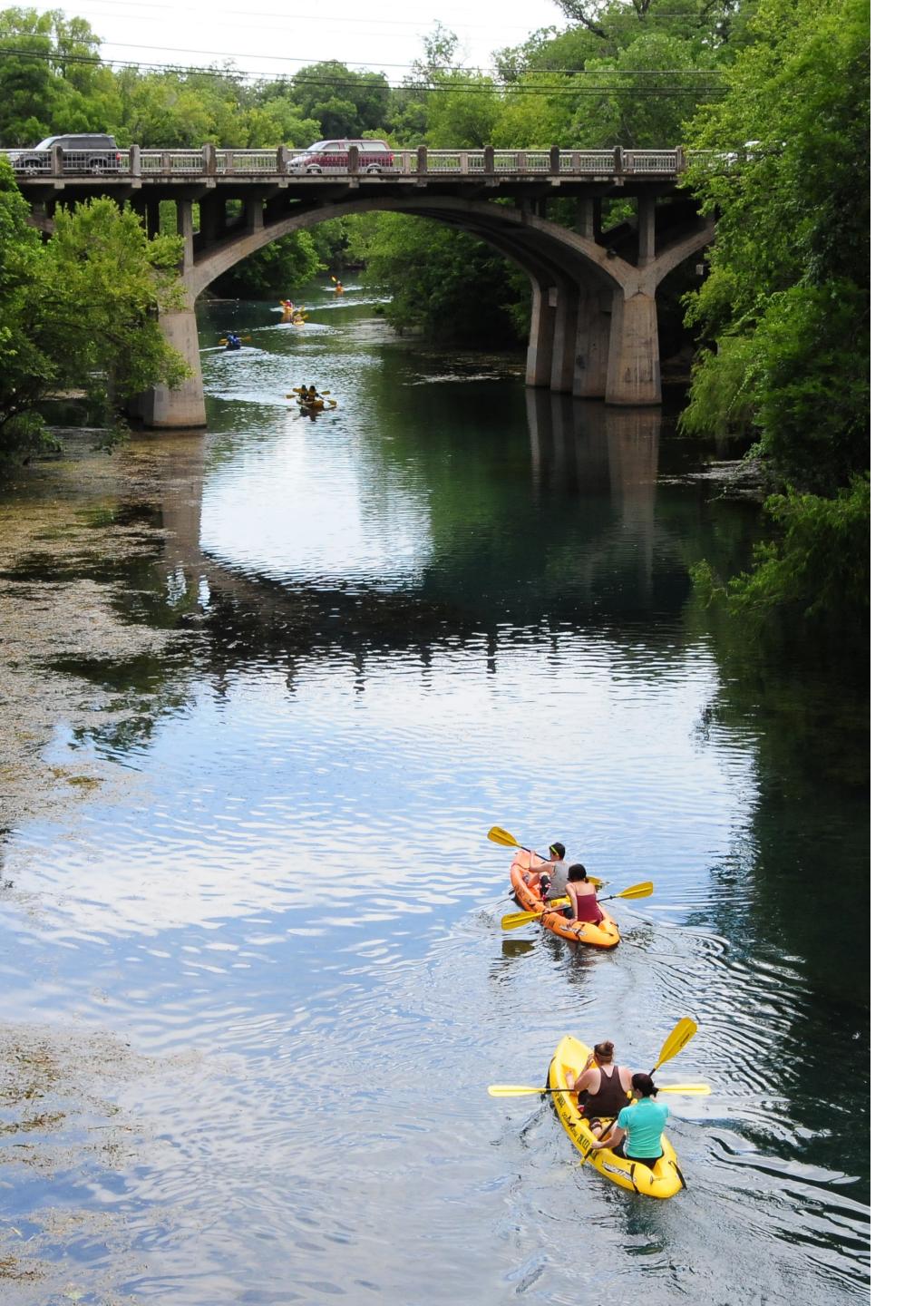


# OUR PARKS, OUR FUTURE **LONG RANGE PLAN** presentation to boards, commissions, and city council











A REVIEW OF THE LONG RANGE PLAN

## PROJECT BACKGROUND & Schedule

# MAJOR PHASES OF WORK

# DRAFT PLAN Recommendations overview



## OUR PARKS, OUR FUTURE LONG RANGE PLAN **INITIAL PURPOSE AND GOALS**

# **ASSESS STATE OF CURRENT PARK SYSTEM**

Conduct a thorough assessment of the condition and quality of the current park system to provide a strong data-driven baseline to inform prioritization and track implementation progress over time



# VISION FOR AUSTIN'S PARK SYSTEM IN 2028

PARD will reach its centennial in 2028 and the planning process should focus on engaging the community and city staff to define a new vision that is both inspirational and achievable.



# **GUIDE FUTURE GROWTH AND DEVELOPMENT**

As Austin continues to grow and change, the Long Range Plan provide a careful analysis and guidebook for how and where to invest to ensure a stronger park system.

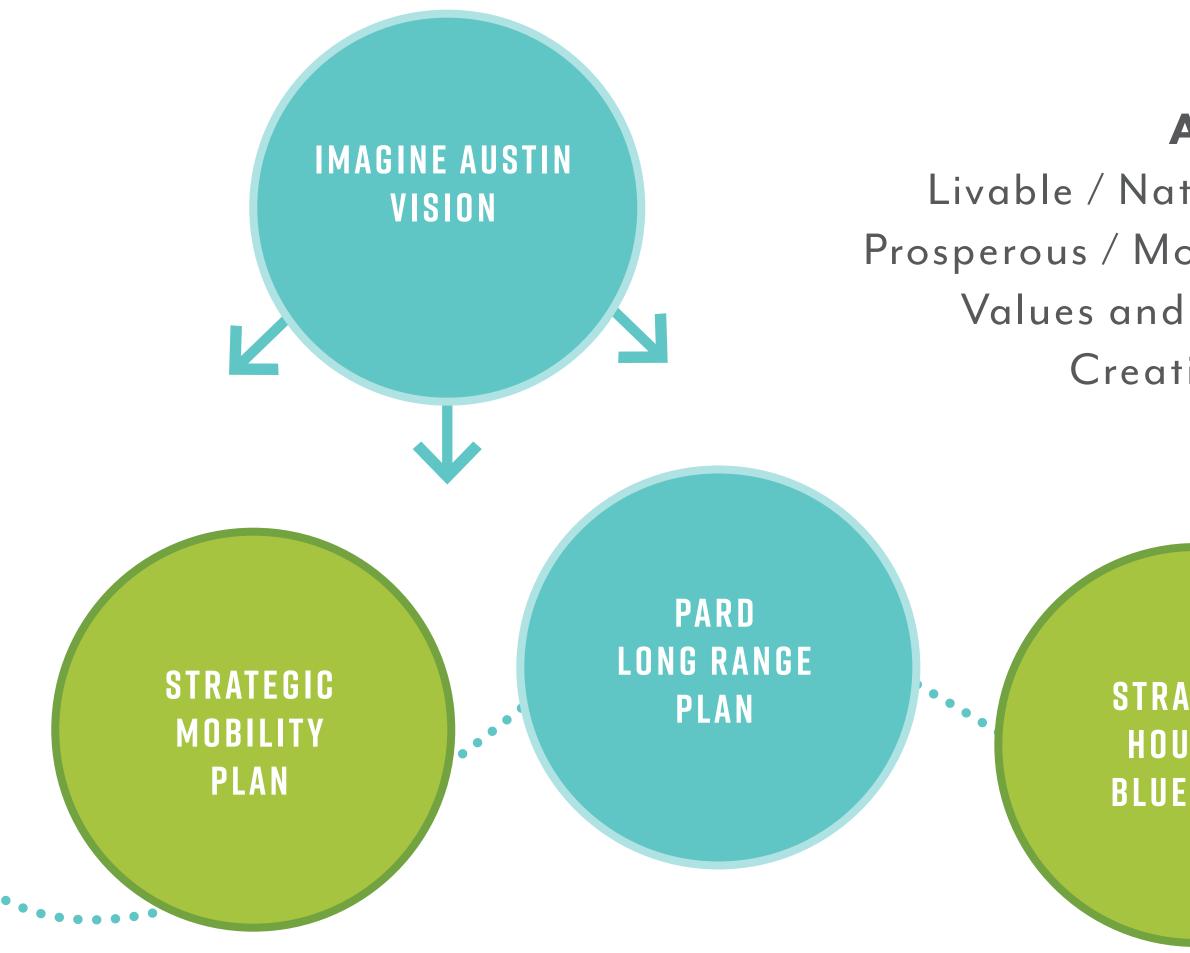


# **PARK SYSTEM RECOMMENDATIONS & PRIORITIZATION**

Include both citywide strategies and planning area priorities to inform the Capital Improvement Plan and development of Park Master Plans.



