

# **KCI Area Development Destination Subcommittee Report**

**August 2016**

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## BACKGROUND INFO

In 2015, the Twin Creeks KC Taskforce determined that it had garnered enough preliminary information and moved to form three working groups to help formulate recommendations. A fourth group, Destination Opportunities, was considered, but not activated at that time.

The Taskforce had considered a sub-committee to evaluate Destination Opportunities. Because this item was not fully vetted by the Twin Creeks KC Taskforce, it was recommended that a small committee coordinate meetings to garner input in order to obtain destination ideas.

The goal of the Destination Subcommittee was to develop qualified recommendations to the KCI Area Development full committee as one of the first action items out of the Twin Creeks KC Development Task Force Final Report.

## SUBCOMMITTEE MEMBERS

At the October 1, 2015 KCI Area Development meeting, it was agreed a small subcommittee should be formed to start working on site identification and related destination opportunities. Brian Nowotny (Platte County Parks) agreed to chair the subcommittee, and the following individuals were then selected to comprise the KCI Area Development Destination Subcommittee:

NAME	ORGANIZATION/COMPANY
Brian Nowotny (Chair)	Platte County Parks
Leslie Johnson (Vice-Chair)	The Land Source
Richard Allen	Kansas City Parks
John DeBauche	Kansas City Planning and Development
Rosemary Salerno	Zona Rosa
Jennifer Goering	Platte County CVB
Sheila Tracy	Northland Regional Chamber
Alicia Stephens	Platte County Economic Development Council
Stephanie Neppi	Platte County Economic Development Council

## GOALS

During the November 3 meeting, the following subcommittee goals were identified:

- Continue to ensure we have the right destination opportunities on the list to present to the KCI Area Development Action Team. The list should include realistic and attainable opportunities.
- Manage funding strategies in alignment with others that are working well, such as the KCI TIF and Platte County Parks tax.
- Identify one or a group of destination opportunities in a timely manner.
- Identify potential parcels/owners for destination uses

## FOCUS AREAS

During the December 1 meeting, the group identified five major focus areas of the destination opportunities:

1. Youth Sports
2. Healthcare and Wellness
3. Education
4. Arts and Culture
5. Natural Resources

## TIMELINE OF MEETINGS

MONTH	MAIN TOPIC	ORGANIZATIONS/INDIVIDUALS PRESENT
11/3/2015	Initial committee structure	Subcommittee
12/1/2015	Committee goals	Subcommittee
1/5/2016	Youth Sports	Subcommittee
2/2/2016	Youth Sports	Mike Sharp (KC Sports Commission) Shane Hackett (Heartland Soccer)
3/1/2016	Healthcare	Lisa Michaelis (Mosaic Life Care) Matt Wenzel (Saint Luke's North Hospital)
3/2/2016	Healthcare	Peggy Schmitt (North Kansas City Hospital)
3/28/2016	Education	Jeanette Cowherd (Park Hill School District)
4/5/2016	Education	Erik Bergrud (Park University) Mike Reik (Platte County R-3 School District)
5/3/2016	Arts and Culture	Megan Crigger (KCMO Office of Culture and Creative Services) Consuela Cruz (KCMO Office of Culture and Creative Services) Andrea Robinson (Arts KC) Steve McDowell (Arts KC) Liz Bowman (KCMO Municipal Art Commission)
5/10/2016	Youth Sports	Ashley Green (Sporting KC) Justin Compton (Sporting KC)
6/7/2016	Natural Resources	Wendy Sangster (Missouri Department of Conservation) Stephen Van Rhein (Missouri Department of Conservation) Kathy Gates (KC Native Plant Initiative) Ginger Werp (KC Native Plant Initiative) Karen Kerkhoff (Overland Park Arboretum)
6/13/2016	Youth Sports	David Ficklin (Sporting KC)

