



## GRANT APPLICATION

Austin Convention and Visitors Bureau  
Attn: Steve Genovesi, Senior Vice President, Sales  
111 Congress Avenue, Suite 700  
Austin, Texas 78701  
Phone: 512-583-7259 Email: sgenovesi@austintexas.org

DATE: 7/28/17

HISTORIC PROPERTY AND ADDRESS: Republic Square 422 Guadalupe St, Austin TX 78701

APPLICANT'S NAME: Dewitt Peart

APPLICANT'S ADDRESS: 211 E. 7th Street, Suite 818, Austin TX 78701

NAME AND ADDRESS OF OWNER, IF DIFFERENT FROM APPLICANT: City of Austin with a 99-year lease  
from the State of Texas

TAX I.D. NUMBER/TAX STATUS: 74-2640134

PERSON PRESENTING REQUEST/CONTACT PERSON: Molly Alexander

ADDRESS: 211 E. 7th Street Suite 818, Austin TX 78701 TELEPHONE NO. (512) 381-6265

E-MAIL: malexander@downtownaustin.com FAX NUMBER: (512) 477-7456

PROJECT NAME: Historical Interpretive Signage Project

DESCRIPTION OF PROJECT – PLEASE SUMMARIZE THE PROPOSED PROJECT. (IF DESIRED, APPLICANT MAY ALSO ATTACH AN ADDITIONAL SHEET MORE FULLY EXPLAINING THE PROJECT AND THE REASON FOR THE GRANT REQUEST.)

The Downtown Austin Alliance is proposing the design, fabrication and installation of interpretive historic signage to tell the history of Republic Square. The Downtown Alliance, in partnership with the Austin Parks and Recreation Department, is developing a comprehensive interpretive strategy for the three historic city squares: Brush, Republic, and Wooldridge. The project consultant, Ted Lee Eubanks, Founder and President of Fermata, Inc. is a certified interpretive planner with over 25 years of experience both nationally and internationally in heritage tourism and community development. The project thus far has included extensive community outreach to gather information to help shape and prioritize the stories. (See Attachment A for a narrative the project consultant has created for Republic Square)

PLEASE LIST HISTORIC DESIGNATIONS OF THE PROPERTY, AND IF LOCATED WITHIN A NATIONAL REGISTER OR LOCAL HISTORIC DISTRICT (PLEASE SPECIFY WHICH DISTRICT), AND IF THE PROPERTY IS CONTRIBUTING: Republic Square is a recorded Texas Historic Landmark

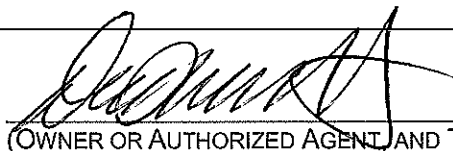
AMOUNT OF FUNDING REQUESTED: \$58,000

AMOUNT OF MATCH OR VALUE OF IN-KIND MATCH: \$60,000

DO LIENS EXIST AGAINST THE HISTORIC PROPERTY? ( ) YES (x) NO

IF YES, DESCRIBE THE LIENS AND AMOUNTS:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



(OWNER OR AUTHORIZED AGENT AND TENANT IF APPLICABLE)

**REQUIRED ATTACHMENTS:**

- 1) **TOURISM JUSTIFICATION:** Include substantiation of contribution to the tourism industry in Austin (i.e., annual summary of out of town visitation, copies of promotional material, list of promotional activities, hours of operations, tours provided, etc.).
- 2) **HISTORIC DOCUMENTATION:** Historic photograph(s) or other documentation (especially those showing the elevation(s) of the historic property where restoration, alterations, changes, and/or improvements are planned).
- 3) **CERTIFICATE OF APPROPRIATENESS FOR CITY DESIGNATED LANDMARKS AND LETTER OF APPROVAL FOR STATE DESIGNATED LANDMARKS:** Proof of approval for historic property alterations, if required. *NOTE: If an approval is required, the Preservation Agreement with ACVB will not be executed until such documentation has been issued and provided to ACVB.*
- 4) **PROJECT BUDGET:** Applicant must include a budget, specifying the major components of the restoration/preservation project with associated costs. Also include evidence of other sources of funding, i.e. your own or others' match, and the corresponding work to be performed with these funds.
- 5) **THREE COMPETITIVE BIDS** for the proposed work (in excess of \$5,000) must accompany the application.
- 6) **PROJECT SCHEDULE:** Phasing schedule and amount of funding required for each phase, if applicable.
- 7) **PROOF OF OWNERSHIP/LEASE/AUTHORIZATION:** Copy of the Deed or Will (if applicant is the owner) or documentation showing authorization from owner and any existing lease between owner and applicant.
- 8) **INSURANCE:** Proof of casualty, fire and federal flood insurance, if applicable.
- 9) **PLANS AND SPECIFICATIONS OF PROPOSED WORK.**
- 10) **INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED.**

