



WALTER E. LONG METROPOLITAN PARK MASTER PLAN

AUSTIN, TX

Part 2 web

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AUSTIN, TX

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DRAFT

**PART TWO
FOR WEB**



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CHAPTER 4: A PLAN FOR THE FUTURE

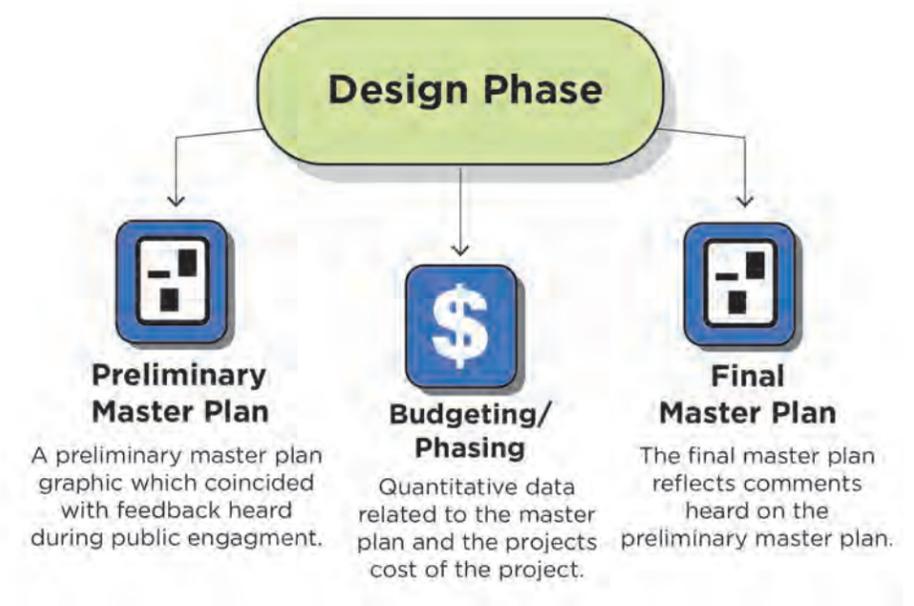
NOTE: All plan and perspective images in the following sections of this document are illustrative in nature and serve to conceptually illustrate the framework plan direction and vision generated during this master planning process. Future proposed development will comply with all applicable code requirements at the time of site development permit application or otherwise seek necessary variances when more detailed development plans have been created.

The master plan for Walter E. Long Metropolitan Park recommends a variety of active, passive, cultural and natural uses. The existing park area on the south side of the lake is ideally suited for active lake-side park uses.



A PLAN FOR THE FUTURE - INTRODUCTION

The design phase is when the physical design took shape and represented the culmination of the analysis phase, public engagement phase and visioning phase. In this critical final stage, the main purpose was to further develop the program through the production and refinement of a cohesive master plan. Some of the key deliverables during this period were a preliminary master plan, a final master plan with supporting graphics and a final budgeting and phasing plan. The final master plan graphic and other supporting imagery were crucial in communicating the character of the final design to the City, stakeholders and members of the general public.



Rolling prairies exist on portions on park site.



Sunrise on the lake illuminates the wetland vegetation along the lake edge.



Swimmers compete in a triathlon.



The lake is home to some of the best fishing in the region.

DEVELOPING THE DESIGN

To initiate the final phase, a design charrette was held which focused on generating ideas for the master plan. These ideas built on the framework plans and public input and preferences. Concepts were produced and advanced,

and ultimately became part of the master plan. During this multi-day session, collaboration was encouraged while key topics that were unique to this planning process were discussed. The innovative and communal nature of

the design charrette, and some of the material generated during that period is shown below.



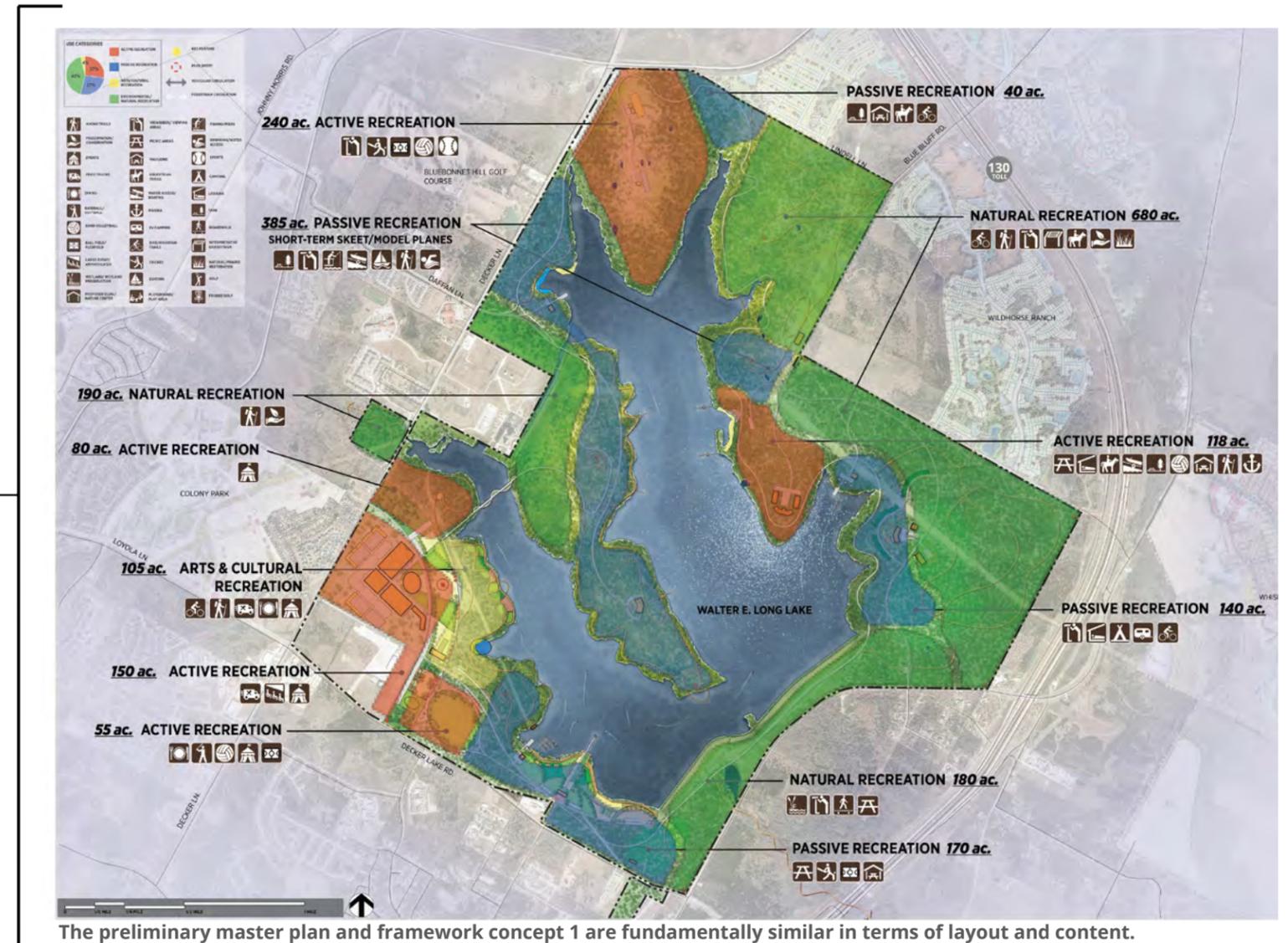
Multi-day charrette with design team and city to develop park concepts.

PRELIMINARY MASTER PLAN

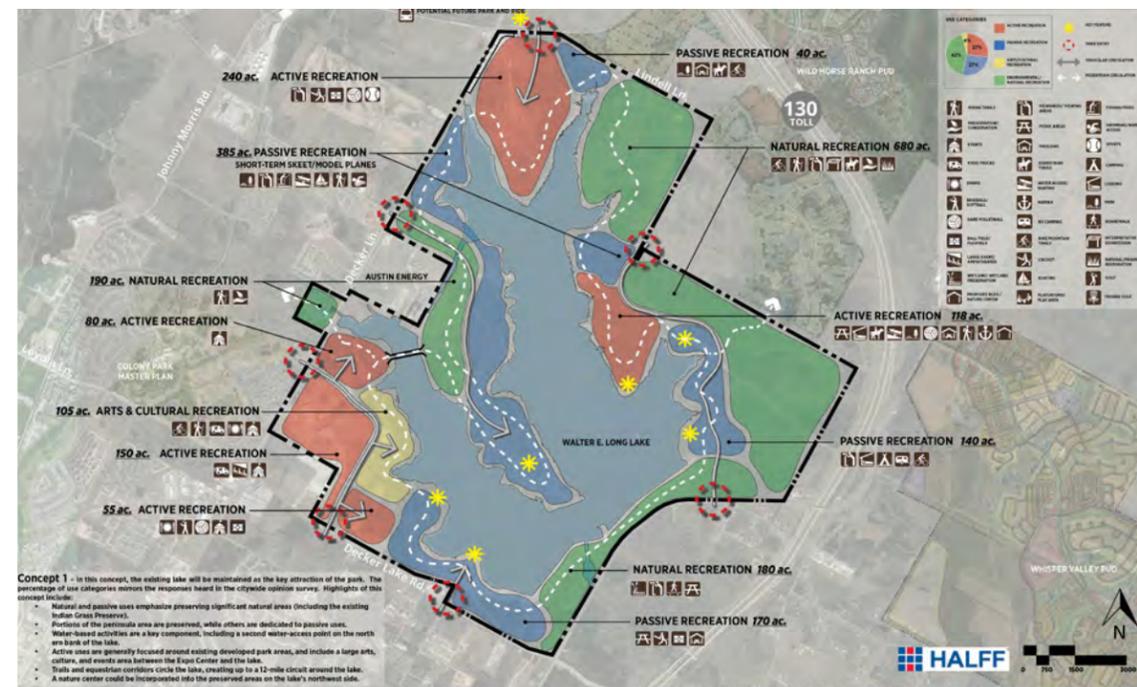
The preliminary master plan contained program elements that were consistent with the citizen feedback heard during public engagement, along with some additional design ideas. Some of these program elements included a nature center, multiple camping areas, a comprehensive trail network, a visitor center and premier event space with supporting facilities. Other potential features

include a research facility, planetarium, wind farm, and solar art areas. The preliminary master plan follows direction from the public (vetted during the framework phase of the planning process) to consider more natural and passive uses on the northern side of the lake. The southern side of the park already contains the Expo Center and the existing developed park areas, and

lends itself to further, more active park development. The northern portion of the park, north of the lake, is undeveloped, contains an existing preserve, and is better suited to more passive recreation uses. The structure of the preliminary master plan was fundamentally built on the layout established in Framework Concept 1.



