

An aerial perspective of a modern urban development. On the right, several tall, glass-clad skyscrapers rise into the sky. In the center, a large, lush green park area is filled with people walking, sitting on the grass, and playing. A paved path winds through the park. To the left, a wide river flows, with several kayakers visible. In the background, more city buildings and a bridge are visible under a clear blue sky.

# 305 South Congress Conceptual Open Space Parks Prioritization Process

Virtual Stakeholder Meeting #1  
March 2, 2023  
11:30AM – 12:30PM

305 South Congress Illustrative view from the Congress Avenue Bridge

# Welcome!

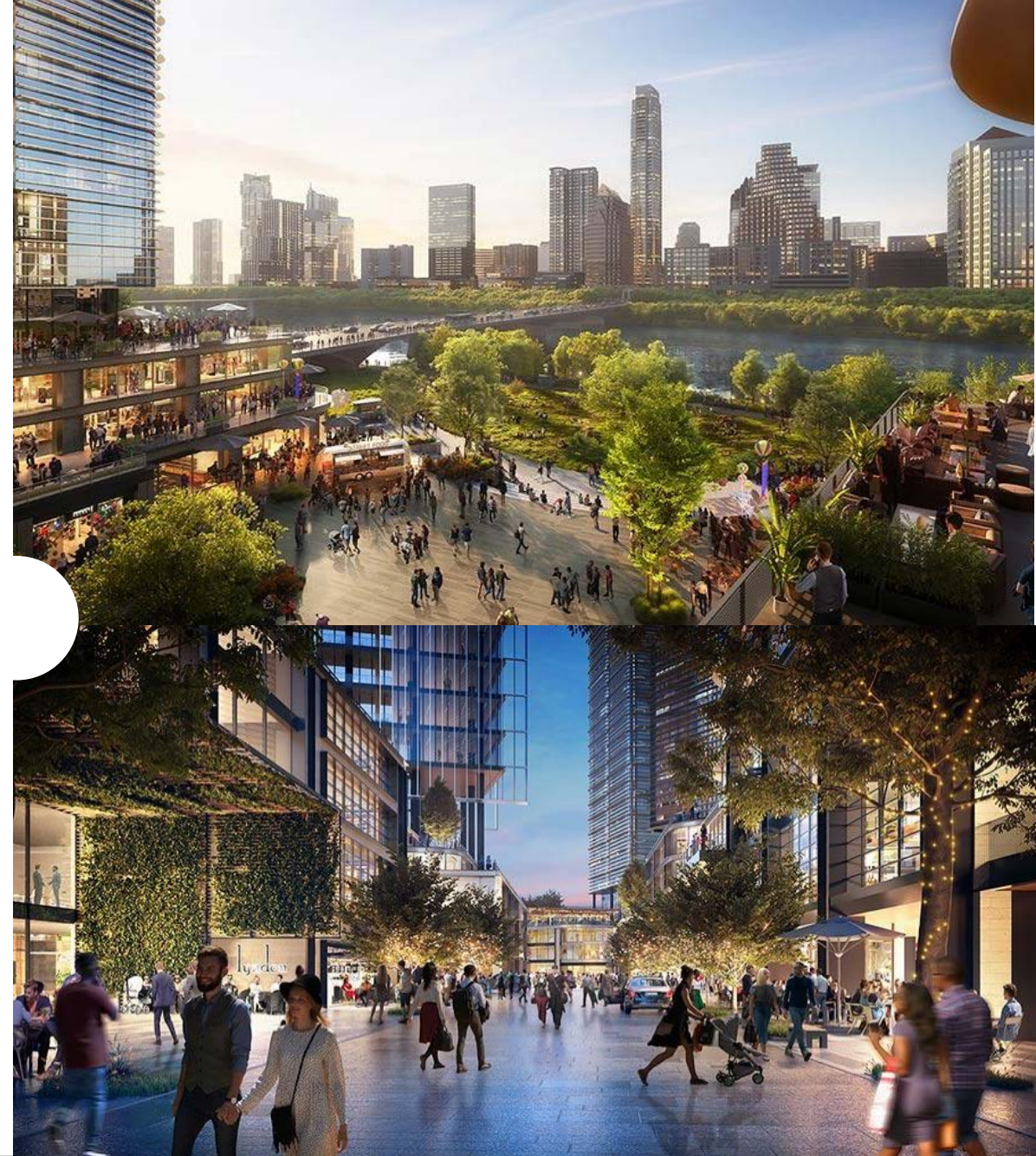
