

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 and unveil the final draft master plan to the public.

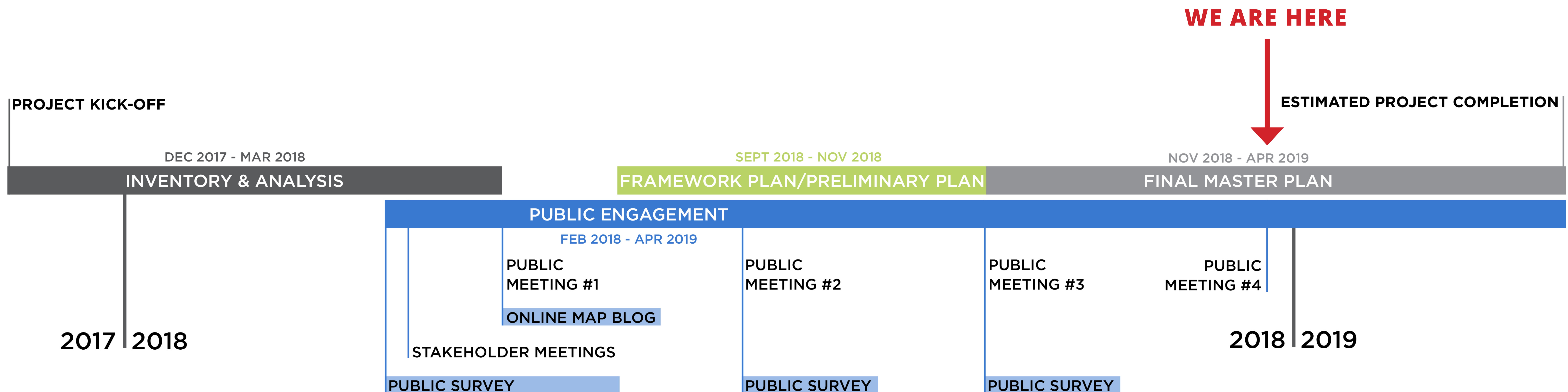
This is an open house format. There will be no formal presentation and attendees are encouraged to visit stations and engage with staff members. All attending are asked to please provide your feedback. City staff and members of the consultant team will be available to answer any questions and help facilitate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

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.



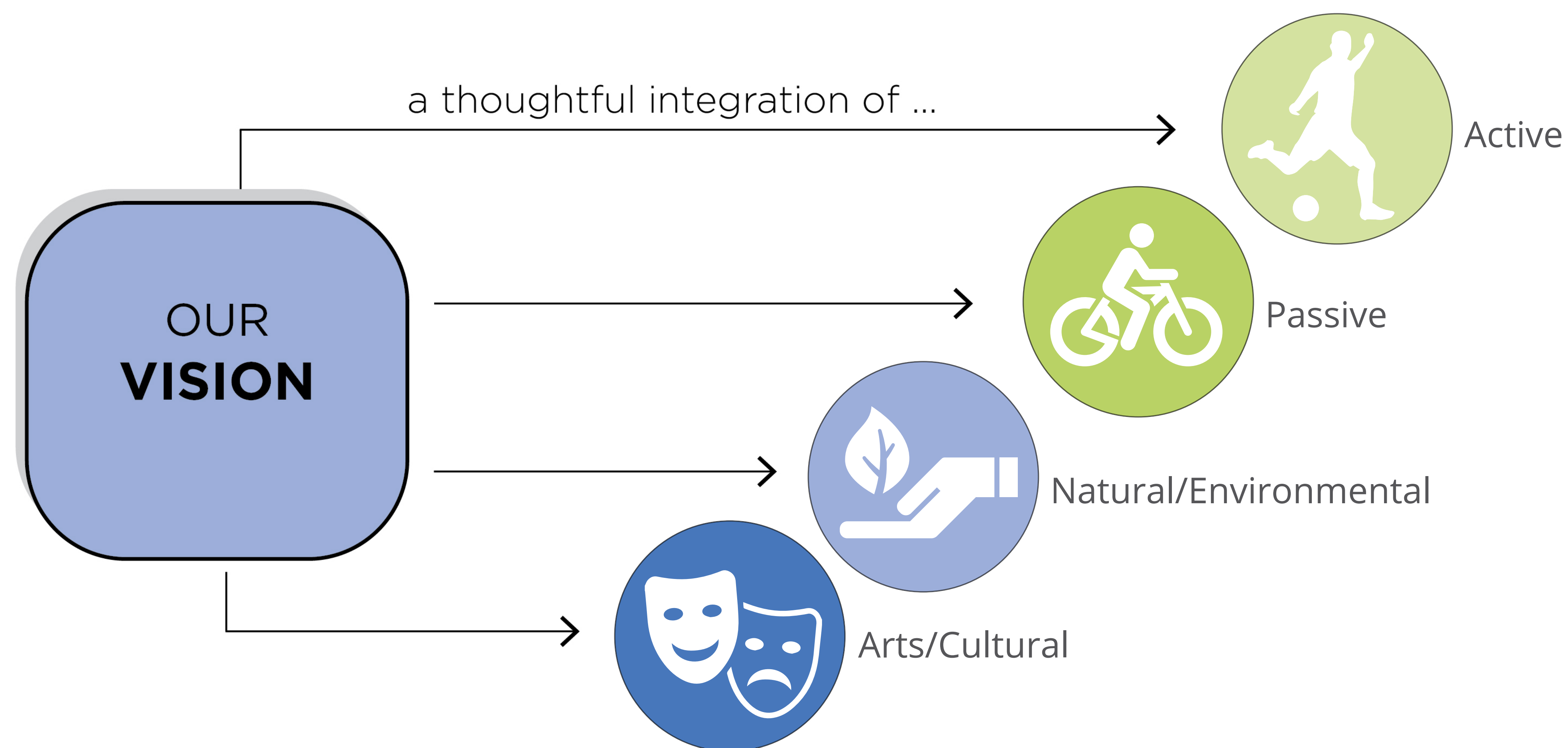
This master plan process is being lead by the Austin Parks and Recreation Department. We are working with industry professionals, a technical advisory board, and you to create the long-range vision for the park. The community will identify issues and provide the vision for the future by participating 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.



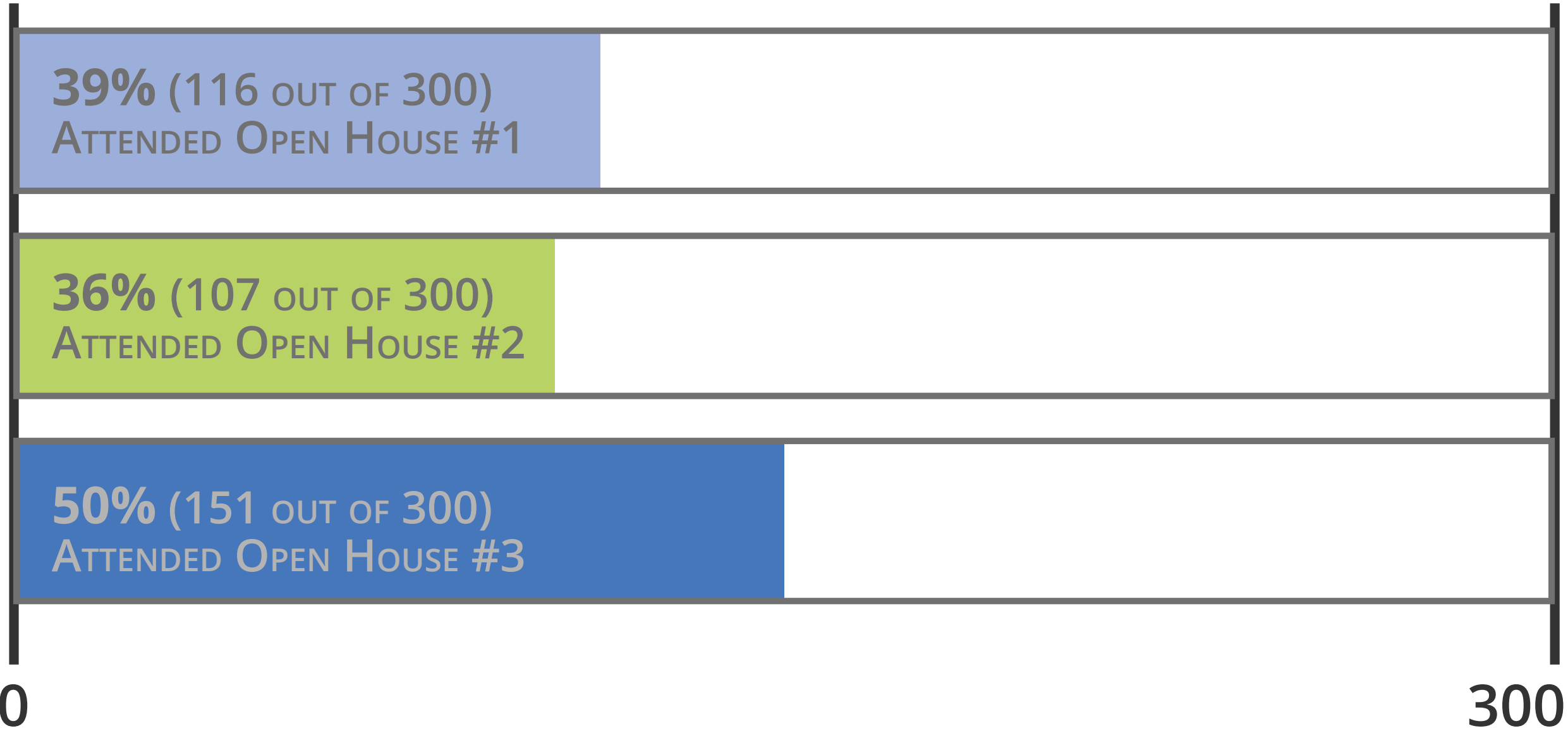
Develop a design solution which integrates **active, passive, natural** and **cultural** elements into one cohesive master plan.



