



Open House Public Meeting #1

Walter E. Long Metropolitan
Park Master Plan | April 4, 2018



- Engagement Strategy Overview
- Regional Growth Considerations
- Preliminary Site Analysis Overview
- Preliminary Park Programming Considerations
- Next Steps
- Questions?

PRIME PROJECT TEAM

Tim Bargainer, PLA

Planning / Landscape Architecture
Practice Leader, Vice President

Gail Ferry, PLA, AICP

Planner and Landscape Architect

Brandon Hay, PLA

Landscape Architect

Nick Wester

Landscape Designer

Jim Carrillo, PLA, FAICP

Vice President



HALFF®

PUBLIC ENGAGEMENT STRATEGY

- **Technical Advisory Group**
- **Community Stakeholders**
 - Nine (9) Listening sessions with local and citywide individuals/entities
- **Public Events and Public Interaction**
 - Four (4) public meetings
 - In-person intercept survey
- **Online Engagement**
 - Public survey (*ongoing*)
 - Online comment map (*ongoing*)
- **Elected and Appointed Officials and Boards**
 - Austin Parks and Recreation Board
 - City Management
 - City Council

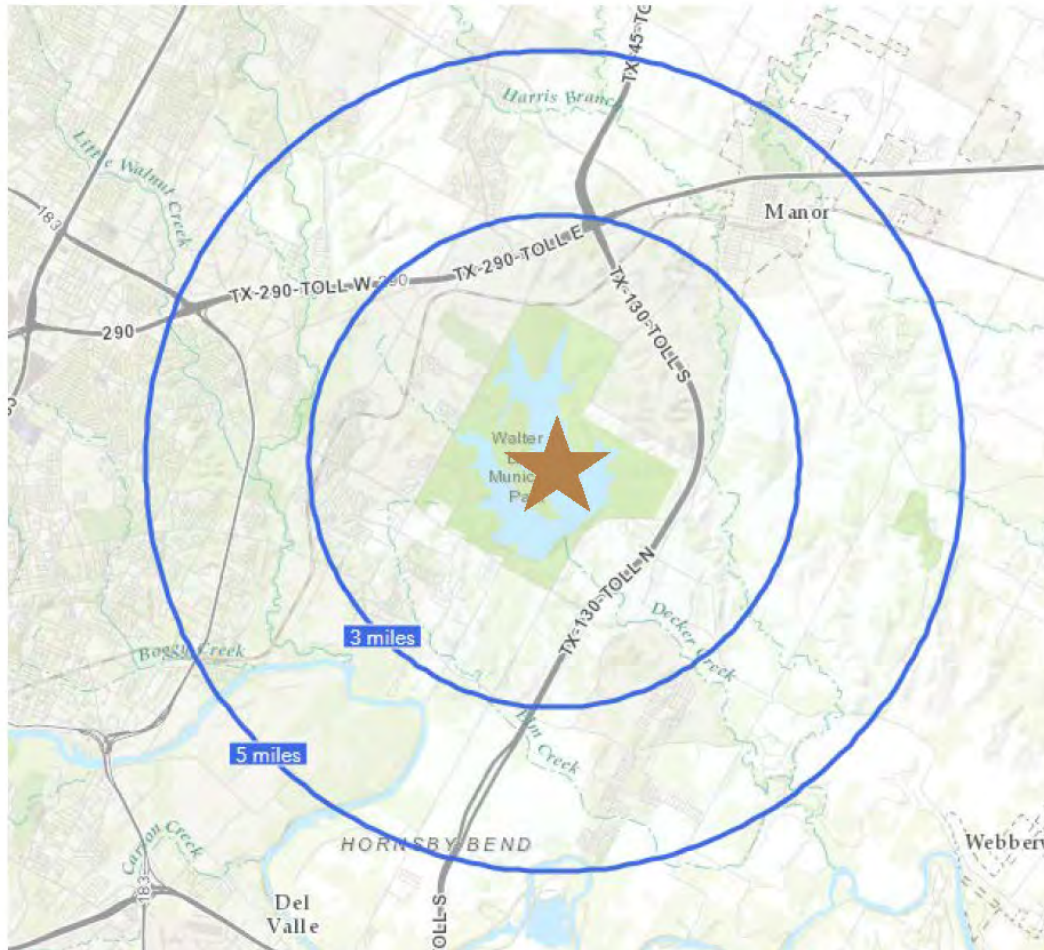


REGIONAL CONTEXT



REGIONAL GROWTH CONSIDERATIONS

Existing Nearby Development



Existing Nearby Development

Type	Existing Use	
	3-Mile Radius	5-Mile
Single Family Residential	2,934 units	12,968 units
Multifamily Residential	<u>2,227</u> units	<u>6,036</u> units
Total Residential ¹	5,161 units	19,004 units
Retail ²	65,270 square feet	741,303 square feet
Office ²	51,955 square feet	2,124,737 square feet
Industrial/Flex ²	1,298,752 square feet	6,112,241 square feet
Hotel ³	0 rooms	728 rooms





[1] Residential count from ESRI Business Analyst. Multifamily includes mobile homes.

[2] CoStar data.

[3] Hotel rooms in a 6-mile radius around the site according to Smith Travel Research.

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

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.

