

WELCOME

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

WALTER E. LONG METROPOLITAN PARK MASTER PLAN



Your attendance and participation is very important to City officials and staff during the development of the Walter E. Long Metropolitan Park Master Plan. The intent of tonight's meeting is to summarize the planning process, unveil the preliminary master plan to the public and gather feedback.

This is an open house format. There will be no formal presentation and attendees are encouraged to visit stations and engage with staff members. All attending are asked to please provide your feedback. City staff and members of the consultant team will be available to answer any questions and help facilitate the feedback process.

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?

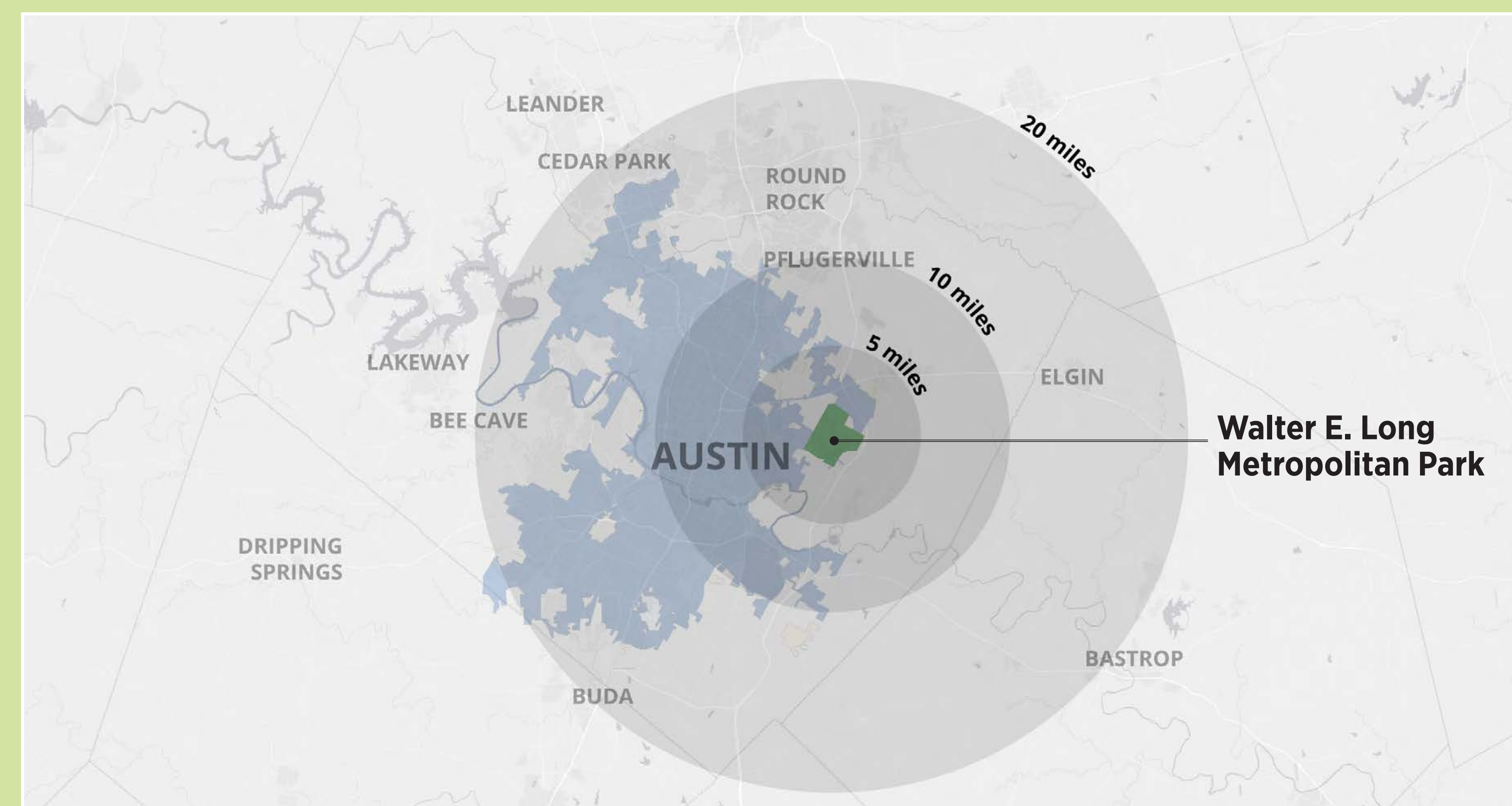
- The City is developing an updated master plan for improvements to Walter E. Long Park.
- The Walter E. Long Metropolitan Park Master Plan will help determine the long-range vision for the entirety of the park, including areas currently used by other organizations.

WHY?

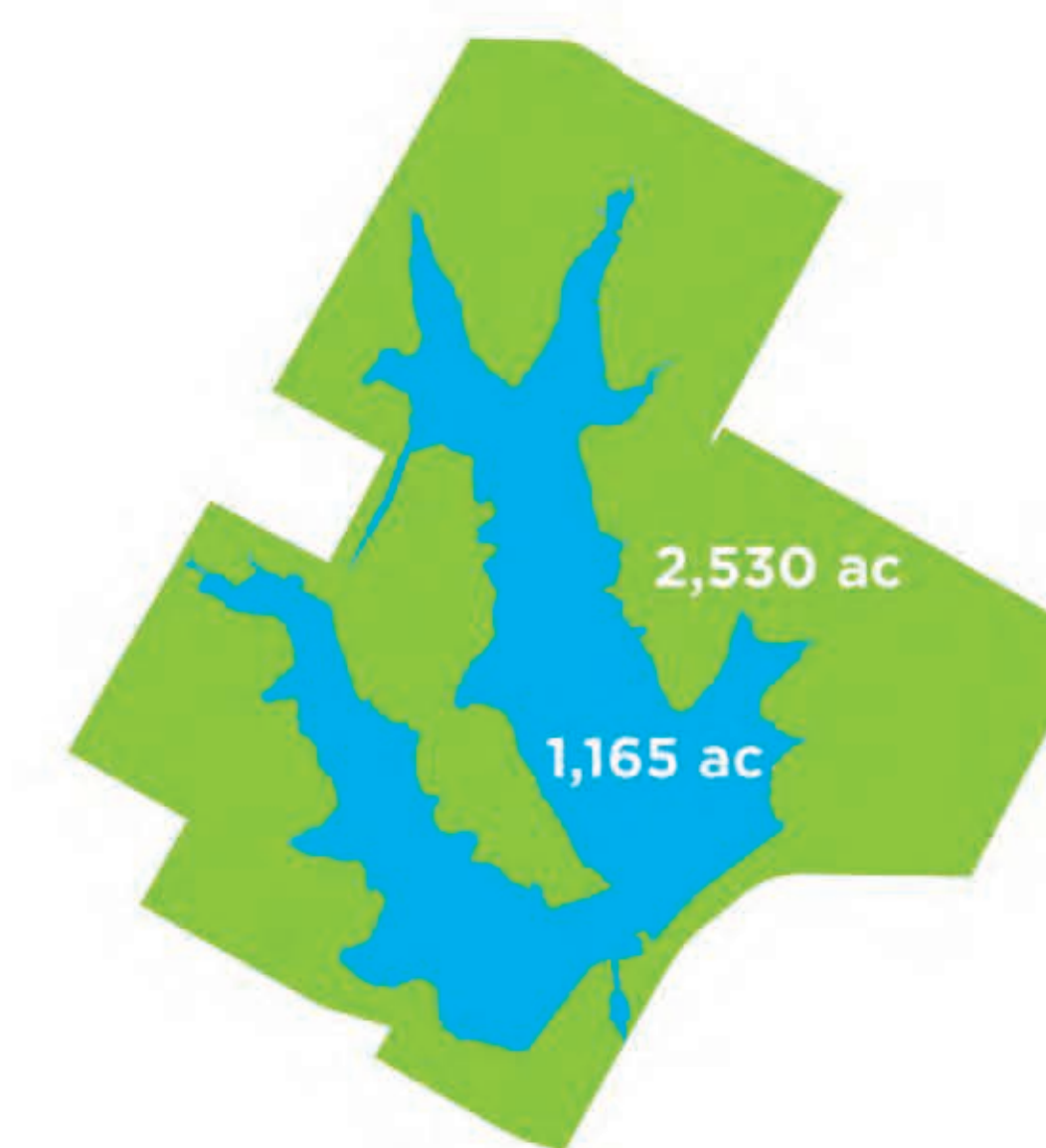
- A Master Plan identifies a defined plan of action for moving forward with development and improvements to the park.
- It allows the City to step back from day-to-day decision-making to assess the community preferences for the future.
- It identifies characteristics and factors shaping the community.
- 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.



AUSTIN'S LARGEST PARK



WALTER E. LONG METROPOLITAN PARK



ZILKER PARK



ROY G. GUERRERO PARK

HISTORY OF WALTER E. LONG METROPOLITAN PARK MASTER PLAN

The Walter E. Long Metropolitan Park Master Plan will help determine the long-range vision for the entirety of the park.



