



# OPEN HOUSE PUBLIC MEETING #2

Walter E. Long Metropolitan Park Master Plan

June 6, 2018

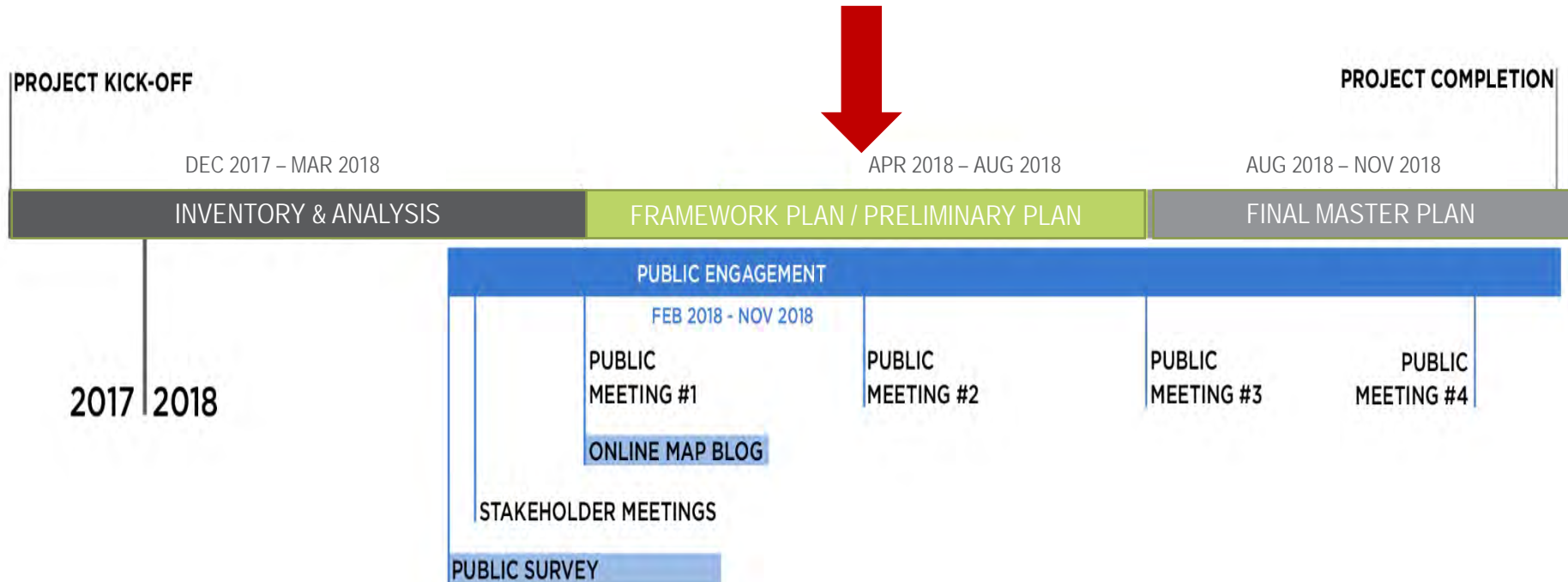




# MEETING AGENDA

- Introduction and Goal for this Meeting
- Background Information
- Engagement Summary (To Date)
- Framework Alternatives Review
- Next Steps

# PROCESS TO DATE

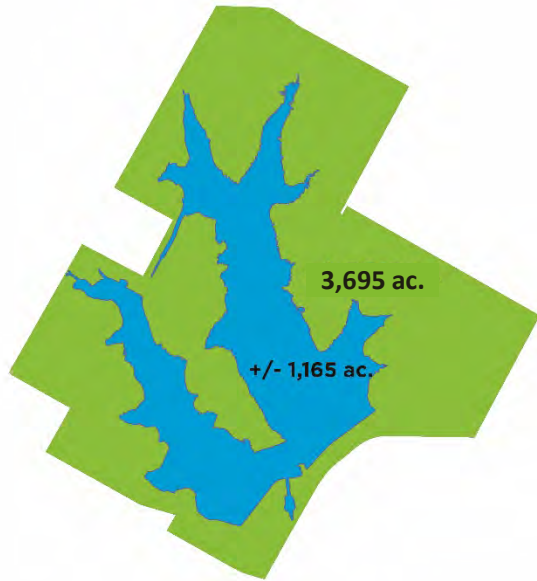




# REGIONAL CONTEXT



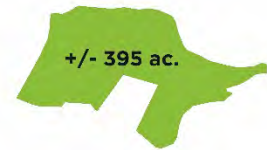
# AUSTIN'S LARGEST PARK



WALTER E. LONG METROPOLITAN PARK



ZILKER PARK

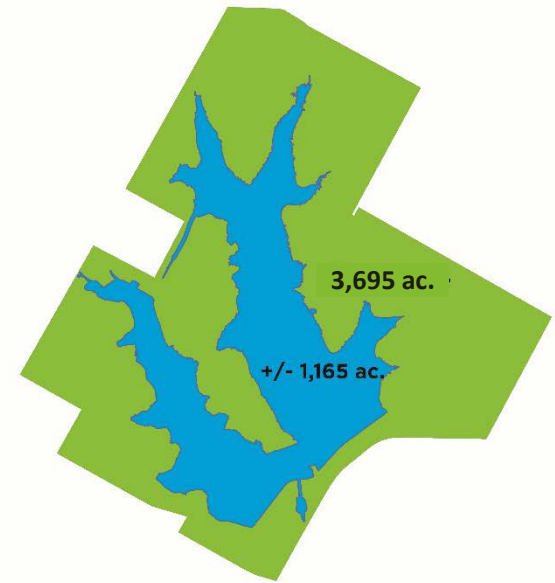


ROY G. GUERRERO PARK



# WHY IS THE FRAMEWORK PLAN IMPORTANT?

- Respects the sheer magnitude and longevity of the development of the park
- Provides guidance well into the future
- Ensures that the overall vision for the park is maintained
- Ensures flexibility while still adhering to an overall framework
- In essence, serves as the “zoning” tool for current and future park
- Helps guide prioritization and ideas for initial phase(s)



WALTER E. LONG METROPOLITAN PARK

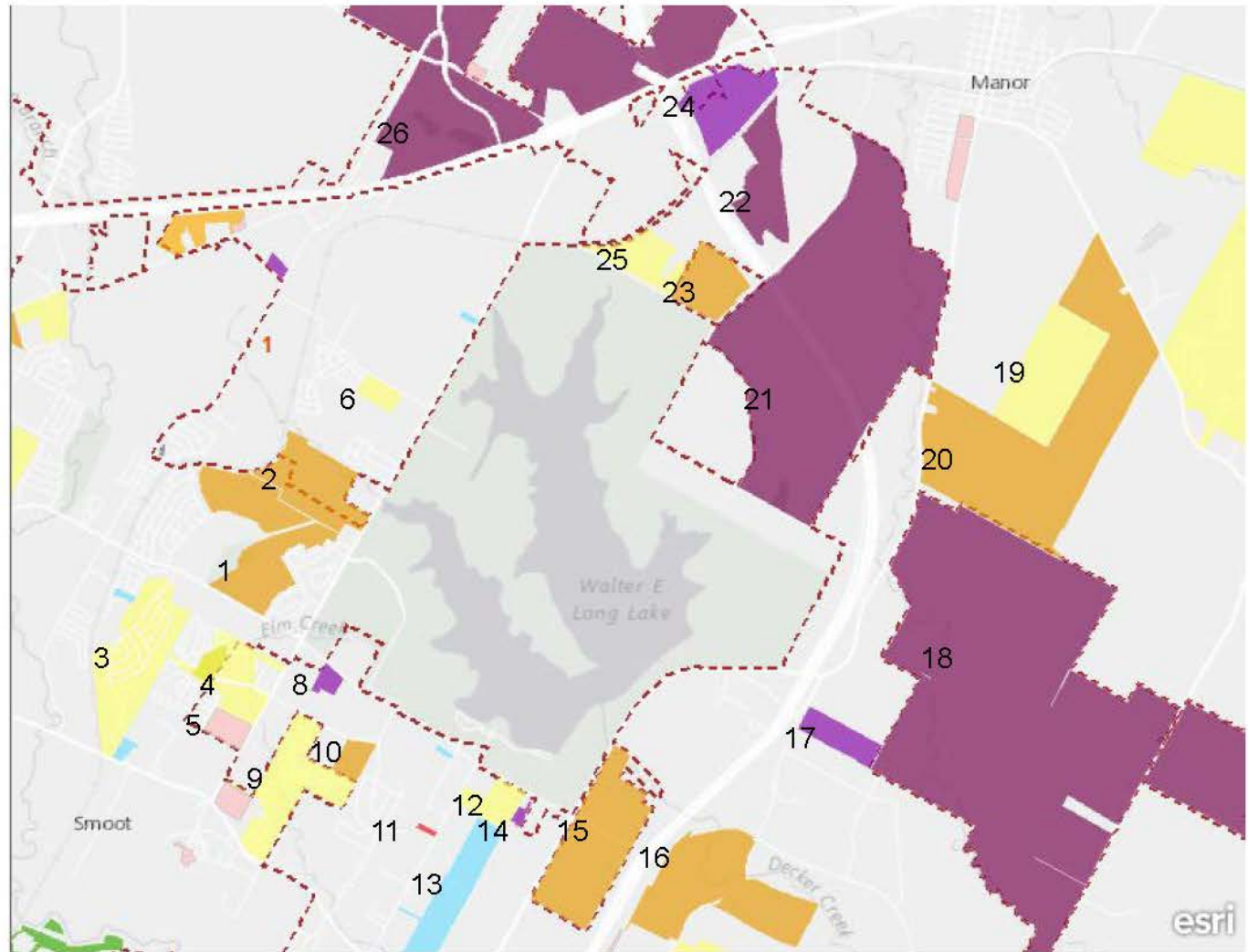
# EMERGING PROJECTS NEARBY (EPS)

