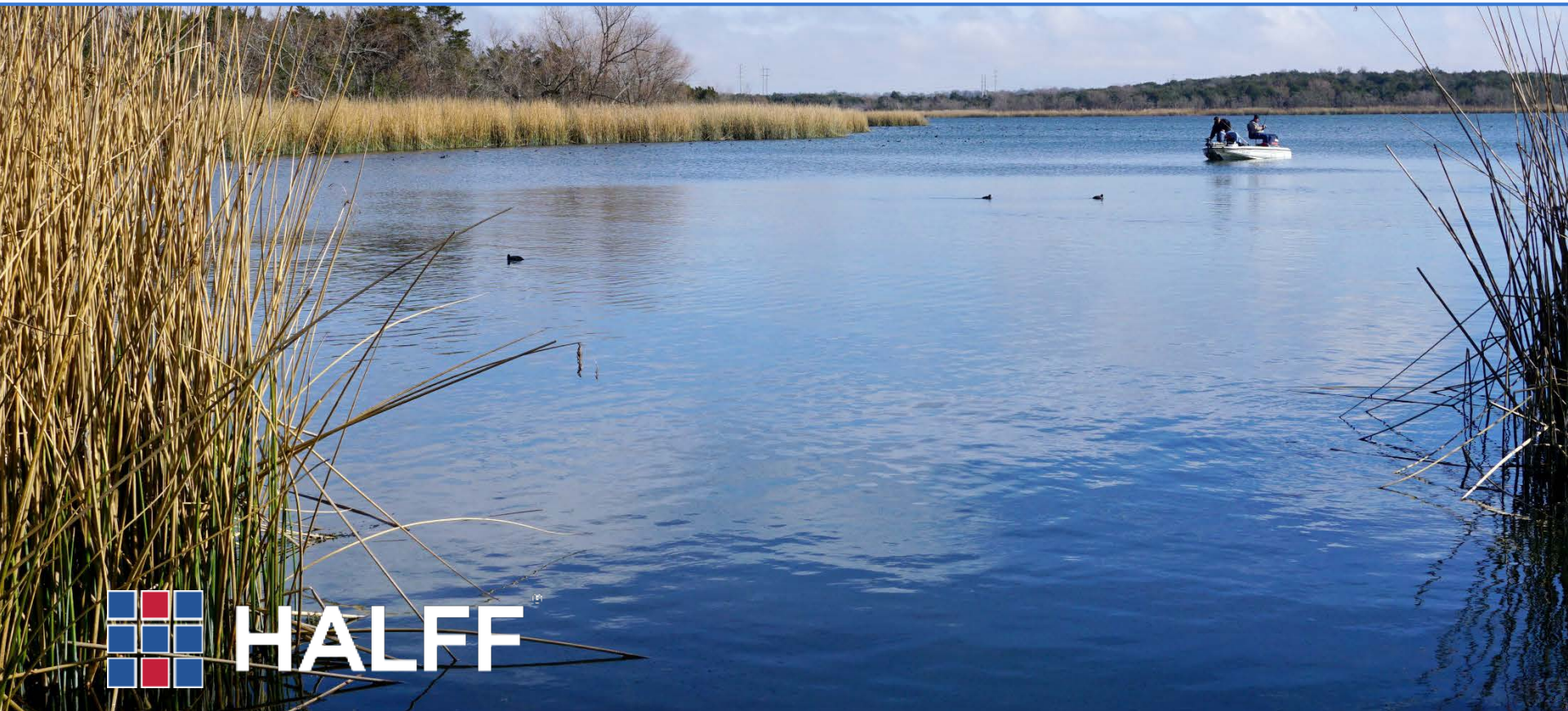




WALTER E. LONG METROPOLITAN PARK

Master Plan Review – City Council

October 2019



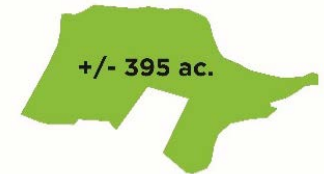
HALFF

PARK MASTER PLAN

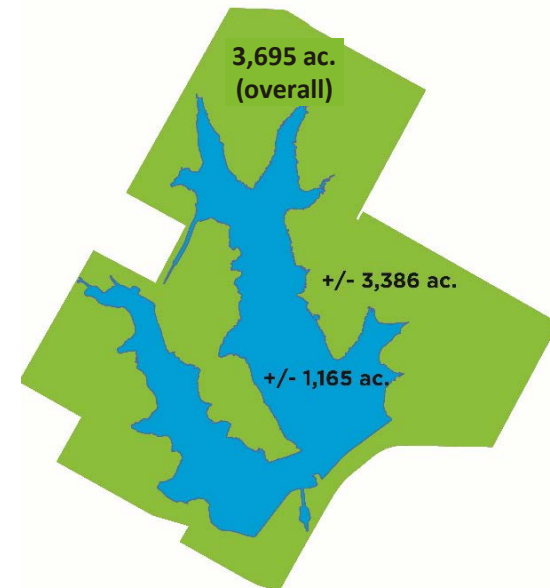
- Develops an overall vision for the park for current and future guidance
- Identifies types of recommended recreation uses
- Prioritizes initial development phase(s)
- Serves as a reference for future development



Zilker Park



Roy G. Guerrero Park



Walter E. Long Park

PUBLIC ENGAGEMENT PROCESS

- **Technical Advisory Group**
- **Community Stakeholder Focus Groups**
 - ✓ Local/citywide individuals/entities
 - ✓ Meetings with area community
- **Public Events and Public Interaction**
 - ✓ In-person intercept survey
 - ✓ Four public meetings at Decker Middle School (March to December 2018)
- **Online Engagement**
 - ✓ Three opinion surveys
 - ✓ Map blog
- ✓ **Workshops with PARD Staff**
- **Elected/Appointed Officials and Boards**
 - ✓ Boards and Commissions
 - City Council



HISTORY OF THE PARK



- Initial Master Plan 1966
- Federally Funded
- Interesting Similarities
- Uses, Zones, Access

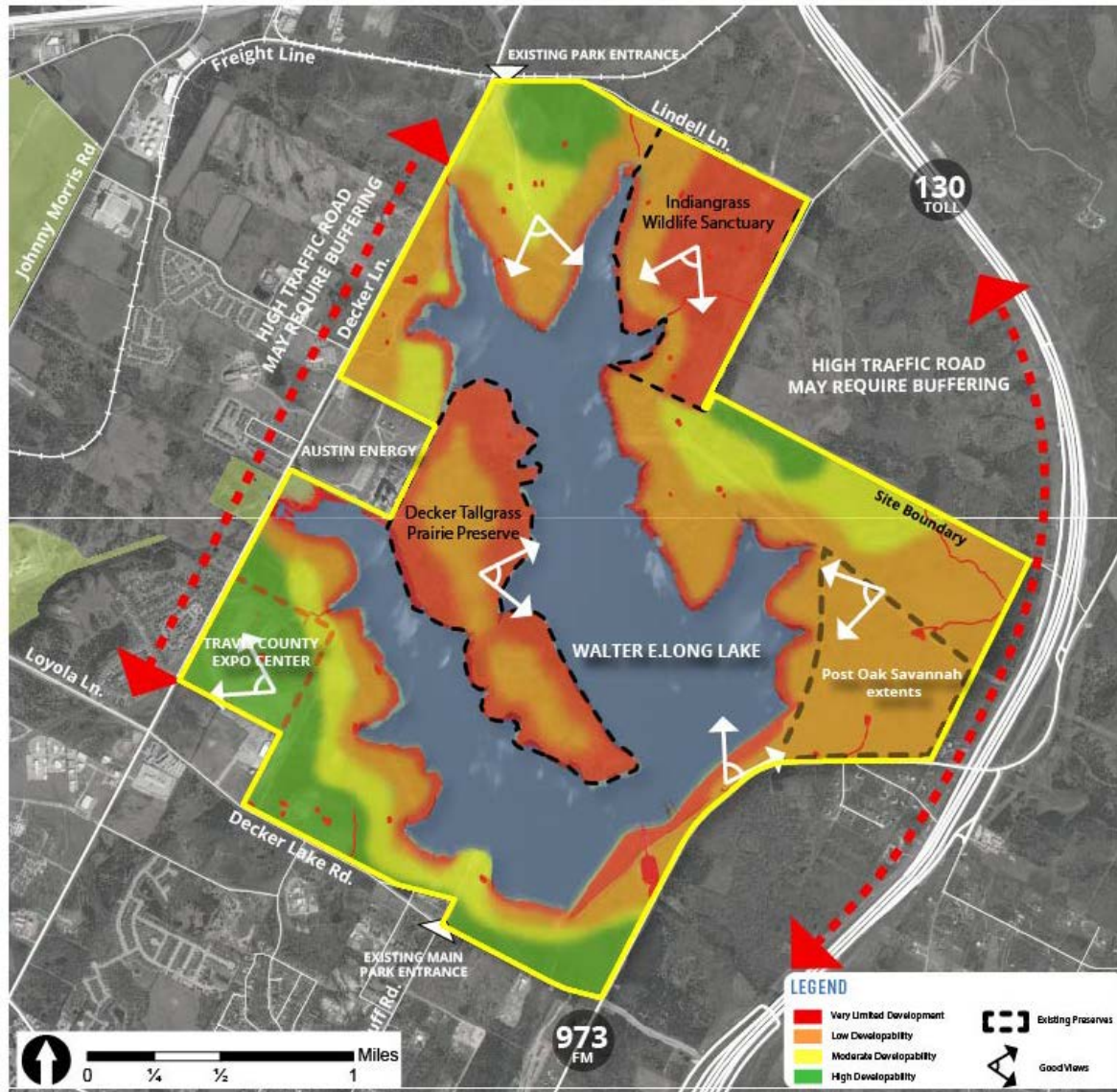
POTENTIAL FUTURE SUPPLY OF RETAIL & OFFICE/COMMERCIAL USES (EPS)

Item	5 - Mile Radius		
	Existing	Existing + Emerging	Percent Increase
Households (# of res. units)	17,589	44,250	152%
Retail (sq. ft.)	741,303	4,233,752	471%
Office/Commercial (sq. ft.)	2,124,737	7,529,783	254%
Hotel (# of rooms)	728	1,528	110%

(1) Captures emerging development; may not represent all development within a 5-mile radius.

Sources: ESRI; CoStar; Economic & Planning Systems, Inc.

BACKGROUND – ANALYSIS



Development Potential

- **High developability** – potential for extensive construction (e.g., buildings, surface parking, athletic fields, infrastructure, etc.)
- **Moderate developability** – potential for condensed construction (e.g., playgrounds, picnic areas, etc.)
- **Low developability** – potential for low impact construction (e.g., trails, boardwalks, pavilions, etc.)
- **Very limited development** – very limited construction, if any (e.g., wetlands, trails, etc.)



TYPES OF RECREATION (PARK USE ZONES)

■ Active

- Active sports and amenities, organized events, more significant infrastructure, often greater cost

■ Passive

- Less development/infrastructure, casual activities & hobbies, often less cost

■ Environmental/Natural

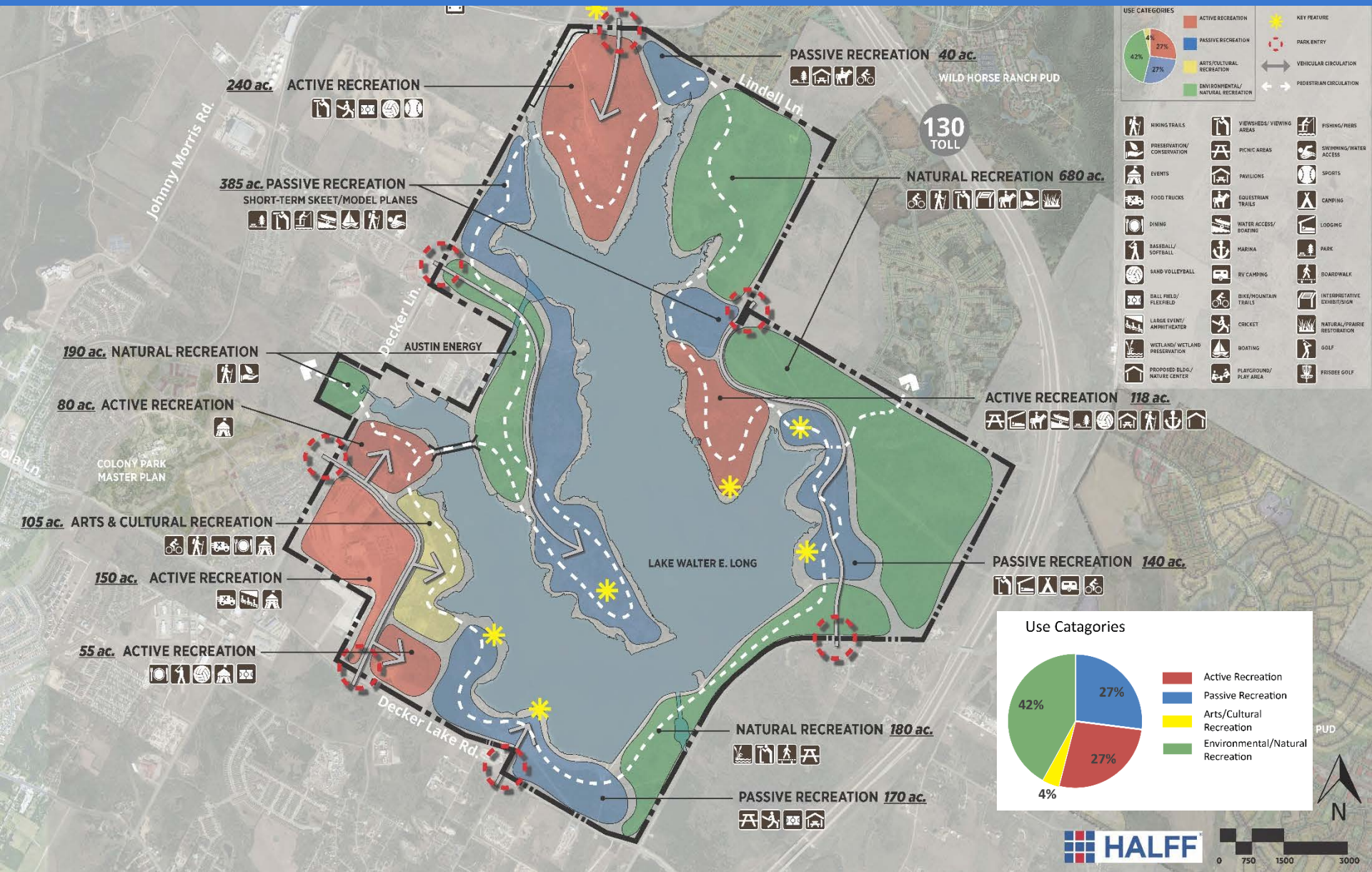
- Preservation of vegetation/wildlife, nature-based activities, less development/infrastructure, often less cost

■ Arts and Cultural

- Community enrichment amenities, activities, and programs, infrastructure and costs range from very little to extensive



PREFERRED FRAMEWORK PLAN



ILLUSTRATIVE MASTER PLAN



- LEGEND**
- A. CULTURAL ARTS CENTER & PLAZA
 - B. FURNITURE/LAW/OPEN SPACE
 - C. ENTERTAINMENT/VEHICLE AREA
 - D. VEGETATIVE BUFFER/EXISTING TREES
 - E. BOARDWALK/HAIKUS
 - F. MARINA/BOAT LAUNCH
 - G. RENTAL FACILITIES
 - H. RV CAMP/BOAT HOUSE
 - I. WELCOME/VISITOR CENTER
 - J. NATURAL CENTER
 - K. BEACH ZONE
 - L. FISHING ZONE
 - M. PEDESTRIAN BRIDGE
 - N. VEHICULAR BRIDGE
 - O. EXHIBITION OFFICE/AFROMODIORS ZONE
 - P. PARKING
 - Q. CAMPING AREA (INCLUDES PRIMITIVE)
 - R. OVERLOOK
 - S. EVENT VENUE & INTERPRETIVE CENTER
 - T. CENTRAL PLAZA
 - U. PROMENADE
 - V. TERRACED SEATING FEATURE
 - W. RV CAMPING AREA
 - X. FISHING DAM
 - Y. ENTRY/SIGNAGE FEATURE
 - Z. ADVENTURE ROPE COURSE
 - AA. OBSERVATION POINT/ OVERLOOK
 - AB. AMPHITHEATER
 - AC. GATEHOUSE
 - AD. PARK VISITOR CENTER/GATEWAY FEATURE
 - AE. LOOP TRAIL
 - AF. MULT-USE/EQUESTRIAN TRAILS
 - AG. PARK ROAD
 - AH. EXPO CENTER
 - AI. EXPO AREA
 - AJ. EQUESTRIAN PASTURE
 - AK. DISC GOLF
 - AL. RESEARCH FACILITY
 - AM. WATERFRONT EVENT SPACE & GARDENS
 - AN. SOLAR ARRAY
 - AO. TRAILHEAD
 - AP. SCULPTURE GARDEN/SPECIAL NEEDS PLAY AREA
 - AQ. ATHLETIC COURTS/HOUSES
 - AR. RELOCATED MAINTENANCE FACILITY
 - AS. FUTURE TRANSIT LINE
 - AT. PLAYGROUND/PICNIC AREA
 - AU. KAYAK RENTAL
 - AV. MIXED-USE RETAIL
 - AW. SCULLERY BOAT HOUSE
- VEHICULAR CIRCULATION
MAIN LOOP TRAIL
MULTI-USE TRAILS

Any proposed park development will comply with applicable City codes and standards or will seek necessary variances.

CIRCULATION AROUND THE PARK



Vehicular Circulation

9.5 miles

Pedestrian/Bicycle/Vehicular connection across Decker Lane

Pedestrian crossing for connection to peninsula area

Pedestrian/Bicycle connection towards Colony Park

Pedestrian/Bicycle connection to Wildhorse Ranch

Pedestrian/Bicycle connection regionally across Toll 130



Pedestrian/Equestrian Trails

18 miles

Pedestrian/Bicycle connection to Wildhorse Ranch

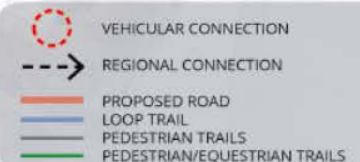
Pedestrian/Bicycle connection regionally across Toll 130 and Whisper Valley



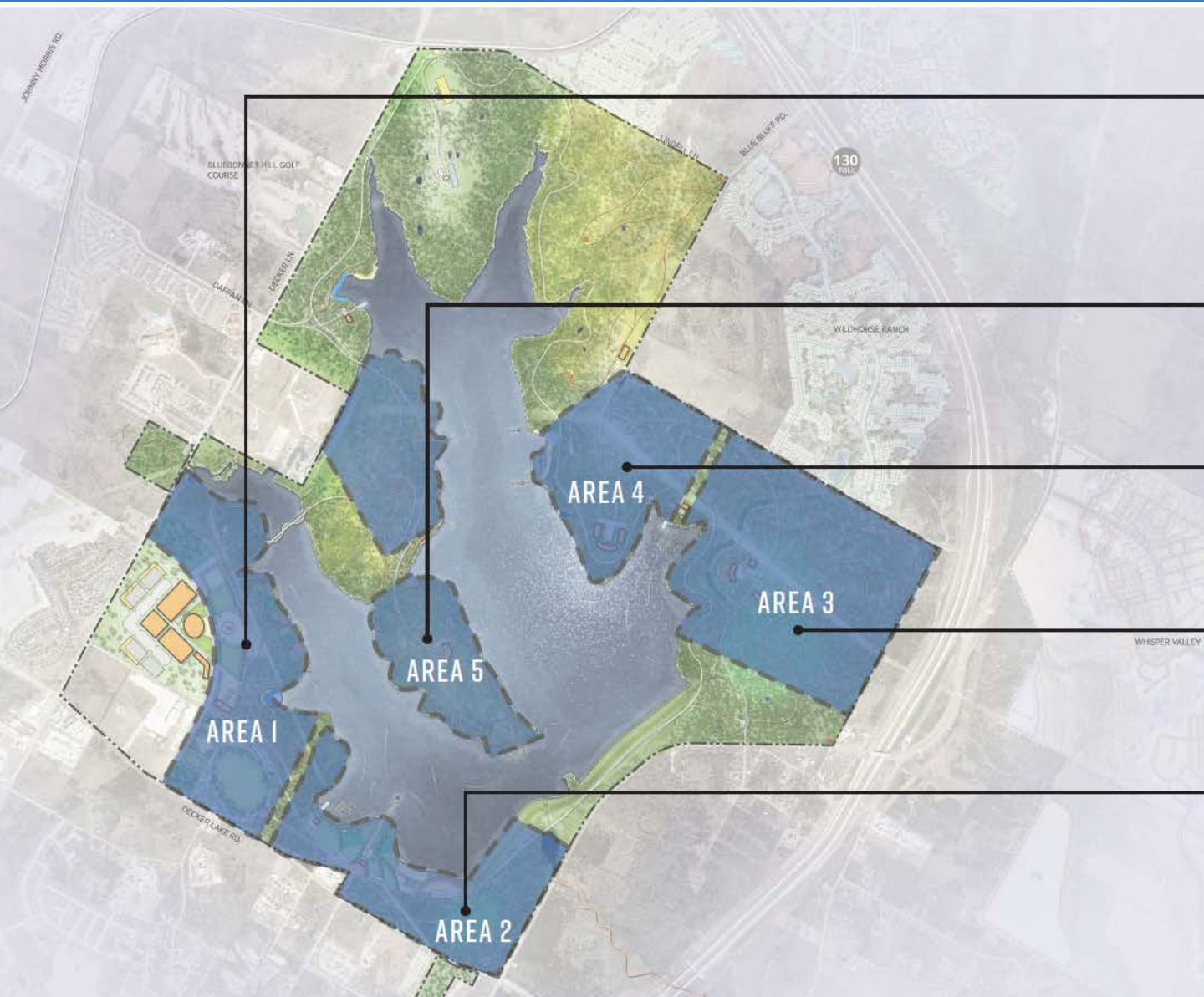
Lake Perimeter Loop Trail

13 miles

Pedestrian/Bicycle connection regionally across Toll 130 and Whisper Valley



MASTER PLAN – AREA DETAILS



Expo Center Area



The Expo Center Area generally contains the most intense development from an impact perspective, and features multiple event amenities and revenue generation opportunities.

The Peninsula



This zone contains an existing prairie preserve and mostly passive uses which have the potential to generate revenue.

North-side Park



This area integrates with a new northern park entry point and contains multiple lake-side facilities geared towards park visitors.

Post-Oak Savannah



This passive area of the park capitalizes on existing ecological resources by offering environmentally-related activities for park users.

Lakeside Park



This existing park entrance features major improvements and additional park features and programs which enhance the user experience.

EXISTING PARK

VISITOR CENTER & PARK SPACE



Any proposed park development will comply with applicable City codes and standards or will seek necessary variances.

DAY USE / EXISTING LAKESIDE PARK AREA



Any proposed park development will comply with applicable City codes and standards or will seek necessary variances.

THE EXPO CENTER

EVENT SPACE & PARK LAND



Any proposed park development will comply with applicable City codes and standards or will seek necessary variances.

EXPO CENTER AREA



Any proposed park development will comply with applicable City codes and standards or will seek necessary variances.

PROJECTED OVERALL DEVELOPMENT COST RANGES⁽¹⁾



250-300 million total cost
Amphitheater, interpretative garden & event space, Arts & Cultural Center, vending/entertainment facilities.



90-120 million total cost
Floating Water Sports Zone, park visitor center/gateway feature, main pier.



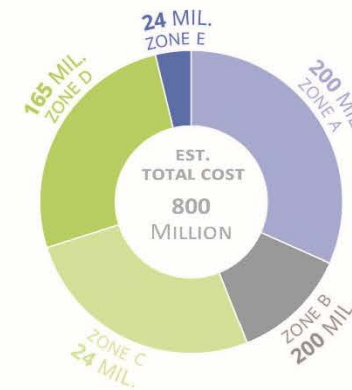
200-245 million total cost
Welcome Center & Lakeside Restaurant and Lodge, Hillside Nature Center, Equestrian Facility.



130-175 million total cost
Event Venue and Interpretative Center, marina, canoe and kayak rental facility.



20-45 million total cost
Enhanced Aeromodelors Facility, Prairie Research Building, boardwalk



POTENTIAL PHASE I (SOUTH SHORE) DEVELOPMENT

Total Area: +/-270 acres (7% of total park land area)

Potential Cost Ranges:⁽¹⁾

Initial Phase 1(A) \$10 to \$20 million

Could include: Gate, Parking, Restrooms, Picnicking Facilities, Initial Infrastructure for Rowing Events

Phase 1(B) \$15 to \$25 million

Could include: Play area, boathouse, day use facilities, Additional Event/Water Activities Infrastructure

Phase(s) 1(C) and beyond Cost to TBD

Could include: Central recreation area, pier, Lakeside Boardwalks, Events Lawn, Infrastructure

Overall Potential Cost Range (South Shore Parks):

\$90 to \$120 million (significant portions may be funded privately)



NEXT STEPS

- **Approval of master plan as overall guiding plan**
 - ✓ **PARB - June 25 – Recommended approval**
 - ✓ **Environmental Commission - July 17 – Recommended approval**
 - **City Council - Planned for October 3rd**
- **Identify funding & timing for initial phase**
- **Confirm initial phase partners**
- **Determine management structure** (City managed, partial or complete conservancy, etc.)
- **Develop design** for initial phase(s)

