



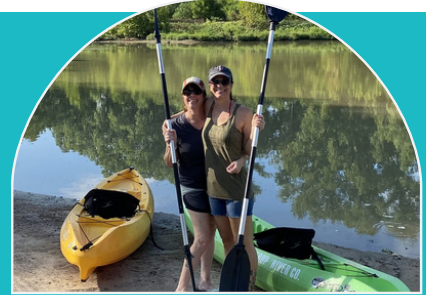
**ITP CONSULTING**

*Creating vibrant, healthy downtowns & commercial districts*

# CASE STUDY

## Cedar Park, TX

### Lakeline Park Retail Assessment



## OBJECTIVES

In March 2023, the City of Cedar Park, Texas opened phase 1 of a 100-acre park aimed at fulfilling the recreational needs of its expanding community of 80,000 residents in Central Texas. Recognizing the potential to link a key transportation corridor on the eastern side of Lakeline Park phase 2, city officials approached ITP Consulting to assess the viability of adding retail to connect the park with the developing commercial and residential areas nearby.

## FINDINGS

Lakeline Park is envisioned as the central park and gathering place for the community. Observing that many communities across the nation have incorporated permanent retail options in their parks, City staff sought to explore this possibility for Phase 2 of Lakeline Park.

After conducting a comprehensive onsite evaluation, analyzing market feasibility, and assessing staff expertise and capacity, we advised the City against the addition of permanent retail facilities in this phase. Instead, we proposed the following:

- Allow existing concessionaires to expand and grow
- Introduce temporary kiosks to cater to seasonal demand

Additionally, we recommended enhancing the

## AT A GLANCE

### Challenges

- The park is not easily visible from major transportation corridors
- High weekend visitation, slow weekday traffic
- Need to enhance parks staff expertise

expertise of the Parks and Recreation staff dedicated to the park. We also identified a contiguous tract of land located in the northeastern part of the park for potential future acquisition. This acquisition could pave the way for a public-private partnership aimed at retail development along the commercial corridor at the park's boundary, enhancing the connection between the park and the neighboring communities.



*"Innovative and imaginative, the team at the City of Cedar Park identified a distinctive opportunity to enhance the experience of park visitors by incorporating permanent retail offerings. Although it can be challenging to inform a client that they are not prepared for such an investment, it is exciting to guide them toward a future where their vision can come to fruition."*

**Molly Alexander**, Founder & CEO