## MetroRail Red Line

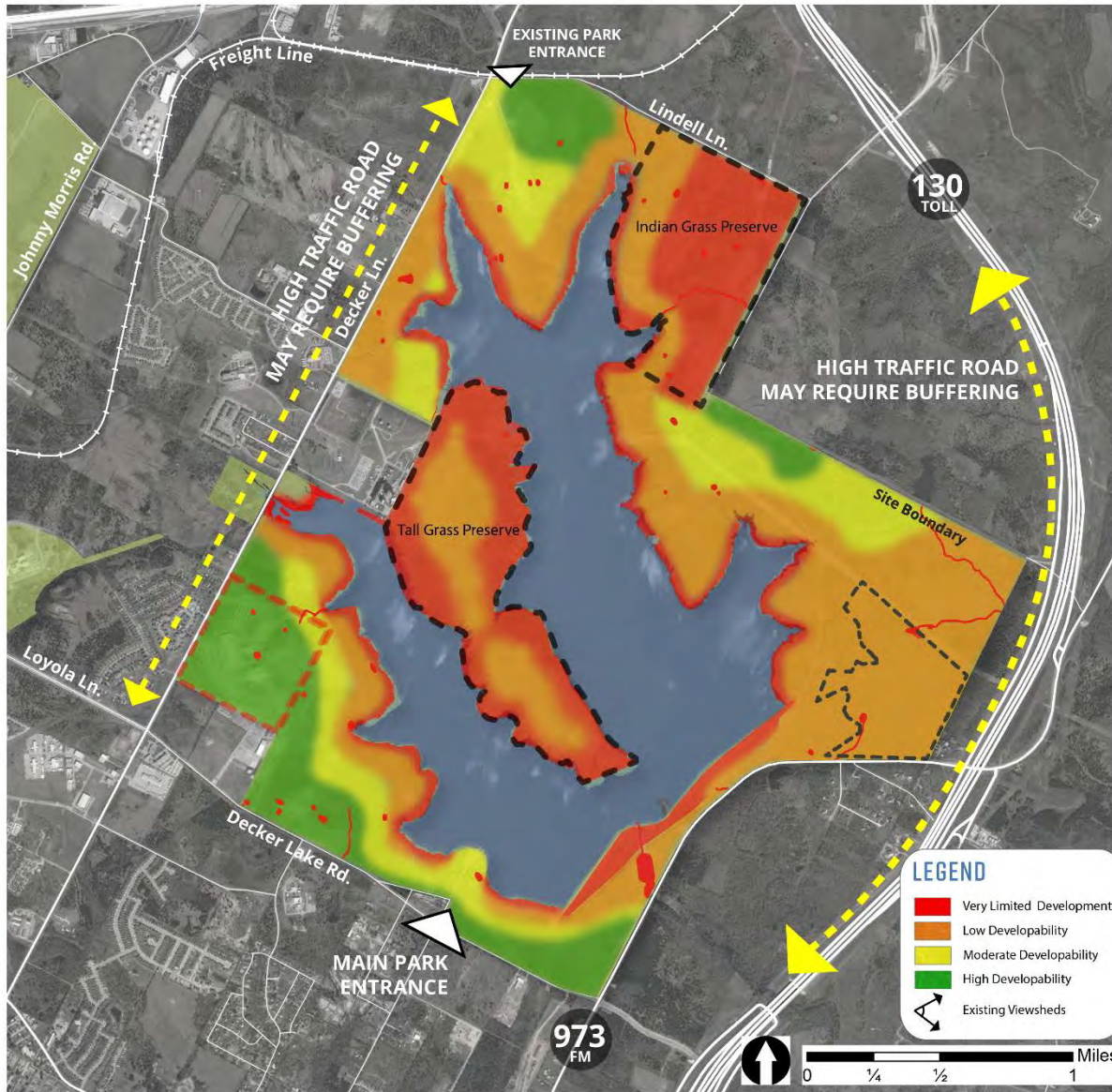


## Emerging Projects

- Residential-Single Family
- Residential - Multifamily
- Commercial
- Mixed Use
- Industrial
- Civic
- Office
- Retail
- PUD
- Transportation
- Utility
- Open Space
- Residential - Duplex
- Mobile Homes
- Miscellaneous

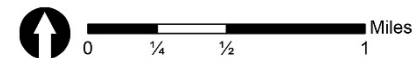


# PRELIMINARY SITE DEVELOPMENT POTENTIAL



## Development Potential

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





# POSSIBLE PROTOTYPE - SHELBY FARMS PARK, MEMPHIS



Image source: Shelby Farms Park - Facebook



Image source: Shelby Farms Park - Facebook



Image source: Outdoors Inc.

2017 earth day celebrations

DOWN TO EARTH  
FESTIVAL  
4.01

EARTH DAY  
5K  
4.09

EARTH DAY  
CAMPOUT  
4.21

Image source: Shelby Farms Park - Facebook





# POSSIBLE PROTOTYPE - SHELBY FARMS PARK, MEMPHIS

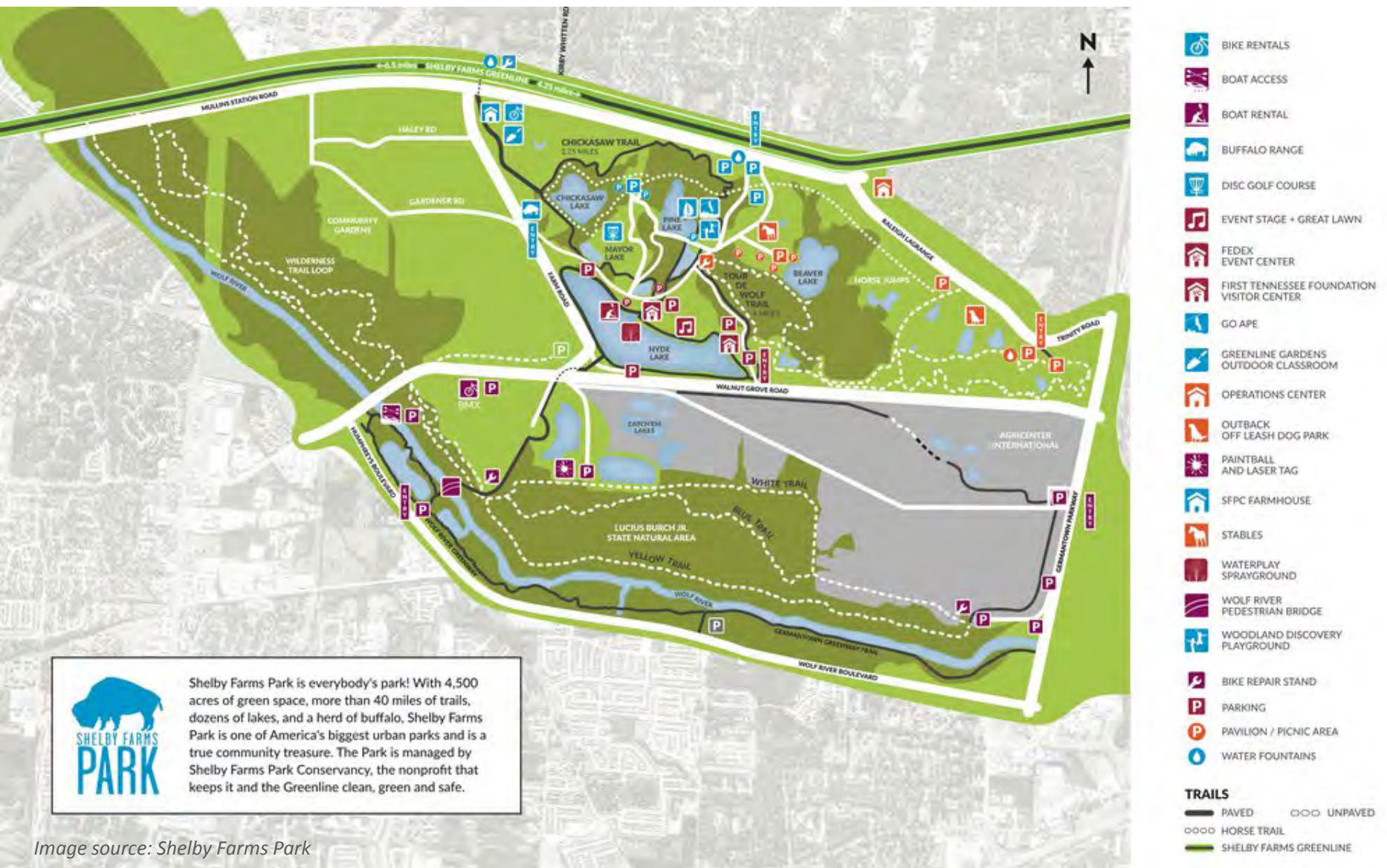


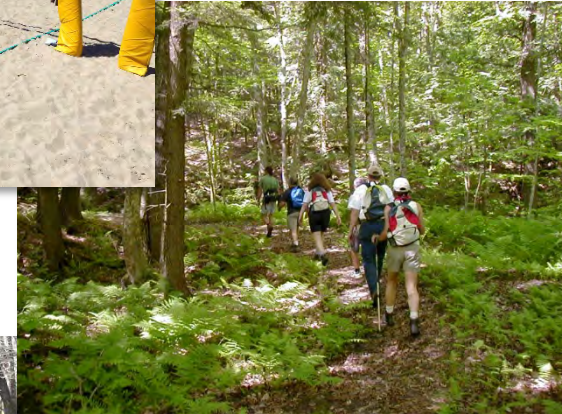
Image source: Shelby Farms Park



# TYPES OF RECREATION

## Types of Recreation (Park Use Categories)

- **Active**
  - Active sports and amenities, organized events, significant infrastructure, often greater cost
- **Passive**
  - Less development and infrastructure, casual activities and hobbies, often less cost
- **Environmental/Natural**
  - Preservation of vegetation and wildlife, nature-based activities
- **Arts and Cultural**
  - Community enrichment amenities, activities, and programs