The preliminary master plan and framework concept 1 are fundamentally similar in terms of layout and content.



Concept 1 - In this concept, the existing lake will be maintained as the key attraction of the park. The percentage of use categories mirrors the responses heard in the citizen opinion survey. Highlights of this concept include:

- Natural and passive uses emphasize preserving significant natural areas (including the existing Indian Grass Preserve).
- Portions of the perimeter area are preserved, while others are dedicated to passive uses.
- Water-based activities are a key component, including a second water access point on the north side of the lake.
- Active uses are generally focused around existing developed park areas, and include a large arts, culture, and events area between the Expo Center and the lake.
- Trails and equestrian corridors circle the lake, creating up to a 12-mile circuit around the lake.
- A nature center could be incorporated into the preserved areas on the lake's northwest side.

PUBLIC FEEDBACK ON THE PRELIMINARY MASTER PLAN

In order to determine public perception of golf at Walter E. Long park, two preliminary master plans were presented to the public during public open house #3: one concept featured a golf course complex, while the other did not.

Afterwards, a follow-up survey (Survey #3) was conducted which asked the public which concept they preferred. The results of the survey helped ensure that the master plan was reflective of the public's preference on this key issue.

KEY ISSUE

Golf at Walter E. Long Metropolitan Park – While the recurrent issue of golf at Walter E. Long Park had been extensively explored, based on the present survey results and all data from the public engagement phase, it was clear that golf did not coincide with the public's preference for the park. In keeping with this, golf was not recommended in the final master plan.



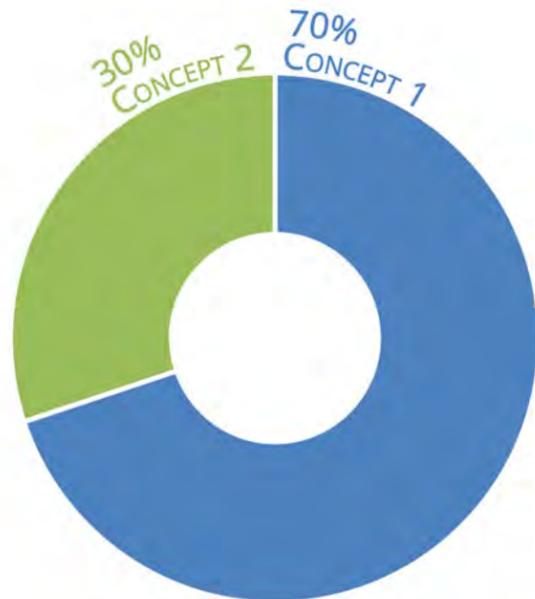
<https://www.pga.com/news/pga-tour/after-all-these-years-riviera-holds-its-own-against-pga-tours-best>



<https://www.wilmingtonandbeaches.com/golf/>

RESPONSES REGARDING THE PRELIMINARY MASTER PLAN (SURVEY #3)

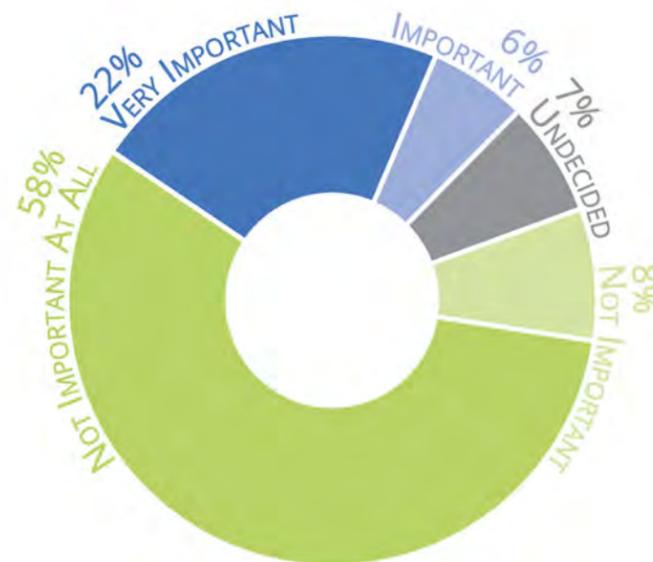
Which is your preferred Master Plan Concept?



1508 total respondents

According to the results in this survey, 70% of respondents preferred Concept 1 while only 30% preferred Concept 2.

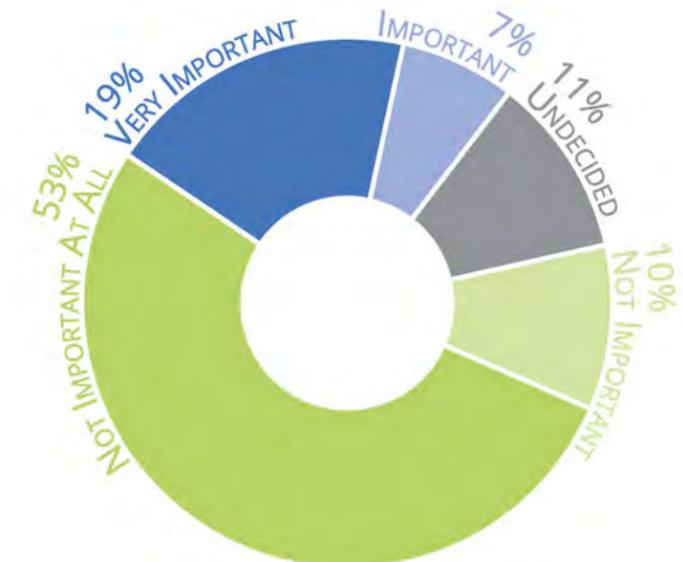
How important do you think it is for a PGA Tour-level golf course to be developed at Walter E. Long Park?



1503 total respondents

According to the results, 66% of respondents thought a PGA-level golf course at Water E. Long Park was either "not important" or "not important at all".

How important do you think it would be to have a City-operated golf course in Walter E. Long Park?



1508 total respondents

63% of the public indicated that a City-owned golf course at Walter E. Long Park was either "not important" or "not important at all".