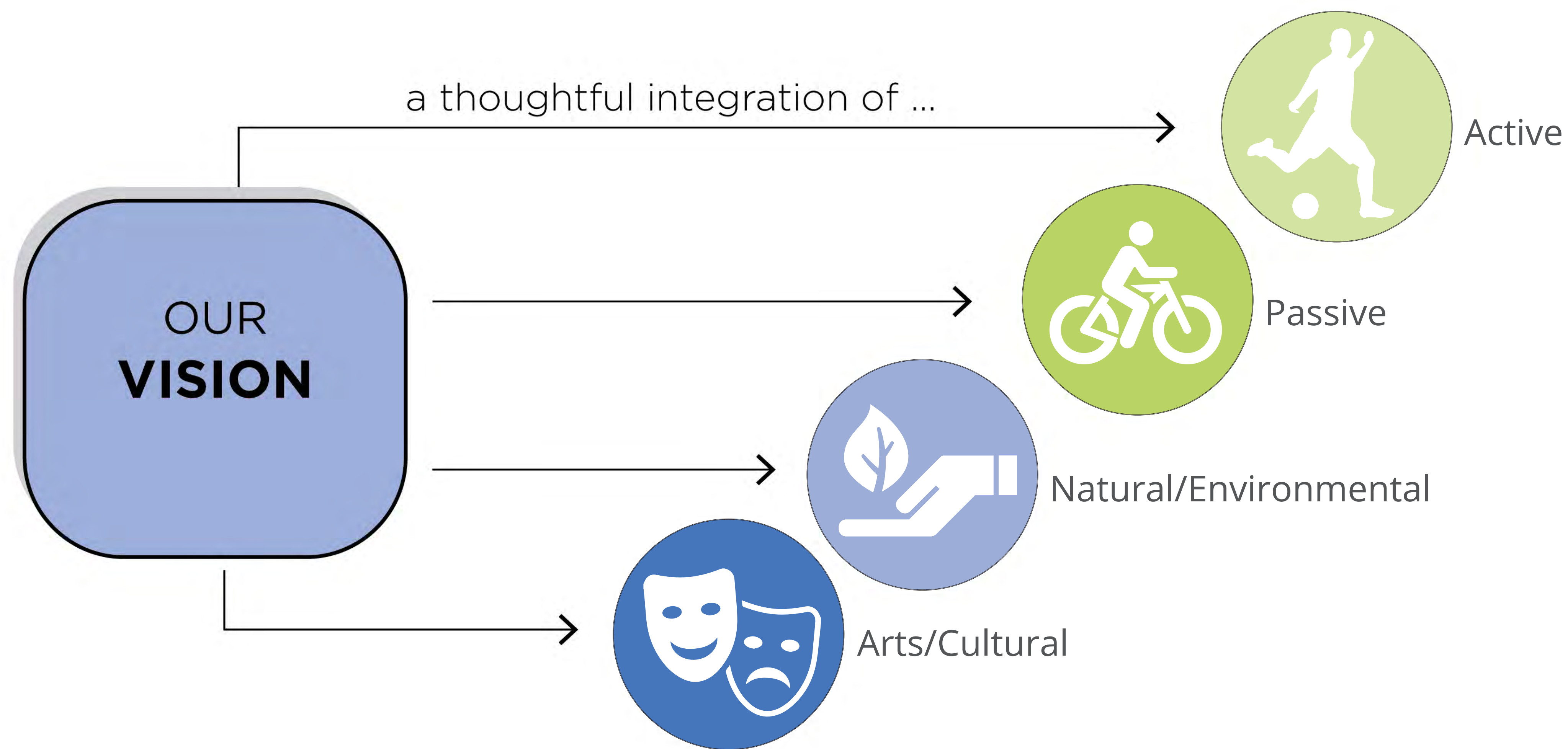
This master plan process is being lead by the Austin Parks and Recreation Department. We are working with industry professionals, a technical advisory board, and you to create the long-range vision for the park. The community will identify issues and provide the vision for the future by participating in various forms of public engagement. The plan is expected to be presented to the Austin City Council for adoption in early 2019.



PROJECT VISION

FOR THE WALTER E. LONG METROPOLITAN PARK MASTER PLAN

VISION FOR DESIGN



Active

Outdoor recreational activities, such as organized sports, playground activities, and the use of motorized vehicles, that require extensive facilities or development or that have a large impact on the recreational site.

Passive

Outdoor recreational activities, such as nature observation, hiking, and kayaking, that require a minimum of facilities or development and that have minimal environmental impact on the recreational site.

Natural/Environmental

Natural/environmental recreation provides a more hands-on and educational interaction with the natural environment. These program items also provide opportunities to restore and improve upon the existing natural systems.

Arts/Cultural

Arts/cultural elements serve to provide an opportunity for the community to take an ownership in the park. Local art, food, history, and cultural opportunities are some of the features found within this category.

PROJECT GOALS

- ✓ Develop a master plan that caters to the **local community, city-wide residents** and **regular park visitors**.
- ✓ Utilize **community feedback** as the primary driver of the design throughout the entirety of the planning process.
- ✓ Present design concepts that could potentially make Walter E. Long Park a **state-wide and national draw**.
- ✓ Develop a Master Plan that **preserves, utilizes** and **complements** the exceptional **natural resources** found within the park.
- ✓ Develop a design solution which integrates **active, passive, natural** and **cultural** elements into one cohesive master plan.



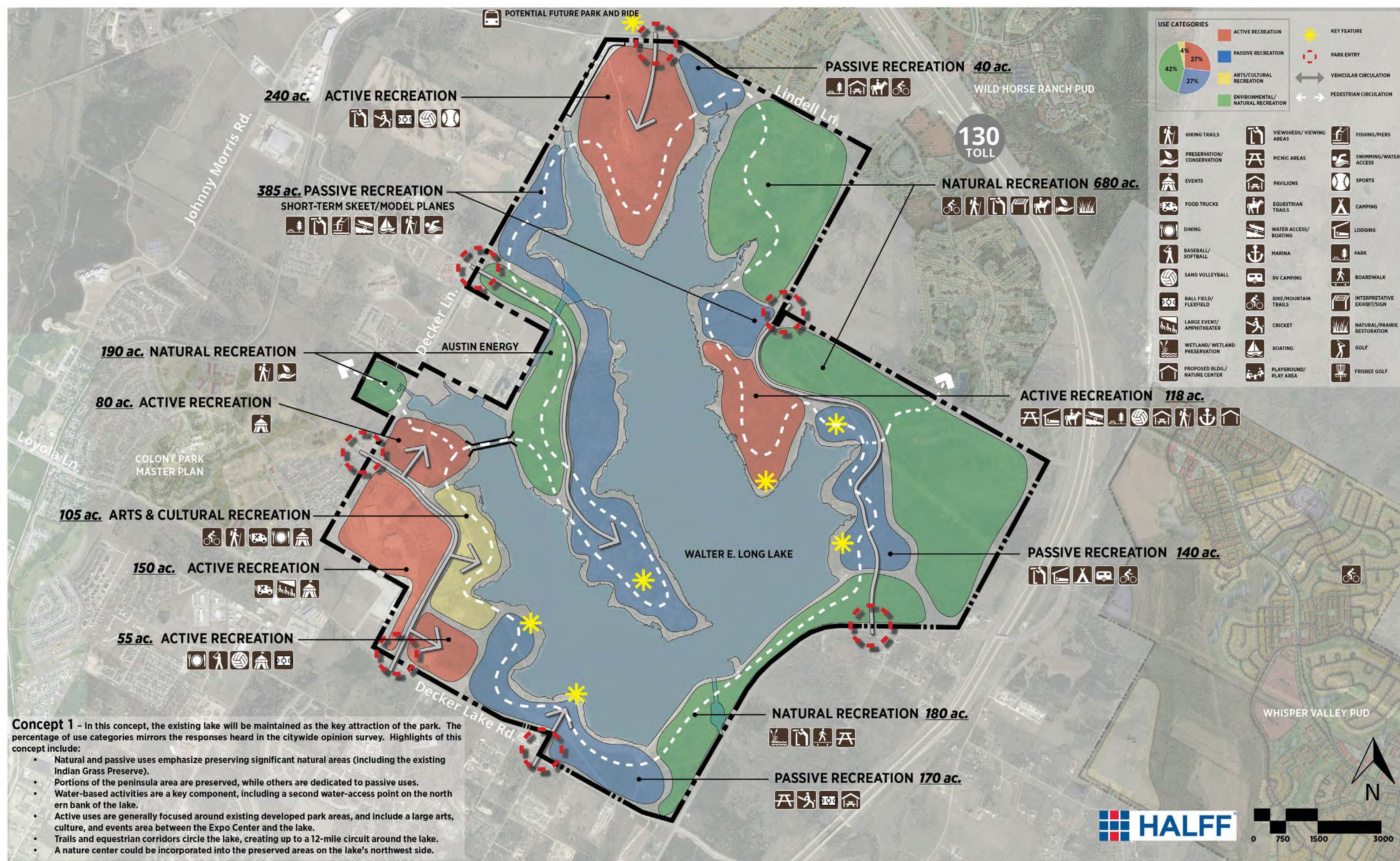
OUR VISION STATEMENT

“Our overarching goal is to produce an environmentally responsible planning solution which addresses the needs of the local community, while catering to the greater city and state-wide population, through the integration of active, passive, cultural and environmental recreational components into one cohesive master plan”.

