

City of Austin

Parks and Recreation  
Department

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# Brush Square Master Plan



# Acknowledgments

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Learn more about the project at: <http://www.austintexas.gov/department/brush-square-master-plan>



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# 1. Executive Summary

**BRUSH  
SQUARE!**

# Executive Summary

The Brush Square Master Plan is based on years of planning efforts that envision the square as an inclusive, vibrant space in Austin's rapidly growing downtown. This master plan is intended to build upon these planning efforts and to produce a clear guide for design development and implementation strategies to realize this vision for the Square.

To many in Austin, Brush Square is a forgotten public space. For years, its status as a public realm was not given the same consideration as its analogues at Republic Square and Wooldridge Square, the other two remaining squares from the 1839 Waller Plan for Austin. Over the years, the Square was used as a cotton yard, a repository for the O. Henry house (relocated from its nearby location in 1934) and the Susannah Dickinson house (relocated in 2003), a location for the City's first Central Fire Station in 1938 and, for many years, a fenced parking lot. Only in 1969, when the City of Austin made plans to convert much of the site into a permanent parking lot, did public opinion and advocacy insist that the park instead be reinvigorated as a public open space.

This reinvigoration has been a long time coming. The essential operations of the fire station, itself badly in need of relocation to a new, state-of-the-art facility with better access downtown, require that much of the park continues to be off-limits to public use. The museums on the site offer rich cultural opportunities, but their important stories are not strongly tied to a larger historical narrative of Austin and its Squares.

Brush Square finds itself in an epicenter of new investment in the southeast quadrant of downtown Austin. In 2019, CapMetro will break ground on its permanent Downtown Station only a block from the site, transforming 4th Street along Brush Square's southern edge into a pedestrian plaza and stronger link to the Convention Center, which itself is pondering options for expansion. The area has blossomed with residential development, including the growth of residences in the Central Business District and in the nearby Rainey Street District. Now more than ever, downtown needs an investment in its public spaces—including Brush Square—for residents, workers, visitors, children and people of all ages, abilities, identities and financial situations. This Master Plan, and the recommendations it includes, is a vital step toward realizing that investment.





Brush Square

Brush Square  
Creative Commons  
Cleveland Museum of Art  
Rockefeller Museum



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## 2. Project Background

**BRUSH  
SQUARE!**

# History of Brush Square

Brush Square is one of the three remaining original downtown squares as envisioned in Edwin Waller's 1839 plan for Austin. Waller's plan set aside four blocks for public squares; today, Republic Square, Wooldridge Square, and Brush Square remain public parks.<sup>1</sup>

Brush Square is named for Seba Bogart Brush, a merchant, who used the square to store cotton prior to his death in 1874. As late as 1900, Sanborn Maps show the Alliance Cotton Yard operated on the site and constructed a cotton shed and office.

The City's first train tracks passed north of Brush Square along 5th Street and were later re-routed onto 4th Street. The planned site of a train depot on the block north of Brush Square later became known as Market Square and served as a public plaza before being developed as offices for the Texas State Department of Health in the 1930s and later as the Avenue Lofts in the 1950s. In 1872, the Old Depot Hotel on 5th Street was opened in anticipation of the depot that was never built.

Between 1893 and 1895, the author William Sidney Porter, better known as O. Henry, resided in Austin in a nearby rental house that was later relocated to Brush Square in 1934. The structure now houses the O. Henry Museum, operated by the City of Austin Parks and Recreation Department.<sup>2</sup> Construction of the Central Fire Station No. 1 concluded on site in 1938. Edwin Kreisle and Max Brooks designed the building, which remains an important example of Art Moderne style.<sup>3</sup>

The square also houses the former home of Susanna Dickinson, a famous survivor of the Battle of the Alamo. This residence was moved from the block to the east of the square in 2003 for the construction of the Hilton Hotel and is also operated by the City of Austin Parks and Recreation Department.<sup>4</sup>

During the 1950s much of Brush Square was used as a parking lot.<sup>5</sup> In 1969, the Parks and Recreation Board, with support from the Heritage Society of Austin, rejected a City of Austin plan to convert the site into a "fairly pleasing parking lot," marking the beginning of the contemporary era of maintaining the park as a public open space.<sup>6</sup>

<sup>1</sup> Brush Square History and Design Study. 2008.

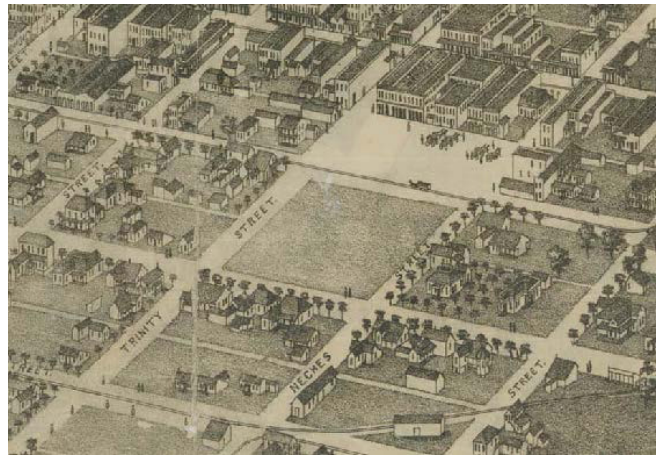
<sup>2</sup> *ibid.*

<sup>3</sup> National Register of Historic Places Digital Asset Management System #00000454

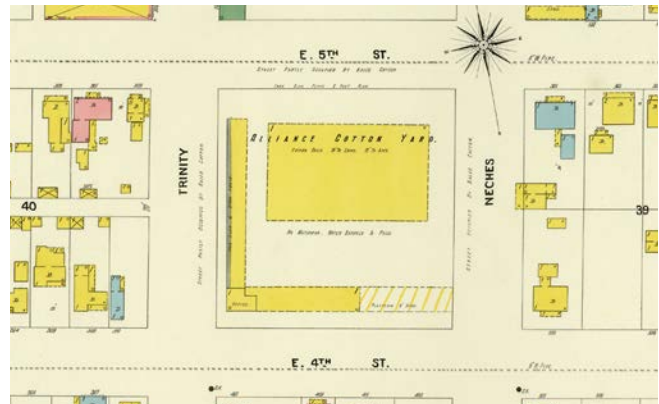
<sup>4</sup> Brush Square History and Design Study. 2008.

<sup>5</sup> *ibid.*

<sup>6</sup> *ibid.*



Brush Square in 1890. (Brush Square History and Design Study)



Sanborn Map showing Brush Square in 1900. (Austin History Center, Austin Public Library)



Southern Pacific locomotive 786 was moved to the site circa 1956 but has since been removed. (Austin History Center, Austin Public Library)



## Present Day Context



Brush Square is located at a busy downtown location serving residents, businesses, and visitors fronting the Austin Convention Center and the Capital Metropolitan Transportation Authority (CapMetro)'s new Downtown Station, which will begin construction in 2019. The management of the Austin Convention Center is also considering an expansion, though this is a preliminary study and has not been approved.

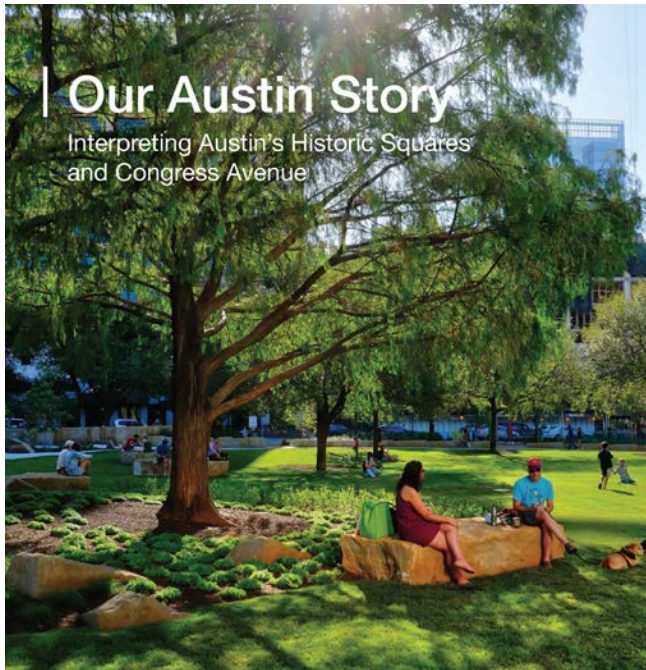
The square is also the site of major events such as the annual O. Henry Pun Off, which attracts hundreds of attendees and international competitors each year. Open space is limited by the fire station's operations, which require much of the park to be used as a parking lot and equipment staging area.

The history of this site reveals that it remained under-regarded as a public space long after Republic Square and Wooldridge Square were recognized as essential public spaces in the downtown. To this end, the site has a history of haphazard construction and building relocation. Efforts to revitalize the square into a signature open space have only recently gained traction.

The square unfortunately sees above average criminal activity, most commonly non-violent crimes, and the park suffers from poor visibility, access, and sufficient lighting to make it an attractive space after dark. These limitations further encourage illicit behavior and the perception of a lack of personal safety. A recent security pilot at the square has produced positive results in reducing criminal activity at the site, although security alone is not sufficient to promote a safe public space at all hours without additional improvements.

Fortunately, there is renewed interest in creating vibrant public spaces as downtown Austin increases in residential population and with the increased capacity and efforts of the Downtown Austin Alliance. This master plan builds off these efforts and intends to guide the design of an exemplary public space at Brush Square.

## Relevant Initiatives



*"Our Austin Story," commissioned by the Downtown Austin Alliance in partnership with the City's Parks and Recreation Department, interprets Austin's historic squares and Congress Avenue. (Fermata, Inc.)*



*The Downtown Austin Vision is a guide for downtown based on community aspirations. (Downtown Austin Alliance)*

### Our Austin Story

Our Austin Story, authored by Fermata, Inc., is a "comprehensive interpretive strategy for several of Austin's most historic public spaces," including Brush Square, to "help visitors and residents alike better understand Austin's present by acknowledging its past."<sup>7</sup>

Our Austin Story provides an overview of Brush Square's history, including the story of how it got its name: "During the Civil War, Seba Bogart Brush stored cotton and other merchandise on the property. Brush traded in cotton and during the Civil War became wealthy shipping cotton to the Union. The city named the square for Brush after his untimely death at the age of 47." The document follows the history of its use for freight service and as a cotton yard through the late 19th and early 20th centuries, and the establishment of a park in 1916. Our Austin Story describes how Brush Square "spent its first decades as a void. No one came, and nothing happened." Nevertheless, the "cattle, cotton, and commerce" narratives of the square, along with the New Deal programs that helped construct Fire Station #1 and the historical importance of the Susanna Dickinson and O. Henry homes, could give Brush Square a sense of purpose and identity.<sup>8</sup>

### Downtown Austin Vision Plan

The Downtown Austin Alliance (DAA) recently completed their "community conversations" to develop a vision for downtown Austin. The Plan states that by 2039 (Austin's 200th birthday) "downtown will be a place with vibrant neighborhoods and places that welcome everyone. It will be a place that is convenient to get to and enjoyable to get around. Because of this, downtown will thrive and prosper. And when downtown prospers, so does the entire region." One of the key findings was "Downtown Austin should have more parks and public spaces that provide a variety of environmental and societal benefits." Results included park use recommendations:<sup>9</sup>

<sup>7</sup> <http://www.downtownaustin.com/daa/ouraustinstory>

<sup>8</sup> <http://www.downtownaustin.com/daa/ouraustinsto>

<sup>9</sup> <http://downtownaustin.com/vision>



“Participants cited parks as places where uniquely Austin activities take place and said these should include diverse opportunities for learning, playing and socializing. They also expressed the need for low- and no-cost activities to ensure inclusivity. One community member recommended reframing downtown—not as a place of streets and buildings with parks in it but instead as a green space or parkland with buildings and streets in it.”<sup>10</sup>

Strategies related to parks, which are applicable to Brush Square are:

- “Transform downtown’s public spaces into an integrated, walkable, vibrant experience of arts, greenspace, music, culture and creativity – for everyone.” This includes an “integrated approach to activating downtown’s public spaces, with the goals of stimulating economic development, fostering cultural diversity, promoting health and well-being and showcasing Austin’s unique creative talent.”
- “Create new parks, places and connections where possible.”
- “Maximize the green infrastructure benefits of the public realm.”
- “Tell the varied stories of Austin and its people in downtown’s public space.”

The Downtown Austin Vision recommendations applicable to Brush Square emphasize that designs and programming must be inclusive to all of Austin, and that a robust interpretive strategy must be implemented as part of the square’s future.<sup>11</sup>

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<sup>10</sup> <http://downtownaustin.com/vision>

<sup>11</sup> <http://downtownaustin.com/vision>

## Urban Land Institute Technical Assistance Panel: Capital Metro: Downtown Multimodal Station Special Report

The Urban Land Institute’s Technical Assistance Panel reviewed plans for the CapMetro Downtown Rail Station on 4th Street in 2016. The panel recommended creating a “marquee” experience with design elements and amenities as well as creating a “gateway” making the station area a “destination”. The panel writes:

Ideally, this Master Plan would be provided to a third party entity such as the Austin Parks Foundation, the Downtown Austin Alliance or other established area nonprofit with a vested interest, so that CapMetro does not become the entity to manage a park project on land they do not control. Use the Master Plan findings to develop a plan for Brush Square improvements and to raise its citywide profile and appreciation. Include relocating the fire station and provide for the adaptive reuse of the building, as well as landscaping or other park features for the area currently occupied by the fire station’s parking lot. Determine who will manage the Pedestrian Plaza public programming, operations, and maintenance. Pay attention to ‘soft touches’ (urban design components) within the design enhancements. Provide for important Plaza Amenities in the plan, including restrooms; recreational furnishings such as benches; and signage and way-finding to city attractions and destinations, other transit connections (such as B-cycle, Car 2 Go, and circulator and local buses). Consider space for food trucks and other affordable food options. Integrate the Station and Plaza aesthetic with the local context (cultural art, lighting, landscape, etc.). Provide opportunities for shade, or respite from weather.<sup>12</sup>

The panel noted that one of the primary challenges for the area will be accommodating increased ridership while enhancing the quality, connectivity, and pedestrian movement. The Panel also recommended relocating the fire station operations outside of Brush Square.<sup>13</sup>

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<sup>12</sup> <https://austin.uli.org/local-initiatives/technical-assistance-panelsadvisory-service-panels/tap-permanent-downtown-train-station/>

<sup>13</sup> <https://austin.uli.org/local-initiatives/technical-assistance-panelsadvisory-service-panels/tap-permanent-downtown-train-station/>

## Project Connect Long-Range Plan

Project Connect is CapMetro's vision plan to create a "complete, congestion-proof system of reliable and frequent high-capacity transit services running in dedicated lanes or on tracks, away from other traffic." Originally adopted in 2012, the latest version of the long-range plan was released in October 2018. Project Connect will focus on "enhancements to transit services and infrastructure that would improve existing high-capacity transit services (MetroRail, MetroRapid, and MetroExpress)" and "corridors that may be suitable for the implementation of future high-capacity transit solutions." The system map proposes new high capacity transit routes using regional rail, autonomous rapid transit, and bus rapid transit. The Plan includes improvements to the MetroRail Red Line, such as dual-tracks in critical areas, which will increase ridership and capacity.<sup>14</sup>

The permanent Downtown Station adjacent to Brush Square will have three trackways arriving from the east terminating in the East 4th Street right-of-way between Neches and Red River Streets. Along Brush Square's western edge on Trinity Street, CapMetro buses will provide easy passenger transfers using the new transit plaza to be created in the East 4th Street right-of-way between Trinity and Neches Streets.<sup>15</sup>

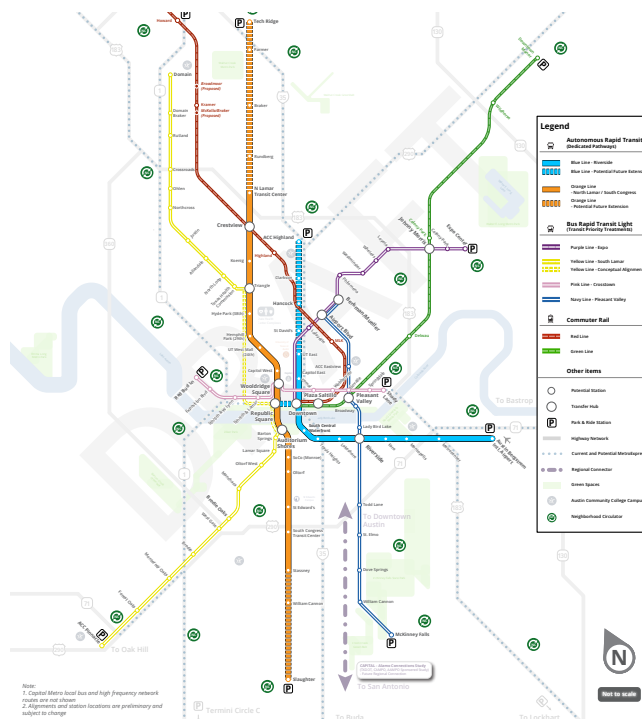
## CapMetro Connections 2025

Connections 2025 is the transit plan for CapMetro to create a "more reliable and more connected transit system" by tripling high-frequency route networks, adding two MetroRapid Lines and generally increasing frequency. The biggest change affecting Brush Square is the increased frequency of the MetroRail, which is planned for 15 minutes throughout the day and every 30 minutes in the evening.<sup>16</sup>

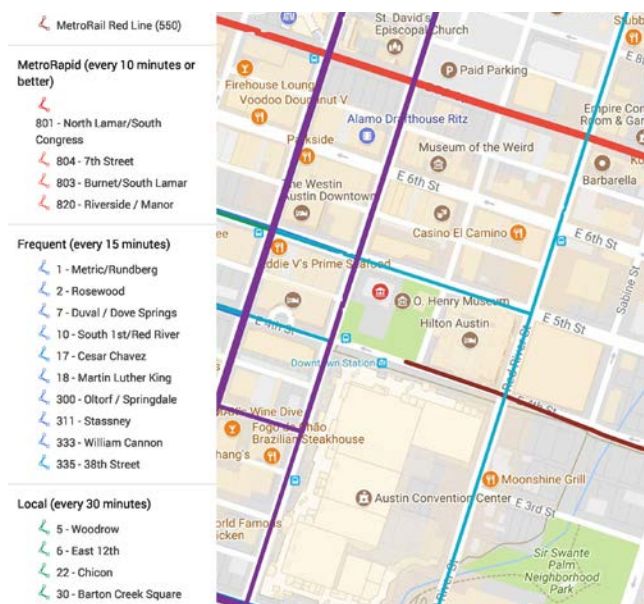
<sup>14</sup> [https://www.capmetro.org/uploadedFiles/New2016/ProjectConnect/Project\\_Connect\\_Vision\\_2018/Project-Connect-Vision-Plan-092618-v7.pdf](https://www.capmetro.org/uploadedFiles/New2016/ProjectConnect/Project_Connect_Vision_2018/Project-Connect-Vision-Plan-092618-v7.pdf)

<sup>15</sup> <https://capmetro.org/about-projectconnect/>

<sup>16</sup> <http://connections2025.org/draft-plan-screenreader/>



*Project Connect's latest vision shows a variety of transit facilities near Brush Square, including high-capacity transit running north-south along Trinity Street. (Capital Metro, 2018)*



*The proposed transit routes surrounding Brush Square as part of Connections 2025 include express routes (in purple), circulators (in blue) MetroRapid buses (in red) and the Rapid Transit Red Line rail (in burgundy). (CapMetro)*



*An illustration showing the Downtown Arrival Gateway at Brush Square (Downtown Austin Wayfinding Master Plan)*

## Downtown Austin Wayfinding Master Plan (2013)

The Downtown Austin Wayfinding Master Plan (2013) is an initiative to provide clear wayfinding for residents, commuters and tourists to Downtown Austin destinations and attractions. This project is an action item in the Downtown Austin Plan (2011) aimed to integrate a range of navigation and communication tools, such as signage, brochures, kiosks, and smart-phone applications. The plan identifies eleven key gateways to downtown, including the Downtown Rail Station at the Convention Center.<sup>17</sup> Proposed improvements from the plan relevant to Brush Square include:

- “Provide a major bike-share station along the northern curb of 4th Street, with an artistic design treatment that celebrates Austin’s commitment to cycling and the presence of the Lance Armstrong Bikeway.
- Improve Brush Square as an active and welcoming open space with a positive street presence and edge along 4th Street. Consider future adaptive re-use of the fire station for uses that energize the park.
- Improve the streetscape treatment of 4th Street with wayfinding and informational kiosks along the northern curb as well as enhanced paving, crosswalks and pedestrian-scaled lighting.”<sup>18</sup>

<sup>17</sup> <http://www.austintexas.gov/wayfinding>

<sup>18</sup> <http://www.austintexas.gov/wayfinding>



The Downtown Austin Wayfinding Master Plan appendix includes nine specific recommendations for Brush Square (see corresponding plan, above):

- The expansion of MetroRail will construct a second track and move the platform between the two tracks.
- Construct a light steel frame shade structure for food carts and dining/performance space.
- Reduce the size of the AFD parking lot with a more efficient layout.
- Regrade the Brush Square lawn with seat wall along the 4th St. sidewalk.
- Relocate a tree to create entry way on southeast corner of Brush Square.
- Create a flexible paved space used for tented events and for daily use, such as pétanque courts.
- Install deck around heritage tree.
- Install wayfinding element.
- Relocate Car2Go spaces and taxi queuing zone to Neches St.”<sup>19</sup>

<sup>19</sup> <http://www.austintexas.gov/wayfinding>



## The Downtown Austin Plan: Downtown Parks and Open Space Master Plan

The Downtown Parks and Open Space Master Plan was produced as an integral part of the Downtown Austin Plan. Its purpose is to “articulate a community-supported vision for Austin’s downtown parks and open space system that will guide public and private investment and management of individual parks and the system as a whole” and to create a vision for each downtown public park, including Brush Square.<sup>20</sup>

<sup>20</sup> <http://www.downtownaustin.com/sites/default/files/filepicker/50/ParksandOpenSpaceMasterPlan.pdf>

The vision of Brush Square was to create “a nature tonic for city people and a culture club for neighbors and visitors”. The Plan stresses that “Brush Square function as a casual respite and refuge on a daily basis. While stakeholders are supportive of SXSW as part of the vital Austin scene, many have reservations about using public space such as Brush Square for private, tented receptions and parties, which some see as incompatible and indifferent to the park.” The long term recommendations were to find a new location for the Austin Fire Department (AFD) and reuse the historic fire station building “as a community-oriented building” such as a “Firehouse Café and Museum” with an outdoor dining terrace overlooking the open space.<sup>21</sup>

<sup>21</sup> <http://www.downtownaustin.com/sites/default/files/filepicker/50/ParksandOpenSpaceMasterPlan.pdf>



Near term recommendations for Brush Square from the Downtown Austin Plan focus on reducing the size of the Fire Station parking lot, a discussion that was initiated by the Friends of Brush Square, Austin Parks Foundation and the City’s Parks and Recreation Department at the time of the Plan. Other recommendations for the near term include activities to improve neighborhood and social appeal, such as outdoor dining, bicycle rentals, a raised deck to protect the largest, heritage live oak tree, and a double row of shade trees on the East 4th Street edge. (The Downtown Austin Plan: Downtown Parks and Open Space Master Plan)



The long term recommendations for Brush Square from the Downtown Austin Plan are to: “find a new location for the Austin Fire Department (AFD) so that the full potential can be realized”, with the building repurposed for community uses and dining; and to “introduce an open green on the southern half of the block, once the AFD parking is removed” for events and casual use. (The Downtown Austin Plan: Downtown Parks and Open Space Master Plan)

## City of Austin Parks and Recreation Long Range Plan for Land, Facilities and Programs

The Parks and Recreation Long Range Plan (2010) addressing the increasing strain on limited existing downtown park spaces. It includes plans for several priority projects that are relevant to Brush Square:

- Revitalize the three remaining historic squares: Brush, Republic and Wooldridge
- Implement the Downtown [Parks and] Open Spaces Plan's wayfinding plan for the historic squares and parks

The Plan additionally calls for specialty programs for the site museums. Specialty programs for the O. Henry Museum are: "Preserve the home and artifacts the former home of William Sidney Porter, known as O. Henry; guided tours, outreach programming; writing club; events such as O. Henry's Birthday and Brush Square programming; annual O. Henry Pun-Off World Championships; preservation of Museum facility as artifact; collection care."

