

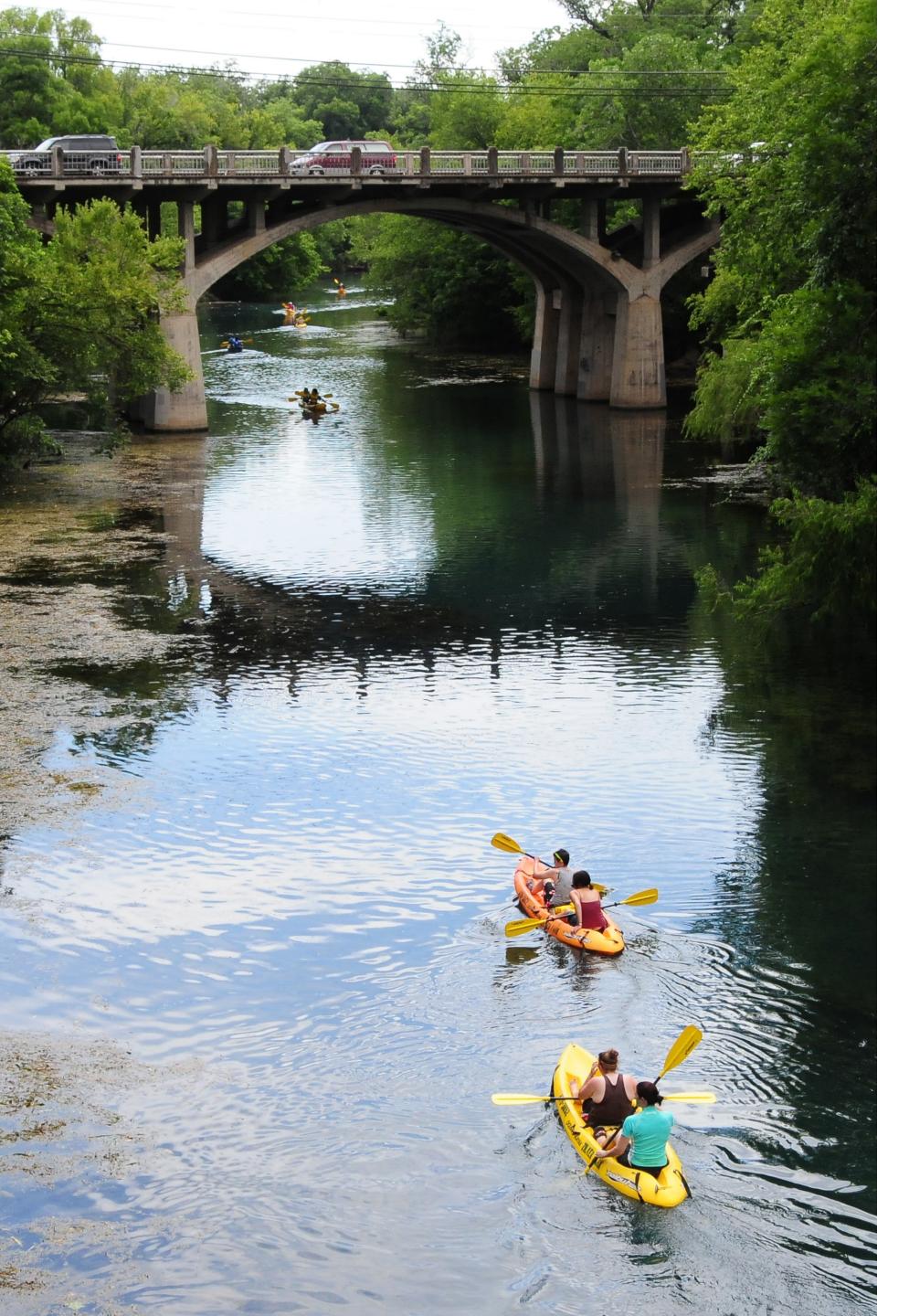
OUR PARKS, OUR FUTURE LONG RANGE PLAN

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.



