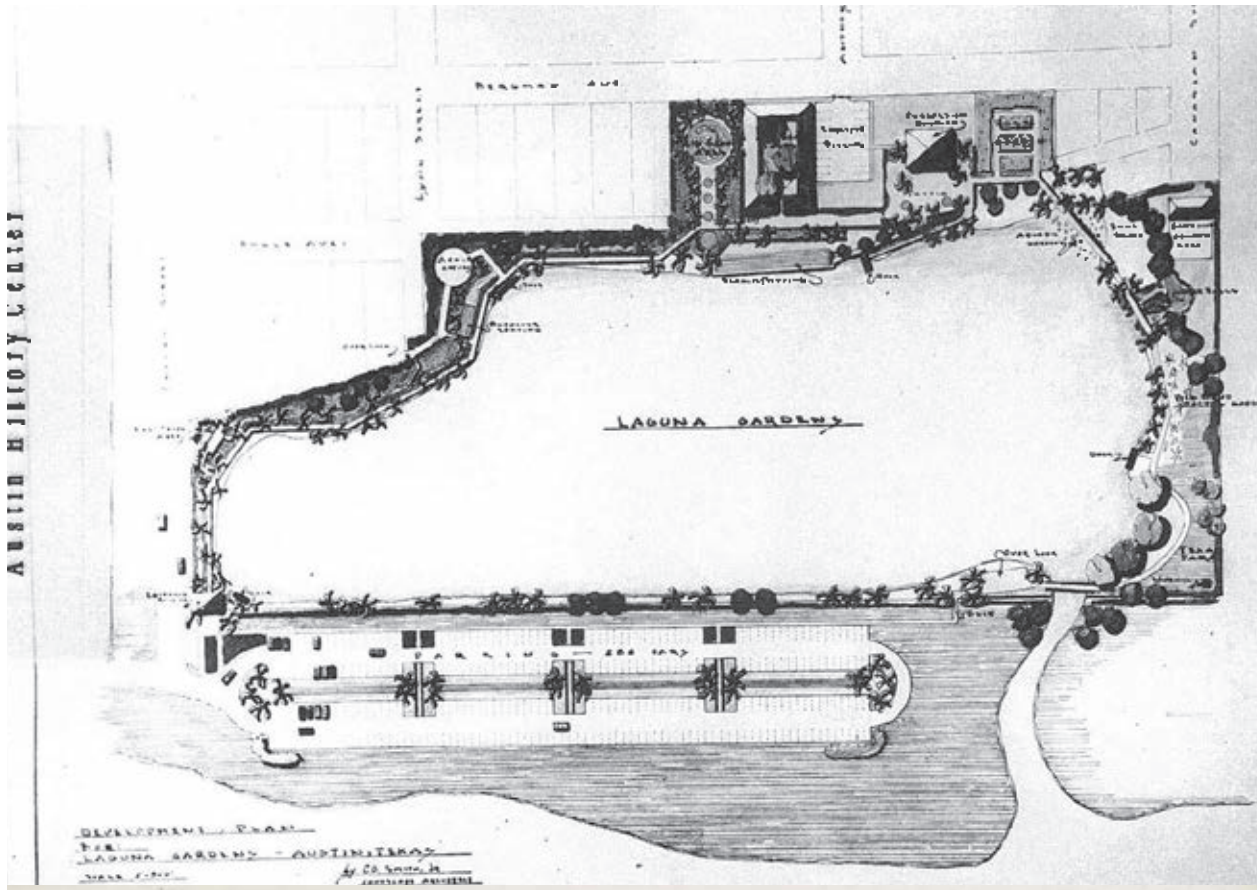
- Mercado & plaza
- Rose garden & gazebo
- Azalea Garden
- Fruit tree garden adjacent to Mercado

PICTURESQUE LANDSCAPE ELEMENTS

- Path along lagoon
- Specialty gardens along path (planned, but not all are documented to have been built)

OTHER LANDSCAPE ELEMENTS

- Sand beach
- Bleacher seating (3)
- Gravel parking lots
- Overlook as south parking lot
- Boat docks (3)





DINING HALL

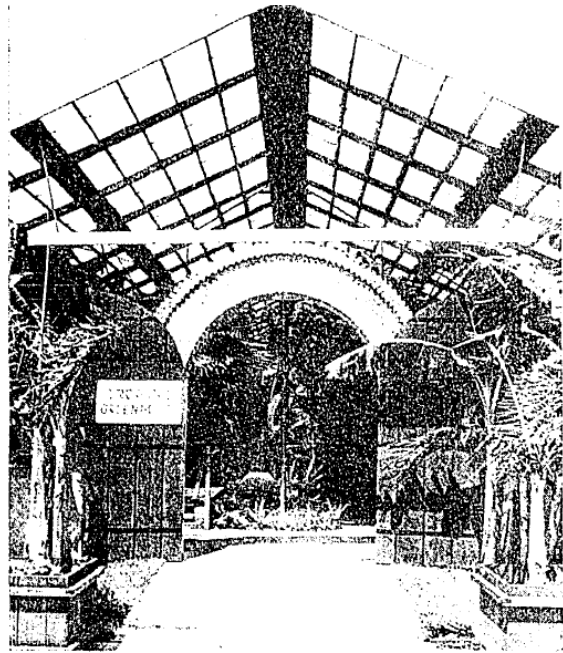
- Large rectangular assembly space with primary doors and windows facing away from street
- Medium-textured exterior stucco was originally off-white
- Wood timbers (vigas) extend from all but street facing exterior and were originally stained wood that extended further
- The interior features decorative wood beams and posts that divide the room.
- A significant portion was dedicated to restrooms, storage, mechanical room, and kitchen, which have since been reconfigured





MERCADO

- Organized around central arcade & courtyard
- East & west sides have enclosed rooms with doors and windows facing inward
- North and south sides have simple courtyard walls, masonry arched gates, small brick-framed niches.
- Clad in medium-textured stucco with wood decorative vigas
- Wood timbers extend from all exterior walls and were originally stained wood that extended further
- Original gable structure most likely did not feature a permanent garden
- Historic paving layout is unknown; current pathway is rustic limestone
- Existing garden and path installed by City of Austin maintenance staff



THE TROPICAL GREENHOUSE IS FILLED YEAR ROUND
Plants and citrus fruits flourish around winding stream of water





BANDSTAND

- Elevated concrete stage with stair, ramp access
- Original steel roof structure removed between 1973-1980; current structure is wood trellis
- Performers face Dining Hall across Plaza
- Lagoon is partially visible through open back





GRANDSTAND

- Simple steel structure on concrete piers follows landscape
- Thin round-tube structure supports wood framed metal roof
- Wood bleachers, steps painted
- Faces lagoon, south peninsula, and Lady Bird Lake



THRILL
TO
SKI
SPECTACLES



"The large lagoon is surrounded by palm trees, banana trees and a profusion of flowers and other plants. An excursion boat, frequently used to pick up visitors at lakeside hotels, offers tours of the lagoon and transportation to the grandstand area. Billy Garcia, a bare-foot boy with cheeks of tan, is making a big splash here in a spectacular water ski show featured at a unique new tourist attraction, 'Fiesta Gardens'."—Jimmy Banks, Dallas Morning News.



EXISTING CONDITIONS



SITE

HOLLY SHORES /
EDWARD SR. PARK AT
FESTIVAL BEACH

HIKE AND
BIKE TRAIL

PARD OFFICE PARKING AND
MAINTENANCE YARD

100' CWQZ LINE

WEST GATE

MERCADO /
PARD OFFICES

DINING
HALL

PLAZA

GRAND STAND

BANDSTAND

EAST LAWN

STEEL FENCE

EAST GATE

PICNIC
AREA

LORRAINE
"GRANDMA"
CAMACHO
ACTIVITY
CENTER

EAST
VISITOR
PARKING

LADY BIRD LAKE LAGOON

BOAT
DOCK

LITTLE
LEAGUE
FIELDS





SITE

STRUCTURES

- Stucco finishes have non-original paint color and partial cracking across plaza
- Fencing uninviting

PARKING & ACCESS

- Limited to 2 van-accessible spots
- Gravel parking lot and driveway is used by PARD staff
- No dedicated trash or loading areas

LIGHTING & POWER

- Overhead utility lines and street lighting
- Outdoor lighting is insufficient and varies in quality
- Power outlets are insufficient

DRAINAGE & WATERSHED

- Portions of site and buildings are within Lady Bird Lake restricted development areas





DINING HALL

STRUCTURE

- Uninviting street presence
- Non-original paint and stucco in need of repair
- Limited layout and seating flexibility
- Restrooms open directly into the assembly room
- Entrances not well-defined
- Original windows replaced with aluminum windows
- Original vigas lost original impact

