

PEASE PARK INTERPRETIVE MASTER PLAN



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Chapter 1

EXECUTIVE SUMMARY

The Interpretive Master Plan (IMP) for Pease Park identifies the park’s most relevant themes and storylines, as well as opportunities and techniques to make its resources more relevant to the public. The plan aims to support Pease Park Conservancy (PPC) staff members as they work to engage more deeply with the community; strengthen their programs; and offer authentic encounters with natural, cultural, and historic resources.

This IMP is intended to guide interpretation at Pease Park for five years. The planning team anticipates that in that time, PPC will make significant progress toward its goals and objectives and complete many of the recommendations contained in this report. At that time, it will be appropriate for PPC to reevaluate its interpretive goals and update its IMP accordingly.

At the heart of this document is PPC’s stated goal to ensure that Pease Park is inclusive of and accessible to all. This drove many of the recommendations in this report, which aim to appeal to a broader range of Austinites by prioritizing undertold stories, highlighting the park’s critical natural resources, and offering a broader range of interpretive products and programs.

Recommendations for interpretive products and programs make up the largest portion of this plan (Chapter 5). The subsequent chapter (Chapter 6) identifies each recommendation’s cost and relative priority. It is worthwhile to highlight some of the highest priority recommendations here:

- Operationalize the collection and analysis of demographic and zip code data for participants in Pease Park’s programs and special events (pages 19 – 20).
- Create a brief booklet outlining PPC’s mission, its main organizational goals, and its interpretive themes and key messages for repeat volunteers (e.g., board and committee members, docents, program leaders) (page 30).
- Design and build a contemplative space that allows park users to engage with the landscape’s historic connections to enslavement (page 35).
- Recruit individuals with diverse backgrounds to lead programs (page 36).

- Create a volunteer and/or staff role(s) to serve as a Park Ambassador (page 39).
- Partner with local filmmakers to create a web series of 15 – 20 minute films that expand upon the park’s more complicated stories (page 41).
- Update the PPC website to reflect the goals and content of the IMP (page 42).
- Continue to explore opportunities for intersectional engagements with artists, architects, natural scientists, and the public to host expressive art that reflects the themes inherent in Pease Park and Shoal Creek (page 43).

Chapter 2

INTRODUCTION

2.1 Preface

Throughout the Interpretive Master Plan, the following abbreviations are used:

EMMS = Erin McClelland Museum Services

IMP = Interpretive Master Plan

MW = MuseWork

PARD = City of Austin Parks and Recreation Department

PPC = Pease Park Conservancy

“The planning team” refers to the contract team hired to facilitate and write the IMP. It included Erin McClelland, Principal of EMMS, and Angela Davis, Co-Founder and Director of Visitor Experience at MuseWork. EMMS served as the prime contractor until January 2020, when EMMS and MuseWork merged into a single business entity operating as MuseWork, LLC. MuseWork became the prime contract holder at that time and completed the report.

2.2 Project Background

In October 2014, Austin City Council adopted the *Pease Park Master Plan*, which was prepared by Wallace Roberts & Todd, Siglo Group, and Clayton & Little Architects for PPC and PARD. During the master planning process, PARD undertook an extensive outreach and public engagement process that involved consulting with city departments and PPC, facilitating public input meetings, and conducting online and clipboard surveys.¹ These efforts, combined with the expertise of subject area experts,

¹ Wallace Roberts & Todd, et al., *Pease Park Master Plan* (2014), 52-54.

informed the recommendations in the *Master Plan*. One of these recommendations was to develop an Interpretive Plan for Pease Park.²

The interpretive master planning process began when PPC contracted with EMMS in January 2019. The planning team undertook a community engagement process aimed at gathering public input to shape the IMP’s recommendations. The planning team facilitated one community input session at the Lamar Senior Activity Center (2874 Shoal Crest Avenue; across the street from Pease Park) during which the planning team solicited public input on which interpretive themes and stories the public finds most appealing and how those themes and stories should be framed.

Given the particularly sensitive African American history of Woodlawn (the historic name of the Pease estate, on which enslaved people lived and worked, and part of which was donated and became the foundation for Pease Park), PPC also wanted to make a concerted effort to connect with the city’s African American community.³ The planning team partnered with Stephanie Lang (founder of RECLAIM, which uncovers and reclaims the stories of the black diaspora) to engage with this segment of the Austin community and gather input on which interpretive themes and stories they find most appealing, how those themes and stories should be framed, and how Pease Park can be made to feel more welcoming to African Americans. The planning team and Stephanie Lang also conducted one focus group meeting with representatives from the African American community at Sweet Home Missionary Baptist Church (1725 W. 11th Street) in the Clarksville neighborhood. The planning team also held multiple meetings with PPC and PARD to solicit input on goals, themes, storylines, and interpretive methods throughout the course of the project.

2.3 Pease Park Today

2.3.1 Overview

Pease Park was established in 1875 when former Texas Governor Elisha M. Pease and his wife, Lucadia, donated approximately 23 to 30 acres⁴ to the City of Austin to establish the city’s first large public

² Ibid., 57.

³ For the purposes of the IMP, the Planning Team decided to use the word “estate” instead of the word “plantation” because the latter is often associated with large-scale, commercial agricultural operations. Evidence suggests that the Peases maintained a kitchen garden and small orchard on their property, but did not engage in a commercial agricultural enterprise. However, the word “plantation” is used in the Texas Historical Commission’s Historical Marker for the park, and may provide the most accessible shorthand for describing the experience of enslaved people at this site. Interpretive products may use either word, and should include an explanation and a culturally sensitive context for the word choice.

⁴ The Pease Park Conservancy website states that the Peases donated 23 acres of land, while Rachel Feit, et al., assert that the donation was comprised of approximately 30 acres of land. See Pease Park Conservancy, “The History of Pease Park,”

green space. The parkland saw modest improvements in the first few decades of its existence. Beginning in the 1910s, private individuals, benevolent organizations, and the city made more substantial investments in the park's built environment, including a stone gateway and bridges over Shoal Creek. During this time, the park's boundaries also expanded through donations of additional acreage. In the 1960s, Janet Long Fish led the effort to develop the park's walking trails.⁵

In 2008, the Pease Park Conservancy (then called Trees for Pease) was formed to save the park's trees, which were deteriorating, and plant new ones to replace those that couldn't be saved. This work eventually expanded to include invasive species removal and other landscape improvements.⁶ PARD and PPC worked jointly on the 2014 *Master Plan*, and in 2017, PPC received a \$9.7 million grant to implement the *Master Plan's* first phase of work at the southern end of the park, known as Kingsbury Commons.⁷

Today, Pease Park runs roughly north-south along Lamar Boulevard, bounded by Kingsbury Street to the south and 31st Street to the north.⁸ The park's location in the Balcones Fault Zone defines its geology and soil types. It is bisected by Shoal Creek, which is prone to flash floods, and 80% of the parkland lies in the creek's 100-year floodplain. Springs and seeps flow from the rocky outcrops along the hillside on the western side of the park. The park's plant communities have been heavily modified by human use, but include riparian, limestone savannah and woodland, slope forest and woodland, and wooded cliff/bluff ecological systems, in addition to landscaped lawn areas and plantings maintained by PARD, PPC, and volunteers. Resident and migratory wildlife reflects the habitats in the park, and includes a diversity of birds and reptiles, as well as typical urban wildlife (e.g. raccoons, squirrels, etc.). Invasive plants and hillside erosion represent two of the most significant environmental threats to the park.⁹

n.d., accessed August 26, 2019, <https://peasepark.org/about-pease> and Rachel Feit, et al., *Cultural Resources Survey of Pease Park in the City of Austin* (Austin: AmaTerra Environmental, 2012), 11.

⁵ Rachel Feit, et al., *Cultural Resources Survey of Pease Park in the City of Austin*, 5, 11-12. The *Cultural Resources Survey* contains a much more in-depth history of the park's landscape and its development.

⁶ Pease Park Conservancy, "Trees for Pease," n.d., accessed August 26, 2019, <https://peasepark.spacecrafted.com/trees-for-pease>.

⁷ Michael Barnes, "Moody Foundation gives \$9.7 million gift to enhance Pease Park," *Austin American-Statesman* October 27, 2017.

⁸ The 2014 *Master Plan's* project area encompassed the public land along Lamar Blvd. between Kingsbury Street and 31st Street, which includes Pease Park and a portion of the Shoal Creek Greenbelt.⁸ The planning team also adopted this project area, and this plan refers to the entirety of the area as "Pease Park." See Wallace Roberts & Todd, et al., *Pease Park Master Plan*, 40.

⁹ Wallace Roberts & Todd, et al., *Pease Park Master Plan*, 72-87, offers a more extensive review of the park's natural features and is the basis of the summary provided here.

The park’s cultural resources include:

- ornamental stone gates (c. early 20th century), concrete picnic tables (c. 1930s), stone walls (c. 1930s and 1970s), and a Tudor Revival cottage (c. 1935) at Kingsbury Commons;
- concrete picnic tables (n.d.), stone walls (n.d.), and the 24th Street Bridge (c. 1928, 1939) at Live Oak Meadow¹⁰;
- stone steps (c. 1930s) and a triangle bench (c. 1930s) at Live Oak Terrace;
- Lower Shoal Creek Bridge (c. 1934), Upper Shoal Creek Bridge (c. 1934), and stone walls (c. 1930s) at Gaston Green;
- stone walls (n.d.) at Ramble Scramble; and
- West 29th Street Bridge (c. 1939) and stone pylons (c. 1930s) at the Bluffs.¹¹

Today, Pease Park is operated and maintained by PARD, with PPC providing additional project and programming support. A Parkland Improvement Donation Agreement was executed in May 2019, which obligates PPC to operate and maintain the interactive water feature in Kingsbury Commons upon its completion. As of December 2019, a Maintenance/Responsibilities Agreement is being negotiated for the balance of Kingsbury Commons with a goal of having an agreement in place prior to completion of the Kingsbury Commons improvements.

2.3.2 Mission Statement

PPC currently operates with the following Mission and Vision Statements:

¹⁰ Some past planning documents identify Live Oak Meadow as Custer’s Meadow. In 2019, PARD and PPC agreed to do away with the name “Custer’s Meadow” and replace it with the name “Live Oak Meadow.”

¹¹ Wallace Roberts & Todd, et al., *Pease Park Master Plan*, Appendix B. A National Register of Historic Places Nomination Form for the Old West Austin Historic District dates the Tudor Revival cottage to 1935 (National Register of Historic Places Nomination Form - Old West Austin Historic District (2003), 7-7), while the *Master Plan* dates its design to the mid-1920s but does not give a date of construction (Wallace Roberts & Todd, et al., *Pease Park Master Plan*, B-7).

Mission Statement

Pease Park Conservancy celebrates the diverse ecology and history that make Austin’s first public park valuable and unique. The Conservancy works to restore, enhance and maintain this 84-acre public green space for the sustainable use and enjoyment of all.

Vision Statement

Pease Park will be known as an accessible urban green space for play, adventure and connectivity, where land stewardship, environmental innovation and inclusive programming embrace the community’s history and inspire its future.¹²

PARC currently operates with the following Mission and Vision Statements:

Mission Statement

Inspire Austin to play, protect and connect by creating diverse programs and experiences in sustainable natural spaces and public places.

Vision Statement

The Parks and Recreation Department will be an innovative leader in parks and recreation experiences.¹³

Both entities’ mission and vision statements were kept in mind while indentifying storylines, drafting interpretive themes, and developing recommendations for interpretive methods.

2.3.3 Current Challenges

During the planning process, the planning team identified the following challenges:

1. **A legacy of serving as a neighborhood park.** Although Pease Park is a district park intended to serve residents within a two-mile radius, it has largely functioned as a neighborhood park for the relatively affluent, primarily white residents of the Old Enfield, Pemberton Heights, and

¹² Pease Park Conservancy, “What We Do,” (n.d.), accessed September 27, 2019, <https://peasepark.org/abouttheconservancy>.

¹³ Austin Parks and Recreation Department, “About Parks and Recreation,” (n.d.), accessed September 27, 2019, <http://www.austintexas.gov/department/parks-and-recreation/about>.

Bryker Woods neighborhoods. Regular park users may initially resist changes to the park, including new park users from outside their immediate area.

2. **Gaps in knowledge about some aspects of Pease Park’s history.** Some aspects of Pease Park’s history have been underdocumented. These include details about the people enslaved there by the Pease Family, and the park’s use as a gathering place for the LGBTQ+ community.

These challenges are not insurmountable. The opportunities identified below, as well as the recommendations contained throughout this report, represent ways to mitigate and move past these challenges.