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”.

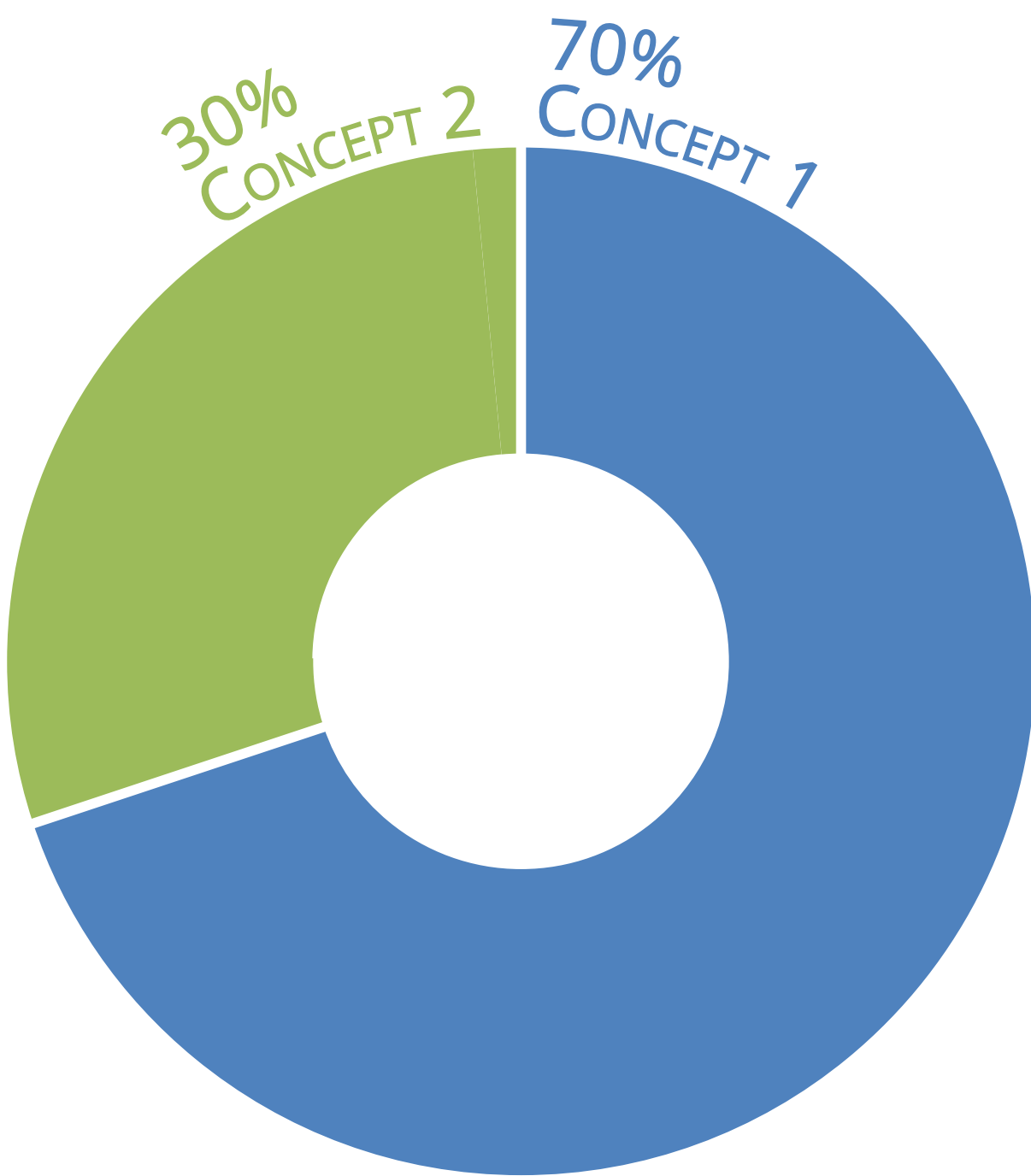
Which previous Open Houses have you attended?



300 Respondents

The results indicate that **Concept 1** was the most preferred Framework Concept by a significant margin, while Concept 2 is the next most preferred at roughly a third of the popularity.

Which is your preferred Framework Concept?

