



Interpretive Placemaking Plan

TAG Meeting #2 NOTES

Wednesday, September 1-3 pm

Issued: September 19, 2019

Intros and Welcome

Katie Robillard with APF

Jana McCann - MAS (lead consultant)

Self introduction of all people in attendance

Update on Community Engagement Meredith Powell with PublicCity

- Engagement Goals: Considers communities along the trail, assets and anchors, rooted in history, informed and curious, keep it informing the design process and what will be proposed
- Team formation- bring broad perspective
- PALS - formed in each three segments within the trail
- Overarching findings: engage across the generations, arts based engagement, get people on the trail/ reconnect with the spirit of the trail, collecting stories directly, edible landscape, go where the communities are (engagement fatigue), safe space, no one size fits all (engage in different ways)
- PublicCity and Creative Team intros
- Traditional (advisors, neighborhood groups) and non traditional approach (trail based activations)
- Mention of EastLink name is offensive to some community members
- Trail-based activations descriptions- "Take the Trail"and "Our History, Our Trail"

Interpretive Framework Erin McClelland, EMMS

- What stories are we going to try to communicate?
- Research- look for common themes
- What is unique? Keep human element at the forefront. Respect the human stories.
- Draft Themes:
 - Recreation and Culture - outdoor recreation ties into community spaces and community formation, sports leagues, neighborhood pools, community gardens and communal experience, Southwest Greenway at Mueller
 - Environmental Justice and Activism - how people responded to injustice, activism: segregation and geographic isolation, how people pushed back

against environmental racism, Jorge Guerra (channelizing boggy creek), equal access to facilities and amenities (Pan Am)

- Northern segments will be explored more- this is the main gap in EMMS' research: the areas north of Manor Road (the Northern Segment)
- Oral histories will inform more stor lines

The Wayfinding Plan

Leslie Wolke, MapWell

- The art and science of helping people find their way, especially in unfamiliar environments
- Best wayfinding makes people feel confident: welcome, guide and protect
- Playfinding or directed journey
- Where are people going and how are they getting there?
- Journey types, system logic, message hierarchy and major wayfinding elements
 - Orientation: Where am I? Which direction am I going?
 - Navigation: What's the next landmark?
 - Context: What's around me?
- 1. Use sign system for Austin urban trails but expand to make it unique to the trail
- 2. A system of branded paving/ ground level
- 3. Web-based trip planning and navigation tool(s)- in a low tech way, using existing platforms
- Next Steps- co-creating signage and wayfinding

Open Comments from Attendees:

Kim McKnight, PARD:

- Highlight churches- primary partners in creating recreation
- John Chase an architect to highlight- David Chapel (threatened resource)
- Be sure to add "Sr" to: Edward Rendon, Sr.
- Consider including public housing developments on the map call-outs
- Possible funding sources: Cultural Arts Grant/ Funding sources for Heritage Grant
- Economic Development- reach out to Melissa Alvarado - new and rapidly evolving program
- Highly suggest a "Board and Commission roadshow" that would provide strategic briefing early to get buy in and get visibility
 - Including all Quality of Life boards
- Not clear what this looks like going forward- Who is the active group that will be the steward of the trail? What is the long term maintenance plan?
- This process and project could be a great example and set precedence for other potential trails (other parts of town and other trails/ parks)
- Get champions on a higher level and think about the long term plan

Kara Welch, COA:

- How does project align with strategic direction and who to align with. What strategic outcome does this help to achieve?

Steve Sadowsky, COA Historic Preservation Officer

- Use of term Landmark
- Joyce- high school band- house being demolished and there is nothing to commemorate. Meredith to follow up and get connected for oral history
- Interdepartmental Placemaking conversation- trying to figure out how to align and navigate the process
- Get a briefing about where the COA is on this topic
- Collaboration with History Center for exhibits

Sophia Benner, COA Active Transportation Division

- How can we share information?
- Extension of protected bike lanes south of Canterbury (where they currently stop) on Pedernales Street to meet Holly Street-
- Alexander Ave. Public meeting coming up- small community outreach
- How can we check/ look up upcoming events that overlap?

Potential Placemaking Locations

Jana McCann, MAS

Three initial sites, one per segment, were discussed for feasibility:

- 51st at Bartholomew
- Rosewood Park
- Holly/ Metz