

WELCOME

THANK YOU FOR COMING TO THIS OPEN HOUSE PUBLIC MEETING FOR THE

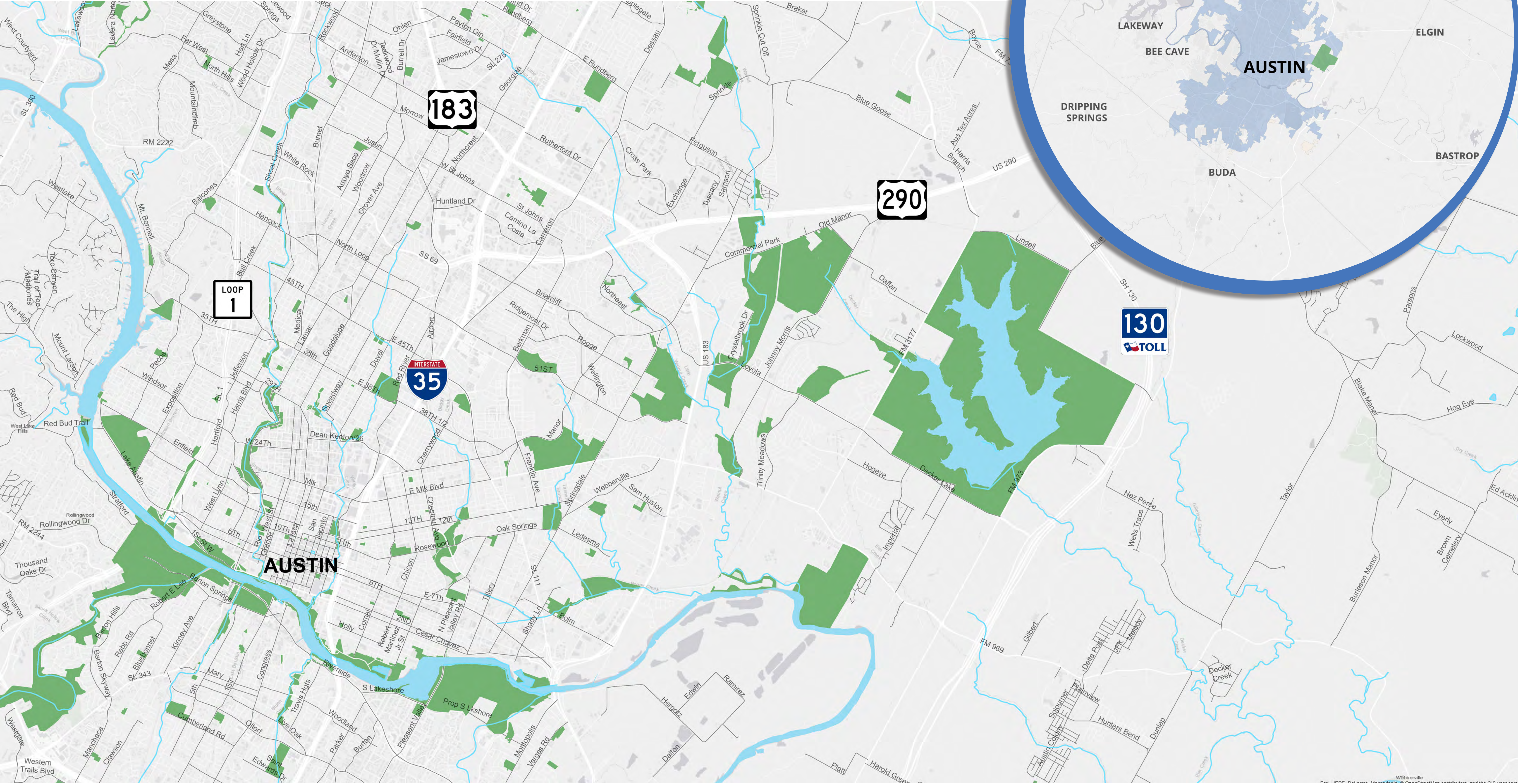
WALTER E. LONG METROPOLITAN PARK MASTER PLAN



Your feedback is very important to help City officials and staff determine the best future for Walter E. Long Metropolitan Park. The intent of tonight's meeting is to overview the planning process, what we've heard from the public so far, and get additional feedback on the community's preferences for the park.

This is an open house format. An introductory presentation will be held at 6:15 pm. After the presentation, please provide your feedback as you walk around to each table. City staff and members of the consultant team will be available to answer any questions and help facilitate the feedback process.

WHERE DO YOU LIVE? PLEASE PLACE A STICKY DOT WHERE YOU LIVE.



WHAT IS THE MASTER PLAN?

Walter E. Long Metropolitan Park is a regional park located in east Austin, situated just west of State Highway 130. The property includes 3,695 acres of parkland, including the 1,165 acre Lake Walter E. Long and approximately 765 acres of preserved habitats and the Travis County Expo Center grounds. Some of the existing facilities in the park include hike and bike trails, picnic areas, volleyball courts, boat ramps, and fishing piers. A skeet shooting range and model airplane area are also operated by organizations within the park.

WHAT?

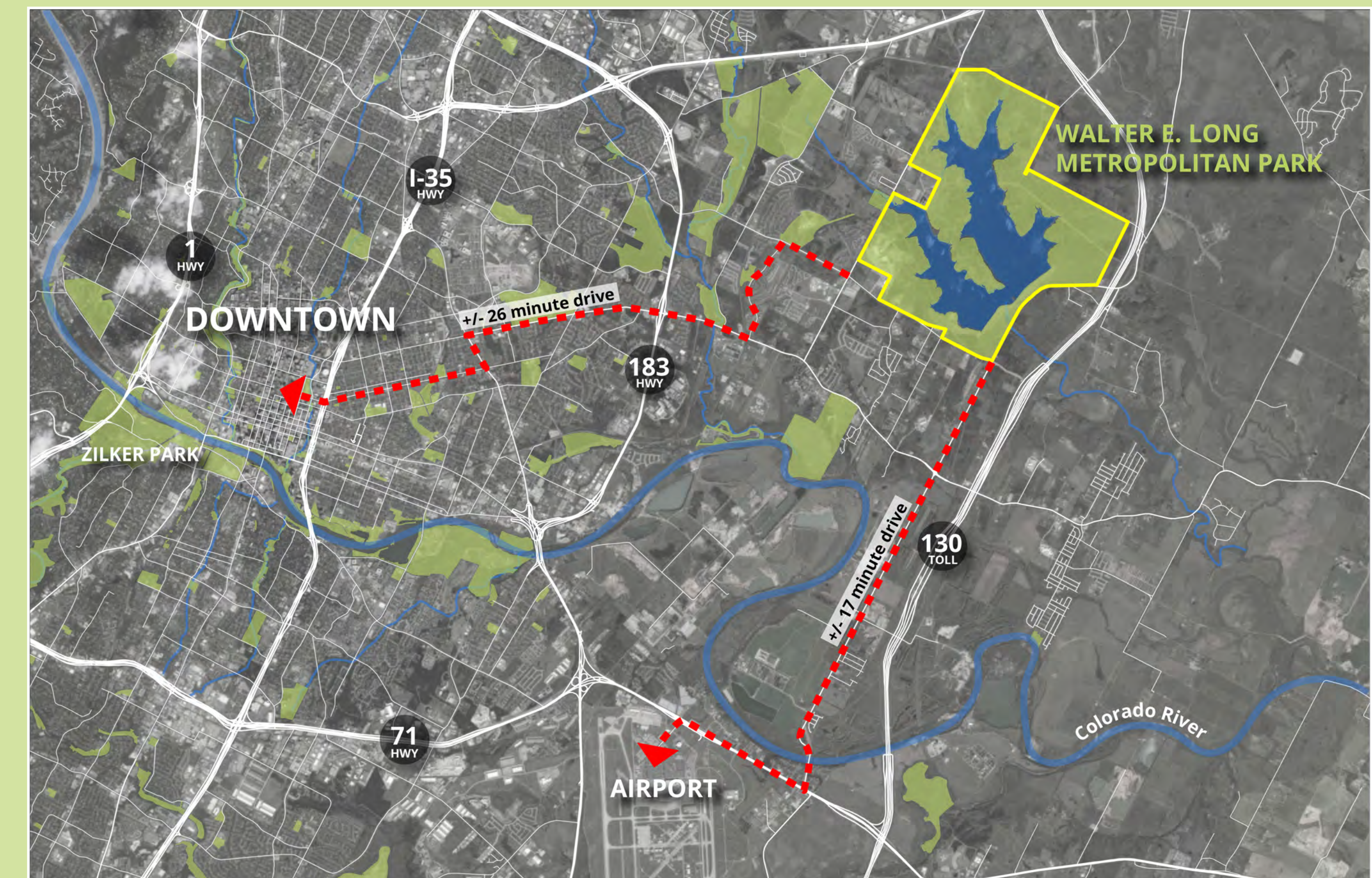
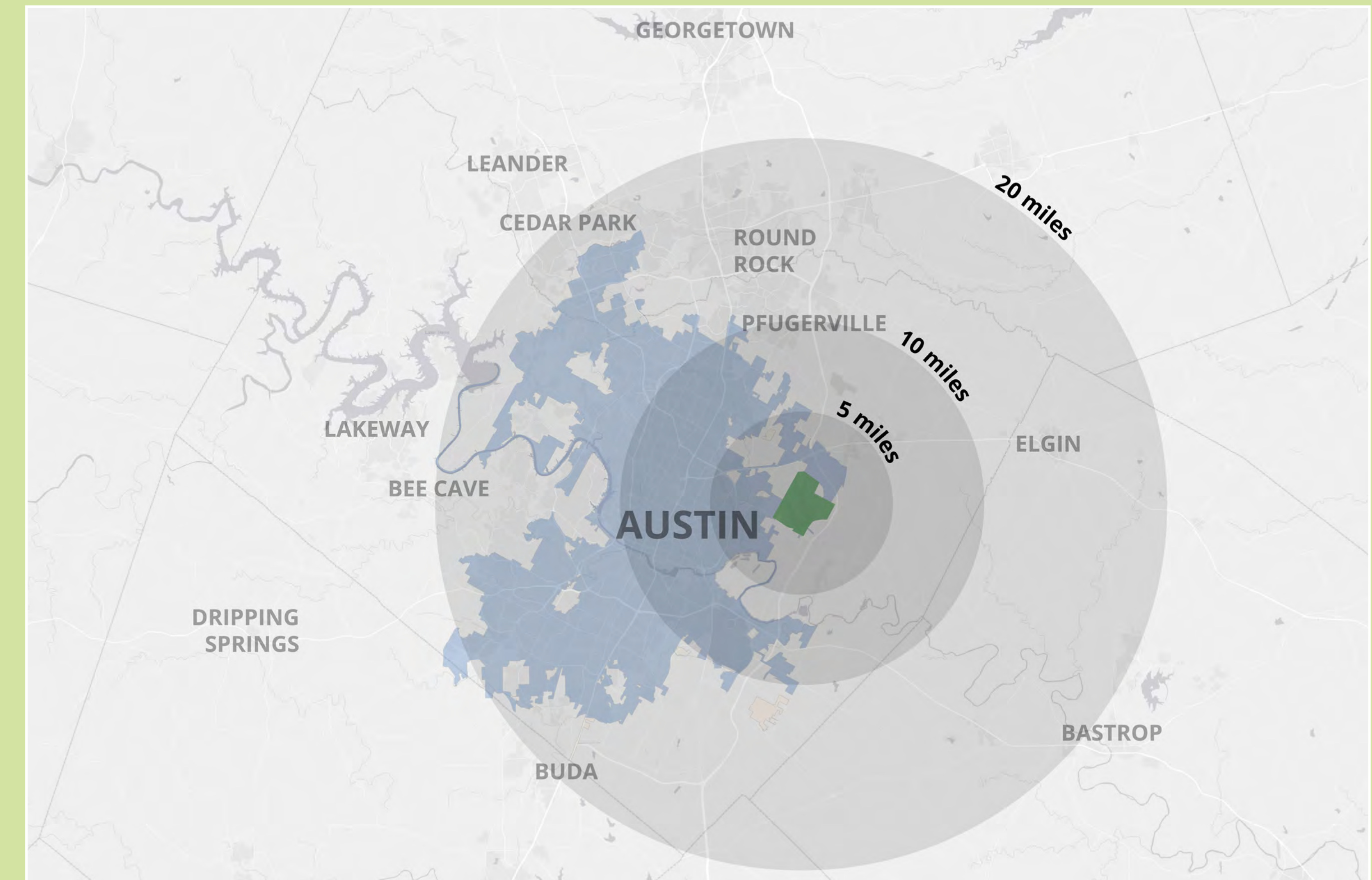
- The City is developing an updated master plan for improvements to Walter E. Long Park.
- The Walter E. Long Metropolitan Park Master Plan will help determine the long-range vision for the entirety of the park, including areas currently used by other organizations.