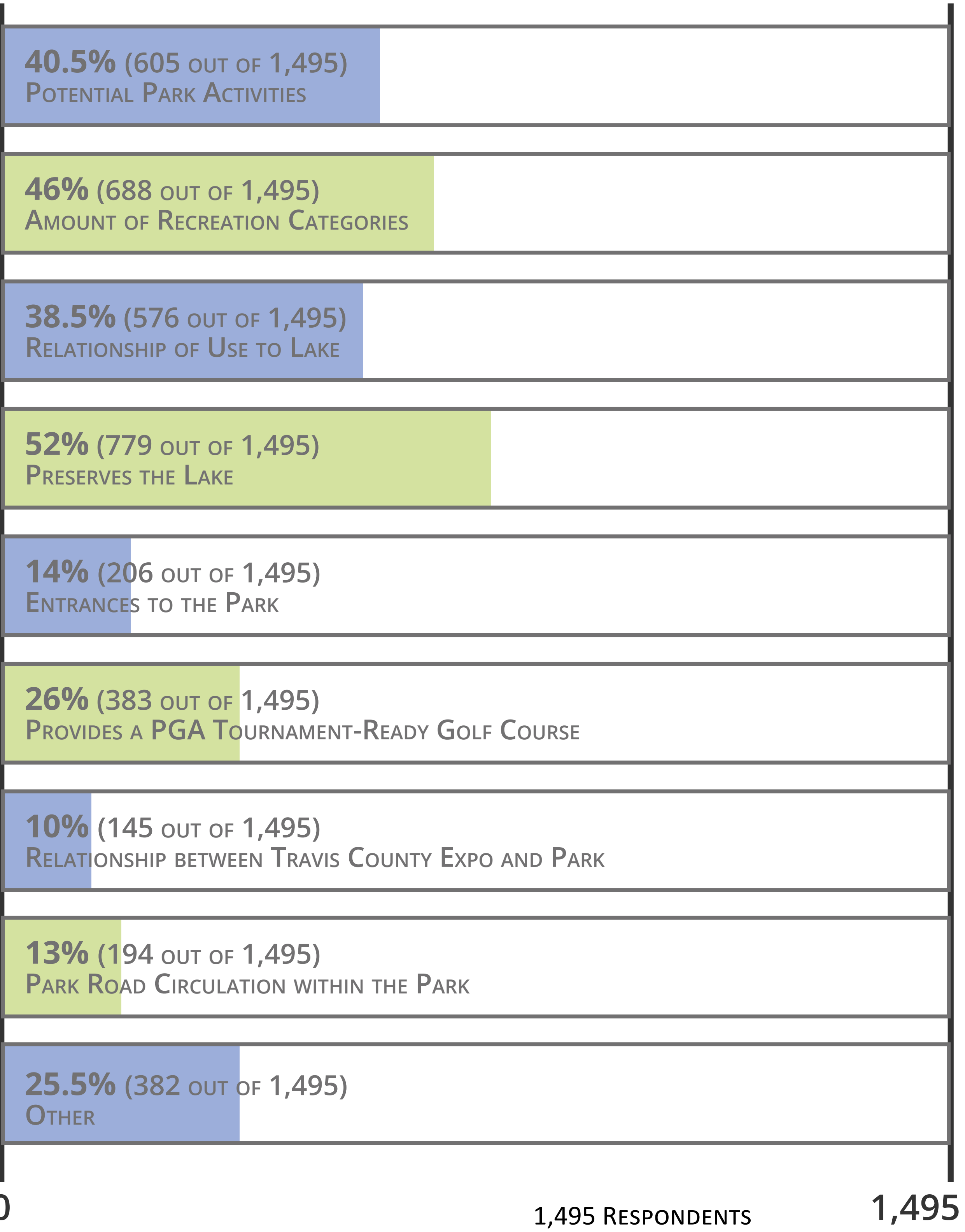


1,482 Respondents

PUBLIC OPINION ON THE PRELIMINARY MASTER PLAN

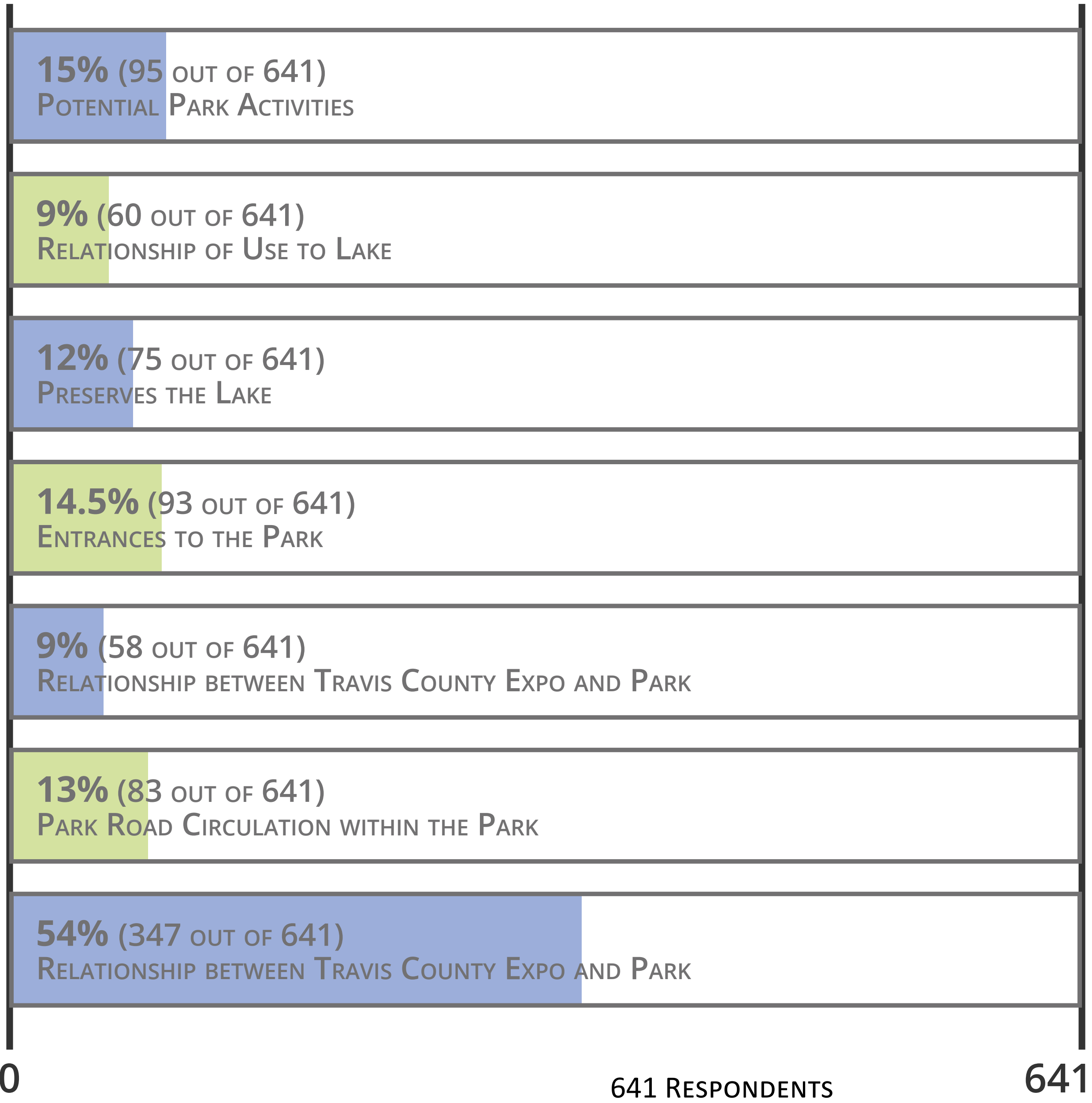
At Open House #3, the development of a golf course in the future of Walter E. Long Park came up as a popular topic. The following charts display feedback.

What do you like best about the plan you selected?



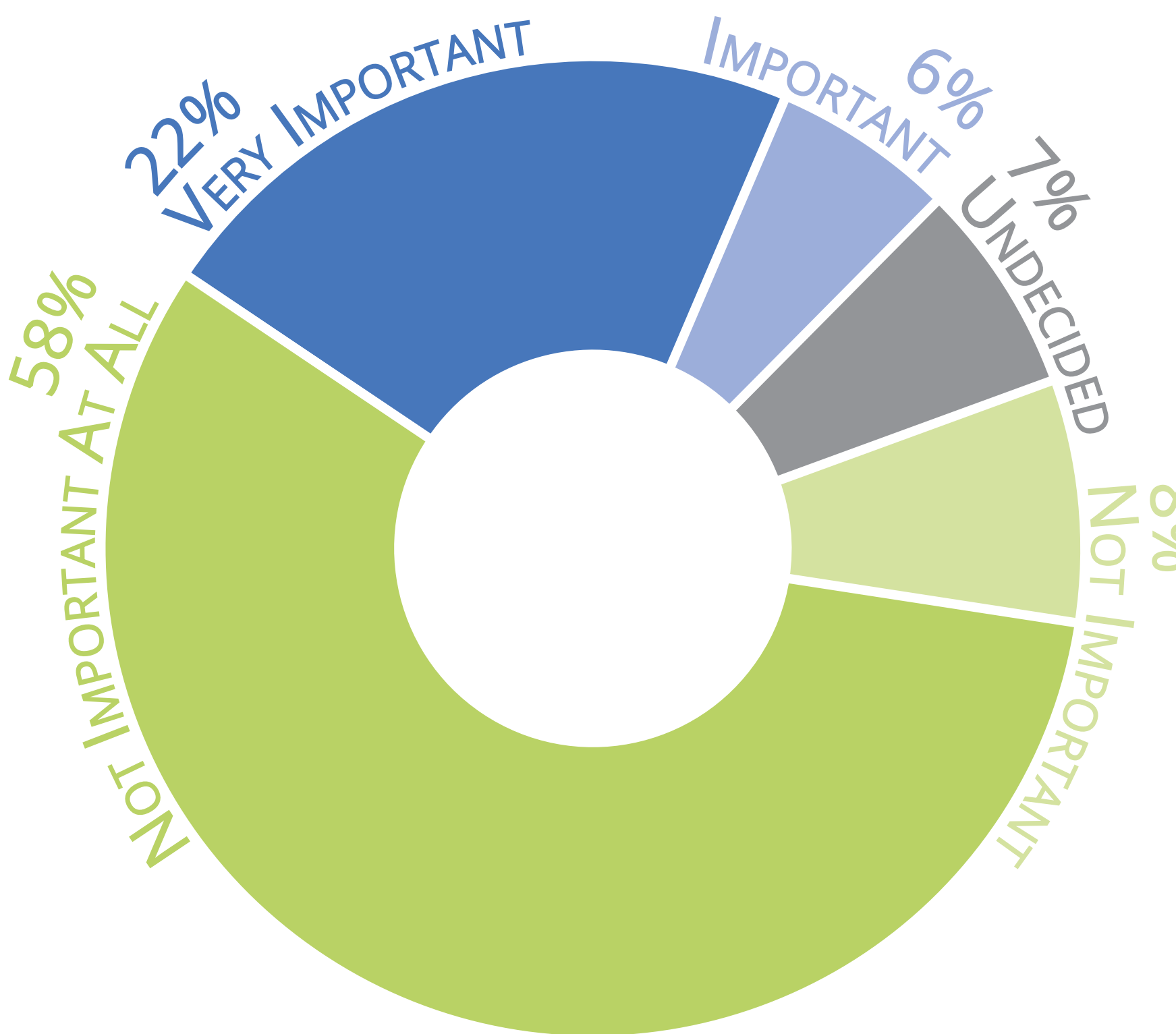
1,495 Respondents

What would you change about the plan you selected?



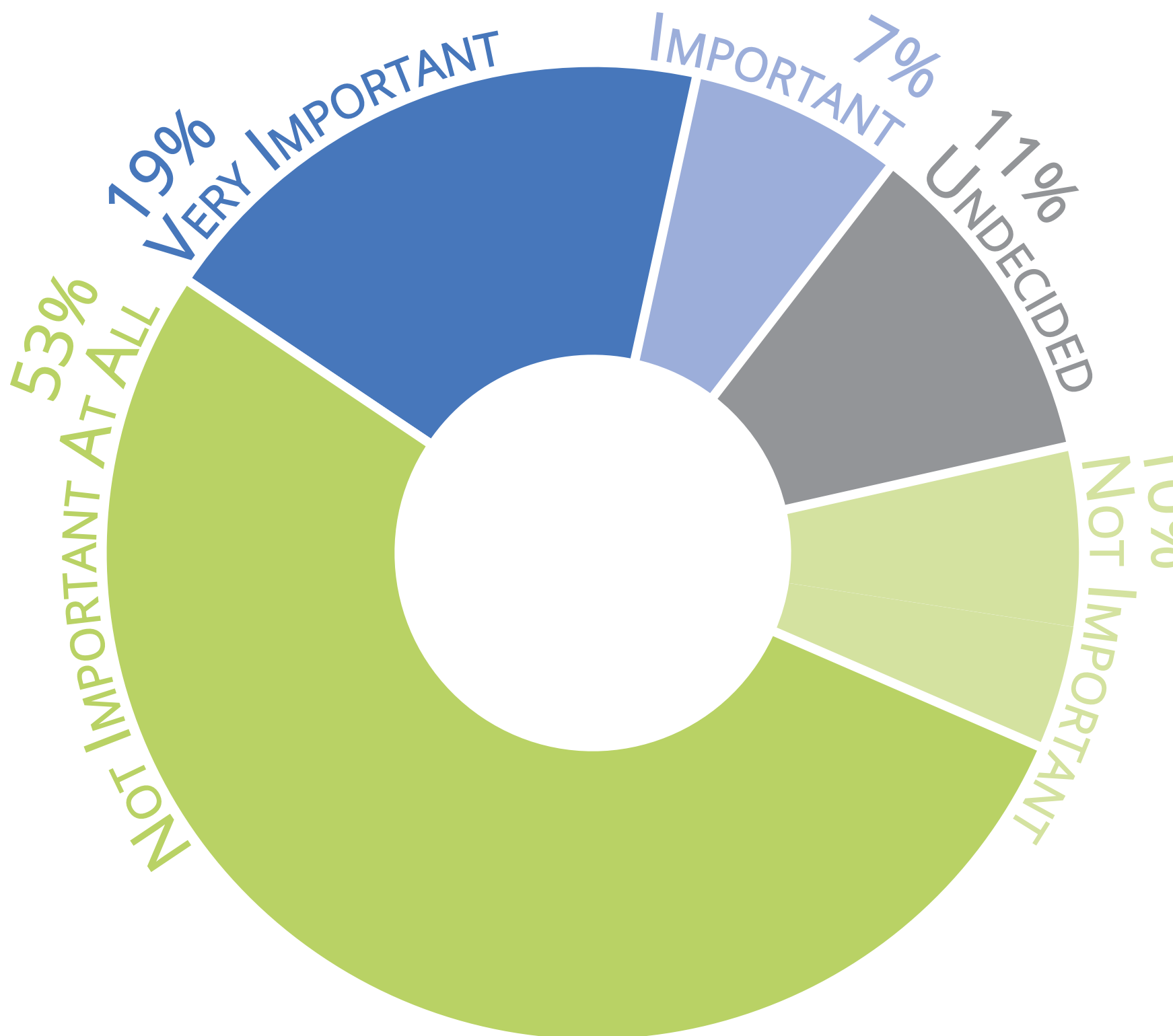
641 Respondents

How important do you think it is for a PGA Tour-level golf course to be developed at Walter E. Long Park?



