

ZILKER
METROPOLITAN
PARK
VISION PLAN

COMMUNITY MEETING #2

AUGUST 10, 2021



DESIGNWORKSHOP

AGENDA

1. Zilker Cafe
2. Schedule
3. Review of Meeting #1, Pop-Ups, Survey
4. Programming Overview
5. Benchmark Parks
6. Current Funding and Strategies
7. Next Steps



ZILKER CAFE



<https://www.austintexas.gov/departments/pard-conditional-use-permit-applications>

PARD is now seeking a Conditional Use Permit to amend the zoning of Zilker Café in order to allow for the sale of wine and beer in the defined vendor area. To offer wine and beer at this location, the vendor must apply for and obtain a license through the Texas Alcoholic Beverage Commission (TABC) allowing the sale of beer and wine. The vendor area will have a defined perimeter with signage where alcoholic beverages may be sold and consumed, which will be just over 6,500 SF or .04% of Zilker Metro Park. It is PARD's intention to have the Zilker Café serve not only as a convenience for park users but also as a destination, enhancing the overall park user experience by expanding the Café's menu items.

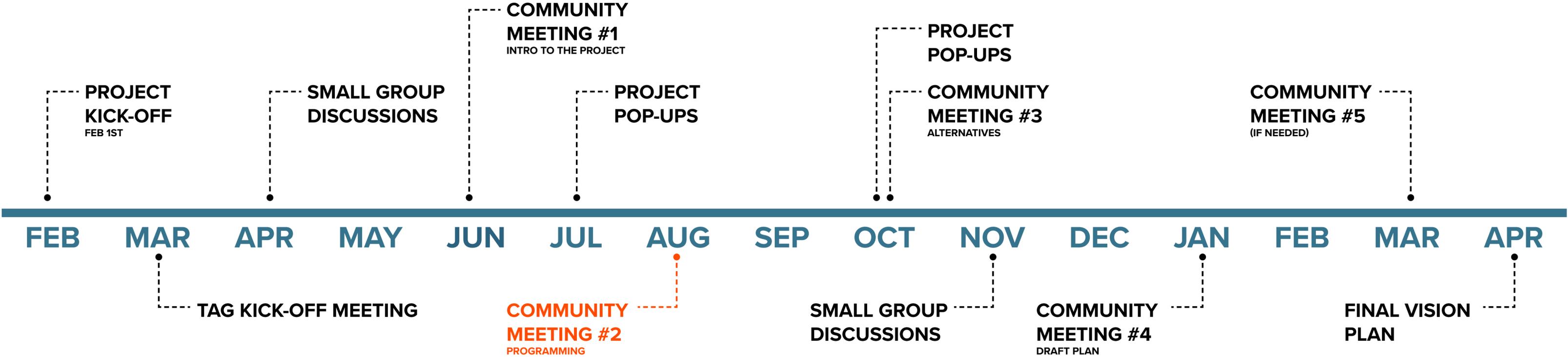
Visit the Zilker Café Rehabilitation project website for more information on the Café.

This is not the scope of the vision plan

REVIEW OF MEETING #1



SCHEDULE



Strategic Kick-Off and Project Initiation

- Project Work Plan
- Kick-Off Meeting
- Technical Advisory Group Meetings
- Progress Reports

Site and Contextual Analysis and Data

- Site Analysis and Needs Assessment Report
- Presentation of the Site Analysis and Needs Assessment Report**
- Presentation of the Site Analysis and Needs Assessment Report to City Commission, Boards, City Manager and City Council
- Community Wide Survey

Project Meetings

- Project Meetings Materials
- Stakeholder Contract
- List Meeting Minutes and Summaries

Stakeholder/Community Participation

- Community Outreach and Engagement Plan
- Community Engagement and Outreach

City Staff, Public Review/Boards, Commissions, Council Review

- Draft Vision Plan
- Final Draft Vision Plan Document
- Presentation of Final Draft Vision Plan Document to City Commission, Boards, City Manager and City Council

Vision Plan Report Preparation

- Provide a Needs Assessment Report
- Preliminary Vision Plan Concepts
- Final Vision Plan Document



COMMUNITY MEETING #1

- Time: June 29th 6pm
- Participants:
About 140 people through Zoom, 13-15 through Facebook Live
- Survey during the Meeting: 82 participants
- Presentation Contents



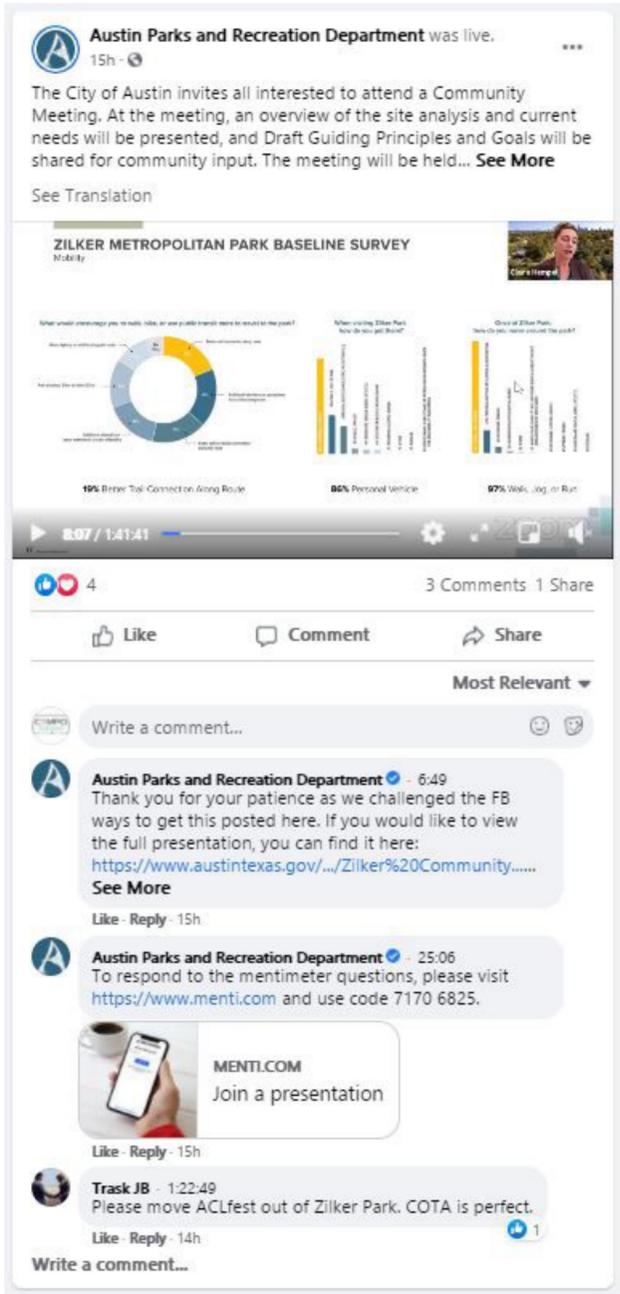
- Team Overview
- Schedule
- The Purpose of the Plan



- History
- Ecology
- Mobility
- Program/Funding
- Relevant Plans
- Regulation



COMMUNITY MEETING #1

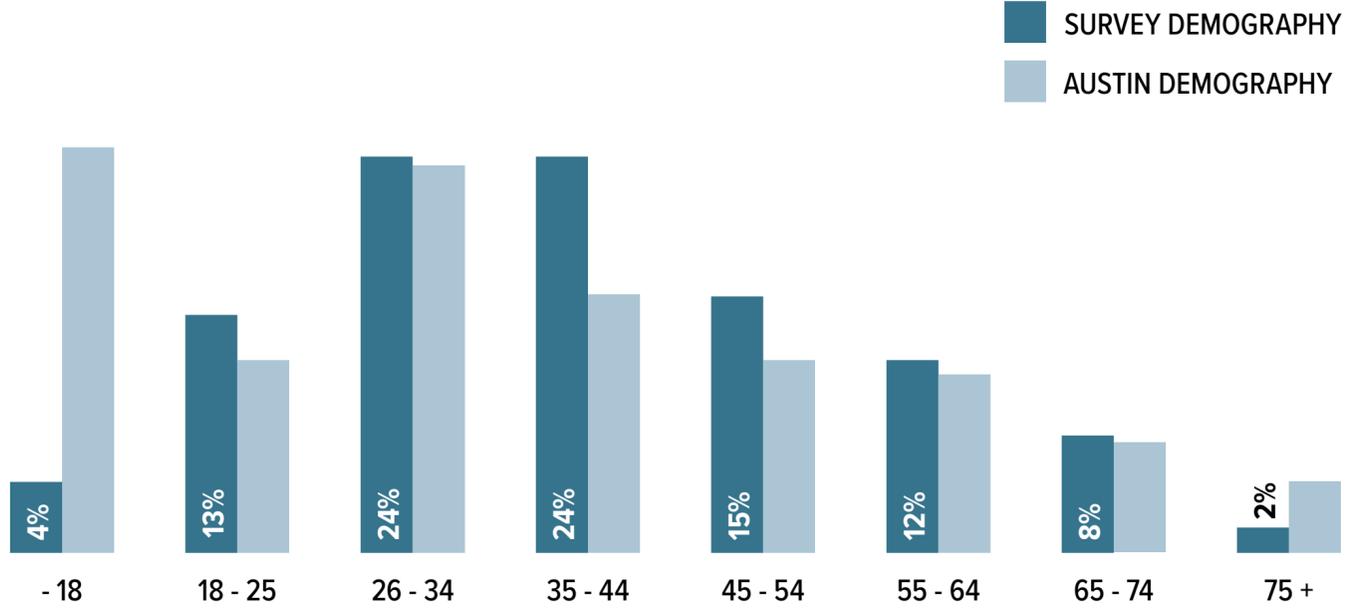


Facebook Live Screenshot

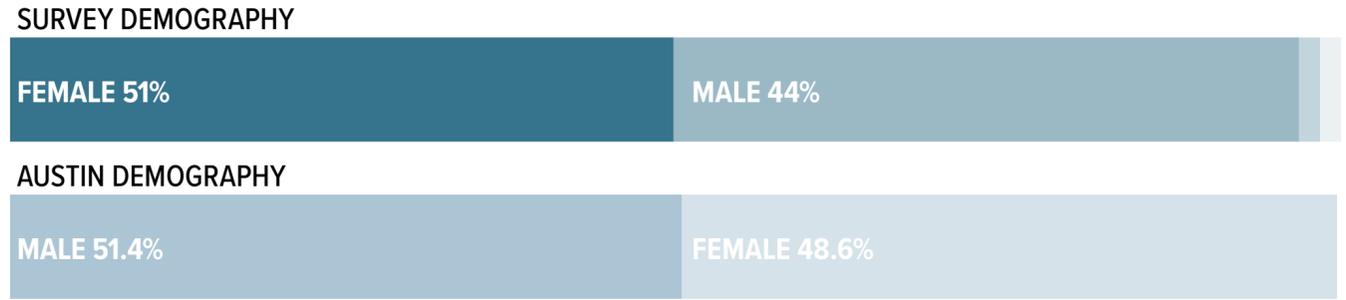
Zoom Live Screenshot

SURVEY RESULTS

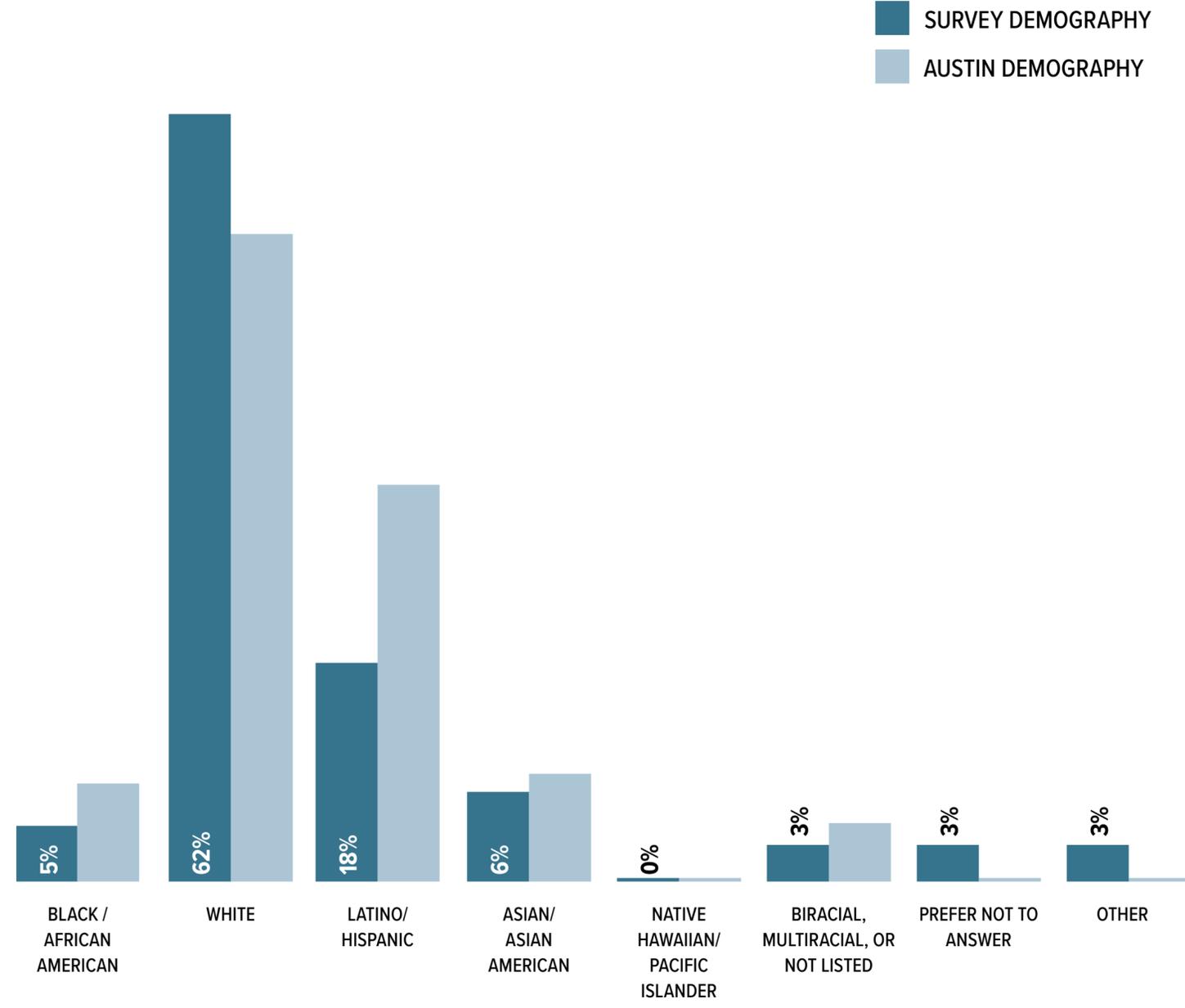
754 PARTICIPANTS (8/5)