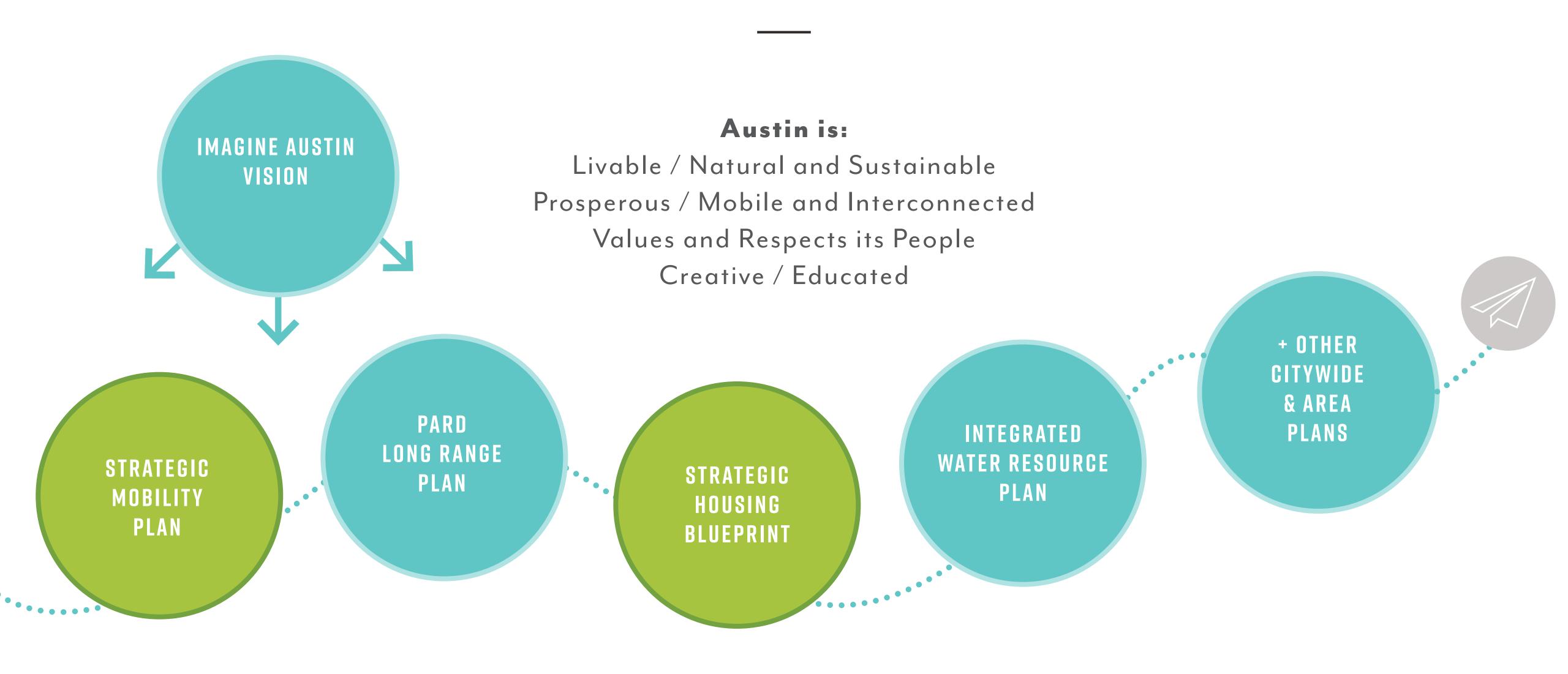
PARK SYSTEM RECOMMENDATIONS & PRIORITIZATION

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



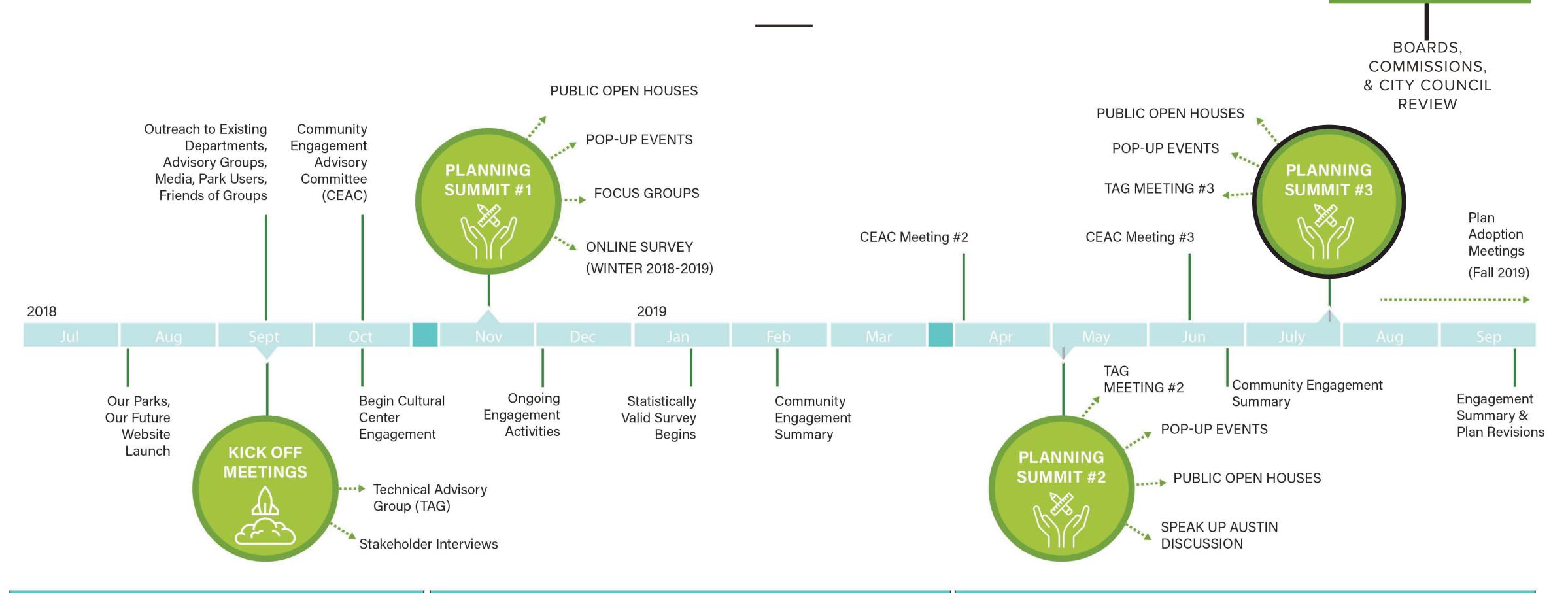
RELATIONSHIP TO OTHER

CITYWIDE PLANS



LONG RANGE PLAN

SCHEDULE



PHASE 1: PHASE 2: PHASE 3:

ACTIVE COMMUNITY & STAKEHOLDER ENGAGEMENT

PLAN DEVELOPMENT / PRIORITIES



WE ARE HERE

A LOOK AT THE PARK SYSTEM

TODAY

JUST SOME OF THE FACILITIES

PARKS

GOLF

COURSES

PUBLIC/PRIVATE

PARTNERSHIPS

VOLLEYBALL COURTS

POOLS

RECREATION/SENIOR GARDENS

TENNIS COURTS

HISTORIC BUILDINGS

TRAIL MILES

PLAYGROUNDS

OFF-LEASH DOG AREAS

CEMETERIES

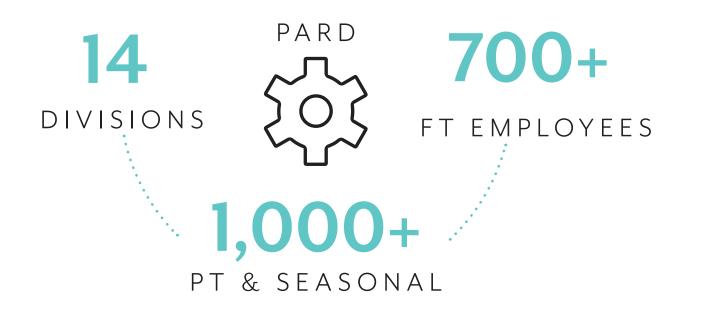
REC

MUSEUMS, ARTS &

STAGES/

MIXED-USE







PARKLAND

ACRES OF





POPULATION IN 2018*

PROJECTED POPULATION IN 2030*

KEY METRICS



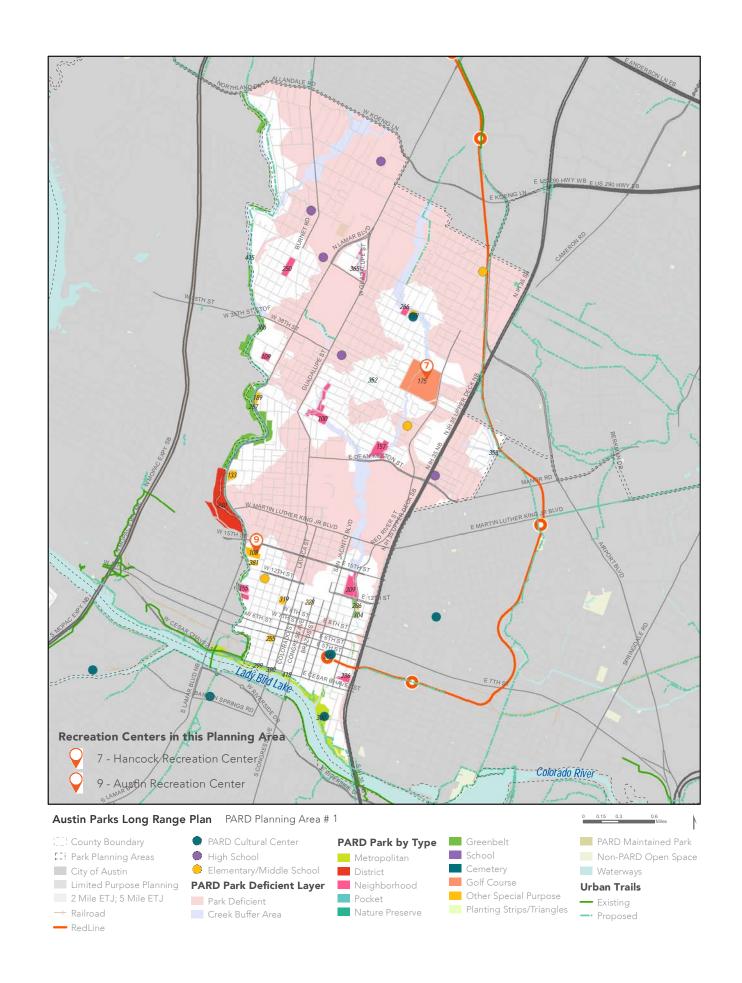


A LOOK AT THE PARK SYSTEM

19,000+ ACRES CITYWIDE

TODAY





BY PARD PLANNING AREA





SHARE YOUR VISION FOR THE FUTURE OF AUSTIN'S PARKS

TEXT "SURVEY" TO (512) 580-8850
VISIT AUSTINFUTUREPARKS.ORG/SURVEY

AUSTIN PARKS

SURVEYS, WEBSITE & SOCIAL MEDIA

925 STATISTICALLY VALID SURVEY RESPONSES 4,400+ COMMUNITY SURVEY RESPONSES 9,000+ COMMUNITY SURVEY COMMENTS



REACHING OUT &

ENGAGING THE PUBLIC







ENGAGING KIDS THROUGH ART

Gus Garcia Rec

OPEN HOUSE SERIES #1

- 1 George Washington Carver Museum
- Northwest Recreation Center
- Gustavo "Gus" L. Garcia Recreation Center
- 4 Dittmar Recreation Center
- Fiesta Gardens Building

OPEN HOUSE SERIES #2

6 South Austin Senior Activity Center

8 Circle C Community Center

- 7 Anderson Mill Limited District Community Center
- 9 IBPS Buddhist Temple/FGS Xiang Yun Temple
- 10 Austin Recreation Center



