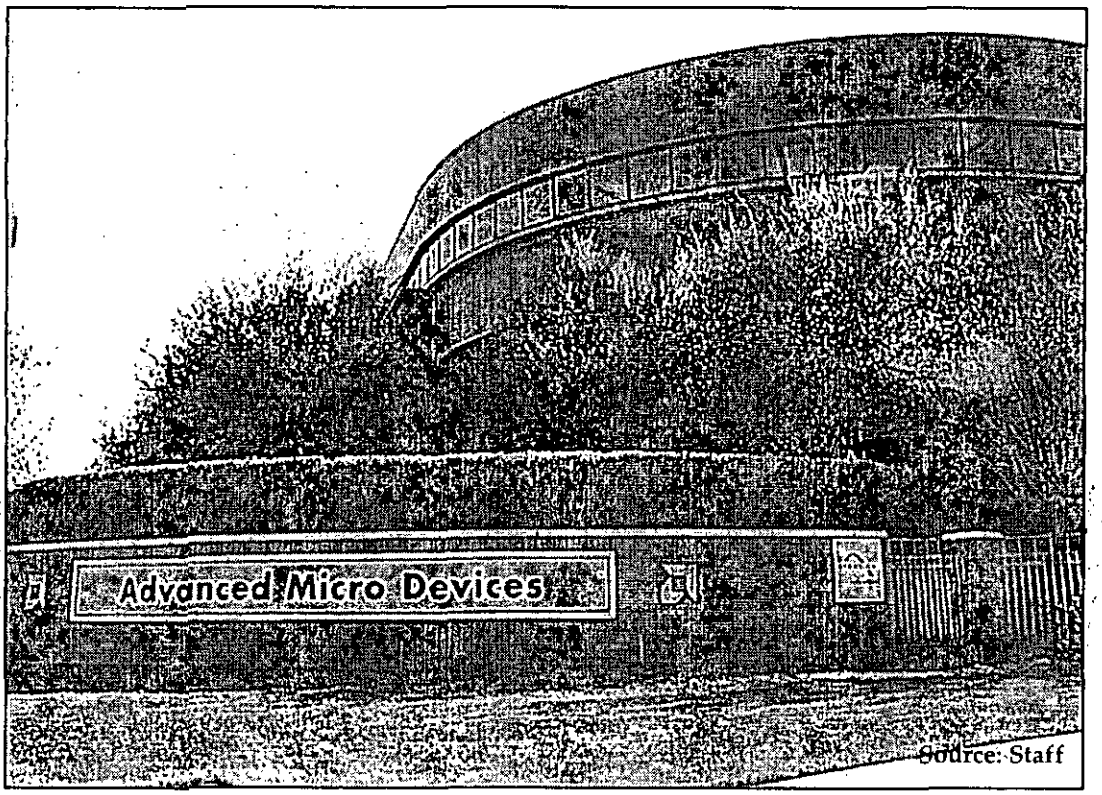
Owing to its size, AMD obviously has had a significant impact on the economy and quality of life for the immediate area and the larger Austin area. In addition to the thousands of people employed over the past twenty-six years, AMD's presence has positively impacted local retail sales and the tax base. What is perhaps not as well known, but equally significant, is the company's commitment to being a leading corporate citizen and a good neighbor.



Advanced Micro Devices (AMD)

In addition to local monetary and in-kind contributions, volunteer hours and donations, AMD has actively championed such local causes as affordable housing, safer work practices, developing family- and mother-friendly worksites, the use of green energy, decreased energy and water consumption, and decreased production of hazardous waste. AMD also has a long-standing and ongoing tradition of giving back to the community, both as an individual corporation and in partnership with social service providers, non-profit organizations, or other corporate entities. AMD's commitment to community is expressed in four major categories of charitable contributions and participation; they are: basic needs, community development, education, and workforce development.

Earlier this year, AMD announced plans for a big, new office campus to house

the 2,000 employees who work for its core microprocessor business, workers who are now spread out among twelve buildings. The result would be Spansion as the remaining enterprise at the Oltorf location. In April, AMD announced plans to consolidate its Austin operations on a sixty-acre parcel in the Oak Hill area. About the same time, Spansion (the 1993 joint venture of AMD and Fujitsu in which AMD currently has a sixty percent stake and control over product planning and worldwide marketing) announced that it will launch its own initial public offering of stock. As an independent corporation, which currently employs about 1,000 people in the Parker Lane area, Spansion will likely continue its operations at Fab 25, at least for some time.[5]

SEMATECH[6]

SEMATECH, which is short for SEmiconductor MAnufacturing TECHnology, is a consortium formed in the late Eighties by US-based semiconductor manufacturers, with support from the United States government and academia. During the early 1980's, US-based manufacturers lost market share to European and Japanese firms. To help reverse this trend and return US-based firms to a position of world leadership in semiconductor manufacturing, the Semiconductor Industry Association, or SIA (a San Jose, California-based trade association representing the US microchip manufacturing industry and the Semiconductor Research Corporation), issued a call in 1986 for cooperation among the industry's manufacturers and the federal government. Seen also as an appropriate if not necessary US response to the Japanese Ministry of International Trade and the Industry and the Joint European Submicron Silicon Initiative (both of which assisted their local manufacturers), the consortium was to solve common manufacturing problems by leveraging resources and sharing risks in a noncompetitive environment. At the time, the semiconductor industry was the nation's largest, with approximately 2.7 million American employees.

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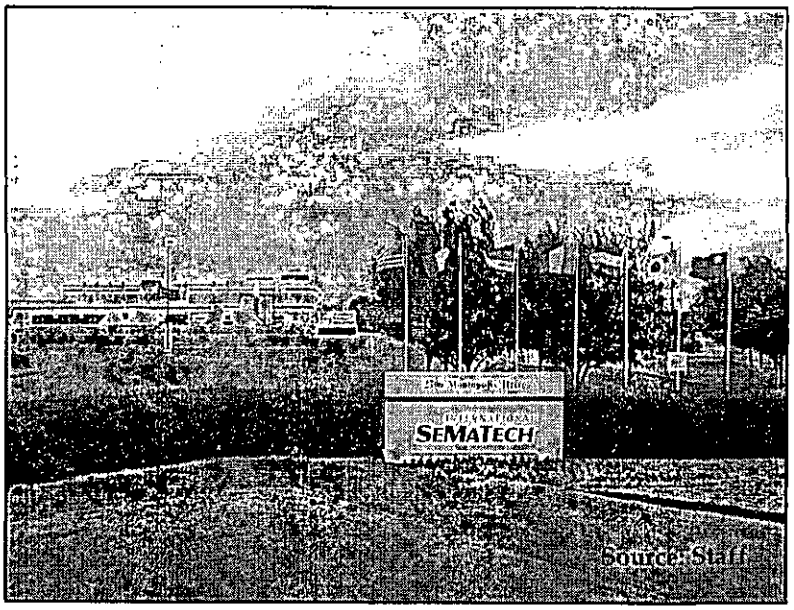
[5] Fab 25 is a ten-year old facility. The lifespan of such a facility is approximately twenty years, dependent on upgrades, new standards, and chip industry developments. AMD considered modernizing the factory last year, including the installation of advanced equipment to process larger silicon wafers; those plans stalled when the flash memory market weakened. In addition, construction for Fab 36, a new facility for the production of larger (300nm) wafers, has been announced in Germany. (Source: Austin Business Journal)

[6] Information in this section provided by SEMATECH, *Handbook of Texas Online*, the Austin Business Journal and The Business Review (Albany, NY).



SEMATECH located on Montopolis Drive

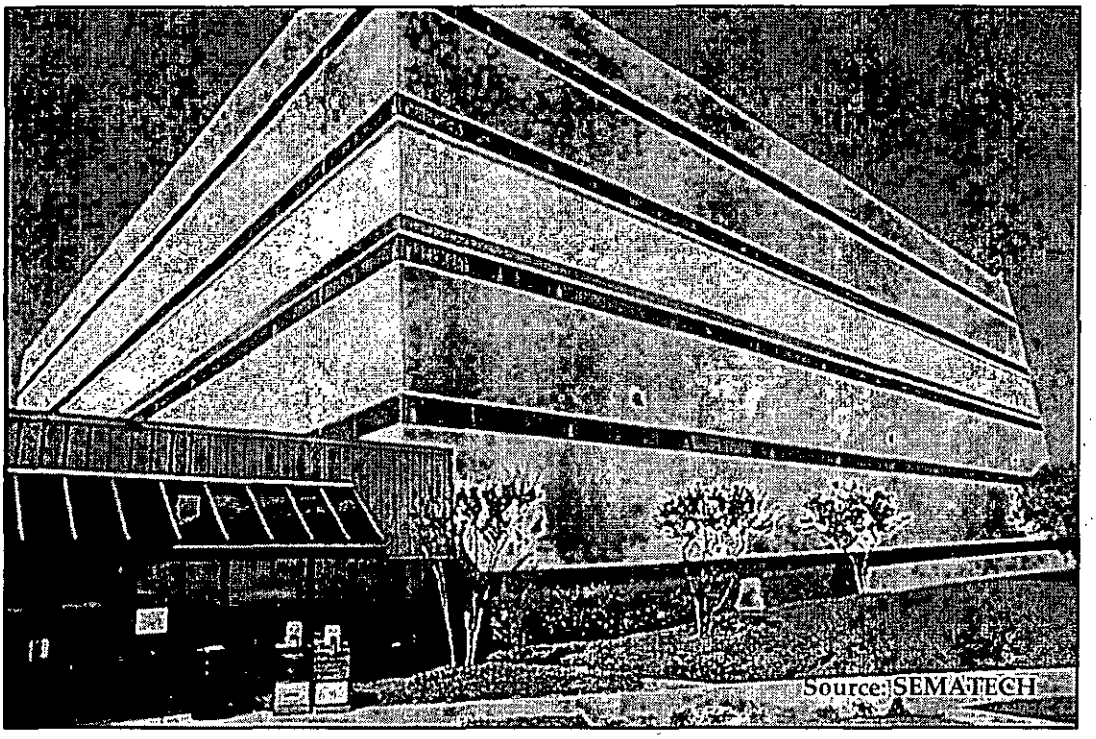
The following year, the SIA approved the formation of SEMATECH and established operations in Santa Clara, California with thirteen charter members. SEMI/SEMATCH was formed as a corporation to help SEMATECH communicate with equipment and material suppliers. At the end of 1987, the US Congress approved the first funds for the consortium and site proposals were invited.

SEMATECH located in Austin (Pleasant Valley NPA) because of a multi-million dollar incentive package prepared by The University of Texas at Austin, the City of Austin, and the State of Texas. The University of Texas System Board of Regents purchased the ninety-four acre former Data General Corporation site and subsequently leased it to SEMATECH at the cost of one dollar a year. SEMATECH became a common testing ground for silicon integrated circuits, advanced tools, processes, and equipment. The program was and remains one of "precompetitive" generic research and development.

Initially, SEMATECH was scheduled to become privately-funded after six years. It began, however, with government startup funds amounting to up to $100 million a year, mostly through the Department of Defense.

SEMATECH is also a founding partner of the Advanced Materials Research Center, an industry-driven virtual R&D center focused on the commercialization of advanced technologies. The center is a collaboration between the State of Texas, SEMATECH, and the state's research universities, combining the scientific strengths of state universities with the high-tech capabilities of major manufacturers; in order to produce future oriented technology for the people of Texas.

The State of Texas and International SEMATECH announced in 2004 that they had formed the Advanced Materials Research Center (AMRC) with the University of Texas System and other state universities to investigate promising new semiconductor technologies and help ensure the state's high-tech future. Additionally, International SEMATECH launched its latest subsidiary, the Advanced Technology Development Facility (ATDF) as a for-profit research facility. In September, the parent company, International SEMATECH, once again became SEMATECH.



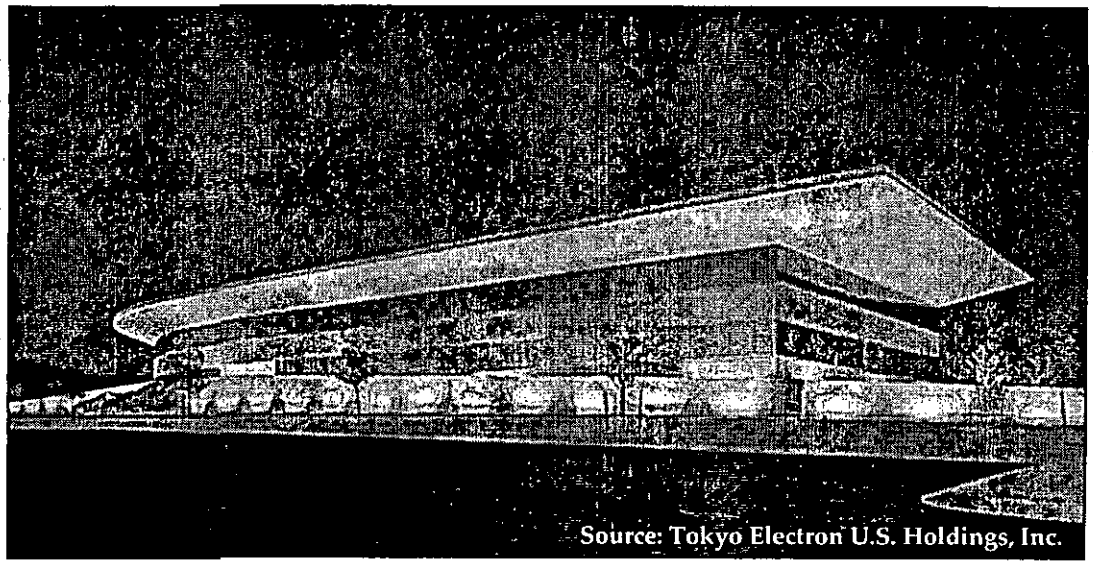
SEMATECH Administrative Building

Like AMD, SEMATECH has been committed to being a good neighbor and active participant in the community. SEMATECH's community involvement efforts focus on educational and community development programs, which take the form of corporate grants, corporate and individual contributions, donations of volunteer hours, and sometimes computers, printers and semiconductor equipment. As a non-profit organization, SEMATECH's cash contributions are limited; nonetheless generous amounts of volunteer hours have benefited educational and community development programs.

Tokyo Electron[7]

Tokyo Electron Limited (TEL) is a global supplier of semiconductor and flat panel display production equipment, as well as computer networks and electronic components. Established in 1963 as an affiliate of the Tokyo Broadcasting System and known as Tokyo Electron Laboratories, it was the first company to introduce American semiconductor production equipment and integrated circuit testers to Japan; it has played an important role in the development of the Japanese semiconductor industry ever since.