WHY?

- A Master Plan identifies a defined plan of action for moving forward with development and improvements to the park.
- It allows the City to step back from day-to-day decision-making to assess the community preferences for the future.
- It identifies characteristics and factors shaping the community.
- It builds consensus and commitment between elected/appointed officials, City staff, and citizens.

WHO?

- The process is being led by the Austin Parks and Recreation Department.
- Halff Associates, Inc. was selected by the City Council to help facilitate the process and provide technical guidance.
- The community will identify issues and provide the vision for the future by participating in various forms of public engagement activities.



BENEFITS OF WALTER E. LONG METROPOLITAN PARK TO AUSTIN

Parks and open space have a positive impact on the quality of life of communities. A high-quality and well-structured park provides residents a healthier environment in which to live; positively impacts the mental, emotional, and physical well-being of children and adults; offers access to natural resources; and fosters a sense of pride in the community.

INDIVIDUAL & COMMUNITY BENEFITS

- Helps provide an overall higher quality of life
- Provides refuge of safety for at-risk youth, which can in turn help reduce juvenile delinquency
- Provides opportunities for people of all ages to be physically active, socially engaged, and cognitively stimulated

ENVIRONMENTAL BENEFITS

- Protects and preserves vital green spaces and critical wildlife habitat
- Educates visitors regarding the appropriate use of natural areas as recreational areas
- Contributes to clean air and water

ECONOMIC BENEFITS

- Increases property value of homes in close proximity to the park
- Can help attract new businesses to the community by improving the standard of living

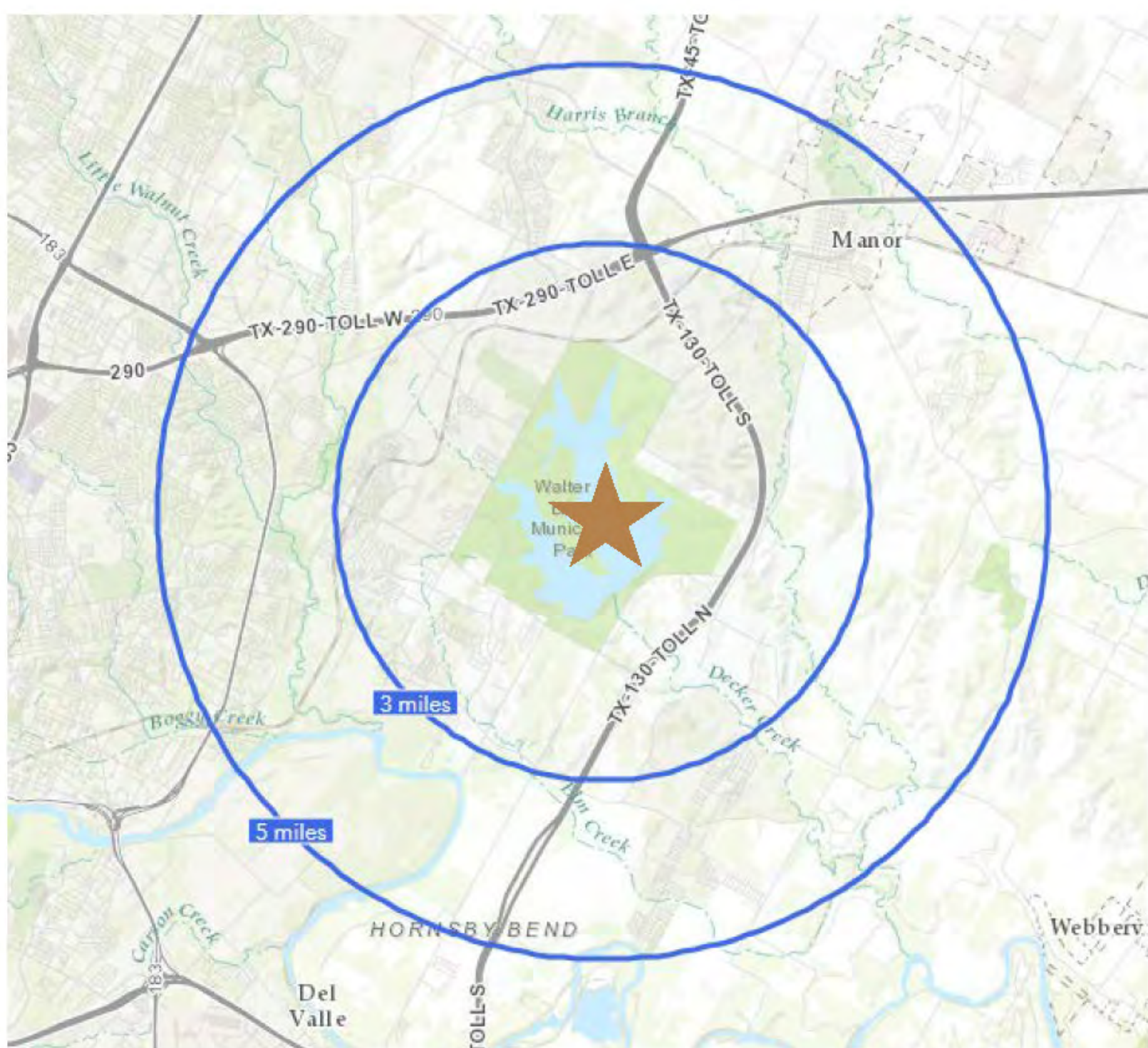
PERSONAL HEALTH BENEFITS

- Access to parks and nature increases the frequency of exercise and improves psychological and social health
- Play is critical for child development
- Staying active can help reduce the risk of heart disease, diabetes, obesity, depression, and other health problems