AGE

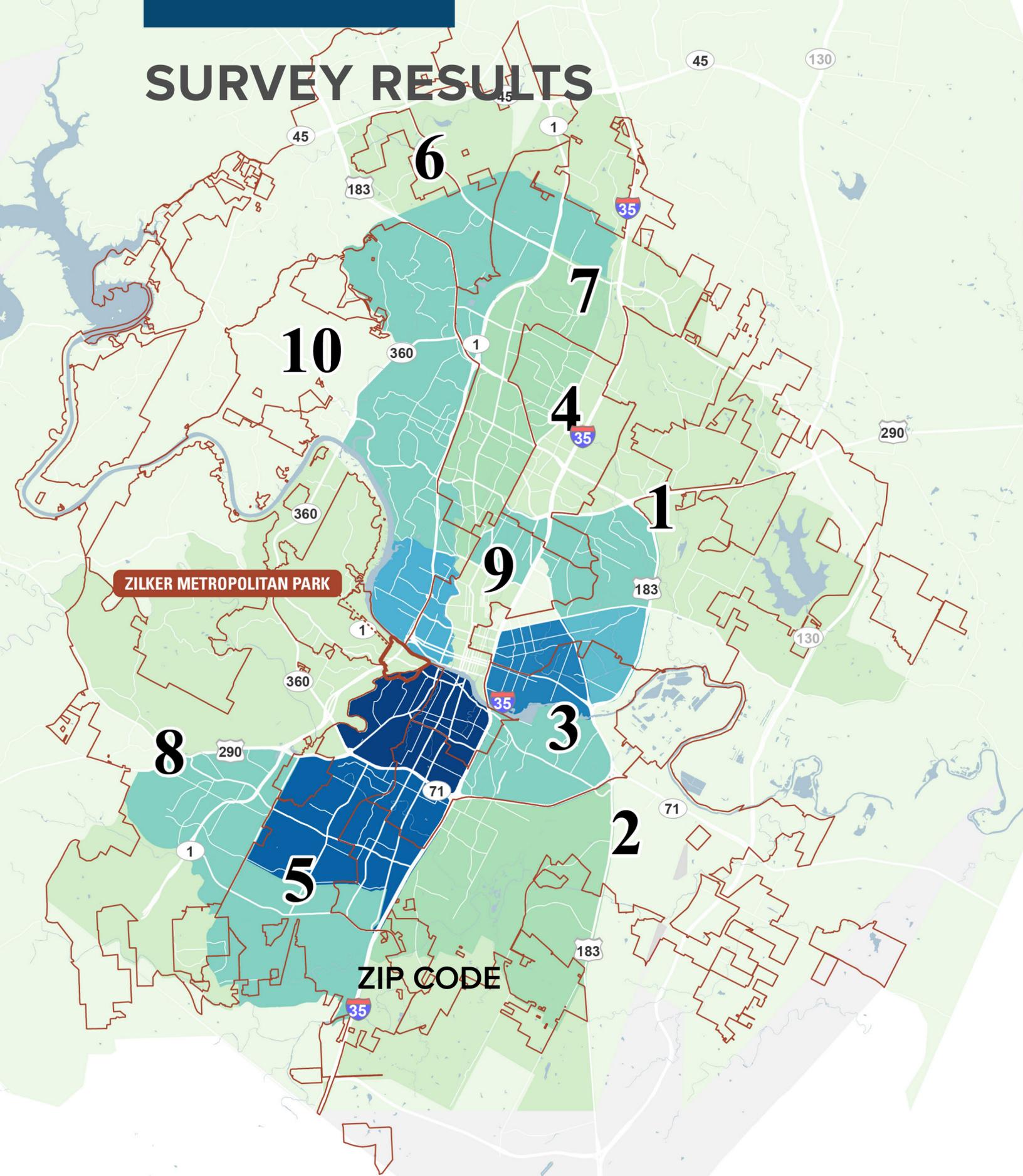


GENDER



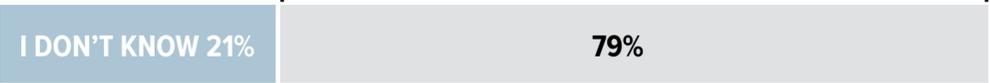
RACE/ETHNICITY

SURVEY RESULTS



78704	15.1%
78745	7.3%
78702	5.5%
78703	4.7%
78721	4.0%
78723	3.5%
78741	3.2%
78727	3.1%
78731	3.1%
78748	3.1%
78751	3.1%
78749	3.0%
78759	3.0%
78744	2.8%
78757	2.4%
78758	2.3%
78756	2.0%
78705	1.7%
78746	1.6%
78701	1.4%
78735	1.4%
78739	1.4%
78724	1.3%
78747	1.3%
78728	1.1%
78729	1.1%
78753	1.1%
78754	1.1%
78752	1.0%

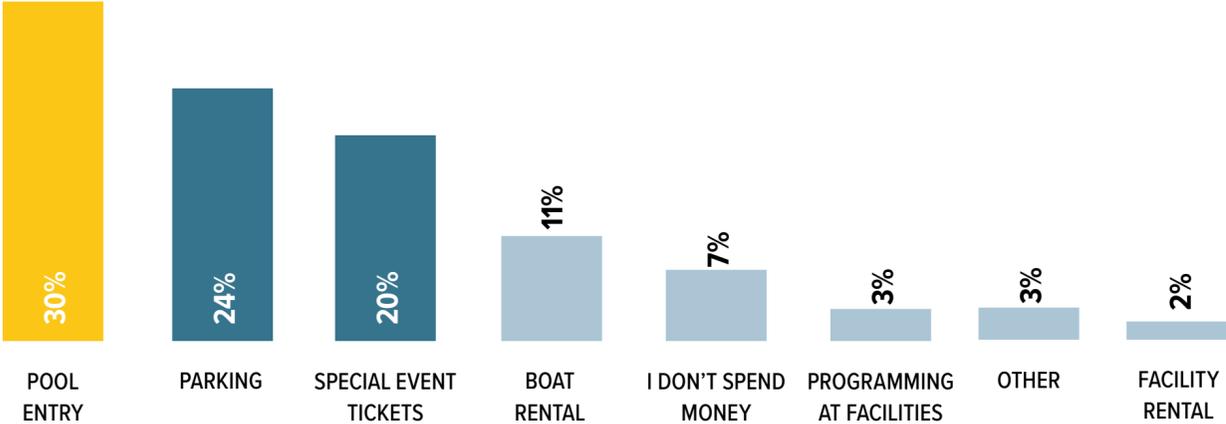
ZIP CODE



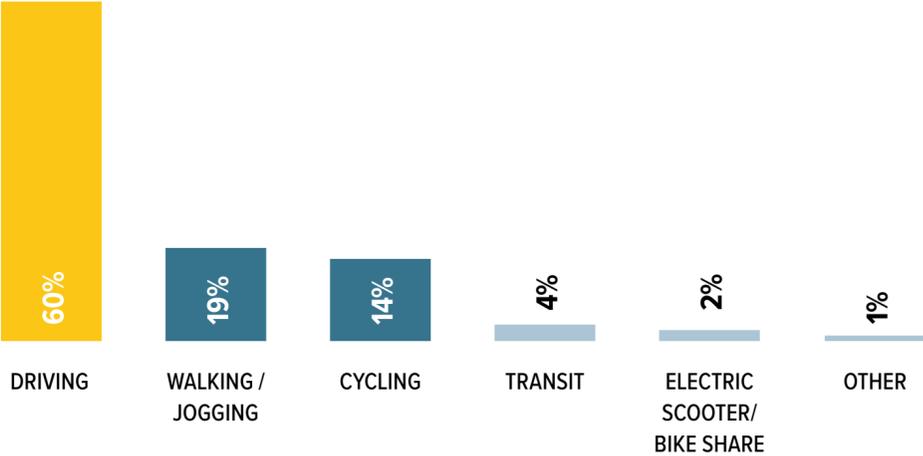
COUNCIL DISTRICT

SURVEY RESULTS

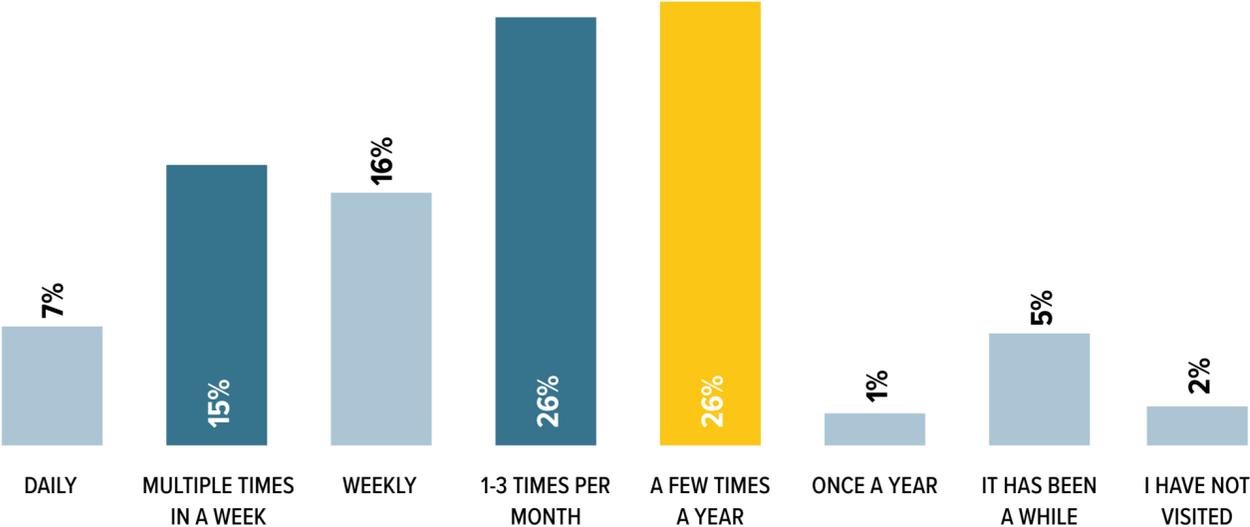
ACTIVITY AT THE PARK



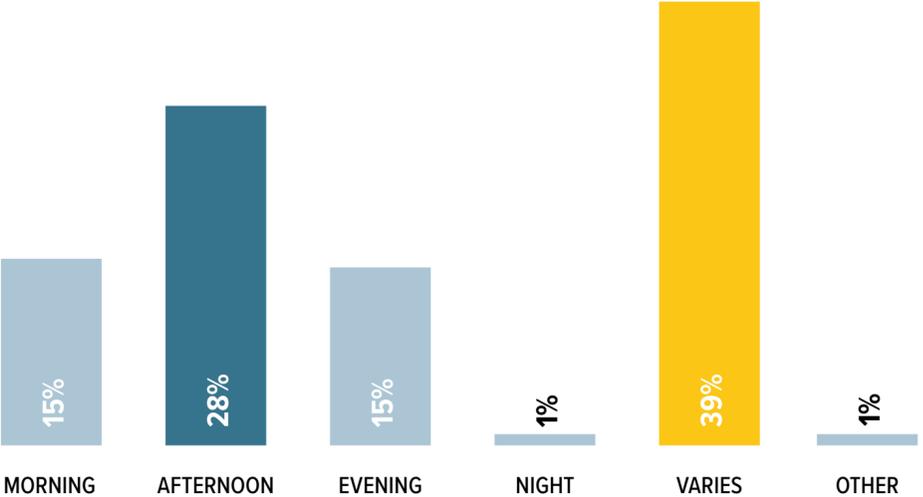
WHERE DO YOU SPEND MONEY AT THE PARK?



HOW DO YOU GET TO THE PARK?



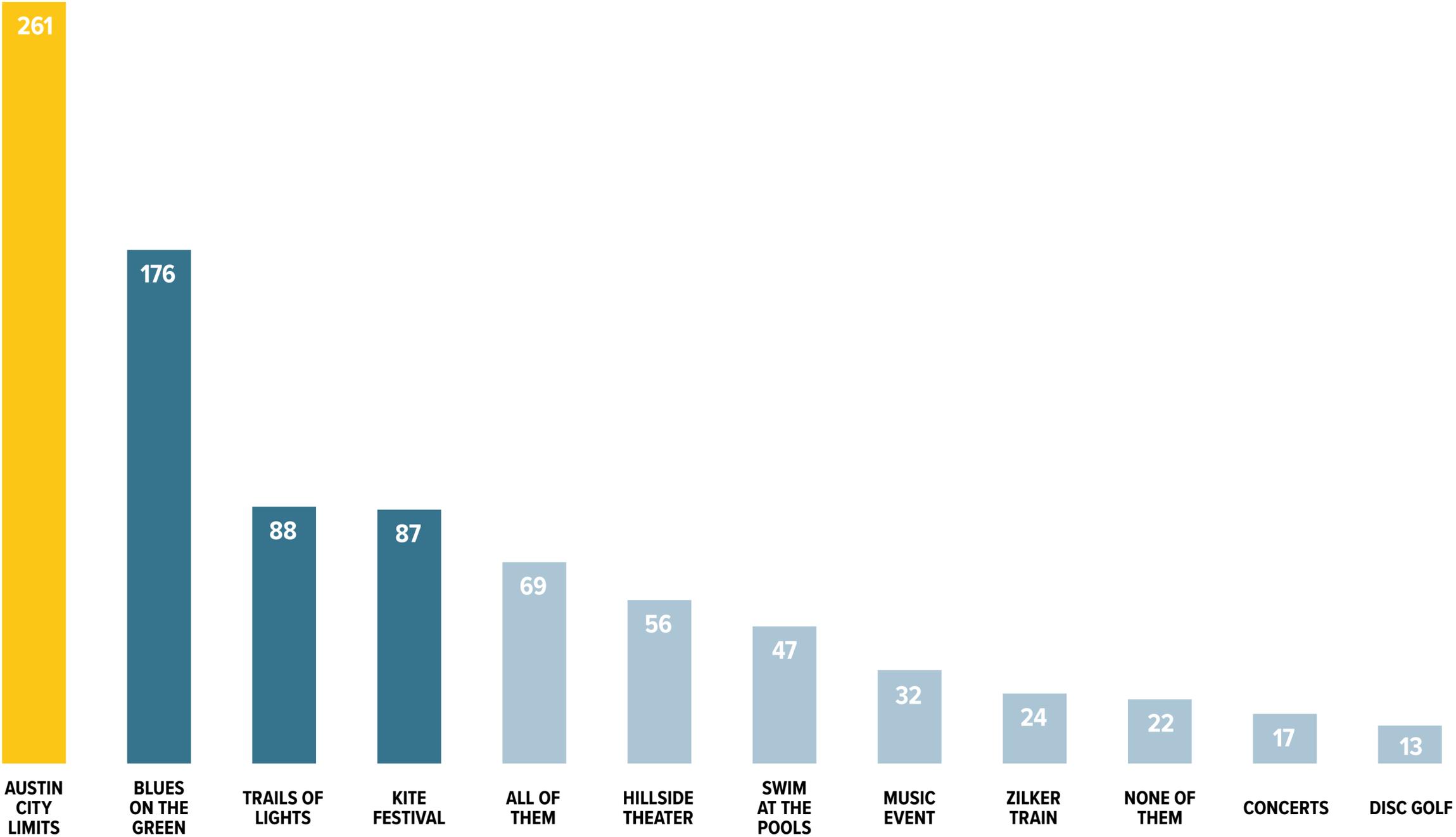
HOW MANY TIMES DO YOU VISIT?



