



# Briefing on the Holly Shores/Edward Rendon, Sr. Park Master Plan Project

Parks and Recreation Board Meeting  
June 25, 2013  
Chris Yanez, Principal Planner



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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), 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.



# Public Engagement Cont.

- ❖ Boards and Commission Process is anticipated to begin August 2013 and will include:
  - ❖ Parks and Recreation Board
  - ❖ Planning Commission
  - ❖ Waterfront Planning Advisory Board
  - ❖ Design Commission
  - ❖ Arts Commission
  - ❖ Environmental Board
  - ❖ Land and Facilities Committee
  - ❖ Navigation Committee
- ❖ City Council presentation and adoption anticipated late September/October 2013.





# Community Outreach

**Holly Shores/ Edward Rendon, Sr. Park  
at Festival Beach Master Plan**  
Community Outreach & Engagement Efforts

<b>Community Workshops:</b>  Workshop 1 August 20, 2012 At the Emma S. Barrientos Mexican American Cultural Museum  Workshop 2 November 14, 2012 At Martin Middle School  Workshop 3 February 25, 2013 At Metz Elementary School  Workshop 4 May 20, 2013 At Martin Middle School	<b>Other Outreach Efforts</b>  <u>Meeting, Online Tools &amp; Exhibits:</u> Meeting-In-A-Box Exercise Speak Up Austin Forum Preliminary Concept Exhibits and Comments Boxes placed at: Terrazas Library, Cepeda Library, Metz Recreation Center, Camacho Activity Center & City Hall  <u>Outreach at Community Meetings:</u> Citizen Advisory Group Meeting- June 18, 2012 Holly Neighborhood Coalition Meeting- October 2, 2012 "A Tour of Chicano Park"- Sunday, October 14, 2012  <u>Outreach at Community Events</u>  Fiesta del Grito de Independencia Saturday, September 15, 2012 Emma S. Barrientos Mexican American Culture Center  Haskell Halloween Block Party Wednesday, October 31, 2012  Celebración del Día de los Muertos Saturday, November 3, 2012 Emma S. Barrientos Mexican American Culture Center  Fiestas Patrias Cinco de Mayo Celebración Saturday, May 4, 2013 Fiesta Gardens
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**Youth Events:**

<u>Youth Event 1: Build a Dream Park</u> August 18, 2012 Fiesta Gardens- West End Open to the community	<u>Youth Event 2: Park Activity</u> October 3, 2012 UT-Elementary 5th Graders
<u>Youth Event 3: Enrichment Hour</u> October 25, 2012 Martin Middle School	

**"Pláticas"**

1. August 14, 2012 Metz Recreation Center  2. August 15, 2012 Metz Recreation Center  3. October 30, 2012 For Seniors Citizens at Metz Recreation Center	4. November 2, 2012 For Senior Citizens at Metz Recreation Center  5. November 8, 2012 For Seniors Citizens at RBJ Center Community  6. April 30, 2013 for CAYL at Metz Recreation Center	7. May 2, 2013 for the Holly Decommission Group at Metz Recreation Center  8. May 9, 2013 for Martin Community Alliance at Martin Middle School
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**Boards and Commissions**

Boards and Commissions review will take place in July/August 2013. Check the website for an updated schedule or send a request to be placed on the email notification list to the project email address.

hollyshoresmasterplan@austintexas.gov  
or call 512-974-9470



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**Holly Shores/ Edward Rendon, Sr. Park at Festival  
Beach Master Plan**  
Community Workshop Outreach & Engagement Efforts