M.E.P. SYSTEMS

- Mechanical yard feeds large air ducts that divide the space
- Overall restroom arrangement is not TAS compliant





MERCADO

LANDSCAPE

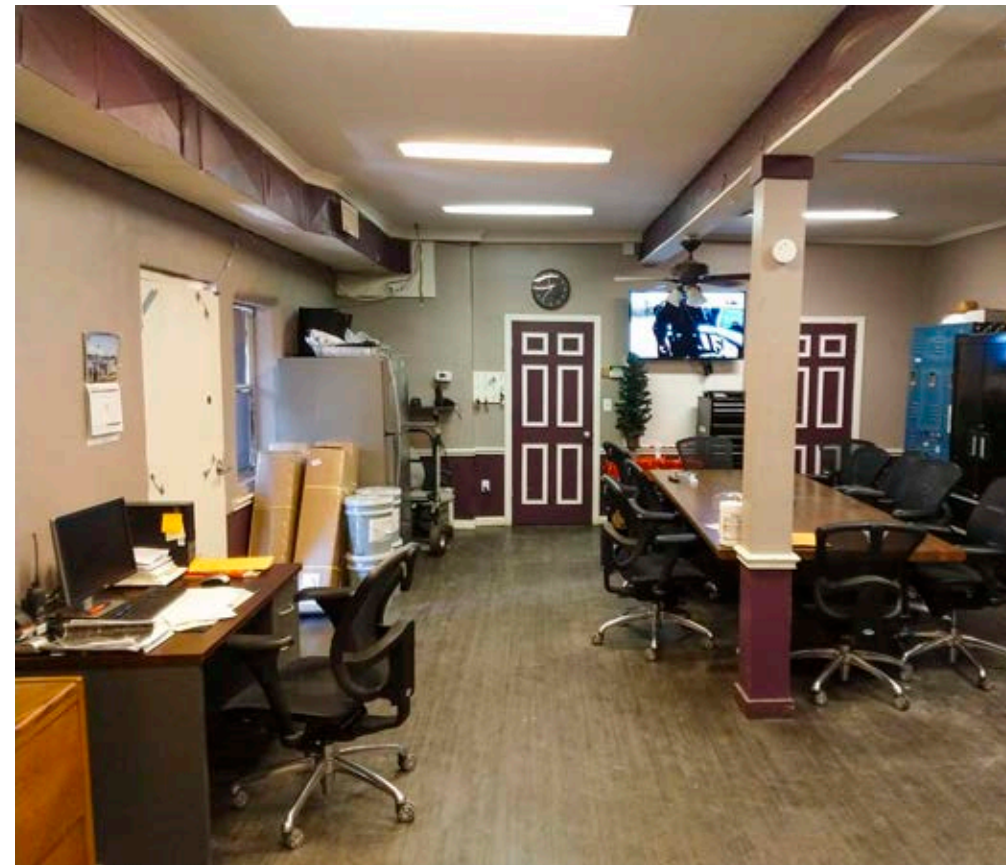
- Uninviting street presence with non-original stone gate & combination chain-link & wood fence
- The courtyard is beautifully planted and maintained

STRUCTURE

- Non-original paint and stucco in need of repair
- Extensive rot
- Not ADA accessible

M.E.P. SYSTEMS

- Exposed plumbing and electrical conduits
- Electrical and HVAC provisions in need of replacement





BANDSTAND

LANDSCAPE

- Views behind structure limited

ARCHITECTURE / STRUCTURE

- Non-original yellow paint
- Concrete stage in good condition, but high
- Wood shade structure in poor condition
- Ramp not original; stairs lack handrails

M.E.P. SYSTEMS

- Limited power and lighting





GRANDSTAND

LANDSCAPE

- Bald cypress trees are quickly growing at base
- Upper bleachers limit views across lake

STRUCTURE

- Non-original paint colors throughout
- Paint older, failing
- No accessible seating or approach
- Steel structure is in good condition

M.E.P. SYSTEMS

- Lighting is focused on security, not event use





REHABILITATION STRATEGIES



SITE - PHASE 1 & 2

PROJECT FOCUS

- Restoration of historic features
- Improved connection to the surrounding community
- Compliance with current codes and sustainability needs
- Enhancement of overall use

PHASED DESIGN AND CONSTRUCTION

- Phase 1
 - Architectural restoration and rehabilitation to enhance the use of the Dining Hall, patio, bandstand and grandstand
 - Mechanical upgrades to meet code compliance and sustainability goals
 - Landscape improvements to address site access, comfort, circulation, and drainage
 - Holistic site design to incorporate way finding signage and interpretive information, define pedestrian entry from the street, and enhance the patio space and surrounding landscape plantings
 - Preservation repairs to address the deteriorated conditions of the Mercado Building's exterior walls
- Phase 2 (not yet funded)
 - Architectural reconfiguration to facilitate use of the Mercado Building as an event venue for celebrations and community programs, pending new off-site facilities for PARD staff
 - Architectural, civil engineering and landscape design to integrate the PARD maintenance vehicle storage area into a new public parking area, additional park space, as well as support space for the Fiesta Gardens complex
 - Landscape and trail design for a new terrace at the water's edge near the base of the grandstands to provide space for performances



RESTORATION OF HISTORIC FEATURES

- Rehabilitate the historic architecture and character defining features
- Rehabilitate landscape character; restore missing features
- Enhance “garden experience”
- Reveal visual connections to the waterfront to maintain historic views
- Differentiate new additions from historic structures in materiality; emphasis on “light touch”
- Consider programming, neighborhood events in keeping with historic concepts as “marketplace”
- Integrate stage at grandstand for programmed events



CONNECTION TO SURROUNDING COMMUNITY

- Streetscape improvements emphasize pedestrian comfort & safety via landscaping, sidewalks, and lighting
- Move overhead utility lines underground
- Increase views into site
- Landscaping and screening to minimize noise and views of service areas
- Compliances with goals of the Holly Shores Masterplan
- Interpretive signage to tell the site's complete story and its relationship to the greater city



BUILDING CODE COMPLIANCE AND SUSTAINABILITY IMPROVEMENTS

- Mechanical, electrical, and plumbing improvements throughout
- Achieve LEED BD+C Silver building certification
- Heat island mitigation through shading
- Storm water management through rain gardens and overall improvement of water infiltration
- Native riparian rehabilitation, controlling invasive species along water's edge
- Tree preservation



ENHANCEMENT OF USE

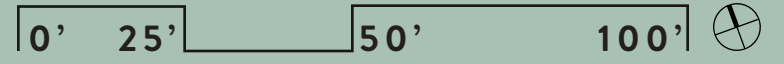
- Improve site circulation
- Improved access for event catering & trash collection
- Improve exterior hardscape through shade trees and “cool” materials
- Permanent lighting with dark sky compliant designs
- Maintain spatial flexibility for event set-ups
- Improved power and wifi access
- Permanent rigging and storage for additional lighting and decor, allowing options for range of user budgets



