

# Palm Park



**COMMUNITY ENGAGEMENT OVERVIEW**

# Context: Waterloo Greenway



# Engagement Report



## **PUBLIC ENGAGEMENT REPORT**

Available Online

[\*\*waterloogreenway.org/future\*\*](https://waterloogreenway.org/future)

# Engagement Phases

1

## **GROUNDING**

June 2023–August

*Complete*

- Project Launches
- Planning & Outreach Begins
- Gallery Walk Open Houses (2)

2

## **ENVISIONING**

September–November

*Complete*

- Outreach Continues
- Small Group Conversations (5)
- Pop-Up Activity: Creek Show
- Virtual Survey
- Planning Phase III

3

## **CO-CREATING**

December–April 2024

*Complete*

- Review & Analyze Data
- Design Scenarios
- Phase III Outreach
- Public Meeting (1)
- Project Report

# Engagement Timeline



**JUNE**

Project  
Launch

**JULY**

Phase I  
Outreach  
Begins

**AUGUST**

Gallery  
Walk  
Open  
Houses  
  
[Mtg #1]

**SEPTEMBER**

Virtual  
Survey  
Launches

**OCTOBER**

Small Group  
Conversations  
[Mtg #2]  
  
Phase II  
Outreach  
Begins

**NOVEMBER**

Creek  
Show  
Pop-Up

**DECEMBER**

Phase III  
Planning

**2024**

Public  
Meeting  
[Mtg #3]  
  
Summary  
Report

# Engagement Strategies



Tabling Events



Flyering



Block Walking



Email Campaigns



Partner Promotion



Community Leader  
Outreach



Marketing  
[social media, e-newsletters, press]

# Engagement - Overview

## SMALL GROUP CONVOS

93

9 Spanish Speakers + 84 English Speakers

11 Palm School Alum

## SURVEYS

93

54 Virtual + 39 Paper Surveys Completed

9 Palm School Alum

## DESIGN CONVOS

30

109 Comments

2 Palm School Alum

## TABLING

939

## POP-UP EVENT

1,055

=

## TOTAL ENGAGEMENT

2,024

# Phase II Data - Local Representation

## SMALL GROUP CONVOS



### Primary Zipcodes:

- 78702 [Central East Austin—City Council District #3]
- 78747 [South East Austin—City Council District #2]
- 78744 [South East Austin—City Council District #2]

## SURVEYS



### Primary Zipcodes:

- 78702 [Central East Austin—City Council District #3]
- 78747 [South East Austin—City Council District #2]
- 78701 [Central South Austin—City Council District #3]



# Phase II Data - Key Themes

**632 Total Comments Collected**  
**Small Group Conversations**

## How the redesign of Palm Park will transform surrounding areas?

- Cultural anchor to surroundings
- Improve connectivity
- Accessibility for East Austin residents
- Business, neighborhood & Palm School connection
- Place of gathering and play in East Austin
- Honoring place/history of what once was
- Noise reduction from I-35

## Feel of what Palm Park should provide?

- Welcoming to all
- Peaceful & tranquil
- Oasis
- Family friendly
- Safe
- Natural
- Historic
- Informative/Educational space

# Phase II Data - Key Themes

**632 Total Comments Collected**  
**Small Group Conversations**

## How to reflect history & culture in Palm Park?

- Murals/monuments/artwork
- Honor the pool history
- Celebrate Mexican American heritage
- Recognition of Palm School Alumni
- History of East Austin families
- Stories from past, present & future
- Educational experiences for families

