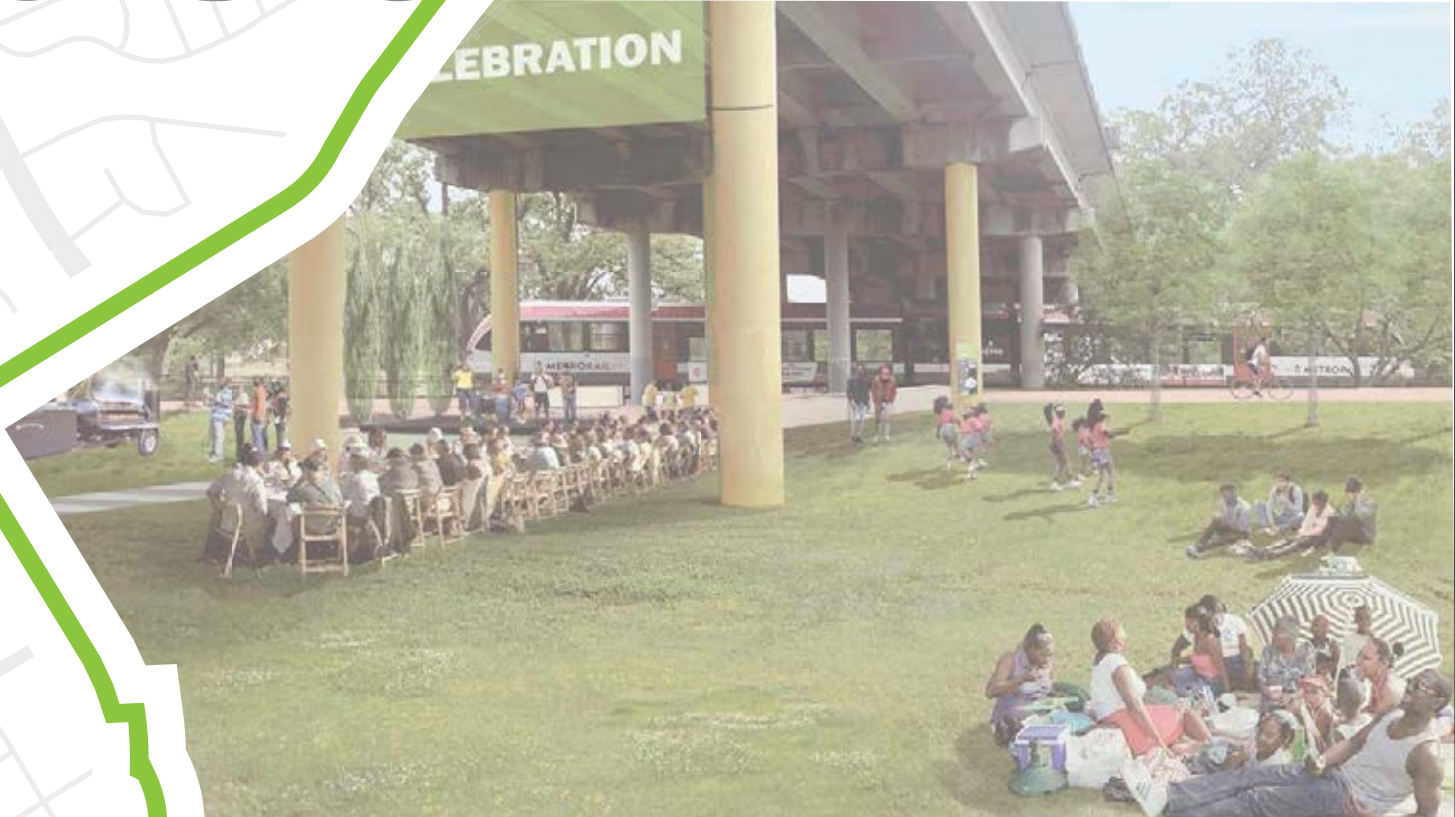




eastlink



INTERPRETIVE PLACEMAKING PLAN CONNECTING STORIES TO PLACE

FINAL DRAFT NOVEMBER 9, 2020



ACKNOWLEDGEMENTS

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Itzé Pavón

ABBREVIATIONS

AISD: Austin Independent School District
APF: Austin Parks Foundation
COA: City of Austin
COA AE: Austin Energy
COA AHC: Austin History Center
COA AIPP: Art in Public Places
COA APD: Austin Police Department
COA APH: Austin Public Health Department
COA ATD: Austin Transportation Department

COA EDD: Economic Development Department
COA HPO: Historic Preservation Office
COA PARD: Parks and Recreation Department
COA PAZ: Planning and Zoning Department
COA PWD: Public Works Department
COA WPD: Watershed Protection Department
NPA: Neighborhood Planning Area
PUMA: People United for Mobility Action

Note: All photography is by Justin Humphrey Photography, courtesy of Public City, in 2019, unless otherwise noted.



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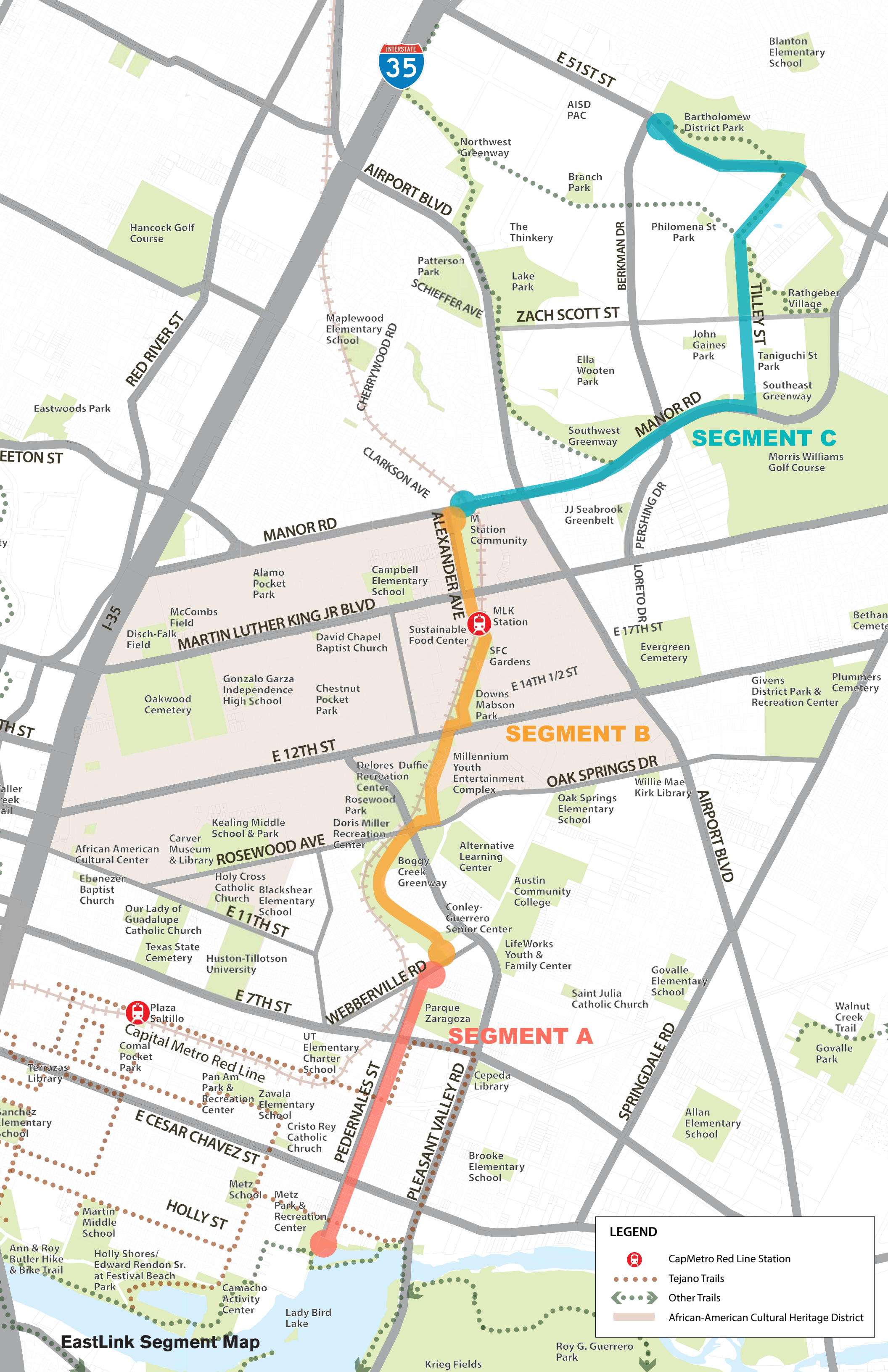
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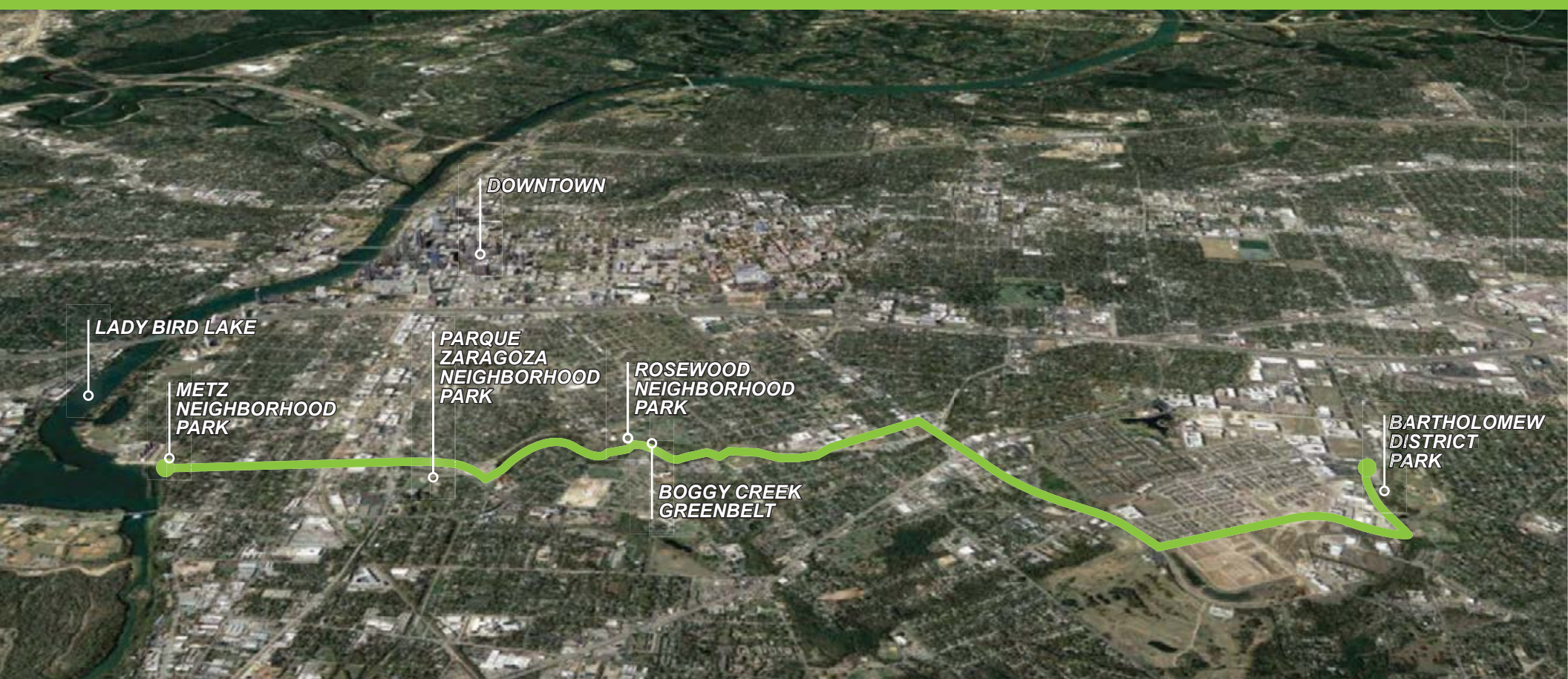
NOTE: ALL APPENDICES WILL BE LIVE-LINKED THROUGH TO-BE-DETERMINED WEBSITES.

- A PRELIMINARY WAYFINDING PLAN
- B FINAL INTERPRETIVE FRAMEWORK & STORYLINES
- C TAG #1 PRESENTATION (5.29.2019)
- D PALS #1 PRESENTATION (5.29.2019)
- E TAG #2 PRESENTATION (9.11.2019)
- F PALS #2 PRESENTATION (9.25.2019)
- G TAG #3 PRESENTATION (12.11.2019)
- H PALS #3 PRESENTATION (1.27.2020)
- I DOCUMENTATION OF COMMUNITY INPUT RECEIVED (5.2020)

Left: The second Trail Activation travelled through the recently-improved Bogy Creek Greenbelt, with a stop at the St David's Foundation-sponsored, Sustainable Food Center's Teaching Garden.



1 INTRODUCTION



The EastLink Trail connects Lady Bird Lake to Barholomew District Park.

LEGEND	
	CapMetro Red Line Station
	Tejano Trails
	Other Trails
	African-American Cultural Heritage District

WHAT IS THE PURPOSE OF THIS INTERPRETIVE PLACEMAKING PLAN?

The purpose of the EastLink Project is to advance the planning, design, and implementation of the EastLink Trail, a five-mile urban trail in East Austin. The trail travels on-street and off-street, and along bicycle and pedestrian pathways, connecting neighborhoods, parks, and community and cultural destinations.

More specifically, this Interpretive Placemaking Plan celebrates the links between people and the parks and destinations of East Austin, both physically and culturally—by creating a trail punctuated by special places. These spaces will invite people to pause, rest, and immerse themselves in the histories and stories of the surrounding local communities. EastLink connects communities that have borne social upheaval, sparked social justice movements and endured gentrification. One constant remains: the resiliency of Central East Austin families who have resisted, risen up, and persevered in the face of rapid and radical change.



Stephanie Lang, fifth generation Austinite, recites her poem, "Home", at the Pillars Project Site on Rosewood Ave.

During the first of the three EastLink "Trail Activations" described in Section 3 in this document, Linda Guerrero spoke near the Conley-Guerrero Recreation Center which was named for her father, civic leader Roy G. Guerrero. Describing East Austin, she said "The fabric is unraveling, but the weave is still strong." Evidence of the "strong weave" can be seen in many of the narratives presented in this Plan. These stories should be told, and the occasion of trail-building, "place-making" and "place-keeping" creates a rare - and perhaps healing - opportunity to do so. There is a hunger both to tell and to listen. Our goal is to design special places to engage people - long-term residents and new-comers alike - across time, in conversations about local history and culture.



Linda Guerrero, a Community Guide, tells the story of this area around the Conley Pavilion, where she is standing, during the second Trail Activation.

The Plan identifies those spaces, elements, amenities, landscaping, pathways, interpretive signage, and storytelling elements that elevate the Trail beyond the basic level of typical infrastructure improvements. The Plan's recommendations are intended to:

- Enhance community identity and cohesion,
- Provide safe and active access to many key destinations, and
- Bring people into the natural settings afforded by the parks along the way, all the while helping to improve the physical and mental health of our community.

This Interpretive Placemaking Plan document is also meant to share the vision of the EastLink Trail, created through community conversations, with potential partners and surrounding community members in order to garner support for what can become a signature trail linking a series of engaging and memorable places in the East Austin community.

WHAT IS AN "INTERPRETIVE PLACEMAKING PLAN?"

A feasibility study and concept plan for the EastLink Trail (then called the EastLine) was developed in 2014 defining its route and recommended infrastructure improvements. This Plan advances the project by identifying and enhancing places along EastLink that have special meaning to the surrounding communities. This is the core of what is known as "placemaking," infusing places with meaning to create memorable, site-specific experiences.



Daniel Llanes, a Community Guide, plays pipes of pan in the Boggy Creek Greenbelt, during the Second Trail Activation.

Placemaking aims to honor those places and chronicle the important people and events associated with them. When planners and designers take the time to learn the unique culture and history of a place through historical

research and by gathering oral histories, the resulting designs truly celebrate the place, the local communities and their culture. Often, the best research is to simply ask community members, "what's important to you about this place?"

That's where interpretive planning comes in.

Interpretive planning is a process that blends academic historical research with the conversations of today's community members in order to discover and develop the key themes or "storylines" of a place and its people. These storylines, as described in Section 3 Key Storylines (below) and the individual community stories behind them, provided the foundation for EastLink's placemaking and wayfinding design—both of which were tested and refined through direct community engagement.

Beyond shaping the physical design of key places along the EastLink Trail, the Interpretive Framework Plan also calls for the use of interpretive devices such as signs, monuments, public art and even smartphone apps to tell the stories about the places and the people. These devices engage with the physical space to promote the discovery of the stories and themes, and these can become key elements of the wayfinding system, as discussed below.



Downs-Mabson Ballfields "Baseball Cards," a public art project, celebrates the history of Downs Fields, where Negro leagues played.

Establishing EastLink's storylines. Public trails and park spaces are particularly well-suited to this kind of discovery, and the parks and places woven together by EastLink are rich with stories to tell. We have identified and tested three major storylines during the planning process, and these are reflected in the four placemaking location plans developed within the Plan. This storytelling is especially important to "strengthen the weave" of our community— to help us understand one another better, to learn more about where we have come from— and even to share the possibilities about where we want to go.

WHAT MAKES A GREAT PLACE?



"As both an overarching idea and a hands-on approach for improving a neighborhood, city, or region, placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community. Strengthening the connection between people and the places they share, placemaking refers to a collaborative process by which we can shape our public realm in order to maximize shared value. More than just promoting better urban design, placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution."

(From Project for Public Spaces website)

These three storylines were derived from research initiatives and collaborative sessions with members of the community. They became the starting point for activations, the interpretive media and programs and the placemaking efforts.

Theme 1: The use of parks, public spaces and community centers for recreation and socializing has been central to east side residents' community heritage and identity building.



Children swimming in Metz Pool (AHC, nd)

Theme 2: Communities of color on the east side used activism and grassroots community organizing to challenge institutional racism, fight injustice, and achieve meaningful change.



Detail of poster protesting the Holly Street Power Plant (AHC, nd)

Theme 3: Austin's east side neighborhoods were diverse and close-knit communities.



Field Day activities at Parque Zaragoza (Photo Excerpt, AHC, nd)

These themes are gathered and designed to highlight unifying concepts that connect these disparate sites along the trail. Together, they create a cohesive narrative experience that unites the trail and also highlights the unique qualities of each neighborhood/site along the route.

And that's where "wayfinding" comes in.

The SEG (Society for Experiential Graphic Design) defines wayfinding as "information systems that guide people through a physical environment and enhance their understanding and experience of the space." As part of this plan, we have designed and tested a wayfinding system of signs to guide people along EastLink. Our goal is to highlight and connect a myriad of nearby community destinations, and to give a glimpse into the history and culture of the special places traversed.

The collaborative process for creating the wayfinding system for EastLink is explained in Section 5 Wayfinding. Using an iterative approach, the Project Team designed a family of wayfinding elements to orient and guide trail-takers and then tested the clarity, usability and content of those signs at community engagement sessions and activations.

THE PLANNING APPROACH AND PROCESS

Austin Parks Foundation (APF) and the Mueller Foundation hired a consultant team led by McCann Adams Studio (MAS), architects, landscape architects and planners. MAS conducted previous master planning and feasibility work on behalf of the Mueller Foundation from 2012 - 2017. To address the unique opportunity presented, the MAS team assembled the following Project Team members:

- **Public City** for community engagement, including the trail activations, oral histories, videos and still photography;
- **Erin McClelland Museum Services** (EMMS) for the interpretive framework plan;
- **MapWell Studio** for the wayfinding plan; and
- **Pavón Design** for signage design.

This multidisciplinary planning process focused on making park improvements that contribute to the unique history and culture of the neighborhoods that EastLink connects. Our work began in May 2019 by investigating the community context, existing conditions, and the previous consultant work sponsored by the Mueller Foundation and the City of Austin.



Early EastLink TAG Meeting (MAS, 2015)

An innovative and collaborative approach to placemaking.

While "placemaking" may be a new term to some, the idea of marking important places in permanent ways is an ancient one. Cultures convey their achievements, losses, and milestones in the built environment through various media: from stone monuments to earthworks, to large-scale art and sculpture. Traditionally, decisions about who to honor and how have been made from the top down, by people of power who construct their stories and histories in the physical realm.

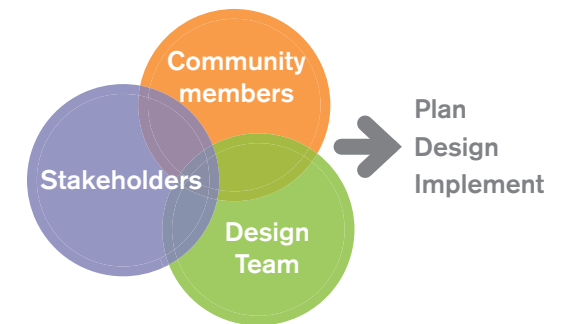
Many placemaking initiatives start with a small group of project stakeholders and design professionals. Together, they may pursue a linear process of discovery, design, and implementation with a minimal amount of community involvement, often weighted near the end of the project when it's too late to incorporate much of their feedback.

Traditional Design Process



In contrast, the foundation of our placemaking methodology is a sustained commitment to community engagement. Public City, with input from the community, drafted a Community Engagement Plan, a calendar of events, activations and celebrations to start conversations about the Trail. The Team recruited PALS (Park-Anchored Liaisons and Stakeholders), to participate in workshops and activations throughout the project. We paired their input with that of the TAG (Technical Advisory Group), who assisted in folding in municipal standards, requirements and national best practices. We hope the results of this community-driven process will help to create places that resonate with and are loved by the East Austin community.

Our Methodology



Residents and future trail-takers were invited to craft the storylines and placemaking elements, together with the design professionals on our team. Community elders, new neighbors, and design team members spent many fruitful hours huddling over maps, exploring the trail by bike, on foot, and by pedicab, and sharing festive communal meals. The result of all those interactions is this plan to shape a new trail of welcoming, memorable places by and for East Austin.



COMMUNITY ENGAGEMENT 2

Left: Photo of several of the artists commissioned for the Pillars Project.

2 Community Engagement



In partnership with the City of Austin, Austin Parks Foundation and the Mueller Foundation, Public City designed a custom engagement strategy and public process to assist the Project Team in both discovering and testing the key historical and cultural narratives or “storylines” for the EastLink corridor. Using best practices in presenting under-represented stories and voices, these interpretive storylines served as the springboard for the planning and design of the physical placemaking elements and trail improvements recommended in the Plan. The key goals for the engagement were to:

- reach a broad spectrum of potential trail users in categories like: age, race, ability, user-type, background and experience;
- ensure that the engagement is existing community-based;
- stay rooted in history, which is foundational to both the community and the placemaking design; and to
- maintain an informed and curious approach.

THE ENGAGEMENT STRATEGY

The engagement strategy used both traditional and non-traditional methods, including meetings, activations and events designed to reach different community members with different perspectives.

The more traditional approach included interactive-style meetings at three Project milestones: first, with a technical advisory group, the “TAG”; and second, with a community advisory group, the “PALS”.

The primary, non-traditional engagement methods included staging three major “activations” that took place along the trail and in adjacent parks (described below); and gathering oral histories from community elders living along the trail.

These less traditional engagement strategies were crucial in informing the physical placemaking and wayfinding elements of the Plan. Investing in this engagement process will help amplify the unique character and culture of these areas and make these places truly welcoming to and owned by the EastLink communities.



Community Members work together to develop ideas for the Placemaking Focus Areas at the PALS 3 Meeting on January 27, 2020.

The Technical Advisory Group (TAG):

The Technical Advisory Group consisted of technical experts from multiple City departments and other agencies to advise the Team’s approach and efforts. (See Acknowledgements for list of TAG members.) The TAG shared insights and expertise to inform the Team’s planning efforts, so that this final Plan would be consistent with the City’s goals, plans and policies, and be implementable. There were three TAG meetings at the key Project milestones, as well as a later one that focused on the review of the Preliminary Wayfinding Plan. The presentations and meeting notes from these meetings are linked and may be found in the Appendices.

The Park-Anchored Liaisons and Stakeholders (PALS):

Public City organized and managed the three, “Park-Anchored, Liaisons and Stakeholders” groups, known as then “PALS”. (See Acknowledgements for the list of PALS.) As their name suggests, each group focused on how best to improve those parks that “anchor” each of the three main segments of EastLink, while honoring the stories and culture of the nearby communities. The Project Team was then able to identify three key segments of EastLink that seemed to “belong” to local communities along it, “anchored” by key parks along the way. From south to north, these three major segments and their local communities were grouped together as:

Segment A: The Metz Park and Parque Zaragosa Communities, which runs from Lady Bird Lake north to Webberville Rd along Pedernales St. Key community groups included the East Cesar Chavez, Govalle, Holly and Central East Austin neighborhoods; the East Cesar Chavez Street Merchants Association; and the East Town Lake Citizens Neighborhood Association.

Segment B: The Rosewood Park and Boggy Creek Greenbelt Communities, which runs from Webberville Rd through Boggy Creek Greenway north to Manor Rd. Key community groups included the Central East Austin, Rosewood and Chestnut neighborhoods; the African-American Cultural Heritage District; and the E 12th St Merchants Association.

Segment C: The Mueller Greenways and Bartholomew Park Communities, which runs from Manor Rd to E 51st St. Key community groups include Upper Boggy Creek, Mueller and Windsor Park neighborhoods; and the Manor Road Merchants Association.