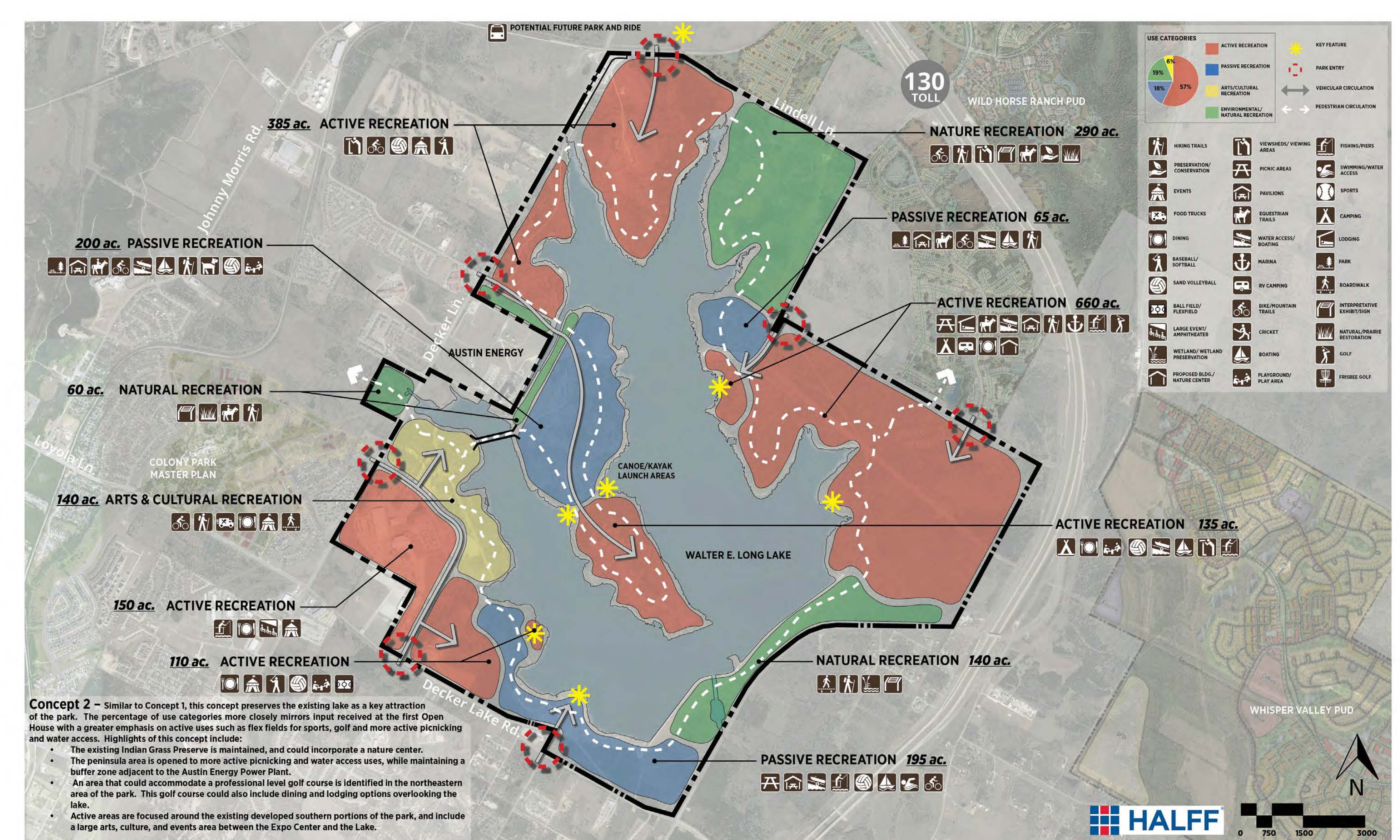
FRAMEWORK CONCEPTS

FOR WALTER E. LONG METROPOLITAN PARK MASTER PLAN

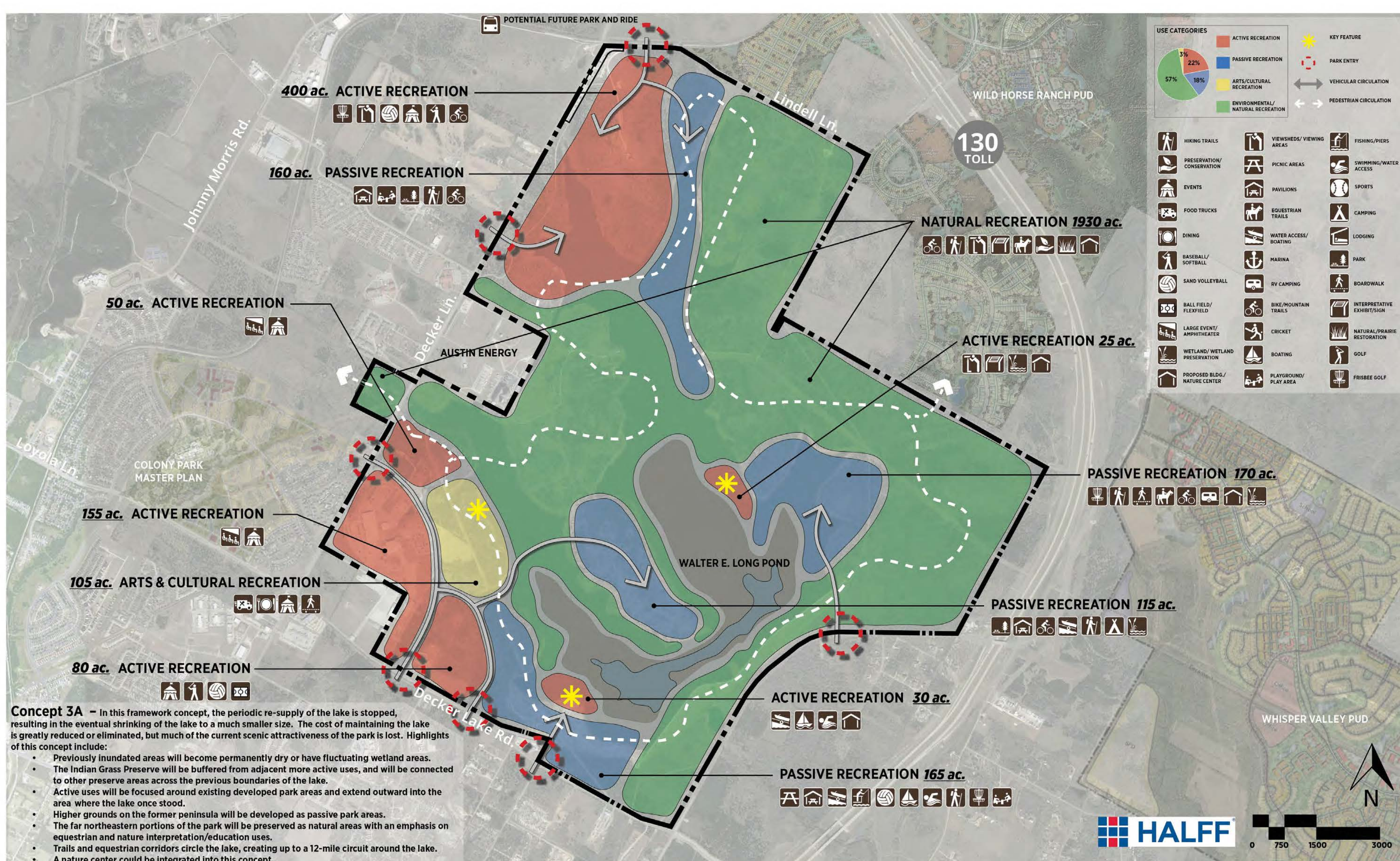
The purpose of a Framework Concept is to establish a guide for the development of the program and design of the master plan. These Framework Concepts were developed based on the initial analysis phase, various forms of public engagement and the design expertise of the consultants.