FINAL MASTER PLAN

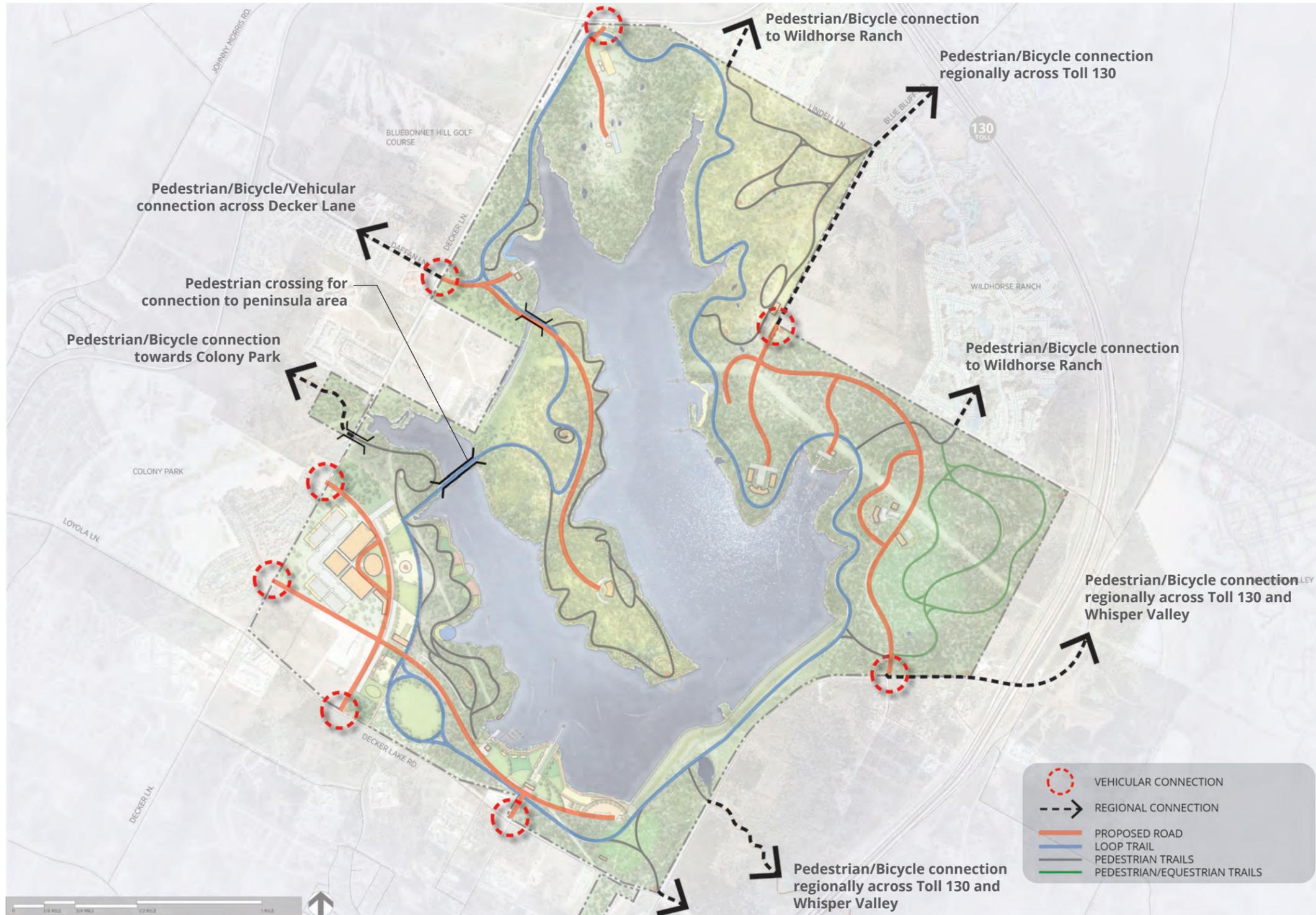


The final master plan represented the completed master plan design and contains numerous opportunities for all types of recreation, nature interaction and exciting activities for park visitors and community members. In its totality, the final master plan contains numerous elements which have the potential to generate revenue and greatly enhance the user experience for local and regional visitors.

ENHANCED ACCESS & CIRCULATION

The final master plan features an extensive network of enhanced connectivity both within the park and regionally to the greater Austin area. This proposed circulation system offers visitors a better park experience through the provision of multiple types of amenities, such as:

increased roads and parking, pedestrian/equestrian trails and a loop trail which enhanced user access around the entire park.



ENHANCED CONNECTIVITY

In addition to pedestrian and vehicular connections to the surrounding area, the internal and external connectivity of Walter E. Long Metropolitan Park has been enhanced through the following features:



Lake Perimeter Loop Trail

13 miles

This 12-foot wide concrete trail circumnavigates the lake while providing park users the opportunity to engage in recreation and experience the entire park. Additionally, its specific length allows for the possibility of formal race events.



Pedestrian/Equestrian Trails

18 miles

In addition to the loop trail, other trails are available which allow visitors to explore the varied natural resources of the park and engage in different recreational activities.



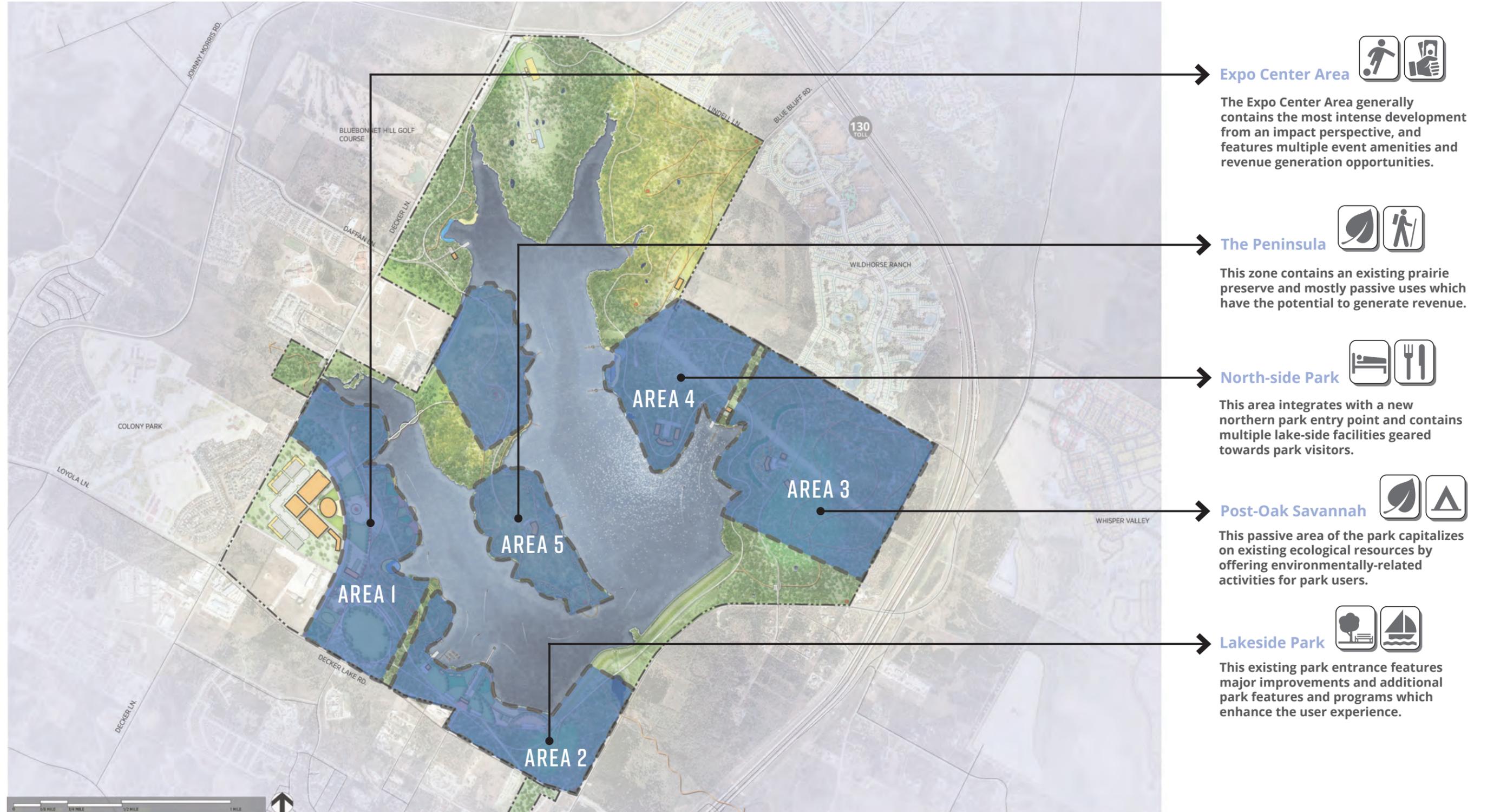
Vehicular Circulation

9.5 miles

Increased vehicular infrastructure and parking availability make the 3,695 acres of parkland more readily within reach for prospective park visitors.

AREAS OF INTEREST

The size of the park allows for multiple unique areas, each with their own character and purpose. These areas were designated by name, and are further detailed on the following pages. Within each unique zone, the feature costs represent the most costly proposed elements in terms of material costs. A more complete diagram of costs is provided in the cost estimate.



AREA I - EXPO CENTER AREA

Located adjacent to the Travis County Expo Center and a highly visible intersection, this section of the park is dedicated to event space and active infrastructure to connect with themed areas of park land and green spaces. The proposed concept includes areas for picnicking, adventure courses, outdoor play, athletic events, recreation, nature observation, outdoor event seating, and cultural arts. This area is intended to be actively programmed throughout the year, and should be a place where events, attractions, vendors and lakeside viewing are available much

of the time. With countless opportunities for active programming, the design has proposed intertwining and connecting infrastructure in the shape of pleasing geometric forms that compliment both the existing Expo Center and Decker Lake. Between attending events, picnicking, or strolling along the boardwalk, guests will likely find plenty to stay engaged in within this zone of Walter E. Long Metropolitan Park.



ACTION STEPS:

- Communication with Travis County regarding Expo Center area property and future enhancements/renovations
- Identify funding sources and priorities
- Coordinate and execute detailed design/construction efforts
- Implement operations and maintenance plan

FEATURE COSTS:

- Amphitheater (\$20-\$50 million)
- Arts & Cultural Center (\$15-\$20 million)
- Interpretive Garden & Event Space (\$15-\$25 million)
- Event Lawn (\$3-\$7 million)

POTENTIAL FUNDING SOURCES:

Municipal bonds, state grants, naming rights, cost-sharing agreement, partner funding.

EVENT LAWN

The Event Lawn is a key feature of the park and contains perhaps the greatest potential for revenue generation. Its large size means it could accommodate musical or art events which frequent the Austin area. When not hosting an event or festival, the large lawn panel

would serve as passive park space for group gatherings, athletic activities or other types of informal gatherings.



View of event lawn during at an event.



Festival Events



Play/Recreation Areas



Outdoor Events



View from the day use areas of the lakeside park zone towards the Expo Center Area

AREA 2 - LAKESIDE PARK

This area of the site contains enhanced amenities to complement the already existing day-use park. Upon entering the park from the south, guests can participate in a variety of active and passive recreation options. This area focuses on access to the lake and water-based activities. From this zone, guests will be immediately introduced to event space, vending, boat docks,

waterside pavilions, playgrounds, sports fields, and a disc golf course. From here, guests may use the loop trail or park road to access other regions of the park. The design will ideally serve the interests of a wide variety of park visitors and be an opportunity for fun, recreation, and family gatherings for both regional and local visitors.



ACTION STEPS:

- Refine area program with user groups and vendors
- Identify funding sources
- Coordinate and execute design and construction efforts
- Coordinate with potential rowing facility/course partners
- Implement operations and maintenance plan

FEATURE COSTS:

- Park Visitor Center/Park Entry Plaza (\$5-\$7 million)
- Marina Building (\$2-\$3 million)

POTENTIAL FUNDING SOURCES:

Municipal bonds, state grants (and others), partner naming rights, local clubs/interest groups.