# PUBLIC ENGAGEMENT PROCESS (ONGOING)

- **Technical Advisory Group** (1<sup>st</sup> mtg. March 6<sup>th</sup>, 2nd meeting May 30<sup>th</sup>, two add. mtgs.)
- **Community Stakeholders**
  - ✓ Local/citywide individuals/entities (35)
  - ✓ Week of March 19<sup>th</sup>
- **Public Events and Public Interaction**
  - ✓ In-person intercept survey (*completed*)
  - ✓ Four public meetings (1<sup>st</sup> mtg. March 26, **2nd meeting June 6<sup>th</sup>**)
- **Online Engagement**
  - ✓ Public survey (*completed*)
  - ✓ Map blog (*completed*)
- ✓ **Workshop with City Staff**
- **Elected/Appointed Officials and Boards**
  - Austin Parks and Recreation Board;
  - PARD/City Management
  - City Council





# STAKEHOLDER INPUT

- **Aeromodelers** – can fly larger model planes, need runway improvements, restrooms.
- **Capital Clays Trap and Skeet Club** – desire to expand in current location.
- **Special Events Organizers** – good location for triathlons, running events, trail around lake would be great asset, need walking connections to Expo area parking for events.
- **Preservation Specialists** – two current preserves are understood, but need more biological surveys for remaining undeveloped areas which probably have old growth trees. Opportunity to create park that is not a “biological desert.”
- **Area Developers (Dwyer, Hayes)** – Wild Horse Development beginning, support for proposed golf course, idea of setting up fund to help operate park/lake, don’t want to see the lake without water.

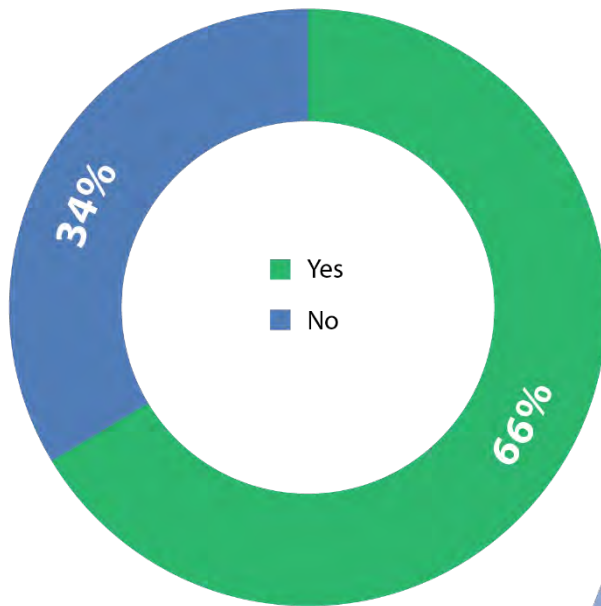
# STAKEHOLDER INPUT (CON'T)

- **Area Neighborhood Associations** – park not known, fee makes it difficult to use, need access from surrounding areas, interest in golf course if it brings in revenue.
- **UT Longhorn Regatta (women's sculling)** – Longhorn Invite at WEL is successful, lake characteristics can create world-class rowing venue, would like boardwalk or bank trail for spectators.
- **Expo Center and Austin Rodeo** – target is to be similar to San Antonio Rodeo. Own 40 acres adj. to Expo. Need concert venues to replace Erwin Center, could go on this site.
- **Austin Energy** – continued presence on current site, will need buffering for safety purposes. Transition to alternative energy generation methods, will not need lake for cooling in next few years. Lake operations and replenishment will need to be assumed by others. Desire to maintain storage yard in current location.

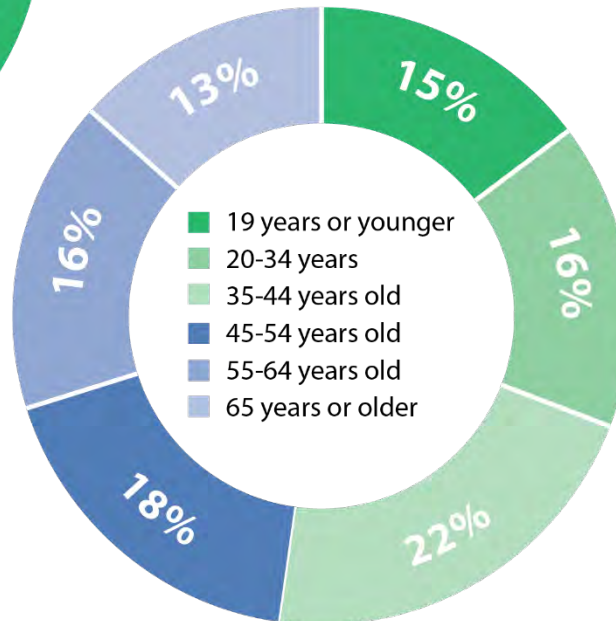
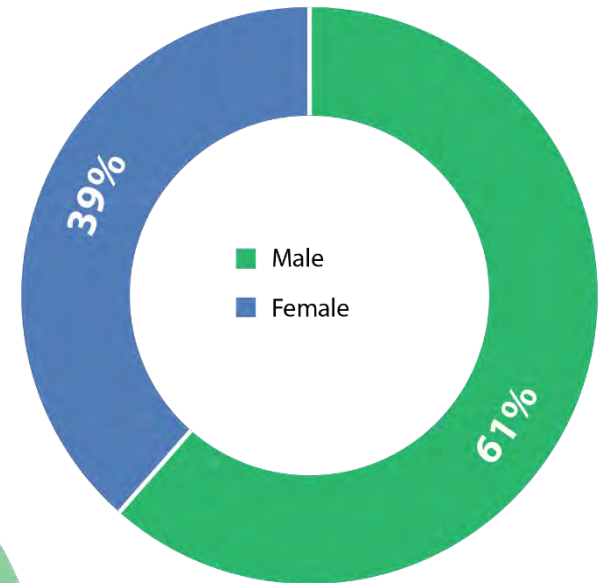