## DAA Heritage Tourism Grant Application – Required Attachments

1. Tourism Justification – The Downtown Austin Alliance in partnership with the City of Austin’s Parks and Recreation Department and the Austin Parks Foundation have come together to give Republic Square a dramatic makeover. APF has raised over \$6M to renovate Republic Square and the Downtown Austin Alliance will maintain, operate and actively program the square in perpetuity. When the park opens this Fall, it will be a place unlike any in Austin with daily programming, modern amenities and a full-service café. We recognize the importance well maintained, active parks and civic spaces have to visitors and Austinites. Places that provide family-friendly activities and respite are key ingredients to a vibrant urban core.
2. Historic Documentation – Republic Square is a City of Austin designated historic landmark. From the City of Austin landmark designation – “Republic Square (called Hemphill Square from c. 1889–1975) lies in the southwest quadrant of downtown and is bounded by 4<sup>th</sup> Street to the south, 5<sup>th</sup> Street to the north, San Antonio Street to the west and Guadalupe Street to the east. Republic Square was the site of the early auctions of newly plotted lots in 1839–1840. The beautiful Auction Oaks are a surviving feature of this early history. Republic Square was also the center of Latino life in the late nineteenth and early twentieth centuries and Austin celebrates this special history through public art, Diez y Seis celebrations as well as the development of a Mexican–American Cultural Heritage Corridor that originates on the north side of Republic Square. The City completed a major renovation of the square in 1986 to commemorate the Texas Sesquicentennial. In 2012, Austin’s new Federal Courthouse opened on the block immediately west of the square.” (See attachment A for additional historic documentation and interpretation.)
3. Certificate of Appropriateness – The Parks and Recreation worked hand in hand with the Landmark Commission on the new designs for Republic Square. It did not warrant a Certificate of Appropriateness.
4. Project Budget –
  - Signage Design - \$74,362
  - Sign Fabrication - \$61,000
  - Installation – 10,823
  - Total Signage Package - \$146,185(See Attachment B for signage design and interpretation application)
5. Competitive Bids – The entire contract for the reconstruction of Republic Square was bid through the City’s competitive bidding process including the signage project.
6. Project Schedule – The signage will be fabricated and installed by March 1, 2018.
7. Proof of Ownership/Lease/Authorization – N/A

## **DAA Heritage Tourism Grant Application – Required Attachments**

8. Insurance – N/A
9. Plans and Specifications of proposed work – see attachment B

## **Attachment A**

### ***Republic Square – Interpretive Signage Content - DRAFT***

#### **Historic Documentation**

Edwin Waller's original design of Austin consisted of a grid with a central square (Capitol Square) and four smaller, secondary "public squares." In 1888, the squares were named Brush, Hamilton (now First Baptist Church), Bell (now Wooldridge), and Hemphill (now Republic).

Austin's leaders saw little value in parks and public spaces, initially. Although the original city plan set aside public land, the city quickly found other ways to use these spaces for storage, garbage dumps, or other city services. Between 1950 and the early 1970s, Republic Square functioned as a parking lot.

Returning Republic Square to its original purpose began in 1976 as part of the U.S. Bicentennial celebration. Austin chose the current name, Republic Square, in tribute to the Republic of Texas.