REGIONAL GROWTH

AROUND WALTER E. LONG METROPOLITAN PARK

Existing Nearby Development

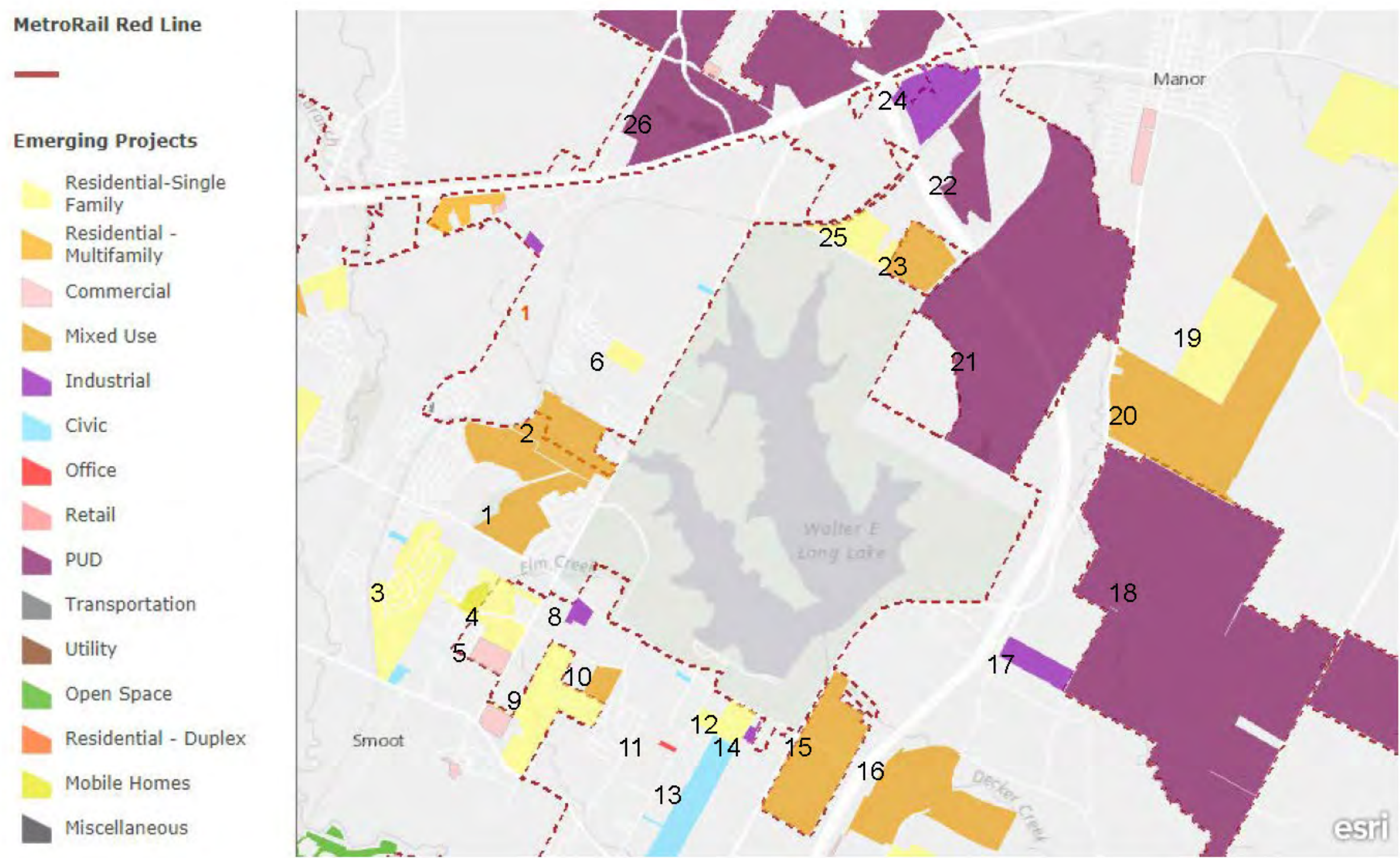


Existing Area Demographics

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.

“Emerging Projects” Nearby



Sources: City of Austin “Emerging Projects” website and map; Economic & Planning Systems, Inc.

Future Development

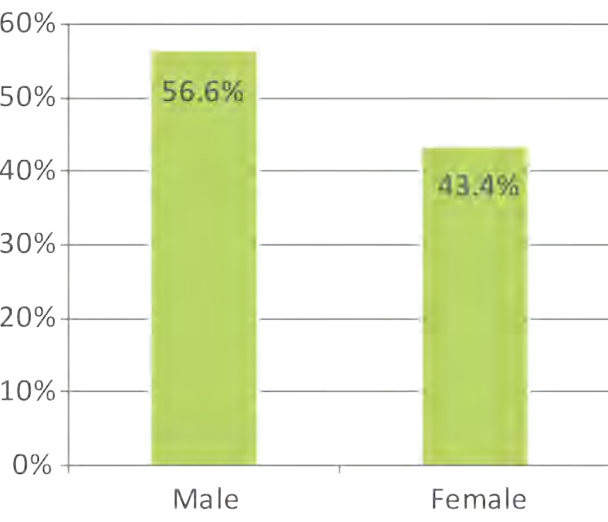
Item	5 - Mile Radius		
	Existing	Existing + Emerging ¹	Percent Increase
Households	17,589	44,250	152%
Retail	741,303	4,233,752	471%
Office/Commercial	2,124,737	7,529,783	254%
Hotel	728	1,528	110%

[1] Captures emerging development listed on slides 4 and 5; may not represent all development within a 5-mile radius.

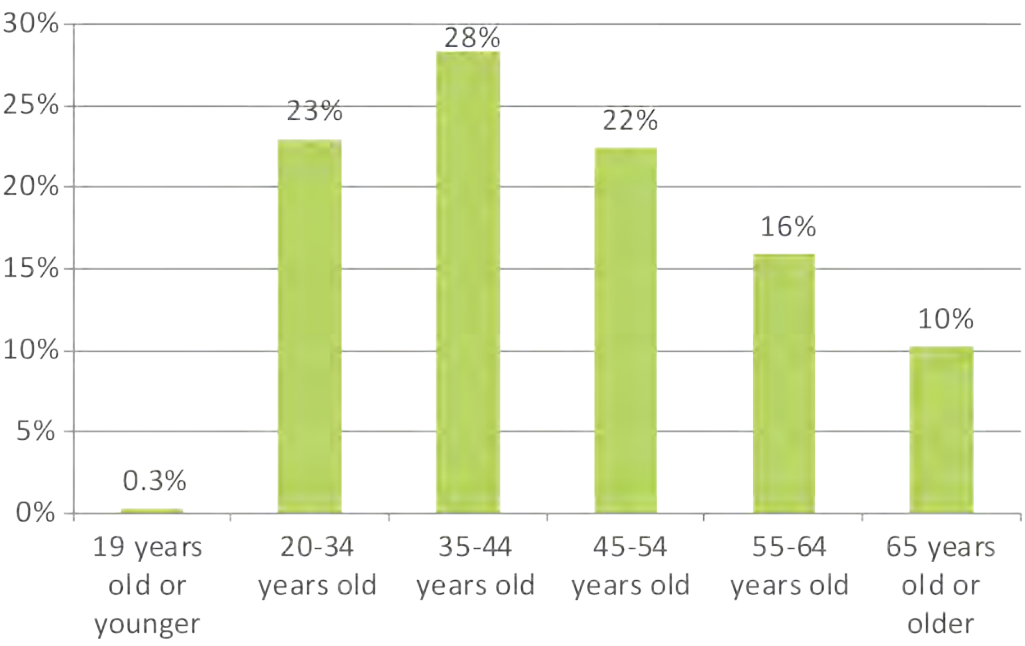
Sources: ESRI; CoStar; Economic & Planning Systems, Inc.

Respondent Demographics

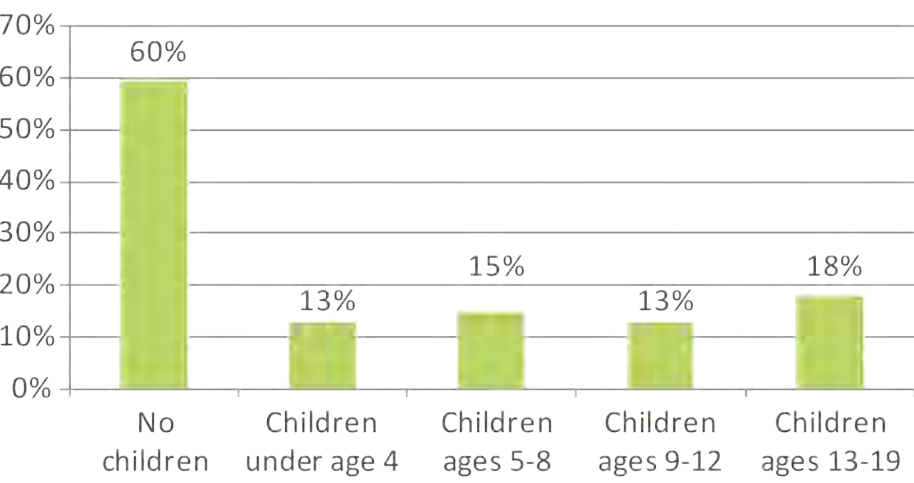
Are you male or female?



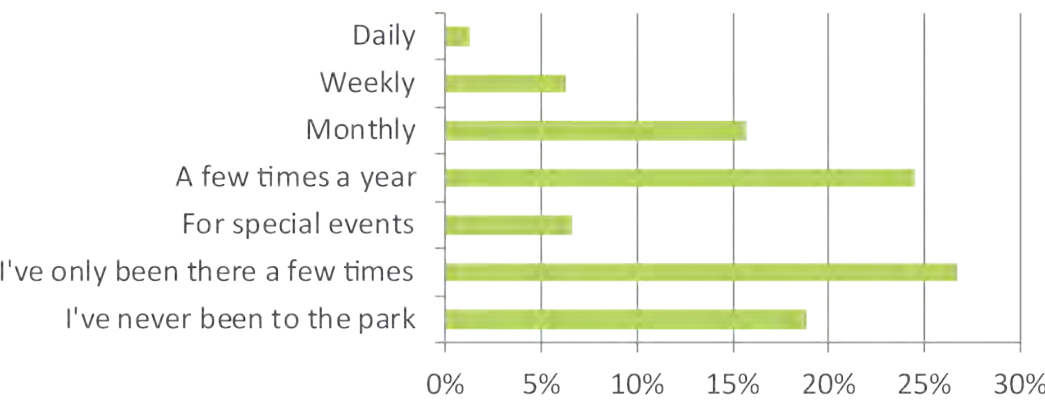
What is your approximate age?