OPEN HOUSE SERIES #3

12 Zilker Botanical Garden

Millennium Youth Entertainment Complex

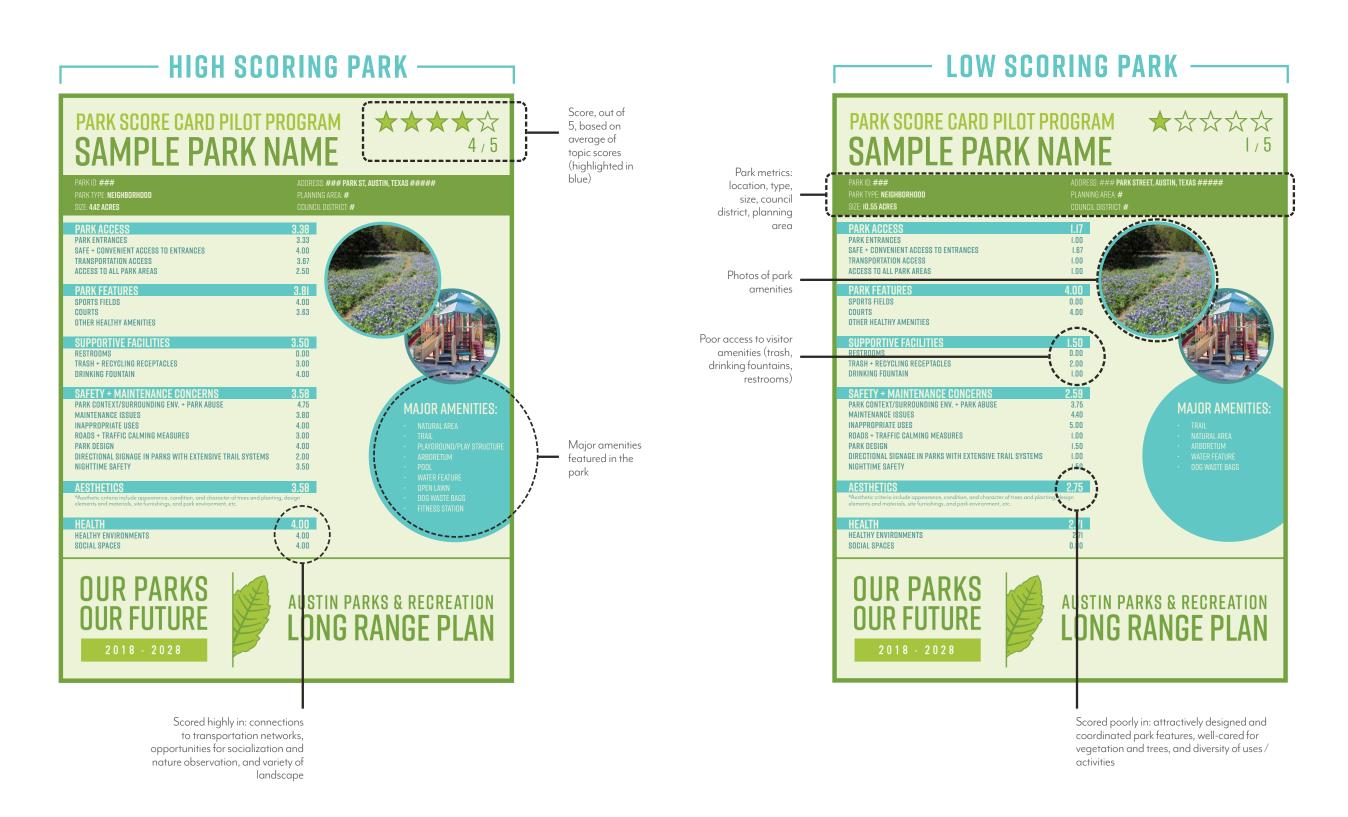
CONDITION ASSESSMENT

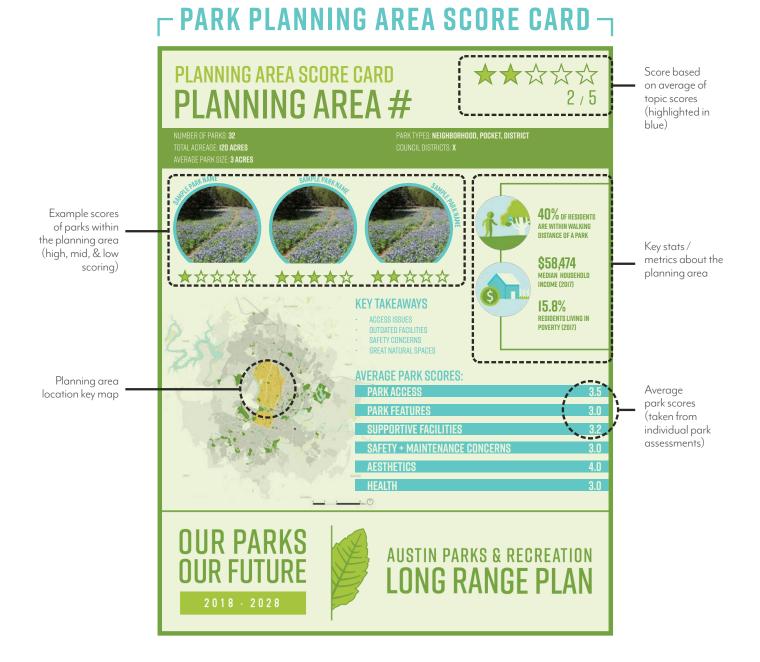
WHAT ARE THE PARK SCORE CARDS?

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.

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.