Though World Headquarters are located in Tokyo, Japan, the US Group Headquarters are located at 2400 Grove Boulevard, within the Pleasant Valley Neighborhood Planning Area. In addition to the headquarters for the U.S. Holdings group, the facility on Grove Boulevard is also the Tokyo Electron America, Inc (TEA) sales and service headquarters, which in turn oversees twelve branch offices located throughout the United States.



TEL U.S. Holdings Headquarters

The entity that would become TEL U.S. Holdings, Inc. was established in 1972, but a presence in Austin did not occur until 1994. When TEL first located Tokyo Electron America in Austin in 1994, the company employed ninety people, and it was exclusively a sales and service operation. Nonetheless, TEL's investment in the US headquarters complex had reached $50 million on the sixty-acre site.

[7] Information in this section provided by Tokyo Electron America, Austin Business Journal, and The Business Review (Albany, NY)

Shortly after arriving, they announced that it had chosen Austin over Portland, Oregon, for a new $20 to $30 million, 100,000-plus square foot assembly facility. In addition to the fact that they already had a site here, other factors favoring Austin included the site's proximity to key customers like Motorola, AMD and Samsung. The new facility, which would house the Tokyo Electron Texas subsidiary, would be used to manufacture chip-making devices responsible for pattern definition on a semiconductor wafer, and would add 150-200 people to the existing payroll of 200.

Like AMD and SEMATECH, the Austin presence of TEL has grown, and fluctuated, over time. Between 1994 and 2004, the local employment roll grew to 400 employees, becoming the second largest equipment supplier (based on sales dollars) to the semiconductor industry (Applied Materials, based in California but employing approximately 2,600 people in Austin, is the largest). Similar to the industry as a whole, TEL was affected by tough years in 2001 and especially 2002. At one point in 2001, the company had more than 10,000 employees worldwide and well over 500 in Austin. In April of 2003, it announced plans to cut 1,000 employees worldwide within the next twelve months, citing the recession in the semiconductor industry as the reason for the cuts. Even after layoffs, they still had about 520 employees at the Grove Boulevard campus.

Similar to its colleagues and neighbors AMD and SEMATECH, Tokyo Electron's corporate citizenship attempts to address the mutual interests and needs of the community and the company. At the global level, TEL efforts are found in education, workforce development and civic initiatives. TEL's support of community programs at the Austin Chamber of Commerce, Texas Asian Chamber of Commerce and Keep Austin Beautiful are a few examples of local civic and community outreach.

FUTURE LAND USE

The intention of the adopted Future Land Use Map (FLUM) is to incorporate the plan's main land use goals and principles and display them in a graphic format. It is designed to serve as a guide when making future decisions regarding land use and zoning changes.

The FLUM sets the stage for appropriate development by looking at the needs of the community in and around the Planning Area; it is a general illustration of the type of development that is desired and appropriate for this part of Austin. Future rezoning proposals need to correspond with what has been adopted on the FLUM for each Neighborhood Planning Area (NPA). If a requested zoning change does not correspond with the adopted land use for a particular property, an amendment to the Neighborhood Plan will be required, which will involve interaction and communication with the Neighborhood Plan Contact Team (NPCT).

When thinking about future (re)development, Neighborhood Planning participants strongly recommend the preservation and/or protection of the natural environment. Development plans must respect and protect the creeks, the lakeshore environment and critical and sensitive environmental features like springs, woodlands, and wetlands. Look at the section of this Plan entitled "Parks, Trails, Open Space and the Natural Environment" for more information on some of the environmental features and amenities within this area.

Table 8: Existing (2004) Land Use Comparison for Each NPA

Land Use	Parker Lane	Pleasant Valley	Riverside	Combined NPA	Combined NPA
	Acres	Acres	Acres	Acres	Percent
Civic	80	48	26	155	4.62%
Commercial	47	18	110	175	5.21%
High Density Single-Family	1	0	0	0	0%
Industrial	147	152	0	299	8.91%
Mixed Use**	0	0	0	0	0%
Multifamily	175	356	284	815	24.28%
Office	47	14	19	81	2.40%
Office Mixed Use	0	0	0	0	0%
Open Space	58	545	25	628	18.70%
Rural Residential	0	0	0	0	0%
Single-Family	227	61	105	393	11.71%
ROW and/or Utilities	198	101	154	453	13.49%
Undeveloped	156	180	21	357	10.65%
Land Use Total	**1136**	**1476**	**745**	**3358**	**100%**

Source: Travis Central Appraisal District and City of Austin

Note1: Multi-Family includes rental and owner occupied housing units (i.e. condominiums)

Note 2: This data includes approximately 183 acres of land owned by Austin Community College (ACC is excluded from the neighborhood planning process.)

The Riverside NPA is the most developed of the three NPAs and has the least amount of open space. The Riverside NPA has the largest proportion of multifamily residential of the three NPAs. Opportunities for future mixed-use redevelopment are available as MUB and NUC options, reflected on the FLUM by asterisks, and on the properties regulated by the Waterfront Overlay, reflected on the FLUM by diagonal lines. The FLUM also indicates that industrial development is not desired and/or appropriate within this particular NPA. It is critical to the Riverside NPA that commercial and office uses are maintained with future redevelopment; the application of true mixed use can achieve this goal.

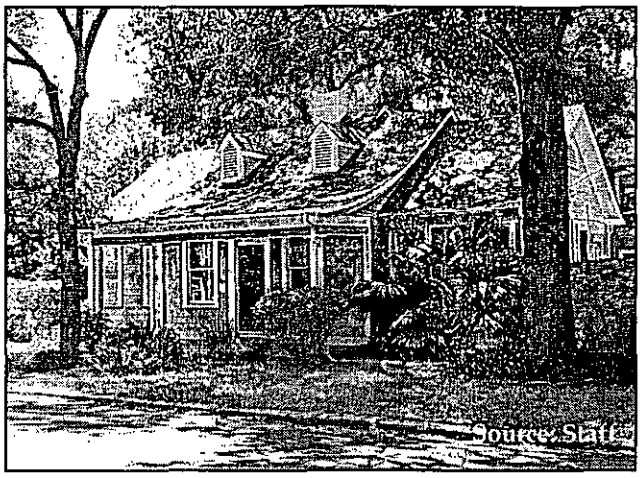
The Parker Lane NPA continues to have the greatest share of single-family residential land use of the three NPAs. The future land use scenario offers abundant opportunities for commercial and office development, mainly due to the presence of Oltorf Street, IH-35 and Ben White Blvd., which are primarily retail/commercial corridors. The Parker Lane NPA continues to have the least amount of multifamily housing of the three NPAs and has the most opportunity for industrial development.

The Pleasant Valley NPA continues to have the least amount of land available for single-family housing and commercial development, but by far contains the most open space, largely due to the Roy C. Guerrero Colorado River Park, ACC and the campus-style development of most of the industrial properties. According to the FLUM, multifamily housing still comprises a significant share of its total land use and more is not desired.

The following provides some explanatory detail with respect to how the land use goals and stakeholder priorities have contributed to the formation of the future land use maps in this plan. The primary future land use categories within the Riverside, Parker Lane and Pleasant Valley NPAs include: Single-Family, Multifamily, Mixed Use, Commercial and Office, and Industrial.

Single-Family

The preservation of single-family neighborhoods is an important priority in this neighborhood plan. The combined FLUM demonstrates the neighborhoods' desires that established single-family neighborhoods within the three planning areas be protected from encroachment and cushioned from higher intensity uses.



Preservation of single-family homes and increased home ownership opportunities are desired

Key elements reflected on the FLUM include:

- Single-family uses and undeveloped lots with single-family zoning are predominantly designated as single-family on the FLUM.
- Intrusion by uses higher than SF-3 is prevented by a "hard edge" surrounding the single-family properties shown in yellow.
- Opportunities for single-family development and home ownership are encouraged by creating Urban Home Subdistricts, which permit

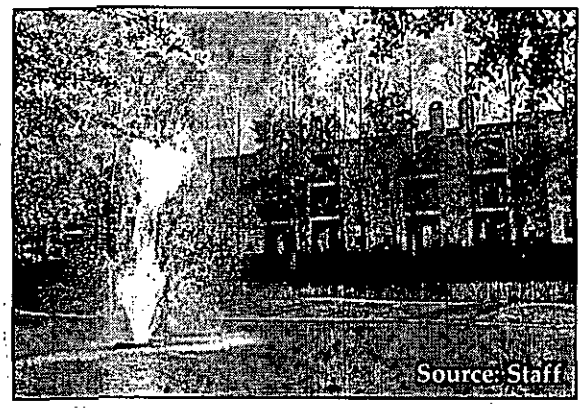
Single-family residence located on Allison Cove within the Parker Lane

detached single-family homes on lots with a minimum of 3,500 square feet. Urban Home Subdistricts have been created at the following locations:

- Mission Hill Circle and Mission Hill Drive
- East side of Parker Lane between Wickshire Lane and Carlson Drive

Multifamily

The combined planning area is unique in comparison to many parts of the city in that it has a dominance of multifamily development, primarily in the form of apartments. An overabundance of multifamily housing has resulted in problems related to traffic congestion, a high crime rate and inadequate infrastructure, and does not promote home ownership. Neighborhood Planning participants want to increase home ownership opportunities; more home-owning residents will enhance a sense of permanence and investment in the area. Neighborhood Planning participants desire to maintain a diverse range of housing opportunities for all stages of life and income levels as well as encourage a better housing balance.



Pinto Creek Apartments on Wickersham

A key element reflected on the FLUM is:

- Existing multifamily (MF) uses have been maintained as MF for most properties except in cases where alternative options might be appropriate for redevelopment. (The intent is to allow existing MF uses to remain conforming uses according to City Code, and to make some commercial and office options available with redevelopment, specifically, Barcelona – 2101 Elmont Drive; Canyon Oaks – 1708 Burton Drive; Lafayette Landing – 1845 Burton Drive; and the palm reader location – 4825 E. Riverside Drive)

Mixed Use

The application of mixed use reflects the desire to see certain parts of the area develop or redevelop with projects that are pedestrian friendly, offer convenient neighborhood services, promote human-scale activity on the street, provide community open space and improve the appearance of particular retail corridors.

It is very important to note two major concerns regarding mixed use that have been voiced continually throughout the planning process:

1. **Because of the overwhelming proportion of multifamily in this NPA, uses such as office and retail and condominiums and townhouses are all preferred to any multifamily uses; and,**
2. **Mixed use is supported only when it is a true mix of uses.**

These concerns must be kept in the forefront when reading the following explanations and implementations concerning mixed use.

A concern related to possible future (re)development raised by participants during Neighborhood Planning meetings addressed the trend of new residential construction in the inner-city that is unaffordable to many Austinites. The desire to see new and higher quality development was overwhelmingly supported in order to improve the appearance of the area and offer a wider variety of uses to local residents; however, residential development should be sensitive to the diversity of income levels found within the Planning Area. Any concessions in height, setbacks, and/or FAR should be tied to a percentage of significant community open space and low-income units (60% of the median income).

Existing commercial development along Riverside Drive designated as mixed-use on the FLUM

Key elements reflected on the FLUM include:

- Properties with MUB and NUC options – indicated by large asterisks
- Waterfront Overlay properties – indicated by diagonal

Implementation of Mixed Use on specific properties within this planning area follows the descriptions below.

Types of Mixed Use

***1** - The Mixed Use Combining District (MU)*

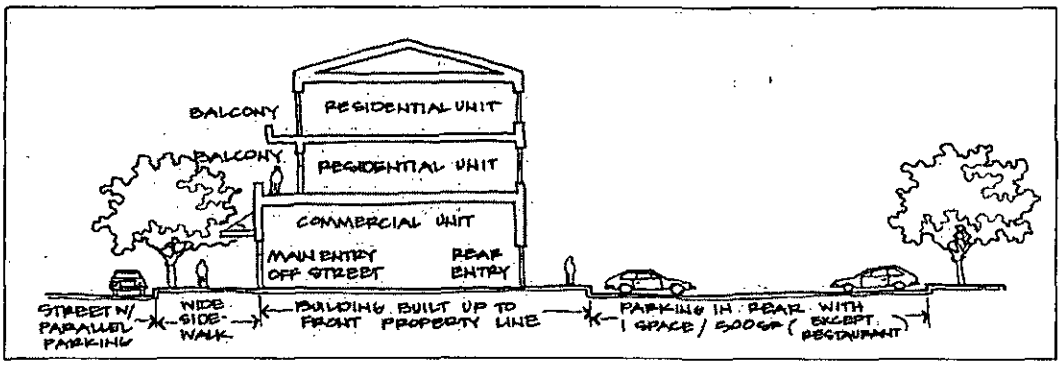
During the neighborhood planning process stakeholders identified properties where mixed use was appropriate and desired. Although represented on the FLUM with a designation of mixed use, the specific type of mixed use is actually implemented or achieved via zoning; one way to do this is with the addition of the Mixed Use (MU) combining district to the commercial or office base zoning district. The addition of MU to a base zoning district means that several residential uses would be permitted in addition to the commercial and office uses allowed under the base zoning. The MU addition to a base zoning district is suitable when a very flexible zoning district is appropriate and desired as it allows for an entirely commercial and/or office development, an entirely residential development (from single-family homes to an apartment complex), or for a combination of these uses on the same site. However, as has already been illustrated, the three planning areas within the East Riverside/Oltorf Neighborhood Plan already contain a large amount of multifamily development. As such, there was much discussion during land use and zoning meetings regarding if and how the mixed-use concept could be appropriately applied to this specific part of town using the MU combining district.

2 - Special Use Infill Options

Another way that mixed use can be implemented through the neighborhood planning process is through the adoption of special development tools called the Special Use Infill Options. The term infill refers to "filling in" vacant or underutilized parcels of land in existing developed areas. A goal of the Special Options is to allow for development that will provide benefits such as accessibility to services and amenities by means other than the auto and a diversity of housing for different ages, incomes and lifestyles. The primary mixed-use Infill Options include the Mixed Use Building (MUB) and the Neighborhood Urban Center (NUC).

The Neighborhood Mixed Use Building Special Use permits a mix of uses, including residential, within a single building on a site. This special use should not be confused with the Mixed Use (MU) combining district described above. A major distinction between them is that the Neighborhood Mixed Use Building (MUB) prescribes a mix of commercial and residential in one building structure that has pedestrian-oriented design standards. The MUB must comply with special site development regulations that pertain to things such as setbacks,

parking, lighting and the building façade.