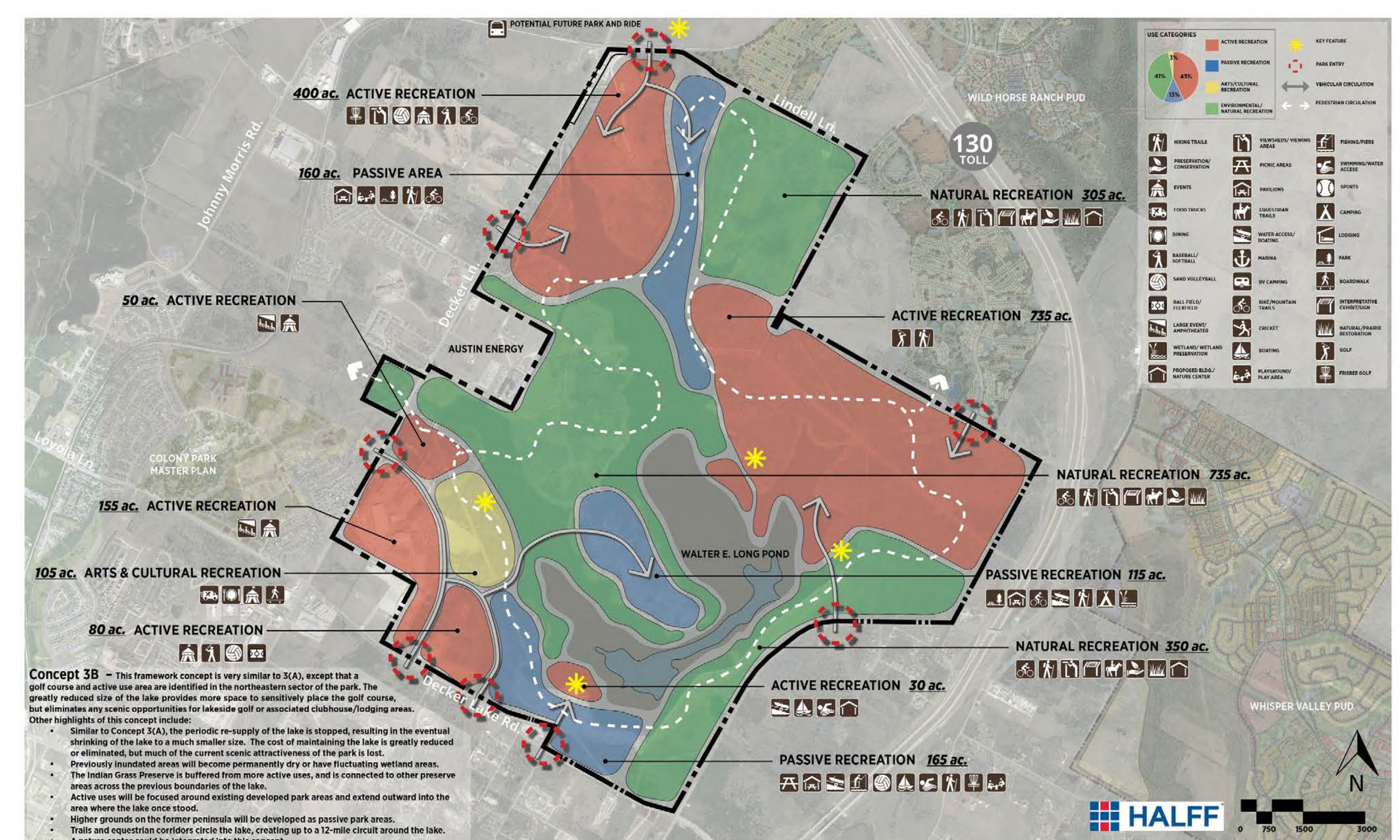
Framework Concept 1



Framework Concept 2



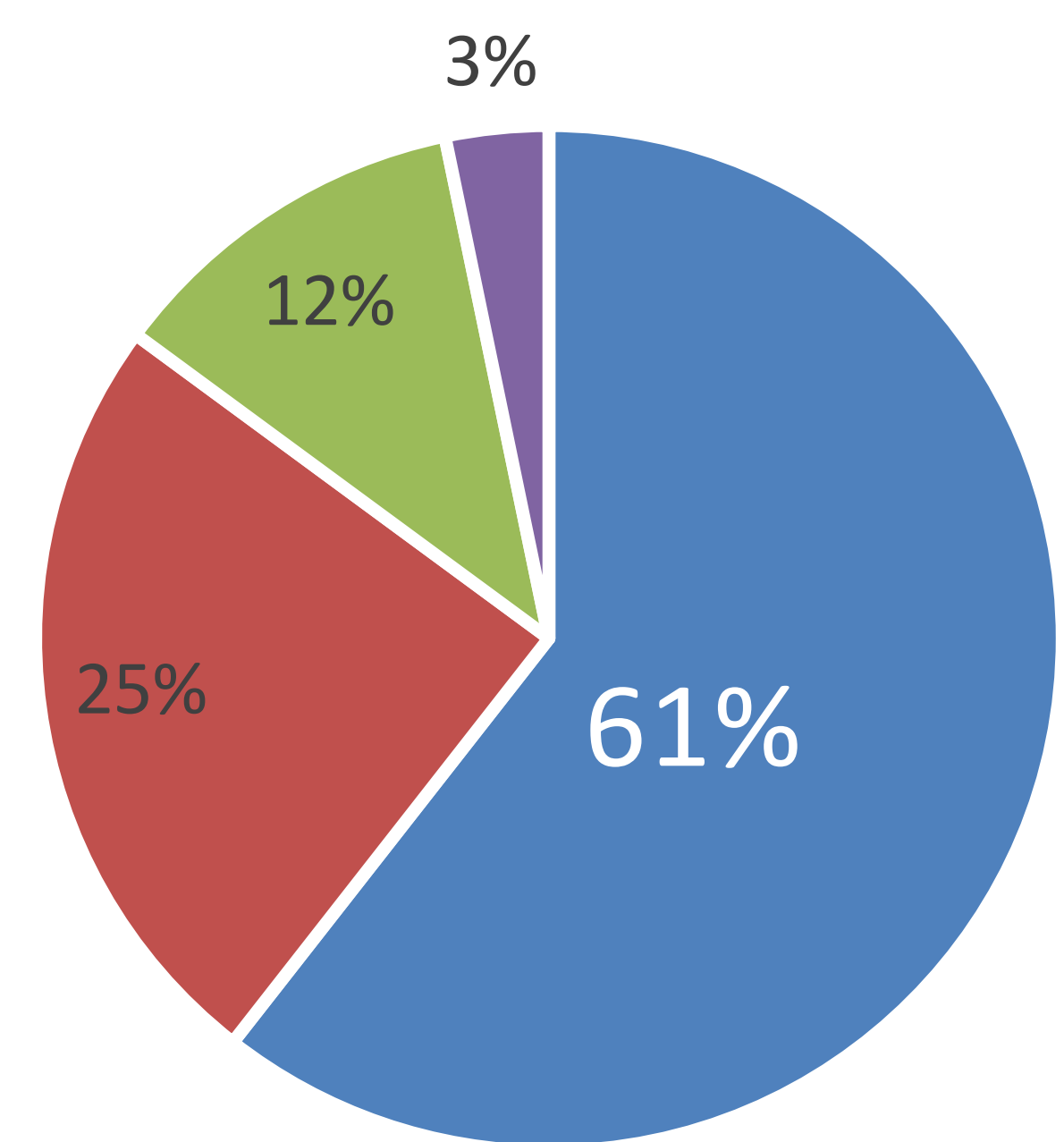
Framework Concept 3a



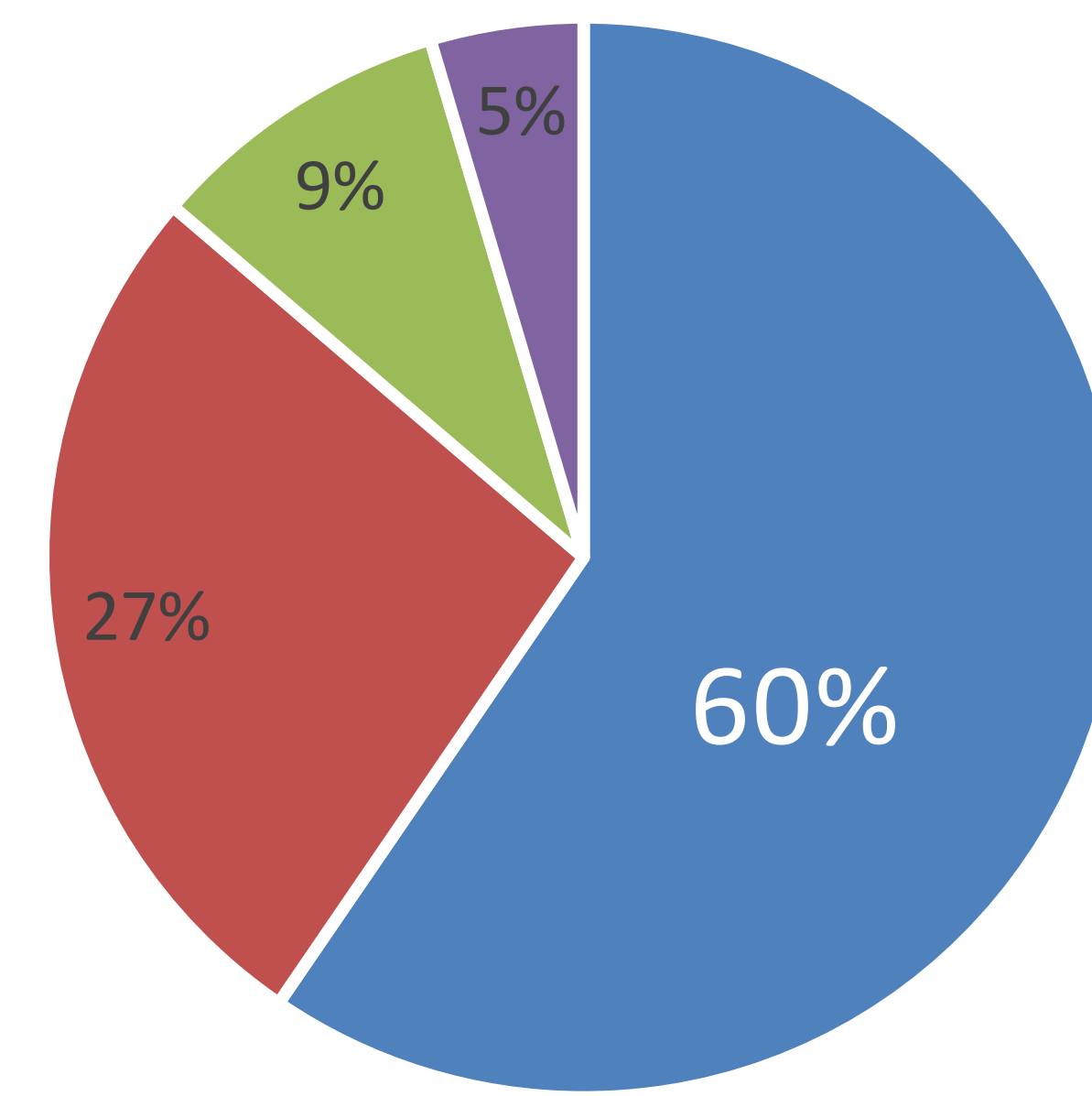
Framework Concept 3b

Which is your preferred Framework Concept?

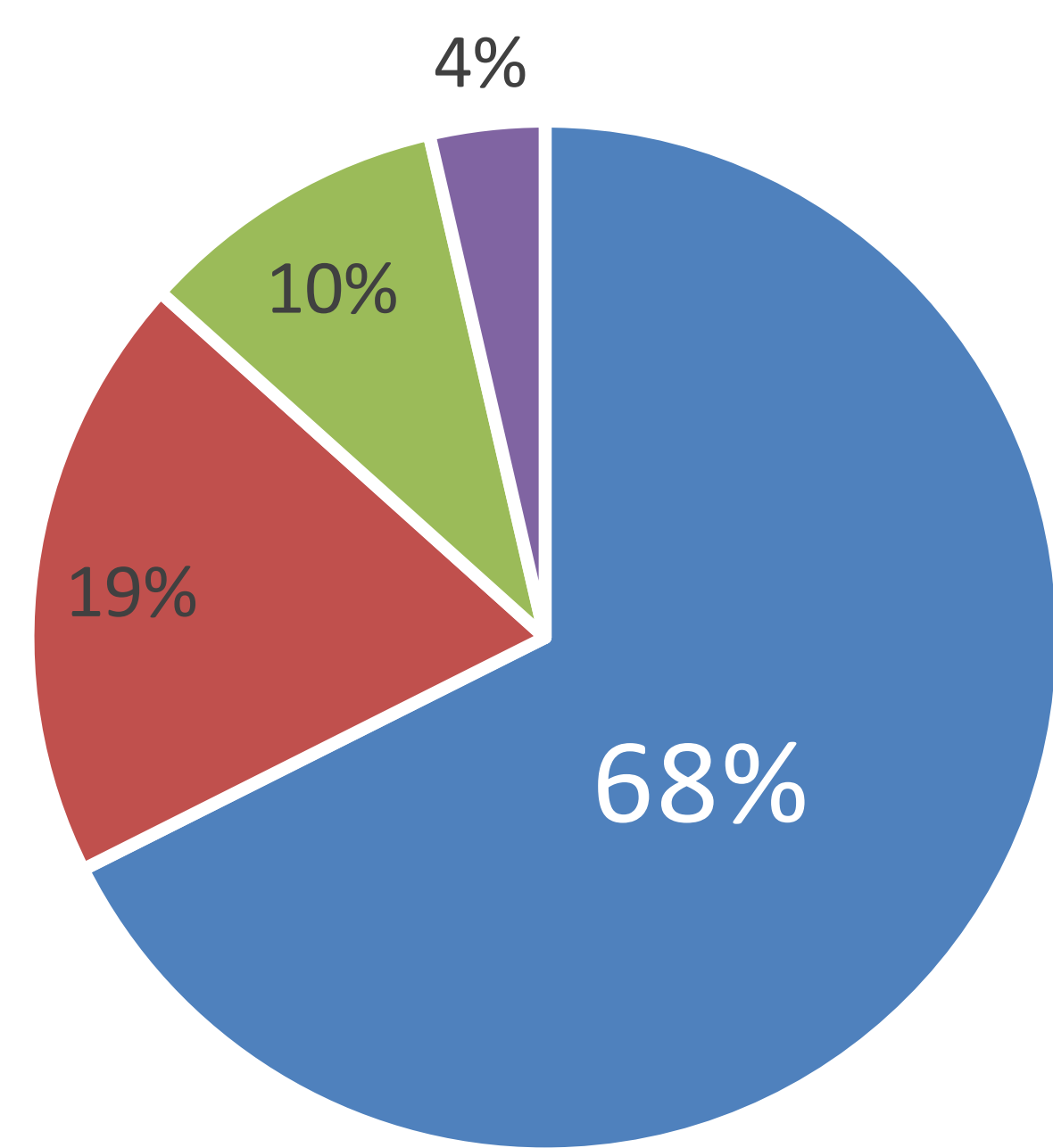
■ Concept 1 ■ Concept 2 ■ Concept 3a ■ Concept 3b



