

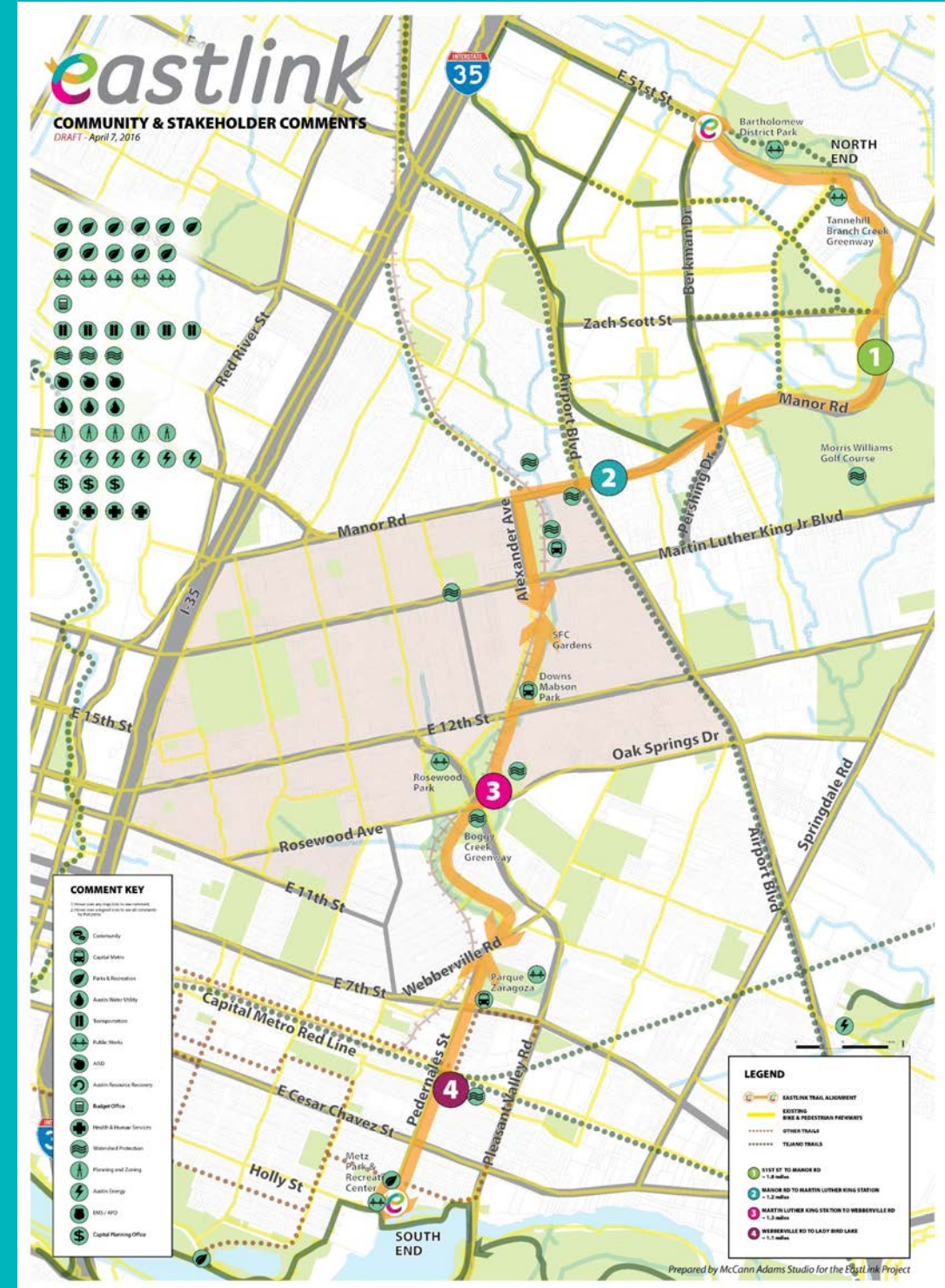
 *eastlink*

Kick-Off of the EastLink Interpretive Placemaking Plan

Technical Advisory Group (TAG) Meeting #1
29 May 2019

Today's Agenda

- 1. WELCOME & INTRODUCTIONS**
(Katie Robillard, Austin Parks Foundation and Patti Summerville, Mueller Foundation)
- 2. PURPOSE OF THE PROJECT AND TODAY'S MEETING;
EASTLINK PROJECT BACKGROUND; PURPOSE / ROLE OF
TAG, PALS, Resources**
(Jana McCann, McCann Adams Studio (MAS) – Lead Consultant)
- 3. PROJECT TEAM, SCOPE AND TIMELINE**
(Jana McCann, MAS; Erin McClelland, EMMS; and Meredith Powell, Public City)
- 4. INTERACTIVE SESSION: POTENTIAL PLACEMAKING
OPPORTUNITIES AND SCAN OF ADJACENT OR
INTERSECTING PROJECTS**
(All)
- 5. NEXT STEPS – PREVIEW**



The first EastLink Technical Advisory Group (TAG) was convened in February 2016 at AISD's PAC community meeting room in Mueller.



Name	Organization/title
John Nixon	COA PARD
D'Anne Williams	COA PARD (Trails Coordinator)
Cassie DeLeon	COA HHSD
Chad Crager	COA PWD
Jim Cone	COA PARD
Lonny Stern	CapMetro
Robert Kingham	COA HHSD
Diane Siler	COA Budget
Nadia Barrera	COA PWD
Terry Jungman	COA PARD
Laura Dierenfield	COA ATD
Mike Personett	COA WPD
Sara Hensley	COA PARD
Kris Hafezizadeh	AISD Transportation
Kevin Critendon	COA Water
Charles Vaclavik	COA PARD
Greg Guernsey	COA Planning & Zoning
April Thedford	COA PARD
Dan Smith	COA AE
Marty Stump	COA PARD
Sara Hartley	COA PWD
George Adams	COA DSD
Pamela England	COA AE
Susan Daniels	COA Capital Planning Office (budget department)
Rob Repass	Mueller Foundation
Greg Weaver	Mueller Foundation
Matt Whelan	Mueller Foundation
Susan Benz	Benz Resource Group
Colin Wallis	APF

Organizations so far convened (...who else should be involved?)

City of Austin:

Parks and Recreation Department
Public Works
Watershed Protection Department
Austin Transportation Department
Planning and Zoning
Austin Public Health
Austin Police Department
Historic Preservation Office
Economic Redevelopment Office
Art In Public Places Office
Equity Office
Austin Energy
Corridor Program Office

Parks-Related:

The Trail Foundation
Parks Board Member District 1, 3 and 4
Patterson Neighborhood Park
Bartholomew District Park
Rosewood Neighborhood Park
Boggy Creek Greenway
Parque Zaragoza
Totally Cool Totally Art, Rosewood/ Delores Duffie Recreation Center

Other:

Austin History Center
Austin Independent School District
Capital Metro
Ghisallo Foundation
Sustainable Food Center
Slx Square
East Cesar Chavez NPA Contact Team
The Trail Foundation
Eastside Memorial High School (Future Campus)
Council Districts 1, 3 and 4
Catellus Development Corporation
UT Medical Center for Place-based Initiatives
Austin Film Society
NAACP/ Building Bridges
East 12th Street Merchants Association
East Cesar Chavez Merchants Association
Austin UP
ATX Barrio Archive
...?

The purpose of the Interpretive Placemaking Project is to connect people to places, parks, nature, history, culture and - most importantly - to one another.

We (with you!) have made great progress in defining EastLink's alignment, identifying and closing its major "gaps" to make it a functional, 5-mile long route - from Lady Bird Lake to Bartholomew Park.

Now we want to take it beyond a piece of transportation infrastructure – to become a series of linked, beloved *places*.

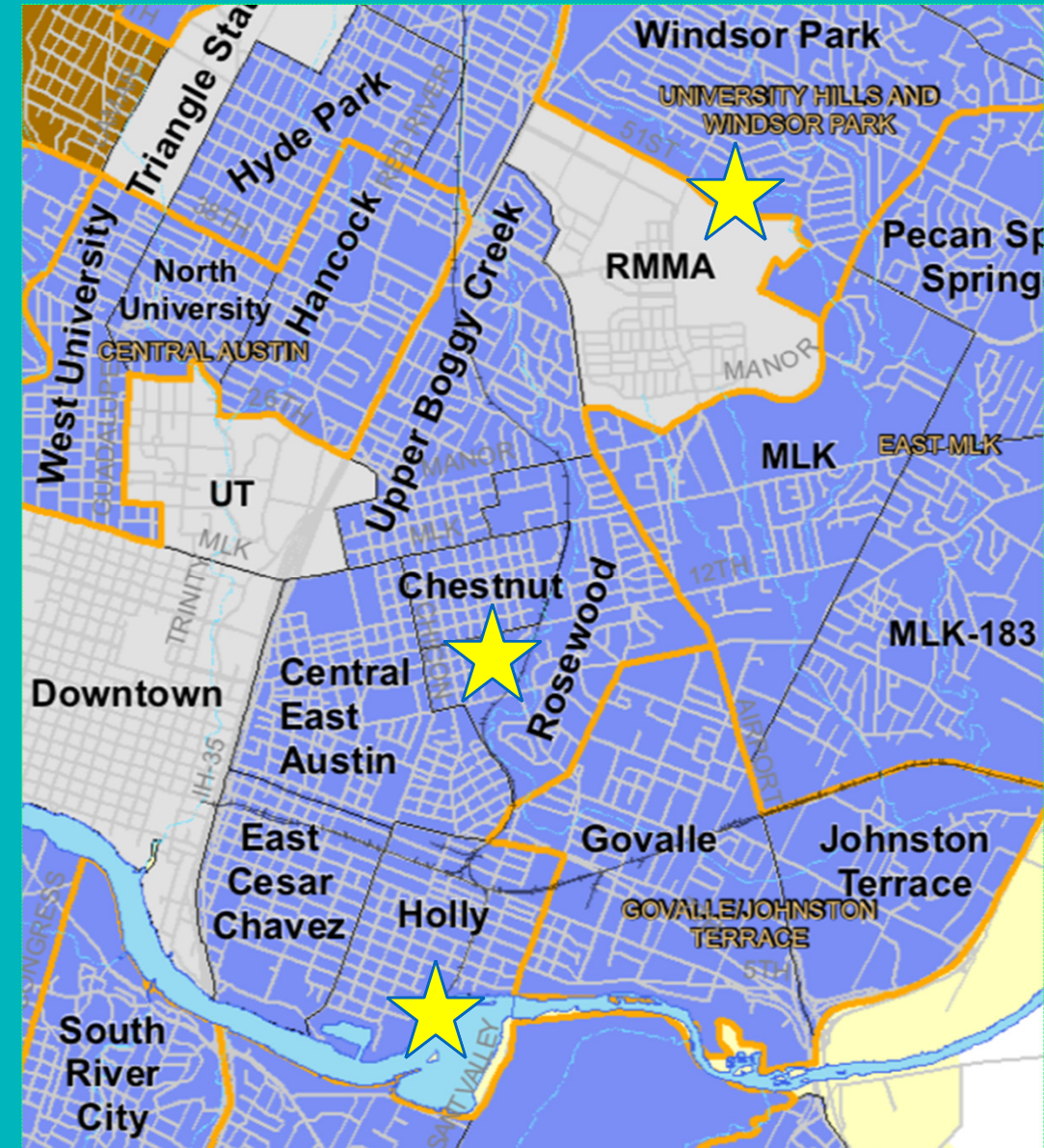
To do this, our consultant team will help guide the discovery, listening and interpretation of the communities and places that Eastlink traverses and connects - today and in the past.