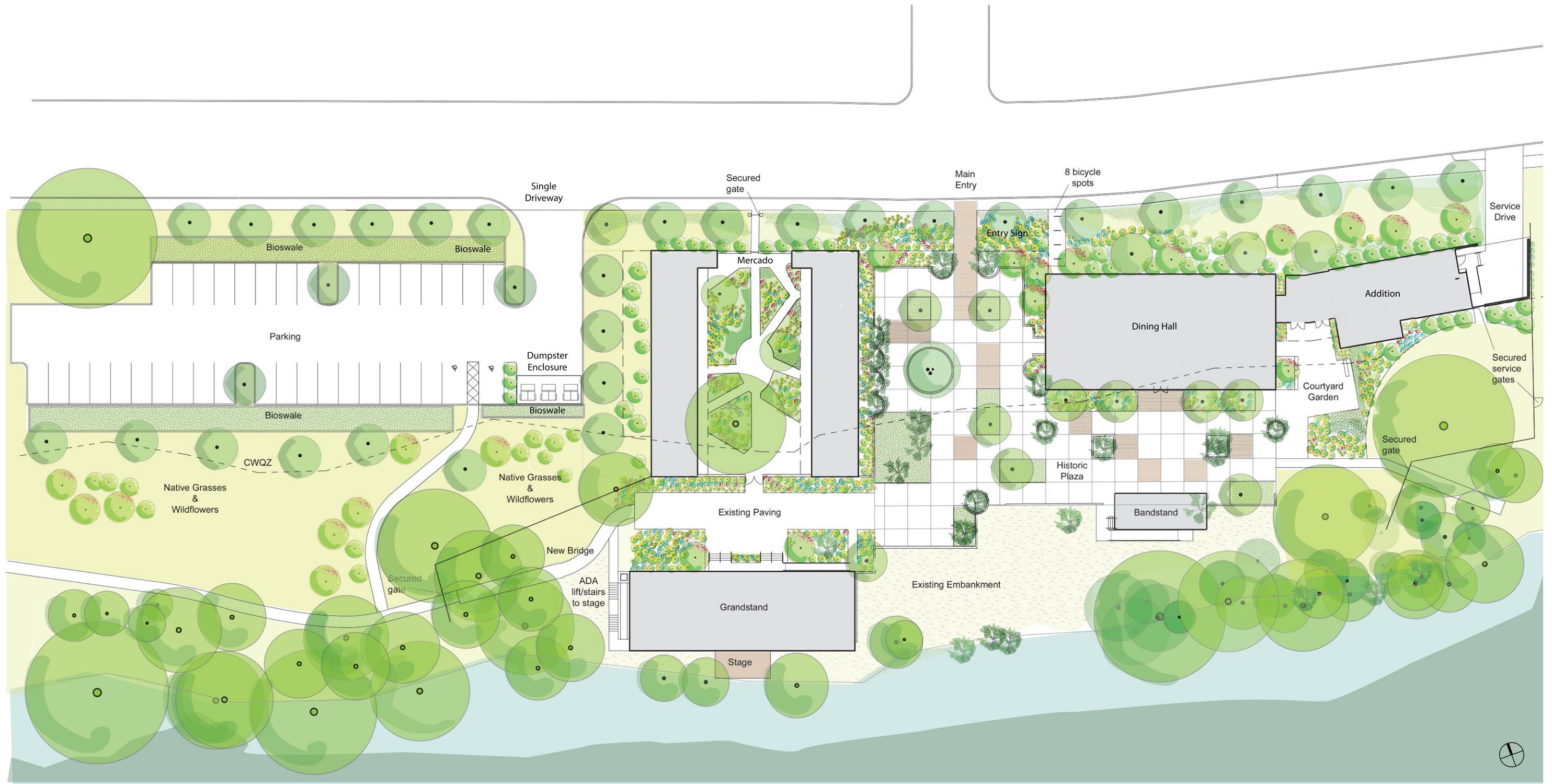
NOT IN PHASE 1

CWQZ

EXTERIOR RESTORATION









Dwarf Sabal



Paleleaf Yucca



Golden Thryallis



Barbados Cherry



Sedges



White Mistflower



Mexican Honeysuckle



Turk's Cap

Shade & Part Shade



Toothless Sotol



Firecracker Fern



Flame Acanthus



Texas Lantana



Wheeler Sotol



Big Muhly



Bamboo Muhly



Red Yucca

Sun & Part Sun



Yaupon Holly



Texas Redbud



Mexican Plum



Anacacho Orchidtree



Possum Haw



Mexican Buckeye



Desert Willow

Shade Tolerant Small Trees

Part Sun & Sun Small Trees



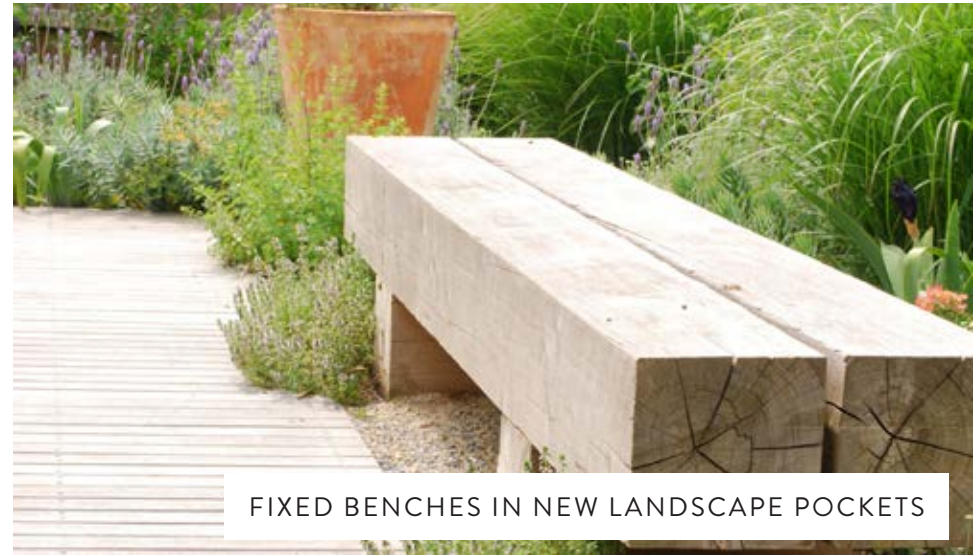
CATENARY LIGHTING



TEMPORARY EVENT FESTOON LIGHTS



TEMPORARY EVENT LUMINARIAS



FIXED BENCHES IN NEW LANDSCAPE POCKETS



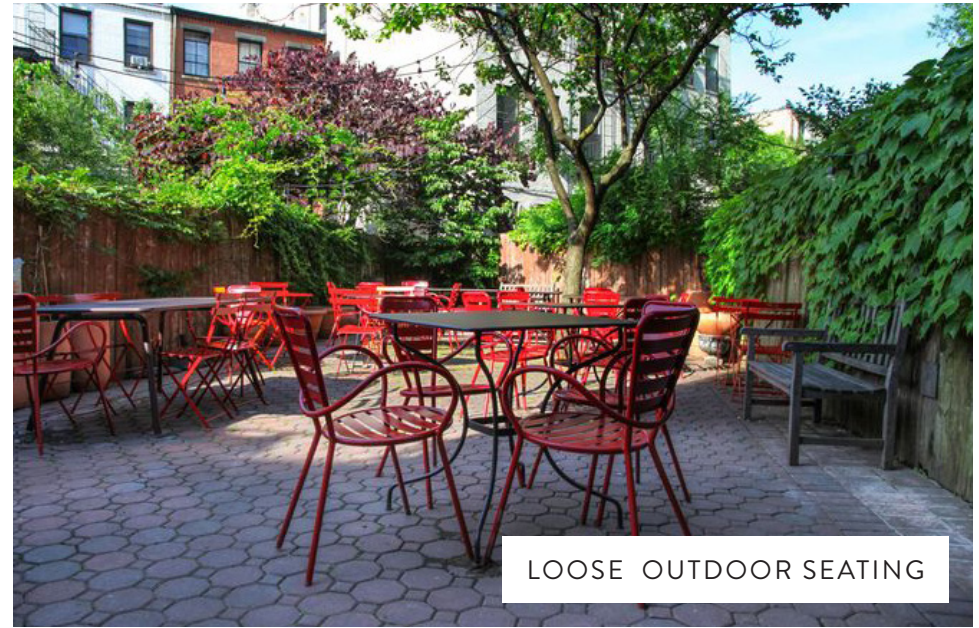
LIGHT POSTS



WOOD & STEEL FENCING



PERMEABLE PAVERS



LOOSE OUTDOOR SEATING



BOLLARD LIGHTS ALONG PATHS

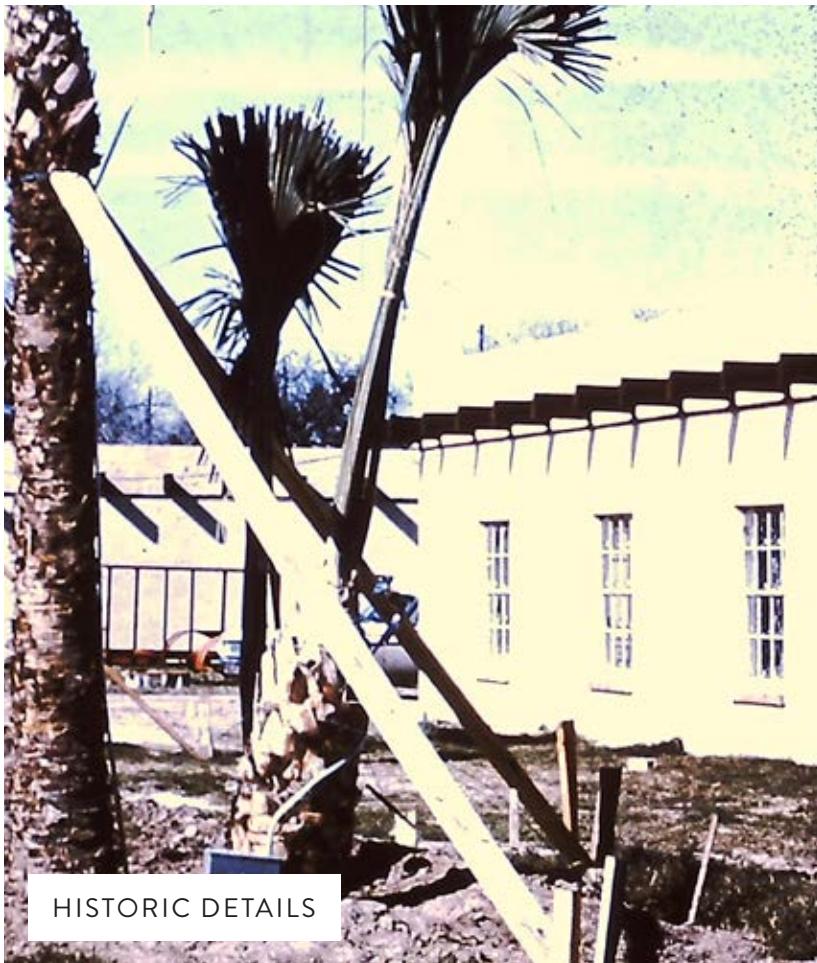


LOW LANDSCAPING AT TREE PLANTERS



DINING HALL - PHASE 1

- Improve indoor event space and its connection to surrounding landscape
- Address critical maintenance needs
- Relocate existing interior support rooms to new attached addition
- Improve lighting and HVAC systems