# RELATIONSHIP TO OTHER CITYWIDE PLANS



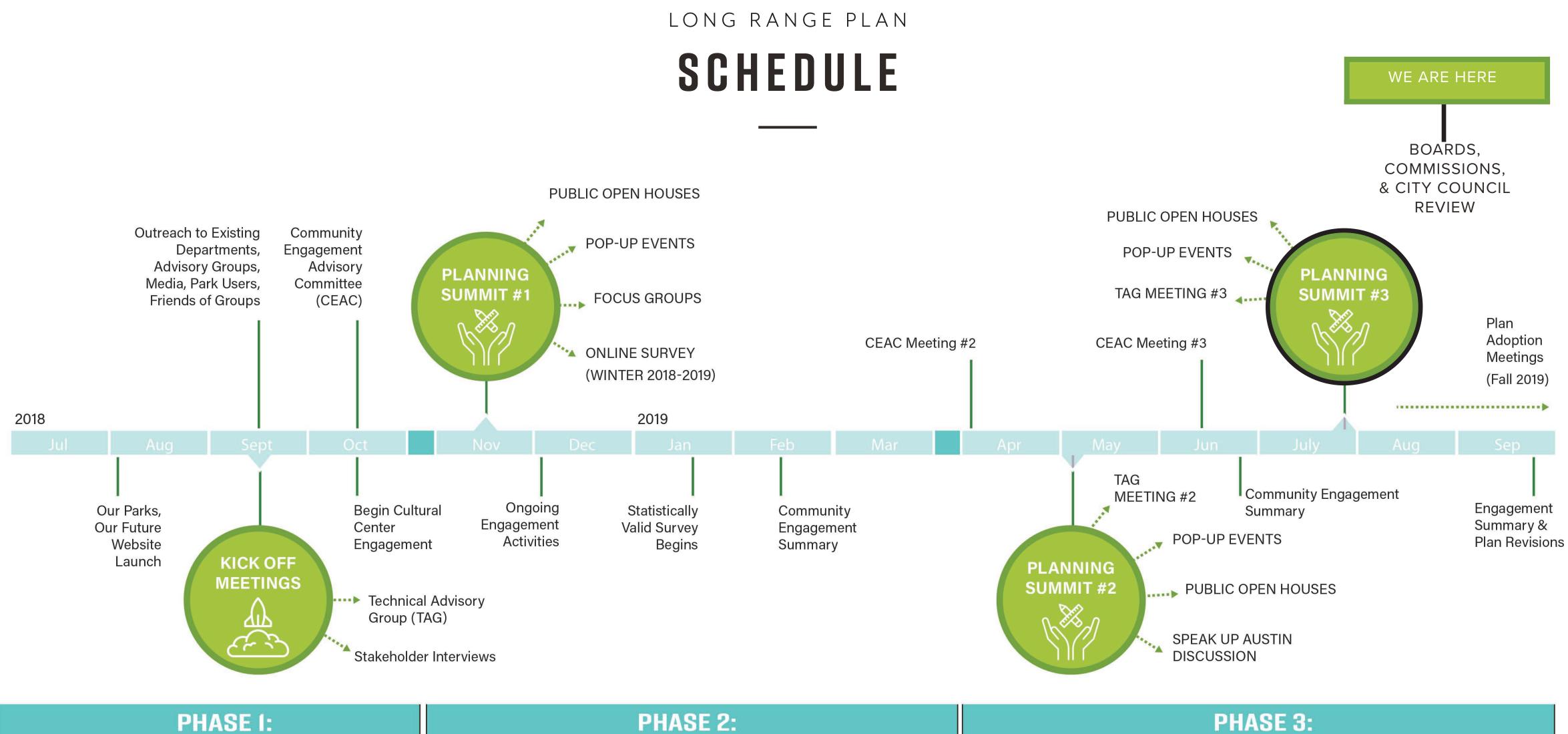
## Austin is:

Livable / Natural and Sustainable Prosperous / Mobile and Interconnected Values and Respects its People Creative / Educated

.....

STRATEGIC HOUSING BLUEPRINT INTEGRATED WATER RESOURCE PLAN + OTHER CITYWIDE & AREA PLANS





PHASE 2: PHASE 3: ACTIVE COMMUNITY & PLAN DEVELOPMENT / PRIORITIES STAKEHOLDER ENGAGEMENT

PROJECT LAUNCH





AMPHITHEATERS

SOURCE: AUSTIN PARKS AND RECREATION DEPARTMENT FY18 ANNUAL REPORT AND STRATEGIC PLAN 2017-2021; \*FROM AUSTIN AREA POPULATION HISTORIES AND FORECASTS

CULTURAL CENTERS

CENTERS

# A LOOK AT THE PARK SYSTEM TODAY





100-YEAR ANNIVERSARY OF PARD (2028)







967**k** 

POPULATION IN 2018\*

PROJECTED POPULATION IN 2030\*

KEY METRICS



**OUR PARKS OUR FUTURE** 



FIELDS

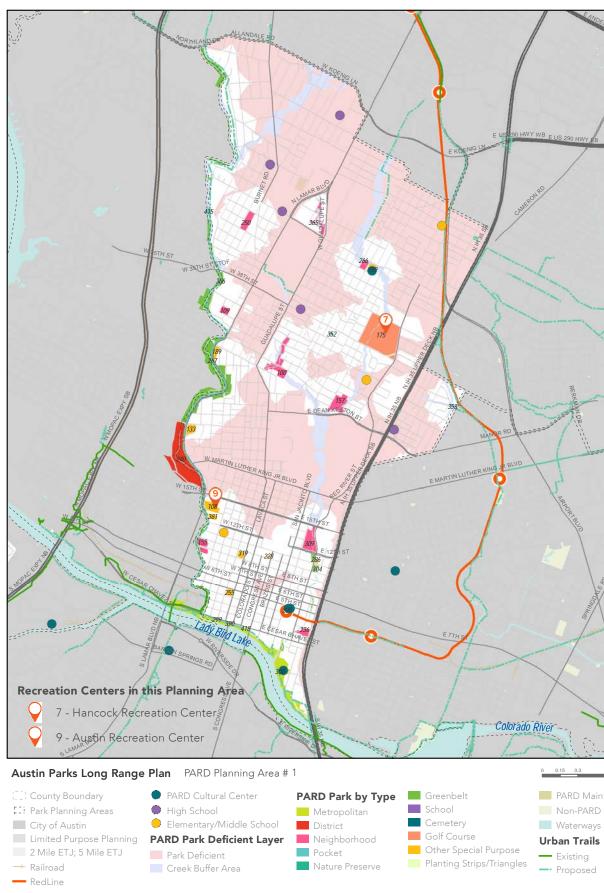




# A LOOK AT THE PARK SYSTEM TODAY

### 19,000 + ACRES CITYWIDE





# BY PARD PLANNING AREA



PARD Maintained Park Non-PARD Open Space



SURVEYS, WEBSITE & SOCIAL MEDIA 925 STATISTICALLY VALID SURVEY RESPONSES 4,400+ COMMUNITY SURVEY RESPONSES 9,000+ COMMUNITY SURVEY COMMENTS