## YOUTH SPORTS – KEY FINDINGS

- There is growing interest in youth soccer and a demand for a new complex in the Northland.
- Heartland Soccer Association (HSA) is the largest youth soccer league in the United States with approximately 30,000 players from three to eighteen years of age. Many of these youth players are coming from the Northland. HSA has approximately 177 smaller “affiliate” clubs that make up the Association, and approximately 380 teams on the Missouri side of the state line. Some of the Northland clubs under the HSA umbrella are Futura, Legacy, and Harambe.
- HSA believes that a new complex in Platte County would not compete with existing facilities or saturate the market, but could be programmed cooperatively to provide a home for local youth play and attract more regional and nation tournaments in partnership with the other complexes.
- Working with local soccer clubs would be key to any destination facility project, including having an experienced operational partner who could bring a high level of expertise in organizing leagues and tournaments.
- A Platte County soccer complex would need to have eight fields (minimum) and synthetic turf and lighting. Fields would need to be synthetic turf, not grass, and lighting would also be very important for evening programming.
- Heartland Soccer Association would be interested in becoming both a capital investor and programming partner at a new soccer complex facility in Platte County.
- Sporting KC is focused on finding opportunities for locations, partnerships and funding.
- Sporting KC conducted a demand study for youth soccer fields in the past 10 years and found that the Kansas City area was underserved by approximately 120 fields. Since that time approximately 25 new fields have been built, and another 25 or so have been planned, still leaving a significant unmet need. None of the new fields have been built or planned for the Northland.

## HEALTHCARE/WELLNESS – KEY FINDINGS

- Preventative wellness is becoming increasingly important and offering more services is desired.
- Mosaic Life Care has an interest to create destination health places that would offer a specialty service which is more of a 'life hotel' than a hospital. Mosaic is very interested in the intentional community we are envisioning for Twin Creeks KC.
- Current programs and services for mental health needs is not enough to meet demands. Providers are turning away mental health patients due to lack of staff. Saint Luke's North Hospital had to turn away 700 mental health patients last year for this reason.
- In addition, educational providers acknowledged that there are limited resources to offer mental health needs at all levels.
- North Kansas City Hospital has a mission to work with community partners and only want this to grow to help change the culture of health and wellness. They already have an abundance of opportunities but are always looking for more.
- Saint Luke's North Hospital advised that when recruiting doctors, the perceptions are that schools down south are great, even though Platte County school districts have better test scores. They also hear that a lack of diversity and lack of choices in the Northland are concerns for some applicants. For example, Overland Park has a Muslim community, whereas there is no temple or mosque in the Northland.

## EDUCATION –KEY FINDINGS

- Park University, Platte County R-3 School District and Park Hill School District all identified that they have facility needs that are not being met in Platte County.
- Park University holds two graduation ceremonies per year for 1-2,000 people and must hold them in Independence. Their biggest onsite venue is the chapel so they are challenged from basic events to bigger concerts. In the past they've had enquiries from presidential campaigns to hold events on campus but could not accommodate.
- Park University believes a flexible venue that accommodates 2000-5000 would meet their needs.
- Park University is also interested in a conversation regarding its future ability to host events such as big rivalry games to accommodate some of the 11,000 alumni region-wide who may attend.
- Youth sports are important because they could be potential future Park University students and they are regularly asked about space for lacrosse (which they may add soon).
- Platte County R-3 School District identified a need for a large civic enter similar to something like the Independence Arena. They also need a large indoor/outdoor fine arts venue with amphitheater that could accommodate a large audience. If such a venue existed, they could use it daily for programming. Their current 10 gyms don't meet needs.
- Platte County R-3's graduation is held at the KCI Expo Center, which they have outgrown.
- Park Hill School District has a need for a fine arts venue as they do not have enough capacity.

## ARTS AND CULTURE – KEY FINDINGS

- Arts KC, who strives to be the voice of the arts community, did an economic prosperity study in 2016 which showed Platte County residents are not spending as much money on the arts as Clay County residents.
- Arts KC are keen to support more arts in the Northland, saying it makes sense to have a larger venue given proximity to the airport.
- If public art pieces are needed, Arts KC can help advocate for this or help identify funding sources.
- Arts KC identified a big issue is the lack of branding of the Northland. They struggle with event attendance in the Northland and believe more marketing needs to be done to attract visitors.
- Arts KC stressed looking at what exists in the Twin Creeks area, such as the natural resources, and building off of that to create vibrant spaces.
- The KCMO Municipal Art Commission is in charge of public art administration and currently has 44 pieces in their collection valued at \$20 million.
- The KCMO Office of Culture and Creative Services was created a year ago and supports creativity. They run a loan program for artists and manage the Neighborhood Tourist Development Fund (NTDF). They are also working on a cultural tourism initiative and have mapped to see where the clusters are located.
- Stories are important, particularly the history of the Northland so incorporating that where possible is key.

