



OPEN HOUSE PUBLIC MEETING #2

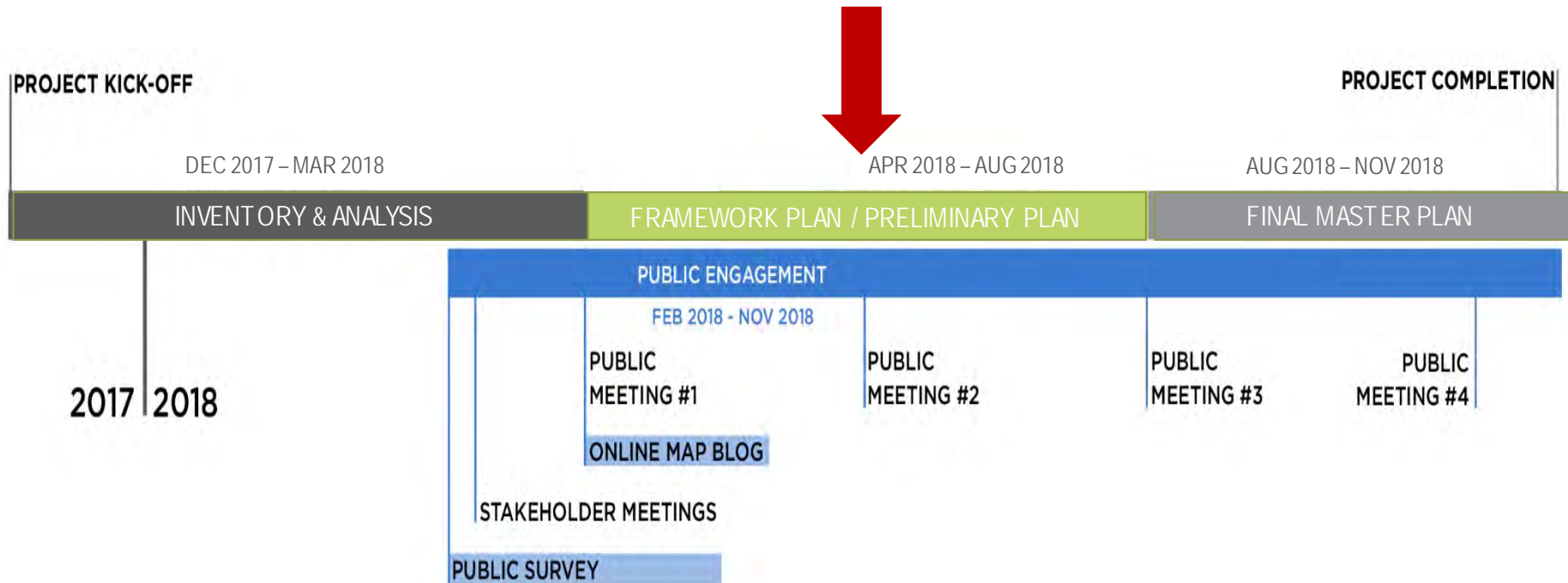
Walter E. Long Metropolitan Park Master Plan

June 6, 2018



- Introduction and Goal for this Meeting
- Background Information
- Engagement Summary (To Date)
- Framework Alternatives Review
- Next Steps

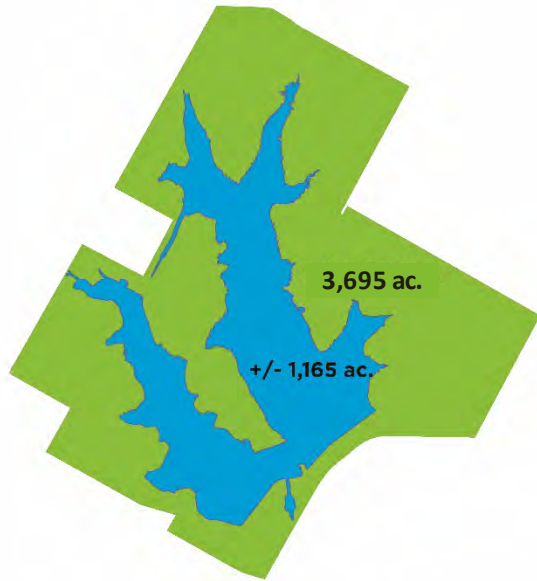
PROCESS TO DATE



REGIONAL CONTEXT



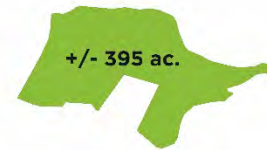
AUSTIN'S LARGEST PARK



WALTER E. LONG METROPOLITAN PARK



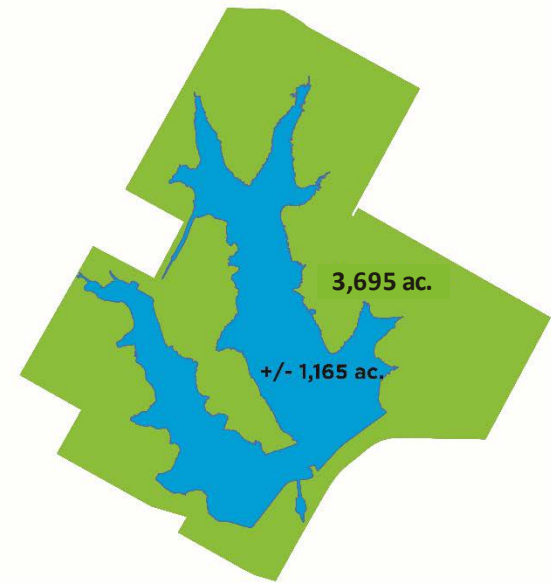
ZILKER PARK



ROY G. GUERRERO PARK

WHY IS THE FRAMEWORK PLAN IMPORTANT?

- Respects the sheer magnitude and longevity of the development of the park
- Provides guidance well into the future
- Ensures that the overall vision for the park is maintained
- Ensures flexibility while still adhering to an overall framework
- In essence, serves as the “zoning” tool for current and future park
- Helps guide prioritization and ideas for initial phase(s)



WALTER E. LONG METROPOLITAN PARK

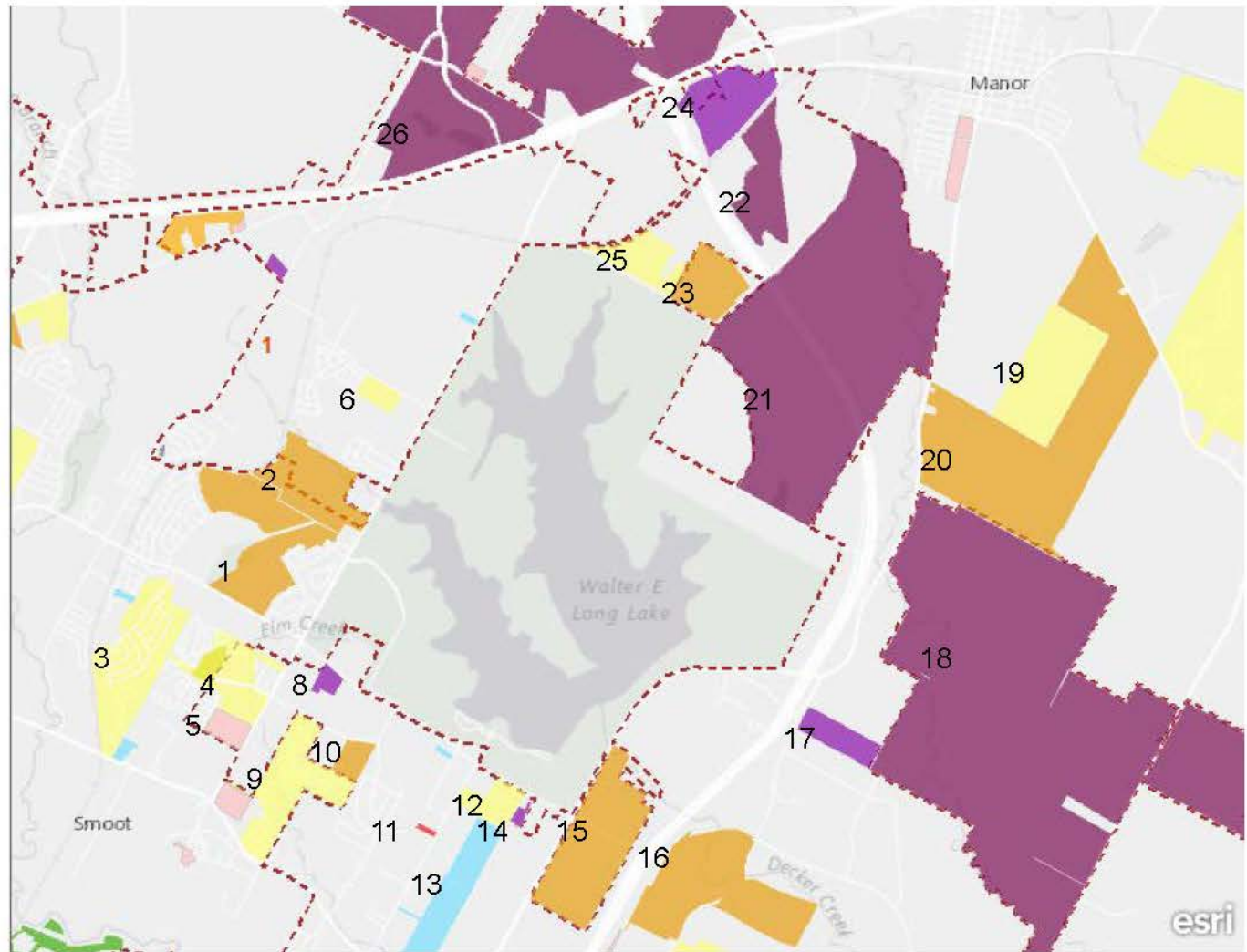
EMERGING PROJECTS NEARBY (EPS)