**ENGAGING KIDS THROUGH ART** 

TEXT "SURVEY" TO (512) 580-8850

VISIT AUSTINFUTUREPARKS.ORG/SURVEY



# REACHING OUT & ENGAGING THE PUBLIC

FOCUS GROUPS & **INTERVIEWS** 





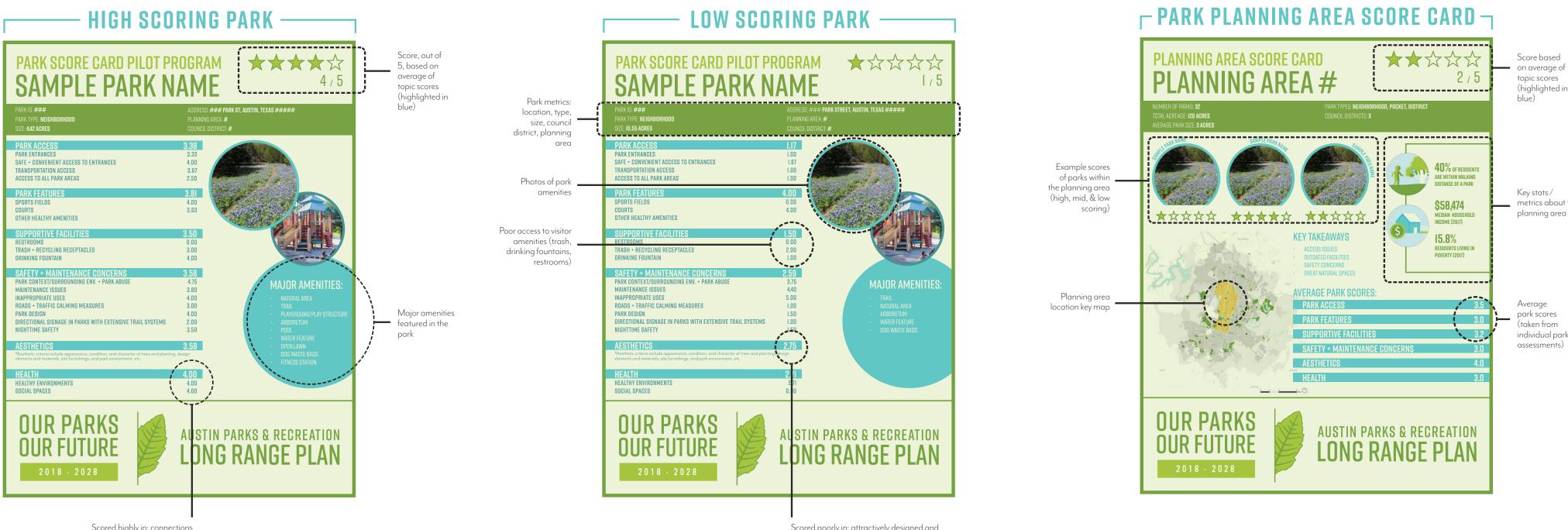


AUSTIN PARKS & RECREATION 2018 - 2028

# OUR PARKS, OUR FUTURE **CONDITION ASSESSMENT**

## WHAT ARE THE PARK SCORE CARDS?

The draft park score cards (below) are a tool we're piloting to assess the city's parks and determine areas where parks are performing well and areas where we need improvement. Criteria for the score cards include topics of park access, key features, supportive facilities, safety & maintenance concerns, aesthetics, and health.



Scored highly in: connections to transportation networks, opportunities for socialization and nature observation, and variety of landscape

## HOW WILL THE SCORE CARDS BE USED?

These draft score cards will be both a snapshot and a living database PARD can utilize to make data-driven, priority-based decisions for investment. The score cards will be employed to increase accountability, transparency, and equity in park level of service across the city.

Scored poorly in: attractively designed and coordinated park features, well-cared for vegetation and trees, and diversity of uses / activities