2.3.4 Current Opportunities

1. **Increased capacity.** In 2018 and 2019, PPC dramatically expanded its staff and demonstrated professional-level fundraising abilities. These resources will support PPC’s ongoing work in Pease Park and the implementation of the IMP.
2. **A genuine desire to be inclusive of all Austinites.** PPC’s leadership has demonstrated a commitment to be welcoming to all residents of Austin, including previously underrepresented populations.
3. **A stated goal of serving as a model for public-private land stewardship partnerships.** In pursuit of this, PPC staff are willing to experiment with innovative interpretive methods and adopt new best practices.
4. **New community connections.** Through the IMP process, PPC built connections with members of Austin’s African American community. These include stakeholders with ties to nearby freedom colonies, which have historic links to the Pease Park landscape. Several of these people indicated a desire to continue to be involved with PPC, including serving on its Board of Directors.

2.4 Objectives

Interpretive objectives offer PPC a way of evaluating its success in fulfilling its mission, vision, and goals. The planning team aligned the Interpretive Objectives below with PPC’s and PARD’s mission and vision statements, as well as the 2014 *Master Plan’s* four broad goals for Pease Park:

1. *Preserve and enhance the natural environment.*

2. *Preserve and enhance the cultural environment.*
3. *Provide appropriate recreation.*
4. *Preserve and advocate for infrastructure to support use and access.*¹⁴

This plan includes three classes of objectives: Learning, Emotional, and Behavioral. These are designed to align with the goals above and support the Interpretive Framework in Chapter 4.

2.4.1 Learning Objectives

- Park users who participate in interpretive programs or engage with interpretive materials will understand:
 - that Shoal Creek is part of a larger watershed,
 - how their actions – both at home and at the park – impact Shoal Creek and Pease Park, and
 - that prior to becoming a public space, Pease Park was inhabited by generations of people, including Native Americans, African Americans enslaved by the Pease Family, African American freedmen (post-1865), and the family of Elisha M. and Lucadia Pease.
- Volunteers will understand how their work fits into the overall goals for Pease Park.

2.4.2 Emotional Objectives

- All park users will feel welcome in Pease Park.
- Park users will be inspired to be better stewards of Pease Park and Shoal Creek.
- Park users will feel empowered to explore, recreate, and play in Pease Park.

¹⁴ Wallace Roberts & Todd, et al., *Pease Park Master Plan*, 109. The *Master Plan* also contains dozens of associated objectives and actions to support those goals (110-113).

2.4.3 Behavioral Objectives

- Casual park users (i.e., those not attending an organized event) will return to the park within 12 months to participate in a program, attend a special event, or volunteer their time.
- Park users with dogs will manage their pets responsibly (i.e., only allowing them off-leash in designated areas, picking up after their animals, etc.).
- Park users will respect restricted areas and remain on designated trails.
- Park users participating in programs will demonstrate they are engaged and interested by asking questions.

Chapter 3

AUDIENCE

3.1 Overview

A comprehensive study of current park users and non-users was outside the scope of this project. However, as a District Park, Pease Park has a service area with a two-mile radius, meaning that it is intended to serve Austin residents living within two miles of the park.¹⁵ Thus, the planning team used U.S. Census data for residents within that two-mile radius to create a profile for prospective park users. Section 3.2 highlights key aspects of those demographics, while Appendix A contains a more complete demographics report.¹⁶

In addition, the planning team made an effort to engage park stakeholders directly. First, the team facilitated a meeting with community stakeholders to discuss what they valued most about the park and how they wished to see those aspects of the park's story conveyed to the public. This meeting took place at the Lamar Senior Activity Center on May 9, 2019. The meeting was advertised and open to the public. Documentation from the meeting is contained in Appendix B.

PPC also recognized that the park's history as a site of enslavement makes it especially relevant to Austin's African American community. The planning team engaged Stephanie Lang, a historian and community outreach professional, to interview members of the African American community to learn more about their knowledge and use of the park, and what could be done to encourage them to use the park more. These individual interviews culminated in a focus group, held at Sweet Home Missionary Baptist Church in the Clarksville neighborhood on May 18, 2019. This meeting was facilitated by Ms. Lang and focused on what participants believed was most important to communicate about Pease Park's history, the most appropriate ways to communicate that information, and how PPC can better engage the African American community. Documentation from this meeting is contained in Appendix C.

¹⁵ Wallace Roberts & Todd, et al., *Pease Park Master Plan*, 3.

¹⁶ Data is based on a two-mile radius from Pease Park's official street address, 1100 Kingsbury Street, Austin, TX 78705. The data was provided by Cubit based on 2017 U.S. Census Bureau data.

The community input described above is reflected in the way the park’s themes and storylines are framed in Chapter 4, and the recommended Interpretive Methods in Chapter 5.

3.2 Prospective Park Users

Pease Park is a district park. PARD defines a district park has having a service area with a two-mile radius.

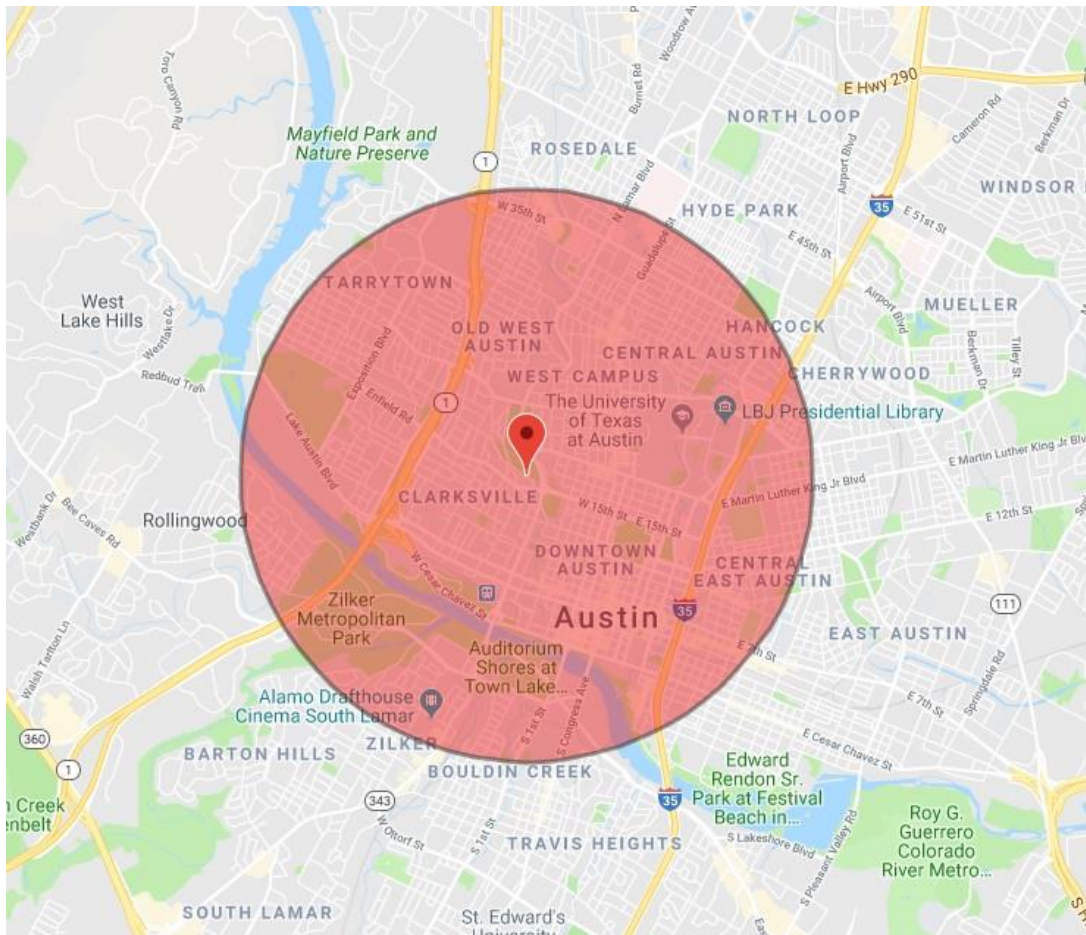


Figure 1. Partial map of Austin, Texas showing area that falls within a two-mile radius of Pease Park (red circle).

As of 2017, 76,548 people lived within a two-mile radius of Pease Park. Below are selected demographics for that population.

3.2.1 Race and Ethnicity

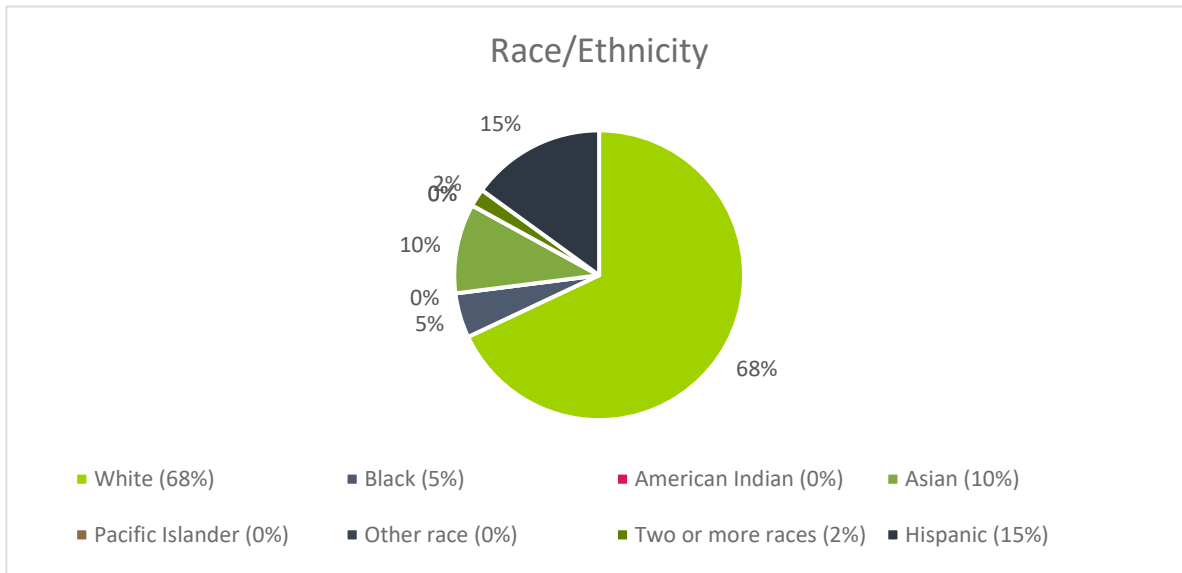


Figure 2. Race and ethnicity data from the U.S. Census Bureau (2017 American Communities Survey) for a two-mile radius around Pease Park.

3.2.2 Age

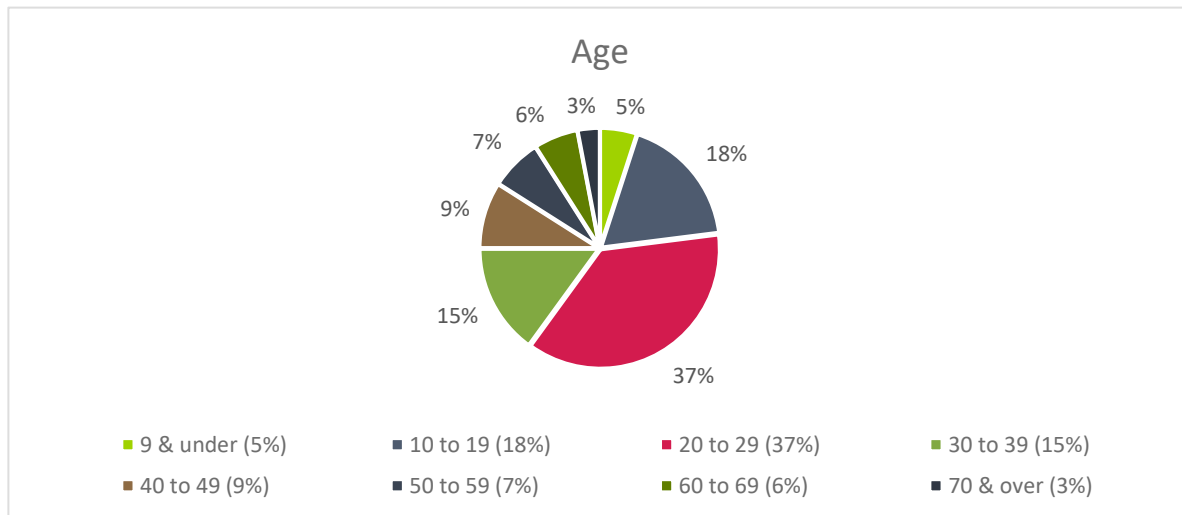


Figure 3. Age data from the U.S. Census Bureau (2017 American Communities Survey) for a two-mile radius around Pease Park.

