



## Holly Shores / Edward Rendon Sr. Park at Festival Beach

### Phase 1 Implementation Fact Sheet

#### Master Plan History:

In September 2009, City Council passed Resolution 20090924-084, which reallocated \$550,000 in 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 Master Plan includes approximately 9 acres of newly dedicated parkland from the Holly Power Plant Site and approximately 90 acres of existing parkland along the north shore of Lady Bird Lake from I-35 east to Pleasant Valley Road and south of Canterbury Street.

The appropriation of these funds allowed the Parks and Recreation Department (PAR) to prepare and issue nationally a Request for Qualifications (RFQ) for the development of the Master Plan. Through the City’s procurement process, PAR selected the design consultant Michael Van Valkenburgh and Associates, Inc. (MVVA). From early summer 2012 to summer of 2014, MVVA worked with the communities of the surrounding neighborhoods, city staff, and stakeholders to create a plan to generate public interest, support and funding for the development and improvement of this neighborhood park.

#### Community Engagement:

A primary concern to the success of the Master Plan was the participation of the local community. Between August 2012 and July 2014, PAR and the master plan consultant team, engaged the neighboring communities through a series of public meetings and outreach efforts designed to find the priorities of as wide a constituency as possible.

The process consisted of multiple community workshops, focus group sessions targeting local groups, youth and senior (pláticas), meetings-in-a-box exercises, youth-oriented events, exhibits at public venues, updates to interested stakeholders, emails, mail, banners, and a project website. Outreach at community events included Fiesta del Gríto de Independencia 2012, Holly Neighborhood Coalition meeting 2012, “Tour of Chicano Park” Event 2012, Haskell Halloween Block Party 2012, Celebraciòn del Día de los Muertos 2012, Fiestas Patrias Cinco de Mayo Celebraciòn 2013, East Cesar Chavez Neighborhood Planning Team Meeting 2014, and coordination with East Town Lake Central Neighborhood Association.

In August 2014, Council hearing adopted the Masterplan for the Holly Shores/Edward Rendon Sr. Park at Festival Beach



## Masterplan Goals:

The masterplan goals emerged out of a robust and open community process and represent many voices and opinions. The over-arching call was for this place to remain first and foremost a neighborhood park, and many of the goals stemming from that are concerned with better connectivity, openness and integration between various park elements, so that the park itself will continue to encourage connectivity within the community. Adding an emphasis on the natural environment and park comfort aims to make Holly Shores an even better place to enjoy.

1. Maintain neighborhood park character, while improving amenities, comfort and maintenance.
2. Align with the 1989 Town lake Comprehensive Plan, recommending 'an overriding park policy of thoroughly involving residents and community leaders in the planning and administration process'.
3. Improve path and trail connections around the Austin Energy property.
4. Integrate ball fields with the wider park landscape.
5. Improve lagoon water quality and open to surrounding landscape.
6. Reuse existing buildings for community-based program as a focus of park activity.
7. Improve pedestrian and bicycle accessibility of park activity.
8. Maintain the simple, tranquil character of the West Park.
9. Preserve and enhance tree canopy and wildlife habitat.
10. Celebrate local art and heritage throughout.

**Objective:**

Upon completion of the masterplan, PARD set up a Working Group comprised of two Parks and Recreation Board members, Jane Rivera & Michael Cassias, and planning/development staff to prioritize projects for phase 1 based on the available budget. In March and April 2015, the working group met with community groups and neighborhood leaders to review the implementation plan.

Upon community feedback, revisions were made and PARD selected the following areas for Holly/Festival Beach Master Plan Implementation Phase-1:

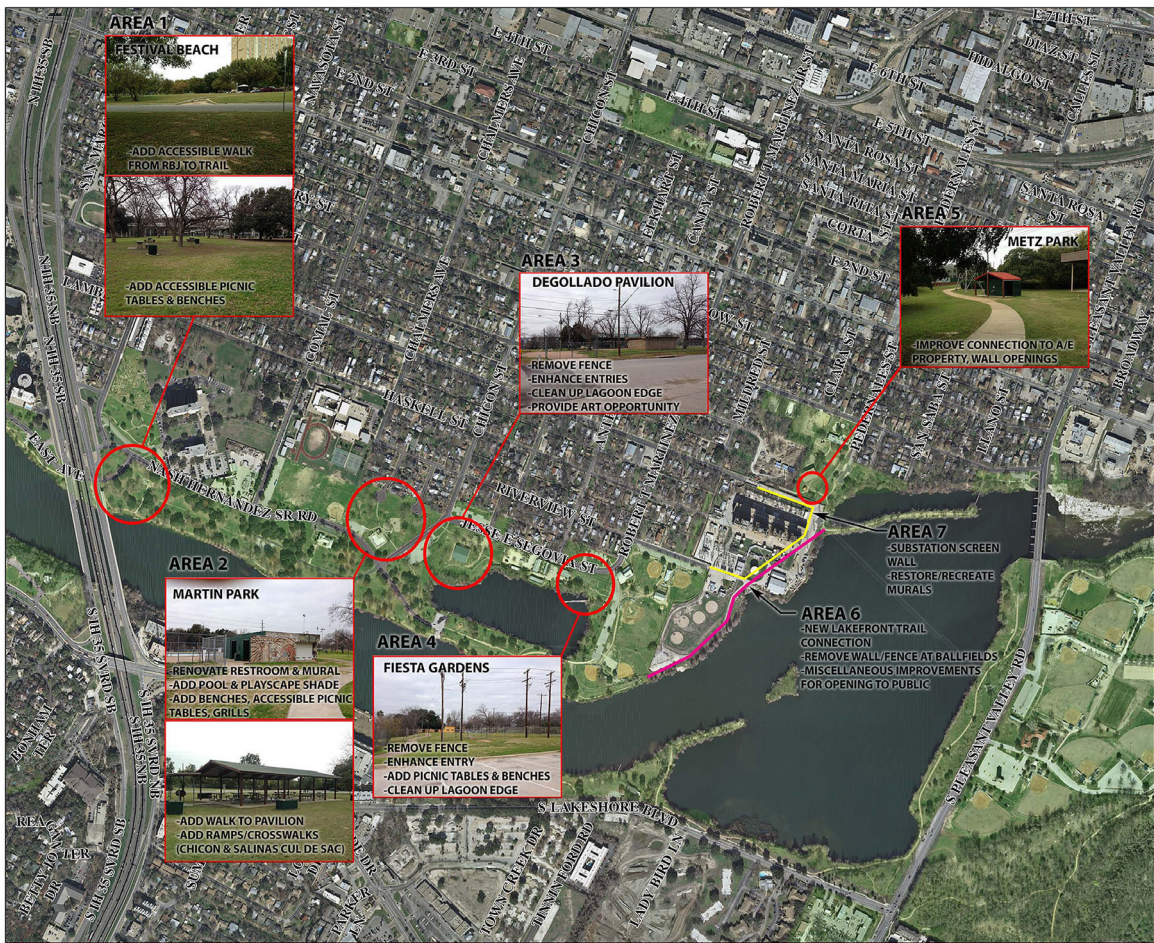
Area 1 - Festival Beach,

Area 2 - Martin Park,

Area 3 - Degollado Pavilion,

Area 4 - Fiesta Gardens,

Area 5, 6 & 7 – Holly Shores Lakefront Trails, Screening Walls and Connection to Metz Park



Holly Shores/Edward Rendon Sr. at Festival Beach Master Plan Phase 1A Implementation: Study Areas/Potential Improvements

UPDATED 04/12/15

**Financial Figures/Projected Costs:**

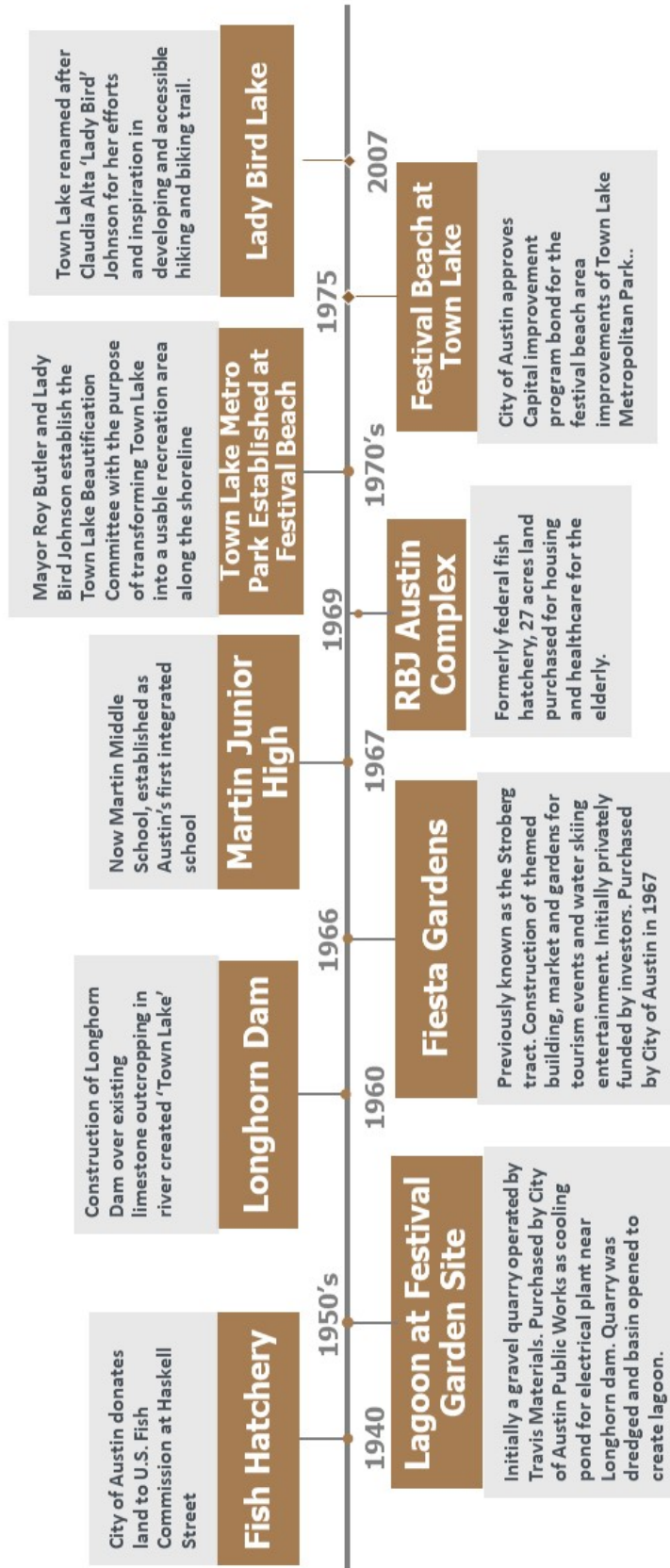
Full implementation: Approximately \$98 million (2014 figure)

2012 Bond: \$2.5 million allocated for Holly-Festival Beach Master Plan Implementation Phase-1

Austin Energy Funds: \$400,000 for wall and screening feature around former Holly Power Plant

History:

# Park History



## Community Leaders & Dedications



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