Score based

on average of

metrics about the

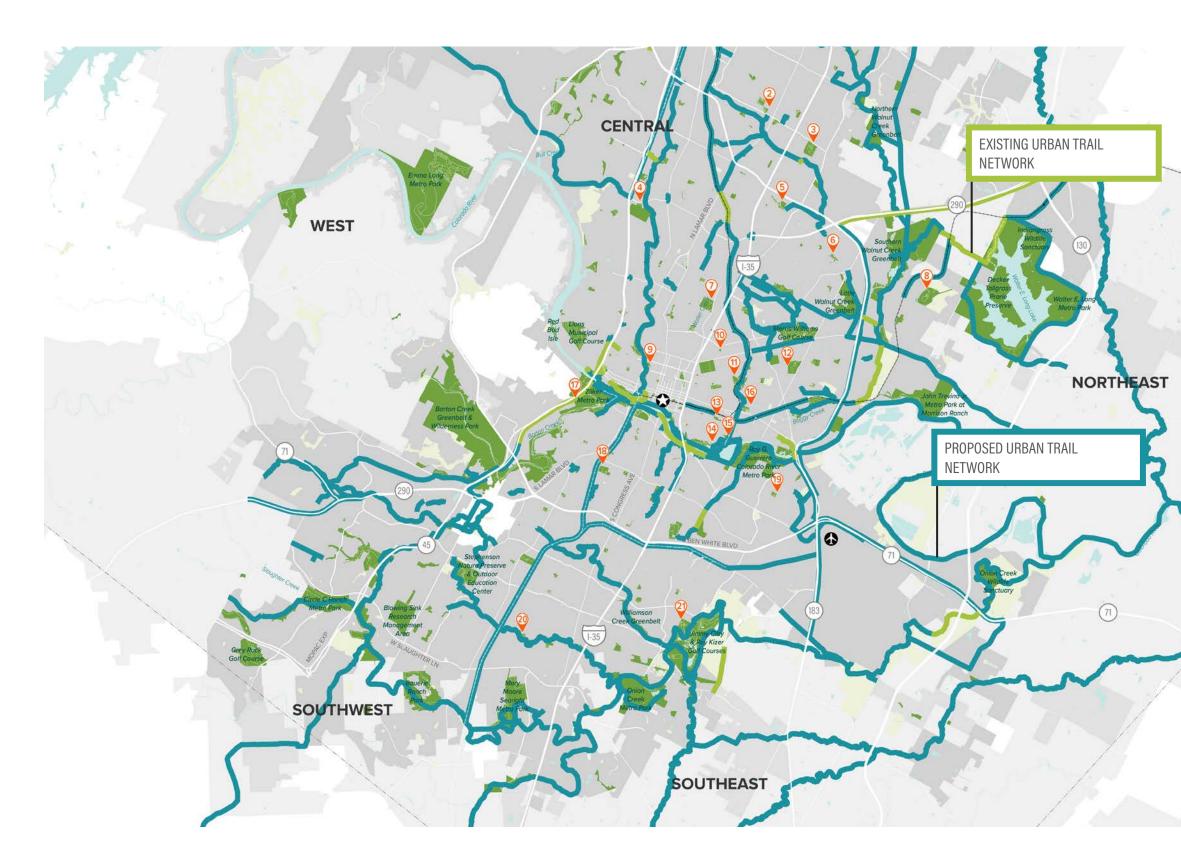
planning area

Average

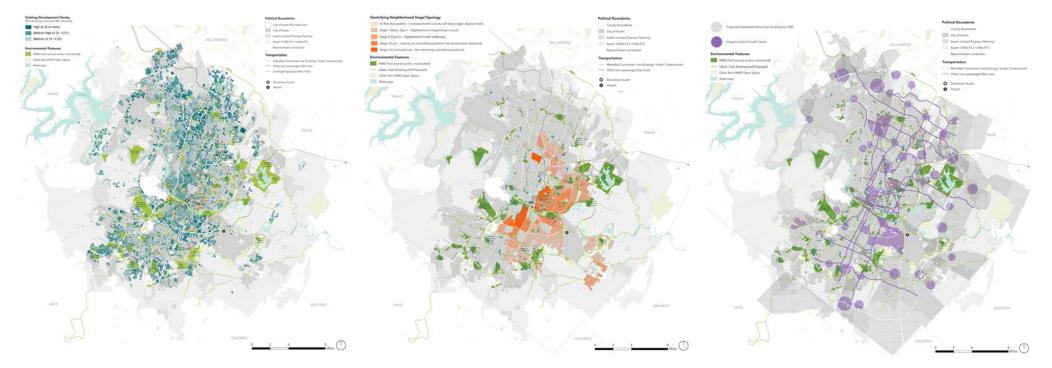
park scores

(taken from

# OUR PARKS, OUR FUTURE **NEEDS ASSESSMENT**

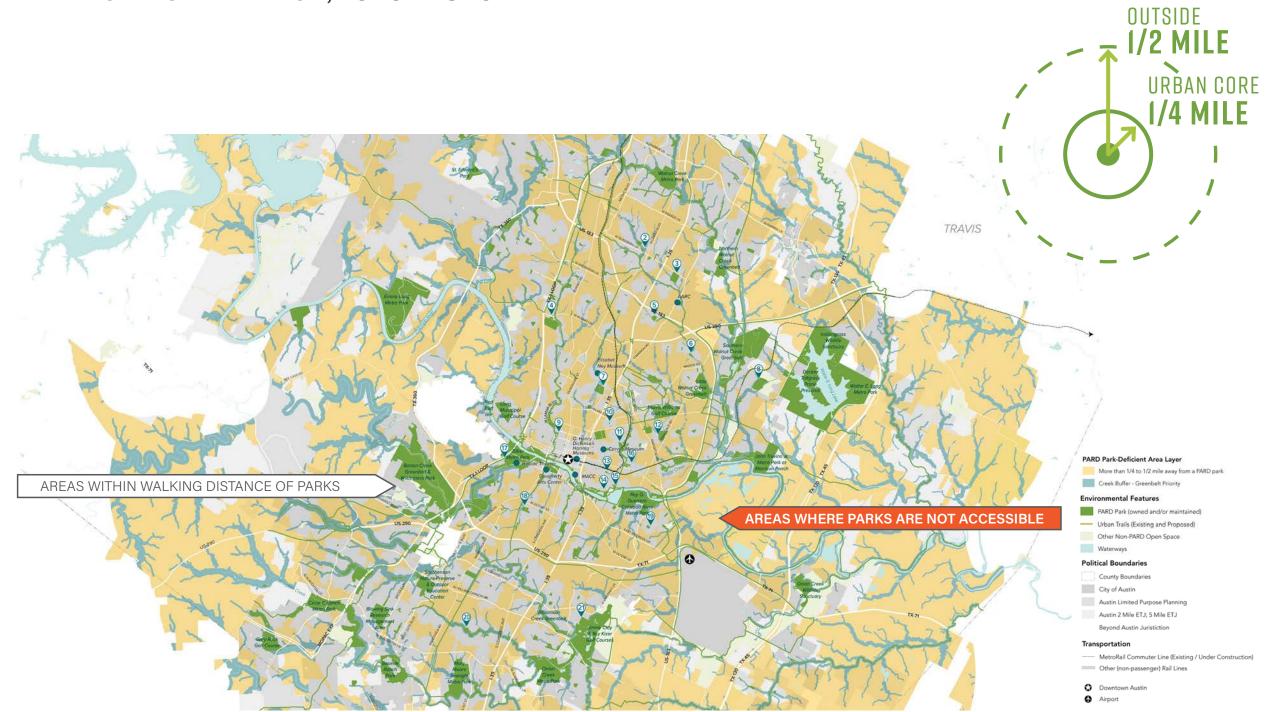


AUSTIN'S PROPOSED URBAN TRAIL NETWORK BASED ON STRATEGIC MOBILITY PLAN RECOMMENDATIONS





TH



MAPPING OF PARK ACCESS BY FOOT



1/4 MILE

# IDENTIFYING PRIORITIZATION

## **COMPARE AREAS OF HIGH PARK NEED WITH** PARK AMENITIES BY GEOGRAPHIC AREA

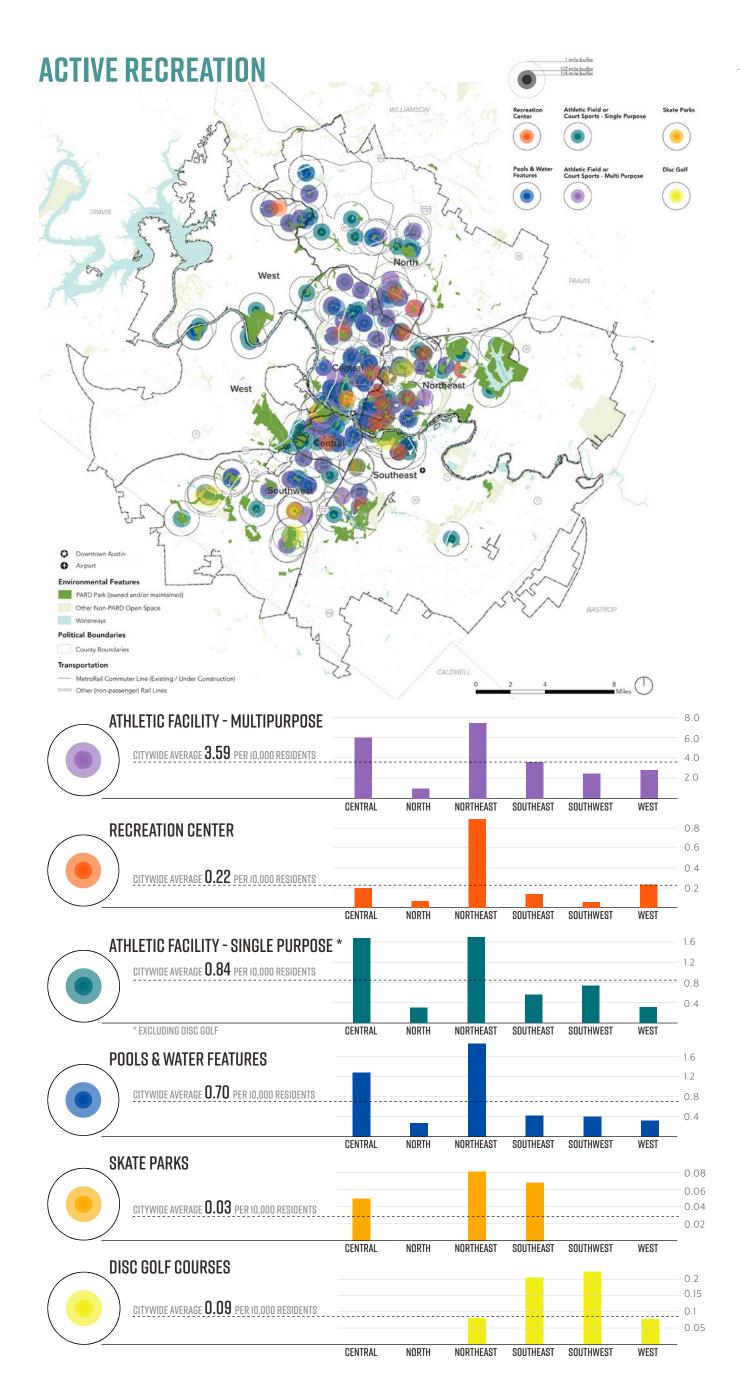
The LRP process includes detailed study of areas that are park deficient, as well as areas that have a high or low level of parks / programs compared to the city's average.

## SCORING METHODOLOGY

Developed for prioritization of PARD LRP investments.

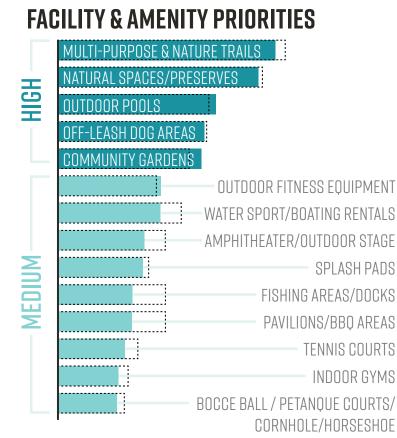
## **PUBLIC FEEDBACK LOOP**

Continual feedback through ongoing meetings and activities with staff, stakeholders and the public combined with these analytical tools lead to prioritization and refinement of goals and strategies.



### ANALYSIS OF ACCESS TO AMENITIES AND PRIORITY **NEEDS BY COMBINED PLANNING AREA**

Feedback from surveys of central area residents closely match feedback from Austin residents as whole. Residents would like to see more trails, natural areas, outdoor pools, as well as farmers markets, events (concerts, nature programs, movies in the park) and exercise programs in parks.





