



WALTER E. LONG METROPOLITAN PARK

Master Plan Review – Land, Facilities, and Programs Committee

June 2019





PRESENTATION TOPICS

- Why a Master Plan for the Park
- Process
- Background and Analysis
- A Plan Built with the Public
- The Master Plan
- The Future of Walter E. Long Park

WHY IS A MASTER PLAN NEEDED?

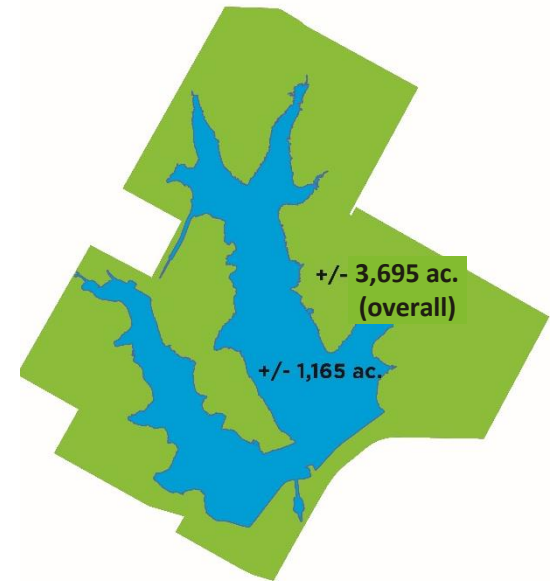
- Addresses types of recommended recreation uses (and considering golf)
- Develops an overall vision for the park for current and future guidance (based on community and user input)
- Respects the shear magnitude and longevity of development of the park
- Ensures flexibility while still adhering to an overall framework
- Helps guide prioritization and ideas for initial phase(s)



Zilker



Roy Guerrero



Walter E. Long

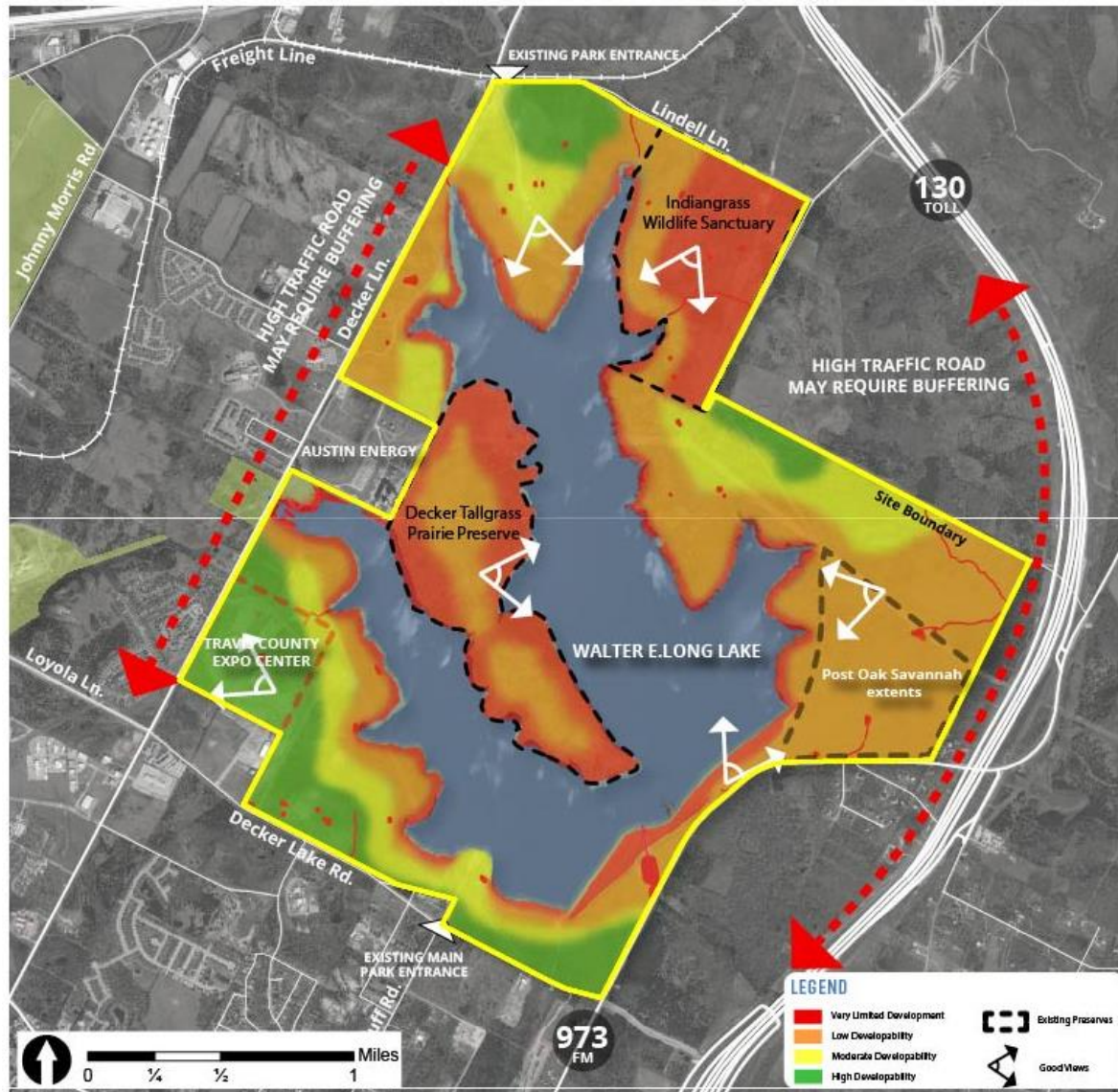
POTENTIAL FUTURE SUPPLY OF RETAIL & OFFICE/COMMERCIAL USES (EPS)