## Today's Agenda

1. Meeting Guidelines
2. 305 South Congress Overview
3. Conceptual Open Space and Park Amenities
4. Park Amenities Prioritization
5. Stakeholder Engagement

*Si prefiere escuchar esta presentación en español, envíeme un correo electrónico a la dirección de abajo, con su nombre y número de teléfono para que podamos invitarlo a una presentación en español.*

[spuente@cultural-strategies.com](mailto:spuente@cultural-strategies.com)

**This session is being recorded.**

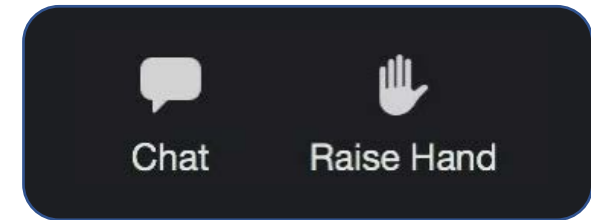


# Welcome!

## Meeting Guidelines

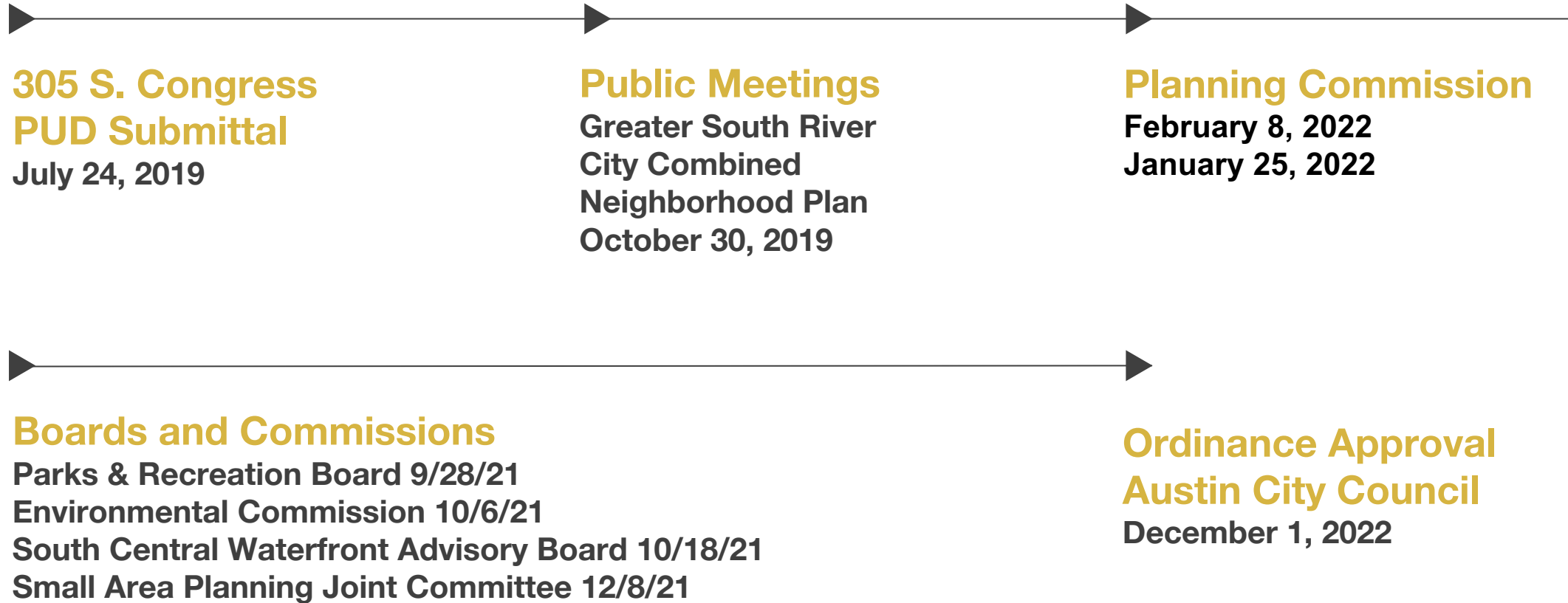
**Three ways to participate in today's meeting, and help us prioritize the proposed parkland amenities:**

