

Palm Park



COMMUNITY ENGAGEMENT OVERVIEW

Context: Waterloo Greenway



Engagement Report



PALM PARK

Public Engagement Report
2023-2024

CORTEZ
CONSULTING

PUBLIC ENGAGEMENT REPORT

Available Online

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

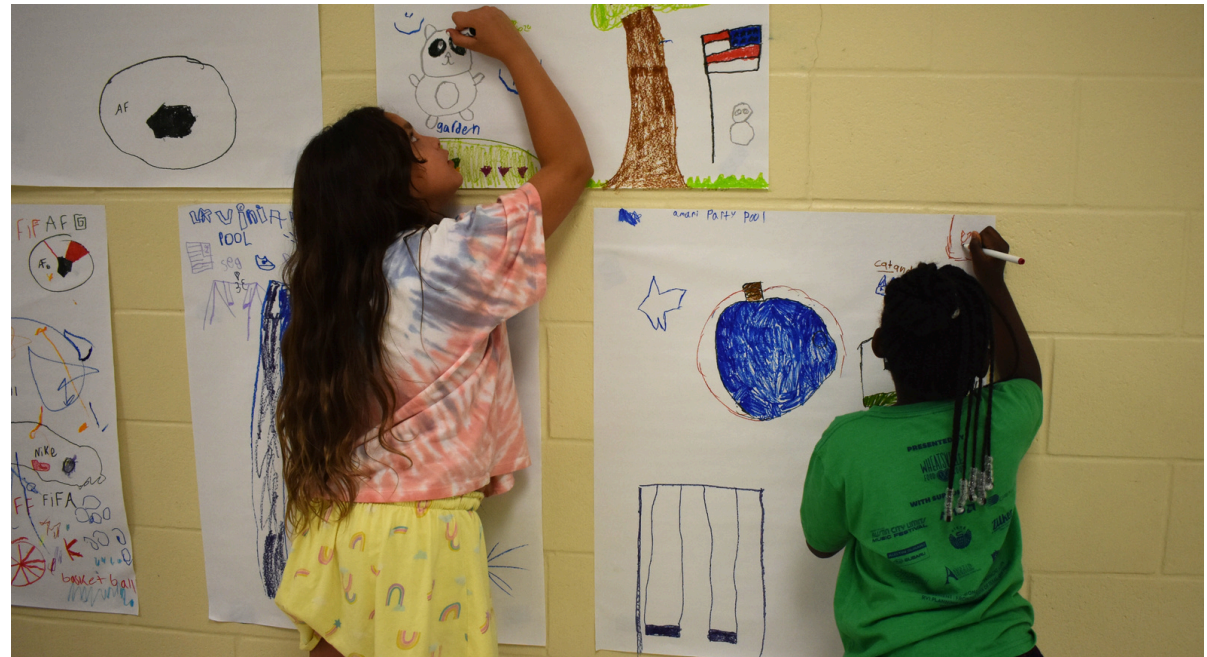
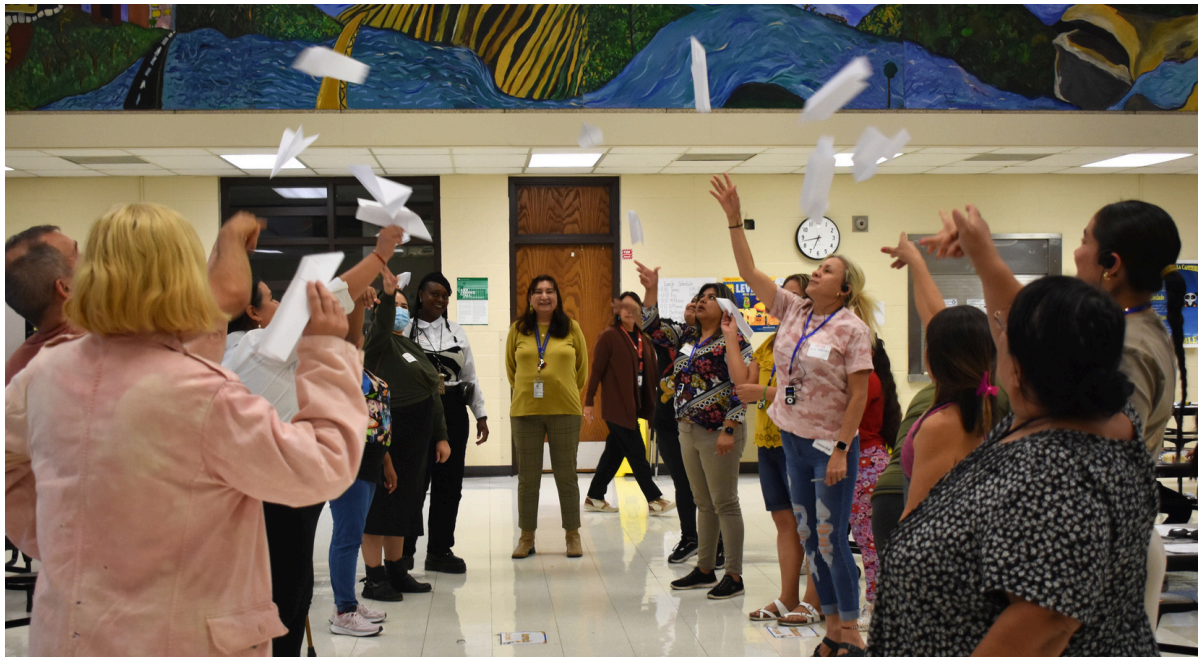
How to use the space in Palm Park?