2013 Concept Map Showing Initial Alignment Alternatives
(MAS for the Mueller Foundation)

The purpose of the Interpretive Placemaking Plan Project is to connect people to places, parks, nature, history, culture and - most importantly - to one another.

- **Public City (PC)** will engage the “PALS” (Park-Anchored Liaisons and Stakeholders) and the larger EastLink community.
- **Erin McClelland Museum Services (EMMS)** will research the history of people and places, and develop “storylines” that may be interpreted at to-be-identified places along the Trail.
- And based on the above, **McCann Adams Studio (MAS)** will set the Trail Design Standards, the Wayfinding Plan, and develop designs for up to **three special places** along EastLink, in or around public parks.



Excerpt of City of Austin's Neighborhood Planning Area Map, showing endpoints and midway point of EastLink

DEFINITION OF PLACEMAKING:

“WITH COMMUNITY-BASED PARTICIPATION AT ITS CENTER, AN EFFECTIVE **PLACEMAKING** PROCESS CAPITALIZES ON A LOCAL COMMUNITY'S ASSETS, INSPIRATION, AND POTENTIAL, AND IT RESULTS IN THE CREATION OF QUALITY PUBLIC SPACES THAT CONTRIBUTE TO PEOPLE'S HEALTH, HAPPINESS, AND WELL-BEING.”

- PROJECT FOR PUBLIC SPACES



PLACEMAKING

IS:

Community-driven
Visionary
Function before form
Adaptable
Inclusive
Focused on creating destinations
Flexible
Culturally aware
Ever changing
Trans-disciplinary
Context-led
Transformative
Inspiring
Collaborative
Sociable

PLACEMAKING

IS NOT:

Imposed from above
Reactive
Design-driven
A blanket solution
Exclusionary
Monolithic development
Overly accommodating of the car
One-size-fits-all
Static
Discipline-driven
Privatized
One-dimensional
Dependent on regulatory controls
A cost/benefit analysis
Project-focused
A quick fix

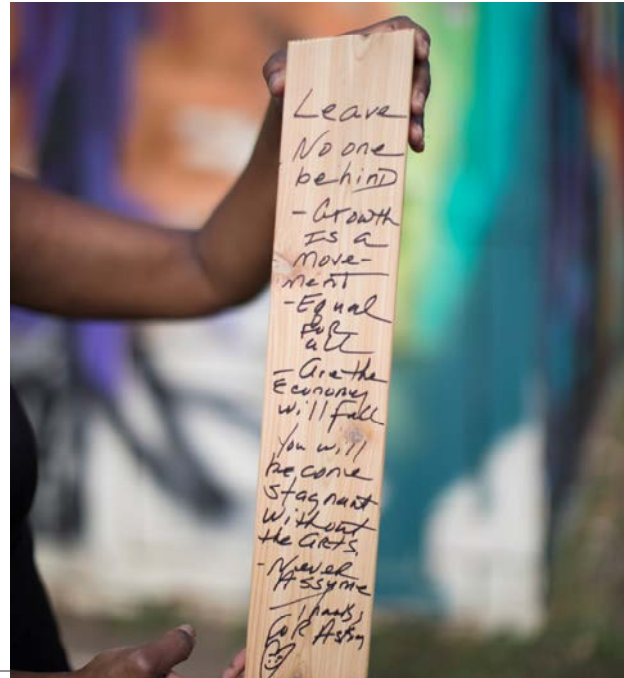


DEFINITION OF PLACEKEEPING:

“THE ACTIVE CARE AND MAINTENANCE OF A PLACE AND ITS SOCIAL FABRIC BY THE PEOPLE WHO LIVE AND WORK THERE.

IT IS NOT JUST PRESERVING BUILDINGS BUT KEEPING THE CULTURAL MEMORIES ASSOCIATED WITH A LOCALE ALIVE, WHILE SUPPORTING THE ABILITY OF LOCAL PEOPLE TO MAINTAIN THEIR WAY OF LIFE AS THEY CHOOSE.”





Public City's approach:

ENGAGE BROAD DIVERSITY – AGE, RACE, ABILITY, USER-TYPE, EXPERIENCE;
EXISTING COMMUNITY AND ASSET-BASED
ROOTED IN FOUNDATION OF HISTORY;
INFORMED AND CURIOUS APPROACH
WHICH IS KEY TO INFORM THE DESIGN
PROCESS.



MEREDITH POWELL



MIRIAM CONNER



SHENINA DELFIN



Erin McClelland Museum Services (EMMS)

Role	Interpretive planning in support of placemaking efforts
Scope of Work	<ul style="list-style-type: none">• Research prospective themes and storylines in geographic areas connected to EastLink• Assist in identifying prospective locations for placemaking nodes• Identify and refine most significant themes and storylines• Develop recommendations for interpretive methodologies (how EastLink’s stories should or could be told)
Final Deliverable	Interpretive Master Plan (November 2019)

EMMS Team Members	Role
Erin McClelland	Project Manager, Interpretive Planner
Angela Davis	Interpretive Planner, Visitor Experience Specialist
Megan Harvey	Creative Lead



La Bajada Mesa Interpretive Master Plan
(by EMMS for the National Park Service & US Forest Service)



EastLink Background

2013: Early Project Concept & Vetting

2014: MAS' Master Plan

2015: MAS & Stantec's Feasibility Study (\$11.4 million)

Segment 1 – E 51st St to Manor Rd (\$

Segment 2 – Manor Rd to MLK Station

Segment 3 – MLK Station to Webberville Rd

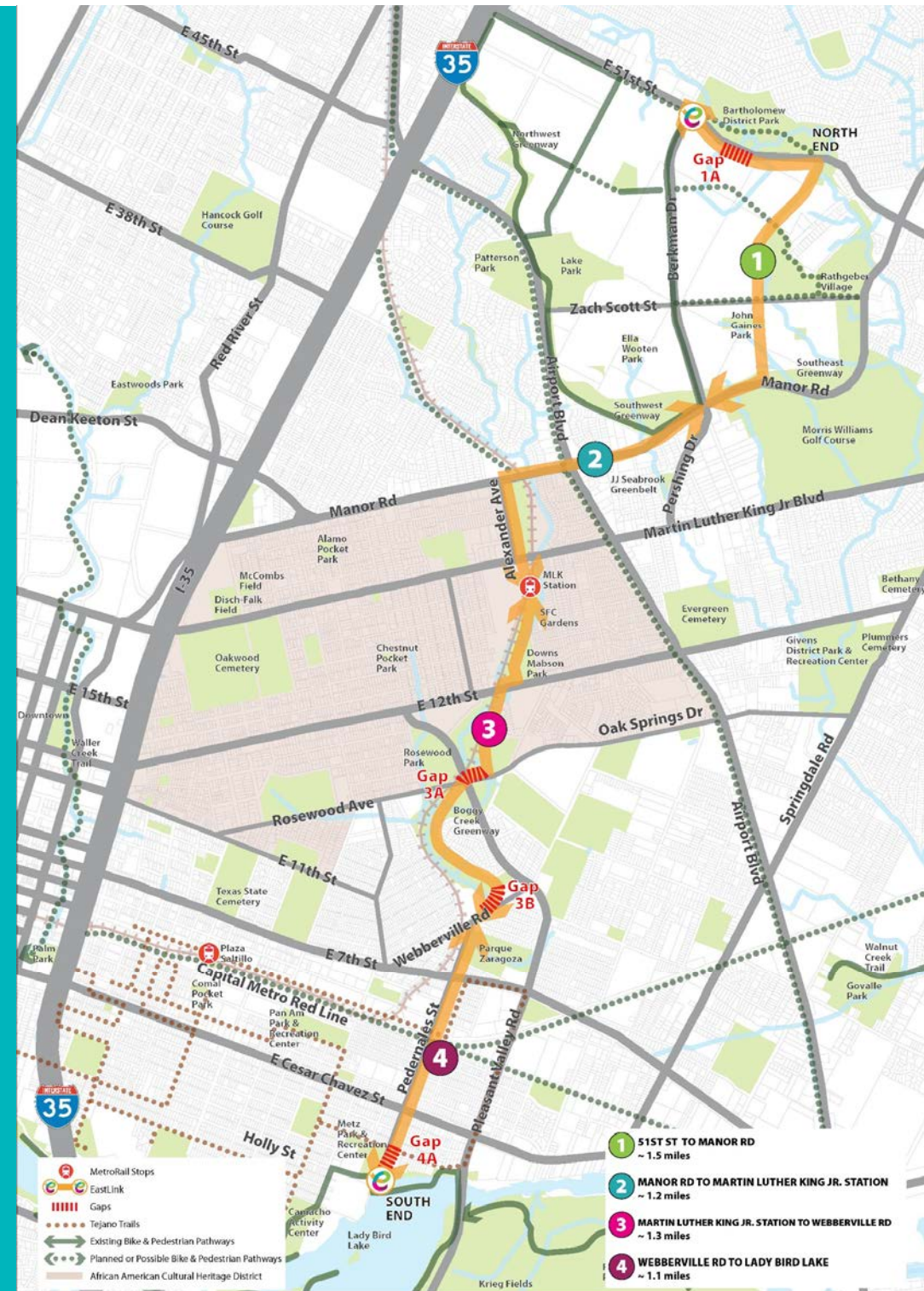
Segment 4 – Webberville Rd to Lady Bird Lake