MetroRail Red Line

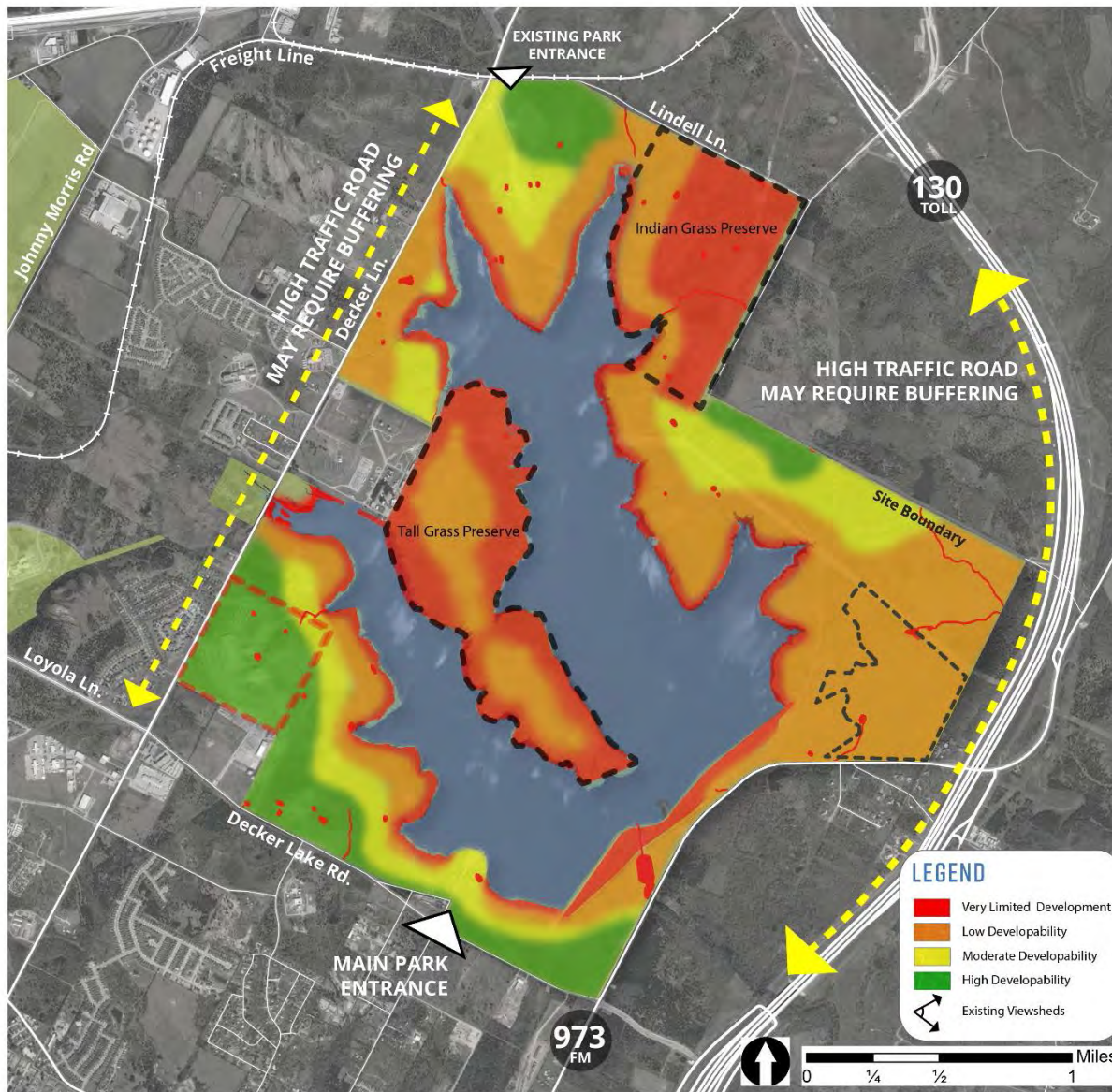


Emerging Projects

- Residential-Single Family
- Residential - Multifamily
- Commercial
- Mixed Use
- Industrial
- Civic
- Office
- Retail
- PUD
- Transportation
- Utility
- Open Space
- Residential - Duplex
- Mobile Homes
- Miscellaneous

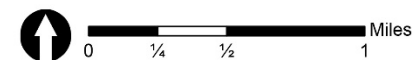


PRELIMINARY SITE DEVELOPMENT POTENTIAL



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.)



POSSIBLE PROTOTYPE - SHELBY FARMS PARK, MEMPHIS



Image source: Shelby Farms Park - HomeFacebook



Image source: Shelby Farms Park - HomeFacebook

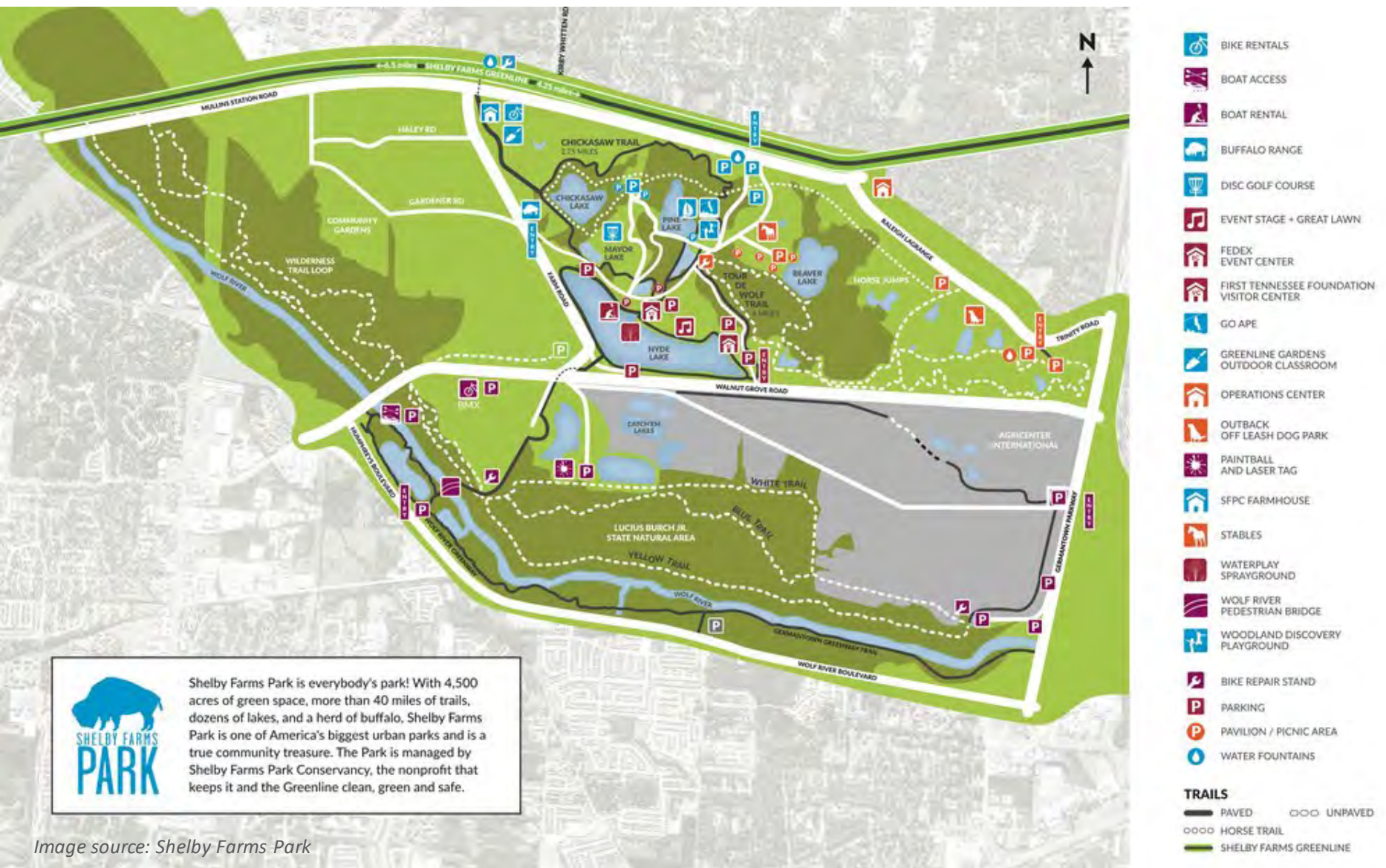


Image source: Outdoors Inc.



Image source: Montgomery Martin Contractors

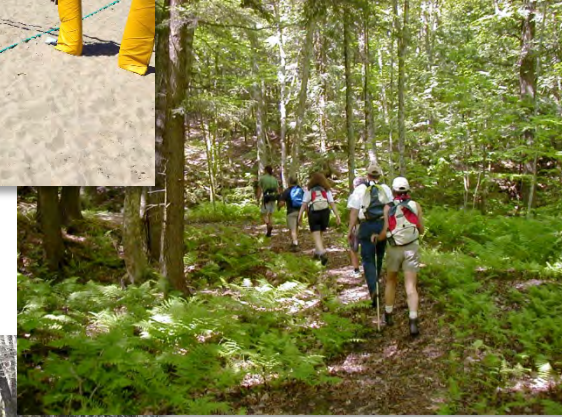
POSSIBLE PROTOTYPE - SHELBY FARMS PARK, MEMPHIS



TYPES OF RECREATION

Types of Recreation (Park Use Categories)

- **Active**
 - Active sports and amenities, organized events, significant infrastructure, often greater cost
- **Passive**
 - Less development and infrastructure, casual activities and hobbies, often less cost
- **Environmental/Natural**
 - Preservation of vegetation and wildlife, nature-based activities
- **Arts and Cultural**
 - Community enrichment amenities, activities, and programs



PUBLIC ENGAGEMENT PROCESS (ONGOING)

- **Technical Advisory Group** (1st mtg. March 6th, 2nd meeting May 30th, two add. mtgs.)
- **Community Stakeholders**
 - ✓ Local/citywide individuals/entities (35)
 - ✓ Week of March 19th
- **Public Events and Public Interaction**
 - ✓ In-person intercept survey (*completed*)
 - ✓ Four public meetings (1st mtg. March 26, **2nd meeting June 6th**)
- **Online Engagement**
 - ✓ Public survey (*completed*)
 - ✓ Map blog (*completed*)
- ✓ **Workshop with City Staff**
- **Elected/Appointed Officials and Boards**
 - Austin Parks and Recreation Board;
 - PARD/City Management
 - City Council



STAKEHOLDER INPUT

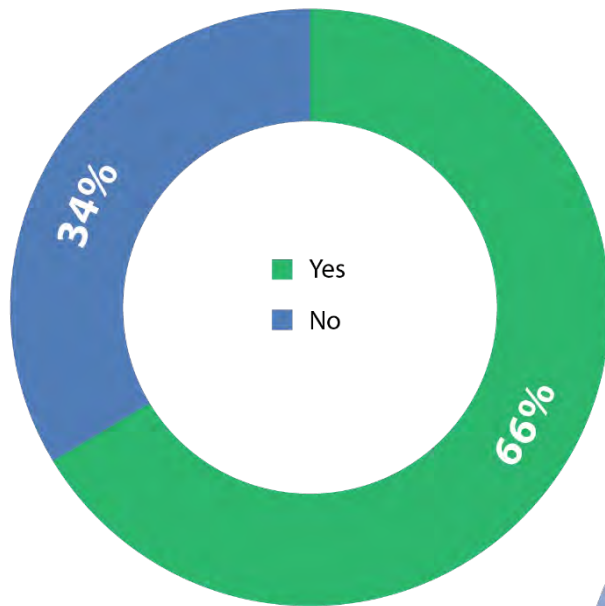
- **Aeromodelers** – can fly larger model planes, need runway improvements, restrooms.
- **Capital Clays Trap and Skeet Club** – desire to expand in current location.
- **Special Events Organizers** – good location for triathlons, running events, trail around lake would be great asset, need walking connections to Expo area parking for events.
- **Preservation Specialists** – two current preserves are understood, but need more biological surveys for remaining undeveloped areas which probably have old growth trees. Opportunity to create park that is not a “biological desert.”
- **Area Developers (Dwyer, Hayes)** – Wild Horse Development beginning, support for proposed golf course, idea of setting up fund to help operate park/lake, don’t want to see the lake without water.