Section Sketch of Residential Units Above a Commercial Structure

The Mixed Use combining district, on the other hand, allows the construction of commercial or residential or a mix of both on a particular site without any special design or development regulations (the site development standards of the base zoning district apply). The Neighborhood Urban Center special use permits the redevelopment of an existing commercial center, or development of a large vacant site, into a mixed-use, pedestrian and transit-oriented center. There are specific site development and design standards that apply to each use within an NUC development.

Implementation of Mixed Use

The following paragraphs describe the details of how the mixed-use concept is to be implemented through this neighborhood plan:

For specific properties on:

- The north side of Lakeshore Blvd., just off Riverside Drive
- The south side of Lakeshore Blvd.
- The north side of Riverside Drive from IH-35 to Lakeshore Blvd.

Neighborhood Planning participants support a true mixed-use future land use designation on these properties. These properties are very important to nearby residents as they are located along the lakeshore in the Riverside Planning Area. Residents are especially sensitive to building heights, allowable uses and traffic generation at these locations and as such, prefer not to implement the mixed-use idea with zoning at the time of plan adoption. At the time that a property owner or developer expresses serious interest in redeveloping these properties, then discussions can occur between him/her and the NPCT regarding an appropriate

mixed-use zoning strategy. Neighborhood Planning participants understand the Waterfront Overlay adds some mixed-use elements to these properties.

For specific properties on:

- The south side of Riverside Drive from Parker Lane to Pleasant Valley Road (The north side of Riverside Drive from Lakeshore Blvd. to Pleasant Valley Road was intentionally not selected by planning participants as appropriate for mixed-use development; there were concerns that creating mixed use opportunities on both sides of Riverside Drive would allow for the construction of new buildings that would have higher heights than existing buildings on both sides of the street and create a canyon-like effect.)
- The west side of Pleasant Valley Road from Riverside Drive to Lakeshore Blvd.
- The northwest corner and southeast corners of Oltorf Street and Parker Lane (MUB option only).

Neighborhood Planning participants support MUB and NUC options on these properties. It is not the desire of planning participants to see these lots develop entirely as residential since these are important locations that service the retail and office needs of the community. As previously described, these options allow for development that will provide benefits such as accessibility to services and amenities by means other than the automobile and a diversity of housing for different ages, incomes and lifestyles. The Neighborhood Mixed Use Building Special Use permits a mix of uses, including residential, within a single building on a site. The Neighborhood Urban Center Special Use permits the redevelopment of an existing commercial center, or development of a large vacant site, into a mixed-use, pedestrian and transit-oriented center.

Although the Mixed Use (MU) combining district is not recommended for these properties at the time of plan adoption, planning participants are willing to look at the possibility of adding mixed use in the future. As a result of this planning process, a code amendment was approved for the mixed use combining district to allow for the prohibition of multifamily residential. This conditional overlay is desired by the neighborhood for mixed use projects in an effort to limit the amount of additional multifamily residential in the already over saturated area. To determine which properties are affected by this conditional overlay, refer to the zoning on specific tracts.

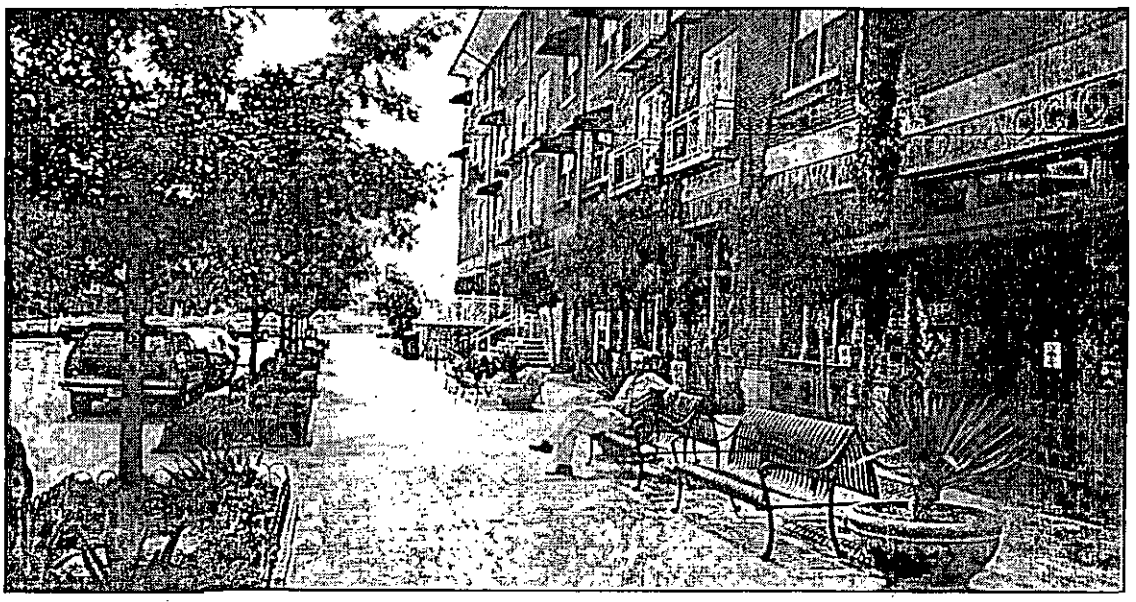
Commercial and Office

There are specific corridors where the majority of properties are reserved on the FLUM for pure office and commercial development. In order to provide needed retail and office services to existing and future residents, certain properties should be maintained for non-residential uses.

Oltorf Street looking east

Neighborhood Planning participants support the addition of small, locally owned businesses and offices. Given the population density and the need to encourage a walkable environment, any development should consider the area's need for commercial services and diverse employment opportunities.

Neighborhood Planning participants generally prefer diverse non-residential corridors that provide a mixture of both office and commercial uses. Where these properties abut established residential neighborhoods, residents generally encourage office development instead of more intense commercial uses.



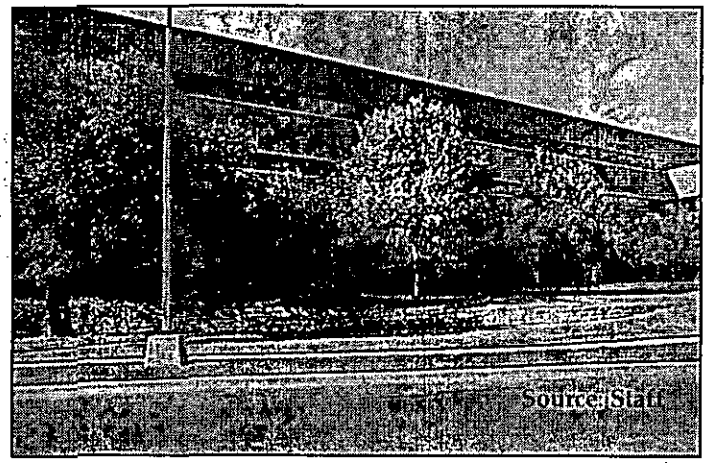
Example of a Mixed Use Building in Dallas, TX

Key plan elements reflected on the FLUM:

- Maintain or create the opportunity for commercial and/or office development for specific properties on:
  - Oltorf Road between IH-35 and Pleasant Valley Road
  - The northwest corner of Pleasant Valley Road north of Riverside Drive
  - The north side of Ben White Blvd..
  - The northbound IH-35 access road
  - The north side of Riverside Drive between S. Lakeshore Blvd. and Pleasant Valley Road

Industrial

Industrial areas are represented on the FLUM by properties where there is existing industrial development. All of these sites are located in the southeast corner of the combined planning area and are predominantly occupied by large high-tech companies such as AMD, SEMATECH and Tokyo Electron.

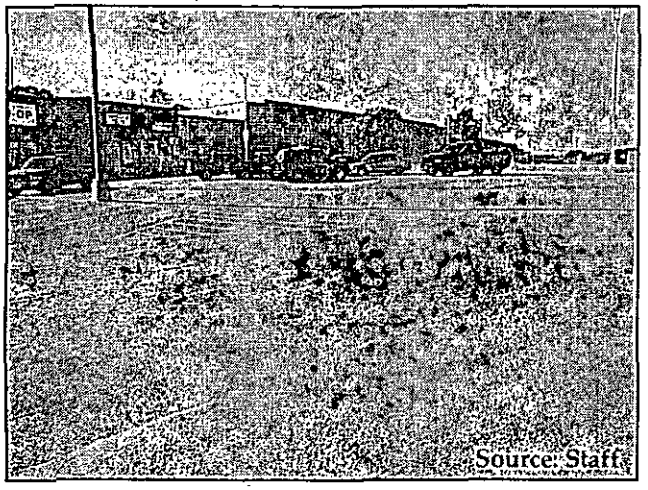


AMD is an example of a nicely landscaped and well-maintained industrial campus

Neighborhood Planning participants consider the presence of these industrial companies in the planning area as a strength to the community and the Austin economy. Residents like the aesthetics of their industrial park campuses and the fact that the properties are well-maintained. These companies have developed solid relationships with nearby residents by acknowledging and respecting the presence of adjacent residential neighborhoods. Residents consider these major employers to be "good neighbors" and desire to maintain their existence as they contribute positively to the immediate area and to the entire city. Any future industrial development within these planning areas should incorporate the high quality characteristics of existing industrial development, maintain the existing campus-style structure, and adopt the practice of communicating and working with members of the community in which they have chosen to locate their business.

Riverside Drive

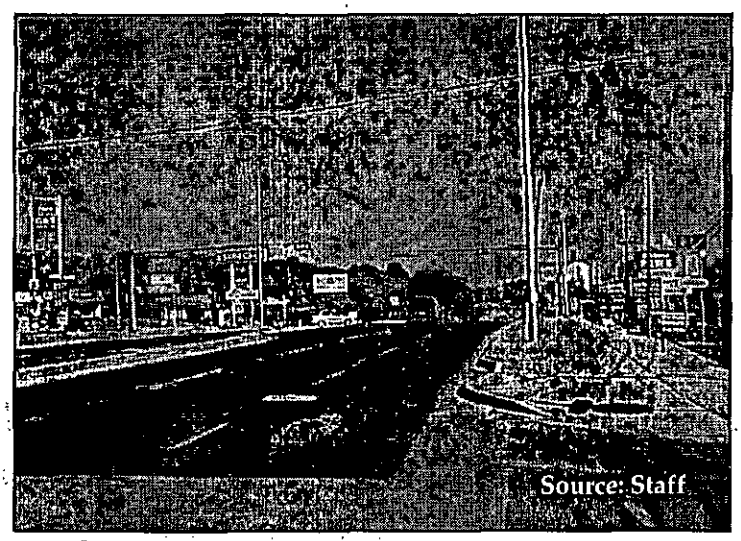
Encouraging desirable redevelopment along Riverside Drive with respect to both land use and urban design is a key component of this neighborhood plan. Riverside Drive is important as a commercial center to the diverse groups of residents living in proximity to the roadway, in addition to serving as a gateway to downtown for visitors since it is a primary route to and from the Austin Bergstrom International Airport. The views of downtown that one experiences while traveling westbound on Riverside Drive are spectacular and it is recommended that the views be protected, not only for vehicular traffic, but for the many pedestrians who already traverse Riverside Drive on a daily basis. However, throughout this process it has become abundantly clear that the services available on Riverside Drive are limited in scope regarding what they offer local residents. In addition, the current appearance of the Riverside Drive streetscape, predominantly west of Pleasant Valley Road, does not represent the city well.



Commercial development along Riverside Drive

The strip shopping malls along Riverside Drive epitomize the car-dominated environment that is, unfortunately, typical of much of the modern American landscape. As a major gateway to the city of Austin, the first impression that many visitors have is of a sprawl of low rise buildings or under-utilized and/or vacant retail space, and the associated sea of mostly deserted parking lots. The current appearance is dominated by a cacophony of commercial signs, blistering parking lot asphalt, and a distinct lack of both vegetation and quality architecture. Although extremely dangerous, pedestrian activity along Riverside Drive is much heavier than one would expect. Many

residents rely on public transportation and have no option but to walk to and from grocery stores, bus stops, and existing retail establishments. After dark, there is even more pedestrian activity along Riverside Drive. One of the Neighborhood Plan Goals is to make this area safe for pedestrians and to encourage more pedestrian traffic. Many neighborhood stakeholders have expressed their desire throughout this planning process to see more diverse eating and shopping options, a wider range of office services, functional civic spaces, and attractive landscaping.



Riverside Drive looking west towards downtown

Corridors like the Riverside Drive commercial strip are increasingly being seen as among the best opportunities for developing more mixed use, transit-oriented neighborhoods. This mixed use form of development can include jobs, retail, public space, mixed income housing, and other activities conducive to a higher quality of life. The Urban Land Institute[8] identifies the following metropolitan trends that are acting to redirect growth into existing communities and thereby supporting the redevelopment of retail strips like Riverside Drive:

1. Increasing popularity of urban lifestyles among empty nesters, singles, and non-traditional households;
2. The popularity with immigrants of urban retail locations as low cost locations for small businesses, stores, and restaurants;
3. Renewed interest in urban retail locations due to the saturation of suburban markets;
4. The preference of consumers for pedestrian-oriented, street front retail environments.

However, the Urban Land Institute also adds that these factors alone are insufficient to encourage redevelopment of commercial strips. They argue that

8 Urban Land Institute (2003), "Ten Principles for Rebuilding Neighborhood Retail", p.vii www.uli.org

partnerships between the public and private sector are also important. Neighborhood plans can also assist this process by helping to describe a clear vision for how the local stakeholders would like to see a strip like Riverside Drive change. A clearly defined vision for Riverside Drive developed by a broad cross-section of stakeholders through the neighborhood planning process can be an extremely useful tool in aiding the redevelopment of the corridor. As such, particular attention should be paid to the desired forms of mixed use described above for portions of Riverside Drive in addition to the preferred urban design characteristics, which can be found in the Urban Design Chapter.

It is the desire of the Neighborhood Planning Participants that a focused corridor study as outlined in Goal 3 consider, but not be limited to, the following elements:

LARGE SITES

Beyond the small number of government-owned sites like the Mueller Airport and the Triangle at Lamar and Guadalupe, it is difficult to locate sites in the urban core of Austin that are large enough to justify the increased costs and risks involved in infill development. Neighborhood Planning participants support redevelopment of commercial strip sites along Riverside Drive and welcome the opportunity to discuss options with developers.