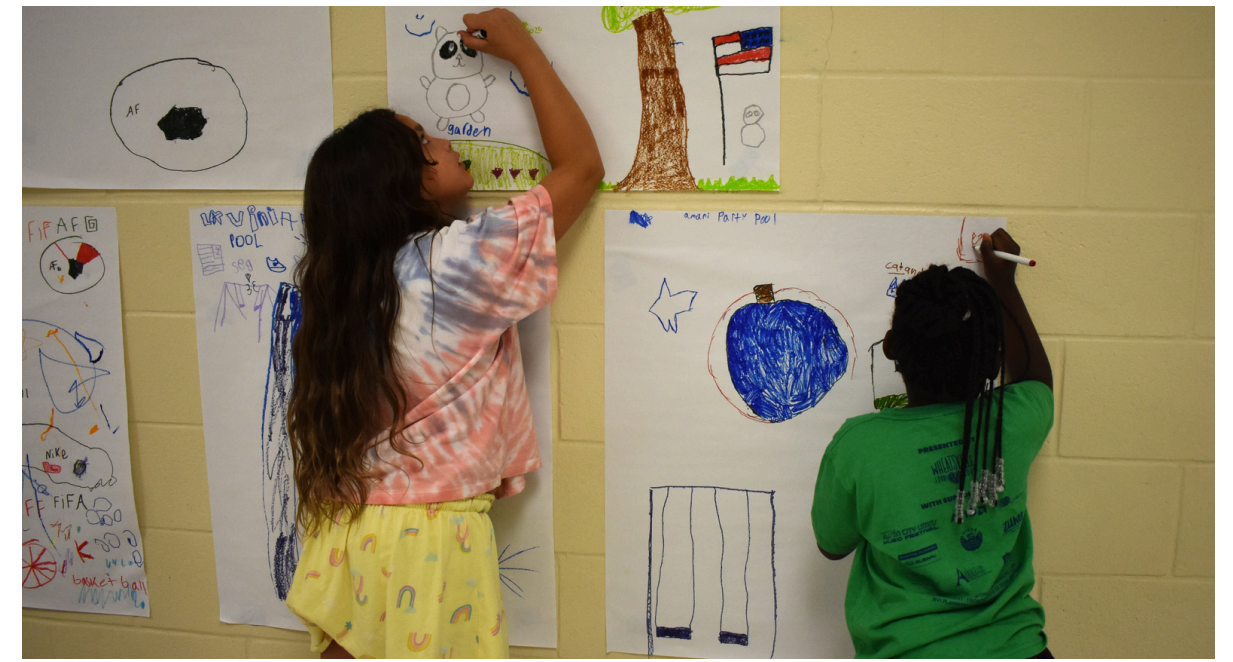
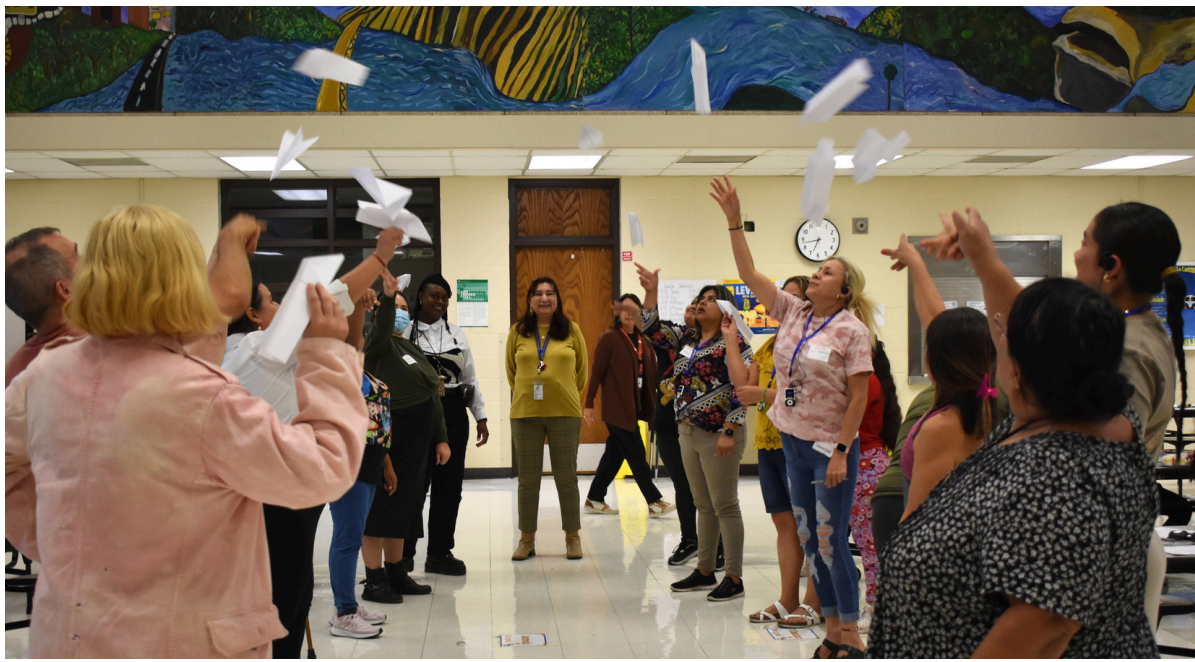
## How to use the space in Palm Park?

- Bridge to Downtown
- Community gatherings
- Water Feature
- Family-friendly space
- Walking, games, meditation, gardens
- Rest space from urban areas
- Connection of East to West Austin

# Phase II Engagement - Outreach

**1,994 Total Contacts**  
**Activities & Tabling Events**

- Fiestas Patrias | September 14 | 42 Community Members
- AISD Showcase | September 23 | 66 Community Members
- Boo the Flu | October 7 | 48 Community Members
- Coffee w/Principal & Flyer Drop-off | October 10 | 90 Flyers
- Neighborhood Block Walking | October 12-16 | 500 Door Hangers
- Small Group Conversations | October 17, 19, 21 & 25 | 68 Participants
- Eastside Community School Alliance | Sept 15 & Oct 20 | 50 flyers
- Trail-or-Treat Event | October 28 | 50 Community Members
- Central Texas Interfaith Meeting | November 8 | 25 Community Members
- Creek Show | November 10-18 | 1,055 Participants