STAKEHOLDER INPUT (CON'T)

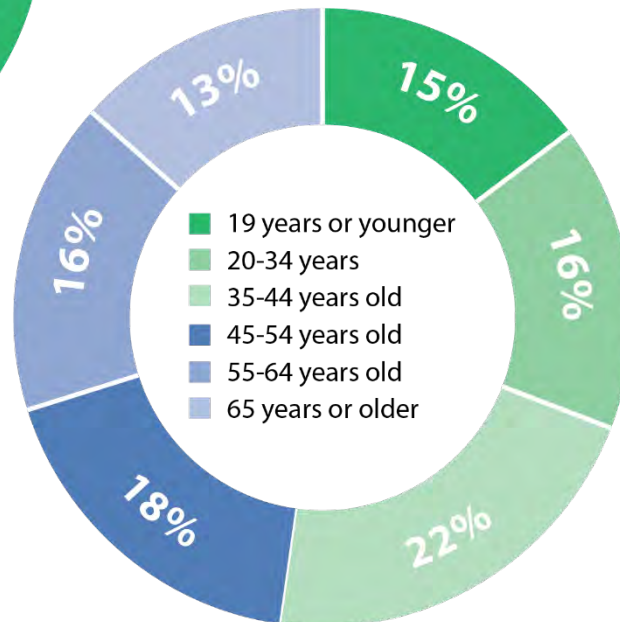
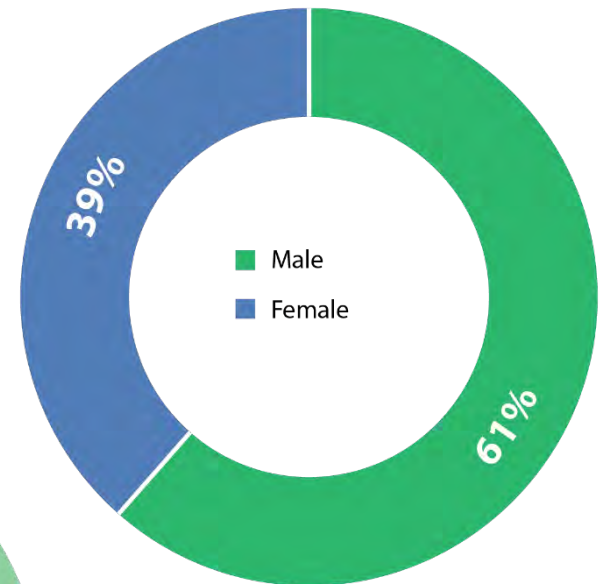
- **Area Neighborhood Associations** – park not known, fee makes it difficult to use, need access from surrounding areas, interest in golf course if it brings in revenue.
- **UT Longhorn Regatta (women's sculling)** – Longhorn Invite at WEL is successful, lake characteristics can create world-class rowing venue, would like boardwalk or bank trail for spectators.
- **Expo Center and Austin Rodeo** – target is to be similar to San Antonio Rodeo. Own 40 acres adj. to Expo. Need concert venues to replace Erwin Center, could go on this site.
- **Austin Energy** – continued presence on current site, will need buffering for safety purposes. Transition to alternative energy generation methods, will not need lake for cooling in next few years. Lake operations and replenishment will need to be assumed by others. Desire to maintain storage yard in current location.

CITYWIDE SURVEY - RESPONDENTS

Resident of Austin



Gender

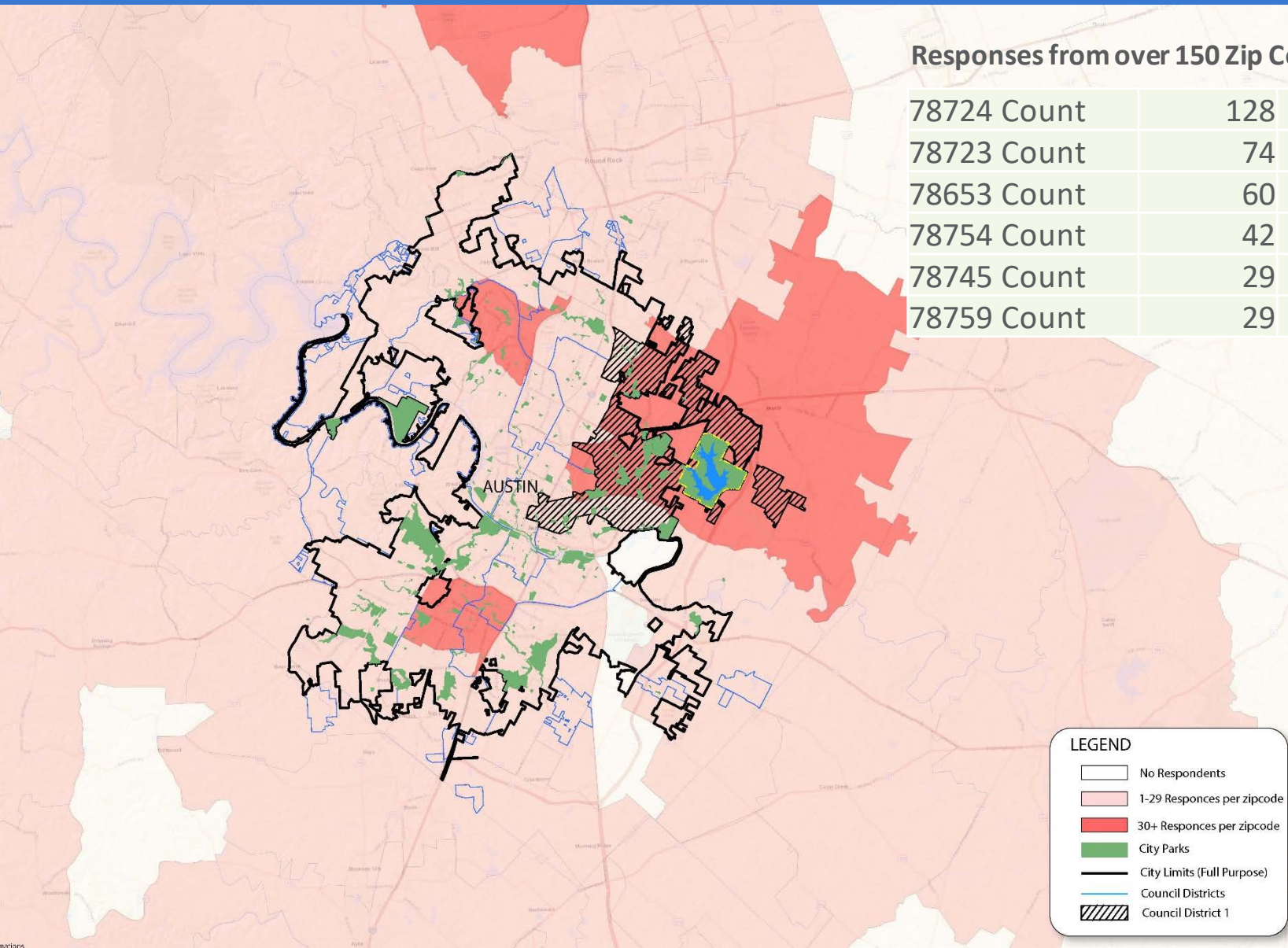


Respondent Age

CITYWIDE SURVEY - RESPONDENTS

Responses from over 150 Zip Codes

78724 Count	128	11%
78723 Count	74	6%
78653 Count	60	5%
78754 Count	42	4%
78745 Count	29	3%
78759 Count	29	3%

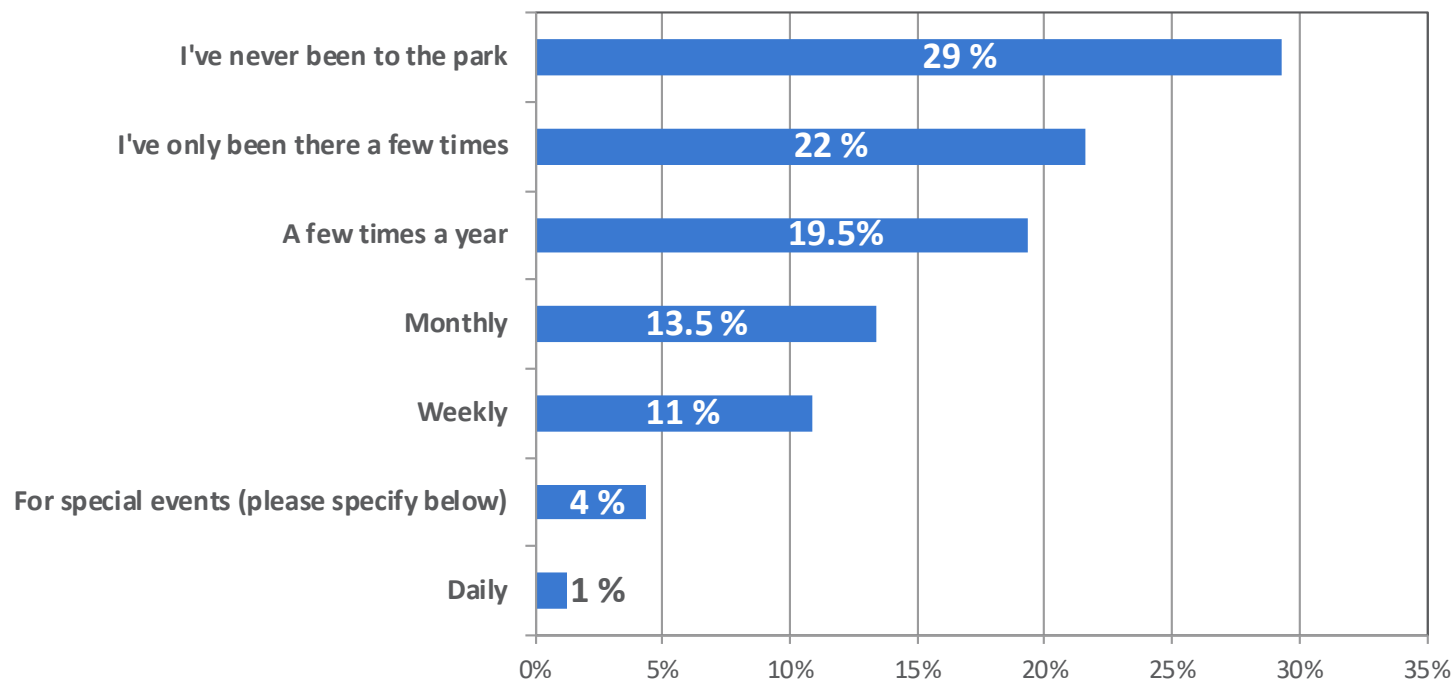


LEGEND

- No Respondents
- 1-29 Responses per zipcode
- 30+ Responses per zipcode
- City Parks
- City Limits (Full Purpose)
- Council Districts
- Council District 1