TRANSIT ACCESSIBILITY

The strip malls along Riverside Drive are located on existing bus and shuttle lines that cater to this area and the surrounding apartment complexes. The addition of Dillo circulators as recommended by Neighborhood Planning participants will further support development of new activity centers in the area.

Bus stop along Riverside Drive

NEIGHBORHOOD CENTERS

Sites like the strip malls along Riverside Drive are large enough to accommodate whole new neighborhood centers, providing opportunities for live/work options and community open space.

CIVIC SPACE

Attractive public gathering spaces that promote informal interaction among neighbors is a missing component of much of recent urban development. Austin is fortunate enough to possess great public spaces like Zilker Park and the Town Lake Trail, but like many other cities the list of prime "people watching" and vibrant public gathering spaces is short. Any redevelopment of Riverside Drive should incorporate quality public spaces in the form of parks, plazas, squares, etc. These spaces should form the heart of the neighborhood center.

5. Transportation

Introduction

The goal of this plan with respect to transportation is to:

- **Enhance the transportation network to allow residents and visitors to travel around safely and efficiently by foot, bicycle, automobile and public transit.**

Throughout this Neighborhood Planning process many concerns and issues related to the transportation network were expressed and identified by stakeholders in the area. The principal themes that encapsulate these concerns are:

- **The transportation network should be safer for all users: autos, pedestrians, cyclists, etc.**
  The combined NPA, and each individual NPA, is surrounded by major roadways on which a huge number of automobiles pass through this part of town on a daily basis. These roads serve as principal routes to and from the airport in addition to downtown Austin. Cut-through traffic and speeding have been identified as major concerns of planning participants on many roads within the combined NPA. Several of the recommendations that came from planning participants attempt to address these issues.

- **Roadways should not be barriers and impede pedestrian and bicycle travel.**
  Several of the roads that bound and bisect this area are wide and contain numerous traffic lanes, which makes it very challenging for non-automobile users to safely and efficiently traverse from one part of the area to another. Coupled with insufficient pedestrian and bicycle infrastructure, this creates problems and annoyances for those who would like to access services and local amenities on both sides of a roadway. A good example of such a barrier is Riverside Drive. The residents south of the road would like to have safe and easy access to Town Lake and the hike-and-bike trail and it is probable that many of the residents in the apartments to the north of Riverside Drive would like the same type of access to the businesses on the south side of the street.

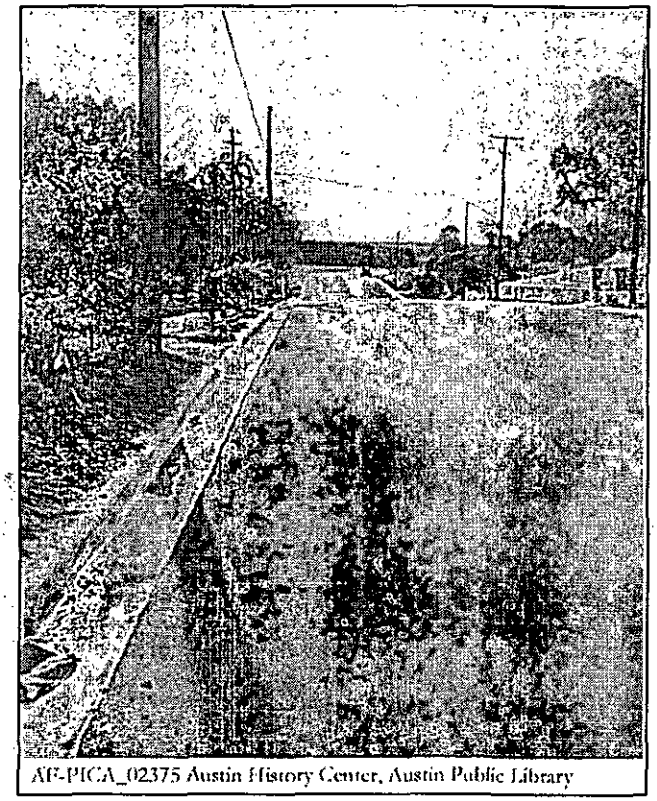
- **Roadways should not disrupt and create dangers for established single family neighborhoods.**
  As the land use section illustrates, single-family development within the combined NPA is not the predominant type of land use. Single-family neighborhoods have established themselves over the years in pockets and have gradually become surrounded by higher density development (both residential and non-residential) in addition to major roadways. As a result, several of the transportation recommendations aim to preserve these neighborhoods not only with respect to land use, but also in character and quality of life.

- **There should be more transportation options to move people to different parts of the area.**
  There are many amenities within the boundaries of the combined NPA that attract locals and non-locals alike. Major destinations include: Town Lake, the Hike and Bike Trail, retail services along Riverside Drive and Oltorf Street, the Colorado River Park, the Daniel Ruiz Library, ACC Riverside Campus, etc. A desire of the participants in this planning process is to see more transportation options so that people can take advantage of these amenities. Residents and workers in the area would benefit greatly from improvements in pedestrian, bicycle and transit infrastructure and services.

Lastly, specific recommendations made towards realizing each of the transportation goals can be found in Section 3. Any land use recommendation not supported by the City can be found in Appendix A. Immediately following this introduction is a documentation of historical or background information with respect to the transportation network in this area and following that is a table of the CAMPO and AMATP Transportation Plan recommendations for the roadways within the combined NPA.

History/Background

As noted in the land use section, the road network developed over time, usually in tandem with adjacent residential or commercial development. While some roadways, such as Parker Lane, are relatively old, others such as Oltorf Street are relatively new.



East Riverside Drive

Riverside Drive is one of the oldest roadways, not just in the combined Neighborhood Planning Area, but in the City of Austin. Land for its right-of-way was deeded to Travis County in 1886. For much of its history, Riverside Drive served as means for transportation, rather than a destination of commerce in itself. In fact, according to maps prepared for the Travis County Commissioners Court in 1902, Riverside Drive extended from Lamar Blvd. eastward all the way to what was then known as Bastrop Road (not to be confused with Bastrop Highway). Bastrop Road was located just east of the present day US Highway 183, which is also known as Bastrop Highway. Later, Riverside Drive was extended to connect with State Highway 71, also known as Ben White Boulevard, and named in honor of "Uncle Ben" White who served from 1951-1967 on the Austin City Council. In addition to Riverside Drive's early connection with roadways to Bastrop and beyond, it later served as a major route to and from the Bergstrom Air Force Base (the current site for the Austin Bergstrom International Airport).

Used as a base to train pilots fighting in World War II, the base was renamed Bergstrom Army Air Field in 1943. During and especially after the end of the War, many military families moved to the Del Valle area around the base, thus increasing demand for transportation connections between the base area and

downtown Austin. In 1959, after completion of IH-35, additional right-of-way for Riverside Drive was deeded to the County to widen it east of Parker Lane.

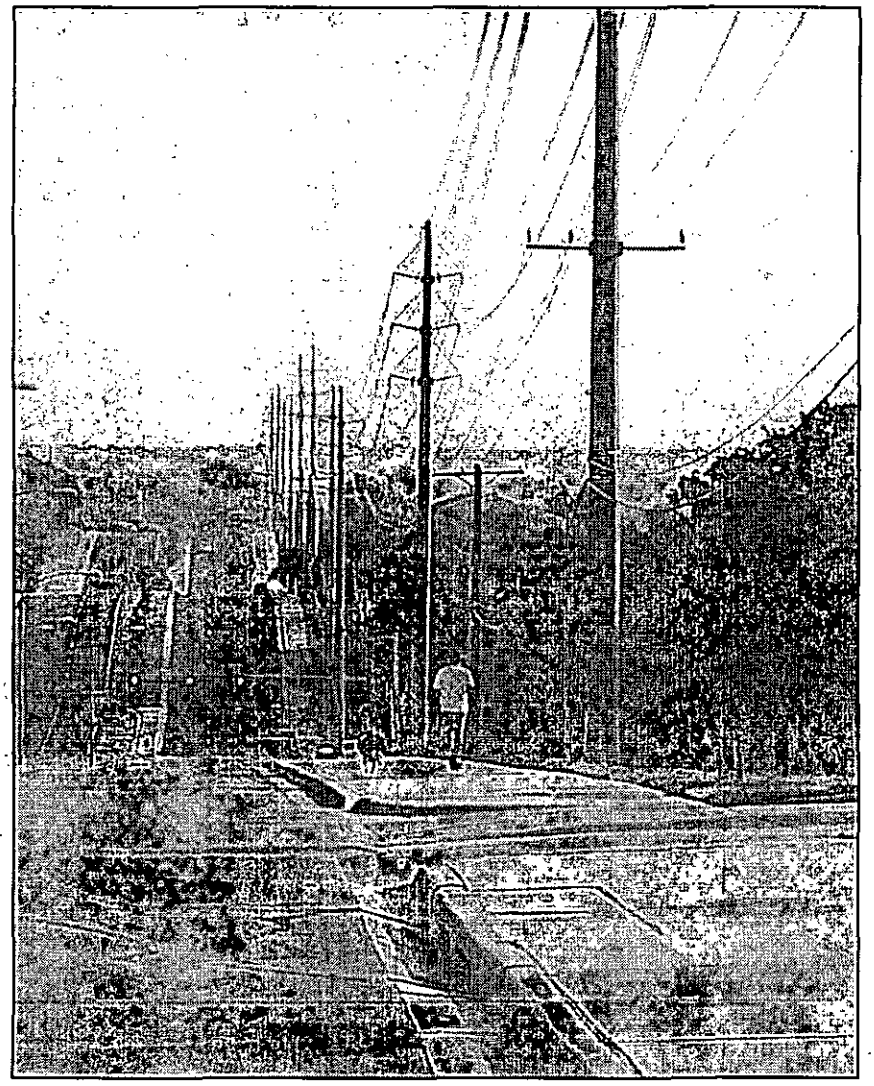
Other major roads in the Planning Area, such as Burleson Road, Metcalfe Lane and Parker Lane, also predate most land development. Burleson Road (of which Metcalfe Lane was a part of prior to realignment), dates from 1925 when its right-of-way was deeded to the County. Several of these connected with roads south of State Highway 71 such as Burleson Road, Todd Lane, and Nuckols Crossing, which had existed to some degree in their current alignment since the end of the nineteenth century.

State Highway 71, the southern boundary of the Combined Neighborhood Planning Area, which in 1939 was described as extending from Bastrop via Smithville, La Grange, Columbus, El Campo, and Midfield to a point, was well-traveled and was extended to Austin by 1951. However, the origins of this highway are actually much earlier. Bastrop Highway was a "historical road" on the 1898-1902 roadway map adopted by the Commissioners Court of Travis County. It was improved by the City of Austin while in the City's jurisdiction and named after a Mayor for the City. In 1960, the City began construction on what would become the Ben White Boulevard and US Highway 183 interchange.

Interregional Highway Number 35, or IH-35 as it is commonly called, serves as the western boundary of the Combined Planning Area. The interstate highway system began in 1956, when the US Congress established the National System of Interstate and Defense Highways. Construction of IH-35 through Austin was among some of the first Interstate projects, and already by 1959 the Interstate extended from the International Boundary at Laredo to the Texas/Oklahoma State Line.

Montopolis Drive and Grove Boulevard, which serve as the eastern boundary of the Combined Planning Area, are relatively old (Montopolis Drive) and relatively new and incomplete (Grove Blvd). Montopolis Drive, deeded as right-of-way to the County in 1949, served as the primary entry point into Montopolis, a separate community established on the outskirts of Austin. Grove Boulevard was constructed in the 1980's and 1990's, when the underlying and adjacent property was already in the City's jurisdiction. Today, Grove Boulevard effectively ends at the Roy G. Guererro Colorado River Park. However, it was planned to eventually connect with Montopolis Drive in order to provide additional north-south connectivity. The extension of Grove Boulevard remains

in the adopted *Austin Metropolitan Area Transportation Plan* (AMATP 2025), the official Long Range Transportation Plan for the Austin Metropolitan Area.



Pleasant Valley Road, looking north

Shortly before the beginning of this neighborhood planning process, Pleasant Valley Road was extended south of Oltorf Street (seen above at the stoplight). Later, a ten-foot wide shared-use path was constructed for pedestrians and bicyclists. The path extends to Burleson Road along a utility right-of-way.

CAMPO and AMATP Transportation Plans

There are two major organizations that plan roadways in Austin. The first is the Capital Area Metropolitan Planning Organization (CAMPO), created by federal mandate and charged with developing an integrated transportation plan for the regional area of Central Texas. Federally mandated metropolitan planning organizations exist all over the country and are expected to conduct exhaustive data analyses in preparation for their roadway and transportation plans. The CAMPO 2025 Plan serves as a guide for long-range planning for federally funded transportation projects and serves as a comprehensive transportation plan for the governmental jurisdictions within the CAMPO area. These include the Texas Department of Transportation, Capital Metropolitan Transportation Authority, nineteen municipalities, and all of Travis, Williamson, and Hays counties.

The Austin Metropolitan Area Transportation Plan (AMATP) is intended to guide arterial roadway network decisions for approximately the next twenty-five years. The AMATP does not mandate a schedule for roadway construction projects, but rather identifies a proposed future major roadway system. It uses the CAMPO 2025 Plan as its foundation and adds alternative recommendations and additional data where the AMATP planning team deems appropriate. City Council has adopted the AMATP and the City of Austin supports its implementation, although on occasion, the Council will amend the plan.