- 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



Context: Palm Park



Waller Creek +
Waterloo Greenway

Palm School

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



Places of Memory



Family & Play



Community Identity



Park Trees

Creek landscape is a significant component of Palm Park



195,000 plants, including over 1,600 new trees, will be planted as part of the Confluence project



Planting the Future Tree Canopy



● Preserve



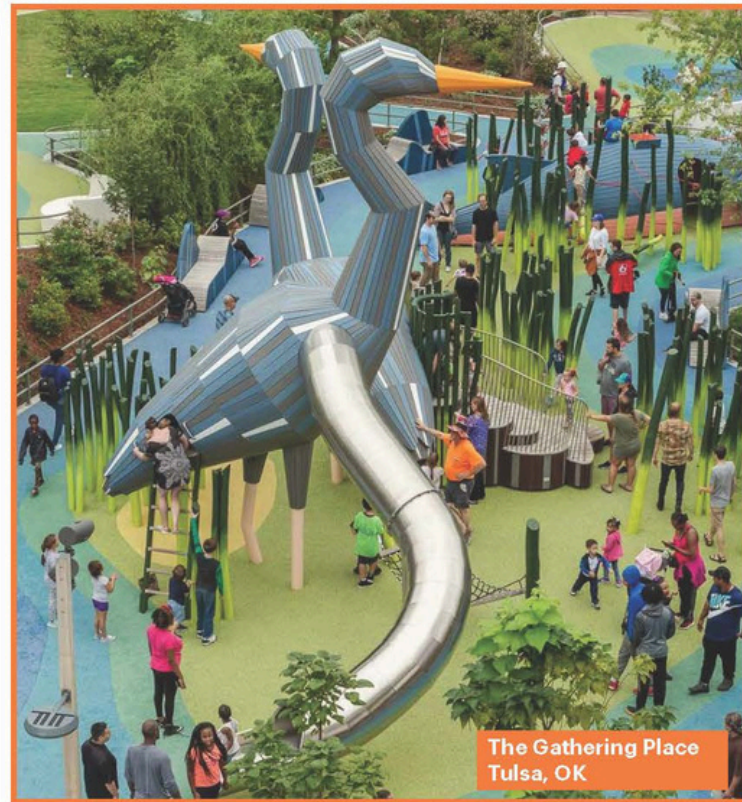
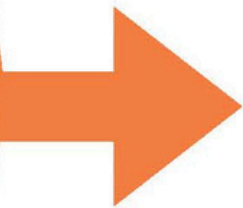
● Plant