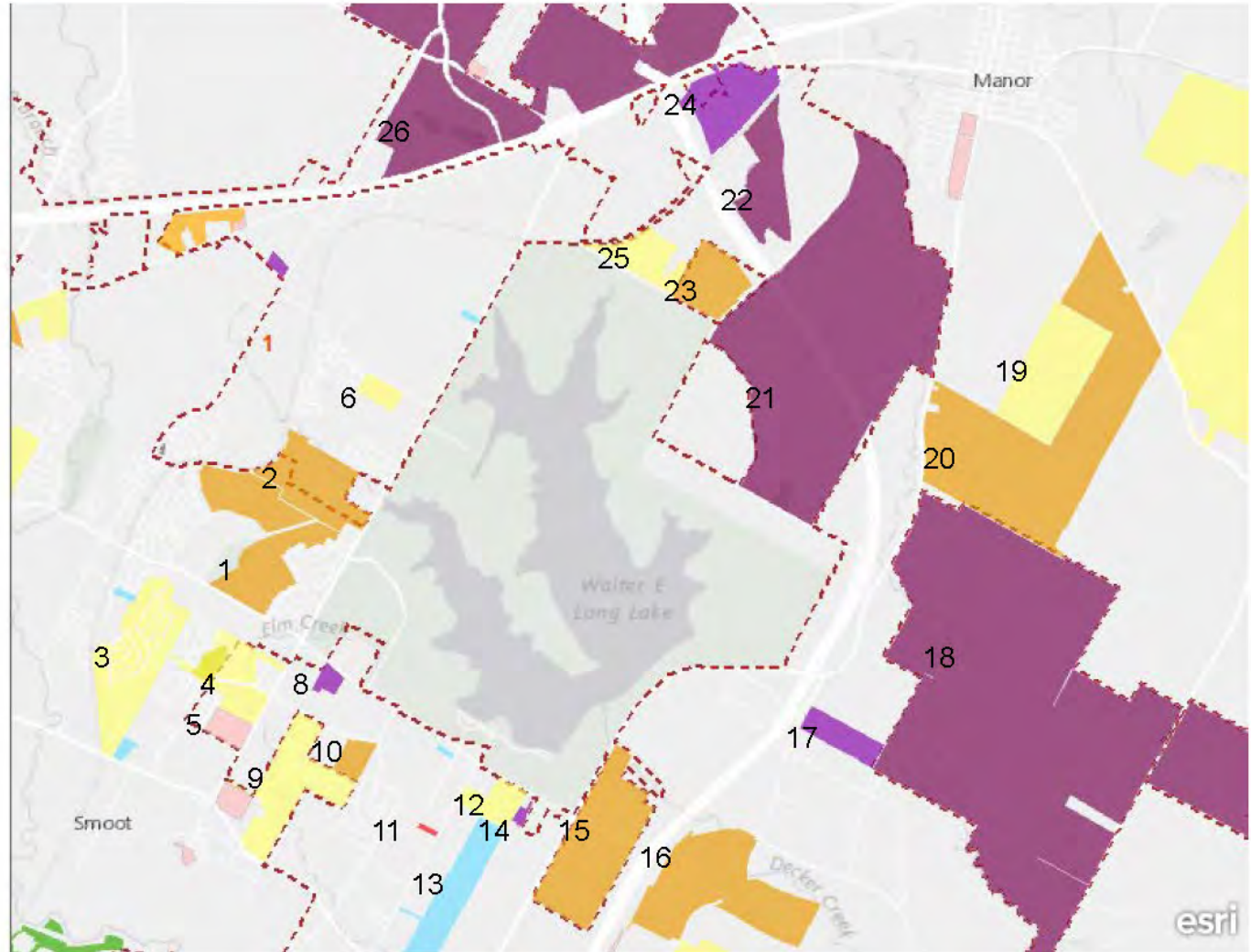
"Emerging Projects" Nearby

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



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.

Summary Implications (EPS)

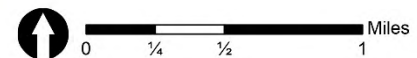
- There is an immense amount of development planned, entitled, and underway that will transform the area surrounding the Park
- Most, if not all, market-driven development opportunities for office, retail, hotel, housing, etc. will be satisfied by emerging projects and need not be located at the Park
- Non-recreational development at the Park may be most appropriately geared toward projects and programs driven by public policy objectives rather than private market factors

SITE CONTEXT



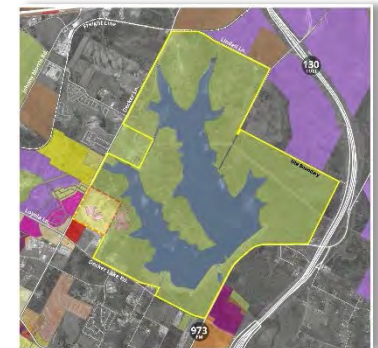
Site Context

- Walter E Long Park is approx. 3,695 acres
- Walter E Long Lake is approx. 1,165 acres
- Travis County Expo Center lease ends in 2033 – within the life span of this masterplan

