Waterloo Preservation Plan

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History/background

Waller Creek, which flows across the District from north to south, has influenced its development over time.



PICA 11425 Austin History Center, Austin Public Libra

- Waller Creek dates 15,000 years in the past, indigenous people called Waller Creek even before it was given its name. European settlement forced indigenous people to identify as Mexican ignorer to stay in their ancestral lands.
- After Slavery, African Americans established a community along the banks of Waller Creek.
- The city's waterways, like Shoal Creek and Waller Creek, which at the time were prone to flooding and were areas of the city where many Black and Mexican-Americans had settled, needed to be improved, as well as parks and boulevards.
- The Koch and Fowler 1928 City Plan presents the idea of picturesque parks and boulevards in the Waller Creek area. But the beautification plans also reinforce the racist Jim Crow policies.



01 More history

History on development of waller creek and waterloo greenway

- In April 1978, Symphony Square opens forming the headquarters for the Austin Symphony Orchestra, the Square is formed by four historic buildings: the Jeremiah Hamilton House (the only building original to the site), New Orleans Club, William P. Hardeman House, and Michael Doyle House.
- In 1975, urban planners, architects, landscape architects, and engineers create the Waller Creek Development Plan; plan proposed improvements.
 - The City of Austin had a vision for transforming the neglected Waller Creek area into a connected, inclusive, and vibrant public park that could benefit the entire Austin community. Today, both the Conservancy and all of the park's many destinations are collectively known as "Waterloo Greenway.





02

Why do we need to preserve waterloo park/waller creek







Remembrance

Transmit our understanding of the past to future generations

connections

Help give people a sense of a place and connection to the past

development

Benefits of attraction to tourists and the community

02

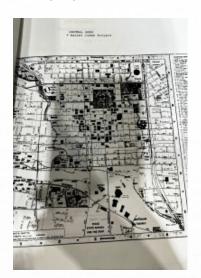
What had happened in the past



PICA 04088 Austin History Center, Austin Public Library

Aftermath of the flooding

The 1915 Flash Flood killed 50 people, 12 along Waller Creek.



Streets changed/segregation

As soon as white landowners noticed the 1869 land was flood prone they began selling land to people to black people.



Construction of symphony square

In April 1978, Symphony Square opens forming the headquarters for the Austin Symphony Orchestra, the Square is formed by four historic buildings: the Jeremiah Hamilton House

Our goals / flyer



Promote inclusivity and community through food

Goal 2

Educate people/Austinites about the importance of waller creek and waterloo greenway

Goal 3

Preserve African American and Mexican-American recipes and tradition



Strategy

Main goal (preserve the history of waller creek and waterloo greenway)

Key Action 1

Know the history of what happened to waller creek



History needs to be kept and known to move on to create something better.

Key Action 2

What plans can bring people together to look at the history and know more about the place



Build a place where people can enjoy learning history

What is our plan







Build a restaurant with resources

What is the plan?
We want to build a relationship with the community with food.
Food brings a diverse group of people together

Consideration

What is on the menu?
Items on the menu will consist
African-American, Mexican dishes
and more.

How will it tie back to the history?
All items will be named after significant figures who were involved in the history.

Decision

Where will the restaurant
be located?
Plan to do it near
symphony square, which
was originally Jeremiah
Hamilton's home.

Requirements

When opening or buying a bar or restaurant in Austin

- Certificate of Occupancy (City of Austin)
- General Assembly Permit (Austin Fire Department)
- Permit to Operate a Food Enterprise (City of Austin)
- Sales and Use Tax Permit (State of Texas)
- Licenses to sell/serve alcohol provided through the Texas Alcoholic Beverage Commission (TABC)
- Zoning Verification/Approval (City of Austin)

What's in the Restaurant

What's on the tables, walls, how is history connected.

QR codes will be on the tables or walls for more history about waller creek and why action is needed to preserve the place. Also the background and history of the recipes.

Connection within symphony square

History about symphony square is important because the connection it has with waterloo greenway take place all the way back in 1971 when symphony square was in development. But this place was originally home to Jeremiah Hamilton in 1871, and made it a grocery store.

Menu







stakeholders / Audiences



Javier Wallace's company Black Austin Tours

Food enthusiasts





Texas based supermarket HEB

Austin Natives



Possible outcomes on how the community and city can be affected with this change



Resurgence of Waller Creek History

Protects the buildings, objects and landscapes and keeps the history



Preserve agriculture and recipes

Lifeblood of regional food culture



Connects the past with present

Past and present are linked by a continuous chain of events



Building a relations

Relationships are formed and memories are made within the community

THANKS!!

CREDITS: This presentation template was created by Slidesgo, including icons by Flaticon, infographics & images by Freepik

Resources

links

- https://waterloogreenway.org/history-of-symphony-square/
- https://texashistory.unt.edu/ark:/67531/metapth124354/?q=Waller%20Creek
- https://liberalarts.utexas.edu/historicalstudies/news/we-may-expect-nothing-but-shacks-to-be-er-ected-here-an-environmental-history-of-downtown-austin-s-waterloo-park
- https://cenkuslaw.com/opening-buying-restaurant-austin-tx/