Family Space

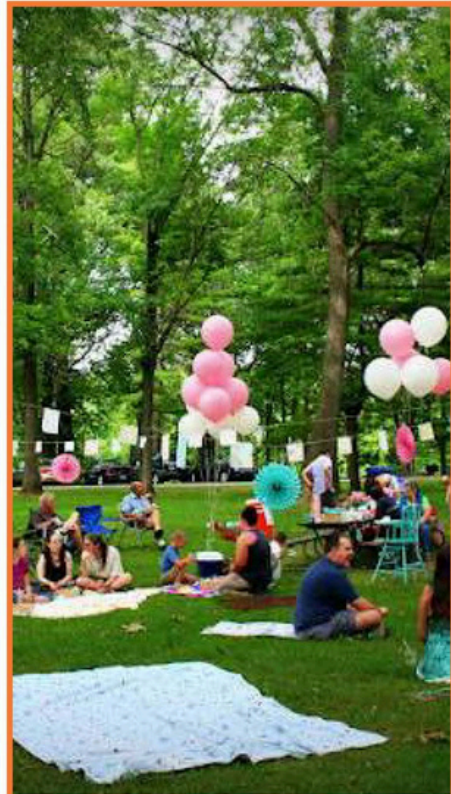


Playscape Inspiration: Animals

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



Gathering Space