## NATURAL RESOURCES – KEY FINDINGS

- The Missouri Department of Conservation is not looking at acquiring any more land at this stage but they have an internal push to increase their community conservation efforts.
- Combining development with natural resources is a good way forward, and it was suggested to consider incentivizing the first development going into Twin Creeks KC and use it as an example. MDC could possibly be involved to help reduce the risk. Asking developers to plant a diversity of trees would help efforts.
- The MDC has some funding available for partnership opportunities. They suggested finding pockets of higher quality natural resources that we would want to protect and MDC can offer ideas on how to manage landscapes in a more natural way and look for opportunities whether it's exotics management, replanting, how to go forward w/prairies or open fields.
- MDC suggests we push the envelope on the stormwater study side as having a healthy creek in an urban area is a huge asset as people will drive for natural amenities. They may have some funds to assist here.
- If we are after creating a high-value natural resource destination, the plant community is key. Bird watching, butterflies, streams all come along with that.
- Forested areas are highly sought after as well as open areas that connect to creeks and managed prairies are a draw.
- The Overland Park Arboretum has 620 total acres: 45 acres are manicured gardens, 200 acres are wooded areas, primarily untouched other than trails and 180 acres are prairies that they are trying to restore. The land was purchased in 1991 and they just started charging a \$3 admission in 2013 almost 20 years of not charging one.
- The Arboretum attracts around 110,000 visitors per year factoring in all events. They advise us to choose our vision well, work to that vision immediately and visit as many similar facilities as we can so we can determine early on where we want to go with our vision. They believe offering a high quality destination has to do with people's expectations and how to best meet those expectations. The Arboretum believe they have something for everybody but they have more than they can manage well.
- The Native Plants Initiative just formed as a 501c3 in April 2016. One of their focuses is having more open, natural areas. They wish to add value and hope that partners will come together to tell them what is needed and what our objectives are. They can help get things funded and coordinate meetings.
- Education and training are key issues right now. The Native Plants Initiative is offering seminars and classes for park workers and many who lack the proper training to manage the landscapes.

## RECOMMENDATIONS

The initial goal of the Destination Subcommittee was to offer a vision for the destination opportunities in the Twin Creeks KC area. What became clear during the process is that such a destination opportunity would be a combination of focus areas and uses, not a standalone facility.

Trails and parks are both amenities people of all ages enjoy, but on their own they are not high impact destinations which draw visitors in from outside the area. Youth sports can be a destination which could bring users from all over the Kansas City Metro Area as well as draw from other states through tournament activities. Alongside youth sports facilities, the arts, natural resources, wellness and education can be amenities.

Therefore, our recommendations to the KCI Area Development Action Team are:

1. A youth-focused destination soccer/multi-use facility that would be collaboratively developed by the public and private sectors and connected to a mixed-use center offering access to neighborhood retail, residential, and educational amenities. The mixed use destination facility would be connected to surrounding neighborhoods and developments through greenway trails along First and Second Creek.
2. Continue to coordinate with the Big Idea Northland initiative through City of Kansas City staff to maximize efforts and tap into another base of ideas from Northlanders about what amenities they most desire.
3. Keep the conversations going with potential partners as we identify strategies going forward.

