



LAMAR BEACH MASTER PLAN

PARKS AND RECREATION BOARD

REQUEST FOR RECOMMENDATION

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DesignWorkshop

October 25, 2016

BACKGROUND

- Lamar Beach includes 65.4 acres of parkland within Ladybird Lake Metropolitan Park System bounded by Lady Bird Lake to the south, YMCA of Austin, railroad tracks and various parcels to the north, Austin High School and Mopac to the west and North Lamar Boulevard to the east.
- In June, 2014 the City Council passed [Resolution No. 20140612-060](#) to initiate the Lamar Beach Master Plan
- Lamar Beach is home to multiple organizations that provide public benefits: Austin Animal Center/Austin Pets Alive!, West Austin Youth Association, the YMCA of Austin, the Texas Rowing Center and Austin Independent School District/Austin High School.
- Community expressed a strong desire to move forward with a comprehensive plan to address issues like parking, environmental protection, public benefits and impacts of traffic changes.



PROJECTTIMELINE

- **June, 2014 – Council initiates Lamar Beach Master Planning Project**
- **February, 2015 - July, 2015 – Design Workshop procured through a Request for Proposals (RFP) process to develop the master plan**
- **August, 2015 – Master Planning Process Begins**
- **September, 2015 – January, 2016 – Stakeholder Meetings and Public Workshops Held**
- **March, 2016 – Draft Master Plan Submitted**
- **September, 2016 – Revised Draft Master Plan Submitted**
- **October, 2016 – Boards and Commissions**
- **November 10, 2016 – Request for Council Adoption**

PROJECT GOALS (IN ORDER)

GOAL 1

BALANCE EXISTING USES ON THE SITE WITH ADDITIONAL SOCIAL AND RECREATIONAL POSSIBILITIES THAT MAXIMIZE THE ENJOYMENT OF THE PARK BY ALL.

GOAL 2

GAIN SUPPORT FROM AFFECTED STAKEHOLDERS INCLUDING CURRENT USERS, ADJACENT PROPERTY OWNERS, SURROUNDING RESIDENTS AND COMMUTERS.

GOAL 3

ENHANCE THE NATURAL ASSETS AND MINIMIZE THE NEGATIVE IMPACTS ON THE SITE AND ITS SURROUNDING CONTEXT.

GOAL 4

INTEGRATE ADJACENT PROPERTIES AND NEARBY NEIGHBORHOODS WHILE PROVIDING SAFE, ACCESSIBLE CONNECTIONS THROUGH THE PARK.

GOAL 5

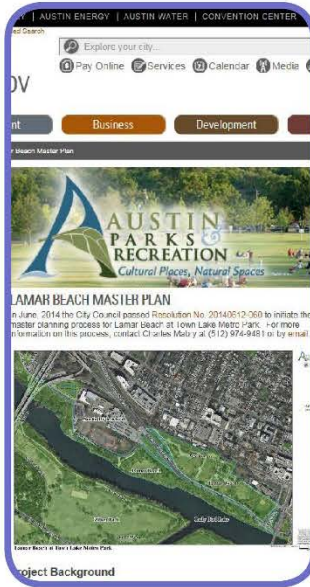
ENSURE FINANCIAL SUSTAINABILITY FOR THE PARK WHILE CREATING LONG-TERM VALUE FOR THE RESIDENTS OF AUSTIN.

GOAL 6

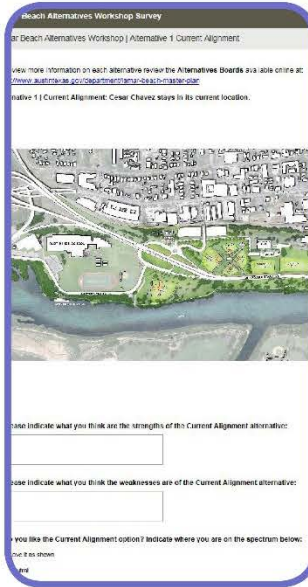
SOLIDIFY THE IDENTITY OF LAMAR BEACH.

STAKEHOLDER OUTREACH

INFORM



CONSULT



INVOLVE



COLLABORATE



EMPOWER



8,240+
WEBSITE VISITS
(FROM 9/1/2015)

1,540
ONLINE SURVEY
TAKERS

300+
WORKSHOP
PARTICIPANTS

11+
STAKEHOLDER
GROUP MEETINGS

6
TECHNICAL
ADVISORY GROUP
MEETINGS

TECHNICAL ADVISORY GROUP (TAG)

- **Met six times during the course of the nine month planning process**
- **Provided technical guidance for the project**
- **Included staff from Austin Parks and Recreation, Animal Services, Austin Transportation, Watershed Protection, Public Works, Water Utility, Austin Energy, Central Texas Regional Mobility Authority, TXDOT and Austin Independent School District**

STAKEHOLDER FOCUS GROUPS

- **Stakeholder focus groups provided feedback on programming, infrastructure, transportation, neighborhood connectivity, environmental concerns and other relevant issues affecting the development of Lamar Beach**
- **Key stakeholders included:**
 - **Austin High School**
 - **AISD**
 - **The Trail Foundation**
 - **Austin Parks Foundation**
 - **Old West Austin Neighborhood Association**
 - **Downtown Austin Alliance**
 - **Downtown Austin Neighborhood Association**
 - **West Austin Youth Association**
 - **Austin Pets Alive!**
 - **YMCA**
 - **Texas Rowing Center**