VISITATION AND AWARENESS OF THE PARK

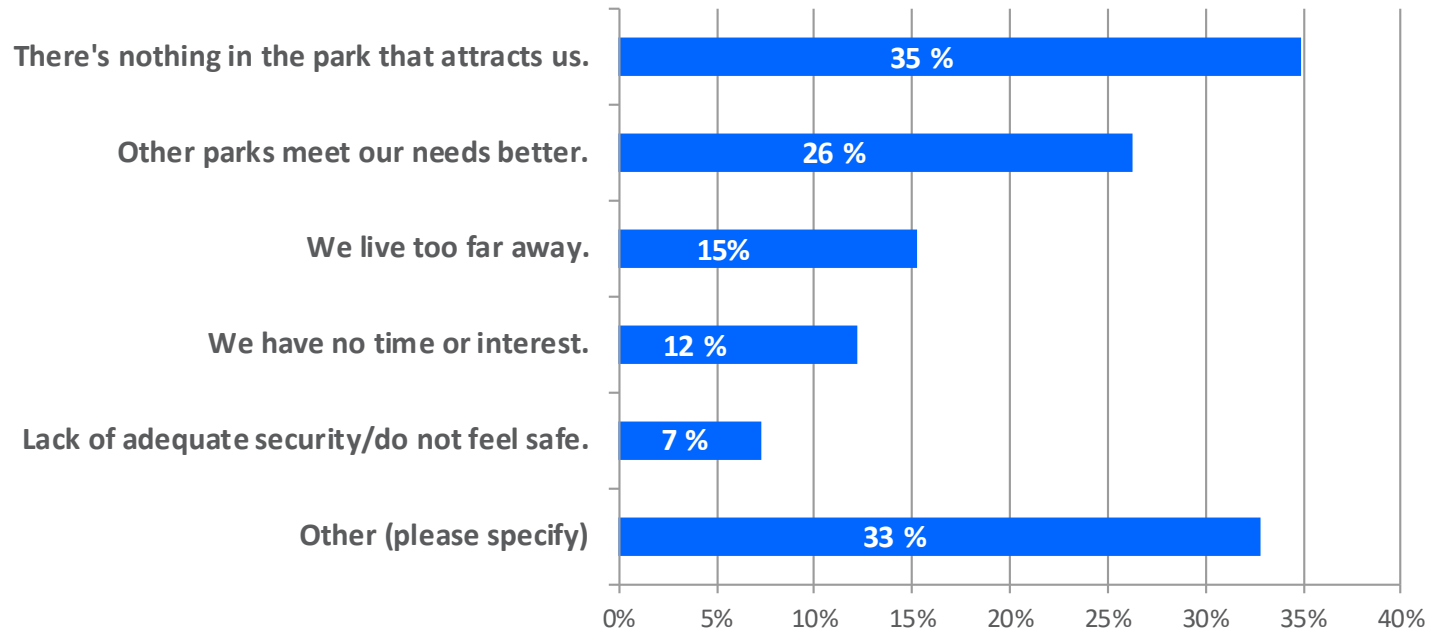
Have you or any members of your household ever visited Walter E. Long Park? If so, how often do you typically visit?



- Over **50%** have never or rarely been to the park
- Most frequently reasons to visit the park include Skeet (25%), Picnicking or other personal visits (21%), Rodeo or other events (19%), Fishing (13%), and participation in races (12%)

REASONS FOR NOT VISITING WALTER E. LONG PARK

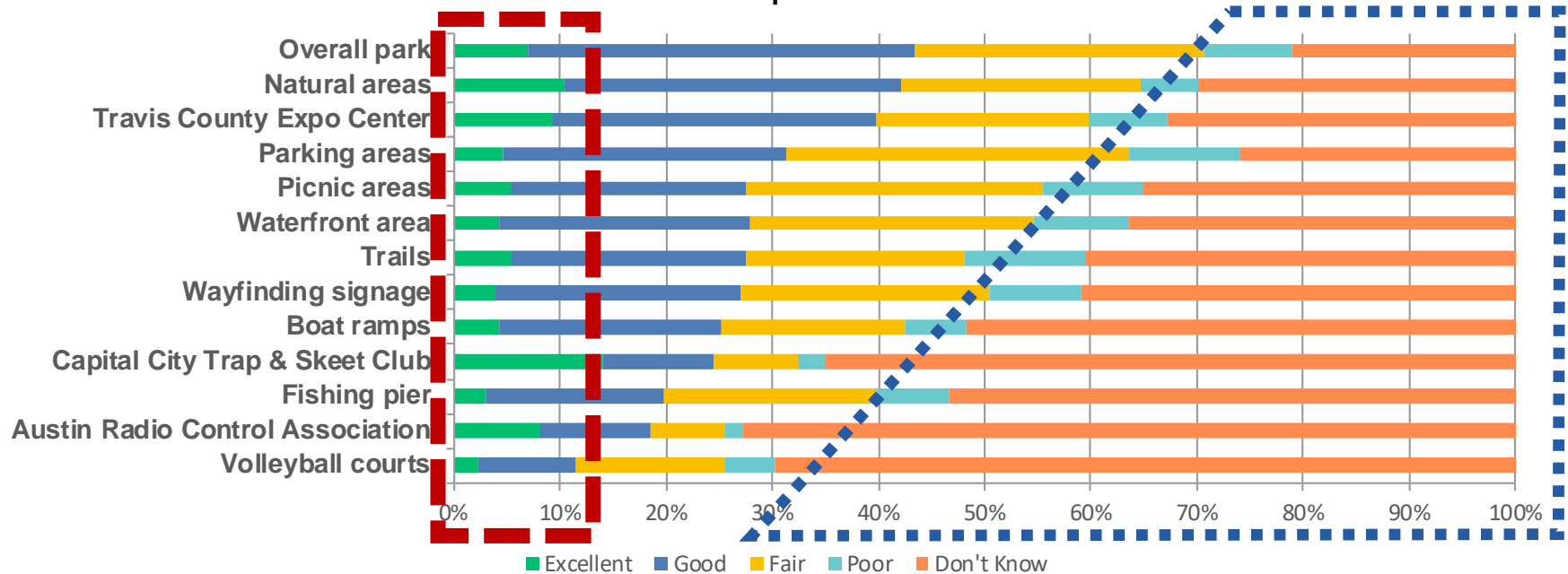
If you or your family DO NOT visit Walter E. Long Park, why don't you? Check all that apply.



- Many noted they were unaware of the park.
- A few noted that entrance fee hinders park usage.
- Some would attend more if equestrian trails/disc golf were offered.

RATING THE EXISTING QUALITY OF THE PARK

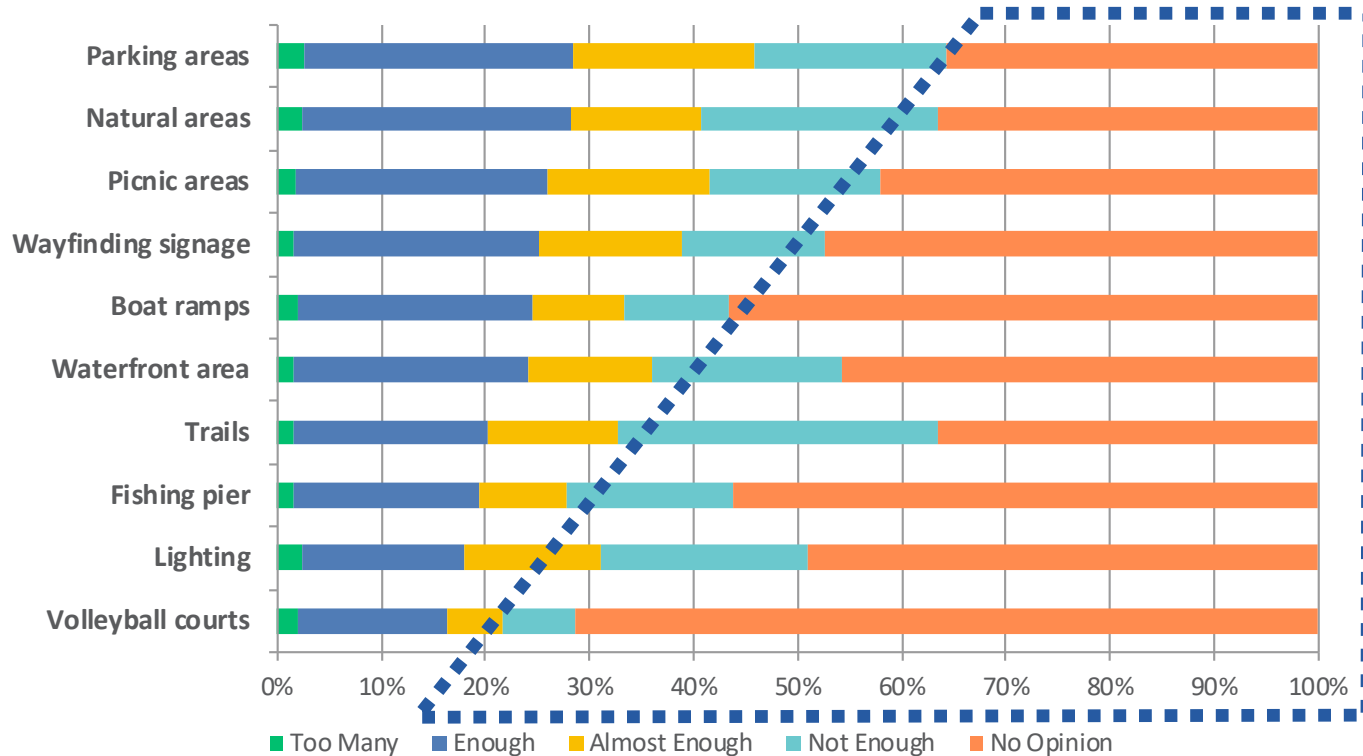
How would you rate the quality, appearance, and maintenance of Walter E. Long Park? Skip this question if you've never visited the park.