3.2.3 Sex

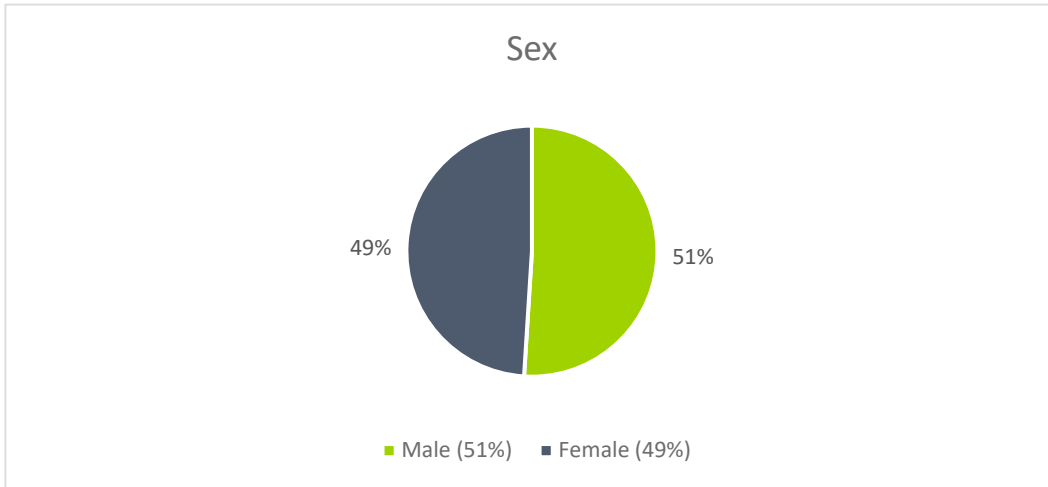


Figure 4. Sex data from the U.S. Census Bureau (2017 American Communities Survey) for a two-mile radius around Pease Park.

3.2.4 Median Household Income

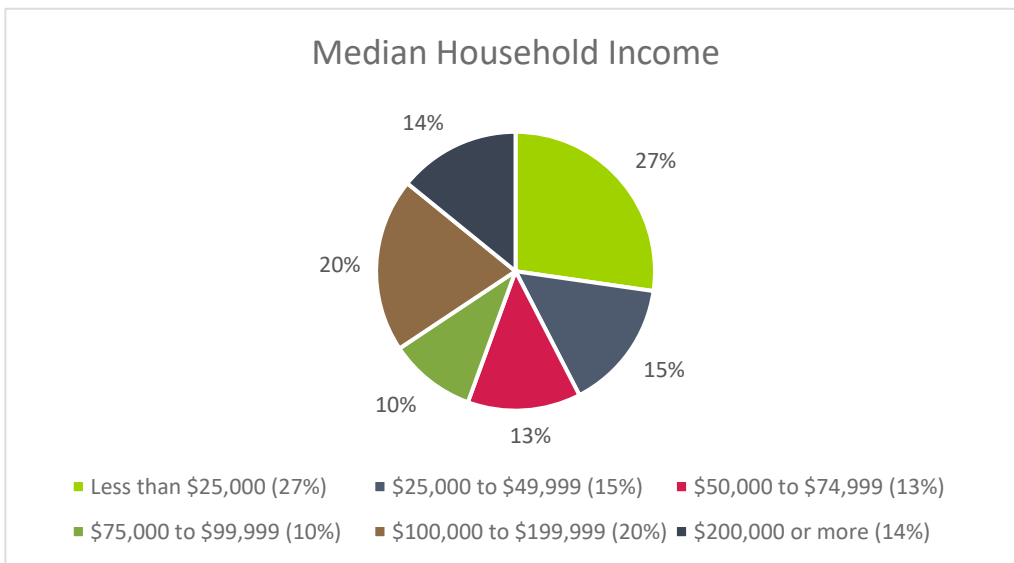


Figure 5. Median household income data from the U.S. Census Bureau (2017 American Communities Survey) for a two-mile radius around Pease Park.

3.2.5 Household Composition

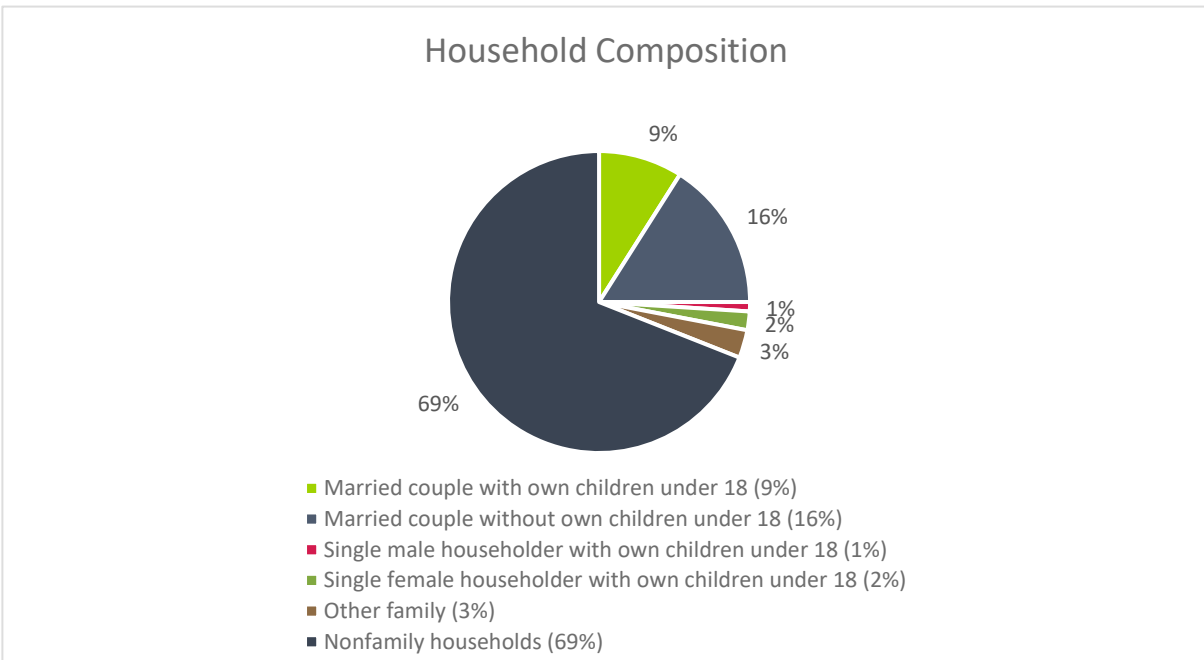


Figure 6. Household composition data from the U.S. Census Bureau (2017 American Communities Survey) for a two-mile radius around Pease Park.

Family households (married couples with and without their own children under 18 living with them, single householders with their own children under 18 living with them, and other families) make up 31% of the population within a two-mile radius, while nonfamily households make up 69%. This is likely due to the fact that the University of Texas – Austin, and the majority of its student housing, falls within these boundaries.

3.2.6 Educational Attainment

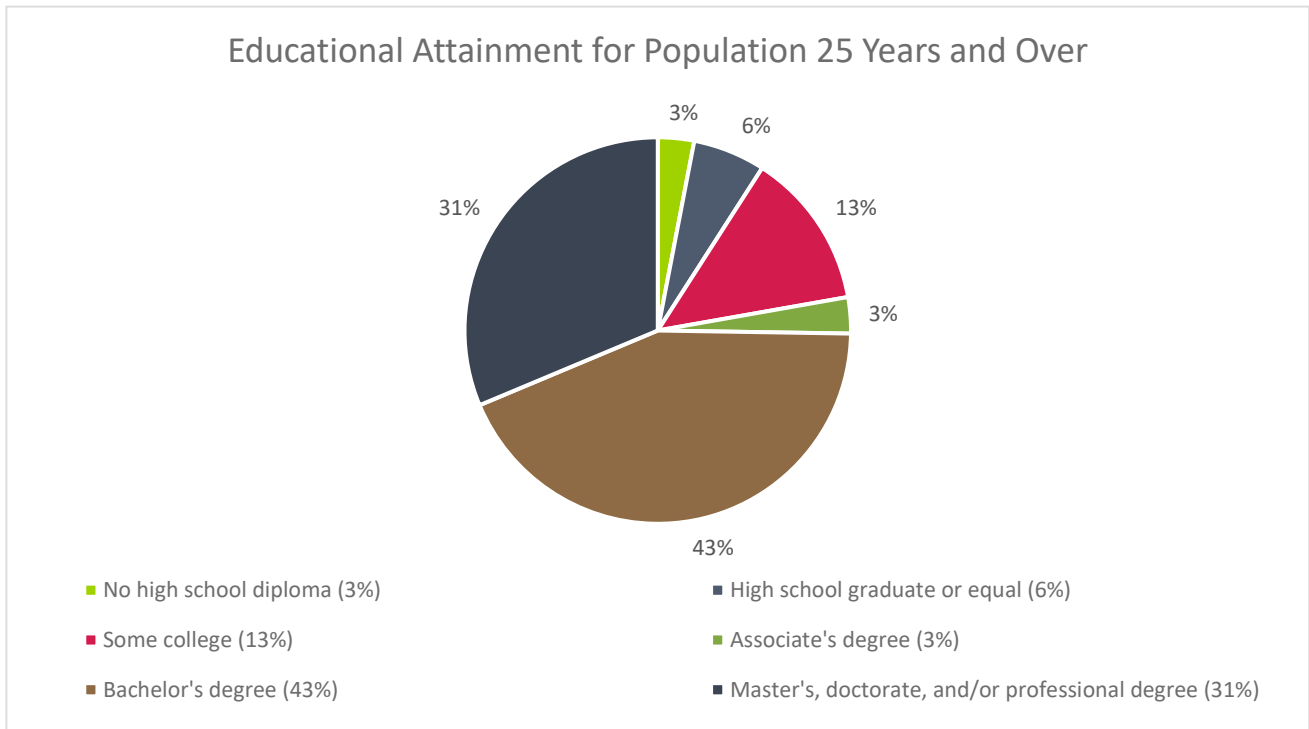


Figure 7. Educational attainment data from the U.S. Census Bureau (2017 American Communities Survey) for a two-mile radius around Pease Park.

3.3 Special Populations

In addition to the resident populations mentioned above, PPC recognized that the park’s history as a site of enslavement makes it especially relevant to Austin’s African American community. Thus, PPC identifies African Americans, and particularly the Clarksville diaspora, as one of Pease Park’s primary audiences.

3.4 Recommendations

- **Operationalize the collection and analysis of demographic and zip code data for participants in Pease Park’s programs and special events.** This should include comparing participant data to

data for a two-mile radius surrounding the park, as well as to see whether Austin's African American community is being served.

- **Conduct an annual park user survey, outside of the park's programs and events, to determine whom the park serves on a daily basis.**

Chapter 4

INTERPRETIVE FRAMEWORK

4.1 Introduction

Within the world of public parks, historic sites, and museums, the word “interpretation” has many definitions. In his 1957 classic *Interpreting Our Heritage*, Freeman Tilden defined interpretation as “an educational activity which aims to reveal meanings and relationships through the use of original objects, by firsthand experience, and by illustrative media, rather than simply to communicate factual information.”¹⁷ He expands on this concept by outlining six principles of interpretation:

I. Any interpretation that does not somehow relate what is being displayed or described to something within the personality or experience of the visitor will be sterile.

II. Information, as such, is not Interpretation. Interpretation is revelation based upon information. But they are entirely different things. However, all interpretation includes information.

III. Interpretation is an art, which combines many arts, whether the materials presented are scientific, historical or architectural. Any art is in some degree teachable.

IV. The chief aim of Interpretation is not instruction, but provocation.

V. Interpretation should aim to present the whole rather than the part, and must address itself to the whole man rather than any phase.

VI. Interpretation addressed to children (say, up to the age of twelve) should not be a dilution of the presentation to adults, but should follow a fundamentally different approach. To be at its best it will require a separate program.”¹⁸

¹⁷ Freeman Tilden, *Interpreting Our Heritage* (Chapel Hill: University of North Carolina Press, 1977), 8.

¹⁸ *Ibid.*, 9.

Items I and IV are most relevant to developing a thematic framework. To be effective, the thematic framework's themes and subthemes must contain elements that are universally relatable and provoke visitors to ask questions and engage in deeper thought.

The interpretive framework for Pease Park utilizes Tilden's approach and intentionally incorporates universal concepts to encourage visitors to form personal connections with the storylines.