# CITYWIDE SURVEY - RESPONDENTS

## Resident of Austin



## Gender

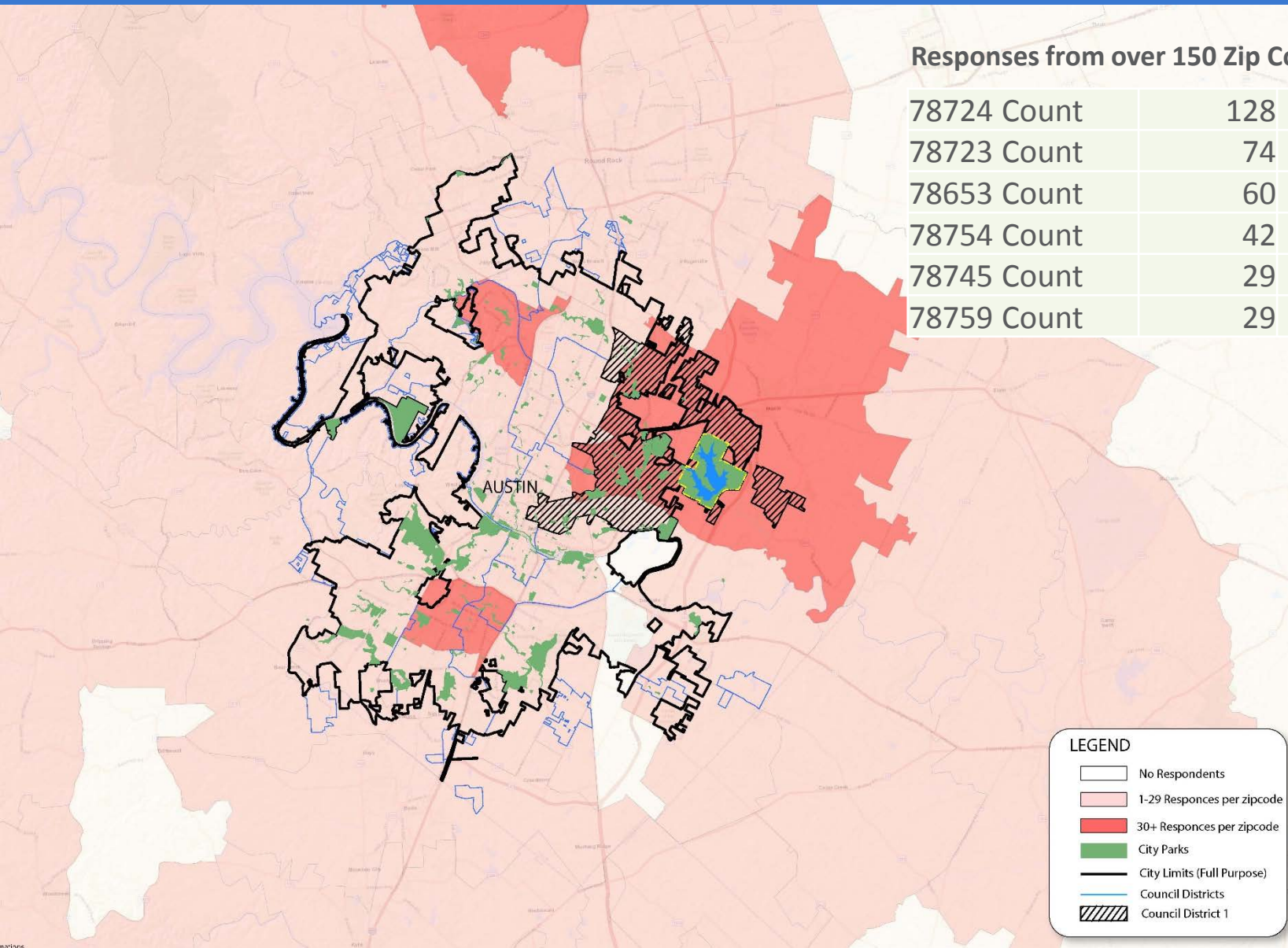


## Respondent Age

# CITYWIDE SURVEY - RESPONDENTS

## Responses from over 150 Zip Codes

78724 Count	128	11%
78723 Count	74	6%
78653 Count	60	5%
78754 Count	42	4%
78745 Count	29	3%
78759 Count	29	3%

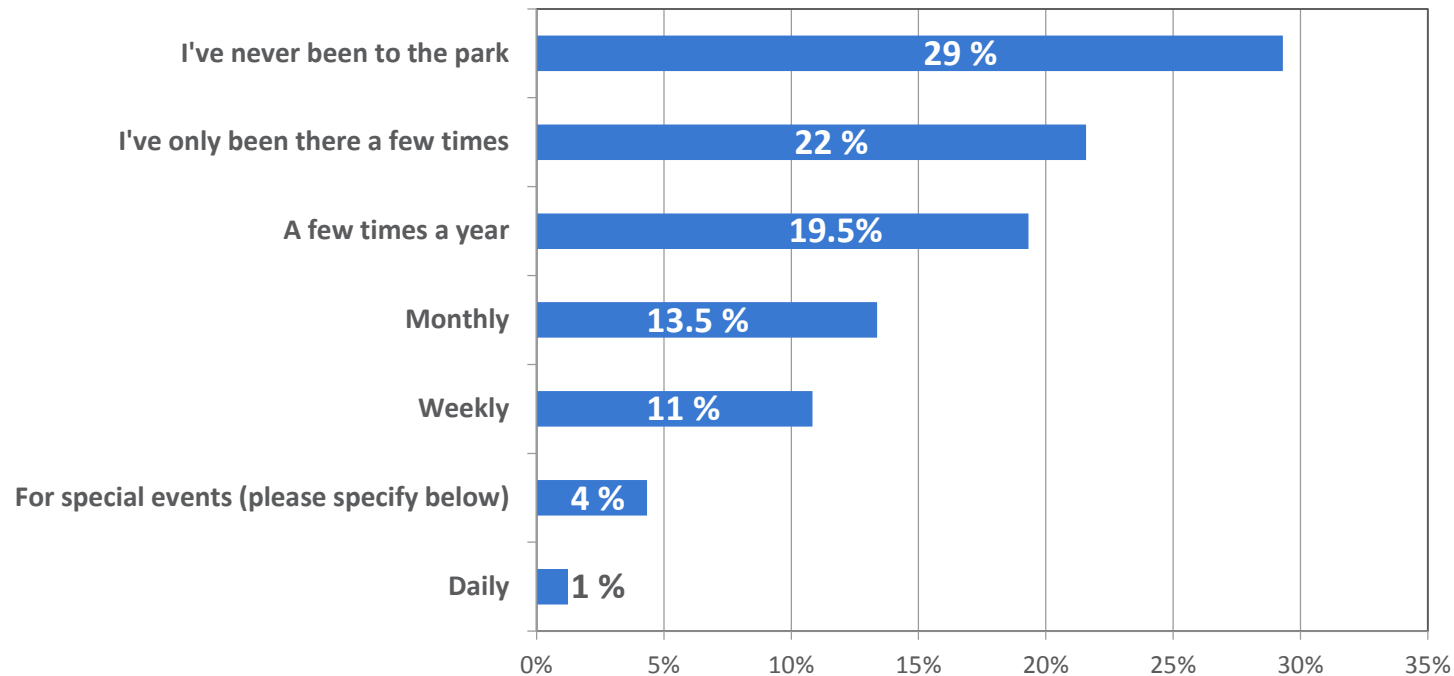


### LEGEND

- No Respondents
- 1-29 Responses per zipcode
- 30+ Responses per zipcode
- City Parks
- City Limits (Full Purpose)
- Council Districts
- Council District 1

# VISITATION AND AWARENESS OF THE PARK

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



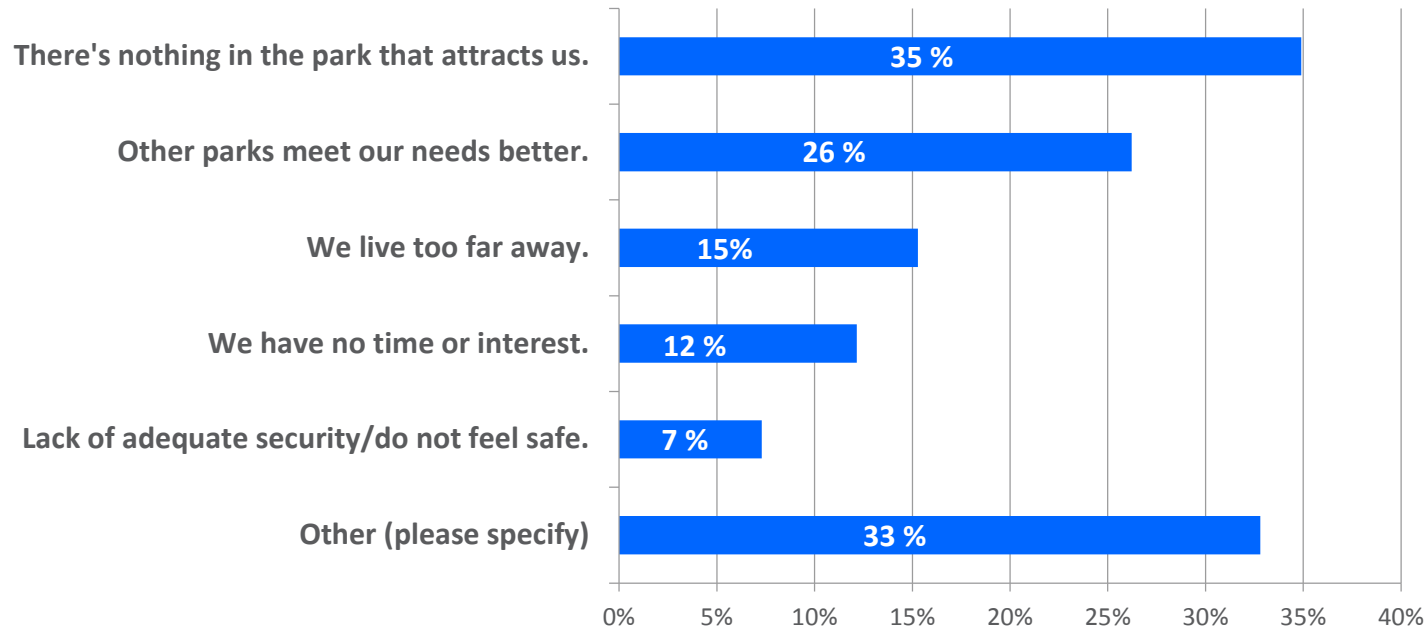
- Over **50%** have never or rarely been to the park
- Most frequently reasons to visit the park include Skeet (25%), Picnicking or other personal visits (21%), Rodeo or other events (19%), Fishing (13%), and participation in races (12%)

Source: Walter E. Long Metropolitan Park Master Plan On-line survey March-April 2018.



# REASONS FOR NOT VISITING WALTER E. LONG PARK

If you or your family DO NOT visit Walter E. Long Park, why don't you? Check all that apply.