UNINCORPORATED  
PLATTE COUNTY  
CITY LIMITS  
OF KANSAS CITY

TODD CREEK  
WATERSHED

UNINCORPORATED  
PLATTE COUNTY  
CITY LIMITS  
OF KANSAS CITY

ROCKY BRANCH  
WATERSHED

WEST FORK OF  
SHOAL CREEK  
WATERSHED

PLATTE  
CLAY

PLATTE  
CLAY

N OAK TRAFFICWAY

N OAK TRAFFICWAY

N ROBINHOOD LANE

N ROBINHOOD LANE

N GREEN HILLS ROAD

NW SKYVIEW AVENUE

NW SKYVIEW AVENUE

N CONGRESS AVENUE

N CONGRESS AVENUE

N AMITY AVENUE

WALKER ROAD

NW INTERURBAN ROAD

NW 112TH STREET

NW 136th Street

NW 138th Street

NW 128th Street

NW COOKINGHAM DRIVE

NW COOKINGHAM DRIVE

NW 108TH STREET

NW 100TH STREET

NW 96TH STREET

NW TIFFANY SPRINGS ROAD

NW BARRY ROAD

NW BARRY ROAD

169

435

435

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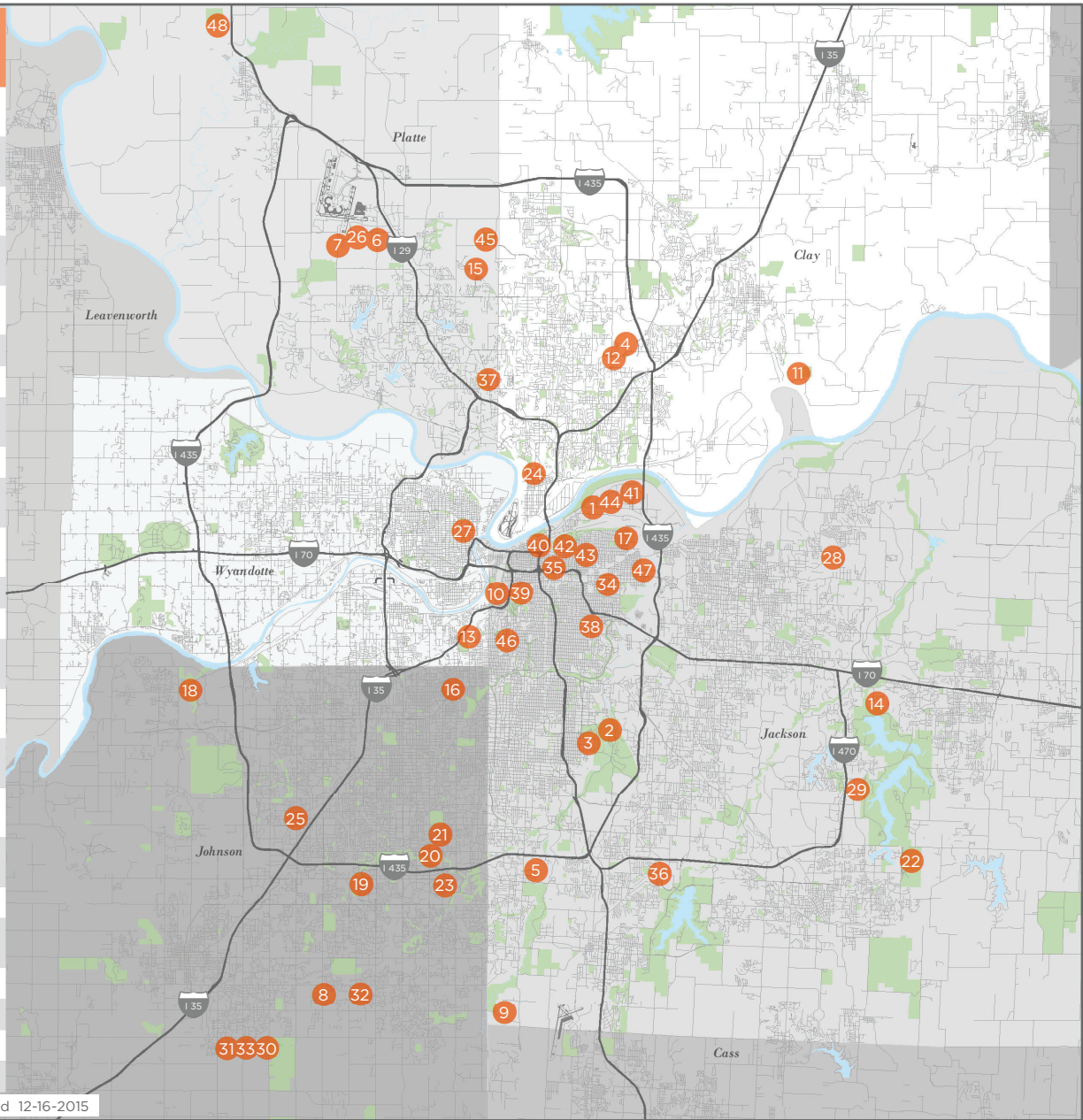
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Map ID	Field Name	Number of Fields	Map ID	Field Name	Number of Fields
1	Kansas City Soccer Dome (Indoor)	1	25	All American Indoor Sports Inc (Indoor)	5
2	Swope Park Soccer Complex	6	26	Tiffany Athletic Zone (Indoor)	1