4.2 Thematic Framework

The thematic framework below was developed from multiple large- and small-group charrettes and working sessions with the Pease Park Conservancy (PPC), City of Austin (COA) staff, and members of the Austin community. Through these meetings, the planning team identified Pease Park's primary storylines and the connections between them. The planning team then refined these concepts to generate the thematic structure below.

This framework structures Pease Park's storylines under three main themes. These associated storylines should be treated as starting points for creating interpretive media and programs, with the understanding that further research will be required to flesh out details.

Theme 1: Pease Park is a place that reveals the wonders of the natural world and the intersections and tensions of our evolving place within it.

Associated Storylines:

- A. In Pease Park you can see rocky outcroppings of fossil-filled limestone,¹⁹ evidence of geologic forces which pushed this ancient sea-bed upwards, creating the Texas Hill Country.²⁰
- B. The many springs and seeps in the park reveal how groundwater percolates up through the fissures of the Balcones Fault Zone, bringing life-sustaining fresh water to plant and animal communities.²¹

¹⁹ Wallace Roberts & Todd, et al. *Pease Park Master Plan*, A-126. See also "Chapter 2: Rocks of the Austin Area" in Keith Young, *Guidebook to the Geology of Travis County*, ed. Egan Jones, accessed June 11, 2019, <http://www.library.utexas.edu/geo/ggct/toc.html>.

²⁰ Wallace Roberts & Todd, et al, *Pease Park Master Plan*, 63; see also "Chapter 3: The Balcones Fault Zone of Austin," in Young, *Guidebook to Geology of Travis County*.

²¹ *Ibid.*; Wallace Roberts & Todd, et al., *Pease Park Master Plan*, A-127-A-128.

- C. Due to its location within the narrow hills and rocky soils of the Balcones Fault Zone, Shoal Creek is naturally flood-prone, but it is also naturally resilient. A healthy creekside ecosystem includes many different species of native plants, which are adapted to the local climate and are able to slow and absorb rainfall, allowing more water to soak in and recharge groundwater.²²
- D. Native Peoples had a relationship with this landscape for over 15,000 years. As semi-nomadic hunters and foragers, first peoples knew this landscape and its resources. They would have valued the clear-running springs and rich creekside habitat.
- E. In the 1800s, Comanche and Waco peoples clashed with settlers along the banks of Shoal Creek as Anglo settlers claimed this landscape as their own private property and displaced native groups.
- F. Austinites built our neighborhoods in the lands that drain to Shoal Creek before we truly understood how the watershed works. We have made changes to the landscape that impact water flow and water quality.²³
- G. Our man-made stormwater systems are aging and can become overwhelmed by our area’s natural tendency to flood, leading to historic and devastating flooding and dangerous creek bank instability.²⁴
- H. We are learning to use nature’s tools to mitigate our impact on Shoal Creek.
 - H1. Recent and planned improvements in the park utilize landscaping features, like swales and rain-meadows, to slow and filter rainwater, thus reducing erosion and helping improve water quality.
 - H2. Other city-led projects have removed or replaced historic sewage and stormwater drainage systems and helped to stabilize the creek banks.
 - H3. Ongoing restoration efforts include restoration of functional, diverse native plant communities and the elimination of invasive and non-native species.²⁵

²² Jonathan Ogren, personal communication with Angela Davis, February 2019.

²³ Wallace Roberts & Todd, et al., *Pease Park Master Plan*, A-13.

²⁴ For discussions of these issues, see Wallace Roberts & Todd, et al., *Pease Park Master Plan*, 52, 103, and 135; and Shoal Creek Conservancy, *Shoal Creek Characterization Report (Draft)* (Austin, TX: Shoal Creek Conservancy, 2019), 20-22.

²⁵ For example, restoration of a bio-diverse riparian zone, including both trees and understory plants along the creek corridor, is a key component of the current *Master Plan*. A healthy riparian zone, filled with diverse native plant life, will function to

H4. Ecologically healthy landscapes better support diverse animal communities.²⁶

Theme 2: Pease Park is emblematic of racial and economic injustice in Austin and presents a unique opportunity to acknowledge our history of slavery, segregation, and exclusion in order to create a public space that is welcoming and accessible to all.

Associated Storylines:

- A. Enslaved people lived and labored on Governor Elisha M. and Mrs. Lucadia Pease’s land.²⁷
- B. Elisha Pease, was a slave owner who remained loyal to the Union during the Civil War and was appointed Governor of Texas during Reconstruction. During this time, Federal troops, under the command of Lieutenant Colonel Custer, briefly occupied Austin. These troops camped along the banks of Shoal Creek and helped protect the rights of recently freed African Americans.
- C. After Emancipation, African Americans formed freedom colonies and lived, for generations, near Pease Park and along Shoal Creek.²⁸ Austinites from diverse backgrounds, likely including residents of these two colonies and others nearby, swam in Shoal Creek and explored its banks. Pease Park was considered a good location for early

slow, filter, and absorb more stormwater run-off - improving water quality and flow. Diverse, native plantings will prove more resilient to periods of drought and heat stress

²⁶ For specific examples of the Pease Park Conservancy’s and City of Austin’s efforts in the four areas listed above, see Chapters 3 and 4 of Wallace Roberts & Todd, et al., *Pease Park Master Plan*, 106-203.

²⁷ Pease Park was once part of a 365-acre estate known as Woodlawn that was owned by former Governor Elisha Marshall Pease and his wife, Lucadia Pease. Census records show that ten enslaved people, aged nine to 60 years, lived on the Peases’ property in 1860. See U.S. Census Bureau, *Schedule 2. – Slave Inhabitants in the City of Austin, in the County of Travis, State of Texas*, 1860, 36.

²⁸ Two freedom colonies formed in the immediate vicinity of Pease Park: Clarksville, on land that previously comprised the southernmost part of the Pease property, and Wheatville, to the east of Shoal Creek. See Marie D. Landon and Joe R. Williams, *National Register of Historic Places Inventory – Nomination Form for Clarksville Historic District*, 1976, 6-7. There are conflicting narratives about whether Clarksville was the site of the Peases’ slave quarters, and whether the Peases gave the land to the freedmen he had formerly enslaved or sold it to them. For examples of the conflicting narratives, see Landon and Williams, *National Register*, 7, and Clarksville Community Development Corporation, *The Origins of Clarksville*, 2016, accessed April 10, 2019, <http://www.clarksvillecdc.org/origins-of-clarksville>. Additional research is necessary to clarify this narrative.

Emancipation Day celebrations.²⁹

- D. The City of Austin’s 1928 Master Plan included policies designed to push residents of color out of West Austin. During this time, Pease Park saw a larger investment in facilities as new affluent neighborhoods sprang up around the park - but these improvements were for whites only.³⁰
- E. Despite West Austin’s increasing affluence and the legacy of legal segregation, Pease Park is for all of Austin. All of us can help create a shared space where everyone feels welcome.

Theme 3: Pease Park is a natural treasure that belongs to us all, and caring for it is part of our heritage.

Associated Storylines:

- A. Pease Park preserves prairie, hill country, and creekside habitats as it winds through the heart of our city. Stunning cliffs, massive boulders, and bubbling springs speak to its location within the Balcones Fault Zone and create a special space that feels like a world apart.
- B. Former Governor Pease and his wife, Lucadia, donated land from their estate to create Pease Park in 1875, making it Austin’s first large green space.³¹
- C. In the 1930s, the U.S. federal government invested in Pease Park as part of New Deal-era investments in public infrastructure. The park’s historic bridges, iconic Tudor Cottage, and some picnic tables and stone walls were all either constructed or improved during this time.

²⁹ Notices of drownings, discovery of counterfeiting, public shaming related to boys and girls engaged in “shameful” behavior, brief mentions of class picnics, and one notice that an Emancipation Day picnic would “probably” be held in Pease Park can all be found in archival copies of the Austin American Statesman from the 1880s-1910s. These newspaper accounts make it clear that the black community utilized the land around Shoal Creek and Pease Park in particular. Further research could provide more detail about the ways in which communities engaged with Shoal Creek and the park lands prior to the 1920s. For examples of African Americans’ documented use of the park, see “Colored Citizens Will Celebrate Emancipation: Will Only Take the Form of a Picnic at Pease Park Probably,” *The Austin Statesman*, April 23, 1903, 8; “Vagrants Sleep in the Pease Park,” *The Austin Statesman*, May 24, 1904, 3; and “Negro Drowned in Shoal Creek,” *The Austin Statesman*, June 7, 1915, 8.

³⁰ See Koch & Fowler Consulting Engineers, *A City Plan for Austin, Texas* (Austin: City of Austin, 1928), 57.

³¹ See Rachel Feit, et al., *A Cultural Resources Survey of Pease Park in the City of Austin*, 11.

- D. For over 100 years, individuals and volunteer organizations have provided vision, advocacy, and support for park improvements in response to periods of neglect and overuse.³² Thanks to their efforts, Pease Park has long held a beloved place in our city’s history and identity.³³
- E. Today Pease Park Conservancy, a private non-profit, spearheads ongoing efforts to preserve Pease Park for generations to come. In partnership with the City of Austin, their goals balance restoration of the park’s native habitats with improved recreational opportunities for the public.
- F. If we take care of Pease Park, it will take care of us.
 - E1. You can help Pease Park by volunteering, donating, staying out of restoration plantings, and picking up any trash or dog poop you see.
 - E2. Urban green spaces like Pease Park benefit our environment and provide a better quality of life.
 - E3. Encouraging children to play and explore in the natural world is a fun way to get moving, improve family health, and encourage the next generation of outdoor advocates.

4.3 Recommendations

- **Conduct research into the the aspects of Pease Park’s history that are less well documented.** These include:
 - the historic connections between the Peases’ land and surrouding freedom colonies
 - the park’s place in the history of Austin’s LGBTQ+ community³⁴

³² Ibid., 12.

³³ Examples of Pease Park’s long history of events, festivals, and other memorable ways that it has served Austinites include hosting Eeyore’s Birthday Party and the Clarksville Jazz Festival, being a safe place for the gay community to gather, hosting an Emancipation Day Celebration, and more.

³⁴ Local lore suggests that Pease Park was a destination for gay cruising. In addition, at least one individual’s oral account suggests that Austin Gay Dads held its annual family barbecues at the park in the late 1980s and early 1990s. These stories suggest that Pease Park may have held a significant place in the LGBTQ+ community’s local history.

- the presence of Comanche “marker trees” in the park³⁵

³⁵ One PPC Board Member suggested that one of the heritage trees in the Live Oak Meadow area of the park is a Comanche marker tree. However, no such tree is documented in Steve Houser et al., *Comanche Marker Trees of Texas* (College Station: Texas A&M University Press, 2016). In addition, through private correspondence with the Texas Historic Tree Coalition (TxHTC), the planning team ascertained that no such tree is contained in the TxHTC’s records either. The TxHTC did indicate a willingness to accept a nomination for a tree in Pease Park and research its accuracy.

Chapter 5

INTERPRETIVE METHODS

5.1 Overview

Interpretive methods bridge the gap between a place’s stories and audiences. This chapter makes recommendations for a variety of appropriate interpretive methods at Pease Park. Methods were selected based on PPC’s and PARD’s missions, visions, and stated goals, as well as stakeholder input and current best practices.

Both PPC staff and community stakeholders expressed the desire to balance improved physical amenities with the feel of a “wild and natural” space. In support of that goal, the recommendations in this chapter are weighted heavily towards live programming, digital interpretation, and temporary installations that engage audiences and communities in ongoing and dynamic conversations. When physical signs and exhibits are recommended they are either:

- Discreet, naturalized “discovery points” which should be installed low to the ground or nestled into the landscape. These should be designed to be less eye catching than traditional waysides on posts and reflect the expressed desire to honor Pease Park as a place of wonder and discovery as visitors find them as little hidden gems along trails and paths
- Place-making opportunities that host deeper, more comprehensive outdoor exhibits along with providing space for public programs and other flexible use. These are clustered in two discrete areas in the park to minimize impact on the landscape.

Given the complex nature of Pease Park’s human history, including enslavement of African Americans and violent interactions between native peoples and European-American settlers, the planning team avoided didactic methods for interpreting these stories. Rather, this IMP proposes more contemplative and dialogic interpretive methodologies for these storylines (see Sections 5.4: Exterior Interpretive Signage, 5.6: Programming – Children’s and Family Programs, and 5.7: Programming - Adults for additional detail).

Finally, the planning team recognizes that some of these recommendations are ambitious. However, there are many natural institutional partners with missions and interests that intersect with the themes of this IMP's Interpretive Framework. These include the City of Austin's Watershed Protection Division, Parks and Recreation Department, Austin History Center, Shoal Creek Conservancy, and Waller Creek Conservancy/Waterloo Greenway. Collaborating with these organizations to host and fund interpretive projects will help make these recommendations more feasible.

