



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

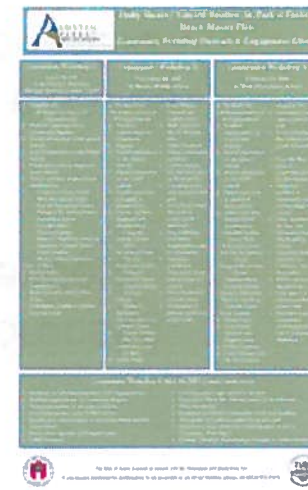
- ❖ PARD and the consultant team presented the project scope and process to a Citizen Advisory Group (CAG) made up of local community leaders at a meeting in August 2012.
- ❖ PARD Staff and the consultants engaged the community through a series of public meetings which included community workshops, youth-oriented 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





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

Community Workshops:

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 23, 2013

At Metz Elementary School

Workshop 4

May 20, 2013

At Martin Middle School

Other Outreach Efforts

Meeting, Online Tools & Exhibits:

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

Outreach at Community Meetings:

Citizen Advisory Group Meeting- June 18, 2012

Holly Neighborhood Coalition Meeting- October 2, 2012

"A Tour of Chicano Park"- Sunday, October 14, 2012

Outreach at Community Events

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

Youth Events:

Youth Event 1: Build a Dream Park

August 18, 2012

Fiesta Gardens- West End
Open to the community

Youth Event 2: Park Activity

October 3, 2012

UT-Elementary

5th Graders

Youth Event 3: Enrichment Hour

October 25, 2012

Martin Middle School

"Platicas"

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

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

Community Workshop 1:

August 20, 2012
At the Emma S. Barrientos
Mexican American Cultural Center

- ♦ Notified CAG (49 Representatives of 29 Organizations)
- ♦ Notified organizations on Community Registry
- ♦ Posted information on the project website
- ♦ Posted information on the PARD website
- ♦ Email notice sent at request of interested list
- ♦ Posters and fliers displayed and distributed at:
 - Camacho Activity Center
 - Metz Recreation Center
 - Pan Am Recreation Center
 - Zaragoza Recreation Center
 - Expedition School
 - Cepeda Library
 - Terrazas Library
 - Emma S. Barrientos Mexican American Cultural Center
 - Fiesta Gardens
 - Back to school celebration event at Metz
- ♦ Austin Notes
- ♦ Press Release (Spanish and English news)
- ♦ Radio Interview (KUT)-Chris Yañez
- ♦ Participants of pláticas notified by project staff

Community Workshop 2:

November 14, 2012
At Martin Middle School

- ♦ Notified CAG (49 Representatives of 29 Organizations)
- ♦ Notified organizations on Community Registry
- ♦ Posted information on the project website
- ♦ Posted information on the PARD website
- ♦ Email notice sent at request of interested list
- ♦ Posters and fliers displayed and distributed at:
 - Camacho Activity Center
 - Metz Recreation Center
 - Pan Am Recreation Center
 - Zaragoza Recreation Center
 - Cepeda Library
 - Terrazas Library
 - Emma S. Barrientos Mexican American Cultural Center
 - Fiesta Gardens
 - Back to school celebration event at Metz
 - Austin Notes
- ♦ Press Release (Spanish and English news)
- ♦ Radio interview (KUT)- Ricardo Soliz
- ♦ PARD Facebook
- ♦ Online community calendars
- ♦ 2 street banners (on 7th Street and on Riverside Dr.)
- ♦ 6 meeting notice signs posted in the park
- ♦ Every Door Direct flier delivery service (4,180 delivered)
- ♦ Over 1,500 fliers provided to neighborhood reps for distribution
- ♦ Invitations provided at community events and meetings (15 events)
- ♦ Fliers distributed at youth events
- ♦ Participants of pláticas notified by project staff

Community Workshop 3:

February 25, 2013
At Metz Elementary School

- ♦ Notified CAG (49 Representatives of 29 Organizations)
- ♦ Notified organizations on Community Registry
- ♦ Posted information on the project website
- ♦ Posted information on the PARD website
- ♦ Email notice sent at request of interested list
- ♦ Posters and fliers displayed and distributed at:
 - Camacho Activity Center Metz
 - Recreation Center
 - Pan Am Recreation Center
 - Zaragoza Recreation Center
 - Cepeda Library
 - Terrazas Library
 - Emma S. Barrientos Mexican American Cultural Center
 - Fiesta Gardens
 - Austin Notes
 - Press release (Spanish and English news)
 - PARD Facebook
 - 2 street banners (on 7th Street and on Riverside Dr.)
- ♦ 6 meeting notice signs posted in the park
- ♦ Every Door Direct flier delivery service (4,150 delivered)
- ♦ Over 600 fliers given to neighborhood reps for distribution
- ♦ Invitations provided at community events and meetings (15 events)
- ♦ Fliers distributed at the Pan- Am Recreation Center Thanksgiving Dinner
- ♦ Despierta Austin interview on Univision - Rey Hernandez
- ♦ KXAN interview- Ricardo Soliz
- ♦ Participants of pláticas notified by project staff
- ♦ Invitation to next community workshop given at end of Community Workshop 2

Community Workshop 4: May 20, 2013 At Martin Middle School

- ♦ Notified CAG (49 Representatives of 29 Organizations)
- ♦ Notified organizations on Community Registry
- ♦ Posted information on the project website
- ♦ Posted information on the PARD website
- ♦ Email notice sent at request of interested stakeholder list
- ♦ Austin Notes
- ♦ Press release (Spanish and English news)
- ♦ PARD Facebook
- ♦ 6 meeting notice signs posted in the park
- ♦ Every Door Direct flier delivery service (4,154 delivered)
- ♦ Fliers distributed
- ♦ Invitations provided at community events and meetings
- ♦ Participants of 3 pláticas notified by project staff
- ♦ Invitation to next community workshop given at end of Community Workshop 3
- ♦ Exhibits /Displays of preliminary concepts at various locations



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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

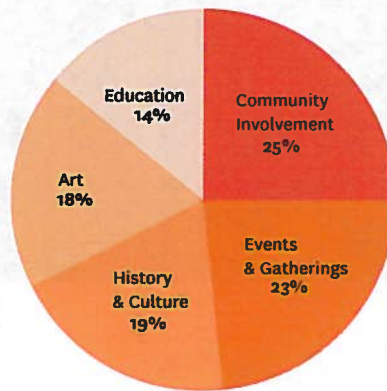
Holly Shores / Edward Rendon Sr. At Festival Beach Master Plan



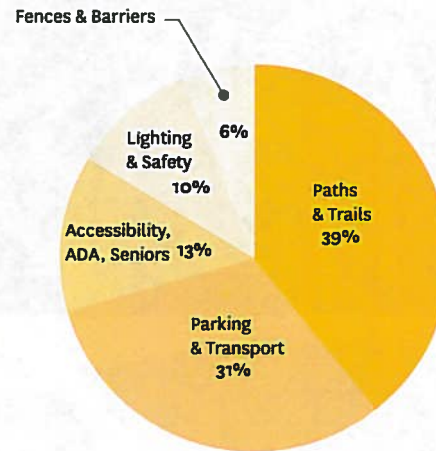
Michael Van Valkenburgh Associates, Inc., Landscape Architects

COMMUNITY PRIORITIES

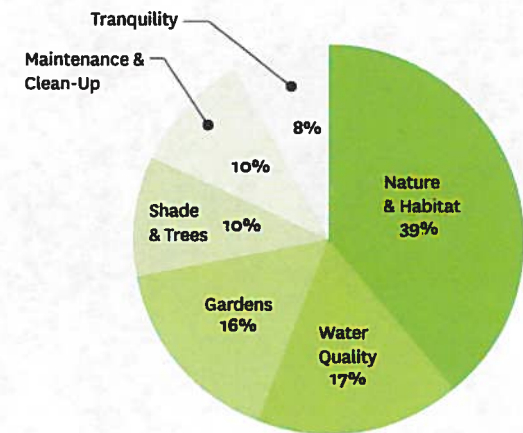
Heritage, Culture, and Community 170 Comments