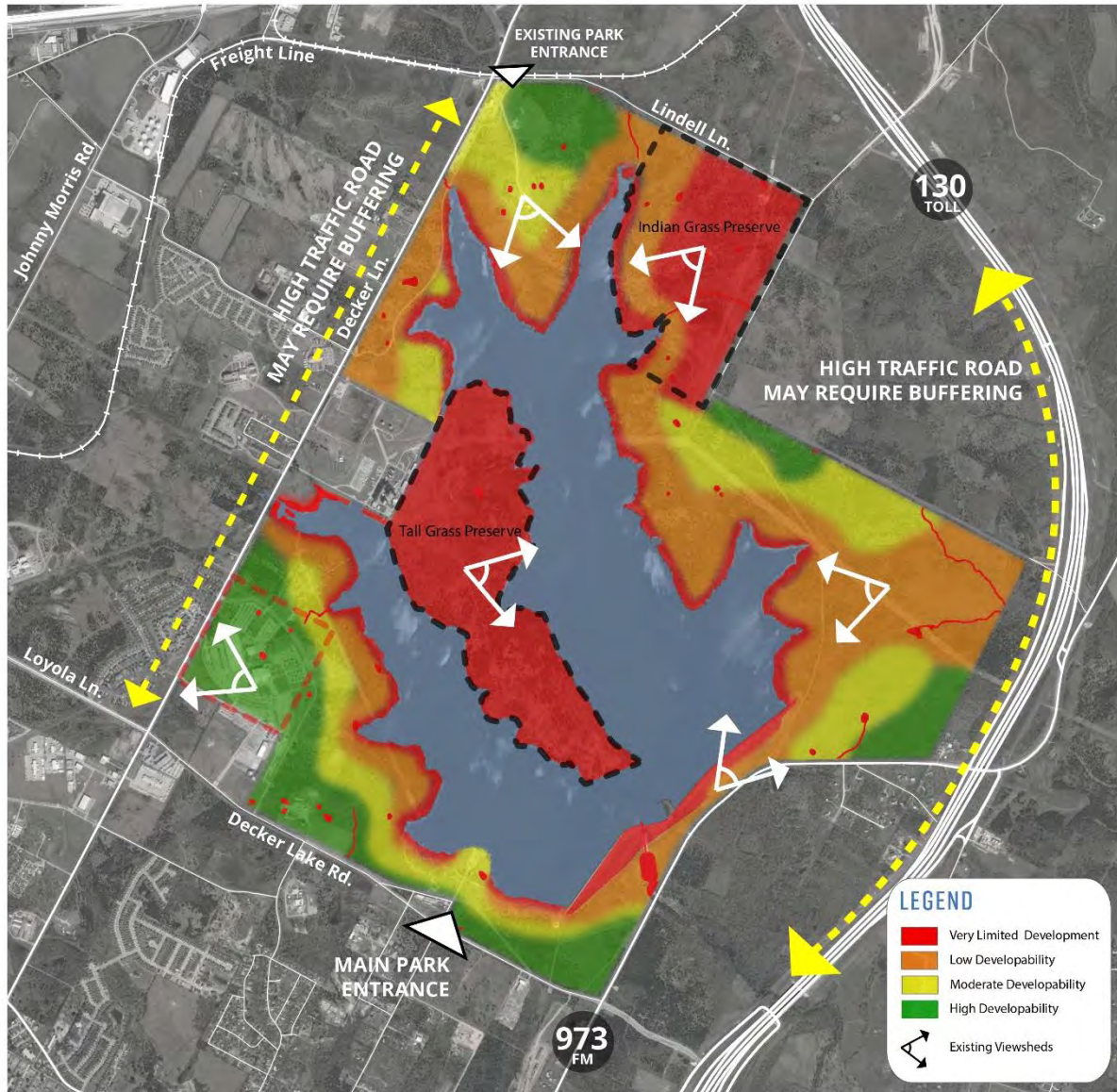


PRELIMINARY SITE ANALYSIS

- Site Circulation
- Vegetation
- Elevation Analysis
- Infrastructure
- Hydrology
- Soils
- Current Park Program
- Zoning

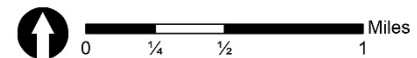


PRELIMINARY SITE DEVELOPMENT POTENTIAL



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.)



TYPES OF RECREATION

Types of Recreation

■ 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



PRELIMINARY PROGRAMMING CONSIDERATIONS

Active Recreation

- **Active water recreation** (e.g., rowing, better swimming areas, canoe/kayaking)
- **Adventure amenities** (e.g., ropes course, climbing wall, zip lines)
- **Bicycle facilities** (e.g., mountain bike trails, BMX track, veloway)
- **Equipment rentals** (e.g., bikes, canoes/kayaks, pedal boats)
- **Golf amenities** (e.g., golf course, driving range, mini golf)
- **Playgrounds** (e.g., traditional, adventure)
- **Skate park**
- **Splash pad**
- **Sports courts** (e.g., basketball, tennis, volleyball)
- **Sports fields** (e.g., soccer, baseball)



PRELIMINARY PROGRAMMING CONSIDERATIONS

Passive Recreation

- **Dog park**
- **Fishing** (e.g., pier, shoreline)
- **Multi-use trails** (e.g., bicycle, pedestrian, equestrian)
- **Open space for free play** (e.g., Frisbee, kite flying)
- **Overnight camping** (e.g., tent, RV)
- **Passive water activities** (e.g., enhanced beach area)
- **Picnicking** (e.g., pavilions, tables, BBQ pits)