5.2 Wayfinding and Visitor Orientation Signage

5.2.1 Review

For the 2019 – 2020 renovation of Kingsbury Commons, PPC engaged Page/Dyal to develop a signage plan, complete with wayfinding signage schemes. The IMP's recommendations assume that this signage plan will become the foundation for future wayfinding and orientation signage throughout the park.

5.2.2 Recommendations

- **As additional sections of Pease Park are updated, engage Page/Dyal or another firm to adapt the Kingsbury Commons signage plan to the rest of the park.** Keeping the park's wayfinding signage consistent throughout will create a consistent park identity, ease user navigation, and give park users more confidence to explore the outdoors.
- **Develop and install Visitor Orientation Kiosks at major park entry points.** These locations include:
 - Kingsbury Commons (north and south entrances; replace and/or consolidate current regulatory signage)
 - MLK Boulevard
 - Live Oak Meadow (replace existing)
 - Gaston Green (replace existing)
 - 29th Street

- North Entrance (at boundary with Shoal Creek Greenbelt)

The kiosks’ design should complement the overall look and feel of the larger signage plan. The structures should provide a place for PPC to identify its organization, welcome people into Pease Park, provide park maps, publicize upcoming programs, and feature information about ongoing work within the park. When appropriate, this messaging should be aligned with Theme 3, “Pease Park is a natural treasure that belongs to us all, and caring for it is part of our heritage.”

- **As the 2014 Master Plan is implemented and the trails system evolves, updated trail maps should be made available to the public at major entry points onto the trails.** If geo-fencing tours are made available they should be promoted on the trailhead signage (see second recommendation under 5.8.2: Digital and Mobile Media - Recommendations)
- **In high-use areas of the park, complement standard “rules and regulations” signage with more playfully worded, positive behavior signs.** Text on these signs could underscore the message that Pease Park is for everyone and outline those behaviors that are encouraged, particularly actions like “Enjoy Music,” “Start Dancing,” or “Take a Nap,” which might help minimize conflicts between current and new park users who have different traditions around how park space is used. Positive signage concerning leash rules will probably not be enough to fully curb off-leash behavior in on-leash areas, but should still be included.
- **As the 2014 Master Plan is implemented, look for natural opportunities to incorporate more positive behavior messaging.** For example, a comfort station with bathrooms, water, shade, benches, and trashcans is a natural stopping point and a good opportunity to share messages with the public concerning water use, water quality and “leave-no-trace” best practices. Design the comfort station’s amenities to accommodate signage with this messaging.

5.3 Volunteer Orientation

5.3.1 Review

PPC frequently collaborates with community groups and service organizations to hold park work days. While some of these volunteers are repeat participants, many are new to the park and PPC. The recommendations below aim to engage these volunteers with the park’s resources, as well as PPC’s mission and efforts to enhance and preserve Pease Park.

5.3.2 Recommendations

- **For repeat volunteers (e.g., board and committee members, docents, program leaders), create a brief booklet outlining PPC’s mission, its main organizational goals, and its interpretive themes and key messages.** Volunteers are an essential part of the work of PPC and can become better advocates for the organization if equipped with a basic understanding of the organization’s operational and educational goals.
- **For one-time volunteers and event attendees, create a one-sheet style handout that briefly summarizes Pease Park’s ongoing efforts and the main interpretive themes.** If at all possible, relay to the volunteers how their work supports PPC’s goals.

5.4 Exterior Interpretive Signage

5.4.1 Review

In general, community members indicated that they did not want their experience of Pease Park as a “natural” place to be disrupted by an excessive number of signs. In response, the planning team limited its recommendations for one-off, freestanding waysides to Kingsbury Commons, the more developed area of the park. In the rest of the park, the planning team recommends removing one-off signs in favor of of a two-pronged approach:

- Concentrating interpretive signage in two “interpretive nodes” or “outdoor exhibits,” which have added placemaking possibilities, at Live Oak Meadow and the Split Rock Springs Overlook.
- Developing a series of small, low-lying “discovery points” that briefly convey interpretive information without intruding on the landscape.

See Appendix D for a complete inventory of Pease Park’s current exterior interpretive signage. See Appendix E for PARD’s Interpretive Signage Guidelines for Partners, which should guide any interpretive signage created for Pease Park.

5.4.2 Recommendations

- **Develop and install stand-alone interpretive wayside signs in Kingsbury Commons.** Signs should interpret the following significant features:

- Historic elements of Kingsbury Commons (e.g., Tudor Cottage, picnic tables, etc.)
 - Kingsbury Common’s new landscape design, ecological philosophy, and thoughtful mix of native plantings and turf grass
 - History of Pease Park’s land use, donation, and restoration efforts, including acknowledgement of native people’s original relationship to the land
 - Flood Action Plan signage outside the Tudor Cottage (this signage is required by the Watershed Protection Department)
- **Develop and install an outdoor exhibit space at Live Oak Meadow.** The 2014 *Master Plan* proposed the construction of an open-air “History Hut” with interpretive exhibits in Gaston Green. Such a feature would attract many visitors on foot, especially families. However, this area is highly trafficked by off-leash dogs, making it an impractical location for an interpretive destination, as some children (and adults) can be frightened by unfamiliar, off-leash dogs. Instead, relocate this concept to Live Oak Meadow, which has excellent access to the creek and displays green stormwater features, and is not adjacent to the off-leash dog area.

In addition, reconceptualize the “History Hut” as an open-air pavilion or other form factor, which could host both public programming and an outdoor exhibit. This would be a good location for static and hands-on interpretation exploring Interpretive Theme 1, Storylines D-H, which address people’s evolving relationship with the creek from the earliest native peoples through today’s thoughtfully designed, green stormwater systems. The content on four existing signs, (“Shoal Creek in the 19th Century,” “Live Oak Meadow Biofiltration,” “Native Americans,” and “Shoal Creek Shallow Waters) should all be reworked and incorporated into this new outdoor exhibit, and the existing signs removed.³⁶

When planning this structure, consider etching a map of the Shoal Creek watershed onto the floor of the outdoor exhibit space. This feature would serve as a fun stand-alone interpretive element and a supporting interpretive aid for live programming.

³⁶ The “Shoal Creek in the 19th Century” and “Live Oak Meadow Biofiltration” signs are both in good condition, and should be removed at the end of the sign material’s life span. “Shoal Creek Shallow Waters” is in poor condition, and should be removed as soon as possible. The content on “Native Americans” does not treat the content in a modern or sensitive manner, and should be removed. The content on “Native Americans” should be revised to meet modern standards of interpreting interactions between native people and European-American settlers before being incorporated into the new Split Rock Springs Overlook outdoor exhibit.

- **Develop and install an outdoor exhibit at the Split Rock Springs Overlook.** The Split Rock Springs Overlook located on the southern end of Lamar Terrace provides good views of Split Rock Springs, its historic swimming hole, and a variety of riparian and wetland vegetation. Consider creation of an open-air pavilion which could host both public programming and an outdoor exhibit.

This would be a good location for static and hands-on exhibits centered around Interpretive Theme 1, Storylines A-C, F, G, and H, which explore the geology and hydrology of the park; and Interpretive Theme 3, Storylines, A,C, D and E, which explore the original preservation and importance of continued stewardship of this precious place. The content on two existing signs (“Shoal Creek Landmarks” and “Gold Rush Fever”) should be reworked and incorporated into this new outdoor exhibit, and the existing signs removed.³⁷

Any work done at the Split Rock Springs Overlook should take care to avoid negatively impacting the viewshed and visitor experience in this area.

When planning this outdoor exhibit, also consider the following possibilities:

- constructing the outdoor exhibits using the fossiliferous stone from both locally occurring Cretaceous formations to illustrate the landscape’s stratigraphy
 - creating a whimsical water-based feature, such as a whimsical drinking fountain, that mimics and helps the public visualize the function of spring hydrology
 - installing interpretive signage that incorporates the content currently contained on the “Shoal Creek Landmarks” sign, as well as other relevant storylines from the Interpretive Framework
- **Create small “Discovery Point” signs that highlight the park’s features without intruding on park users’ experience of Pease Park’s natural landscape.** To ensure that park patrons’ experience of the landscape isn’t interrupted with a smattering of signs, the planning team recommends the design of a series of naturalized, subtle sign forms that can nestle into the landscape and provide opportunities for personal discovery and directed engagement with specific and immediate landscape features. Each discovery point can relay one brief message of approximately 40 words. Forms that utilize natural materials or natural forms and disguise a small amount of interpretive text would be ideal for discovery points. Interpretation could be

³⁷ The “Shoal Creek Landmarks” sign should be removed at the end of the sign material’s life span. The “Gold Rush Fever” sign is in poor condition and should be removed as soon as possible.

integrated into a variety of low-lying objects (e.g., boulders, logs) or designed to tuck into existing railings, benches, and other features. In some cases, the discovery points could be small cast sculptures or other artistic forms designed to evoke a connection to interpreted content. It would be best if interpretive text could be tucked into the sign form and accessed via a slide or a flip. For example, imagine a sculptural fossil clam that creaks open to reveal a fun fact about Shoal Creek’s Cretaceous deposits.

- **Discovery Points in Kingsbury Commons (approximately 15-20) should be selected to highlight the ecological and experiential theories expressed in the new design in a fun and playful way.** Text should be brief and should include a “fun fact” that helps visitors understand and appreciate the thoughts behind individual landscape design features. Suggested topics include: the “seep” water feature, the water play feature (could incorporate multiple points here), and the treehouse feature. Additionally, as many native and native-adapted plants will be incorporated in the landscape beds, discovery points could be nestled into the beds in lieu of more traditional species-ID labels. Species discovery points could include tactile elements like bark, bas-relief leaf shapes, or cut-to-shape flower photos. These discovery points could also share one interesting detail about how the plant functions in the ecosystem (i.e. does it provide habitat, food for particular animals, etc.) The trail through the trees from the Tudor Cottage to the Treehouse has many representative species of tree and would be an ideal place to incorporate discovery points.



Figure 8. At Mullion Primary School in Cornwall, England, small signs interpreting plant communities and animal habitats peek out from stumps. Photo by Sarah Poole.

- **Install Discovery Points at interpretively significant locations along the hike and bike trail, as well as locations where park users are likely to stop to use the restroom, hydrate, or rest.** Numerous spots along the hike and bike trail lend themselves to discovery points:
 - Species-specific discovery points developed for Kingsbury Commons can be repeated once or twice along the trail in order to engage a broader audience.
 - Access points along Shoal Creek would provide an excellent opportunity to integrate interpretation about water quality, creek health, and riparian ecosystems into low-lying boulders or limestone steps.
 - Shallow spots where fossils can be found could be marked with discovery points cast in the shape of ammonites or clams.
 - A number of very large, old oak trees, including the one in Live Oak Meadow, could be ideal spots for fun discovery points highlighting features of these heritage trees.
 - Split Rock Springs would be a natural location for a discovery point.

- A discovery point on water quality could nestle into the large stone retaining walls overlooking Blue Hole.
 - A series of discovery points on park geology, seeps, springs, and the Balcones Fault Zone could be placed along the bluffs.
- **Remove the City of Austin 2008 Tree of the Year bronze plaque from the large stonework mount and remount on a low boulder to create a less obtrusive visual presence.** A mounting technique similar to the one used for the Janet Long Pedestrian Bridge would be appropriate here.
- **Develop temporary waysides that contextualize park landscape work within the themes and storylines in the Interpretive Framework.** These signs are intended to educate the public about PPC’s and PARD’s ongoing restoration and maintenance efforts. By incorporating interpretation into the signs, they take advantage of a natural opportunity to delve deeper into the reasons why PPC and PARD are performing the work. Possible topics/locations for temporary waysides include:
 - The May 2018 slope failure along Shoal Creek, north of 25th Street, closed a portion of the Shoal Creek Hike and Bike Trail and will require extensive work to repair damaged infrastructure and restore the streambank. In addition to providing information on the repairs, a temporary wayside could also interpret why the failure happened (e.g., impervious cover, aging stormwater system, etc.).
 - As PPC and PARD undertake invasive species removal programs, temporary waysides could teach park users to identify invasive species, interpret the harm they do to native plants, and encourage park users to remove invasive species in their own yards.
- **Design and build a contemplative space that allows park users to engage with the landscape’s historic connections to enslavement.** In collaboration with community organizations and partners, create an artistic, contemplative space that honors the lives of enslaved people who worked for the Pease Family, and their descendants who were displaced from the surrounding neighborhood. Community suggestions for the space included shaded benches, a water feature, a community garden, and a subtle artistic representation of enslaved peoples. While archival research did not allow the planning team to definitively assign names to the exact people who were enslaved at Woodlawn, the team was able to identify names of many people who were enslaved by the Pease family over several decades. In addition, the planning team also located U.S. Census records that list the ages and genders of ten people enslaved at Woodlawn in 1860.