Table 9: CAMPO 2025 & 2030 and AMATP 2025 Transportation Plans

Roadway/Project	Segment/Location	Existing or Committed by 2005	Adopted AMATP 2025	Adopted CAMPO 2025	Recommended CAMPO 2030 (Feb 2005 Draft)
IH 35	Cesar Chavez - US 290 (W)	FWY 6	FWY 8/HOV	FWY 8/HOV	FWY 8/ML
SH 71 (E)	IH 35 (S) Pleasant Valley	MAD 6	FWY 6	Toll FWY 6	Toll FWY 6
	Pleasant Valley - Riverside	MAD 6	FWY 6	Toll FWY 6	Toll FWY 6
Burleson Rd	Oltorf Street – Hwy 71 (E)	MNR 2	Existing	Existing	MNR 2
Grove Blvd	US 183 (S) - Fairway St	MNR 0/4	Existing	Existing	MNR 0/4
	Fairway St - Montopolis	MAD 4	Existing	Existing	MAD 4
S Lakeshore Blvd	Riverside Dr - Pleasant Valley	MNR 2	MNR 4	MNR 4	MNR 4
Montopolis Dr	US 183 (S) - SH 71 (E)	MAD 4	Existing	Existing	MAD 4
	SH 71 (E) - Burleson Rd	MAD 4	Existing	Existing	MAD 4
Oltorf St	IH 35 (S) - Pleasant Valley	MAU/MAD 4	Existing	Existing	MAU/MAD 4
	Pleasant Valley - Montopolis	MAD 4	Existing	Existing	MAD 4

(Table 8: CAMPO and AMATP Plans continued)

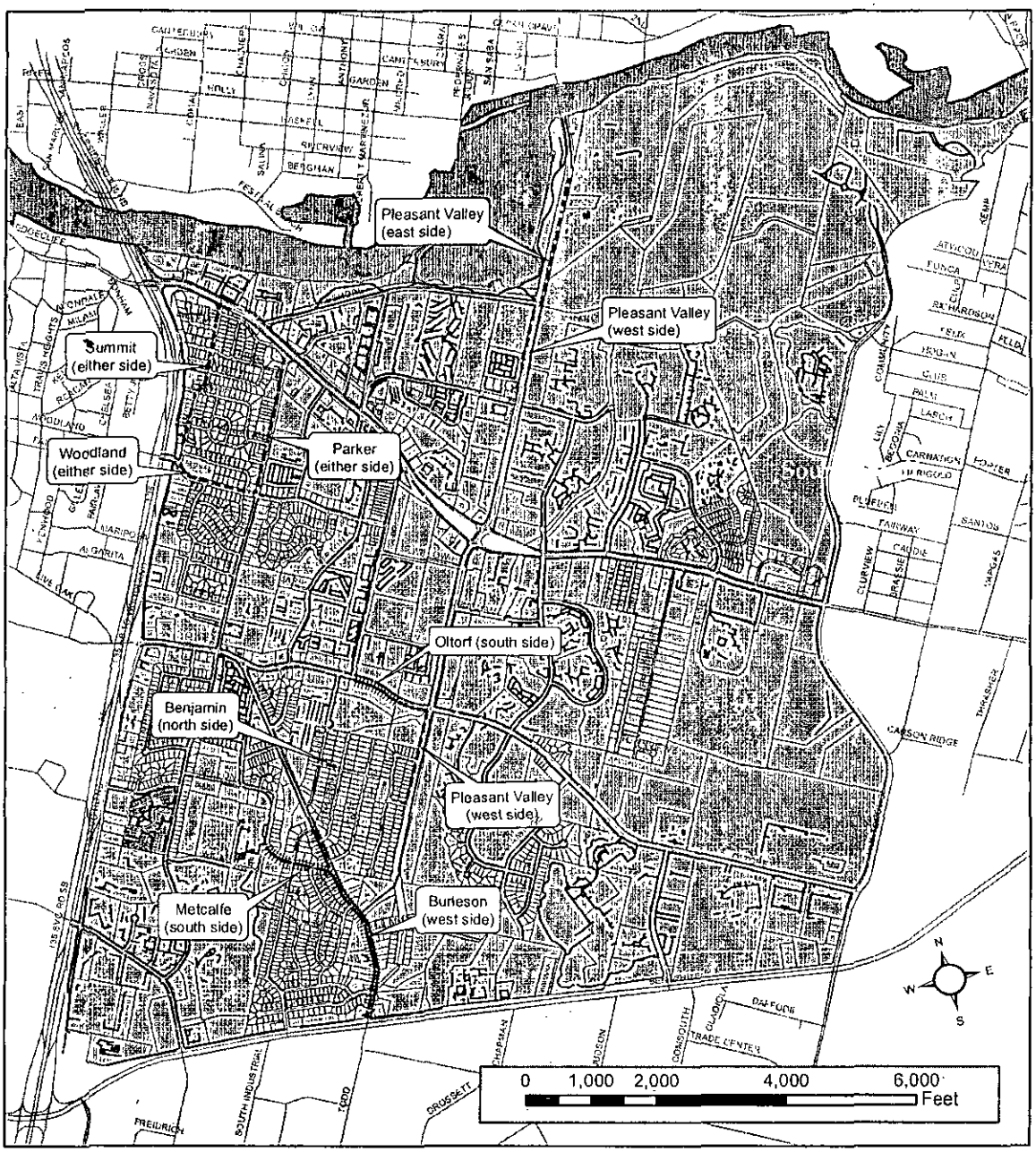
Roadway/Project	Segment/Location	Existing or Committed by 2005	Adopted AMATP 2025	Adopted CAMPO 2025	Recommended CAMPO 2030 (Feb 2005 Draft)
Pleasant Valley/Todd Lane	Cesar Chavez - Colorado River	MAU 4	Existing	Existing	MAU 4
	Colorado River - Riverside Dr	MAU 4	MAD 4	MAD 4	MAD 4
	Oltorf St - SH 71 (E)	-------	MAD 4	MAD 4	MAD 4
Riverside Dr	IH 35 (S) - Lakeshore Dr	MAD 6	MAD 8	MAD 8	MAD 6
	Lakeshore Dr - SH 71 (E)	MAD 6	MAD 8	MAD 8	MAD 6

Key to Roadway Classifications

FWY- Freeway
Toll FWY - Toll Freeway
MAD - Major Divided Arterial
MAU - Major Undivided Arterial
MNR - Minor Arterial
ML - Managed Lane
HOV - High Occupancy Vehicle
------- No Road Facility Present

The number after the roadway classification indicates the number of lanes. A "MAD" designates a roadway either divided by a raised median, flush center left turn lane, or a central drainage ditch. The choice of one or the other is to be made in the roadway design and construction process.

Map 6: Existing and Proposed Sidewalks



Proposed New Sidewalks and Major Repairs or Improvements

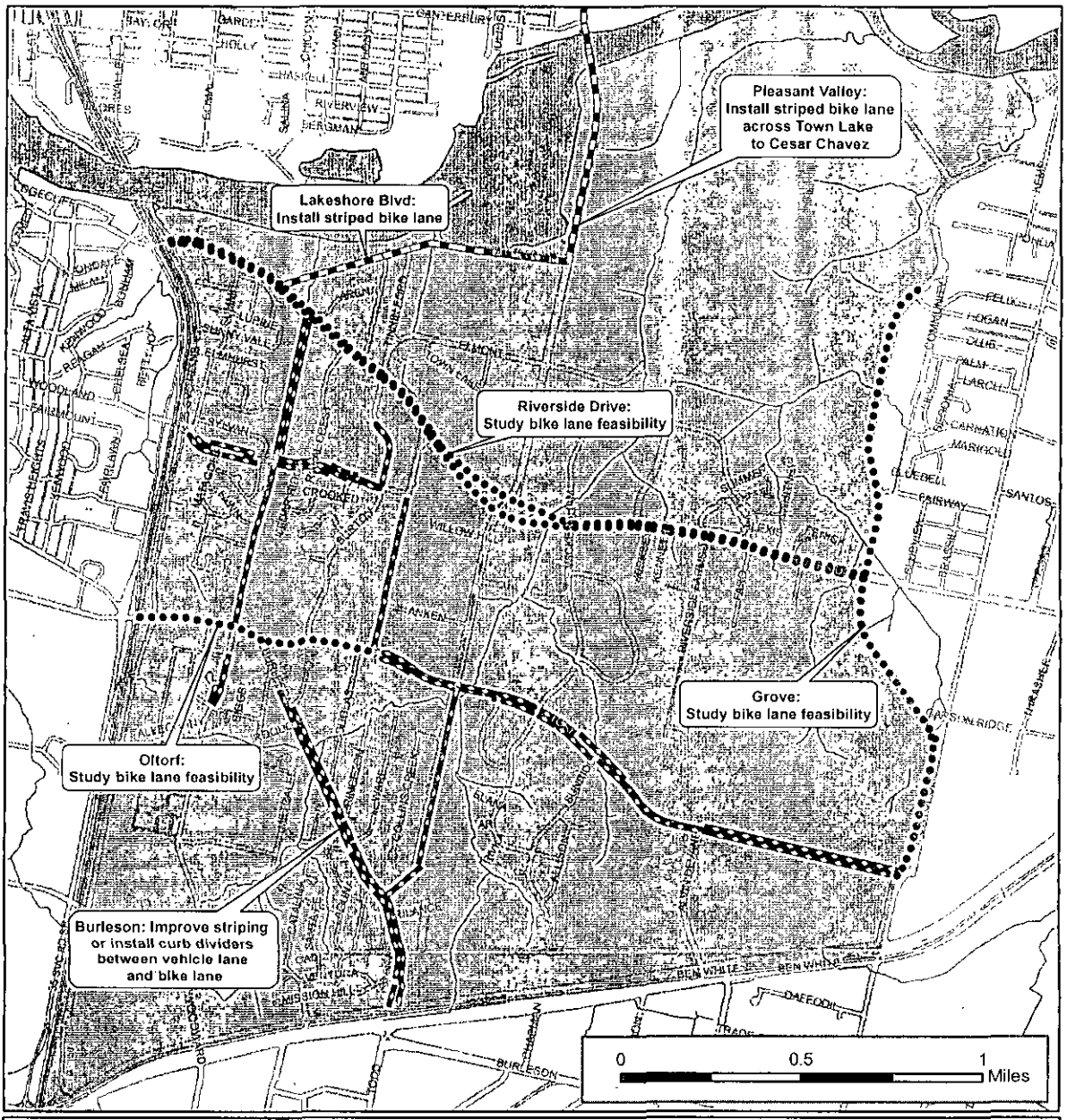
Legend

- Proposed New Sidewalk
- Repair/Improvements Needed
- Existing Sidewalk
- Street
- Lake or Pond
- Creek

City of Austin
Neighborhood Planning & Zoning Department

Revised 9/2005

Map 7: Existing and Proposed Bike Lanes



East Riverside/Oltorf Combined Neighborhood Planning Area: Bike Lane Recommendations

City of Austin
Neighborhood Planning
& Zoning Department

Revised October 2005

N
W
E
S

Legend

- Install Striped Bike Lane
- Study Bike Lane Feasibility
- Existing Striped Bike Lane or Shoulder
- Lake or Pond
- Creek

6. Parks, Trails, Open Space and the Natural Environment

Introduction

The East Riverside/Oltorf Neighborhood Planning process addresses not only the built environment but also the natural environment. Generally speaking, planning participants respect and enjoy the environmental resources and amenities within this part of Austin. There is much enthusiasm and energy to see existing green spaces preserved and a strong desire to augment them. With the understanding that this part of town is within the inner city, close to downtown and subject to high development pressure, planning participants would like a more reasonable balance between the built and natural environment. The natural environment should not be considered separate from urban life; rather, it should be integrated with urban living. The goals in this Plan that address park, trails, open space and the natural environment are:

- **Protect and enhance the Town Lake Waterfront as well as creek areas and other natural amenities.**

- **Preserve and enhance existing parks, the 18-hole Riverside Golf Course and other open spaces and create opportunities for additional public open space.**

There were several prevalent themes that arose out of the Neighborhood Planning process related to this subject:

- Creek areas should be protected from development so that their natural state is maintained for the enjoyment of residents and to mitigate flooding hazards and poor water quality.
- Sensitive environmental features such as springs, wetlands and ponds should be identified and documented so that they can be protected from development.
- The natural character of the waterfront environment should be preserved. These areas should also be accessible to the public as a natural amenity for all to enjoy.
- Opportunities to create small parks (i.e. "pocket parks" or "neighborhood greens") within neighborhoods should be explored. There is much parkland within the boundaries of the combined NPA. However, much of this parkland is not within close distance of existing neighborhoods and is separated by Riverside Drive, a wide and very busy roadway.

- Connections between existing park/open spaces should be created or improved, especially the gap in the Town Lake Trail. People should be able to safely access park space utilizing a variety of travel modes.
- A trail system should be created along Country Club Creek. The creek system is a major natural asset within this part of Austin and it should be preserved and made accessible to enjoy as a natural resource, similar to the Blunn Creek Trail just west of IH-35. Trails could create connections to different parts of the area where none currently exist and provide a much desired recreational amenity.
- Existing parks, primarily Mabel Davis Park and the Colorado River Park, should respond to the diverse recreational needs of the surrounding community.
- The Riverside Golf Course should be preserved as a golf course. The general desire of Neighborhood Planning participants is to see this property remain in its current state. Residents enjoy the open nature of the site and its historical significance; the Riverside Golf Course has become a fond neighbor to many. The owner, Austin Community College, is uncertain about its plans for this site since they are about to engage in a campus-wide master planning process to determine which, if any, of their existing campus facilities should be expanded.

The following pages document the history/background of the green/open spaces located within the Riverside, Parker Lane and Pleasant Valley Neighborhood Planning Areas. The next part introduces the Southeast Austin Trails and Greenways Alliance and explores the work that has been done by this group towards creating a system of trails along County Club Creek.

The Plan's recommendations that aim to achieve the goals listed above can be found in Section 3 of this plan. Any recommendation not supported by the City can be found in Appendix A. Supplemental environmental information related to this NPA can be found in Appendix C.

History/Background

The Longhorn Dam on The Colorado River

Town Lake, stretching from Tom Miller Dam at the west to Longhorn Dam at the east, is the youngest "constructed" lake on the Colorado River in Central Texas. Unlike the six dams constructed and operated by the Lower Colorado River Authority (LCRA), Longhorn Dam was constructed, and is maintained, by the City of Austin. Also unique to Town Lake is that it is in the heart of Austin and nearly inseparable from the identity of Austin as an urban oasis within Texas, however, that was not always the case.

Longhorn Dam

Even though the Longhorn Dam did not become a reality until the 1960's, planning for the low-water dam, as it was then called, and the resulting lake began at least by 1927, one year after Austin adopted its city manager form of government and about the same time Austin established its parks and playgrounds system. According to a 1932 report to the City Council, the purpose of the proposed dam was to create a lake in the City of Austin as a means of beautification of the river front and a possible resort for visitors to and the citizens of Austin (Helland, 1932). This report analyzed two possible

locations for the dam, one at Comal Street and the other at the East City Limit line (about 1.25 miles to the east of Comal); considerations included the impact to existing storm sewers, elevated water levels in creeks, and the number of acres which would be flooded. The project was determined feasible, with the proviso that it not cause damage to the Barton Springs pool, and recognition that it may benefit the Water and Light Plant. The cost of the dam, excluding landscaping and beautification, was estimated at anywhere from $209,000 to $248,000, depending on specific site location.

Chain of Highland Lakes and Dams

Buchanan Dam – Constructed from 1935 – 1937 primarily to store water and supply hydroelectricity – forms Lake Buchanan.

Inks Dam – Constructed from 1936 – 1938 primarily in tandem with Buchanan, as it has the smallest hydroelectric power plant and no floodgates – forms Inks Lake.