3	Swope Soccer Park	6	27	KCK Athletic Zone (Indoor)	1
4	Western Missouri Field Complex	13*	28	Independence Athletic Complex	8
5	Blue River Park Athletic Field	3	29	Franke Soccer Fields	4
6	Tiffany Springs Park	6	30	Heritage Soccer Park	18
7	Tiffany Hills Park	2	31	Lone Elm Park	8
8	Overland Park Soccer Complex	12	32	Highland View Park	2
9	Kenneth Polo Fields	16*	33	Blackbob Park	2
10	The Soccer Lot (Indoor)	18*	34	Van Brunt Park	3
11	Fountain Bluff Sports Complex	6	35	Belvidere Park	2
12	Happy Rock Park	4	36	Sycamore Park	1
13	Rosedale Park	1	37	Frank Vaydik Park	1
14	Hidden Valley Sports Complex	7	38	Central Park	1
15	YMCA Challenger Sports Complex	1	39	Gage Park	1
16	Roeland Park Dome (Indoor)	2	40	Garrison Park	1
17	Northeast Athletic Fields	1	41	Heim Park	1
18	Charles J. Stump Park	7	42	Lykins Square	1
19	Indian Valley Park	1	43	Maple Park	1
20	Nall Hills Park	1	44	Nicholson Ball Diamond	1
21	Roe Park	2	45	Platte Purchase Park	1
22	Legacy Park	12	46	Roanoke Park	1
23	Leawood North Field	1	47	Sheffield Park	1
24	Macken Park	2	48	Platte Ridge Park	4