2015 - 2016: Partner & Community Meetings

2017 - 2019: COA Closes Major "Gaps"

2019: Interpretive Placemaking Plan

2015 Map of "Gaps" in Trail



Project Scope & Timeline

April - May 2019:

- Develop Map of Potential Placemaking Locations, based on wayfinding and identity criteria, existing space opportunities and baseline knowledge of stakeholder and community interests. (MAS)
- Begin historical research. (EMMS)
- Develop public engagement strategy. (PC)
- ***Convene TAG Meeting #1 to vet the above.***

June – August 2019:

- Finalize engagement plan. (PC)
- Convene PALS Meeting #1 to gather input for storylines and affirm 3 placemaking sites. (PC, MAS)
- Develop draft Wayfinding Plan, Trail Design Standards and 3 Placemaking Concept Plans. (MAS)
- Develop storylines and interpretive methodologies. (EMMS)
- ***Convene TAG Meeting #2 to vet the above.***
- Conduct first community-wide, Activation #1. (PC)

September – November 2019:

- Convene PALS Meetings #2 and #3, and conduct Activations 2 & 3. (PC)
- Finalize Wayfinding Plan and Trail Design Standards. (MAS)
- Develop draft Interpretive Placemaking Plan. (EMMS, MAS)
- Develop implementation strategy. (MAS, APF)
- ***Convene TAG Meeting #3 to vet the above.***

Early – Mid December 2019:

- Present and celebrate final Interpretive Placemaking Plan.

Interactive Session

What are the major topics or stories we should be looking at?
...Archaeology, natural systems, cultural history?

Are there people, experts, community leaders/members, resources or materials we should consider?

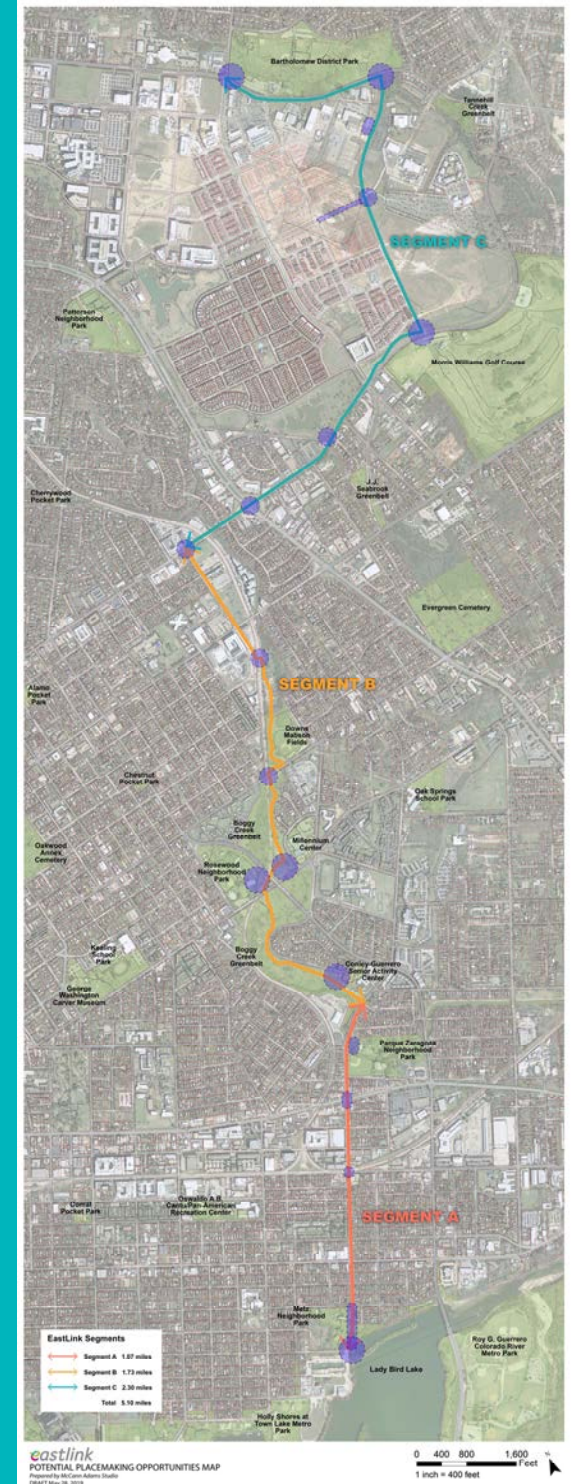
Any additional community advisors?

What projects already exist that we can build on? What have you learned from these projects?

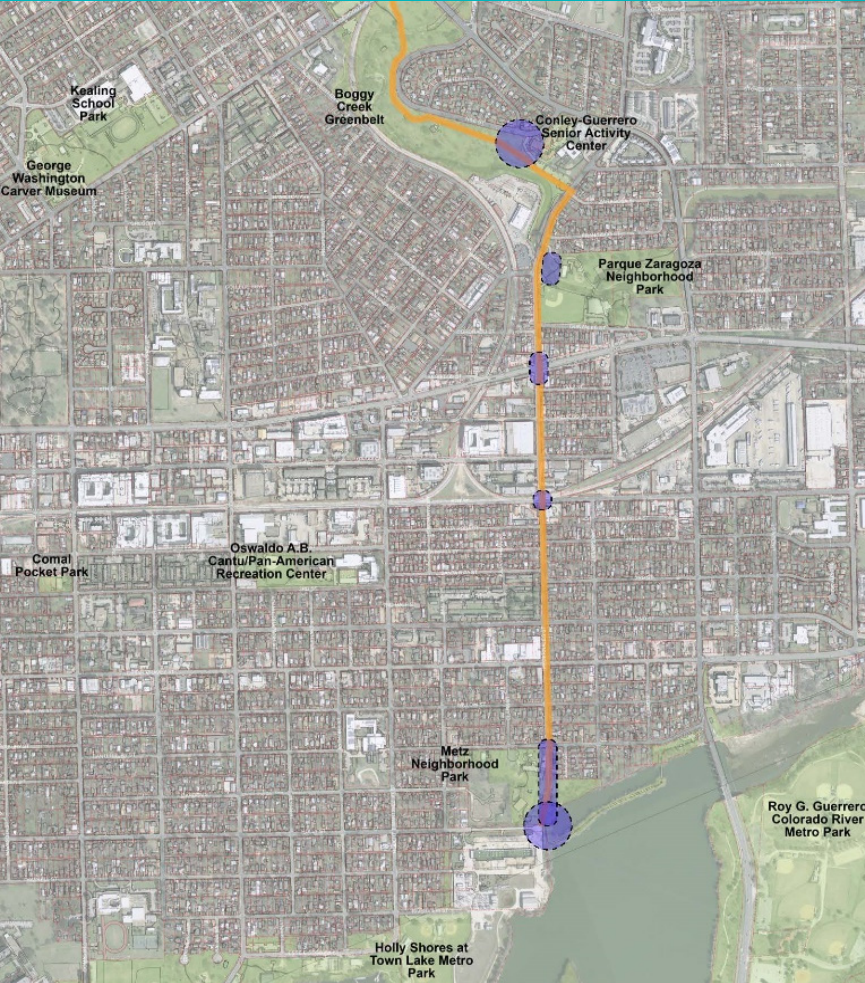
Are there projects in this area that intersect with this project?

Have you worked with any park adoptors (PALS) in the area?

Are there any recurring community events that could help inform this project?



Three key segments, from south to north:

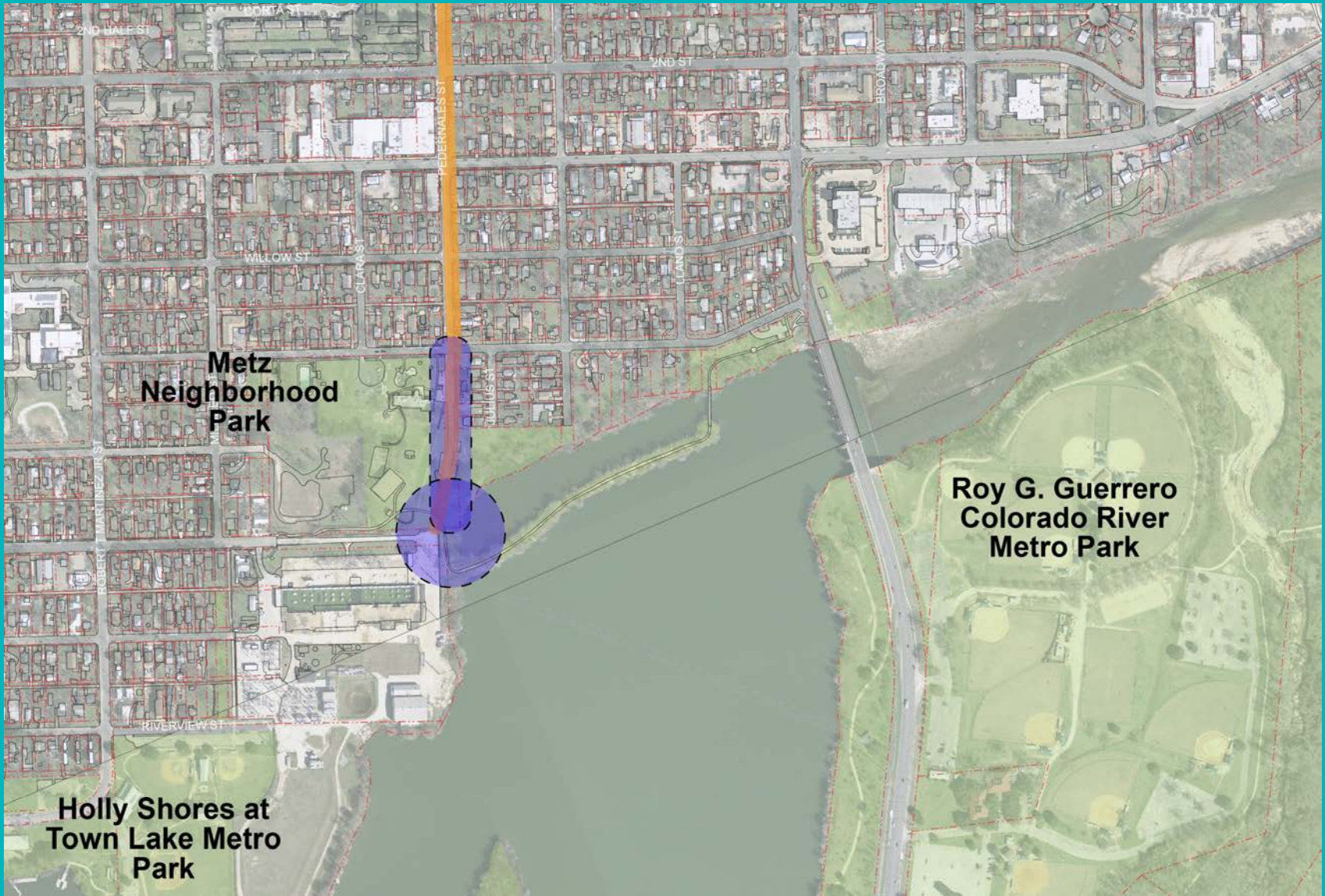


Segment A:
Lady Bird Lake to south
end of Boggy Creek Greenbelt

Segment B:
south end of Boggy Creek Greenbelt
to Manor Rd

Segment C:
Manor Rd to Bartholomew Park

Pedernales St to Lady Bird Lake

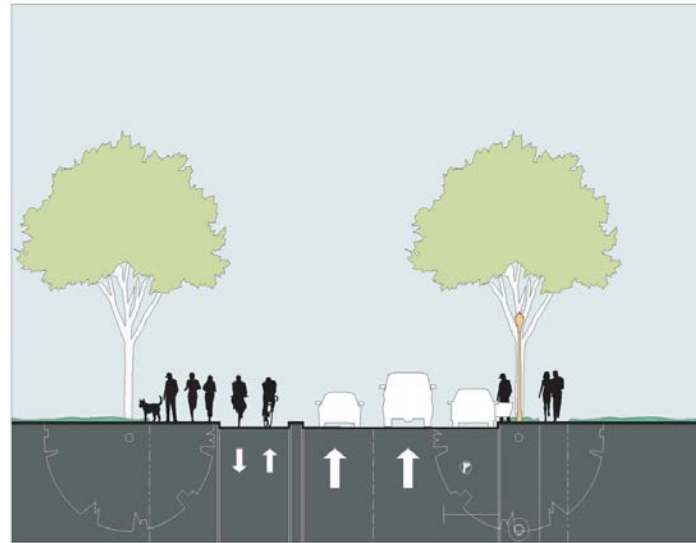


Last Remaining Gap

Public Works is considering striping this existing stretch of pavement as an interim measure to connect Canterbury St to the Ann & Roy Butler Hike & Bike Trail via Pedernales St.



