

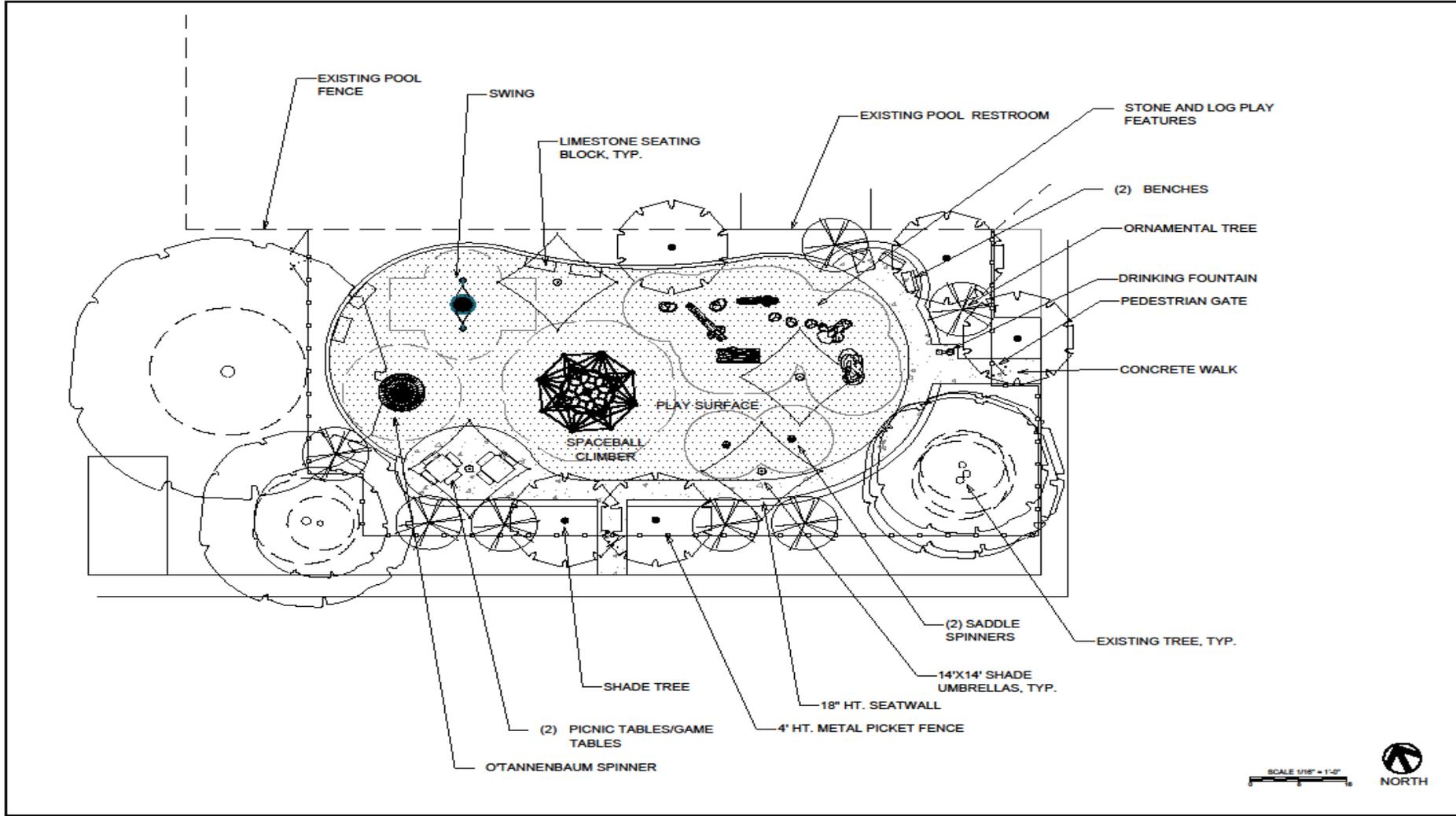
MURCHISON POCKET PARK PLAYGROUND NAMING

Kimberly McNeeley, Acting Director

Parks and Recreation Board | July 24, 2018

Project History

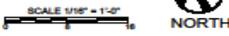
- North West Austin Civic Association came to PARD to initiate the creation of a playscape/park area at the Murchison Pool Park in 2016 and completed the PARD Community Activated Park Project proposal form
- PARD staff designed the park in partnership with the community
- Proposed park is in a park deficient area
- The community has been fundraising for the development of the project
 - Applied for a Neighborhood Partnering project grant in 2017, and was awarded \$177,095 in construction costs
 - Applied for Austin Parks Foundation Spring grant cycle, and was awarded \$20,000 in funds to go towards the development of the park
 - The Loewy Family has committed to donate \$50,000 for the playground equipment