# PALM PARK CONCEPT DESIGN

# Context: Palm Park



Palm School

Waller Creek +  
Waterloo Greenway

PALM PARK

< 2 Acres

IH-35

CESAR CHAVEZ

3RD ST

4TH ST

# Context: Palm Park

- 1 Respect Palm Park's History, Including the Shelter House
- 2 Maintain Potential for Connection to Palm School
- 3 Incorporate Existing Trees
- 4 Connect to Waterloo Greenway's Main Trail System + Creek Landscape
- 5 Requirements for Separation of Play Components
- 6 Carefully Consider Existing Roadway Edges and Future Connections



# Community Comment Themes

Park Trees

Family & Play

Gathering Space

Places of Memory

Community Identity



## Park Trees

- "Tree canopies over trails"
- "Connection with nature, diverse plants and animals"
- "Storytelling"
- "Story time space: regular program for kids, story circle by oak"
- "Shadel Lots of trees"
- "Educational nature walks for children and adults"
- "Honor the history and meaning behind the pool (share memories of the community)"
- "BBQ, picnics, parties - birthdays, music, reunions, celebrations"
- "Shade and materials such as grills to prepare food; tables and chairs"
- "Space for cultural events"
- "Terrace seating"
- "Family friendly spaces to gather"
- "Smaller areas for family gatherings and individual seating"
- "Places for respite from urban spaces"

## Places of Memory

- "Keep historic structures"
- "Lending library"
- "Save the initial architecture and function it with the current fashion"
- "Water fountains, restroom building"
- "Four-square"
- "Preserve notion of functionality embedded in original structure"
- "Put water feature where pool used to be"
- "Record where swimming pool and movies used to be. Show history"
- "Commemorate history of the pool"
- "Lots of shade and spaces to stop and rest"
- "Replace missing pool with something to reflect its importance"
- "Some sort of deck"
- "Slab for children's games"
- "Equipment for all ages, especially babies"
- "Kinetic play sculpture, play features, musical instruments"
- "Murals, monuments"
- "Walking gardens to enjoy flowers and vegetation (a meaningful destination)"
- "Tell the story of the park, the neighborhood, those that lived there"
- "Moveable seating, ability to shift around"

## Family & Play

- "Playscapes"
- "Family gathering"
- "Nature water feature, natural, exploratory"
- "Reading space, children's events and storytelling"
- "Water feature; learning space about water for kids in Austin"
- "Water play"
- "Sensory play; sound and movement"
- "Open space/ play, exploration"
- "Water elements and splash pads are important in the heat"
- "Splash pad, could be a water feature on the ground, waterfall/ creek, mimics nature"
- "Integrate colors that are representative of the past"
- "Mexican-American heritage should be honored and celebrated"
- "Invite local artists (part of the community)"
- "Visual art; art/sculptures"
- "Mosaics, sculpture, spaces to sit and contemplate"

## Gathering Space

- "Smaller, more flexible features to allow more informal, community-driven activities"
- "Being able to spend quality time with family and friends"
- "Eat and drink, share stories, laugh"
- "Picnic tables that can be moved around but also well-maintained"

## Community Identity

- "Flowers, plants and animals"
- "Visual art; art/sculptures"
- "Mosaics, sculpture, spaces to sit and contemplate"

# Park Trees

Creek landscape is a significant component of Palm Park



## Planting the Future Tree Canopy



● Preserve



● Plant

# Family Space



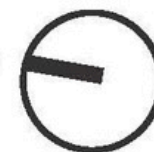
Caregiver area



Separation of age groups

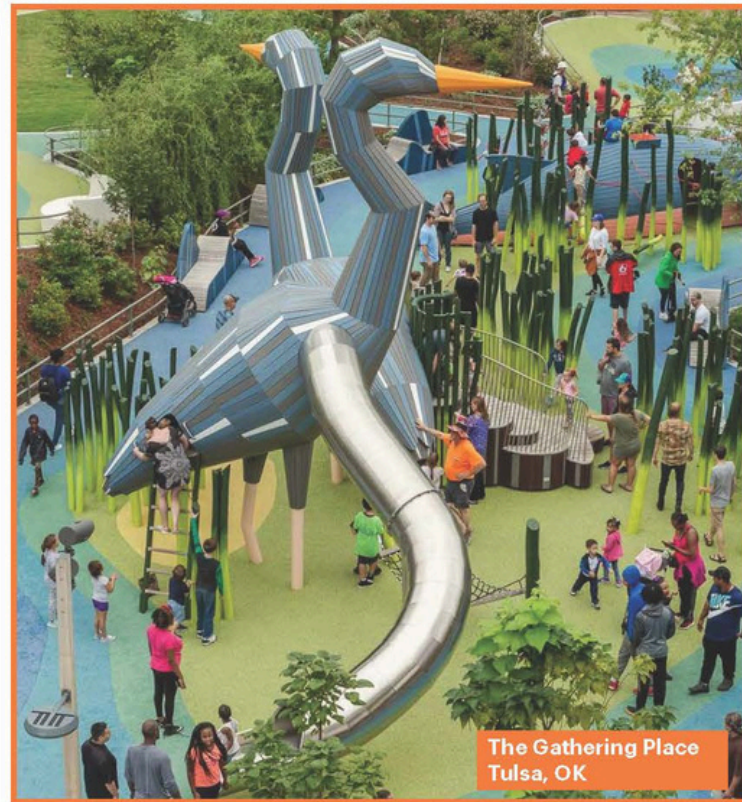
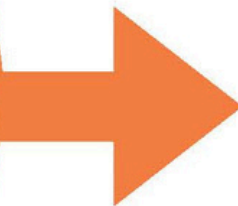
Caregiver area