For the Susanna Dickinson Museum, the specialty programs are: "Preserve the home and artifacts of Susanna Dickinson, 'Messenger of the Alamo,' providing educational programming related to Texas' historical heritage and pioneer life. Offer docent tours, quilting classes and club, library and research center, gift shop, and programs for children, youth and adults."<sup>22</sup>

<sup>22</sup> <http://www.austintexas.gov/page/parks-recreation-long-range-plan-land-facilities-and-programs-lrp-adopted-november-2010>

## Imagine Austin

The Imagine Austin Comprehensive Plan, adopted in 2012, does not make specific recommendations for Brush Square. The comprehensive plan does include Complete Communities indicators used to measure whether goals of the Plan are being addressed.

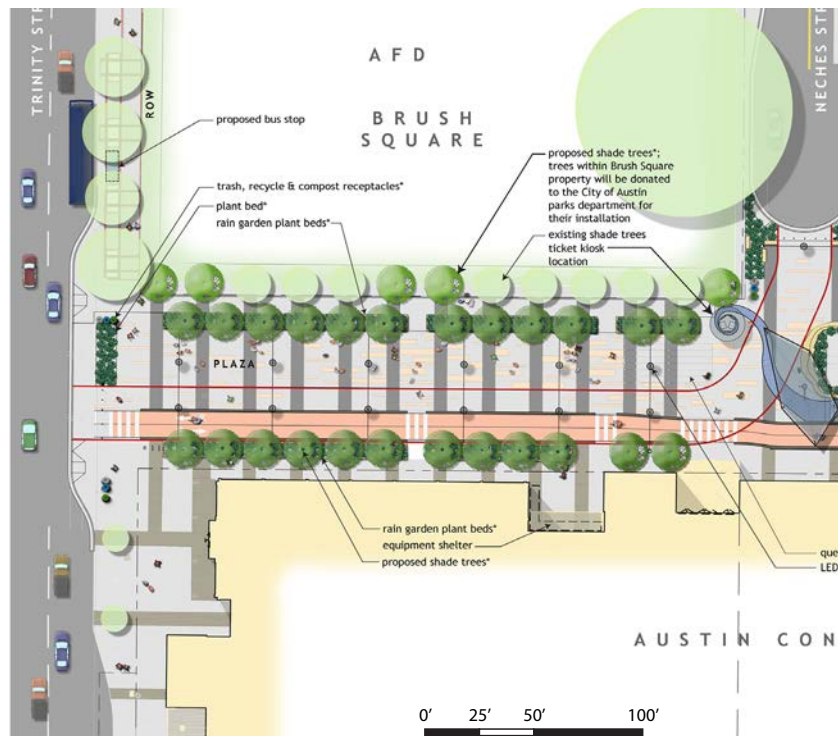
- The development of Brush Square into an inclusive public park space positively affects multiple indicators:
- Perception of safety
- Parks and open space (acres or acres per capita)
- Air quality (nitrogen oxides and volatile organic compounds)
- Households within 1/2 mile distance of park or accessible open space (percent)
- Attendance at arts/cultural event
- Households within 1/2 distance of art/cultural event (percent)

# Ongoing Projects

## Downtown Station and Related Improvements

The Capital Metropolitan Transportation Authority (CapMetro)'s permanent Downtown Station is envisioned as "a great public plaza that ties together the Downtown Station, the Convention Center and surrounding hotels and businesses." The upgrade will include an expansion to three tracks in between Neches and River River Streets. The segment of East 4th Street just south of Brush Square will be redesigned as a pedestrian plaza and Neches Street will become a cul-de-sac in front of the Hilton hotel.

Construction is anticipated to begin in April 2019 and be completed in 2021.<sup>23</sup>



The illustrative plan shows the future public plaza that will be located in the East 4th Street right-of-way between Trinity and Neches streets. (CapMetro)

<sup>23</sup> <https://www.capmetro.org/downtownstation/>



This rendering of the new Downtown Station presents how the pedestrian plaza will tie into the new rail station. (CapMetro)



## Old Depot Hotel Mixed-Use Project

Catercorner from Brush Square to the northeast, at 504 E. Fifth Street is the Old Depot Hotel, built between 1871 and 1872 to served a railroad station that itself was never constructed.<sup>24</sup>

A 2018 plan for this site included a a 30-story residential tower integrated with the preservation of the existing building. More recently, the property has been reported sold for a potential commercial office project.

The project could affect Brush Square by increasing pedestrian and vehicular traffic in the area, and by improving the project's streetscapes through the Great Streets Development Program. The project may also fund park improvements through the Parkland Dedication Ordinance.



*This rendering of the proposed mixed-use development for the Old Depot Hotel site shows a new, high-rise residential building on the existing parking lot adjacent to the historic hotel building. (Rhode Partners)*



*Plans indicate that demolition is being considered for non-historic buildings at the site. (O'Connell Architecture)*

<sup>24</sup> <http://txdac.org/texas-historical-markers/old-depot-hotel/>

## Hilton Hotel Overhead Walkway

The recently-built Hilton Austin Overhead Walkway connects the Hilton Austin Hotel to the Austin Convention Center across East 4th Street, fifty feet above the sidewalk level and the planned Downtown Station.

According to the City of Austin Design Commission Project Review for this project (2017), the walkway was built with the purpose of providing “a safe and convenient access alternative for pedestrians moving between the Austin Convention Center and the Hilton Hotel for meetings and events”, as the street has become a “pinch point” from the activity attributed to the Lance Armstrong Bikeway, the CapMetro rail station and heavy pedestrian use.

The design is intended to be a piece of civic art, with its open-air quality and viewing area platforms.<sup>25</sup>



*This rendering of the Hilton Austin Overhead Walkway, facing east, shows how it will extend over the new Capital Metro Downtown Station. (Gensler)*

## Public Restroom Pilot

Following a series of portable public restroom testing in downtown Austin, the City will soon install a permanent public restroom along right-of-way of Trinity Street at the southwest corner of the square. This restroom will have utility service and is modeled after the Portland Loo and similar products.

<sup>25</sup> <http://www.austintexas.gov/edims/document.cfm?id=277351>



*An example of a public restroom similar to what will be installed nearby Brush Square. (Portland Loo)*



## East 5th Street Two-Way Conversion

As of August 2017, East 5th Street has been converted to two-way travel between I-35 and Brazos Street, with the intent of improving mobility and safety. The change also addressed the closure of through traffic on East 4th Street as necessitated by the Capital MetroRail Station.

East 5th Street now has two eastbound lanes and one westbound lane, with back-in parking along the north side of the street. This re-configuration of the travel lanes should have a positive calming effect on East 5th Street, which is one of four streets bounding Brush Square.<sup>26</sup>

## Fire Station #1 Relocation

The Austin Central Fire Station #1 remains an actively-used fire station located within the northwest quadrant of Brush Square, while a section of the building serves as the Austin Fire Museum. The structure was built in 1938, and a large addition was constructed in 1962. It was listed in the National Register of Historic Places in 2000. According to a memorandum from the Austin Parks and Recreation Department, the fire station is the busiest in Austin, serving the downtown entertainment district and the Capitol Complex, and it is uniquely situated to respond to emergencies that require special personnel and equipment.<sup>27</sup>

There are no immediate plans to relocate the fire station's operations, though it is recommended as part of the long-term concept plan in the Downtown Austin Plan (DAP)'s Parks and Open Space Master Plan (2011). From City of Austin planimetrics, its parking lot constitutes roughly 20 percent of Brush Square's total area.

<sup>26</sup> <http://www.downtownaustin.com/news-article/e-5th-street-and-colorado-street-being-converted-two-way-streets>

<sup>27</sup> [ftp://ftp.ci.austin.tx.us/PARDPlanningCIP/McKnight\\_HistoricResources/Wooldridge%20Planning%20Resources/3\\_13\\_13\\_Downtown%20Squares\\_FINAL.pdf](ftp://ftp.ci.austin.tx.us/PARDPlanningCIP/McKnight_HistoricResources/Wooldridge%20Planning%20Resources/3_13_13_Downtown%20Squares_FINAL.pdf)



The Austin Transportation Department conducted a Street Traffic Analysis for the new Capital Metro Downtown Station in 2016, which recommended that East 5th Street be converted to two-way travel. (Downtown Austin Alliance)

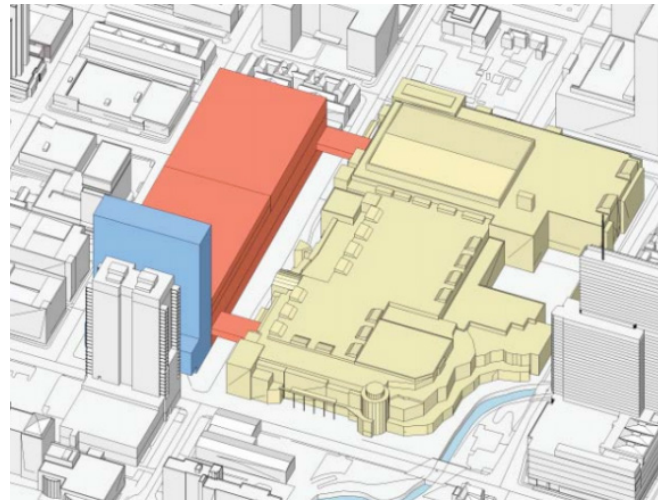


This photo shows the Austin Central Fire Station 1 at the time of its completion, circa 1938. (Austin History Center)

## Austin Convention Center Long-Range Master Plan

According to its Long-Range Master Plan, the Austin Convention Center (ACC) falls short of the average convention center size in peer cities. The plan recommends substantial expansion of hotel room supply, commercial and entertainment options, and convention space.

An expansion study is currently being performed by the University of Texas-Austin Center for Sustainable Design, to be completed in early 2019, following a similar study by Gensler. The Gensler study preferred expansion scenario called for creating a multi-level structure occupying most of the three blocks west of Trinity Street, connected to the existing building via skybridges. A potential expansion impacts Brush Square in terms of traffic in the area, and will likely increase demand for the use the square for events. While expansion is being studies, approval from City Council has not been determined.



*This diagram and plan, facing north, of the "preferred option" of the Austin Convention Center Long-Range Master Plan shows the new convention center in red and a future hotel in blue. (Gensler)*



*The rendering of the preferred option shows potential green space on the roof deck. (Gensler)*

### 3. Outreach and Partners

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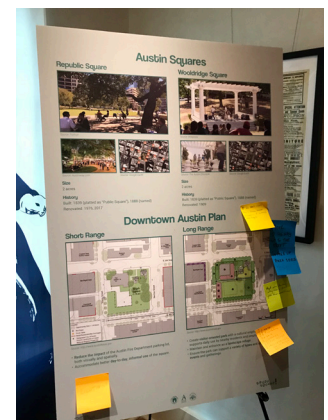
# Initial Community Outreach

## Community Meeting 1

A robust and comprehensive engagement process was held as part of the Brush Square master plan process. The engagement included meetings, events, and online input opportunities. After each engagement effort, the team met to review results and determine how comments affect the next stages of the process.

The first community meeting was held on Saturday, April 7, 2018 from 10 am-12 pm at the Susanna Dickinson Museum in Brush Square. Around 25 people attended the meeting despite unseasonably cold, rainy weather. The meeting's goals were to inform attendees about the project, gather feedback on design considerations, and provide education about history and concurrent planning efforts. The meeting also provided children's activities. A summary of comments can be found in the appendix.

An initial survey was also deployed to capture input from people who were unable to attend the community meeting about how respondents use the square and what they see as important in its future.



*Attendees had the opportunity to comment on existing conditions and precedents, take a survey, and draw ideas for the square.*

## Initial Engagement Results

After the first public meetings and the initial survey, in addition to other outreach as described in this section, the project team developed a set of principles that summarized this engagement. The team used these principles to develop three initial master plan concepts.

335 people completed the survey.

- ★ **Ensure that the first phase of improvements result in a high quality open space befitting the historic stature of Brush Square.**
- ★ **Improve the usability of the open space by reducing the footprint and impact of the parking lot.**
- ★ **Improve circulation and visual access to and through the square and enhance the quality of the pedestrian environment with improved streetscapes and shade.**
- ★ **Provide opportunities for passive and reflective uses while allowing for major civic celebrations.**
- ★ **Protect existing trees and improve the ecological health, natural beauty, and environmental quality of the space.**
- ★ **Preserve and enhance the existing museums and cultural assets**



# Concept Community Outreach

## Community Meeting 2

After the initial engagement, the team developed three master plan concepts for public review. This round of engagement included public meetings, focus groups, and online commenting opportunities.

The second community meeting was held on Saturday, June 16, 2018 from 10 am-12 pm in Brush Square. The meeting's goals were to gather feedback on three initial master plan design concepts and encourage creative thinking around the future of the square. A summary of comments is listed in the appendix.

A second survey was released to evaluate the three concepts. The three concepts were ranked similarly, and many comments provided direction on next steps. Approximately 35 people attended the meeting, including City Council staff members and nearby residents.



*The second community meeting was held outside at Brush Square. Attendees completed a survey on the three initial design concepts and lawn games were available for children.*



## Concept Review Conclusions

After the second community meeting and the close of the concept survey, the team consolidated comments into the conclusions on this page. These conclusions were used to inform the final preferred concept.

38 people completed the survey, although these respondents provided detailed feedback on many items.

- ★ **Public support for a water feature is evenly split. Most concerns centered around sanitation and water conservation.**
- ★ **Many comments mentioned that “Four Lawns” and “Three Rooms” concepts were too formal for Austin. Commenters thought the organic shapes of the “Water Walk” concept were more in line with Austin’s aesthetic.**
- ★ **Many commenters did not understand why the parking lot was not removed in the first phase.**
- ★ **Responses supported relocating the fire station use, but retaining the historic building for other programming.**
- ★ **Public restrooms were an often requested feature.**
- ★ **Adding shade was an important consideration for several commenters.**
- ★ **Many comments addressed connectivity. Several comments on the “Four Lawns” and “Three Rooms” concept said there were too many dead-end pedestrian paths.**
- ★ **Comments about events centered on making sure the park was logistically (sound, power, wifi, tenting) ready for large events and ensuring continued free, public use of the park.**

# Planning Partners

The project team invited representatives of organizations, residential complexes, nonprofits and adjacent business/property owners with strong connections to Brush Square to be members of a Planning Partners group. This group provided guidance and critical knowledge throughout the project.

Two Planning Partners Meetings were held at crucial points of the design and planning process in order for members to provide comments and raise concerns. The following organizations participated in this group:

- Downtown Austin Alliance
- Congress for New Urbanism
- University of Texas-Austin Center for Sustainable Design
- Austin Parks Foundation
- Austin Convention Center
- Hilton Austin
- Brush Square Museums Foundation
- 555 Homeowners Association
- Preservation Austin
- SXSW

Several other key Planning Partners, including the Waller Creek Conservancy, were invited as part of this effort but were unable to regularly participate in Planning Partners meetings. These include valuable contributors whose engagement should consider to be encouraged.



*The Planning Partners group met at crucial points of the project to review concepts and provide guidance.*

## Technical Advisory Group



The project team also invited City staff from relevant departments to provide technical expertise throughout the project. Three meetings with this group were held to provide technical input and strategic assistance. The City of Austin departments that were included in this effort are listed below:

- City of Austin Parks and Recreation Department (including Brush Square Museums, Planning, Capital Improvements Projects, and Urban Forestry)
- Austin Fire Department
- Austin Police Department
- City of Austin Economic Development Department
- City of Austin Transportation Department
- CapMetro
- Austin Convention Center District
- City of Austin Planning and Zoning Department

*The Technical Advisory Group was comprised of relevant City of Austin departments and met at various points throughout the design development.*



## Focus Group Meetings



In addition to the Planning Partners and Technical Advisory Group, focus groups were held throughout the project to focus on specific topics and to gather input on specific technical topics. The following focus group meetings were held:

- Tourism (Visit Austin, SXSW, Hilton Austin, Austin Convention Center District, Austin Chamber of Commerce)
- Austin Fire Department
- Capital Metro
- Downtown Austin Alliance
- Austin Transportation Department - Active Transportation
- Downtown Restrooms (City of Austin Parks and Recreation, Austin Transportation Department, Capital Metro)
- Implementation (City of Austin Parks and Recreation, City of Austin Economic Development, City of Austin Law Department, Downtown Austin Alliance, Austin Convention Center)

## Other Outreach Initiatives

Other efforts were made to reach citizens that may not have attended scheduled public meetings. The team attended the O. Henry Pun-Off on May 12, 2018 to gather feedback and observe the space's use. The project team attended the Sustainable Food Center's weekend farmer's market in Saturday, July 22, 2018 at Republic Square after the three initial concepts were released to gather feedback and input via the surveys. The team also contacted nearby church representatives and asked them to share the survey with their membership.



*The team attended the downtown farmer's market to discuss the initial concepts for Brush Square with the public.*

## 4. Preliminary Concepts

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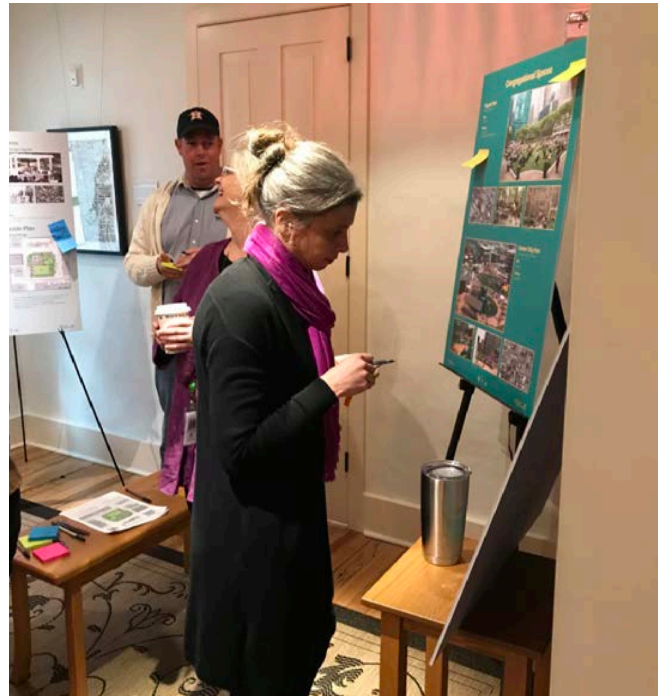
# Design Themes

Following initial public feedback, the design team produced three preliminary concept plans for the square. These concepts broadly explored different approaches to size of open space, specificity of program areas, circulation paths, treatment of existing structures on the site, programming options, and overall design language.

The need to create a Phase I concept while the Fire Station remains in operation on the site and a Phase II concept that anticipates the future relocation of the fire station was central to all preliminary designs. Because the future relocation of the Fire Station has not been funded, it is critical that Phase I be a viable, attractive, and functional improvement to the square.

The concepts also responded individually to initial public feedback. Priorities that emerged in the early engagement process coalesced into six key themes that drove the preliminary design concepts. The three preliminary site design concepts each responded differently to these design principles:

- Ensure that the first phase of improvements results in a high quality open space befitting the historic stature of Brush Square.
- Improve the usability of the open space by reducing the impact of the existing parking lot.
- Improve circulation and visual access to the square, improve security, and enhance the quality of the pedestrian experience with improved streetscapes and shade.
- Provide opportunities for informal, day-to-day uses while accommodating major civic celebrations.
- Protect existing trees and improve the ecological health, natural beauty, and environmental quality of the square.
- Preserve and enhance the three existing museums and provide new, diverse programming opportunities in the park for all residents and visitors.



*Initial community meetings informed design themes that led to the development of the three concepts.*



# Case Studies

The project team identified a variety of parks across the country to serve as case studies for Brush Square and assist in public engagement.

## Bryant Park, New York, NY

One of the largest squares the team studied at roughly ten acres, the park dates back to 1847 and has been substantially renovated several times, most recently in 1988; It's large central lawn offers flexible congregation and seating areas with a tree-lined edge featuring programming such as ping pong tables.



*Bryant Park in New York, New York is a large park that contains large, very loosely programmed spaces (Bryant Park Blog).*

## Center City Park, Greensboro, NC

The newest park, completed in 2003, is the result of a 2-acre downtown revitalization project and includes large and small lawns, a fountain and other water features, ample plaza space, and a covered bandshell.

## Rittenhouse Square, Philadelphia, PA

Established in 1683, the square is among the country's oldest downtown parks and retains a thoroughly historic character. It maintains a formal geometry and planting style. Its seven acres include several open lawn areas and monuments around a central plaza. The square includes little routine programming.



*Center City Park in Greensboro, North Carolina contains a variety of programmed spaces (Project for Public Spaces).*

## Johnson Square, Savannah, GA

One of many downtown squares from the Oglethorpe plan, this 2-acre square is notable for its informal programming and formal layout. The square features a central monument, mature oak trees, and historical reference signs.



*Pioneer Square in Portland, Oregon contains plaza spaces in different sizes (Yelp).*



*Rittenhouse Square in Philadelphia, Pennsylvania contains formal open lawn areas (10Best.com).*



## Market Square Park, Houston, TX

This early Houston downtown square was substantially renovated in 2010 thanks to a partnership with the Houston Downtown Management District. The 2-acre park includes a small lawn area, public restrooms, a shaded pavilion with concessions, public art, and several enclosed dog areas.



*Johnson Square is one of many historic squares in the downtown Savannah, Georgia (Savannah Area Chamber).*

## Citygarden, Saint Louis, MO

Opened in 2009, Citygarden spans two blocks through downtown St. Louis. The landscape is an interpretive response to geological areas of Missouri and the park also includes a substantial public art collection, third-party concession building, and water features.



*Market Square in Houston contains a cafe, dog park, and a variety of other programmed spaces (Houston Press, CultureMap Houston).*

## Main Plaza, San Antonio, TX

Renovated in 2008, this plaza is notable for its hardscape, festival streets, and comparative lack of planting areas. Responsive to the central Texas climate, the plaza incorporates significant shade structures along with seating areas and several fountains.

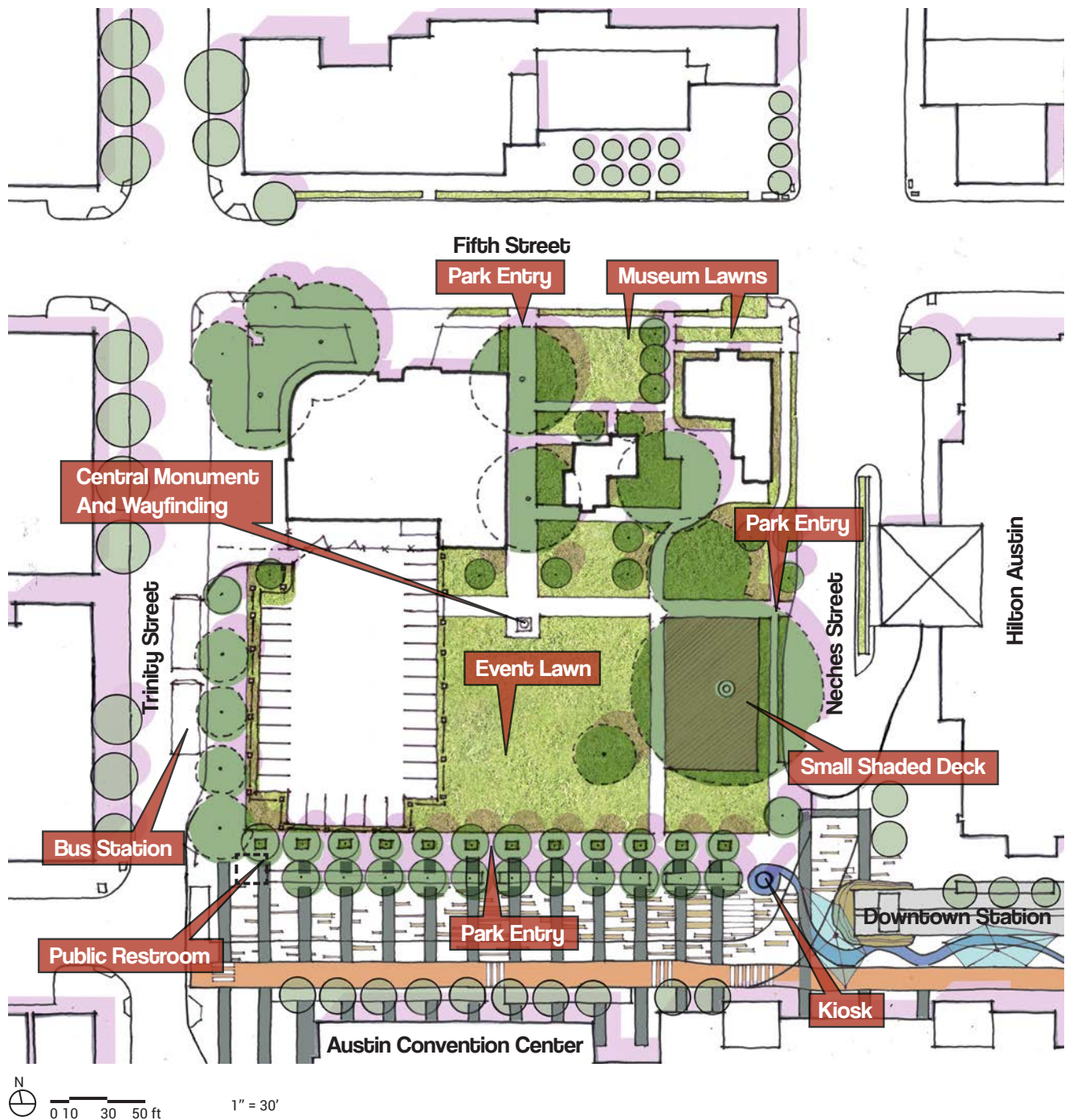


*Main Plaza in San Antonio has a large plaza and several interactive water features (crisadamick.com).*

## Pioneer Square, Portland, OR

This plaza is sunken to accommodate grade changes and is almost entirely hardscape. It includes generous seating areas for public performances as well as a Visitor Center and third-party concession building. It is a major public transportation hub.