View of Pedernales cycle track ending at Canterbury Street, looking south

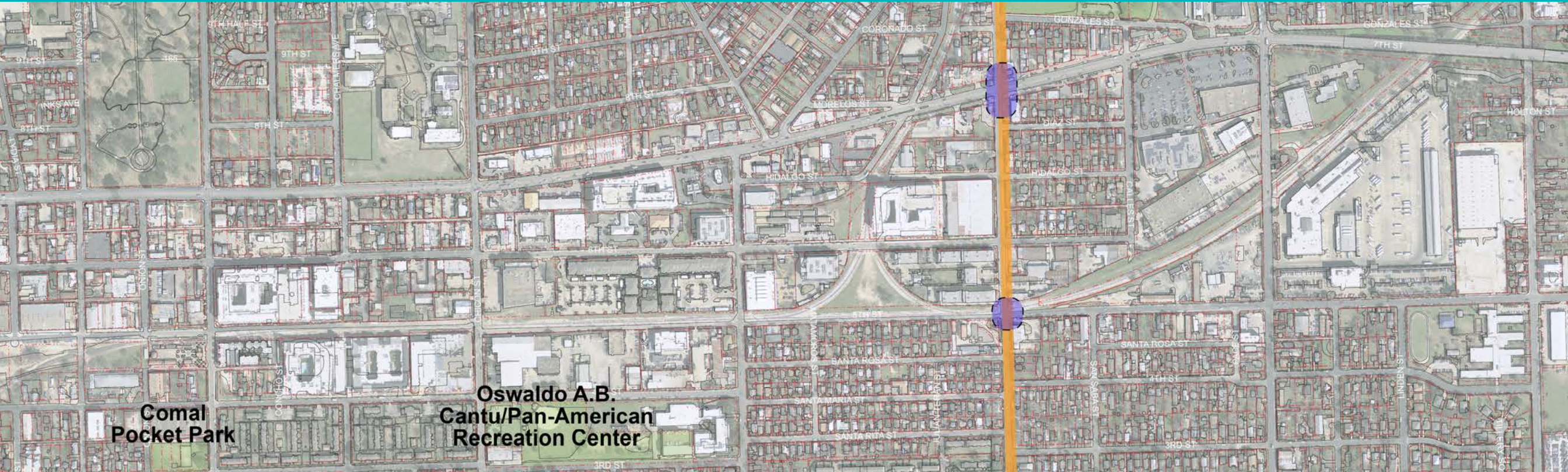


Proposed On-Street Cross-Section

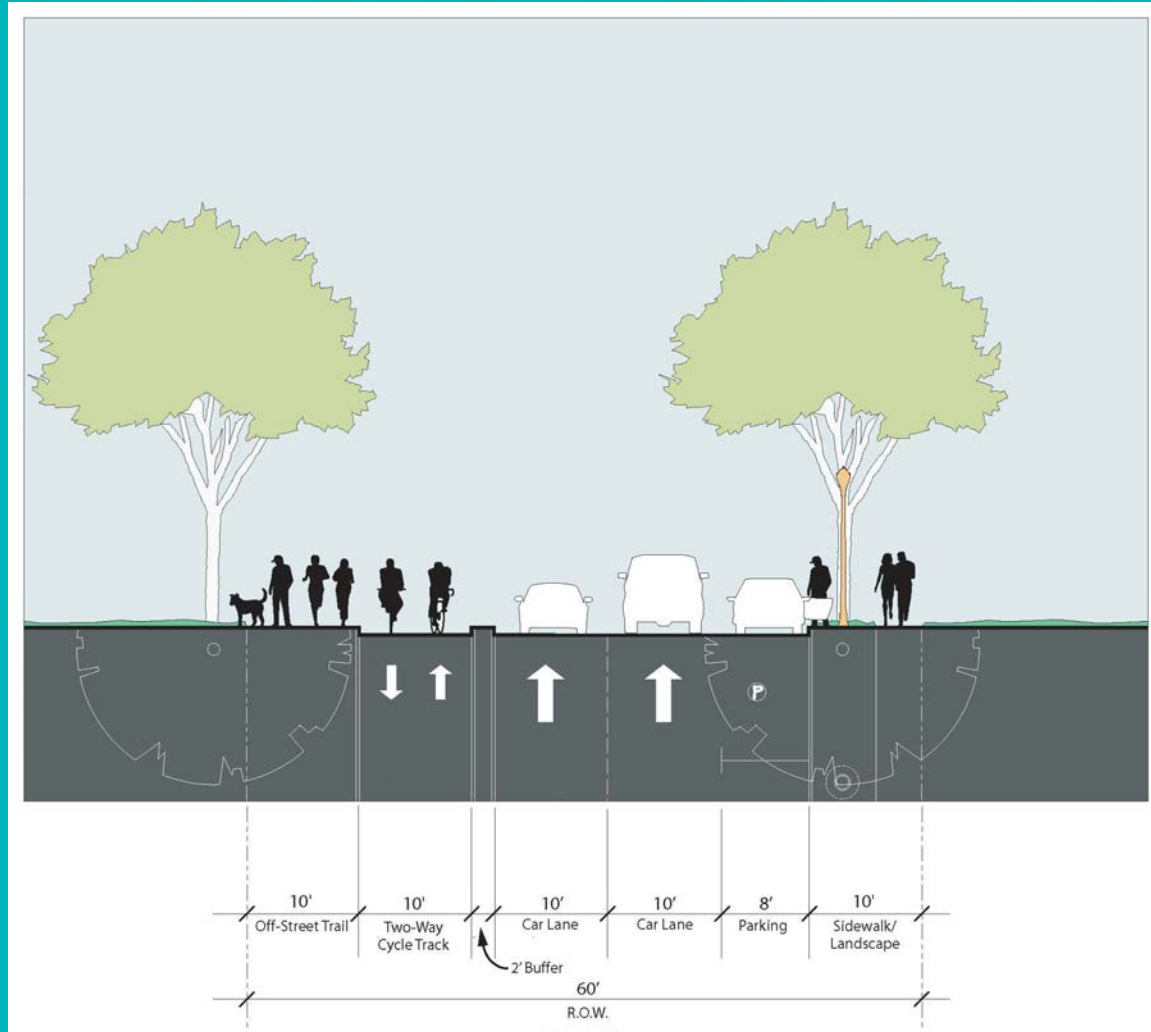


Pedernales St @ East 5th St

Pedernales St @ East 7th St



2014 Master Plan Webberville Rd to Pedernales St to Lady Bird Lake



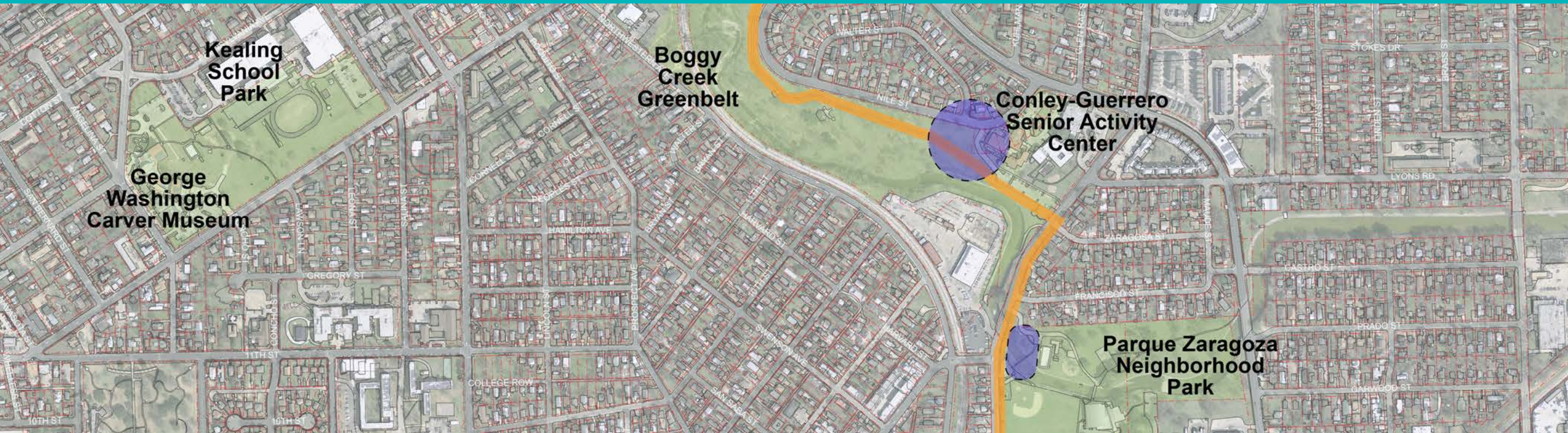
Proposed Cross-Section of Pedernales St with 2-Way Cycle Track, Looking South



Existing and Proposed Pedernales St Showing Wide, Shaded Sidewalk and 2-Way Cycle Track, Looking North

Pedernales St at Parque Zaragoza Park

Nile Street @ Conley-Guerrero Senior Activity Center



Pleasant Valley Rd @ Rosewood Park

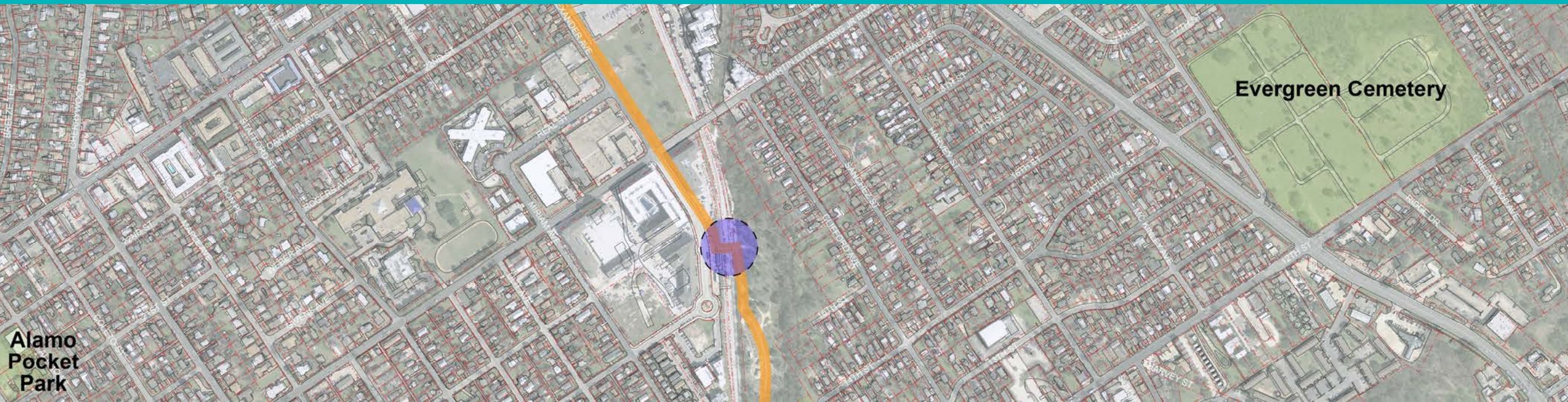
Hargrave St @ Millenium Youth Entertainment Complex



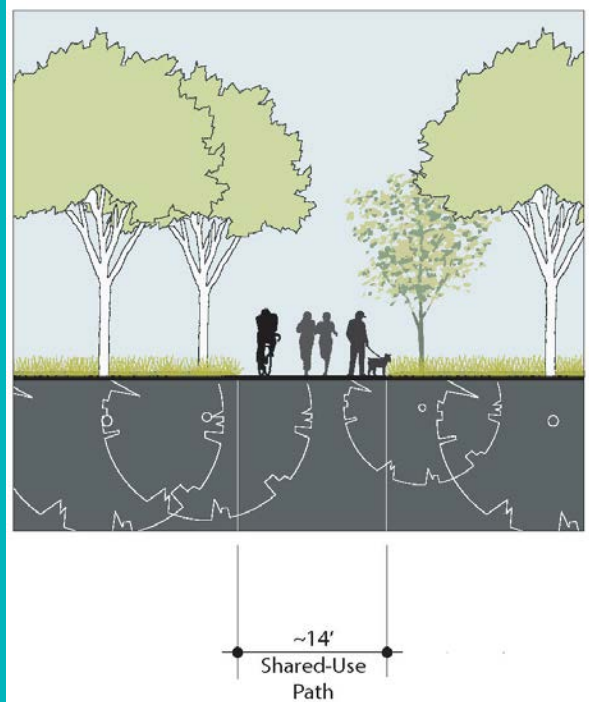
East 12th St @ Downs Mabson Fields



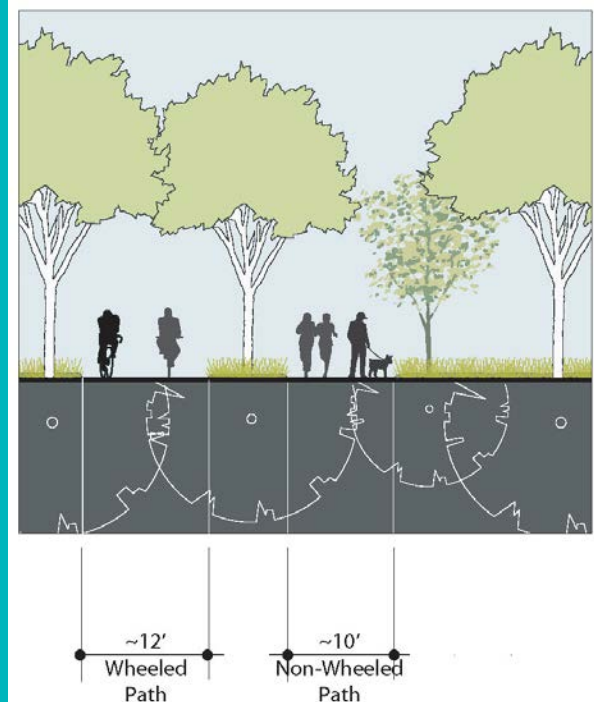
Alexander Avenue @ CapMetro's MLK Rail Station



2014 Master Plan MLK Station to Webberville Rd through Boggy Creek Greenway



Typical Cross-Section of 14'-Wide, Shared-Use Path



Cross-Section of "Dual Track" Trail: 12'-Wide for Peds; 10'-Wide for "Wheeled Users"