1,478 Respondents

How important do you think it would be to have a City-operated golf course in Walter E. Long Park?



1,482 Respondents


The results from the public survey indicate that **preserving the lake** in its current state was the most liked idea. Respondents showed preference for improving the **relationship between the Travis County Expo Center and the park** in our proposed concepts.

The survey results, as displayed in the above charts, indicate a wide majority of respondents find that a golf course is **Not Important At All**. Contrarily, a significant minority have also put **Very Important** as their response.

EARNED INCOME


FUNDING STRATEGY

PROGRAMMING CATEGORIES



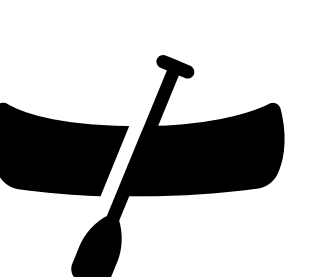
Admissions

Programming elements associated with entrance or access to the park or to key features or destinations within the park. Earned revenue will likely be generated only selectively from this category since it is unlikely that visitors will tolerate more than a nominal fee.




Food & Beverage

The earned revenue generated from this vending category will likely be in the form of rent or lease payments from a food and beverage operator. This may be equivalent to a certain agreed upon percentage of gross sales.



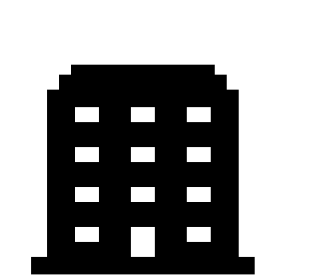
Recreation

Programming elements related to various forms of active and passive recreational activities that can take place on both land and water at the park. These activities may include earned revenue generating elements as well as non-revenue generating community amenity elements.



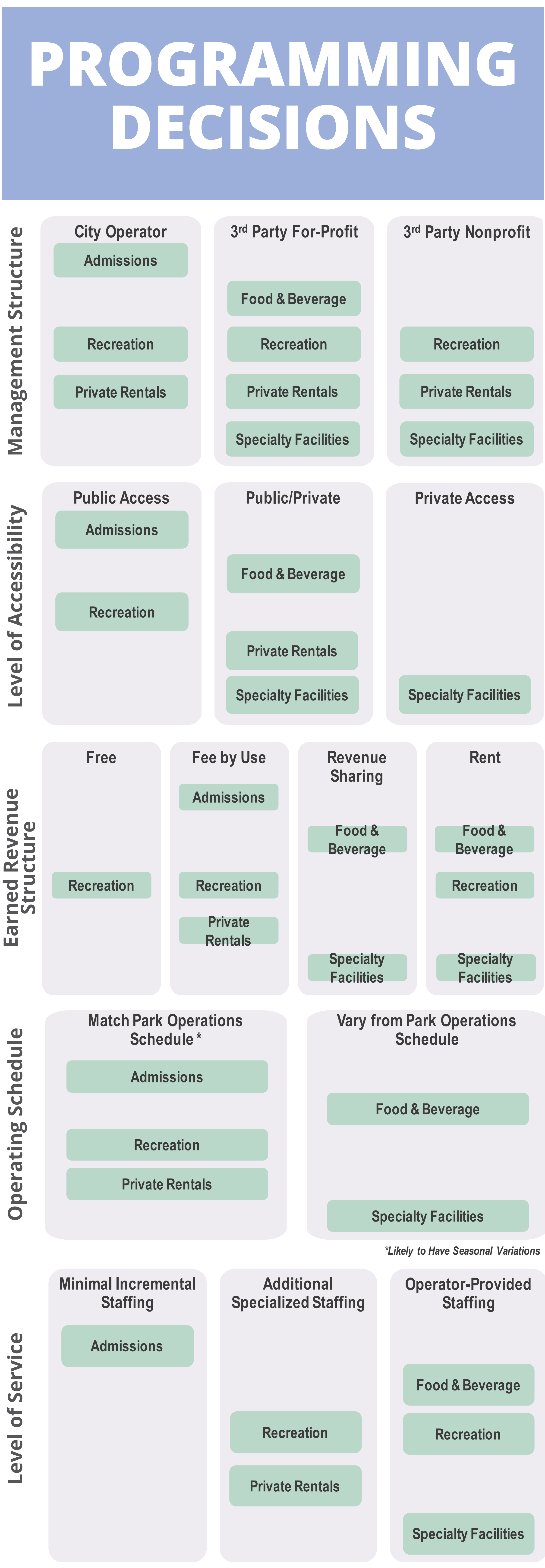
Private Rentals

The earned revenue generated from this category will be highly dependent on the agreed upon mix of public access time and private rental time that is granted to each of these physical spaces.



Specialty Facilities

Niche programming elements within the park that will likely be operated by a 3rd party. The earned revenue generated will likely be in the form of rent or lease payments but there may be visitation synergies achieved via the colocation of multiple anchors and destinations.



EARNED REVENUE POTENTIAL

Admissions	<table><tr><td>Management</td><td>Likely continue as City-operated</td></tr><tr><td>Accessibility</td><td>Public access</td></tr><tr><td>Earned Revenue Structure</td><td>Fee by use; Supplemental earned income may include add on services like valet parking or specialized viewing equipment or audio tours at special destinations</td></tr><tr><td>Operating Schedule</td><td>These will match the operating schedule of the park overall; Special destinations or features may be restricted seasonally or to peak visitation hours</td></tr><tr><td>Level of Service</td><td>Mostly customer self-service requiring minimal staffing; Even special destinations or features will likely be passive destinations</td></tr></table> <div>Likely Revenue Generating</div>	Management	Likely continue as City-operated	Accessibility	Public access	Earned Revenue Structure	Fee by use; Supplemental earned income may include add on services like valet parking or specialized viewing equipment or audio tours at special destinations	Operating Schedule	These will match the operating schedule of the park overall; Special destinations or features may be restricted seasonally or to peak visitation hours	Level of Service	Mostly customer self-service requiring minimal staffing; Even special destinations or features will likely be passive destinations
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FINAL DRAFT MASTER PLAN

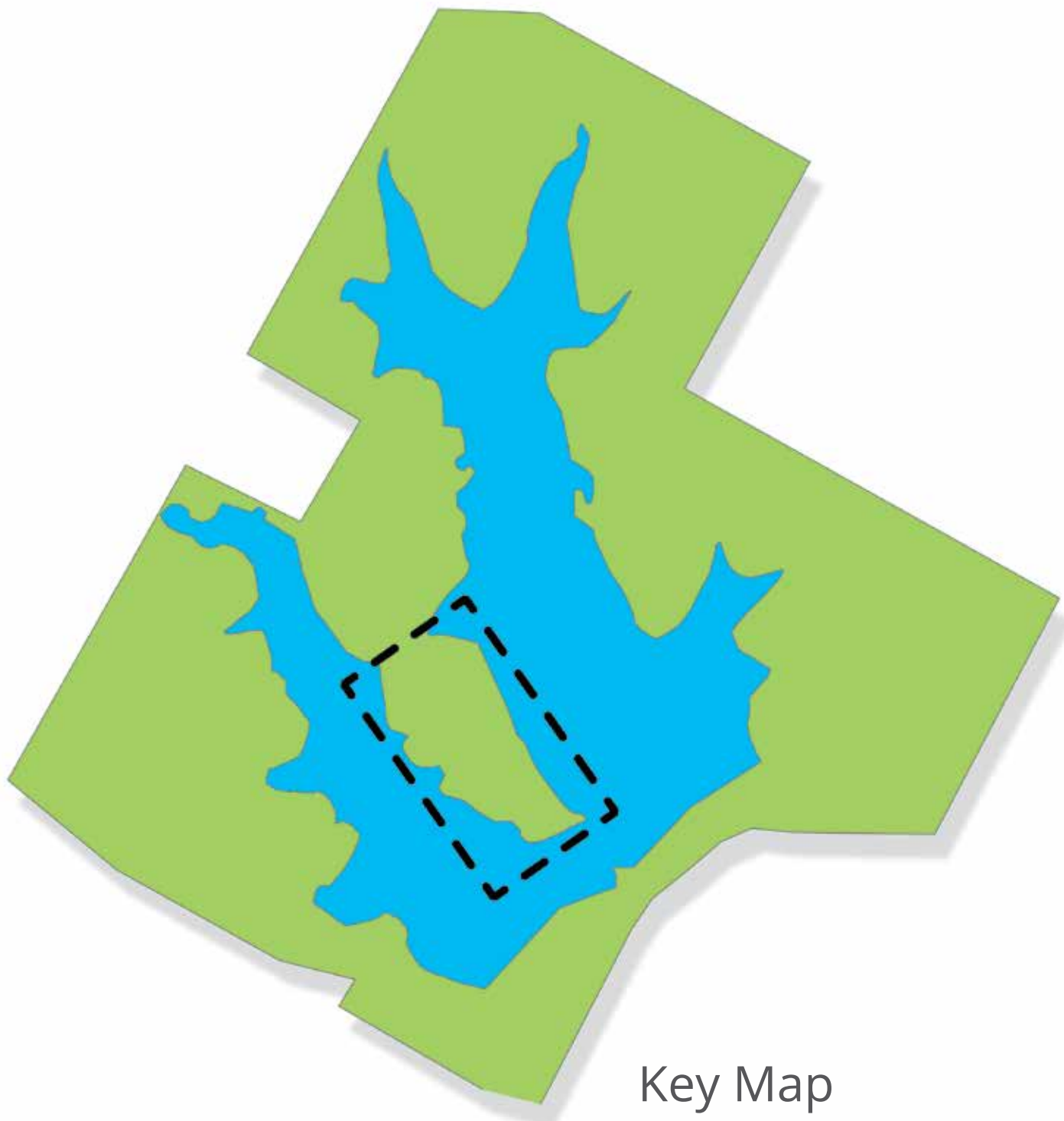


THE PENINSULA

EVENT VENUE & PRESERVE



Event Venue & Interpretative Center



Key Map



Event Venue

Design Narrative

This area of the site contains mostly passive and recreational program elements. While largely undisturbed, the proposed elements seek to capitalize on the existing preserve and natural features. Some of the proposed uses are an event venue and interpretative area, several boardwalk features, pavilion groupings, pier features and pedestrian trails. This area seeks to generate revenue for the community by requiring vehicles to pay an entrance fee in order to gain access to the event facility and other amenities. There are numerous view-sheds in this area and the proposed plan takes advantage of these scenic locations.