CENTRAL LAWN & PLAZA

The central lawn and plaza are key focal elements within the existing lake-side park area. A proposed pier extending out on the water gives users direct interaction with the lake and a sense of the scale of the park. Surrounded by passive park space, the central promenade

contains multiple food and vending opportunities, play space for children and space for social gatherings. A boardwalk frames this space and allows for free-flowing circulation both to and away from the central lawn and plaza.



View of central promenade on central lawn & plaza looking towards pier.



Water Sports



Iconic Pavilions & Structures



Lakeside Boardwalks



View towards concentrated high activity levels of the park including Expo Area, proposed cultural center and event lawn.

AREA 3 - POST-OAK SAVANNAH

This highly scenic area contains high-quality woodland and natural open space, as well as areas of significant grade change. The western half of the site serves as an area for active education, camping, and nature interaction. Along the shore, the concept focuses on active programming with boardwalks, RV camping, a nature center, playgrounds, and opportunities for a planetarium and ecological education. The eastern half of the site, which contains

grasslands and forest, will be preserved in a more natural state. In this more passive half of the concept, pedestrian and equestrian trails run through areas for campsites which will offer recreation and an appealing view of the water for campers. A tree-house area is located inland from the Nature Center Complex and will take advantage of the high-quality woodland contained within that area.



ACTION STEPS:

- Communicate with interest groups
- Secure funding
- Coordinate and execute consultant efforts
- Implement operations and maintenance plan

FEATURE COSTS:

- Nature Center Complex (\$25-\$30 million)
- Equestrian Facility (\$15-\$20 million)
- Planetarium (\$6-\$7 million)

POTENTIAL FUNDING SOURCES:

Municipal bonds, state grants, naming rights, interest groups.

NATURE CENTER

An equestrian facility, planetarium and multiple camping opportunities allow users with diverse interests to intimately experience nature and the rich natural resources of the park. By providing activities for a varied range of park users, this opens up the park regionally and also increases potential revenue. Multiple pedestrian and equestrian trails are offered which are located near the lake and on higher ground within the north-east sector area.



View towards proposed equestrian center.



Camping Opportunities



Equestrian Activities



Nature Trails

AREA 4 - NORTH-SIDE PARK

The north-side park features things such as a proposed beach, a welcome center, rent-able cabin facilities, a marina/boat launch, kayak rentals and a pier. This area of the site provides opportunities for a plethora of active programming within a peaceful, natural environment. Direct access to the lake along with varied topography topped by event structures will provide visitors a chance to enjoy Decker Lake in a variety of ways throughout the year. Whether a day

at the beach, fishing from a nearby boardwalk or pier are proposed, launching a motorboat, kayaking along the shore, or attending a group workshop or reception, visitors to the park will be drawn to this area as a relaxing multi-use zone with lots of variety and multiple points of lake access by foot, pier, or boat.



ACTION STEPS:

- Secure funding
- Coordinate and execute consultant efforts
- Implement operations and maintenance plan

FEATURE COSTS:

- Welcome Center with Lakeside Restaurant and Lodge (\$50-\$60 million)
- Boathouse/Marina (\$2-\$3 million)
- Boat/Kayak Rental Facilities (\$1-\$2 million)

POTENTIAL FUNDING SOURCES:

Municipal bonds, state grants, naming rights, partnerships, concessionaires, development.

VISITOR CENTER

At the terminus of the northern park entry road lies the welcome center, visitor center and a boat launch facility. Some of the amenities provided include a visitor information center, dining, lodging and other entertainment amenities which cater to a wide range of potential

users. Not only does developing this area of the park increase overall accessibility, but it also opens up other areas of the lake for fishing and boat access.



View towards visitor center and cabins overlooking the lake.



Boardwalks & Fishing Piers



Lake Access



Cabins

AREA 5 - THE PENINSULA

This area of the site contains mostly passive and recreational program elements. Some of the key features are a park road, boardwalk features, pedestrian trails, a bridge feature, a lookout feature, groupings of pavilions and several pier features. This previously inaccessible area of the park will be opened up via a new road which can be accessed directly off of Decker

Lane. This area of the site is located directly adjacent to the existing Austin Energy facility; in an attempt to avoid any potential use conflict, an approximately 300 foot vegetative buffer is provided on the land adjacent to the facility. Vehicular access to this area requires an entrance fee which has the potential to generate revenue for both park operations and the community.



ACTION STEPS:

- Secure funding
- Coordinate and execute consultant efforts
- Implement operations and maintenance plan

FEATURE COSTS:

- Lakeside Cabins (\$7-\$8 million)
- Iconic Overlook Feature (\$4-\$5 million)
- Boardwalk Feature (\$6-\$7 million)

POTENTIAL FUNDING SOURCES:

Municipal bonds, state grants, naming rights, partnerships, concessionaires, development.

CABINS & BOARDWALK

At the entry of the peninsula lies a free, day-use zone containing open space, a playground, a splash-pad and other related amenities. Beyond that, any vehicle seeking to enter the peninsula area needs to pay a fee. A series of cabins overlook the lake giving park users an

intimate experience with the rich natural resources of the park. In order to capitalize on the scenic beauty of the park, some iconic overlooks are located nearby which visitors can access and enjoy.



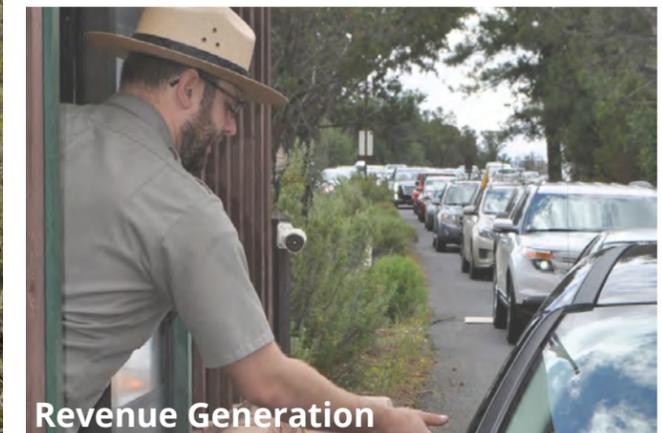
Boardwalks are proposed throughout the plan to minimize impacts to shoreline areas and guide lake access.



Iconic Observation Tower



Boardwalks



Revenue Generation

AREA 5 - THE PENINSULA

This area of the site contains mostly environmental, passive and recreational program elements. While the site is largely undisturbed, the proposed elements seek to capitalize on the existing preserve and natural features. Some of the proposed uses are an event venue and interpretative area, several boardwalk features, pavilion groupings, pier features and

pedestrian trails. This area seeks to generate revenue for the community by requiring vehicles to pay an entrance fee in order to gain access to the event facility and other amenities. There are numerous view-sheds in this area and the proposed plan takes advantage of these scenic locations.



ACTION STEPS:

- Secure funding
- Coordinate and execute consultant efforts
- Implement operations and maintenance plan

FEATURE COSTS:

- Event Venue and Interpretative Center (\$50-\$60 million)
- Boardwalk Feature (\$4-\$5 million)

POTENTIAL FUNDING SOURCES:

Municipal bonds, state grants, naming rights, partnerships, concessionaires, development.

EVENT VENUE & INTERPRETATIVE CENTER

The main revenue generating feature of this area is the Event Venue and Interpretive Center which can hold conferences, retreats and other large social events. Adjacent to the facility is an iconic dock where users can enjoy views onto the lake and can travel on the pedestrian trail circumnavigating the peninsula.



Background architectural representation designed by hatch + ulland owen architects



Event Venue & Interpretative Center



Iconic Structures



Boardwalk Features

Boardwalks are proposed throughout the plan to minimize impacts to shoreline areas and guide lake access.

FINAL MASTER PLAN - GOLF ALTERNATIVE



This final draft master plan alternative featured golf and debuted to the public during the final open house. The legend items with a red line represent some of the main proposed features which would be lost with the implementation of this golf course proposal.

The question of whether a golf course should be incorporated within the Walter E. Long Metropolitan Park site was considered throughout this master planning process. As noted previously, golf was a consideration at the park during previous master planning efforts, given the size and undeveloped state of the park, as well as growth in the sport at that time. However, the vast majority of the programmed elements from those earlier master plans were never built.

In 2014, a proposal submitted to the City outlined a plan for a Professional Golf Association (PGA) level course in the northeast quadrant of the park. This proposal envisioned a premier complex of courses, along with practice, meeting and event facilities. The project would

be developed on 735 acres of the overall 2,530 land acres contained in Walter E. Long Metropolitan Park (approximately 30% of the overall land area of the park). The proposal projected potential revenue streams from the course that could be used to help fund development and operations of the remainder of Walter E. Long Park. The projected revenues that would be returned to the City of Austin ranged from approximately \$128,000 (with 22,000 rounds played) in the first year, to approximately \$640,000 in year ten (with a projected 70,000+ rounds). The revenues were projected to continue to rise as the complex was finished out. As proposed, the site would be the location for the PGA's Dell Match Play event, held annually in the spring in Austin.

During this master planning process, alternatives illustrating the 2014 proposal's placement of the golf course(s) were incorporated at both the framework and the preliminary master plan levels. Citizens, including residents of the surrounding area, park user groups and interested users from the greater Austin region, were asked to consider their preferred types of recreation activities and uses for the overall park property, as well as their preferences regarding golf as a use within the park.

Overall public input received during the master planning process pointed to a preference to maintain that area of the park in a more natural state, by approximately a 70 to 30 percent margin. Three separate survey efforts each clearly indicated that there was little desire for golf.