Existing and Proposed Conditions, Looking North

Manor Rd @ Alexander Ave

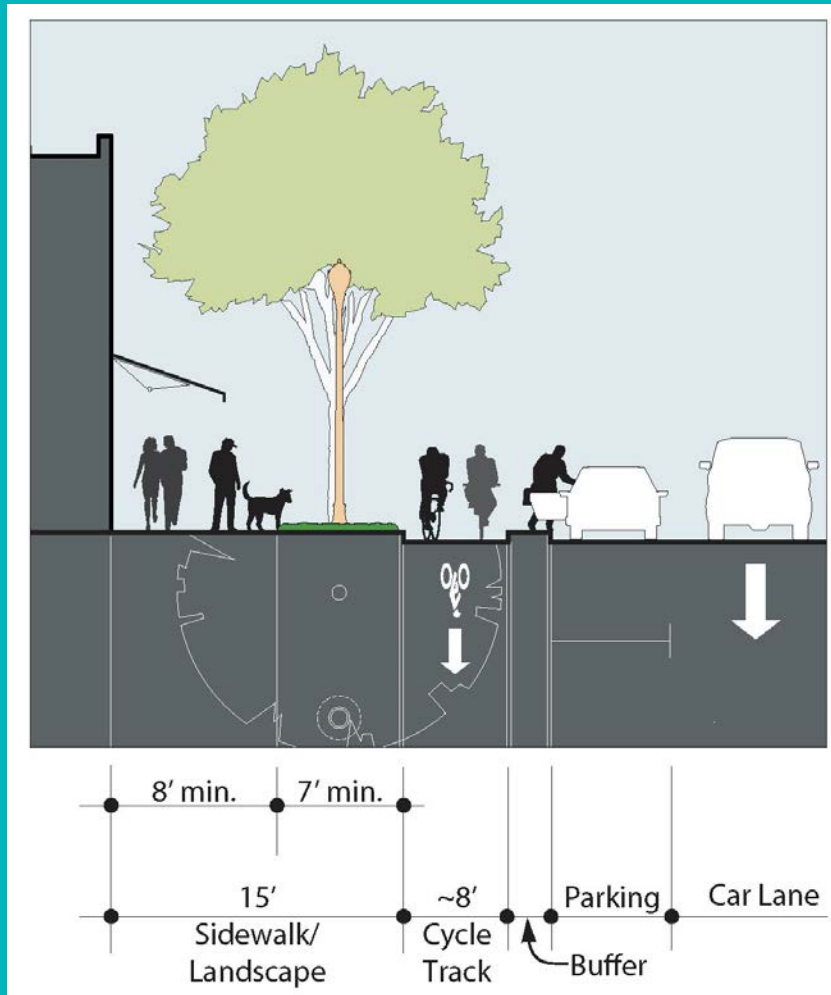
Manor Rd @ Airport Blvd

Manor Rd @ Anchor Ln



2014 Master Plan

Manor Rd to Alexander Ave to MLK Station



Proposed Manor Rd Cross-Section,
Looking East



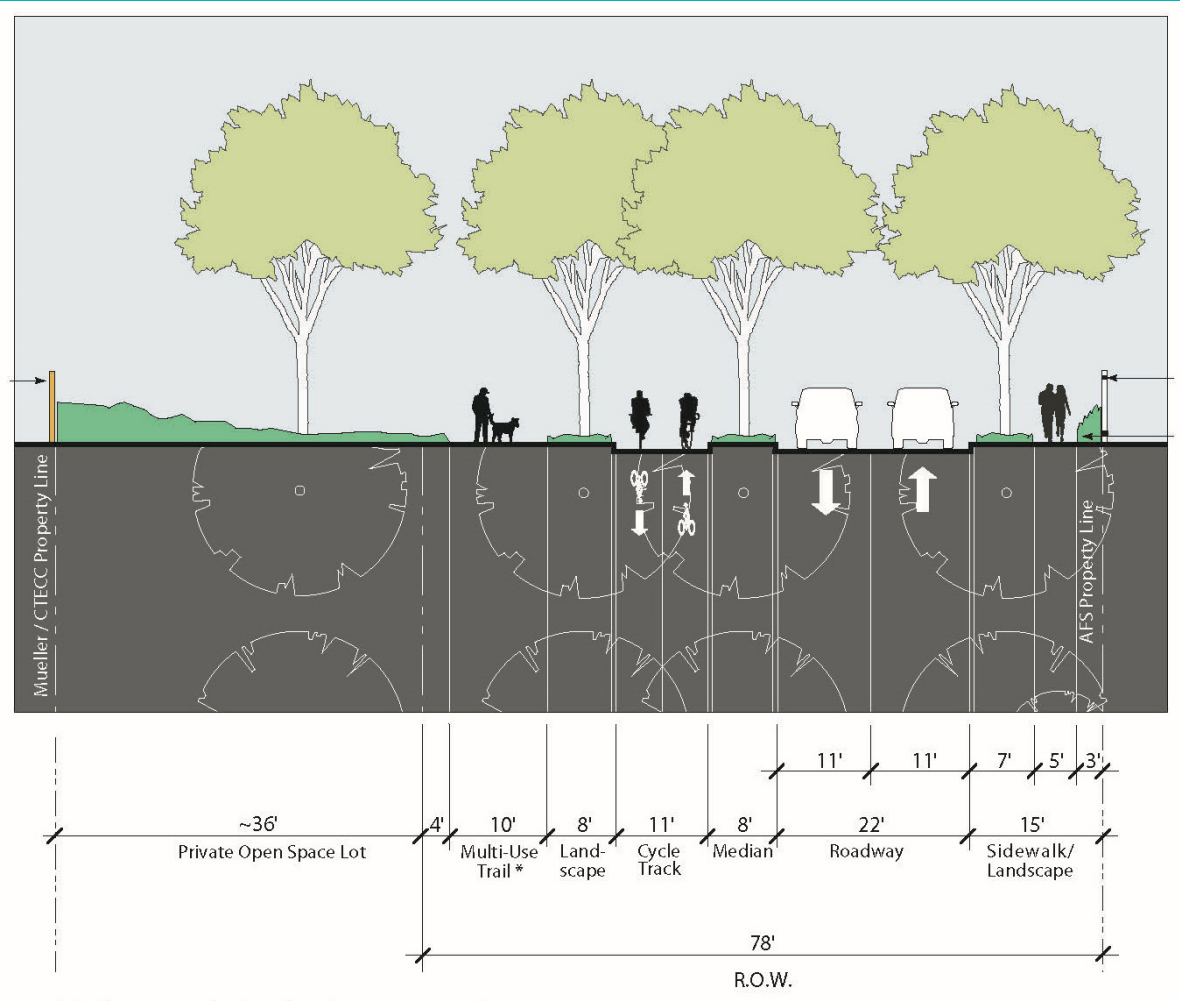
Manor Rd: Existing and Proposed
Conditions, Looking East
(New, One-Way Cycle Tracks, Wide,
Shaded Sidewalk)

Manor Rd @ Tilley St

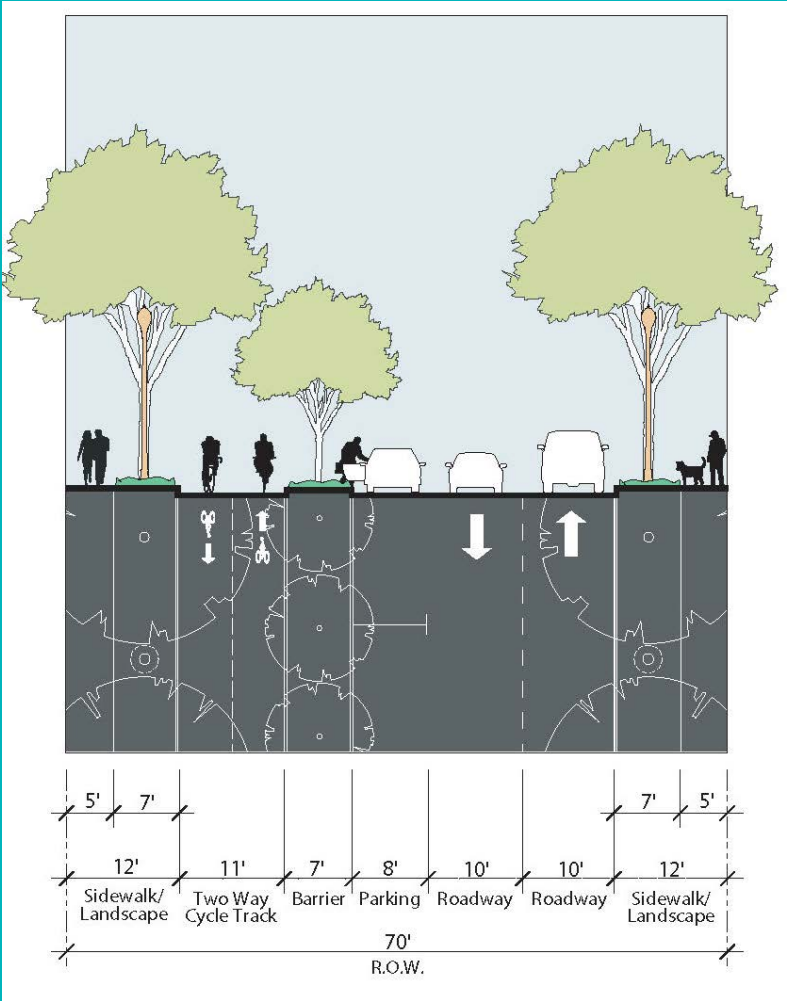
Tilley St @ Simond Ave



2014 Master Plan E 51st Street to Manor Rd



Proposed Tilley St Cross-Section of Philomena St, Looking South



Proposed Tilley St Cross-Section South of Philomena St, Looking South

Tilley St at Austin Film Studios Event Lawn

East 51st St @ Tilley St

East 51st St @ Berkman Dr



Next Steps – Preview of TAG Meeting #2 (date TBD)

- Trail Design Standards
- Wayfinding Plan
- Concept Placemaking Plans



Wayfinding on the Southern Walnut Creek Trail is a good example for EastLink.



Thank You, Technical Advisory Group!