Item	5 - Mile Radius		
	Existing	Existing + Emerging ¹	Percent Increase
Households	17,589	44,250	152%
Retail	741,303	4,233,752	471%
Office/Commercial	2,124,737	7,529,783	254%
Hotel	728	1,528	110%

(1) Captures emerging development listed on previous slide; may not represent all development within a 5-mile radius.

Sources: ESRI; CoStar; Economic & Planning Systems, Inc.

BACKGROUND – ANALYSIS



Development Potential

- **High developability** – potential for extensive construction (e.g., buildings, surface parking, athletic fields, infrastructure, etc.)
- **Moderate developability** – potential for condensed construction (e.g., playgrounds, picnic areas, etc.)
- **Low developability** – potential for passive construction (e.g., trails, boardwalks, pavilions, etc.)
- **Very limited development** – very limited construction, if any (e.g., wetlands, trails, etc.)



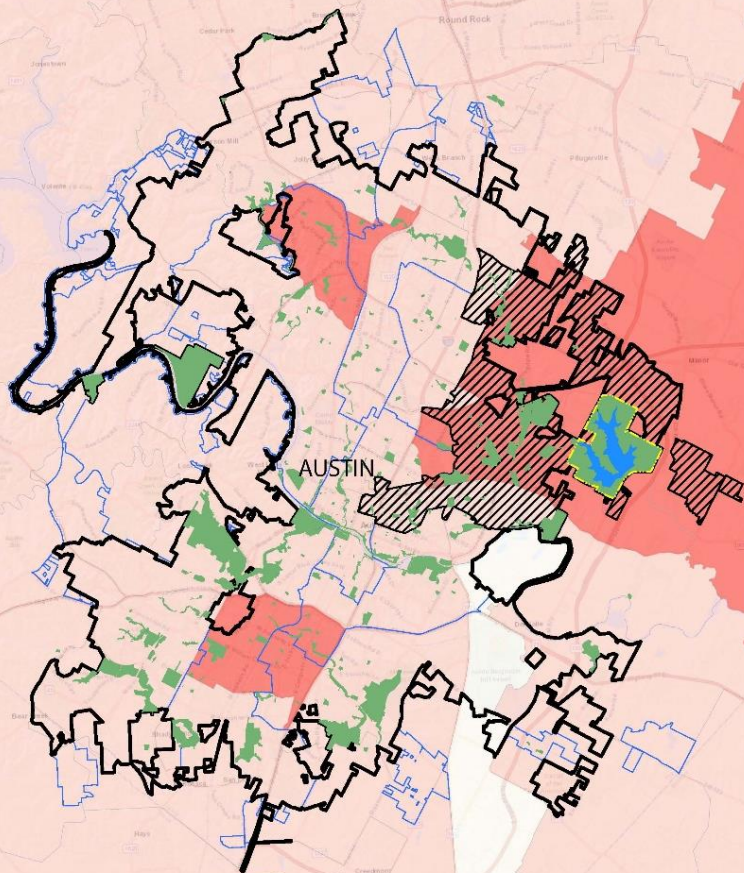
PUBLIC ENGAGEMENT PROCESS

- **Technical Advisory Group** (four meetings)
- **Community Stakeholder Focus Groups**
 - ✓ Local/citywide individuals/entities (35)
 - ✓ Meetings with area community
- **Public Events and Public Interaction**
 - ✓ In-person intercept survey (Easter Weekend 2018)
 - ✓ Four public meetings at Decker Middle School (March to December 2018)
- **Online Engagement**
 - ✓ Three opinion surveys
 - ✓ Map blog
- ✓ **Workshops with PARD Staff**
- **Elected/Appointed Officials and Boards**
 - Austin Parks and Recreation Board;
 - City Council



CITYWIDE SURVEYS - RESPONDENTS

Responses received from
over 150 Zip Codes



Survey #1 (Current Usage/General Recreation Types)

Overall Responses: 1208

From Zip Code 78724: 11%

From Surrounding Zip Codes: 27%

City of Austin: 66%

Outside of Austin: 34%

Survey #2 (Framework Plan Preferences)

Overall Responses: 1895

From Zip Code 78724: 7%

From Surrounding Zip Codes: 25%

City of Austin: 71%

Outside of Austin: 29%

Survey #3 (Master Plan/Golf Course Preferences)

Overall Responses: 1886

From Zip Code 78724: 6%

From Surrounding Zip Codes: 20%

City of Austin: 67%

Outside of Austin: 33%

TYPES OF RECREATION

■ Active

- Active sports and amenities, organized events, more significant infrastructure, often greater cost

■ Passive

- Less development/infrastructure, casual activities & hobbies, often less cost

■ Environmental/Natural

- Preservation of vegetation/wildlife, nature-based activities, less development/infrastructure, often less cost

■ Arts and Cultural

- Community enrichment amenities, activities, and programs, infrastructure and costs range from very little to extensive