WHEN DO YOU VISIT?

SURVEY RESULTS

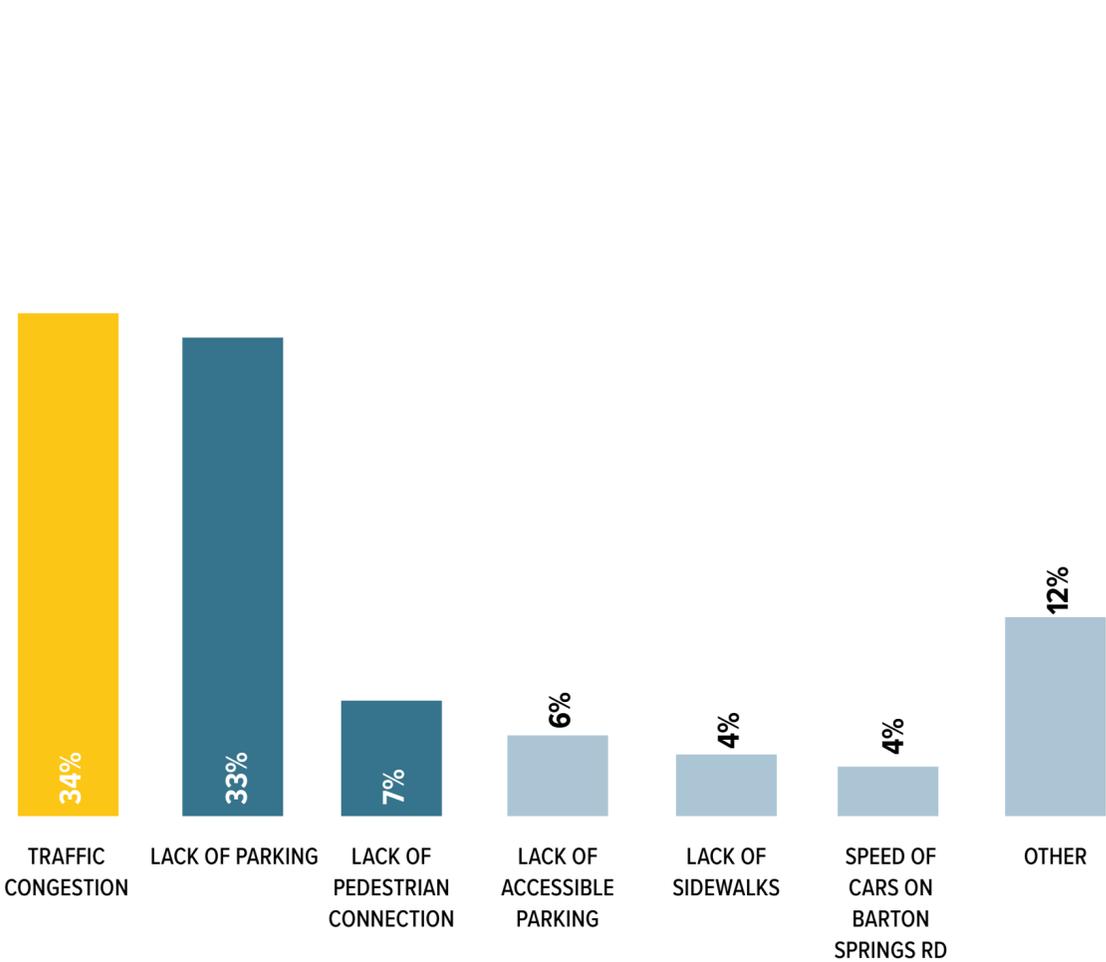
EVENTS



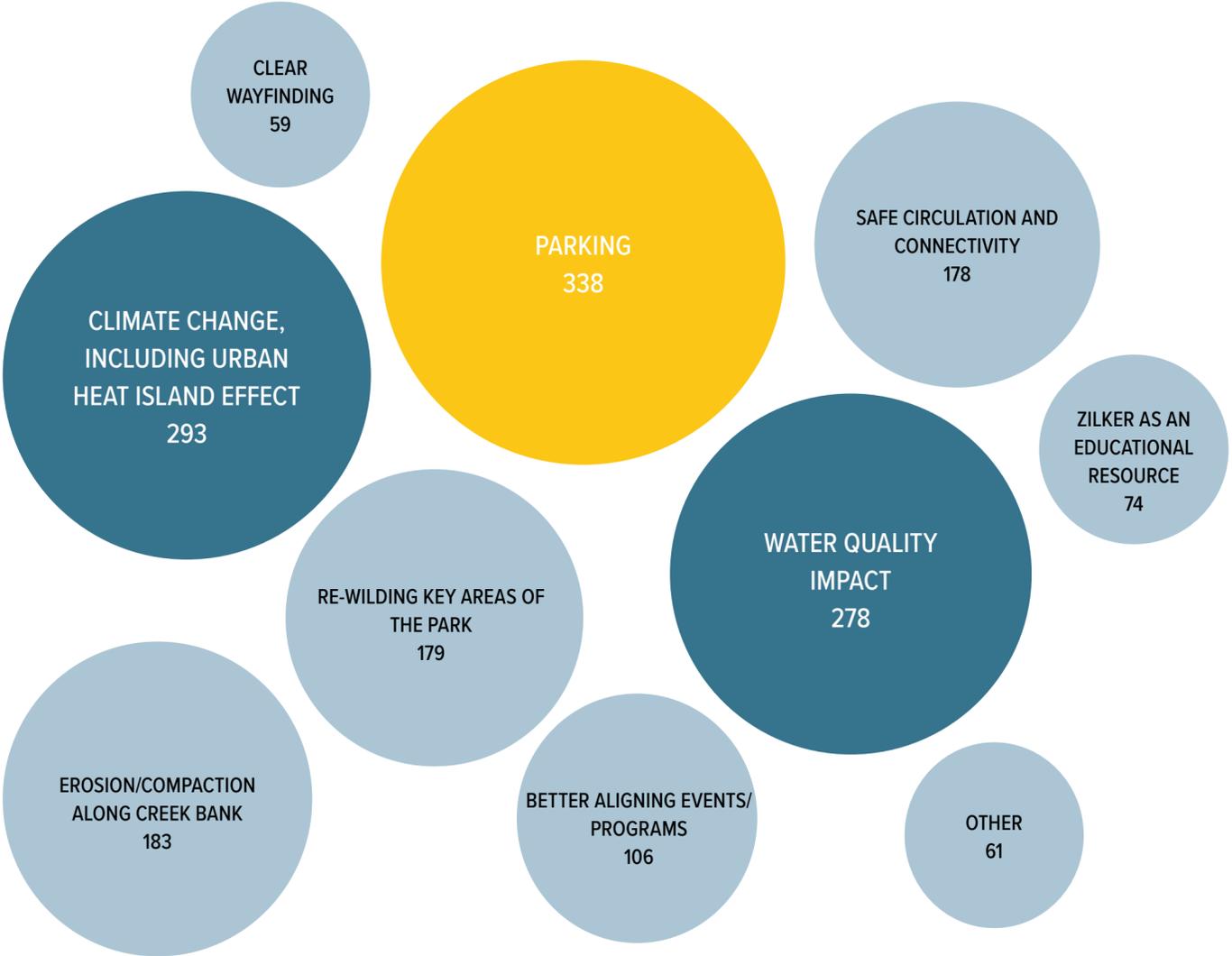
WHAT EVENTS DO YOU ENJOY?

SURVEY RESULTS

PARK CHALLENGES



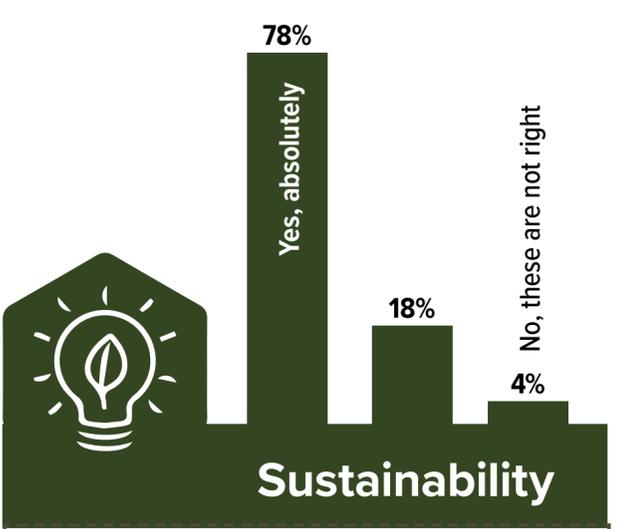
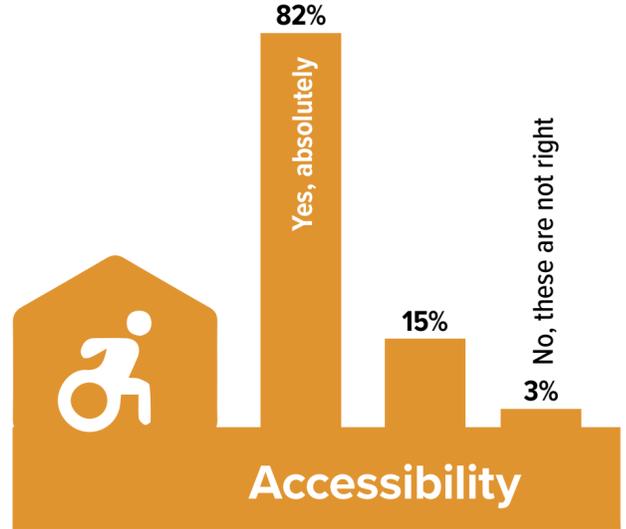
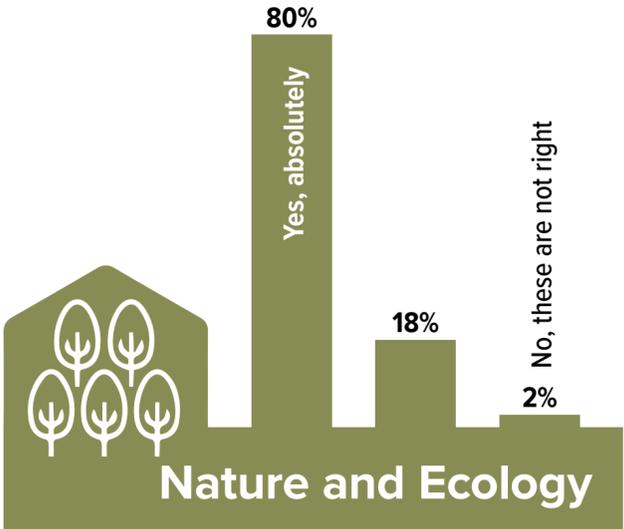
CURRENTLY, WHAT IS THE BIGGEST BARRIER TO ENJOYMENT OF ZILKER PARK?



CHOOSE THE TOP THREE (3) ISSUES THAT YOU THINK THE ZILKER PARK VISION PLAN SHOULD ADDRESS.

SURVEY RESULTS

GOALS AND DESIGN PRINCIPLES



- CoA youth in nature training
- Remove invasive species, only plant native species.
- More focus on rehabilitating native species within landscape/ecology

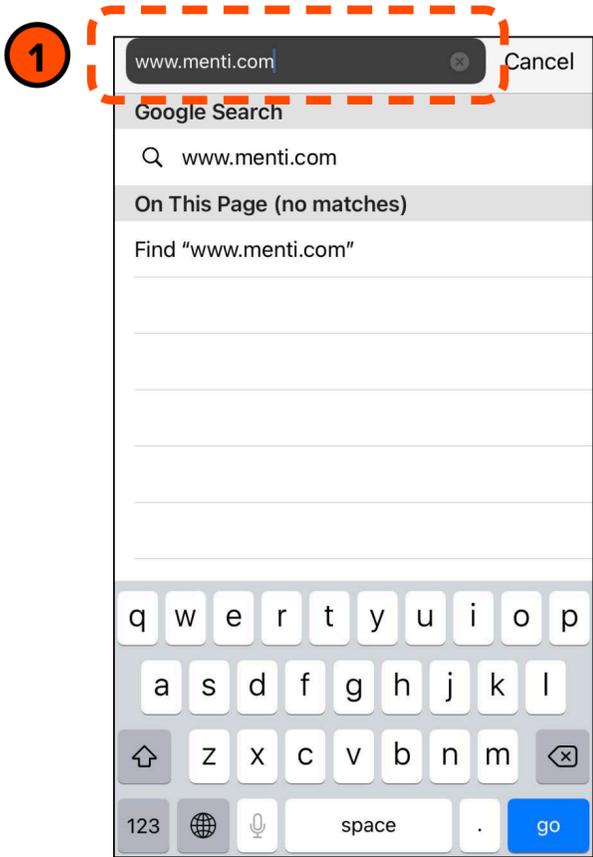
- Ethnic inclusion
- Ensuring that park access and events are economically accessible to all- sliding scale
- Take initiative to increase cultural diversity at Barton Springs Pool.
- Equitable treatment of park's workers

- Focus on the people of color particularly the indigenous history of Barton Springs and the land the park encompasses
- There was a time when African-Americans were not allowed at the pool. That should be addressed.