PRELIMINARY PROGRAMMING CONSIDERATIONS

Environmental/Natural Recreation

- **Gardens** (e.g., sensory garden, butterfly garden)
- **Green infrastructure** (e.g., innovative stormwater treatment and reuse, roof gardens)
- **Nature discovery** (e.g., trails, nature play)
- **Night vision observation / star gazing**
- **Vegetative restoration / Preserve tours**
- **Wetland restoration / Water quality improvements**
- **Wildlife observation** (e.g., birding watching, observation tower, fish habitat)



PRELIMINARY PROGRAMMING CONSIDERATIONS

Arts & Cultural Recreation

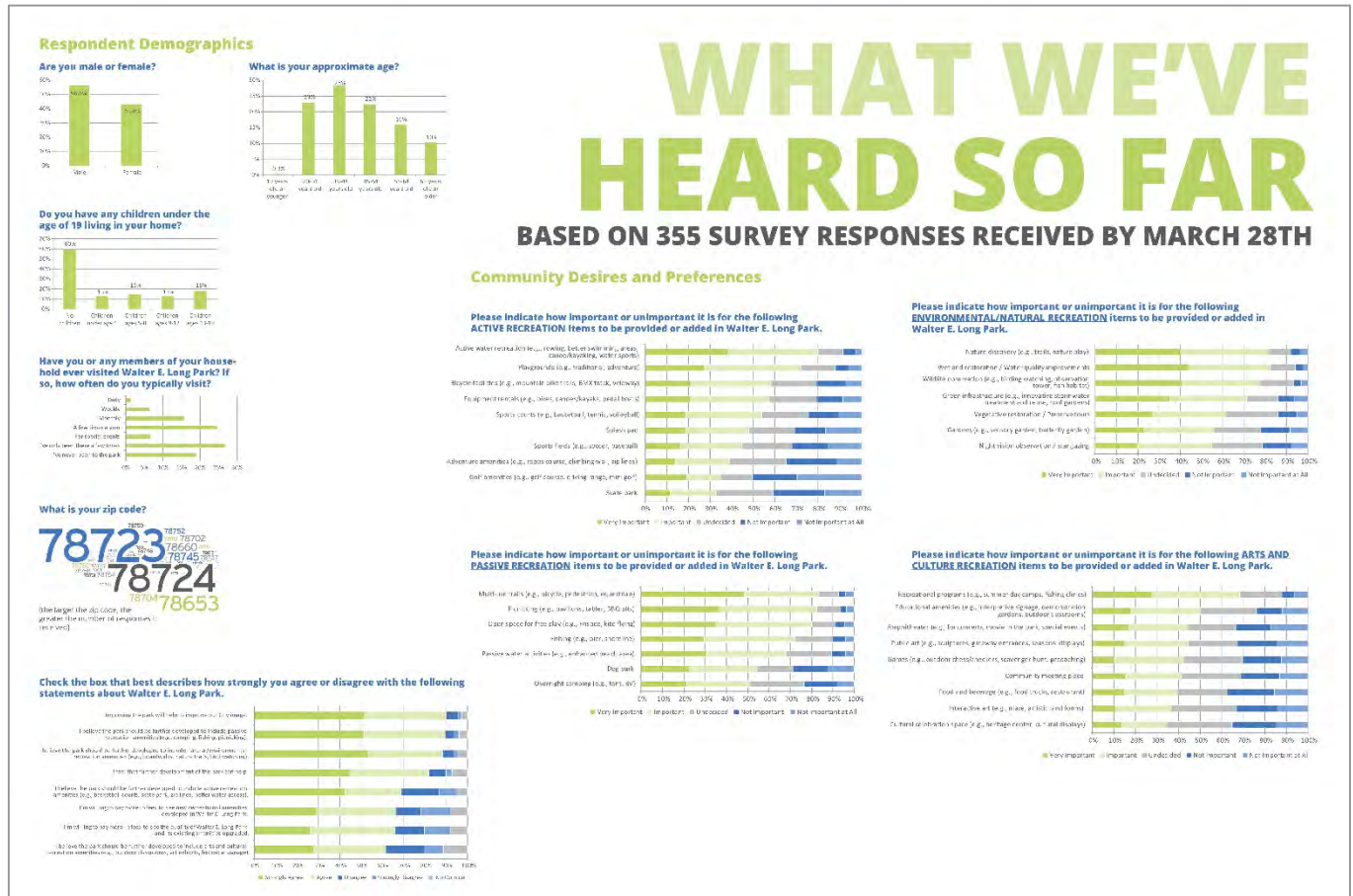
- **Amphitheater/event lawn** (e.g., for concerts, movie in the park, special events)
- **Community meeting place**
- **Cultural celebration space** (e.g., heritage center, cultural displays)
- **Educational amenities** (e.g., interpretive signage, demonstration gardens, outdoor classrooms)
- **Food and beverage** (e.g., food trucks, restaurant)
- **Games** (e.g., outdoor chess/checkers, scavenger hunt, geocaching)
- **Interactive art** (e.g., maze, artistic land forms)
- **Public art** (e.g., sculptures, gateway entrances, seasonal displays)
- **Recreational programs** (e.g., summer day camps, fishing clinics)