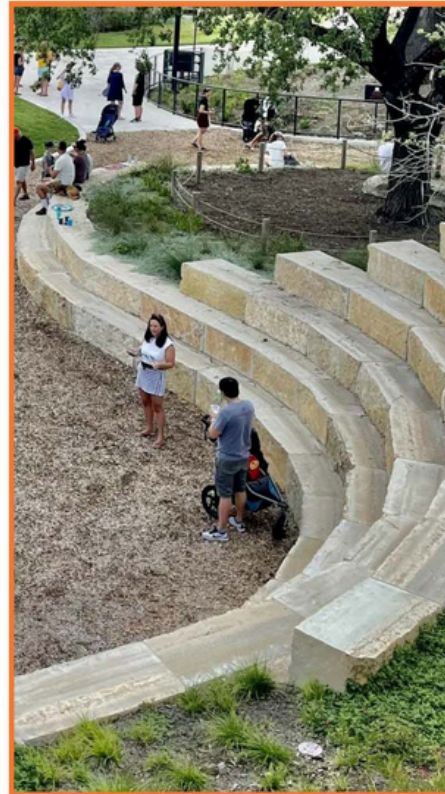
Open Lawn



Tree Decks



Moveable Furniture

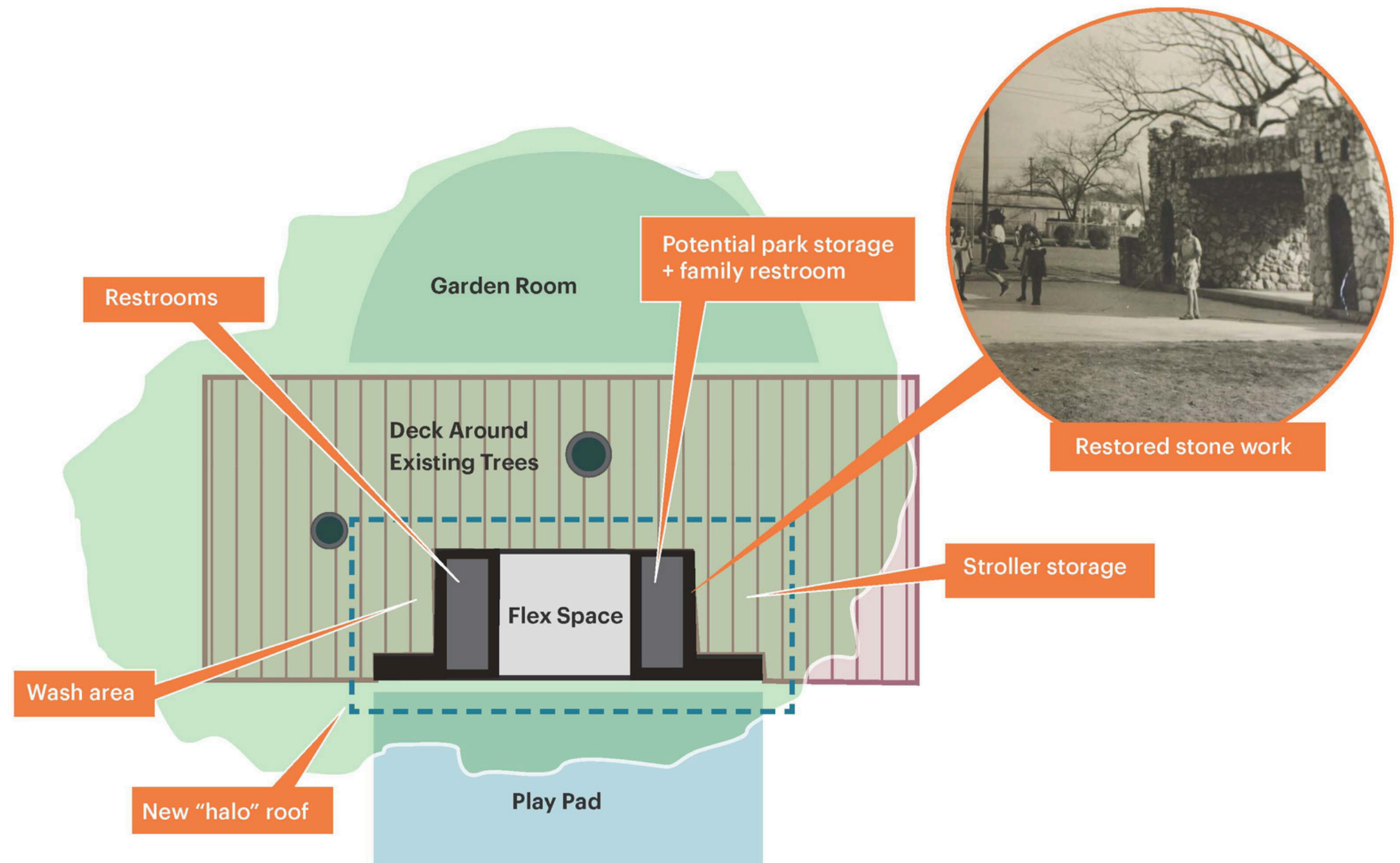
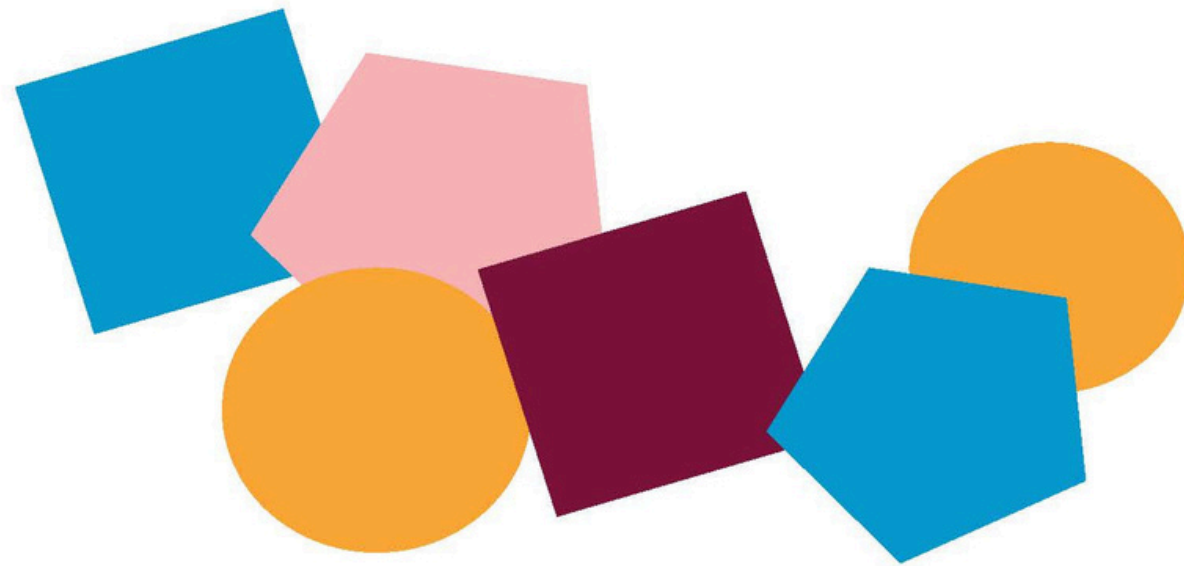