The recommended final master plan, along with the proposed golf development, is illustrated on this page for reference. Concerns regarding the golf course voiced during the master planning process are shown below. These serve as considerations to be further investigated if interest in the golf course continues. These items include:

Need to prove the economic viability of the course: Given the cost of play for the course, an independent analysis/marketing study to confirm the viability of the anticipated rounds played and revenue from other secondary uses should be conducted. This is important since a large area of public lands (30% of the park site) would be consumed, and also since projected revenues back to the City of Austin are being shown as a major benefit of the development.

Concern over responsibility for the course if usage projections are not met: The City of Austin operates six

public courses, including a course that until recently was privately operated. Reintegration of the site back to a more natural state would be very difficult once the course is developed, and its use as a city-operated public course might be cost prohibitive.

Loss of a significant amount of public lands to more traditional park/natural area uses: Walter E. Long Metropolitan Park's public lands will continue to increase significantly in recreational value as the eastern portion of Austin grows over the next few decades. The park lands with access to the lake, trails circumnavigating the lake, and the limited amount of other natural areas in the eastern half of Austin should be considerations as to whether use of the lands for golf are the preferred long-term use of the site.

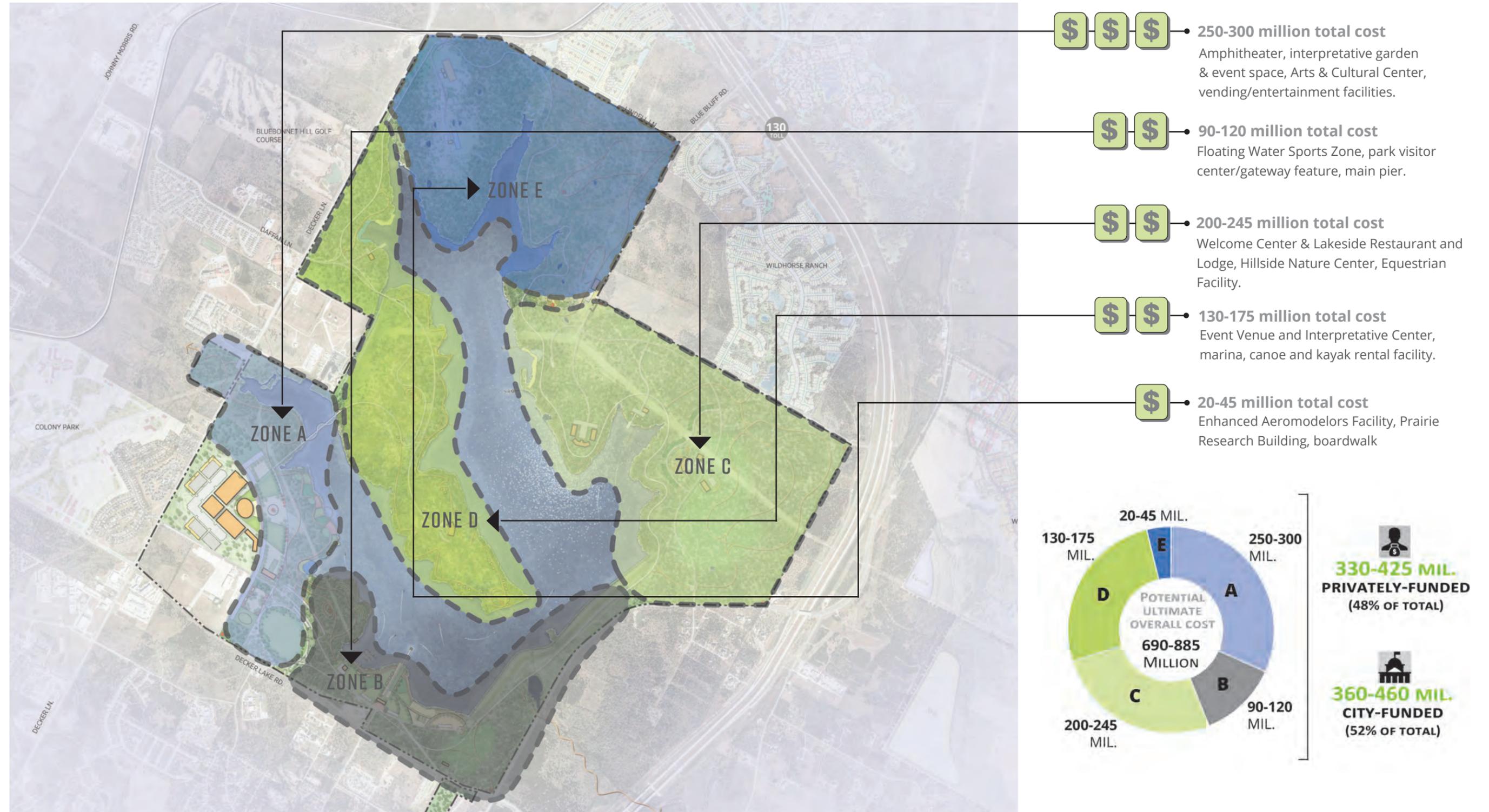
Lack of ability to return the area to a more natural state in the future: Once developed and configured as a complex of golf courses, that area of the park site would be difficult to return to its current natural state.

Cost of participation for using the course: The premier nature of the course will result in a high cost of play, which could be a financial challenge for everyday users.

Anticipated employment and types of jobs: The number, type and wage levels of employment opportunities created by the complex of courses should be confirmed to determine if they are adequate for the amount of land consumed.

ESTIMATED PROJECT BUDGET

Critical to the master planning process was providing cost-related information which begins to give an idea of the potential ultimate true cost of the proposed park improvements. Given the large size of the park, various zones were designated and the cost estimate was subdivided in this manner.



POTENTIAL PHASE ONE

The southern edge of the park, including the existing lake access parts and portions of the park along Decker Lake Road, are recommended as the initial phase of development for Walter E. Long Metropolitan Park Master Plan.

This area is recommended due to the existing access and park infrastructure already in the area, as well as its proximity to and potential synergy with the Travis County Expo site. It can provide excellent park amenities for local

community members as well as for lake users from around the region. Multiple partnerships to help develop this area and to provide economic and employment opportunities.



Phase One

Total Area: +/-272 acres (7% of total park land area)

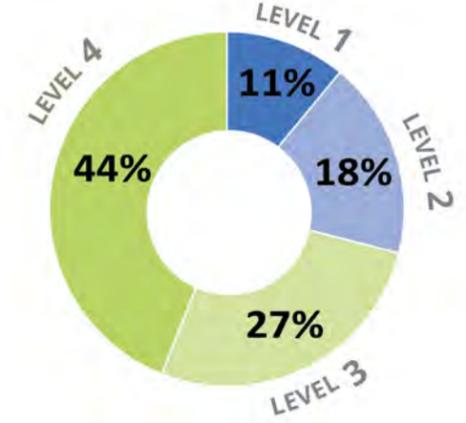
Estimated Capital Costs: \$140-160 million (\$20-40 million estimated to be funded privately). Initial Phase 1(a) - 10-20 million, Phase 1(b) 15-25 million, Phase 1(c) and beyond - cost TBD.

Featured Amenities: Park visitor center, day use and water access facilities, championship rowing course, vending/entertainment facilities, event open lawn, floating water sports zone, canoe/kayak rental facilities and other amenities are proposed for this area.

City of Austin Maintenance Levels

- Level 1** - Typically have high traffic areas that have amenities that require significant staff time and attention
- Level 2** - Typically have less volume: however, park amenities are associated in these parks as well as basic repairs.
- Level 3** - Associated with a low volume of traffic.
- Level 4** - Typically associated with non-developed parks, trails or natural areas

Phase One Estimated Maintenance





CHAPTER 5: NEXT STEPS

In order for the master plan for Walter E. Long Metropolitan Park to become a reality, phasing, funding and operating costs need to be considered.

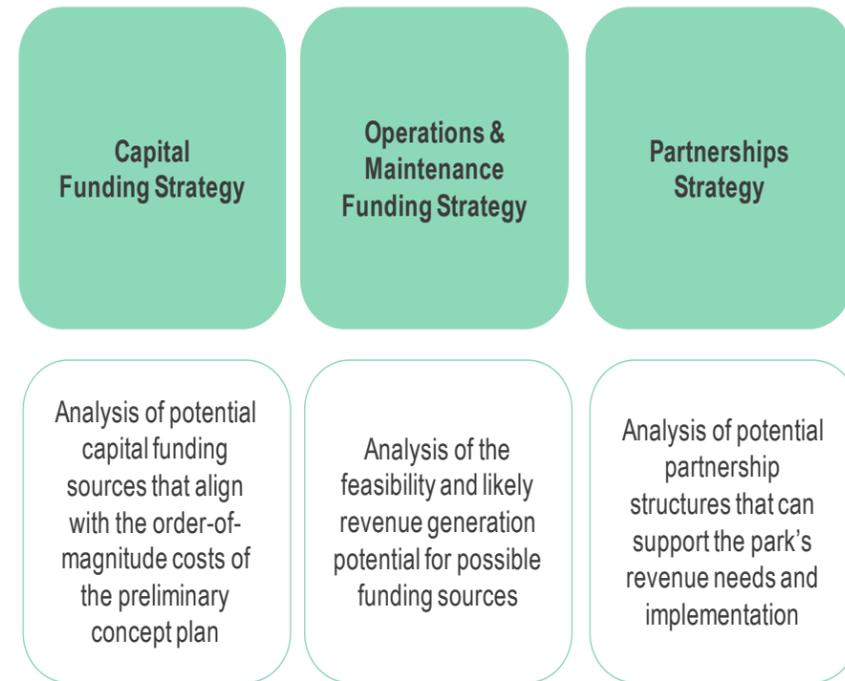
“Walter E. Long Park is a wonderful place to visit and take my family!”