- Unclear if “parking” goal is articulated.
- Offer discounts to those who use transit
- Work with cap metro to increase park and ride
- Prioritize year round access for all.
- Improve transportation routes from underserved communities to the park

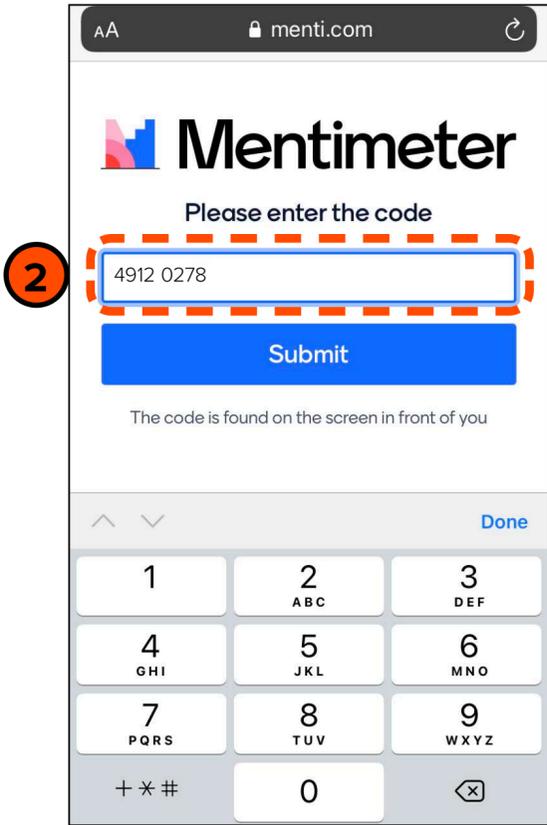
- Better maintenance/ trash collection, more and better maintained bathrooms
- Adopt plans for more trash cans to prevent pollution in the water.
- Improved waste management system with a zero waste goal
- Include renewable energy wherever is possible.

HOW TO PARTICIPATE IN THE PRESENTATION'S SURVEY



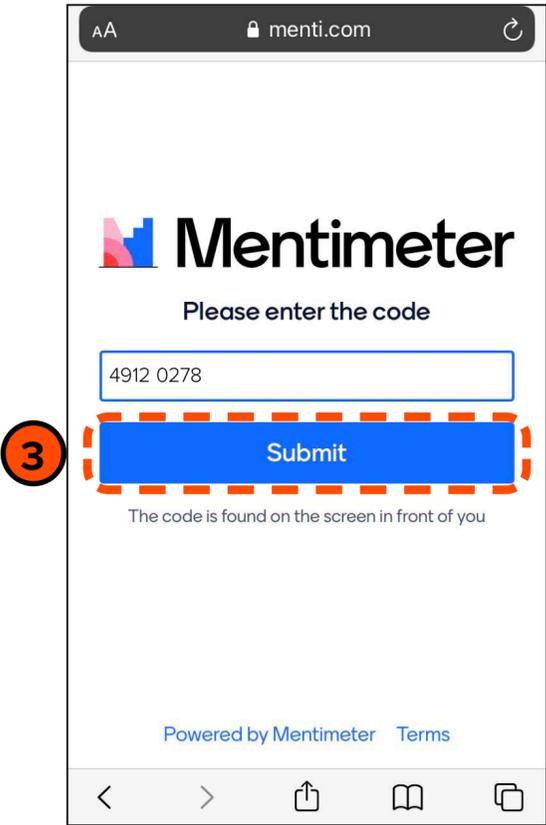
Enter 'www.menti.com'

Enter the address in the search bar

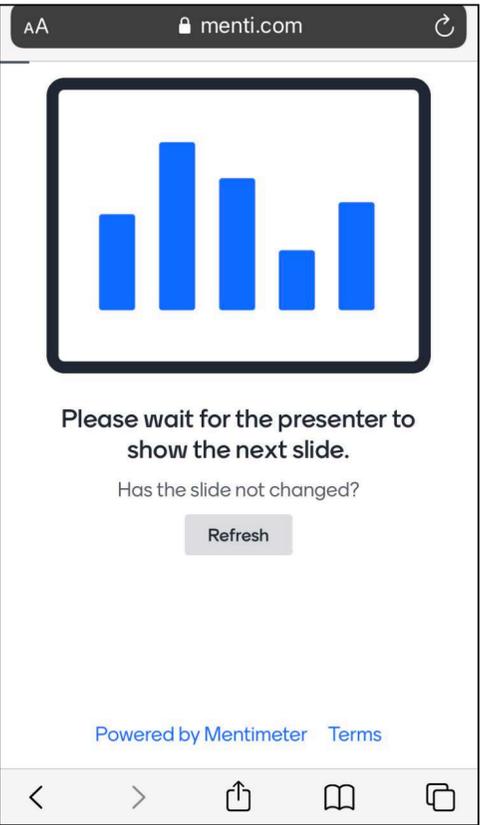


Enter '4912 0278'

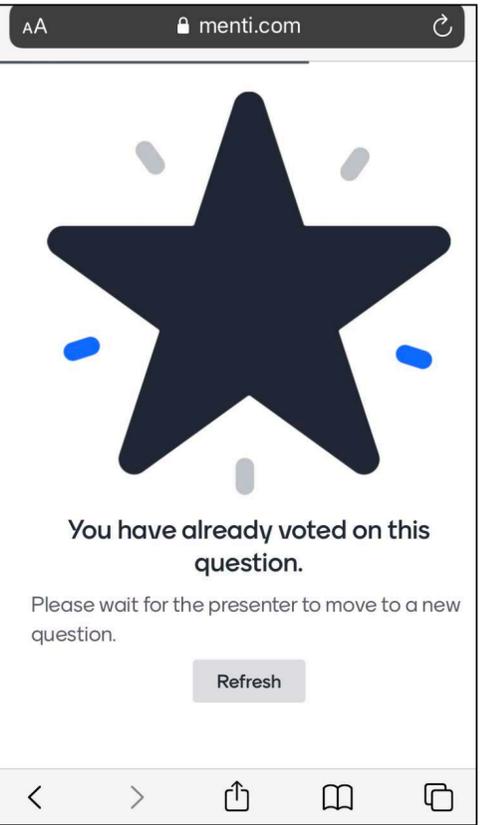
When the website shows up, enter the code



Click 'Submit' Button



Once you respond to the question, you will see a screen asking you to wait for the next question. **You will see the results live!**



An aerial photograph of a city skyline on the left, a river winding through the middle, and a large park on the right. The park features a tennis court in the foreground and a large open field. The word "PROGRAMMING" is overlaid in white text on the left side of the image.

PROGRAMMING

WHAT DO WE MEAN BY PROGRAMMING?

ZILKER BOTANICAL GARDEN



GREAT LAWN



HILLSIDE THEATER



AUSTIN NATURE & SCIENCE CENTER/
ZILKER NATURE PRESERVE



MCBETH RECREATION CENTER



DISC GOLF/SUNSHINE CAMP



BUTLER HIKE/BIKE TRAIL



PICNIC AREA



PLAYGROUND



BARTON SPRINGS POOL



ZILKER VOLLEYBALL

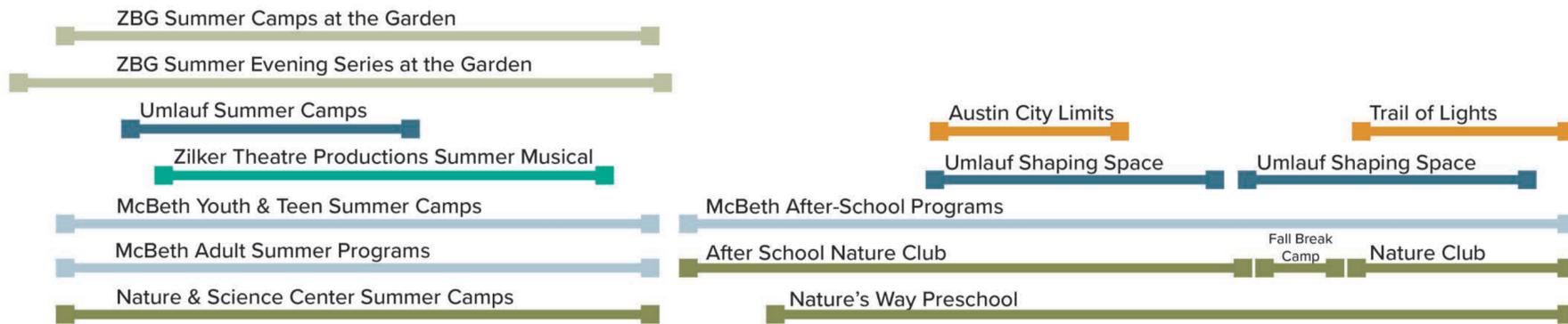
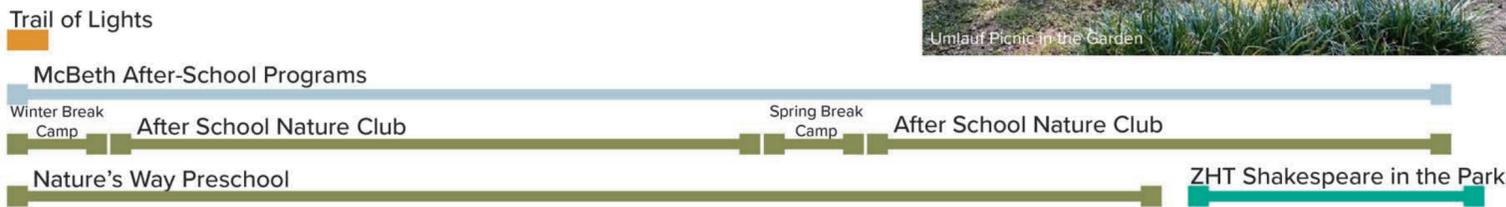
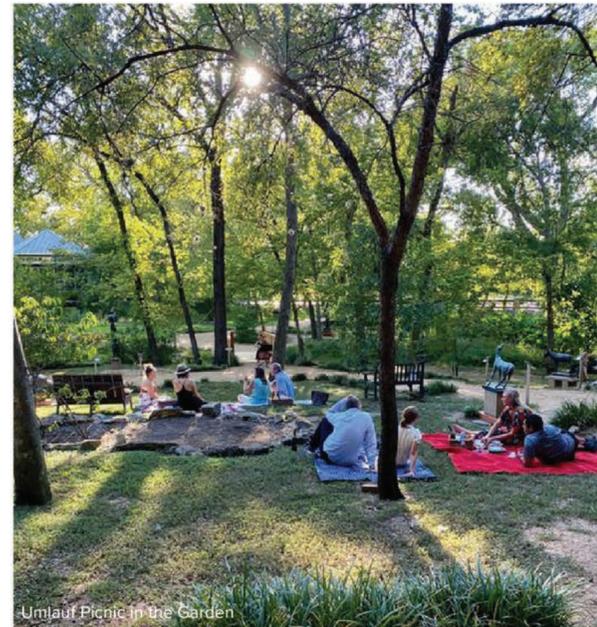