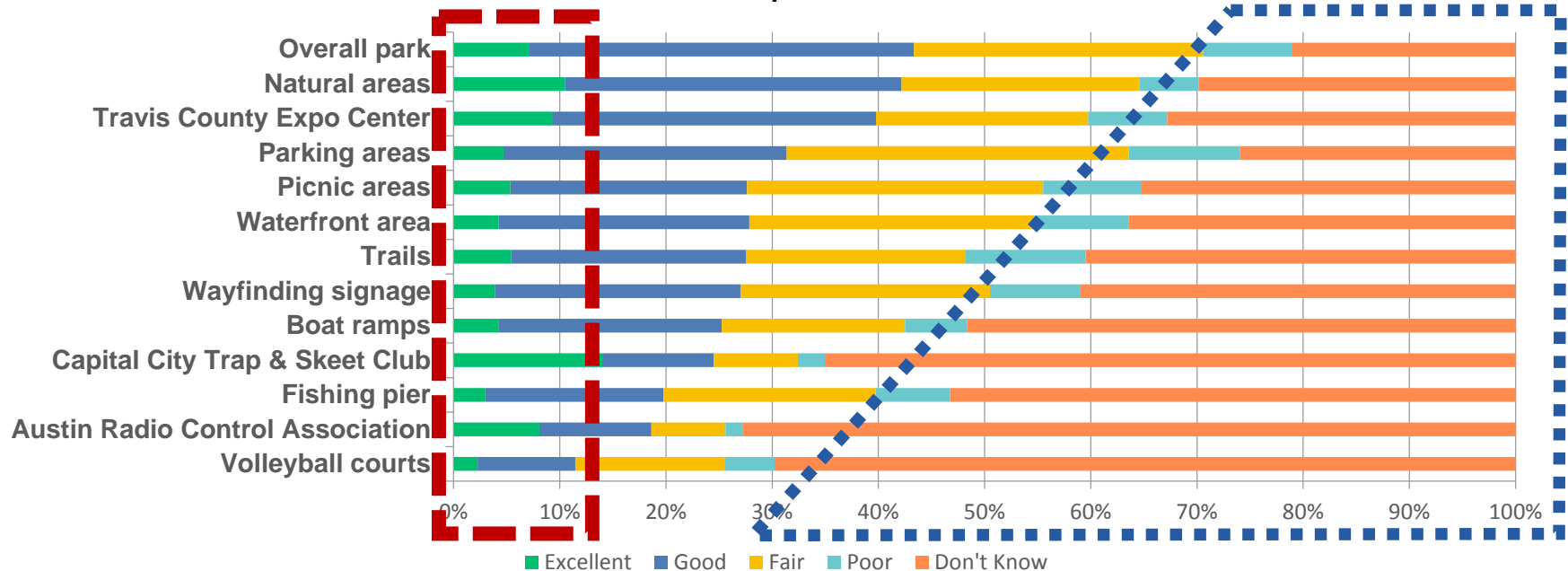


- Many noted they were unaware of the park.
- A few noted that entrance fee hinders park usage.
- Some would attend more if equestrian trails/disc golf were offered.

Source: Walter E. Long Metropolitan Park Master Plan On-line survey March-April 2018.

# RATING THE EXISTING QUALITY OF THE PARK

How would you rate the quality, appearance, and maintenance of Walter E. Long Park? Skip this question if you've never visited the park.

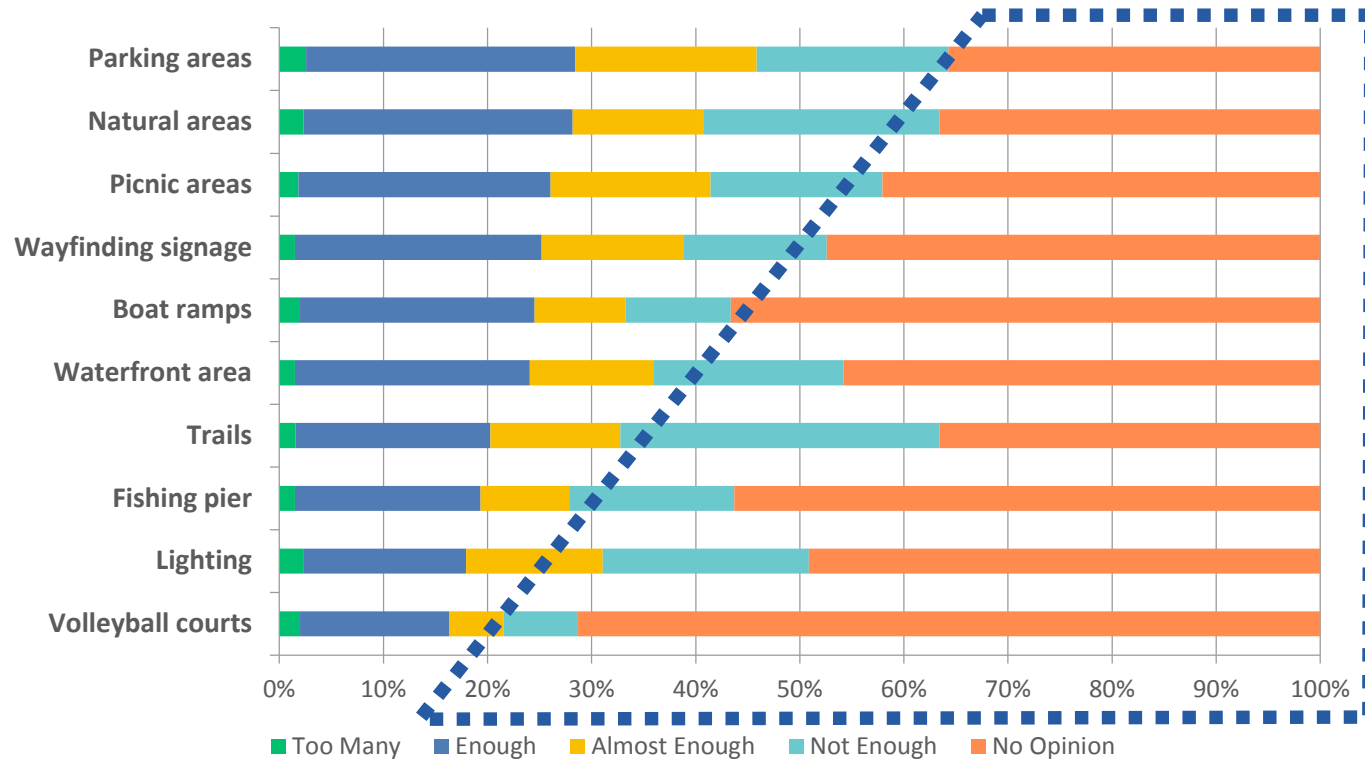


- Average of 5% rated park facilities excellent
- High level of unfamiliarity with the park
- Fair to poor ratings generally outweigh positive ratings

Source: Walter E. Long Metropolitan Park Master Plan On-line survey March-April 2018.

# IS THE PARK MEETING USER'S CURRENT NEEDS

How well are the facilities in the park currently meeting you and your family's needs?



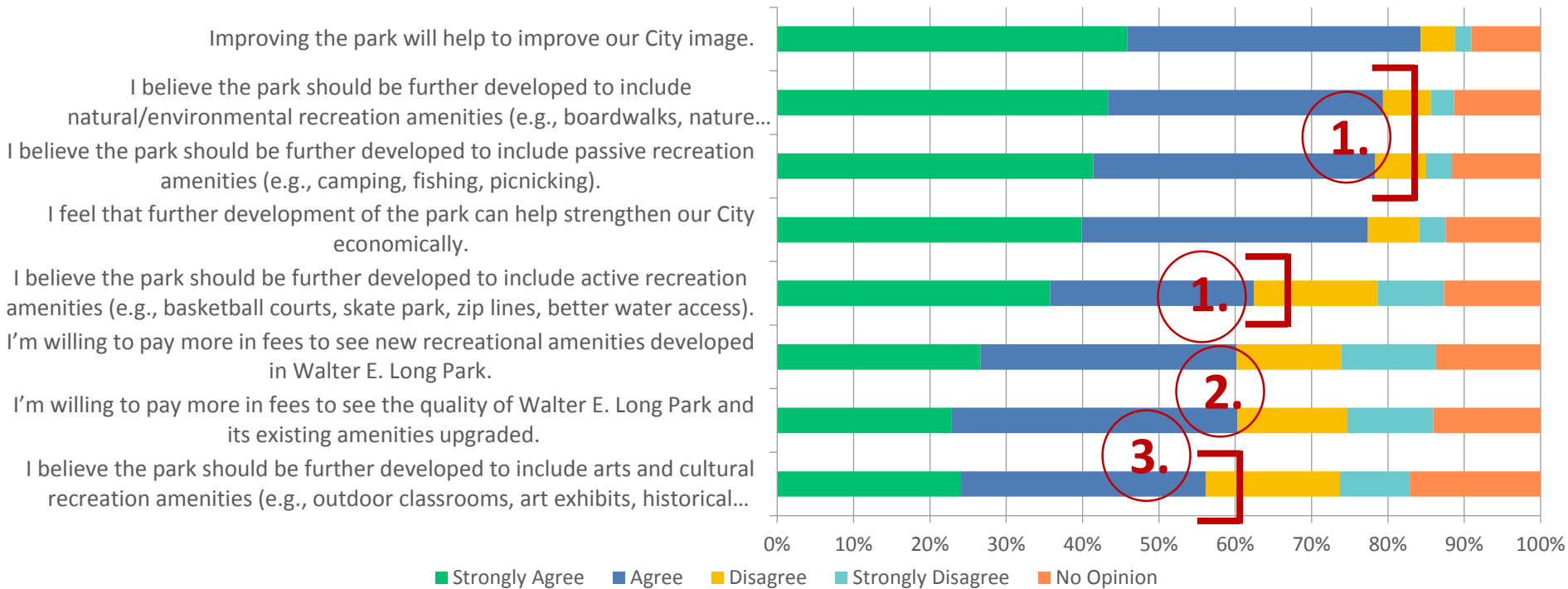
- Concern regarding entrance road and parking at the Skeet Club and Aeromodelers field, inaccessibility of natural areas, poor restroom facilities
- Need for more fishing piers and separate launch areas for kayakers

Source: Walter E. Long Metropolitan Park Master Plan On-line survey March-April 2018.