There are many appropriate ways to honor these individuals. Consider the following when creating this landscape feature:

- African American community members strongly indicated that this landscape feature should be co-created with African American community organizations and individuals.
- Because historians do not know the exact names of all the individuals enslaved at Woodlawn, an evocative, figural representation of the enslaved will be more inclusive than anything that tries to be overly specific or literal. For example, ten pairs of footprints carved into stone, or ten stone pillars, labeled with known information such as, “enslaved boy, eight years old,” could be arranged to form the perimeter of the space, inviting people to stand in witness to the enslaved individuals’ lives. It would also be appropriate to include the other names of people enslaved by the Peases before they moved to Woodlawn, along with a clear statement indicating the historical provenance of these names.³⁸

5.5 Programming - General

5.5.1 Review

Developing and delivering high-quality, interpretive programs is time-consuming and requires a specialized set of skills. This section recommends recruiting a staff member trained in informal education, and training other staff and volunteers in interpretation.

5.5.2 Recommendations

- **Create a part-time staff position (20 hours per week) to develop interpretive programs.** This individual should have a background in informal education, environmental education, or natural and cultural resource interpretation. In addition to developing programs, this person should be

³⁸ The intent of this text would be to distinguish between the ten individuals known to have been enslaved at Woodlawn in 1860, and the many more named in legal paperwork prior to the Pease Family’s relocation to Woodlawn. For example, “The 1860 U.S. Census stated that ten individuals were enslaved on the Pease family property. Below are the names of individuals who are known to have been enslaved by the Pease family before they moved to Austin. While we don’t know for sure which of these individuals lived on this land, we honor them all and pledge to never forget the horror and injustice of slavery.”

responsible for training other staff and volunteers in interpretive principles, and leading some programs.

- **Recruit individuals with diverse backgrounds to lead programs.** Program leaders should reflect the entirety of the Austin community, and should represent a variety of ages, races and ethnicities, and genders and sexualities.³⁹

5.6 Programming – Children’s and Family Programs

5.6.1 Review

When the planning team attended a nature walk organized by the Shoal Creek Conservancy in Pease Park, it was geared toward “the general public” (i.e., it did not have any accommodations for the very different needs of families and children vs. adults without children). The planning team recommends that PPC develop a distinct suite of programs aimed at families and children and their specific needs. In addition, PPC should coordinate its programming with PARD as appropriate.

5.6.2 Recommendations

- **Create a series of guided nature walks specifically geared to the needs of children and families.** Topics should be narrowly focused and support the Interpretive Framework. Teaching techniques should make use of multi-sensory, active learning to engage younger audiences (e.g., listening to recorded animal sounds, touching different kinds of tree bark, hunting for fossils, looking for a particular species of plant, etc.). Suggested topics include: Rocks and Fossils, Springs of Shoal Creek, Habitats of Pease Park, Birds & Bugs, and Creek Health.
- **Develop “Kid Action Days” as recurring family programs.** These programs are opportunities for kids and families to do a service activity in support of Pease Park with an integrated interpretive component. For example, an invasive weed pulling day or a native planting day could be bookended by a brief plant identification lesson along with an introduction to the benefits of native plants or problems associated with invasive species. In addition, specifically targeting children with their own events builds stewardship in younger generations.

³⁹ During conversations with African American community members, they indicated that they would feel most comfortable participating in park programs led by other people of color. Given PPC’s stated goal of being welcoming to all, this sort of diverse representation at the staff and volunteer level should be a priority.

- **Work with teachers in targeted schools to encourage their use of the park as a center for active learning about our cultural and natural history.** Target schools within the entirety of Pease Park’s district service area (two-mile radius), as well as school with significant African American populations, to encourage potentially underserved populations to visit the park.
- **Create a volunteer and/or staff role(s) (a “Splash Pad Genius”) to encourage play-centered learning at the splash pad in Kingsbury Commons, particularly on busy days.** The Splash Pad Genius’s duties should include developing and implementing the water-based activities. Rather than a tightly timed and structured program, the Splash Pad Genius’s job is to get the fun started with hands-on activities that support the Interpretive Framework, particularly around topics of water quality, water conservation, and aquatic plants and animals. For example, the Splash-Pad Genius could set up an activity demonstrating how water flows through some materials but not others (impervious vs. pervious cover) by allowing children to dump buckets of water over a variety of materials.
- **Create a volunteer and/or staff role(s) (a “Playground Genius”) to encourage play-centered learning at the found natural object play area, particularly on busy days.**⁴⁰ Urban children may need a role model to inspire building and play with natural materials. Additionally, the Playground Genius could bring new, engaging found materials to the play area and introduce urban kids to different bird feathers, leaf specimens, turtle shells, snake skins, fossils, and more.
- **Work with the Austin Parks Foundation to include Pease Park in the already-established Movies in the Park program series.** Typically family-focused, these events are a great way to introduce families from across Austin to Pease Park. Continue to augment the movies with fun, pre-movie activities in the park to introduce visitors to all the resources and opportunities Pease Park has to offer.

5.7 Adult Programs

5.7.1 Review

Programs designed specifically for adults present an opportunity to delve deeper into topics and cultivate community advocates for Pease Park. The recommendations below aim to engage adults at a variety of interest levels in a range of topics relevant to Pease Park and Austin. As with Children’s and

⁴⁰ The Splash Pad Genius and the Playground Genius recommendations will likely require a team of volunteers and/or staff to develop and implement. Individuals could be cross-trained to work at both locations.

Family Programs, PPC should coordinate this programming with PARD as appropriate.

5.7.2 Recommendations

- **Create PPC-led guided tours targeting adult audiences.** Currently, most of the guided tours that happen within Pease Park are led by other groups (e.g., Shoal Creek Conservancy’s [SCC] geography, fossils, birding, and tree identification walks). PPC should develop its own tours addressing topics not currently covered by other groups and lead tours that specifically support PPC’s new Interpretive Framework. Possibilities include:
 - A tour focusing on the history of the Pease Park landscape and humans’ changing relationship to it, beginning with native peoples and extending into the present. This should be a priority, as it aligns with the new Interpretive Framework and is not currently a topic addressed by other organizations offering tours in the park.
 - In partnership with the Clarksville Community Development Corporation, a historical tour that explores the land’s connections to the Peases, freedom colonies, and displacement.
 - A guided hike that looks at issues of flooding, erosion, creek management, and Austinites’ evolving response to these issues.
- **Create a volunteer and/or staff role(s) to serve as a Park Ambassador.** This person’s duties will be to advocate for good stewardship/leave no trace principles and share brief messages in support of the Interpretive Framework. Sometimes called “catch and release” interpretation, the Park Ambassador’s main role is to represent PPC and engage the public in brief, positive, educational interactions that reiterate park rules and good behavior by invoking the principles in the Interpretive Framework. For example, the Park Ambassador could distribute PPC-branded dog waste bag dispensers along with a quick, “E-coli counts have been high lately, so thanks so much for picking up after your dog.”
- **In collaboration with community organizations and partners, host musical and cultural performances in the park.** A culturally diverse selection of performers will help communicate the park’s identity as a place that is welcoming to all. In particular, performances that celebrate the heritage of Clarksville and other nearby communities of color should be planned. Brief introductory talks or supplemental materials could help illustrate the ways in which each performance is connected to the area’s cultural legacy. For example, a presentation of

traditional Mexican folk dance on Día de los Muertos could be paired with a brief talk about the history of Mexican-American communities along lower Shoal Creek and in Austin.

- **Continue to host Eeyore’s Birthday Party and look for opportunities to host other, smaller festivals that are a good fit for the park’s size, facilities, and mission.** When possible, use festivals as an opportunity to present PPC’s mission and the park’s story to a broader population of visitors. Consider asking festival organizers to attend a brief training on how to protect the park while having a great time. The Clarksville Jazz Festival, which was once held in Pease Park, is an example of an appropriate event.
- **Create and host a Pease Park Book Club at the park.** Partner with area libraries or bookstores to select books that help readers learn more about the natural and culture history of the park, current issues that impact the park, or other topics that support the Interpretive Framework. The book club could meet at the park, walk the trails during its discussion, and serve as a venue for community conversation.
- **Continue to participate in Pride events and continue to encourage participants to meet up in Kingsbury Commons.** Pride and other events that serve as activations for the LGBTQ+ community could be excellent opportunities to share some of Pease Park’s history as a location for cruising, the Austin Gay Dads’ picnics, and other events. They are also an opportunity to gather more information about this aspect of the park’s past.
- **In partnership with community organizations, schools, and churches, get involved in Martin Luther King, Jr. Day and Juneteenth celebrations.** Incorporate brief interpretive talks that relay the appropriate Pease Park storylines into the larger events.⁴¹
- **In partnership with professional dog trainers, offer up Gaston Green as a location for (fee-based or subsidized) dog training classes.**⁴² These classes would last several months and meet once a week at the park. In addition to working on good dog citizenship, these “Dog Days” trainings are a friendly way to work on public dog culture in Pease Park and throughout Austin. Work with the trainers to ensure that the curriculum includes discussion of why dog owners

⁴¹ During conversations with members of the African American community, at least one indicated a desire to host future Juneteenth events at Pease Park. Making a concerted effort to host these types of events will reiterate PPC’s commitment to interpreting the land’s history of enslavement and connecting with the African American community.

⁴² This program is similar to one offered by PARD, called “Bark Rangers.” The PARD program is about one hour long and is offered approximately once per month at a different park each time. “Bark Rangers” would complement the IMP’s recommendation, which aims to be more in-depth and done in partnership with a professional dog trainer, rather than a park ranger. PPC should coordinate its offering with PARD.

should always pick up pet waste (e.g., negative impact on Shoal Creek), why it is important to honor the boundaries of leash-free zones, how to assess if one’s dog is ready for leash-free areas, and how to ensure that one’s dog is under voice control while in a leash-free zone. As a host of these events, PPC could host water and snack stations and pass out branded dog waste bag dispensers, leashes, or other dog-related items. This may be a natural opportunity to co-sponsor the program with the City of Austin, Shoal Creek Conservancy, or other conservancy groups in order to offer free or lower cost dog training for people who don’t normally have access to it.

5.8 Digital and Mobile Media

5.8.1 Review

Digital and mobile media have an inherent barrier to accessibility, as they require users to have access to and relative comfort with technology. For that reason, the planning team recommends a range of media with varying levels of accessibility, from website updates and web-based films, to text messaging-based interpretive strategies, to mobile apps.

5.8.2 Recommendations

- **Partner with local filmmakers to create a web series of 10-15 minute films that expand upon the park’s more complicated stories.**⁴³ Because it can include historical imagery, scientific diagrams, oral history, expert commentary, and original footage, film is an excellent medium for presenting a nuanced message. For example, the story of Woodlawn, the enslaved people who worked there, and the formation of Clarksville and Pease Park from the former Pease lands would be an appropriate subject for a mini-documentary. These films could be hosted both online and shown to public audiences as a feature of a live program.
- **Create an app that hosts a series of digital park tours using geo-fencing technology.**⁴⁴ Tour topics should be focused and should support the Interpretive Framework. Consider creating tours geared toward different interest levels with appropriate amounts of technical content for

⁴³ Difficult and complicated histories, such as stories of enslavement, require a different approach to interpretation. See Julia M. Rose, *Interpreting Difficult History at Museums and Historic Sites* (Lanham, MD: Rowman & Littlefield, 2016) for specifics about how these histories should be structured and framed.

⁴⁴ This can be done using an existing app platform, or creating a custom app. This decision should be made in consultation with PARD, as it may make the most sense for the entire Austin park system to use the same platform.

each. For example, when developing content about geology and fossils, create both a tour for children and families and one for geology enthusiasts. These tours allow for photographic and video content, so consider utilizing augmented photos of real places to help visitors notice special features in the park.

- **Create a server-based bot program similar to “Hello, Lamp Post” that invites audiences to receive interpretive text messages at clearly marked locations.** The interpretive text messages could relay brief interpretive content in support of the Interpretive Framework. In particular, these sorts of brief messages could help engage audiences in guided looking and thinking about features in the park with simulated interactivity, allowing users to choose to learn more. For example, a message marker located at Blue Hole could say: “Blue Hole was once a swimming spot. Do you want to see a photo?” The park user could then text the number printed on the message marker with the message, “Send me a photo!” Along with the photo, the text message bot could include a message, such as, “Do you think this is still a good place to swim?” If the user responds with “Yes,” the bot could respond, “Sadly, not anymore. The water is no longer healthy enough for swimming.” In contrast, if the user says, “No,” the bot could confirm, “You’re right. The water is no longer healthy enough for swimming. Want to know why?” The user could then choose to extend the interaction, or end the conversation there.