Wirtz Dam – constructed from 1949 to 1950 primarily to provide additional hydroelectric power and provides cooling water for LCRA's Ferguson Power Plant along Horseshoe Bay. The Dam and Lake were originally called Granite Shoals; the dam was renamed in 1952 for Alvin J. Wirtz who was instrumental in LCRA's creation and served as its first general counsel. The lake was renamed in 1965 for another advocate of LCRA, President Lyndon B. Johnson.

Starcke Dam – Constructed 1949 – 1951 for hydroelectricity – forms Lake Marble Falls. Originally named Marble Falls, the dam was renamed in 1962 for Max Starcke, LCRA's second general manager.

Mansfield Dam - Constructed from 1937 – 1941 – specifically designed to contain floodwaters in the lower Colorado River basin – forms Lake Travis. Originally known as the Marshall Ford Dam, it was renamed in 1941 for U.S. Rep. J.J. Mansfield, who assisted in the project's development. The Corps of Engineers, however, still refers to the structure as the Marshall Ford Dam.

Tom Miller Dam – Constructed from 1938 – 1940 to provide hydroelectricity and store water – forms Lake Austin. Constructed on top of the remains of two earlier structures, both called Austin Dam, built from 1890-1893 and 1909-1912, respectively. Massive floods destroyed both structures. The lake originally was called Lake McDonald. The final dam is named for an Austin Mayor, and is leased to the LCRA by the City of Austin until 2020.

(Source: Lower Colorado River Authority)

A few years later, in preparation of the 1936 Texas Centennial, it was decided that construction of the dam was necessary, not just for Centennial uses but for

the general benefit of the City and the Water & Light Department; a proposal to borrow $250,000 for the purpose of building the low water dam and incidental expenses followed.

Despite that call, the dam was not built by the time of the Texas Centennial. In 1938, Tom Miller, Mayor of Austin from 1933-49; 1955-61 (and for whom the Austin Dam was renamed after reconstruction due to flooding), lobbied for federal funds under a Public Works Administration matching-funds grant. According to a newspaper article that same year, the low-water dam proposal had been the subject of discussion for over two decades; the planning for this dam likely preceded the planning of the Chain of Highland Lakes and Dams (refer to previous page for information on the Highland Lakes and Dams). The proposal was considered ready for action in view of the expected early termination of negotiations for the completion of the Tom Miller Dam (Statesman, 1938). Mayor Miller declared that the proposed structure would give Austin "the most beautiful river front in the country" and would provide a "gateway to the chain of dams along the Colorado." (ibid).

The ultimate decision to construct the dam was made in 1956, although it was made without a firm timeline or specific location. Bonds totaling $1,250,000 had been previously authorized for the construction of a low-water dam that would create a lake in the heart of the city and boost the city's power producing capacity. As for location, the proposed site was "half way" between the Interregional Highway and the Montopolis Bridge (Statesman, 1956).

The primary purpose of the dam had changed from one of beautification to one of utility; it was to guarantee a consistent water level for the municipal power plant's water intake. Designed in conjunction with a new power plant, the collapsible dam (so as not to impede flood waters), was to provide a small "town lake" needed to assure an adequate water supply for both the old and new power plants. The new power plant was scheduled to be online by the summer of 1960 so that Austin could meet its rapidly increasing energy demands and not have to buy electricity elsewhere. In addition to impounding water for the Holly and Seaholm power plants, the 506-foot long dam also provided water for the renamed Thomas C. Green Water Treatment Plant, which originally began operations in 1925.

Today, many anglers, especially fly fishermen, enjoy the stretch of river below Longhorn Dam where long-rodders catch largemouth bass, bluegills and Guadalupe bass. In addition, the water released at the dam has been rated as

Class I - II by American Whitewater and is popular among members of the Austin Paddling Club.

Why is it named the "Longhorn Dam"?

The name Longhorn Dam is reminiscent of the cattle drives that used to navigate the low-water crossing at this site. This crossing was once an essential link in the Chisholm Trail, a route that took longhorn cattle to market from some ranches at least twenty-five miles south of Austin to Kansas, and then brought market goods back. In *The Longhorn Crossing*, author Walter E. Long describes why this crossing was preferred over others:

> The East Austin crossing...was the favorite one since the water was spread over a rather even rock floor. There were no dangerous holes and no quicksand. The letters of old trail drivers indicate that they had less trouble crossing the Colorado than any other major river on their route. Even floods lasted only a short time since this semi-mountainous river had a quick run-off.

Interestingly enough, the first longhorn crossing at the site, in 1867, resulted in a stampede. Apparently, when the first large herds of cattle came in sight of the white outcropping of limestone with the sun shining on the water, the cattle stampeded. Although it took several hours to gather the cattle, this stampede and the drive (which continued) helped establish Austin's importance as it specified a crossing which came to be known as the Longhorn Crossing.

Town Lake Metropolitan Park

This collection of connected parks along both the north and south banks of Town Lake, including Auditorium Shores, Butler Shores, Festival Beach, Holly Shores, Lakeshore, Lamar Beach, Longhorn Shores, Norwood Tract, Shoal Beach, and Waller Beach, totals over five-hundred (508.89) acres. Lakeshore and Longhorn Shores, at 14.03 and 10.93 acres respectively, flank the south side of Town Lake and are within the Combined Neighborhood Planning Area. Perhaps best known for its 10.1 miles of graveled hike-and-bike trails, which are popular with joggers, walkers, bicyclists, and dog-walkers, the Park also includes picnic tables and pavilions, baseball, softball, and soccer fields, playgrounds, fishing piers and boat ramps, and, of course, restroom and parking facilities throughout.

A segment of the Town Lake Hike and Bike Trail

The system of trails and the flowering trees along Town Lake can be thought of as a lasting legacy from Ladybird Johnson. Development of the Park and establishment of its trails began in the late 1960s. In the mid 1970s, the former First Lady spearheaded a campaign known as the Town Lake Beautification Project; other people involved in the project include Roberta Crenshaw, who served as chair of the Parks Board.[9] Austin voters approved $2.5 million in bond money for the 1975-1977 capital improvement project.

Additional picnic areas, fishing points, trail development, a playscape, landscaping, restrooms and rest areas, and parking facilities, resulted from this Project. Also included were many trees planted along Town Lake, which included the following varieties: Bald Cypress, Chinese Tallow, Crepe Myrtle, Golden Rain, Live Oak, Pecan, Redbud, Spanish Oak, Weeping Willow, and Yaupon Holly. Already by the end of 1975, the Project had received state and national awards, including an outdoor recreation award from the National Trail Systems and Best Example of Texas Public Architecture by the Texas Society of Landscape Architects for the gazebo at Lou Neff Point.

[9] Roberta Crenshaw was said to be the one - or one of the ones – who was primarily responsible for the Town Lake area being redone as green space and a park area per a 1997 interview with Mary Arnold conducted by David Todd as part of the Texas Legacy Project (Interview transcript available at http://www.texaslegacy.org/m/transcripts/arnoldmarytxt.htm).

Downtown Views from Hike and Bike Trail

To recognize the contribution from Ladybird Johnson, the City Council, in the late 1970s designated the network of trails along Town Lake and its main tributaries as the "Ladybird Johnson Trail System." A Trail and Waterway Development Fund was created by the Parks and Recreation Advisory Board to provide for the continuation of efforts started by the Town Lake Beautification Committee. As summarized by one writer over twenty years ago:

> The creation of parkland along Town Lake has provided Austin with a central point of beauty and recreational facilities unsurpassed by other cities. Under the leadership of Lady Bird Johnson, Town Lake, a once unattractive disruption of urban geography, has been turned into an escape from urban monotony for the people of Austin.
>
> From what had been an underdeveloped section of town referenced to as "the lower part," there has arisen, with the rebirth of central Austin, a desire among developers to utilize the asset provided by the lakes to create a new town from the land originally surveyed by Mr. Sandusky and Mr. Waller in 1839. (Harris, 1984)

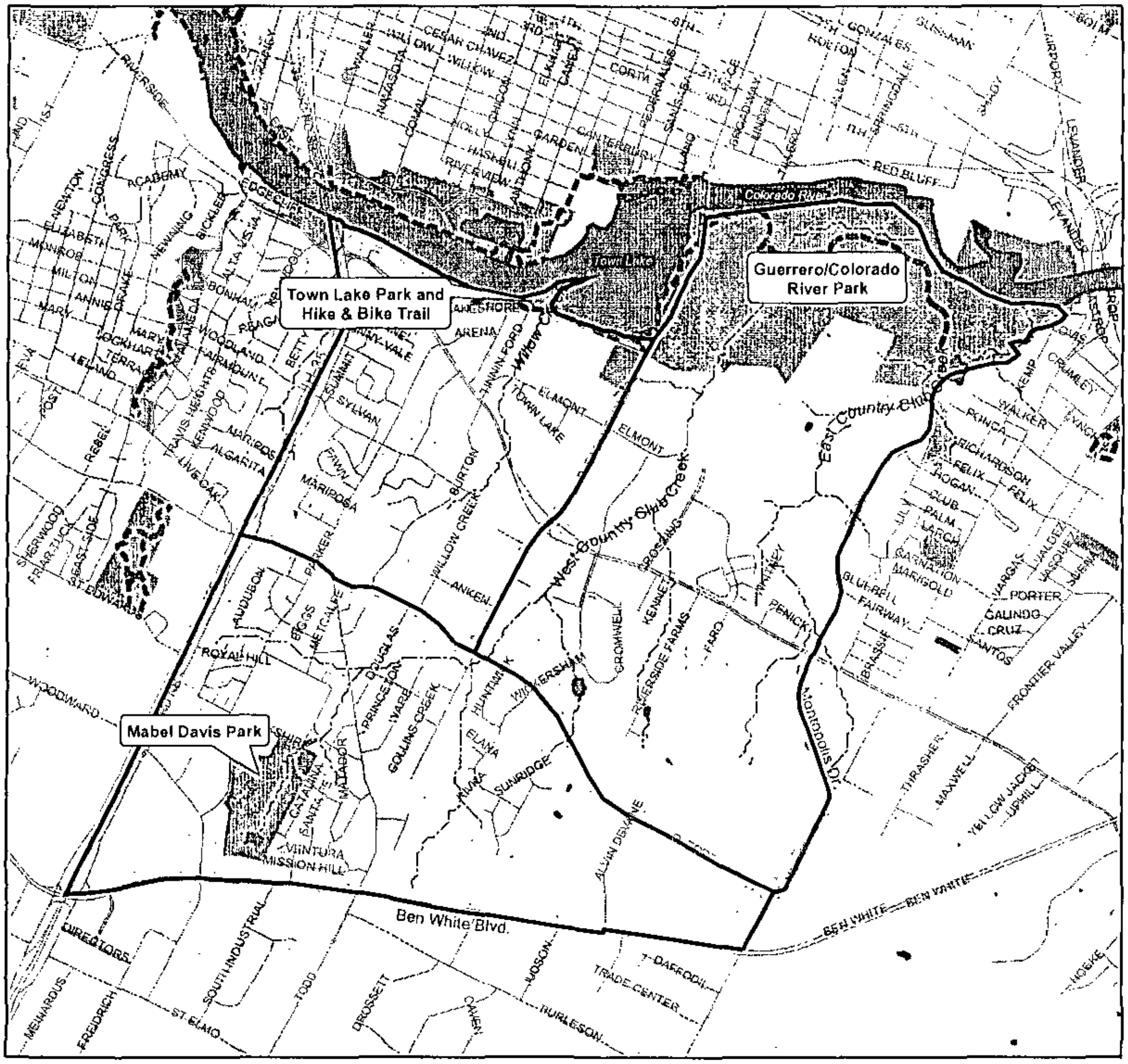
Indeed, it could have turned out differently. As explained by the same author, when the Lake was formed it was an unpolished gem that provided opportunity for careful refinement and development. It was ignored, however, because of a

general lack of interest in the "lower end of town" among Austinites. Despite the new auditorium built on the south shore in 1959, little changed and the City neglected the water. The situation continually deteriorated to the point where citizens would refer to the area as Austin's "backyard basin for refuse", and some even suggested that it be filled in.

In 1968, a comprehensive master plan for Town Lake Development was approved by the City Council. Today, the result is an area that has changed from a "geographic barrier and overlooked industrial quagmire to an inner city unifier tying together north and south" (ibid).

In addition to the hike and bike trail's popularity among Austinites noted above, the Lakeshore and Longhorn Shore Parks, along with the Colorado River Park, are popular spots among amateur ornithologists. According to data compiled by Texas Parks and Wildlife, the trees and vegetation along the lakefront provide habitat for migrant and wintering birds such as the yellow warbler (common during migration) and the ringed kingfisher (an occasional rarity). Wood ducks also nest in the vicinity, bringing their broods in late spring and early summer.

Map 8: Existing Parks and Trails



East Riverside/Oltorf Combined Neighborhood Planning Area: Existing Parks and Trails

Legend

Parkland

Lake or Pond

Creek

Existing Trail

Planning Area

0 1,000 2,000 4,000 Feet

N W E S

City of Austin
Neighborhood Planning & Zoning Department

In addition, Town Lake also hosts thousands of over-wintering water birds, mostly American coots, lesser scaup, and double-crested cormorants. Occasionally, ospreys and common loons are reported. Western kingbirds and monk parakeets nest in and around ball fields at the Krieg Field complex. The Colorado River just below Longhorn Dam is also worth investigating if water is low – rarities found here have included the American dipper. The fields and thickets of the Colorado River Greenbelt are popular during migration, when one may see clay-colored sparrows, crested caracara and painted bunting.

Roy G. Guerrero Colorado River Park

Formerly known as the Colorado River Park, the Park was renamed in August 2001 in honor of Mr. Roy G. Guerrero.[10] The first portion of Roy G. Guerrero Colorado River Park was acquired in 1958. Adjacent properties were acquired by donation or purchase, with the final portion being acquired in 1994. In 1996 a plan was produced that identified a wish list of $50 million in features; regrettably, that plan did not take into account flood plains and other natural features that would challenge the development of wish list items. Later, the Austin Parks Foundation conducted an analysis of the property and spent more than $100,000 in private donations for master-planning the Park, which was completed in June 2000.