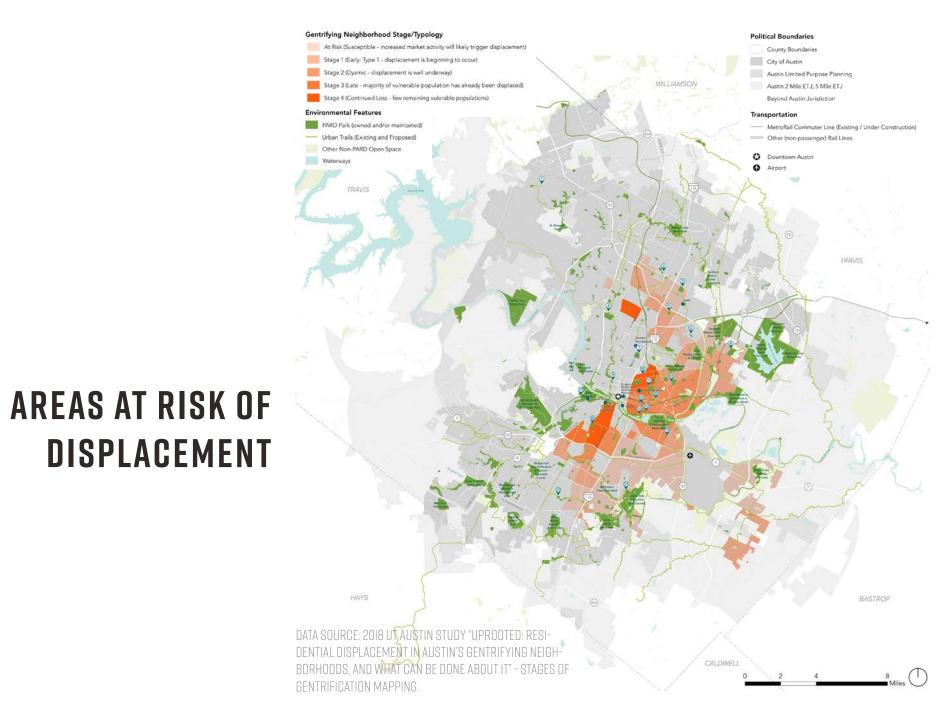


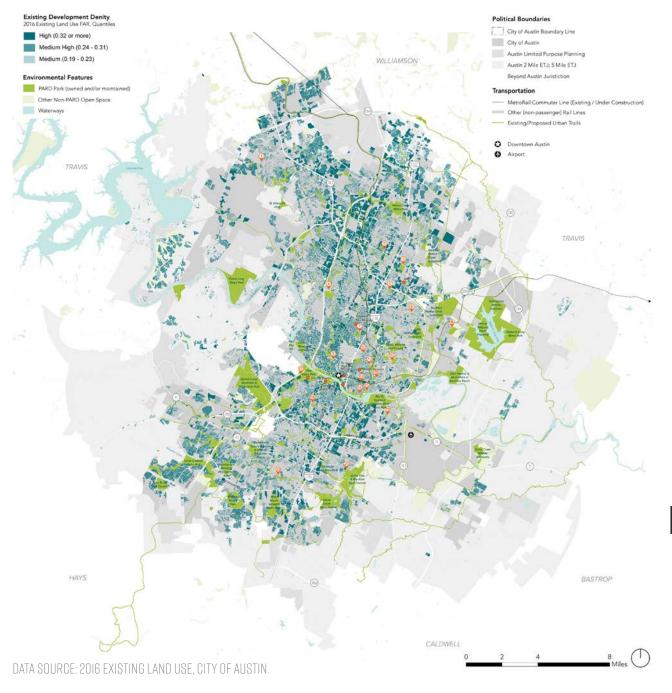
SPLASH PADS FISHING AREAS/DOCKS PAVILIONS/BBQ AREAS **TENNIS COURTS** INDOOR GYMS CORNHOLE/HORSESHOE



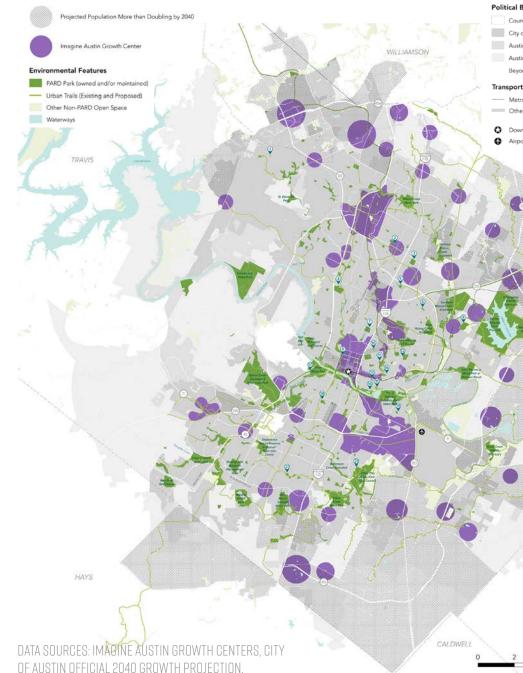
# OUR PARKS, OUR FUTURE **GROWTH &** PARK NEED ANALYSIS

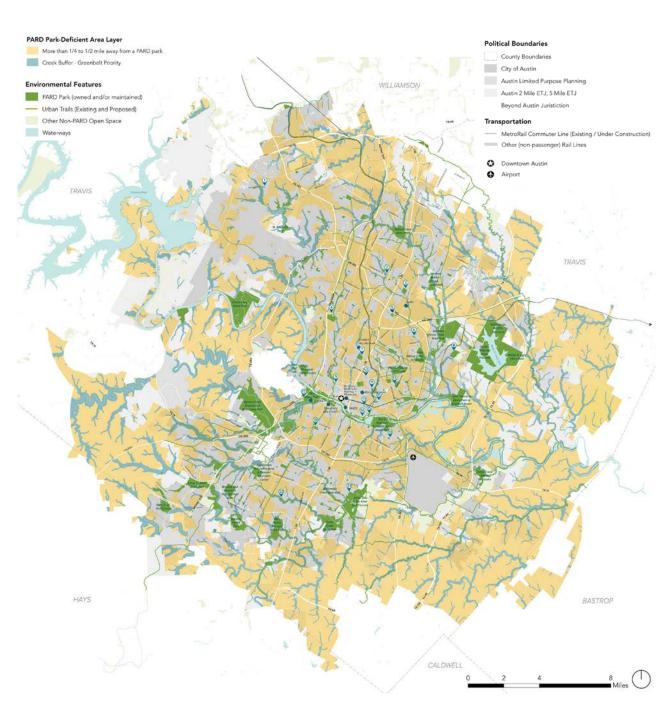
### **EXISTING HIGH-DENSITY AREAS**





## **PROACTIVE PARK PLANNING IN** HIGH GROWTH AREAS





## **IDENTIFYING AREAS** THAT LACK PARKLAND



# OUR PARKS, OUR FUTURE **COMMUNITY THEMES**

Ten themes emerged from the numerous community engagement events and surveys completed as part of this planning process. Those themes along with the priority needs and citywide analysis form the basis of the system-wide recommendations to follow.

## NATURAL EXPERIENCES

People express a desire for parks that feel more natural. This includes undeveloped, wild natural spaces, rustic finishes instead of paved areas and more native plants.

## **UNSTRUCTURED SPACES**

In general, people care less about spaces for specific programming, opting for more multi-use spaces and preserving green, natural and open spaces.

## **GREEN INFRASTRUCTURE**

Proactively use green infrastructure in parks to build a more resilient city. This includes stormwater management, flood protection, heat island effect mitigation, drought tolerance, and native planting/habitat areas.

## **LINEAR PARKS & TRAILS**

People are more interested in parks that allow them to move (walk/run/bike) as opposed to staying in one place. There is an interest in nature and multipurpose trails within PARD parks as well as connectivity between parks along urban trails.

## **PROXIMITY & ACCESS**

People are concerned about both the lack of parks near them and/or their ability to get to parks. This includes walkability issues, lack of adequate parking and the lack of public transit access.

## **URBAN SPACES**

People express a concern that existing parkland in highdensity urban areas exists already at critical locations, but are underutilized The desire is for a renewed commitment to wellmaintained green spaces and enhanced programming in urban parks in high-density areas.

## **PARKS & ARTS/CULTURE**

People express a desire for increased arts/culture programming in parks. This includes increased community-focused programming and more cultural centers that could host these kinds of programs.

## **EDUCATIONAL OPPORTUNITIES**

People are interested in more hands-on educational opportunities. This includes youth education, art-based education and summer camps.

## INCLUSIVITY

People express a desire for parks and programming to be more inclusive. This includes more publicity about activities, providing free parking, reducing fees that prevent low-income residents from participating, and increasing multi-generational programs and spaces.

## **CLEANLINESS & SAFETY**

People are concerned that parks are not being adequately taken care of. This includes issues around lighting, shade, maintenance, recycling, bathrooms, off-leash dog areas and dog waste disposal. People also expressed concern about the issue of homelessness on many dimensions – safety, park cleanliness, humanitarian - and saw an opportunity to work with homeless population to improve park cleanliness & safety.