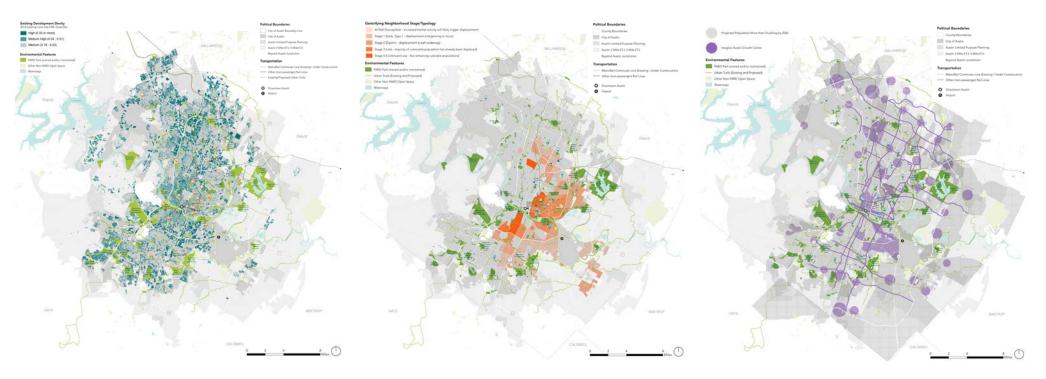




NEEDS ASSESSMENT



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



▲ MAPPING OF EXISTING DENSITY, DISPLACEMENT RISK, FUTURE GROWTH



▲ MAPPING OF PARK ACCESS BY FOOT



IDENTIFYING

PRIORITIZATION

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

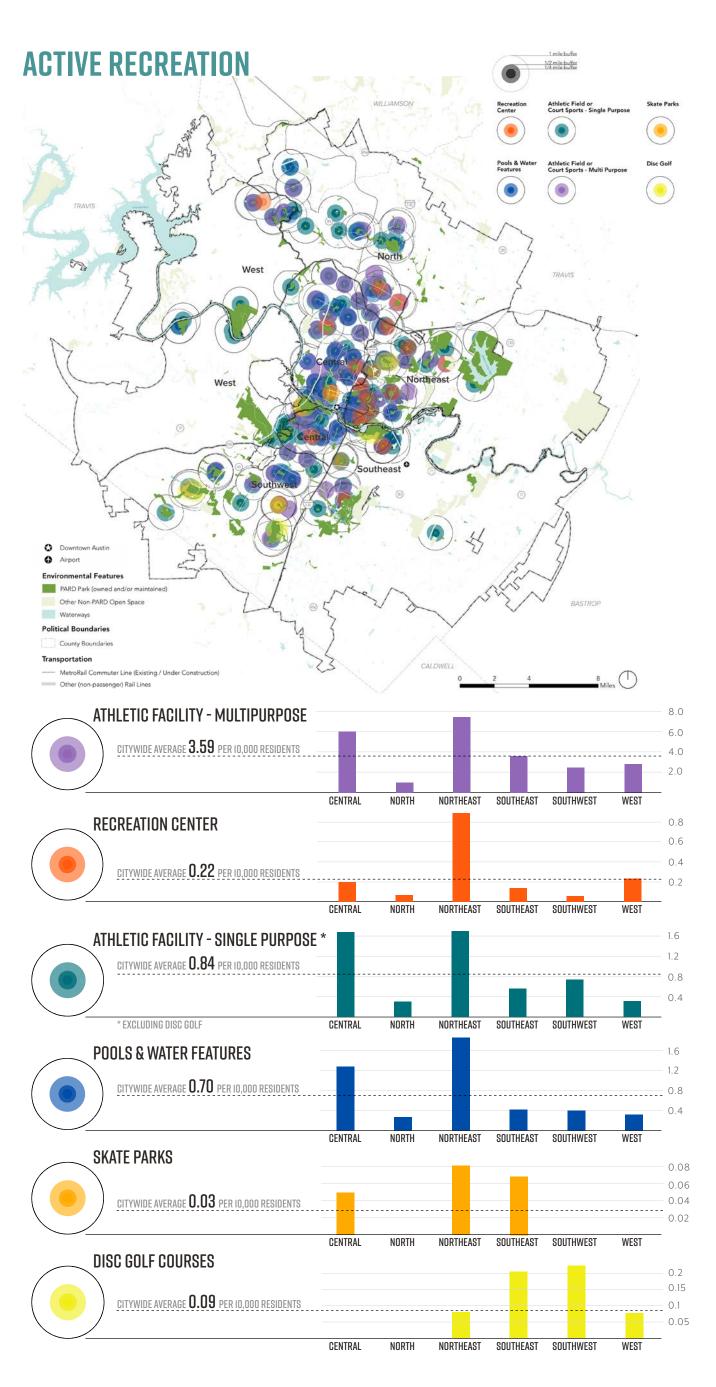
The LRP process includes detailed study of areas that are park deficient, as well as areas that have a high or low level of parks / programs compared to the city's average.

SCORING METHODOLOGY

Developed for prioritization of PARD LRP investments.

PUBLIC FEEDBACK LOOP

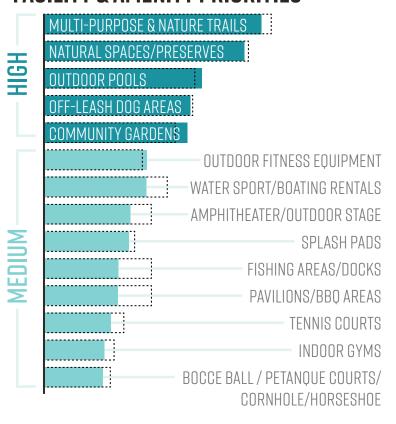
Continual feedback through ongoing meetings and activities with staff, stakeholders and the public combined with these analytical tools lead to prioritization and refinement of goals and strategies.