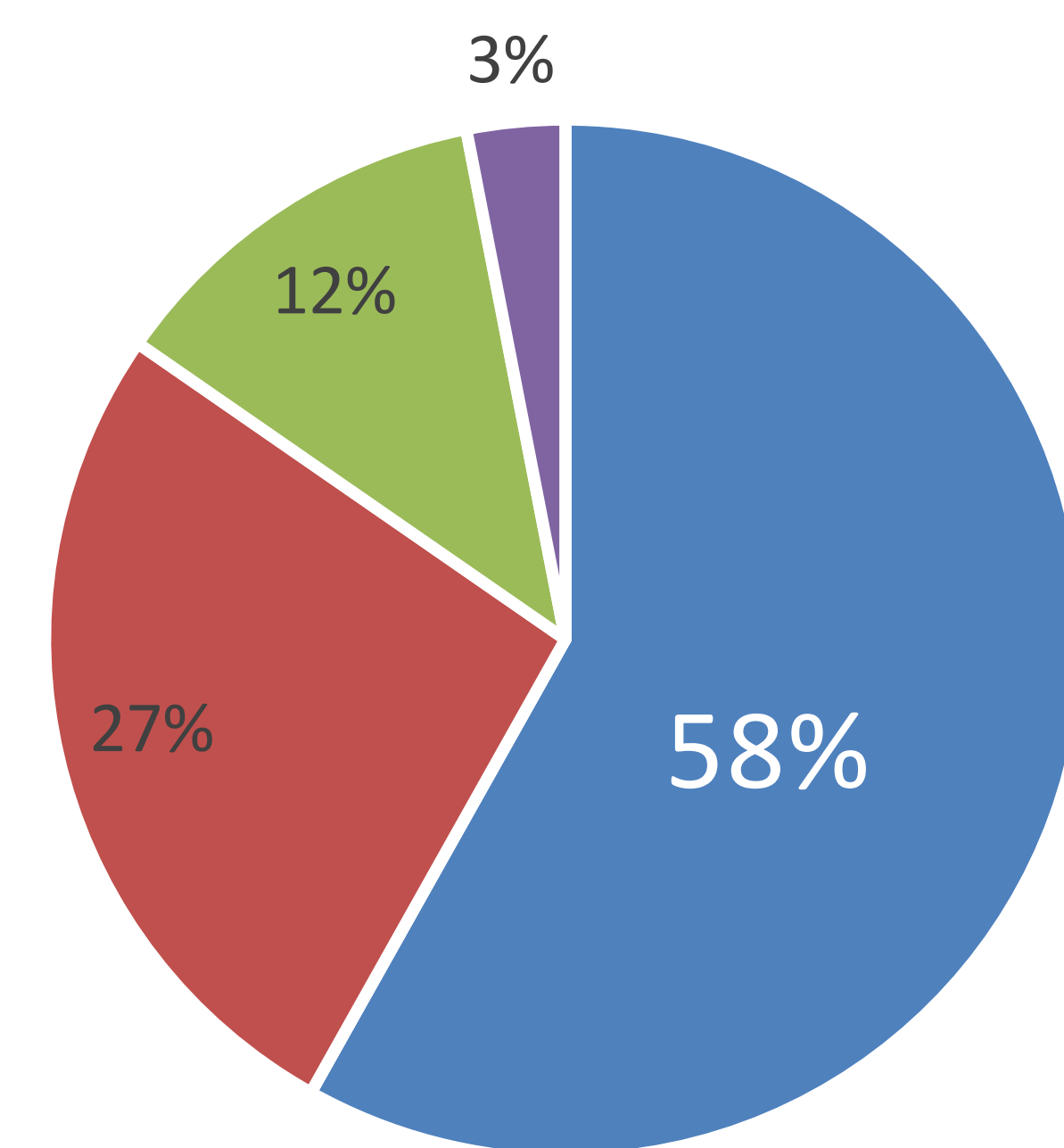
All Survey Respondents



78724 Zipcode

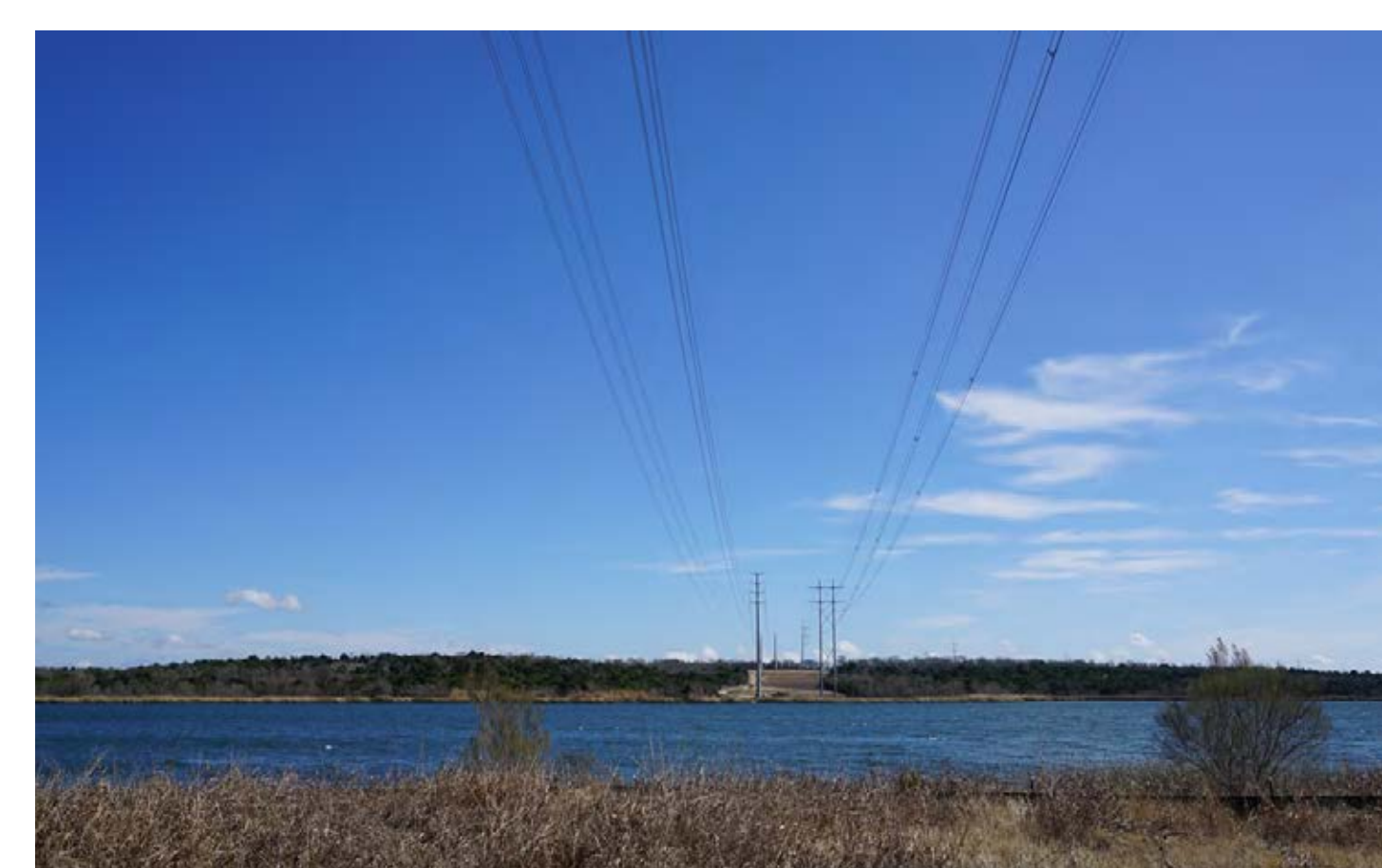
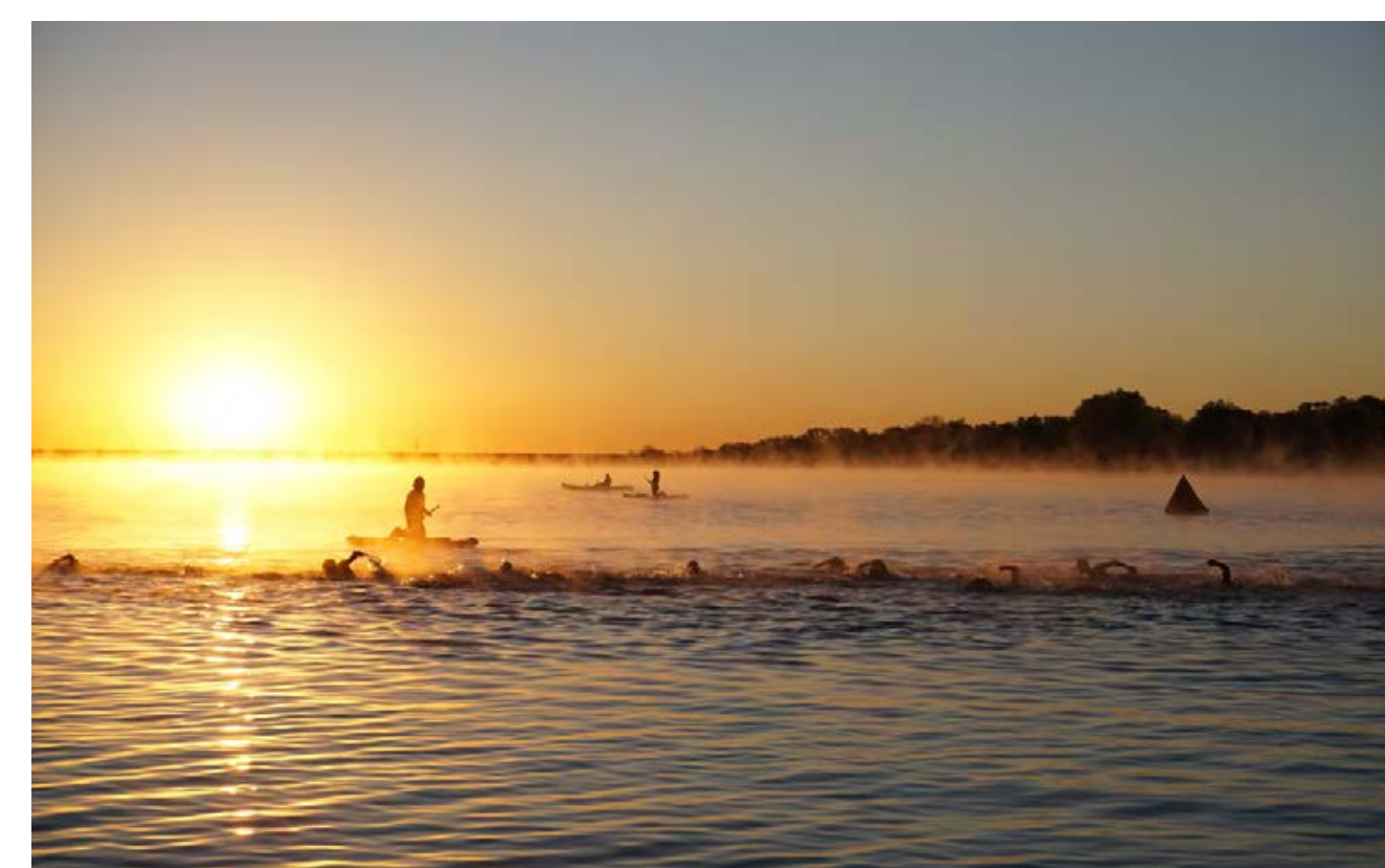