Trails



Iconic Pavilions



Iconic Overlooks



Fishing



Boardwalks



Wetland Zones



Star-gazing

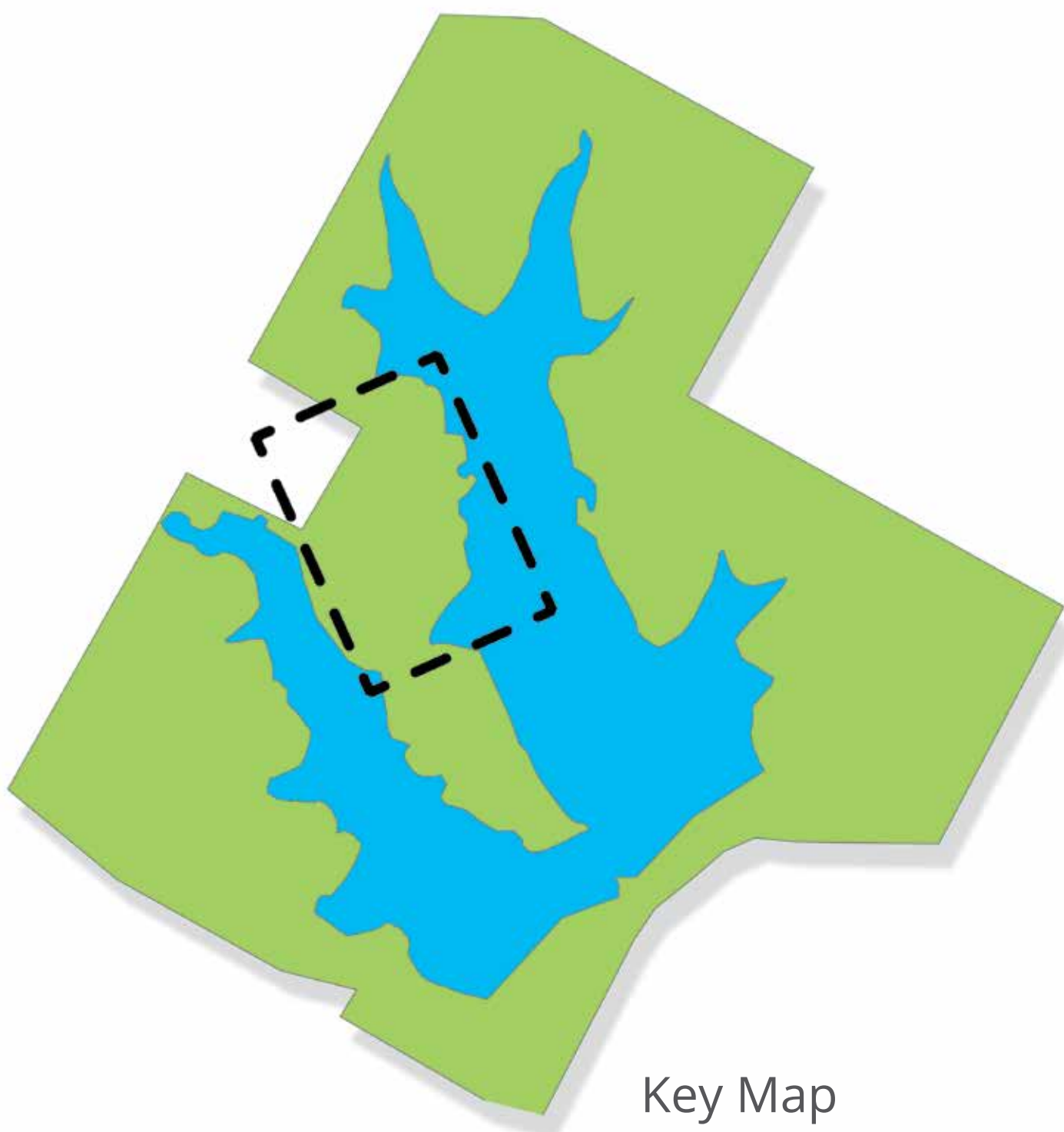


Multi-use Trails

THE PENINSULA CABINS & PARK FEATURES



Lakeside Cabins & Boardwalk



Key Map



Water-based Recreation

Design Narrative

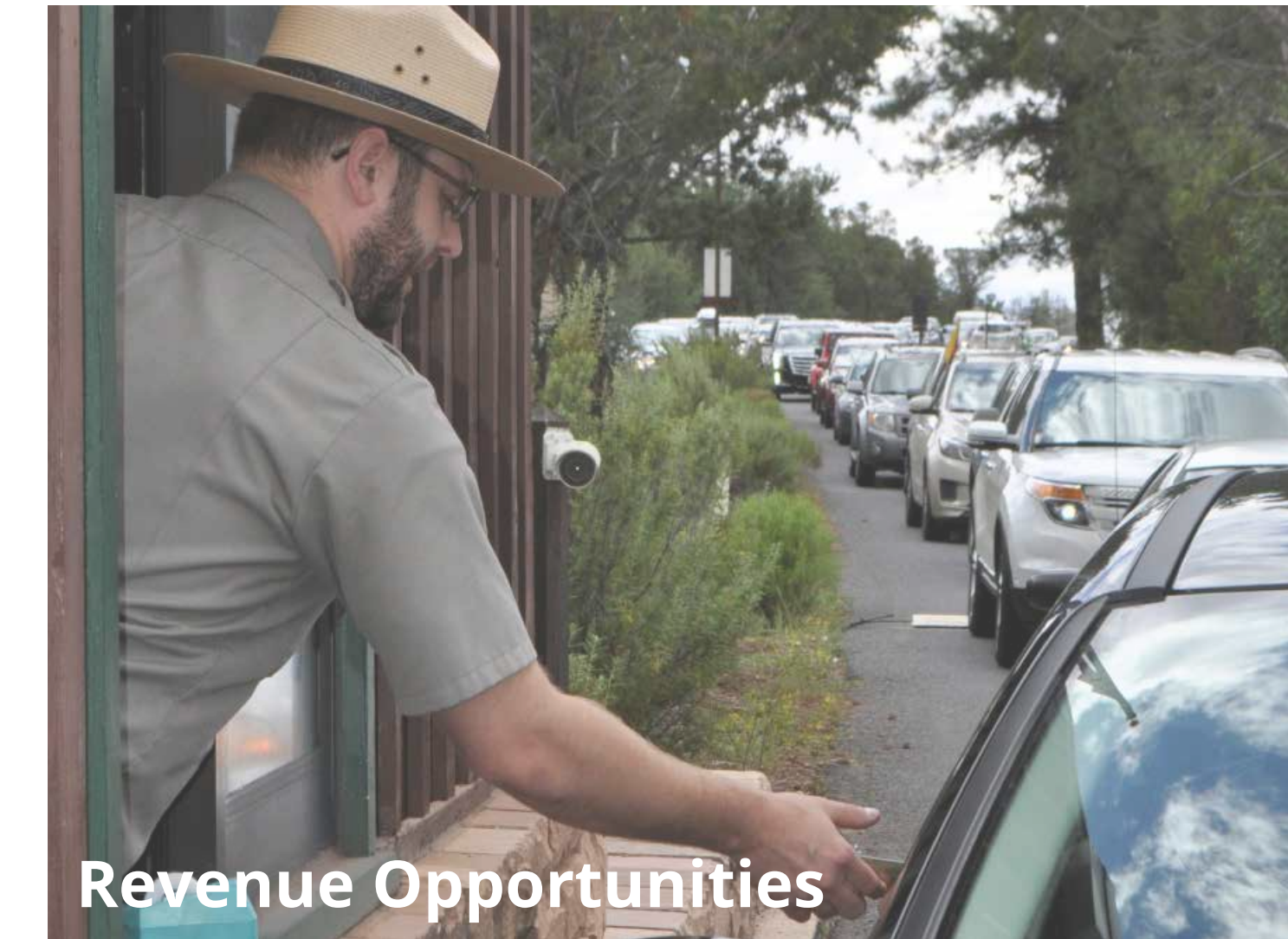
This area of the site contains mostly passive and recreational program elements. Some of the key features are a park road, boardwalk features, pedestrian trails, a bridge feature, a lookout feature, groupings of pavilions and several pier features. This previously inaccessible area of the park will be opened up via a new road which can be accessed directly off of Decker Lane. This area of the site is located directly adjacent to the existing Austin Energy facility; in an attempt to avoid any potential use conflict, an approximately 300 foot vegetative buffer is provided on the land adjacent to the facility. Vehicular access to this area requires an entrance fee and has the potential to generate revenue for the community.