The three PALS groups - made up of community leaders, stakeholders as well as the “park adopters” for each of the City parks involved - were included to ensure that the Project’s planning and design processes and resulting placemaking concepts were rooted in the local community history and context. The PALS informed and shaped the Project Team’s proposed engagement strategies, the interpretive planning approach and storylines, the wayfinding system and signage, and the locations and concepts for the four placemaking projects. See the EastLink Segment Map, in the introduction, featuring the four parks chosen for placemaking improvements which are, from south to north:

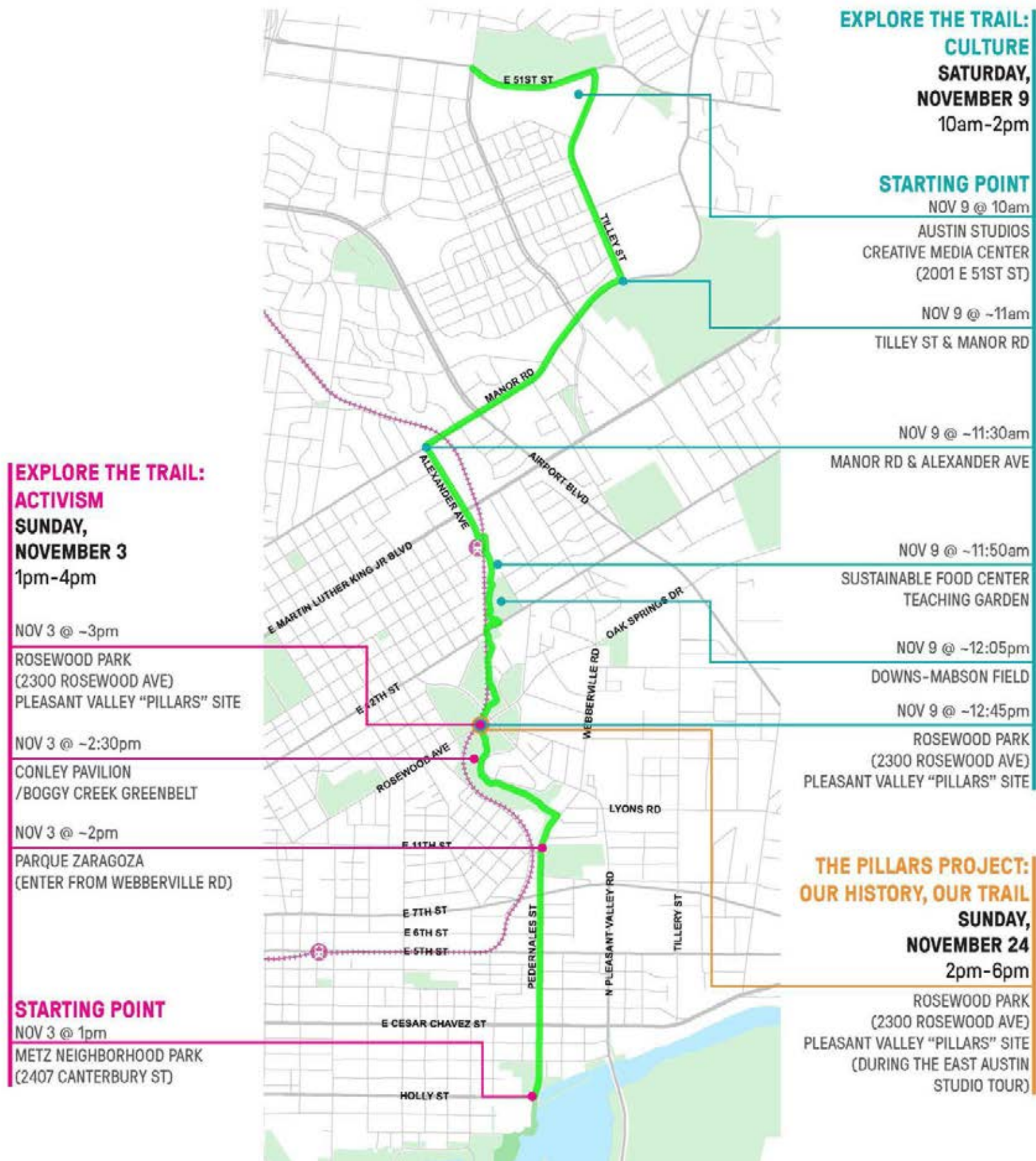
1. Metz Neighborhood Park, the southern endpoint of EastLink in Segment A;
2. Parque Zaragosa Neighborhood Park, in Segment A;
3. Rosewood Neighborhood Park & Boggy Creek Greenbelt, in Segment B; and
4. Bartholomew District Park, the northern endpoint of EastLink in Segment C.

These four focus areas are treated in more detail in Section 6 Placemaking Focus Areas.



During *The Pillars Project: Our History, Our Trail*, on November 24, 2019, artists painted pillars with Public City and Raasin in the Sun.

Left: Photos from various trail activations in November 2019. Top-to-bottom, Left-to-Right: Carmen Llanes Pulido and Daniel Llanes, Linda Guerrero, Shavone Otero, Rassins McIntosh, Elisa Rendon Montoya and Bertha Rendon Delgado, Rebecca Campbell, Harold McMillan, Esudare Layssard, Harrison Eppright



EXPERIENCES AND PRODUCTS OF THE ENGAGEMENT PROCESS

Public City and the Project Team facilitated activations and implemented several media and community art projects that have helped to connect the community to EastLink in meaningful and memorable ways. These included:

- The Trail Activations: Explore the Trail
- The Pillars Project: Our History, Our Trail
- The EastLink Video is a short video documenting the engagement process, by videographer Justin Humphrey.

The Trail Activations: "Explore the Trail"

Two interactive community tours (both riding bikes and pedicabs) were conducted to explore and experience the trail on two weekends in November 2019. "Community Guides", sourced through the PALS membership, led blessings at the beginning of each tour, and gave talks at key places along EastLink. (The Ghisallo Cycling Initiative, ATD's Smart Trips and CapMetro's Transit Adventures coordinated to assist with the route planning and safety procedures.)

The key historic themes addressed were **Activism and Culture**. Both activations included free bikes, helmets, pedicabs and a shared meal afterwards at the Pillars space in the Boggy Creek Greenbelt.

The purpose of the activations was to build the community's familiarity, knowledge and experience with the Trail, drawing from both the historical perspective as well as the current assets along it. The Team interacted with the participants throughout the tours, as well as during the shared meal, to discover their thoughts on the following:

- How can history translate to the future?
- What makes you feel safe?
- What makes you feel like you belong?
- What makes you want to take the trail?

Input from the activations was essential to the Team's gaining a better understanding of what kinds of physical improvements would be needed to improve the safety, sense of belonging, and sense of place – particularly within the historic park spaces that EastLink connects.



Above are two interviewees telling their stories, Mrs. Delores Duffie and Mr. Leon Hernandez, for The Pillars Project: Our History, Our Trail.

In addition, the activations allowed the Team to test the wayfinding signage. Full-size mock-ups of the signs were temporarily installed at a few key locations, to provide a realistic idea of the kinds of messages, the sign design, their size and legibility and location. (See Section 5 Wayfinding, below.)

The Pillars Project: "Our History, Our Trail"

As a response to the community's desire to create a new art space in this site along the EastLink Trail, The Pillars Project: Our History, Our Trail demonstrates what is possible when the future of a place is co-created by the community it serves.

Paying homage to our collective memory, shared present and co-created future, the artists reflected on personal and collected histories of the East Austin experience to express how the history of place can be the foundation for its future.

The Oral Histories

With the help of Carl Settles and his organization, E4Youth, the Team began an archive of oral histories of people along the Trail. In its role as a workforce development foundation, E4Youth guided a team of youth that scheduled the interviews, coordinated site locations and arranged technical equipment needs, providing them invaluable, real-world creative production experience.

The Team's oral history expert, Stephanie Lang, established the interviewee selection criteria, the interview questions and led the interviews themselves to demonstrate to the youth how to conduct oral history interviews, as well as to ensure the most professional interviewee experience. The following are the nine interviewees who participated:

- Berry Wainwright
- Clifton Van Dyke
- Delores Duffie
- Diane Gilmore Lang
- Elisa Rendon Montoya
- Leon Hernandez
- Mohan Roa
- Natasha Saldaña
- Treña Carter



Artist Kendrick Rudolph paints one of the six pillars during The Pillars Project: Our History, Our Trail event, November 24, 2019.

Explore the Trail: Activism

November 3
 1pm-4pm

Explore the Trail and share stories about the community-led efforts for environmental justice, health and edible landscapes.

Join EastLink neighbors for a few hours of story sharing as we take the Trail by bike, trike and rickshaws. Meet the activists, community leaders and the artists that have shaped our communities and share your own stories of the places and spaces that define our lived experience in East Austin.

We'll make a few stops along the Trail starting at Metz Neighborhood Park and finishing the ride with a shared meal in Rosewood Park.

Explore the Trail: Culture

November 9
 10am-2pm

Explore the Trail and share stories about the vibrant history of cultural production through art, recreation and economic empowerment.

Join EastLink neighbors for a few hours of story sharing along the Trail. Meet the artists, athletes and local business owners that have shaped our communities and share your own stories of the places and spaces that define our lived experience in East Austin.

We'll make a few stops along the Trail starting at Austin Studios Creative Media Center, part of the Austin Film Society, located at the intersection of Tilley Street and 51st. Join us for coffee and pastries with AFS' CEO Rebecca Campbell, followed by a walkthrough of the soon-to-be-completed facility.

Then continue south down the Trail—the ride finishes with a shared meal in Rosewood Park.

The Pillars Project: Our History, Our Trail

November 24
 2pm-6pm

A community celebration of the Pillars in our East Austin Community. Ride your bike and/or walk along the EastLink Trail as six artists from the communities along the Trail reflect on collected histories and create a community art project demonstrating how the history of a community can be the foundation for its future. Participate by adding your history and desires for the future of the Trail.

Above is the brochure created to guide participants during the three Trail Activations.



Community members view and discuss the proposed wayfinding signage prototypes with the designers during one of the Trail Activations.



Daniel Llanes and Carmen Pulido-Llanes lead a blessing at the outset of the first Trail Activation in Metz Park.



Participants pause at Downs Field during the second Trail Activation to hear Harrison Eppright describe the significance of this place.



Participants listen to the six artists who made statements about the inspiration for each pillar, during the third and final Trail Activation.

THE PILLAR MURALS

With the support of **Raasin in the Sun**, Public City designed and produced a community art project using the oral histories collected as inspiration for six artists to paint murals on six of the columns (the Pillars) supporting the existing Pleasant Valley Road bridge crossing over Rosewood Avenue in the Boggy Creek Greenbelt. The six participating artists were:

- Armando Martinez
- Carmen Rangel
- J Muzacz
- Kendrick Rudolph
- Reji Thomas
- William Hatch Crosby

ARTIST STATEMENTS

Mando "Tanner" Martinez:



"A little history tour of our community, so I wanted to draw the first buildings in this area, although there were lots to choose from, these particular buildings meant something to me growing up here in this same community."

Carmen Rangel:



"My pillar design is inspired by the stories from people in East Austin who are living and thriving despite hardships and the constant change in the area. I believe more stories need to be heard, so I wanted to shine a light on the diverse individuals in the area. The pillar is painted to resemble a Mexican prayer candle to celebrate the rich Latinx history in East Austin and for its symbolism as a way to honor and pray for the good and bad in life. This design is interactive and encourages the viewer to stand in front of the candle to not only honor yourself but as a way to share how your "Living and Thriving" with your personal stories and experiences in the community. Keep Shining!"

J Muzacz:



"My pillar, "The Boggy Creek Boogie", draws inspiration from the nearby Doris Miller Auditorium at the historic Rosewood neighborhood park for its years as a venue hosting dances and concerts. It also speaks to the "Notes 4 Notes" production and recording studio, offering professional skills to young artists under the age of 18 - free of charge. The background is supposed to be fun and funky, with a lyric taken from the 1980s breakdance track "Boogie Down Bronx" which states "...Cooler than the water in a swimming pool," referencing the Rosewood pool which is also just across the street. There are also friendly verbal reminders to "Stay Active, Be Well, and Dance."

Which leads to the illustrated figure in my mural, a classic graffiti style rendition of Jean Claude Lessou (referenced from a photograph taken by Armando Orozco at the Sahara Lounge in early 2019). Jean Claude is an accomplished dancer, performer, choreographer and educator, as well as singer for the group System Positif. He hails from the Ivory Coast of West Africa, but is a shining example of how valuable new residents to the city of Austin can be, when they offer their passion and labor in service to all residents, being hard working, outgoing, inclusive, creative and respecting the history.

In summary, I believe that together we can co-create a future in Austin where long-time residents and newer Austinites can thrive, complementing, teaching, caring for one another and thus growing into a healthy, happy, diverse and inclusive model city."

Kendrick Rudolph:



"This pillar was created with the purpose to pay homage to the origin of East Austin. Originally known as a Black community, East Austin has unfortunately hidden these roots with gentrification and the rapid growth of transients. Hopefully this pillar can be used as a landmark to remind the community of the strong minority roots that laid the foundation to make East Austin what it is today."

Reji Thomas:

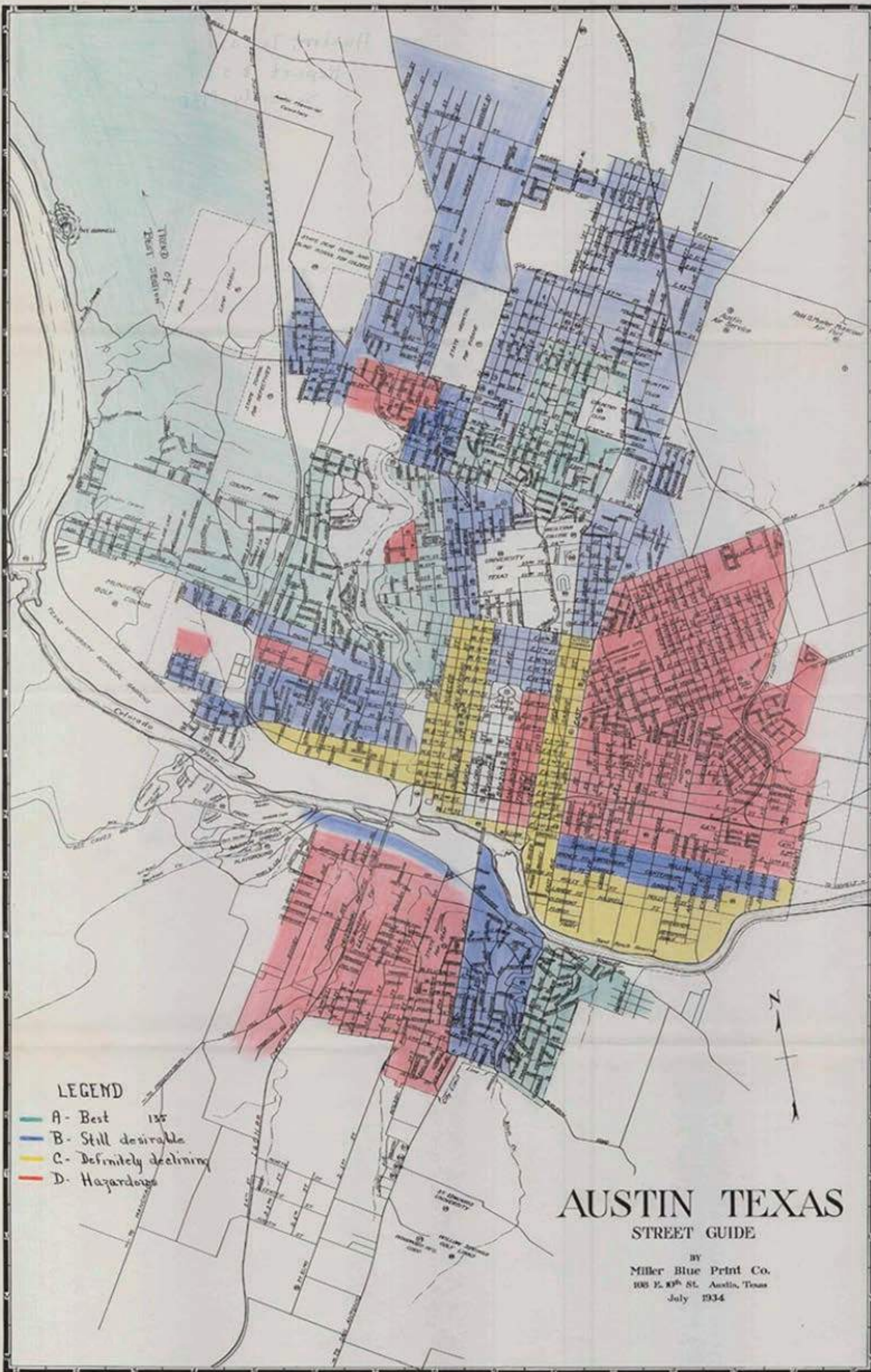


"Beating the drum is a reference to the symbolism of African American culture." The particular vibration and connection that derives from "beating the drum" is historically how we "Africans" communicated all things. Beating the drum is a metaphor for a signal to take a stand, acknowledge, and come together to honor the history. When keeping the land, property, and culture true, you must honor it. It is important to understand that within a community of people with a sense of compassion and humility, deep family values and uprooted cultural and historic bonds, one must humble themselves without letting go of their culture, their language, their values in order for us to learn how to live together as a United People."

Will Hatch Crosby:



"The turbulent cycles of segregation and desegregation, as well as other discriminatory city policies, have made life hard for many residents of East Austin over the years. But there has always been a strong sense of community and resilience in this area as well, which I was fortunate to experience firsthand as a child. My pillar mural references some of the foundational elements of a strong community, such as education, music, and athletics. The text wrapping around the pillar says "Paradise is having what you need", which is inspired by a quote from longtime East Austin resident, Margaret Wright, who described her neighborhood around East 12th street as "paradise" when she was a child in the 50s and 60s. The abstracted flames are referencing an old city policy of burning trash on the Eastside which was one of many ways the city put Eastside resident's health and well-being at risk with questionable zoning laws. The protest sign symbolizes the civil rights activism that formed to resist these discriminatory practices."



KEY STORYLINES 3

Left: Map showing the desirability of different areas of Austin, date and source of highlighting and legend, unknown.



Mexican-American children playing ball at Parque Zaragoza (1934 photo from the Lone Star Legacy Park Application)



Austin little league players at Martin Fields in Edward Rendon, Sr Park at Festival Beach, 2013

Interpretive Theme 1: The use of parks, public spaces and community centers for recreation and socializing has been central to east side residents' community heritage and identity building.



Photo of the Holly Street Power Plant (AHC, PICA 14290, nd)



Florida Bryant performs during Explore the Trail: Activism on November 3, 2019.

Interpretive Theme 2: Communities of color on the east side used activism and grassroots community organizing to challenge institutional racism, fight injustice and achieve meaningful change.



Photo of an event at Fiesta Gardens (AHC, PICA 37683, nd)



Twanda Deborde and Dr. Hans Landel during Explore the Trail: Culture on November 9, 2019

Interpretive Theme 3: Austin's east side neighborhoods were diverse and close-knit communities.

3 Key Storylines

THEMATIC FRAMEWORK

This thematic framework structures EastLink's storylines under three main themes. Each theme's associated storylines should be treated as starting points for placemaking efforts and creating interpretive media and programs, with the understanding that further research will be required to flesh out the final plans.

Theme 1: The use of parks, public spaces and community centers for recreation and socializing has been central to east side residents' community heritage and identity building. Today, these experiences remain part of these communities' healthy futures.

Associated Storylines:

Rosewood Park and Parque Zaragoza (called Zaragosa [sic] Park until 1989) were two epicenters for community gatherings and identity building among residents in East Austin.

Rosewood Park was constructed by the City of Austin in 1929, following the 1928 Master Plan's recommendations to create a "negro district" in East Austin by locating all services and facilities for African-Americans there. Once established, Rosewood Park quickly became a major hub in the community. Soon after opening, Rosewood Park hosted



Participants present a Hereford cow at the "Second Annual Food & Live Stock Show", in Rosewood Park. (Photograph from AHC, AR-2000-025-058 1946)

its first Juneteenth celebration, complete with baseball, tennis, races, and swimming. These celebrations continued over the years, growing in size. Today, Rosewood Park is still the home of Austin's primary Juneteenth celebration. While the City of Austin constructed the facilities, it was the dedication of staff and volunteers drawn from the local community that made the park and recreation center a thriving community institution. George Mabson (caretaker and director of Rosewood Park, 1929-1959), and Catherine B. Lamkin (worked in various roles, from the Director of Women and Girls program to the Central District Recreation Supervisor, 1941-c.1978) ran the facility and organized programs, sports, and events that drew neighborhood residents to the park.

Live musical performances and dances were



Emancipation Park - Emancipation Day Celebration band (Photograph from AHC, PICA 05481, June 19, 1900)

popular community events at Rosewood Park as well. The park's Doris Miller Auditorium was featured on the "Chitlin Circuit," a listing of performance venues friendly to African-Americans. Johnny Otis, Count Basie, Lavada Durst (Dr. Hepcat), and Louis Armstrong all played at Rosewood Park.

Other popular, recurring events include-



Christmas at "Dorie" Miller Auditorium (AHC, 1948-1949)

ed Christmas and beauty pageants (Miss Rosewood, Miss East Austin); plays; livestock shows; a Black Arts Cultural Festival (1973); school activities and graduation ceremonies; summer camps; church activities; and sewing, cooking, and dance classes. Community members also gravitated to the park for less formal events, including picnics, and organized sports, such as baseball and basketball.

With the advent of the Civil Rights Movement, Rosewood Park also became a center for community organizing and activism. In 1963, Booker T. Bonner, an African-American man who was a member of the Freedom Now Committee, organized a rally to protest Governor Connally's opposition to the public accommodations bill. The rally at Rosewood culminated in the March for Jobs and Freedom, which included several hundred participants and led from Rosewood Park to Woodridge Square for another rally that drew thousands. Similarly, Senator Barbara Jordan spoke at a voter registration rally held at Rosewood Park in 1972.



Senator Barbara Jordan and President Jimmy Carter, January 3, 1977 (photo by Dev O' Neill)



This bust of General Ignacio Zaragoza is an example of an interpretive exhibit. (Lone Star Legacy Park Application for Parque Zaragoza, nd)

INTRODUCTION

Within the world of public parks, historic sites, and museums, the word "interpretation" has many definitions. In his 1957 classic, *Interpreting Our Heritage*, Freeman Tilden defined interpretation as "an educational activity which aims to reveal meanings and relationships through the use of original objects, by firsthand experience, and by illustrative media, rather than simply to communicate factual information." He expands on this concept by outlining six principles of interpretation:

- I. Any interpretation that does not somehow relate what is being displayed or described to something within the personality or experience of the visitor will be sterile.
- II. Information, as such, is not Interpretation. Interpretation is revelation based upon information. But they are entirely different things. However, all interpretation includes information.
- III. Interpretation is an art, which combines many arts, whether the materials presented are scientific, historical or architectural. Any art is in some degree teachable.
- IV. The chief aim of Interpretation is not instruction, but provocation.
- V. Interpretation should aim to present the whole rather than the part, and must address itself to the whole man rather than any phase.
- VI. Interpretation addressed to children (say, up to the age of twelve) should not be a dilution of the presentation to adults, but should follow a fundamentally different approach. To be at its best it will require a separate program.

Items I and IV were most relevant to developing a thematic framework for EastLink. To be effective, the thematic frameworks' key storylines should contain elements that are universally relatable and provoke visitors to ask questions and engage in deeper thought.

The interpretive framework for the EastLink Trail incorporates such universal concepts, including ideas of community, connection and justice to encourage visitors to form human connections with the storylines.

Parque Zaragoza was established as Zaragosa Park in 1931 when the City of Austin purchased land for a segregated park serving the Mexican-American community. The local community quickly embraced the park and shaped it into a thriving recreational and cultural center.

While the City of Austin purchased the land, the local Mexican-American community developed Parque Zaragoza into a community hub. Prominent community members and business leaders formed a park board and partnered with local community organizations to build the park, plan programming, and organize cultural celebrations.



Photograph of the members of the Fiesta Patrias, the community organization that planned activities at Parque Zaragoza (AHC, PICA 20328, nd)

The park has played an important role in the Mexican-American community for nearly 90 years. In 1941, 10 years after its establishment, 9,000 people attended the park's "Mexican Day" celebration, and 8,890 used its pool. Parque Zaragoza has also hosted large Diez y Seis de Septiembre, Cinco de Mayo, Easter, Christmas, and Thanksgiving celebrations for many years. Musical performances, including Tejano bands, mariachis, rock-and-roll, pop and country acts, have consistently drawn large crowds to Parque Zaragoza over the decades.

Organized sports have long been part of the ways that east side communities have recreated and built a shared identity and sense of community. Prior to 1963, the City of Austin's recreational sports teams were segregated, forcing communities of color to form their own teams.

Baseball at Parque Zaragoza:

The first Mexican baseball league formed in 1931, the same year Parque Zaragoza opened, and the park hosted nearly all the league's games. These also proved to be popular community events: the games played at Parque Zaragoza drew very high attendance and often featured live music and food.