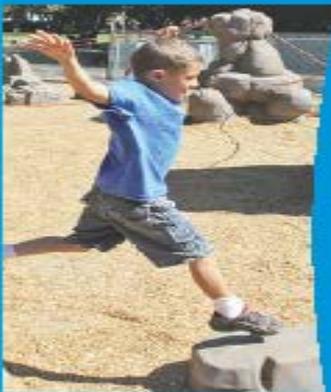
ACTING DIRECTOR Kerisa Minkley	ASSISTANT DIRECTOR Lynn Gabelka	DESIGNED
ACTING DIVISION MANAGER Randy Scott		APPROVED
LANDSCAPE ARCHITECT Chelsea Miley		DRAWN BY OM

**MURCHISON POOL
PREFERRED PLAYSCAPE CONCEPT**

SCALE	1:16
DATE	07/05/17
SHEET	L1
1 OF 1	



North West Austin Civic Association
Austin, TX
61_42907568335



Miracle
of
children
and
learning
space

WE BUILT FUN

Neighborhood Fundraising Efforts



WHAT? A playground designed for all ages, **open all day, every day!**



WHERE? At the corner of **Far West Blvd and Hart Ln**



HOW? **With your help!** For more information and to make a donation, please visit:

WWW.MURCHISONPLAYGROUND.COM **DONATE TODAY!**

Community Support



City of Austin Parks and Recreation Department
200 S. Lamar Blvd
Austin, TX 78704

June 12, 2018

To the Director and Board of the City of Austin Parks and Recreation Department,

Please accept the endorsement of the NWACA Board of Directors for the proposed name, The Loewy Family Playground, for the newly planned playground feature at Murchison Pool Park.

A playground that would be open all day has long been a goal of our neighbors, and by extension, the NWACA Board. Our Parks subcommittee has been working towards this end for more than 10 years. Over the past 2 years, in particular, the committee has identified a viable site, worked with Charles Mabry to create a plan, engaged the neighborhood and ensured public support, and raised funds to support the playground. However, a funding deficit still existed when Adam and Phil Loewy pledged to make a large donation for construction of this playground that would fill the remaining funding gap.

Our neighborhood association is dependent on the voluntary time, energy and efforts of all our members. The Loewy family truly embodies that spirit by offering to make a donation that allows the project to move forward to completion. They are generous supporters of our neighborhood, our neighborhood elementary school, and Austin as a whole. As such, we would like to recognize them by naming the playscape feature for their family.

We urge you to support the naming of the playscape feature The Loewy Family Playground.

Best Regards,



NWACA – Parks Committee
P.O. Box 26654
Austin, TX 78755

City of Austin Parks and Recreation Department
200 S. Lamar Blvd
Austin, TX 78704

June 3, 2018

To the Director and Board of PARD,

This letter is to share our support of the application of the proposed name, *The Loewy Family Playground*, for the planned playscape feature at Murchison Pool park.

We, as the Parks Committee of the Northwest Austin Civic Association, have been working on the planning and fundraising for this playscape for over 3 years. Adam and Phil Loewy approached us, asking how they might help. After discussing various possibilities, they have offered to make a substantial contribution towards the estimated cost of construction. The Loewy family donation almost doubles the funds that we have raised from the neighborhood and enables the project to move forward.

The Loewy family are generous supporters of our neighborhood, our neighborhood elementary school, and Austin as a whole. We feel extremely grateful for their participation in this project and willingness to step up to make the project happen. As such, we would like to recognize them by naming the playscape feature for their family.

We urge you to support the naming of the playscape feature The Loewy Family Playground.

Signed,

The Parks committee of NWACA

Caroline Alexander, Maggie Andreani, Stephannie Behrens, Roger Bolick, Bridget Glasier, Abigail Hazlett, Jerry Levenson, Janelle Medrano, Gary Prant, Joyce Statz

Chapter 14-1-37: Park Naming Policy

- A park feature in a park facility may be dedicated to an individual or group to recognize a culturally significant contribution, other valuable contribution, or creditable service to the park system or the community without naming or renaming the park facility in which the feature is located. A plaque recognizing a deserving individual or group may be placed by the park feature without naming or renaming the park facility in which the plaque is placed. Additional plaques recognizing other individuals or groups may be placed at the same feature location. Each plaque may be removed only when the park feature is removed and repurposed into another park feature. Naming a park feature can be done administratively without City Council approval.

Example of a Park Feature Sign



- Size – 24" x 48"
- All vinyl color/typeface design elements
- Anti-graffiti coating

QUESTIONS?