Iconic Overlook Feature



Iconic Pavilions



Revenue Opportunities



Fishing



Boardwalks



Wetland Zones



Star-gazing

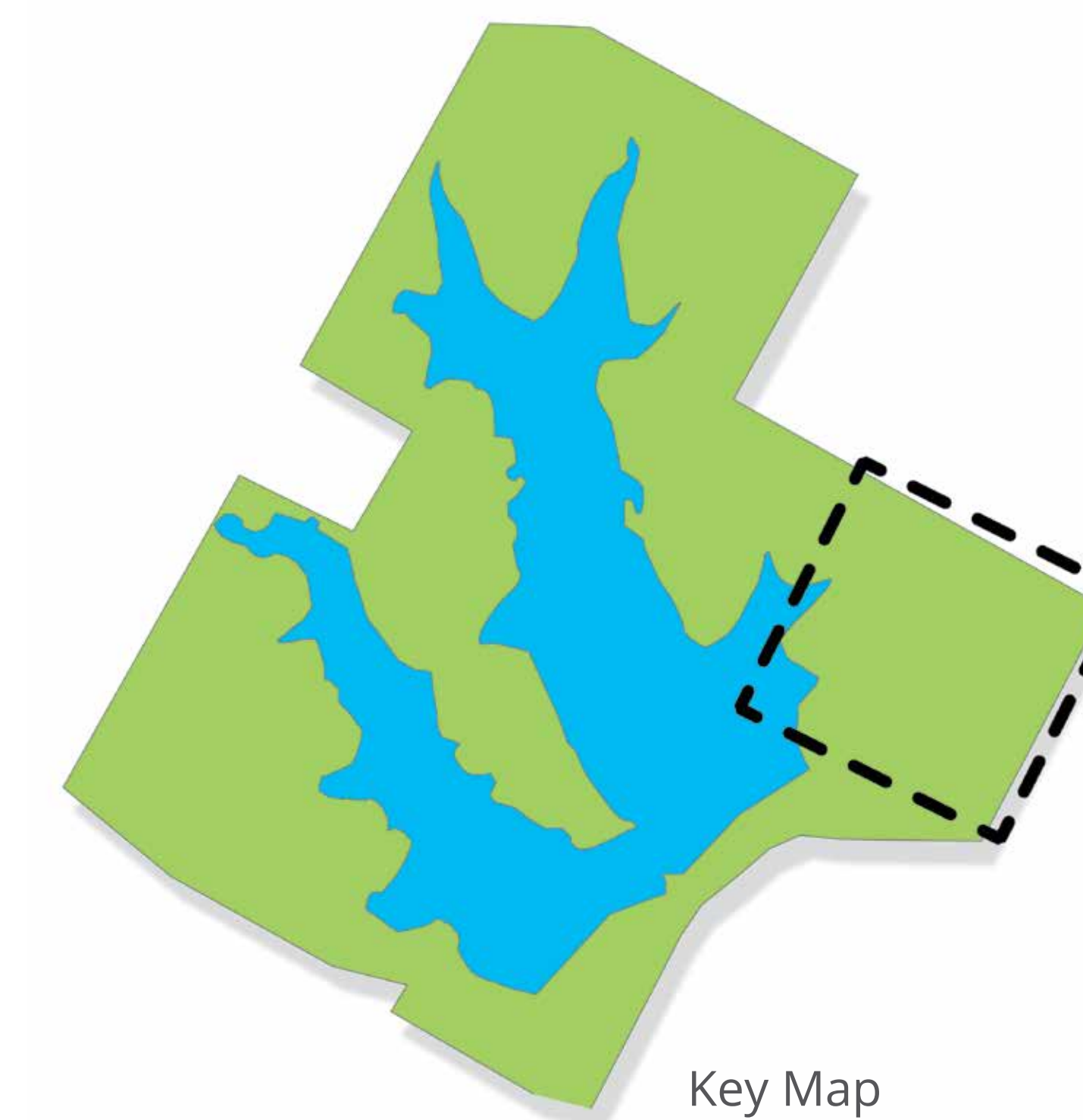


Multi-use Trails

POST OAK SAVANNAH NATURE CENTER



Nature Center Complex



Key Map



Planetarium



Sustainable Cabins



Alternative Energy

Design Narrative

This highly scenic area of the site contains high-quality woodland and natural open space, as well as areas of significant grade change. The western half of the site serves as an area for active education, camping, and nature interaction. Along the shore, the concept focuses on active programming with boardwalks, RV parking, nature center, playgrounds, and opportunities for a planetarium and ecological education. The eastern half of the site, which contains grasslands and forest, will be largely untouched by this design. In this more passive half of the shown concept, pedestrian and equestrian trails run through areas for primitive campsites which will offer recreation and an appealing view of the water for campers.