- 1. Chat** - Comment using the Chat box which routes to all panelists and hosts in a pop-out window and allows participants to add comments and questions.
- 2. Open Discussion** – Raise your hand to share your thoughts during discussion time.
- 3. Survey** – A survey link will be shared after the meeting for you to provide further input.



# 305 South Congress PUD Approval

## Process

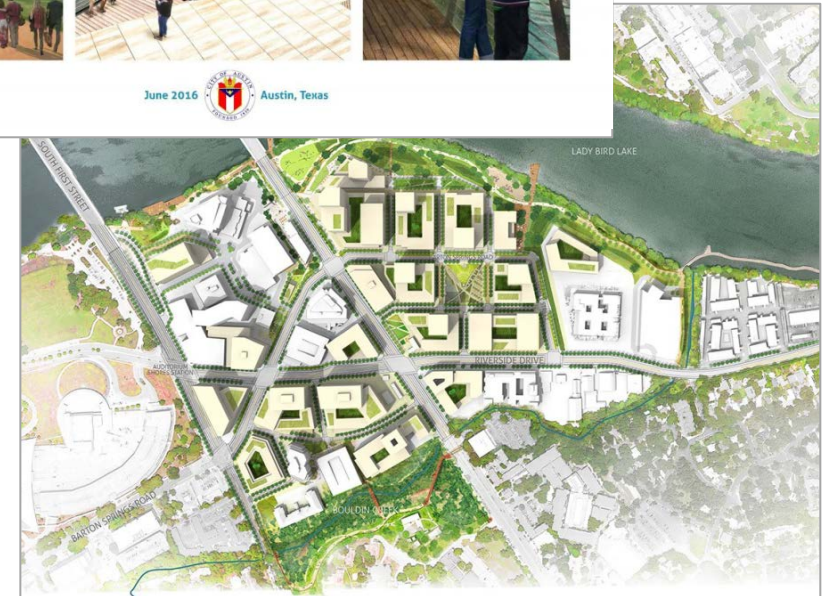
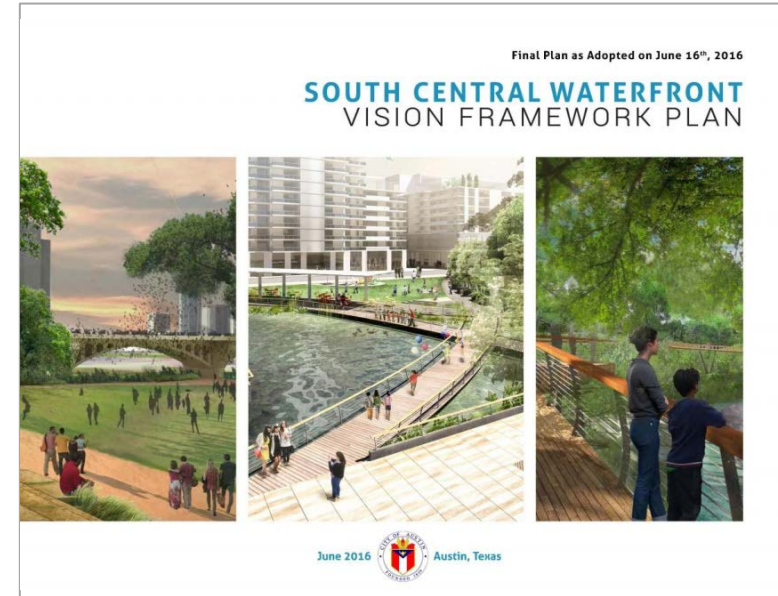