- Average of 5% rated park facilities excellent
- High level of unfamiliarity with the park
- Fair to poor ratings generally outweigh positive ratings

IS THE PARK MEETING USER'S CURRENT NEEDS

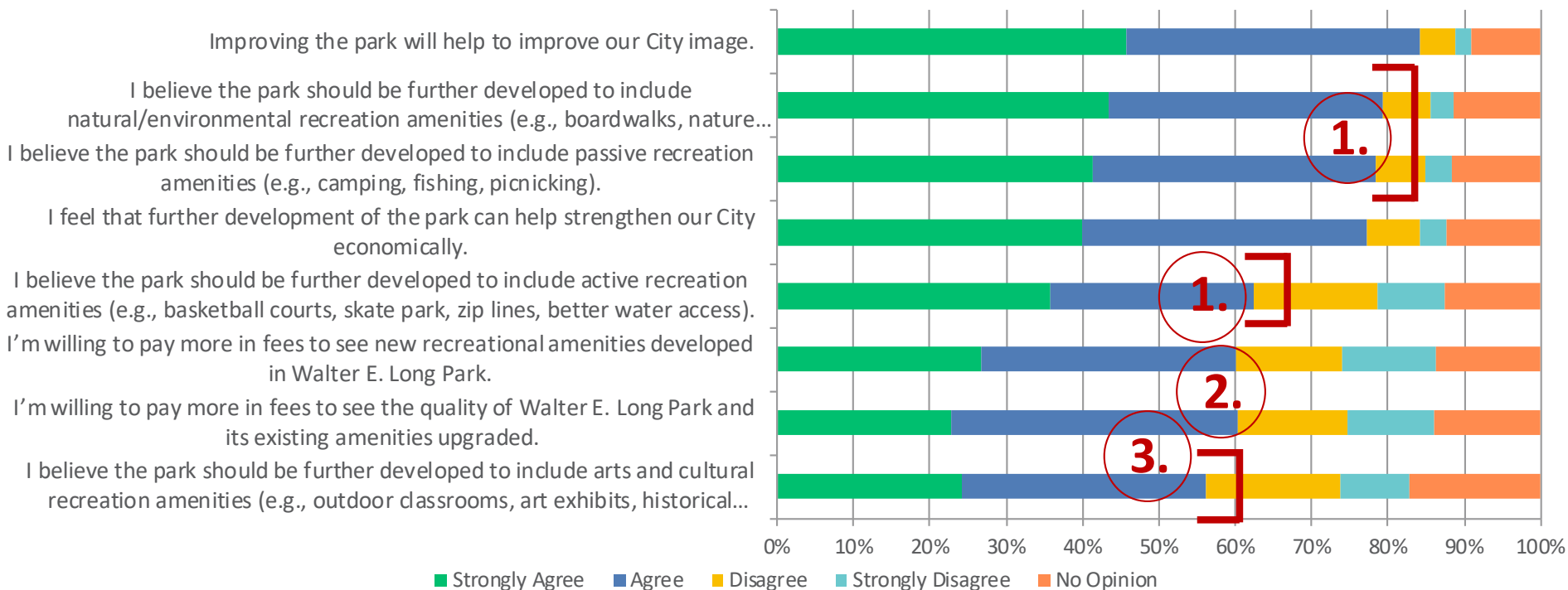
How well are the facilities in the park currently meeting you and your family's needs?



- Concern regarding entrance road and parking at the Skeet Club and Aeromodelers field, inaccessibility of natural areas, poor restroom facilities
- Need for more fishing piers and separate launch areas for kayakers

FUTURE STATEMENTS ABOUT THE PARK

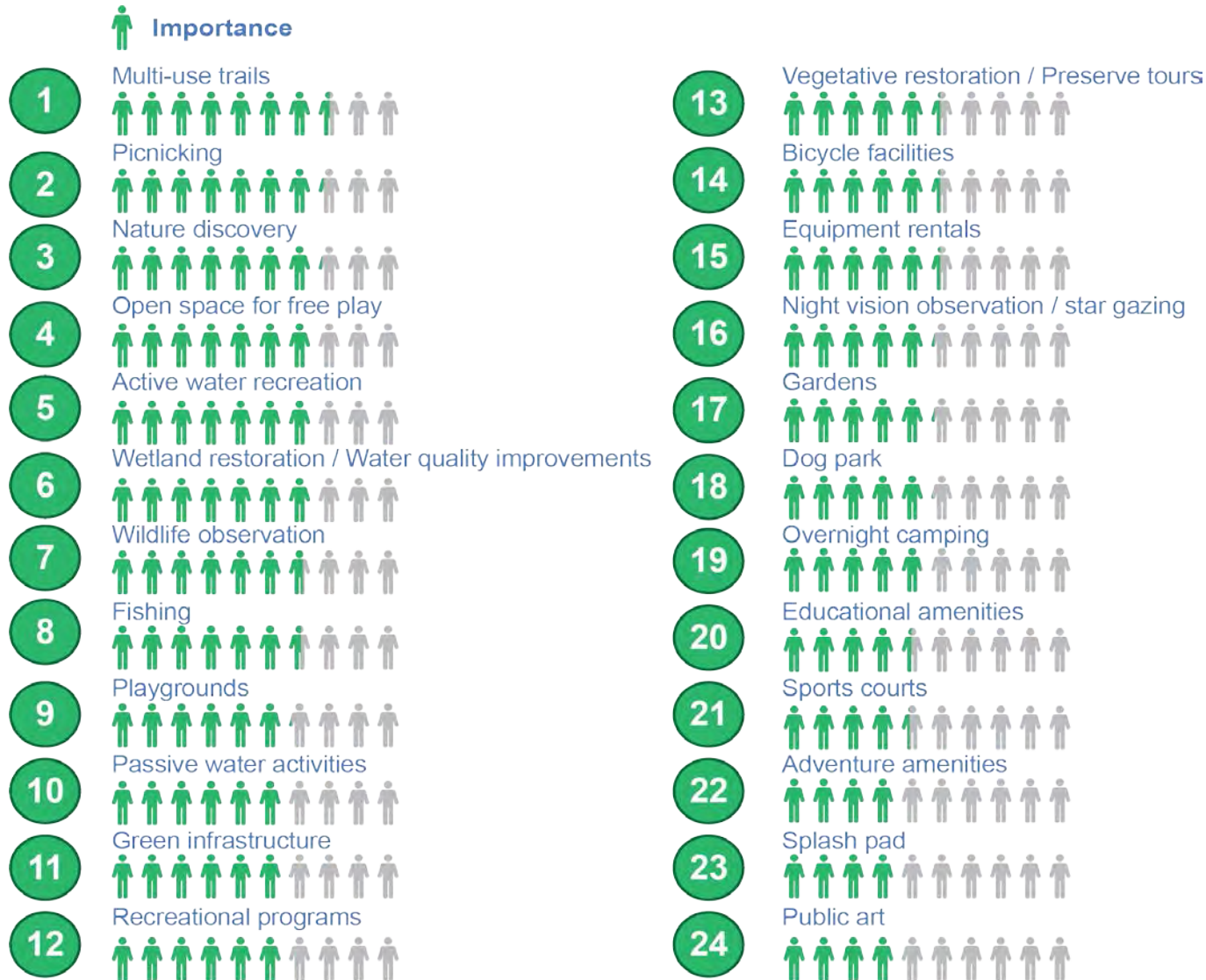
Check the box that best describes how strongly you agree or disagree with the following statements about Walter E. Long Park.



1. Natural and passive park uses – high level of support at 78%, followed by active at around 62%
2. 60% support for additional fees for new amenities, improvements, but concern over entrance fee in comments
3. Over 50% support for arts and cultural amenities

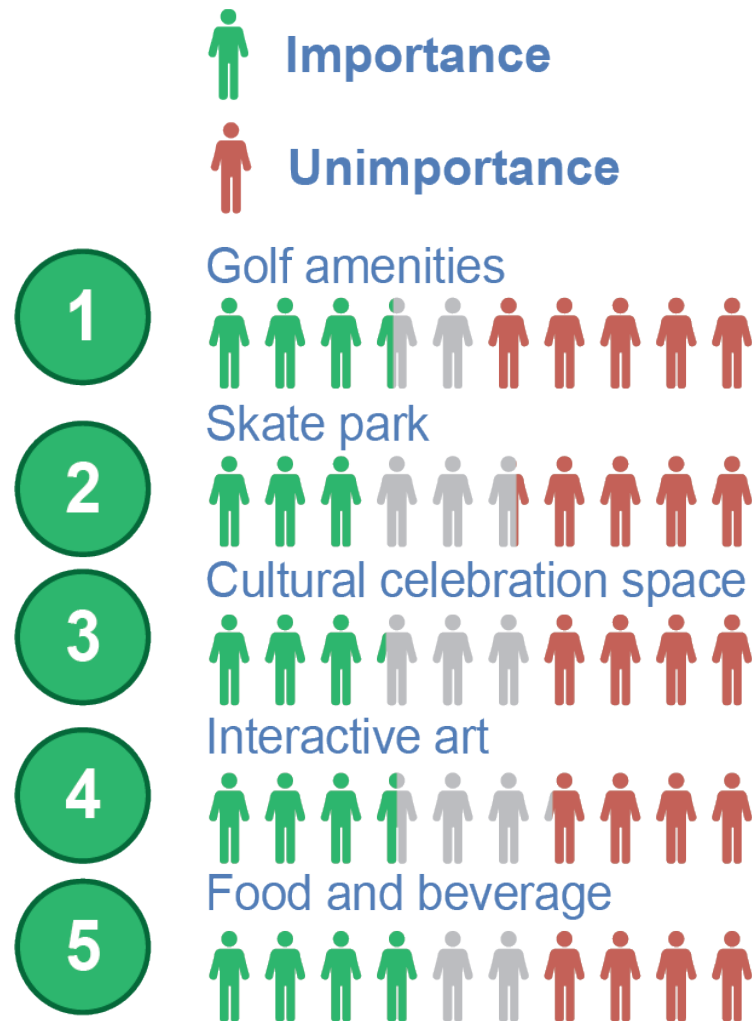
Source: Walter E. Long Metropolitan Park Master Plan On-line survey March-April 2018.

ACTIVITIES WITH HIGH LEVELS OF IMPORTANCE



Source: Walter E. Long Metropolitan Park Master Plan On-line survey March-April 2018.

SPECIALTY FACILITIES (IMPORTANT VS. UNIMPORTANT)



Source: Walter E. Long Metropolitan Park Master Plan On-line survey March-April 2018.