Terrace Seating



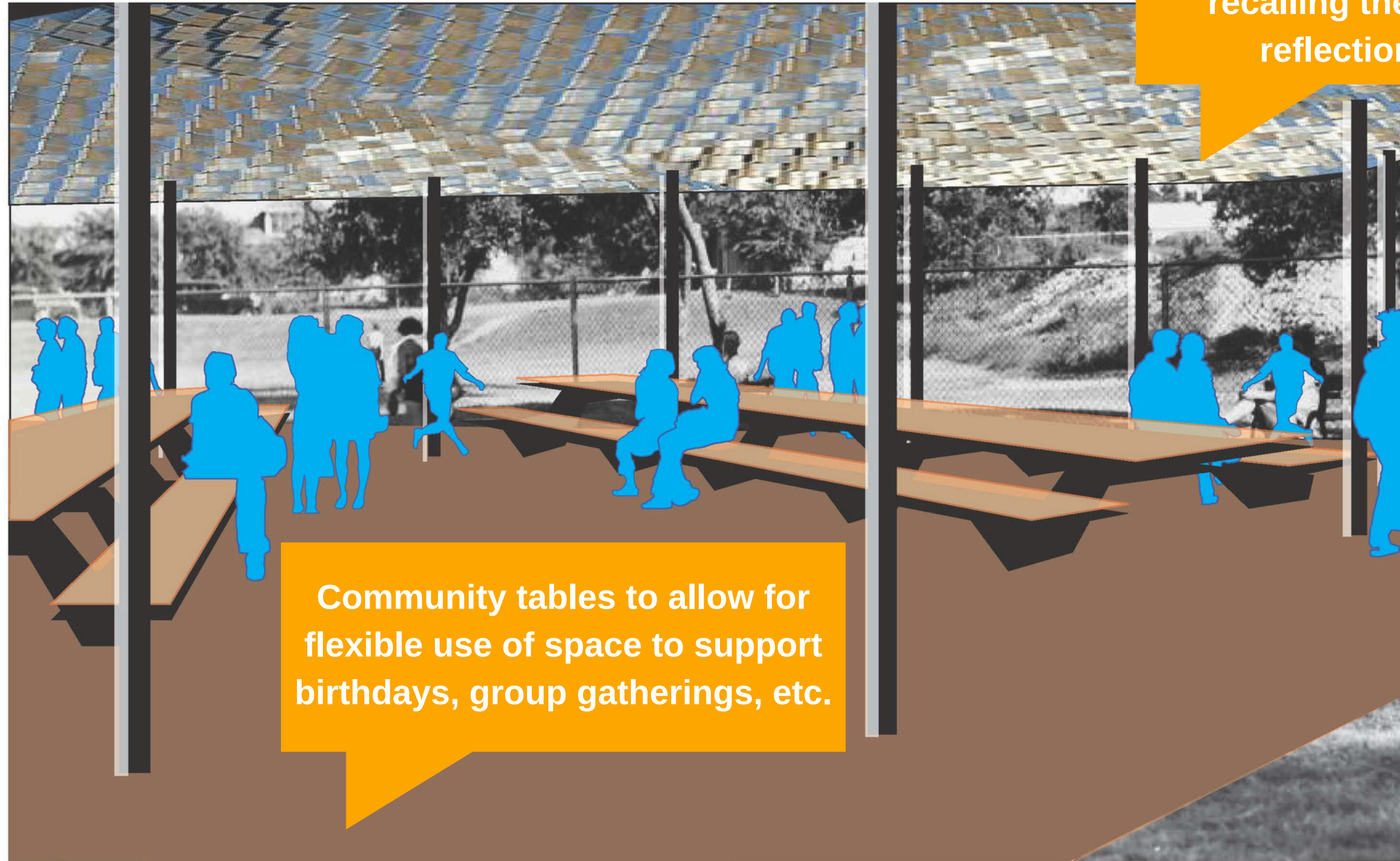
Places of Memory: Shelter House

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.