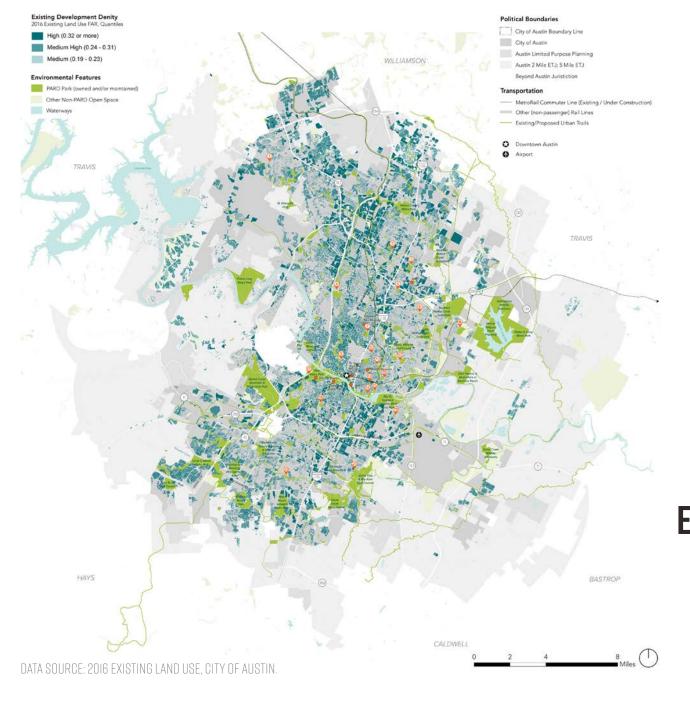
■ ANALYSIS OF ACCESS TO AMENITIES AND PRIORITY NEEDS BY COMBINED PLANNING AREA

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.