Respondents Near Walter E. Long Park



Respondents Not Near Walter E. Long Park

The results indicate that **Concept 1** was the most preferred Framework Concept by a significant margin, while Concepts 2, 3a, and 3b are the next most preferred (in that order). Among all groups, Concept 3b was the least preferred Framework Concept. Preferences were similar among all of the groupings of respondents.

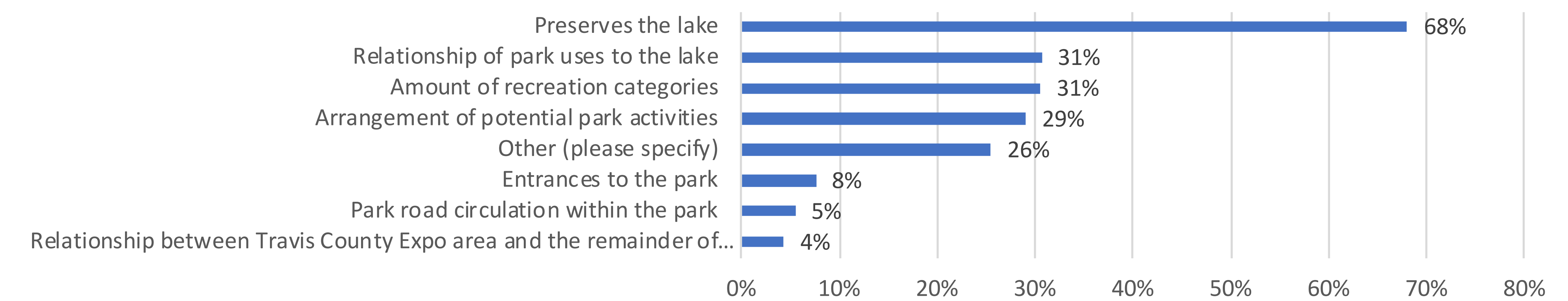


PUBLIC OPINION ON THE FRAMEWORK CONCEPTS

What do you like best about the plan you selected?

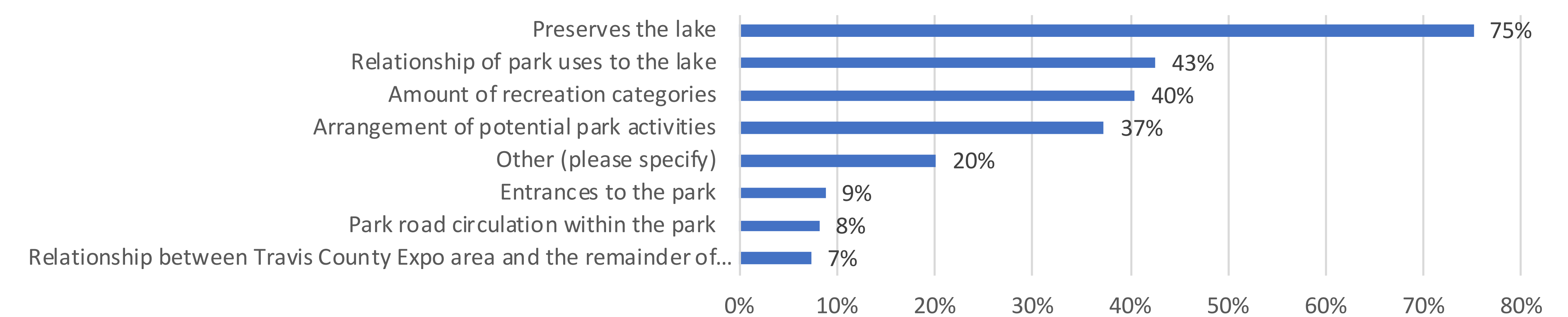
All Survey Respondents

What do you like best about the arrangement plan you selected? Check all that apply.



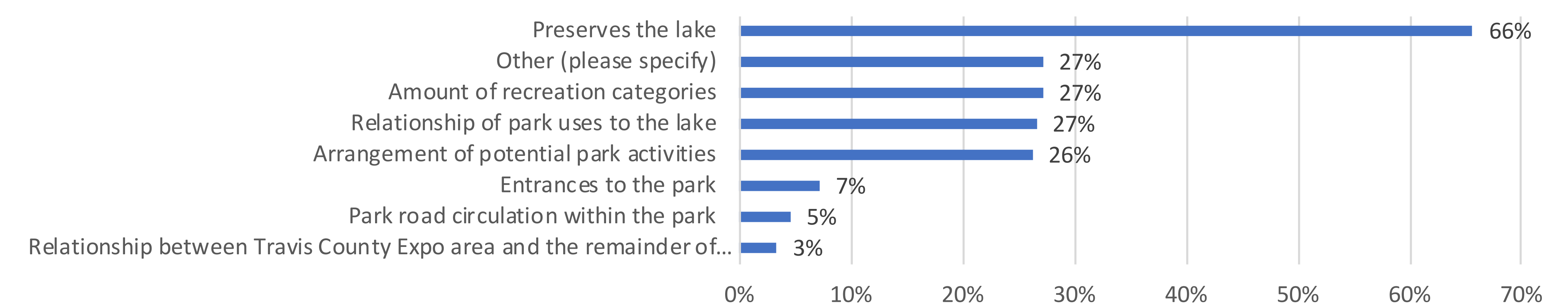
Respondents Near Walter E. Long Park (including 78724)

What do you like best about the arrangement plan you selected? Check all that apply.



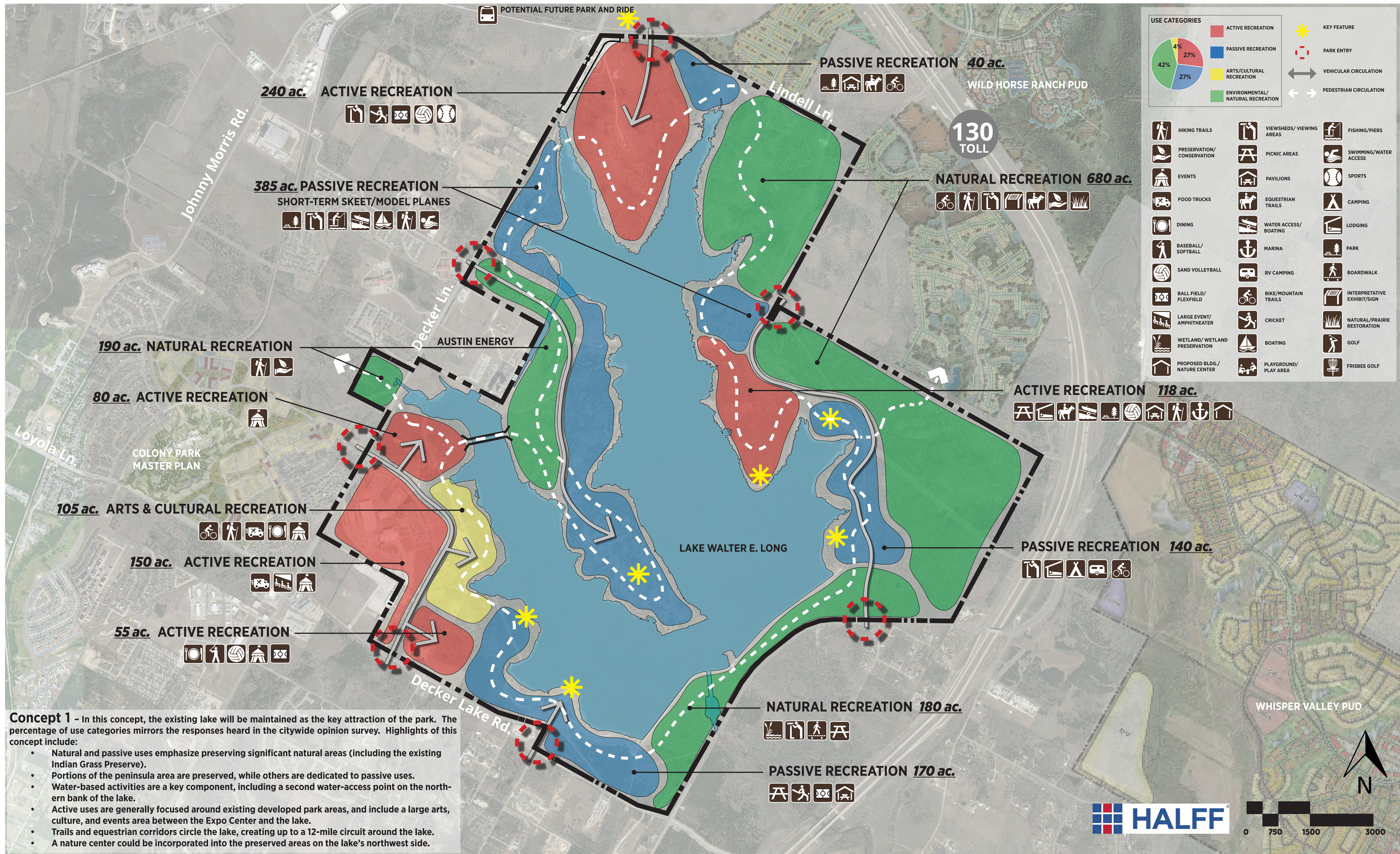
Respondents Not Near Walter E. Long Park

What do you like best about the arrangement plan you selected? Check all that apply.