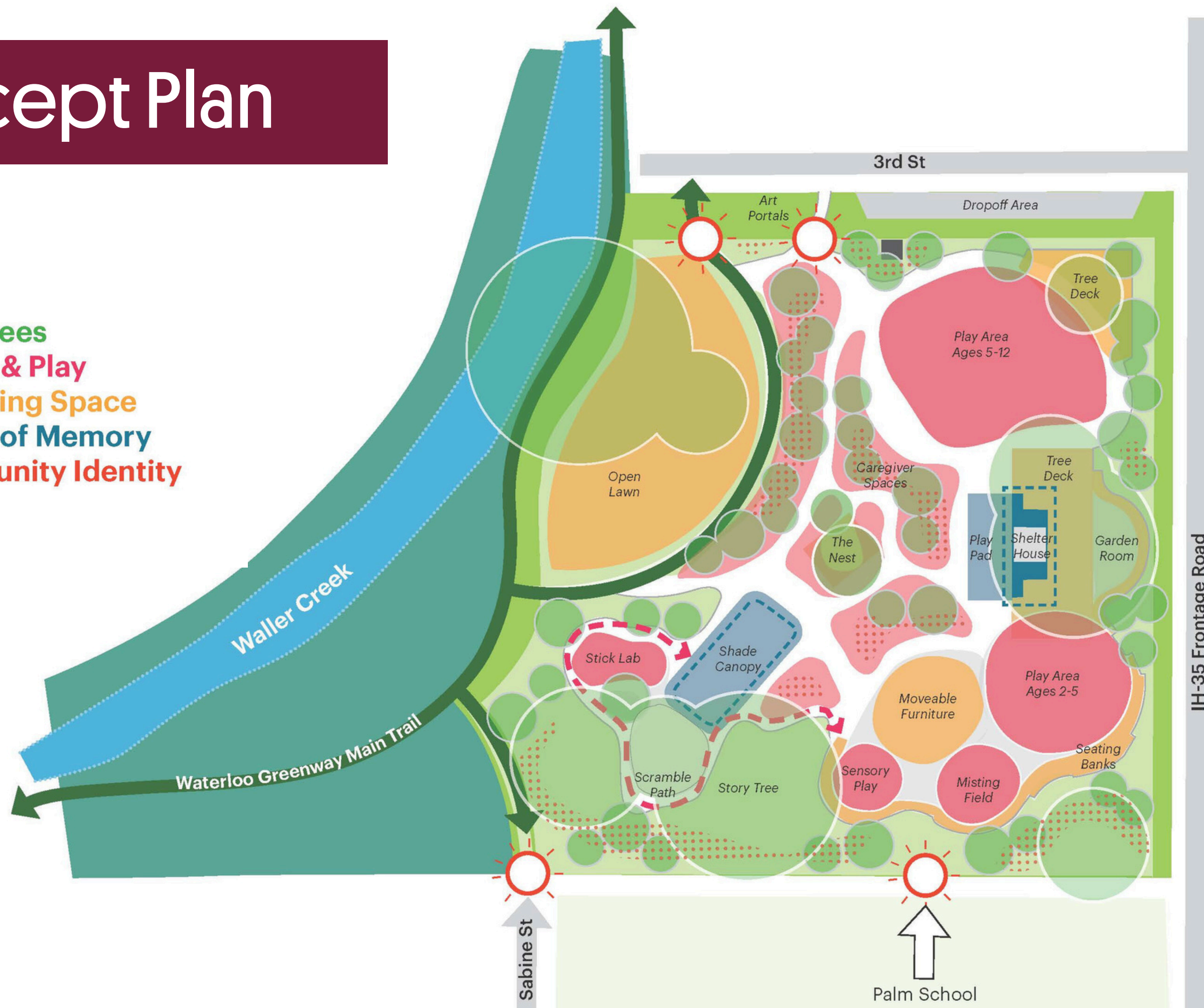
Community Identity

Art Portals



Concept Plan

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



Thank you!
Questions?

**waterloo
greenway**