Do you have any children under the age of 19 living in your home?



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

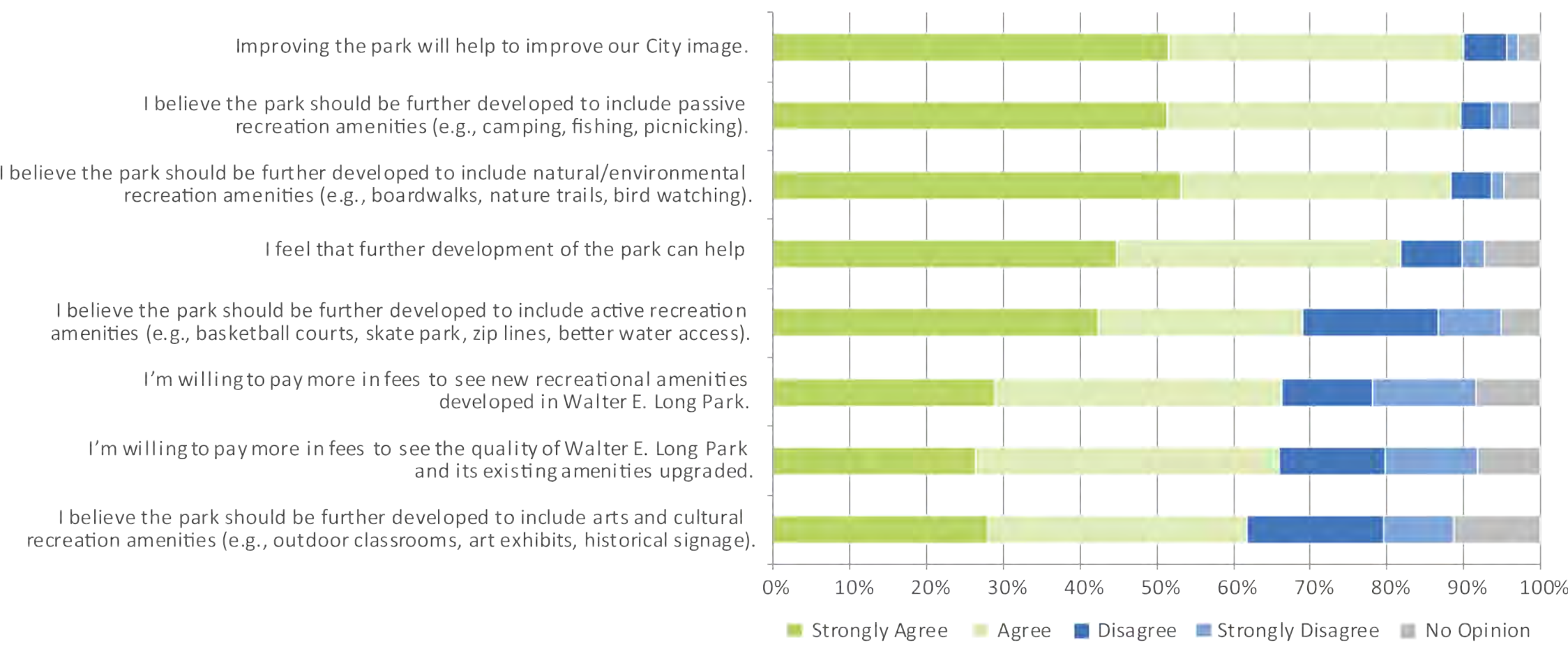


What is your zip code?



(the larger the zip code, the greater the number of responses it received)

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

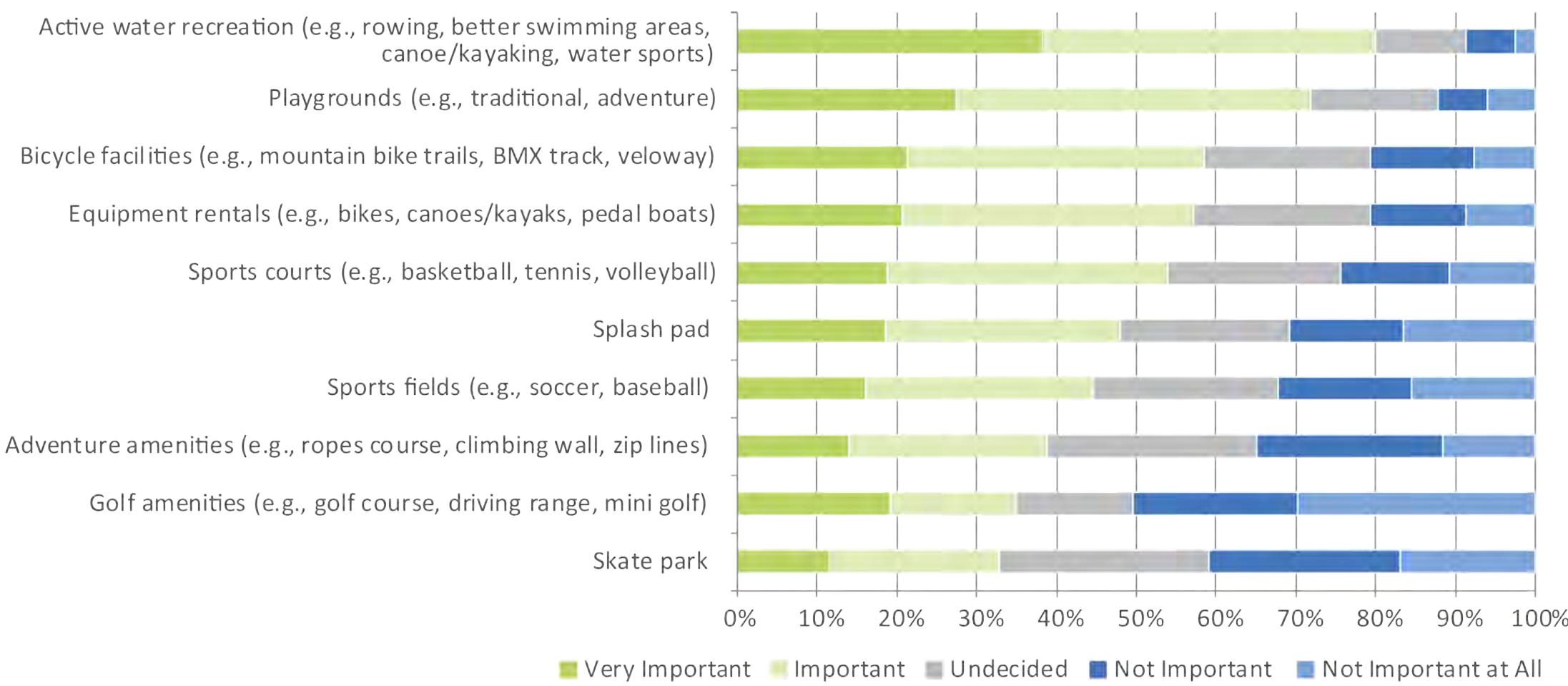


WHAT WE'VE HEARD SO FAR

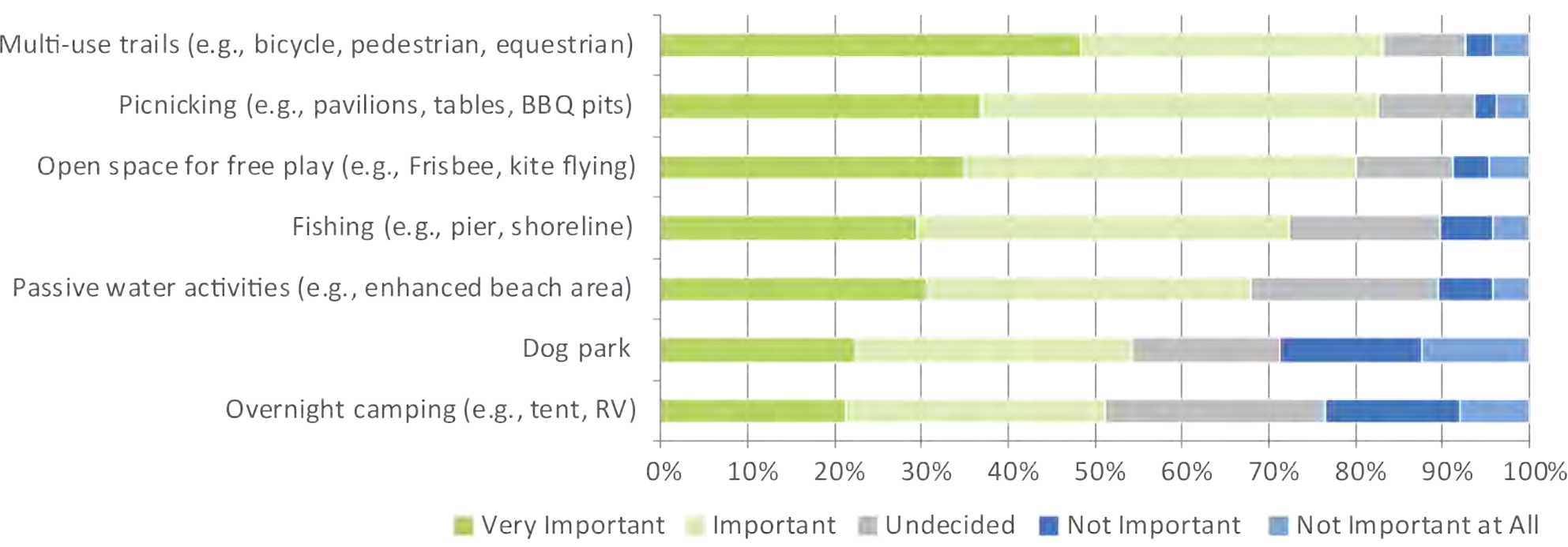
BASED ON 355 SURVEY RESPONSES RECEIVED BY MARCH 28TH