Katie@austinparks.org

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(512) 477-1566



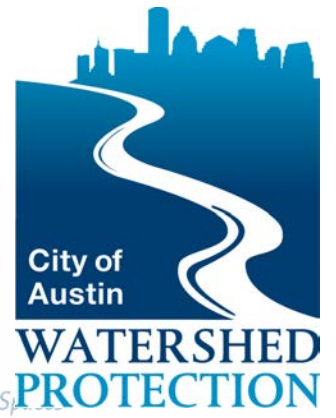
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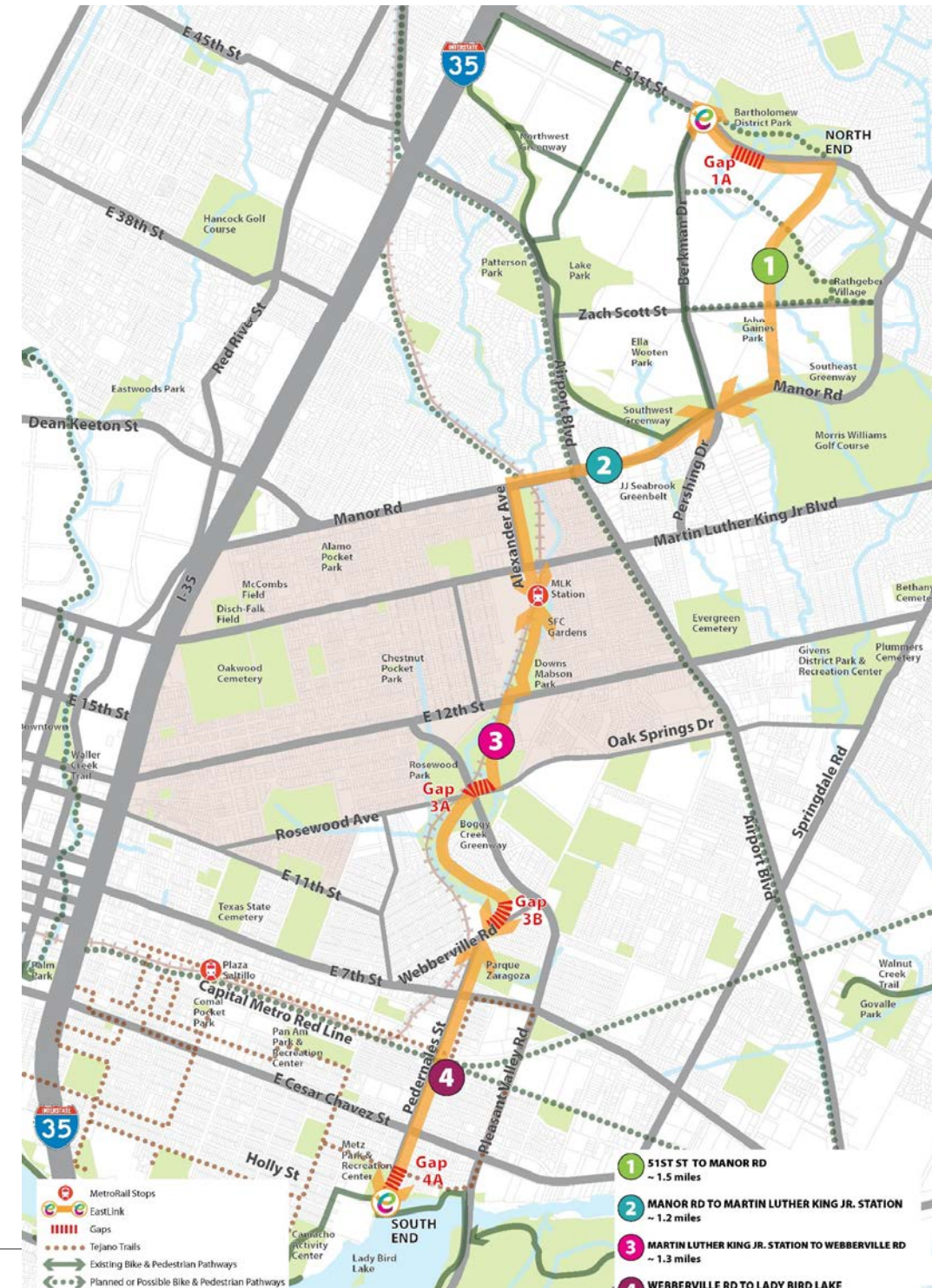


eastlink

August 2016: “Mini-TAG” meeting with COA (ATD, PW, PARD, Capital Planning Office) to discuss potential for EastLink to be funded from the November 2016 Transportation Bond.

At this meeting, the group proposed to change Segment 1 to future Tilley St through Mueller - linking East 51st to the Mueller Southeast Greenway and Manor Road. This route was deemed to be more accessible, visible and direct.

September 2016: Mueller Foundation Trails Committee confirmed this new alignment. Adopting this alignment eliminated the most expensive segment of EastLink (along Tannehill Branch Creek), and placed it on a street that will be funded, ultimately, through the Mueller TIF.



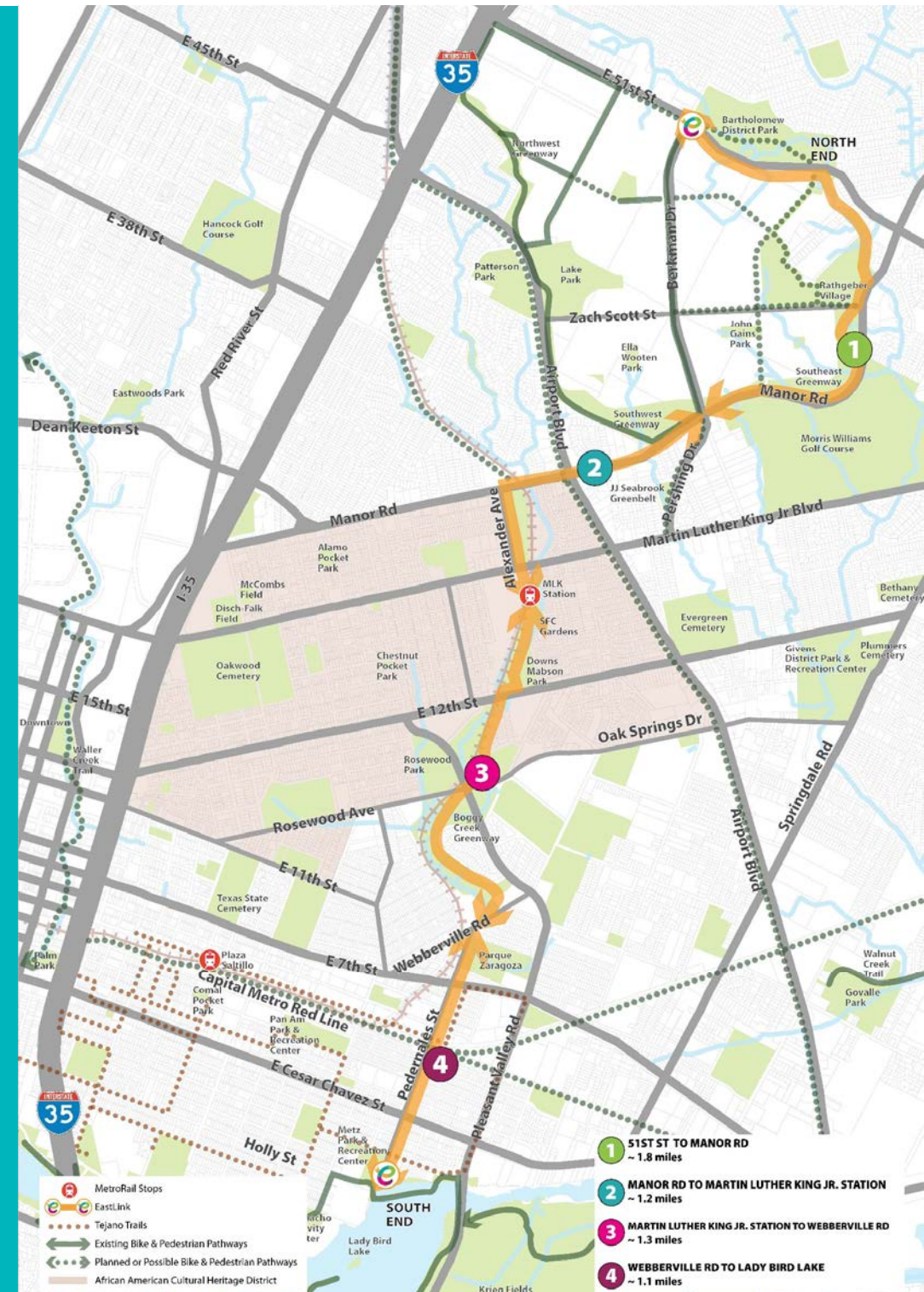
2015 Feasibility Study's Segment Costs
Total = \$11.4 million

Segment 1 = \$ 2.4 million (E 51st St to Manor Rd)

Segment 2 = \$ 2.6 million (Manor Rd to MLK Station)

Segment 3 = \$1.8 million (MLK Station to Webberville Rd)

Segment 4 = \$4.6 million (Webberville Rd to Lady Bird Lake)