## Preliminary Concept: Four Lawns



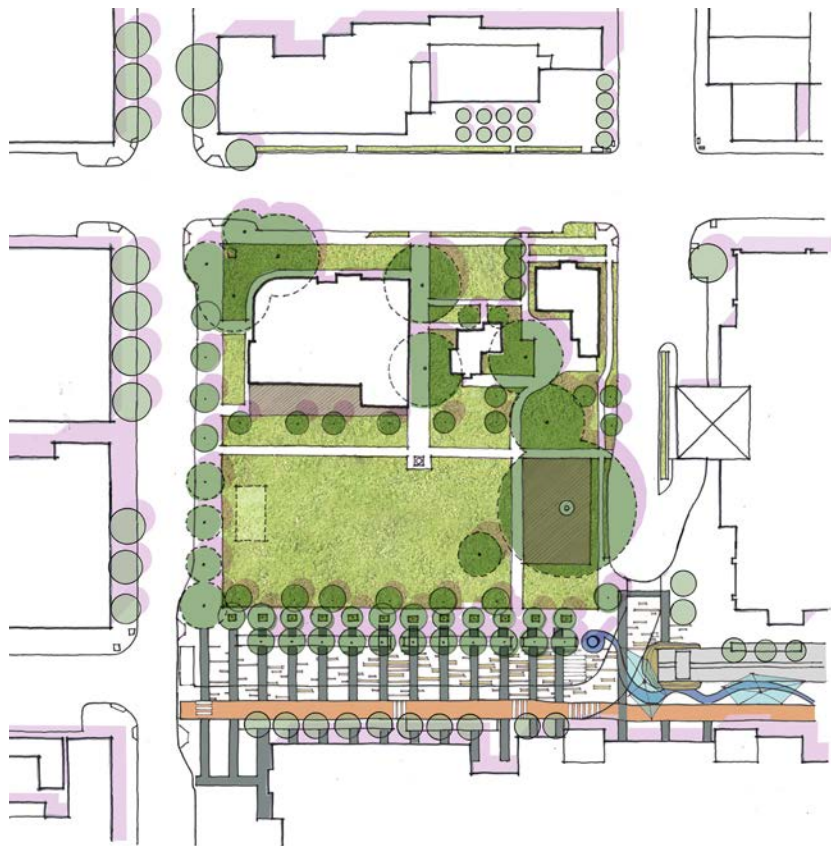
Phase 1 (Active Fire Station)



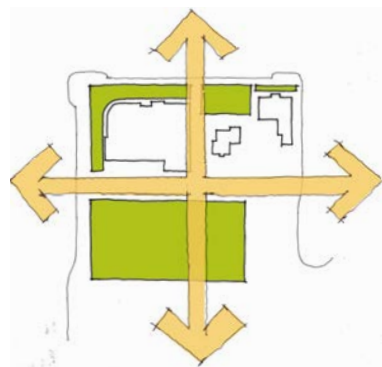
This concept drew from formal park languages and featured an orthogonal language that favored symmetry and monument. The name Four Lawns referred to the four lawn areas the circulation layout created—three small lawns each associated with one of the museum buildings and a larger festival lawn in the southwest quadrant of the site.

This concept featured the most informal site programming and largest open space. The axial circulation paths highlighted a central monument, which sets the tone for historic and interpretive signage. The lawn area oriented west-east, anchored by a temporary stage area on the western edge and a deck around the heritage oak trees on the southeast area.

This concept did not recommend any changes to the Downtown Station design and kept the Fire Station annex intact.



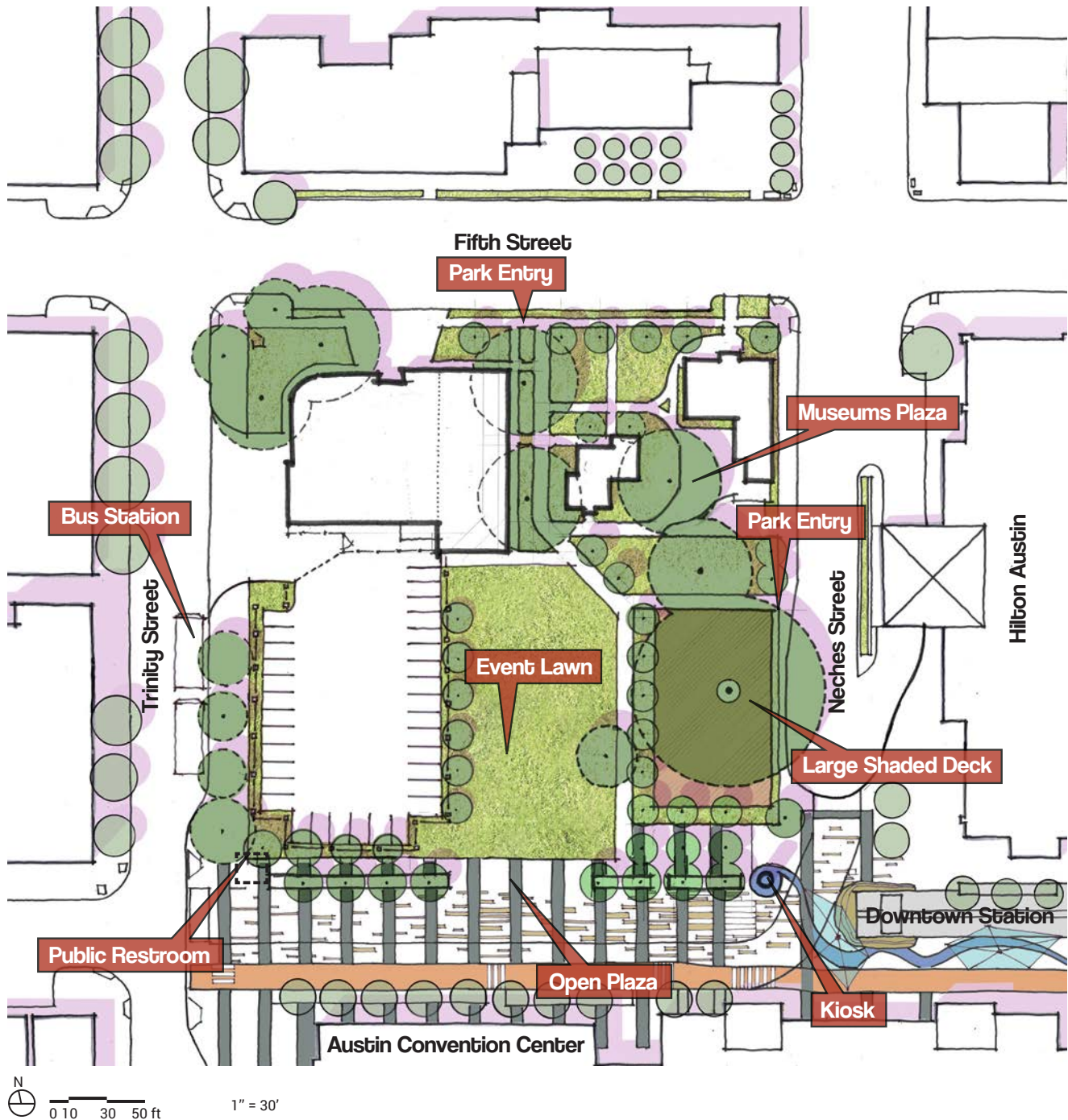
## Phase 2 (Fire Station Relocated)



*Concept Diagram*



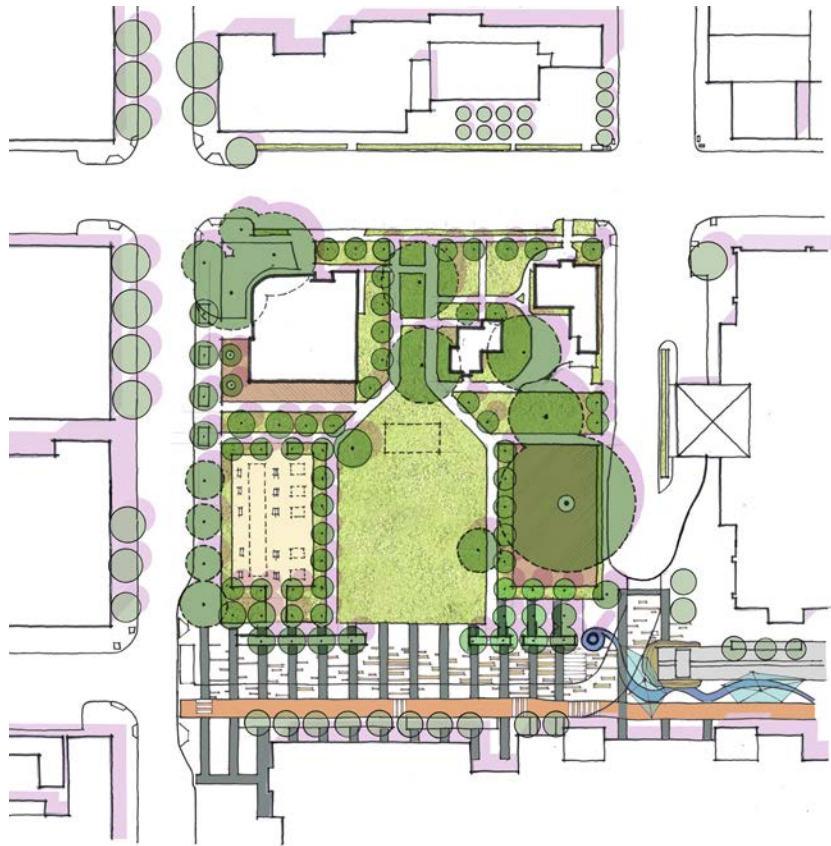
## Preliminary Concept: Three Rooms



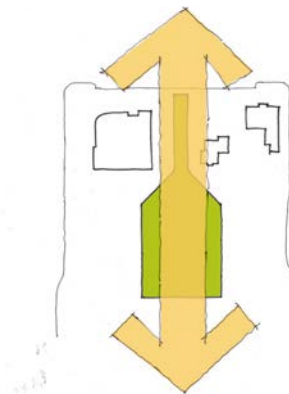
Phase 1 (Active Fire Station)

North-south circulation was the driving design force behind this concept. Modifications included the removal of planters and trees from the Downtown Station design as well as the removal of the non-historic Fire Station annex in Phase II to provide more visual and physical mid-block permeability.

The name Three Lawns referenced the three primary program areas supporting this north-south alignment: a central funnel-shaped lawn bounded to the west by a games area (such as fixed ping pong tables or bocce courts) and to the east by a shaded deck area around the heritage oaks. A temporary stage could be located centrally in the concept, facing the Convention Center and away from residential areas.



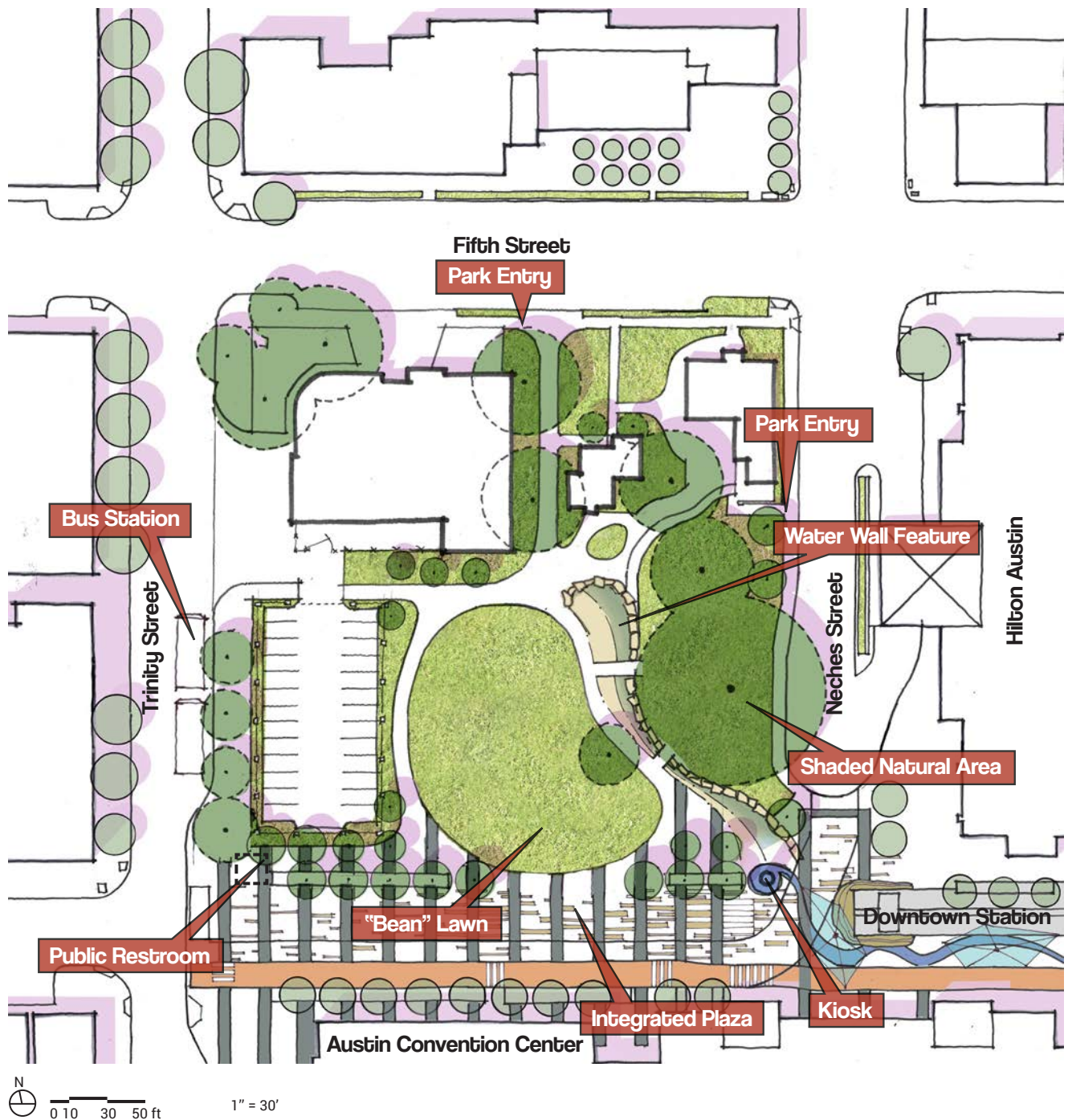
## Phase 2 (Fire Station Relocated)



*Concept Diagram*



# Preliminary Concept: Water Walk

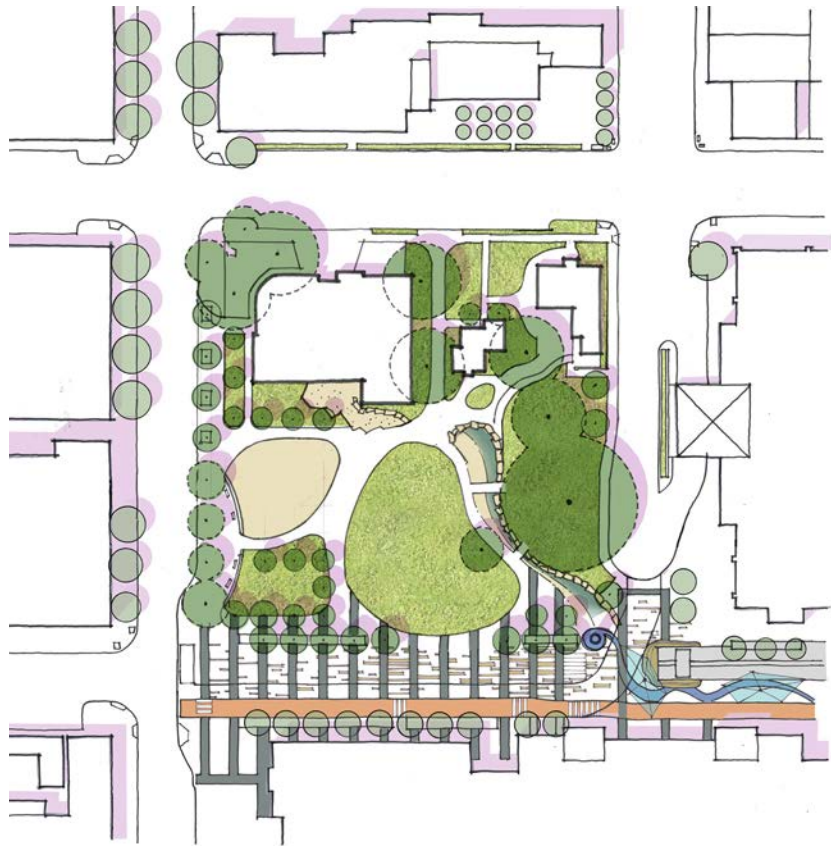


Phase 1 (Active Fire Station)

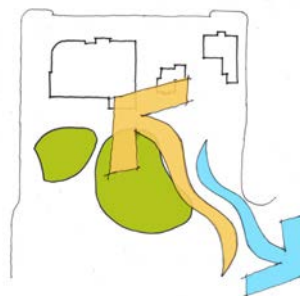


The Water Walk concept introduced an organic geometry to the site circulation in addition to a recreational water play feature. The primary entrance to the park in this concept was from the Downtown Station, where a continuation of the plaza and a fountain and water wall invoked a connection to Waller Creek to the east.

The concept eschewed symmetry in favor of a hierarchical series of program areas, the largest of which was a bean-shaped central lawn flanked by smaller activity plazas, vegetation, and an enlarged waiting area along Trinity Street for transit users. While this concept retained the Fire Station annex, it also removed planters and trees from the Downtown Station and pushed the edge of the lawn into the plaza area to strengthen the connection between the two.



## Phase 2 (Fire Station Relocated)



*Concept Diagram*

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## 5. Preferred Concept

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# Design Concept

Following community feedback on the preliminary concepts, the project team worked with the Technical Advisory Group and Planning Partners to develop a preferred concept. The design team additionally developed the approaches to open space, program areas, circulation, treatment of existing structures, programming options, and overall design language. Popular elements from each of the preliminary concepts were developed into the preferred concept.

The preferred concept as illustrated is provided to offer guidance for the design of the park according to an examination of the characteristics of the site and neighboring context, public feedback, case studies in comparable parks across the country and in Texas, and research of best practices in park programming, operations, and maintenance. The critical elements of design are outlined topically in this section.

## Statement of Design Values

This master plan envisions Brush Square as a unique park for downtown Austin that is distinct yet complementary to other downtown squares and public spaces. Existing heritage trees should be protected and an array of native or adapted non-invasive plantings should be added to provide visual delight and habitat. The hardscape language should be masonry such as brick to provide visual separation from other downtown squares and reflect the mercantile history of the site. Shaded, small seating or gathering spaces should be abundant as places of respite for nearby residents and workers, transit users, and event attendees. The square should also comfortably support larger events, such as the annual O. Henry Pun-Off.

The history of the site, park, and nearby areas should be evident through interpretive wayfinding and material choices, yet the site design should complement this history with contemporary design elements and programming that do not seek to imitate historic design elements. The park should welcome residents, workers, and visitors alike and offer access and delight to persons of all ages, identities, abilities, and financial circumstances.



*Public feedback on the preliminary concepts guided the development of the preferred concept.*





View facing northwest from MetroRail Downtown Station (Phase II)





- ① Entry Sign and Retaining Wall
- ② Water-wall Feature
- ③ Festival Lawn & Bandshell
- ④ 4th Street Plaza



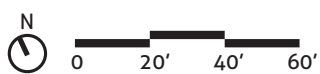
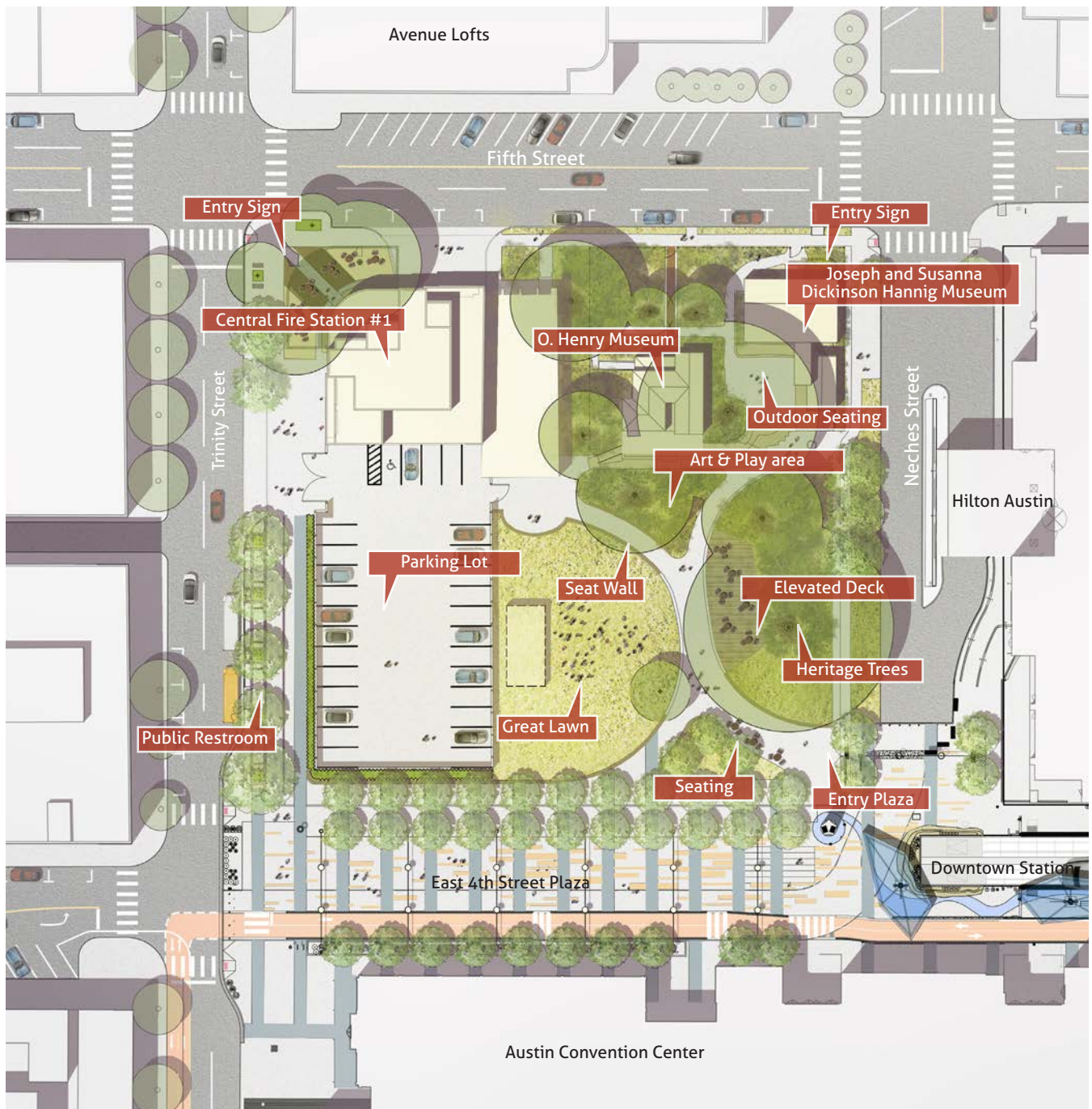
# Phasing

Recommendations for future improvements to Brush Square have been organized into two phases. Phase I assumes the continued operation of the Fire Station and parking lot on the site. Based on feedback from the Technical Advisory Group, the parking lot remains onsite to serve the Fire Station; however, a reconfiguration of this parking lot is a Phase I recommendation to make better use of other park space. The Fire Station will retain the sole use of all existing curb space fronting the station and parking lot entry for operational purposes.

The reconstruction of the parking lot is an excellent opportunity to improve the utility of open space in the square as well as re-grade the parking lot and install a more attractive, non-climbable steel fence with decorative deterrent devices on top of the fence. Planting may be used with this fence to enhance screening but maintain visibility across the square.