Community Desires and Preferences

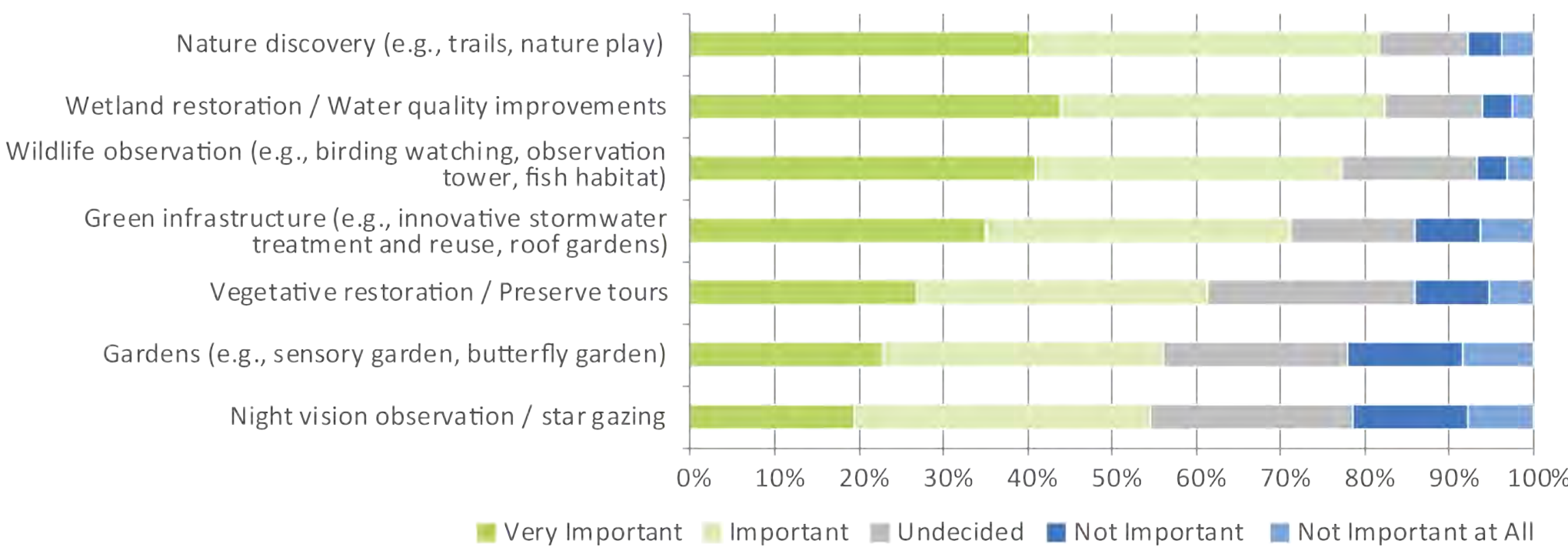
Please indicate how important or unimportant it is for the following ACTIVE RECREATION items to be provided or added in Walter E. Long Park.



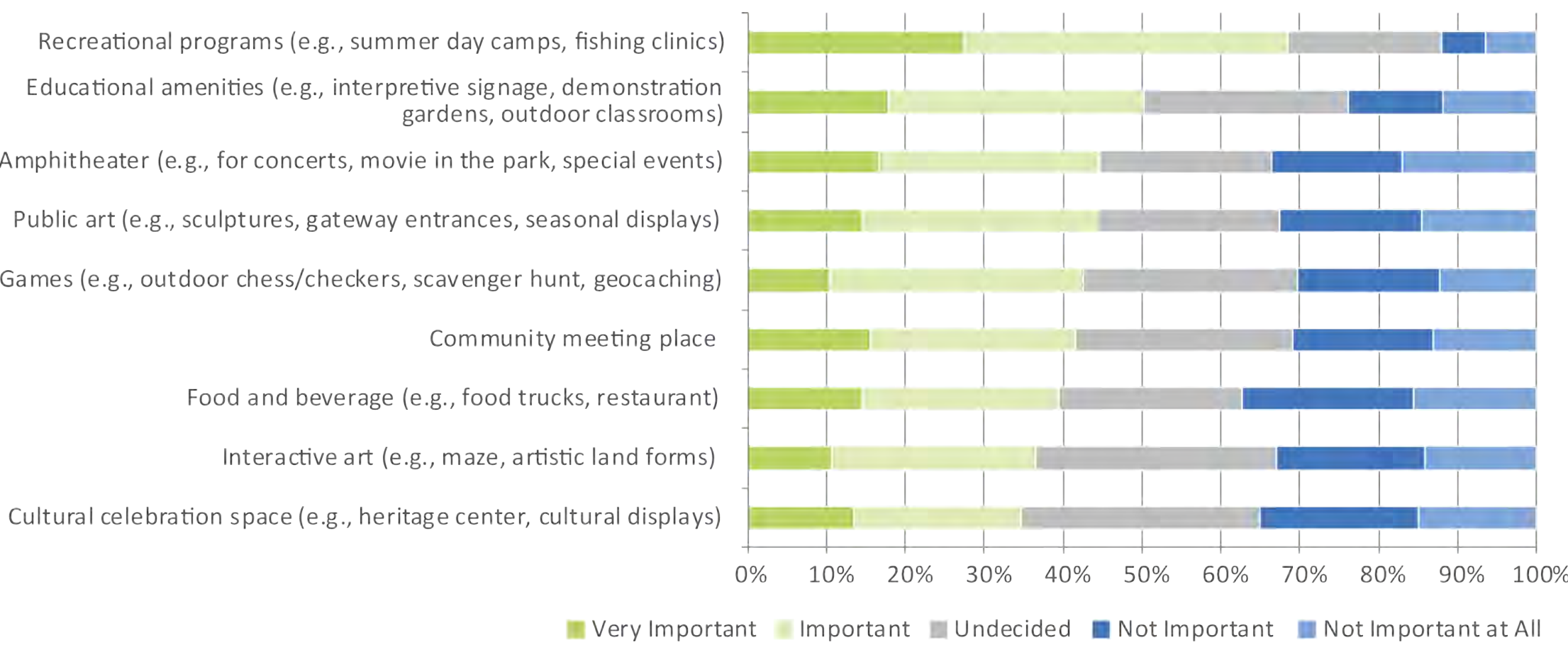
Please indicate how important or unimportant it is for the following PASSIVE RECREATION items to be provided or added in Walter E. Long Park.



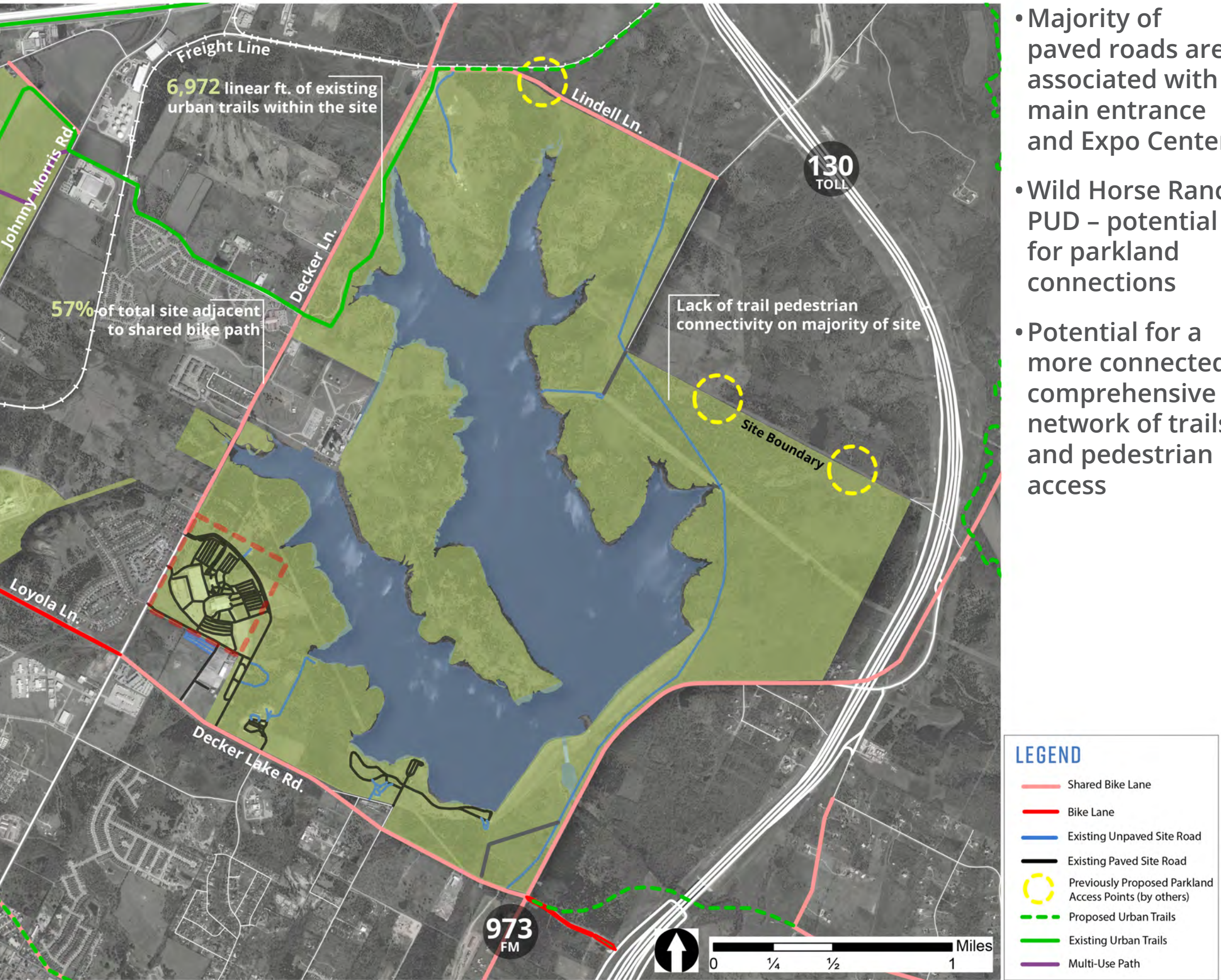
Please indicate how important or unimportant it is for the following ENVIRONMENTAL/NATURAL RECREATION items to be provided or added in Walter E. Long Park.