A young boy jumps over a rope at Parque Zaragoza during games. (AHC, PICA 20322, nd)



Willie Wells was inducted into the Baseball Hall of Fame in 1997. His plaque reads as follows: "Combined superior batting skills, slick fielding, and speed on the bases to become an eight-time all star in the Negro Leagues. A power-hitting shortstop with great hands, ranks among the all-time Negro League leaders in doubles, triples, home runs and stolen bases. Played on three pennant-winning teams with the St. Louis Stars, one with the Chicago American Giants and one with the Newark Eagles. Overall, he played for many Negro League Clubs with stints in the Canadian, Mexican, and Cuban Leagues. Player-Manager in the Negro Leagues as well". (Photo courtesy of Stella Wells, Austin Parks Foundation)

Baseball at Downs Field:

Huston College first developed the property on E 12th St (today known as Downs Field) as the college's baseball field in 1927. In addition to hosting Huston College games, the Austin Black Senators used Huston Stadium to play games against other Texas Negro League teams, as well as "barnstorming" teams, exhibition games, and out-of-state teams. In 1934, the Austin Black Senators won the Negro World Series at Huston Stadium. In 1949, the City of Austin dedicated Downs Field at a nearby location (E 12th and Springdale Rd); and Downs Field relocated to the present location in 1954. It was used by the LC Anderson High School baseball team, semi-professional and recreational teams such as the Austin Black Pioneers, and the Huston-Tillotson College baseball team. In 1961, Mabson Field was constructed next to Downs Field to host little league baseball games.

Football at Downs Field:

Between 1938 and 1953, LC Anderson High School, the City's high school for Black students, used the former Huston Stadium as its football field under the name Anderson Stadium. This time period included Anderson's undefeated 1942 season when it won the Prairie View Interscholastic League's state championship.



Pool at Rosewood Park (AHC, PICA 24215, 1938)

Baseball at Rosewood Park:

Baseball was the most popular sport played at Rosewood Park. Park leaders organized teams and games for neighborhood residents and also hosted games for the local LC Anderson High School, which did not have a baseball field of its own.

Community Gardening:

Though perhaps less well-known, community gardens, including the Jardín Alegre and the Harvey Street Community Garden, served as community anchors where neighbors could gather and experience nature together. Hortense Lawson, who founded the Harvey Street Community Garden, was also one of the founders of the organization that is known as the Sustainable Food Center today.



Hortense Lawson and friends pose at the Harvey Street Community Garden that she initiated in the 1970s.

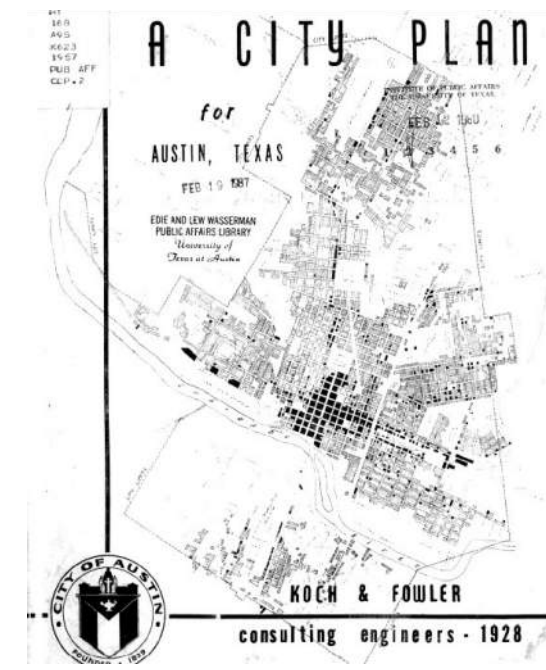
Our communities continue to value these connections to the outdoors. The Mueller community south of E 51st Street, which opened to the public in 2007, created more than 100 acres of new public parks and open spaces. Greenways connect the neighborhood to surrounding outdoor recreation opportunities, including the Morris Williams Golf Course and Patterson and Bartholomew parks.

The EastLink Trail offers East Austinites a way to experience the outdoors together and visit historic and cultural destinations in their communities more easily.



Community members learn about the ecological benefits of the Mueller Greenways from a nearby resident during the second Trail Activation in November 2019.

Theme 2: Communities of color on the east side used activism and grassroots community organizing to challenge institutional racism, fight injustice, and achieve meaningful change. The City of Austin used a variety of mechanisms to pressure people of color to relocate to East Austin. This was intended to segregate them in one part of the city, away from white citizens.



A City Plan for Austin, 1928

The City's 1928 City Plan called for the creation of a "Negro District" in East Austin by relocating all services for African-Americans to this neighborhood and denying services to African-Americans living in other parts of the city. This government policy became de facto segregation: African-American communities west of East Ave (present-day IH-35) shrank significantly, and by 1930, most Black families lived in East Austin. In effect, the 1928 City Plan explicitly codified the segregation of all municipal services for Black Austinites.

Mexicans and Mexican Americans were subjected to a variety of similar, though sometimes less explicit, governmental, industrial, social, and environmental pressures to relocate to East Austin. For example, the Zavala School opened in East Austin in 1936, and all Mexican-American students attending Austin schools were required to transfer to it. By the 1930s, the majority – though not all – of Mexican-Americans in Austin had relocated to the east side, living primarily south of E 8th St.



Zavala Elementary School (recent internet photo)

Over time, the severing of connections between the east side and the rest of the city reinforced segregation and isolation. In the early 1940s, streetcar lines were discontinued and bus lines, which did not extend very far into East Austin, became the only public transportation on the east side, making it more difficult and time-consuming for residents to get to and from their jobs outside the neighborhood.

The creation of IH-35 in the late 1950s, with its limited crossings, further impeded pedestrian and vehicular traffic between downtown and the east side. The highway also severed connections between east side communities and the remaining communities of color elsewhere in Austin.

The 1928 City Plan located industry, railroad extensions and additional railyards on the east side, cutting through or immediately adjacent to the neighborhood designated for African-Americans. This had the effect of drawing more industry to the east side and creating less healthy living conditions than elsewhere in the city.

Although the 1928 City Plan recommended the City provide utilities in East Austin for Black Austinites, the City did not do so for many years. Many areas lacked paved roads, water and sewer service, and storm drains until the late 1960s. In the face of these environmental inequities, community activists organized to demand change in their neighborhoods.

Community activists organized to challenge institutionalized discrimination, environmental racism, as well as to improve their neighborhoods. Some examples are discussed below.

Working with the Negro Citizens Council (NCC), **Dr. Everett Givens**, an African-American dentist and civic leader, frequently petitioned the City of Austin for improvements to East Austin infrastructure. Some of his successful efforts included improvements to the segregated African-American Evergreen Cemetery (shown below), construction of new school buildings and a recreation center, and improved sanitation services.



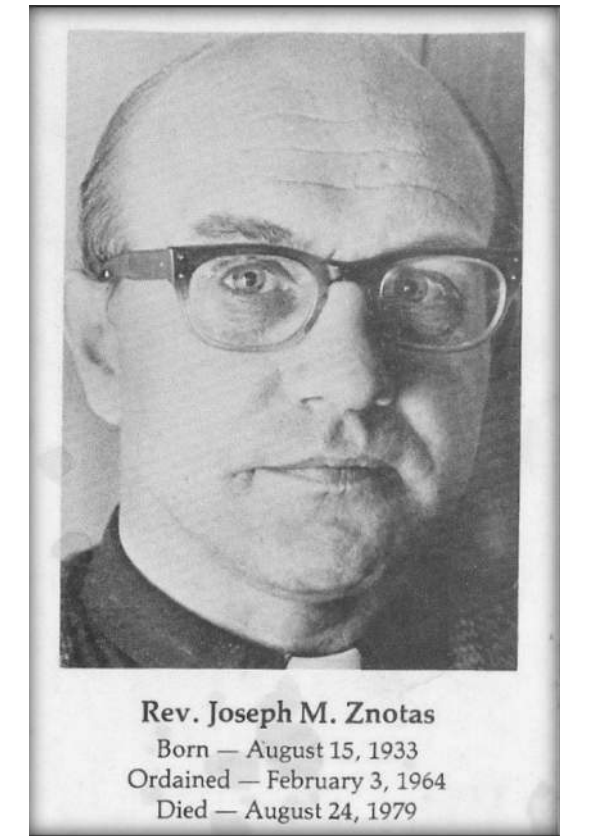
View of southwest corner of the historic Evergreen Cemetery (Google Streetview, 2019)

Jesse Segovia led a group of citizens challenging the City's plans to expand Fiesta Gardens into the surrounding neighborhood, and to demand residents be fairly compensated for their property.



Fiesta Gardens (recent internet photo)

Jorge Guerra and Father Joe Znotas (of St Julia Catholic Church) led a campaign to force the City to address the severe flooding along Boggy Creek, which had been ignored for decades. Their efforts led to an Army Corps of Engineers project that mitigated the flooding and relocated residents at risk.



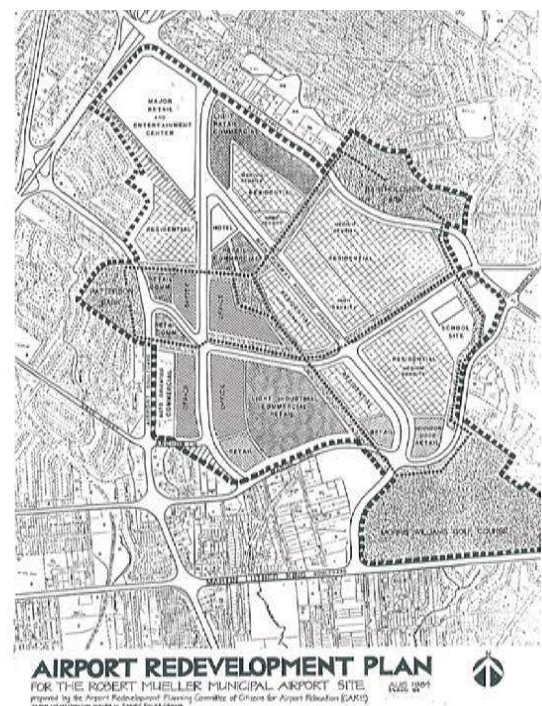
Father Joe Znotas

In the 1990s, after more than 30 years of pollution, noise, and accidents at the Holly St Power Plant, grassroots organizations including **El Concilio** (a consortium of East Austin neighborhood associations), **PODER** (People Organized in Defense of Earth and her Resources), and the Holly Street Power Plant Closure Committee lobbied the city government to shut down the Power Plant. The organizations conducted surveys to document the plant's effects on residents' health, held press conferences and finally won their long battle when the Austin City Council passed a resolution in 1995 to close the plant by 2005. Ever vigilant, they remained active throughout the closure process, insisting it move as quickly as possible. The plant finally closed in 2007.



Boggy Creek channelization at Parque Zaragoza

Beginning in the 1980s, neighbors living around Robert Mueller Municipal Airport and beneath its flight path banded together and lobbied for its relocation. Though it was built in an empty field on the edge of town in the late 1920s, 50 years later the airport was surrounded by homes and schools, and residents endured extensive noise pollution. Community groups including Citizens for Airport Relocation (CARE) and the Airport Neighborhoods Defense Association (ANEDA) lobbied to relocate the airport away from the city, closer to Manor. They actively campaigned against relocation to Bergstrom Air Force Base. In 1993, after years of lobbying and a lawsuit that pressured the City to act, voters approved a proposition to relocate the airport to Bergstrom Air Force Base. Mueller Airport closed in 1999.



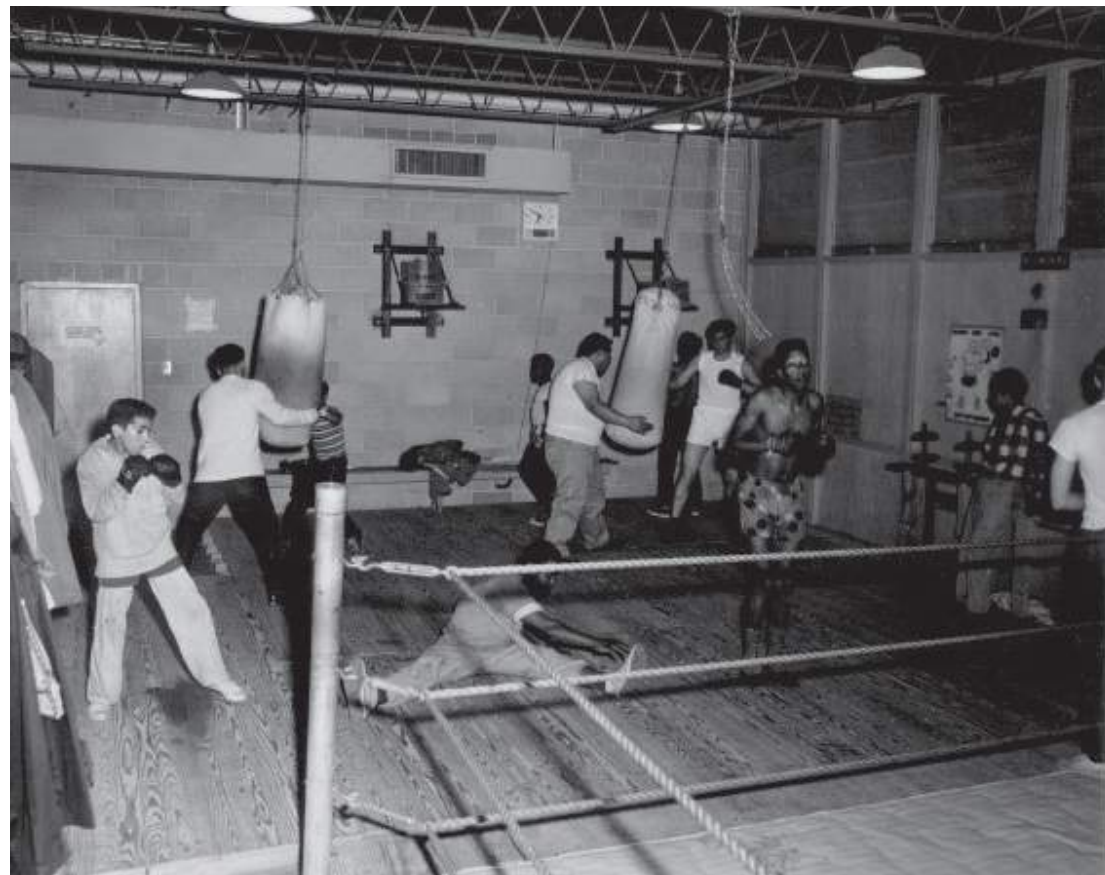
The CARE Plan was a community based initiative to relocate the existing airport and create a new community.

Community members also used grassroots organizing to obtain comparable amenities to those being provided elsewhere in Austin and solidify community connections.

In 1933, a community petition from East Austin residents and the **American Association of University Women** prompted the City of Austin to establish the "Colored Branch Library," the city's first branch library, in the Rosewood neighborhood. The City did not build Black Austinites a new, modern library, however. Rather, they relocated the former main library building, which the city had outgrown, to the east side and built a new structure to serve as the new main library. The Carver Branch Library continues to serve the community today.



Established by the Community Welfare Association in 1929, the Howson Community Center was added to the National Register for Historic Places on September 17, 1985 and is also a City of Austin Landmark.



Boxers trained at the Pan-American Recreation Center, and still do today. (AHC PICA 20306 via Portal to Texas History, 1959)

The **Howson Community Center** was established in 1929 by the Community Welfare Association, an organization made up of seven different African-American federated clubs. Howson was home to a nursery school and a well-baby clinic, offered parenting classes, and provided meeting space for vital African-American social organizations.

Parque Comal (a community education and recreational center) was founded in 1941 by a group of Mexican-American community activists in the vacant Comal Street School. It quickly became a meeting place for political and community organizations, including the **League of United Latin American Citizens (LULAC)**, **The Mexican Patriotic Club**, **Club Beneficiencia**, and the **American Friends' Service**. These groups eventually united to form the **Pan-American Roundtable**. The Pan-American Roundtable successfully lobbied the City of Austin to hire a part-time director for the center.



Current plans call for a new entry and additional sidewalk along with improvements to the parks overall accessibility. The archway will remain and an additional low wall is planned that will allow for more community artwork and creativity to be displayed.

In 1956, the Pan-American Roundtable and Comal Center Advisory Board found success again when they convinced the City to construct a new Pan-American Recreation Center on E 3rd St. The facility quickly became a neighborhood fixture, hosting basketball and boxing tournaments; summer concert series; a community health center; library; kitchen; recreational sports programs; art, dance, and drama classes; and cultural celebrations.

Today, the EastLink Trail helps bridge long-standing physical disconnections and disruptions in the East Austin community. It also offers new opportunities for East Austinites to connect to the community's rich heritage.



Pan American Recreation Center Hillside Event (AHC, PICA 22414, June 20, 1968)

Theme 3: Austin's east side neighborhoods were diverse and close-knit communities.

African-American and Mexican-American community institutions strived to fill the social and economic gaps created by isolation and discrimination.

Businesses

Following the segregation of African-Americans on Austin's east side, a thriving black business district developed between E 11th St and Rosewood Ave to serve the community. These businesses were owned by and served the neighborhood's African-American residents. By 1936, local businesses included meat markets, grocery stores, cafes, a theater, beauty and barber shops, a tire shop, a funeral home, service stations, blacksmiths, drug stores, night clubs, and a hotel and boarding house. Many of these businesses became local institutions that served the community for many years, and many of their owners became prominent community leaders and activists.

Mexican-Americans located on the east side quickly established a "culture of entrepreneurship." They opened bakeries, bodegas and groceries (such as Green & White), restaurants (like Cisco's) and bars, tortilla factories, snow cone stands and other storefronts to serve their neighbors. In return, many of these entrepreneurs invested in their community.

Churches

Local churches also organized to fill the gaps created by a lack of City services. For example, Holy Cross Catholic Church, the first African-American parish in Austin, was founded in 1936 and established a school in its basement three years later, followed by a two-story hospital in 1940. The school expanded in 1945 and went on to serve the community until 1960. Holy Cross Hospital was the only one open to people of color in Austin, and later expanded to a new building in 1950 which operated in East Austin until 1989. Other churches across the east side offered youth groups, music and dance lessons, and other extracurricular activities to supplement what the city did not offer.



Holy Cross Catholic Church, the first African-American parish in Austin, was founded in 1936 and established a school in its basement three years later, followed by the two-story hospital built in 1940, shown above. (AHC, ND-50-211-02, 1950, photo by Neal Douglass)

Community Diversity and Cooperation

The Cherrywood, Delwood, Windsor Park, and University Hills neighborhoods, per oral histories gathered, were home to a diverse mix of middle-class families, including African-American, Latinx, and white residents and small business owners. These businesses served a diverse clientele and included beloved community institutions like beauty parlors, restaurants and cafes, and Sammy's Shoe Service, which still operates in the Delwood Shopping Center today. Neighbors knew and helped each other around their homes, and after desegregation, attended school and played at the local parks and pools together. Neighborhood parks, including Bartholomew and Patterson, and - for African-Americans - Rosewood Park were popular destinations for children and teenagers.



View of the Children's Playground at Bartholomew Park in the Windsor Park Neighborhood (AHC, PICA 09907, 1977)

South of Manor Rd, E 7th St was the unofficial dividing line between African-American and Mexican-American residential neighborhoods. However, residents from these areas did socialize together and patronize each other's businesses.

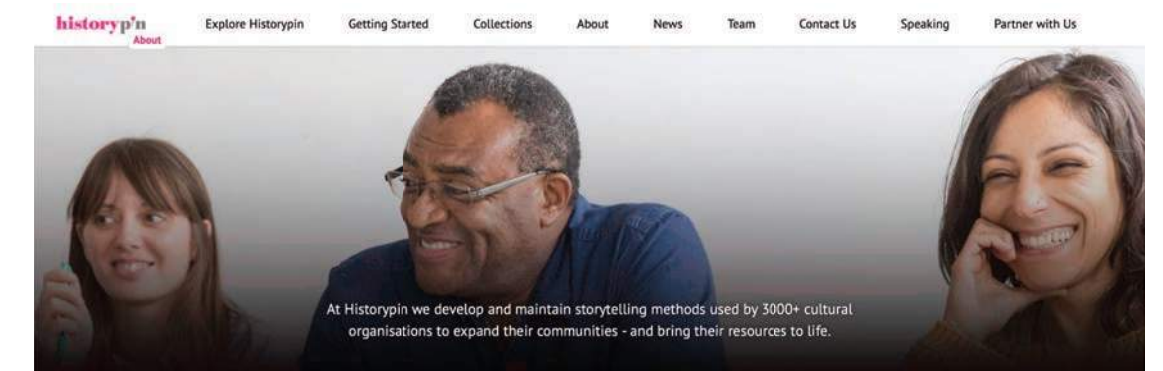
CONNECTING KEY STORYLINES WITH KEY PLACES

There are so many compelling stories related to the history of the East Austin community that can unfold as people travel the five miles of the EastLink Trail. While the three key storylines run throughout all segments of the trail, the PALS helped identify which storylines and more specific stories should be told at each of the four, key focus area or placemaking locations, further described in Section 6 below.

These are, from south to north:

- **Metz Park:** Theme 2, about activism and grassroots community organization, and the closure of the Holly Street Power Plant;
- **Parque Zaragoza:** Theme 1, about the importance of parks in Mexican-American communities, and the role of organized baseball;
- **Rosewood Park and the Boggy Creek Greenbelt:** Theme 1, about the importance of parks in east side communities, and how this park supported the African-American musical heritage, as well as parks being a key "pillar" or community asset for the surrounding neighborhoods; and
- **Bartholomew Park:** Theme 3, about Austin's east side neighborhoods being diverse and close-knit communities, and how Bartholomew Park was key in bringing together these groups from the 1950s on.

In addition, it is hoped that individual stories, oral history interviews, music, poems, artists' statements and other sound-based materials will be produced through a location-based, story-telling platform, like **History Pin**, as discussed in Section 5 Wayfinding. Links to these platforms can be made through the wayfinding signage, as well as through interactive map-based presentations, such as **ARC GIS Story Maps**, that could be developed in the future, along with the final phase of the EastLink Wayfinding Plan.



If you run our programme in your local café, library or museum you'll unlock new insights – and increase connection and understanding.

Using our proven tools and methodology, we bring the hard data cultural sector leaders need. Together we build the capacity of the heritage sector to effect change.

Making your organisation more:

- Representative
- Inclusive
- Relevant

Home Page of the History Pin website: www.historypin.org



THE ROUTE,
SEGMENT-
BY-SEGMENT **4**

Left: Participants at Explore the Trail: Culture on November 9, 2019

4 The Route, Segment-By-Segment



EASTLINE TRAIL

Prepared by McCann Adams Studio
May 2014

The EastLink Spine, Conjunctions and Spurs

A main route for EastLink has been established since 2016 with the City of Austin's Urban Trails Division of the Public Works Department, the Active Transportation Division of the Austin Transportation Department and the Parks and Recreation Department. The EastLink alignment will be amended to the City's Urban Trails Master Plan at its next update. As noted in Section 5, there are segments of EastLink that coincide with segments of both the existing Boggy Creek Greenbelt Trail and the future "Red Line Trail". This kind of partial conjunction of pathways is encountered frequently in the world of transportation, so these are shown both in the nine segment maps in this Section, as well as on the four, placemaking plans in Section 6.

There are also many cross-streets that create "spurs" that EastLink users may choose to take to connect to a nearby destination, and two of these key spurs are discussed below. However, it is important that the EastLink spine have a strong identity - even with its spurs and diversions.

Note: There is an initiative to re-name the Red Line Trail to avoid its possible association with the "redlining" of properties that took place to exclude people of color from owning or renting properties in certain neighborhoods, and the redlining by government to deny people access to services. A new name for this trail is not yet known at the time of this report, so it is still referred to as the Red Line Trail herein to avoid confusion.

Evolution of the EastLink Route, 2012 - 2020

In 2012-2013 (when it was called the EastLine Trail) the Mueller Foundation's goal was to find a pathway to connect Central East Austin neighborhoods, from Bartholomew Park to Lady Bird Lake. Fragments of paths existed, so the initial task was to see how to weave them together and complete them to form an identifiable, base route or "spine". By 2016, the five main segments comprising the EastLine Trail were, from south to north:

1. on-street, using Pedernales St's protected 2-way bicycle lane, from the edge of Metz Park at Canterbury St to Webberville Rd;
2. off-street, using the Boggy Creek Greenbelt Trail, from Webberville Rd to the CapMetro Red Line Station;
3. on-street, using Alexander Ave to Manor Rd (with option to be off-street using Mueller's Southwest and Southwest greenways, starting at the Anchor Ln intersection);
4. off-street, using the then, to-be constructed, Tilley St protected 2-way bicycle lane and accompanying dedicated pedestrian pathway, up to E 51st St; and
5. off-street, using the then, to-be constructed, shared-use path to connect to the endpoint at Berkman Dr.

Alternative Routes to Consider

Various alternative alignments (routes) were also considered, both early-on and more recently. Both included the idea of avoiding Manor Rd altogether, as this busy road does not currently have either the protected bicycle lanes or ample, shaded sidewalks appropriate to the EastLink Trail. There is funding through the City's 2016 Mobility Bond to greatly improve

the entirety of Airport Blvd, which will create safer intersections and pedestrian crossings, improved accessibility, and shared-use paths at the sidewalk level. These improvements should be in place by 2024. Until then, EastLink Trail users - particularly bicyclists - could use one of two alternative routes, described below.