NORTH

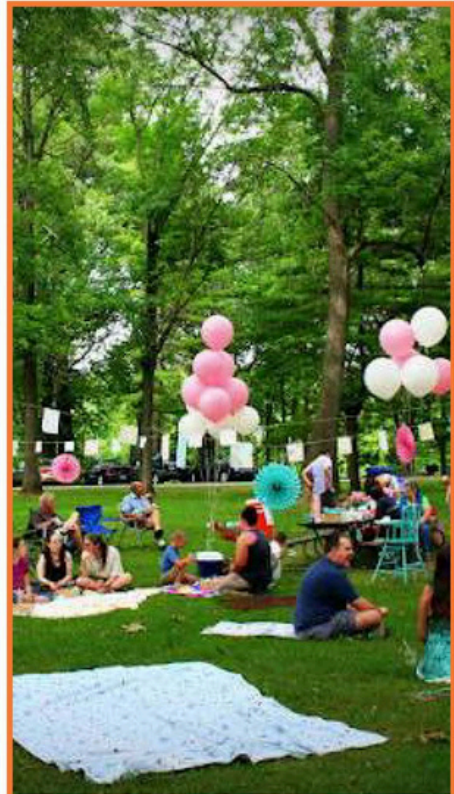


# Playscape Inspiration: Animals

Tapping into the imagination of  
the community's children  
*MACC Summer Camp Workshop*