Today the Roy G. Guerrero Metropolitan Park is approximately 374 acres, slightly larger in size than Zilker Park. Of those acres, approximately 364 (97.3%) are within the East Riverside/Oltorf Neighborhood Planning Area. The park lies adjacent to the Montopolis Youth Sports Complex and together, the parks contain five lighted baseball fields and eleven lighted softball fields. Improvements for the park include a multiple-purpose field and two miles of trails. In addition, there are also plans for other recreational opportunities such as picnic areas, nature trails, a celebration area, an outdoor special events area

[10] According to information provided by the City of Austin Parks and Recreation Department (PARD) prior to the dedication ceremony, Roy G. Guerrero, also known as "Mr. G" – as in Giant - and "Mr. Recreation," spent thirty-four years with PARD. He started as an activity leader in east Austin, and worked his way up to deputy director. During his tenure, he remained active in many community organizations - always finding new ways to inspire youth to become better adults, encouraging them to give back to their community. He is one of the founders of the Texas Amateur Athletic Federation, is past president of the Texas Recreation and Park Society, has served on several boards, and has received numerous community awards.

and a pavilion. All improvements are part of a larger capital improvement project funded by the 1998 bond election.

Roy G. Guerrero Colorado River Park Chronology

1958 – Acquired 63 acres along Pleasant Valley Road near Longhorn dam, which were later developed into the Krieg Field Sports Complex.

1977 – Roberta Crenshaw, local parks advocate, donates 20 acres along the Colorado River.

1980 – Colorado River land acquisition bond passed for $300,000.

1980 – Acquired 31 acres along the Colorado River near the Montopolis Bridge.

1985 – Colorado River Park bond passed for $3,180,000.

1986 – Acquired 26 acres in order to expand parkland along the Colorado River.

Late 1980's – Adjacent College Park subdivision development fails. The property passes through a Savings and Loan failure to the federal Resolution Trust Corporation (RTC).

1992 – Montopolis Sports Complex bond passes for $2,950,000. The neighborhood chooses the Colorado River Park as the preferred location for the complex.

1993 – The Trust for Public Land buys the College Park subdivision from the RTC. The Trust agrees to sell the land to Austin on a lease/purchase plan.

1996 – The Colorado River Park planning committee produces a vision statement for the Park, a conceptual plan, and preliminary cost estimates for park development.

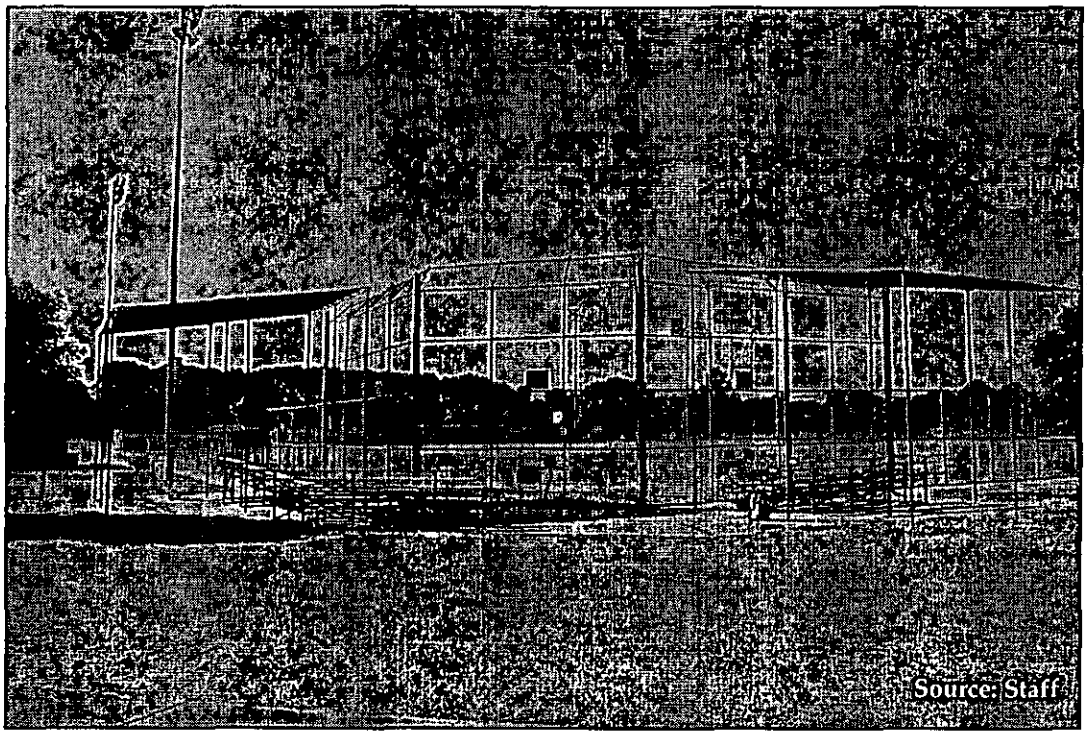
1997 – The City completes the acquisition of the Park and takes final ownership from the Trust for Public Land. The acquisition adds another 223 acres of land to the park.

1998 - Colorado River Park bond passes for $10,000,000 to complete Phase I of the park.

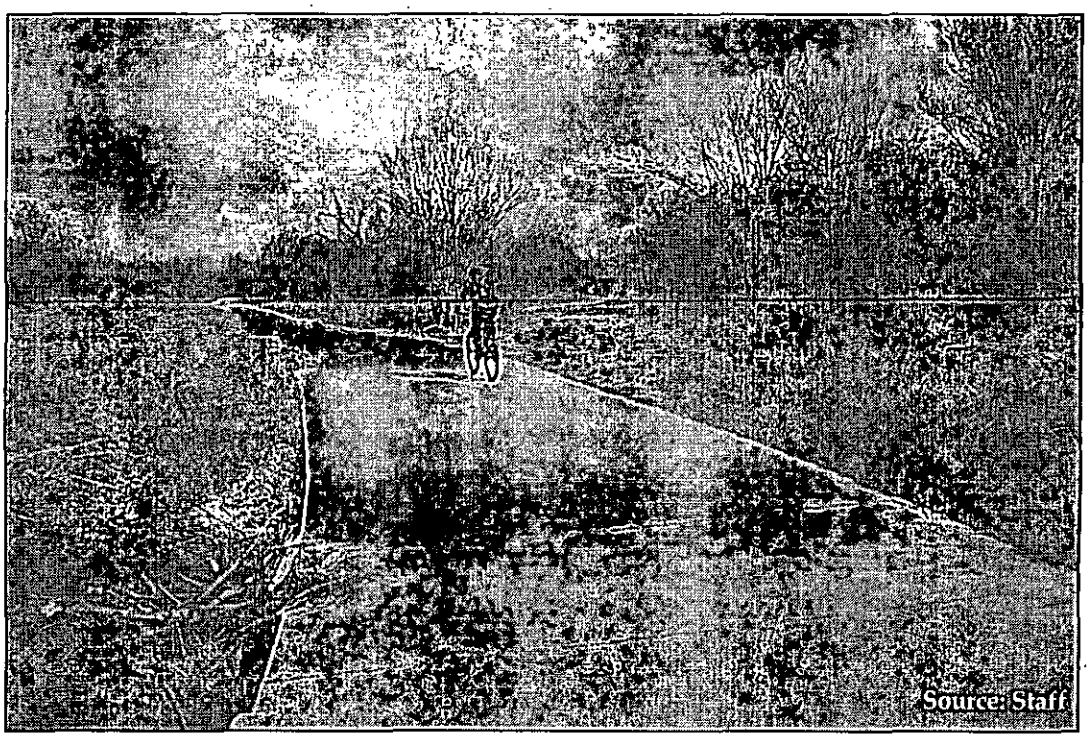
1999 – The Austin Parks Foundation hires Hargreaves Associates from California to prepare a Master Plan for the Colorado River Park.

2000 – Master Plan approved.

2001 – Colorado River Park renamed in honor of Roy G. Guerrero.



Krieg Softball Fields located at the Roy G. Guerrero Colorado River Park



Cyclist on Hike and Bike Trail

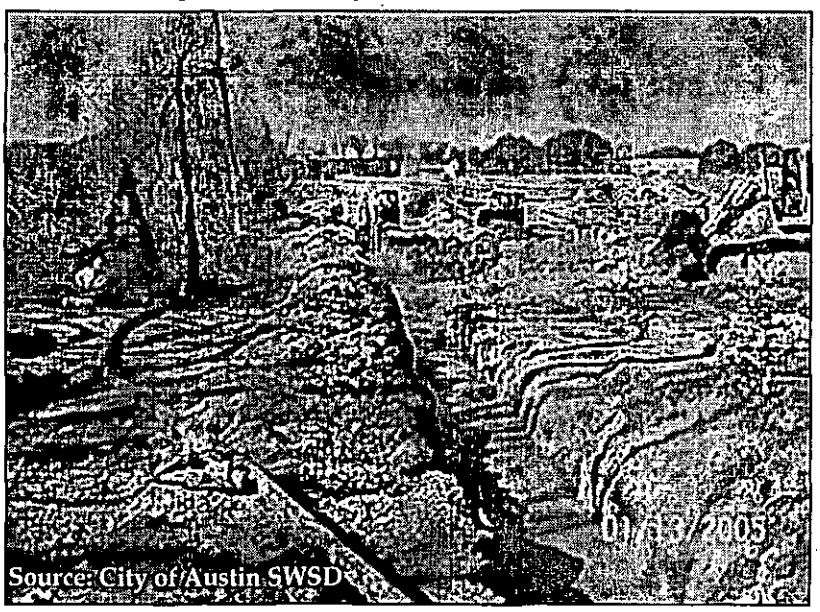
Mabel Davis Park

Mabel Davis Park, a municipal park of just over fifty (50) acres, was acquired by the City over three decades ago, in 1974. Named for Mrs. Alden (Mabel) Davis, who helped organize the Austin Area Garden Center and served as the Center's first President, it was developed in the late 1970's and opened in 1979. Features of the park include a swimming pool, picnic pavilion, two basketball courts, one softball field, one multiple-purpose field and a one-quarter mile nature trail.

Unfortunately, natural areas in the park are currently closed. Part of the park is located over a portion of an old landfill that was operated from 1944 to 1955. In March 2000, while preparing to do maintenance work on the landfill, the City discovered elevated levels of lead contained in old battery casings and nearby soils in relatively inaccessible areas of the park. Additional fieldwork uncovered elevated levels of a number of pesticides in several areas. Although no contaminants were found in surface water or groundwater and no pesticides or lead were found in the playscape area, the park was closed in May 2000 for remediation, except for the pool.

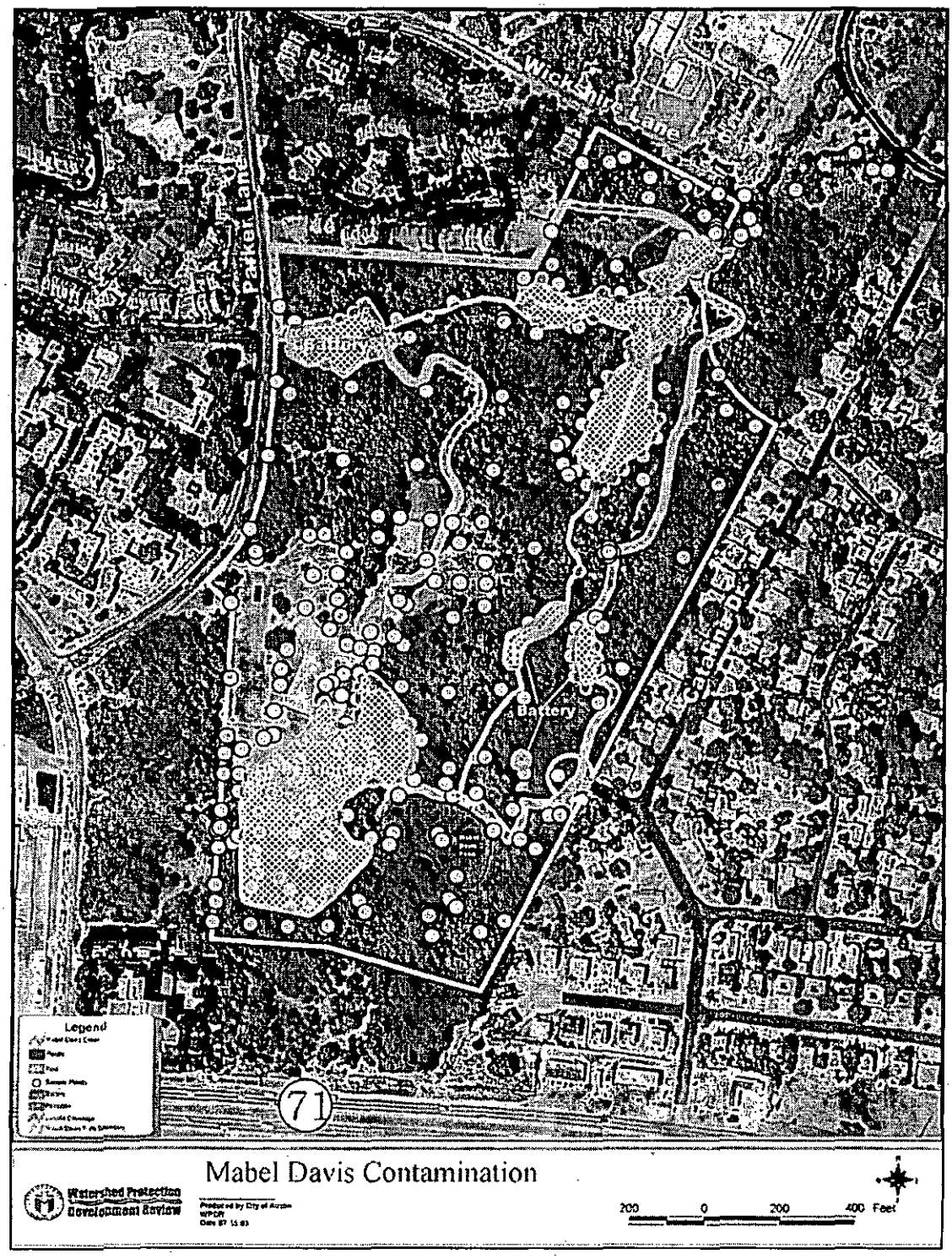
Components of the mediation project include:

- Remove lead-contaminated soil, cap or remove pesticide-contaminated soils, remove contaminated sediment from Newell Pond.
- Rebuild and restore headwaters of Country Club Creek over landfill.
- Stop groundwater filtering through landfill and into creek.
- Cover exposed waste and stabilize landfill erosion.
- Rebuild pond dam and install 2 bridges over creek.
- Replace and upgrade an existing wastewater line.