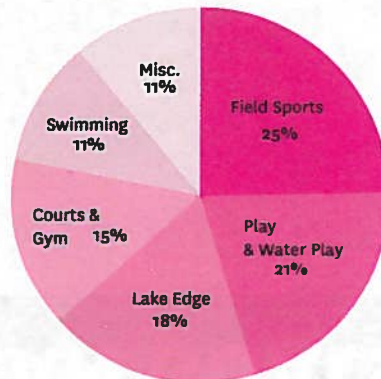
Access, Connectivity, and Safety 118 Comments



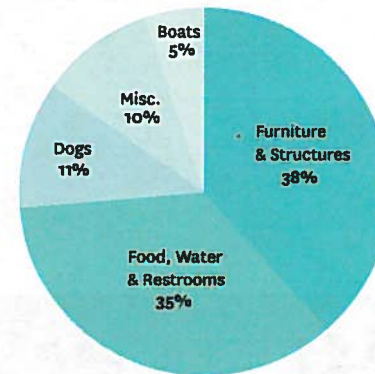
Landscape Character, and Environment 243 Comments



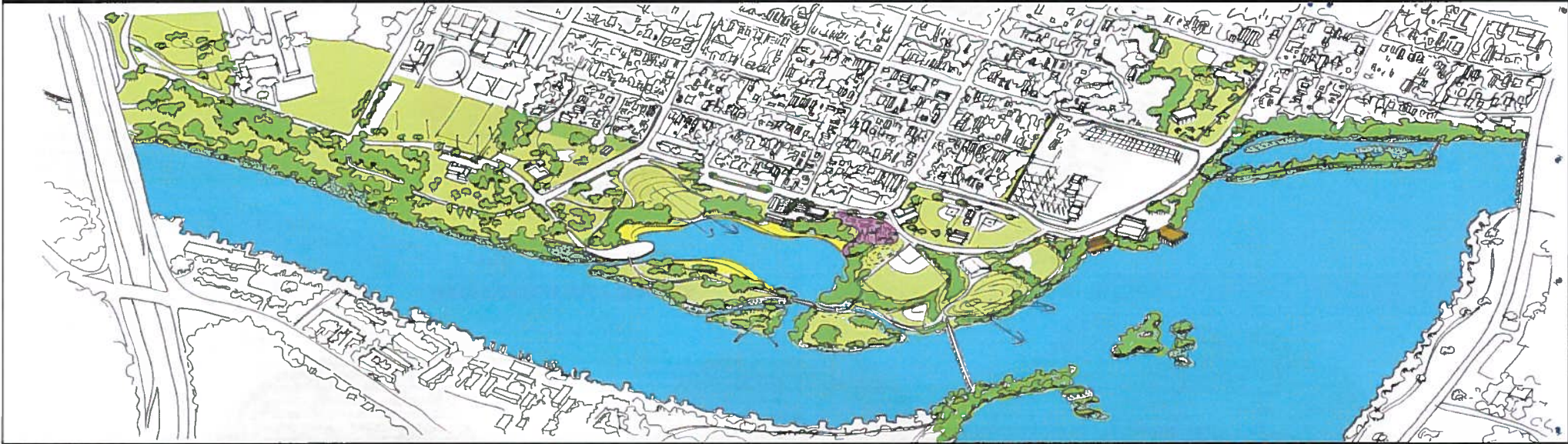