#### **Guadalupe Park and the Tex-Mex Revolution**

The soul of Republic Square (originally known as Guadalupe Park) is food, and that food is Tex-Mex. San Antonio is often credited with popularizing this cuisine. But, Austin had an equally critical role in its ascendancy.

Austin's Tex-Mex began in the *cocinas* of Latino women who lived around the square. Families in the neighborhood would make tamales and Mexican candies to sell along Congress. These kitchens were the beginnings of the Tex-Mex industry that helped shape American cuisine and that thrives in Austin still.

Walker's Austex Chile Company, established in 1910, distributed its Mexene chili powder throughout the nation. Local residents worked at the factory that bordered Republic Square. Children would play in the square as their parents worked in the factory canning tamales and other Tex-Mex foods for the national market.

The food tradition continues today with the Sustainable Food Center's farmer's market that is held each Saturday morning at Republic Square.

#### **Austin's Mexico**

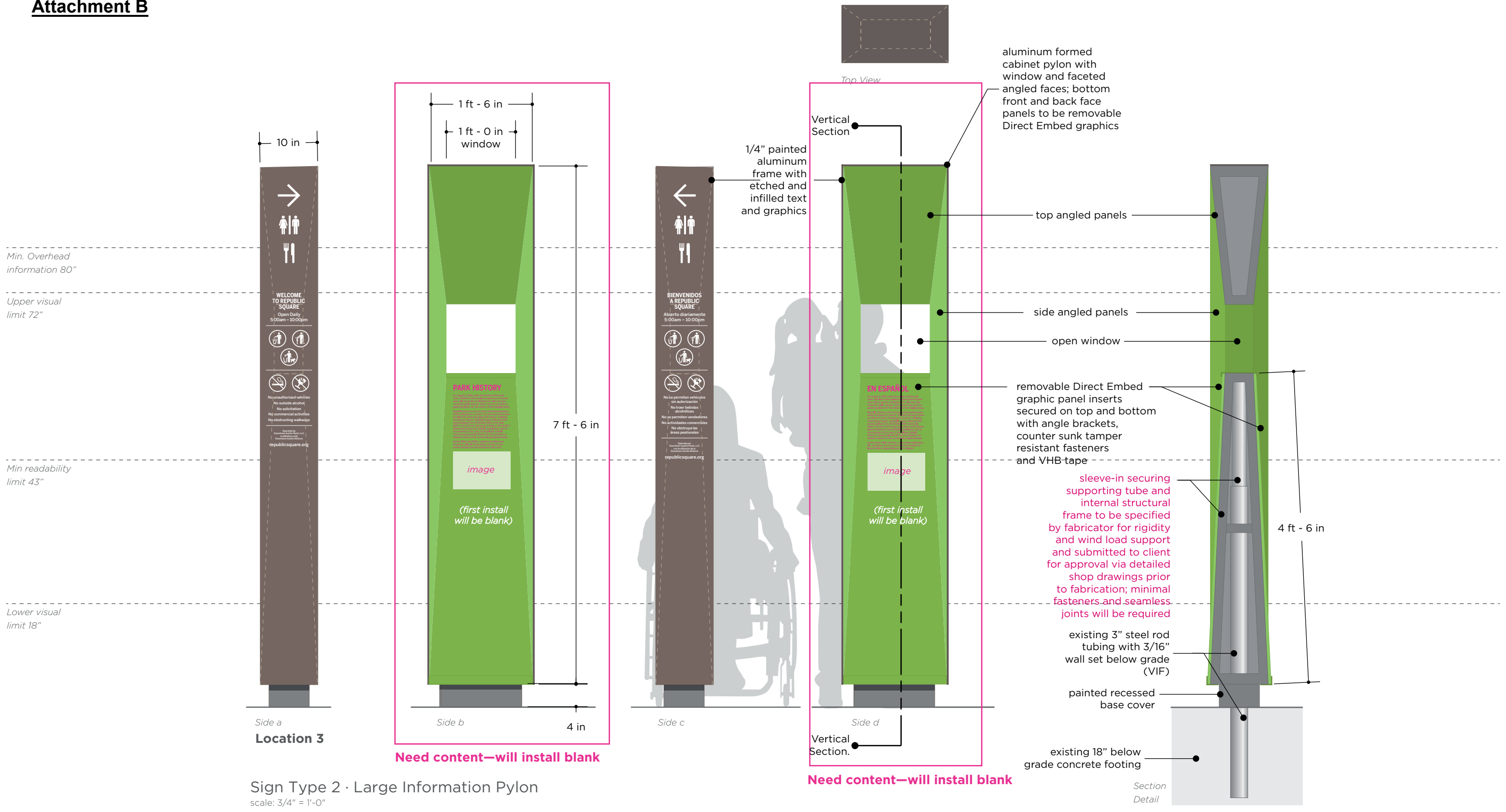
Austin's original Latino community once enveloped Republic Square. This "barrio", known as "West Side" or "Mexico", stretched from Congress Avenue to Shoal Creek, and from West 1st Street to West 7th Street.