WHAT WE'VE HEARD SO FAR

Public Survey – based on 355 responses received by March 28th

- High interest in passive and environmental uses
- Active water recreation
- Playgrounds
- Trails
- Picnicking
- Open space for free play
- Nature discovery
- Wetland restoration



COMMUNITY OPEN HOUSE

Please provide feedback as you circulate through the informational and participatory boards displayed around the room.

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.



COMMUNITY OPEN HOUSE

Informational vs. Participatory

Circulation

Majority of public transit routes identified with high potential for transit corridors. Potential transit corridors identified to a large extent east of the site, along the network of trails and pedestrian paths.

Vegetation

Majority of native plants identified with high potential for native plantings. Potential for native plantings identified to a large extent east of the site, along the network of trails and pedestrian paths.

Hydrology

The park contains an existing pond and stream, which is a high potential for water features. Potential for water features identified to a large extent east of the site, along the network of trails and pedestrian paths.

Soils












The park contains a variety of soil types, which is a high potential for native plantings. Potential for native plantings identified to a large extent east of the site, along the network of trails and pedestrian paths.

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.

ACTIVE RECREATION

Place up to three (3) sticky dots next to the items you think are the most important or should be prioritized by the City.

 <p style="font-size: 0.8em;">Place Sticky Dots Here</p> <p style="font-size: 0.8em;">Adventure Playground</p>	 <p style="font-size: 0.8em;">Place Sticky Dots Here</p> <p style="font-size: 0.8em;">Basketball</p>	 <p style="font-size: 0.8em;">Place Sticky Dots Here</p> <p style="font-size: 0.8em;">Mountain Bike</p>	 <p style="font-size: 0.8em;">Place Sticky Dots Here</p> <p style="font-size: 0.8em;">Playground</p>
 <p style="font-size: 0.8em;">Place Sticky Dots Here</p> <p style="font-size: 0.8em;">Rowing</p>	 <p style="font-size: 0.8em;">Place Sticky Dots Here</p> <p style="font-size: 0.8em;">Splash Pad</p>	 <p style="font-size: 0.8em;">Place Sticky Dots Here</p> <p style="font-size: 0.8em;">Swimming</p>	 <p style="font-size: 0.8em;">Place Sticky Dots Here</p> <p style="font-size: 0.8em;">Volleyball</p>
 <p style="font-size: 0.8em;">Place Sticky Dots Here</p> <p style="font-size: 0.8em;">Veloway</p>	 <p style="font-size: 0.8em;">Place Sticky Dots Here</p> <p style="font-size: 0.8em;">Disc Golf</p>	 <p style="font-size: 0.8em;">Place Sticky Dots Here</p> <p style="font-size: 0.8em;">Rock Wall</p>	<p style="font-size: 0.8em;">Other (write in your idea)</p>

NEXT STEPS

- Finish Public Survey (Please complete it if you have not done so already!)
- Master Plan Development (April – July 2018)
- Next Public Meeting (June 2018)



QUESTIONS?