Aerial View facing southeast - Phase I



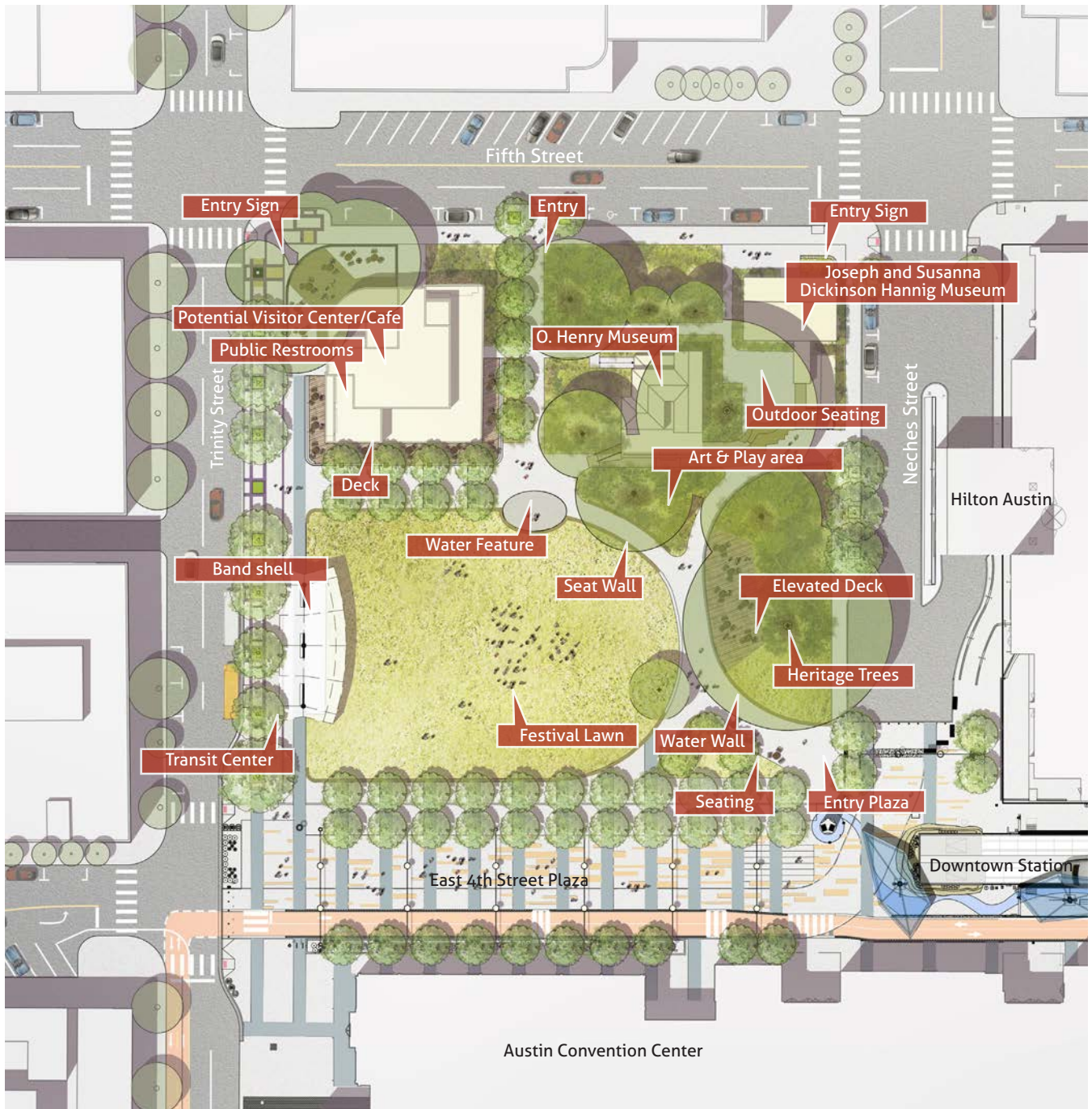
Preferred Concept - Phase I



Phase II envisions the site with the Fire Station relocated offsite. Although the historic Fire Station building will remain as part of this design, fire department operations would cease onsite and the parking lot will be removed in its entirety. Phase II assumes a complete build-out of the site improvements with the historic Fire Station and museums.



Aerial View facing southeast - Phase II



Preferred Concept Plan - Phase II





View facing southwest behind Dickinson Museum (Phase II)





- ① Elevated Deck
- ② Museums Plaza
- ③ Art Installations
- ④ Festival Lawn & Band Shell



## Circulation and Access

The master plan calls for increased mid-block access and visibility from Fifth Street and Fourth Street. Removal of the Fire Station annex in Phase II will greatly enhance visibility and allow for the construction of a central pathway to the park center from Fifth Street and offer connections to the Fire Station building deck and museum paths. Eliminating the raised planters from the current Downtown Station plans will ensure fluid access from the Fourth Street plaza while incorporating the Fourth Street plaza street trees to provide shade.

The connection to the Downtown Station is strengthened through a plaza entry at the southeast corner of the site tapering to a walking path with seating to the center of the site and south side of the museums. This curving pathway will split the lawn area from the more sensitive heritage tree area and provide definition to each along with an accessible route to the center of the square.

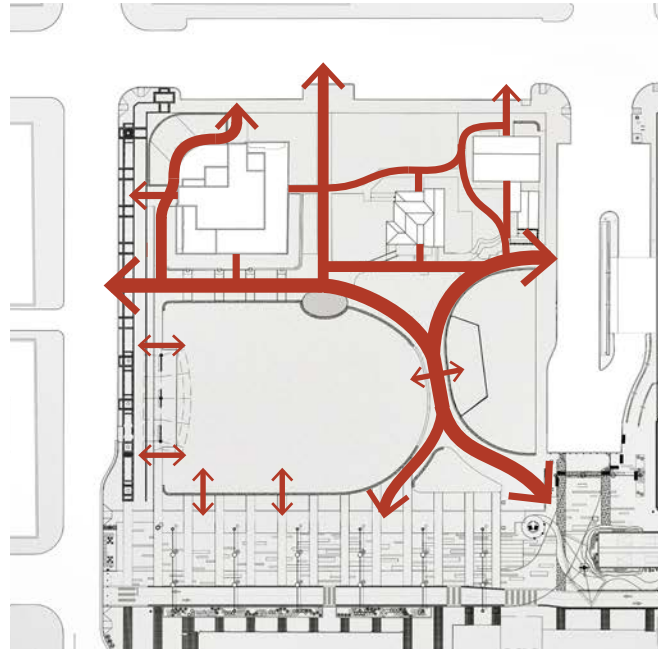
Although access to and from Trinity Street may not be achieved in Phase I because of the parking lot, Phase II envisions a tree-lined east-west connection south of the Fire Station deck that responds to the Fourth Street plaza design and provides a key connection between the lawn, deck areas, and transit along Trinity Street.

## Protected Trees and Heritage Trees

All existing trees over 19" DBH (diameter at breast height) in good health remain on the site. The PARD Urban Forestry Division continues to perform routine maintenance on all new and existing trees to remain and should be consulted on all design issues related to or affecting the trees.

The PARD Urban Forestry Division recommends mulching in the 1/2 critical root zone (CRZ) as the best practice for the health of all existing trees to remain. This reduces impacts from foot traffic in root zones and minimizes water loss from the root areas during times of drought. It also provides organic material needed for healthy tree growth.

Any impacts to the CRZ of any protected or heritage tree, including the proposed elevated deck, should be reviewed by Development Services.



*Proposed primary circulation paths.*



*Existing protected (dark green) and heritage (light green) trees to remain.*

## Museums



This plan assumes that the O. Henry Museum and Susanna Dickinson Museum will remain in their present locations. The Dickinson Museum recently received improvements, including an Art In Public Places project on the south plaza facing the park center. The O. Henry Museum is currently undergoing renovations to stabilize and refurbish the interior and provide accessibility and landscape improvements.

Phase I improvements for the museums will include adding stanchions to provide a more secure space around the museums, as well as site improvements to better connect the museums to the park pathways. In Phase II, the stanchions should be removed and access to the museums should be reconfigured to create a “history walk” along the north face of the park.



It should be noted that throughout the public process, the consultant team received some feedback indicating a desire to see the museums relocated to a different site or relocated on Brush Square in order to create more usable outdoor space. While the preferred concept maintains both museums in their present location, PARD may consider relocation as one possible option in future long-term downtown parks planning.



*The preferred concept includes safety improvements to the museums and interpretive elements.*



# Fire Station Building

Fire Station #1 is a historically significant amenity on the site. The long-term plan ultimately assumes the relocation of the fire station functions to a new state-of-the-art facility to be constructed off-site; however, a site for relocation has not been determined and funding has not yet been allocated for this construction. The original building should remain on site and be rehabilitated and adapted in a manner that honors its historic character and supports State and Federal Historic Tax Credits.

The 1962 annex, which is not historically or architecturally distinct, should be removed. The design team weighed the merits of retaining this indoor space for programming needs but ultimately found more value in increasing the area of programmable outdoor space, restoring the Fire Station building to its original exterior condition, and improving access and visibility between the square and Fifth Street.

This master plan envisions the building serving multiple community purposes in Phase II, including café or concessions space, indoor and outdoor seating areas, public restrooms, office space for operational staff (second floor), and storage space. The proximity of the building to the Convention Center and downtown amenities make it an ideal location for a Visitor Center to serve residents and visitors; future partnership with Visit Austin should be considered for operation of this facility.



*The fire station is an example of 1930's Art Moderne style architecture.*



# Open Spaces

## Event Lawn

The event lawn in the southwest quadrant of the park provides the most prominent open space. This lawn allows for larger and more versatile events and provides up to 21,510 SF (10,462 SF in Phase I) of turf open space for flexible and various daily uses. Seat walls along the northern and southern edge provide informal shaded and sunny seating areas and allow regrading of the lawn area to slope gradually to the south. A permanent bandshell frames the western edge of the lawn, providing shade for event performers as well as transit users along Trinity Street. This bandshell should be an architectural highlight in the park. Partial shading for this lawn may be provided by an installation of tensile art overhead.

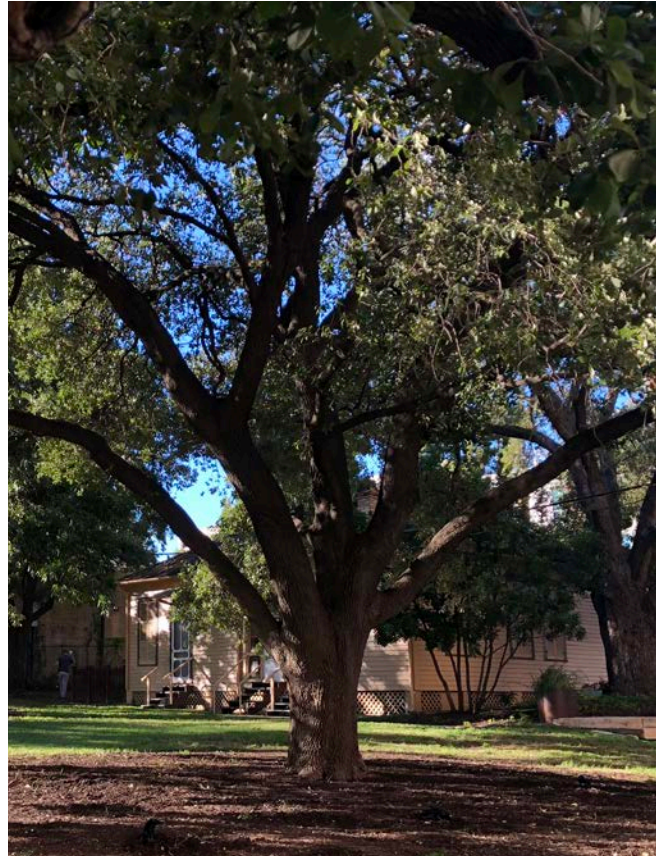
## Fire Station Plaza

In Phase II, a plaza and deck around the Fire Station building will better connect the building to street life and the center of the park. At the northwest corner of the site, a seat wall enclosure frames a café seating area. A wood deck wraps partially around three sides of the building, providing additional seating or areas for games.

## Shaded Deck

A shaded wooden deck is located between and under the shade of the signature heritage trees on the east side of the site. This deck provides comfortable seating areas and a platform for temporary stages or other events. It is elevated over the existing trees, protecting their roots from foot traffic damage, and should match the wood decking of the Fire Station plaza deck. As grading slopes to the south, areas of this deck will alternately be at grade, allowing an accessible route, and above grade with stairs that can double as informal seating.

PARD's Urban Forestry Division advises against the construction of deck footings within the critical root zones of trees; this should be carefully managing in the potential design and construction of a deck area.



*Key spaces in the square include the shade of existing heritage trees as well as an open lawn area. The O. Henry Pun-Off is the most popular event held at the Square, and requires open space for hundreds of spectators.*



# Parking Scenarios

Currently, Brush Square is encumbered by over fourteen thousand square feet of parking area reserved for Fire Station and Emergency Management Services (EMS) staff, firefighters, paramedics, and related activities. During the course of this master plan, Austin Fire Department partners have stated a need for this parking area to remain as long as the Fire Station is in service at the square.

The preferred concept calls for this parking lot to be reconstructed in Phase I to move the lot toward the west edge of the square so that useful open space in the center of the square can be enlarged and visibility and lighting improved in the park. The new parking area would also include a more attractive steel fence with discrete anti-trespass security at the top.

An alternate concept for this parking lot is to construct a parking garage beneath the surface of the square. In this scenario, the underground garage services Fire Station staff while the Fire Station remains in operation; following the relocations of the Fire Station activities, the garage could be converted to use for museum staff, maintenance and operations, and special event loading space or may become public parking at a point in the future. This scenario would also affect phasing, as it would allow significant portions of the Phase II Preferred Concept to be constructed while the Fire Station is still in operation.

Further study will determine whether this scenario is feasible, cost-effective, or desirable.

# Water Features

The climate of central Texas demands shading and other measures for thermal comfort in public places. Water features are an effective way to combat heat island effect and provide local comfort. The location of Brush Square adjacent to transit also allows water features to provide comforting sounds for commuters and other park visitors. Properly designed, they can also be highly attractive, interactive features enjoyed by children. Downtown Austin currently supplies very little public space interest for children, which makes these interactive water features a priority amenity for Brush Square.

The master plan calls for two water feature areas. The first is a water-wall along the retaining wall at the southeast corner, which flows over the wall and into a trench drain along the side of the walking path and seating area. This is incorporated with signage naming the square at this entry. This water wall can be installed during Phase I or II.

Phase II adds an interactive fountain at the center of the park—this fountain incorporates LED lighting at night and kinetic features that respond to movements by nearby park visitors.

The interpretative tile work as part of the Downtown Station construction is a visual reference to the site's proximity to Waller Creek. This design language also extends into the park itself as part of this master plan.



*A water walk feature provides reflective noise and helps cool the square (City of St. Louis).*



*Lighting and interactive water features can provide interest and entertainment throughout the day (Brooke Hanson, pinterest).*



# Art

Public art, especially interactive art, is a cornerstone of previous recommendations for Brush Square. Art should be abundant throughout the site, including sculptures and installations both temporary and permanent. Art pieces thoughtfully contrast planting and paving design and provide community benefits such as shade, seating, storytelling, and wayfinding. Successful art pieces also welcome exploration by children, be attractive for photograph opportunities, and serve as identifiable brands for Brush Square and the City of Austin.

Potential art locations are included in the illustrated master plan. Two percent of the construction budget for all Brush Square improvements will be allocated for Art in Public Places (AIPP) for public art installation on the site, as required by ordinance.

The AIPP TEMPO project may also be an opportunity to provide temporary art installations on or near the site. The City of Austin should also explore the potential for private donations of public art pieces that the City installs and maintains.

The team received some community input encouraging that the 1950s steam engine be relocated to the site as an educational play area; this idea is likely not feasible as the engine was leased in 1989 to the Austin Steam Train Association, who have put considerable money into restoring it.<sup>28</sup>

<sup>28</sup> <https://www.austinsteamtrain.org/historic-restoration/locomotive-786/>



*Public art installations are an important part of downtown's public spaces. Installations existing currently in both Brush and Republic Squares, and are considered in the preferred concept plan (Downtown Austin Alliance).*



# Programming



*Republic Square has held a variety of very successful events, including weekly yoga in partnership with a local activewear company (@chrislammert).*

Brush Square will be programmed with a wide variety of activities and amenities for the park to succeed as a vibrant downtown space. Programming falls into two categories: special concession activities and semi-permanent amenities.

Special concession activities, such as board games, lawn games, equipment for outdoor ping pong, foosball, and other table games, books, yoga mats, and children's toys may be checked out by visitors and are operated by the City or a third party concessionaire; in Phase II, the Fire Station building is used in part to store activities when not in use and serve as a check-in and check-out location.

Semi-permanent amenities are used to instill special excitement as the park transforms subtly throughout its operation. Such amenities include temporary swings, oversized lawn chairs or bench seats, art installations, playgrounds or play equipment, interactive lighting, seasonal plantings, and educational materials.

Both programming categories focus special attention on music, art, culture, and children's educational programs.



*Republic Square has shown that programming is important to attracting visitors to the park (Downtown Austin Alliance).*



# History and Interpretation

The square is steeped in Austin and Texas history. The original depot hotel sits catercorner from the site near the former Market Square, where the first rail line was originally intended to enter downtown Austin. Market Plaza was an important gathering space immediately north of the site (now the Avenue Lofts) when the square served mercantile functions. The historic Fire Station, constructed on the site, and museums, later moved to the site from nearby locations, each tell individual stories that add up to a much stronger narrative whole.

Interpretive signage is used throughout the site to tie these stories together to a larger narrative. The site itself, particularly if the Phase II Fire Station takes on a Visitor Center role, serves as the starting point for historical and interpretive downtown tours, including the other remaining squares, historic destinations along Congress Avenue and Sixth Street, Waller Creek, the Red River Cultural District and the State Capitol Building. Interpretative wayfinding is focused on storytelling and on capturing the themes visited in “Our Austin Story”.

On the site itself, the master plan revises the circulation to create a “museum” walk that better connects to two museums to each other and to the center of the park. This walk adds to the already existing signage related to the significance of the museums.

This signage is interactive and complementary to other site City of Austin wayfinding and informational efforts. Additional wayfinding is included within the park, sharing directions, park rules, helpful tips, and nearby attractions.



*Interpretive elements in Republic Square reflect the important history of the site (Downtown Austin Alliance, Austin Parks Foundation).*



*Existing interpretation is strengthened and made part of a square-wide comprehensive, interactive system of educational and wayfinding elements.*

# Lighting and Utilities

Site lighting is provided exclusively through appropriately-scaled pole lights and safety lighting including bollards and inset lighting. All fixtures should be LED and comply with the City of Austin's Dark Skies Ordinance. Lighting is one design element that may be used to draw a subtle connection between the downtown squares; to this end, the design team recommends using identical or reasonably similar features to those in the recently-renovated Republic Square.

Lighting is critical to environmental design and the supporting of safe, visible public space in the square. Phase I lighting improvements are intended to provide immediate positive impact on the security of the site and a feeling of safety for visitors.

Utility access, in particular access to electrical outlets and potable water supply are carefully considered in this master plan. High voltage electrical service (240V) is provided at three locations where special events may take place: the band shell in the southwest quadrant of the site, at the elevated deck beneath the signature live oaks, and a location at the Phase II deck of the Fire Station building. Because the band shell and Fire Station deck would not be constructed until Phase II, high voltage service is provided to a temporary location at the lawn area to the east of the parking lot enclosure.

Standard electrical outlets (120V) are provided throughout the park in areas where visitors may access them or charge personal devices. Public Wi-fi is installed and services the site.

Potable water connections for maintenance and clean-up are provided throughout the park. The City's "purple pipe" reclaimed service is connected to Brush Square for all irrigation needs. Potable water service also includes drinking water fountains as well as bottle-filling stations and dog water fountains.

## Civil Engineering Considerations

As part of this report, the team performed a preliminary civil engineering analysis of the site and preferred concept. A survey was also prepared by the City of Austin.



*Recently-installed full cut-off pedestrian light fixture at Republic Square (Limbacher Godfrey Architects)*

The proposed Festival Lawn averages slopes of 4.4% north to south and 1.0% east to west. The finish floors of the current buildings are FF Fire Department: 483.1' for the Fire Station building, 481.7' for the O. Henry Museum, and 480.7' for the Dickinson Museum. The Convention Center finish floor was not surveyed.

Potential conflicts to be considered in design include converting overhead electrical service to underground, keeping water features and other utilities away from sanitary sewer cleanouts on site, anticipating grease traps for a potential café or concessions space in Phase II, and increasing the sanitary sewer load for the Phase II fire station building rehabilitation.

The Convention Center finish floor elevation and construction of the 4th Street plaza will factor in determining seat wall heights and grades at the southern edge of the park. A retaining wall is needed for the new parking lot construction to contain the grade change at the square's south edge.

An analysis of parking requirements for Phase II use changes to the fire station building should also be anticipated as part of future design.



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## 6. Implementation Strategies

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# Precedents

Several local and national precedents offer lessons for Brush Square's implementation strategy.

## Republic Square - Austin, TX

The recent renovation of Republic Square has offered valuable lessons for Brush Square. In the early 2000s, the Austin Parks Foundation (APF)--working with the Downtown Austin Alliance (DAA), the Austin Parks and Recreation Department (PAR), and the Republic Square Partners--began an effort to revitalize Republic Square. Programming improvements included enhancing the Sustainable Food Center's Downtown Farmers' Market as well as pilot programs such as Movies and Yoga in the Park series.

Initial permanent improvements to the site began in 2006 with a Project for Public Spaces workshop sponsored by the General Services Administration (GSA). Restoration of the 300+ year old auction oak trees, construction of a protective deck structure, and native plantings all resulted from this partnership.

In 2012, the City of Austin Parks and Recreation Department initiated a master planning process for Republic Square with funding provided through fees related to the GSA Federal Courthouse. Recognizing that the community vision for Republic Square required more resources than PAR could provide, especially with respect to ongoing maintenance and programming, the DAA initiated and managed a parallel study with an urban park management consultant to identify public-private partnership models for operating and managing Republic Square.

As a result of these efforts, a Master Plan was finalized and adopted and a formal agreement was developed between APF, the DAA, and PAR in early 2015. The 15- year parkland improvement, maintenance, and operations agreement defines the roles of each party and sets forth the processes and rules governing the partnership.



*The recent renovation of Republic Square has offered numerous lessons for the project team (Downtown Austin Alliance).*

Once the agreement was signed, the Austin Parks Foundation advanced the master plan to final design and led the construction of the \$5.8 million renovation (with \$1 million to be set aside for an endowment). Approximately \$3.5 million in public funding was dedicated to the park and a capital campaign led by the Austin Parks Foundation was initiated by a team of leaders from both APF and DAA to raise the remaining funds. Construction began in summer 2016 and continued through fall 2017, integrating the park improvements with the installation of a reclaimed water line through the square.

## Operations, Maintenance and Programming

The Downtown Austin Parks LLC is a non-profit 501(c)(3) subsidiary and the managing partner of Republic Square since 2017. The DAA currently operates and programs the park to a budget of approximately \$375,000 annually. DAA staff allocate a portion of their time to oversee programming, operations, landscape contracts, communications and marketing, and accounting for Republic Square.

Daily operation of the park is provided by the DAA Downtown Ambassadors. This includes trash and litter removal, general cleaning and maintenance of public restrooms. The Downtown Alliance also oversees a contract with a professional landscape contractor to maintain the lawns, trees, plants and irrigation system.

The DAA oversees programming to meet the community's vision for Republic Square. As of September 2018, the DAA has offered 48 free and accessible community events, attracting over 24,000 attendees. These events include fitness classes, movies in the park, nonprofit fundraisers, and Austin's Birthday Bash. The Sustainable Food Center continues to operate their Downtown Farmers' Market at the square each Saturday.

The DAA will also oversee a contract with a vendor for the 340 square-foot food kiosk on Republic Square, anticipated to open in 2019.



*Republic Square has many programmed and public events, such as popular yoga classes on Monday nights (Downtown Austin Alliance).*

## Lessons Learned

The renovation and partnership process for Republic Square offers valuable lessons for Brush Square:

### Management Agreement

The management agreement for Republic Square addresses the design and construction of the park (APF) and the operations, management and programming (DAA). The issues and needs for each of these roles are very different, and the operations and management needs and roles changed through the design process, as more details were developed.

### Enhanced Integration of Design and Operations/Management

Decisions regarding design have a profound impact on the operations and management of a park. Early in the design process, the DAA engaged an operations and management consultant who provided valuable suggestions to enhance design to improve operations and management. As the process progressed, some changes to the design resulted in problematic operational conditions. In the future, integration of design and operational consulting into one contract is recommended.