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# Metro Area Soccer Complexes

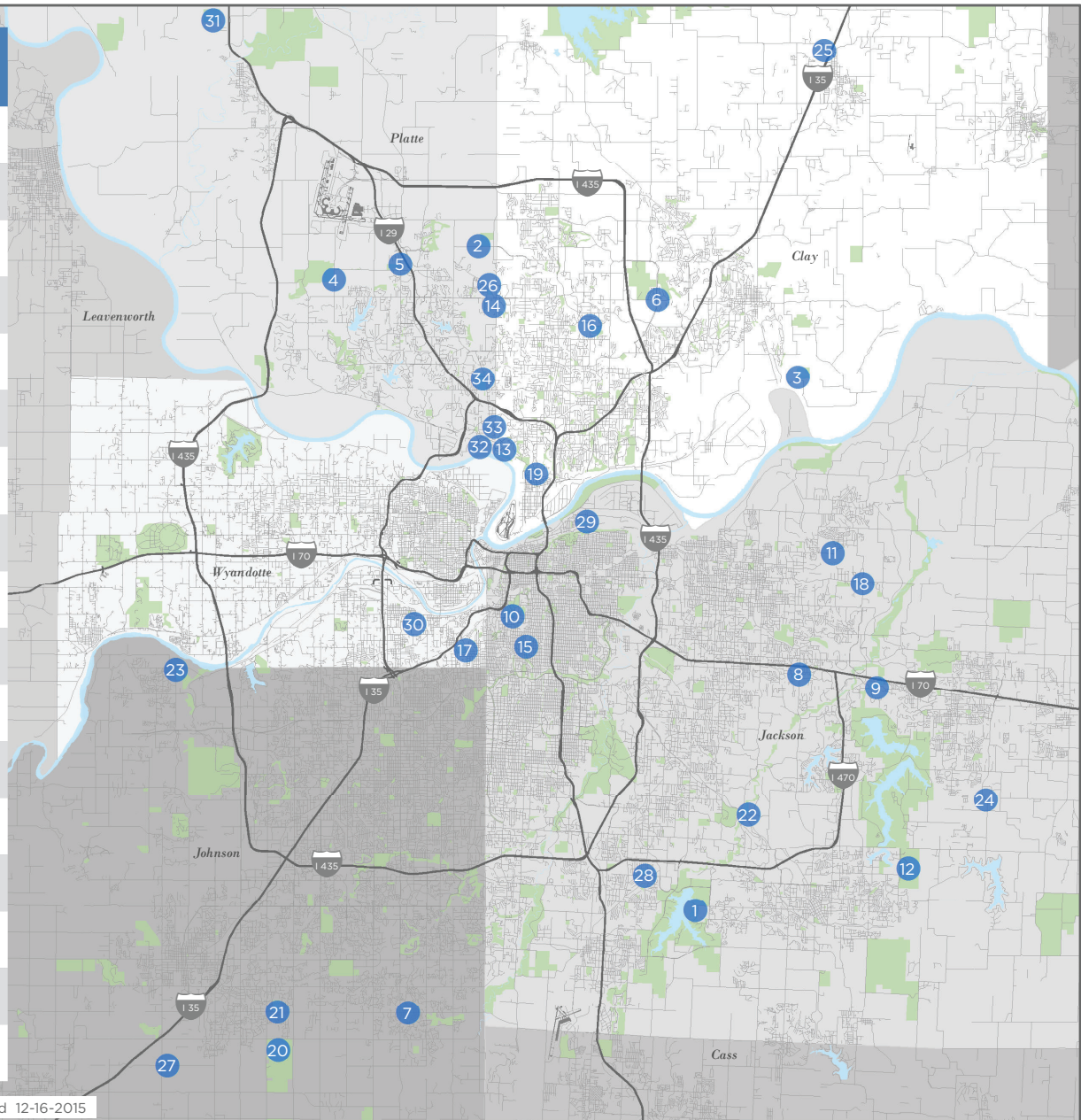
● Soccer Complex

■ Parks

0 5 10 20 Miles



Map ID	Field Name	Number of Fields	Map ID	Field Name	Number of Fields
1	Frank White Jr. Softball Complex	5	18	Clifton Park	3
2	Platte Purchase Park	13	19	Macken Park	4
3	Fountain Bluff Sports Complex	11	20	Heritage Park	4
4	Tiffany Springs Park	7	21	Blackbob Park	8
5	Tiffany Hills Park	8	22	Little Blue Trace Park	4
6	Hodge Park	1	23	Charles J. Stump Park	7
7	Blue Valley Recreation Activity Center	26	24	Young Park	3
8	Adair Park	7	25	Mack Porter Park	6
9	Hidden Valley Sports Complex	12	26	YMCA Challenger Sports Complex	1
10	Penn Valley Park	2	27	Lone Elm Park	5
11	Independence Athletics Complex	5	28	Clark Ketterman Athletic Field	6
12	Legacy Park Softball Fields	22	29	Nicholson Fields	1
13	Waterwell Park	5	30	Silver City Park	1
14	Barry Platte Park	1	31	Platte Ridge Park	4
15	Gillham Park	1	32	English Landing Park	3
16	Happy Rock Park	5	33	EH Young Park	1
17	Rosedale Park	2	34	Frank Vaydik Park	3



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# Metro Area Baseball Complexes