# Gathering Space



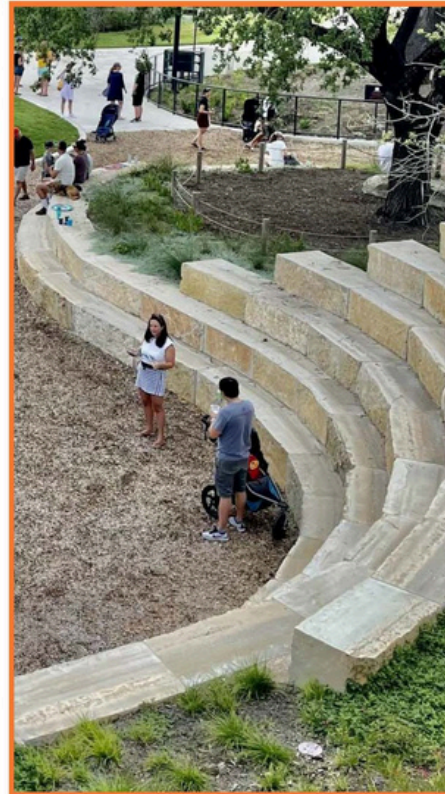
Open Lawn



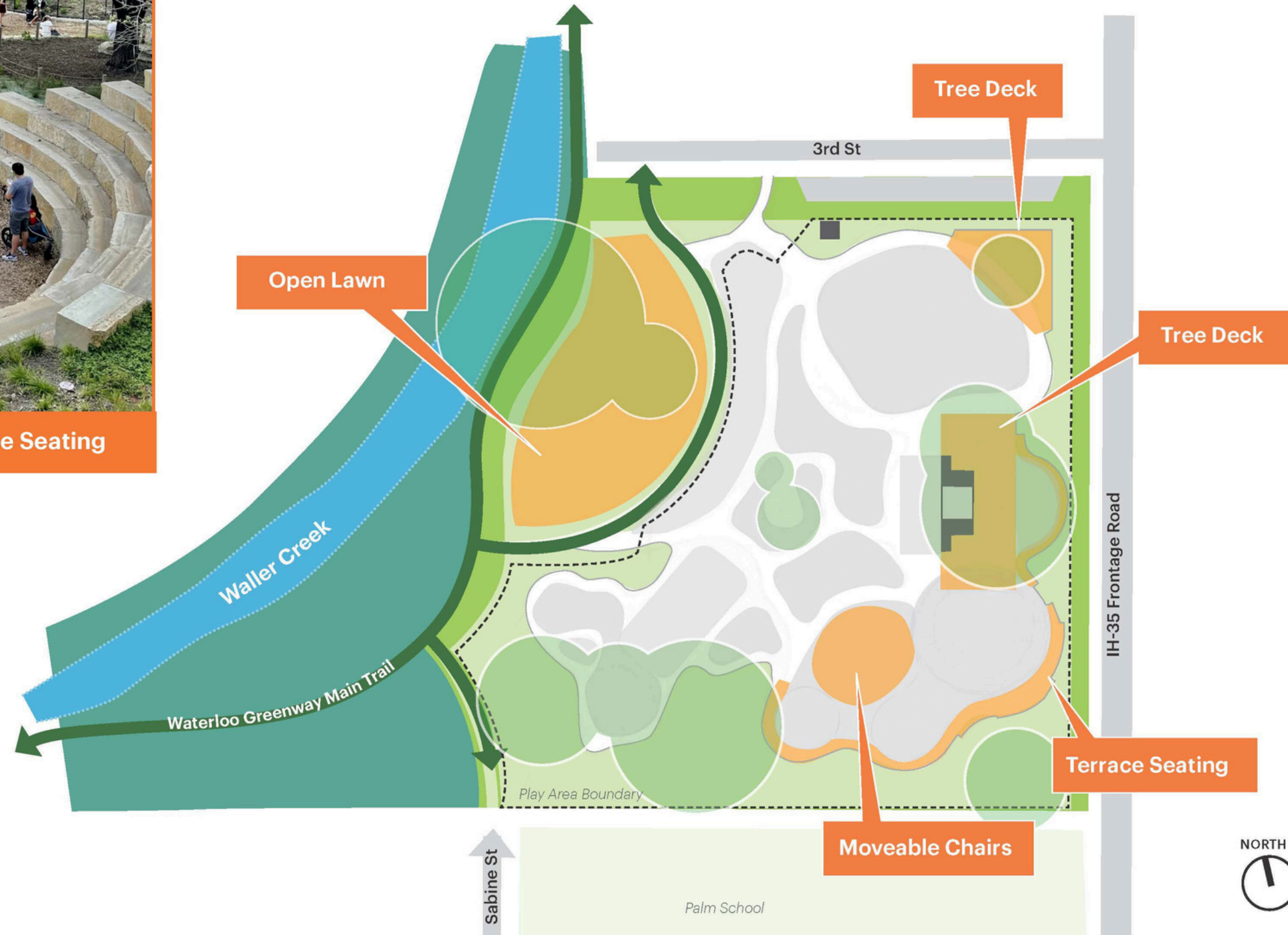