### Park Edges

Republic Square sees a number of entities who have ownership and management/operations authority along the square's edges. The same condition exists for Brush Square. In order for the square to function both on a day to day basis and for events, the perimeter must be managed in a consistent manner, including securing right-of-way permits. Developing a formal agreement between PARD and third parties regarding the management of these edges is critical to success of the square.



## Market Square - Houston, TX

Market Square in downtown Houston was redeveloped in 2010. Like Brush Square, the city-owned site holds a long history of public use, having been used as a public market, bus station, a parking lot, and finally a park space.

The \$3.5 million redevelopment initiative was funded by the Downtown Revitalization Authority (DRA), and the Downtown Management District (DMD) led the redevelopment process. Today, the DMD manages, operates, and programs the park through an interlocal agreement with the City of Houston. The City manages some maintenance operations, such as lawn care and utilities. Per the management agreement, the park is not available for rent, and all programming and events are produced by the DMD. The 2018 operating budget was \$400,000, including marketing staff and park attendants.

At a similar operating budget to Republic Square and a similar size to Brush Square, Market Square is a successful model for single-partner operations, programming, and maintenance. The DMD notes wishes the square had included more storage, additional public restrooms, and a larger cafe space.

## Citygarden - St. Louis, MO

The non-profit Gateway Foundation funded the \$30 million design and construction of Citygarden, a sculpture garden and park in downtown St. Louis.<sup>29</sup> The site is owned by the City of St. Louis, and the Foundation owns the statues and covers all park maintenance and security costs except water and electricity. Events are also organized by the Foundation, and the park is not available for public rental.

The park includes a 1,400 square foot, 100 seat cafe space.<sup>30</sup> The space is currently home to Kaldi's coffee. Previous tenants have included high-end options, and casual-tourist focused theme restaurants. Finding a tenant that succeeds in the space has been a challenge. The difficulty of finding a long-term tenant for this location provides lessons for Brush Square regarding the importance of finding a tenant.

<sup>29</sup><http://www.gateway-foundation.org/>

<sup>30</sup>[http://www.citygardenstl.org/index.php/plants/green\\_roof.php](http://www.citygardenstl.org/index.php/plants/green_roof.php)



*Market Square Park in Houston provides lessons from the perspective of an operation that has been functioning for several years.*



*City Garden in St. Louis is a sculpture garden with a restaurant tenant, offering insight into the challenges of on-site vending (Urban Land Institute).*

## Klyde Warren Park - Dallas, TX

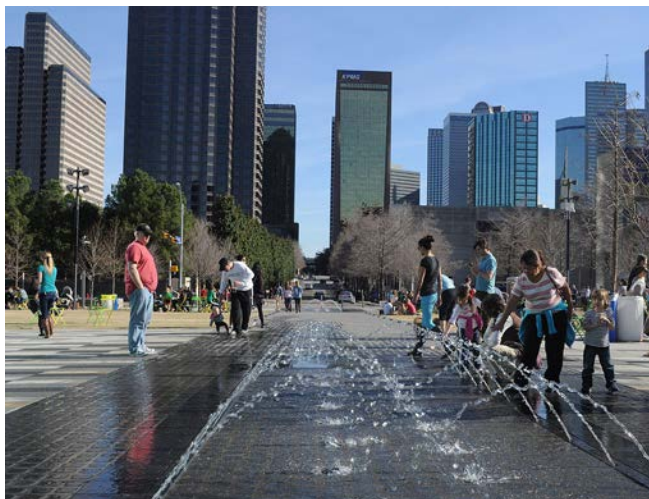
Klyde Warren Park is a six acre park in downtown Dallas built over the depressed Woodall Rodgers Freeway. The construction of the park was funded by a public private partnership comprised of \$20 million in bond funds from the City of Dallas, \$20 million in highway funds from the state and federal government through TxDOT, and nearly \$50 million from private donations. The park is privately managed and programmed by the Woodall Rodgers Park Foundation.<sup>31</sup> Klyde Warren Park's programming and amenities are funded through private donations raised by the foundation. A permit is required for any activity that restricts access to a specific area of the park for invited or paying guests. A permit may also be required for any activity that is intended to attract an audience.<sup>32</sup> This park is an example of strong fundraising, a high level of engagement with the philanthropy community, and offers an example of funding resources that could be engaged for Brush Square.

## Construction Funding

There are a variety of local options for funding the construction of the square:

<sup>31</sup> <https://www.klydewarrenpark.org/Visit-the-Park/index.html>

<sup>32</sup> <https://www.klydewarrenpark.org/>



Klyde Warren Park in Dallas is an example of the support private funding could provide for Brush Square (wikimedia).

## Hotel Occupancy Tax

Hotel Occupancy Tax is charged on all hotel and other temporary quarters in the City of Austin, at a rate of 9 percent, including a 7% occupancy tax and an additional 2% venue project tax.<sup>33</sup> To use these revenues, the City of Austin requires that the expenditure "enhance and promote tourism and the convention and hotel industry", and fit into one of the following nine categories:

- Funding the establishment, improvement, or maintenance of a convention center or visitor information center
- Paying the administrative costs for facilitating convention registration.
- Paying for advertising, solicitations, and promotions that attract tourists and convention delegates to the city or its vicinity.
- Expenditures that promote the arts.
- Funding historical restoration or preservation projects that are at or near the Convention Center or in an area reasonably likely to be visited by tourists and convention delegates.
- Funding certain expenses, including promotional expenses, directly related to a sporting event within counties with a population of under 1 million.
- Funding the enhancement or upgrading of existing sports facilities or sports fields for certain municipalities.
- Funding transportation systems for tourists.
- Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.<sup>34</sup>

Brush Square, adjacent to the Austin Convention Center and numerous other event centers and hotels, as well as the site of several historic museums, is a likely candidate for these funds for construction and operations.

<sup>33</sup> <http://www.austintexas.gov/department/hotel-occupancy-taxes>

<sup>34</sup> <http://www.austintexas.gov/edims/document.cfm?id=279577>



## General Obligation Bonds

A general obligation bond is a municipal bond backed by the credit and taxing power of the issuing jurisdiction. General Obligation bonds are issued with the belief that a municipality will be able to repay its debt obligation through taxation or revenue from projects. The City of Austin has called a bond election for November 2018 for a \$925 million bond package that includes Proposition C, with \$149 million for parks and recreation.<sup>35</sup> \$25 million of that Proposition is "Funding for development of existing City parks, including greenbelts, neighborhood parks, district parks, metro parks (such as Roy G. Guerrero Park and John Trevino Jr. Park), and the downtown squares."<sup>36</sup> The bond package is a viable source for construction funding.

## Maintenance, Operations, and Programming Partners

In order for Brush Square to be successful, a strong maintenance, operations, and programming strategy must be developed. A variety of potential public-private partnerships should be considered:

### City of Austin Parks and Recreation Department

The City of Austin Parks and Recreation Department currently operates and maintains Brush Square and the museums on site. Brush Square is a level 1 park, meaning it is serviced once per day. This includes trash pick up, trash can emptying, and mutt mitt box refilling. PARD staff mow the square once per week.

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<sup>35</sup><http://www.austintexas.gov/2018bond>

<sup>36</sup>[http://www.austintexas.gov/sites/default/files/files/Finance/CFO/2018-Bond/COA\\_2018Bond\\_Booklet.pdf](http://www.austintexas.gov/sites/default/files/files/Finance/CFO/2018-Bond/COA_2018Bond_Booklet.pdf)

## Austin Parks Foundation

The Austin Parks Foundation (APF) partners with the community to enhance people's lives by making public parks, trails and green spaces better through volunteerism, innovative programming, advocacy and financial support.<sup>37</sup> One of the Foundation's largest projects to date is the redevelopment of Republic Square. Together with the Downtown Austin Alliance and the City of Austin Parks and Recreation Department, the Foundation managed the design process and park construction. Led by the APF, a group of APF and Downtown Alliance volunteer leaders raised the remaining \$3.5 million needed for the project.

## Austin Convention Center

As part of the Austin Downtown Public Improvement District (PID), the Austin Convention Center contributes to the district fund with a payment in lieu of assessment, since, as a City-owned property, it does not pay property taxes. The Austin Convention Center's payment is tied to the value received as part of the Downtown PID. Therefore, if Brush Square was improved as a safe, appealing, and useful space for casual occupation by convention center patrons, the center may be able to increase their payment into the PID as a reflection of this increase in value. The PID, managed by the Downtown Austin Alliance, could then use this financial contribution towards the maintenance, operations, and programming of the square.

Currently, the City is studying the viability and feasibility of a Convention Center expansion. An eventual decision on this expansion proposal will inform the future development of blocks around Brush Square, as well as the connections, activities, and uses around the square.

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<sup>37</sup><https://austinparks.org/#>

Second, a formula must be developed to place monetary value on the impact an improved Brush Square will have on the convention center as well as an analysis of the increase in property value to the center as the assessment is based on cents per \$100 valuation of the property; so the increase must also reflect this increase in what the property would be worth if it were taxable. Finally, a group of interested parties must be identified to manage programming on the site and to ensure that programming between the convention center, the CapMetro Downtown Station, museums, and other event spaces does not conflict. This effort will likely require dedicated staff.

## CapMetro

Brush Square is located adjacent to Capital Metro's only downtown Metro Rail station, which is being renovated and expanded, and a number of bus stops. Trinity Street, on the western edge of the square, is also being discussed as a future high-capacity transit line. Contributions from Capital Metro, as they related to their transit operations, should be considered as a funding source. In 2016, Cap Metro dedicated \$250,000 to the operations of Republic Square payable in annual installments of \$50,000 per year.

## Waller Creek Conservancy

Brush Square is within the Waller Creek Local Government Corporation (LGC) area but not within the Tax-Incremental Financing (TIF) area. The Preferred Concept calls for interpretive artwork and signage to better connect the square to Waller Creek as well as other open spaces in east downtown and East Austin. Coordination with the Waller Creek Conservancy, particularly as first phase creek improvement projects are being realized, is encouraged for Brush Square improvements.

## Downtown Austin Alliance

As discussed above, the Downtown Austin Alliance currently operates, maintains, and programs Republic Square. Revenue for the operations and maintenance of the square comes from a variety of sources. A challenge to using this model in Brush Square is that, due to the needs of the fire station and museums, space is limited for programming revenues.

## South By Southwest

South By Southwest (SXSW), a world-renowned music, technology, and arts conference, is held every Spring in downtown Austin. The registrant lounge is located in Brush Square each year, providing tents and entertainment to attendees. Other events, including musical performances, are also held in the square as a part of the festival. In the past, SXSW has provided financial support for improvements to Brush Square. The organization should be considered as a potential implementation partner.

## Brush Square Museums Foundation

The Brush Square Museums Foundation is a nonprofit organization dedicated to supporting the O. Henry and Dickinson Museums. The organization is the primary citizen group advocating for the restoration and continuing preservation of both the O. Henry Museum and Susanna Dickinson Museum. The group manages some of Brush Square's most important events, including the annual O. Henry Pun-Off and frequent museum receptions and readings.<sup>38</sup> The group will continue to be an active and crucial supporter of operations, maintenance, and programming in Brush Square.

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<sup>38</sup>[http://www.brushsquaremuseums.org/about\\_us](http://www.brushsquaremuseums.org/about_us)



## Maintenance, Operations, and Programming Funding

A funding strategy for maintenance, operations, and programming must be developed. A variety of funding opportunities should be considered:

### Hotel Occupancy Tax

As discussed previously, Brush Square likely meets the criteria for the use of Hotel Occupancy Tax (HOT) revenues, both due to its historic nature and the benefit that will be provided to nearby tourism, convention, and hotel industries. Given the proximity to various tourism, hotel, and convention operations, Brush Square may be considered as recipient of these funds for capital improvements and allowable operations and maintenance.

### Private Funding

Private funding should be explored as an option for implementing the community's vision for Brush Square. The Downtown Austin Alliance and the downtown Austin Parks Foundation have already demonstrated an interest in supporting downtown parks and have initiated successful fundraising efforts for other parks. The Brush Square Museums Foundation is "the primary citizen group advocating for the restoration and preservation of the O. Henry Museum and Susanna Dickinson Museum."<sup>39</sup> The organization currently assists with funding and advocacy for the museums and their collections. These groups, and others who support downtown, should be considered as partners to leverage private funding.

<sup>39</sup><http://www.brushsquaremuseums.org>

## Key Implementation Recommendations

### Coordinate With Ongoing Improvement Projects

The O. Henry Museum is currently undergoing a restoration and Fire Station No. 1 will begin an interior renovation process in 2019. The Cap Metro Downtown station construction will begin soon, with anticipated completion in 2021. Interested parties should coordinate with these projects to evaluate design and implementation strategies contained in this plan that can be furthered by these projects, or to ensure that current capital projects align with master plan recommendations.

Phase	Partners
0-I	City of Austin, CapMetro, DAA, APF, ACCD, Waller Creek Conservancy

### Secure Funding to Advance Phase I Design and Construction

Securing funding and coordinating with ongoing projects is an important first step to leverage interest and support for the project. Funding may be available through the Hotel Occupancy Tax, General Obligation bonds, or through the City of Austin Landscape Architecture Rotation List. Phase I design should include a feasibility assessment of underground parking on site, as considered in the Preferred Concept.

Phase	Partners
I	PARD



*The Brush Square Museums Foundation currently supports many improvements and programming efforts in Brush Square.*

## Expedite Design and Construction of Phase I

Once funding for Phase I design and construction has been secured, PARD should authorize a consultant to begin Design Development and Construction Documents for Phase I improvements.

Phase	Partners
I	PARD

## Support Fire Station Relocation

Fire Station No. 1 facilities are outdated and too small for the department's modern needs, especially for the city's busiest station. Changing traffic patterns and the use of right-of-way, increased pedestrian activity from transit and entertainment, and an aging and crowded station are all challenges emergency professionals face daily. Relocating the fire station use to a modern and accessible facility is a major component to the future success of Brush Square as a signature public space.

Phase	Partners
II	Austin Fire Department, PARD

## Determine Austin Convention Center Expansion Plans

The convention center's 2015 Master Plan proposes a \$600 million expansion with a mix of uses, in addition to typical convention uses. There are no current determined plans for Convention Center expansion but to the extent future plans impact the park, the park-facing elements of the Convention Center should be scaled for pedestrian interest, including retail frontage, streetscape amenities, and street trees. Stakeholders should support reaching a conclusion about the expansion direction quickly.

Phase	Partners
I-II	Austin Convention Center, Economic Development Department, PARD



*The Downtown Austin Alliance leads maintenance, operations, and programming for Republic Square (Downtown Austin Alliance).*



*As the sponsor of the O. Henry Pun-off, one of Brush Square's most popular events, the Brush Square Museums Foundation is an important programming partner.*



## Coordinate with Cap Metro Tree Planting

At the time of this report, the CapMetro Downtown Station project is nearing design completion and construction is slated to begin in 2019. The City of Austin Parks and Recreation Department will provide space in Brush Square for tree planting to cover tree mitigation for the CapMetro project and eliminate fee-in-lieu costs for CapMetro. PARD and CapMetro are currently working toward an agreement to arrange this design change.

Phase	Partners
0-I	CapMetro, PARD

## Consider Renaming the Downtown Station to “Brush Square Station”

In anticipation of more than one downtown transit station, renaming the station to indicate it stops at historic Brush Square will help further the Downtown Austin Plan’s goals for downtown districts, and help with name recognition of the square and area. This proposal should be approved by CapMetro and explored as part of the upcoming permanent station construction project.

Phase	Partners
0-I	City of Austin, CapMetro, DAA

## Coordinate with Trinity Street Changes

A key consideration of potential Convention Center expansion will be its effect on Trinity Street. This street is envisioned as major future transit corridor by CapMetro’s Project Connect long-range planning. The Brush Square master plan anticipates the western edge of the park being a major transit hub in the future. The waiting area at the southwest corner of the park is enlarged and a Phase II bandstand also extends to the property line to provide morning and mid-day shade to waiting transit users. In Phase I, a free public restroom will be installed at this location; funding for this restroom is already secured.

Depending on future transit modes and configurations, Trinity Street may ultimately be envisioned as a high-capacity transit corridor or as a festival street if transit is located below grade.

Phase	Partners
II	CapMetro, Transportation Department, PARD, DAA

## Think Comprehensively About the Brush Square District

It is critical that future improvements to Brush Square occur with a comprehensive understanding of and collaboration with future development and evolution of the southeast quadrant of Downtown. Already, this area of downtown is facing generative changes coordinated by different City departments and partners which run the risk of investing time and money into potentially conflicting design and construction projects or missing opportunities for collaborative, “district” thinking. A Vision Framework Plan for the Brush Square District should be a future priority for the City of Austin and its partners.

Phase	Partners
0-II	City of Austin, DAA, Visit Austin, Convention Center, Waller Creek Conservancy, others

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## 7. Appendix

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# Community Meeting 1 Comments

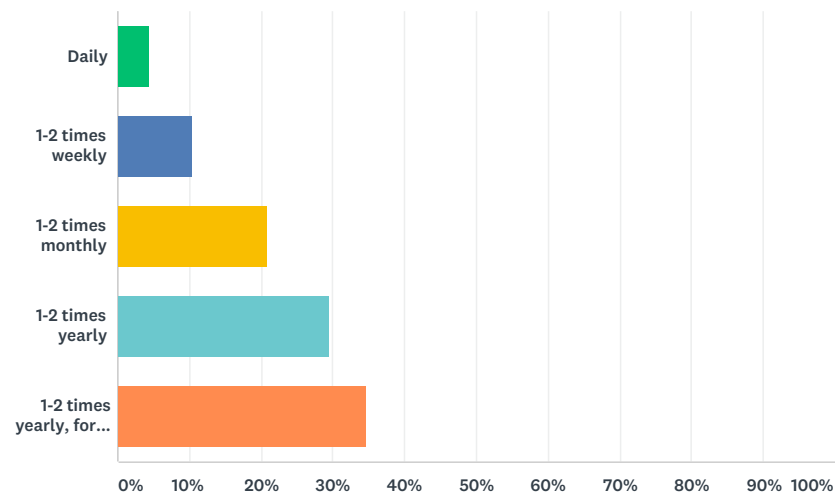
Board Name	Comment
General Comment	work with CapMetro to incorporate plaza in to 4th st. and new rail stop seamlessly
General Comment	KEEP PARK AS GREEN AS POSSIBLE AND USABLE AS FLEX EVENT SPACE
General Comment	Move O. Henry Up To The Street
General Comment	Cover fire parking lot for aesthetics
Austin Squares	keep historic homes in current location
Austin Squares	keep firestation as a working fire station No restaurant, bar or museum etc.
Austin Squares	Make Neighborhood Eclectic w. diverse business
Austin Squares	LIGHTING?
Austin Squares	Keep historic buildings where they are Design should feel authentic to Austin, use regional materials
Austin Squares	We don't want the O. Henry House Moved -- it is much too fragile.
Austin Squares	MOVE O. HENRY HOUSE UP TO THE STREET To Free Up Park Space. YES!!!
Brush Square Context	
Congregational Spaces	It is important to the BSMF to leave a large green space like this one for events like the O. Henry Pun-off :)
Congregational Spaces	I like the combo of landscaped and paved spaces, both of which people can hang out and relax on
Congregational Spaces	Create A Place That Programs Itself: Art (bean), Play (Exercise Space), Fountains (Water Play). Think About Millenium park it has constants that draw people in.
Congregational Spaces	Public restrooms would be very much appreciated. Community billboards, maybe a visitor information area.
Congregational Spaces	Green Space
Plaza Spaces	Water usage water safety/sanitation
Plaza Spaces	Enforceable Street Security
Plaza Spaces	Lack of programming = lack of use
Plaza Spaces	Nothing for Kids (residents or visitors) to do, eat,
Plaza Spaces	Mix of hard and softscape. Leave open. rotating art.
Plaza Spaces	Moveable chairs. Convenient for workers (no blanket). Already setup.
Plaza Spaces	Green space, the more better. Little Green spaces. 2nd/3rd sts.
Plaza Spaces	turn parking lot into hardscape in interim
Plaza Spaces	The idea of some type of ampitheater seating is interesting -- not sure there is room for it.
Programmed Spaces	Palm park needs to be thought about

Programmed Spaces	Need big expanse of grass to sit on
Programmed Spaces	Don't ask the park to do what it can't handle
Programmed Spaces	"where is the closest park?" visiting families
Programmed Spaces	Need comprehensive planter spaces
Programmed Spaces	homeless problem. bad perception for tourists.
Programmed Spaces	unique Austin art, what known for, music
Programmed Spaces	Security - problems w/ benches, fountains
Programmed Spaces	concerns about bathing in fountains
Programmed Spaces	Restaurant/ cafe needed. COA owned restaurant
Programmed Spaces	Water Features Cool things down - near convention C
Respite Spaces	Shaded areas with rotating art exhibits
Respite Spaces	Small, quiet spaces
Respite Spaces	We need an oasis - something that's obviously a park, Native plants needed to provide habitat for bees, butterflies, other insects, Replace shaggly(?) grass with buffalo grass or other native species
Respite Spaces	Benches to sit and splay on.
Square History	Bring Back the Locomotive
Square History	Refurbish for kids - like Zilker playground Fire truck
Square History	Refurbish as a restaurant - possibly engage homeless pop'l as workforce
Square History	Refurbish as Museum

# Survey #1 Results

## Q1 How often do you visit Brush Square?

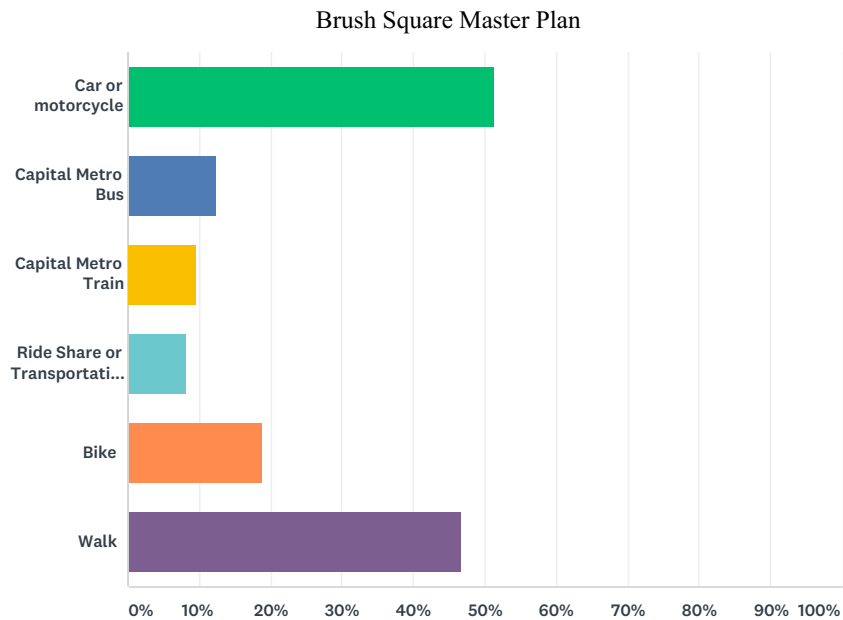
Answered: 335   Skipped: 0



ANSWER CHOICES		RESPONSES	
Daily		4.48%	15
1-2 times weekly		10.45%	35
1-2 times monthly		20.90%	70
1-2 times yearly		29.55%	99
1-2 times yearly, for special events only		34.63%	116
TOTAL			335



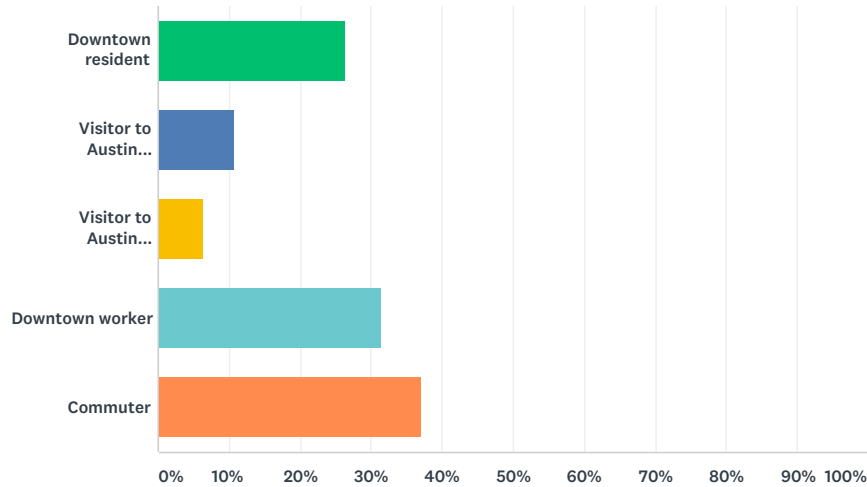
## Q2 What form of transportation do you use to access Brush Square?