The Future JJ Seabrook Greenway to E 14 1/2 St Route

In 2014, the consultant team at the time, considered the "EastLine" route alternatives depicted in the sketch above. This "spur" traveled along quieter residential streets to move across Airport Blvd and northward using short segments of two greenways, one of which is not today public property. This and the fact that crossing both MLK, Jr Blvd and Airport Blvd was deemed too dangerous, (as neither intersection was signaled or had pedestrian crossings), led the Team to abandon this alternative route. In this option, the EastLink Trail would divert from the Boggy Creek Greenbelt, going:

- on-street, turning eastward onto E 14 1/2 St from the Downs-Mabson Ballfields, crossing Airport Blvd (which will have a pedestrian hybrid beacon crossing by 2024, as part of the City's improvements described above);
- on-street, using Tilley St to E 17th St;
- off-street, along the west edge of the Tannehill Branch Creek, which would involve establishing a new, low-lying greenway path on privately-owned property;
- on-street, to "resurface" to cross E MLK,

- Jr Blvd;
- off-street, using the west half of Pershing Blvd that was recently converted to a short segment of urban trail, along the JJ Seabrook Greenway. Then trail users could turn east into Mueller's Southeast Greenway to access the newly-constructed, multimodal Tilley St, per the base "spine" route described above.

This alternative - once public access issues and the MLK crossing are resolved - could provide a good option for the future, but would require renewed community and property owner engagement to affirm support.

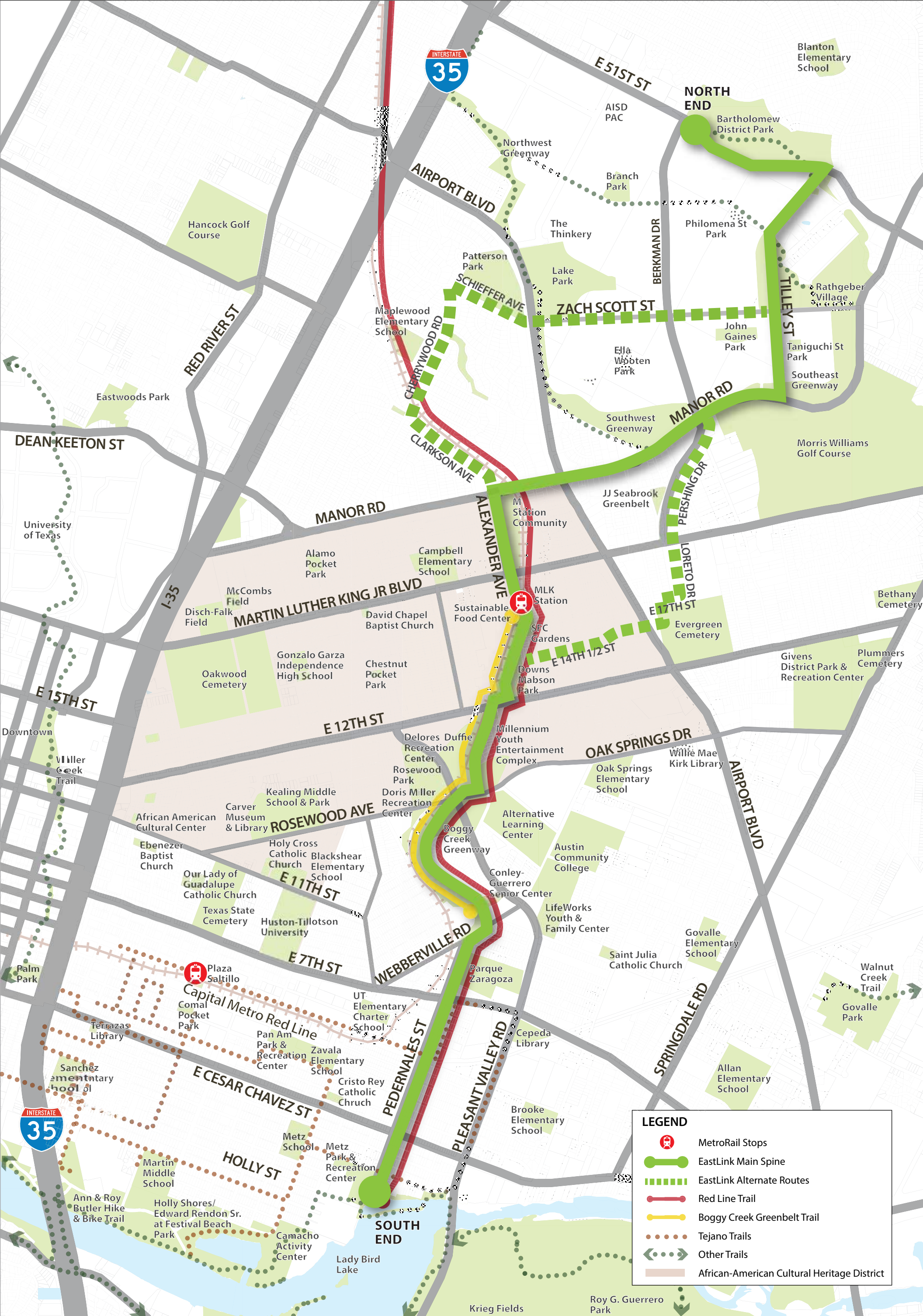
The Alexander Ave - Zach Scott St Route

A quieter spur route would connect the Cherrywood and Mueller neighborhoods across Airport Blvd, provide direct connections to Patterson Park and Lake Park and would also avoid traveling on Manor Rd. Although completely an "on-street" spur route, it is a good alternative to use until 2024, when the Manor Rd/Airport Blvd intersection improvements are complete: these will create a calmer and shaded means of connecting to EastLink. This spur would begin at the intersection of Alexander Ave and Manor Rd, and continue:

- on-street, continuing north on Alexander Ave and Clarkson Ave, rather than turning east on Manor Rd;
- on-street, north on Cherrywood Rd, turning east on Schieffer Ave; and
- on-street, crossing Airport Blvd and continuing east on Zach Scott St to arrive at Tilley St, where main spine route continues.



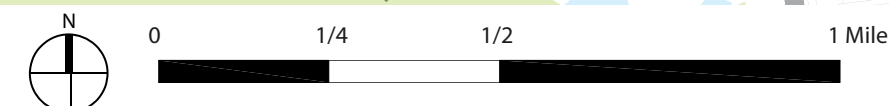
Significant pedestrian and bicycle improvements will be constructed by the City at the Airport Blvd and Manor Rd intersection in the next few years. The orange line indicates future shared use paths along Airport Blvd (COA, 2019).



LEGEND

- MetroRail Stops
- EastLink Main Spine
- EastLink Alternate Routes
- Red Line Trail
- Boggy Creek Greenbelt Trail
- Tejano Trails
- Other Trails
- African-American Cultural Heritage District

EASTLINK MAIN SPINE SHOWING TWO ALTERNATE ROUTES



Sub-Segment A-1: Metz Neighborhood Park to E 4th St



Sub-Segment A-1: Description, from Metz Neighborhood Park (south) to E 4th St (north):

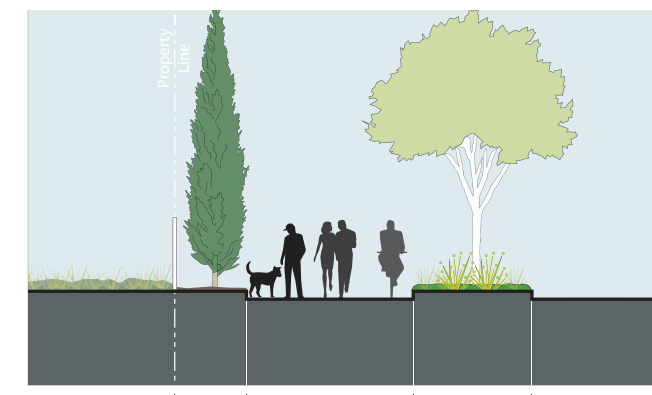
The southern beginning point of EastLink is located at the confluence of the existing Holly St and Pedernales St ROWs, where the Ann and Roy Butler Hike-and-Bike Trail currently skirts around the wall of the former Holly Power Plant site. While the southern part of the old power plant site is in the process of becoming City parkland, the northern portion of this will remain as an Austin Energy substation. The substation will receive a new, masonry perimeter wall that will be located inboard of the old power plant walls, creating new mural opportunities. This placemaking opportunity is described and depicted in the Metz Neighborhood Park Placemaking Plan in Section 6, below.

The closure of the power plant is allowing for the construction of a new, shoreline trail that will allow people to travel along the Lady Bird Lake shore, rather than deviating around the former power plant that occupied a substantial amount of the shoreline edge. The new, shared-use, shoreline path will be soon be complete. The one-block segment of Holly St that was formerly enclosed by the Holly Power Plant walls will become a landscaped, shared-use path to the east that allows continued - and improved - pedestrian and bicyclist access to Metz Park and to the Peninsula Trail and the future City-sponsored, pedestrian and bicycle bridge paralleling Longhorn Dam and Pleasant Valley Rd.

In this sub-segment of the Trail, EastLink is proposed as a 12- to 14-foot wide, shared-use path that links the confluence of existing and new trails to the south via the existing Pedernales St ROW to connect to its intersection with Canterbury St. At this point, EastLink is proposed to continue as the existing, on-street, two-way protected bicycle lanes on the west curb of Pedernales St, in addition to a proposed, adjacent pedestrian path or sidewalk of at least six feet to eight feet in width. A raised, planted median with shade trees is proposed between the existing, protected bicycle lanes and the new, wider pedestrian path.



A Existing view of intersection of Pedernales and Canterbury Streets, looking south into Metz Park



B Proposed Trail cross-section inside Metz Neighborhood Park, looking south

Existing and Future Transportation Linkages:

- Ann and Roy Butler Hike-and-Bike Trail
- CapMetro Route 17 has local bus stops on Cesar Chavez St at its intersection of Pedernales St
- On an interim basis, the future Red Line Trail is planned to occupy the same route as EastLink, from Lady Bird Lake north to CapMetro's MLK Jr rail station, within the Boggy Creek Greenbelt. (Ultimately, the Red Line Trail will generally flank CapMetro's Red Line rail line, within the Austin city limits.
- Future Longhorn Dam Multi-Modal Improvements - see <https://data.austintexas.gov/stories/s/Longhorn-Dam-Multimodal-Improvements/id6g-rfrm/>
- Lance Armstrong Bikeway
- CapMetro's MetroRail Saltillo Station

Nearby Community Places and Cultural Highlights, from south to north

- Metz Neighborhood Park, Pool and Recreation Center
- Four existing murals on the old Holly Power Plant walls, to be preserved and restored by the City's AIPP Program
- Edward Rendon Sr Metropolitan Park at Festival Beach, including Fiesta Gardens, Martin Pool and...
- Lady Bird / Town Lake Metropolitan Park
- Manuel and Robert Donley Pocket Park
- Tejano Trails, Trail of Tejano Legends
- Camacho Recreation Center
- Central Austin Youth League Baseball Fields
- Metz Elementary School
- Historic Santa Rita Courts
- East Cesar Chavez Merchants Association

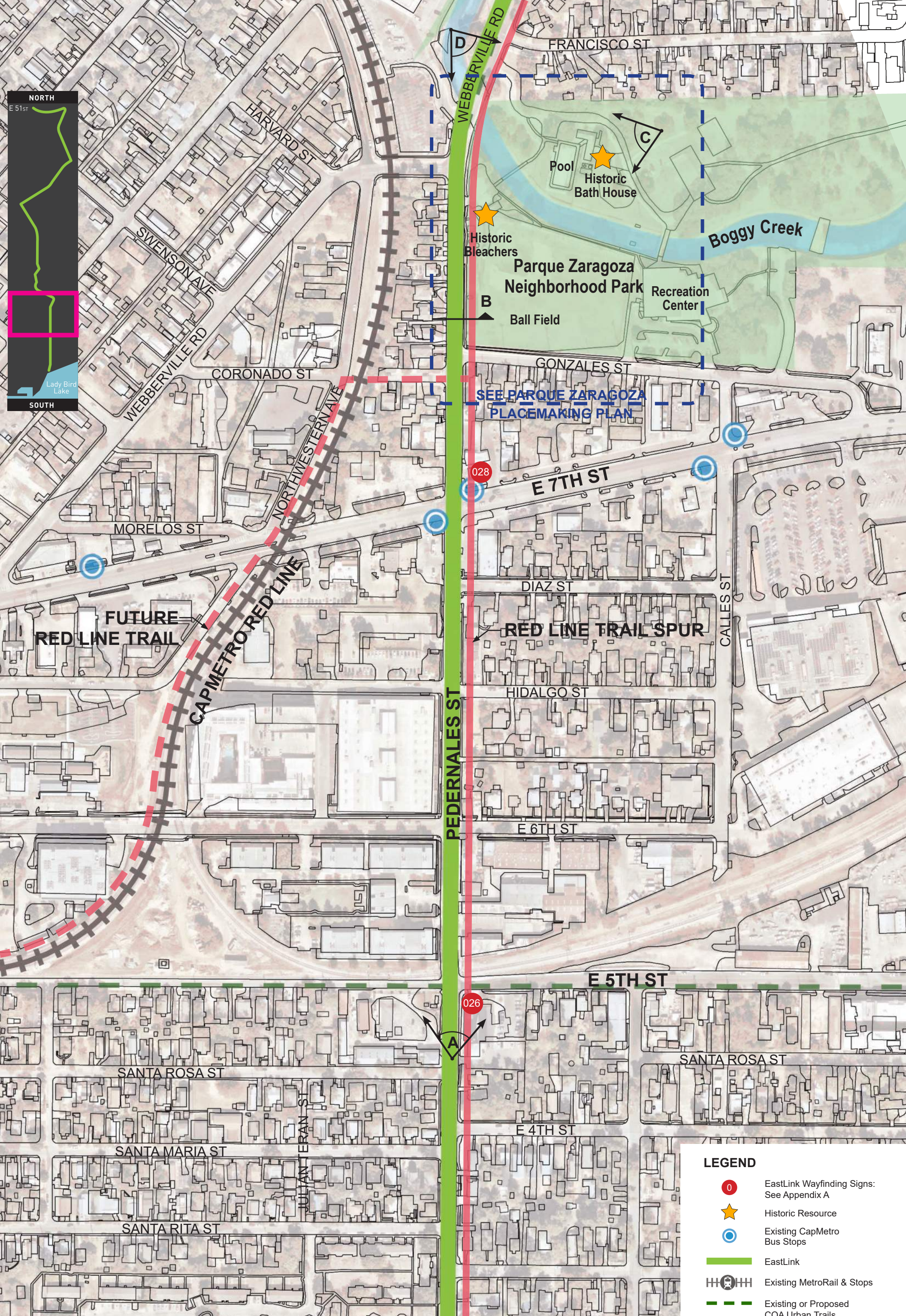


C The City of Austin is planning a new pedestrian and bicycle bridge to cross Lady Bird Lake, located just west of the Longhorn Dam and the Pleasant Valley Rd bridge that will connect the peninsula with both the north and south shorelines of Lady Bird Lake. (MAS rendering for COA, 2019)



Santa Rita Courts was the nation's first public housing project, sponsored by then Senator Lyndon B Johnson and constructed in 1938-39. (AHC, PICA 24091, April 8, 1950)

Sub-Segment A-2: E 4th St to Francisco St



Sub-Segment A-2: Description, from E 4th St (south) to Francisco St (north):

EastLink proceeds due north in the same configuration to the south, as protected bicycle lanes on the west side of Pedernales St, which exist today, and a proposed, shaded sidewalk of a minimum width of six feet. (See proposed cross-section, left.) As possible, this sidewalk and planting strip at the curbside should both be increased to seven feet and eight feet, respectively.

This will necessitate acquiring a small access easement to extend the public sidewalk by a few more feet, onto adjacent properties. Alternatively - and as shown on the proposed cross-section - where there is typically only 10 feet from the face of the existing curb and the property/fence line, one could create a tree-planting zone of only four feet in width. This solution would necessitate the use of either structural soils or soil cells, to ensure the tree roots can expand beyond the four-foot planting zone, and mature in as optimal a way as possible. The shade trees are particularly important along the west edge of the EastLink sidewalk, to offer protection from the sun, as well as a verdant separation between the "split facilities" of the bike lanes and the pedestrian way.

As Pedernales St bends to the east around its curving intersection of Webberville Rd, EastLink follows this roadway until just north of the Webberville Rd's intersection with Francisco St, with the same, proposed cross-section design as described above, and as depicted on the left.

Existing and Future Transportation Linkages:

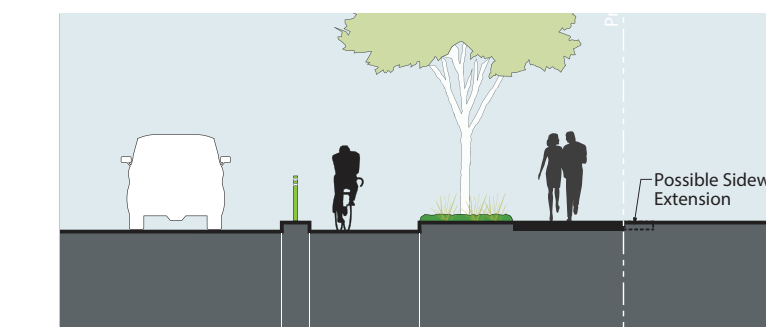
- Existing Lance Armstrong Bikeway (the existing E 5th St segment), delineated by the City as an (urban trail)
- Plaza Saltillo Station stop, around which CARTS currently hubs its various interurban bus routes, until its new station is built - see below.
- Existing CapMetro Route 4 bus stops on E 7th St, a major arterial connecting Downtown to the ABIA (airport)
- Capital Area Rural Transportation System's (CARTS's) Eastside Bus plaza (to be completed in Fall 2020), a multi-modal hub for both CapMetro and CARTS, the rural transit district that provides affordable bus services to and from the surrounding nine counties

Nearby Community Places and Cultural Highlights, from south to north

- Parque Zaragoza Neighborhood Park, including its historic pool, recently enhanced playscape and Recreation Center, baseball field and bleachers
- The Pedernales Lofts, one of Austin's first, live-work apartment communities, which now has a diversity of tenants, ranging from salons to graphic designers, cafes, etc.



A Existing View of Trail in this Sub-Segment (Google Streetview)



B Proposed Trail Cross-Section for this Sub-Segment



C Caretakers and Shelter House under construction in 1941 at Parque Zaragoza, now referred to as the Bath House (AHC, PICA 24236, 1941)



D Existing view to northwest vehicular entrance to the Parque Zaragoza Pool, from Webberville Rd, looking south



Sub-Segment B-1: Francisco St to Rosewood Ave

Sub-Segment B-1 Description, from Francisco St (south) to Rosewood Ave (north):

EastLink continues eastward along the south side of Webberville Rd, and then, at its intersection with Zaragoza St, EastLink takes a hard left northward to enter the Boggy Creek Greenbelt as an off-street trail, all the way to and across Rosewood Ave. This parkland pathway is also the southernmost point of the existing "lower" Boggy Creek Trail. (See proposed cross-section, left.)

Existing and Future Transportation Linkages:

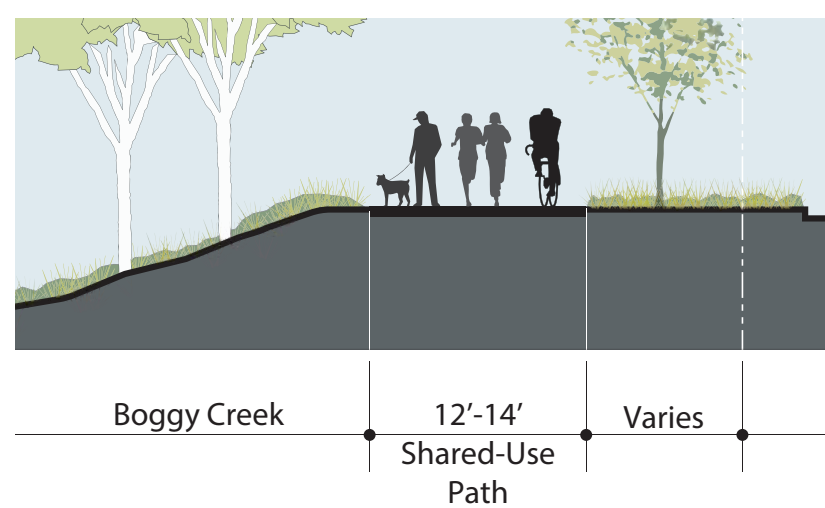
- Just two blocks to the east of EastLink's sharp north turn into the Boggy Creek Greenbelt, CapMetro Route 300 has local bus stops on Pleasant Valley Rd, at its intersection of Webberville Rd.
- The future Red Line Trail - which is planned to follow CapMetro's existing MetroRail Red Line - also shares the same route as the Boggy Creek Trail, and likewise, EastLink. So, all three trails share the same alignment throughout the Boggy Creek Greenbelt, paralleling Boggy Creek itself and CapMetro's rail line.
- Rosewood Ave, which is one of the few east-west connector across the creek and the rail, accommodates both local CapMetro Route 2, and striped bicycle lanes of a "medium comfort" route.

Nearby Community Places and Cultural Highlights, from south to north

- Boggy Creek Greenbelt
- Rosewood-Zaragoza Neighborhood Health Center
- Conley-Guerrero Senior Activity Center
- Yellow Jackets Stadium
- DeWitty Job Training & Employment Center
- Austin Public (public television station and training)
- WellMed Senior Clinic
- Historic Rosewood Neighborhood Park, including historic Madison Log Cabin, Doris Miller Auditorium and Delores Duffie Rec Center
- Historic Rosewood Courts
- Millennium Youth Entertainment Complex



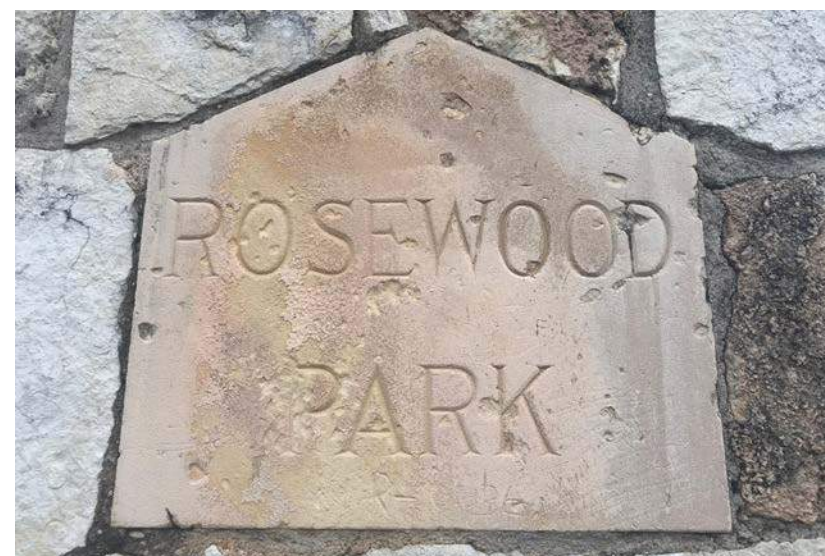
A Existing view of Trail near Rosewood Ave, looking north (MAS, 2019)



B Trail Cross-Section for this Sub-Segment, per COA's Lower Boggy Creek Trail Improvement Project



C Existing view at southern entry to Boggy Creek Trail from Webberville Rd, looking east (Google Streetview)

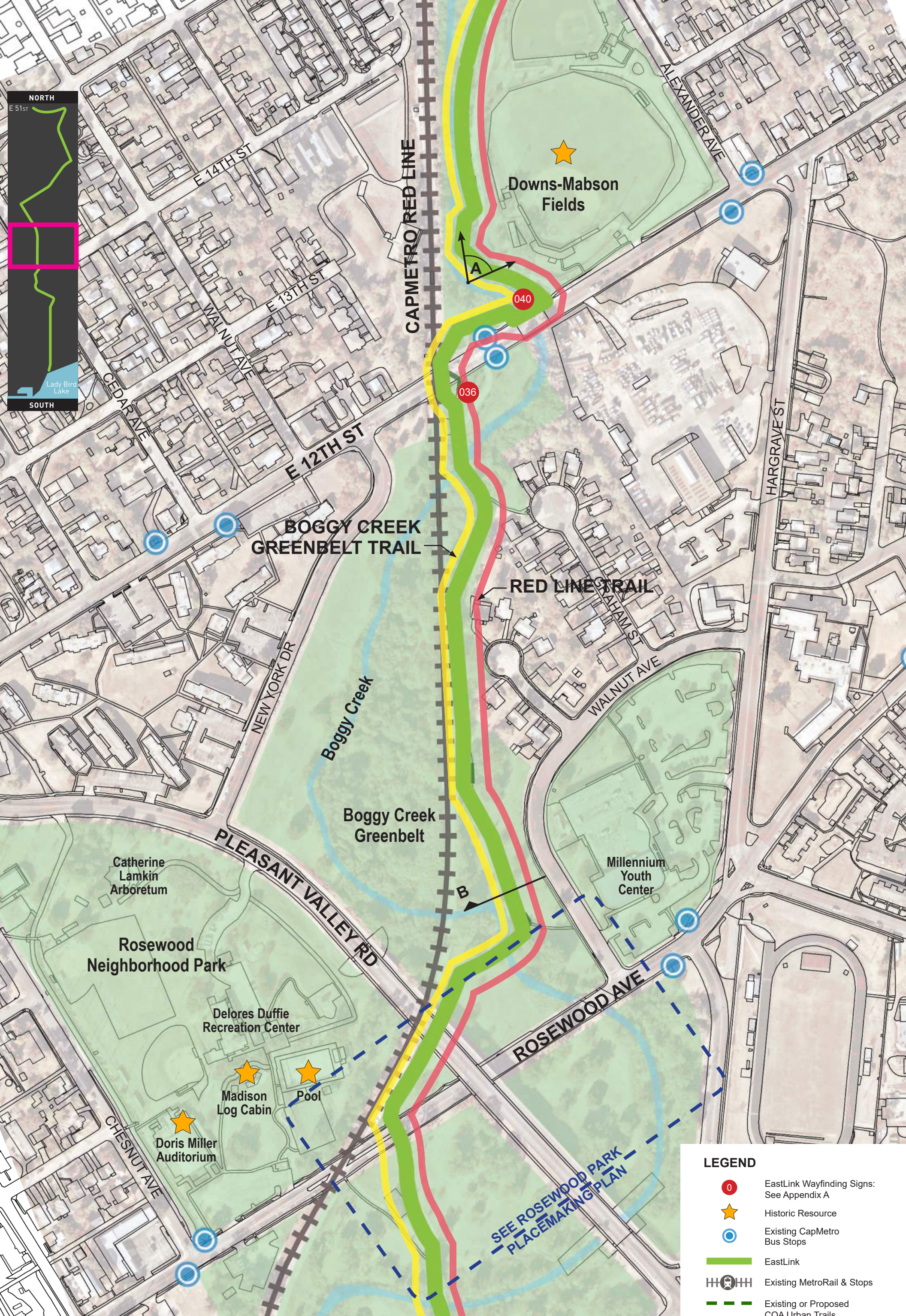


D Inscription on original Rosewood Park stone monument gates (MAS, 2019)



View of original Rosewood Park stone monument gate (MAS, 2019)

Sub-Segment B-1: Francisco St to Rosewood Ave



Sub-Segment B-2: Rosewood Ave to Downs-Mabson Fields

Sub-Segment B-2: Rosewood Ave to Downs-Mabson Fields



A Existing view of recently-improved Upper Boggy Creek (& EastLink Trail), near historic Downs Field (MAS, 2019)



B Proposed Trail Cross-Section for this Sub-Segment

Sub-Segment B-2 Description, from Rosewood Ave (south) to the Downs-Mabson Fields (north):

EastLink continues north across Rosewood Ave via a protected pedestrian crossing, where it flanks the eastern edge of the fenced railroad ROW, and passes under the Pleasant Valley Rd overpass. This is the overpass whose columns are the "canvases" for the community placemaking/art project, called "The Pillars", discussed in Section 6 below. The trio of trails (Bogy Creek, EastLink and The proposed Red Line Parkway) continue northward to a newly-improved crossing of East 12th St, at the foot of the historic Downs baseball field. (See newly-built cross-section, left.)