The results from the public survey indicate that **preserving the lake** in its current state was the most liked idea.

FRAMEWORK CONCEPT 1



THE LAKE

CURRENT STATE AND PROJECTED FUTURE

Lake Walter E. Long

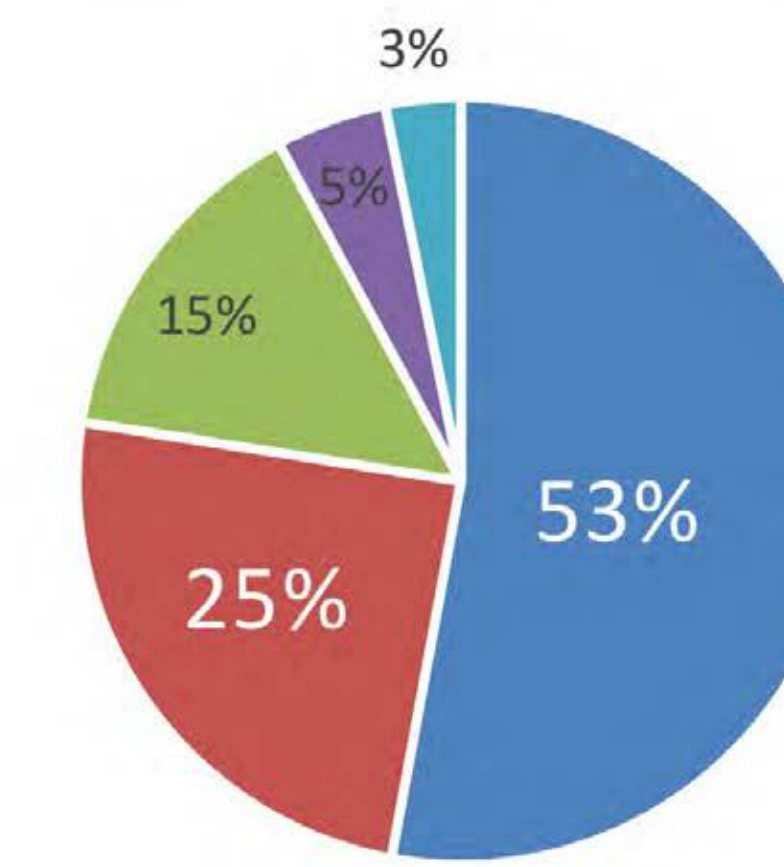


Lake Walter E. Long is a critical feature of the park which allows multiple types of recreation to occur, which helps make the park a local and a city wide destination.

Public Opinion on the Future of the Lake

All Survey Respondents

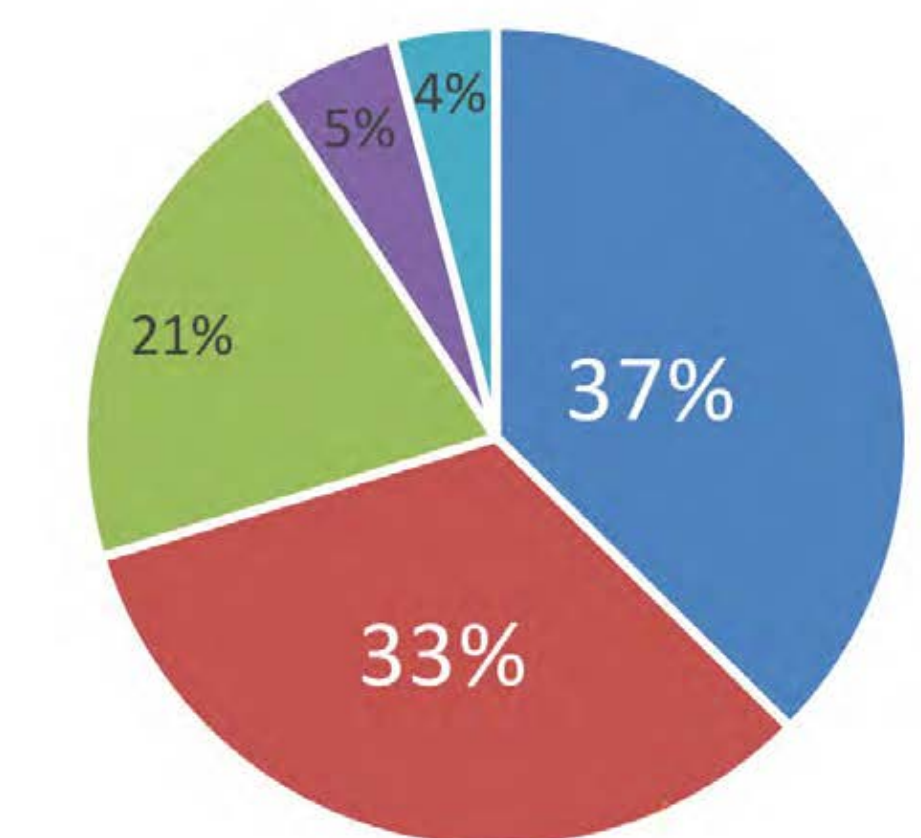
How important is it that the City of Austin continue to pump water to maintain the current level of the lake?



■ Very important ■ Important ■ Undecided
■ Not important ■ Not important at all

Respondents Near Walter E. Long Park

How important is it that the City of Austin continue to pump water to maintain the current level of the lake?



The vast majority of all respondents (78%) consider maintaining the current lake levels either "important" or "very important". In all, 70% of respondents near the park and 80% of those not near the park consider it either important or very important to maintain the current lake levels. A minority of respondents think that maintaining the current level of the lake is "not important" or "not important at all".

Existing Conditions

- ✓ Currently used for fishing, boating and other types of recreation
- ✓ **1,165 acres** in size and accommodates multiple recreational uses and serves as a **valuable ecological asset**
- ✓ A critical feature of Walter E. Long Metropolitan Park and its future success as a city wide and regional destination
- ✓ Currently, water diverted from Colorado River into Lake Walter E. Long is used for industrial cooling by Austin Energy
- ✓ The City of Austin has a Water Right to draw water from the Colorado River and impound it at Walter E. Long Park for industrial purposes.

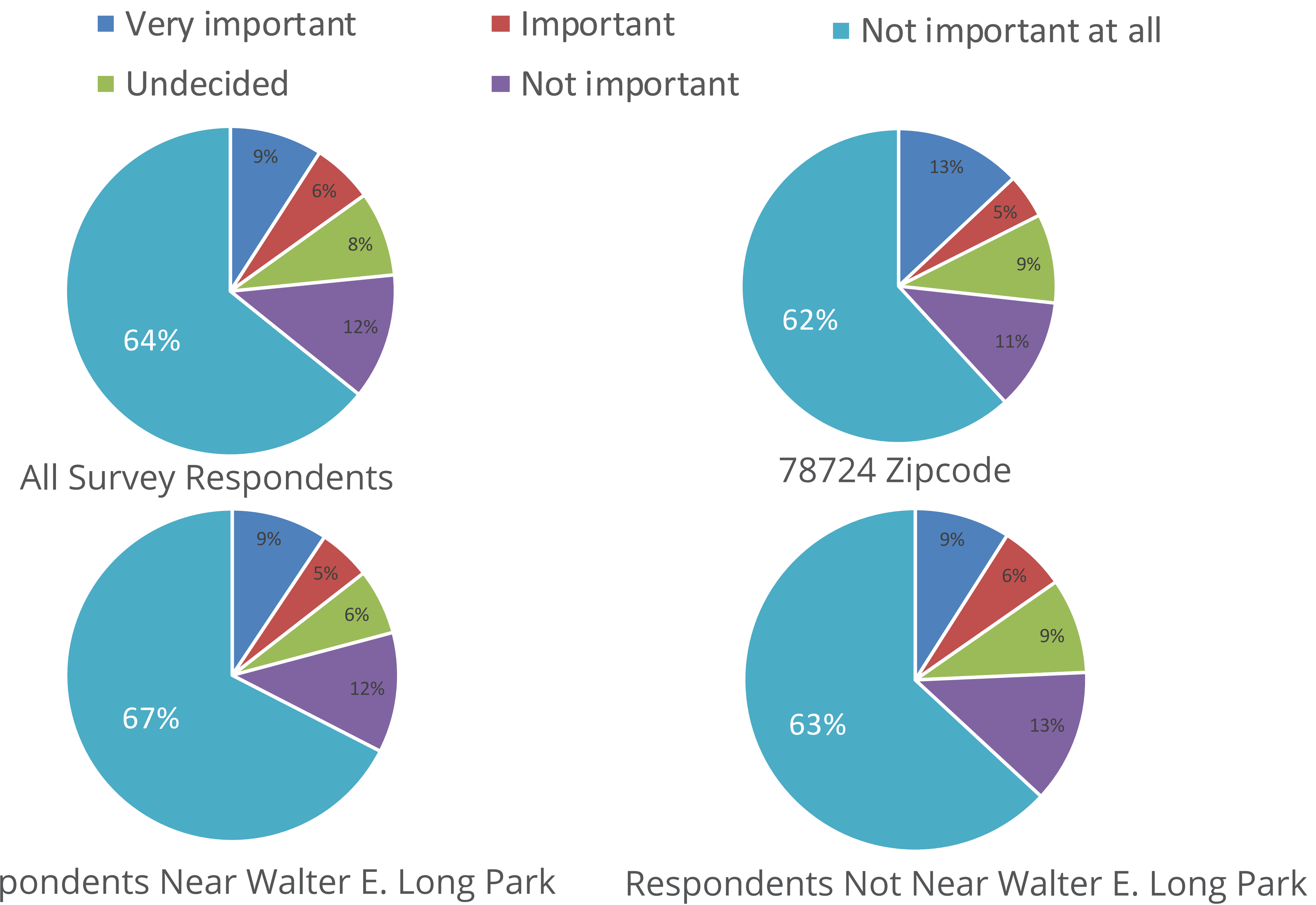
Future

- ✓ City of Austin agrees to maintain its existing water right from LCRA, thus ensuring the lake will **remain full**
- ✓ The Lake remaining at current water level plays a critical role in this Master Plan.