# OUR PARKS, OUR FUTURE CITYWIDE **STRATEGIES**

# B. EXPAND AND IMPROVE <u>Park access</u> for all **G.** ACTIVATE AND ENHANCE **URBAN PUBLIC SPACES** D. ALIGN PROGRAMS WITH COMMUNITY INTEREST E. OPTIMIZE AND IMPROVE <u>EFFICIENCY OF OPERATIONS</u>

# **ENSURE PARKLAND OFFERS RELIEF FROM URBAN LIFE** ASEGURAR QUE LOS PARQUES SEAN ALIVIO EN EL AMBIENTE URBANO

The impact of Austin's rapid growth is becoming apparent as Austinites increasingly confront the loss of natural areas and increased development. PARD has to guard the park system's role as a relief from and counterpoint to Austin's increasingly urban context. Likewise, the parks must become more flexible and multipurpose to support a higher intensity and wider variety of park users.

. . . . . . . . . . . . . . . . .

•••••

. . . . . . . . . . . . . . . . . .

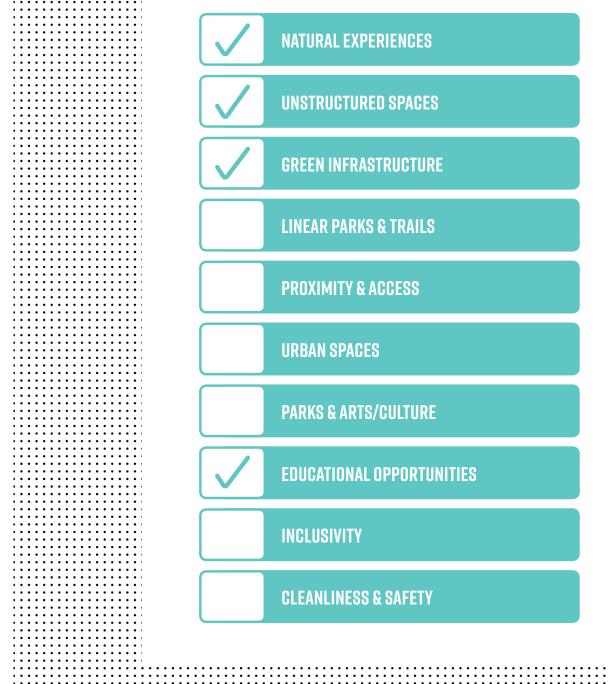
. . . . . . . . . . . . . . . . .

•••••

. . . . . . . . . . . . . . . . . .

. . . . . . . . . . . . . . . . .

### COMMUNITY ENGAGEMENT THEMES







Add between 4,000 and 8,000 acres of new parkland over the next 10 years, maintaining the current park acres standard of 20 acres/1,000 residents while striving to achieve 24

natural areas that support immersive nature experiences and provide space for environmental stormwater



Invest in **multi-purpose**, unstructured spaces capable of supporting flexible uses. Park elements like small plazas or pavilions with electrical/water hookups, moveable furniture, and multi-purpose athletic fields allow for informal use of space while maintaining a natural, open feel.

6.

Provide dedicated off-leash dog areas in appropriate locations to ensure both dog-owners and non-dogowners can enjoy parks.

Make it easier for Austinites to spend time **interacting** with water (e.g. recreational facilities like outdoor pools and access to natural water bodies like lakes and creeks).

Increase the number of PARD community gardens. 7/

Protect and manage natural areas to intentionally balance recreational use with environmental protection.

# 

. .

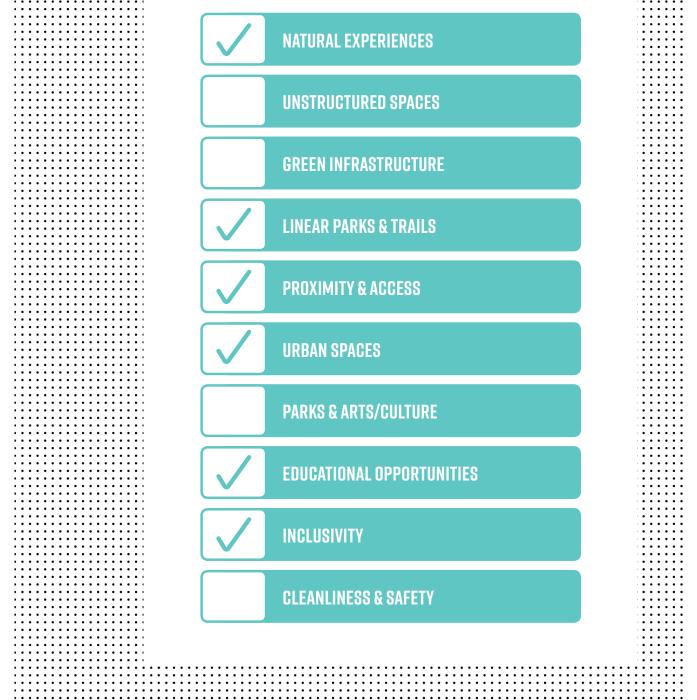
. . . . . . . . . . . . . . . .

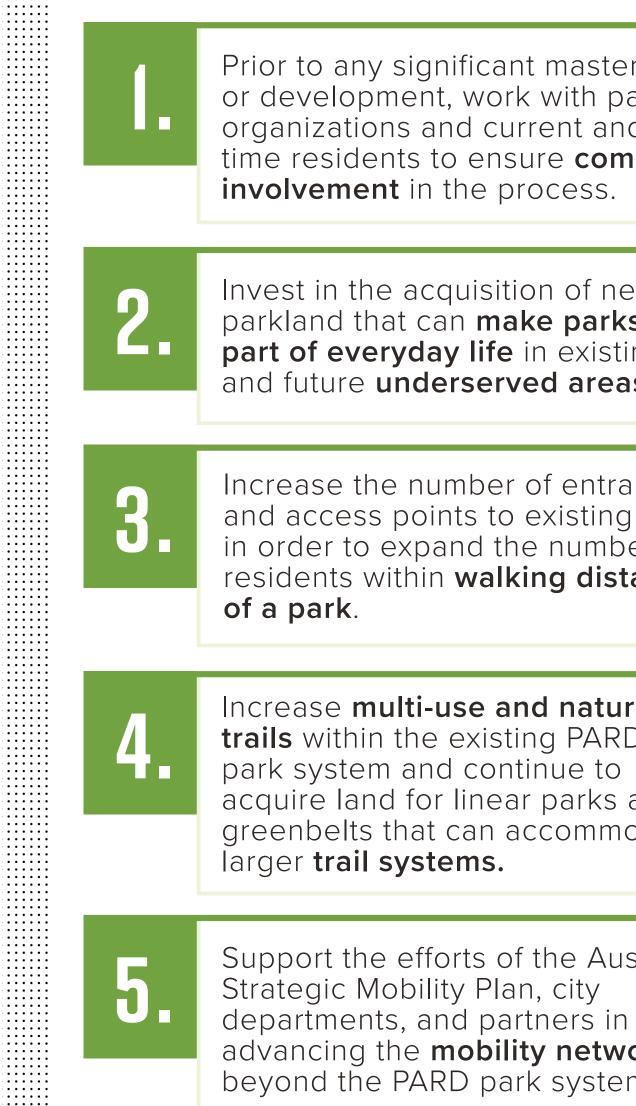
. . . . . . . . . . . . . . . .

# **EXPAND & IMPROVE PARK ACCESS FOR ALL** EXPANDIR Y MEJORAR ACCESO A LOS PARQUES PARA TODOS

Providing equitable access for all residents is a priority for PARD, and accessibility has been identified as an issue during the LRP Process. PARD can increase accessibility for all by improving trails, signange, communications, and wayfinding, among other things. Any future investment in parks, trails, and associated facilities should be ADA compliant.

### COMMUNITY ENGAGEMENT THEMES







Prior to any significant master plan Achieve a more even geographic 6. distribution of facilities that have a or development, work with partner organizations and current and longstrong citywide interest. time residents to ensure **community** involvement in the process. Aspire to provide **universal access** (e.g. all ages, all abilities). Park Invest in the acquisition of new spaces should be accessible, to parkland that can make parks a the greatest extent feasible, by part of everyday life in existing everyone regardless of age, ability, and future underserved areas. or language. Strive to create equal access for all Austinites by reducing barriers to use. Increase the number of entrances and access points to existing parks in order to expand the number of Improve **signage** and 8. residents within walking distance wayfinding markers at entrances and along trails to help park users navigate with confidence. Increase multi-use and nature trails within the existing PARD Improve the **web-based** 9. park system and continue to information describing the acquire land for linear parks and park system to help people greenbelts that can accommodate quickly find the amenities and experiences they are seeking. Support the efforts of the Austin Strategic Mobility Plan, city

advancing the **mobility network** beyond the PARD park system.



