

A G E N D A



Recommendation for Council Action

Austin City Council		Item ID	29084	Agenda Number	41.
Meeting Date:	02/27/2014		Department:	Parks and Recreation	
Subject					
Conduct a public hearing and consider approving the Master Plan for Holly Shores/Edward Rendon Sr. Park at Festival Beach, Fiesta Gardens as developed in conjunction with Michael Van Valkenburgh & Associates, Inc. and the Austin Parks and Recreation Department. The Master Plan area includes approximately 9 acres of newly dedicated parkland and approximately 90 acres of existing parkland along the north shore of Lady Bird Lake from I-35 east to Pleasant Valley Road and south of Canterbury Street.					
Amount and Source of Funding					
Fiscal Note					
Purchasing Language:					
Prior Council Action:	April 7, 2011 - Council authorized negotiation and execution of a Professional Service Agreement for Michael Van Valkenburgh and Associates, Inc.; September 24, 2009 – Council approved a resolution that allocated funds for the master plan.				
For More Information:	Ricardo Soliz 512-974-9452.				
Boards and Commission Action:	September 24, 2013 - Recommended by Parks and Recreation Board; September 9, 2013 - Approved by Arts Commission (Public Art Action Plan); August 27, 2013 - Recommended by Planning Commission; August 26, 2013 - Recommended by Design Commission; August 21, 2013 - Recommended by Environmental Board; August 12, 2013 - Recommended by Waterfront Planning Advisory Board.				
MBE / WBE:					
Related Items:					
Additional Backup Information					
In September 2009, City Council passed a resolution that reallocated \$550,000 in funds from the Holly Good Neighbor Program to develop a Master Plan for Edward Rendón Sr. Park at Festival Beach, Fiesta Gardens. The appropriation of these funds allowed the Parks and Recreation Department (PARD) through the City of Austin Contract Management Department, to prepare and issued nationally a Request for Qualifications (RFQ) for the development of the Master Plan. Through the City's procurement process, PARD selected the design consultant Michael Van Valkenburgh and Associates, Inc. to develop the Master Plan in early 2012. The area to be included in the Master Plan included the Holly Power Plant Site Park, which would provide approximately 9 additional acres of					

parkland. This new Master Plan is intended to update the Town Lake Comprehensive Plan of 1987. The Master Plan area includes the approximately 9 acres of newly dedicated parkland and approximately 90 acres of existing parkland along the north shore of Lady Bird Lake from I-35 east to Pleasant Valley Road and south of Canterbury Street.

The Master Plan will serve as a guide for best uses for new and existing parkland and facilities. Of primary concern to the success of the Master Plan is the participation of the local community. As part of the ongoing collaboration and public engagement process, PARD developed a Citizens Advisory Group (CAG) made up of key neighborhood individuals to represent the community as a whole during the design process. To balance the input process, PARD also activated a Technical Advisory Group (TAG) which consisted of numerous key City of Austin personnel representing various internal departments. The TAG committee provided input on future projects, requirements, regulations and permitting issues associated with any and all proposed improvements within the master plan area.

The dates of public notification in the Austin American-Statesman were for 3 consecutive weeks from November 11, 2013 until December 2, 2013. The public hearing shall be conducted on December 12, 2013 at 4:00PM, Austin City Council Chambers, 301 W. 2nd Street, Austin, Texas.