



# **Wooldridge Square Park Improvements, Activation and Temporary Concession Agreement**

*Parks and Recreation Board*

**May, 2013**

# Wooldridge Square

## Park Improvements

### Summer/Fall of 2012

- New irrigation system for turf and trees
- New lawn
- Undergrounding of overhead electrical service
- Purchase of new site furnishings
- Root zone aeration and fertilization of existing mature trees

### Winter/Spring 2013

- Historical Landmark Commission approved
  - Installation of mobile vendor pad
  - Installation of furnishing and trash receptacles
  - Lighting standards
- Introduction of gazebo restoration project
- Turf Establishment

### Summer of 2013

- Restoration of gazebo
- Installation mobile vendor pad and underground electrical service
- Installation of additional site lighting
- Permitting of remaining work under PARD General Permit

# Wooldridge Square

## Park Activation Operation Plan

### Security

- Park Signage
- Enforcement of existing Park Rules and City Code
- Verbal commitment from County for walking patrols
- Downtown Ranger/APD patrols

### Level I Maintenance

- Daily inspections
- Immediate repairs
- Weekly mowing schedule

### Programming

- Fitness classes
- Private rental opportunities
- Web based events calendar
- Community based special events
- Temporary art installations and concert series
- Temporary concession

# Wooldridge Square

## Summary of Pilot Concession Model

- June 2011, Austin City Council adopted Resolution No. 20110623-09 to negotiate and execute an agreement with Austin Parks Foundation (APF) for a concession at **Old Bakery and Emporium**
- September 2011, Six-Month Pilot Temporary Park Concession Agreement executed for the **Old Bakery and Emporium**
- September 2012, City Council adopted Resolution 20120927-044 to waive City's policy for establishing concessions on parkland specifically for the **Old Bakery and Emporium**
- April 23, 2013 the Parks and Recreation Department received support and approval from the Parks and Recreation Board and the Austin City Council to again partner with APF to establish a new concessionaire at the **Old Bakery and Emporium** as follows:
  - Joint venture between Royal Blue Grocery and My Thai Mom.
  - Royal Blue Grocery will provide breakfast and other pre-packaged options
  - My Thai Mom will prepare Thai food for lunch
  - Hours of Operation: M - F 7:00a.m. – 3:00p.m and on special events as requested

# Wooldridge Park

## Temporary Concession Agreement Benefits

- Funding to maintain improvements
- Funding for future development and construction of capital improvements
- Funding for specialized historical restoration
- Funding for future programming (temporary art installations, music concert series, free family special events)
- Funding for increased security measures
- Increased visitation by public
- Increased programming/entertainment for public

# Wooldridge Square

## Temporary Concession Proposal

- Two (2) year term
- Concessionaire will remit a minimum of 10% of gross sales to APF
- APF will utilize the sales revenue for future program and park improvements
- Joint efforts of APF, DAA and PARD to host public input meetings to determine future programming and park improvements



# Wooldridge Square

## Recommendation

### Staff Recommendation

Negotiate and execute a new concession agreement with APF for two (2) years in exchange for APF's obligation to use concession revenue to fund additional improvements at Wooldridge Square