- City of Austin Resident



MANAGEMENT STRUCTURE & OPERATIONS

To develop a funding and partnerships approach that will support the Walter E. Long master plan, three high-level categories are examined here: capital funding strategy, operations & maintenance funding strategy and partnership strategies.



CAPITAL COSTS

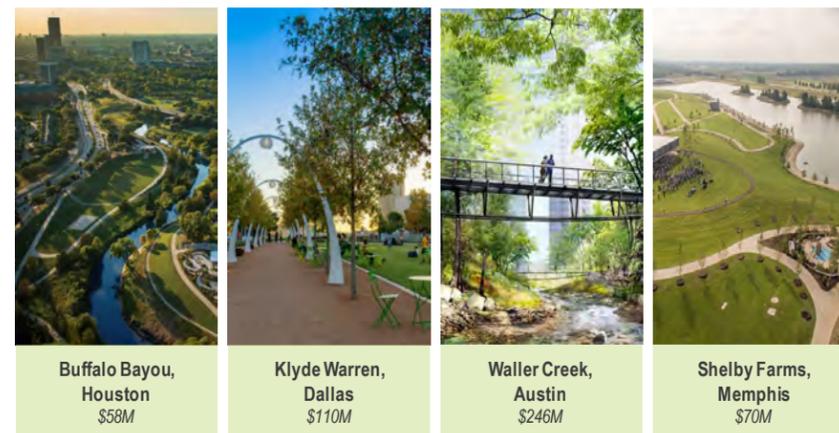
Capital costs reflect fixed, one-time expenses that are incurred to fund the upfront construction of a park and its supporting amenities. This may include the costs associated with building new infrastructure, constructing park facilities, creating new access points, landscaping to support park programming, and more investments that are required before the park can be utilized at its desired level. Capital costs are influenced by a variety of factors that vary park to park. These include site conditions, design decisions, and community aspirations which all impact the ultimate design that capital construction is striving to create.

Comparable parks provide a rough indication of the magnitude of funding needs for other parks around the country and the wide range of capital costs that are incurred under different settings.

Based on order of magnitude and pre-design cost estimates of the program plan envisioned under the master plan, the total capital cost of the entire 3,600+ acre park is estimated to range from \$450-\$750 million. This includes both publicly funded features as well as locations for privately funded amenities or concession/partnership-driven facilities.

It is also important to recognize the sheer size of the park and its probable phasing over a decades long period. This includes both publicly funded features as well as locations for privately funded amenities or concession/partnership-driven facilities. It is also important to recognize the sheer size of the park and its probable phasing over a decades long period.

This entire initial +/-272 acre phase, which incorporates the most active portions of the park, is projected to range in costs from \$100-\$150 million. This is a significant number that dwarfs even similarly ambitious public space projects. To make this more manageable, it is essential for Walter E. Long Park to be constructed over multiple phases. The section of the park that is identified for Phase I reflects a much more manageable project that amounts to roughly \$144 million in total capital costs. However, even this section may need to be constructed over multiple phases and multiple development periods to better align costs with available capital funding sources.



CAPITAL FUNDED SOURCES

The significant scale of improvements proposed for Walter E. Long Park will require an aggressive capital funding campaign. Walter E. Long Park will require capital funding that leverages multiple sources of revenue to meet the significant capital cost investment outlined in the master plan. There are three principal buckets of revenue that can be tapped to support this but these funding sources will not contribute equally to park capital needs.

Public Funding

Government entities – city, state, regional, and federal – will likely provide a baseline of funding for capital support for the park which is consistent for the majority of parks across the country. Federal and state sources are likely to include competitive grant and loan programs and regional sources

will likely require an application that demonstrates the regional importance of the project. Local sources consist primarily of the City of Austin. While all of these potential sources should be explored, the City of Austin should expect to demonstrate a sizable upfront commitment to investing in this park if the vision laid out in the master plan is to be realized. Fortunately, City of Austin residents have demonstrated a sustained commitment to supporting their public spaces so this could be a promising avenue that should be explored.

Value Capture

There is ample evidence documenting the benefits parks create for their surrounding areas and some of these benefits are able to be monetized. The extent to which monetization is feasible varies by park location and design. One type of value capture mechanism that has precedent in Austin for being used to support capital construction needs is tax increment financing (TIF) or tax increment reinvestment zones (TIRZ). These mechanisms allow the City to borrow money to pay for capital projects within a certain area and this debt is secured by a future stream of tax revenues that are expected to materialize over time as the result of the capital investment. One of the more recent examples of this being used in Austin is the TIRZ that was created to support the development of Waller Creek chain of parks. While this TIRZ was initially created in 2007, in 2018 the City Council voted to extend the life of the TIRZ which allowed them to invest an additional \$110 million in Waller Creek. However, this mechanism is unlikely to be replicated here. Unlike Waller Creek which is located in the commercial heart of Downtown Austin, the area surrounding Walter E. Long is primarily residential. While development of the park may marginally increase surrounding property values, it is unlikely to reach the level of supporting the significant scale of capital funds needed here. Value capture does not seem promising as a reliable capital funding source.

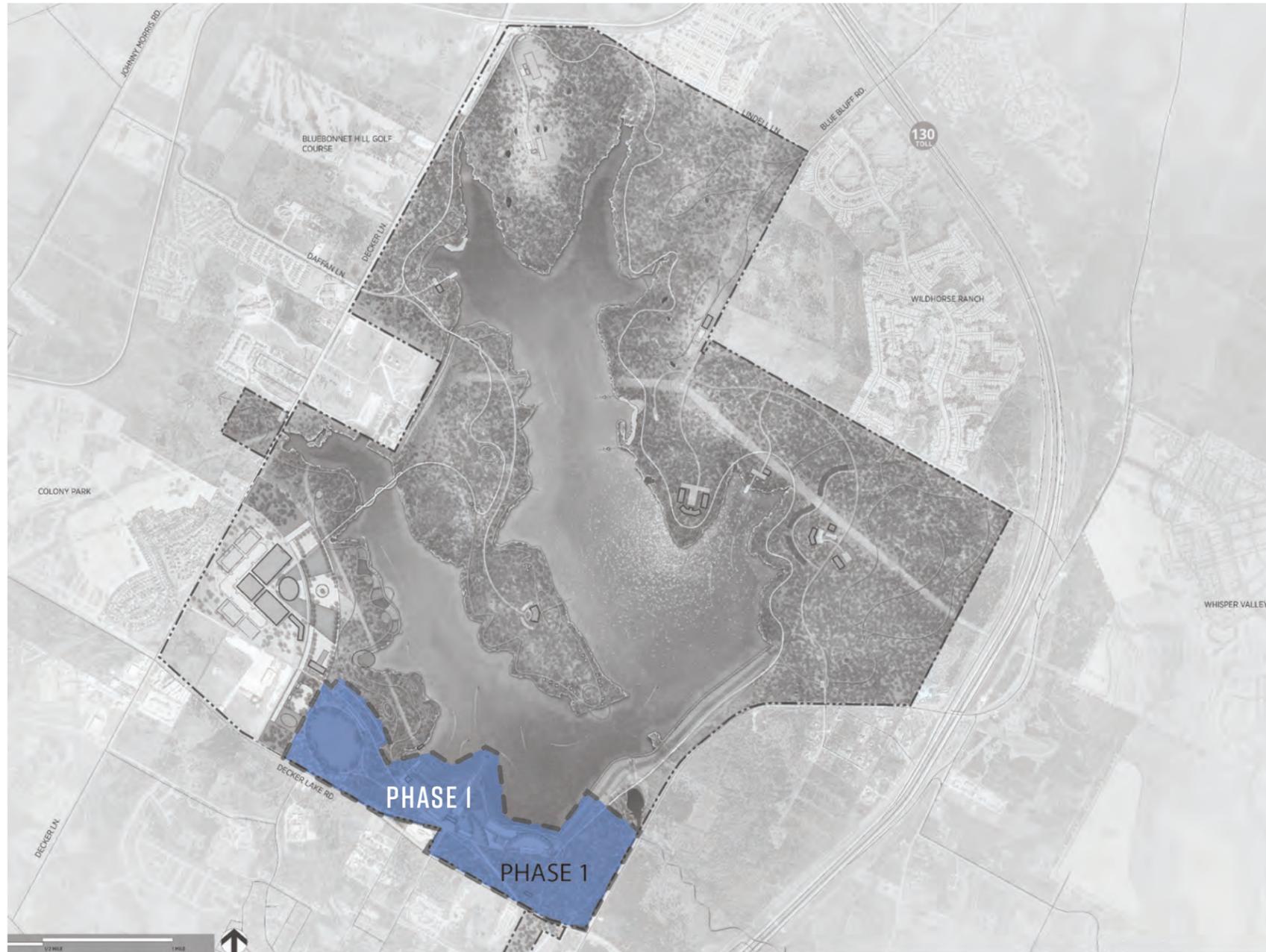
Contributed Income

The majority of parks rely on some form of philanthropy but the extent to which that funding is individual or corporate varies based on a variety of local factors. Contributed income for capital can take the form of naming rights or philanthropic donations from individuals, nonprofits, or corporations. Contributed income will likely play a critically important role in supporting upfront capital needs at Walter E. Long Park and multiple forms and sources should be explored from the surrounding local and regional area. The master plan for Walter E. Long has presented a compelling vision for what the park could become and marketing this vision will be critically important to soliciting contributed income opportunities. Excitement generated by the master plan's vision can translate into direct financial support from donors who wish to play their part in making the vision become a reality.