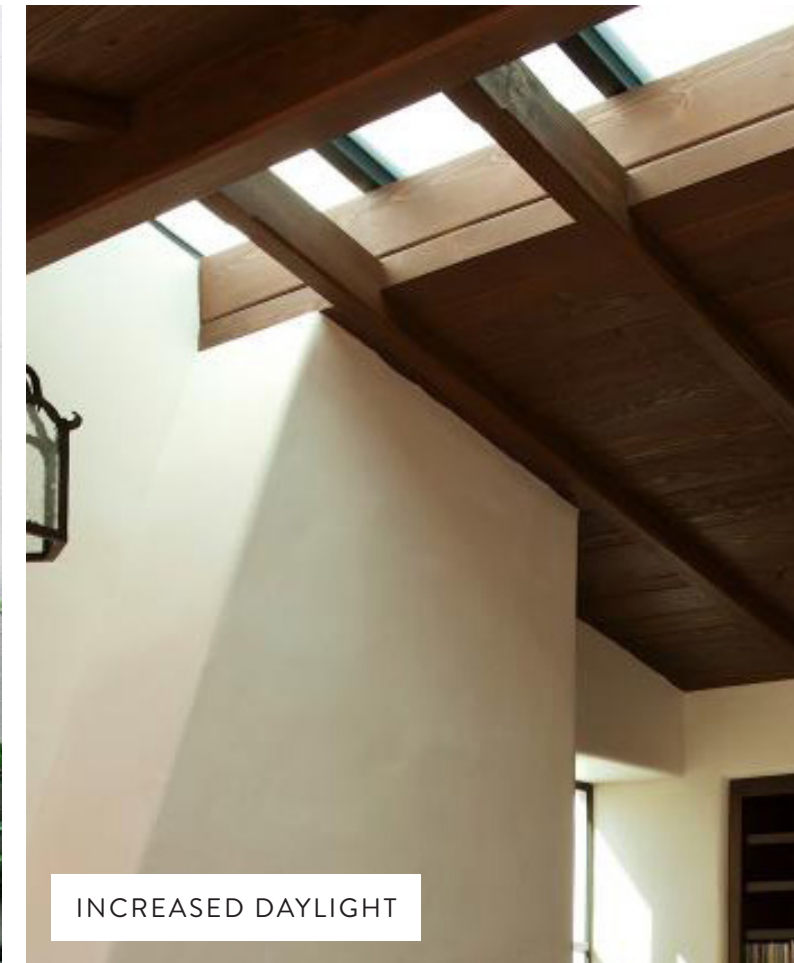
HISTORIC DETAILS



DEFERENTIAL ADDITIONS



INTEGRATED LANDSCAPE



INCREASED DAYLIGHT



BRIGHT SPACES & DARK WOOD TRIM



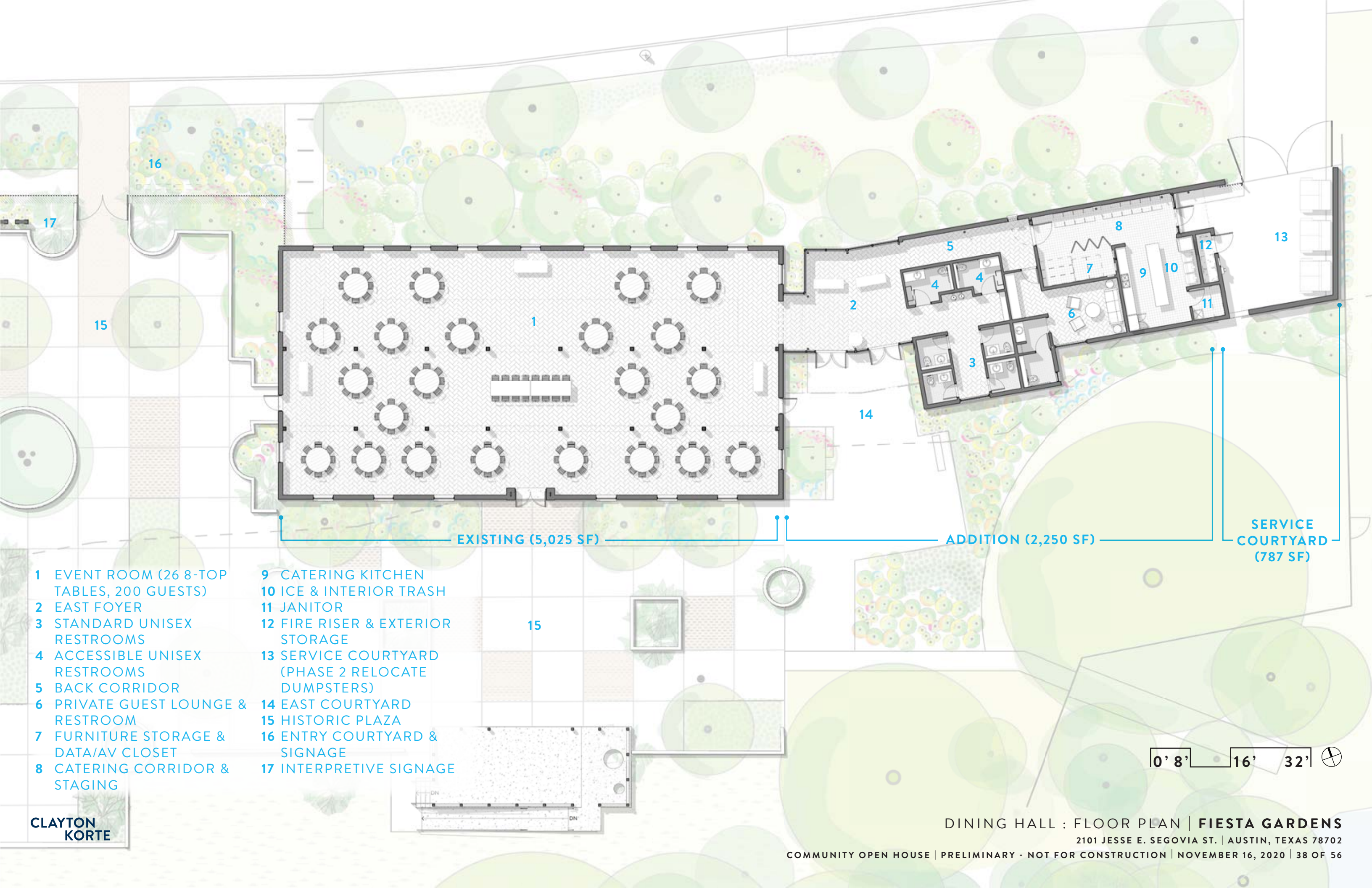
LOW-MAINTENANCE FINISHES



FLEXIBLE DOWN LIGHTING



DISTRIBUTED PENDANT LIGHTING



EXISTING (5,025 SF)

ADDITION (2,250 SF)

SERVICE COURTYARD (787 SF)

- 1 EVENT ROOM (26 8-TOP TABLES, 200 GUESTS)
- 2 EAST FOYER
- 3 STANDARD UNISEX RESTROOMS
- 4 ACCESSIBLE UNISEX RESTROOMS
- 5 BACK CORRIDOR
- 6 PRIVATE GUEST LOUNGE & RESTROOM
- 7 FURNITURE STORAGE & DATA/AV CLOSET
- 8 CATERING CORRIDOR & STAGING
- 9 CATERING KITCHEN
- 10 ICE & INTERIOR TRASH
- 11 JANITOR
- 12 FIRE RISER & EXTERIOR STORAGE
- 13 SERVICE COURTYARD (PHASE 2 RELOCATE DUMPSTERS)
- 14 EAST COURTYARD
- 15 HISTORIC PLAZA
- 16 ENTRY COURTYARD & SIGNAGE
- 17 INTERPRETIVE SIGNAGE

CLAYTON KORTE

0' 8' 16' 32' ⊕

DINING HALL : FLOOR PLAN | FIESTA GARDENS

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ENTRY COURTYARD

EXISTING

ADDITION

SERVICE
COURTYARD

0' 8' 16' 32' 

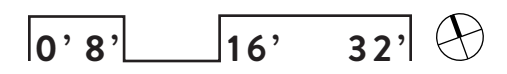


SERVICE
COURTYARD

ADDITION

EXISTING

ENTRY COURTYARD



CLAYTON
KORTE



DINING HALL : NORTH ELEVATION & MONITOR SECTION | **FIESTA GARDENS**

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MERCADO - PHASE 1

- Maintain PARD office & work areas
- Address critical exterior maintenance needs
- Improve exterior lighting and landscape

MERCADO - PHASE 2

- Reconfigure interior spaces, courtyard, and PARD maintenance yard for public use



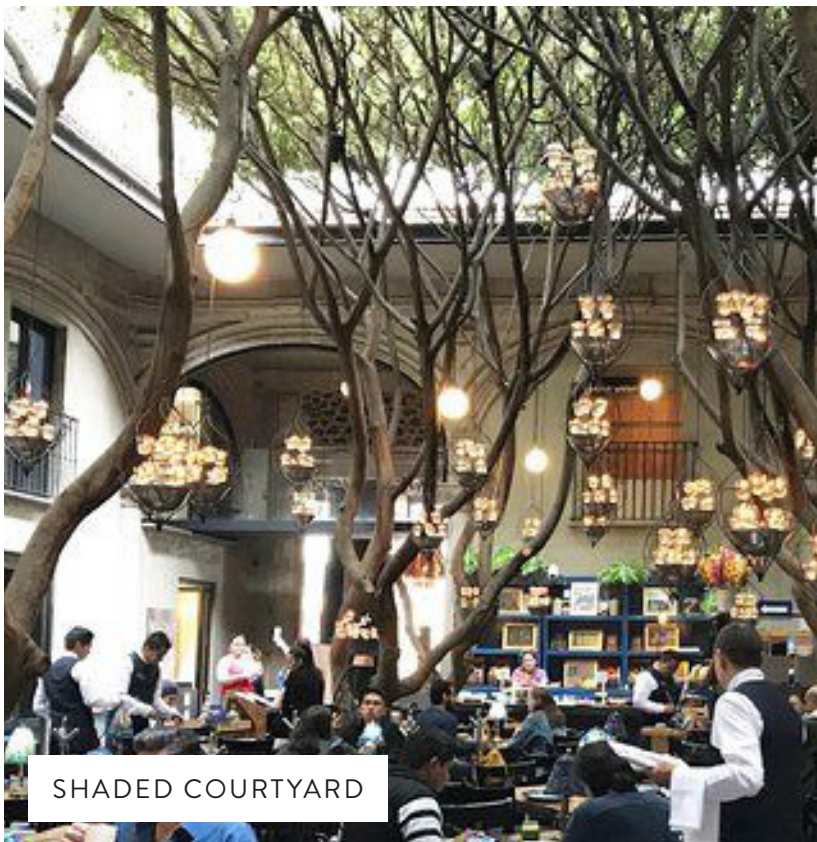
HISTORIC DETAILS



ENDURING MATERIALS



LOW-MAINTENANCE FINISHES



SHADED COURTYARD



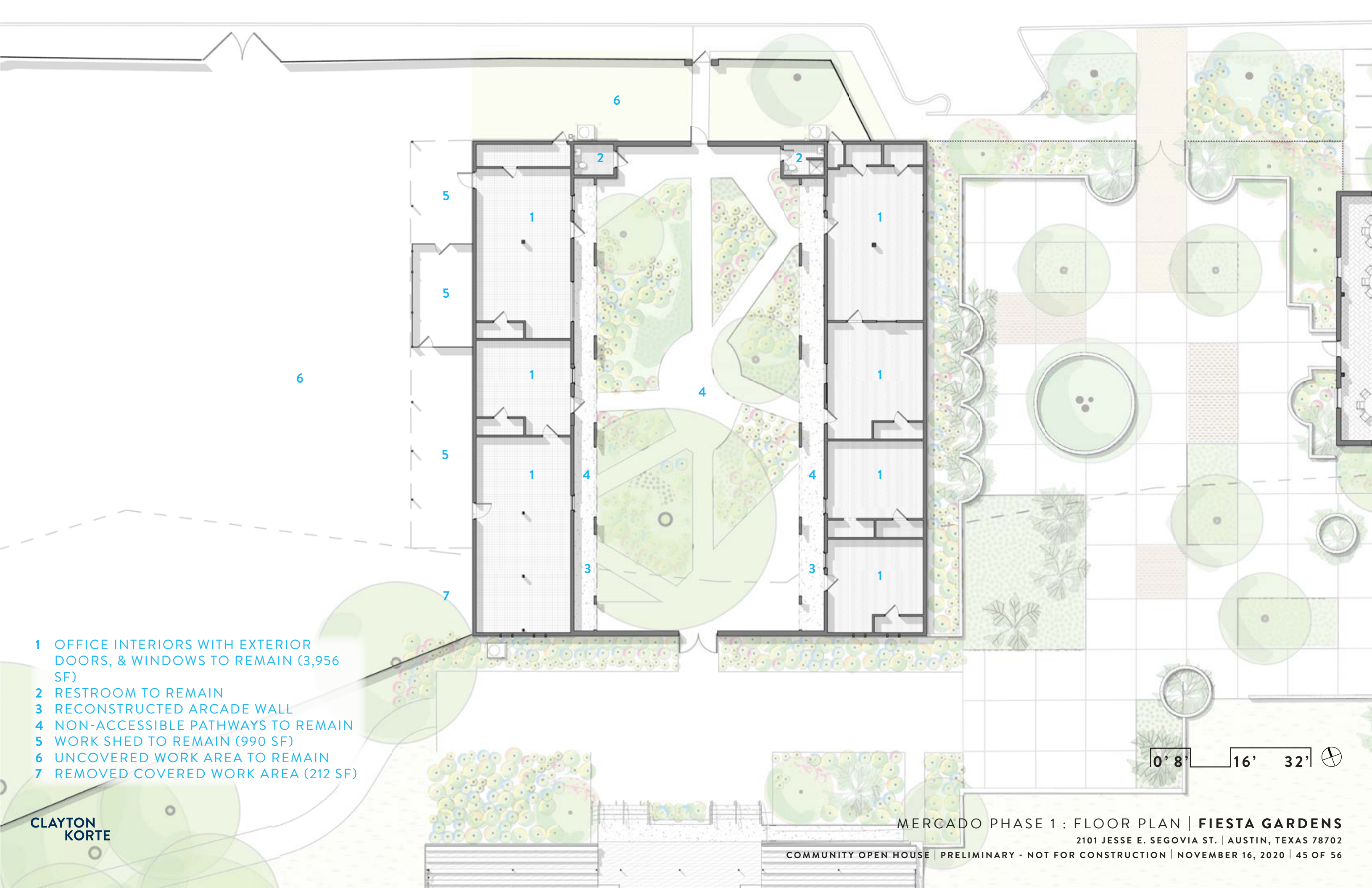
ARCADE LIGHTING



FLEXIBLE SPACES



EXPRESSED STRUCTURE & INCREASED DAYLIGHT



- 1 OFFICE INTERIORS WITH EXTERIOR DOORS, & WINDOWS TO REMAIN (3,956 SF)
- 2 RESTROOM TO REMAIN
- 3 RECONSTRUCTED ARCADE WALL
- 4 NON-ACCESSIBLE PATHWAYS TO REMAIN
- 5 WORK SHED TO REMAIN (990 SF)
- 6 UNCOVERED WORK AREA TO REMAIN
- 7 REMOVED COVERED WORK AREA (212 SF)

CLAYTON
KORTE

MERCADO PHASE 1 : FLOOR PLAN | **FIESTA GARDENS**

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- 1 MEETING ROOMS (3,152 SF : 24 8-TOPS=192 SEATS)
- 2 OUTDOOR VESTIBULE
- 3 OFFICE
- 4 STANDARD UNISEX RESTROOM
- 5 ACCESSIBLE UNISEX RESTROOM
- 6 JANITOR / FIRE RISER
- 7 ELECTRICAL / TELECOM (152 SF)
- 8 FIRE RISER
- 9 FURNITURE STORAGE (278 SF)
- 10 NEW ACCESSIBLE PATHWAYS

0' 8' 16' 32'