# FUTURE STATEMENTS ABOUT THE PARK

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



1. Natural and passive park uses – high level of support at 78%, followed by active at around 62%
2. 60% support for additional fees for new amenities/improvements, but concern over entrance fee in comments
3. Over 50% support for arts and cultural amenities

Source: Walter E. Long Metropolitan Park Master Plan On-line survey March-April 2018.

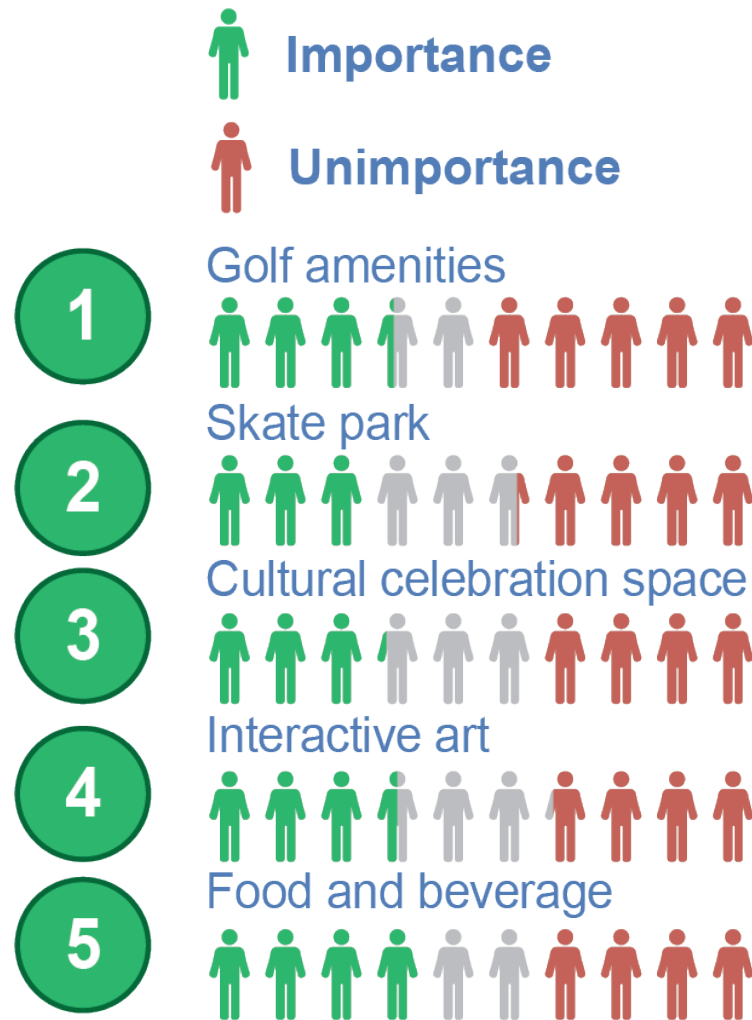
# ACTIVITIES WITH HIGH LEVELS OF IMPORTANCE



Source: Walter E. Long Metropolitan Park Master Plan On-line survey March-April 2018.



# SPECIALTY FACILITIES (IMPORTANT VS. UNIMPORTANT)



Source: Walter E. Long Metropolitan Park Master Plan On-line survey March-April 2018.

# OVERALL PARK VISION

## ACTIVE

**62% (#3)**

**42% (#1)**



## PASSIVE

**78% (#2)**

**23% (#3)**



**56% (#4)**

**8% (#4)**

## ARTS & CULTURAL



**79% (#1)**

**27% (#2)**

## NATURAL/ ENVIRONMENTAL



**Red** Numbers – Public Survey

**White** Numbers – Open House #1



# ACTIVE ACTIVITY PREFERENCES



Adventure Playground



Sports Courts



Mountain Bike/Veloway



Golf Course/Golf Amenities



Rowing/Boating



Splash Pad



Swimming



Sports Fields



Disc Golf



Adventure Amenities

Feedback was collected from an online survey (1200+ participants) and the previous open house (60+ participants).

Online survey percentages indicating “very important” and “important” are displayed in **red**.

Open House #1 feedback percentages indicating “most important” are displayed in **white**.



# PASSIVE ACTIVITY PREFERENCES



Equestrian Trail



Dog Park



Fishing Pier



Multi-use Trail



Open Lawn/Open Space for play



Picnic Pavilion/Picnicking



Overnight/RV/Cabin/Tent/Camping



Enhanced Beach Area



Overnight Cabin

Feedback was collected from an online survey (1200+ participants) and the previous open house (60+ participants).

Online survey percentages indicating “very important” and “important” are displayed in **red**.

Open House #1 feedback percentages indicating “most important” are displayed in **white**.

# NATURAL / ENV. ACTIVITY PREFERENCES



Nature Trails



Birding/Wildlife Observation



Green Infrastructure



Nature Center



Nature Play



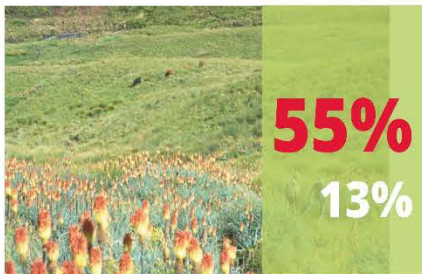
Sensory Garden



Night/Star Gazing



Wetland Enhancement/Restoration



Restoration Vegetation

Feedback was collected from an online survey (1200+ participants) and the previous open house (60+ participants).

Online survey percentages indicating “very important” and “important” are displayed in **red**.

Open House #1 feedback percentages indicating “most important” are displayed in **white**.



# CULTURAL/ARTS/EVENTS PREFERENCES



Community Cultural Center



Demonstration Garden



Food Trucks



Iconic Art Piece



Interpretive Signage



Outdoor Classroom



Summer Camp

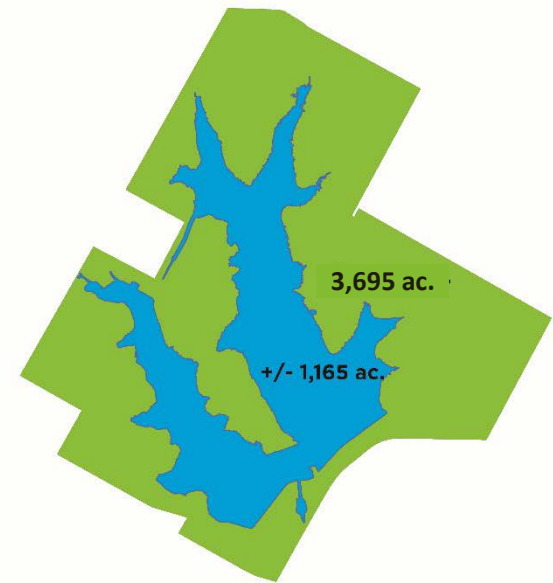
Feedback was collected from an online survey (1200+ participants) and the previous open house (60+ participants).

Online survey percentages indicating “very important” and “important” are displayed in **red**.

Open House #1 feedback percentages indicating “most important” are displayed in **white**.