POTENTIAL OPERATING COSTS

The required annual operations and maintenance (O&M) costs for a redeveloped Walter E. Long Park will be a function of aspiration, design, and desired activation. These operating costs vary considerably for different parks around the country and are influenced by park size, usage, program intensity, site conditions, quality of design and expectations. Based on national precedents, annual operations costs can range from \$1,000 per acre for natural areas, \$5,000 per acre for minimally programmed neighborhood parks, \$25,000 per acre for multi-use regional parks, \$250,000 per acre for Downtown linear parks, and \$1,000,000 per acre for densely programmed Downtown parks.

Comparable parks that are similar in size, physical landscape, regional positioning, and programming vision to the proposed master plan for Walter E. Long Park, provide a rough indication of the magnitude of funding needs for the park as a whole. This is likely to range between \$5,000 and \$15,000 per acre for the developed portions of the park for the entire park.

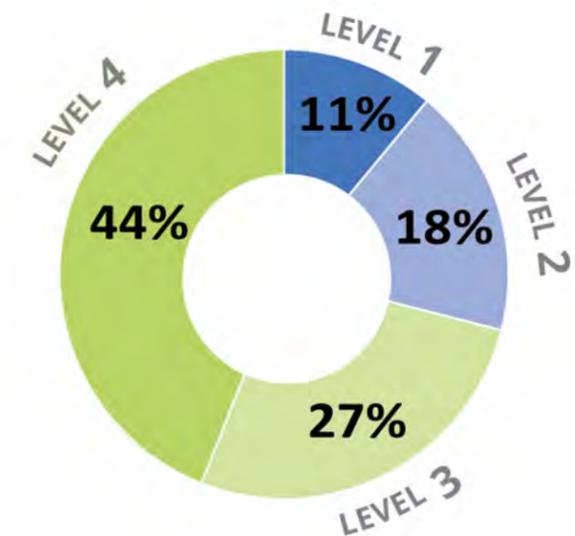


Comparable Park O&M Costs Per Acre



*Shelby Farms is able to significantly minimize costs by maintaining some of their operations with labor from the Shelby County Division of Corrections which incurs no cost to the park itself.

PHASE ONE ESTIMATED MAINTENANCE

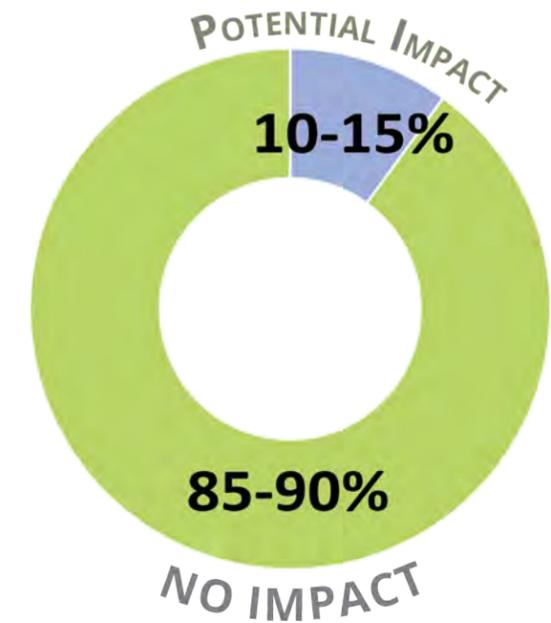


Formal operational & maintenance projections should be developed as the initial phase and the program of facilities and uses for that area are confirmed.

POTENTIAL SHORELINE IMPACT MITIGATION

A component of this master plan involved looking at the potential shoreline impacts that future development may have at Walter E. Long Park. While the actual impact and extent of future development is unknowable at this time, the following information describes the potential impact to the shoreline based on this master plan vision. According to this preliminary analysis, approximately 10-15% of the overall shoreline could be potentially impacted. Austin’s park and recreational department will work with other related departments such as the Watershed Protection Department to ensure all codes are abided by or that variances are requested if needed.

ESTIMATED POTENTIAL SHORELINE IMPACT TO LAKE WALTER E. LONG



FUTURE STRATEGIES TO MITIGATE POTENTIAL DISTURBANCE



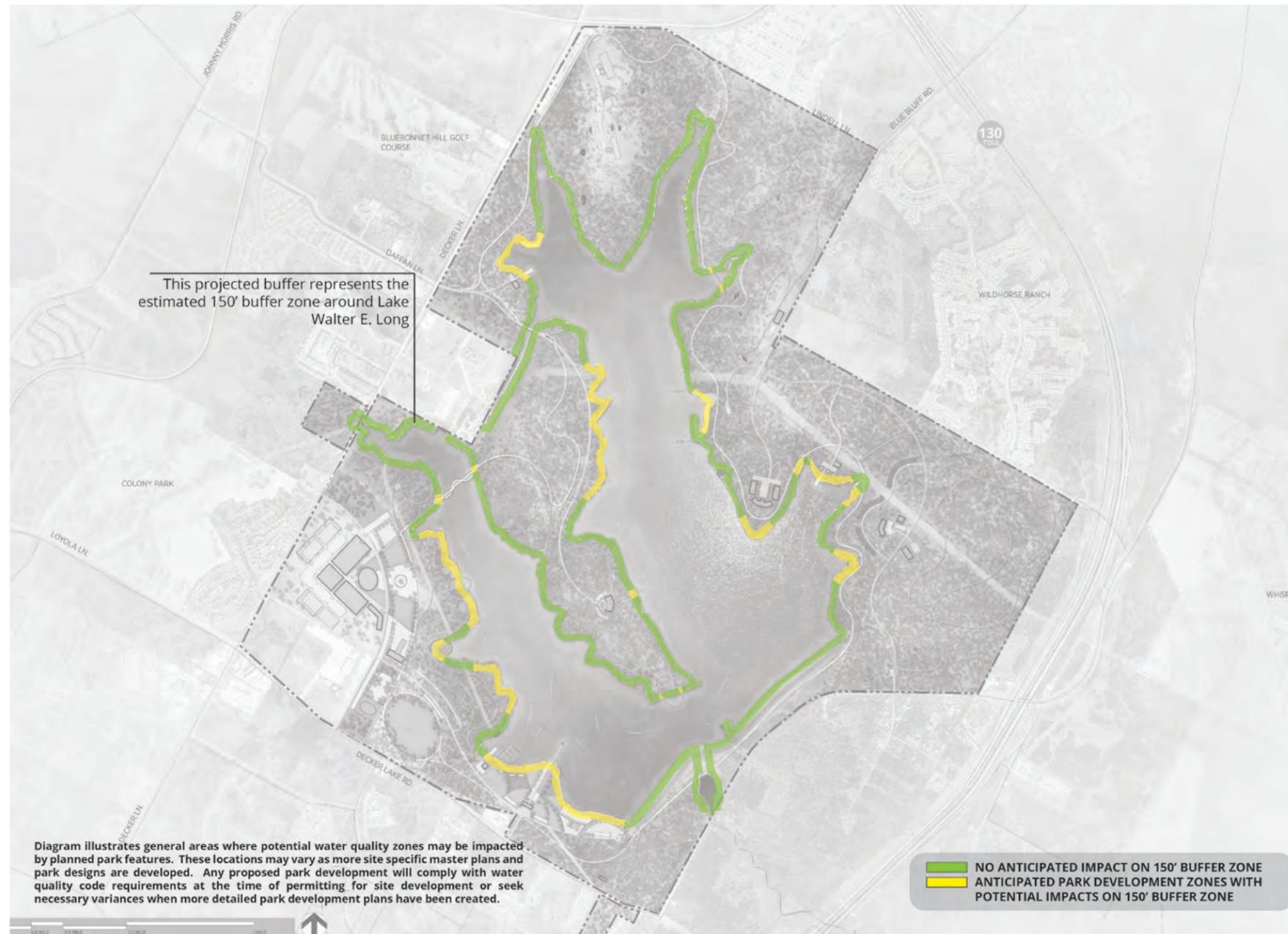
Integrate piling/pier systems



Employ low-impact material



Follow sustainable construction methods



POTENTIAL REVENUE OPPORTUNITIES

Within the proposed phase one area, a number of amenities, events and areas have the potential to generate revenue, a portion of which can go directly back to the city. The potential events and estimated levels of participation were developed through consultation with City staff, are generally conservative in nature, and represent an approximate picture of future activity and City of Austin net revenue levels in the phase one area at Walter E. Long Metropolitan Park.