Open/Flex Space



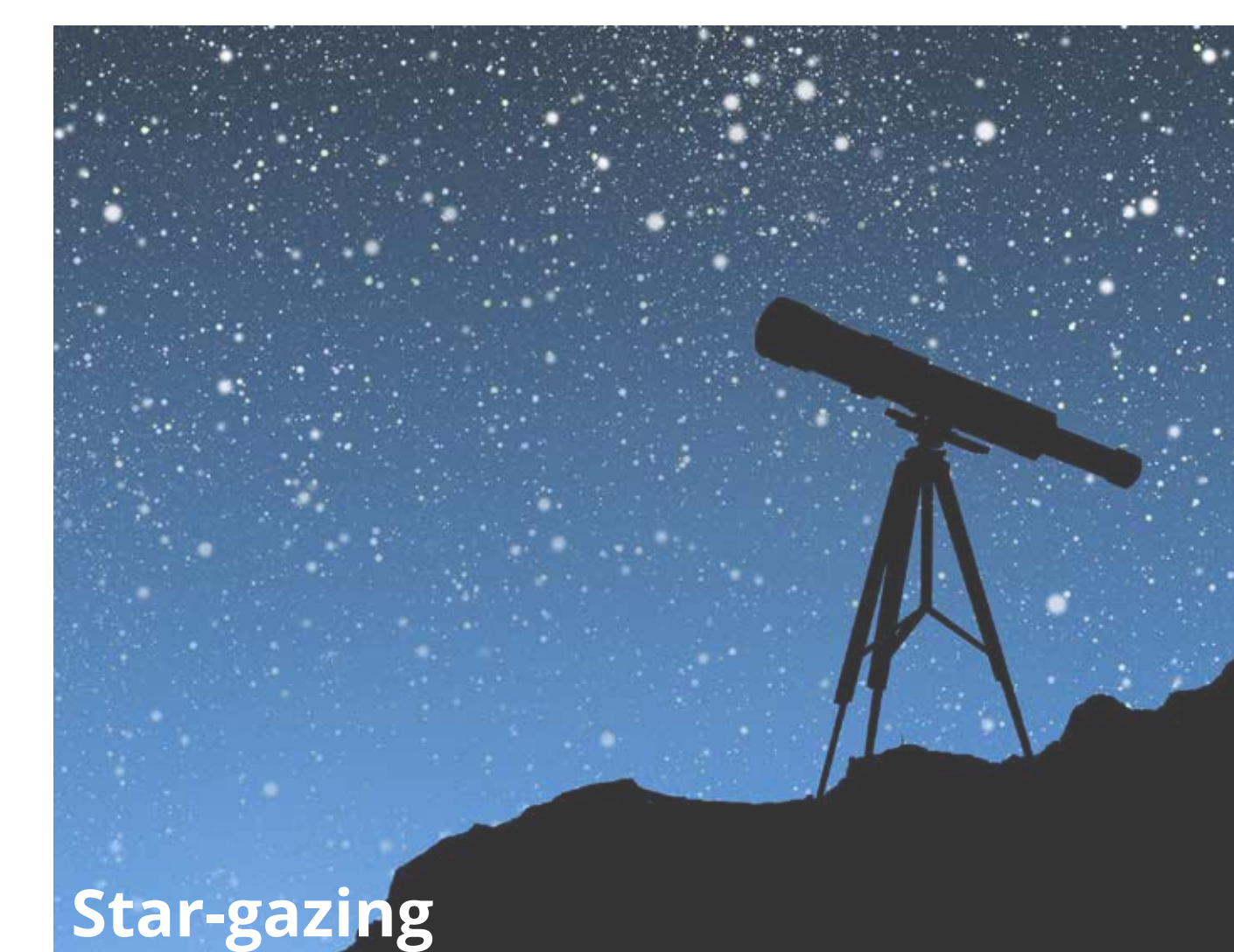
Boardwalks



Equestrian Trails



Lakeside Camping



Star-gazing

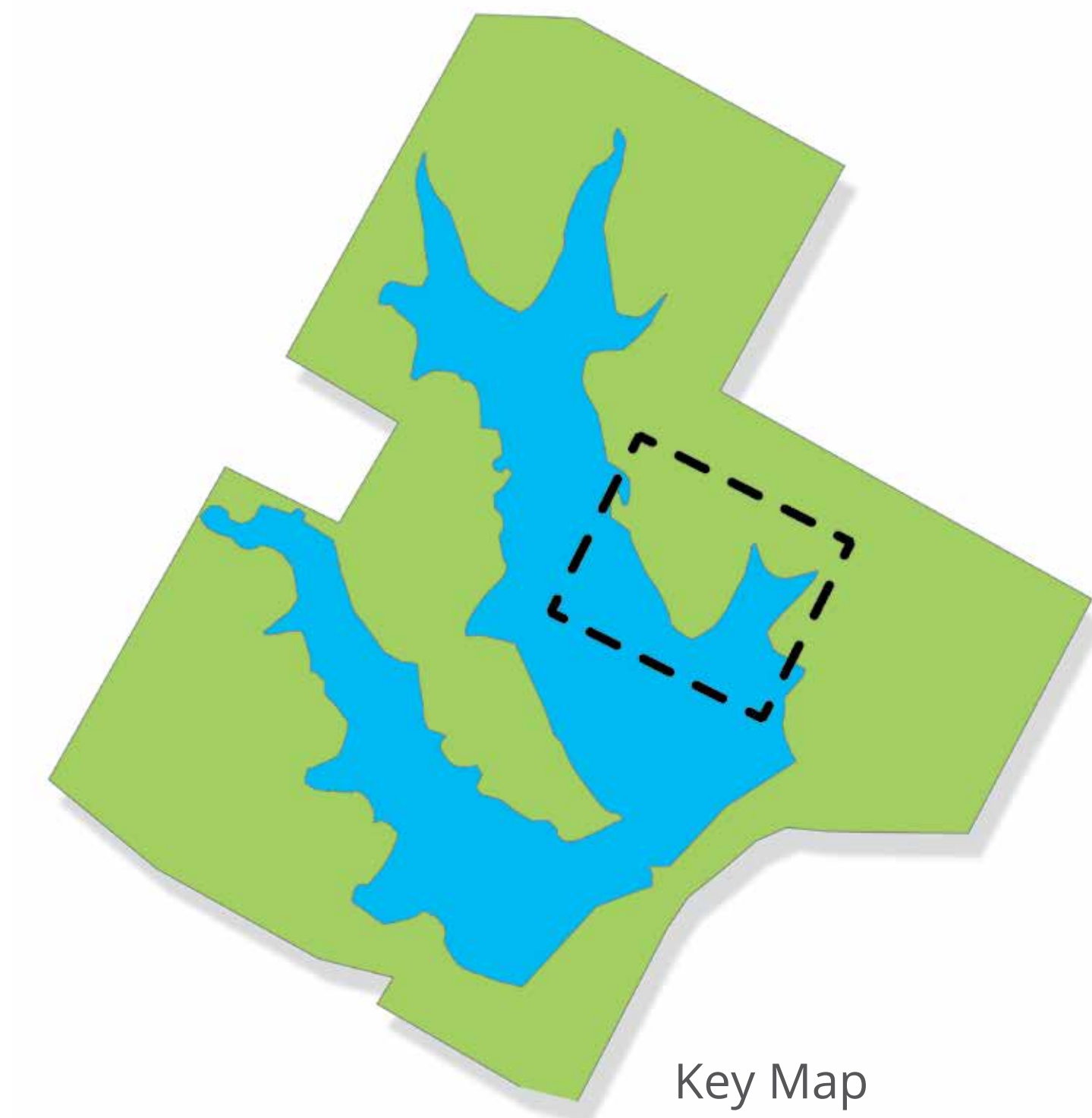


RV Camping

WELCOME CENTER FACILITY & BOAT LAUNCH



Welcome Center & Cabins



Key Map



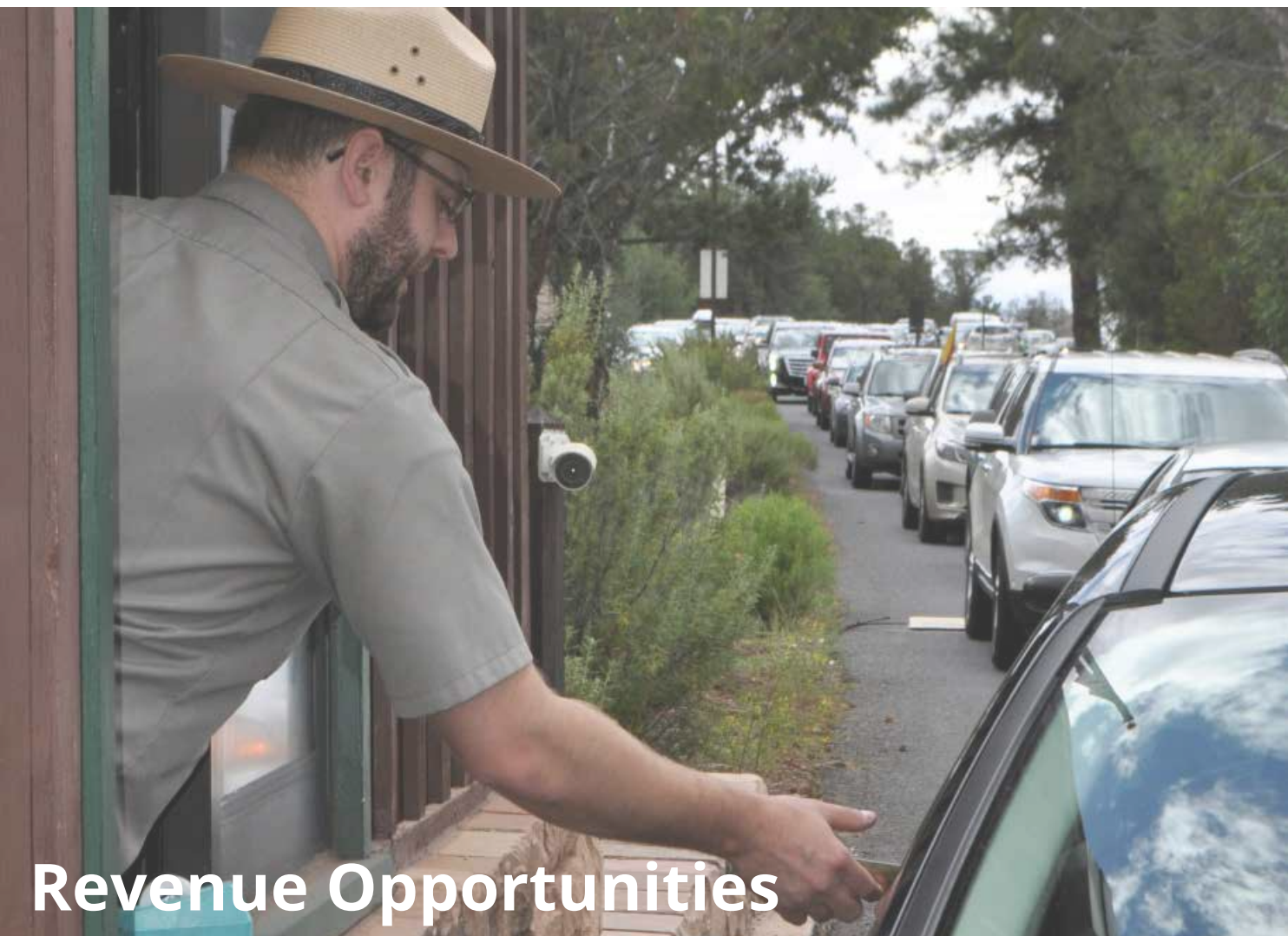
Boat Launch & Marina

Design Narrative

With a proposed beach, welcome center, rentable cabin facilities, a marina/boat launch, kayak rentals, and a pier, this area of the site holds opportunity for a plethora of active programming within a peaceful, natural environment. Direct access to the lake along with varied topography topped by event structures will provide visitors a chance to enjoy Decker Lake in a variety of ways throughout the year. Whether a day at the beach, fishing from a nearby boardwalk or pier, launching a motorboat, kayaking along the shore, or attending a group workshop or reception, visitors to the park will be drawn to this area as a relaxing multi-use zone with lots of variety and several points of lake access by foot, pier, or boat.