# WHY IS THE FRAMEWORK PLAN IMPORTANT?

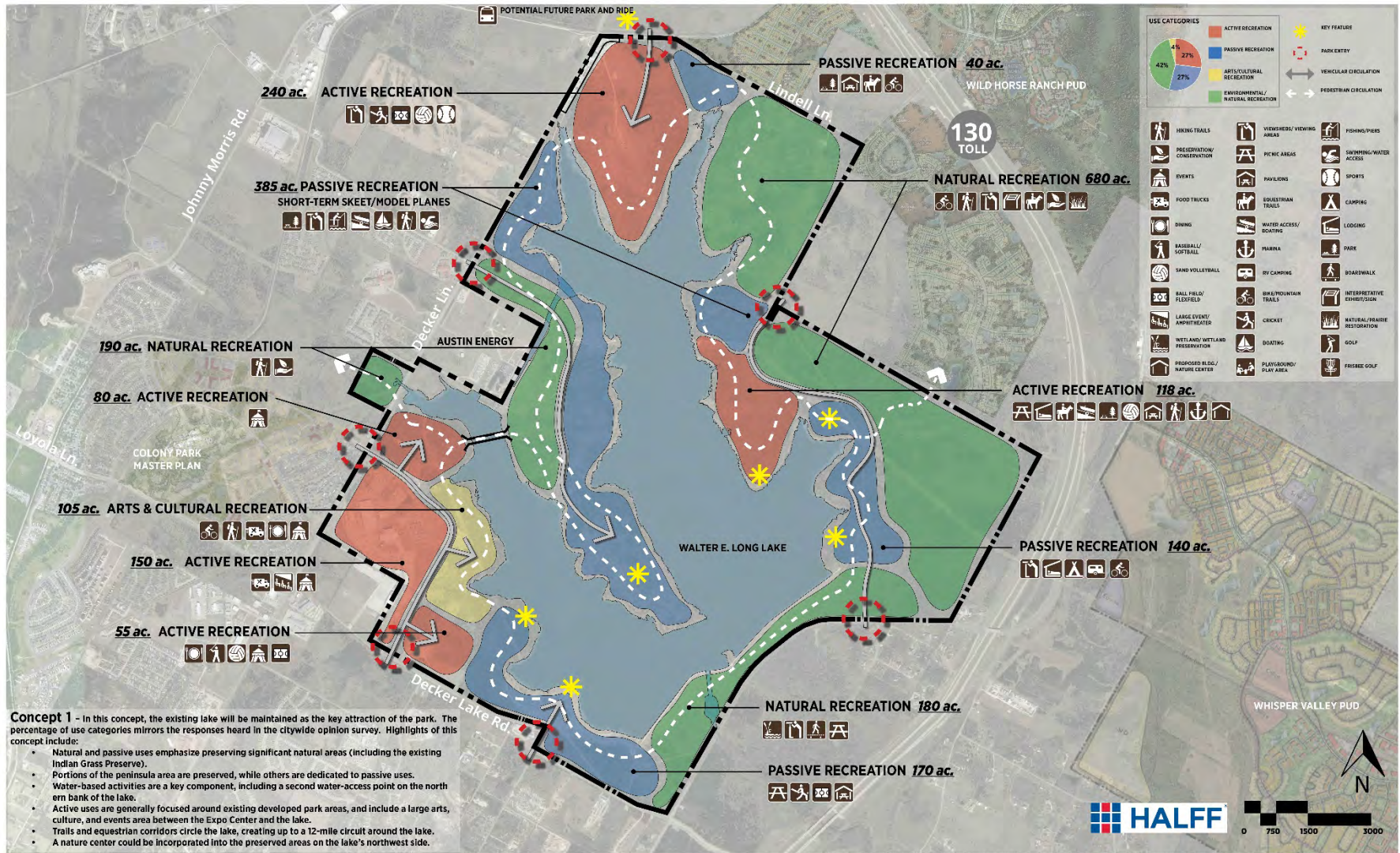
- Respects the sheer magnitude and longevity of the development of the park
- Provides guidance well into the future
- Ensures that the overall vision for the park is maintained
- Ensures flexibility while still adhering to an overall framework
- In essence, serves as the “zoning” tool for current and future park
- Helps guide prioritization and ideas for initial phase(s)



WALTER E. LONG METROPOLITAN PARK



# FRAMEWORK CONCEPT 1

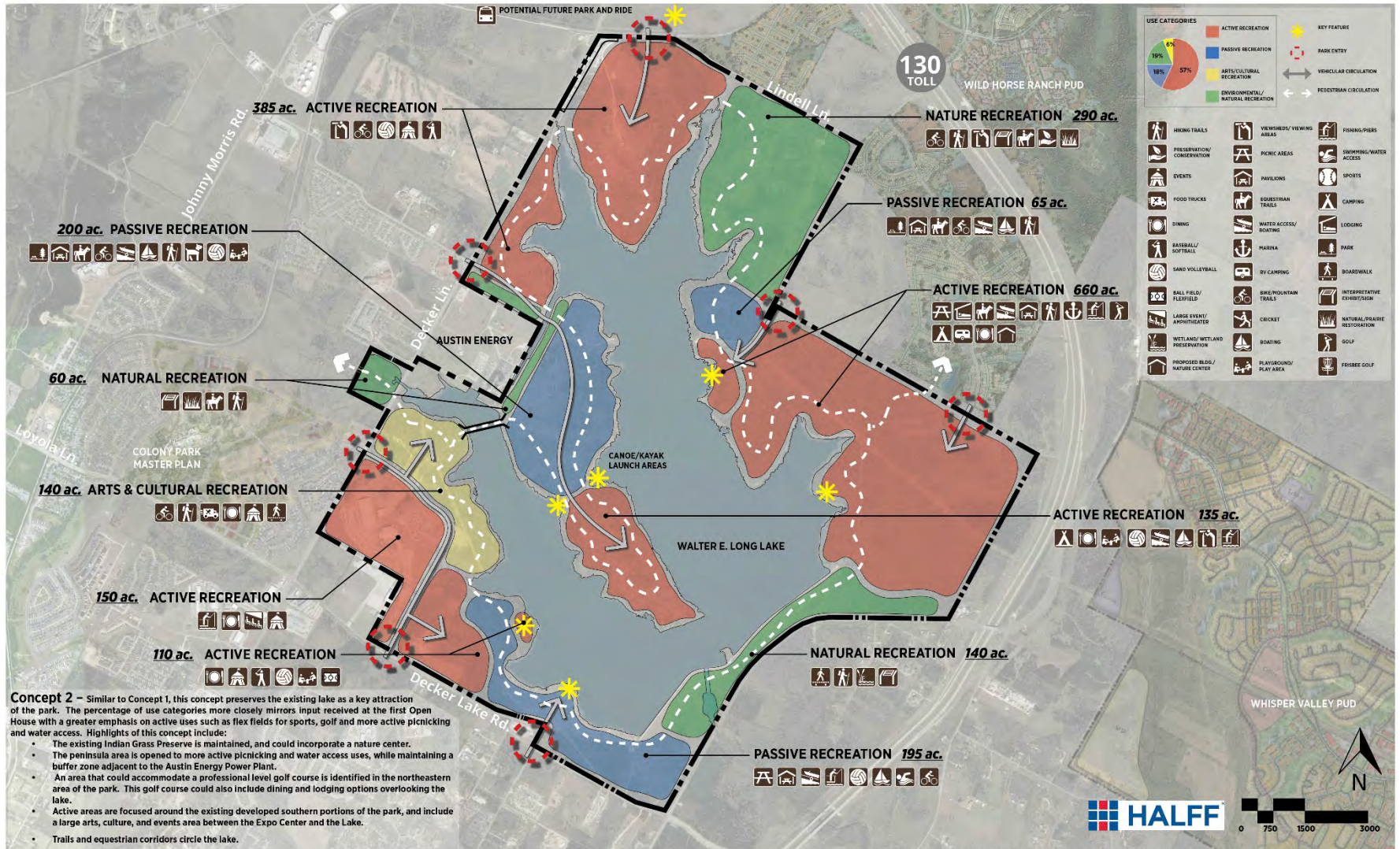


ADJACENT MASTER PLANS REPRESENTED ARE CONCEPTUAL IN NATURE, AND WILL VARY BASED ON EVOLVING APPROVED DEVELOPMENT PLANS BY THE CITY OF AUSTIN AND TRAVIS COUNTY. DRAFT FOR REVIEW AND DISCUSSION

