




MEMORANDUM

TO: Mayor and City Council Members

FROM: Kimberly A. McNeeley, M.Ed., CPRP, Director
Austin Parks and Recreation Department 

DATE: April 29, 2022

SUBJECT: Staff Response Renaming Lamar Beach at Town Lake Metro Park as Volma Overton, Sr. Shores at Town Lake Metro Park

On January 27, 2022, City Council approved ordinance number 20220127-052 renaming Lamar Beach at Town Lake Metro Park as Volma Overton, Sr. Shores at Town Lake Metro Park and directing the City Manager to amend the Lamar Beach Vision Plan to reflect the new name.

The original naming standards for properties around the Town Lake Metro Park area was that properties on the north territory were named “beach,” and properties on the south territory were named “shores.” The Parks and Recreation Department (Department) will be bringing an item before Council to correct the word in the January 27th ordinance.

With the final approved clarification, the Department’s Planning Division will adjust the plan documents, web page and materials for the Lamar Beach Plan to reference “Volma Overton, Sr. Beach.”

The Department’s Office of Special Events has held three meetings with the Overton family to select an event date, develop draft ceremony plans and have an inclusive conversation about signage installation. The family has approved of the primary and secondary signage installation locations. At the same time, the Department is collaborating with other City departments regarding address point and name changes in the City’s addressing system. Currently the sign is drafted and once approved it will be sent out for manufacturing. The proposed ceremony date is mid-June and formal invitations will be transmitted once approved with the family’s input.

If you have additional event questions, please contact Jason Maurer, Sales and Event Manager, Austin Parks and Recreation Department at 512-974-2427, or Jason.Maurer@austintexas.gov. For vision plan questions, please contact Charles Mabry, Project Manager, Austin Parks and Recreation Department at 512-974-9481, or Charles.Mabry@austintexas.gov.

cc: Spencer Cronk, City Manager
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