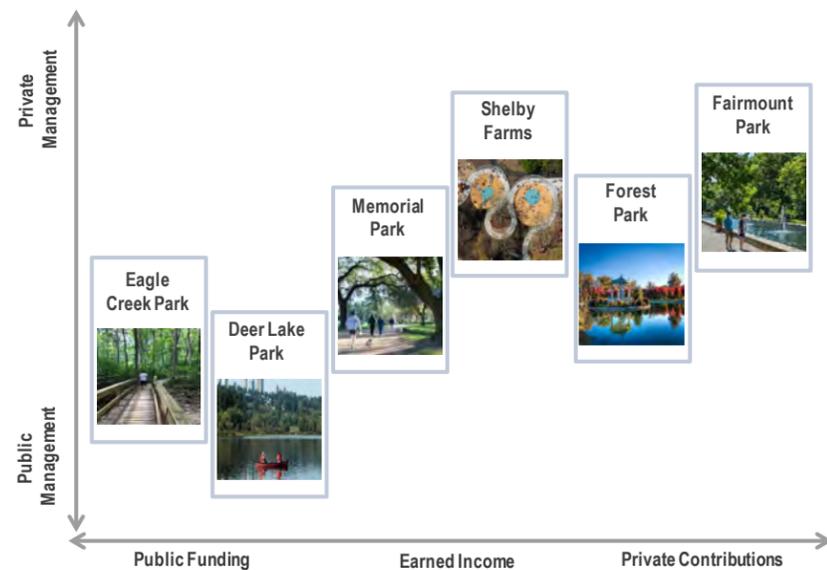
Walter E. Long Park

Revenue Opportunities Scenario - Initial Phase Only

PROGRAM ELEMENT TYPE	POTENTIAL EVENT TYPES	POTENTIAL ANNUAL PARTICIPATION RANGE	POTENTIAL REVENUE TO CITY <small>(Note: Amounts may vary based on the method of charging users and specific contract requirements)</small>
Area Wide Events in Phase One Zone	Major festival/music events (3-5 Annually) Rowing Events (4-8 Annually) Mud Runs/Triathlons (4-6 Annually)	150,000 to 250,000 & attendees total (all events together)	\$750,000 to \$1,500,000 annually (flat park usage fee, percentage of gate or net revenue)
Expo Center Area Lakeside Destination and Facilities	Small to medium-sized events Pavilions & rentals Parking Fees Adventure Course/Splash Pad/Ferris Wheel	200,000 to 400,000 annually (day use and entrance to special attractions)	\$500,000 to \$750,000 annually (base fee for usage, percent of gross or net revenue from concession facilities, percent of gate)
South Marina Area	Boathouse rental/storage Food vendor Kayak/boat rentals Fishing guides. Lessons (by instructions)	10,000 to 20,000 annually	\$50,000 to \$75,000 annually (fees from concessions, fees for usage, percent of gross or net revenue)
Pier Area	Pavilion rentals Food vendors Parking Fees Small events Café/restaurant revenue Basketball/sand volleyball tournaments Optional weekend access fees	75,000 - 100,000 annually	\$75,000 to \$150,000 annually (usage fees, rental fees, concessionaire fees, percentage of gross or net revenue for events, special events charges)
Beach/Day-Use Park Area	Pavilion rentals Water obstacle course Food vendors Disc golf access Equipment Rentals	75,000 - 100,000 annually	\$100,000 - \$200,000 annually
Annual Subtotal - Events		510,000 - 870,000	\$1,500,000 - \$2,700,000

PARTNERSHIP STRUCTURE

Open spaces around the country are managed under a variety of different governance structures. The appropriate governance structure for each individual public space is more often than not a function of the funding that is used to support the public space. The more public funds used to support funding, the more likely that the space will be under public or quasi public management. The more private funds used to support funding, the more likely the space will also be under private management. The governance and management structure that is best aligned to Walter E. Long Park's needs should be a function of the final park vision and the corresponding capital and operating funding strategies that are used to realize this vision.



Eagle Creek Park: run by the city with a small conservancy that contributes to maintenance

Deer Lake Park: run by the city

Memorial Park: run by the city with conservancy support

Shelby Farms Park: run by a conservancy

Forest Park: run by the city with conservancy support

Fairmount Park: run by a conservancy

Guiding Principles for Partnerships

Regardless of structure, identification of the appropriate governance structure for Walter E. Long governance should be guided by the following principles:

Leverage Existing Capacity- Take advantage of current resources embedded within public and non-profit entities to fill programming offerings.

Produce Best-in-Class Operations & Programming- Rapidly build capacity to deliver high quality operations and robust programming

Support Brand Development- Maintain a high-quality brand attractive to residents and visitors

Secure Diverse Funding Streams- Secure public and private funding mechanisms from new and existing sources along with earned income

Cultivate Longevity- Enable and plan for sustainable, long-term management of the open space and supportive resources essential for growth.

Partner Responsibilities

The range of responsibilities necessary to achieve the goal of the Walter E. Long Metropolitan Park Master Plan fall into three main buckets – vision, capital needs, and operations. Each of these responsibilities must be handled by an existing entity, such as the ones identified on the previous page, or a new entity.

Vision	Capital Needs	Operations
Vision Implementation	Capital Construction	Operational Maintenance
Capital Fundraising	Structural Maintenance	Operational Fundraising
Ownership of Structure		Marketing
Ownership of Park		Programming

Strategic relationships with existing organizations can help move envisioned programs to implementation. The lead operator of Walter E. Long should actively seek partnerships with existing entities in the City of Austin that can bring programming to the vast amount of public space at the park. The benefit of these partnerships is the ability to take advantage of current resources embedded within public, private, and non-profit entities to support near-term implementation, fill program offerings, and maintain a high quality brand.

Partner Responsibilities

The range of responsibilities necessary to achieve the goal of the Walter E.

Stakeholders

Non-Profits

The Trail Foundation

City Agencies

State Agencies

CONCLUSION

Very few parks in Austin have the potential to be as transformative and influential as the proposed development of Walter E. Long Metropolitan Park. The sheer size of the park, at over 3,600 acres, offers an incredible potential to include a wide and very diverse range of recreation opportunities and programs, ranging from citywide events, to many sports and cultural activities, to long lakeside walks, to connecting with nature. The park is anchored by a beautiful lake that provides easy access to extensive water-oriented opportunities. And its location is accessible to many throughout the entire Austin and Central Texas region.

Most importantly, this park has the potential to be the heart of the eastern half of Austin. In its current state, the park has limited facilities and a gate fee that is an impediment to frequent use by surrounding residents. In a more developed and accessible state, this park will be a major attraction to bring more visitors, residents and interest to the area.

This is a park that is greatly needed in this fast-growing area of the City. While its many components may take a long time to be completed, its initial phases will be a catalyst to the growth of eastern Austin. Park investments of this magnitude have been slow to come to this area of the City, and this master plan encourages a commitment to near-term investment in the park.

With that investment, Walter E. Long Metropolitan Park can truly become one of the foremost jewels of the Austin Parks System and the centerpiece of eastern Austin.



PLANNING VISION

“WALTER E. LONG PARK STRIVES TO BE ONE OF AUSTIN’S PREMIERE METROPOLITAN PARKS SERVING BOTH LOCAL NEIGHBORHOODS AND THE GREATER REGION. THE PARK EMBODIES ENVIRONMENTALLY SOUND AND SUSTAINABLE PRINCIPLES AND INCLUDES AN INTEGRATED PROGRAM OF ACTIVE, PASSIVE, CULTURAL AND ENVIRONMENTAL RECREATIONAL USES.”



CHAPTER 6: APPENDIX





ENVIRONMENTAL COMMISSION MOTION 20190717 007a

Date: July 17, 2019

Subject: Walter E. Long Metropolitan Park Master Plan

Motion by: Linda Guerrero

Seconded by: Katie Coyne

RATIONALE:

WHEREAS, Walter E. Long Lake is known to contain multiple high-value water quality resources, including wetland shoreline fringe Critical Environmental Features that are of the highest quality in the City; and

WHEREAS, park development must comply with water quality protection requirements of the City code including protections for shoreline and Critical Environmental Features; and

WHEREAS, Walter E. Long Metropolitan Park contains a myriad of high-value resources that need protection for future generations; and

WHEREAS, framework designs presented by the Parks and Recreation Department (PARC) indicate intense development is planned along the shoreline and potentially within the buffers of the Critical Environmental Features and the Critical Water Quality Zone that may conflict with City code.

THEREFORE, the Environmental Commission recommends support of staff recommendations and approval of the Walter E. Long Metropolitan Park Master Plan with the following:

Staff Conditions

- Add language to the Master Plan to indicate that the images in the document with regard to compliance with the City code are for illustrative purposes only.
- The proposed development will comply with water quality code requirements at the time of site development permit application or otherwise seek necessary variances when more detailed development plans have been created.

Environmental Commission Conditions

- Uphold all environmental considerations outlined in the memorandum dated June 20, 2019 by the City of Austin Environmental Officer.
- PARC staff will continue to collaborate with the Watershed Protection Department regarding Critical Environmental Features, buffers, and wetland requirements during the planning and design work phases at Walter E. Long Metropolitan Park.
- Complete the Environmental Resource Inventory.

- Adhere to the water quality protection in current code requirements.
- Adhere to Heritage Tree regulations.
- Incorporate dark skies, noise abatement, and habitat corridors within the design plans.
- Provide a Heritage Tree inventory.
- Design environmentally beneficial innovations.
- Bring back the Walter E. Long Metropolitan Park Master Plan design to the Environmental Commission for review at 50 percent completion.
- Review the environmental concerns defined in the Special Events Task Force recommendations.
- Bolster recommendations for ideal approaches to environmental protection, sustainable design, land stewardship, and/or other potential best design and management practices.
- In areas already defined in the process as more environmentally sensitive and categorized as passive or environmentally/nature, integrate more context for the future environmental ethics that should inform further master planning efforts at an area scale.
- Identify environmentally-focused capital projects in addition to built or program offerings in key areas identified as vulnerable.

VOTE 6-0

For: C. Smith, Thompson, Guerrero, Gordon, Coyne, and Maceo

Against: None

Abstain: None

Recuse: None

Absent: Creel, B. Smith, Neely, Ramberg

Approved By:

Linda Guerrero, Environmental Commission Chair

A landscape photograph showing a field of tall, dry grasses and numerous yellow wildflowers. The field extends to a line of trees in the distance. The sky is bright blue with scattered white clouds. The text is overlaid on the upper left portion of the image.

**“Walter E. Long is a fantastic resource for
the City of Austin”.**

- City of Austin Resident



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