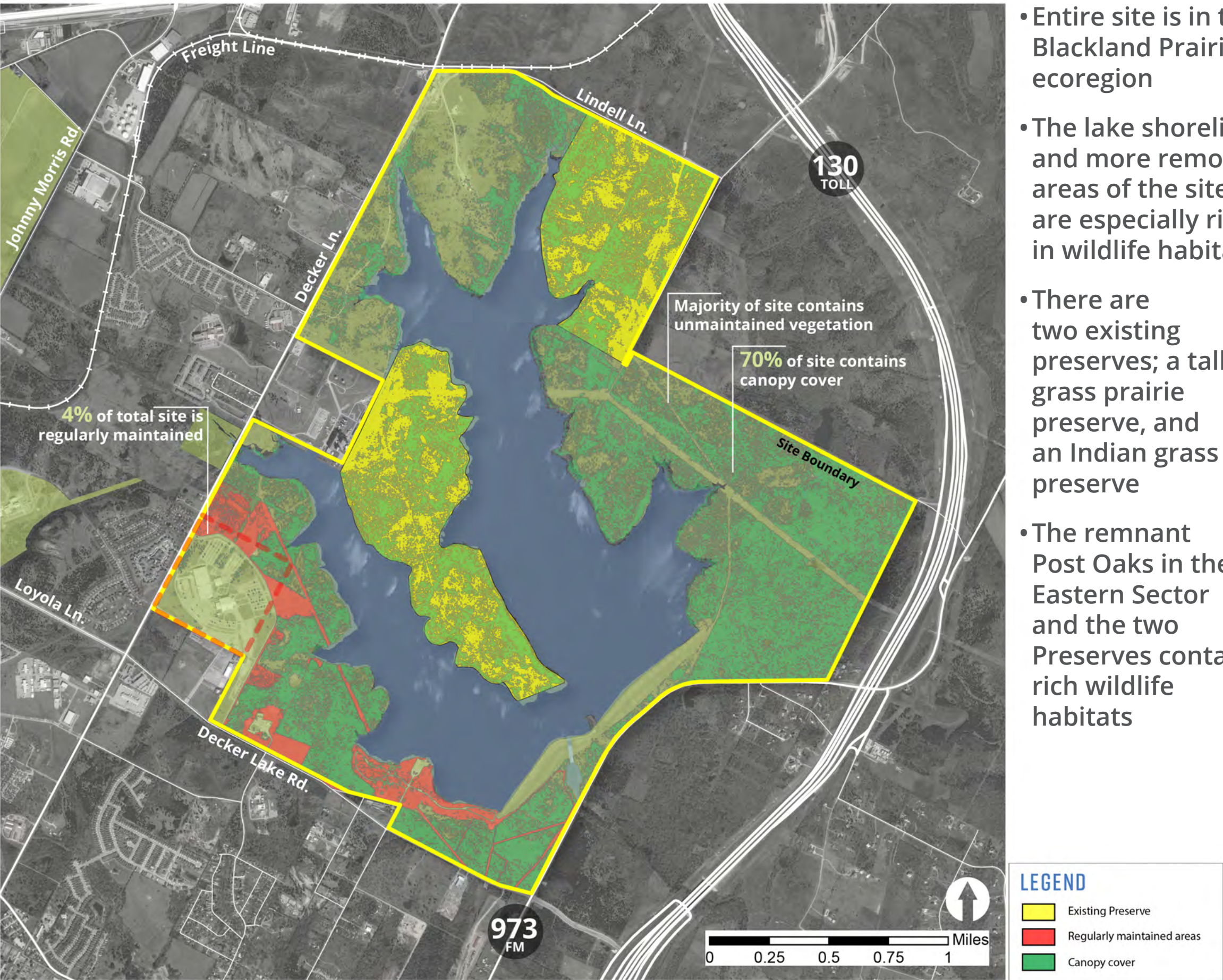
Please indicate how important or unimportant it is for the following ARTS AND CULTURE RECREATION items to be provided or added in Walter E. Long Park.