Draft for Discussion



# FRAMEWORK CONCEPT 2

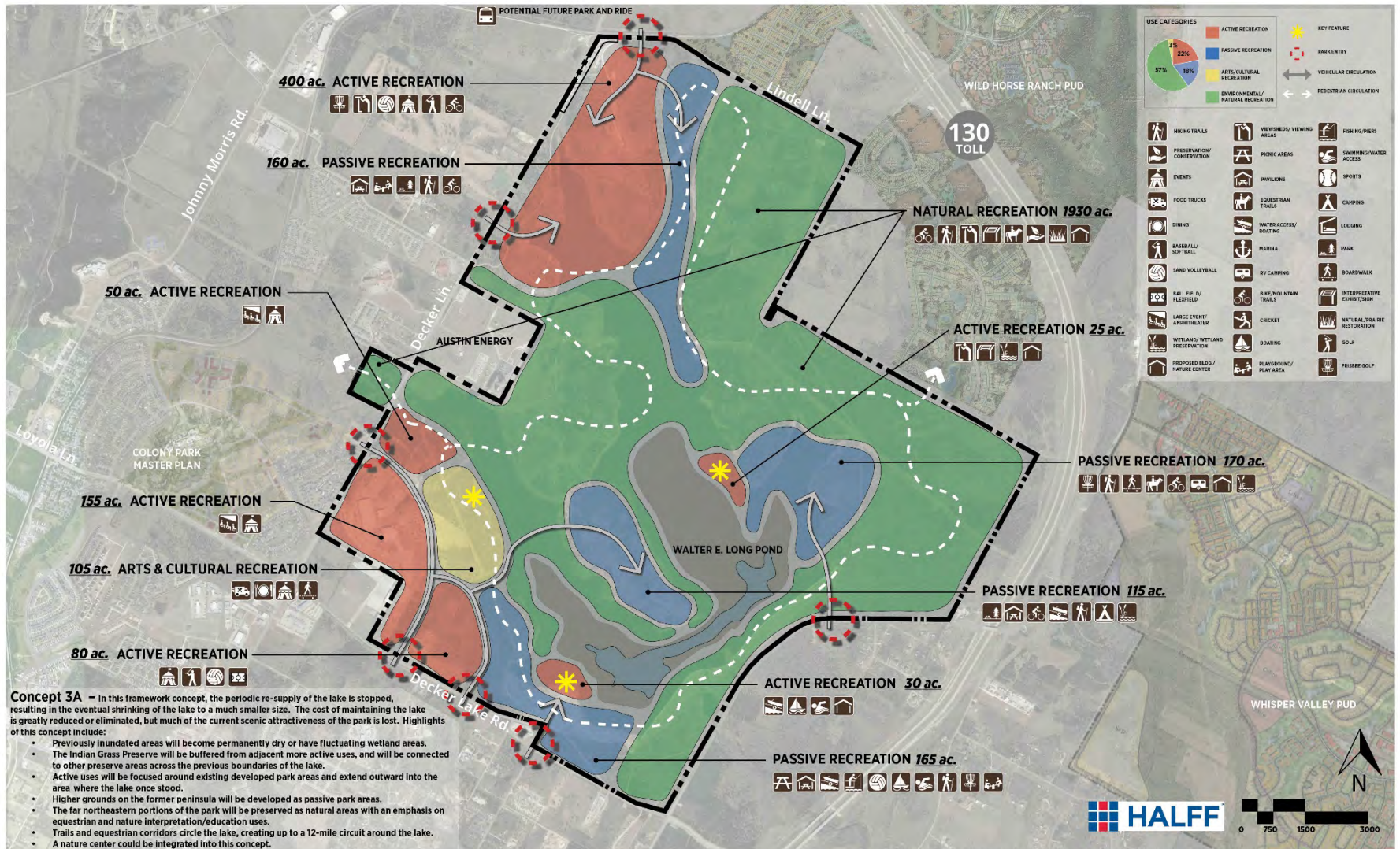


ADJACENT MASTER PLANS REPRESENTED ARE CONCEPTUAL IN NATURE, AND WILL VARY BASED ON EVOLVING APPROVED DEVELOPMENT PLANS BY THE CITY OF AUSTIN AND TRAVIS COUNTY

Draft for Discussion



# FRAMEWORK CONCEPT 3A

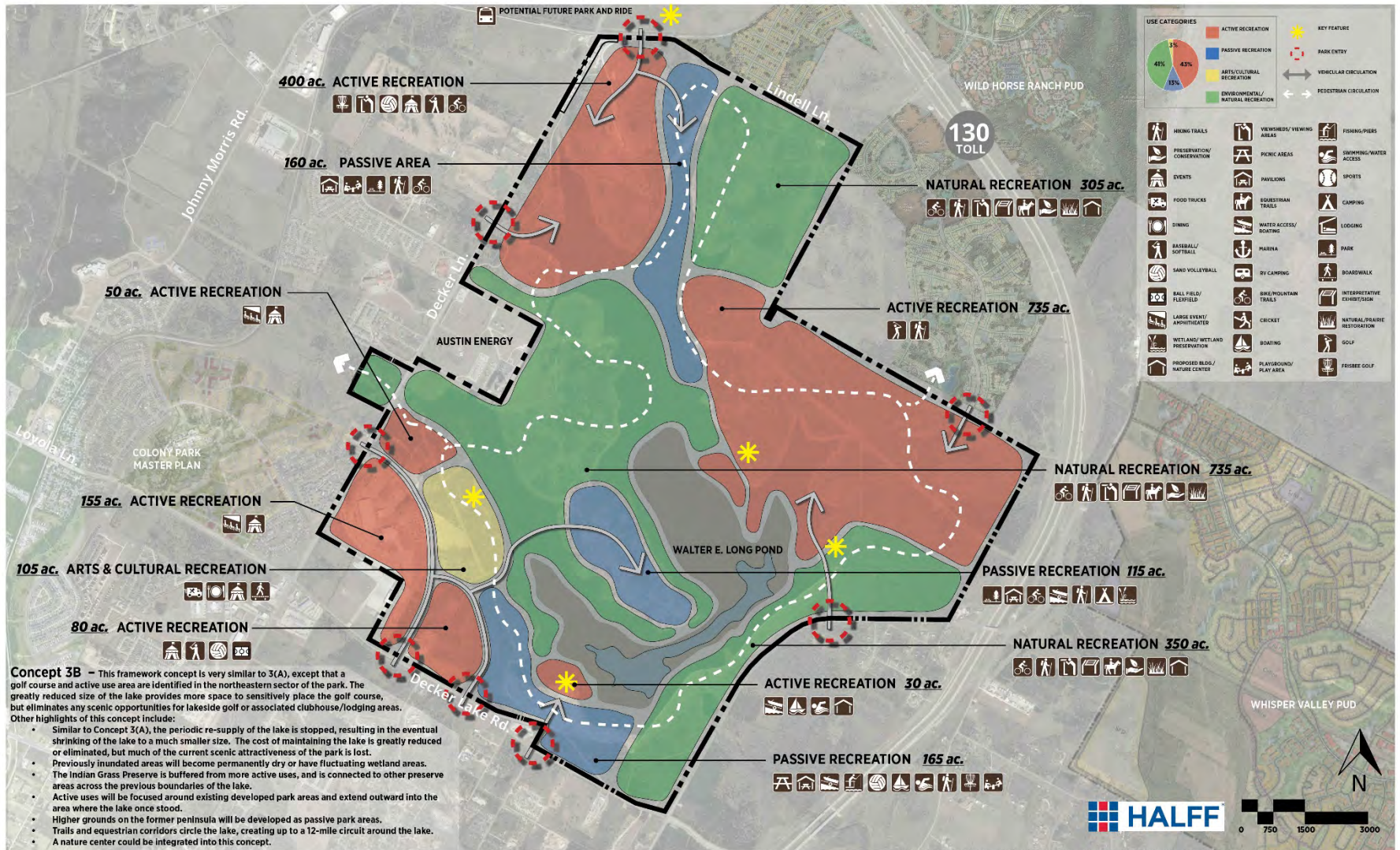


ADJACENT MASTER PLANS REPRESENTED ARE CONCEPTUAL IN NATURE, AND WILL VARY BASED ON EVOLVING APPROVED DEVELOPMENT PLANS BY THE CITY OF AUSTIN AND TRAVIS COUNTY

Draft for Discussion



# FRAMEWORK CONCEPT 3B

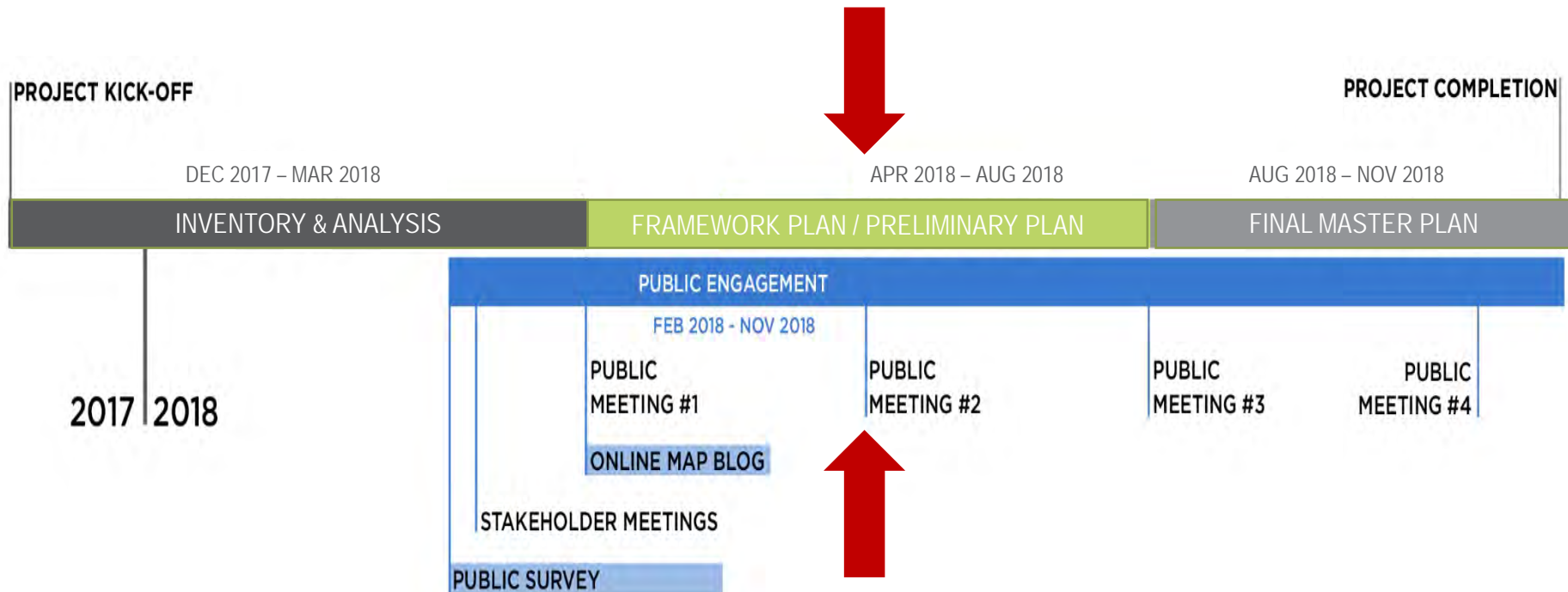


ADJACENT MASTER PLANS REPRESENTED ARE CONCEPTUAL IN NATURE, AND WILL VARY BASED ON EVOLVING APPROVED DEVELOPMENT PLANS BY THE CITY OF AUSTIN AND TRAVIS COUNTY

Draft for Discussion



# NEXT STEPS



# RETURN TO STATIONS / DISCUSSION