Kayak Rentals



Revenue Opportunities



Open/Flex Space



Boating Facilities



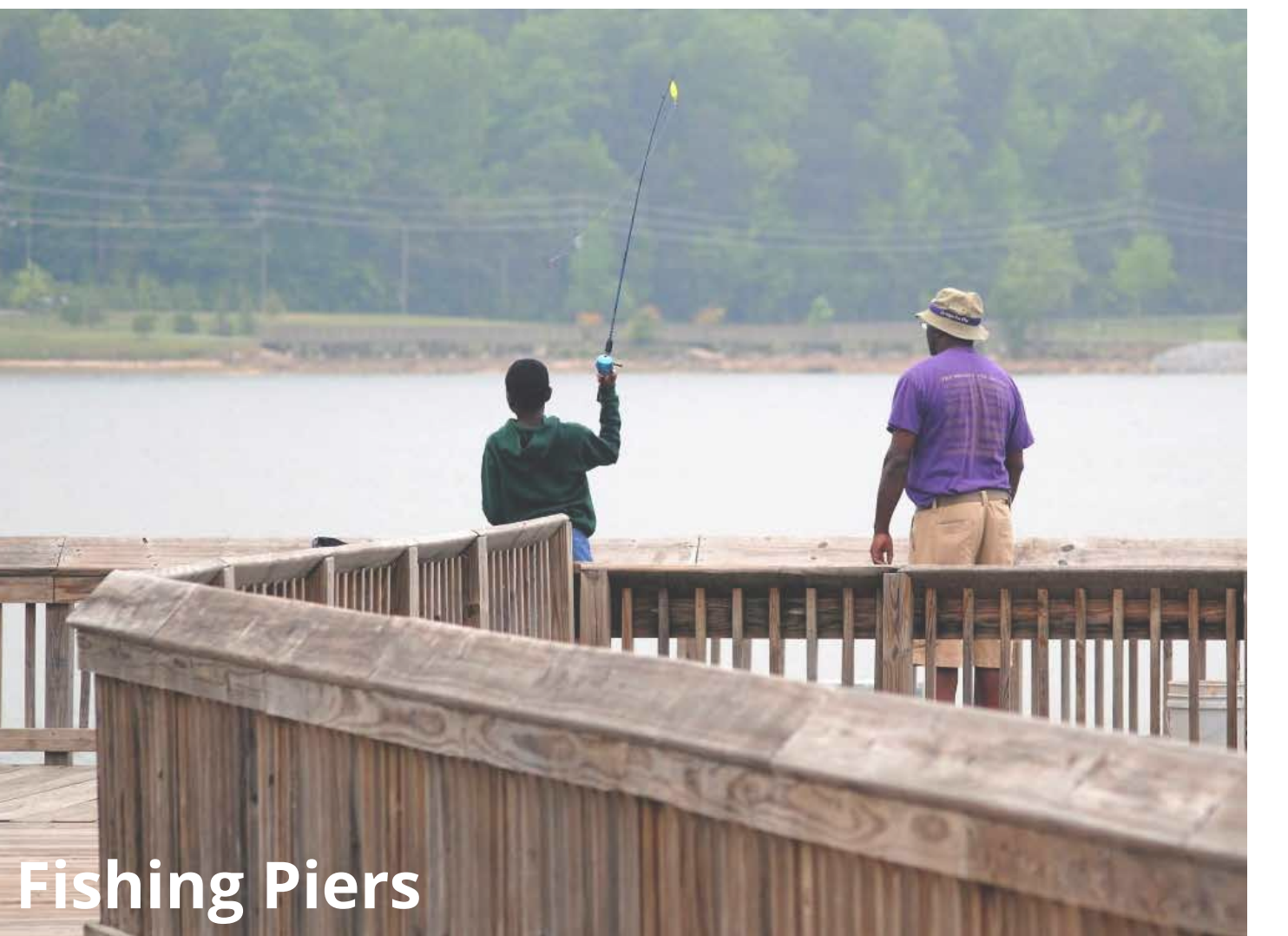
Equestrian Trails



Rental Facilities



Beach Access



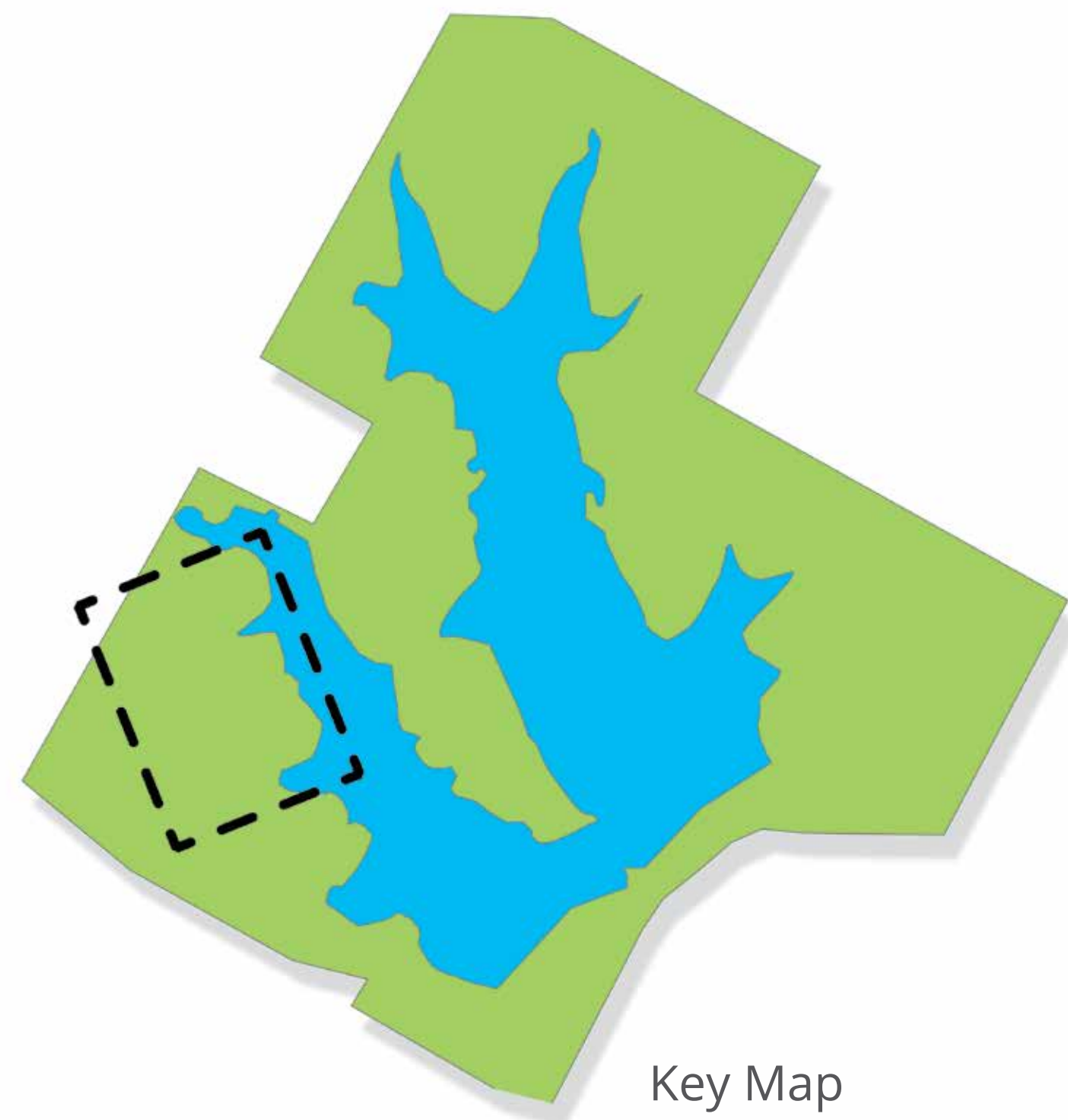
Fishing Piers

THE EXPO CENTER

EVENT SPACE & PARK LAND



Event Space



Water-based Recreation

Design Narrative

Adjacent to the Travis County Expo Center and another access point into Walter E. Long Park, this section of the park will be dedicated to event space and active infrastructure to connect with themed areas of park land and green spaces. The proposed concept includes areas for picnicking, adventure courses, outdoor play, athletic events, recreation, nature observation, outdoor event seating, and cultural arts. With vast opportunities for active programming, the design has proposed intertwining and connective infrastructure in the shape of pleasing geometric forms that compliment both the existing Expo Center and Decker Lake. Between attending an exposition and picnicking along the boardwalk, guests will likely find plenty to stay engaged in on a sunny day within this zone of Walter E. Long Park.



Cultural Arts



Iconic Pavilions



Outdoor Play



Boardwalks



Vending



Event Centers



Open Lawns & Green Space



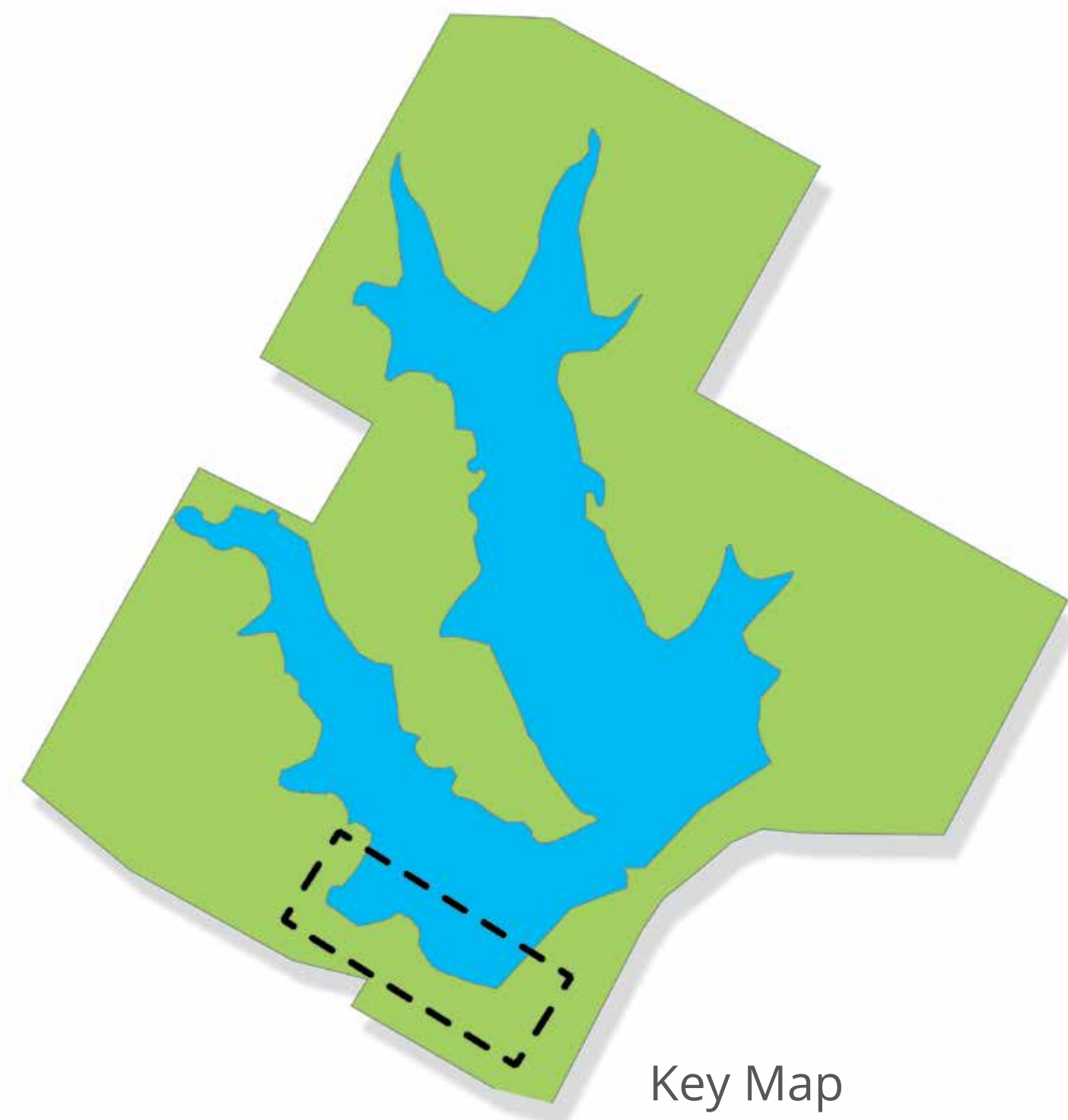
Adventure Courses

EXISTING PARK

VISITOR CENTER & PARK SPACE



Visitor Center & Promenade



Key Map



Scenic Boardwalk

Design Narrative

This area of the site contains enhanced amenities to complement the already existing park. Connecting with the main park entry, guests will be immediately introduced to event space, vending, boat docks, waterside pavilions, playgrounds, sports fields, and a disc golf course. As a likely space for a majority of the park's infrastructure, the proximity to the main park entry serves as ideal as it attracts growth in park usage and revenue. From here, guests may use the loop trail or inner park road to access other zones, such as the nearby cultural arts and parkland area, or perhaps, the rentable campsites further along. This zone's design implementation will ideally serve the interests of a wide variety of park visitors and be an opportunity for fun, recreation, and community fellowship within Walter E. Long Park.



Enhanced Beach



Fishing



Iconic Entry Signage



Boardwalks



Boating



Adventure Playground



Disc Golf



Water-based Play

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.

Thanks again!

For more information throughout the process:

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

Additional Comments: