



LAMAR BEACH MASTER PLAN

PARKS AND RECREATION BOARD

REQUEST FOR RECOMMENDATION

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Rebecca Leonard, President
DesignWorkshop

December 6, 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 - December, 2016 – Boards and Commissions**
- **December, 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

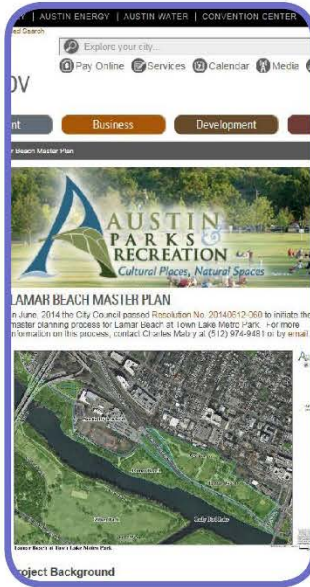
ENSURE FINANCIAL SUSTAINABILITY FOR THE PARK WHILE CREATING LONG-TERM VALUE FOR THE RESIDENTS OF AUSTIN.

GOAL 6

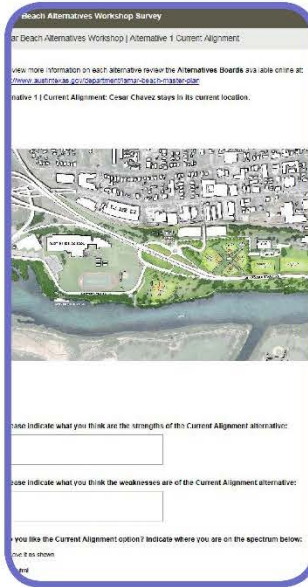
SOLIDIFY THE IDENTITY OF LAMAR BEACH.

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



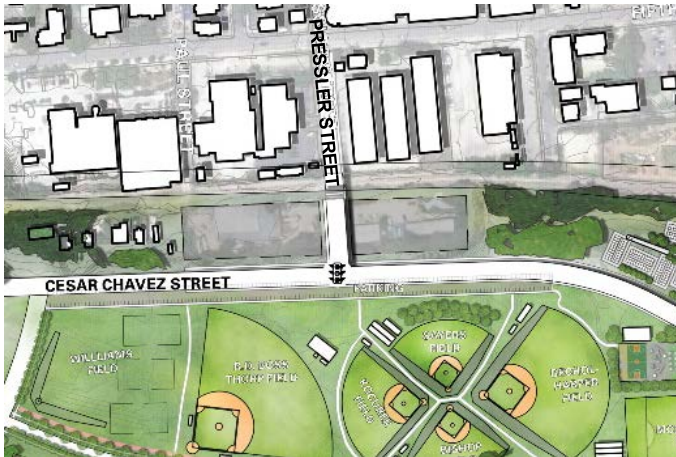
PARKLAND BENEFITS

- **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**



MASTER PLAN PHASING – PART 1



PROJECT

COST RANGE

LEAD

1A Pressler Street Extension Phase One	\$696,000.00 – \$905,000.00	Austin Parks and Recreation Department
2 Stephen F. Austin Drive Improvements	\$244,000.00 – \$317,000.00	City of Austin (Multiple Departments)
3A Ball Field Improvements Phase One	\$4,380,000.00 – \$5,694,000.00	West Austin Youth Association
4A West Parking Area Phase One (220 spaces)	\$518,000.00 – \$674,000.00	West Austin Youth Association
5A Neighborhood Amenity Area Phase One	\$235,000.00 – \$305,000.00	West Austin Youth Association
6 Cesar Chavez Street Minor Improvements	\$272,000.00 – \$354,000.00	Austin Parks and Recreation Department
7 Flume and Boat Ramp Improvements	\$205,000.00 – \$266,000.00	Austin Parks and Recreation Department
8 Butler Hike and Bike Trail Improvements	\$925,000.00 – \$1,202,000.00	Austin Parks and Recreation Department / Partners
9 Heron Creek Park Trail Improvements	\$222,000.00 – \$289,000.00	Austin Parks and Recreation Department / Partners
10 South Parking Area	\$1,526,000.00 – \$1,983,000.00	Austin Parks and Recreation Department / Partners
11 Town Lake Animal Facility/Austin Pets Alive!	\$18,900,000.00 – \$24,570,000.00	Austin Pets Alive!

MASTER PLAN PHASING – PART 2



PROJECT

1B Pressler Street Extension Phase Two

3B Ball Field Improvements Phase Two

4B West Parking Area Phase Two

5B Neighborhood Amenity Area Phase Two

12 Cesar Chavez Street Realignment

13 Cesar Chavez Street and B. R. Reynolds Drive Intersection

14 Lamar Bridge Underpass Intersection Improvements

15 Lamar Boardwalk

16 South Park Road / Cesar Chavez Street Diet

17 Savanna Restoration

18 Gateway and Water Quality Features

COST RANGE

\$749,000.00 – \$974,000.00

\$1,106,000.00 – \$1,438,000.00

\$324,000.00 – \$421,000.00

\$164,000.00 – \$213,000.00

\$27,064,000.00 – \$37,342,000.00

\$338,000.00 – \$439,000.00

\$2,646,000.00 – \$3,704,000.00

\$2,430,000.00 – \$3,159,000.00

\$456,000.00 – \$592,000.00

\$1,080,000.00 – \$1,404,000.00

\$1,080,000.00 – \$1,404,000.00

LEAD

Austin Transportation Department

Austin Parks and Recreation Department

Austin Parks and Recreation Department

Austin Parks and Recreation Department

City of Austin (Multiple Departments)

City of Austin (Multiple Departments)

Austin Transportation Department

Austin Parks and Recreation Department / Partners

Austin Transportation Department

Austin Parks and Recreation Department

City of Austin (Multiple Departments)

FUNDING PARTNERSHIP OPPORTUNITIES



COST RANGE PHASE 1

COST RANGE PHASE 2

Austin Parks and Recreation Department

\$1,173,000.00 – \$1,525,000.00

\$3,130,000.00 – \$4,068,000.00

Austin Parks and Recreation Department / Partners

\$2,673,000.00 – \$3,475,000.00

\$2,430,000.00 – \$3,159,000.00

Austin Transportation Department

\$3,395,000.00 – \$4,678,000.00

West Austin Youth Association

\$5,133,000.00 – \$6,673,000.00

Austin Pets Alive!

\$18,900,000.00 – \$24,570,000.00

City of Austin (Multiple Departments)

\$244,000.00 – \$317,000.00

\$28,482,000.00 – \$40,588,000.00

LAMAR BEACH MASTER PLAN



Full Lamar Beach Master Plan Report Available Here:

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