BARTON CREEK GREENBELT



PROGRAMS OF ZILKER PARK

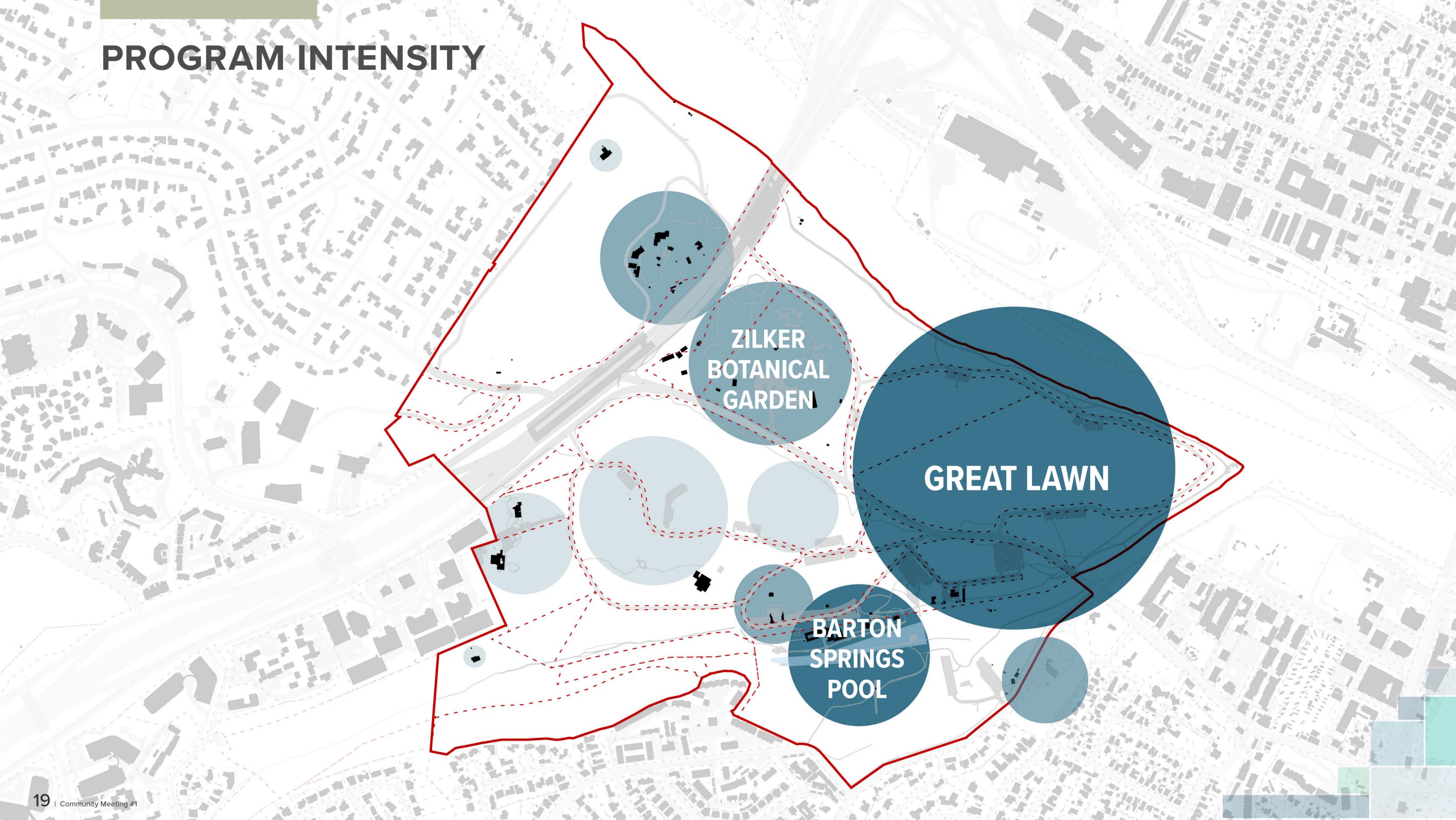
PROGRAM CALENDAR



JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC



PROGRAM INTENSITY



ANNUAL/DAILY VISITORS OF ZILKER PARK

2.68 Million
Annual Visitors

7,352
Daily Visitors

1,029,297
Barton Springs Pool

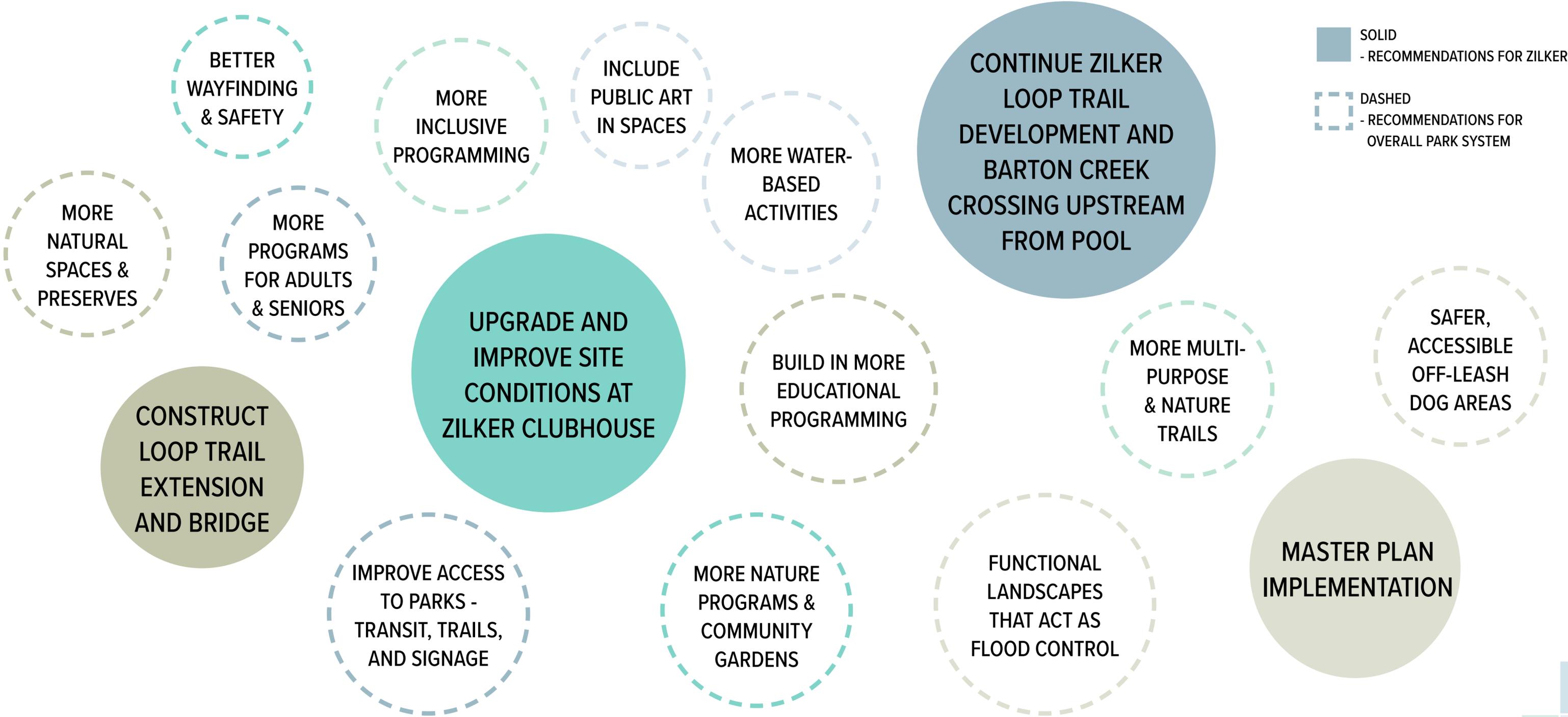
183,105
ANSC

119,936
Botanical Garden

67,113
Splash Exhibit

WHAT WE HEARD - LONG RANGE PLAN

PRIORITY NEEDS FROM THE STATISTICALLY VALID SURVEY, VOICES FROM COMMUNITY MEMBERS, AND INFORMATION FROM STAKEHOLDERS

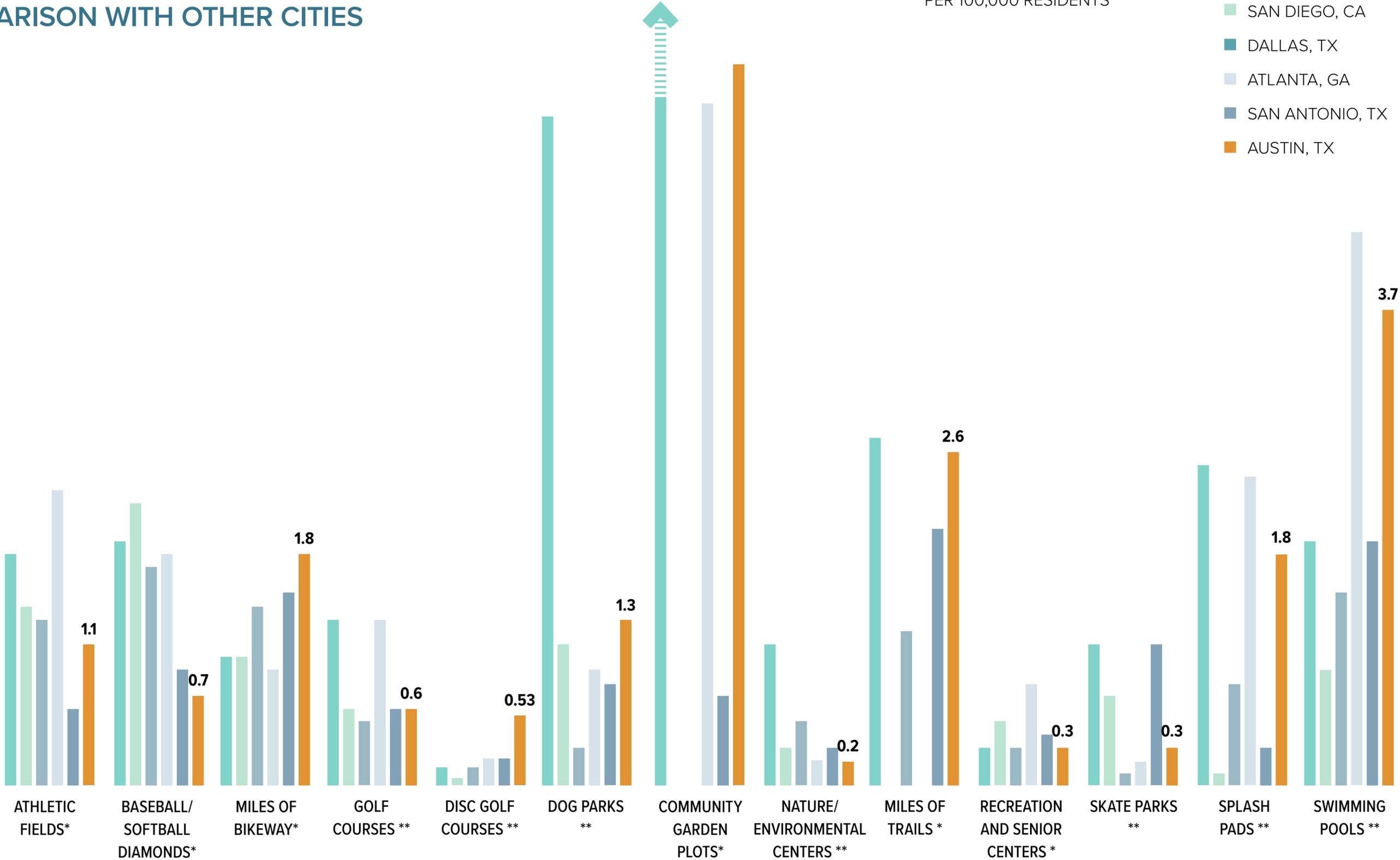


BENCHMARKS

COMPARISON WITH OTHER CITIES

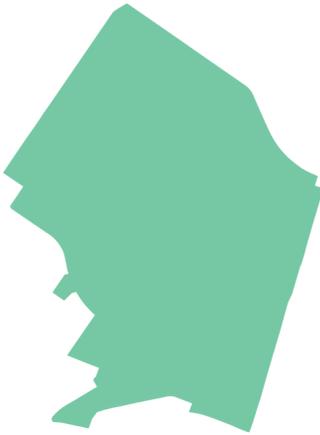
*PER 10,000 RESIDENTS
 ** PER 100,000 RESIDENTS

- PORTLAND, OR
- SAN DIEGO, CA
- DALLAS, TX
- ATLANTA, GA
- SAN ANTONIO, TX
- AUSTIN, TX



BENCHMARKS

COMPARISON WITH OTHER PARKS



HERMANN PARK

LOCATION	HOUSTON
SIZE	527 ACRES
VISITORS	6 MILLION
PARTNERS	CONSERVANCY
DESTINATIONS	MULTIPLE



BRACKENRIDGE PARK

LOCATION	SAN ANTONIO
SIZE	343 ACRES
VISITORS	2 MILLION
PARTNERS	MULTIPLE
DESTINATIONS	MULTIPLE



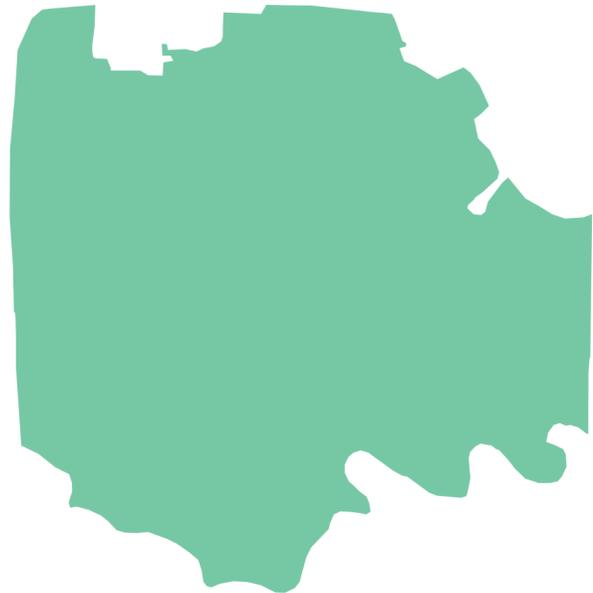
ZILKER PARK

LOCATION	AUSTIN
SIZE	350 ACRES
VISITORS	2.6 MILLION
PARTNERS	MULTIPLE
DESTINATIONS	MULTIPLE



OVERTON PARK

LOCATION	MEMPHIS
SIZE	342 ACRES
VISITORS	2~3 MILLION
PARTNERS	CONSERVANCY
DESTINATIONS	MULTIPLE

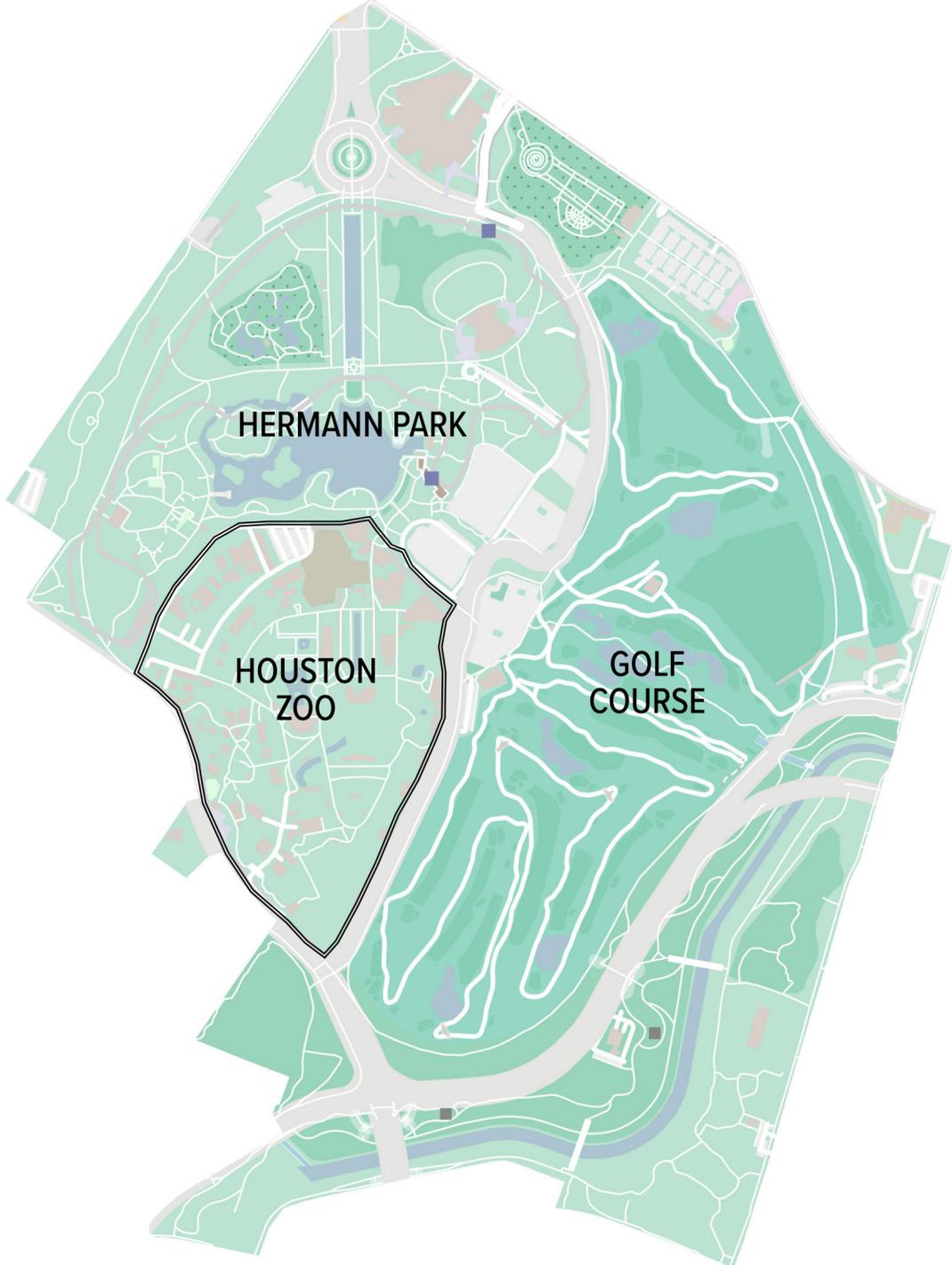


MEMORIAL PARK

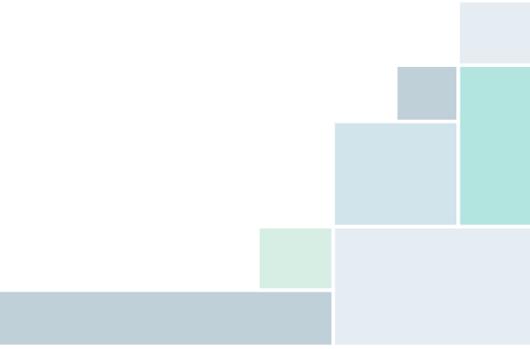
LOCATION	HOUSTON
SIZE	1,500 ACRES
VISITORS	3 MILLION
PARTNERS	CONSERVANCY
DESTINATIONS	MULTIPLE

BENCHMARKS

HERMANN PARK



- **Size** 527 Acreage
- **Location** Houston
- **Zoo** 55 Acreage
- **Amenities**
Zoo, Theatre, Kids Train, Pedal Boats, Gardens, Fountains, 18-Hole Golf Course & Driving Range
- **Trails and Transit**
Light Rail, Bus, Adjoins Hospital District, Rice University
- **Parking** Large Parking Lot
- **Special Event**
Festivals, Events, Programming.