Existing and Future Transportation Linkages:

- CapMetro Route 6 local bus stops near pedestrian and railroad crossing of E 12th St
- "Medium comfort" bicycle route, with on-street, striped lanes

Nearby Community Places and Cultural Highlights, from south to north:

- Bogy Creek Greenbelt
- Yellow Jackets Stadium
- Millennium Youth Entertainment Complex
- Historic Rosewood Neighborhood Park
- Historic Rosewood Courts
- Downs-Mabson Fields



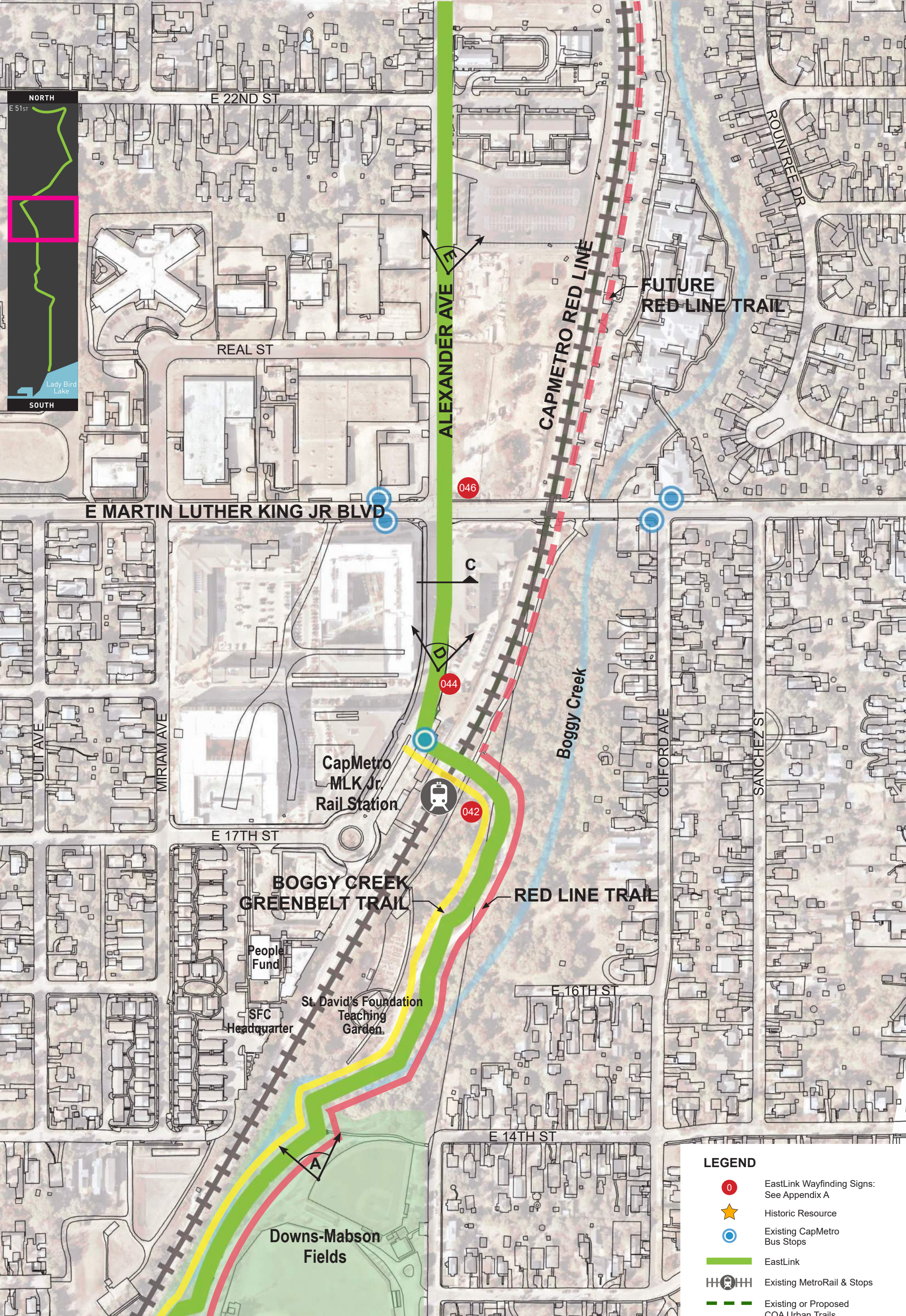
Recently completed Bogy Creek Trail improvements at 12th St near Downs-Mabson Fields (NearMap 2020)



Rosewood Park was the main recreational destination for Austin's African-American community in the 1930s, 40s, and 50s. (AHC, PICA 24217)



Emancipation Park - Emancipation Day Celebration (AHC, PICA 05476, June 19, 1900)



Sub-Segment B-3: Downs-Mabson Fields to E 22nd St

Sub-Segment B-3: Downs-Mabson Fields to E 22nd St



A View of newly-constructed bicycle & pedestrian bridge crossing of Boggy Creek, looking north

Sub-Segment B-3 Description, from Downs-Mabson Fields (south) to E 22nd St (north):

EastLink continues northward through the Boggy Creek Greenbelt, crossing Boggy Creek on a new, bicycle/pedestrian bridge near E 14th St, which addressed a major rupture in the continuity of the trio of trails Boggy Creek, EastLink and Red Line. EastLink then proceeds past the St David's Foundation Teaching and Community Garden to make a sharp turn west to cross CapMetro's Red Line. Today, this is the only place in Austin where an urban trail connects directly to a MetroRail station. The City has constructed these, "upper" Boggy Creek Trail improvements, which included the E 12th St crossing, the widening of the main trail to become a true, shared-use path throughout this segment, and the new bridge over Boggy Creek. The City's Active Transportation Program sponsored an "Upper Boggy Creek Bash" in July 2019 to celebrate this urban trail segment re-opening. (See the already-constructed, typical cross-section, left.)

Existing and Future Transportation Linkages:

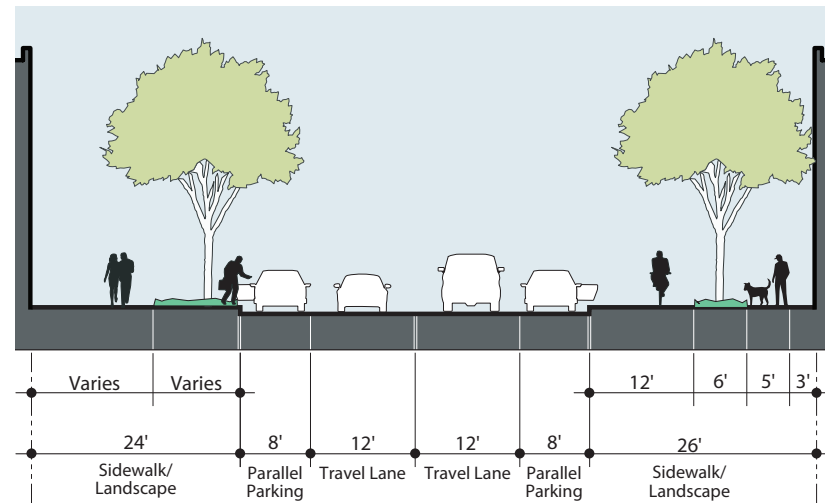
- CapMetro MLK Jr Rail Station
- CapMetro Route 18 local bus stops on E MLK Jr Blvd near Alexander Ave

Nearby Community Places and Cultural Highlights, from south to north:

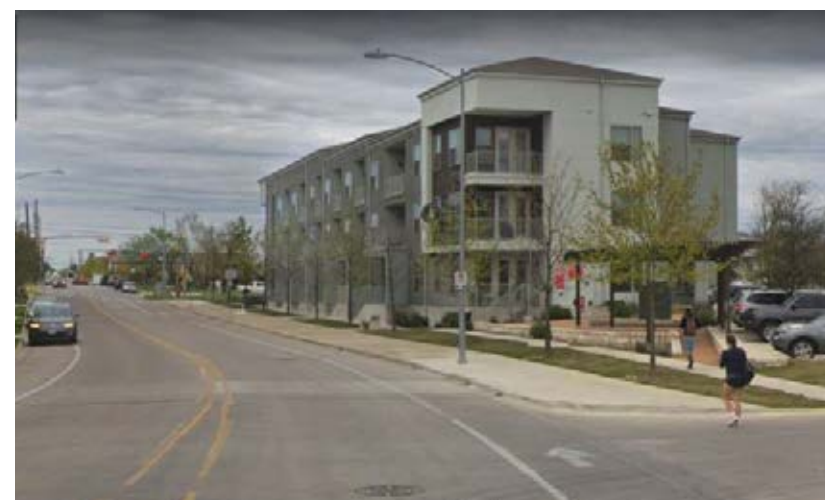
- Boggy Creek Greenbelt
- Downs-Mabson Fields
- St David's Foundation Community Garden
- PeopleFund
- Sustainable Food Center HQs and Teaching Kitchen
- M Station Affordable Community
- Acton Academy



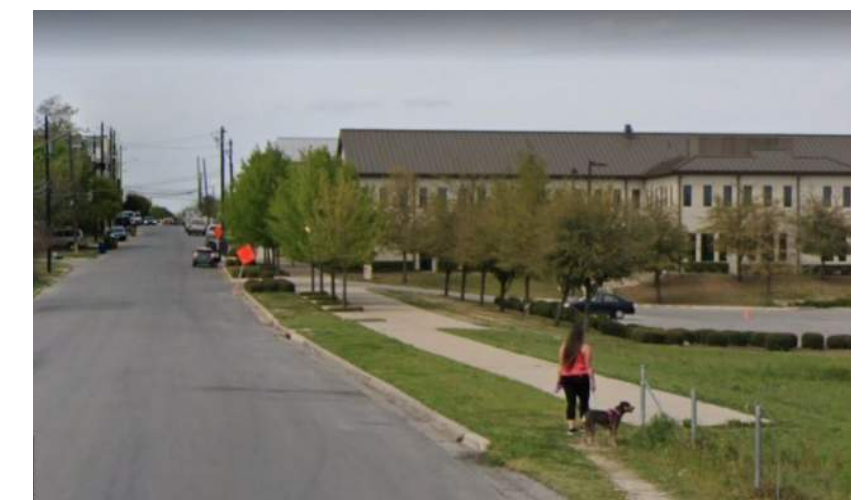
B Aerial view of EastLink Trail crossing over the CapMetro Red Line at the MLK Jr Rail Station (NearMap May 2020)



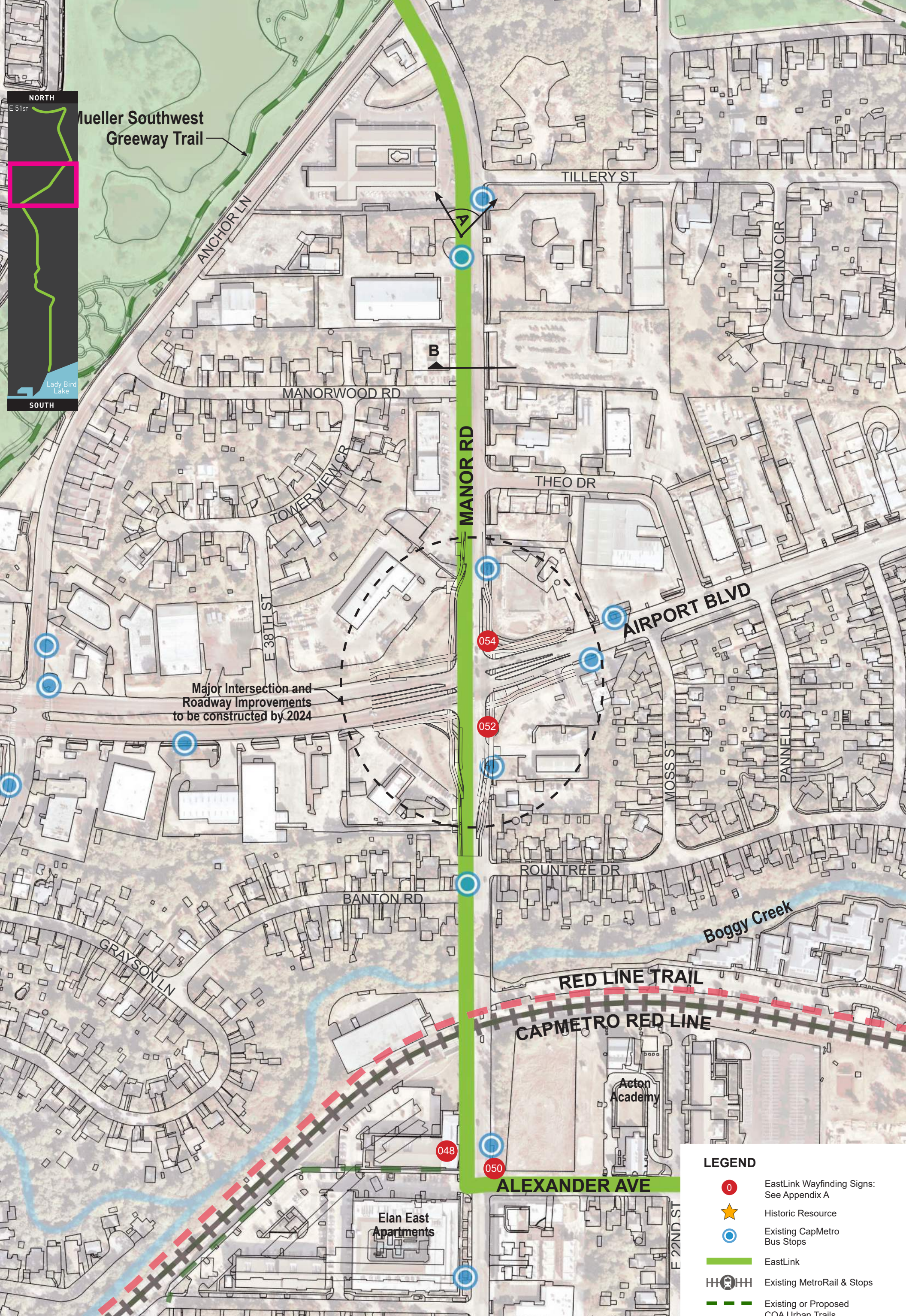
C Existing Alexander Ave Street and Trail Cross-Section between the MLK Jr Rail Station and MLK Jr Blvd



D Existing view of Trail in this Sub-Segment (Google Streetview)



E Existing view of Trail in this Sub-Segment (Google Streetview)



Sub-Segment C-1: E 22nd St to Tillery St

Sub-Segment C-1 Description, from E 22nd St (south) to Tillery St (north):

EastLink continues northward to the intersection of Manor Rd, where it takes a sharp turn eastward, as an on-street bicycle lanes that are planned to be protected in the future, as shown in the perspective view below. The intersection with Manor Rd is notable in that it is a gateway to the Manor Rd Merchants District, the heart of which is to the east of this intersection. (See proposed, typical cross-section, left)

Existing and Future Transportation Linkages:

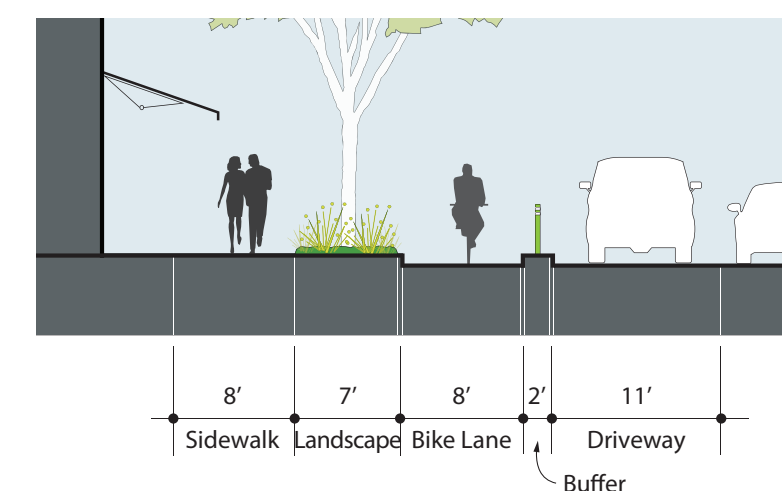
- CapMetro Route 20 with local bus stops on Manor Rd
- CapMetro Route 350 with local bus stops on Airport Blvd
- Funded Airport Blvd and Manor Rd intersection improvements, including:
 - o Shared-use pathways on both Airport Blvd and Manor Rd
 - o Improved traffic and pedestrian signals and crossings

Nearby Community Places and Cultural Highlights, from south to north:

- Acton Academy
- Manor Rd Merchants District
- M Station Affordable Community
- Mueller Southwest Greenway and Trail



A Existing Condition of Trail in this Sub-Segment (Google Streetview, 2019)



B Proposed Trail Cross-Section for this Sub-Segment



C Future view of Manor Rd with wider sidewalk on north side and protected bicycle lanes, looking east



Sub-Segment C-2: Tillery St to Tilley St

Sub-Segment C-2 Description, from Tillery St (south) to Tilley St (north):

EastLink continues eastward on Manor Rd to the intersection of the recently-constructed Tillery St in the Mueller neighborhood, where it takes a sharp turn northward as an on-street bicycle lanes that are planned to be protected in the future, as shown in the perspective view below. (See the proposed Manor Rd cross-section and the already-constructed Tillery St cross-section, left.)

Existing and Future Transportation Linkages:

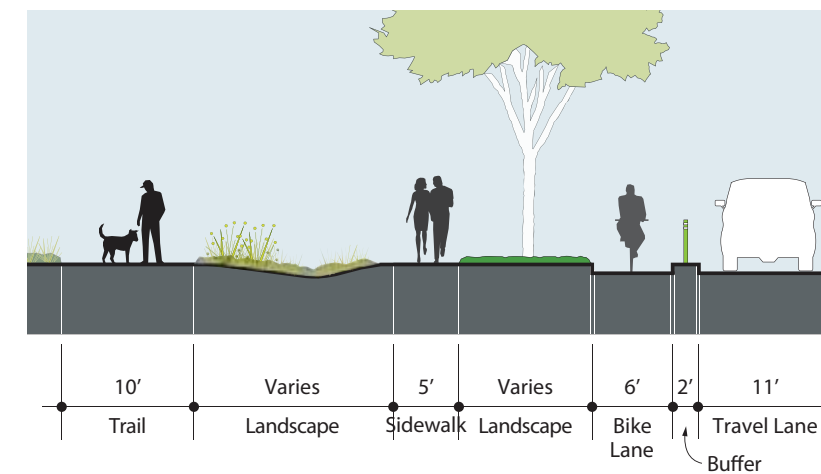
- CapMetro Route 20 with local bus stops on Manor Rd
- Protected bicycle lanes on Berkman Dr
- CapMetro Route 335 with local bus stops north on Berkman Dr at Tom Miller St intersection
- JJ Seabrook Greenbelt Trail within Pershing Dr ROW
- Two-way, protected bicycle lane and off-street pedestrian trail on east side of Tillery St

Nearby Community Places and Cultural Highlights, from south to north:

- Mueller Southwest Greenway and Trail
- Historic Mueller Airport Control Tower
- Morris Williams Golf Course
- Mueller Southeast Greenway and Trail



A Existing Condition of Trail in this Sub-Segment (Google Maps birdseye view)



B Proposed Trail Cross-Section for this Sub-Segment



C Pedicab ride in the Southeast Greenway during Trail Activation, looking east



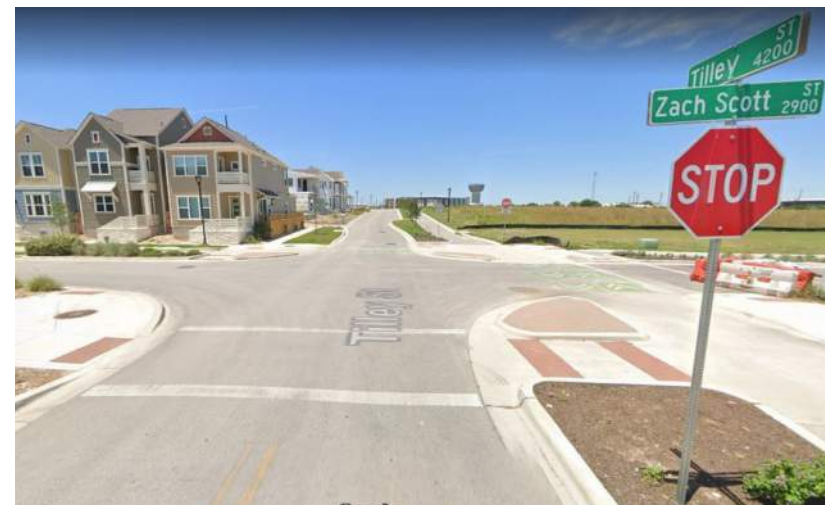
Morris Williams, Jr. was one of the best young golfers in Texas history, winning the Texas Junior, Texas Amateur, and Texas PGA tournaments in 1949-50. He died at 23 years old while piloting an F-86 jet during a training exercise near Elgin. The golf course across the street is named for Williams, Jr., and his father, who was a long-time sports columnist at the *Austin American Statesman*. (*Austin American Statesman*)



Sub-Segment C-3: Manor Rd to Philomena St

Sub-Segment C-3 Description, from Tilley St (south) to Philomena St (north):

EastLink is routed along the west side of Tilley St through the Mueller neighborhood, where it passes by John Gaines Park with its pool, community gardens and large playscape on its west side; and then passes directly in front of the future AISD middle school, which will be constructed by 2022. The front door of the new school will be at the intersection facing Tilley St at its T-intersection with Simond Ave, which connects to the Mueller Town Center and its 30-acre Lake Park. This sub-segment of EastLink ends at the intersection of the existing urban trail along the north edge of Philomena St, at the foot of Foundation Communities Affordable Apartments for families. (See the already-built Manor Rd cross-section and the already-constructed Tilley St cross-section, left)



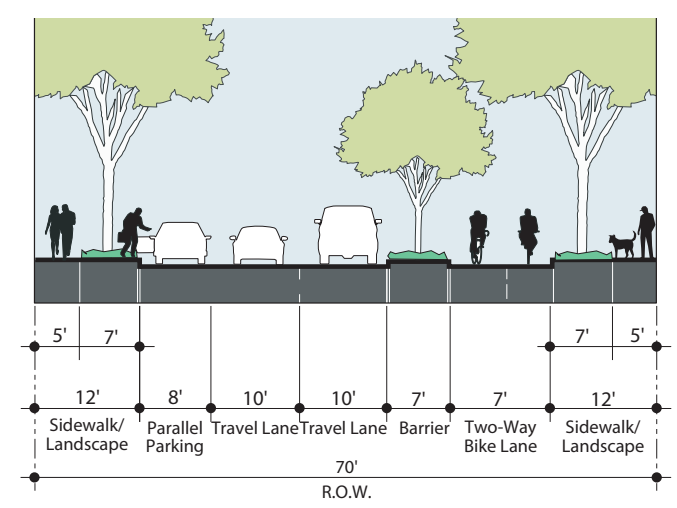
A Zach Scott St offers an alternative east-west route for cyclists as described in this Section.

