



Holly Shores/Edward Rendon, Sr. Park Master Plan Project

December 12, 2013

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Project Background

In September 2009, City Council passed a resolution that reallocated funds from the Holly Good Neighbor Program to develop a Master Plan for Edward Rendon Sr. Park at Festival Beach, Fiesta Gardens and the Holly Power Plant Site Park, which provides an additional 9 acres of parkland. The Master Plan will serve as a guide for best uses for new and existing parkland and facilities.

Through the City of Austin's consultant selection process, PARD selected Michael Van Valkenburgh & Associates out of Cambridge, MA as the primary design consultant and gave notice to proceed in mid-March of 2012.



Public Engagement & Participation

- ❖ PARD and the consultant team presented the project scope and process to a Citizen Advisory Group (CAG) made up of local community leaders at a meeting in August 2012.
- ❖ PARD Staff and the consultants engaged the community through a series of public meetings which included community workshops, youth-oriented events, focus group sessions (platicas), meeting-in-a-box exercise, exhibits at public venues, updates to interested stakeholders and outreach at community events.
- ❖ PARD has conducted four (4) community workshops and eight (8) smaller focus group sessions targeting local leaders, youth and seniors and attended six (6) outreach events.



Community Outreach

9th Street School House
 Artists and Neighbors Together
 AIA Austin
 American Youthworks
 ATX Bike
 Audobon Texas
 Austin Habitat for Humanity
 Austin Parks Foundation
 Barrio Unido NA
 Bike Texas
 Boys and Girls Club
 Buena Vista NA
 Central Austin Youth League
 Cristo Rey NA
 East Cesar Chavez NA
 Ease Cesar Chavez Planning Team
 East River City Area
 East River City Citizens
 East Town Lake Citizens NA
 Eastville-Central/SPEAK
 Eastside Compost Pedallers
 Eastside Garden Exchange
 El Concilio of Mexican American NA
 Festival Beach Community Garden
 Friendly Friends of Haskell Street
 Govalle/Johnston Terrace NA
 Greater Austin Chamber of Commerce

Greater East Austin NA
 Guadalupe NA
 Hermanos de East Austin
 Hispanic Chamber of Commerce
 Holly Neighborhood Coalition
 Holly Neighbors Helping Neighbors
 Johnston Terrace NA
 League of Bicycling Voters
 LULAC
 Lifeworks Austin
 Local Sierra Club
 Martin Middle School
 Metz Elementary School
 Pedernales NA
 PODER
 RBJ Community
 Sanchez Elementary School
 Sustainable Food Center
 Texas River School
 Texas Roller Girls
 The Expedition School
 The Holly Group
 The Real Estate Council of Austin
 The Trail Foundation
 United East Austin Coalition
 University of Texas Charter School
 YMCA





Public Engagement Cont.

- ❖ Boards and Commissions:
 - ❖ Parks and Recreation Board - Recommended 5-0
 - ❖ Planning Commission - Recommended 8-0
 - ❖ Environmental Board - Recommended 7-0
 - ❖ Waterfront Advisory Board - Recommended 5-1(abst.)
 - ❖ Design Commission - Recommended 5-0
 - ❖ Arts Commission - Recommended (Public Art Plan) 5-0

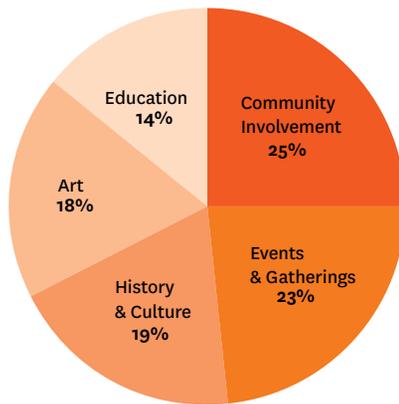
- ❖ City Council:
 - ❖ December 12, 2013

