



Town Lake Park Holly Shores/Festival Beach Master Plan

In September 2008, City Council passed a resolution that reallocated funds from the Holly Good Neighbor Program to develop a Master Plan for Festival Beach, Fiesta Gardens and the Holly Power Plant Site Park. The Holly Power Plant site comprises approximately 9 acres and the Master Plan will provide a guide for best uses for this site, as well as existing parkland and facilities from I-35 to Pleasant Valley Road, along the north shore of Lady Bird Lake.

Current and Past Planning Efforts

- Completing the gap of the Hike & Bike Trail;
- Trail of Tejano Legends and placement of art pieces;
- Renaming of several facilities and streets within the Festival Beach Area;
- Decommission of the Holly Powerplant; (time frame for the work: Proposed August 2010- August 2013)
- Completed a Trail Enhancement Plan, Spring 2009; which identified renovations and new facilities needed within the Festival Beach Area;
- The Trail Foundation Vision Plan identified opportunities for enhancements under IH-35;
- Community Garden underway within the Festival Beach Area;
- Planning efforts are underway for a pocket park within Rainey Street area;
- On-going facility expansion at the Emma S. Barrientos Mexican American Cultural Center (MACC);
- Proposed ADA accessible pier near the Holiday Inn which would be privately funded but for the public;

Projected Timeline

- Planning & Design will be working on a Scope for Services for an RFQ process to begin March 2010;
- The geographic boundary would be from Pleasant Valley on the east, Lady Bird Lake on the south, Waller Creek on the west and Cesar Chavez to the north. We may include Palm Park depending on whether funding is set aside for a master planning specifically for Palm Park;

Funding

- Council Resolution on September 24, 2009, allocated \$550,000 for the planning of the Holly Area;
- Austin Energy will be providing funding for park amenities within the Holly Power Plant site that will become a park;

Key Highlights of the Project

Project focus should include:

- Reuse of the Holly Power Plant;
- Design for the Hike & Bike Trail as it moves through the Holly Power Plant;
- Future park amenities for the area;
- Future of the ball fields;
- Better connection between Festival Beach area and Rainey Street/ Waller Creek Corridor;
- Palm Park ;
- Better connection between the Holly and Cesar Chavez neighborhoods to parkland;

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