OVERALL MASTER PLAN



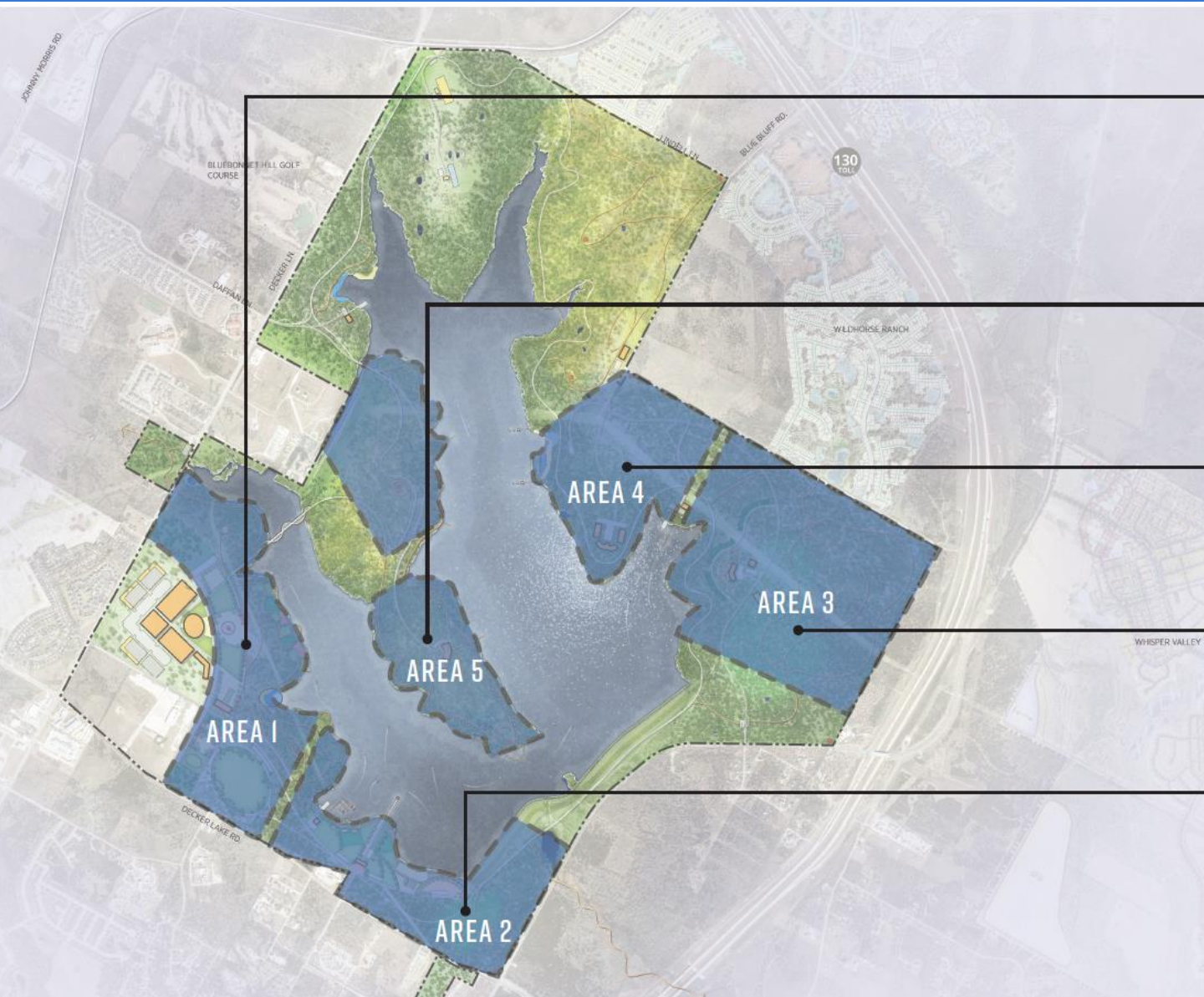
LEGEND

- A. CULTURAL ARTS CENTER & PLAZA
- B. EVENT LAWN/OPEN SPACE
- C. ENTERTAINMENT/VENDING AREA
- D. VEGETATIVE BUFFER/EXISTING TREES
- E. BOARDWALK FEATURE
- F. MARINA/BOAT LAUNCH
- G. RENT-ABLE FACILITIES
- H. RENT-ABLE CABINS
- I. WELCOME/VISITOR CENTER
- J. NATURE CENTER
- K. BEACH ZONE
- L. FISHING ZONE
- M. PEDESTRIAN BRIDGE
- N. VEHICULAR BRIDGE
- O. ENHANCED SKEET/AEROMODELERS ZONE
- P. PARKING
- Q. CAMPING AREA (INCLUDES PRIMITIVE)
- R. OVERLOOK
- S. EVENT VENUE & INTERPRETATIVE CENTER
- T. CENTRAL PLAZA
- U. PROMENADE
- V. TERRACED SEATING FEATURE
- W. RV CAMPING AREA
- X. EXISTING DAM
- Y. ENTRY/SIGNAGE FEATURE
- Z. ADVENTURE ROPES COURSE & FERRIS WHEEL
- AA. OBSERVATION POINT/TOWER
- AB. AMPHITHEATER
- AC. GATEHOUSE
- AD. PARK VISITOR CENTER/GATEWAY FEATURE
- AE. LOOP TRAIL
- AF. MULTI-USE/EQUESTRIAN TRAILS
- AG. PARK ROAD
- AH. EXPO CENTER
- AI. EXPO AREA
- AJ. EQUESTRIAN PASTURE
- AK. DISC GOLF
- AL. RESEARCH FACILITY
- AM. WATERFRONT EVENT SPACE & GARDENS
- AN. SOLAR ART PIECE
- AO. TRAIL HEAD
- AP. SCULPTURE GARDEN/SPECIAL NEEDS PLAY AREA
- AQ. ATHLETIC COURTS/FIELDS
- AR. RELOCATED MAINTENANCE FACILITY
- AS. FUTURE TRANSIT LINE
- AT. PLAYGROUND/POW-CAT AREA
- AU. KAYAK RENTAL
- AV. MIXED-USE RETAIL
- AW. SCULLING BOAT HOUSE

- VEHICULAR CIRCULATION
- MAIN LOOP TRAIL
- MULTI-USE TRAILS

WHISPER VALLEY

MASTER PLAN – AREA DETAILS



Expo Center Area



The Expo Center Area generally contains the most intense development from an impact perspective, and features multiple event amenities and revenue generation opportunities.

The Peninsula



This zone contains an existing prairie preserve and mostly passive uses which have the potential to generate revenue.