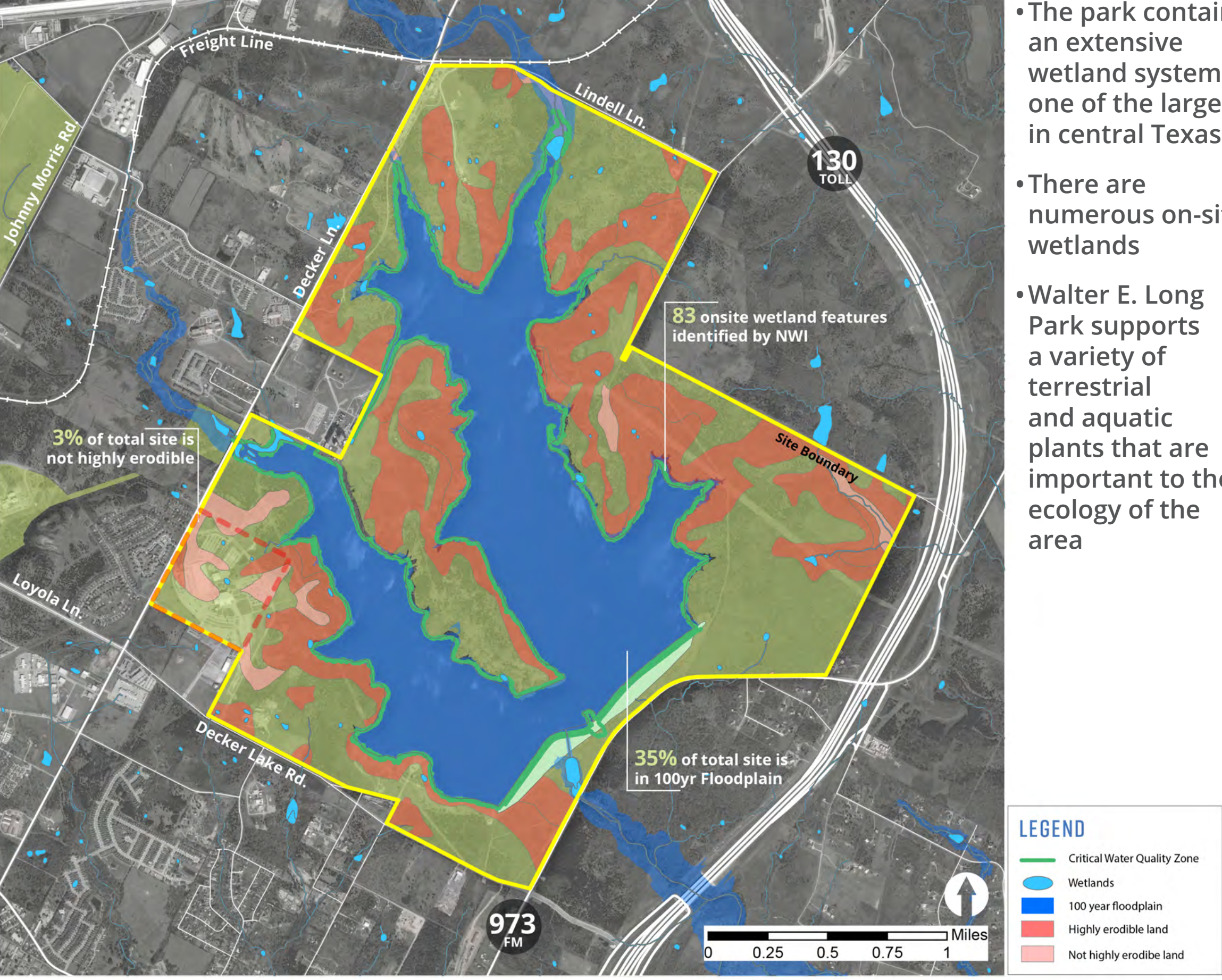
Circulation



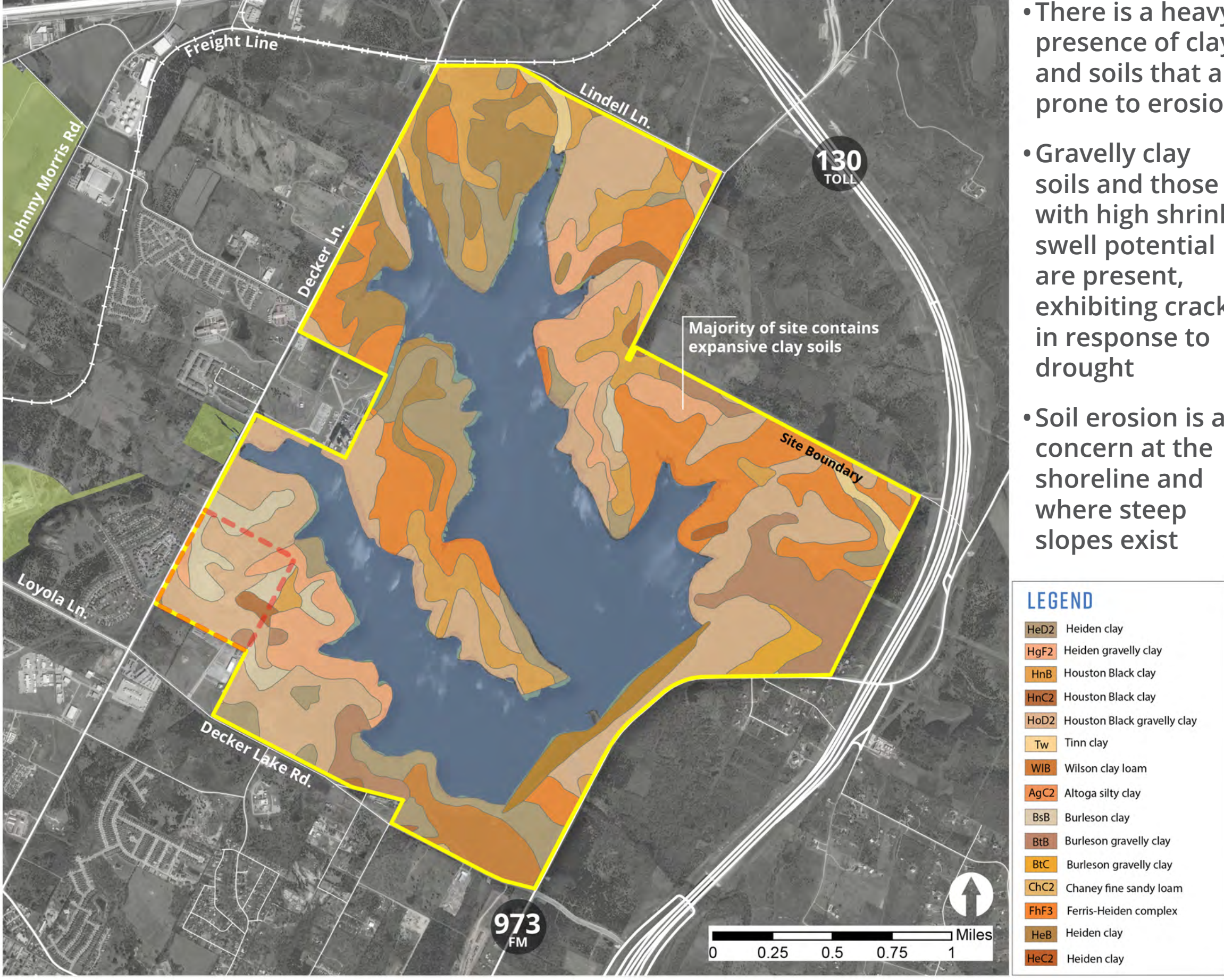
Vegetation



Hydrology



Soils

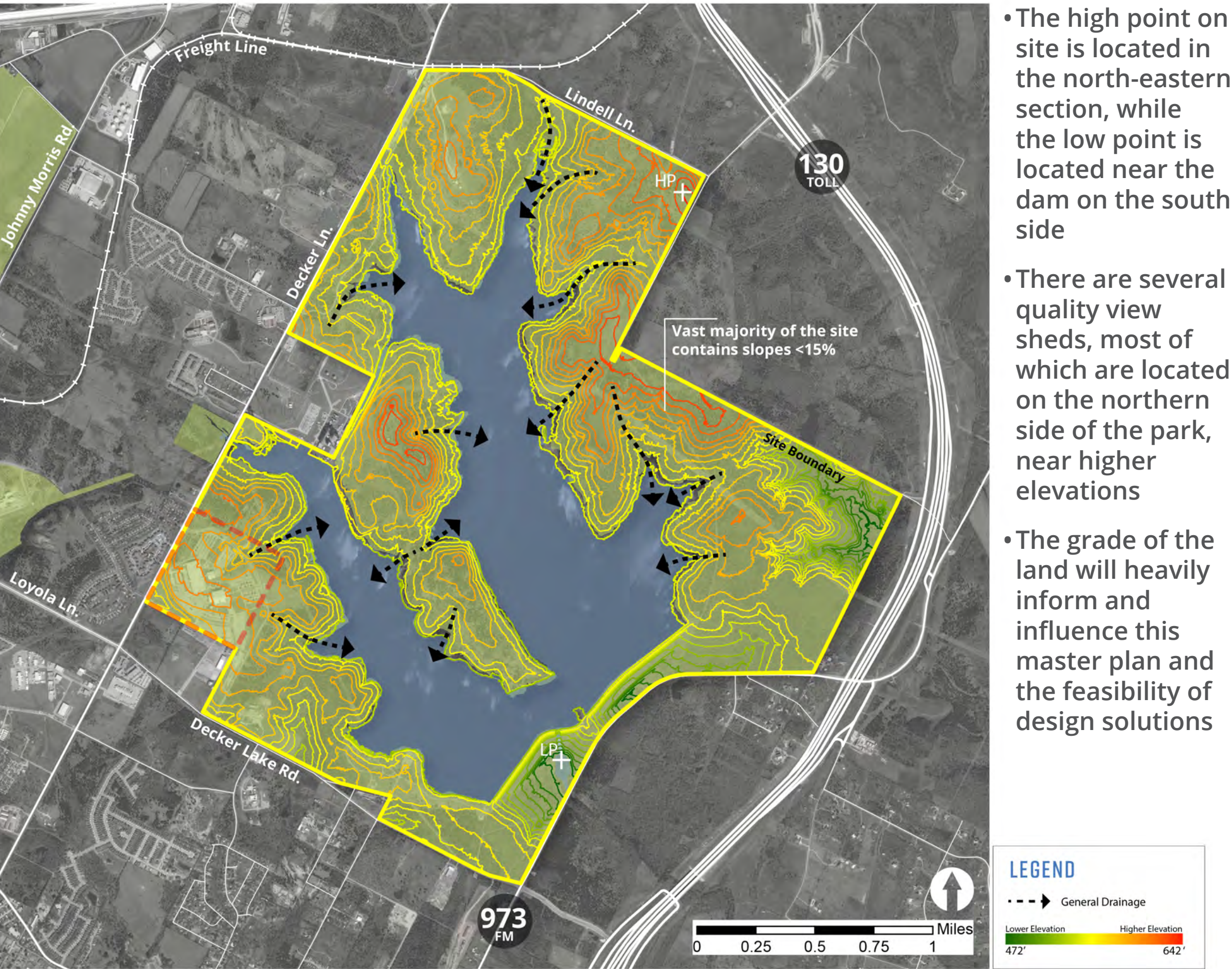


SITE ANALYSIS

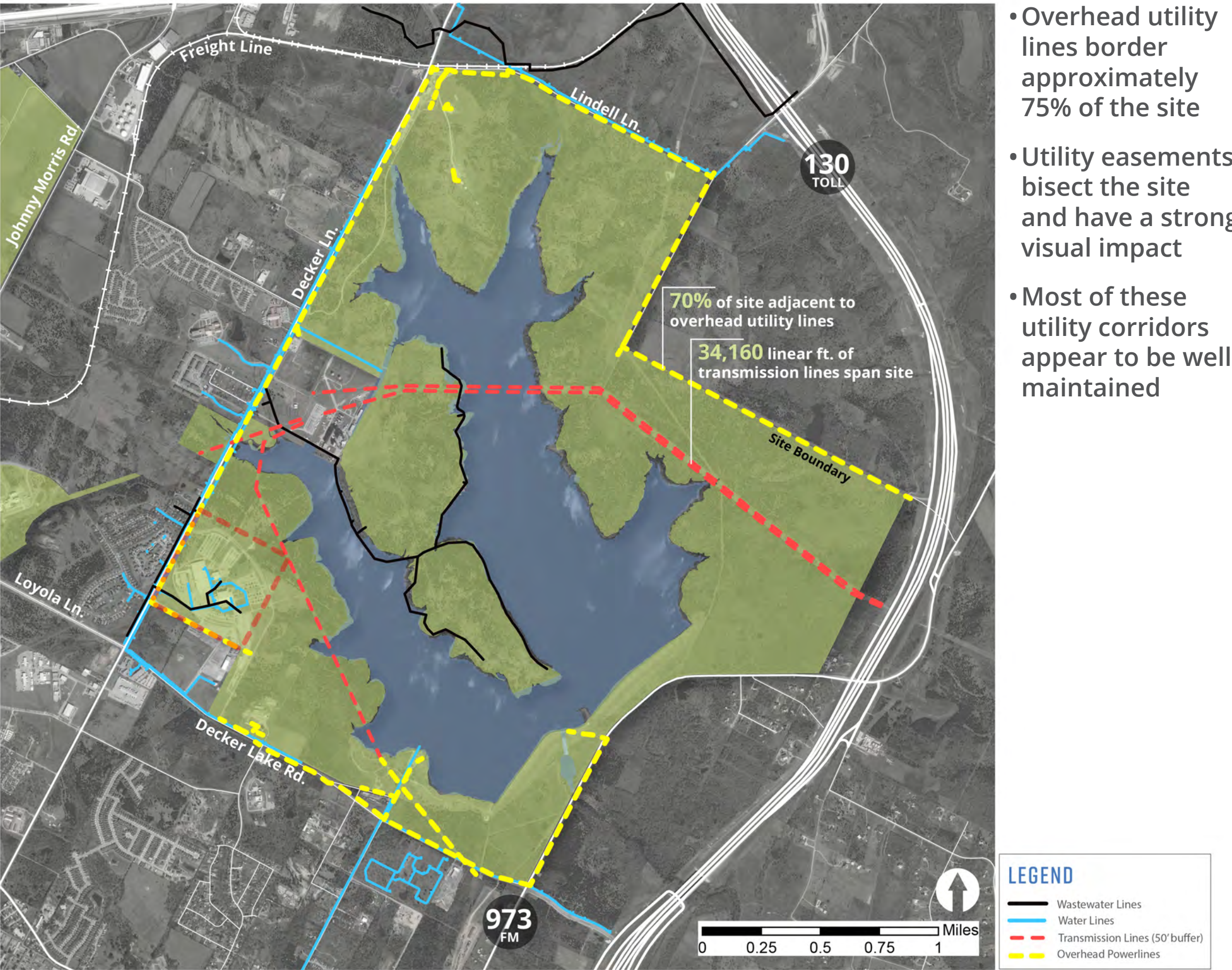
A site analysis helps inform the design process by helping to determine the best use of land. This is accomplished through a focused study into the climatic, geographical, historical, legal, and infrastructural context of a specific site and its surrounding area. In this case, data was gathered and projected onto maps, which were then analyzed for information relevant to the potential program of the park.