Tree Decks



Moveable Furniture

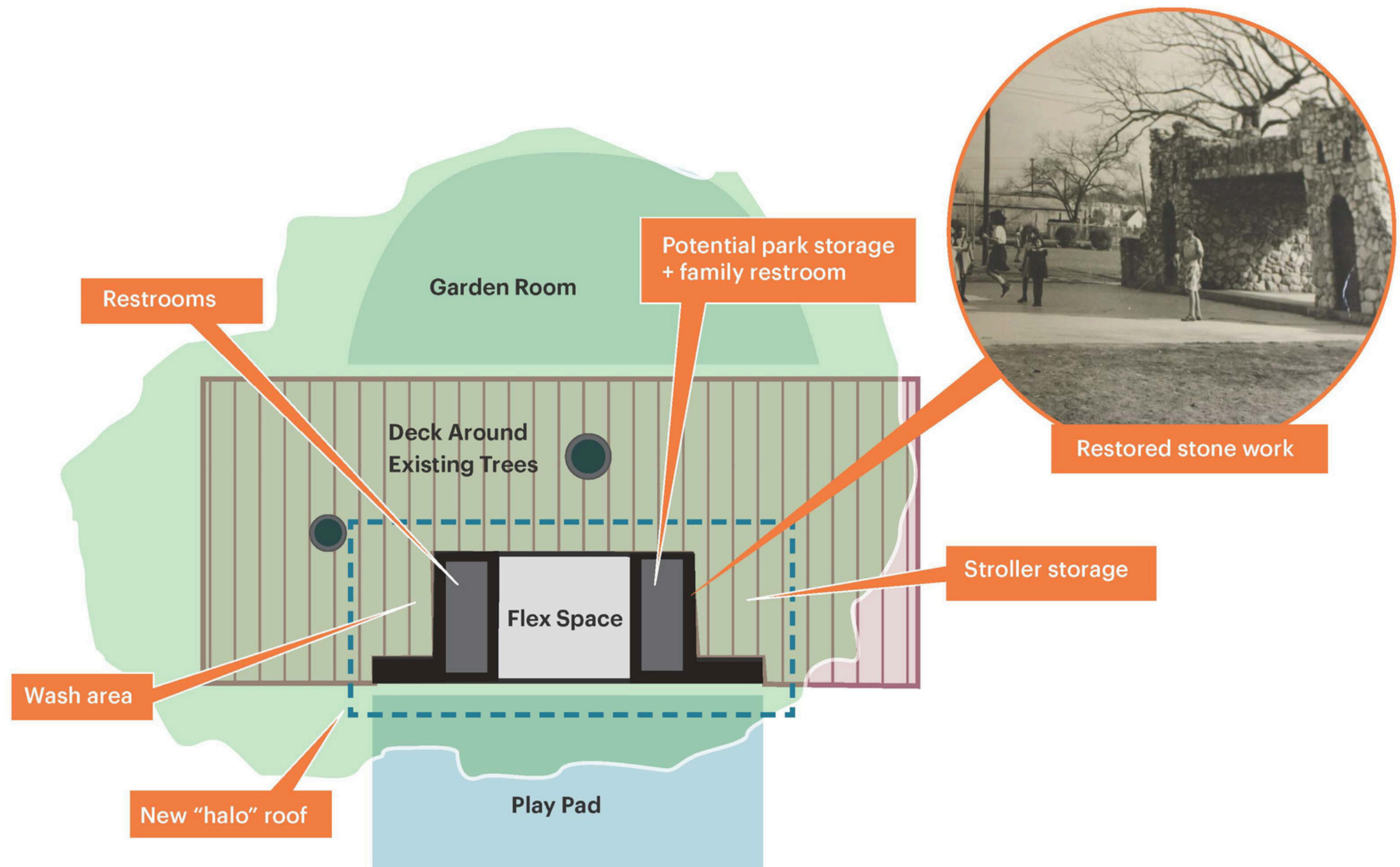
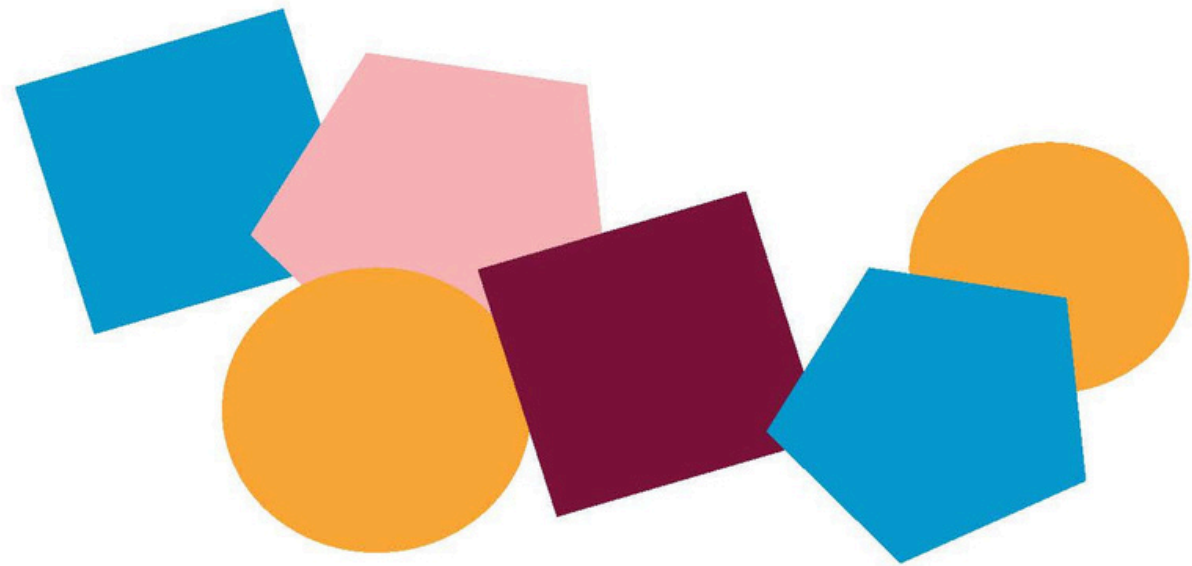