A clay slurry being placed into a trench approximately two feet wide, thirty feet deep and three hundred feet long through the pond dam. This "cutoff wall" will prevent water from the pond from migrating into the landfill and then coming back out into the creek as leachate.

Remediation project at Mabel Davis Park

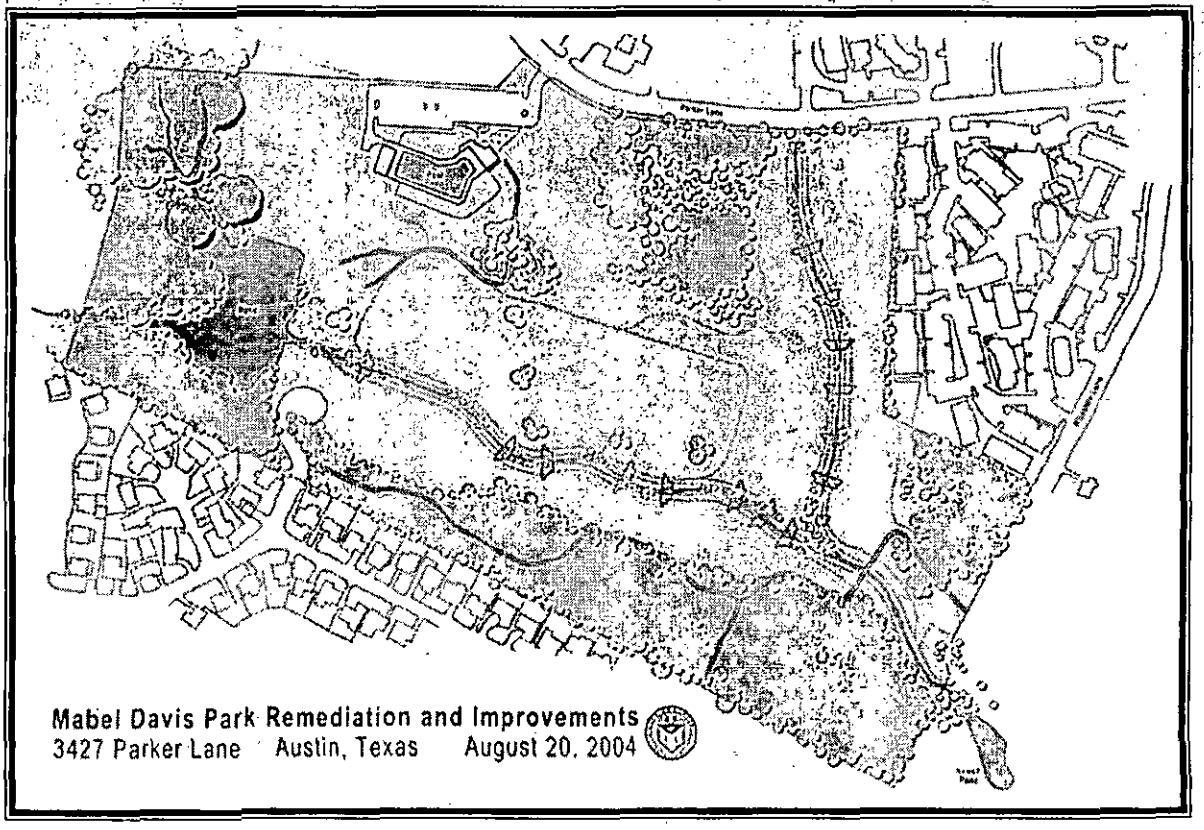


The mediation project is managed by the City's Public Works, Solid Waste Services, and Watershed Protection and Development Review Departments, while the actual contract work is being done by private party. Funding for the

$8-$9 million project is provided primarily from City issued bonds, although approximately $500 thousand was provided by the City's Brownfields program.

The City has been working closely with the Texas Commission on Environmental Quality (TCEQ) on the cleanup. As noted, the remediation involves removing contaminated soil in some areas and "capping" contaminated soil in other areas. The City will inspect the cap and landfill on a yearly basis. In addition to the work being done to address soil contamination, the project includes fixing problems associated with the landfill, such as rebuilding the creek (which has caused erosion into the landfill exposing landfill waste), regrading and capping the top of the landfill, rebuilding the pond dam, and installing a leachate collection system. In addition, the City Council recently approved $390,000 for the design and construction of a skateboard facility. All work is scheduled for completion by the end of summer, with the park reopening in October 2005. Once remediation is complete, approximately 20 acres of the park that were previously inaccessible due to trees and underbrush will be available for use by park visitors. New open areas will be planted with native grasses, wildflowers, and Bermuda grass.

Artist's Rendering of Mabel Davis Park after Remediation and Improvements



Certain areas of the park (such as that above the landfill and under the pesticide cap) will have restrictions on excavation and foundations for structures, so as not to disturb the clay cap. Most areas, however, will have no other restrictions on use.

The Riverside Golf Course

The Riverside Golf course is an 18-hole par-71 golf course nestled into the southern portion of the Roy G. Guerrero Colorado River Park, west of Grove Boulevard. Currently owned by Austin Community College who leases out the golf course management, the course was originally developed and used by the Austin Country Club.

Riverside Golf Course

History of the Austin Country Club and Harvey Penick

The Austin Country Club was established in 1899 by Lewis Hancock, mayor of the City of Austin. The Club built, owned and used what is now known as the Riverside Golf Course from 1950 to 1984, before they relocated to Davenport Ranch (Trimble, 1999).[11] Prior to their tenure at Riverside, the Austin Country Club could be found at 811 E. 41st Street, now known as the Hancock Golf

[11] Originally chartered as Austin Golf Club, the name changed to Austin Country Club in 1905; it later changed to Country Club of Austin and then back to Austin Country Club.

Course. Harvey Penick started his golf career at the Hancock location at the age of eight, when he became a caddy for the Austin County Club; by age thirteen he was assistant pro and was elevated to head professional in 1923 upon graduation from high school.[12] He retained that title for the next forty-eight years.

In 1949, the Austin Country Club determined that they needed more space, and decided to move to the Grove Boulevard location, selling the Hancock Golf Course to the City of Austin. Harvey Penick and the Board of Directors of the Austin Country Club selected Perry Maxwell, the preeminent golf architect of the classical period of golf architecture (1890 – 1941), to design and build the Grove Boulevard golf course. Perry Maxwell, working with his son, J. Press Maxwell, and Harvey Penick completed the course construction in two years (1948-1949).

Riverside Golf Course

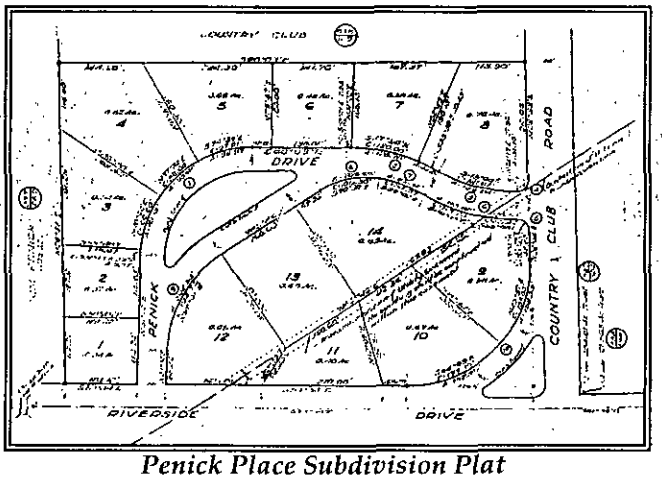
Perry Maxwell golf courses are revered by golfers and have been repeatedly used by the PGA for major golf tournaments. In 2002, Perry Maxwell's Southern Hills Country Club (Tulsa, Oklahoma – completed 1935) hosted the US Open. In July 2006, another Perry Maxwell masterpiece, Prairie Dunes Country Club (Hutchinson, Kansas – completed 1937) was the site of the Seniors Open. Maxwell's Southern Hills and Prairie Dunes golf courses have hosted more major

[12] Information provided by World Golf Hall of Fame. http://www.wgv.com/hof/penick.html

tournaments (US Opens and PGA Championships) than any other golf course with one notable exception. The Masters is played annually at Augusta National Golf Club, a course Maxwell also co-designed, built (completed 1934), and then prepared for every successive Masters until his death in 1952. During that 18-year period, Maxwell became known as the "Open Doctor," because he was also the first golf architect given the honor and responsibility of preparing the course selected for the US Open each year.

Perry Maxwell was a "minimalist," known for his ability to work with the land. He and Harney Penick spent most of 1946 and 1947 looking for the best possible site for the new Austin Country Club. They had two criteria: soil and water. The Grove Boulevard site provided the very best of both, well-draining sandy loam soil and a highly productive water well.

When the Austin Country Club relocated to the Grove Blvd. site, so did Harvey Penick. He and his wife Helen subdivided a 10.8-acre parcel just south of the golf course into fourteen lots known as Penick Place. Throughout his 70-year career at the Austin County Club, and his thirty-two years of coaching the University of Texas Golf Team, Penick compiled a notebook of things he had seen and learned about some of the great golfers he taught. His observations were ultimately published in 1992 as *Harvey Penick's Little Red Book: Lessons and Teachings from a Lifetime in Golf*; the book remained on the New York Times "Bestseller List" for over fifty-two weeks.



Penick Place Subdivision Plat

In its glory days as home to the Austin Country Club, the Grove Blvd. course saw "scores of champions—both amateur and professional as they made their way around the storied links, many to hone their craft at the hand of the late great teaching professional, Harvey Penick.

Two time Masters champion Ben Crenshaw whetted his putting touch on the original Maxwell greens, 16 of which—plus the original putting green—are still being enjoyed by golfers today.

Austin's Tom Kite, the 1992 US Open champion, developed his world class swing mechanics as a junior player, by hitting tens of thousands of shots at the ACC practice range—now a parking lot adjacent to the No. 3 tee. Even LPGA Hall of Famer Sandra Haynie—an Austin girl—had her breakout tournament as a professional at Riverside in the 1962 Austin Civitan Open. Haynie triumphed victorious—in playoff against Mickey Wright—the LPGA legend some consider the greatest female player in history.

Before his death in the service of his country, Air Force Lt. Morris Williams Jr., played many rounds at the old country club. Williams was a golfing phenom before the world ever heard of names like Arnold Palmer and Jack Nicklaus. Penick himself always included Williams in the same swath of greatness as Crenshaw and Kite. And today, the US Air Force Golf Championship trophy is named in Williams' honor, as is Austin's own Morris Williams Golf Course.

Major champions Byron Nelson, Jimmy Demaret and Don January toured the Riverside course on occasion; as did legendary hustlers Titanic Thompson and George Low. Many of the past and current Texan members on the Champions Tour have played the ACC/Riverside course at one time or another—such as Frank Conner of San Antonio, Austinites Randy Petri and Terry Dill, Rik Massengale, Billy Maxwell and the University of Texas players of the 50's, 60's, 70's and early 80's, all familiar faces on the fairways of old Riverside.

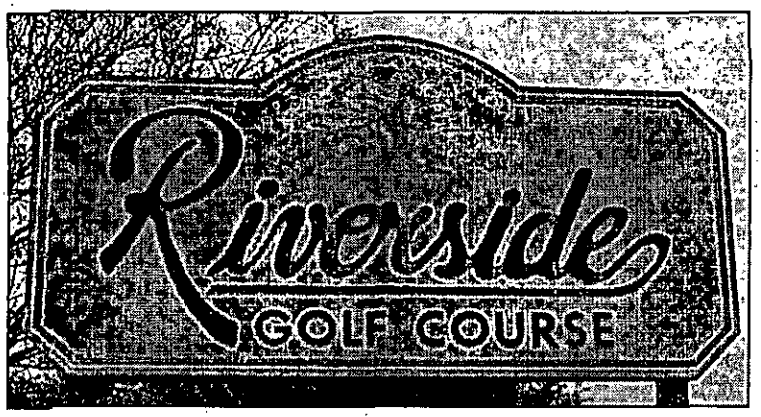
Even the amateurs who played the Maxwell design had games that resonated far and wide. Crenshaw often told folks he only wanted a putting stroke as fluid as amateur Jimmy Connolly—an Austin city and Texas state champion, whom Crenshaw watched on the Riverside putting green as a little boy. Other amateur champions—too many to mention all—saw their games blossom at the ACC/Riverside tract: Roane Puett, George McCall, Sonny Rhodes, Bill Gainer, Chuck Munson, Richard Buratti, and the late Billy Penn, all polished their games to scratch handicaps at the East Austin layout.

Among LPGA professionals, few pilgrimages were made more often than to the Austin Country Club and no teacher of the game was more sought after than Penick. LPGA Hall of Famers Betsy Rawls, Kathy Whitwoth and Sandra Palmer all returned to Austin on a regular basis to the Maxwell course for a dose of swing remedy from Penick. Hall of Famer Judy Rankin, of Midland, an ABC golf analyst and US Solheim Cup captain, would play the course when she came to Austin. Austin's own Barbara Puett, now an accomplished author and

renowned teaching pro in her own right, learned most all her teaching methods based on what Penick taught her at old Riverside."[13]

The 18-hole golf course was built primarily with native plant materials but some plant materials such as the initial bent grass greens were introduced. The facilities included maintenance and storage facilities, golf cart storage, driving range and golf professional shop. In addition the Austin Country Club offered swimming, tennis, fine dining and a place for civic activities and good fellowship.

By the late Seventies, the Austin Country Club was once again experiencing growing pains and began to consider relocation. In 1977, the Parks and Recreation Department was contacted by the Austin Country Club to see if the City was interested in acquiring the facilities. Both the continuation of the current use as a golf course or converting the grounds and facilities for metropolitan park usage were determined to be viable options.[14]



However, PARD thought that the next metropolitan park should be located in the far south based on a projected growth pattern along a north-south corridor. Additionally, there was no indication of a significant growth pattern toward the Bergstrom/Del Valle area, which would include a large portion of the area to be served by the site. Existing neighborhood and district parks were thought adequate to meet the needs of the area. Future facilities, such as Yates Park, additional development of the Pleasant Valley Park as a sports area, and the extension of the greenbelt along the Colorado River, were seen to be more than adequate to meet the projected needs of the area.

As for additional golf courses, the next golf course should be located north of Highway 183, in accordance with a previous 1974 PARD initiated "Golf Study."

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[13] Information provided by Del Lemon, taken from *Perry Maxwell and Harvey Penick and the Riverside Golf Course: A Brief History* (2005)

[14] Information on the City's feasibility study is drawn from *Austin County Club Acquisition Study*, authored by the Parks and Recreation Department, 1977