Recreation and Sports 196 Comments



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

IMPROVE LAGOON WATER QUALITY & RECREATIONAL PROGRAM

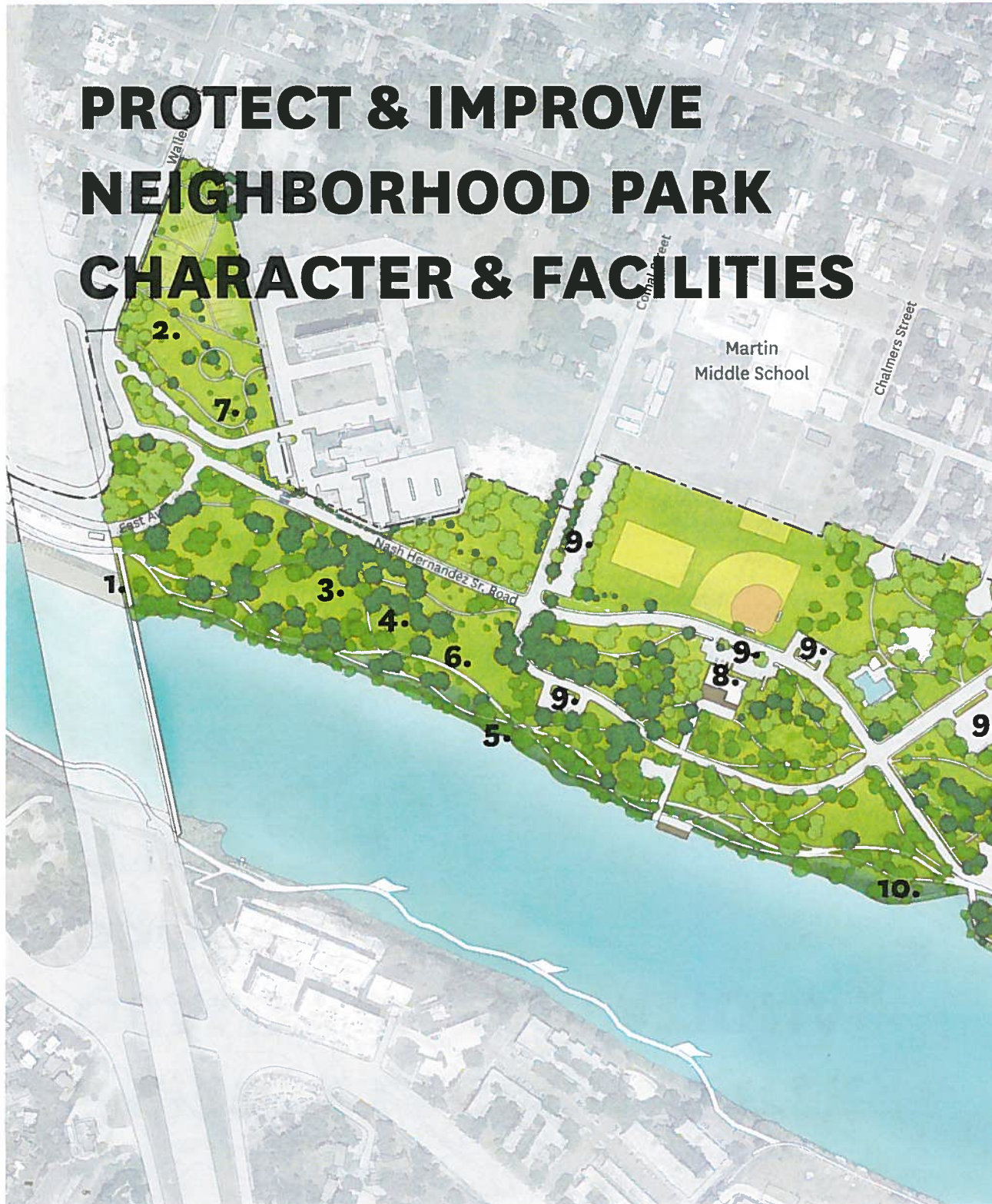
(Proposed)