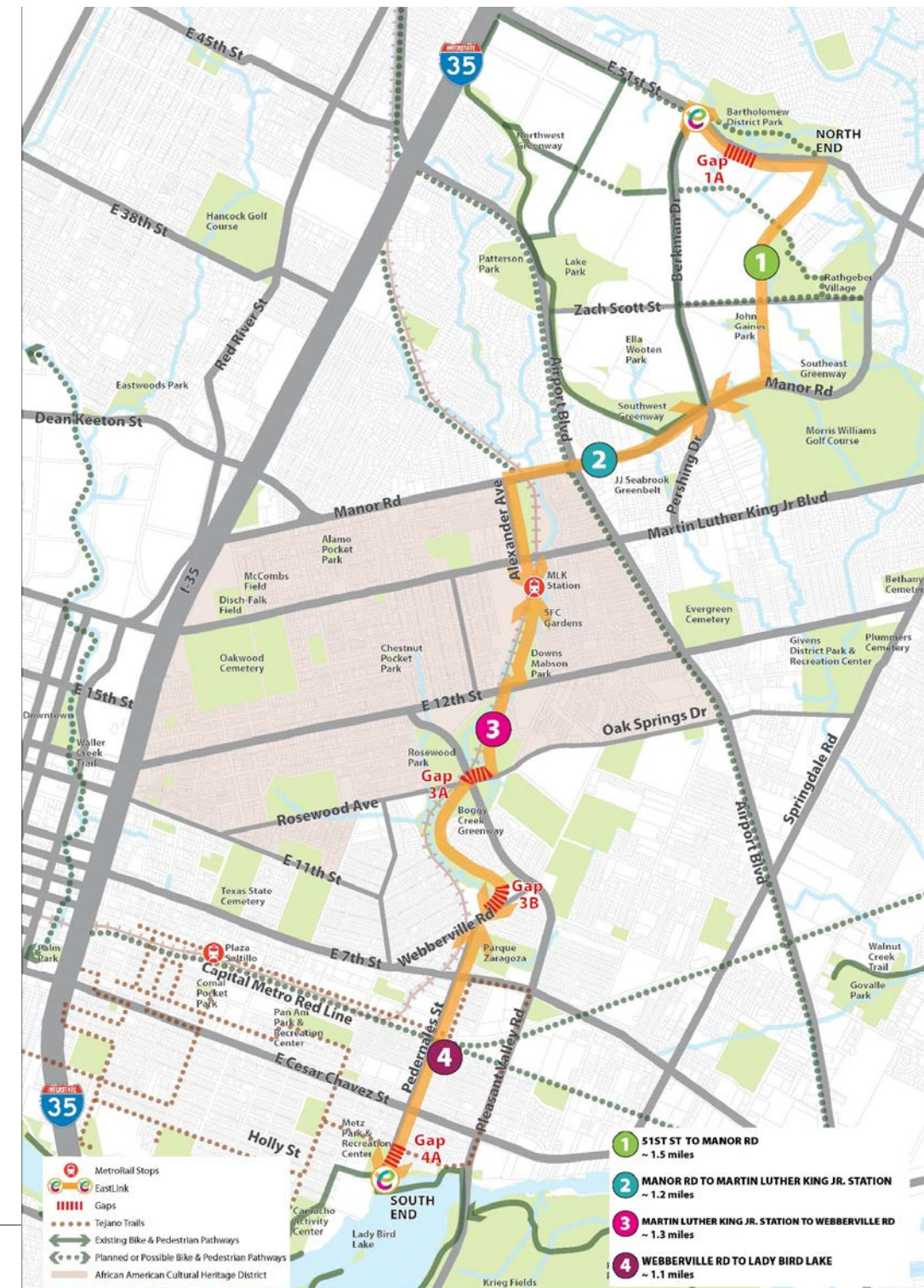


Winter 2016: Public Works closes gap as part of Boggy Creek Greenbelt using 2016 Mobility Bond funds:

- Gap 3B was also removed from the GAPS MAP.

Now only three gaps remain:

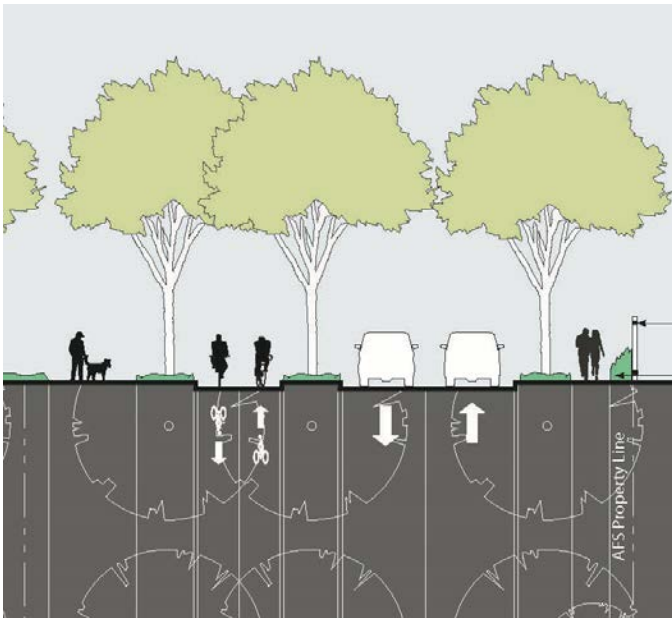
- Gap 1A: East 51st Street multi-use path/sidewalk
- Gap 3A: Rosewood Avenue – Boggy Creek Crossing
- Gap 4A: New connection to Lady Bird Lake trail



Gap 1A: EastLink is looking to Public Works to fund this remaining portion to connect to the future Tilley Street multi-modal street cross-section.



View of E 51st St gap, looking east



Future Tilley Street Cross-Section

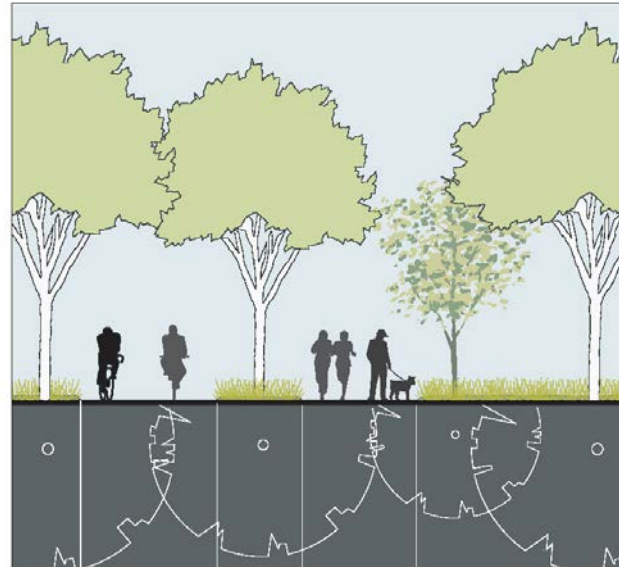


3 Remaining Gaps

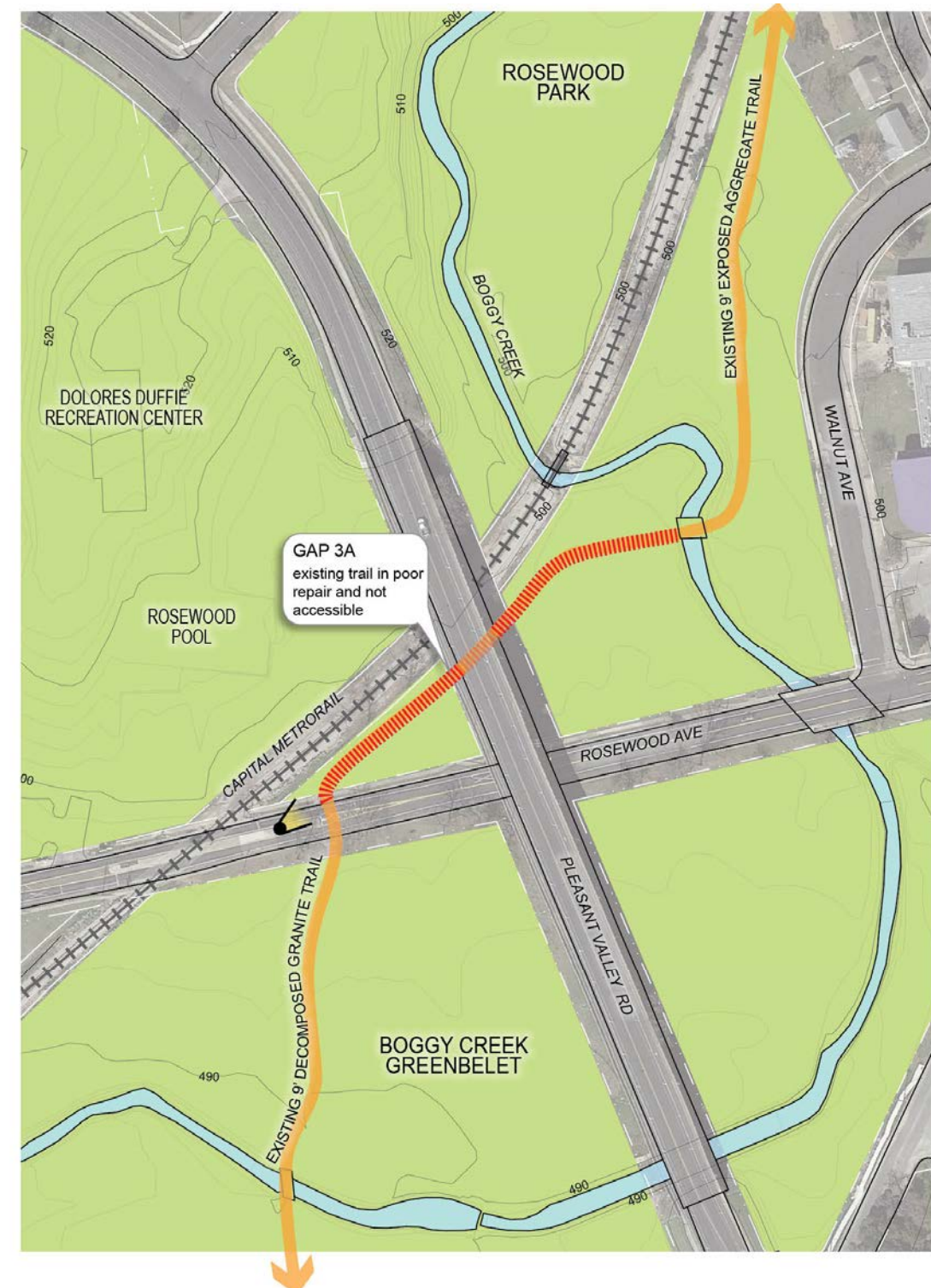
Gap 3A: EastLink requires renovations to this segment of the Boggy Creek Trail. Public Works may be able to close this gap?



View of deteriorated trail north of Rosewood Ave crossing



Proposed Off-Street Trail Cross-Section



Wayfinding Signage

EastLink needs a wayfinding system that should also include mile markers, estimates of time to reach destinations and cultural and historic points of interest.

City forces could accomplish this with its own sign shop, as shown here.



Wayfinding on the Southern Walnut Creek Trail is a good example for EastLink.

Early 2017 Updated Segment Costs
Total **Under \$9 million**

Segment 1 = \$0.2 million (E 51st St to Manor Rd)

5/2017: Public Works to Implement this Segment?

Segment 2 = \$2.6 million (Manor Rd to MLK Station)

5/2017: Public Works to Consider Implementing Bike Facilities for this Segment?

Segment 3 = \$1.6 million (MLK Station to Webberville Rd)

5/2017: Public Works to Implement 12th Street Crossing, Boggy Creek Crossing, and other?

Segment 4 = \$4.6 million (Webberville Rd to Lady Bird Lake)

7/2017: Public Works to Re-Stripe Pedernales St Roadway to Connect to Butler Trail; PARD to Implement New Butler Trail at Lady Bird Lake Connection?