Figure 9. Hello, Lamp Post used text messaging to engage pedestrians with everyday objects they pass on the street. PPC could develop a similar application that allows park users to engage with the park’s natural and cultural resources in a playful and educational way.

- **Select and promote an existing plant identification app to park users.**⁴⁵ This app should be chosen based on how well its inventory of plants aligns with PPC’s plant communities. It should be publicized at the Visitor Information Kiosks at major park entrances. Ideally, the app should be free to use in order to minimize barriers to access.
- **Update the PPC website to reflect the goals and content of the IMP.**
 - Add an interpretive section focused on human impacts on the park’s ecology in support of the Interpretive Framework.
 - Add a “Plan your Visit” or similar section to the website that includes park location, park maps, trail maps, parking information, and a positively worded section that clearly states how people may use the park and its facilities. This section’s content should align in the messaging in the Visitor Orientation Kiosks and positive park behavior signage.
 - Revise the “Park History” section of the website to support the Interpretive Framework. In particular:
 - Reframe the stories of native people and their conflict with area settlers to include native perspectives. Expand the narrative beyond the history of conflict to include other aspects of native people’s lives.
 - Include more detail about the history of slavery and the relationship to nearby freedom colonies.
 - More explicitly discuss the history of segregation in Austin, its impact on neighborhoods near Pease Park, and PPC’s goals for inclusivity in light of this history.

5.9 Public Art

5.9.1 Review

Pease Park features one piece of permanent public art, *Mystic Raven* by David Deming, installed in partnership with The Contemporary Austin’s Museum without Walls program. In 2018 – 2019, it also hosted one piece of temporary public art, *Yippee Ki Yay* by Patrick Dougherty. This stickwork sculpture

⁴⁵ Pease Park’s plant communities are not so unique that PPC should invest in a custom plant identification app.

was constructed from saplings of invasive species, built by the artist and volunteers, and, at the end of its lifespan, turned into mulch for the native and adapted plantings in the park. *Yippee Ki Yay* represents the type of intersectional public art that supports the new Interpretive Framework and to which PPC should continue to aspire.

5.9.2 Recommendations

- **Continue to explore opportunities for intersectional engagements with artists, architects, natural scientists, and the public to host expressive art that reflects the themes inherent in Pease Park and Shoal Creek.** As mentioned above, *Yippee Ki Yay* is representative of the types of intersectional, artistic projects PPC should undertake.
- **Continue to work with the City of Austin’s Art in Public Places (AIPP) program to identify appropriate opportunities to incorporate public art into Pease Park.** AIPP supports permanent and temporary public art installations in Austin. It’s TEMPO program specifically supports temporary public art on City-owned property, and could be a good way for PPC to test different types of public art in the park.
- **Collaborate with a local writer to create and unfold a “fairy tale” set along the Shoal Creek Trail.** This could be executed through temporary signs and/or art installations, a geo-fenced tour, or a text messaging format. The story should explore the themes in the Interpretive Framework.

Chapter 6

IMPLEMENTATION

The recommendations below are listed in order of appearance in this report. More detail on each recommendation is contained in the body of the report; please see the respective sections for additional details.

Each recommendation is assigned a priority level of one through five, with one being the lowest and five being the highest. Relative priority is based on how central the recommendation is to achieving the mission and objectives identified in this report. See Chapter 2, pages 9 – 13, for additional detail on the mission and objectives.

Costs were also estimated for each recommendation. Readers should bear in mind that actual costs may increase in the future based on a number of economic factors, including the rate of inflation.

Section	Recommendation	Priority (1 = lowest, 5 = highest)	Estimated Cost
3.4	Operationalize the collection and analysis of demographic and zip code data for participants in Pease Park’s programs and special events.	5	\$0 if integrated into existing event registration systems
3.4	Conduct an annual park user survey, outside of the park’s programs and events, to determine whom the park serves on a daily basis.	2	\$0 if done in-house; \$15,000 if contracted out
4.3	Conduct research into the aspects of Pease Park’s history that are less well documented.	4	\$0 if done in-house; \$12,000 if contracted out
5.2.2	As additional sections of Pease Park are updated, engage Page/Dyal or another firm to adapt the Kingsbury Commons signage plan to the rest of the park.	3	\$0 if integrated into future capital design and construction budgets

5.2.2	Develop and install Visitor Orientation Kiosks at major park entry points.	2	\$4,000 to \$10,000 per kiosk if contracted out (depending on size, complexity of design, material selections, and construction methods)
5.2.2	As the 2014 Master Plan is implemented and the trails system evolves, updated trail maps should be made available to the public at major entry points onto the trails.	2	\$5,000 for base map design (one-time cost); \$2,000 for map updates (recurring cost as change are made); \$500 - 750 per print (if printed on 36" w x 48" h exterior-grade aluminum; including print and S&H charges)
5.2.2	In high-use areas of the park, complement standard "rules and regulations" signage with more playfully worded, positive behavior signs.	4	\$2,000 to develop campaign and graphic design; \$600 to print 25 full-color aluminum signs
5.2.2	As the 2014 <i>Master Plan</i> is implemented, look for natural opportunities to incorporate more positive behavior messaging.	4	\$0 to identify opportunities; cost of implementation will vary with scope
5.3.2	For repeat volunteers (e.g., board and committee members, docents, program leaders), create a brief booklet outlining PPC's mission, its main organizational goals, and its interpretive themes and key messages.	5	\$0 to repurpose existing language; \$1,200 for graphic design; \$200 for printing
5.3.2	For one-time volunteers and event attendees, create a one-sheet style handout that briefly summarizes Pease Park's ongoing efforts and the main interpretive themes.	3	\$0 to repurpose existing language; \$100 for graphic design; \$50 for printing

5.4.2	Develop and install stand-alone interpretive wayside signs in Kingsbury Commons.	4	\$5,750 per sign (inclusive of research, copy writing, graphic design, project management, fabrication, and installation)
5.4.2	Develop and install an outdoor exhibit space at Live Oak Meadow.	3	\$85,000
5.4.2	Develop and install an outdoor exhibit at the Split Rock Springs Overlook.	4	\$85,000
5.4.2	Install Discovery Points in Kingsbury Commons	4	\$500 - \$1,500 per point
5.4.2	Install Discovery Points at interpretively significant locations along the hike and bike trail, as well as locations where park users are likely to stop to use the restroom, hydrate, or rest.	4	\$500 - \$1,500 per point
5.4.2	Remove the City of Austin 2008 Tree of the Year bronze plaque from the large stonework mount and remount on a low boulder to create a less obtrusive visual presence.	1	\$2,500+
5.4.2	Develop temporary waysides that contextualize park landscape work within the themes and storylines in the Interpretive Framework.	3	\$4,750 per sign (inclusive of research, copy writing, graphic design, project management, fabrication, and installation); as older signs are no longer needed, hardware can be reused for future signs (reuse will reduce

			cost by approximately \$650).
5.4.2	Design and build a contemplative space that allows park users to engage with the landscape’s historic connections to enslavement.	5	\$85,000 - \$150,000
5.5.2	Create a part-time staff position (20 hours per week) to develop interpretive programs.	4	\$28,600 per year (based on 20 hours per week at \$25 per hour, plus 10% overhead/administrative costs)
5.5.2	Recruit individuals with diverse backgrounds to lead programs.	5	\$0
5.6.2	Create a series of guided nature walks specifically geared to the needs of children and families.	4	\$0 if scripted in house and led by volunteers or existing staff; \$2,000 per tour if scripted by contractor; \$200 per tour date if led by contractor
5.6.2	Develop “Kid Action Days” as recurring family programs.	3	\$100/event to provide refreshments
5.6.2	Work with teachers in targeted schools to encourage their use of the park as a center for active learning about our cultural and natural history.	3	\$0
5.6.2	Create a volunteer and/or staff role(s) (a “Splash Pad Genius”) to encourage play-centered learning at the splash pad in Kingsbury Commons, particularly on busy days.	3	\$13,800 per year if using part-time staff (based on 16 hours per week at \$15 per hour, plus 10% overhead/administrative costs)
5.6.2	Create a volunteer and/or staff role(s) (a “Playground Genius”) to encourage play-	3	\$13,800 per year if using part-time staff (based

	centered learning at the found natural object play area, particularly on busy days.		on 16 hours per week at \$15 per hour, plus 10% overhead/administrative costs)
5.6.2	Work with the Austin Parks Foundation to include Pease Park in the already-established Movies in the Park program series.	2	\$0
5.7.2	Create PPC-led guided tours targeting adult audiences.	3	\$0 if scripted in house and led by volunteers or existing staff; \$2,000 per tour if scripted by contractor; \$200 per tour date if led by contractor
5.7.2	Create a volunteer and/or staff role(s) to serve as a Park Ambassador.	5	\$17,160 per year if using part-time staff (based on 20 hours per week at \$15 per hour, plus 10% overhead/administrative costs)
5.7.2	In collaboration with community organizations and partners, host musical and cultural performances in the park.	4	Varies depending on partnership agreement (ideally, PPC will identify specific event opportunities and encourage organizers to hold the event in the park at the organizers' cost)
5.7.2	Continue to host Eeyore's Birthday Party and look for opportunities to host other, smaller festivals that are a good fit for the park's size, facilities, and mission.	4	\$0 if PPC only provides the venue for the event and an outside entity plans the event and pays a park restoration fee to mitigate any

			damage caused by the event
5.7.2	Create and host a Pease Park Book Club at the park.	2	\$0 if run by staff
5.7.2	Continue to participate in Pride events and continue to encourage participants to meet up in Kingsbury Commons.	4	\$0 if run by staff
5.7.2	In partnership with community organizations, schools, and churches, get involved in Martin Luther King, Jr. Day and Juneteenth celebrations.	4	Varies depending on event and level of involvement; \$0 - \$500 per event on average
5.7.2	In partnership with professional dog trainers, offer up Gaston Green as a location for (fee-based or subsidized) dog training classes.	2	\$0 if run by staff
5.8.2	Partner with local filmmakers to create a web series of 15 – 20 minute films that expand upon the park’s more complicated stories.	5	\$30,000 – 50,000 per film, depending on filmmaker’s experience
5.8.2	Create an app that hosts a series of digital park tours using geo-fencing technology.	1	\$80,000 - \$120,000
5.8.2	Create a server-based bot program similar to “Hello, Lamp Post” that invites audiences to receive interpretive text messages at clearly marked locations.	5	Pilot program: \$10,000 - \$15,000
5.8.2	Select and promote an existing plant identification app to park users.	3	\$0 to select app; \$100 for graphic design to create promotional flyer; \$10 for printing
5.8.2	Update the PPC website to reflect the goals and content of the IMP.	5	\$1,000 (if using contract labor to write content and update website)

5.9.2	Continue to explore opportunities for intersectional engagements with artists, architects, natural scientists, and the public to host expressive art that reflects the themes inherent in Pease Park and Shoal Creek.	5	\$0 to identify opportunities; costs will vary by project to implement
5.9.2	Continue to work with the City of Austin’s Art in Public Places (AIPP) program to identify appropriate opportunities to incorporate public art into Pease Park.	3	\$0 to identify opportunities; costs will vary by project to implement
5.9.2	Collaborate with a local writer to create and unfold a “fairy tale” set along the Shoal Creek Trail.	1	\$10,000 – 15,000