ANSWER CHOICES	RESPONSES	
Car or motorcycle	51.34%	172
Capital Metro Bus	12.24%	41
Capital Metro Train	9.55%	32
Ride Share or Transportation Network Company	8.06%	27
Bike	18.81%	63
Walk	46.57%	156
Total Respondents: 335		

### Q3 What best describes your relationship with Brush Square?

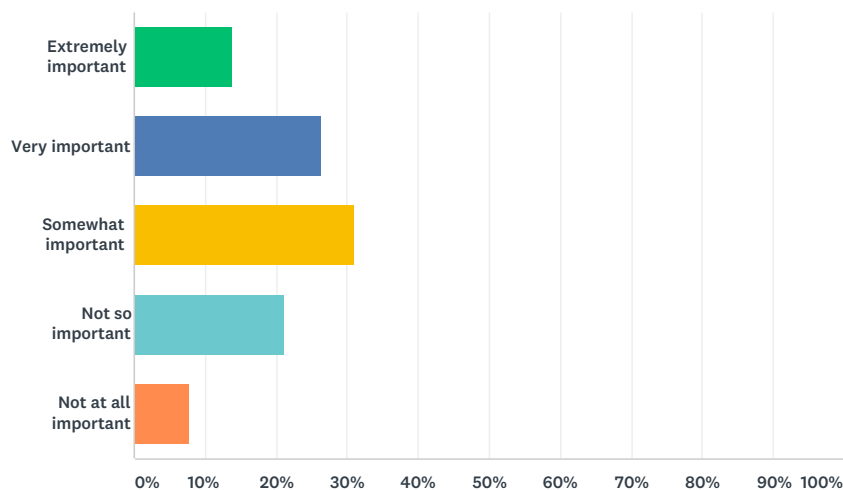
Brush Square Master Plan



ANSWER CHOICES	RESPONSES	
Downtown resident	26.27%	88
Visitor to Austin (leisure)	10.75%	36
Visitor to Austin (convention/conference)	6.27%	21
Downtown worker	31.34%	105
Commuter	37.01%	124
Total Respondents: 335		

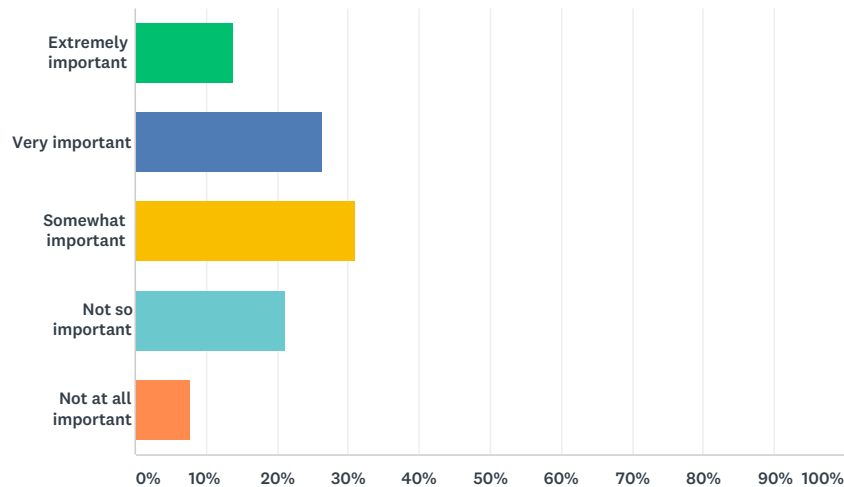
### Q4 How important are large assembly spaces in the future of Brush Square?

Answered: 335 Skipped: 0



## Q4 How important are large assembly spaces in the future of Brush Square?

Answered: 335 Skipped: 0

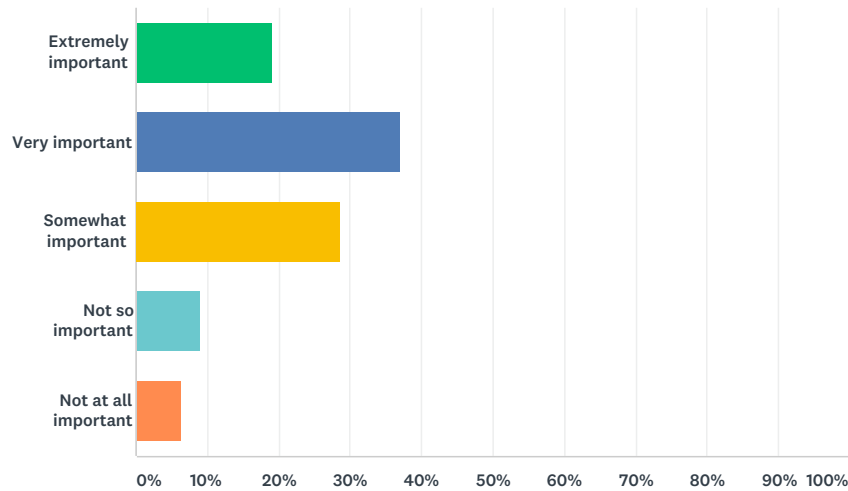


ANSWER CHOICES	RESPONSES	
Extremely important	13.73%	46
Very important	26.27%	88
Somewhat important	31.04%	104
Not so important	21.19%	71
Not at all important	7.76%	26
TOTAL		335



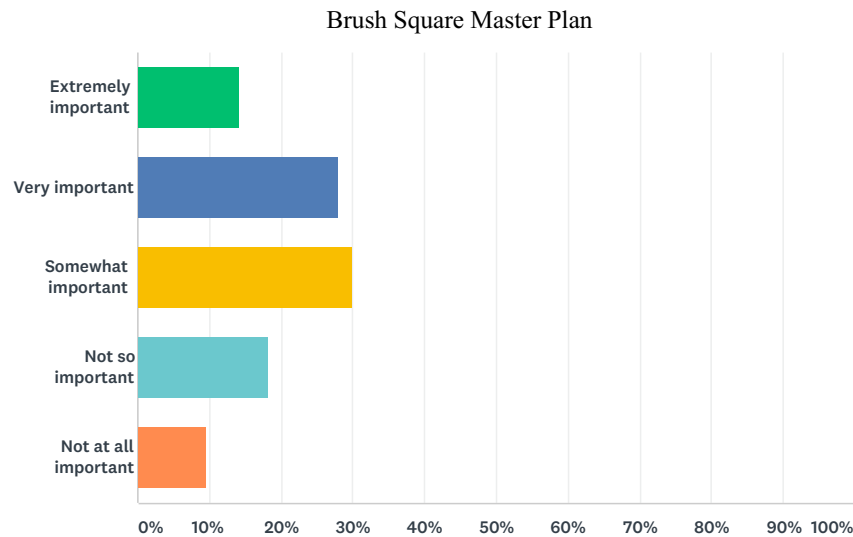
## Q5 How important are intimate, small spaces in the future of Brush Square?

Answered: 335 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely important	19.10%	64
Very important	37.01%	124
Somewhat important	28.66%	96
Not so important	8.96%	30
Not at all important	6.27%	21
TOTAL		335

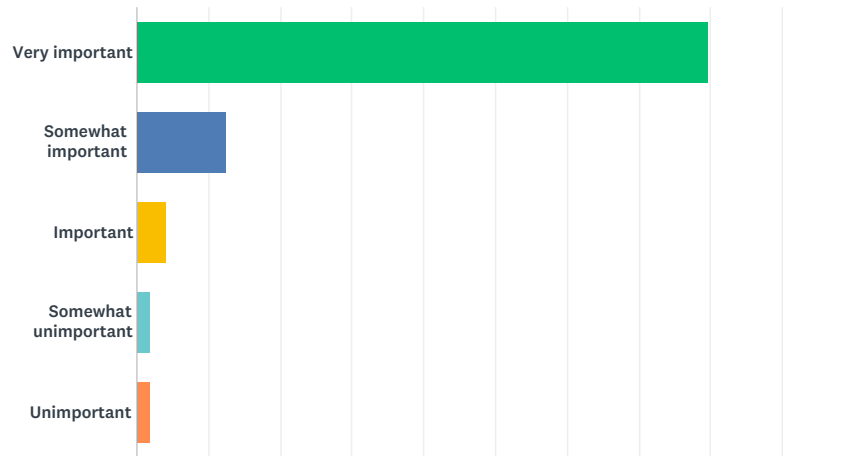
Q6 How important are hardscaped plazas, such as spaces for markets, performances or transit waiting areas, in the future of Brush Square?



ANSWER CHOICES	RESPONSES	
Extremely important	14.33%	48
Very important	28.06%	94
Somewhat important	29.85%	100
Not so important	18.21%	61
Not at all important	9.55%	32
TOTAL		335

## Q7 How important are natural and vegetated areas, such as heritage trees, shade, and habitat, in the future of Brush Square?

Answered: 335 Skipped: 0



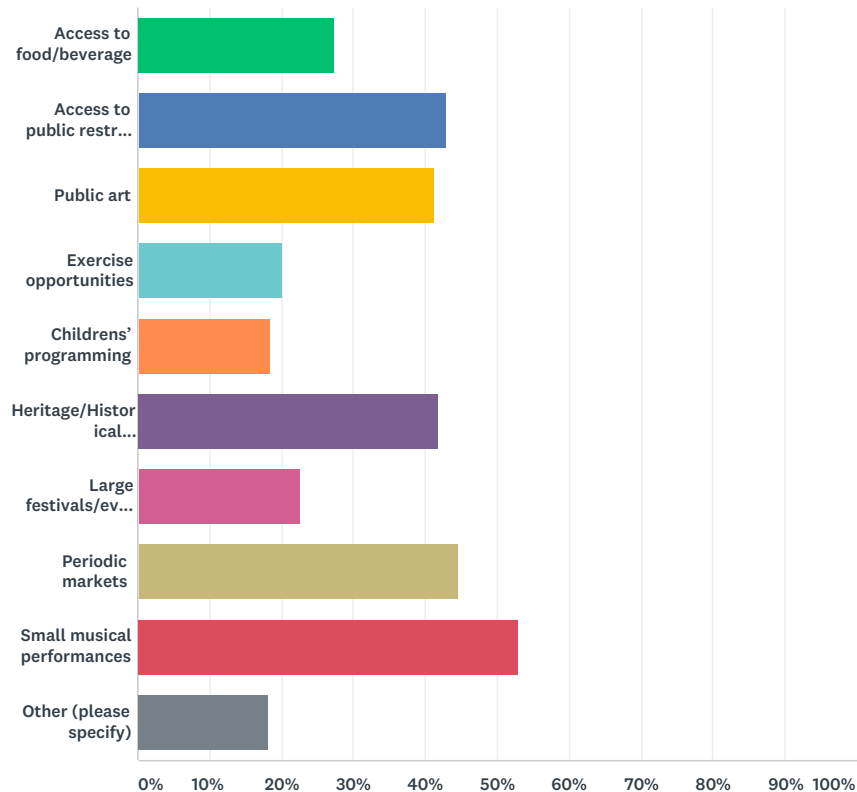
Brush Square Master Plan

ANSWER CHOICES	RESPONSES	
Very important	79.70%	267
Somewhat important	12.54%	42
Important	4.18%	14
Somewhat unimportant	1.79%	6
Unimportant	1.79%	6
<b>TOTAL</b>		<b>335</b>



## Q8 Select the most important of the following activities in Brush Square or the immediate vicinity:

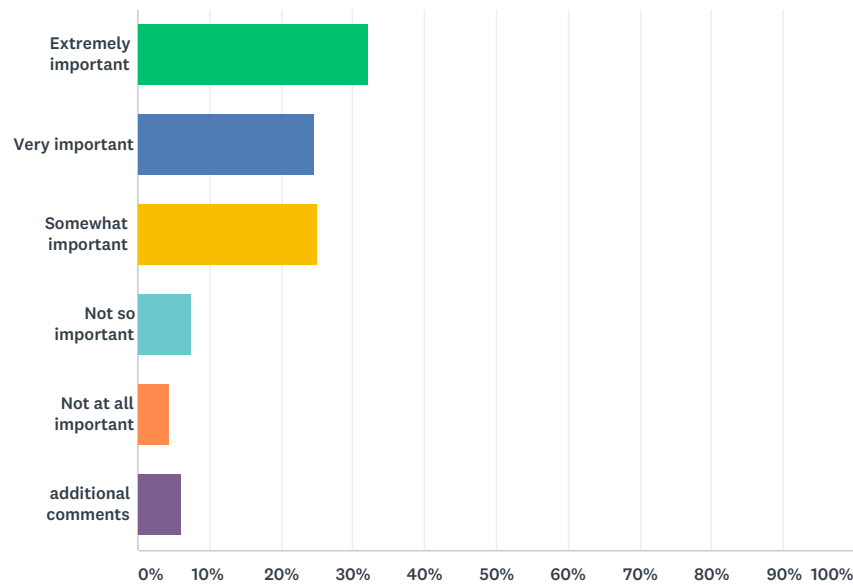
Answered: 335 Skipped: 0



ANSWER CHOICES	RESPONSES	
Access to food/beverage	27.46%	92
Access to public restroom	42.99%	144
Public art	41.19%	138
Exercise opportunities	20.00%	67

## Q9 How important is it to interpret and promote the history of the square and its buildings in the future of Brush Square?

Answered: 335 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely important	32.24%	108
Very important	24.78%	83
Somewhat important	25.07%	84
Not so important	7.46%	25
Not at all important	4.48%	15
additional comments	5.97%	20
<b>TOTAL</b>		<b>335</b>

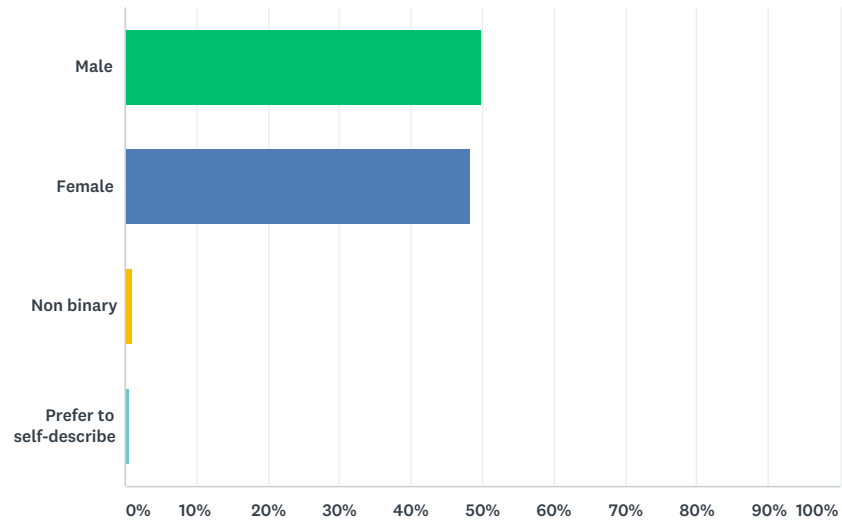
## Q10 First and Last Name

7 / 12

Redacted

## Q11 Gender

Answered: 281 Skipped: 54

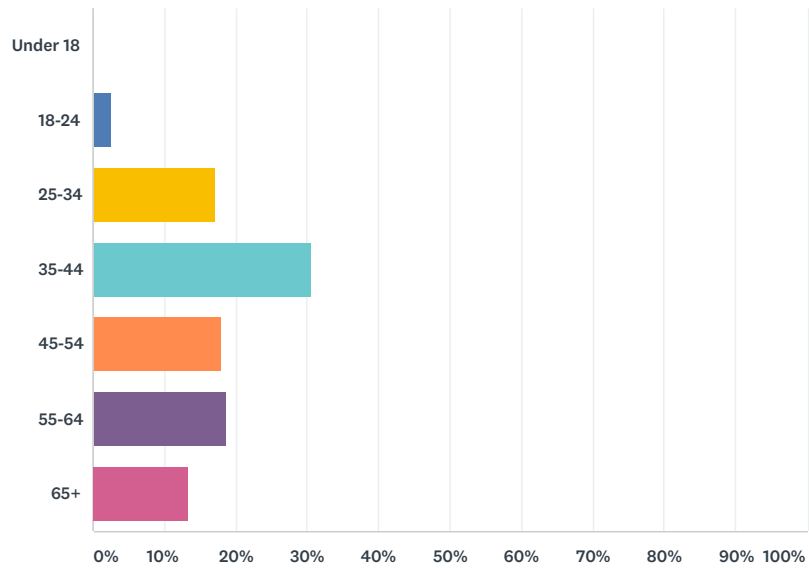


ANSWER CHOICES	RESPONSES	
Male	49.82%	140
Female	48.40%	136
Non binary	1.07%	3
Prefer to self-describe	0.71%	2
TOTAL		281



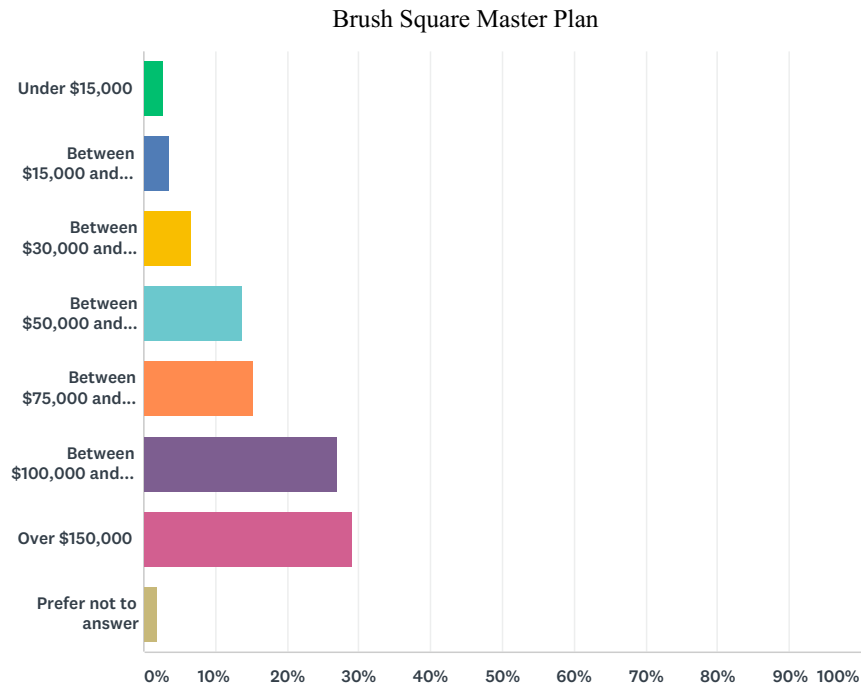
## Q12 Age Group

Brush Square Master Plan



ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18-24	2.46%	7
25-34	17.19%	49
35-44	30.53%	87
45-54	17.89%	51
55-64	18.60%	53
65+	13.33%	38
TOTAL		285

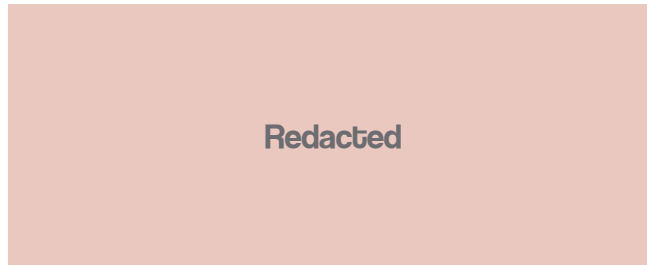
## Q13 Approximate household income



ANSWER CHOICES	RESPONSES	
Under \$15,000	2.75%	7
Between \$15,000 and \$29,999	3.53%	9
Between \$30,000 and \$49,999	6.67%	17
Between \$50,000 and \$74,999	13.73%	35
Between \$75,000 and \$99,999	15.29%	39
Between \$100,000 and \$150,000	27.06%	69
Over \$150,000	29.02%	74
Prefer not to answer	1.96%	5
<b>TOTAL</b>		<b>255</b>

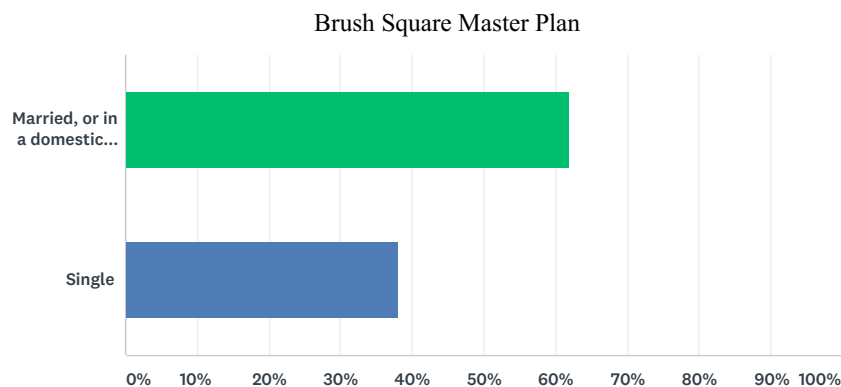
## Q14 What is your zip code?

Answered: 275 Skipped: 60



## Q15 Marital status

Answered: 281 Skipped: 54



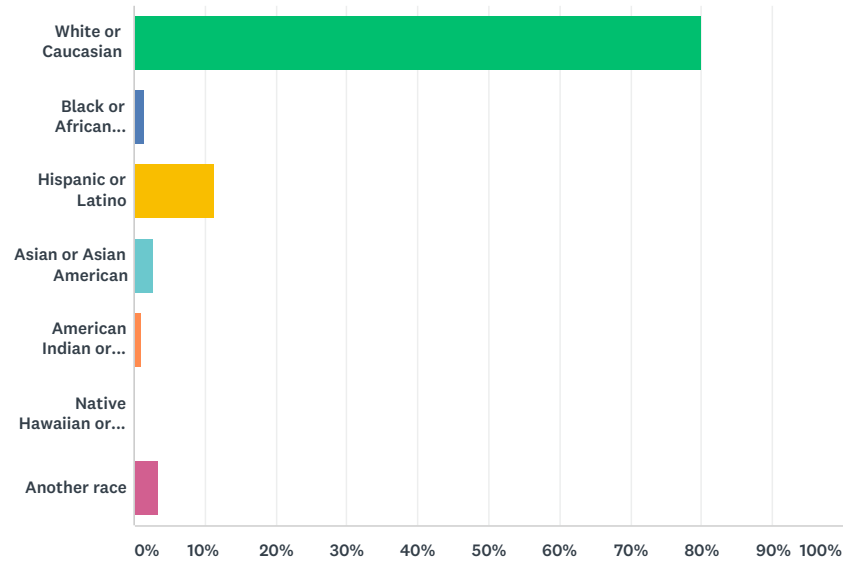
ANSWER CHOICES	RESPONSES	
Married, or in a domestic partnership or civil union	61.92%	174
Single	38.08%	107
TOTAL		281



# Brush Square Master Plan

## Q17 Racial or Ethnic background

Answered: 264 Skipped: 71



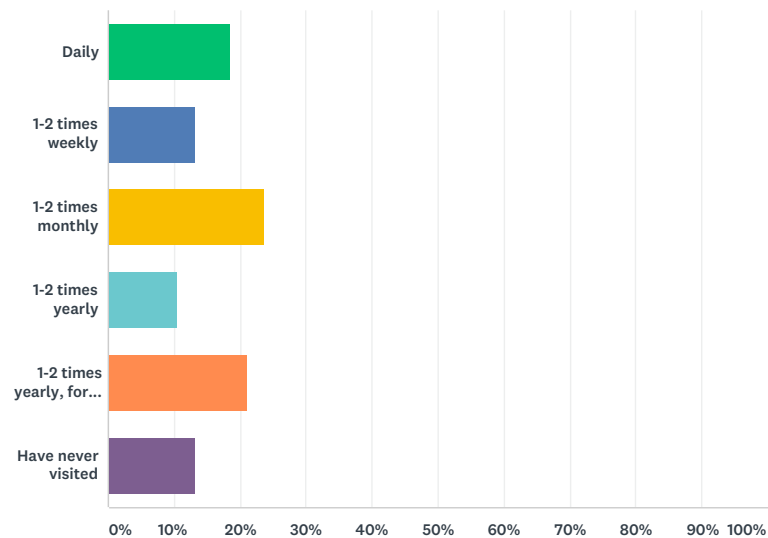
ANSWER CHOICES	RESPONSES	
White or Caucasian	79.92%	211
Black or African American	1.52%	4
Hispanic or Latino	11.36%	30
Asian or Asian American	2.65%	7
American Indian or Alaska Native	1.14%	3
Native Hawaiian or other Pacific Islander	0.00%	0
Another race	3.41%	9
TOTAL		264