● Baseball Complex

■ Parks

0 5 10 20 Miles



## Top 10 lists Northland Leadership

### Attraction/Activity

Arrowhead/Kauffman Stadiums Plaza	9	Celebration at the Station	1
Kansas City Zoo	8	Community festivals	1
Nelson-Atkins Museum	7	Dinner Theatre	1
Zona Rosa	7	Fountains	1
Kauffmann Center	6	Hallmark Visitors Center	1
City Market/River Market	5	Happy Rock Park	1
Crown Center	5	Harley-Davidson tour	1
Sporting KC games	5	Irish Festival	1
Starlight	5	Jazz Museum	1
Union Station	5	KC Airshow	1
Legends	4	KC Auto Show - Barthel Hall	1
Power and Light District	4	KC Fringe	1
Worlds of Fun/Oceans of Fun	4	Knuckleheads	1
First Fridays at the Crossroads	3	Lakes - Blue Springs, Smithville, Jessmo	1
Line Creek Trail	3	Neighborhoods (River Market, Liberty, Lee's Summit)	1
Local parks	3	Nicky's Pizza - Liberty	1
Plaza Art Fair	3	NKC Snake Parade	1
Restaurants	3	New Theatre	1
Sprint Center	3	Oak Park Mall	1
Westport	3	O'Mally brewery tour and pub	1
Argosy	2	Red Barn Farm/Weston in the Fall	1
Deanna Rosa Farmstead	2	Renaissance Festival	1
Loose Park picnic	2	River Bottoms - Antiquing	1
Microbrewery/distillery tours	2	Roasterie	1
Missouri Mavericks	2	Science City	1
Movies/AMC Theatre	2	Sea Life/Lego Land	1
Negro League Museum	2	Smithville Lake	1
West Bottoms	2	Steamboat Arabia	1
Alamo Drafthouse	1	Waldo Pizza	1
Anita B Gorman Discovery Center	1	Waldo Pub Tour	1
Aquatic Centers	1	WWI Museum	1
Bass Pro Shop/Cabelas	1		
BBQ restaurants	1		
Berkley Riverfront Park	1		
Boulevard Brewery Tour	1		
Broadway Theatre	1		

## **Top 10 lists Northland Leadership**

### **Activities/attractions**

Plaza (9)  
Kansas City Zoo (8)  
Nelson-Atkins Museum (7)  
City Market/River Market (6)  
Crown Center (5)  
Union Station (5)  
Power and Light (4)  
Worlds of Fun/Oceans of Fun (4)  
West Bottoms (3)  
Westport (3)  
Deanna Rosa Farmstead (2)  
Negro League (2)  
Anita B Gorman Discovery Center (1)  
Aquatic Centers (1)  
Arabia Steamboat Museum (1)  
Fountains (1)  
Hallmark Visitors Center (1)  
Harley-Davidson tour (1)  
Jazz Museum (1)  
Red Barn Farm (1)  
Science City (1)  
Sea Life/Lego Land (1)  
Weston in the fall (1)  
WWI Museum (1)

### **Parks/Recreation**

Line Creek Trail (3)  
Local Parks (3)  
Loose Park (2)  
Smithville Lake (1)  
Lakes - Blue Springs, Smithville, Jacomo (1)  
Berkley Riverfront Park (1)  
Happy Rock Park (1)

### **Events**

First Fridays at the Crossroads (3)  
Plaza Art Fair (3)  
Irish Festival (1)  
KC Auto Show - BartleHall (1)  
KC Fringe (1)  
NKC Snake Parade (1)  
Renaissance Festival (1)  
KC Airshow (1)  
Celebration at the Station (1)  
Community festivals (1)

### **Dining/drinking**

Microbrewery/distillery tours (2)  
Alamo Drafthouse (1)  
BBQ restaurants (1)  
Boulevard Brewery Tour (1)  
O'Mally brewery tour and pub (1)  
Roasterie (1)  
Waldo Pub Tour (1)  
Waldo Pizza (1)  
Nicky's Pizza - Liberty (1)

### **Sporting**

Arrowhead/Kauffman Stadiums (9)  
Sporting KC games (5)  
Missouri Mavericks (2)

### **Entertainment**

Kauffmann Center (6)  
Starlight (5)  
Restaurants (3)  
Sprint Center (3)  
Argosy (2)  
Movies/AMC Theatre (2)  
New Theatre (1)  
Broadway Theatre (1)  
Dinner Theatre (1)  
Knuckleheads (1)

### **Shopping**

Zona Rosa (7)  
Legends (4)  
Bass Pro Shop/Cabelas (1)  
Oak Park Mall (1)

## City

### ***Omaha***

Trip Advisor Top 10

## Top Attractions

Henry Doorly Zoo  
Joslyn Art Museum  
Old Market  
The Durham Museum  
Lauritzen Gardens Omaha's Botanical Center  
Bob Kerrey Pedestrian Bridge  
Omaha Children's Museum  
TD Ameritrade Park  
Centurylink Center Omaha  
First National's Spirit of Nebraska Wilderness & Pioneer Courage Park

Other Interesting Attractions

Escape Games (Entrap Games & The Escape Omaha)