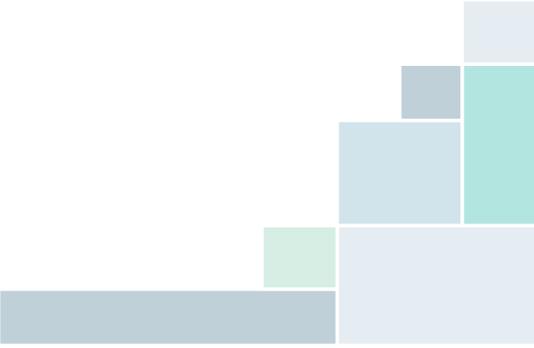


BENCHMARKS

BRACKENRIDGE PARK

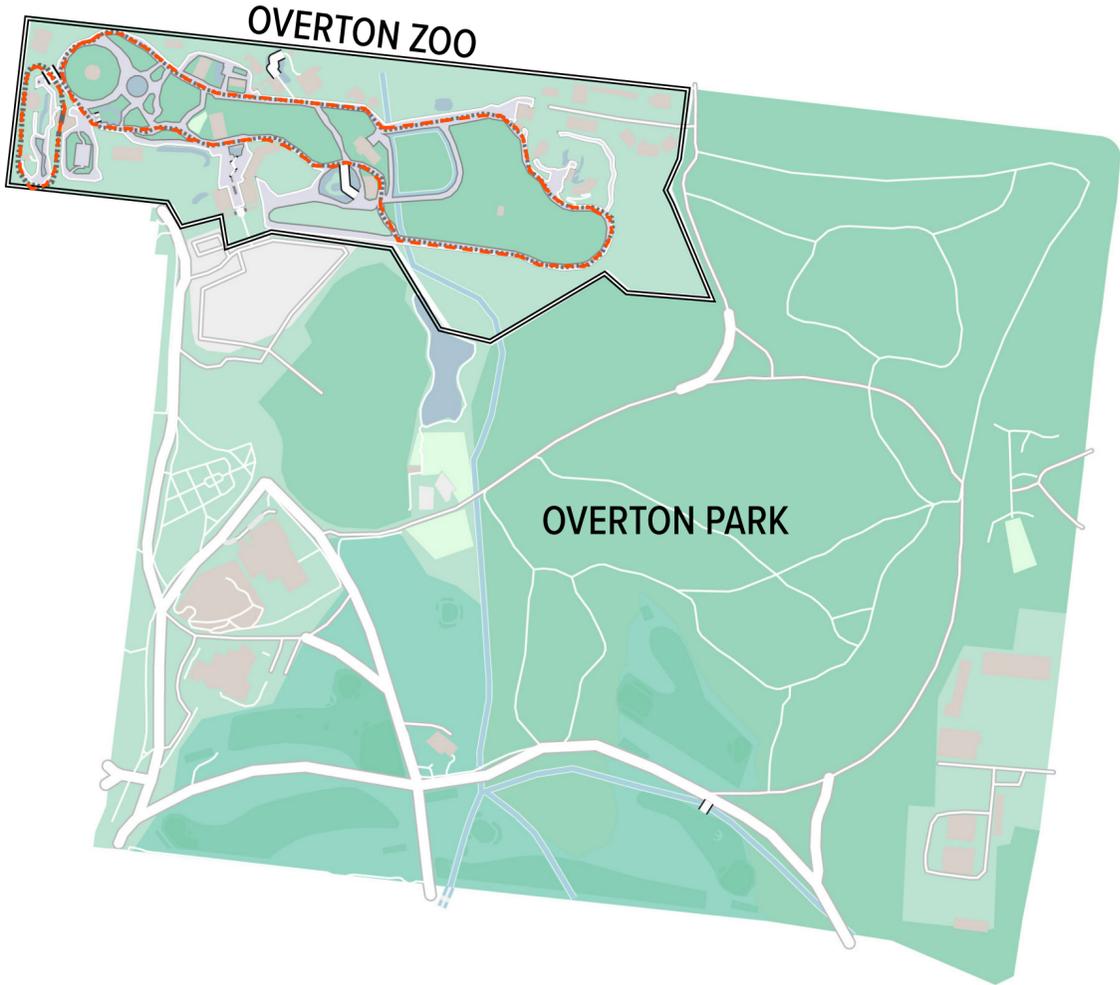


- **Size** 343 Acreage
- **Location** San Antonio
- **Zoo** 35 Acreage
- **Amenities** San Antonio River, Japanese Tea Garden, Sunken Garden, Botanical Garden Nearby, Reservable Facilities, Theatre, The Zoo, Golf Course
- **Trails and Transit** Parking Lots, Nearby Parking Garages, Transit (Buses), Connection Via Expanded Riverwalk
- **Parking** Parking Lot and Garage
- **Special Event** Easter Weekend, Concerts, Festivals.



BENCHMARKS

VERTON PARK

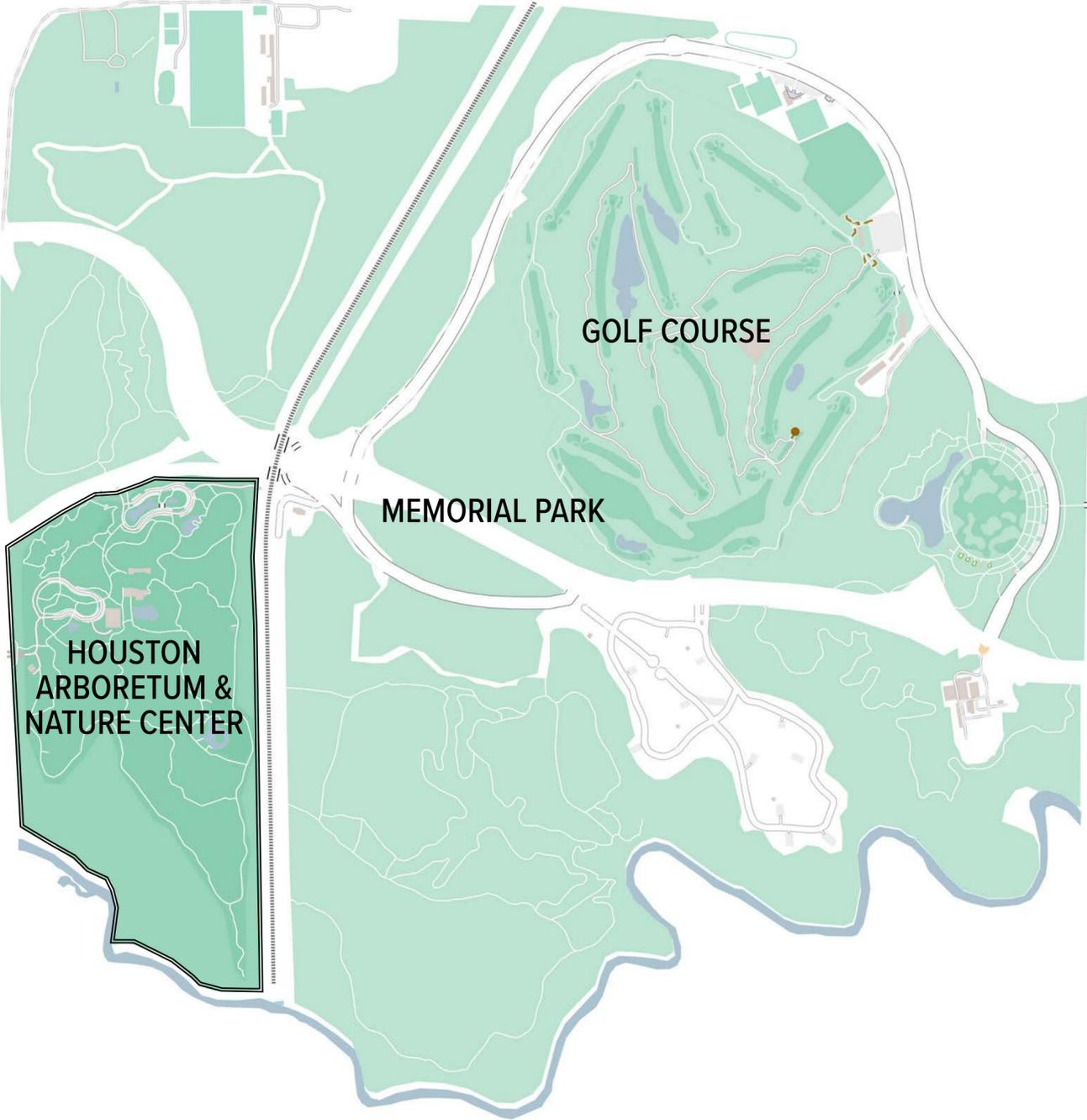


- **Size** 342 Acreage
- **Location** Memphis
- **Zoo** 76 Acreage
- **Amenities** Zoo, Theatre, State Natural Forested Area, 9-Hole Golf Course, Trails, Museum Of Art, Former Art School, Other Kessler Designed Features
- **Trails and Transit** Interconnected Paved Bike/Trail Main Loop, Old Forest Loop
- **Parking** Parking Lot
- **Special Event** Concerts (50 Free Nights At Levitt Shell), Tournaments, Programming At Zoo, Museum.

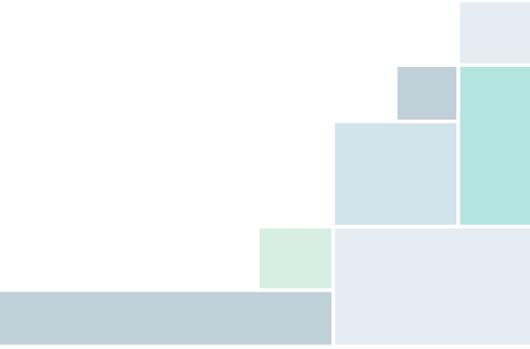


BENCHMARKS

MEMORIAL PARK



- **Size** 1,500 Acreage
- **Location** Houston
- **Houston Arboretum** 155 Acreage
- **Amenities**
Houston Arboretum & Nature Center, 18-Hole Memorial Park Golf Course, Facilities For Tennis, Softball, Swimming, Track, Croquet, Volleyball, Skating, Cycling, And A Running Course (2.93 Miles)
- **Trails and Transit**
11 Trails and Loop Drive
- **Parking** Parking Lot and Garage



FUNDING



CITY OF AUSTIN BUDGET 101

CITY BUDGET

OPERATION

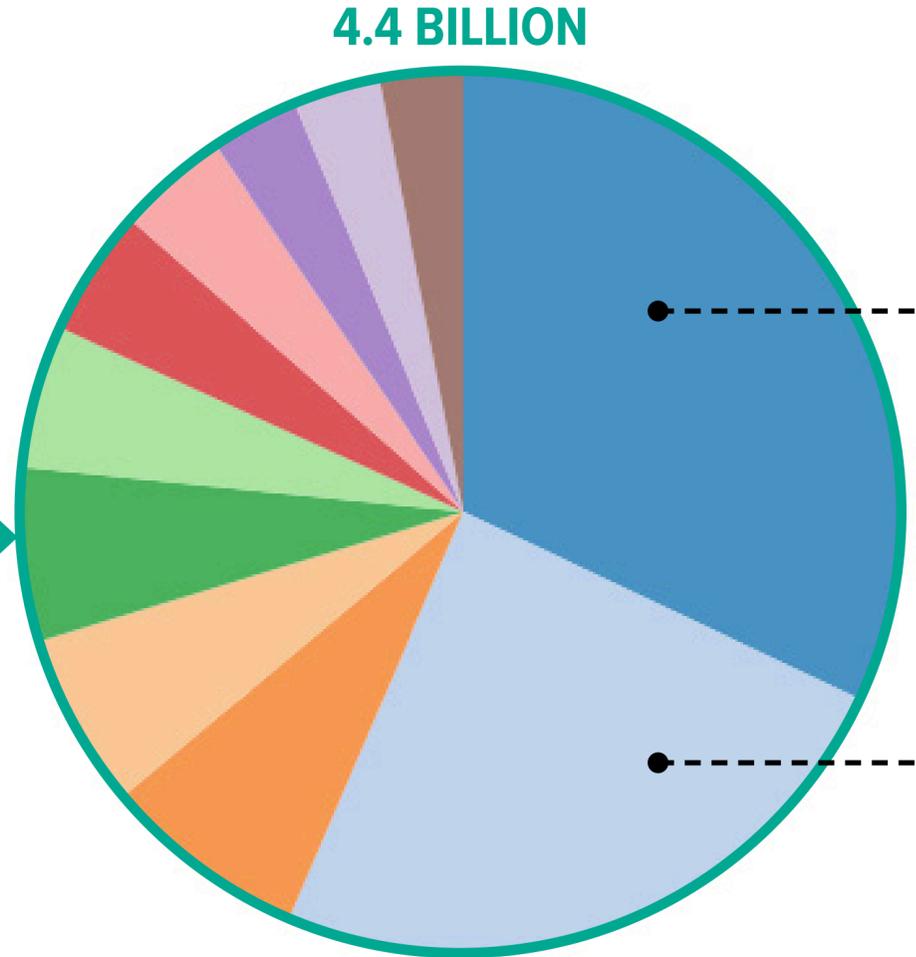
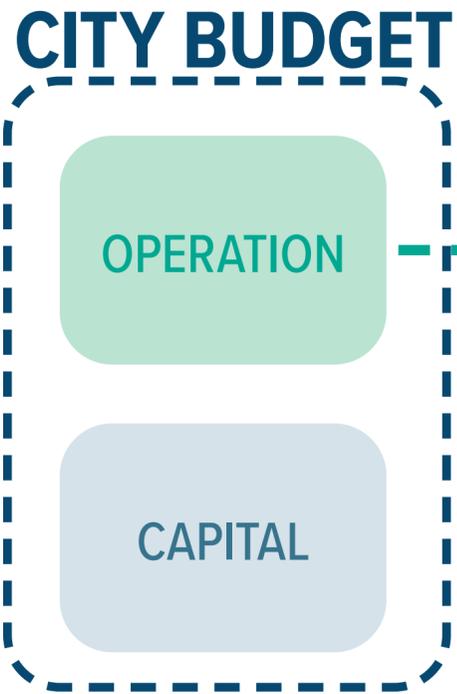
- Operations are expenditures for the 12-month fiscal year for day-to-day operations
- Operation Funds come from
 - Recurring Income
 - Including Taxes
 - Fees