# Community Meeting #2 and Survey #2 Combined Results

## Brush Square Master Plan

### Q1 How often do you visit Brush Square?

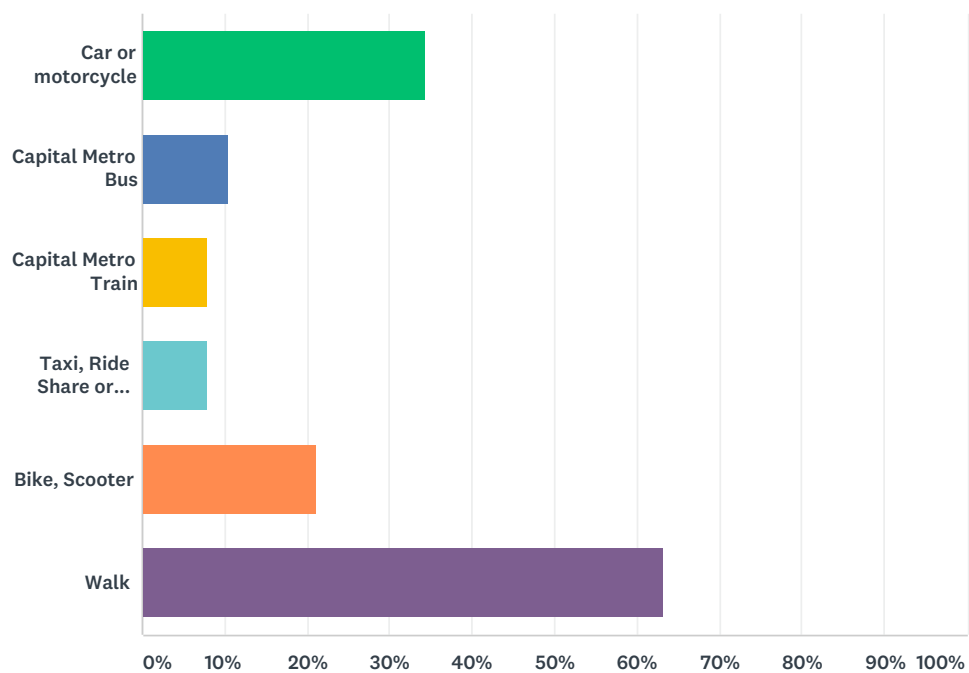
Answered: 38 Skipped: 0



ANSWER CHOICES	RESPONSES	
Daily	18.42%	7
1-2 times weekly	13.16%	5
1-2 times monthly	23.68%	9
1-2 times yearly	10.53%	4
1-2 times yearly, for special events only	21.05%	8
Have never visited	13.16%	5
TOTAL		38

## Q2 What form of transportation do you use to access Brush Square?

Answered: 38 Skipped: 0

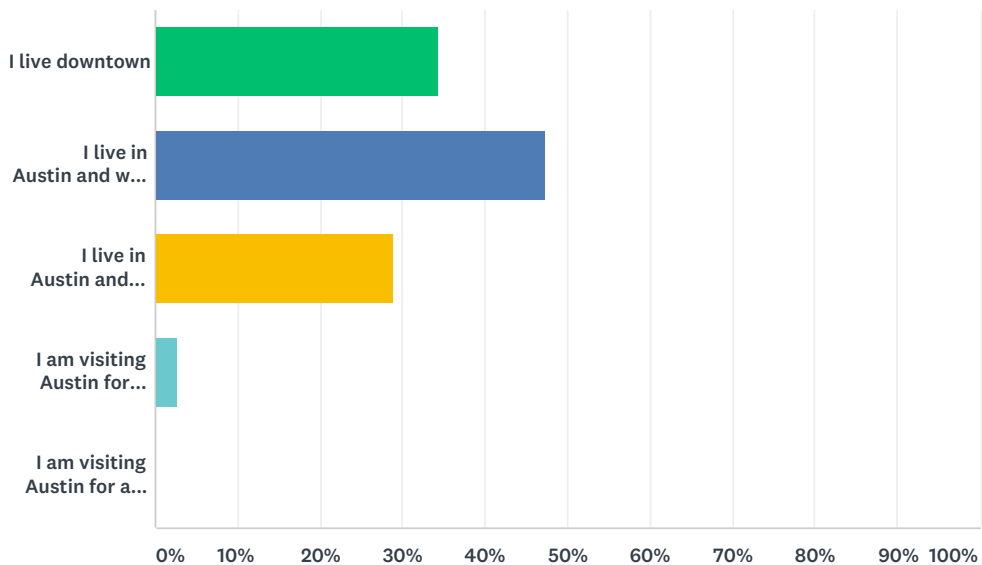


ANSWER CHOICES	RESPONSES	
Car or motorcycle	34.21%	13
Capital Metro Bus	10.53%	4
Capital Metro Train	7.89%	3
Taxi, Ride Share or Transportation Network Company	7.89%	3
Bike, Scooter	21.05%	8
Walk	63.16%	24
Total Respondents: 38		



### Q3 What best describes your relationship with Brush Square?

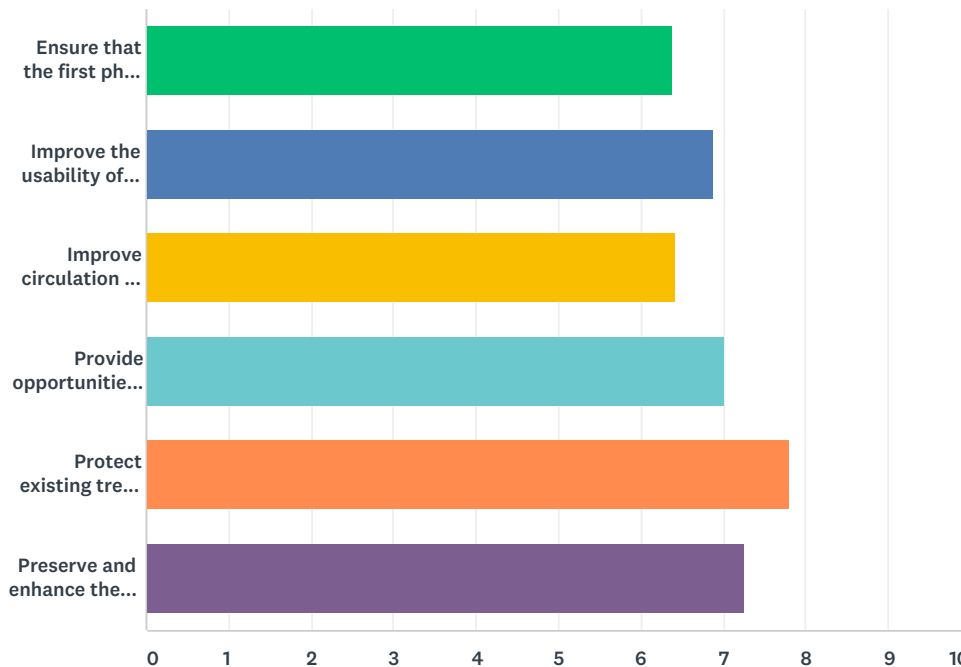
Answered: 38 Skipped: 0



ANSWER CHOICES	RESPONSES	
I live downtown	34.21%	13
I live in Austin and work downtown	47.37%	18
I live in Austin and visit downtown for recreation, dining, or shopping	28.95%	11
I am visiting Austin for leisure	2.63%	1
I am visiting Austin for a conference or convention	0.00%	0
Total Respondents: 38		

## Q4 In your opinion, how well does the “Four Lawns” Concept address the following project design principles?

Answered: 38 Skipped: 0



	1 - NOT WELL	2	3	4	5	6	7	8	9	10 - VERY WELL	TOTAL	WEIGHTED AVERAGE
Ensure that the first phase of improvements results in a high quality open space befitting the historic stature of Brush Square.	5.26% 2	2.63% 1	10.53% 4	2.63% 1	13.16% 5	7.89% 3	15.79% 6	21.05% 8	15.79% 6	5.26% 2	38	6.4
Improve the usability of the open space by reducing the impact of the existing parking lot.	2.78% 1	0.00% 0	8.33% 3	2.78% 1	11.11% 4	13.89% 5	8.33% 3	33.33% 12	8.33% 3	11.11% 4	36	6.8

Improve circulation and visual access to and through the square and enhance the quality of the pedestrian experience with improved streetscapes and shade.	2.78% 1	0.00% 0	13.89% 5	5.56% 2	13.89% 5	5.56% 2	16.67% 6	25.00% 9	11.11% 4	5.56% 2	36	6.4
Provide opportunities for major civic celebrations while allowing for more informal, day-to-day uses.	0.00% 0	0.00% 0	8.33% 3	5.56% 2	13.89% 5	5.56% 2	16.67% 6	27.78% 10	11.11% 4	11.11% 4	36	7.0
Protect existing trees and improve the ecological health, natural beauty, and environmental quality of the square.	0.00% 0	0.00% 0	0.00% 0	2.78% 1	11.11% 4	11.11% 4	22.22% 8	11.11% 4	13.89% 5	27.78% 10	36	7.8
Preserve and enhance the three existing museums and provide new, diverse programming opportunities in the park for all residents and visitors.	0.00% 0	0.00% 0	5.56% 2	0.00% 0	16.67% 6	8.33% 3	19.44% 7	25.00% 9	11.11% 4	13.89% 5	36	7.4



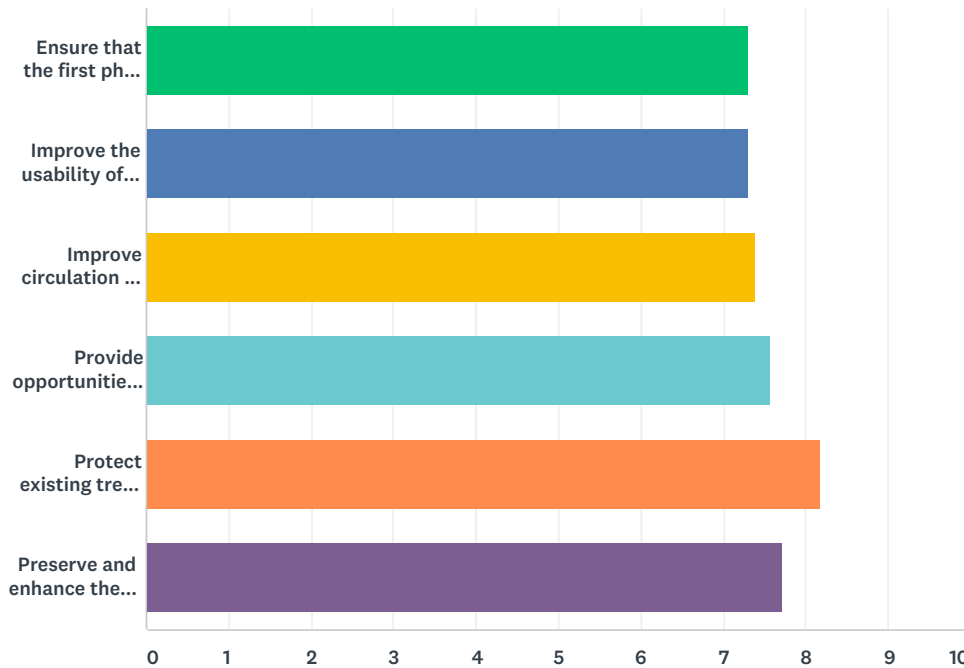
## Q5 Do you have any comments about the "Four Lawns" Concept?

Answered: 18 Skipped: 20

#	RESPONSES	DATE
1	My preferred concept - Maximum amount of green space is important	7/2/2018 11:11 AM
2	Improve electricity access for Punoff use. Immediate 2 year solution lease impart to present use	7/2/2018 10:57 AM
3	Too much lawn. That won't be used.	7/2/2018 10:51 AM
4	Need a concept that removes structures from the park, or activate structures as retail. Single lawns make more sense for that.	7/1/2018 10:03 PM
5	There should be a water feature	6/29/2018 12:46 PM
6	It's nice, but a little boring.	6/28/2018 3:55 PM
7	This concept is not engaging effort - it's too formal and doesn't seem to have an extraordinary draw for people to come to it.	6/28/2018 12:13 PM
8	Nice plan but not ambitious enough; does not add personality to the park	6/27/2018 2:27 PM
9	Traditional and nice	6/27/2018 2:20 PM
10	Not a very representative name	6/27/2018 11:36 AM
11	No open water feature. It will re... in more parking from 6th St. & injuries & a homeless destination. I like a fountain & water fountains.	6/27/2018 11:13 AM
12	I like how there is plenty room for big events	6/27/2018 11:03 AM
13	It seems to be very status quo. Little changes which means all the issues of today will still be issues if tomorrow	6/25/2018 4:56 PM
14	Not much different than what is there now. Do not see transformational change in this plan	6/25/2018 4:50 PM
15	It seems very basic, unimaginative and lawn focused. It would be great to see environmental features or artwork incorporated.	6/25/2018 12:06 PM
16	This park is too small and not configured in a manner to be used for "major civic celebrations". The parking lot needs to go!	6/25/2018 9:09 AM
17	Get rid of the parking lot immediately. Lease parking spaces for fire station employees while it remains an active fire station. The parking lot is a crime against parks, urban design, downtown living, and the Waller Plan. It is offensive and absurd in 2018 that we still have it there.	6/22/2018 4:26 PM
18	dfdfdsfdfsdfsdf ndsov djv fjkdv jfd vjlfda vljd fvjkdfvh dfhvk dfvkfdh dafhv fdhv fdhk vdfd vdf ahv dhv dhv edhkv dehs	6/14/2018 11:18 AM

## Q6 In your opinion, how well does the “Three Rooms” Concept address the following project design principles?

Answered: 38 Skipped: 0



	1 - NOT WELL	2	3	4	5	6	7	8	9	10 - VERY WELL	TOTAL	WEIGHTED AVERAGE
Ensure that the first phase of improvements results in a high quality open space befitting the historic stature of Brush Square.	2.70% 1	0.00% 0	5.41% 2	2.70% 1	10.81% 4	16.22% 6	5.41% 2	18.92% 7	18.92% 7	18.92% 7	37	7.30
Improve the usability of the open space by reducing the impact of the existing parking lot.	2.78% 1	0.00% 0	8.33% 3	0.00% 0	5.56% 2	13.89% 5	16.67% 6	22.22% 8	8.33% 3	22.22% 8	36	7.33

Improve circulation and visual access to and through the square and enhance the quality of the pedestrian experience with improved streetscapes and shade.	0.00% 0	2.70% 1	2.70% 1	2.70% 1	16.22% 6	5.41% 2	16.22% 6	18.92% 7	16.22% 6	18.92% 7	37	7.3%
Provide opportunities for major civic celebrations while allowing for more informal, day-to-day uses.	0.00% 0	0.00% 0	5.56% 2	2.78% 1	2.78% 1	19.44% 7	13.89% 5	19.44% 7	13.89% 5	22.22% 8	36	7.5%
Protect existing trees and improve the ecological health, natural beauty, and environmental quality of the square.	0.00% 0	0.00% 0	0.00% 0	0.00% 0	8.57% 3	14.29% 5	17.14% 6	8.57% 3	14.29% 5	37.14% 13	35	8.1%
Preserve and enhance the three existing museums and provide new, diverse programming opportunities in the park for all residents and visitors.	0.00% 0	0.00% 0	0.00% 0	0.00% 0	13.89% 5	16.67% 6	16.67% 6	13.89% 5	13.89% 5	25.00% 9	36	7.7%



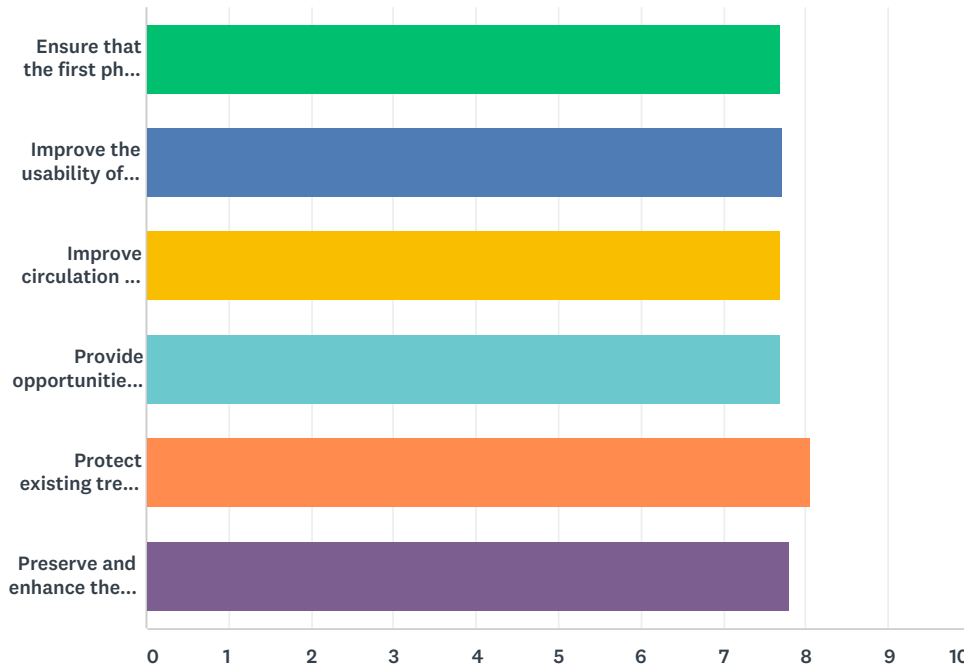
## Q7 Do you have any comments about the "Three Rooms" Concept?

Answered: 14 Skipped: 24

#	RESPONSES	DATE
1	Love the idea of games out. Doesn't exist at other parks	7/2/2018 11:30 AM
2	Like the comparison use of Bryant Park, b/c this park has a lot of parallels.	7/2/2018 11:00 AM
3	The better use of "Front" lawn; Conf. center integration	7/2/2018 10:57 AM
4	Concept is too timid. The large deck is a nice counter to the surface lot. The three spaces in series could be effective for events. This is similar to the lawns concept- don't follow what constitutes a "room".	7/1/2018 10:03 PM
5	Not a huge fan.	6/28/2018 3:55 PM
6	The phase 2 "game room" is a great idea and this concept also exceeds the others in opening up the entrance to the park from 5th street and creating a great central event space.	6/28/2018 12:13 PM
7	My favorite of the plans if the goal is to have a community space where people can relax, hangout, enjoy nature in downtown Austin; I'm not keen on big events ruining the lawns, but some life in the park is good	6/27/2018 2:27 PM
8	Loved Extending Green Space Across 4th St.	6/27/2018 2:20 PM
9	Water Play feature is great. Please keep!	6/27/2018 11:20 AM
10	I like the repurposing of the parking lot with the games area.	6/27/2018 11:03 AM
11	I like the addition of the game area. It'll bring people to the square	6/25/2018 4:56 PM
12	Again, not much different than what is there now. Do not see transformational change in this plan	6/25/2018 4:50 PM
13	Are there opportunities to incorporate rainwater harvesting from nearby buildings for irrigation or a water feature?	6/25/2018 12:06 PM
14	Stop designing for any continuation of parking lot use in the square. Lease parking spaces elsewhere. Offensive to maintain parking here for one more day!	6/22/2018 4:26 PM

## Q8 In your opinion, how well does the “Water Walk” Concept address the following project design principles?

Answered: 38 Skipped: 0



	1 - NOT WELL	2	3	4	5	6	7	8	9	10 - VERY WELL	TOTAL	WEIGHTED AVERAGE
Ensure that the first phase of improvements results in a high quality open space befitting the historic stature of Brush Square.	5.41% 2	2.70% 1	0.00% 0	2.70% 1	5.41% 2	5.41% 2	13.51% 5	18.92% 7	16.22% 6	29.73% 11	37	7.70
Improve the usability of the open space by reducing the impact of the existing parking lot.	5.56% 2	2.78% 1	2.78% 1	2.78% 1	0.00% 0	11.11% 4	8.33% 3	19.44% 7	11.11% 4	36.11% 13	36	7.72

Improve circulation and visual access to and through the square and enhance the quality of the pedestrian experience with improved streetscapes and shade.	5.41% 2	2.70% 1	2.70% 1	0.00% 0	5.41% 2	2.70% 1	10.81% 4	24.32% 9	21.62% 8	24.32% 9	37	7.70
Provide opportunities for major civic celebrations while allowing for more informal, day-to-day uses.	2.86% 1	0.00% 0	0.00% 0	5.71% 2	2.86% 1	14.29% 5	17.14% 6	20.00% 7	8.57% 3	28.57% 10	35	7.69
Protect existing trees and improve the ecological health, natural beauty, and environmental quality of the square.	2.78% 1	2.78% 1	0.00% 0	0.00% 0	5.56% 2	2.78% 1	19.44% 7	19.44% 7	11.11% 4	36.11% 13	36	8.06
Preserve and enhance the three existing museums and provide new, diverse programming opportunities in the park for all residents and visitors.	2.86% 1	2.86% 1	0.00% 0	2.86% 1	8.57% 3	2.86% 1	8.57% 3	31.43% 11	11.43% 4	28.57% 10	35	7.80



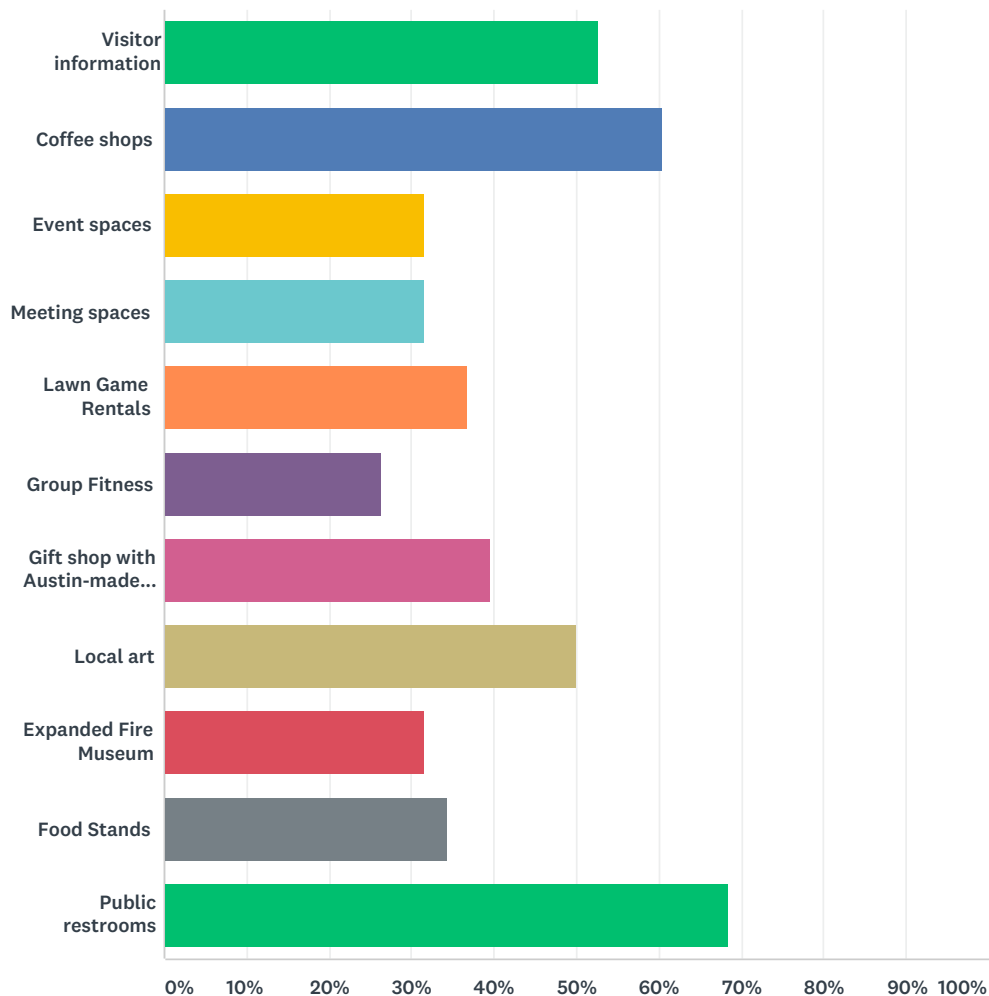
## Q9 Do you have any comments about the "Water Walk" Concept?