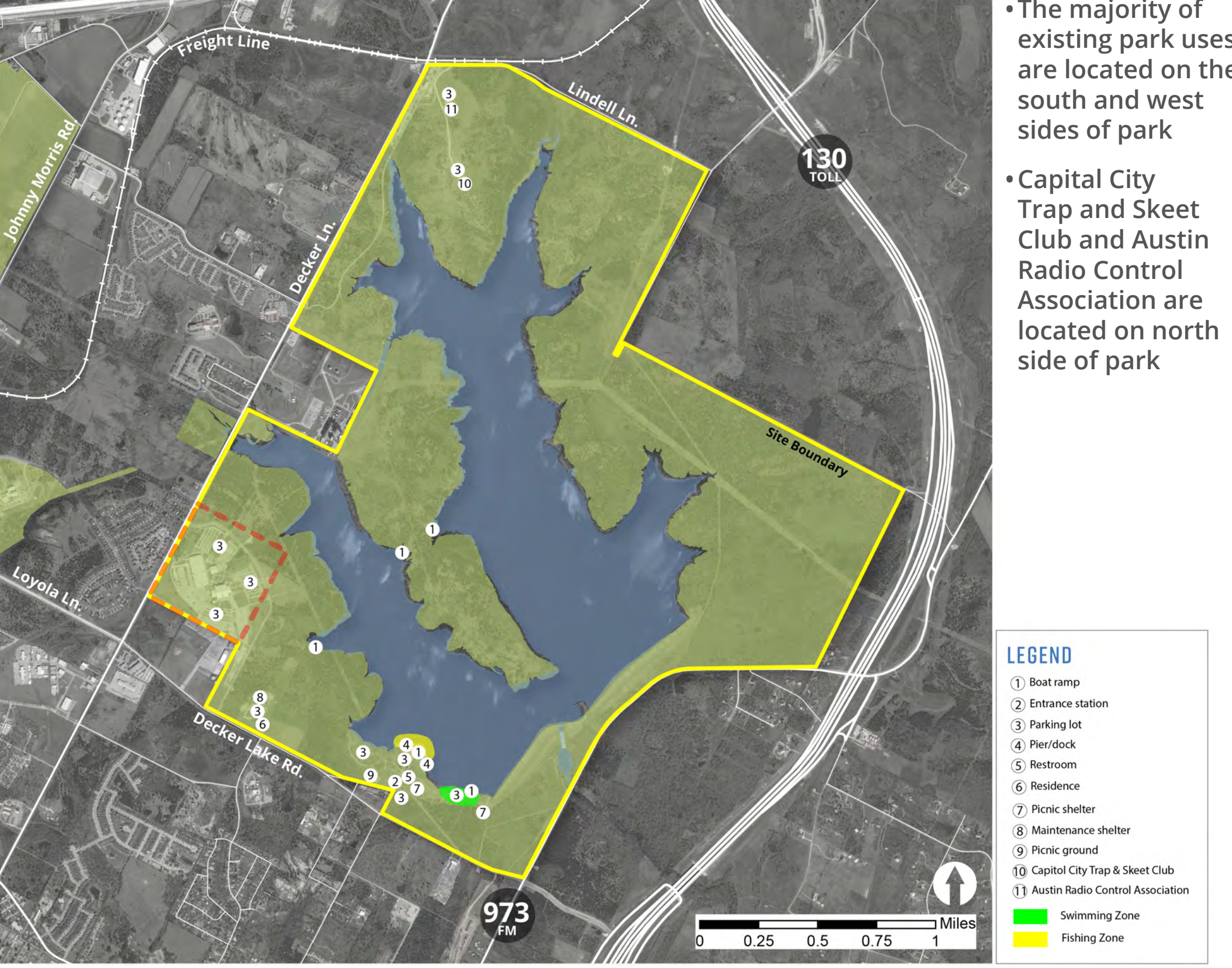
Elevation Analysis



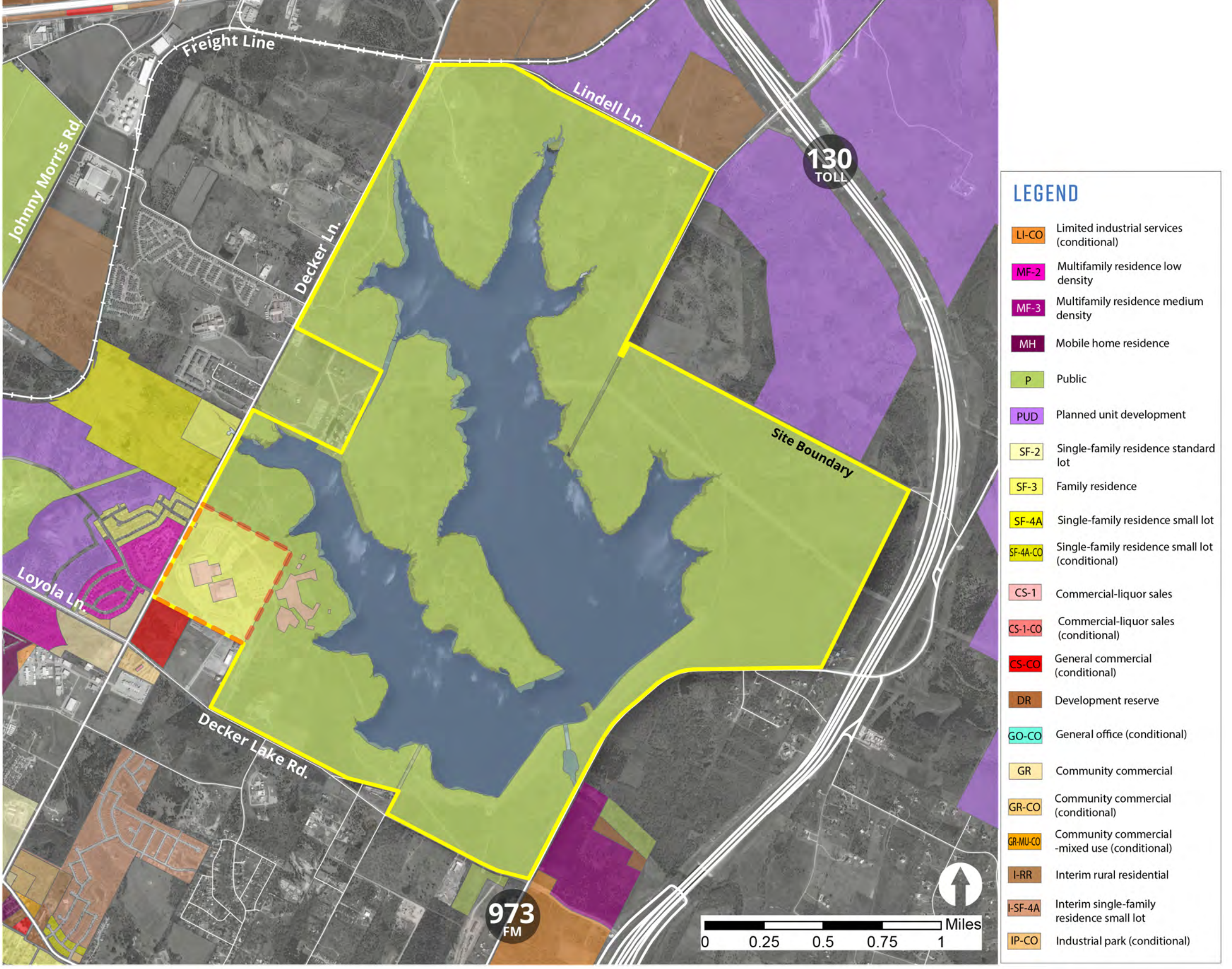
Infrastructure



Current Park Program



Zoning



SITE ANALYSIS



SITE DEVELOPMENT POTENTIAL

This suitability map was developed using a combination of a physical data overlay and subjective analysis. Some of the data utilized was existing slope, soil erodibility, environmental features, and hydrologic data. This preliminary analysis will continue to evolve with the project and the design process, but is nonetheless a critical step in the planning process.

- **Very limited development** – very limited construction, if any (e.g., wetlands, trails, etc.)
- **Low developability** – potential for passive construction (e.g., trails, boardwalks, pavilions, etc.)
- **Moderate developability** – potential for condensed construction (e.g., playgrounds, picnic areas, etc.)
- **High developability** – potential for extensive construction (e.g., buildings, surface parking, athletic fields, infrastructure, etc.)