PUBLIC WORKSHOPS

Vision Workshop
October 2015

Alternatives Workshop
December 2015

Recommendations Workshop
January 2016

■ 140+ Participants

■ Introduced Team,
Planning Process and
Project Goals

■ Listened to Issues and
Opportunities:

- Maintain Current Uses
- Expand Recreation
- Improve Mobility

■ 80+ Participants

■ Reviewed Issues and
Opportunities

■ Shared 6 Plan
Alternatives

■ 80+ Participants

■ Shared 4 Refined
Plan Alternatives

■ Determined
Preferred Alternative



MASTER PLAN RECOMMENDATIONS



PARKLAND BENEFITS

- **Creates Large Contiguous Waterfront Park**
- **Increases Parkland by Approximately 7 Acres**
- **Maintains Current Recreational Uses in More Efficient Manner**
- **Increases Recreational Opportunities for General Public**
 - **General Open Play**
 - **Playscapes**
 - **Picnic Areas**
 - **Programming Opportunities**



MOBILITY BENEFITS

- Provides Pedestrian and Bicycle Access from Old West Austin Neighborhood
- Improves Pedestrian Access Through the Park
- Creates Downtown Connection at Pressler Street



- Provides Left Turn Opportunity at Sandra Muraida
- Provides Improved Right Turn Opportunity at B.R. Reynolds

COMMUNITY BENEFITS

- **Built Consensus for the Master Plan Among the Major Park User Groups**
– West Austin Youth Association, APA!, Austin High School, YMCA
- **Improves Connection Between Austin High School Campus and Park**
- **Increases User Capacity of the Park and Area**
- **Provides Environmental Benefit with Increased Open Space and Trees**
- **Provides Potential Economic Benefit to Fifth and Sixth Street**



FUNDING PARTNERSHIP OPPORTUNITIES

- **General Park Improvements - \$20 to \$26 Million**
 - **Potential Parks and Recreation Department Partners – West Austin Youth Association, YMCA, AISD, The Trail Foundation**
 - **Potential Private Dollar Contribution - \$7 Million**
- **Cesar Chavez Realignment - \$27 to \$37 Million**
 - **Partnership Between Austin Parks and Recreation Department and Austin Transportation Department**
- **Animal Services Facility - \$18 to \$24.5 Million**
 - **Partnership Between City of Austin Animal Services and Austin Pets Alive!**
 - **Potential Private Dollar Contribution - \$24.5 Million**

MASTER PLAN PHASING – PART 1



PROJECT

- 1 Cesar Chavez Street Minor Improvements
- 2 Stephen F. Austin Drive Improvements
- 3A Ball Field Improvements Phase One
- 4A West Parking Area Phase One (220 spaces)
- 5A Neighborhood Amenity Area Phase One
- 6 Flume and Boat Ramp Improvements
- 7 Butler Hike and Bike Trail Improvements
- 8 Heron Creek Park Trail Improvements
- 9 South Parking Area
- 10 Town Lake Animal Facility/Austin Pets Alive!

COST RANGE

- \$270,000 – \$350,000
- \$240,000 – \$320,000
- \$4,400,000 – \$5,700,000
- \$520,000 – \$674,000
- \$240,000 – \$310,000
- \$200,000 – \$270,000
- \$925,000 – \$1,200,000
- \$220,000 – \$290,000
- \$1,500,000 – \$2,000,000
- \$18,000,000 – \$24,500,000

PARTNER/LEAD

- Austin Parks and Recreation Department
- Austin Department of Public Works
- West Austin Youth Association
- Austin Parks and Recreation Department
- Austin Parks and Recreation Department
- Austin Parks and Recreation Department
- The Trail Foundation
- Austin Parks and Recreation Department
- Austin Parks and Recreation Department
- Austin Pets Alive!

MASTER PLAN PHASING – PART 2



PROJECT

COST RANGE

PARTNER/LEAD

11 Cesar Chavez Street Realignment	\$27,000,000 – \$37,000,000	Austin Transportation Department
12 Cesar Chavez Street and B. R. Reynolds Drive Intersection	\$340,000 – \$440,000	Austin Transportation Department
13 Lamar Bridge Underpass Intersection Improvements	\$2,600,000 – \$3,700,000	Austin Transportation Department
14 Lamar Boardwalk	\$2,400,000 – \$3,200,000	The Trail Foundation
15 Pressler Street Extension and Pedestrian Connection	\$990,000 – \$1,300,000	Austin Transportation Department
16 South Park Road / Cesar Chavez Street Diet	\$460,000 – \$590,000	Austin Transportation Department
17 Savanna Restoration	\$1,000,000 – \$1,400,000	Austin Parks and Recreation Department
18 Gateway and Water Quality Features	\$1,000,000 – \$1,400,000	Austin Art in Public Places
3B Ball Field Improvements Phase Two	\$1,100,000 – \$1,400,000	Austin Parks and Recreation Department
4B West Parking Area Phase Two	\$324,000 – \$420,000	Austin Parks and Recreation Department
5B Neighborhood Amenity Area Phase Two	\$164,000 – \$213,000	Austin Parks and Recreation Department

LAMAR BEACH MASTER PLAN



Full Lamar Beach Master Plan Report Available Here:

<https://austintexas.gov/departments/lamar-beach-master-plan>