Answered: 19 Skipped: 19

#	RESPONSES	DATE
1	No water, not eco	7/2/2018 11:30 AM
2	This is my last favorite concept - not as flexible for use	7/2/2018 11:11 AM
3	Dependent on 10 years to move fire operations	7/2/2018 10:57 AM
4	Too much maintenance	7/2/2018 10:51 AM
5	Love it!	7/2/2018 10:46 AM
6	The central form is nearly identical to republic square- which is fine because the idea of a park is to contrast the utility of city streets. Couple that with the bulk of the convention center and bland metro street plaza- the softer form and larger rain gardens would be great. Make sure the park is full of plants and green.	7/1/2018 10:03 PM
7	This one is very creative and complements the area.	6/28/2018 3:55 PM
8	The introduction of the water feature will be a game changer for this park. This concept also does the best job of connecting to the museums. I really wish to see some combination of this concept with concept 2.	6/28/2018 12:13 PM
9	Beautiful concept but water feature seems impractical; this plan does not presume enough - lawn & greening	6/27/2018 2:27 PM
10	Wonderful! Make the Fire Station into Tourist Information Center / Coffee shop - wine bar. We just returned from France - Normandy area, Paris Provence. Every town had a visible tourist info center. You can find out tourist info and it is a "Go To" place. The Fire Station would be perfect for this. Close to Convention Center and museums. Love green space going into 4th St.	6/27/2018 2:20 PM
11	Don't like the small spaces to the southwest	6/27/2018 11:36 AM
12	I like expanding the lawn on to 4th. Coordinating with the Waller Creek Project is a great idea!	6/27/2018 11:25 AM
13	Hate it. Would actively oppose it.	6/27/2018 11:13 AM
14	I do like the idea of adding waer to the park, but I am concerned about the maintenance it requires.	6/27/2018 11:03 AM
15	Have you been/seen the hemisfair area of San Antonio by commonwealth coffee. That's a great model of how to bring life to a small area. Attract families!!	6/25/2018 4:56 PM
16	This concept is much better. In San Antonio, the Hemisfair Park Playground should be a model of what this space should be. Young families with kids playing brings life to the space.	6/25/2018 4:50 PM
17	My favorite of the 3 designs. I prefer the organic pedestrian traffic patterns, emphasis on connection with downtown and water & water is always cooling. It would be wonderful to see the water features highlight aspects of Shoal Creek and/or Lady Bird Lake to further create a sense of place.	6/25/2018 12:06 PM
18	Water features are difficult and expensive to maintain and bring a new set of issues related to use/misuse. The parking lot needs to go.	6/25/2018 9:09 AM
19	Hate any consideration of continued parking lot use even temporarily. This design suggests hardscape here in the future. It would be much better as grass.	6/22/2018 4:26 PM

**Q10 The long-term vision for both the Fire Department and Brush Square is the construction of a new, expanded fire station located off the square. The historic fire station building will remain and be adapted to a new use. What activities would you like to see in the building?**

Answered: 38 Skipped: 0



ANSWER CHOICES	RESPONSES	
Visitor information	52.63%	20
Coffee shops	60.53%	23
Event spaces	31.58%	12
Meeting spaces	31.58%	12
Lawn Game Rentals	36.84%	14
Group Fitness	26.32%	10
Gift shop with Austin-made items	39.47%	15
Local art	50.00%	19
Expanded Fire Museum	31.58%	12
Food Stands	34.21%	13
Public restrooms	68.42%	26
Total Respondents: 38		



## Q11 What other ideas do you have for using the historic fire station building if the function moves to a different site? What is missing from this part of downtown?

Answered: 22 Skipped: 16

#	RESPONSES	DATE
1	Other Input a) Protect roots of historic trees in park; b) no group fitness (they use neighborhood parks, e.g. Ramsey); c) no food trucks (noise, odors)	7/2/2018 11:34 AM
2	Shaded deck area at Republic Square really used. Should replicate here. Event lawn for movies, etc. Might need artificial turf in heavy shade areas. This surface works great for games & yoga, etc.	7/2/2018 11:30 AM
3	Food market	7/2/2018 11:24 AM
4	Farmers Market	7/2/2018 11:22 AM
5	Again I urge flexible use, not single use	7/2/2018 11:11 AM
6	Youth center, People's history	7/2/2018 11:08 AM
7	Renovatly part of it to keep the collections storage for all three Brush Square Museums.	7/2/2018 11:00 AM
8	- Scooter - visitor Hub; -Comedy / pub club events; - community access television satellite studio	7/2/2018 10:57 AM
9	Kids activities as part of fire museum. Kids LOVE firefighting. Give them lots of interactive activities. It shold basically be a thinkery for fire-fighting.	7/2/2018 10:49 AM
10	Event space to create park revenue- live music space and all ages event space is disappearing.	7/1/2018 10:03 PM
11	Perhaps a trendy gift art shop to encourage Austin personality that also has non-alcoholic beverage like smoothies or slushies	6/27/2018 2:27 PM
12	Keep The Fire Museum and develop the res as Tourist Info, coffee shop, etc. It should be a known destination for visitors to find out what to do in Austin.	6/27/2018 2:20 PM
13	Family-friendly uses water as pleasure & restoration by craft	6/27/2018 11:36 AM
14	Downtown needs a dedicated traveler info center (TI) ala European cities. It needs comprehensive signage directing visitors to it.	6/27/2018 11:25 AM
15	Exhibit space for Austin and Texas history events and shows	6/27/2018 11:17 AM
16	Make it a Bar. Upscale mini luxury hostel	6/27/2018 11:13 AM
17	It would be most helpful to have public restrooms here as there are non in the park right now.	6/27/2018 11:03 AM
18	Indoor open community center because Texas is hot and it's be nice to have a place to "play" indoors	6/25/2018 4:56 PM
19	Activities for families living and/or working downtown. Open lawns are nice (like Republic Square) but we do not need another clone of that in Brush.	6/25/2018 4:50 PM
20	interactive kids activities	6/25/2018 12:06 PM
21	This park was originally just a park and while I would prefer to see it demolished, preservationists in this town will hypocritically request its preservation despite its deviation from the Waller Plan. If it has to stay, make it an open and permeable space.	6/22/2018 4:26 PM
22	fgg	6/14/2018 11:18 AM

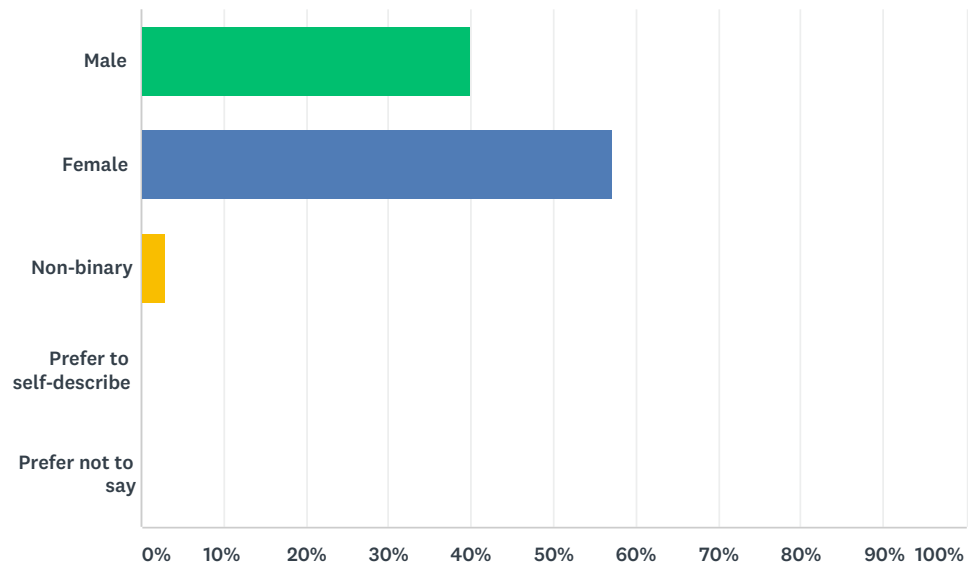
## Q12 First and last name (optional)

Answered: 7 Skipped: 31

Redacted

## Q13 Gender (optional)

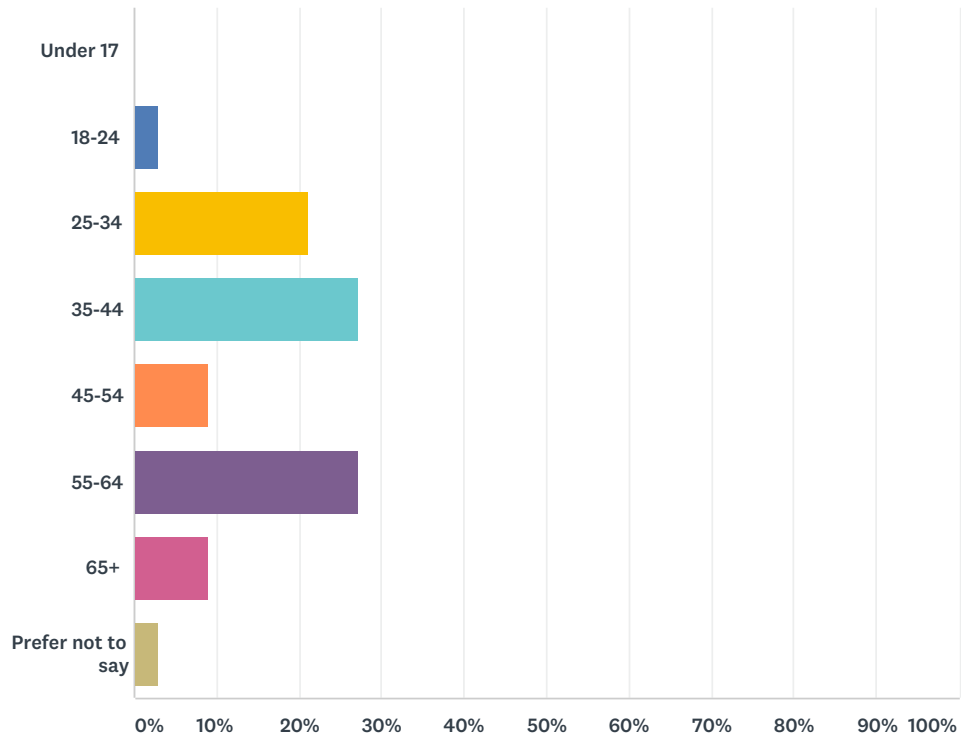
Answered: 35 Skipped: 3



ANSWER CHOICES	RESPONSES	
Male	40.00%	14
Female	57.14%	20
Non-binary	2.86%	1
Prefer to self-describe	0.00%	0
Prefer not to say	0.00%	0
TOTAL		35

## Q14 Age Group

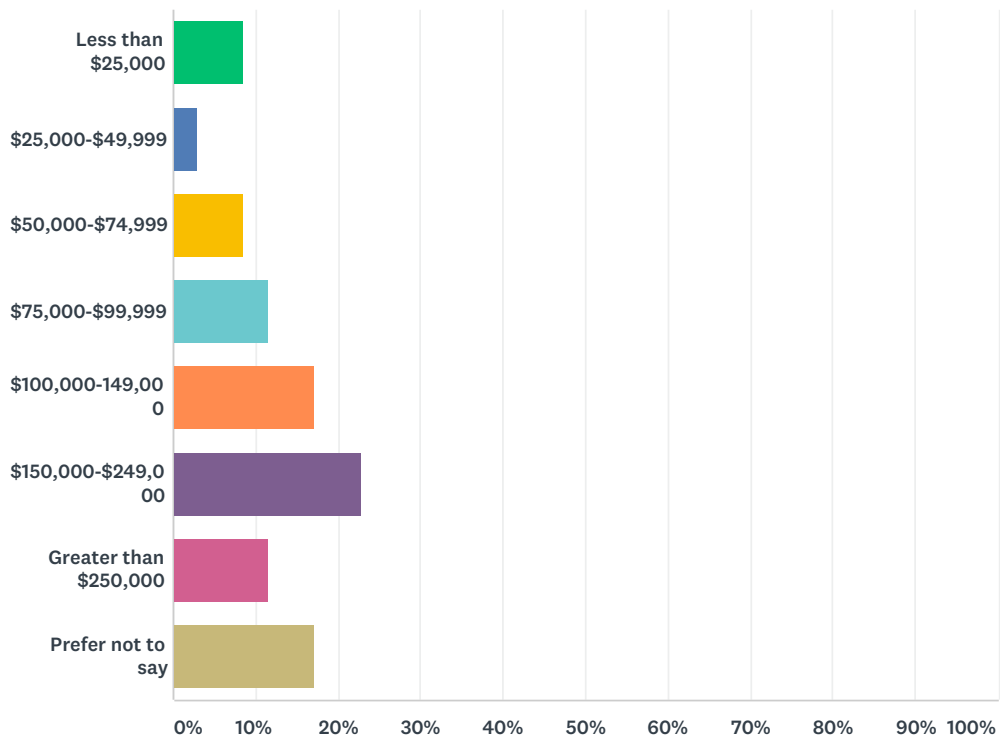
Answered: 33 Skipped: 5



ANSWER CHOICES	RESPONSES	
Under 17	0.00%	0
18-24	3.03%	1
25-34	21.21%	7
35-44	27.27%	9
45-54	9.09%	3
55-64	27.27%	9
65+	9.09%	3
Prefer not to say	3.03%	1
<b>TOTAL</b>		<b>33</b>

## Q15 Approximate household income

Answered: 35 Skipped: 3



ANSWER CHOICES	RESPONSES	
Less than \$25,000	8.57%	3
\$25,000-\$49,999	2.86%	1
\$50,000-\$74,999	8.57%	3
\$75,000-\$99,999	11.43%	4
\$100,000-149,000	17.14%	6
\$150,000-\$249,000	22.86%	8
Greater than \$250,000	11.43%	4
Prefer not to say	17.14%	6
TOTAL		35



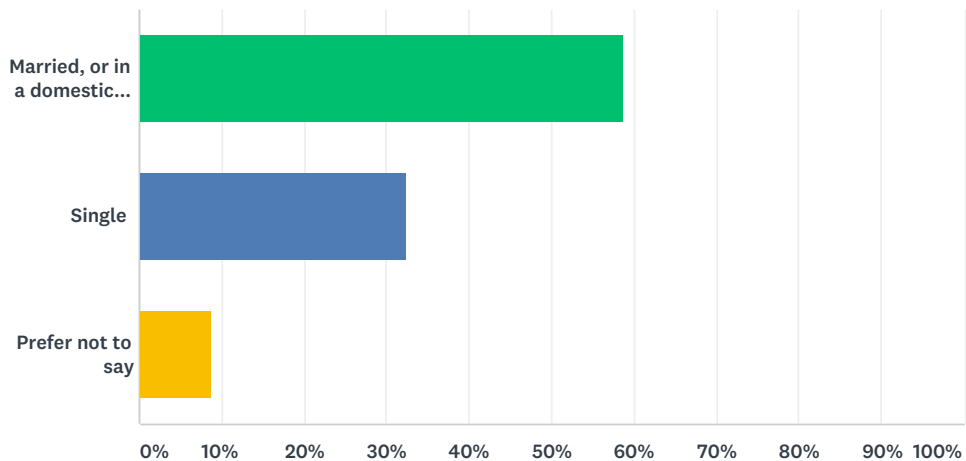
## Q16 What is your zip code?

Answered: 34    Skipped: 4

#	RESPONSES	DATE
1	78701	7/2/2018 11:35 AM
2	78750	7/2/2018 11:32 AM
3	78701	7/2/2018 11:30 AM
4	78701	7/2/2018 11:24 AM
5	78701	7/2/2018 11:22 AM
6	78702	7/2/2018 11:14 AM
7	78723	7/2/2018 11:09 AM
8	78721	7/2/2018 11:01 AM
9	78660	7/2/2018 10:58 AM
10	78739	7/2/2018 10:52 AM
11	78701	7/2/2018 10:50 AM
12	78705	7/2/2018 10:46 AM
13	78704	7/1/2018 10:04 PM
14	78704	6/28/2018 3:56 PM
15	78751	6/28/2018 12:14 PM
16	78748	6/28/2018 10:23 AM
17	78701	6/27/2018 2:28 PM
18	78701	6/27/2018 2:21 PM
19	78702	6/27/2018 2:05 PM
20	78745	6/27/2018 1:41 PM
21	78723	6/27/2018 11:37 AM
22	78701	6/27/2018 11:26 AM
23	78722	6/27/2018 11:21 AM
24	78703	6/27/2018 11:18 AM
25	78701	6/27/2018 11:15 AM
26	78745	6/27/2018 11:04 AM
27	78702	6/25/2018 4:56 PM
28	78702	6/25/2018 4:50 PM
29	78702	6/25/2018 12:06 PM
30	78757	6/25/2018 9:09 AM
31	78757	6/22/2018 10:30 PM
32	78722	6/22/2018 8:31 PM
33	78602	6/16/2018 9:50 AM
34	78702	6/16/2018 9:45 AM

Q17 What is your marital status?

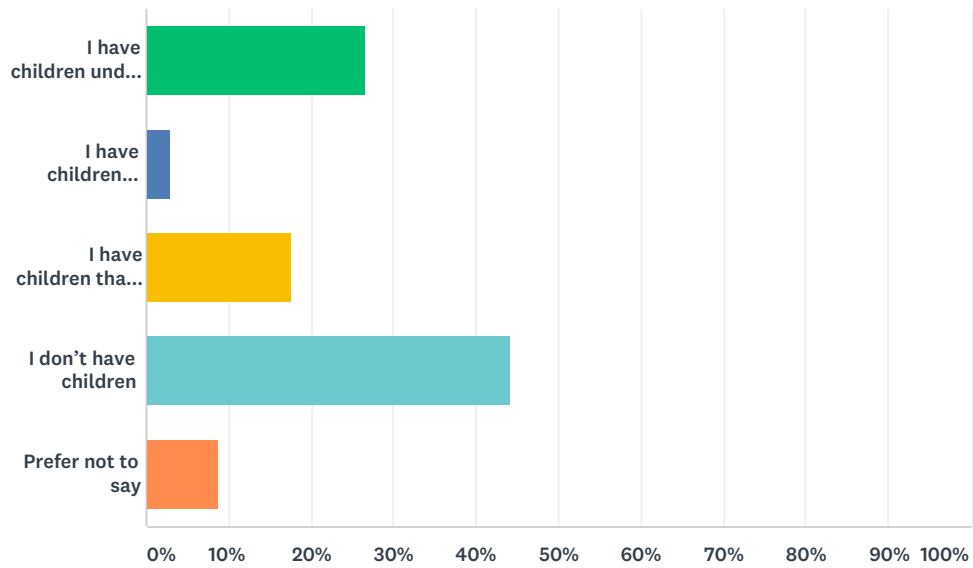
Answered: 34 Skipped: 4



ANSWER CHOICES	RESPONSES	
Married, or in a domestic partnership or civil union	58.82%	20
Single	32.35%	11
Prefer not to say	8.82%	3
TOTAL		34

## Q18 Parenting status (check all that apply)

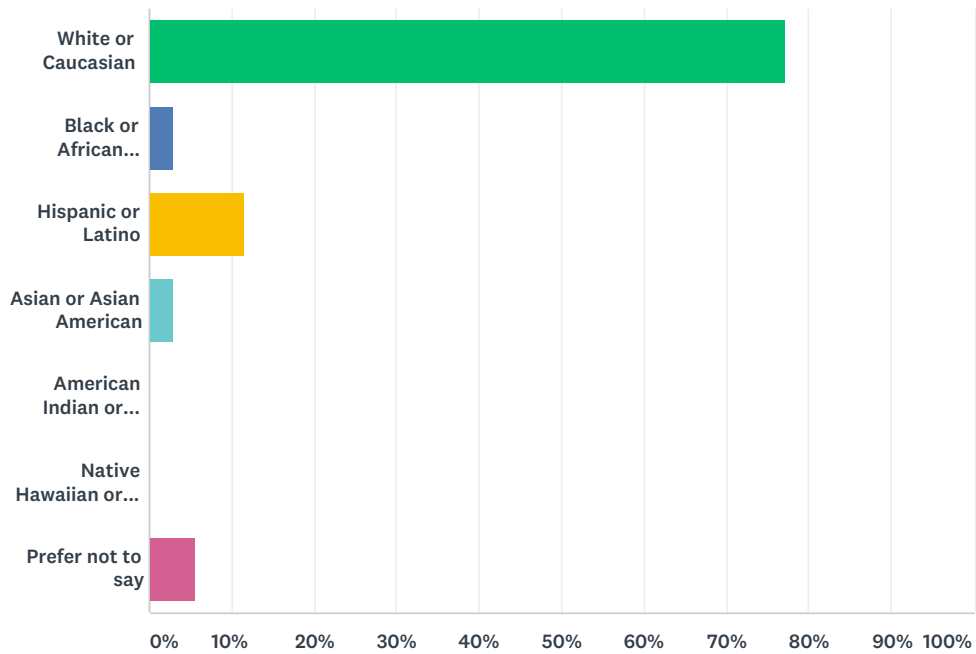
Answered: 34 Skipped: 4



ANSWER CHOICES	RESPONSES	
I have children under the age of 12	26.47%	9
I have children between the ages of 12 and 15	2.94%	1
I have children that are 16 and older	17.65%	6
I don't have children	44.12%	15
Prefer not to say	8.82%	3
Total Respondents: 34		

## Q19 Racial or Ethnic background (check all that apply)

Answered: 35 Skipped: 3



ANSWER CHOICES	RESPONSES	
White or Caucasian	77.14%	27
Black or African American	2.86%	1
Hispanic or Latino	11.43%	4
Asian or Asian American	2.86%	1
American Indian or Alaska Native	0.00%	0
Native Hawaiian or other Pacific Islander	0.00%	0
Prefer not to say	5.71%	2
Total Respondents: 35		



# Technical Advisory Group Meetings 1-3 Attendance

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## Technical Advisory Group Meeting 1

March 29, 2018, 2:30 -4 pm

Name	Department
Alberto Perez	PARC
Kim McKnight	PARC Planning
MARGARET ROBINSON	ASAKORA ROBINSON
WARREN WHITEHEAD	PARC Urban Forestry
Jolinda Marshall	Capital Metro
REYNALDO HERNANDEZ	PARC CIP
Marjorie Flanagan	AIPP-EDD
DUSTIN LEE	APD
Carla Steffen	ACCD
Jennifer Stephenson	Austin Police
JOEL MEYER	AUSTIN TRANSPORTATION DEPT.
Lee Aron	ATD
Melissa Jan	Brush Square Museum
David Bratzka	AFD
Margaret Shaw	COA EDD mar
Laura Esparg	COA PARC
Ravi Dhanraj	COA ATD
Kevin Johnson	PARC
Tanya Swartz	PAZ
Tony Torgerson	PARC

## Technical Advisory Group Meeting 2

June 5, 2018, 3-4:30 pm

Name	Department
Michael Hornski	O. Henry / PARD
Manone Handigan	EDD / HIPP
Kevin Johnson	PARD
Kristen Schneider	PARD
David Brietzee	AFD
JOEL MEYER	ATD

## Technical Advisory Group Meeting 2

June 5, 2018, 3-4:30 pm

Name	Department
Jennifer Stephenson	Austin Police Dept
BRENNAN WITTSTUCK	ASAKURA ROBINSON
Jana McCann	McCann Adams Stud
MARGARET ROBINSON	ASAKURA ROBINSON
Meghan Skemina	Asakura Robinson
Jason Maurer	PARD Events
Kim McQuig	PARD Planning
Lee Ash	ATD
TONYA SWARTZ	PARC-UD
Margaret Shaw	COA EDP ma

## Technical Advisory Group Meeting 3

September 5, 2018 10-11:30 am

Name	Department
Palmer Buck	Fire
Melissa Parv	PARO
David Br. etzki	Fire
Margaret Shew	ESD
DUSTIN LEE	APD
Lu Ark	ATD
Laura Esparr	PARO
Annette Martinez	PARO
Jana McCann	MAS
JOEL MEYER	ATD
WARREN WHITEHEAD	PARO
John M. Hall	Cap Metro
MARCUS GUERERO	CAPMETRO
Carla Steffen	ACCD
Tanya Swartzendruber	PAZ

# Planning Partners Meetings #1-2 Attendance

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## Planning Partners Meeting 1

May 16, 2018, 11 am - 1 pm

Name	Organization
DEAN ALMY	CNU
Sarah Wu	UT Austin
Trisha Tatro	ATCO
STEVE SETTON	Hilton Austin
GIEME DEL MONTE	HILTON AUSTIN
Julianne Richter	Brush Sq. Foundation
BILL BRICE	DTAUSTIN ALLIANCE
MATT MACCOGE	DOWNTOWN AUSTIN ALLIANCE

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## Planning Partners Meeting 1

May 16, 2018, 11 am - 1 pm

Name	Organization
Michelle VanHoffe	Downtown Austin Alliance
Cathy Whitington	SXSW
Pete Singleton	Presentation Austin



September 5, 2018 12:30-2 pm

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# Focus Groups

- Tourism (Visit Austin, SXSW, Hilton Austin, Austin Convention Center District, Austin Chamber of Commerce)
- Austin Fire Department
- Capital Metro
- Downtown Austin Alliance
- Austin Transportation Department - Active Transportation
- Downtown Restrooms (City of Austin Parks and Recreation, Austin Transportation Department, Capital Metro)

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