OVERALL PARK VISION

ACTIVE

62% (#3)

42% (#1)



PASSIVE

78% (#2)

23% (#3)



56% (#4)

8% (#4)

ARTS & CULTURAL



79% (#1)

27% (#2)

NATURAL/ ENVIRONMENTAL



ACTIVE ACTIVITY PREFERENCES



Adventure Playground



Sports Courts



Mountain Bike/Veloway



Golf Course/Golf Amenities



Rowing/Boating



Splash Pad



Swimming



Sports Fields



Disc Golf



Adventure Amenities

PASSIVE ACTIVITY PREFERENCES



Equestrian Trail



Dog Park



Fishing Pier



Multi-use Trail



Open Lawn/Open Space for play



Picnic Pavilion/Picnicking



Overnight/RV/Cabin/Tent/Camping



Enhanced Beach Area



Overnight Cabin

NATURAL / ENV. ACTIVITY PREFERENCES



Nature Trails



Birding/Wildlife Observation



Green Infrastructure



Nature Center



Nature Play



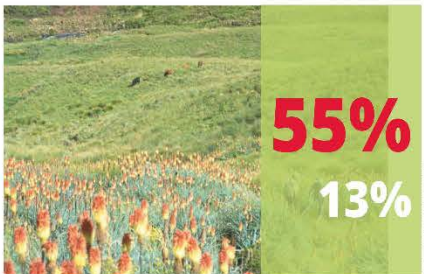
Sensory Garden



Night/Star Gazing



Wetland Enhancement/Restoration



Restoration Vegetation

CULTURAL/ARTS/EVENTS PREFERENCES



Community Cultural Center



Demonstration Garden



Food Trucks



Iconic Art Piece



Interpretive Signage

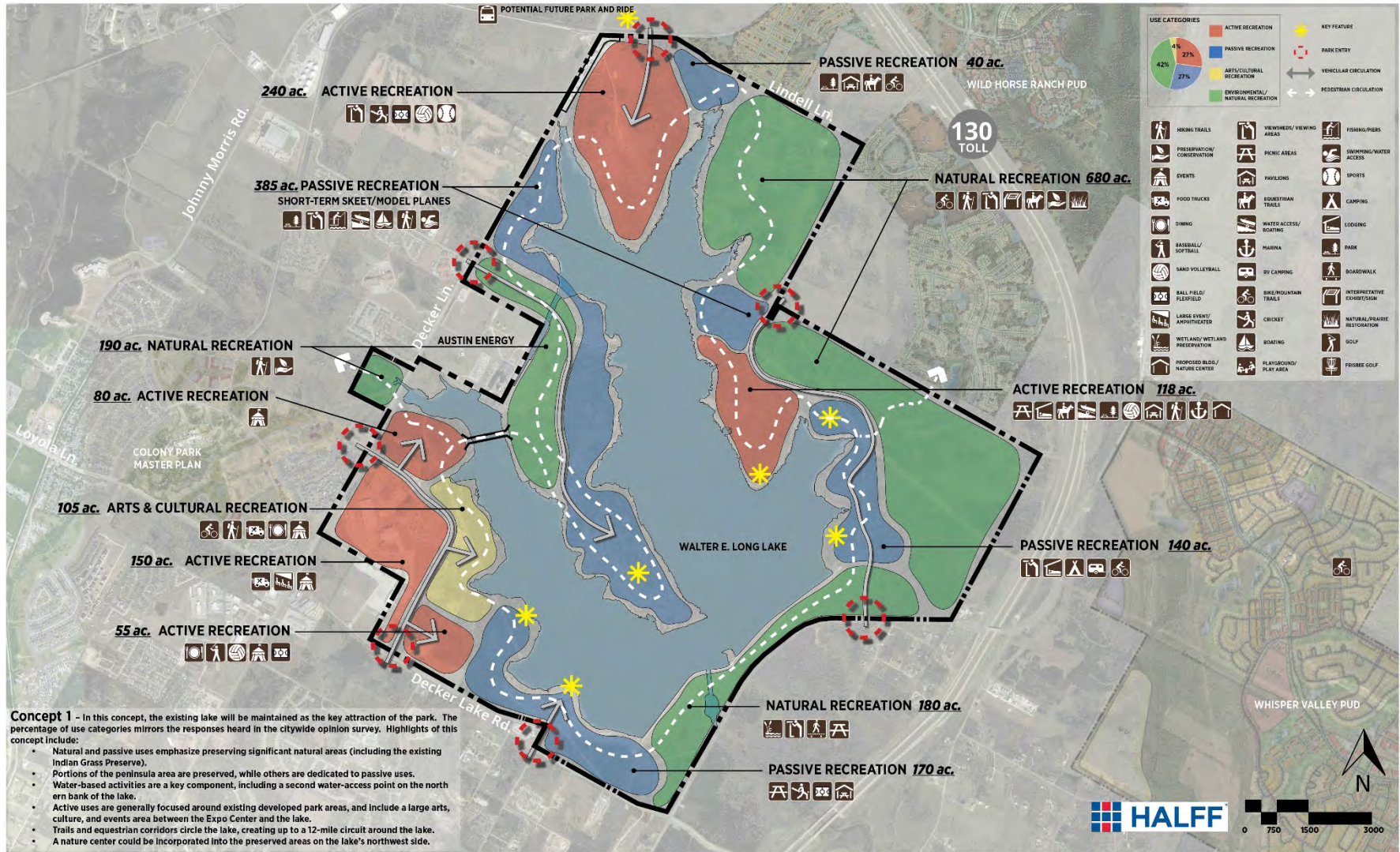


Outdoor Classroom



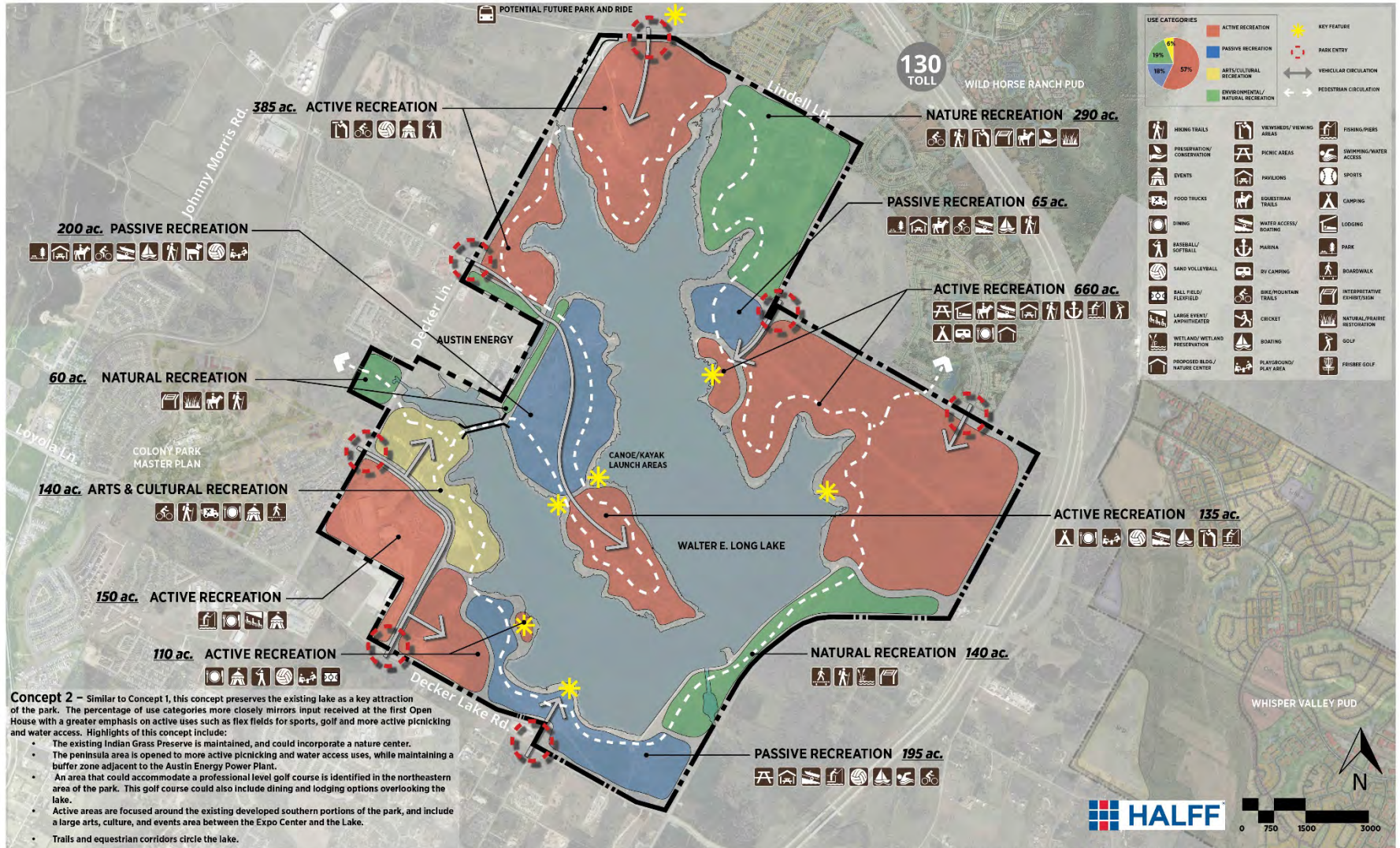
Summer Camp