FACILITY & AMENITY PRIORITIES



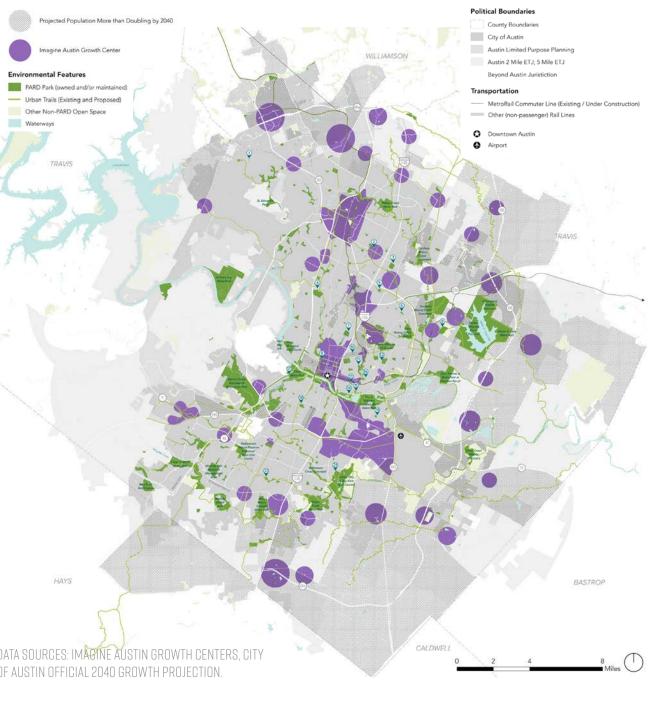


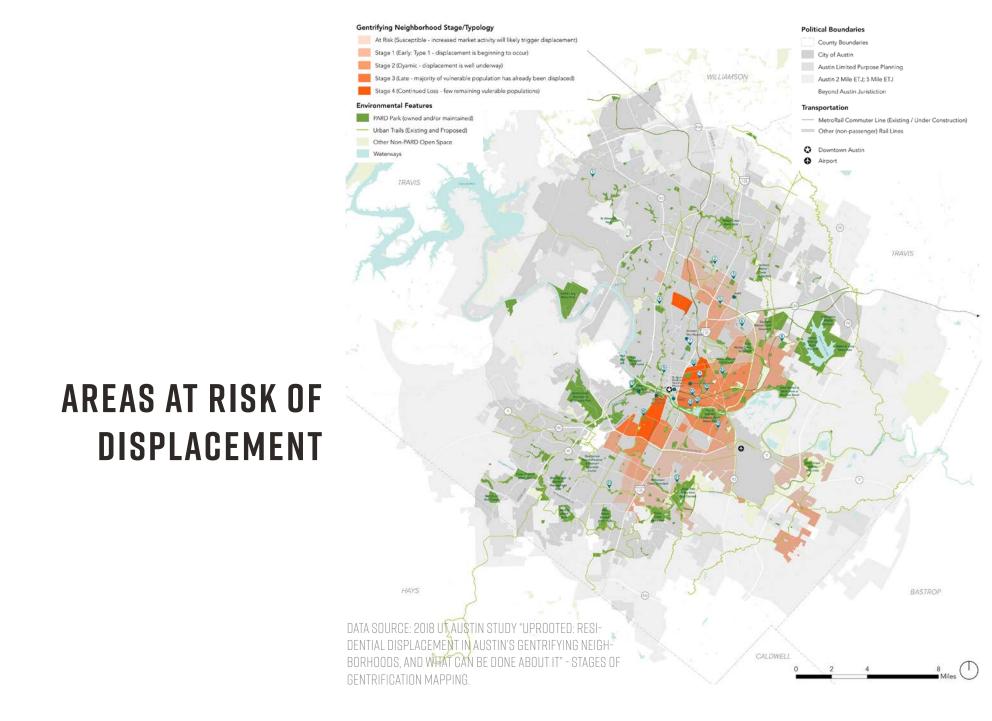


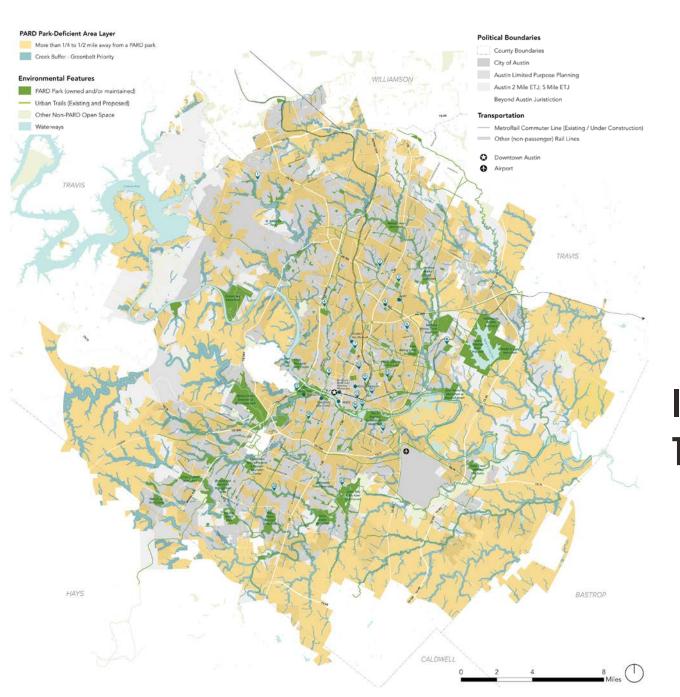
GROWTH & PARK NEED ANALYSIS

EXISTING HIGH-DENSITY AREAS

PROACTIVE PARK PLANNING IN HIGH GROWTH AREAS







IDENTIFYING AREAS
THAT LACK PARKLAND



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.

CITYWIDE STRATEGIES







B. EXPAND AND IMPROVE <u>PARK ACCESS</u> FOR ALL



G. ACTIVATE AND ENHANCE <u>Urban Public Spaces</u>



D. <u>ALIGN PROGRAMS</u> 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

NATURAL EXPERIENCES

UNSTRUCTURED SPACES

GREEN INFRASTRUCTURE

LINEAR PARKS & TRAILS

PROXIMITY & ACCESS

URBAN SPACES

PARKS & ARTS/CULTURE

EDUCATIONAL OPPORTUNITIES

INCLUSIVITY

CLEANLINESS & SAFETY

- 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 acres/1,000 residents.
- Protect and increase natural areas that support immersive nature experiences and provide space for environmental stormwater benefits.
- 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.

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

NATURAL EXPERIENCES UNSTRUCTURED SPACES **GREEN INFRASTRUCTURE LINEAR PARKS & TRAILS PROXIMITY & ACCESS** URBAN SPACES PARKS & ARTS/CULTURE **EDUCATIONAL OPPORTUNITIES** INCLUSIVITY

CLEANLINESS & SAFETY

- Prior to any significant master plan or development, work with partner organizations and current and longtime residents to ensure community involvement in the process.
- Invest in the acquisition of new parkland that can make parks a part of everyday life in existing and future underserved areas.
- Increase the number of entrances and access points to existing parks in order to expand the number of residents within walking distance of a park.
- Increase multi-use and nature **trails** within the existing PARD park system and continue to acquire land for linear parks and greenbelts that can accommodate larger trail systems.
- Support the efforts of the Austin Strategic Mobility Plan, city departments, and partners in advancing the mobility network beyond the PARD park system.

- Achieve a more even geographic distribution of facilities that have a strong citywide interest.
- Aspire to provide universal access (e.g. all ages, all abilities). Park spaces should be accessible, to the greatest extent feasible, by everyone regardless of age, ability, or language. Strive to create **equal** access for all Austinites by reducing barriers to use.
- Improve **signage** and wayfinding markers at entrances and along trails to help park users navigate with confidence.
- Improve the web-based information describing the park system to help people quickly find the amenities and experiences they are seeking.
- 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, partnership-centric approach that expands and enhances use of our public spaces.

COMMUNITY ENGAGEMENT THEMES

UNSTRUCTURED SPACES

GREEN INFRASTRUCTURE

LINEAR PARKS & TRAILS

PROXIMITY & ACCESS

URBAN SPACES

PARKS & ARTS/CULTURE

EDUCATIONAL OPPORTUNITIES

INCLUSIVITY

CLEANLINESS & SAFETY

Build on the Downtown
Austin Alliance's Downtown
Parks Vision to holistically
elevate the quality of the
urban public realm.

Invest in more lighting and increased staff and volunteer presence, especially along trails and pathways to ensure parks feel **safe** after dark.

Support more dense, flexible, and diverse programming and amenities (e.g. temporary seating or play equipment) in urban public spaces within and beyond PARD parkland.

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

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

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

WATURAL EXPERIENCES

UNSTRUCTURED SPACES

GREEN INFRASTRUCTURE

LINEAR PARKS & TRAILS

PROXIMITY & ACCESS

URBAN SPACES

PARKS & ARTS/CULTURE

EDUCATIONAL OPPORTUNITIES

INCLUSIVITY

CLEANLINESS & SAFETY

Provide more naturebased programs.

Increase Adult and Senior programming across multiple categories — active recreation, nature-based and arts & culture.

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

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

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.

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.

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.

COMMUNITY ENGAGEMENT THEMES

NATURAL EXPERIENCES

UNSTRUCTURED SPACES

GREEN INFRASTRUCTURE

LINEAR PARKS & TRAILS

PROXIMITY & ACCESS

URBAN SPACES

PARKS & ARTS/CULTURE

EDUCATIONAL OPPORTUNITIES

INCLUSIVITY

CLEANLINESS & SAFETY

2.

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).

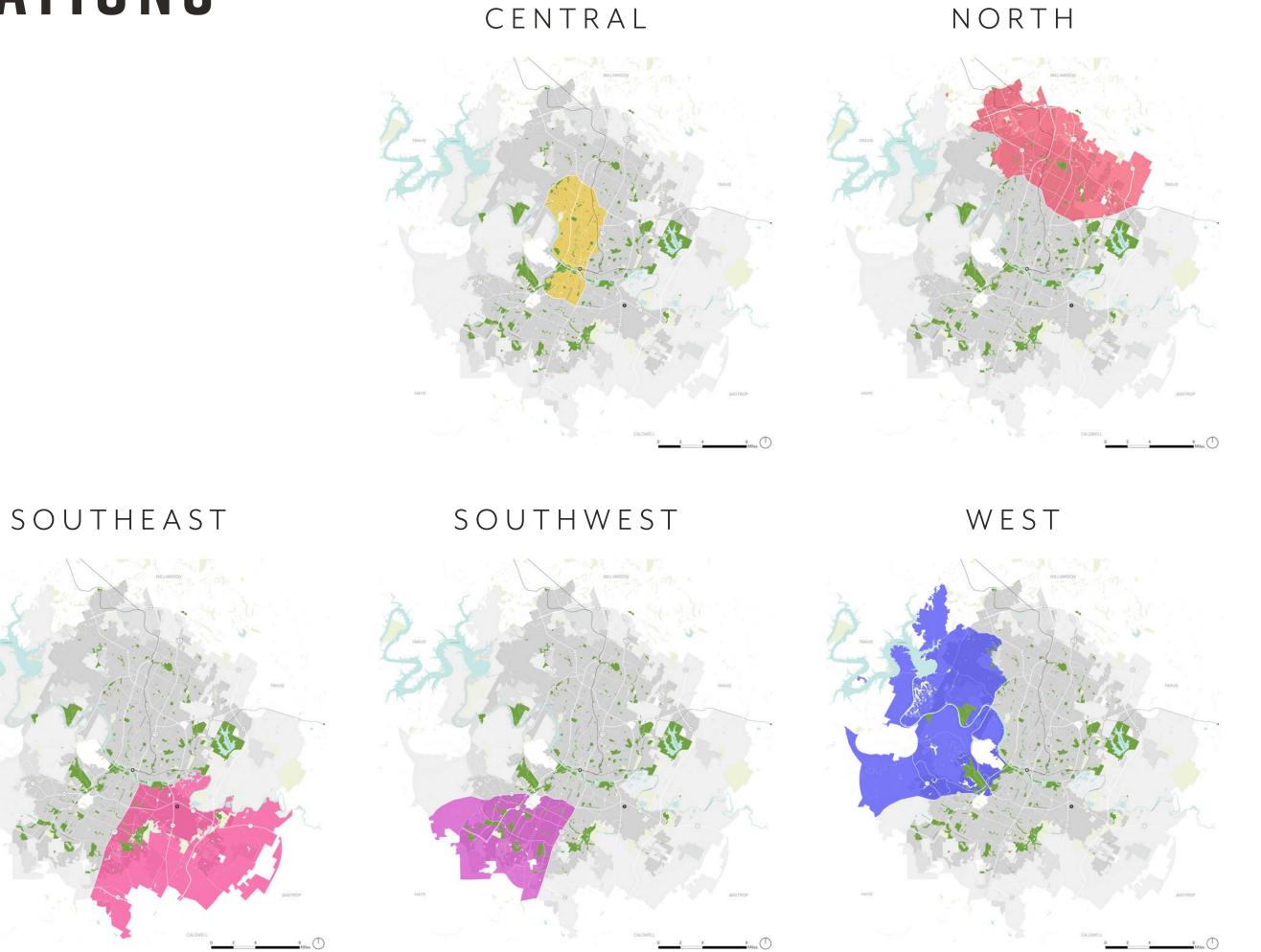
Work with partners to improve existing parks, trails, and facilities by creating and implementing master plans.

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

Pursue sustainability and resiliency goals in all PARD facilities.

DISTRICT-LEVEL RECOMMENDATIONS

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



EAST

CENTRAL COMBINED PLANNING AREA RECOMMENDATIONS

ÁREA DE PLANIFICACIÓN COMBINADA AL CENTRAL

AT A GLANCE UNIVISTAZO

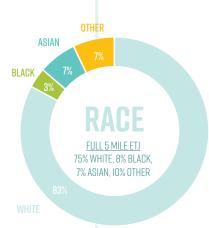


40% OF RESIDENTS
LIVE IN PARK DEFICIENT
AREAS [FULL 5 MILE ETJ: 51%]

\$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%]



AUE

FULL 5 MILE ETJ

22% UNDER 18, 69% 18-65

9% OVER 65

222,537 JOBS
203,740 RESIDENTS
7.8 PEOPLE PER ACRE

+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

Population Growth Calculated for 2016 to 2040
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
- + 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:

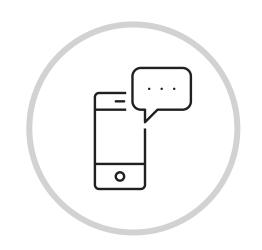
Austin ISD: Back to School Bash (Aug 3, District 9)

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