Work with Austin Transportation Department to evaluate the need and appropriate fee structure for private car parking areas.

# 

. . . . . . . . . . . . . . . . .

. .

• • • • • • • • • • • • • • • • •

. 

. . . . . . . . . . . . . . . . . .

••••••••••••••••••

. .

# **ACTIVATE & ENHANCE URBAN PUBLIC SPACES** AVIVAR Y REALZAR LOS ESPACIOS PÚBLICOS URBANOS

The strength of Austin's park system has historically revolved around the iconic natural features and large parks; however, its downtown squares and urban parks have been overlooked and underestimated. These spaces can be activated to extend the benefits of parks to more people through a flexible, partnershipcentric approach that expands and enhances use of our public spaces.

### COMMUNITY ENGAGEMENT THEMES







Build on the Downtown Austin Alliance's Downtown Parks Vision to holistically elevate the quality of the

4.

Continuously monitor and provide a clear picture of cost and revenue information to the community, including community and economic impacts associated with large events.

Invest in more lighting and increased staff and especially along trails and pathways to ensure parks



Increase the number of Farmers Markets associated with parks and open spaces.

programming and amenities (e.g. temporary seating or play equipment) in urban public spaces within and



Expand PARD's **Historic Preservation and Heritage** Tourism Program to protect, restore, and promote the cultural and historic resources of the park system.

# **ALIGN PROGRAMS WITH COMMUNITY INTEREST** ALINEAR LOS PROGRAMAS CON LOS INTERESES DE LA COMUNIDAD

While there is a high demand for more programs at parks, there is also a strong interest in Austin for natural experience and unprogrammed spaces and activities. As the needs and interests of residents change, program offerings should be evaluated and adjusted to reflect the most relevant programs as needed.

. . . . . . . . . . . . . . .

. . . . . . . . . . . . . . . .

• • • • • • • • • • • • • • • • •

. .

••••••



### COMMUNITY ENGAGEMENT THEMES







Explore partnership strategies to **increase low**income access to PARD programming.

Increase Adult and Senior active recreation, naturebased and arts & culture.

5.

Leverage "pop-up" programming and temporary uses (e.g.

beer gardens, seasonal markets, parklets, exercise classes, etc.) to activate public spaces and expand access to programs typically held in recreation and cultural centers.

diversity, and equitable distribution of arts and culture programs being offered through PARD.

# 6.

Continually assess community needs and proactively plan for recreation programming that aligns to these needs and trends.

. . . . . . . . . . . . . .

. .

. **. . . . . . . . . . . . .** .

. . . . . . . . . . . . . . .

•••••

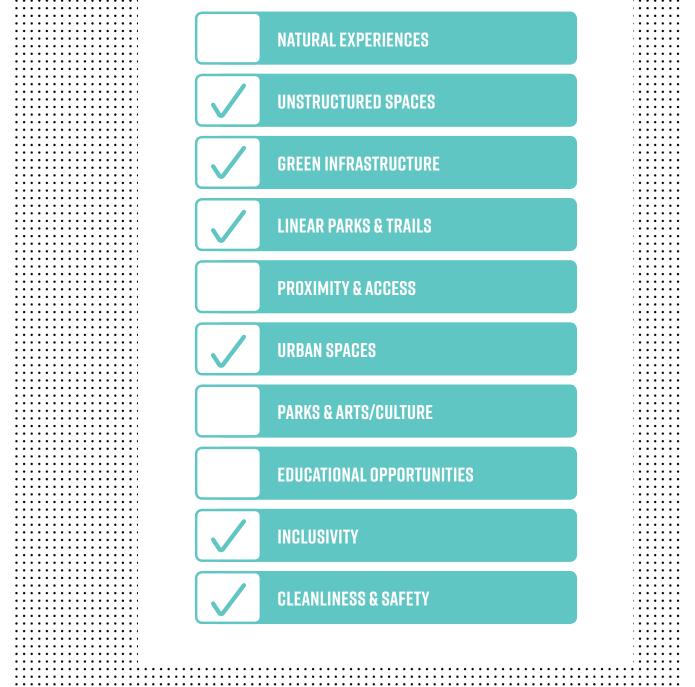
. .

# **OPTIMIZE & IMPROVE EFFICIENCY OF OPERATIONS** APROVECHAR LO MEJOR POSIBLE Y MEJORAR LA EFICIENCIA DE LAS OPERACIONES

Leverage partnerships and revenue opportunities to elevate the quality of PARD operations and maintenance while upholding equitable park access and ensuring a sustainable and well-balanced PARD budget.



### **COMMUNITY ENGAGEMENT THEMES**





Improve the value and awareness of the parks and recreation system offerings to the community.



**Consolidate and improve** efficiency of maintenance operations, administrative and program management functions to a central location with appropriate level of office space and facilities.



Develop a clear organizational framework for PARD partnerships that is equitable, supportive of PARD's mission and goals, and is regularly evaluated to track and monitor impacts and outcomes.

Engage with and provide work opportunities in parks to help people experiencing homelessness (e.g. the Workforce First program that pays individuals experiencing homelessness to help remove trash in public parks).



Work with partners to improve existing parks, trails, and facilities by creating and implementing master plans.

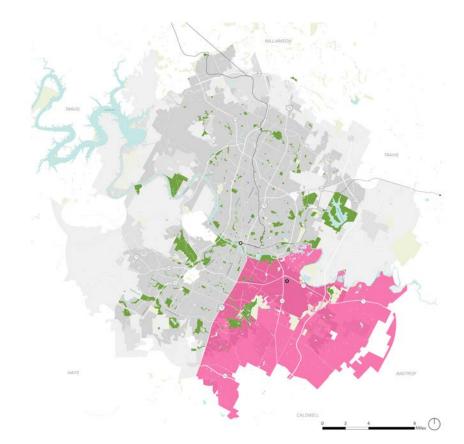


Pursue sustainability and resiliency goals in all PARD facilities.

# OUR PARKS, OUR FUTURE DISTRICT-LEVEL RECOMMENDATIONS

Planning area specific recommendations are included based on the the five city-wide strategies and the specific needs and priorities of each combined planning area.