LEGEND

1. Existing Parking
2. New Lake Channels
3. Enhance Lake Edge Habitat
4. Boat Launch
5. Beach
6. Relocated Johnny Degollado Pavilion
7. Sloped Event Lawn
8. Opened & Enhanced Fiesta Gardens
9. Playground
10. Picnic Garden
11. Concessions
12. One-Way Drive & Parking

PROTECT & IMPROVE NEIGHBORHOOD PARK CHARACTER & FACILITIES



LEGEND

1. Deck Under I-35 & Footbridge
2. Community Gardens
3. ADA Accessible Paths
4. Retain Existing Shade Trees & Lawn
5. 8'W Pedestrian Trail
6. 11'W Bicycle Trail
7. Sustainable Edible Landscape/Community Agriculture
8. Nash Hernandez Building
9. Existing Parking
10. Enhance Lake Edge Habitat

PHASING PLAN



LEGEND

- | | | |
|---|-------------------------------------|------------------------------|
| A1. Austin Energy Connections & Fields | C. Overall Park Improvements | F. Martin Park |
| A2. Park-Wide Improvements | D. Cooling Pond | G. Festival Beach |
| B. Fiesta Gardens | E. Metz Park | H. Bridge Connections |

PROJECT BUDGET ESTIMATE BY PHASE



PROJECT BUDGET ESTIMATE BY PHASE

	Austin Energy Connections & Ball Fields Phase A	Park-Wide Improvements Phase B2	Festival Beach Phase B	West Park Phase C	Cooling Pond Phase D	Metz Park Phase E	Martin Phase F	RBJ Phase G	Lady Bird Lake Pedestrian Bridges Phase H	TOTAL
Roads	\$4,201,830.00		\$971,416.00	\$469,858.00						\$5,643,104.00
Paths/Trails	\$1,705,618.00		\$1,843,503.00	\$1,055,778.00	\$641,132.00	\$321,355.00	\$405,347.00	\$37,499.00		\$6,010,232.00
Buildings & Structures	\$5,557,206.00		\$2,279,288.00	\$2,080,831.00	\$1,114,600.00	\$195,200.00	\$366,572.00		\$23,838,864.00	\$35,432,561.00
Playgrounds & Sport Fields	\$3,293,663.00		\$653,741.00			\$678,054.00	\$1,408,182.00			\$6,033,640.00
Earthwork	\$298,831.00		\$14,658,956.00	\$655,260.00	\$208,500.00	\$83,400.00	\$68,100.00	\$118,000.00		\$16,091,047.00
Planting	\$268,125.00		\$200,000.00	\$296,657.50	\$120,312.50	\$35,937.50	\$92,187.50	\$100,000.00		\$1,013,220.00
Site Improvements & Art	\$1,184,059.00	\$2,496,790.00	\$3,382,593.00	\$100,000.00	\$408,220.00	\$95,000.00	\$50,000.00	\$50,000.00	\$50,000.00	\$7,816,662.00
TOTAL	\$16,509,332.00	\$2,496,790.00	\$23,989,497.00	\$4,658,384.50	\$2,492,764.50	\$1,408,946.50	\$2,390,388.50	\$305,499.00	\$23,888,864.00	\$78,140,466.00
25 % Contingency TOTAL	\$20,636,665.00	\$3,120,987.50	\$29,986,871.25	\$5,822,980.63	\$3,115,955.63	\$1,761,183.13	\$2,987,985.63	\$381,873.75	\$29,861,080.00	\$97,675,582.50



Staff Recommendations

- ❖ Parks and Recreation Board to form implementation subcommittee
 - ❖ Prioritize schedule of improvements, discuss advocacy, partnerships and fundraising
- ❖ Close gap in Butler Trail at Holly Power Plant
- ❖ Improve 9 +/- acre parcel of land formerly Holly Power Plant
- ❖ General ADA and bike/pedestrian trail improvements