CLAYTON
KORTE

MERCADO PHASE 2 : FLOOR PLAN | **FIESTA GARDENS**

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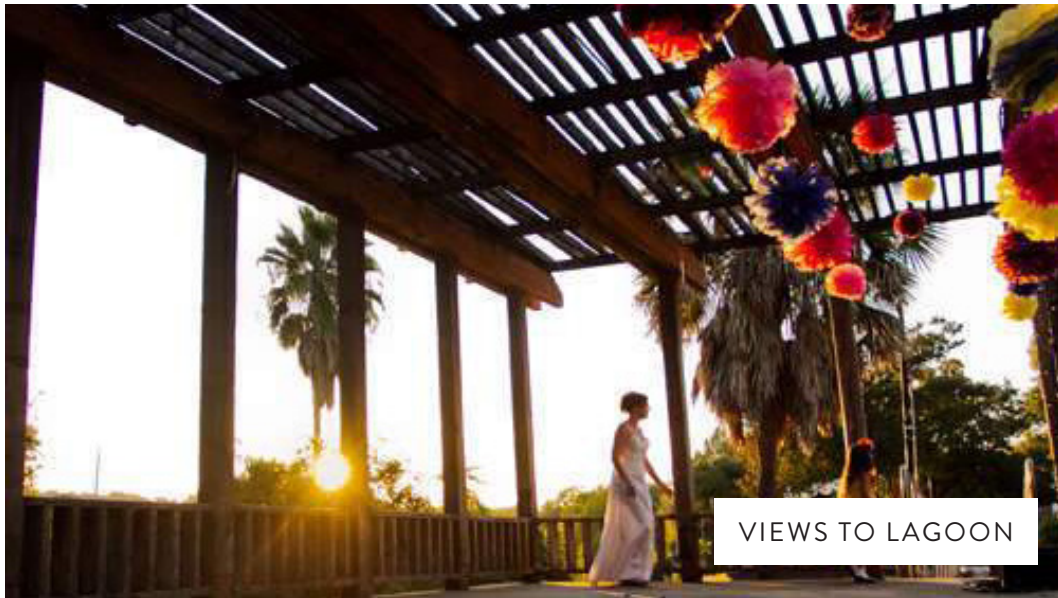
COMMUNITY OPEN HOUSE | PRELIMINARY - NOT FOR CONSTRUCTION | NOVEMBER 16, 2020 | 46 OF 56





BANDSTAND - PHASE 1

- Address critical maintenance needs
- Improve lighting and power
- Reconfigure structure to better address plaza programming



VIEWS TO LAGOON



INTEGRATED LANDSCAPE



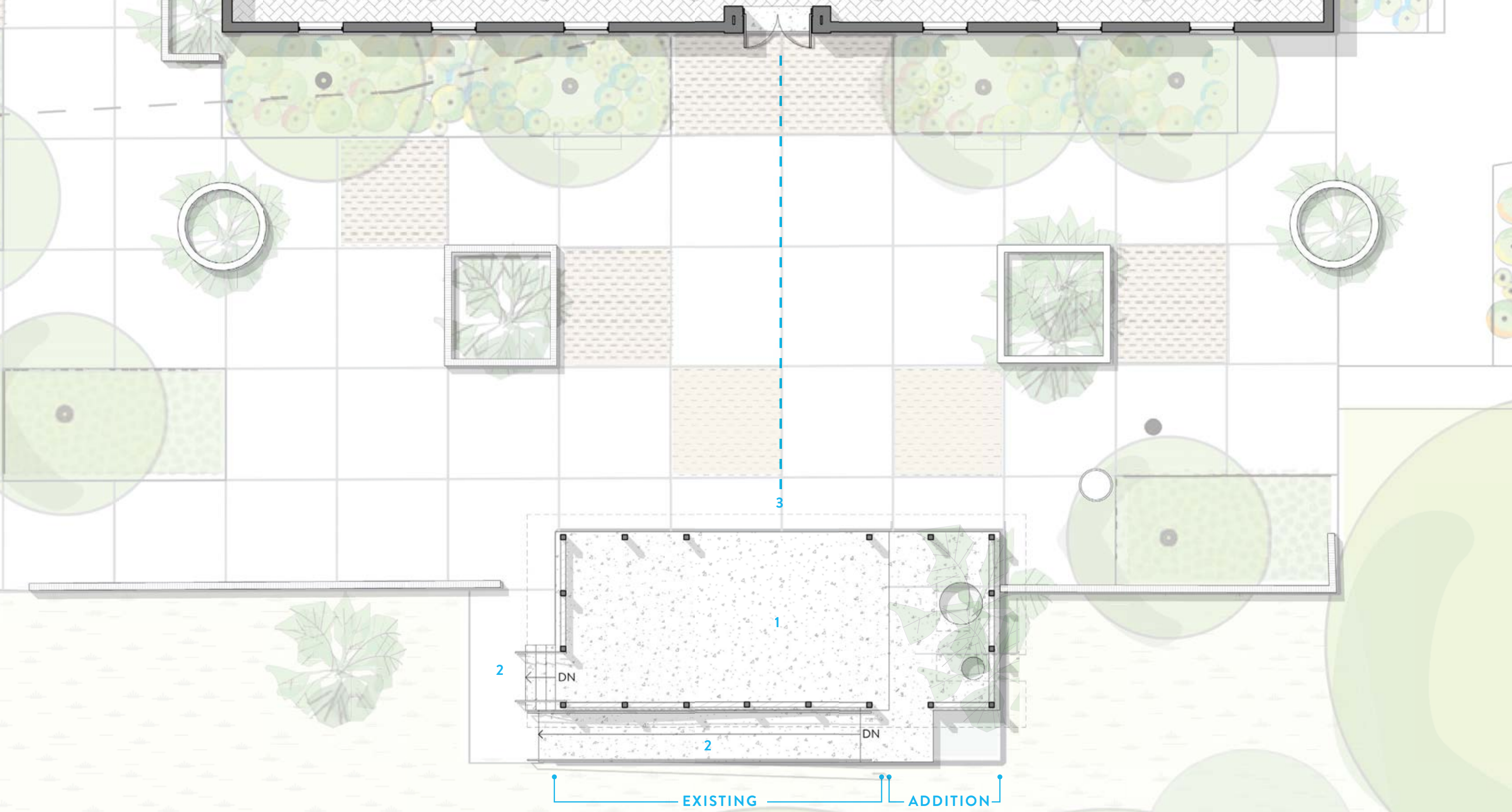
FLEXIBLE USES



CUSTOM DECORATIONS



POWER & RIGGING



- 1 STAGE (567 SF)
- 2 NEW PATHWAY, STAIRS, & RAMP
- 3 NEW DINING HALL ALIGNMENT

0' 4' 8' 16'

**CLAYTON
KORTE**

BANDSTAND - PHASE 1 : FLOOR PLAN | FIESTA GARDENS

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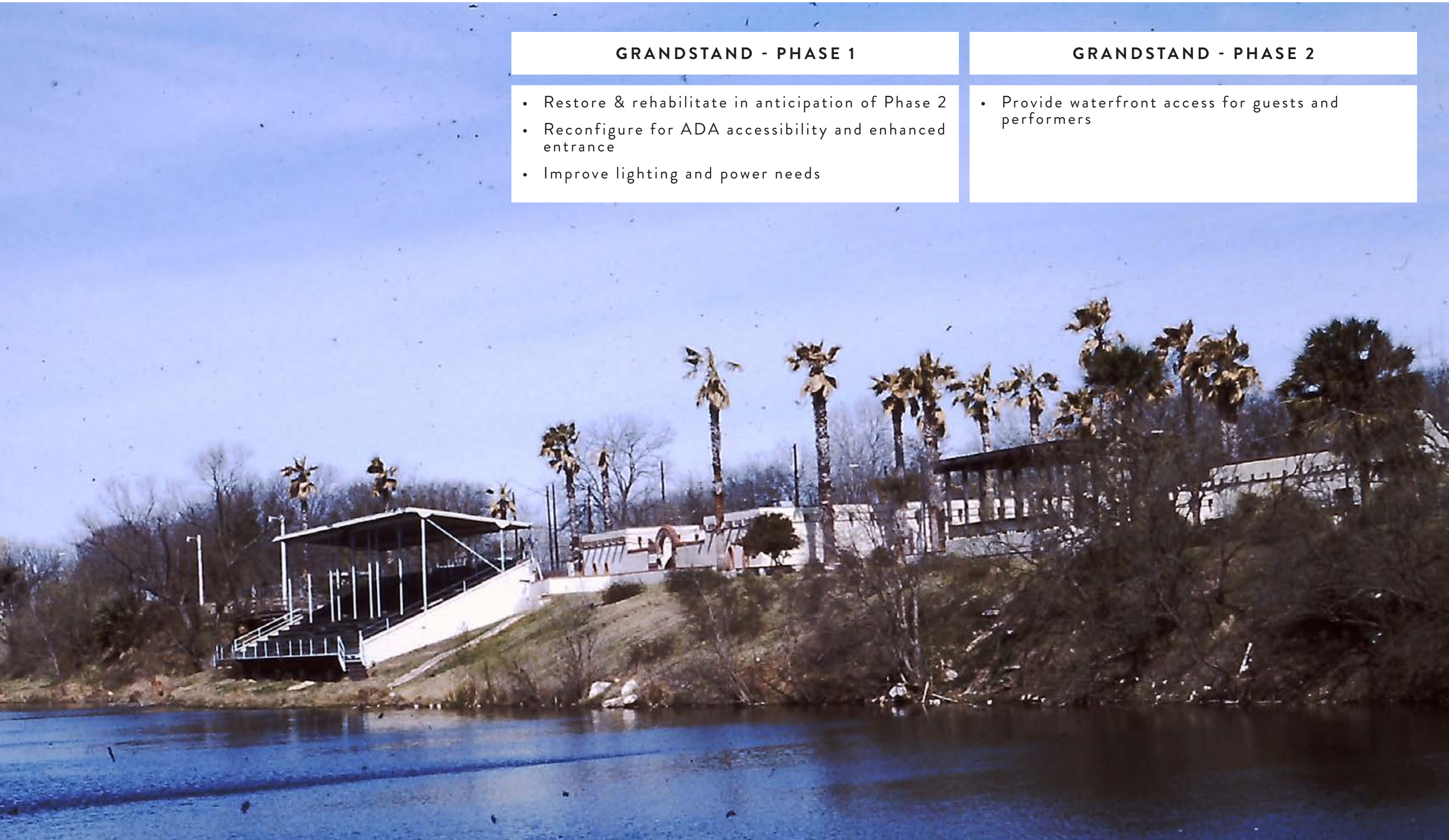