# 305 South Congress Overview

## Parks and Recreation Department and Endeavor

Council Ordinance outlines the process for the public park space:

1. Engagement process and timeline
2. Community groups and stakeholders
3. Park prioritization and approval by Department
4. Fee in-lieu of Parkland Dedication





neff point

barton creek

town lake park

butler shores

sand beach park

downtown austin

city hall

mathias shores

palmer center

long center

305 S. Congress

lakefront connections

butler trail

waller creek

waller beach

convention center

palm park

Lady Bird Lake

to airport

# 305 South Congress

The 18.9-acre 305 South Congress site will include:

- Over 7 acres of urban living with 3.5 million square feet of office, hotel, residential and retail space.
- Over 8 acres of dedicated parkland and public plaza space.
- Over 3.5 acres of public realm streets including protected bike lanes.
- 5 new ADA access points to the dedicated parkland.





# Strengthen the Role of Austin's Waterfront





**Embrace Lady Bird Lake**

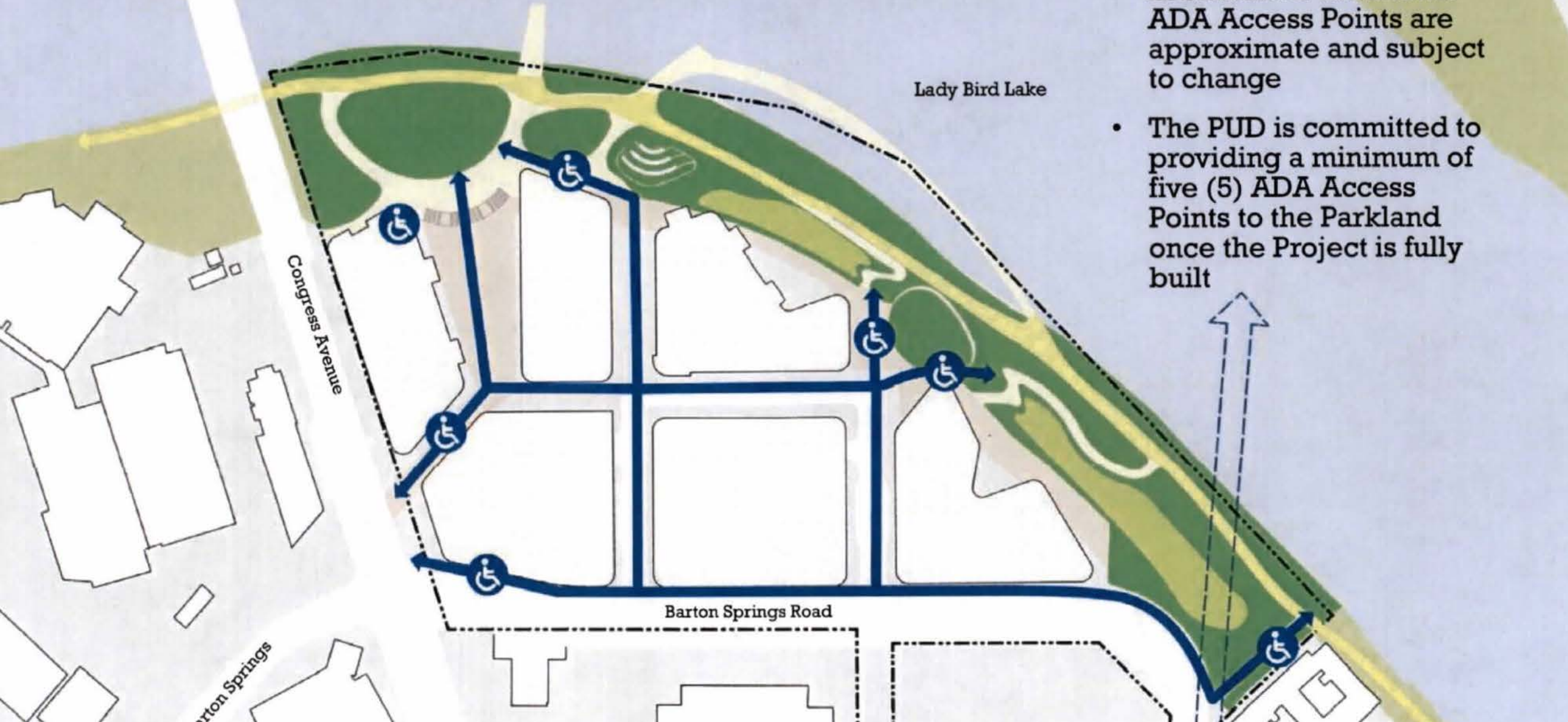
A large flock of bats is shown in flight against a light, hazy sky. The bats are silhouetted against the light background, creating a dense pattern of dark shapes. In the foreground, the silhouettes of a group of people are visible, standing behind a railing and looking up at the bats. The overall scene is a celebration of the bats.