Existing and Future Transportation Linkages:

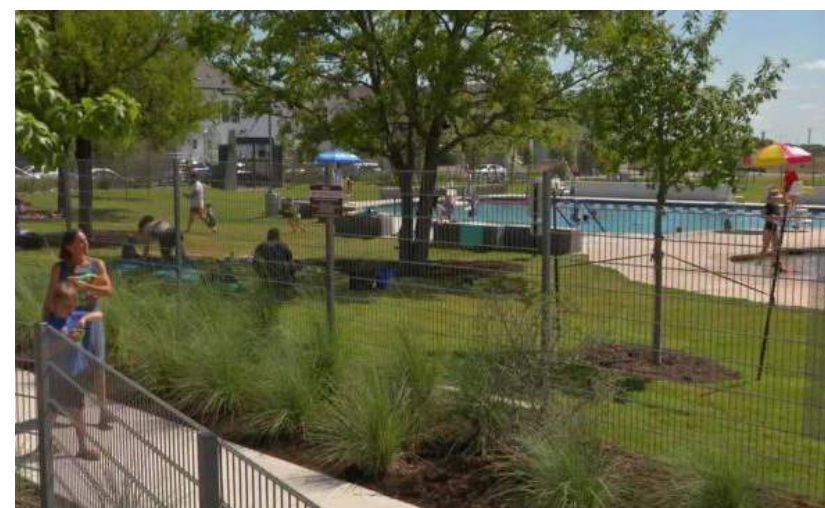
- AISD school bus access
- Protected bicycle lanes on Zach Scott St
- Philomena St urban trail, which will be extended around the future middle school to Zach Scott St and the Southeast Greenway

Nearby Community Places and Cultural Highlights, from south to north:

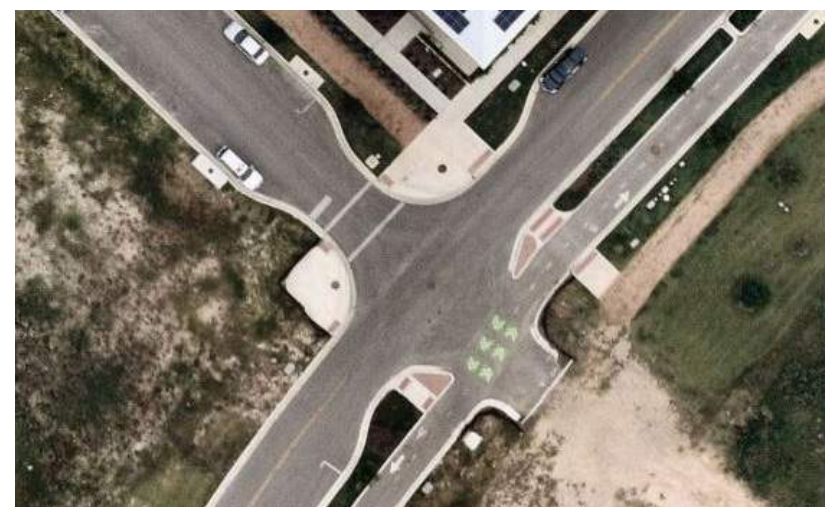
- Mueller Southeast Greenway and Trail
- John Gaines Park
- Future Mueller Neighborhood Park fronting Sorin St to the east
- Rathgaber Village, including Austin Children's Shelter, Salvation Army, Rise School of Austin, and Big Brothers Big Sisters of Central Texas are all located at the intersection of Zach Scott St and Manor Rd
- Future AISD Middle School
- Future Philomena St Neighborhood Park
- Foundation Communities Affordable Family Apartments



B Proposed Trail Cross-Section for this Sub-Segment

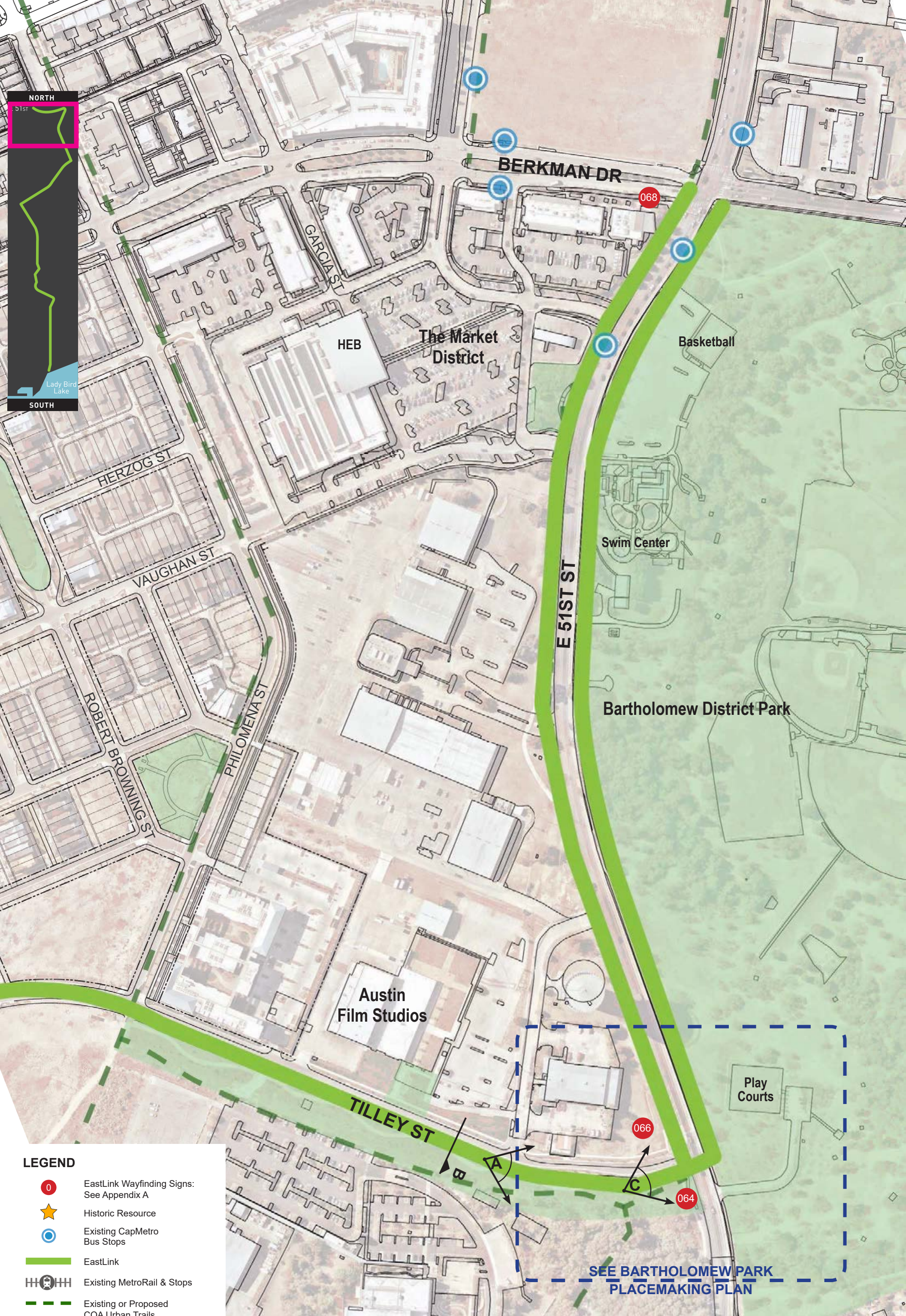


Adjacent John Gaines Park offers swimming, community gardening, nature play, picnicking and recreation.



The Philomena hike-and-bike trail intersects with EastLink and will extend eastward behind the future school. (NearMap 2020)

Sub-Segment C-3: Manor Rd to Philomena St



Sub-Segment C-4: Philomena St to Berkman Dr

Sub-Segment C-4 Description, from Philomena St (south) to E 51st St (north) to Berkman Dr:

From its intersection with Philomena St, EastLink continues north past the newly-renovated Austin Film Studio campus to E 51st St, just south of the existing tennis (play) courts and the park driveway near the southeast corner of Bartholomew District Park. EastLink crosses E 51st St at a proposed, signalized intersection with a relocated park driveway, and continues east as a shaded, shared-use path on north edge of the park. (See Bartholomew District Park Placemaking Plan in Section 6; and see proposed cross-section of the shared-use path with protected bicycle lane.)

Existing and Future Transportation Linkages:

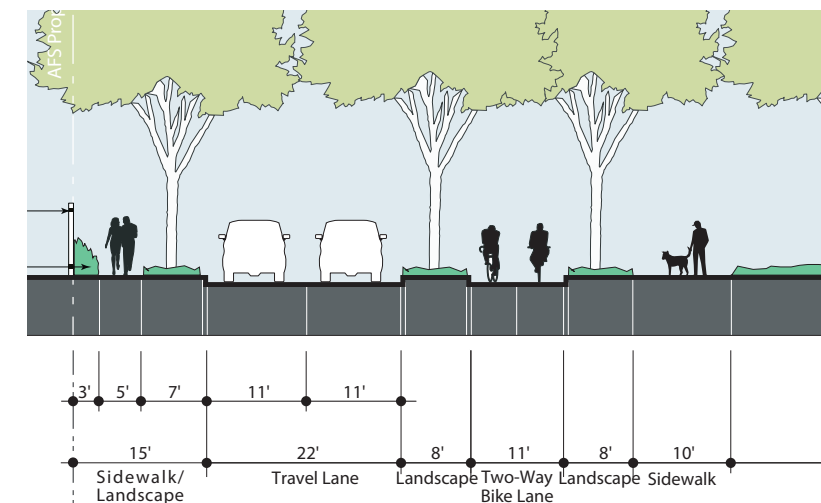
- CapMetro Route 300 stops on E 51st St on either side of Berkman Dr intersection
- Future CapMetro local bus stops on E 51st St on either side of Tilley St intersection
- Protected bicycle lanes, both north and south on Berkman Dr
- E 51st St shared-use path along south edge of E 51st St

Nearby Community Places and Cultural Highlights, from south to north:

- Future AISD Middle School
- Future Philomena St Neighborhood Park
- Foundation Communities Affordable Apartments
- Austin Film Studios, including Tilley St open space
- Bartholomew District Park
- Tannehill Branch Creek, inside park
- The Mueller Market District with HEB



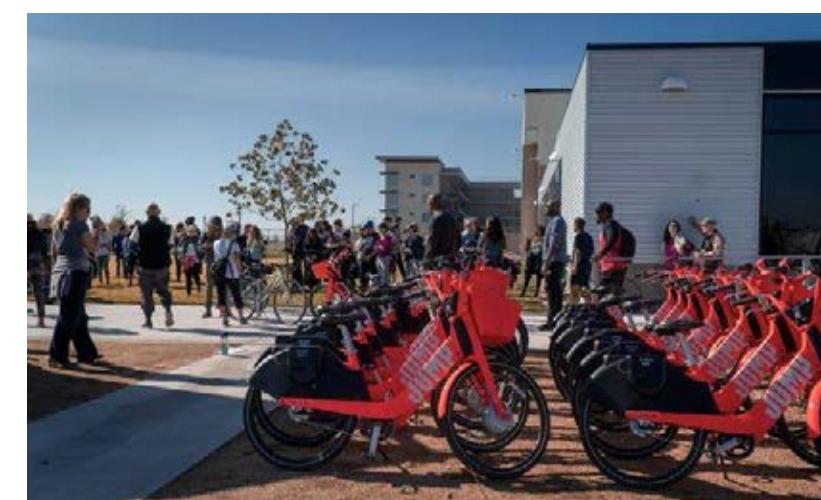
A Tilley St two-way protected bicycle lane, looking north (MAS, 2019)



B Trail Cross-Section for this Sub-Segment



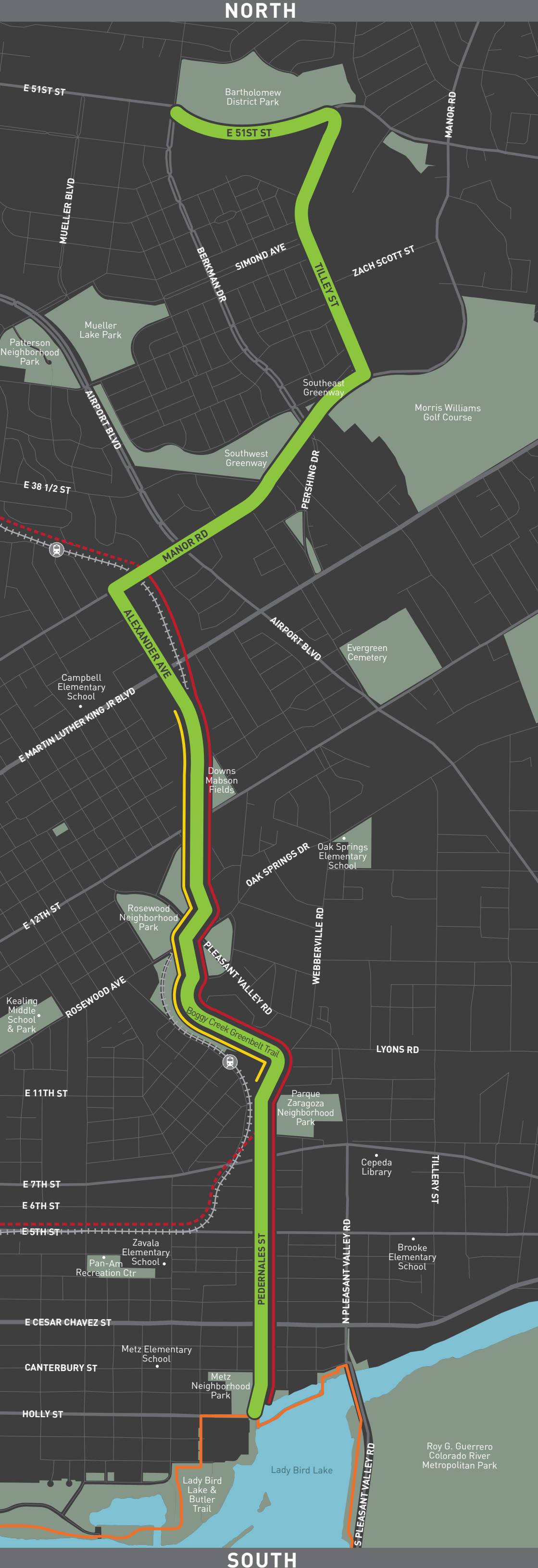
C Tilley Street near 51st St, looking north (MAS, 2019)



Trail Activation #2 kicked-off at the newly-renovated Austin Film Studios, where bikes were available for participants.



Austin filmmaker W. Hope Tilley and film promoter Charles Pyle worked on a film for the Satex Film Company. Tilley and his brother, Paul, were some of the earliest filmmakers in Texas. (AHC, PICA 20477)



WAYFINDING 5

Co-creating a Wayfinding Plan for EastLink

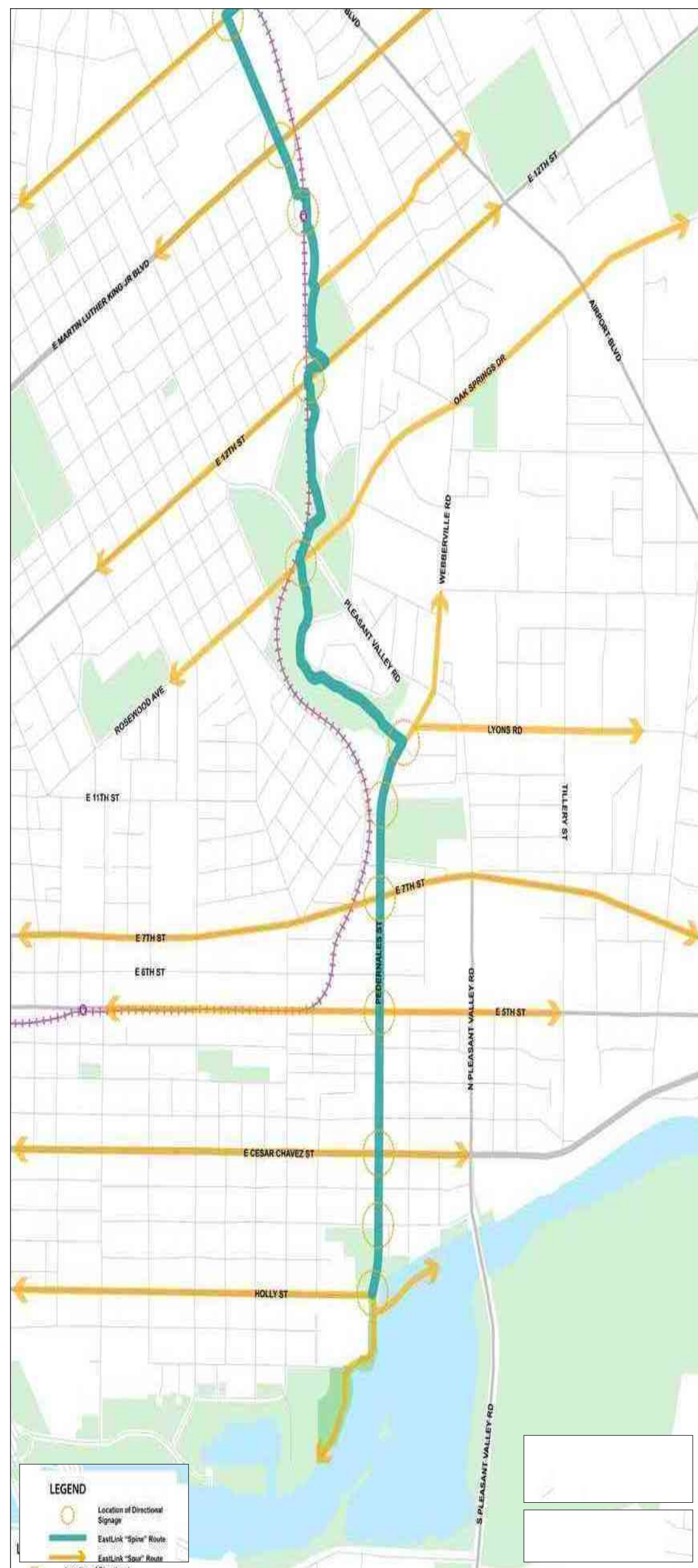
INTRODUCTION

Clear wayfinding—the art and science of helping people find their way—will be a critical part of EastLink’s success. Trail conditions vary greatly, from busy city streets to parkland. An effective wayfinding system must orient and guide trail-takers safely while celebrating the neighborhoods along the trail. Within the scope of this project, we have identified guiding principles to inform the wayfinding system and drafted the system logic and its components (signs, paving elements, and digital tools)—all in collaboration with community members. In subsequent phases of this project, the component designs will be refined and detailed, prototypes will be fabricated for review, and sign location plans and messages will be further specified.

GUIDING PRINCIPLES

The following principles have informed our work on the wayfinding system and will serve as ways to measure the effectiveness of the system through later phases of design, implementation, and beyond. These principles have been identified and vetted in a series of input sessions with members of the project team and the community.

- 1. Give us the confidence to navigate and explore EastLink.** Wayfinding at its core is about giving people the confidence to travel around an unfamiliar environment. People get lost when they cannot make sense of a place—when they cannot connect what they know (streets, neighborhoods, landmarks), to what they don’t know (a new trail). When people are able to extend their mental map by “connecting the dots” between the familiar and the new, they become confident navigators. With EastLink, our goal is to connect the new trail to the city’s geography and cultivate confident trail-takers.
- 2. Welcome us, guide us, protect us along the trail.** As a new urban trail, EastLink will welcome a wide variety of visitors and must guide them safely along the trail. There are some challenging transitions where people traverse busy streets like Rosedale Avenue, Airport Boulevard, and 51st Street. Along with planned safety improvements, the wayfinding system should reinforce safe passages for pedestrians and bicyclists.
- 3. Support directed journeys.** Directed journeys are pre-planned trips like commuting to work or school or going shopping. To encourage active transportation, EastLink’s wayfinding system should highlight schools, business districts and other destinations that people may travel to frequently.
- 4. Encourage discovery, playfinding, learning, and wandering along the trail.** Playfinding refers to less directed, more leisurely journeys like visiting a park or going for a hike. The wayfinding system should answer questions like “What’s special about this place? What can I do and see here?” As noted elsewhere in this report, our goal is also to express the rich historical and cultural heritage of the neighborhoods along the trail and the wayfinding system must support this mission.



Co-creating a Wayfinding Plan for EastLink

DESIGN PRINCIPLES

The most successful wayfinding systems share three important attributes:

1. A clear message hierarchy, emphasizing the most important, scannable information.
2. Gracious, welcoming, and inclusive language, nomenclature, and iconography.
3. An expandable kit of parts, including signage, paving elements, maps, and digital tools that are easy to update.

WAYFINDING STRATEGY

Successful wayfinding strategies start with the people who traverse and experience that space. During the trail activations, TAG meetings and PALS work sessions, we collaborated with participants to answer these questions:

1. What kind of journeys will trail-takers typically take—to commute, exercise, explore, learn?

Typical Journey Types include:

- Health & fitness outings
- Leisure activities
- Walking/wheeling tours
- Active transportation
- Commuting and directed journeys (work, school, shopping, etc.)
- Urban exploring

2. Which destinations are most important to neighbors along the trail and what do they call them?

A first draft of destinations have been labeled on the map and incorporated in sign messages on the following pages.

3. What information do trail-takers need to navigate and explore with confidence?

We’ve developed this message hierarchy:

- A. Orientation: Where am I?
e.g. *Boggy Creek Greenbelt*
- B. Which direction am I going?
e.g. *Toward Lady Bird Lake*
- C. Navigation: What’s the next landmark?
e.g. *Parque Zaragoza*
- D. Context: What’s around me?
e.g. *Campbell Elementary School*

SYSTEM LOGIC

Our wayfinding system logic can be described as a Spine & Spurs system: the Spine is the main EastLink route and Spurs are offshoots that lead to nearby destinations that are important to the communities and to trail-takers. (See map on left.)

WAYFINDING ELEMENTS

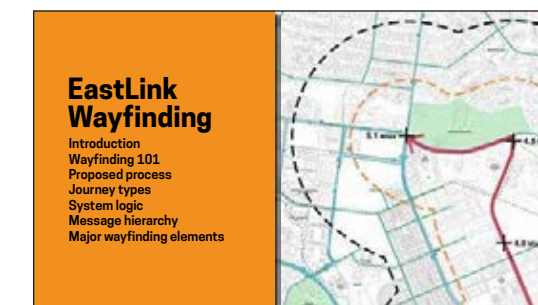
We envision three main types of wayfinding elements for EastLink:

1. A sign system based on the materials and installation methods of the Austin Urban Trails system.
 - For ease of fabrication, installation and updates
 - Adjusted for EastLink characteristics, brand, and messaging

2. A system of branded paving/ground elements to help travelers follow the Spine with confidence.
 - Ground-level wayfinding cues work well for walkers and wheelers
 - Paving reinforces safety and consistency as the trail transforms through various conditions
 - Provides opportunities to weave place-making and interpretive elements into one “fabric”
3. Web-based, mobile-optimized trip planning and navigation tool(s)
 - Encourages usage of the trail by answering the question: can I get there via EastLink?
 - Offers EastLink-based tours and playfinding activities
 - Provides a deeper interpretive experience, on and off the trail
 - “Lower-tech” strategy: no need for a stand-alone app; focus on seeding existing apps/sites with EastLink content

CO-CREATION ACTIVITIES

For any wayfinding system to be truly helpful and supportable, it must be designed in collaboration with its users and managers. We began seeking input at the TAG2 meeting on September 11, 2019. Participants weighed in on our initial assumptions about the common journey types and system logic.



At the PALS2 work session on September 25, participants identified major destinations on the Spine and Spurs that should be featured on the map.



We tested preliminary sign designs by positioning them along the trail during the first community trail ride on November 3. This work also informed the preliminary sign location plan included in this report.



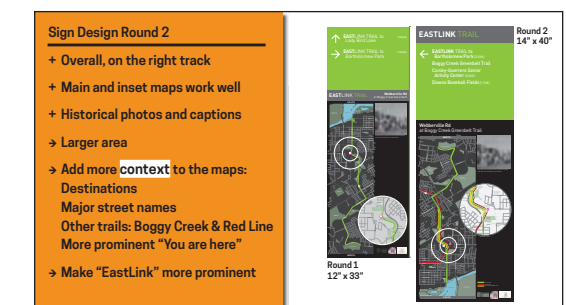
People United for Mobility Action (PUMA) collected feedback about safety concerns along the trail and their findings contributed to our plan. At the end of both trail rides (November 3 and 9), we solicited feedback about the map design and overall legibility.



At the Pillar Project Celebration on November 24, we sought more input about design, destinations, and sign legibility.



At the TAG3 meeting on December 11, we introduced an updated sign and map design based on all the input gathered since September.



Our co-creating activities for this phase concluded at the PALS3 work session where we presented the new sign and gathered more information about destinations.