North-side Park



This area integrates with a new northern park entry point and contains multiple lake-side facilities geared towards park visitors.

Post-Oak Savannah



This passive area of the park capitalizes on existing ecological resources by offering environmentally-related activities for park users.

Lakeside Park



This existing park entrance features major improvements and additional park features and programs which enhance the user experience.

EXISTING PARK

VISITOR CENTER & PARK SPACE



DAY USE / EXISTING LAKESIDE PARK AREA



THE EXPO CENTER

EVENT SPACE & PARK LAND



EXPO CENTER AREA



THE PENINSULA

EVENT VENUE & PRESERVE

LEGEND

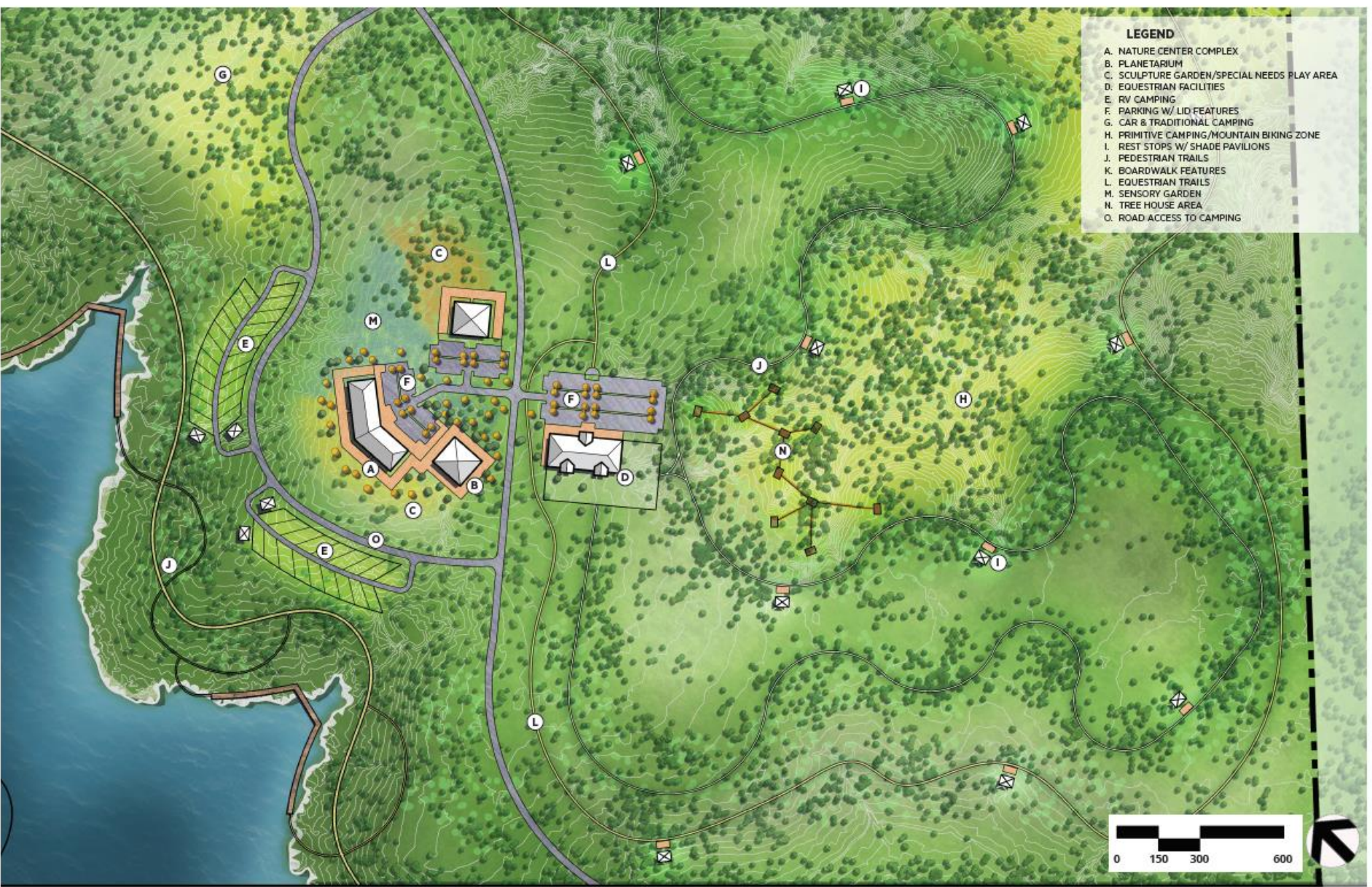
- A. EVENT VENUE & INTERPRETATIVE CENTER
- B. PARKING W/ LID FEATURES
- C. PARK ROAD (UTILIZES PREVIOUS MATERIALS)
- D. BOARDWALK FEATURE
- E. MANICURED MEADOW
- F. PIER FEATURE
- G. PAVILION GROUPINGS
- H. PEDESTRIAN TRAILS
- I. SWITCHBACK TRAIL FEATURE
- J. LAWN AREA
- K. DECK SPACE
- L. PLAZA SPACE
- M. ICONIC OVERLOOK