FRAMEWORK CONCEPT 1



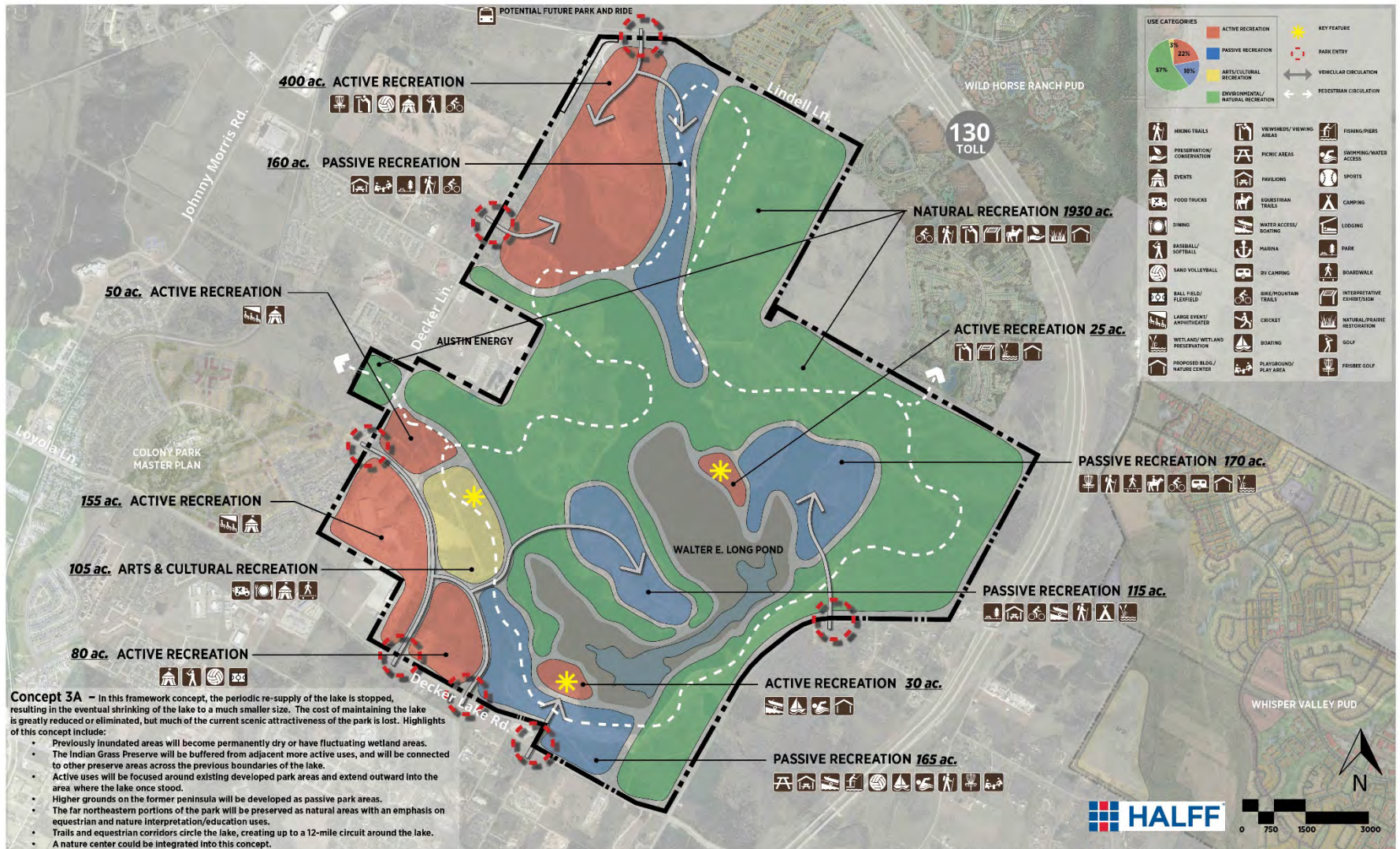
Draft for Discussion

FRAMEWORK CONCEPT 2



Draft for Discussion

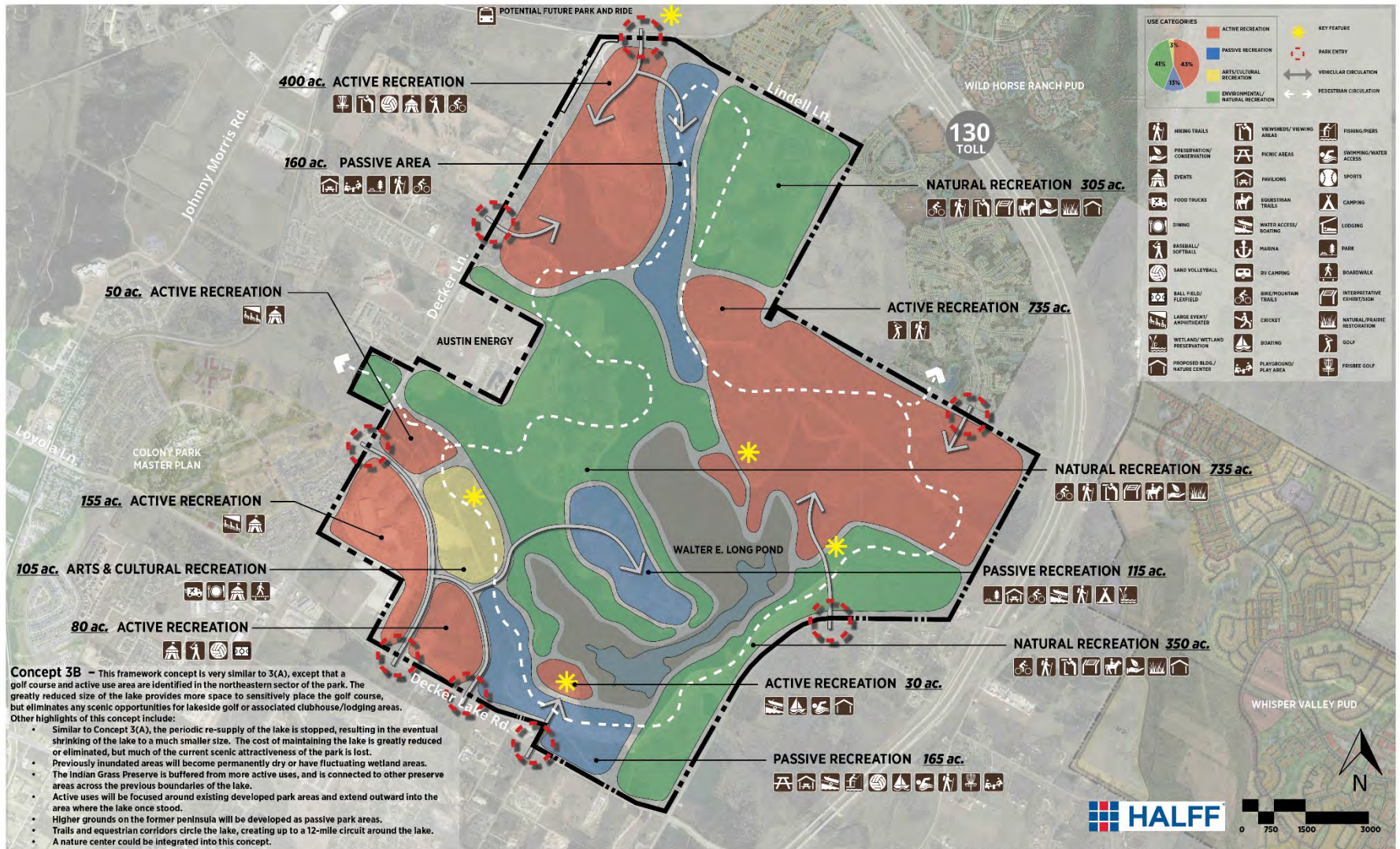
FRAMEWORK CONCEPT 3A



ADJACENT MASTER PLANS REPRESENTED ARE CONCEPTUAL IN NATURE, AND WILL VARY BASED ON EVOLVING APPROVED DEVELOPMENT PLANS BY THE CITY OF AUSTIN AND TRAVIS COUNTY

Draft for Discussion

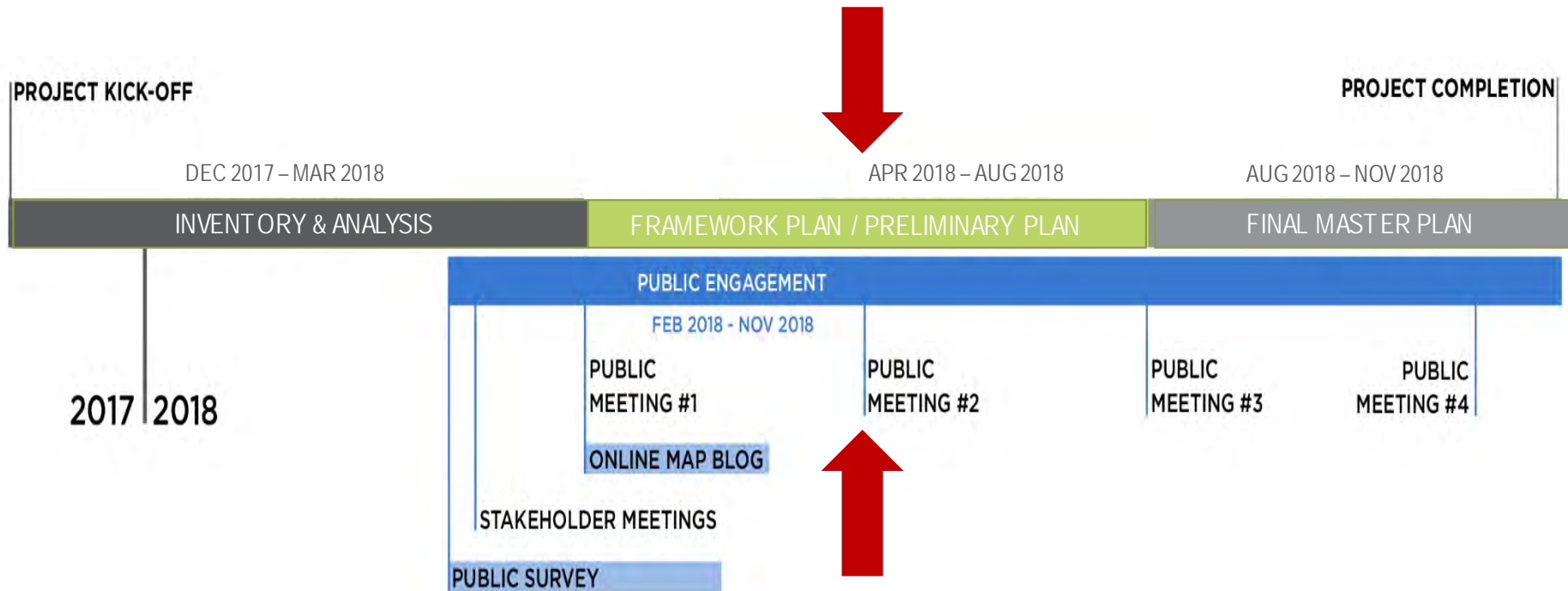
FRAMEWORK CONCEPT 3B



ADJACENT MASTER PLANS REPRESENTED ARE CONCEPTUAL IN NATURE, AND WILL VARY BASED ON EVOLVING APPROVED DEVELOPMENT PLANS BY THE CITY OF AUSTIN AND TRAVIS COUNTY

Draft for Discussion

NEXT STEPS



DISCUSSION / RETURN TO STATIONS



WALTER E. LONG METROPOLITAN PARK







Site Context

- Walter E Long Park is approx. 3,695 acres
- Walter E Long Lake is approx. 1,165 acres
- Travis County Expo Center lease ends in 2033 – within the life span of this masterplan



EXISTING AREA DEMOGRAPHICS (EPS)

Item		Existing Demographics	
		3-Mile	5-Mile
Population		18,865	65,999
Households		4,714	17,589
Employees		3,526	22,852
Median Household Income		\$42,018	\$49,661

Sources: ESRI Business Analyst, Economic & Planning Systems, Inc.

FUTURE OVERSUPPLY OF RETAIL AND OFFICE/COMMERCIAL USE (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 slides 4 and 5; may not represent all development within a 5-mile radius.

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

POTENTIAL PARK PROTOTYPES

Note: See Metric Definitions table for explanations of each category

Precedent	Location	Key Components	Land Acreage	Distance from CBD	Operator	Approximate Annual Visitation	Most Applicable Vision	Programming	Density	Demographics	Typology	Metro / Context
Walter E. Long Park	Austin, TX	Lake, nature preserve, expo center, and picnic area	1,200	9 miles	City							
Tier I												
Shelby Farms	Memphis, TN	Trails, lakes, amphitheatre, destination playground, events center, dog park, laser tag center, stables, adventure sports area, disc golf course	4,500	11 miles	Foundation	4,000,000	3: Hybrid	X	X	X	X	X
Deer Lake Park	Burnaby, Canada	Lake, scenic walking trails, art gallery, arts center, museum, restaurant, "festival lawn", boat dock, playground	500	7 miles from Vancouver	City	N/A	3: Hybrid		X	X	X	X
Memorial Park	Houston, TX	Arboretum, nature center, running trails, golf course, athletic facilities, picnic area, Buffalo Bayou	1,500	4 miles	City through Conservancy	4,000,000	1: Golf Course or other Dominant Revenue Generator	X	X			X
Belle Isle	Detroit, MI	Aquarium, Conservatory, Zoo, the Detroit Boat Club, Fountain, Great Lakes Museum, a municipal golf course, small swimming beach, monuments, casino, athletic fields, trails	1,000	3 miles	State	4,000,000	3: Hybrid	X		X	X	
Eagle Creek Park	Indianapolis, IN	Reservoir, marina, beach, hiking & biking trails, wildlife-discovery centers, zip lines, golf club	5,300	5 miles	City through Conservancy	1,000,000	2: Natural & Community Focus	X	X		X	
Tier II												
White Rock Lake	Dallas, TX	White Rock Lake, hiking and biking trails, blackland prairie, picnic areas, event spaces, adjacent to the Dallas arboretum	2,200	5 miles	City	2,000,000	2: Natural Focus		X		X	X
Fairmount Park	Philadelphia, PA	River, athletic fields, gardens, premier performance venue, playgrounds, arts centers, museums, equestrian center	2,100	3 miles	Foundation	7,000,000	3: Hybrid	X	X		X	
Assiniboine Park	Winnipeg, Canada	Zoo, conservatory, outdoor theatre, play equipment, river, trails, adjacent golf course	1,100	3.25 miles	Foundation	4,500,000	3: Hybrid	X	X		X	
Brackenridge Park	San Antonio, TX	Historic sites, hiking trails, golf course, zoo, botanical garden, theater, museum, athletic fields, donkey barn	300	2 miles	City	N/A	1: Golf Course or other Dominant Revenue Generator	X		X		X
Anderson Lake County Park	Morgan Hill, CA	Multiple use trails, Jackson Ranch historic park site, additional park areas, reservoir	3,000	17.5 miles (San Jose) / 3 miles (Morgan Hill)	County	N/A	2: Natural & Community Focus		X	X	X	
Papago Park	Phoenix, AZ	Desert trails, zoo, botanical garden, sports facilities, two golf courses, museum, heritage center	1,200	6 miles from Phoenix / 1 mile from Tempe / 2.5 miles from Scottsdale	City	650,000	1: Golf Course or other Dominant Revenue Generator		X	X	X	
Cherry Creek State Park	Denver, CO	Campgrounds, amphitheater, picnic area, marina, shooting ranges, stables, beach, trails, reservoir, dog off leash area, adjacent golf course	5,100	9 miles from Denver / 1 mile from Centennial	State	2,000,000	2: Natural & Community Focus		X		X	X

SHELBY FARMS, MEMPHIS

Your favorite Park is now your new favorite Park. Navigate to new adventures in the Heart of the Park.

Baptist Memorial Health Care Promenade

2.3 miles paved trail for pedestrians

Bike Trail

2.45 miles paved trail for cyclists

Boathouse

Canoe, kayak + stand-up paddle board rentals
Lake access for launch
Purchase Water Play passes

Boat Launch

Cricket Pavilions

To reserve a pavilion for your picnic, or party, visit shelbyfarmspark.org or call (901) 222-7299.

Event Stage + Great Lawn

FedEx Event Center



Garden Room Bridal Suite
Kitchen Bistro
Lakeside Ballroom
Redbud Room + Cypress Room

First Tennessee Foundation

Visitor Center



AutoZone Front Porch
Front Desk
Kitchenette
Lake's Edge Gift Shop
Restrooms
Water Fountains + Water Bottle Filling Station
Wolf Room + Buffalo Room

Kite Lawn

Water Play Sprayground

Purchase passes at the Boathouse

Wetland + Forest Walks

Wheel House

Bike Rentals

shelbyfarmspark.org
901.222.PARK



PRELIMINARY PROGRAMMING CONSIDERATIONS

Active Recreation

- **Active water recreation** (e.g., rowing, better swimming areas, canoe/kayaking)
- **Adventure amenities** (e.g., ropes course, climbing wall, zip lines)
- **Bicycle facilities** (e.g., mountain bike trails, BMX track, veloway)
- **Equipment rentals** (e.g., bikes, canoes/kayaks, pedal boats)
- **Golf amenities** (e.g., golf course, driving range, mini golf)
- **Playgrounds** (e.g., traditional, adventure)
- **Skate park**
- **Splash pad**
- **Sports courts** (e.g., basketball, tennis, volleyball)
- **Sports fields** (e.g., soccer, baseball)



PRELIMINARY PROGRAMMING CONSIDERATIONS

Passive Recreation

- **Dog park**
- **Fishing** (e.g., pier, shoreline)
- **Multi-use trails** (e.g., bicycle, pedestrian, equestrian)
- **Open space for free play** (e.g., Frisbee)
- **Overnight camping** (e.g., tent, RV)
- **Passive water activities** (e.g., enhanced beach area)
- **Picnicking** (e.g., pavilions, tables, BBQ pits)



PRELIMINARY PROGRAMMING CONSIDERATIONS

Environmental/Natural Recreation

- **Gardens** (e.g., sensory garden, butterfly garden)
- **Green infrastructure** (e.g., innovative stormwater treatment and reuse, roof gardens)
- **Nature discovery** (e.g., trails, nature play)
- **Night vision observation / star gazing**
- **Vegetative restoration / Preserve tours**
- **Wetland restoration / Water quality improvements**
- **Wildlife observation** (e.g., birding watching, observation tower, fish habitat)



PRELIMINARY PROGRAMMING CONSIDERATIONS

Arts & Cultural Recreation

- **Amphitheater/event lawn** (e.g., for concerts, movie in the park, special events)
- **Community meeting place**
- **Cultural celebration space** (e.g., heritage center, cultural displays)
- **Educational amenities** (e.g., interpretive signage, demonstration gardens, outdoor classrooms)
- **Food and beverage** (e.g., food trucks, restaurant)
- **Games** (e.g., outdoor chess/checkers, scavenger hunt, geocaching)
- **Interactive art** (e.g., maze, artistic land forms)
- **Public art** (e.g., sculptures, gateway entrances, seasonal displays)
- **Recreational programs** (e.g., summer day camps, fishing clinics)



TRAVIS COUNTY EXPO CENTER STUDY



Travis County Expo Center
November 20, 2015

Proposed Park Area Plan



0 500 1000

hudson
strategic
partners

CARTER • DESIGN
ASSOCIATES

HKS

SPORTS CENTER CONCEPT



*Concept and Images by Bjarke Ingels Group (BIG)
for Austin Sports and Entertainment*

HIGHEST RANKING ACTIVITIES (ALL CATEGORIES)

Rank*	Activity	Category	Very Import./Import.
1	Multi-use trails (e.g., bicycle, pedestrian, equestrian)	Passive/Act.	76.4%
2	Picnicking (e.g., pavilions, tables, BBQ pits)	Passive	74.1%
3	Nature discovery (e.g., trails, nature play)	Env.	73.5%
4	Open space for free play (e.g., Frisbee, kite flying)	Passive	72.1%
5	Active water recreation (e.g., rowing, better swimming areas, canoe/kayaking, water sports)	Active	70.3%
6	Wetland restoration / Water quality improvements	Env.	69.9%
7	Wildlife observation (e.g., birding watching, observation tower, fish habitat)	Env.	66.6%
7	Fishing (e.g., pier, shoreline)		65.7%
8	Playgrounds (e.g., traditional, adventure)	Active	62.8%
9	Passive water activities (e.g., enhanced beach area)	Passive	61.9%
9	Green infrastructure (e.g., innovative stormwater reuse, roof gardens)	Env.	61.8%
10	Recreational programs (e.g., summer day camps, fishing clinics)	Arts	59.5%
11	Vegetative restoration / Preserve tours	Env.	54.7%
11	Bicycle facilities (e.g., mountain bike trails, BMX track, veloway)	Active	54.5%
11	Equipment rentals (e.g., bikes, canoes/kayaks, pedal boats)	Active	54.4%
12	Night vision observation / star gazing	Env.	52.9%
12	Gardens (e.g., sensory garden, butterfly garden)	Env.	52.9%
13	Dog park	Passive	52.0%
14	Overnight camping (e.g., tent, RV)	Passive	48.3%
15	Educational amenities (e.g., interpretive signage, demonstration gardens, outdoor classrooms)	Arts	44.9%
16	Sports courts (e.g., basketball, tennis, volleyball)	Active	44.3%
17	Public art (e.g., sculptures, gateway entrances, seasonal displays)	Arts	40.0%

**Greater than 40% identified as important plus very important from Walter E. Long Park on-line survey.*

PUBLIC MEETING PREFERENCES (GOALS)

Potential Master Plan Goals	Support	% Of Responses
Goal D: Design a high-quality park which strives to preserve the property's unique natural assets.	19	18%
Goal K: Provide a balance of active and passive recreational opportunities to serve users of all ages.	17	16%
Goal E: Provide a diversified offering of amenities to serve local residents and attract regional users and visitors.	14	13%
Goal A: Support economic development in the area through programming and design elements.	12	11%
Goal I: Provide strong local access to the park.	11	10%
Goal C: Ensure equitable access to the park amenities.	10	9%
Goal F: Pursue opportunities to provide environmental education within the park.	7	7%
Goal B: Provide an emphasis on job creation and/or employment opportunities.	5	5%
Goal G: Showcase sustainability features (e.g., solar panels, rainwater storage and reuse, etc.) within the park.	3	3%
Goal H: Celebrate eastern Austin's culture and heritage.	3	3%
Goal J: Provide strong regional access to the park.	3	3%

KEY GOALS / DIRECTION FROM INPUT TO DATE