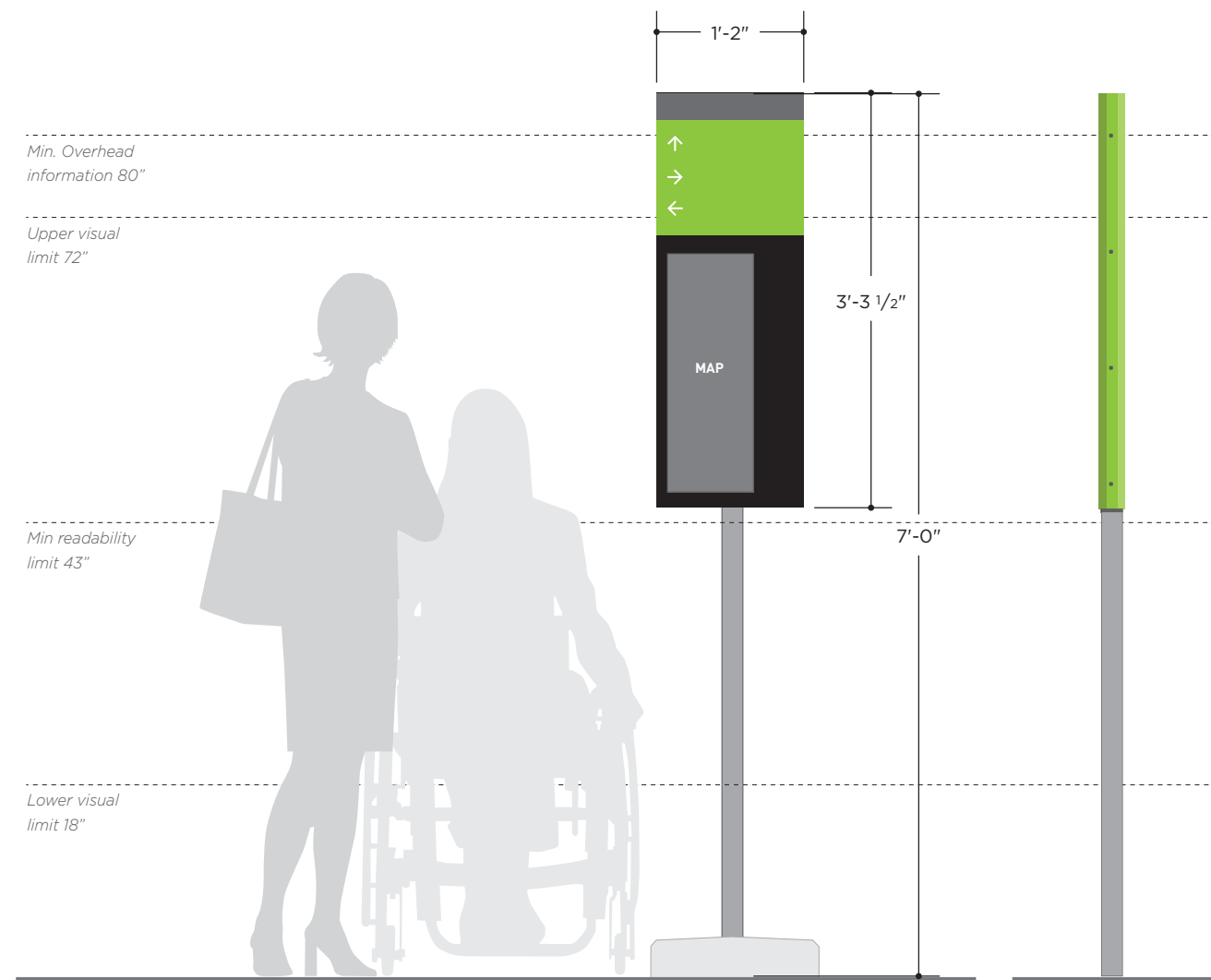
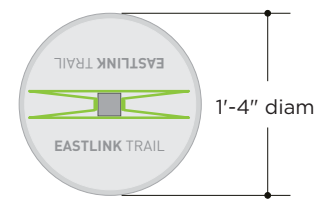


A draft of this report was reviewed at a meeting on March 10 with members of City of Austin’s Parks and Recreation Department, Public Works, Urban Trails Program, Active Transportation Division and the Austin Parks Foundation.

The EastLink Sign Family



Signs in right-of-way will be fabricated with break-away posts.
Note that interpretive signs in PARD parks will adhere to the PARD interpretive signage guidelines.



Anatomy of a Directional Sign

Each sign is topped by a branded header

Where the trail turns, it is listed first in the directional listings

Destinations and distance are listed in order of arrival

EASTLINK TRAIL
to Lady Bird Lake (0.8 MI.)

- **Parque Zaragoza**
(0.2 MI.)
- Metz Park**
(0.7 MI.)
- Ann & Roy Butler Hike & Bike Trail**
(0.8 MI.)

Boggy Creek Greenbelt at Zaragoza St



Sign location

Trail map with You-Are-Here marker

Photo and caption of historical and cultural highlights at this location (must be captioned and credited according to PARD and image source guidelines)

The inset map is a neighborhood map that shows a 10-minute radius

Trail map with You-Are-Here marker

Other trails are highlighted on the map

EastLink Paving Elements

Branded Crosswalks



Olde Town Market Intersection
Lomoc, California



TrafficPatterns® preformed thermoplastic
Ennis-Flint



London Design Festival 2016
London, England

Spur Directionals



Adelaide Bikeway
Adelaide, Australia



Stratford Town Centre
London, England



Broadway Housing
Communities
Harlem, New York

Artistic, Interpretive, and Placemaking



Reddycliff Place
Brisbane, Australia



Comedy Carpet
Blackpool, England



Time Tree
Tokyo, Japan

ONE TRAIL, VARIED TERRAIN

One defining characteristic of EastLink is its varying conditions: the trail traverses over five miles, joining and diverging from existing trails like Boggy Creek Greenbelt Trail and following and crossing city streets. It is a unique experience to travel through neighborhoods, parks, and urban areas—all on one continuous route.

EastLink's heterogeneous nature makes it easy to wander off the trail without knowing. Signs will help define the trail at decision points, but some larger gestures are needed to guide people through some especially challenging turns. For example, as a bicyclist rides north on Webberville Road, they must take a sharp left turn across the street and into the Boggy Creek Greenbelt to stay on the trail.

In addition, there are some dangerous intersections where it is important to direct people to cross at designated crosswalks. For instance, as a pedestrian traverses Rosewood Park and crosses Rosewood Avenue south to follow the trail, they must be alert for fast-moving traffic on Rosewood Avenue.

WAYFINDING UNDER FOOT & WHEEL

Many usability research studies have proven the effectiveness of using the ground plane to enhance wayfinding messages.

Walkers and riders scan the ground as they travel to stay on sidewalks, paths, and bike lanes and to avoid obstacles. Even indoors, researchers observe more confident navigators when wayfinding cues are embedded in flooring.

ASPHALT ART FOR EASTLINK

An innovative trail deserves innovative wayfinding guidance on the ground plane. And as we explore ways to share the stories of the vibrant communities along EastLink, we can extend the definition of ground-plane guidance to placemaking and storytelling.

Cities and towns around the world are experimenting with "asphalt art" as a medium to express culture, history, placemaking on streets, sidewalks and plazas. Bloomberg Associates recently published *The Asphalt Art Guide*, a collection of case studies, tools, and tactics for asphalt art interventions. Some reference projects are noted on the opposite page.

For EastLink, we envision a system of branded paving/ground elements to help travelers follow the trail with confidence while supporting EastLink's goals for storytelling and placemaking.

1. Branded Crosswalks

To address our primary concern to keep people from wandering off the trail, EastLink-branded crosswalks will highlight the trail as it crosses busy intersections. Potential locations have been identified in the following pages.

2. Spur Directionals

To highlight off-trail destinations such as business districts, schools, and community landmarks, spur directionals will help orient and direct trail-takers. Perhaps the most prominent locations for spur directionals are on sidewalk corners at intersections.

3. Artistic and Interpretive Elements

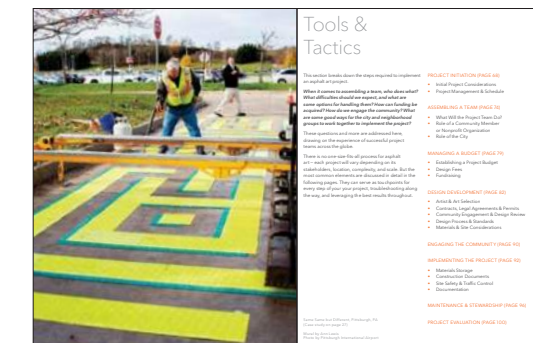
The success of the Pillars Project demonstrates a desire to embed local voices and expressions by local artists along the trail. Artists (through Art in Public Places or other facilitation partners) could identify areas to offer the ground plane as a canvas, punctuating highlights of the trail. These elements should be framed within consistent, branded borders to reinforce that they are part of the EastLink Trail.

4. Placemaking Accents

Ground plane elements may be incorporated as part of placemaking programs at the four placemaking focus areas, as described in Section 6.

INSTALLATION & MAINTENANCE CONSIDERATIONS

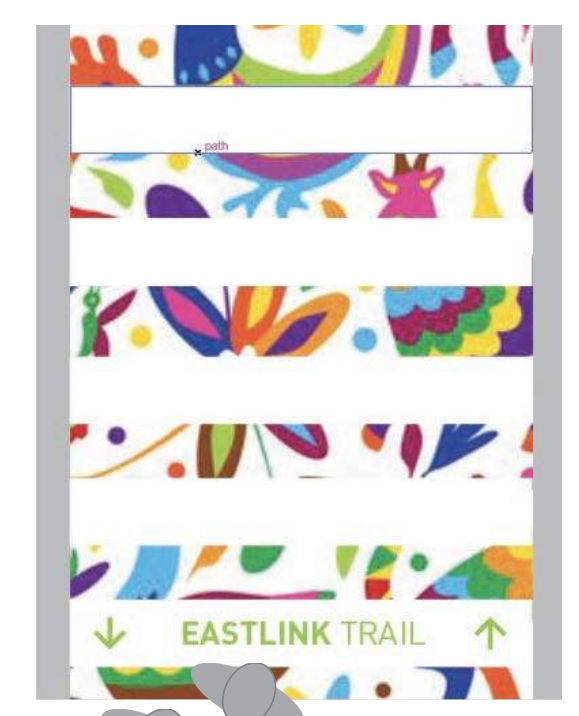
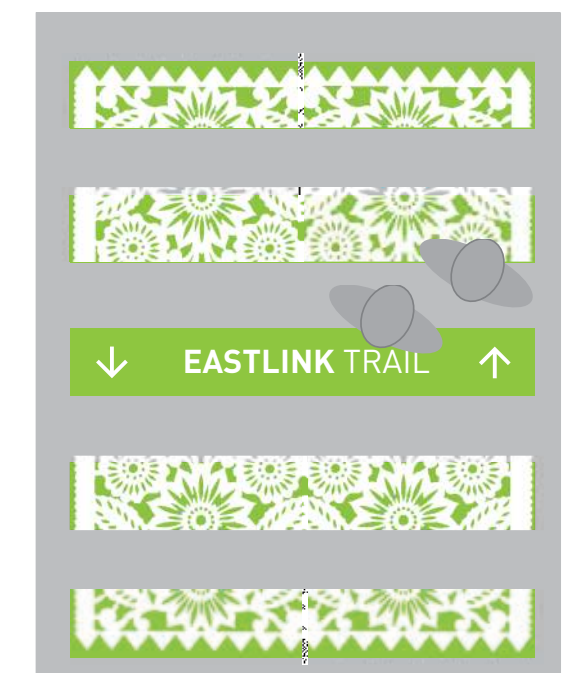
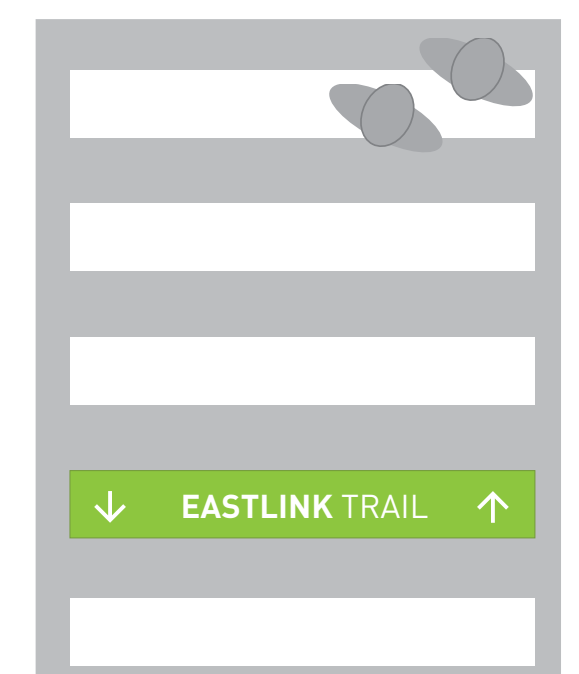
It is critical that all elements be reviewed and approved for safety and that the materials and installation methods for paving elements be determined in collaboration with the City agencies that will maintain them. Materials should be selected based on ease of installation and required lifespan. All materials and methods should be tested to confirm durability in Austin weather conditions. Maintenance timelines and budgets should be planned in the next design phase.



Please see *The Asphalt Art Guide* for detailed information on installation, materials, and maintenance. (<https://asphaltart.bloomberg.org/guide/>)

EastLink Paving Elements

EXAMPLES OF EASTLINK-BRANDED CROSSWALKS



THE CASE FOR DIGITAL WAYFINDING

Today, most of us carry a personal wayfinding device in our pocket—the ubiquitous cellphone. Google Maps is often cited as the most useful app and is used by more than one billion people around the world. On our desktop and on our smartphone, Google Maps has heightened our expectations to navigate unfamiliar places with confidence.

If we hope to measure the success of EastLink by its use—whether that’s for active transportation or leisure, it will be critical to offer trip-planning tools online so that people can incorporate the trail into their daily lives. Our goals for digital wayfinding will be to answer two simple questions:

- Where does EastLink go?
- Can I get where I need to go via EastLink?

In addition to supporting navigation, a digital platform will offer the opportunity to expand upon the place-based interpretive storytelling that will make EastLink so special. Imagine hearing a local resident reminisce about catching fly balls outside the baseball fields at Parque Zaragoza when he was a child in the 1950s while you pass by a little league team practicing there today. Many stories in various media have arisen from the community-based initiatives that have informed EastLink and they will enrich the experience of taking the trail.

PROPOSED DIGITAL STRATEGY

We recommend pursuing a “lower-tech” and distributed strategy that leverages existing tools and platforms. Our goal is to make navigational and interpretive information available in various media while minimizing barriers to access it and resources required to manage it.



1. EastLink on Google Maps

A crucial first step is to make sure EastLink is accurately displayed and labeled on Google Maps so that users of the most popular mapping tool will have accurate information about the trail. Designated authorities (like Austin’s Parks and Recreation Department) can transmit new information to Google for inclusion in all their mapping offerings.



Many trails in Austin are not displayed accurately on Google Maps. Sending Google, verified trail information is the first step in our digital strategy.

2. An EastLink Interactive Map & Trip-Planner

The centerpiece of this strategy should be the design and development of a web-based, mobile-optimized navigational tool built as a custom Google Maps that highlights the trail and its landmarks and destinations. With a site like this, visitors will be able to map a route using the “Spine” of the trail to get from point A to point B. They will also be able to see distances from point to point to plan a fitness outing like a walk, run, or a bike ride. Since people will not have to download an app to access it on their phones, those with limited dataplans and phones with fewer features will be able to access it easily.

Google Map offers free developers’ tools to make wayfinding sites like these. (See the Indianapolis Cultural Trail site to the right.) Customization efforts and costs may scale with the level of functionality incorporated in the site. We would recommend the following features as a baseline.

A visitor to the EastLink website can:

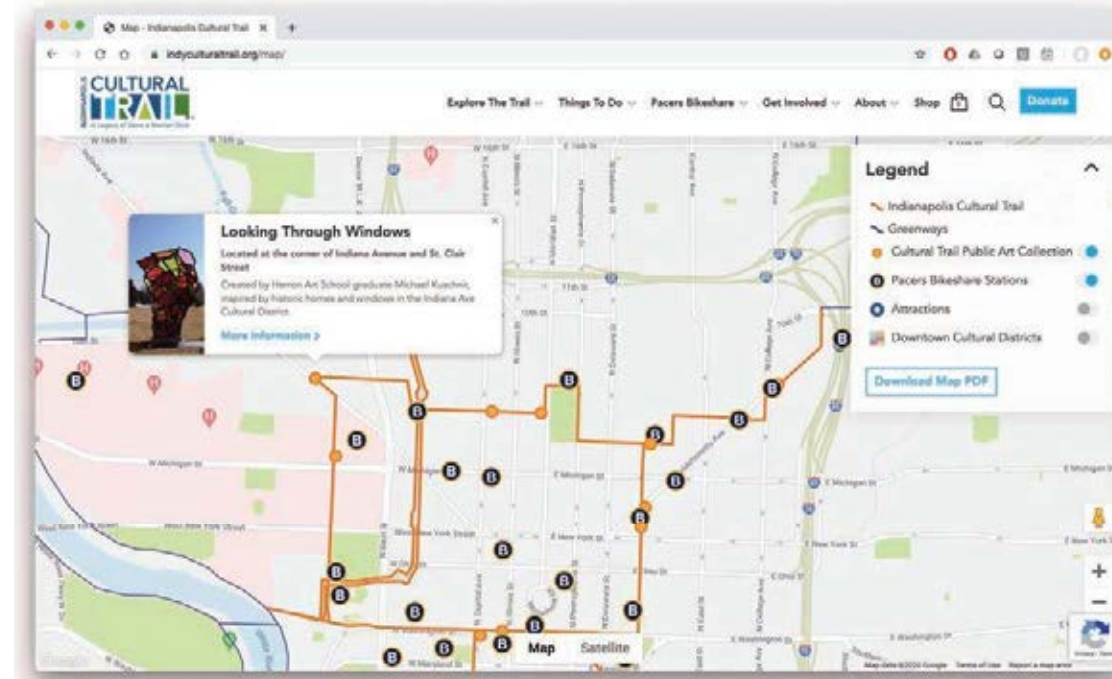
- View the entire trail in the context of a city map.
- Create a walking or cycling route from one location to another, using the trail as the main path when feasible.
- Select from pre-planned routes to support leisure, cultural and fitness activities.
- Send custom and pre-planned routes to their smartphone.

3. Storytelling Platforms

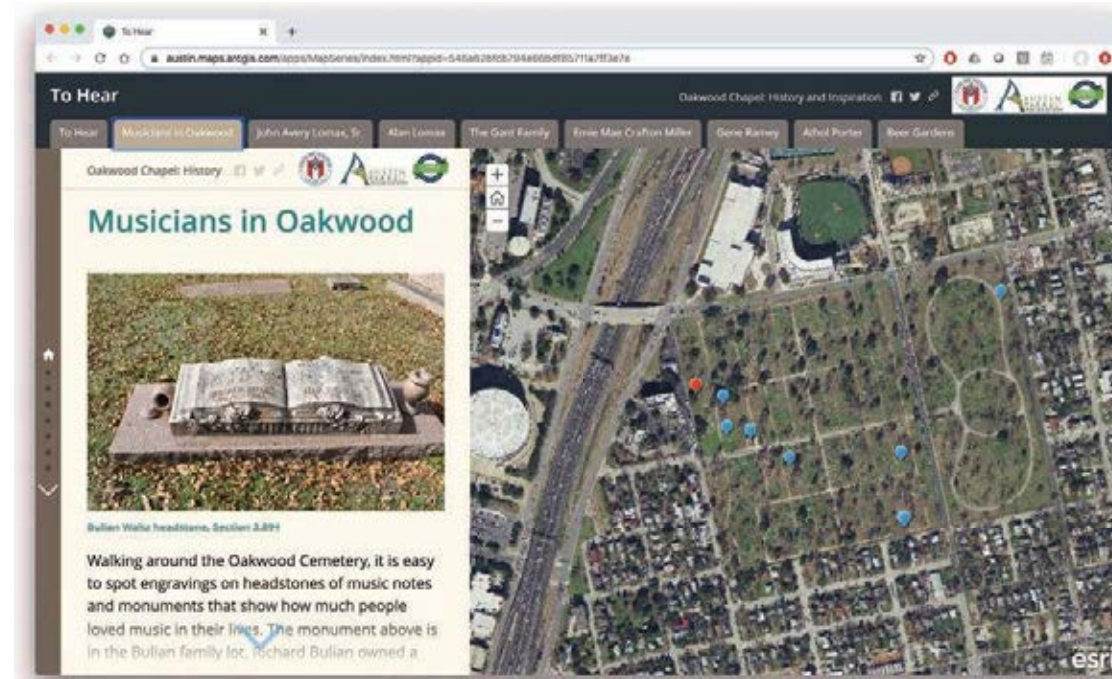
To broadcast the rich historical and cultural stories of the trail, we propose populating existing open source and freely available platforms such as esri’s ArcGIS StoryMaps.

The City of Austin uses ArcGIS StoryMaps for interpretive information such as interpretive exhibits about the Oakwood Cemetery. (See an example to the right.) Developing and managing content in StoryMaps is relatively easy and does not require software programming skills.

Location-based audio platforms like Roundware can be used to deliver oral histories to trail-takers. Initiatives by E4 Youth, such as their Virtual Reality reconstructions can also populate the “virtual trail.” Links to all these features should be posted on the main EastLink website.



A good example of an interactive trail map is the Indianapolis Cultural Trail at indyculturaltrail.org/map



The Oakwood Cemetery offers many StoryMaps to explore.

ADDITIONAL OPPORTUNITIES FOR DIGITAL TOOLS

We are confident that there are other digital platforms that could incorporate EastLink information, such as existing social media accounts and City of Austin outreach tools. When there are plans to celebrate major milestones of EastLink, it will be important to identify these additional communication channels.

DEPLOYMENT & MAINTENANCE CONSIDERATIONS

Like physical wayfinding tools, digital tools require maintenance. Following phases of this project should outline a launch and management plan for the EastLink website and storytelling platforms to make sure management responsibilities are designated, staff members are trained, and updates are easy to make.

The launch plan will specify the features of the interactive map and detail specific responsibilities and tasks required for each of the recommended elements. The management plan will describe how content updates are made to each element and will include maintenance milestones and guidelines.



PLACEMAKING FOCUS AREAS 6



Section 6: Metz Neighborhood Park

Metz Neighborhood Park was acquired for parkland through bond dollars in 1933, and the plans included a swimming pool on fronting Canterbury St. The present Metz Recreation Center opened in 1972 and was built through matching funds from the Bureau of Outdoor Recreation and Model Cities. The facility includes a main building, playground, outdoor stage, tennis court, covered outdoor basketball court and picnic tables. The Rec Center is proposed to be renamed the Rodolfo "Rudy" Mendez Recreation Center, who in 1978 founded the Ballet East Dance Company to provide a platform for young choreographers and dancers and to develop outreach to Black and Hispanic communities in East Austin. This area was selected for placemaking improvements for two key reasons:

First, because it is the starting point of EastLink, which is located in a difficult-to-navigate area next to Lady Bird Lake with the existing Ann & Roy Butler Hike-and-Bike Trail which circulates around the perimeter wall of the former power plant site. Thanks to the closure of the plant in 2007, much of the old plant property is being transitioned to public parkland, and a new, shoreline trail will be constructed by the City in the coming months. The PALS felt it was important to make sure that this confluence of old and new trails be clearly delineated and signed, so trail users could more easily navigate this area and keep moving through the space.

Second, because of its adjacency to the former, 1960s-era Holly St Power Plant, where there is a very important story to tell about the surrounding community's struggle and ultimate victory to close what was a polluting and dangerous use, wholly incompatible to this residential area. PODER (People Organized in Defense of Earth and her Resources) and El Concilio were two grassroots organizations that helped to form the Holly Power Plant Closure Committee, who continued to lobby the City to close the plant. The existing murals on the north wall of the old plant will be preserved in place, thanks to Austin Energy and the AIPP Program. The PALS expressed a strong desire to be able to paint murals on the soon-to-be-constructed perimeter wall of new electric substation, as is recommended (below) and depicted in the future view (below). PODER is still active today, and per their website: "Our mission and vision is redefining environmental issues as social and economic justice issues, and collectively setting our own agenda to address these concerns as basic human rights. We seek to empower our communities through education, advocacy and action. Our aim is to increase the participation of communities of color in corporate and government decision making related to toxic pollution, economic development and their impact on our neighborhoods."

What Improvements are Desired?

- 1 Continue EastLink south from Canterbury St along the east side of Pedernales St as a shared-use path (SUP). As the SUP enters parkland, plant shade trees on its west side. Provide wayfinding sign (*).
- 2 Create small picnic area under the heritage Live Oaks overlooking the Lagoon.
- 3 Make a clear transition of EastLink to the south to connect to Lady Bird Lake trails, via both the Peninsula and the new shared-use path (SUP) to be built within the existing Holly St ROW. Provide wayfinding sign (*).
- 4 Make clear connection to new shoreline trail SUP to be built around former Holly Power Plant site. Provide wayfinding sign (*).
- 5 Refurbish existing murals with the original artists. Work with East Town Lake Citizens Neighborhood Association and other neighborhood advisory groups to solicit, determine and program artists and neighborhood organizations to create new murals on the new masonry wall to be built around the Austin Energy Substation. Improve the trail with benches and plantings to allow for a respite while viewing existing and new murals. Improve the trail with benches and plantings to allow for a respite while viewing existing and new murals.