## Celebrate the Bats

# Connect with Community



# Estimated ADA Access Point Locations



- Locations of the shown ADA Access Points are approximate and subject to change
- The PUD is committed to providing a minimum of five (5) ADA Access Points to the Parkland once the Project is fully built

# South Central Waterfront Goal

## Expand open space and create great public places



Illustrative view of Great Lawn from Congress Avenue Bridge

# 305 South Congress **Park Amenities**

- Over 6.5 acres of new park and open spaces along the lake, accessible via Congress, Riverside, with an extension of Barton Springs Road.
- Expand existing bike and pedestrian pathways increasing connection points that will enhance the Ann and Roy Butler Hike-and-Bike Trail.
- Protect heritage trees and minimize disturbance of existing trail topography and tree canopy.
- Support the restoration of the shoreline area to a natural state with riparian and wetland vegetation.



## **Park amenities designed and proposed for the Conceptual Open Space:**

- Pier
- Water Steps
- Great Lawn
- Boardwalk
- Prairie Terraces
- Play Area



Pier

Water Steps

Prairie Terraces

Lady Bird Lake

Great Lawn

Boardwalk

Nature Play

Congress Avenue

Butler Hike  
and Bike Trail

Laneway B

Future Project Connect  
Blue Line

Laneway A

Laneway C

Barton Springs Road

# Proposed Park Amenities



100' 200' 400'