CAPITAL

- Capital funds are for
 - construction
 - refurbishment or replacement of land facilities
 - costs for design and construction
- Capital funds in Austin come from Bonds
 - General Obligation
 - General Revenue
 - Additional Property Assessments
 - Example: Tax Increment Financing (TIF)

OPERATION BUDGET

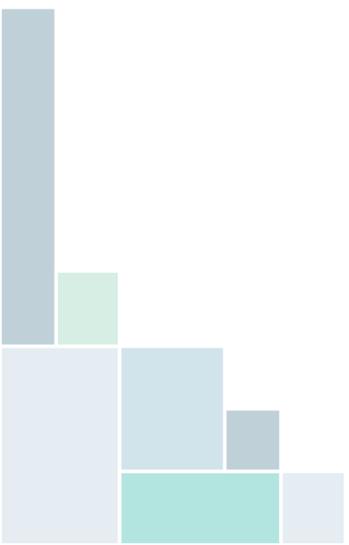
OPERATION BUDGET DETAILS



AUSTIN ENERGY BUDGET: \$1.427 BILLION
(32.17% OF TOTAL CITY BUDGET)

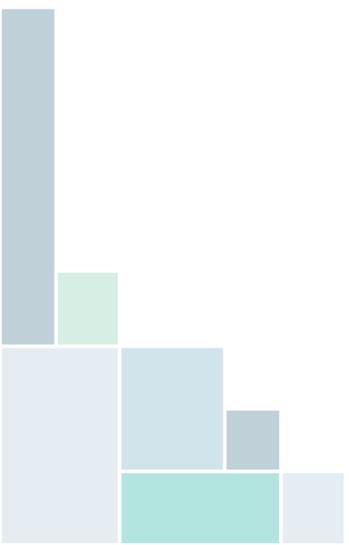
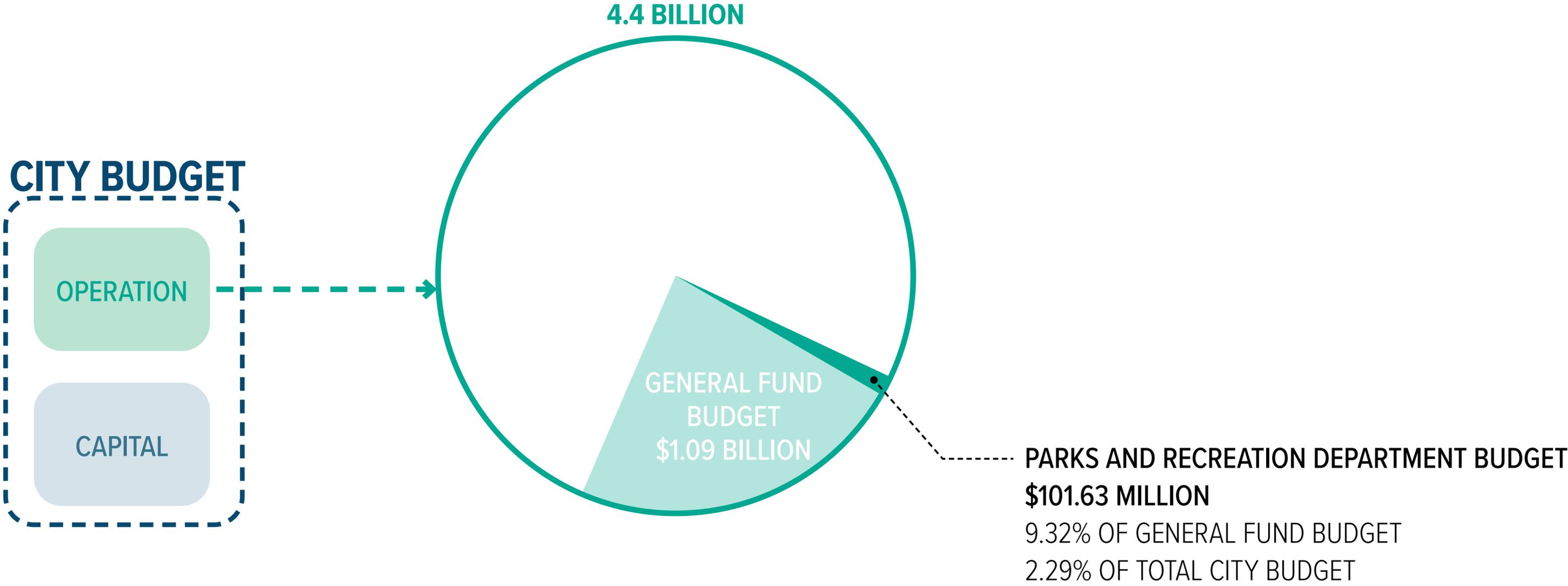
GENERAL FUND BUDGET: \$1.09 BILLION
(24.59% OF TOTAL CITY BUDGET)

- AUSTIN ENERGY FUND
- AUSTIN WATER-WASTEWATER UTILITY
- PROJECT CONNECT FUND
- **GENERAL FUND**
- GENERAL OBLIGATION DEBT SERVICE FUND
- AE DEBT SERVICE FUND
- AUSTIN WATER-UTILITY OPERATING
- AWU DEBT SERVICE FUND
- AIRPORT OPERATING FUND
- EMPLOYEE BENEFITS FUND
- SUPPORT SERVICES FUND
- OTHER



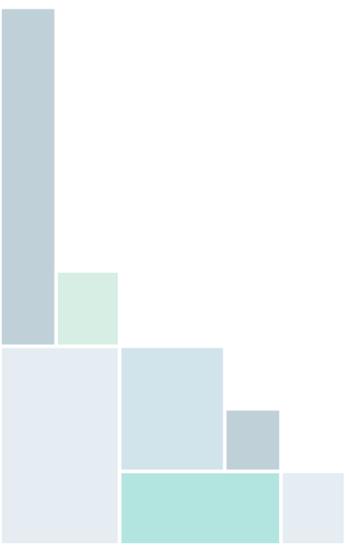
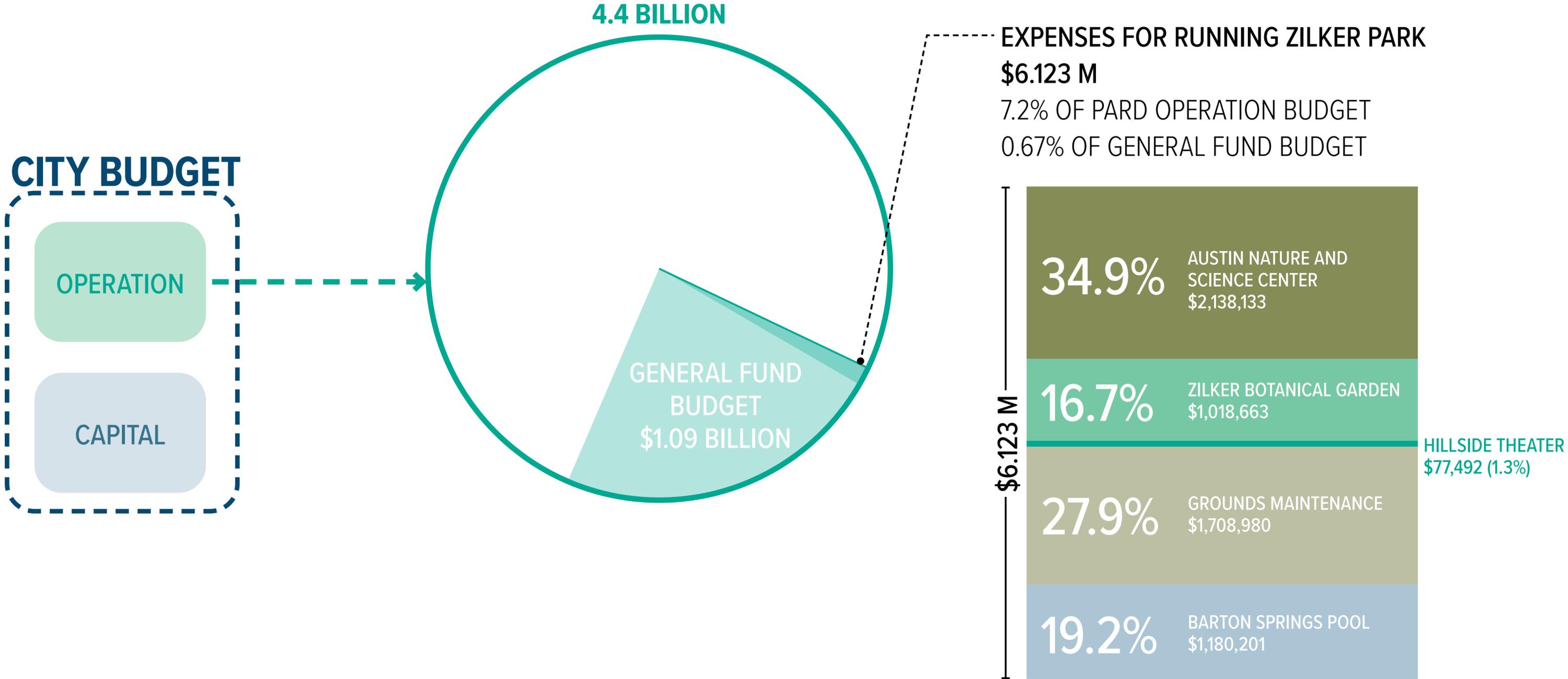
OPERATION BUDGET