Terrace Seating



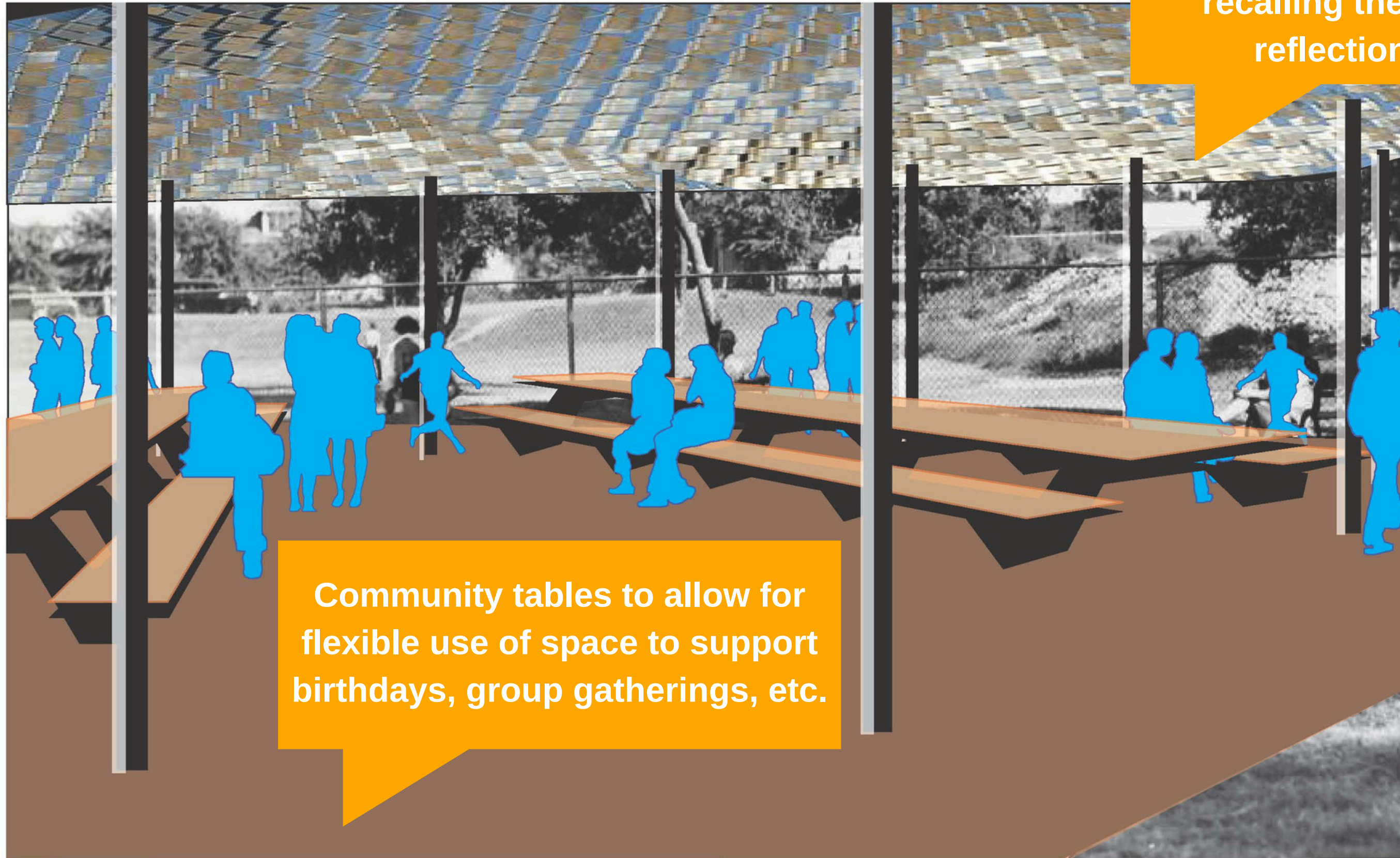
# Places of Memory: Shelter House

## Four Square/ Activity Pad



# Places of Memory: Palm Park Pool

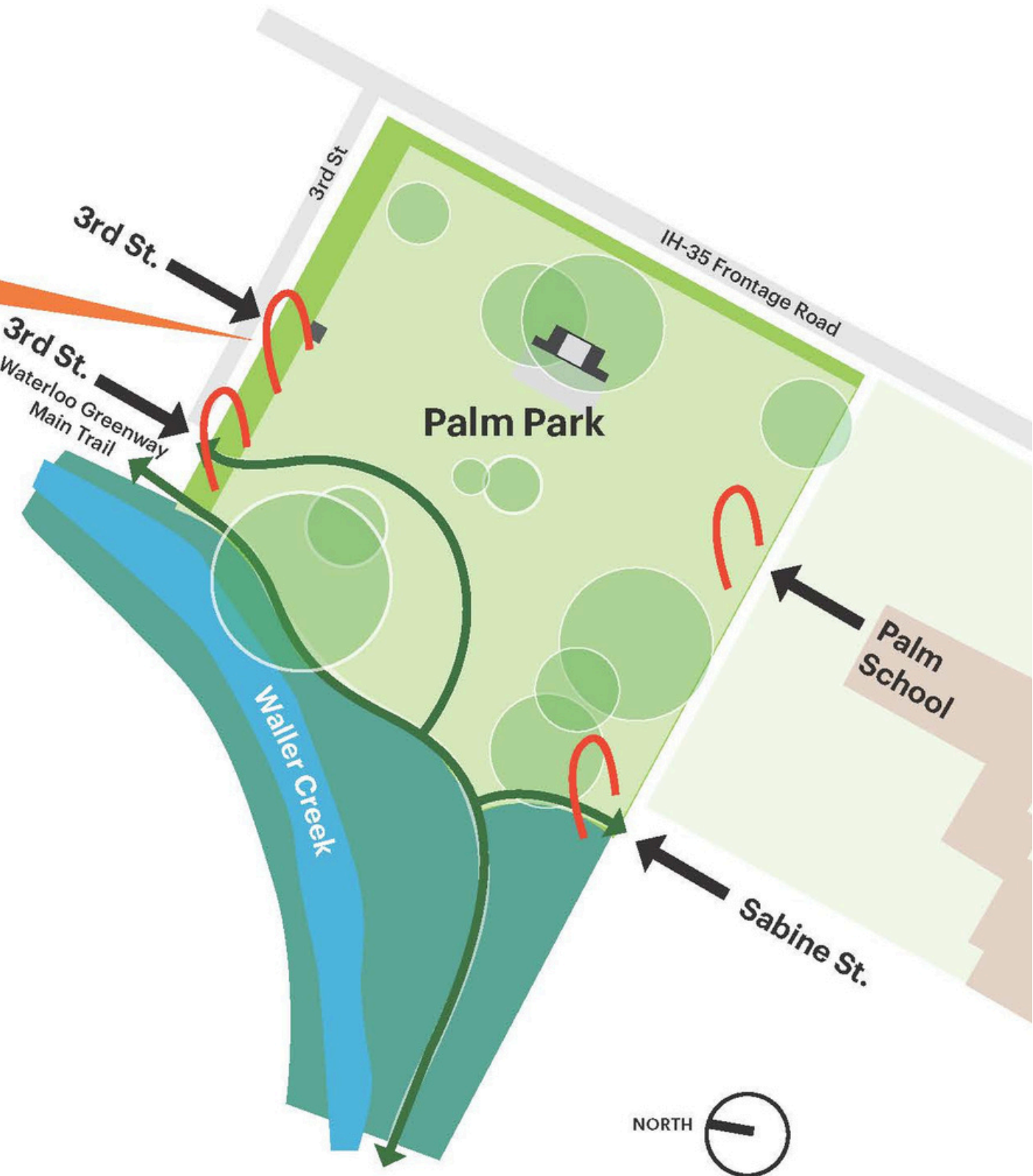
Canopy proposed in shape of pool - made of material that responds to wind and sun, recalling the movement & reflections of water