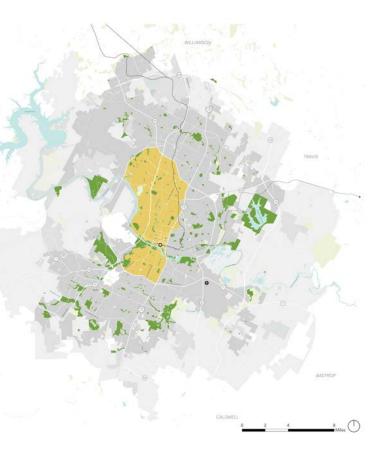
### SOUTHEAST

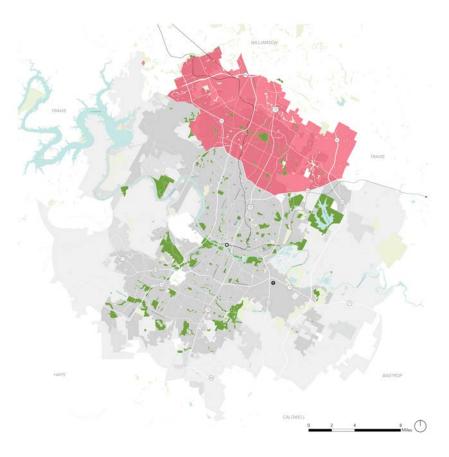


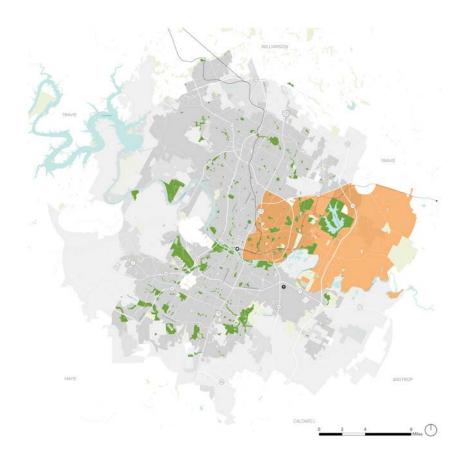
### CENTRAL



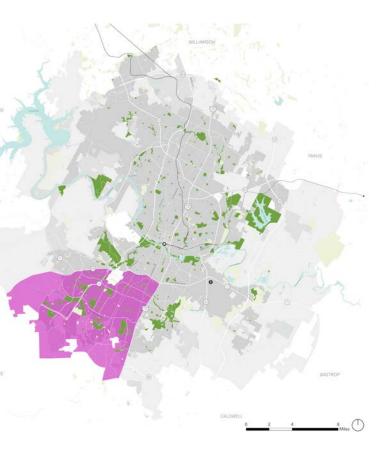
EAST



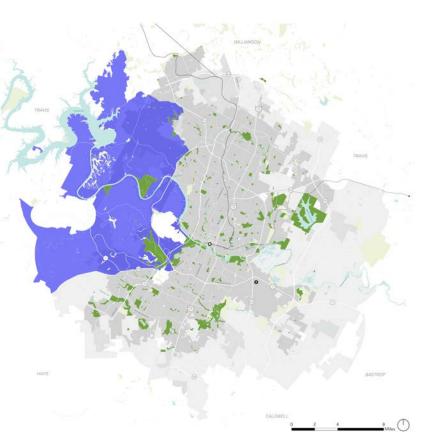




SOUTHWEST

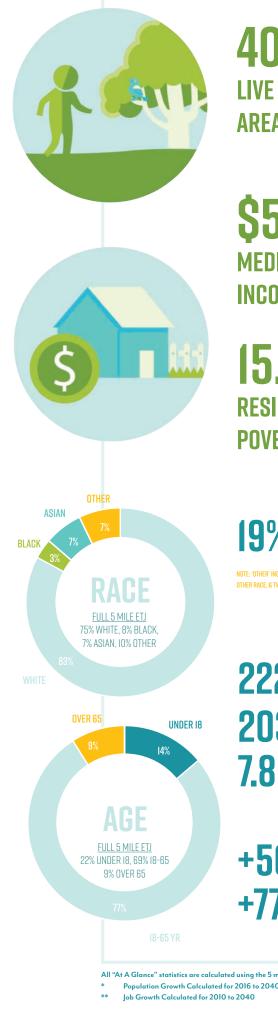


WEST



# **CENTRAL** COMBINED PLANNING AREA RECOMMENDATIONS ÁREA DE PLANIFICACIÓN COMBINADA AL CENTRAL

# AGLANCE



**40%** OF RESIDENTS LIVE IN PARK DEFICIENT **AREAS** [FULL 5 MILE ETJ: 51%]

\$58,474 **MEDIAN HOUSEHOLD INCOME (2017)** [FULL 5 MILE ETJ: \$73,800]

15.8% **RESIDENTS LIVING IN POVERTY (2017)** [FULL 5 MILE ETJ: 13.5%]

**19% HISPANIC** [FULL 5 MILE ETJ: 35%]

NOTE: 'OTHER' INCLUDES AMERICAN INDIAN OTHER RACE, & TWO OR MORE RACES

**222,537** JOBS **203,740** RESIDENTS **7.8** PEOPLE PER ACRE [FULL 5 MILE ETJ: 5.7]

**+50%** POP. GROWTH BY 2040\* +77% JOB GROWTH BY 2040\*\*

- All "At A Glance" statistics are calculated using the 5 mile ETJ boundary NOT the City of Austin boundar
- Job Growth Calculated for 2010 to 2040

# DRAFT RECOMMENDATIONS RECOMENDACIONES PRELIMINARES

### **PARK DEVELOPMENT & IMPLEMENTATION**

- + ADAMS-HEMPHILL NEIGHBORHOOD PARK develop and implement vision plan, improve accessibility and key amenities
- + BARTON CREEK GREENBELT improve access points, signage and wayfinding
- + BLUNN CREEK PRESERVES improve access, trailhead, and nature play
- + BRUSH SQUARE master plan implementation
- + COVERT PARK AT MT. BONNELL design and construction
- + DOUGHERTY ART CENTER AT BUTLER SHORES complete design and implementation
- + ELISABET NEY MUSEUM development of visitors center on north side of Waller Creek
- + GROVE AT SHOAL CREEK park system master plan implementation, includes dog park
- + LAMAR BEACH master plan implementation
- + MAYFIELD PARK rehabilitate buildings, grounds, and ponds
- + OLD BAKERY EMPORIUM & VISITORS CENTER rehab and plaza renovation
- + PERRY NEIGHBORHOOD PARK work with AISD to improve neighborhood access
- + SEAHOLM WATERFRONT master plan implementation
- + SOUTH AUSTIN NEIGHBORHOOD PARK master plan implementation, includes trail & multiuse field improvements
- + STECK VALLEY GREENBELT improvements and pocket park development
- + REED NEIGHBORHOOD PARK continue renovations
- + WALSH BOAT LANDING implement improvements
- + WEST AUSTIN NEIGHBORHOOD PARK master plan implementation, includes addressing failing retaining walls
- + WALLER CREEK continue to collaborate with Waller Creek Conservancy improvements
- + WOOLDRIDGE SQUARE master plan implementation
- + ZILKER METROPOLITAN PARK construct loop trail extension and bridge; master plan implementation including: Eliza Springs Historic Amphitheater Rehab, Sunken Gardens Rehab, Zilker Gardens Rehab, Zilker Clubhouse Rehab
- + Work with AISD to implement parks at: Pre-K Schools: Uphaus Early Childhood Center, Read Pre-K Demonstration Elementary Schools: Webb Primary, Gullet, Reilly, Wooten, Pillow, Brentwood, Brown, Lee, Pease, Ridgetop, Dawson, Travis Heights, Zilker, Galindo, Barton Hills, Becker, Doss, Hill, Bryker Woods, Casis, Mathews, Highland Park, Austin St Hospital

Middle Schools: Lamar, Burnet, Webb, Murchinson, O. Henry Middle & High Schools: Richards School For Young Women Leaders High Schools: Mccallum, Travis, Premier at Travis, Anderson, Austin, Travis County Juvenile Detention Center, Phoenix Academy, Leadership Academy Special Needs: Rosedale

### **ENVIRONMENTAL IMPROVEMENTS**

+ SHOAL CREEK - reestablish the trail connection in landslide area

### PARTNERSHIPS

- + BRACKENRIDGE TRACT work with UT to retain golf and/or recreational opportunities
- + NORWOOD HOUSE continue to collaborate with the Norwood Foundation to rehab the house and implement the master plan
- + PEASE DISTRICT PARK continue to collaborate with Pease Park Conservancy on improvements
- + SHOAL CREEK CORRIDOR continue to collaborate with Shoal Creek Conservancy on improvements
- + TOWN LAKE HIKE AND BIKE TRAIL work with UT to promote park trail connectivity to Red Bud Isle

### **ACQUISITIONS**

- + BLUNN CREEK TRAIL extension to LADY BIRD LAKE BOARDWALK TRAIL
- + WEST AND EAST BOULDIN CREEK GREENBELT acquisition and trail development
- + New parkland within park deficient areas

### MASTER PLANNING

- + BEVERLY S SHEFFIELD NORTHWEST DISTRICT PARK including Level 2-3 development
- + BUTLER SHORES
- + GILLIS NEIGHBORHOOD PARK including reinvestment in key amenities
- + ZILKER METROPOLITAN PARK including Umlauf, Zilker Botanical Garden, and Austin Nature & Science Center

### **FEASIBILITY STUDIES**

+ HANCOCK GOLF COURSE - study feasibility of golf and other recreational opportunities that can enhance sustainability of course

### WHAT DID WE MISS?



# DRAFT PLAN REVIEW

# Public review of the Draft Plan

## www.austinfutureparks.org

# Available for comment through September 9th

# **Pop-up Events In Progress:**

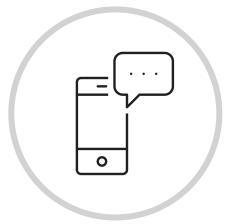
Austin ISD: Back to School Bash (Aug 3, District 9)

Jewish Community Center Splash Day (Aug 5, District 10)

Austin Pride Festival (Aug 10, District 3)

Dove Springs Advisory Board Backpack Giveaway (Aug 10, District 2)

Bartholomew Municipal Pool (Aug 14, District 4)



### STAY CONNECTED

Kim McKnight, Project Lead Park Planning Division

E: Kim.McKnight@austintexas.gov