<b>Community Workshop 1:</b> August 20, 2012 At the Emma S. Barrientos Mexican American Cultural Center  <ul style="list-style-type: none"> <li>• Notified CAG (49 Representatives of 29 Organizations)</li> <li>• Notified organizations on Community Registry</li> <li>• Posted information on the project website</li> <li>• Posted information on the PARD website</li> <li>• Email notice sent at request of interested list</li> <li>• Posters and fliers displayed and distributed at:               <ul style="list-style-type: none"> <li>Camacho Activity Center</li> <li>Metz Recreation Center</li> <li>Pan Am Recreation Center</li> <li>Zaragoza Recreation Center</li> <li>Expedition School</li> <li>Cepeda Library</li> <li>Terrazas Library</li> <li>Emma S. Barrientos Mexican American Cultural Center</li> <li>Fiesta Gardens</li> </ul> </li> <li>• Back to school celebration event at Metz</li> <li>• Austin Notes</li> <li>• Press Release (Spanish and English news)</li> <li>• Radio Interview (KUT)-Chris Yañez</li> <li>• Participants of pláticas notified by project staff</li> </ul>	<b>Community Workshop 2:</b> November 14, 2012 At Martin Middle School  <ul style="list-style-type: none"> <li>• Press Release (Spanish and English news)</li> <li>• Radio interview (KUT)- Ricardo Soliz</li> <li>• PARD Facebook</li> <li>• Online community calendars</li> <li>• 2 street banners (on 7th Street and on Riverside Dr.)</li> <li>• 6 meeting notice signs posted in the park</li> <li>• Every Door Direct flier delivery service (4,180 delivered)</li> <li>• Over 1,500 fliers provided to neighborhood reps for distribution</li> <li>• Invitations provided at community events and meetings (15 events)</li> <li>• Fliers distributed at the Pan-Am Recreation Center Thanksgiving Dinner</li> <li>• Despierta Austin interview on Univision - Rey Hernandez</li> <li>• KXAN interview- Ricardo Soliz</li> <li>• Participants of pláticas notified by project staff</li> <li>• Invitation to next community workshop given at end of Community Workshop 2</li> <li>• PARD Facebook</li> <li>• 2 street banners (on 7th Street and on</li> </ul>	<b>Community Workshop 3:</b> February 25, 2013 At Metz Elementary School  <ul style="list-style-type: none"> <li>• Notified CAG (49 Representatives of 29 Organizations)</li> <li>• Notified organizations on Community Registry</li> <li>• Posted information on the project website</li> <li>• Posted information on the PARD website</li> <li>• Email notice sent at request of interested list</li> <li>• Posters and fliers displayed and distributed at:               <ul style="list-style-type: none"> <li>Camacho Activity Center</li> <li>Metz Recreation Center</li> <li>Pan Am Recreation Center</li> <li>Zaragoza Recreation Center</li> <li>Cepeda Library</li> <li>Terrazas Library</li> <li>Emma S. Barrientos Mexican American Cultural Center</li> <li>Fiesta Gardens</li> </ul> </li> <li>• Press Release (Spanish and English news)</li> <li>• PARD Facebook</li> <li>• 2 street banners (on 7th Street and on</li> <li>• Riverside Dr.)</li> <li>• 6 meeting notice signs posted in the park</li> <li>• Every Door Direct flier delivery service (4,150 delivered)</li> <li>• Over 600 fliers given to neighborhood reps for distribution</li> <li>• Invitations provided at community events and meetings (15 events)</li> <li>• Fliers distributed at the Pan-Am Recreation Center Thanksgiving Dinner</li> <li>• Despierta Austin interview on Univision - Rey Hernandez</li> <li>• KXAN interview- Ricardo Soliz</li> <li>• Participants of pláticas notified by project staff</li> <li>• Invitation to next community workshop given at end of Community Workshop 2</li> <li>• PARD Facebook</li> <li>• 2 street banners (on 7th Street and on</li> </ul>
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**Community Workshop 4: May 20, 2013 At Martin Middle School**

<ul style="list-style-type: none"> <li>• Notified CAG (49 Representatives of 29 Organizations)</li> <li>• Notified organizations on Community Registry</li> <li>• Posted information on the project website</li> <li>• Posted information on the PARD website</li> <li>• Email notice sent at request of interested stakeholder list</li> <li>• Austin Notes</li> <li>• Press release (Spanish and English news)</li> <li>• PARD Facebook</li> </ul>	<ul style="list-style-type: none"> <li>• 6 meeting notice signs posted in the park</li> <li>• Every Door Direct flier delivery service (4,154 delivered)</li> <li>• Fliers distributed</li> <li>• Invitations provided at community events and meetings</li> <li>• Participants of 3 pláticas notified by project staff</li> <li>• Invitation to next community workshop given at end of Community Workshop 3</li> <li>• Exhibits /Displays of preliminary concepts at various locations</li> </ul>
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# Holly Shores/Edward Rendon, Sr. at Festival Beach Draft Master Plan





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