### ***St. Louis***

Trip Advisor Top Ten

Missouri Botanical Garden  
Cathedral Basilica of St. Louis  
St. Louis Zoo  
City Museum  
Busch Stadium  
Forest Park  
Missouri Civil War Museum  
The Fox Theatre  
Gateway Arch  
St. Louis Art Museum

Other Attractions

Grants Farm  
Magic House  
Laumeier Sculpture Park

### ***Denver***

Trip Advisor Top Ten

Denver Botanic Gardens  
Mount Evans  
Denver Museum of Nature & Science  
Coors Field  
Denver Art Museum  
Mount Evans Scenic Byway  
Denver Zoo  
Kirkland Museum of Fine & Decorative Art  
Denver Public Library  
Sports Authority Field at Mile High

Other Attractions

Denver Center for the Performing Arts  
Red Rocks Park & Amphitheater

### ***San Jose***

Trip Advisor Top Ten

Municipal Rose Garden

Rosicrucian Egyptian Museum  
Winchester Mystery House  
Children's Discovery Museum  
The Tech Museum of Innovation  
Happy Hollow Park & Zoo  
Cathedral Basilica of St. Joseph  
SAP Center  
California Theatre  
Almaden Quicksilver County Park

Other Attractions

Lick Observatory on Mt. Hamilton

### ***Minneapolis***

Trip Advisor Top Ten

Minneapolis Institute of Art  
Target Field  
Guthrie Theater  
Minnehaha Park  
Lake Harriet  
Mill City Museum  
Lake Calhoun  
Minneapolis Sculpture Garden  
Chain of Lakes  
Lake of the Isles

Other Attractions

Walker Art Center  
Mall of America  
Minnesota Zoo

### ***Indianapolis***

Trip Advisor Top Ten

Children's Museum of Indianapolis  
Victory Field  
Indianapolis Motor Speedway & Hall of Fame  
Indianapolis Museum of Art  
Lucas Oil Stadium  
The Eiteljorg Museum  
Indiana War Memorial  
Central Canal  
White River State Park  
Monument Circle

Other Attractions

Indianapolis Zoo

### ***Des Moines***

Trip Advisor Top Ten

Capitol Building  
Iowa State Fairgrounds  
Downtown Farmers Market  
Pappajohn Sculpture Park  
Blank Park Zoo

Des Moines Civic Center  
Principal Park  
Grays Lake Park  
Des Moines Art Center  
Greater Des Moines Botanical Gardens

Other Attractions

Better Homes & Gardens Test Garden  
Salisbury House & Gardens

***Sacramento***

Trip Advisor Top Ten

California State Railroad Museum  
Crocker Art Museum  
California State Capitol & Museum  
American River Bicycle Trail  
Capitol Park  
Old Sacramento  
Cathedral of the Blessed Sacrament  
California Automobile Museum  
Sacramento Zoo  
Sutter's Fort State Historic Park

Other Attractions

Fairytale Town

***Tulsa***

Trip Advisor Top Ten

Philbrook Museum of Art  
Gilcrease Museum  
BOK Center  
Tulsa Zoo  
ONEOK Field  
Woody Guthrie Center  
Woodward Park  
Tulsa Performing Arts Center  
The Cave House  
Boston Ave. Methodist Church

Other Attractions

Linnaeus Teaching Gardens  
Mary Oxley Nature Center  
Turkey Mountain Urban Wilderness Area

***Oklahoma City***

Trip Advisor Top Ten

Oklahoma City National Memorial & Museum  
National Cowboy & Western Heritage Museum  
Museum of Osteology  
Oklahoma City Zoo  
Oklahoma City Museum of Art  
Myriad Botanical Gardens  
Chesapeake Energy Arena  
45th Infantry Division Museum

Science Museum of Oklahoma  
Chickasaw Bricktown Ballpark

Other Attractions

Escape Games  
Orr Family Farm  
Oklahoma History Center

***Austin***

Trip Advisor Top Ten

State Capitol  
Lady Bird Lake Hike-and-Bike Trail  
LBJ Presidential Library  
Bullock Texas State History Museum  
Barton Springs Pool  
The Driskill  
Zilker Metro Park  
Town Lake  
Mount Bonnell  
South Congress Avenue

Other Attractions

Zilker Botanical Gardens  
Umlauf Sculpture Garden