## **DAA Heritage Tourism Grant Application – Required Attachments**

Mexican-Americans quickly adopted the square for their own uses. By the 1880's, the park was so popular among Mexicans living nearby that newspapers dubbed it "Mexican Park," though most Latinos called it "Guadalupe Park."

Republic Square in those days resembled a Mexican zocalo, with street vendors selling tamales and candies, and families taking advantage of the shade under the live oaks for Sunday gatherings. The space often hosted concerts and dances, church fundraisers, and the annual celebration of Mexico's independence (Diez y Seis de Septiembre).

The City Plan of 1928 forced minorities east by providing city services such as schools within a "Negro District." By the Great Depression, the residents of "Mexico" had moved east, along with their stores, churches, foods, and fiestas.





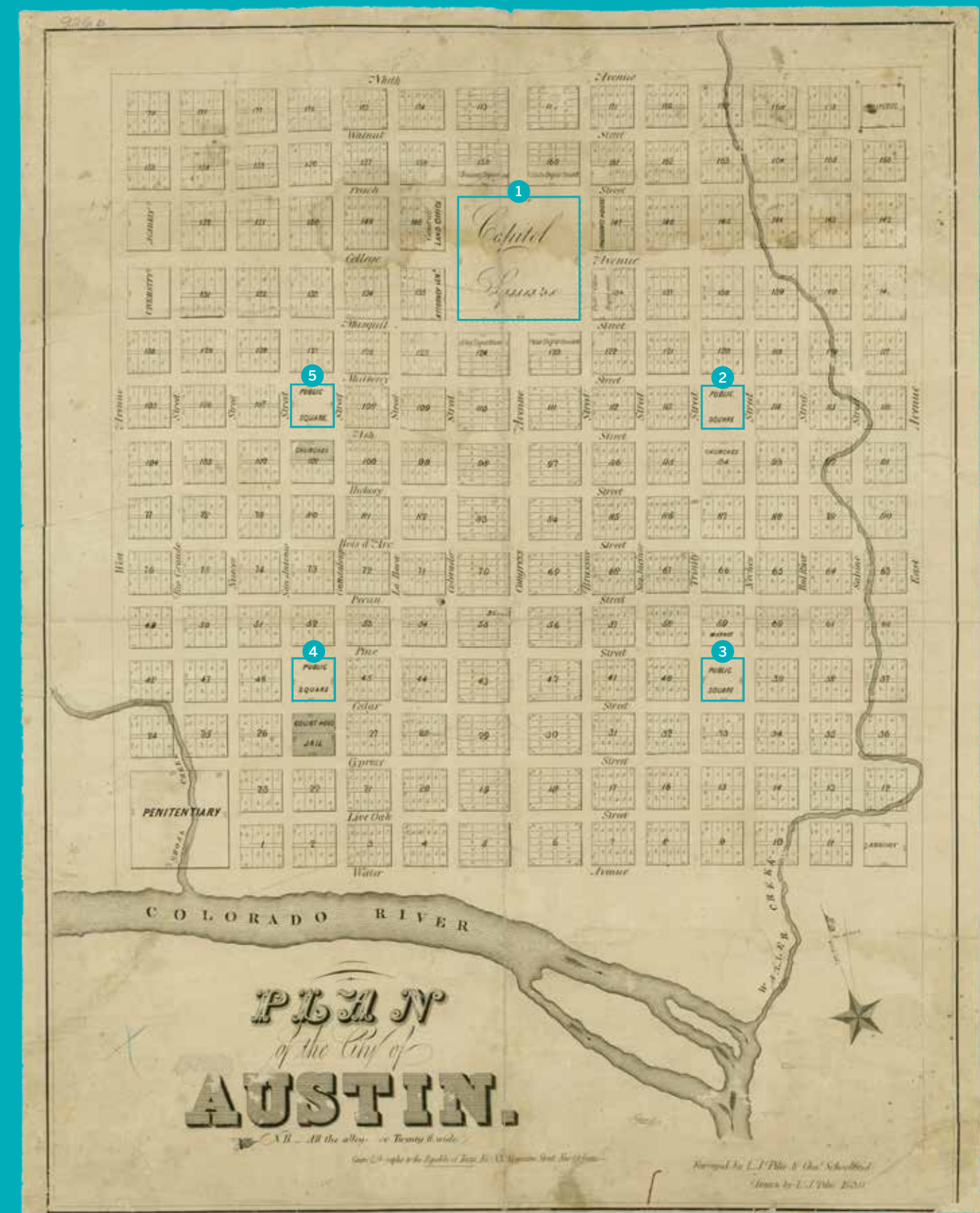
# AUSTIN’S AUCTION OAKS

Judge Edwin Waller held the first auction of Austin city lots under these oaks in 1839.

On January 24, 1839, the Republic of Texas directed President Mirabeau Lamar to select a site for a capital. Lamar chose the small settlement of Waterloo, on the north bank of the Colorado River, as the site for what would become Austin.

Judge Edwin Waller arrived in May 1839 to lay out a plan for the new capital city. The “Waller Plan” encompassed one square mile, 14 city blocks by 14 city blocks, between Waller Creek on the east and Shoal Creek on the west.

On August 1, 1839, Waller held the first auction of city lots under these oaks in what we now call Republic Square. Funds from this sale were used to begin the construction of government buildings in the new capital.



Edwin Waller’s original design of Austin consisted of a grid with a central square (Capitol Square<sup>1</sup>) and four smaller, secondary “public squares.” In 1888, the squares were named Hemphill<sup>2</sup> (no longer a public square), Brush<sup>3</sup>, Hamilton<sup>4</sup> (now Republic) and Bell<sup>5</sup> (now Wooldridge).