School children demonstrate for the closure of the Holly St Power Plant (PODER website, nd)



From left, Mando "Tane" Martinez, Robert "Kane" Herrera, Oscar "Tez" Cortez and Bertha Delgado at the "For La Raza" mural at the old Holly St Power Plant (Austin American Statesman, 2018)



Fidencio Duran mural at Holly St Power Plant (MAS, 2019)



Existing view of the former Holly Street Power Plant walls, looking south toward Lady Bird Lake



Future View, with new mural opportunities on base of transmission tower and on new perimeter wall of substation, shown in yellow.



LEGEND
○ EastLink Wayfinding Signs: See Appendix A
★ Historic Resource

0 40 80 160 Feet
 1 inch = 80 feet

Section 6: Parque Zaragoza Neighborhood Park

Parque Zaragoza was renamed (from Zaragosa Park) in the 1980s to honor its native Spanish-speaking community, and is currently being nominated for inclusion in the National Register of Historic Places. This area was selected as an area for placemaking improvements for several reasons:

First, because it is one of the two, original eastside parks dedicated in 1931 for the Mexican-American community. The land was purchased by the City of Austin shortly after the adoption of its 1928 City Plan, which forced the segregation of the African-American and Mexican-American communities from the central and western city to the east side of Austin, where both existing and new industrial uses were also being located. The park became the heart of the Mexican-American community, as described in Section 3 above.

Second, the west side of the park has a number of existing issues that the EastLink Trail project could help address. These include installing continuous shade trees on the entire west and northern edges of the park; improving pedestrian and bicycle entrances and pathways into the heart of the park; improving the park-related signage; and finally, better connecting one area to another in this fairly large park that is cut in two by this channelized section of Boggy Creek.

The PALS felt that the most interesting and powerful stories to tell at this park involved the importance of baseball - not only for the neighboring Mexican-American community, but also for the African-American community. Although fairly dilapidated, the original bleachers built in the 1940s to early 50s by the City of Austin (at the same time as the Downs bleachers) still stand along the park's Pedernales St frontage. This area, is also near the main pedestrian entrance into the park from Pedernales St and is proposed for physical improvements that create the setting to interpret the story of baseball - where the bleachers can provide a backdrop to an interpretive space which could also welcome a concessions stand or food truck, and picnic tables. The existing chain link fence enclosing the ballfield along Pedernales St should also become a support for public artwork(s) depicting this history, which could have historical information and signage at the southwest corner of the park, at the intersection of Pedernales and Gonzalez streets. These ideas are depicted in the before-and-after images shown below, and are discussed above in Section 3: Key Storylines.

What Improvements are Desired?

- 1 Create a high-quality, shaded pathway on the west side of the ball field, paralleling the protected bicycle path on Pedernales St.
- 2 Develop an artful, interpretive element telling the story of baseball as a key community pastime. Use the existing chainlink fence and the new sidewalk itself as the possible support for such interpretive elements.
- 3 Create an attractive entrance and setting for Ball Field users, with a small area for a concession stand/food truck.
- 4 Provide park wayfinding sign from this point into the park via a clear path to the pedestrian bridge over Boggy Creek, toward the historic "Shelter House" (Bath House), next to the swimming pool.
- 5 Create a clear entryway for pedestrians to the Park from Webberville Rd toward the Bath House. Connect this path to the one traversing Boggy Creek and to the recently-improved Children's Playground.

(Other ideas: Improve connection to parking lot from the Rec Center and improve this area to make it feel safer; restore the Bath House as a pool house and a place to tell its history and importance to the surrounding community; re-create the mural that existed previously on the stage building facade; create more opportunities for new cultural and community-relevant murals on the stage building facade.)



Existing View



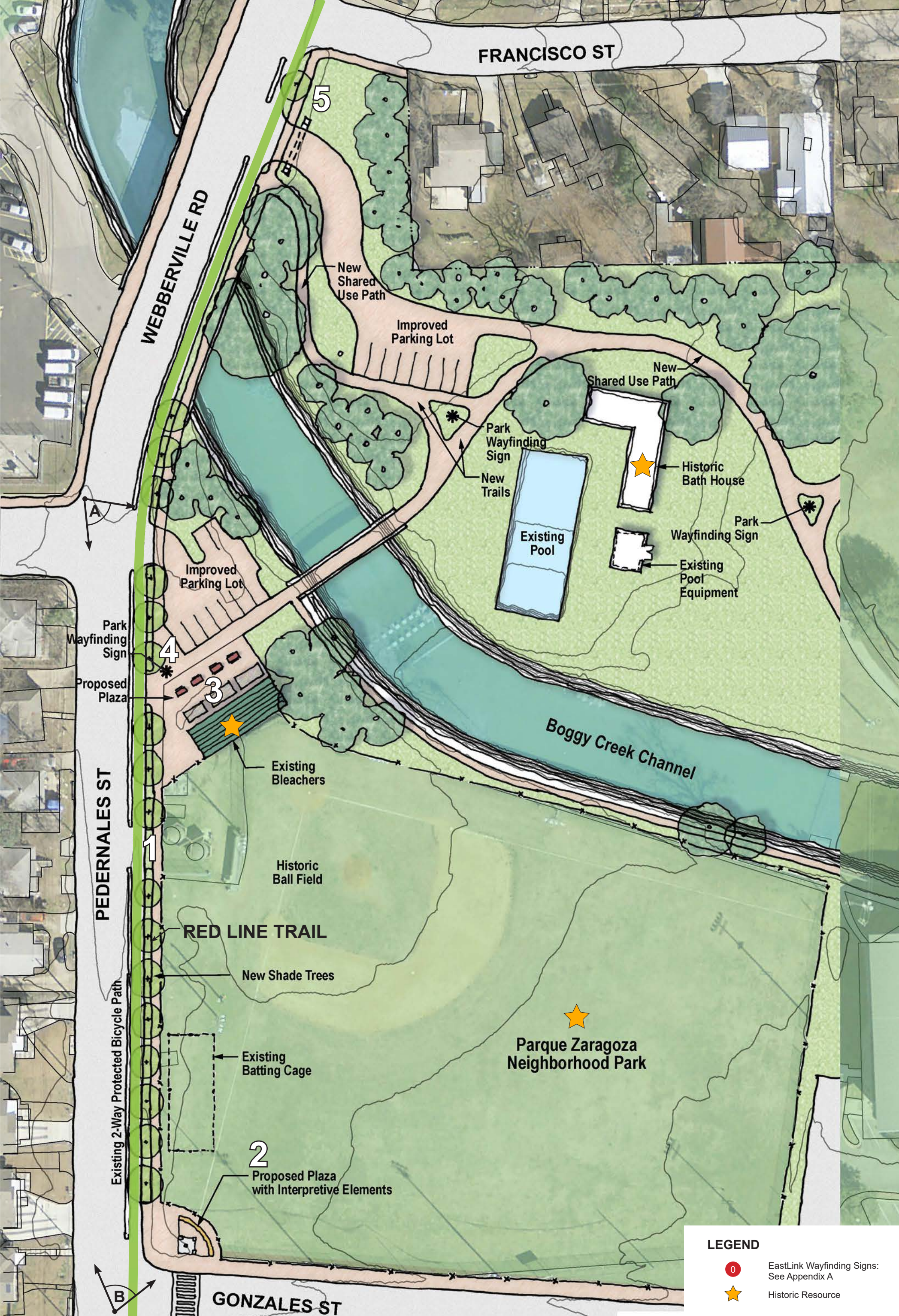
Future View



Existing View



Future View



Section 6: Boggy Creek Greenbelt & Rosewood Neighborhood Park

Boggy Creek Greenbelt & Rosewood Neighborhood Park The area and the use of these two City parks tend to merge together, across the existing CapMetro rail line which forms a boundary between them. However they were created at distinctly different times, for distinctly different purposes: Rosewood Park was dedicated in 1930 for use by the African-American community, similar to the origins of Parque Zaragoza, discussed above; and the Boggy Creek Greenbelt was dedicated in the 1970s, after the completion of the flood control project that community leaders lobbied the City to build, as described above in Section 3: Key Storylines. This area was selected as an area for placemaking improvements for two key reasons:

First, because of the groundswell of community interest in making improvements in and around the Rosewood Park and the Boggy Creek Greenbelt that could be - and should continue to be - the setting for community-driven arts and music projects and events. There was already a strong idea for celebrating the "pillars" or strengths and assets of this community by painting murals on the existing concrete columns that support the Pleasant Valley Rd bridge, which passes over the CapMetro RedLine, Boggy Creek Greenbelt, and Rosewood Avenue.

Second, because of the central role that Rosewood Park played in the history of the African-American community in Austin, described in Section 3 above, which included many recurring community events, concerts, sports and recreation. There are several historic structures in Rosewood Park, as indicated on the map on the adjacent page.

Through discussions with the PALS, as well as with some of the Community Guides and Pillar artists, the stories around the history and current-day African-American music is probably the most important to interpret in proximity to the Rosewood Park. This could be done at the proposed trailhead, where the trail crosses Rosewood Ave, as illustrated in the first "Future View", below. In addition, the story of community "pillars" should be expanded by painting the remaining 33 columns supporting the Pleasant Valley Rd bridge. An interpretive plaza featuring the artists' statements and the history of the Rosewood is proposed where the trail crosses under the bridge, where an "art walk" pathway could be constructed to link all of the pillars to create a cultural space that could help support events, such as Juneteenth, that traditionally takes place in Rosewood Park. This idea is depicted below in the second "Future View", below.

What Improvements are Desired?

- 1 Create a trailhead where the trail crosses Rosewood Avenue, on its south side, to include new shade trees, bicycle parking, benches and drinking fountain. Provide a wayfinding sign (*) at this trailhead.
- 2 Create specialty paving markings/patterns at both the trailhead and along the adjoining sidewalks that "point" the way to nearby destinations both east and west, such as the Doris Miller Auditorium, Notes 4 Notes, Austin Public, Millennium Youth Center, the Pillars Project and other nearby community places located along this street. Improve the crosswalk as a "creative" crosswalk that ties into the ongoing Pillars Project.
- 3 Continue the community art project of "the Pillars", begun in Fall 2019, by sponsoring local artists to paint the remaining columns. Tell the story of the history of Rosewood Park and, in particular, that of African-American music through these murals. Digital platforms like History Pin may be employed to expand upon these stories. Where the main Trail crosses next to the northernmost pillars, fabricate interpretive signage that credits the artists and shares each's inspiration.
- 4 Extend a secondary trail system that flanks Boggy Creek and encircles and highlights the Pillars Project, remove invasive vegetation and open up some views to the Creek.

(Other ideas: consider narrowing Rosewood Avenue in order to create both a wider sidewalk and a protected bicycle path for at least the extent of the street's park frontage; and improve secondary linkage to the "back door" of Austin Public and the DeWitty Job Training and Employment Center.)



Existing view of pedestrian crossing of Rosewood Ave, looking southeast



Future view of enhanced crossing of Rosewood Ave, with new trailhead



Existing view of Pleasant Valley Rd overpass where it intersects with both EastLink and the CapMetro Red Line, looking north



Future view of "Art Walk" pathway connecting the future murals on the remaining pillars, depicted in yellow



Section 6: Bartholomew District Park

Bartholomew District Park was acquired for a large, district park in the 1950s to address the lack of open space in the newly-developing neighborhoods immediately north of the Robert Mueller Municipal Airport. Initially, the park included a swimming pool (with a special diving pool), a recreation center, a playground and picnic tables. Like the other parks along EastLink, Bartholomew Park benefitted from years of volunteer work from neighbors to construct and/or improve its facilities. The City recently conducted a master planning process for this 57-acre park, which called for a new swim center, new disc golf course, improved pathways throughout the park, expanded play courts and parking, new gateways or park entrances, etc. Many of these have been realized, especially those on the western half of the park, but many of the improvements on the eastern half of the park have not. This is the section where EastLink will cross E 51st St and move into the park, to continue on its southern edge to terminate at Berkman Dr. This area was selected as an area for placemaking improvements for two key reasons:



The Tannehill Branch Creek runs through Bartholomew park near its northern and eastern edges, making an ideal place for children to explore, both yesterday and today. (AHC, PICA 10441)

First, because there has been long-time community support from the Windsor Park neighborhood to see this park improved, and better connect it to both the Windsor and Mueller neighborhoods and to the south on Tilley St, where AISD will be constructing a new middle school, which is anticipated to open for the 2022 school year.

Second, because there is strong community and PALS support to implement the recently-completed park master plan, in terms of improving its internal path network, planting new trees, restoring the creek, and providing a new "gateway" at its E 51st St entry, at Berkman Drive.

As described in Section 3, the history of this part of Austin north of Manor Rd is interesting in that various communities gathered at Bartholomew Park to swim, play, picnic and celebrate family and friends, becoming a sort of "melting pot" park. Developing a gateway at the intersection of E 51st St is an opportunity to bring attention to the park and its role in bringing diverse communities together, which engages both Themes 1 and 3 from the Thematic Framework described in Section 3, above.

What Improvements are Desired?

During the PALS deliberations, it was concluded that creating a new entry gateway creates the occasion to call out the park name with monumentation and a small landing plaza that could organize both the park's internal pathway system and a new entry driveway into the park that should align with Tilley St. Currently, this existing park driveway is offset from Tilley St, and is located on a curve and a hill, making this area precarious for all modes of transportation. At minimum, a pedestrian hybrid beacon crossing of E 51st St is recommended at this intersection, which could be implemented by the City, that allow trail users to continue along the southern edge of the park to Berkman Dr. This new trail should be accompanied by a row of shade trees along its length, to provide comfort and safety for walker, bikers and runners.

- 1 Relocate Park driveway to align with Tilley St to the south, and create safe pedestrian/bicycle crossings of E 51st St to allow EastLink to both enter and skirt Bartholomew Park. Provide wayfinding signs on both sides of E 51st St.
- 2 Develop an interpretive gateway element telling the story of Windsor Park and the role of the Park in the surrounding community since its opening in the 1950s.
- 3 Extend the new Park driveway to the existing parking lot serving the existing and new tennis courts. Construct a new restroom building with drinking fountains, bike parking and stretching station at this location.
- 4 Extend the new trail from E 51st St north to connect to the existing park trail system and beyond to connect to the Windsor Park neighborhood street system at Singing Brook Lane.
- 5 Extend the new trail to loop around the disc golf pitch to link with the park's existing trail system.
- 6 Construct a shared-use path (SUP) along the north edge of E 51st St, and plant utility-compatible trees along this curb.
- 7 Plant an orchard of nut or fruit-bearing trees to the east of the new driveway, relating to the theme of edible landscapes along EastLink.



Existing view of southeast corner of Bartholomew Park, looking west on E 51st St (2019)



Future view of proposed gateway to Bartholomew Park at the Tilley St and E 51st St intersection



LEGEND

- EastLink Wayfinding Signs: See Appendix A
- ★ Historic Resource

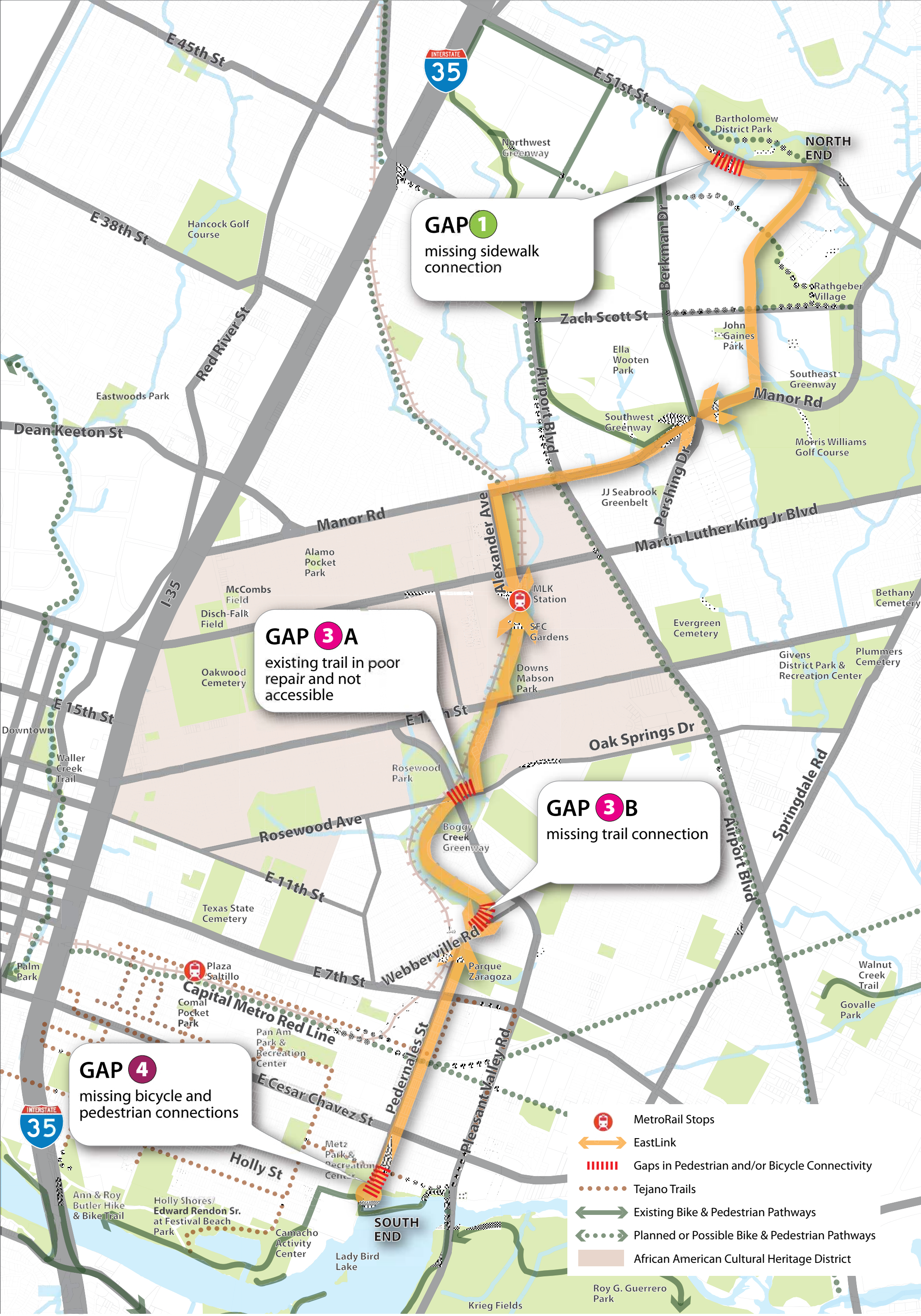
0 25 50 100 Feet

1 inch = 50 feet



IMPLEMENTATION 7

Left: Ghisallo Cycling Initiative trains seniors to ride tricycles along the Boggy Creek Greenbelt stretch of EastLink.



GAP 1
missing sidewalk connection

GAP 3 A
existing trail in poor repair and not accessible

GAP 3 B
missing trail connection

GAP 4
missing bicycle and pedestrian connections

Results of Previous Planning and Implementation Efforts, from 2012 - 2018
As described in the introduction, the EastLink Project has been the subject of a Feasibility Study & Master Plan (2014) sponsored by the Mueller Foundation. This Plan shined a light on the infrastructure and accessibility improvements – “the gaps” – that would need to be addressed right away to make EastLink a continuous, safe and viable pathway. At this time, the cost of implementing the Trail was already estimated to be in the order of \$11 million, and this did not include making the types of wayfinding and placemaking improvements described within this Interpretive Placemaking Plan.

The Mueller Foundation had always imagined that it would need to look to philanthropic partners to be able to implement EastLink to its full, “signature trail” vision. However, early on it became apparent that such potential partners wished their contributions to build on and enhance the basic infrastructure, rather than be spent on funding what may be perceived as a public sector responsibility. Thanks largely to the focused collaboration with several key City departments, like Public Works (PW), Austin Transportation (ATD), Watershed Protection (WP), and Parks and Recreation (PAR), these gaps have already been closed or will soon be.

Public Infrastructure Investment in EastLink, from 2014 – 2020
Prior to EastLink’s conception, Watershed Protection had just completed the multi-year and multi-million dollar, “Austin Clean Water” Capital Improvement Program (CIP) project, which included relocating existing wastewater lines out of the Boggy Creek floodplain, adjacent to where EastLink passes through the Boggy Creek Greenbelt. This CIP project included streambank stabilization and revegetation, which significantly improved the physical environment surrounding EastLink, and it reduced the cost of some of the planned Trail improvements that were to follow. The 2016 EastLink “Gaps” Map (left) illustrates the gaps that remained at that time: these gaps are now closed, or funded to be closed near the end of 2020. From north to south, these CIP improvements include:

- Gap 1:** Segment of Shared Use Path on South Side of 51st St (completed in 2017 at the cost of ~\$30,000)
- Gap 2:** Tilley St Protected, Dedicated Two-Way Bicycle Path and Pedestrian Trail (completed in 2018)
- Gap 3A:** Boggy Creek Bridge, Greenbelt Trail Improvements, E 12th St Mid-Block Crossing, and expanded shared use path from 12th Street to the MLK CapMetro Station (completed in 2019 at the cost of ~\$4.2 million)
- Gap 3B:** Boggy Creek Trail extension to Webberville Rd and Webberville Rd Crossing (completed in 2019 at the cost of ~\$75,000)
- Gap 4:** Pedernales St Shared-Use Path Extension to Lady Bird Lake (funded for 2020-2021 construction)



View of recently-completed shared use path and bridge improve connectivity along Downs-Mabson Fields and the Sustainable Food Center’s Community Gardens. (NearMap, 2020)



View of newly-constructed bicycle/pedestrian bridge crossing of Boggy Creek, looking north

The City’s overall investment in EastLink-related improvements totals approximately \$75 million. It is important that this substantial infrastructure investment be communicated to attract potential partners, who can now help to implement the placemaking elements desired by the community.



Participants viewing EastLink’s “test” wayfinding signs at Trail Activation #2 in front of the Austin Film Studios

Implementing EastLink Interpretive Placemaking Improvements
As described in Section 6, planning-level budget estimates have been prepared for the placemaking improvements and for the final design and fabrication of the wayfinding signage, as shown on the following page. These improvements are “packaged” in a way that makes the most sense from a potential partner’s perspective. Priority projects will depend on what opportunities partners might be most attracted to – and how such gifts of funding or in-kind work – might fit into their mission and interests.

The following budget estimates on the following page are preliminary, since no detailed design or engineering has been completed. The hard or capital costs include a 25% contingency, and the soft costs (i.e., design and engineering) are estimated to be 20% of the hard costs. A budget estimate for annual operations and maintenance costs has also been included, generally based on an industry standard of 10% of the capital cost value of the improvements.



Segment	Package	Cost	Notes
Trail-Wide	Wayfinding Signs	\$100,000	Trail-wide package, including wayfinding signage for all of the EastLink Trail
Trail-Wide	Interpretive Exhibits & Materials	\$200,000	Trail-wide package, including online audio-visual materials (*These should be implemented in tandem with each park project.)
Trail-Wide	Online Interpretative Project	\$10,000	Project includes developing content for EastLink to be included in a digital database.
A	Metz Park Project	\$204,070	Project includes new mural walls, pathways, tree planting & preservation.
B	Rosewood Park & Boggy Creek Greenbelt Project	\$212,000	Project includes trailhead plaza and new creekside trail.
B	Boggy Creek Greenbelt Pillars Project	\$238,150	Project includes murals on pillars, "Art Walk", plazas, seating, & interpretive signage.
B	Parque Zaragoza Project	\$430,500	Project includes interpretive corner at Gonzales St, concessions plaza with improved parking, park entrance gateway, pathways, tree plantings.
C	Bartholomew Park Project	\$501,750	Project includes gateway plaza, pathways, park driveway realignment, expanded parking lot, tree planting & preservation.
SUBTOTAL		\$1,896,470	
	Survey, Design, & Permitting Fees (12%)	\$227,575	
	Contingency (20%)	\$ 379,294	
GRAND TOTAL		\$ 2,503,339	This total includes design engineering and construction costs, but not operations and maintenance costs.

Next Steps

Now that the EastLink Interpretive Placemaking Plan has been vetted with the community and its sponsors, the Plan document will be used to help bring partners to the table to fund the desired improvements. The Plan identifies key improvement opportunities that a variety of different partners (e.g., non-profits, philanthropists, private parties, etc.) could consider supporting - depending upon their resources and particular mission and interests. With these opportunities, APF will consider how such partners should be acknowledged, based on the level and type of their contributions, thereby establishing an "EastLink-specific" partner recognition program.

APF and the Mueller Foundation are fully committed to continuing the strong community engagement begun with this planning process in order to further define, design, construct and maintain placemaking improvements as partnership funding is secured. Excitement is building as the next wave of the Pillars Project is anticipated, as well as the work to complete the final design and implementation of the wayfinding and interpretive signage program. The wayfinding signage and system is a critical part of the Trail infrastructure that will help to unlock the many community assets in easy reach of the EastLink Trail - to truly connect people to places, and people to one another.



Ribbon-Cutting at Parque Zaragoza with Council Member Renteria, PARD and APF Staff (APF website, nd)

APPENDICES

- A Preliminary Wayfinding Plan
- B Final Interpretive Framework & Storylines
- C TAG #1 Presentation (5.29.2019)
- D PALS #1 Presentation (5.29.2019)
- E TAG #2 Presentation (9.11.2019)
- F PALS #2 Presentation (9.25.2019)
- G TAG #3 Presentation (12.11.2019)
- H PALS #3 Presentation (1.27.2020)
- I Documentation of Community Input Received

NOTE: ALL APPENDICES WILL BE LIVE-LINKED THROUGH TO-BE DETERMINED WEBSITES.