OPERATION FUND FOR PARKS AND RECREATION DEPARTMENT



OPERATION BUDGET

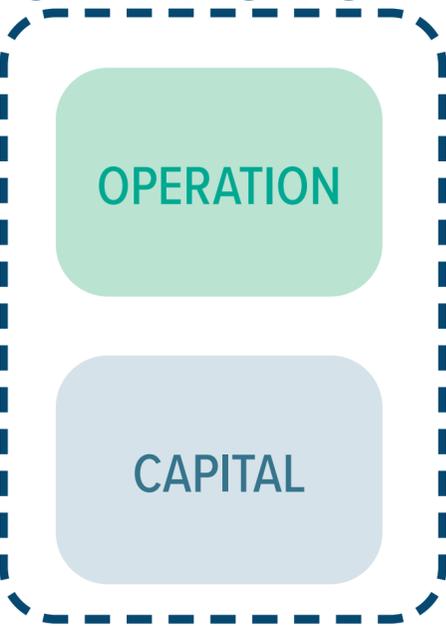
OPERATION FUND FOR ZILKER PARK



OPERATION BUDGET

OPERATION BUDGET AND FUNDING SOURCES OF ZILKER PARK

CITY BUDGET

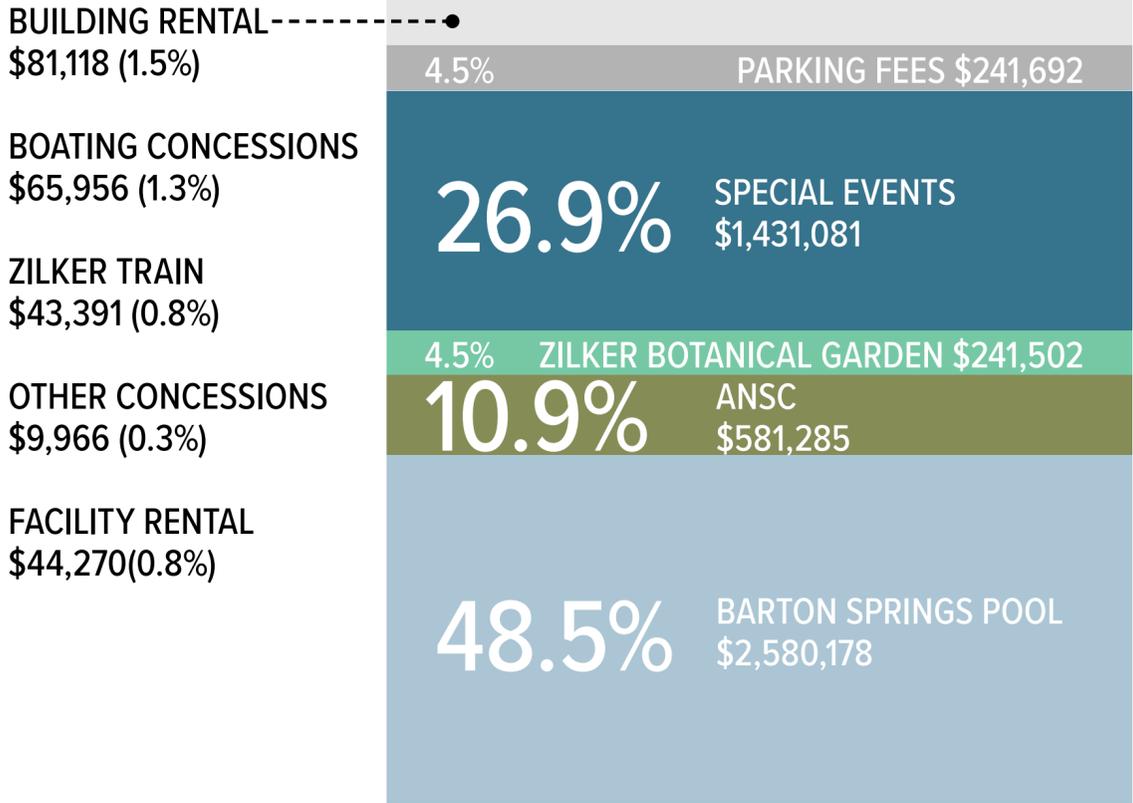


REVENUE ACCRUED IN ZILKER

\$5.32 M

86.87% OF ZILKER EXPENSES

41% OF PARD GENERAL FUND INCOME

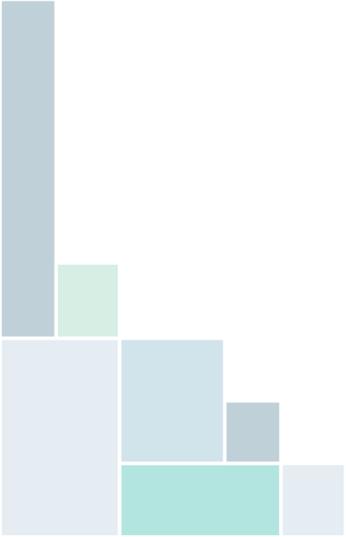
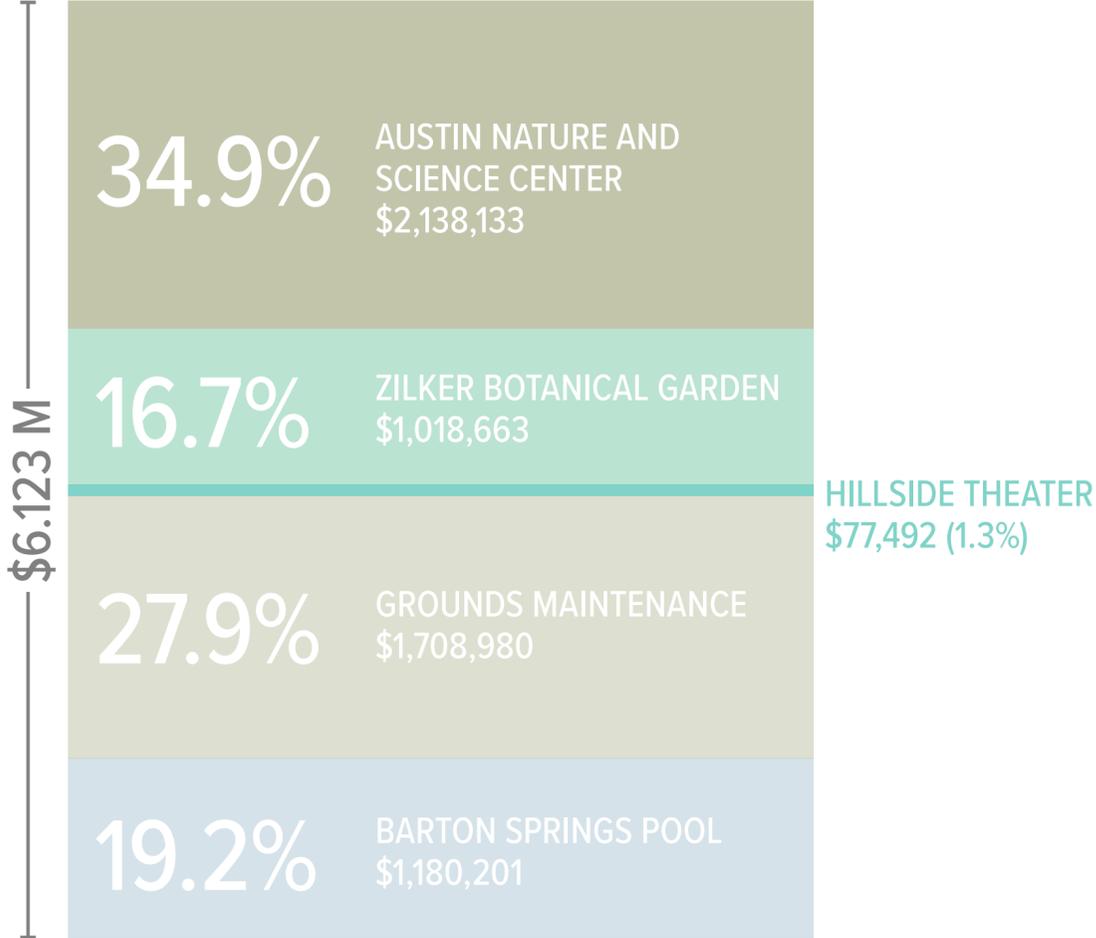


EXPENSES FOR RUNNING ZILKER PARK

\$6.123 M

7.2% OF PARD OPERATION BUDGET

0.67% OF GENERAL FUND BUDGET



OPERATION BUDGET

CURRENT CONDITIONS



Crowds



Water Quality and Drainage



Degradation of Creek Banks and Landscape Area



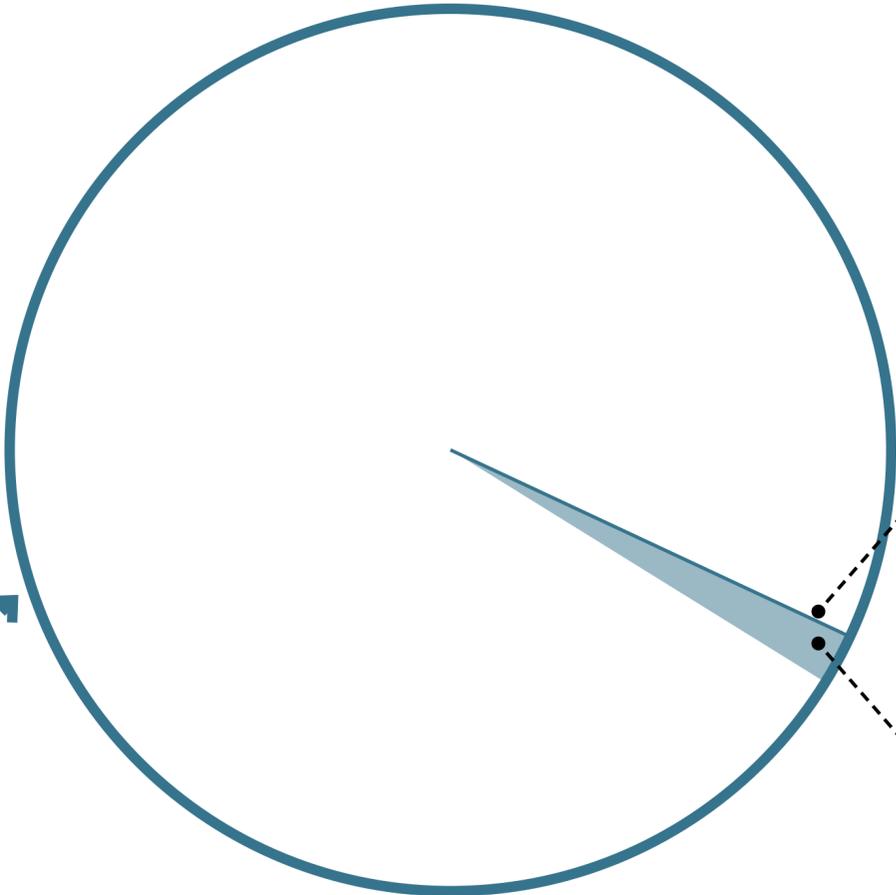
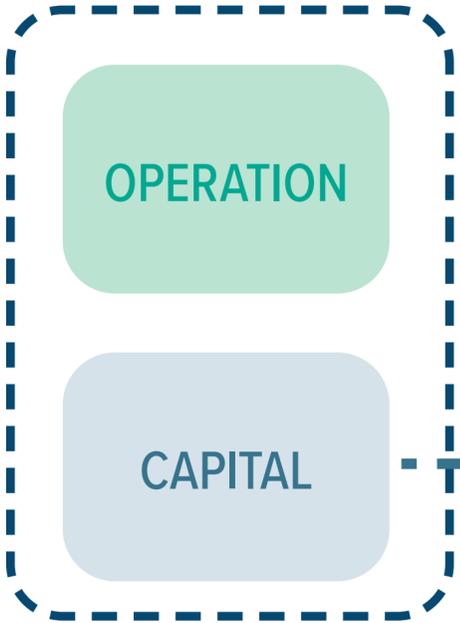
Accessibility Issue

CAPITAL BUDGET

CAPITAL FUND FOR PARKS AND RECREATION DEPARTMENT

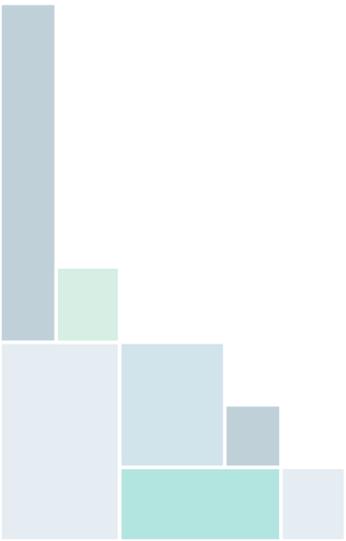
9.63 BILLION

CITY BUDGET



ZILKER PARK BUDGET
\$18.56 MILLION
4.5% OF PARD BUDGET
0.19% OF TOTAL CITY BUDGET

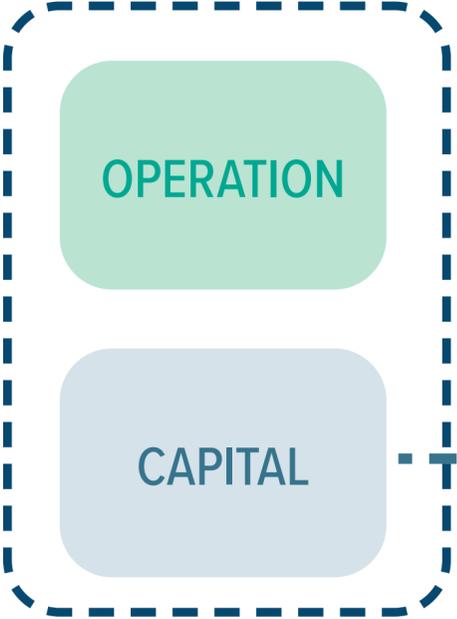
PARKS AND RECREATION DEPARTMENT BUDGET
\$406.81 MILLION
4.22% OF TOTAL CITY BUDGET



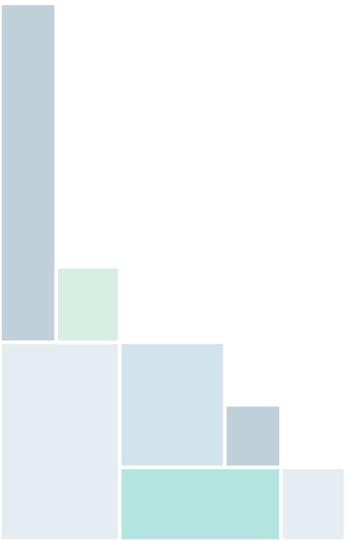
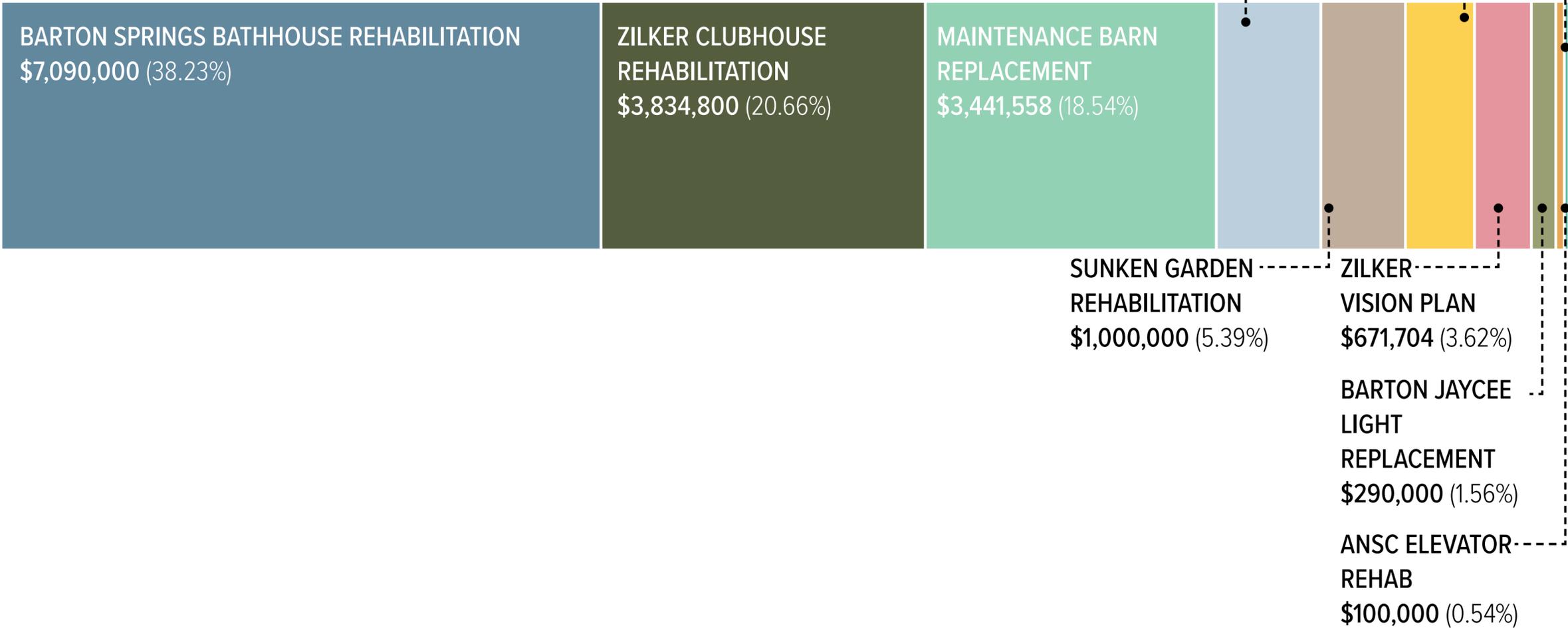
ZILKER CAPITAL BUDGET DETAILS

CAPITAL BUDGET PROJECTS IN ZILKER

CITY BUDGET



TOTAL BUDGETED: \$18,559,069



NEXT STEPS

- **October/November**

Pop-ups and
Small Group Discussions

Dates TBD

- **Community Meeting #3**

October 19

- **Contact Information**

Gregory Montes:
ZilkerVision@austintexas.gov

- **Zilker Metropolitan Park
Vision Plan Website**

www.austintexas.gov/ZilkerVision