PLEASE DO NOT CLIMB ON THE TREES



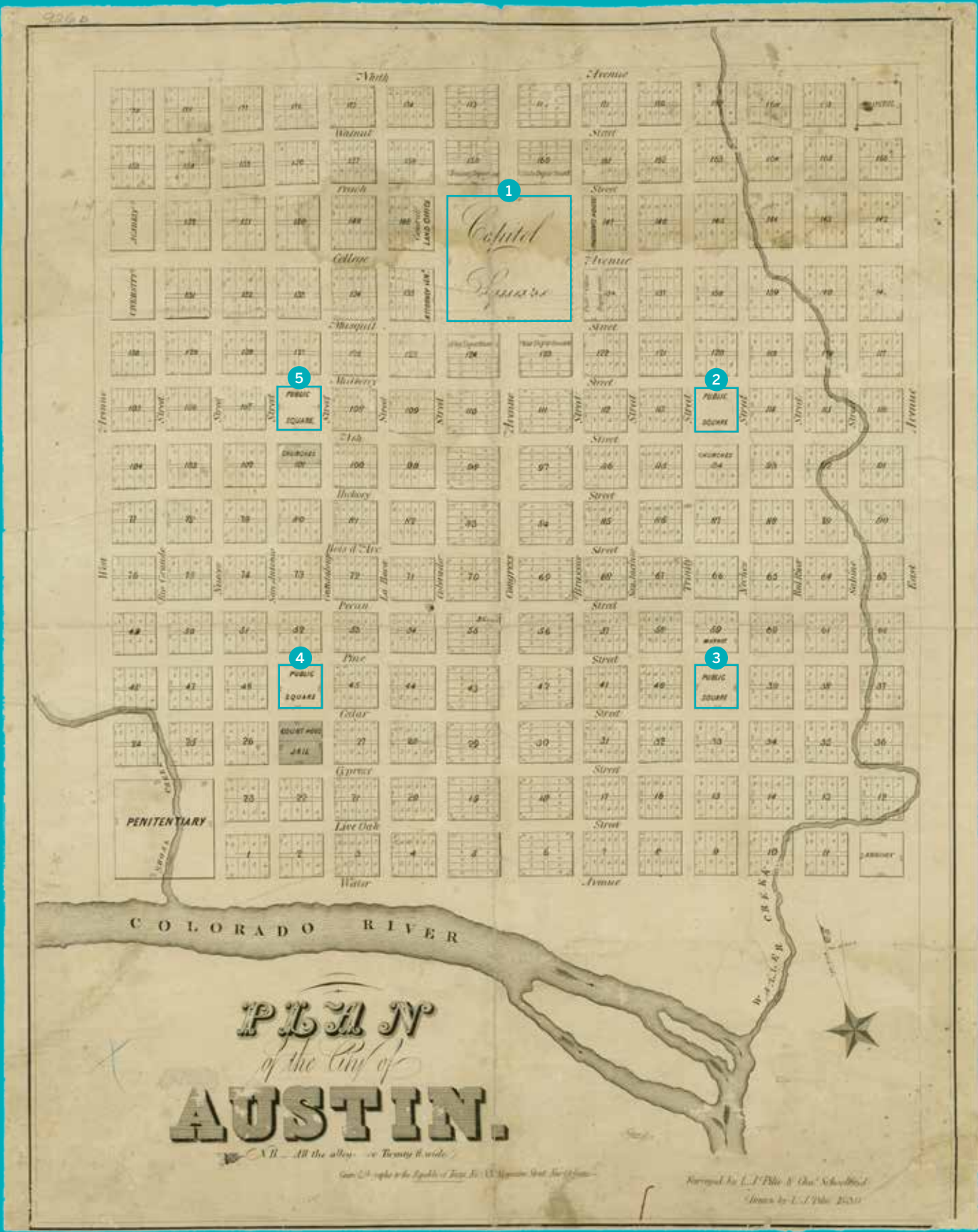
# ROBLES DE LA SUBASTA DE AUSTIN

El honorable juez, Edwin Waller, hizo la primera subasta de los lotes de propiedad de la ciudad de Austin bajo estos robles en el 1839.

El 24 de enero de 1839, la República de Texas instruyó al Presidente Mirabeau Lamar a escoger un lugar para establecer la capital de la ciudad. Lamar escogió el pequeño asentamiento de Waterloo, en la orilla norte del Rio Colorado, como el lugar que se convertiría en Austin.

El Juez Edwin Waller llegó en Mayo de 1839 para establecer un plan para la nueva ciudad capital. El “Waller Plan” incluía una milla cuadrada, 14 bloques de la ciudad por 14 bloques de la ciudad, entre Waller Creek al Este y Shoal Creek al Oeste.

El 1 de Agosto de 1839, Waller hizo la primera subasta de los lotes de la ciudad bajo estos robles, en lo que hoy día conocemos como Republic Square. Los fondos de esta venta se utilizaron para comenzar la construcción de los edificios gubernamentales en la nueva capital.



El diseño original de Edwin Waller para la ciudad de Austin consistía de un cuadrado con Central Square (Capitol Square<sup>1</sup>) y cuatro áreas públicas secundarias más pequeñas. En el 1888, estas áreas fueron nombradas como Hemphill<sup>2</sup> (ya no es un área pública), Brush<sup>3</sup>, Hamilton<sup>4</sup> (ahora conocido como Republic Square) y Bell<sup>5</sup> (ahora conocido como Wooldridge).

## POR FAVOR NO SE SUBA A LOS ÁRBOLES