POST OAK SAVANNAH NATURE CENTER

LEGEND

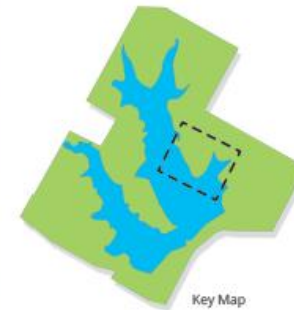
- A. NATURE CENTER COMPLEX
- B. PLANETARIUM
- C. SCULPTURE GARDEN/SPECIAL NEEDS PLAY AREA
- D. EQUESTRIAN FACILITIES
- E. RV CAMPING
- F. PARKING W/ LID FEATURES
- G. CAR & TRADITIONAL CAMPING
- H. PRIMITIVE CAMPING/MOUNTAIN BIKING ZONE
- I. REST STOPS W/ SHADE PAVILIONS
- J. PEDESTRIAN TRAILS
- K. BOARDWALK FEATURES
- L. EQUESTRIAN TRAILS
- M. SENSORY GARDEN
- N. TREE HOUSE AREA
- O. ROAD ACCESS TO CAMPING



WELCOME CENTER FACILITY & BOAT LAUNCH



Welcome Center & Cabins



Key Map



Boat Launch & Marina



Kayak Rentals



Revenue Opportunities

Design Narrative

With a proposed beach, welcome center, rentable cabin facilities, a marina/boat launch, kayak rentals, and a pier, this area of the site holds opportunity for a plethora of active programming within a peaceful, natural environment. Direct access to the lake along with varied topography topped by event structures will provide visitors a chance to enjoy Decker Lake in a variety of ways throughout the year. Whether a day at the beach, fishing from a nearby boardwalk or pier, launching a motorboat, kayaking along the shore, or attending a group workshop or reception, visitors to the park will be drawn to this area as a relaxing multi-use zone with lots of variety and several points of lake access by foot, pier, or boat.



Open/Flex Space



Boating Facilities



Equestrian Trails



Rental Facilities



Beach Access



Fishing Piers

POTENTIAL PHASE I DEVELOPMENT

Phase One Summary:

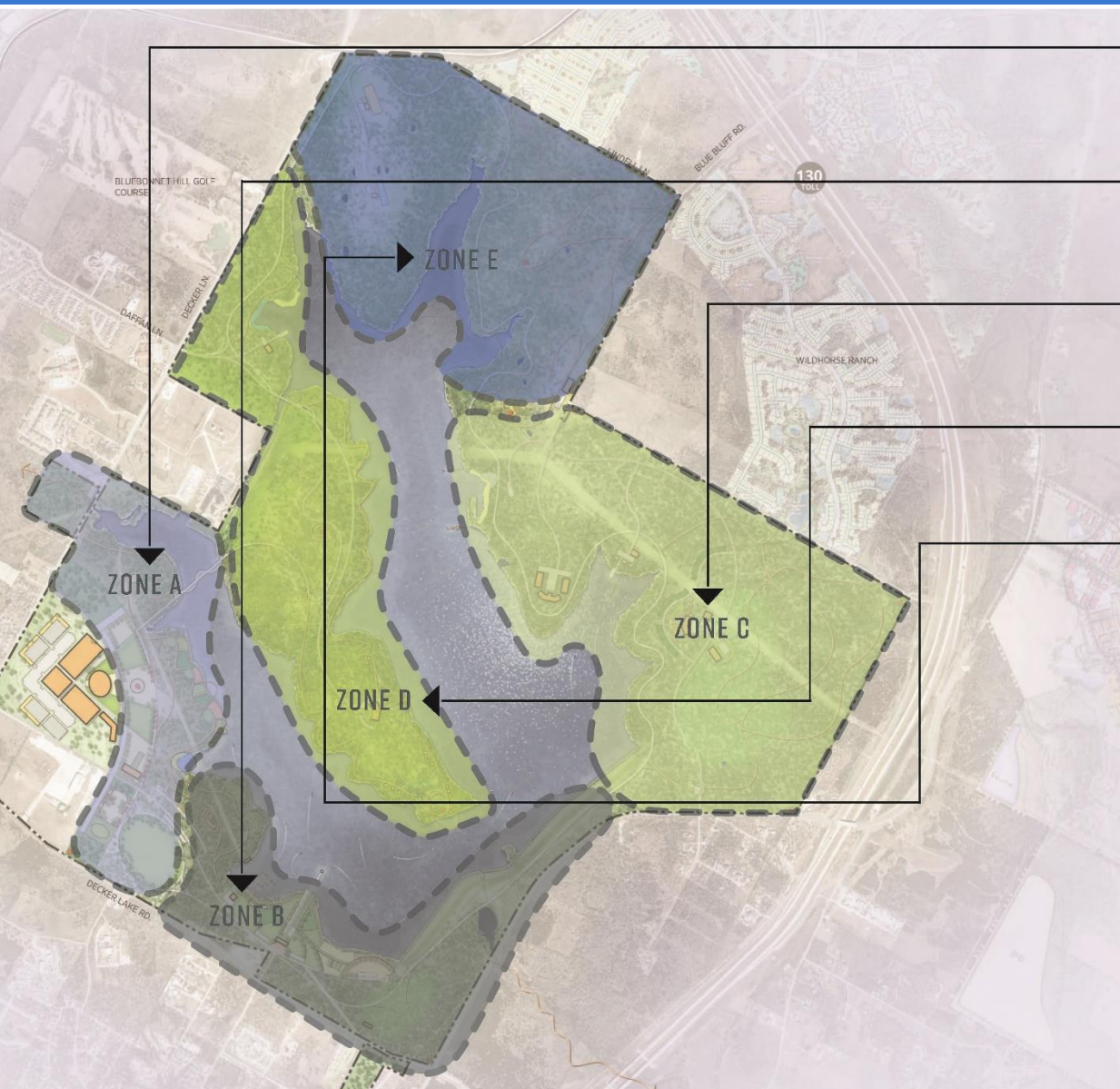
Total Area: +/-272 acres (7% of total park land area)

Estimated Capital Costs: \$144 million (\$26 million estimated to be funded privately)

Featured Amenities: Park visitor center, day use and water access facilities, championship rowing course, vending/entertainment facilities, event open lawn, floating water sports zone, canoe/kayak rental facilities and other amenities are proposed for this area.



PROJECTED DEVELOPMENT COST RANGES



250-300 million total cost

Amphitheater, interpretative garden & event space, Arts & Cultural Center, vending/entertainment facilities.



90-120 million total cost

Floating Water Sports Zone, park visitor center/gateway feature, main pier.



200-245 million total cost

Welcome Center & Lakeside Restaurant and Lodge, Hillside Nature Center, Equestrian Facility.



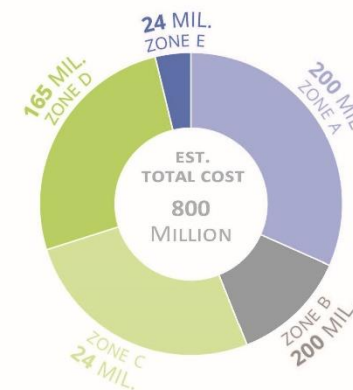
130-175 million total cost

Event Venue and Interpretative Center, marina, canoe and kayak rental facility.



20-45 million total cost

Enhanced Aeromodels Facility, Prairie Research Building, boardwalk



394 MIL.
PRIVATELY-FUNDED
(48% OF TOTAL)



422 MIL.
CITY-FUNDED
(52% OF TOTAL)

NEXT STEPS

- **Approval of master plan as overall guiding plan**
- **PARB-June 25**
- **City Council- August**
- **Identify development funding parameters and timing for initial phase**
- **Confirm initial phase partners and solidify partnership details**
- **Prepare detailed master plan/design for initial phase(s)**
- **Determine management structure (City managed, partial or complete conservancy, etc.)**