Holly Shores / Edward Rendon Sr. At Festival Beach Master Plan

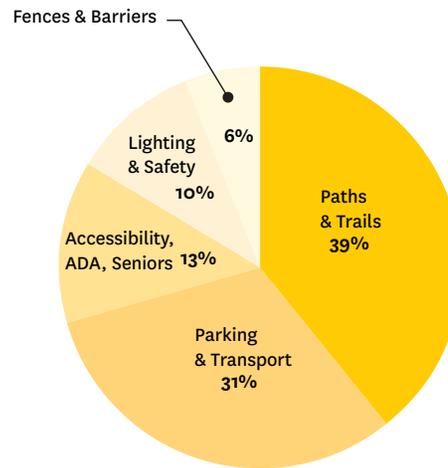


COMMUNITY PRIORITIES

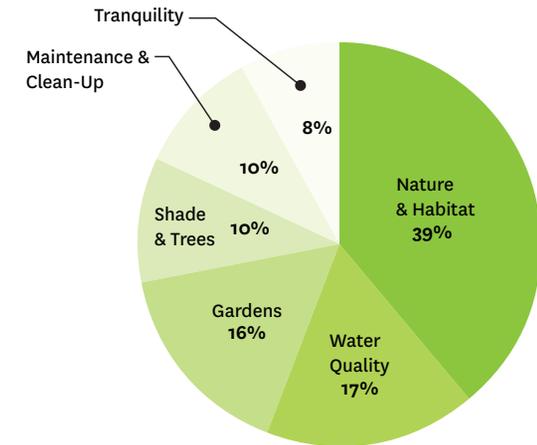
Heritage, Culture, and Community 170 Comments



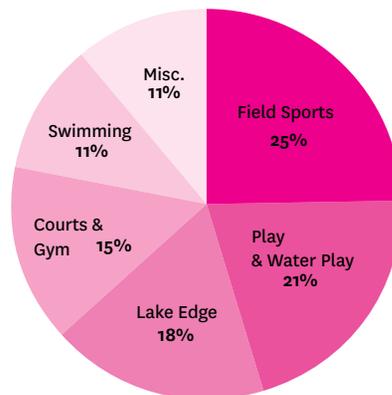
Access, Connectivity, and Safety 118 Comments



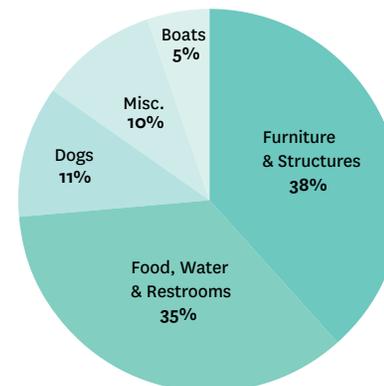
Landscape Character, and Environment 243 Comments



Recreation and Sports 196 Comments



Park Uses and Amenities 130 Comments



MASTER PLAN GOALS



1. **Align with the 1989 Town Lake Comprehensive Plan.**
2. **Connect streets and parkland around the Austin Energy site.**
3. **Improve lagoon water quality and recreational program.**
4. **Improve park access and connection to the neighborhoods**
5. **Reuse existing buildings for community-based programs.**
6. **Protect and improve the neighborhood park character and facilities.**
7. **Preserve, enhance, and increase wildlife habitat.**
8. **Celebrate local art and heritage.**
9. **Community access to healthy foods through sustainable community agriculture**

THE MASTER PLAN



CONNECT STREETS & PARKLAND AROUND AUSTIN ENERGY SITE (Proposed)



LEGEND

1. Existing Parking
2. Beach
3. Playground
4. Picnic Garden
5. Concessions
6. Viewpoint
7. One-Way Drive & Parking
8. Two-Way Drive & Parking
9. Holly Street Extension
10. Steps & Deck
11. Lakeside Performing Arts Center
12. Pier
13. Enhanced Existing Park Facilities
14. Ball Field