# 305 South Congress Pier

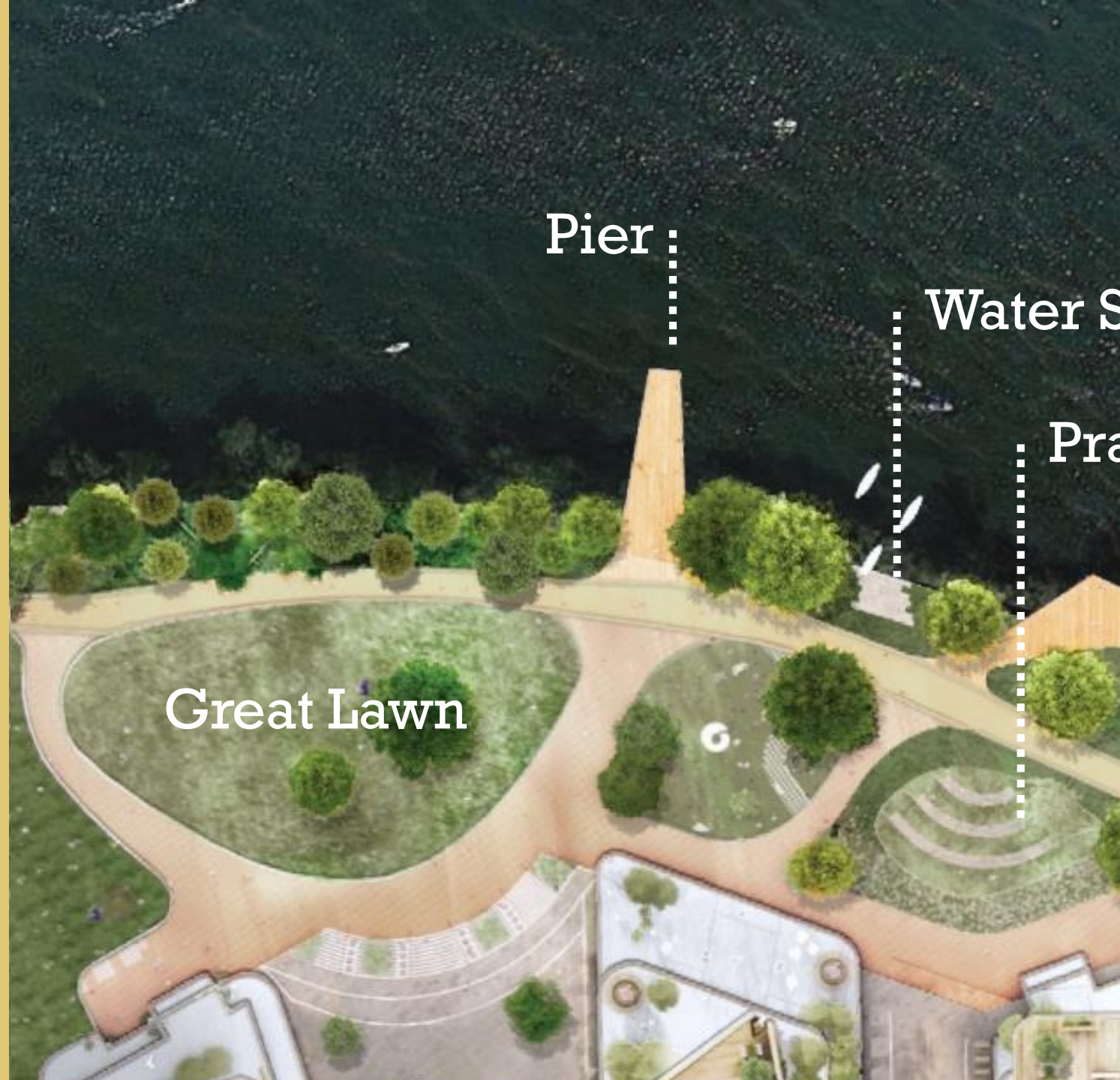
Are there any characteristics of the Pier you would like the team to consider or plan for that would best meet your needs?



Chat



Raise Hand





# 305 South Congress Water Steps

Are there any characteristics of the Water Steps you would like the team to consider or plan for that would best meet your needs?



Chat



Raise Hand



# 305 South Congress Great Lawn

Are there any characteristics of the Great Lawn you would like the team to consider or plan for that would best meet your needs?



Chat



Raise Hand



# 305 South Congress Boardwalk

Are there any characteristics of the Boardwalk you would like the team to consider or plan for that would best meet your needs?



Chat



Raise Hand



# 305 South Congress Prairie Terraces

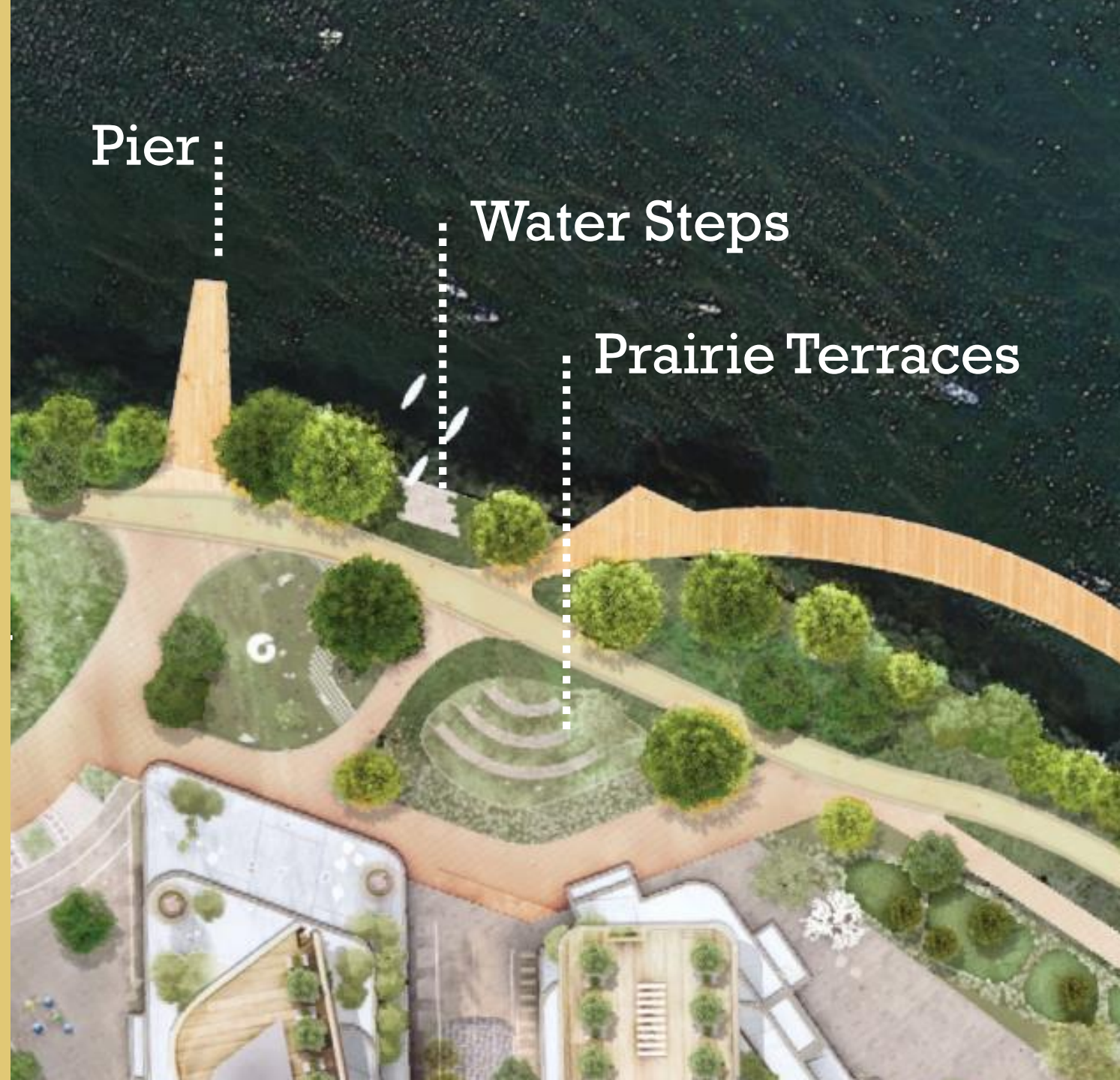
Are there any characteristics of the Prairie Terraces you would like the team to consider or plan for that would best meet your needs?



Chat



Raise Hand



# 305 South Congress Play Area

Are there any characteristics of the Play Area you would like the team to consider or plan for that would best meet your needs?



Chat



Raise Hand



# 305 South Congress **Park Amenities Prioritization**

## Zoom Poll

Is there a parkland amenity you feel should be prioritized based on the goals of the South Central Waterfront?

Please rank them from highest priority to lowest priority (“1 – highest priority” to “6 – lowest priority”).

- Pier
- Water Steps
- Great Lawn
- Boardwalk
- Prairie Terraces
- Play Area

## South Central Waterfront Goals

1. Enhance connections to and along the waterfront
2. Expand open space and creating great public places
3. Establish a lively, attractive pedestrian environment

# 305 South Congress Stakeholder Engagement Activities

## Parkland Amenities Prioritization Input Process





# Thank You!

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