GRANDSTAND - PHASE 1

- Restore & rehabilitate in anticipation of Phase 2
- Reconfigure for ADA accessibility and enhanced entrance
- Improve lighting and power needs

GRANDSTAND - PHASE 2

- Provide waterfront access for guests and performers

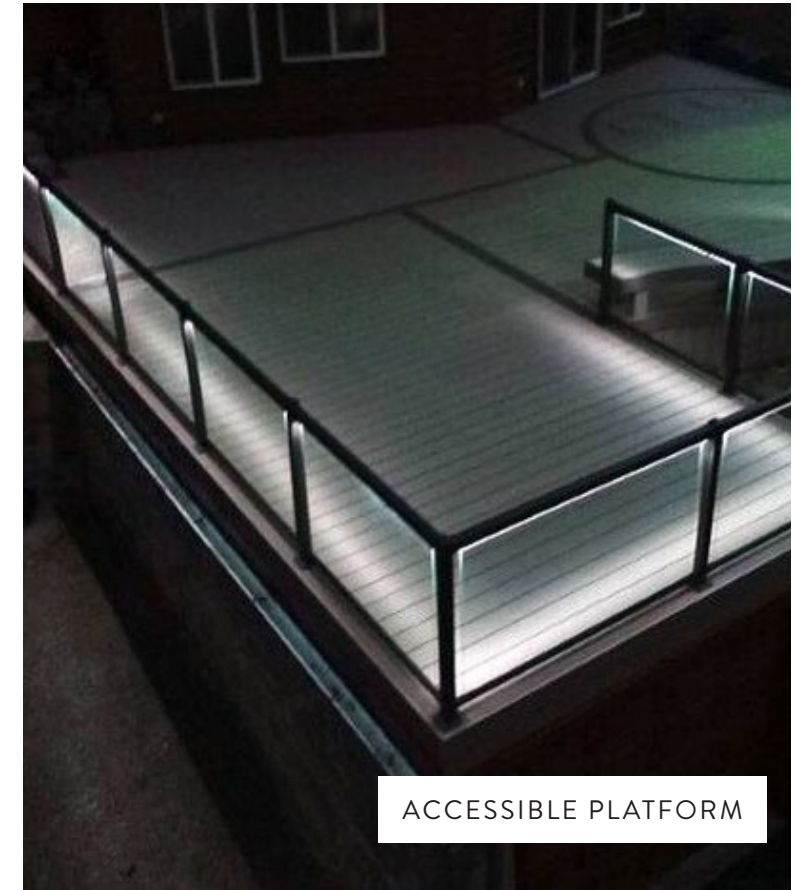




IMPROVED VIEW TO LAGOON



ELEVATED PATHWAYS



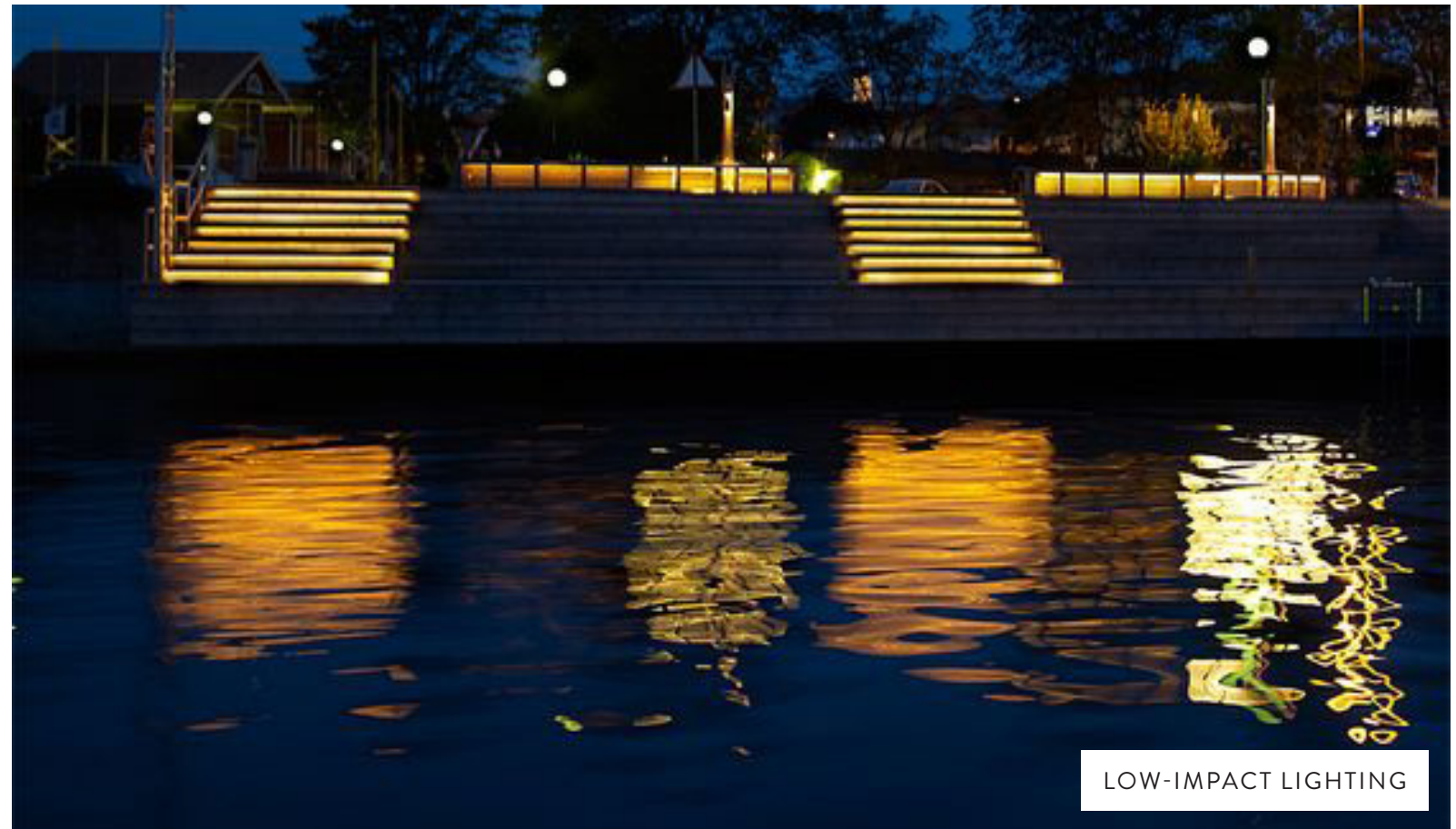
ACCESSIBLE PLATFORM



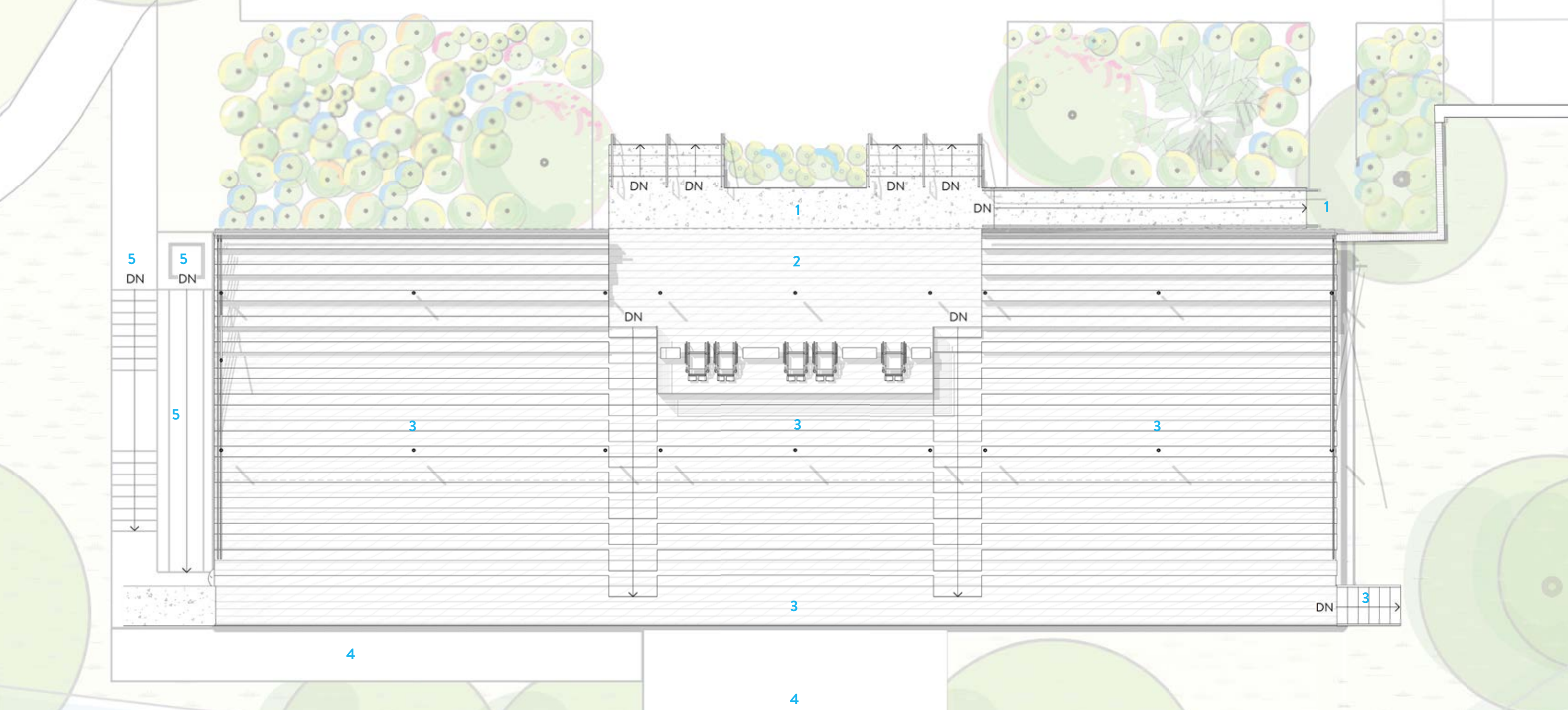
INTEGRATED LANDSCAPE



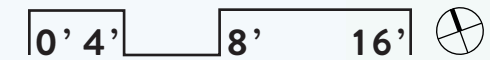
REPAIRED & RE-PAINTED WOOD BOARDS

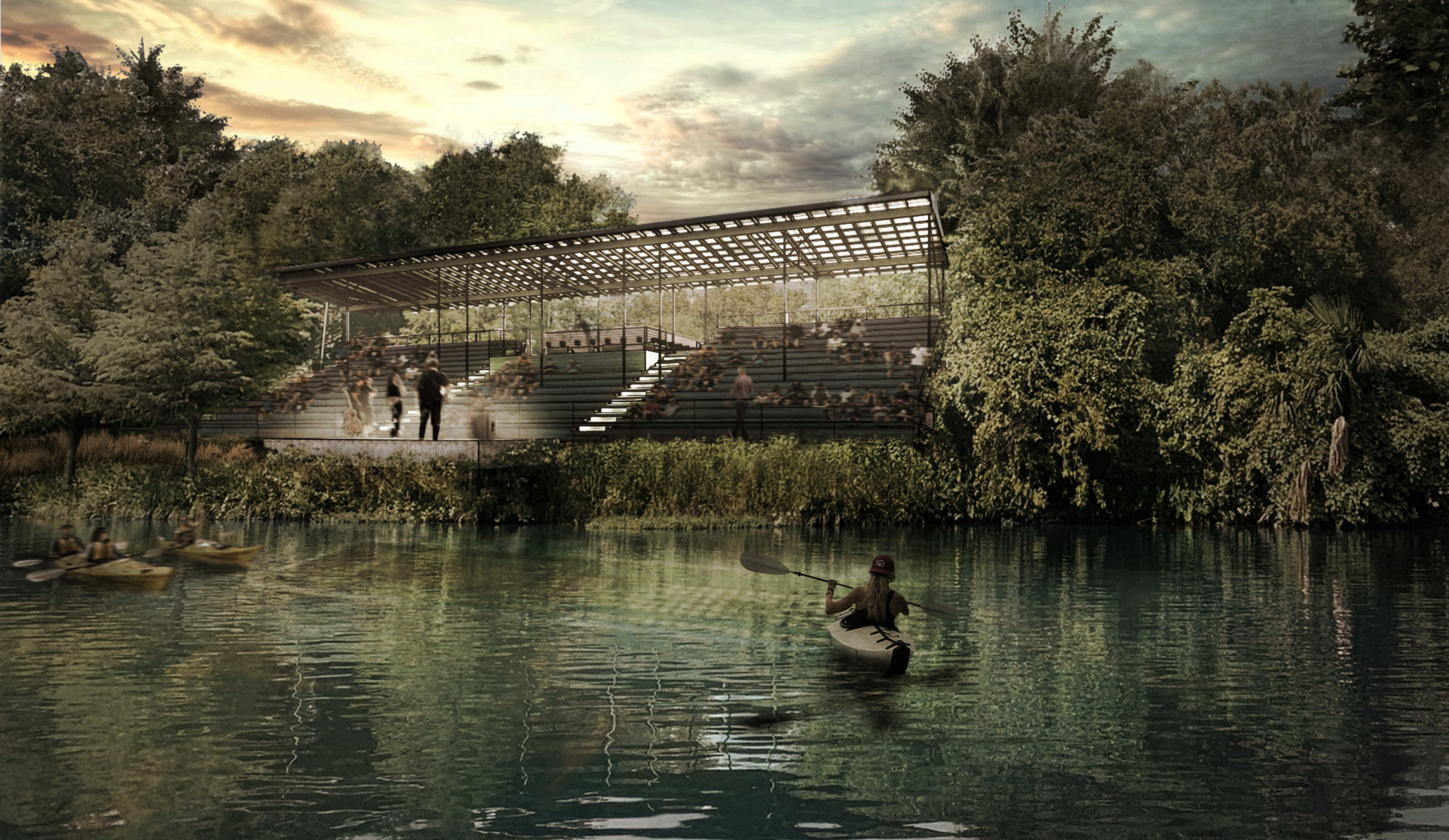


LOW-IMPACT LIGHTING



- 1 NEW ACCESSIBLE STAIRS, RAMP, & LANDING
- 2 NEW ACCESSIBLE PLATFORM (320 SF : 5 WHEELCHAIR/COMPANION SPACES SUBJECT TO TDLR INTERPRETATION OF TOTAL SEATING COUNT)
- 3 REFURBISHED BLEACHERS & STEPS (733 18" SEATS, SUBJECT TO POSTED OCCUPANT INTERPRETATION)
- 4 ACCESSIBLE WATERFRONT RAISED STAGE & BOARDWALK (PHASE 2)
- 5 ACCESSIBLE RAISED STAIRS & INCLINED LIFT (PHASE 2)





ANTICIPATED SCHEDULE

- Fall 2020: Conduct focus-group stakeholder meetings and email surveys to past users of the site. Develop and document the Schematic Design for Phases 1 & 2. Hold an Open House for interested public to review the Schematic Design.
- Winter 2020-Spring 2021: Develop Design & Construction Documents
- Summer 2021-Winter 2022: Bidding
- Winter 2022-Winter 2023: Construction

QUESTIONS & PROJECT UPDATES

Email: HistoricAustinParks@austintexas.gov

Website: austintexas.gov/department/fiesta-gardens-rehabilitation

PHOTO CREDITS

- The Portal to Texas History
- Austin History Center
- Austin Parks and Recreation Department
- Texas Archive of the Moving Image