Community tables to allow for flexible use of space to support birthdays, group gatherings, etc.

# Community Identity

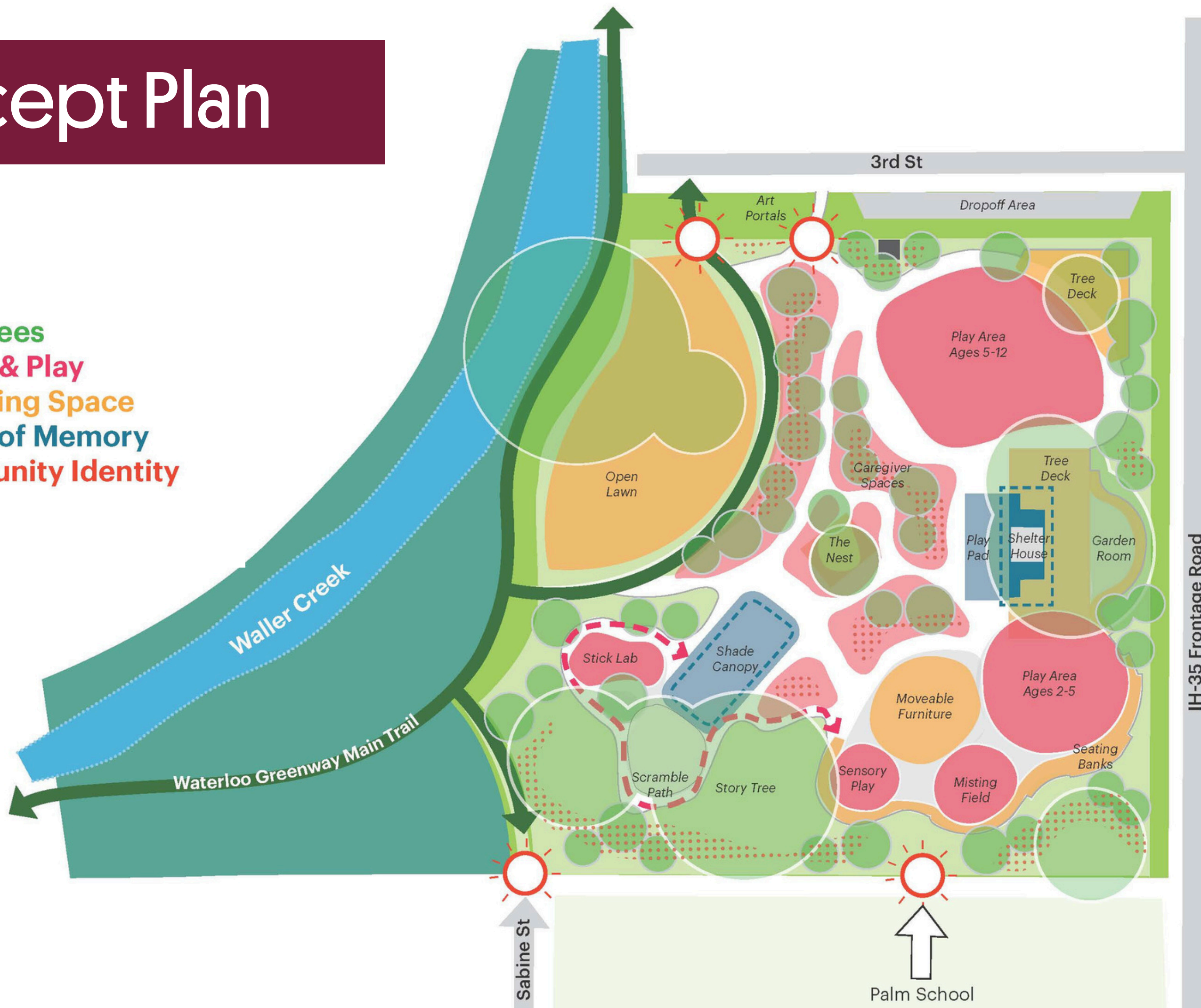
## Art Portals





# Concept Plan

- Park Trees
- Family & Play
- Gathering Space
- Places of Memory
- Community Identity



Palm School

Thank you!  
Questions?

**waterloo  
greenway**

