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## Memo

To: African American Resource Advisory Commission; Asian American Quality of Life Advisory Commission; Design Commission, Downtown Commission, Environmental Commission; Hispanic/Latino Quality of Life Resources Advisory Commission; Historic Landmark Commission; Mayor's Committee for People with Disabilities; Parks and Recreation Board; Planning Commission; Urban Transportation Commission

From: Brian Ott, Interim Executive Director, The Trail Foundation

CC: Kimberly McNeeley, Acting Director, Parks and Recreation Department

Date: June 8, 2017

Subject: Seaholm Waterfront Programming and Implementation Study

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On May 15, 2017, Mayor Steve Adler and Mayor Pro Tem Kathie Tovo along with The Trail Foundation (TTF), the Austin Parks Foundation (APF) and the Austin Parks and Recreation Department (PARC) announced a partnership to launch the Seaholm Waterfront Programming and Implementation Study. The study, which will be led by TTF, will determine next steps and a strategy for redevelopment of the 3 acres of parkland and historic-decommissioned intake buildings along Lady Bird Lake in downtown Austin. Because of your community leadership and service on a city board or commission, we would like to make you aware of this effort. Additionally, we are committed to following up with additional details and/or briefings as desired.

The Seaholm Waterfront Programming and Implementation Study will be led by Studio Gang, an internationally recognized design firm with an extensive portfolio of community-focused placemaking projects. Additionally, Studio Gang has a great deal of experience working with projects within the public realm, specifically with parks and civic spaces. In addition to the effort by Studio Gang, we will also have a team of 8 local consultants including Ten Eyck Landscape Architecture, Datum Engineering and Urban Design Group who will lead in the reshaping of this Austin icon. The project will also include an in-depth and diverse public involvement process being led by Lynn Osgood of GO Collaborative and Diane Miller of Civic Collaboration.

We encourage your respective board and commissions members to participate in the process. Following is additional information about the process and opportunities for public engagement:

Public Open House #1:

Saturday, June 24<sup>th</sup>, 9:00am – 12:00pm at the parkland surrounding the Intake, Pfluger Bridge, Butler Park, and Vic Mathias Auditorium Shores. Visit project website for more details and to sign-up for updates: <http://www.seaholmwaterfront.org>. Additional public engagement opportunities will take place in late summer/early fall.

### Background

Sited along the north banks of Lady Bird Lake in downtown Austin, the decommissioned Seaholm Intake structure and its accompanying parkland provides a once-in-a-lifetime opportunity for redevelopment and adaptive reuse. Originally constructed in conjunction with the Seaholm Power Plant in the 1950s, the intake structure was decommissioned when the power plant was no longer needed to provide power



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to the City of Austin. Today, the historic intake structure and parkland with its towering live oaks represent a unique opportunity to create a vibrant destination and gathering point to the rapidly changing and growing Seaholm District.

In the fall of 2016, APF and TTF began discussions to jointly fund a plan study in cooperation with PARD for the nearly 3 acre site. The study will be conducted to help serve as a road map for future solicitations, park improvements and the repurposing of the historic intake structure.

#### Project Goals

The goals of the project are two-fold:

1. Develop a long range vision for the project with particular focus on the economic, operational and programming needs to develop a world class facility on the banks of Lady Bird Lake.
2. Identify a phased approach to the project so that work can begin in the near future and be built out in the coming years.

For More Information Contact:

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