WHY GOLF?

CURRENT STATE AND PROJECTED FUTURE

How important is golf at Walter E. Long Park?



The vast majority of all respondents feel that a golf course at Walter E. Long Park is "not important at all." Overall, less than ten percent of respondents feel that its "very important."

History of Golf Course Proposals

- 1966** – First Master Plan for Walter E. Long introduces a 36 hole golf course.
- 1968 & 1978** – Golf was included as part in the Proposed Development Plan.
- 1985** – Heritage Trail Golf Course Proposal.
- 2000** – Golf course and hotel/conference center was proposed but voted down.
- 2014** – City of Austin releases a Request for Qualifications (RFQ) to determine interest in development of golf course.
- 2015** – City Council indefinitely postpones any further action on the golf proposal.
- 2017 & 2018** – Parks and Recreation Department start master planning Walter E. Long Metro Park.

Potential Advantages

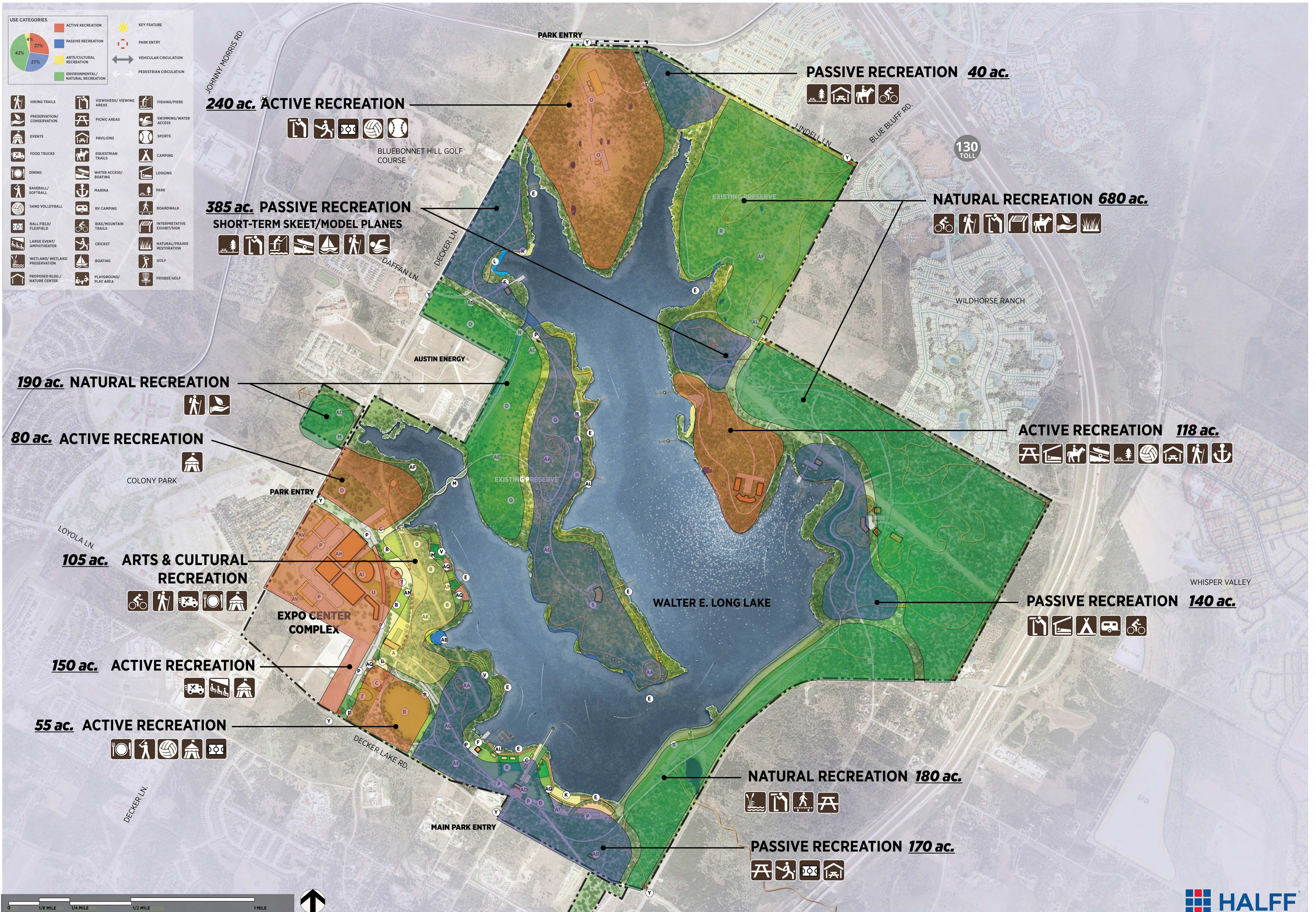
- ✓ Possible long-term revenue source and could stimulate the local economy.
- ✓ Could become regional draw for golfers and elevate the popularity of Walter E. Long Park beyond the local level.
- ✓ Potential job creation for community and region.
- ✓ Public funding not needed for golf course; would be funded by private investors.

Potential Disadvantages

- ✗ Possible loss of natural resources within environmentally sensitive area.
- ✗ Potential failure to meet projected economic expectations.
- ✗ Proposed use lacks potential popularity among local community.



PRELIMINARY CONCEPT OVERLAY



PRELIMINARY CONCEPT PLAN 1



PRELIMINARY CONCEPT PLAN 2



- LEGEND**
- A. CULTURAL ARTS CENTER & PLAZA
 - B. EVENT LAWN/OPEN SPACE
 - C. ENTERTAINMENT/VENDING AREA
 - D. VEGETATIVE BUFFER/EXISTING TREES
 - ~~E. BOARDWALK FEATURE~~
 - ~~F. MARINA/BOAT LAUNCH~~
 - ~~G. RENT-ABLE FACILITIES~~
 - H. RENT-ABLE CABINS
 - ~~I. WELCOME/VISITOR CENTER~~
 - ~~J. NATURE CENTER~~
 - ~~K. BEACH ZONE~~
 - ~~L. FISHING ZONE~~
 - M. PEDESTRIAN BRIDGE
 - N. VEHICULAR BRIDGE
 - O. ENHANCED SKEET/AEROMODELORS ZONE
 - P. PARKING
 - ~~Q. CAMPING AREA (INCLUDES PRIMITIVE)~~
 - R. OVERLOOK
 - S. EVENT VENUE & INTERPRETATIVE CENTER
 - T. CENTRAL PLAZA
 - U. PROMENADE
 - V. TERRACED SEATING FEATURE
 - ~~W. RV CAMPING AREA~~
 - X. EXISTING DAM
 - ~~Y. ENTRY/SIGNAGE FEATURE~~
 - Z. ADVENTURE ROPES COURSE & FERRIS WHEEL
 - AA. OBSERVATION POINT/TOWER
 - AB. AMPHITHEATER
 - ~~AC. GATEHOUSE~~
 - AD. PARK VISITOR CENTER/GATEWAY FEATURE
 - AE. LOOP TRAIL
 - ~~AF. MULTI-USE/EQUESTRIAN TRAILS~~
 - AG. PARK ROAD
 - AH. EXPO CENTER
 - AI. EXPO ARENA
 - ~~AJ. NATURE PLAYGROUND~~
 - AK. DISC GOLF
 - AL. RESEARCH FACILITY
 - AM. WATERFRONT EVENT SPACE & GARDENS
 - AN. SOLAR ART PIECE
 - AO. TRAIL HEAD
 - ~~AP. SCULPTURE GARDEN/SPECIAL NEEDS PLAY AREA~~
 - AQ. ATHLETIC COURTS/FIELDS
 - AR. RELOCATED MAINTENANCE FACILITY
 - AS. FUTURE TRANSIT LINE
 - AT. PLAYGROUND/PICNIC AREA
 - ~~AU. KAYAK RENTAL~~
 - AV. MIXED-USE RETAIL
-
- VEHICULAR CIRCULATION
 - MAIN LOOP TRAIL
 - MULTI-USE TRAILS

WHISPER VALLEY

The golf course plan illustrated here was developed by Decker Lake Golf, LLC on 07/08/2014. The items marked out in red represent some proposed program items that may be eliminated by the inclusion of a golf course in this master plan.



THANK YOU!

THANK YOU FOR HELPING THE CITY DETERMINE THE FUTURE OF THE

WALTER E. LONG METROPOLITAN PARK

Your feedback is very important! If you have any additional comments, please write them in the comment box to the right.

Also, please take a few minutes to complete our Preliminary Concept Alternatives Survey **by November 14th**, if you have not already done so.

English: <https://www.surveymonkey.com/r/WELSurvey3>

Espanol: https://www.surveymonkey.com/r/WELSurvey3_ES

Thanks again!

For more information throughout the process:

- Visit: <http://www.austintexas.gov/department/walter-e-long-park-master-plan>
- Email: WalterLongMasterPlan@makingthingsclear.com

Additional Comments: