




MEMORANDUM

TO: Mayor and Council

FROM: Kimberly A. McNeeley, CPRP, Acting Director
Austin Parks and Recreation Department 

DATE: July 2, 2018

SUBJECT: CIUR 1811 – Holly Shores Public Art Request for Proposals

Background

City Council adopted Resolution 20161006-048 on October 6, 2016. The resolution directed the City Manager to explore the feasibility of a Request for Proposals (RFP) process, in order to contract with a qualified responder to incorporate a robust art component into the revitalization of the Holly Power Plant site. The RFP solicitation process must fulfill the following requirements:

- Align with the Holly Master Plan's vision and goals to incorporate art;
- Provide a comprehensive strategy to engage and include local communities of color in the surrounding neighborhoods;
- Plan for ongoing programming and activation of the park space; and
- Include evidence of stable funding streams in order to demonstrate longevity as a contributor to the site's maintenance and improvement.

Current Status and Next Steps

The Parks and Recreation Department (PARD) is developing the design for the Hike and Bike Trail extension and associated improvements on the 9-acre Holly Power Plant. The property is scheduled to be transferred from Austin Energy to PARD in late summer of 2018. It is anticipated that the construction of the Holly Shores Phase 1 Improvements will be completed in the summer of 2019.

To further recognize and honor the history of the site, PARD recently completed a feasibility study to determine adaptive reuse options and associated costs for the two existing metal buildings. The cost estimates range from \$82,000 to \$2.7 million. This cost range is reflective of minimal development at the lower end and the necessary development of utility infrastructure at the higher end. The adaptive reuse options consider the neighborhood's goals for community and art space, as well as access to the Hike and Bike Trail and lake, and the extraordinary views of the lake and the dam.

PARD will evaluate this new park area for a period of one year after construction completion to understand how the space will function and be used by the public. This evaluation period will allow PARD to test the feasibility of the proposed plan and will inform the scope of work and language for the Holly Shores Public Art RFP. PARD recommends that, if determined to be feasible, the earliest date for advertising the Holly Shores Art RFP would be in the summer of 2020.

The Parks and Recreation Department has completed sufficient work to prepare for a future RFP process to revitalize the Holly Power Plant site and awaits the official transfer of property, in order to execute a solicitation. For this reason the Parks and Recreation recommends closure of CIUR 1811.

Should you have any questions, please contact my office at (512) 974-6722.

cc: Spencer Cronk, City Manager
Jackie Sargent, General Manager, Austin Energy
Rey Arellano, Assistant City Manager
Robert Goode, Assistant City Manager
Joe Pantalione, Interim Assistant City Manager
Mark Washington, Assistant City Manager
Sara Hensley, Interim Assistant City Manager