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Appendix A

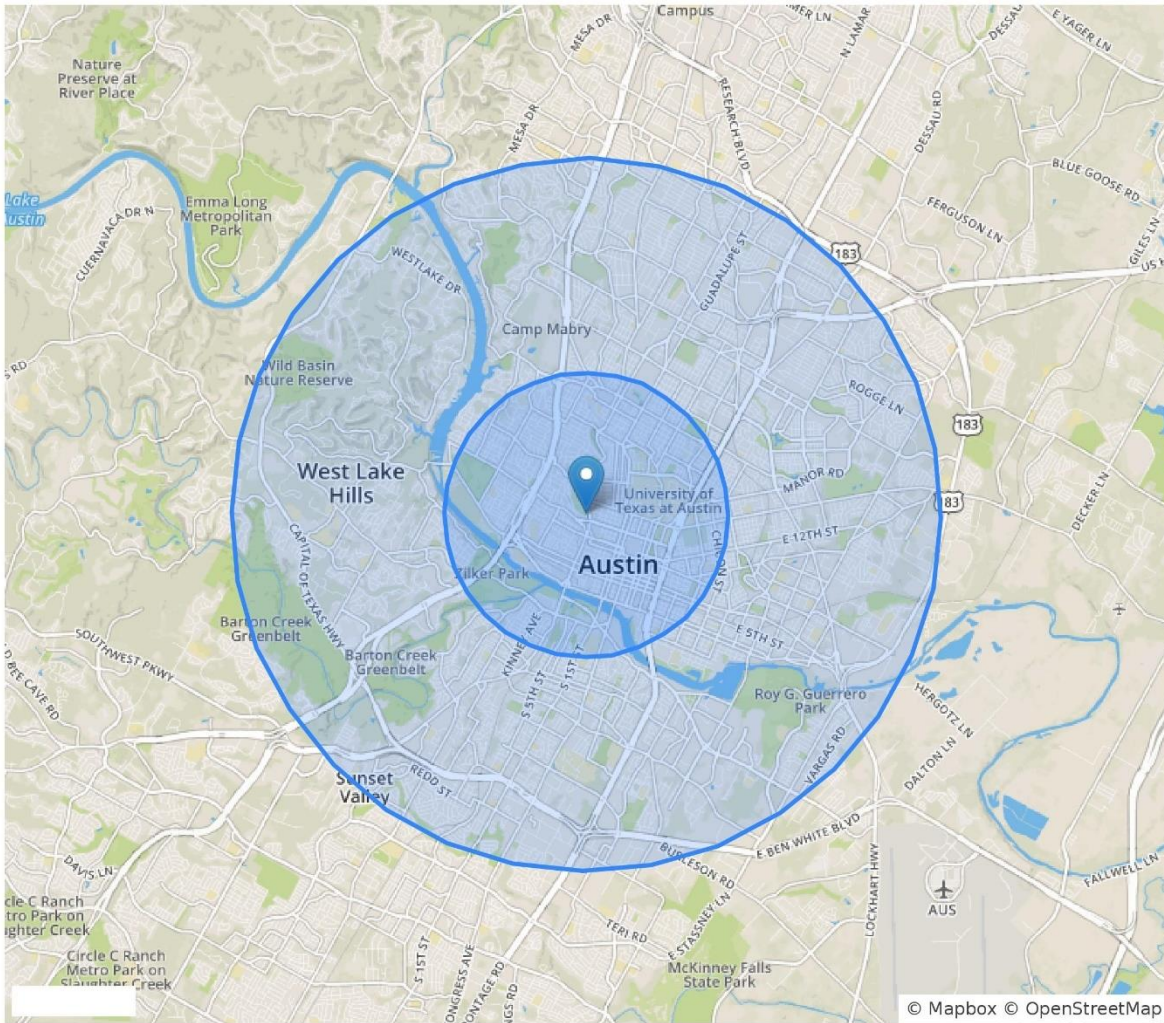
POPULATION RADIUS REPORT BY CUBIT

See pages 56 through 62 for complete report.

RADIUS REPORT FOR 2 and 5 miles around 1100 Kingsbury St, Austin, TX 78705

PREPARED FOR: Erin Mc Clelland
DATE: September 27, 2019

MAP



FINAL

JUNE 3, 2020

DEMOGRAPHICS

Population

	2 miles		5 miles	
Total Population	76,548		325,942	

Source: U.S. Census Bureau, 2017 American Community Survey, Tables B01003

Race & Ethnicity

	2 miles		5 miles	
Total Population	76,548		325,942	
White	51,775	68%	179,658	55%
Black	3,910	5%	24,238	7%
American Indian	167	0%	474	0%
Asian	7,501	10%	17,009	5%
Pacific Islander	49	0%	295	0%
Other race	193	0%	602	0%
Two or more races	1,634	2%	6,841	2%
Hispanic	11,320	15%	96,825	30%

Source: U.S. Census Bureau, 2017 American Community Survey, Tables B03002

Age Breakdown

	2 miles		5 miles	
Total Population	76,548		325,942	
9 & under	4,036	5%	32,530	10%
10 to 19	13,453	18%	36,566	11%
20 to 29	28,426	37%	86,154	26%
30 to 39	11,542	15%	59,974	18%
40 to 49	6,697	9%	39,225	12%
50 to 59	5,231	7%	31,573	10%
60 to 69	4,719	6%	22,938	7%
70 & over	2,444	3%	16,982	5%

Source: U.S. Census Bureau, 2017 American Community Survey, Tables B01001

Age by Gender Breakdown

	2 miles		5 miles	
Total Population	76,548		325,942	
Total Male	38,721	51%	166,401	51%
Male - 9 & under	1,736	2%	16,197	5%
Male - 10 to 19	5,890	8%	17,379	5%
Male - 20 to 29	14,751	19%	44,493	14%
Male - 30 to 39	6,464	8%	32,668	10%
Male - 40 to 49	3,460	5%	20,780	6%
Male - 50 to 59	2,712	4%	16,327	5%
Male - 60 to 69	2,634	3%	11,592	4%
Male - 70 & over	1,074	1%	6,964	2%
Total Female	37,827	49%	159,540	49%
Female - 9 & under	2,300	3%	16,333	5%
Female - 10 to 19	7,563	10%	19,186	6%
Female - 20 to 29	13,675	18%	41,661	13%
Female - 30 to 39	5,078	7%	27,306	8%
Female - 40 to 49	3,236	4%	18,444	6%
Female - 50 to 59	2,519	3%	15,245	5%
Female - 60 to 69	2,085	3%	11,346	3%
Female - 70 & over	1,371	2%	10,018	3%

Source: U.S. Census Bureau, 2017 American Community Survey, Tables B01001, B01003

Income

	2 miles		5 miles	
Median Household Income <small>(in 2017 inflation adjusted dollars)</small>	\$62,898		\$59,451	
Households	30,241		135,516	
Less than \$25,000	8,226	27%	31,267	23%
\$25,000 to \$49,999	4,606	15%	27,560	20%
\$50,000 to \$74,999	4,034	13%	22,160	16%
\$75,000 to \$99,999	2,902	10%	13,806	10%
\$100,000 to \$199,999	6,092	20%	26,465	20%
\$200,000 or more	4,381	14%	14,258	11%

Source: U.S. Census Bureau, 2017 American Community Survey, Tables B19001, B19013

Households

	2 miles		5 miles	
Total Households	30,241		135,516	
Family households	9,284	31%	56,524	42%
Married couple family	7,605	25%	40,089	30%
With own children under 18	2,720	9%	16,646	12%
Other family	1,680	6%	16,435	12%
Single male householder with own children under 18	208	1%	1,770	1%
Single female householder with own children under 18	532	2%	6,267	5%
Nonfamily households	20,957	69%	78,992	58%

Source: U.S. Census Bureau, 2017 American Community Survey, Tables B11001, B11003

FINAL

JUNE 3, 2020

Educational Attainment

	2 miles		5 miles	
Total Population 25 years & Over	40,904		216,301	
No high school diploma	1,404	3%	23,024	11%
High school graduate or equal	2,645	6%	28,881	13%
Some college	5,388	13%	33,168	15%
Associate's degree	1,249	3%	9,193	4%
Bachelor's degree	17,523	43%	73,803	34%
Masters, doctorate, professional	12,696	31%	48,231	22%

Source: U.S. Census Bureau, 2017 American Community Survey, Tables B15002

Employment Status

	2 miles		5 miles	
Total Population 16 years & Over	70,784		277,392	
In labor force	44,157	62%	199,142	72%
Civilian labor force	44,135	62%	199,029	72%
Employed	41,856	59%	190,146	69%
Unemployed	2,279	3%	8,884	3%
In armed forces	22	0%	112	0%
Not in labor force	26,628	38%	78,251	28%

Source: U.S. Census Bureau, 2017 American Community Survey, Tables B23025

Housing Units

	2 miles		5 miles	
Housing Units	36,500		152,630	
Occupied Housing Units	30,241		135,516	
Owner occupied units	9,836	33%	52,598	39%
Renter occupied units	20,406	67%	82,918	61%

Source: U.S. Census Bureau, 2017 American Community Survey, Tables B25024, B25003

Housing Unit Value

	2 miles		5 miles	
Owner Occupied Housing Units	9,836		52,598	
Less than \$100,000	239	2%	2,893	5%
\$100,000 to \$199,999	440	4%	5,851	11%
\$200,000 to \$299,999	919	9%	8,678	16%
\$300,000 to \$399,999	1,401	14%	8,773	17%
\$400,000 to \$499,999	1,151	12%	6,607	13%
\$500,000 or more	5,686	58%	19,796	38%

Source: U.S. Census Bureau, 2017 American Community Survey, Tables B25075

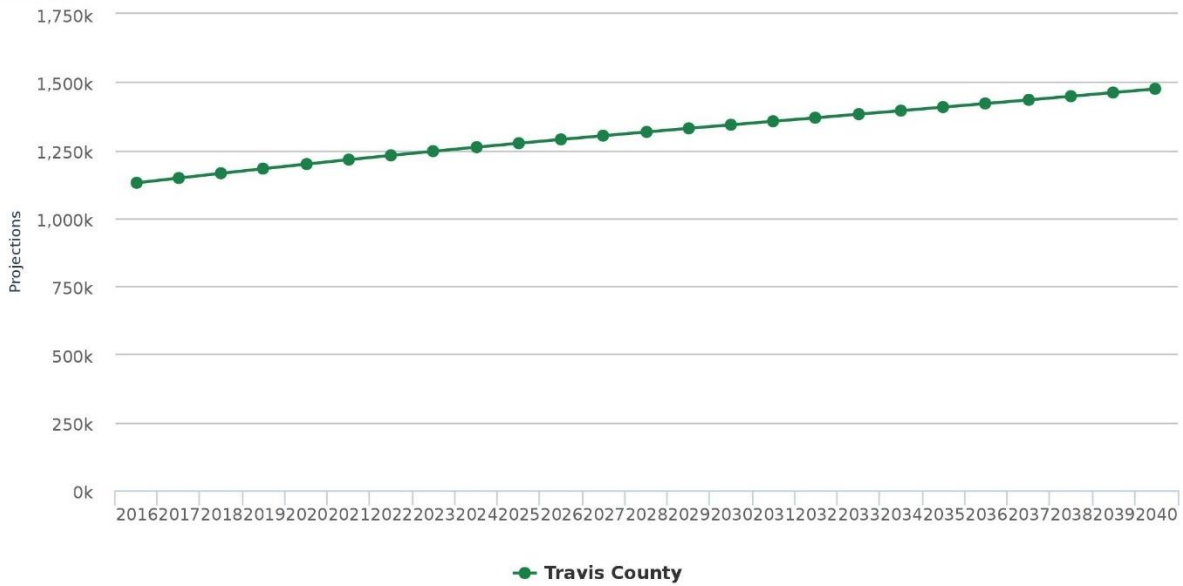
Detailed Age Breakdown

	2 miles		5 miles	
Total Population	76,548		325,942	
Male	38,721	51%	166,401	51%
Under 5 years	883	1%	8,217	3%
5 to 9 years	853	1%	7,979	2%
10 to 14 years	766	1%	6,870	2%
15 to 17 years	371	0%	3,261	1%
18 and 19 years	4,753	6%	7,248	2%
20 years	3,356	4%	4,918	2%
21 years	2,506	3%	4,593	1%
22 to 24 years	3,499	5%	10,692	3%
25 to 29 years	5,389	7%	24,289	7%
30 to 34 years	3,908	5%	18,906	6%
35 to 39 years	2,556	3%	13,762	4%
40 to 44 years	1,656	2%	10,688	3%
45 to 49 years	1,804	2%	10,093	3%
50 to 54 years	1,217	2%	8,496	3%
55 to 59 years	1,495	2%	7,831	2%
60 and 61 years	634	1%	2,659	1%
62 to 64 years	916	1%	3,936	1%
65 and 66 years	485	1%	2,250	1%
67 to 69 years	598	1%	2,746	1%
70 to 74 years	586	1%	3,187	1%
75 to 79 years	252	0%	1,521	0%
80 to 84 years	117	0%	1,141	0%
85 years and over	119	0%	1,117	0%
	2 miles		5 miles	
Female:	37,827	49%	159,540	49%
Under 5 years	1,452	2%	8,587	3%
5 to 9 years	848	1%	7,747	2%
10 to 14 years	622	1%	6,716	2%
15 to 17 years	553	1%	3,892	1%
18 and 19 years	6,388	8%	8,578	3%
20 years	2,852	4%	4,882	1%
21 years	2,781	4%	5,222	2%
22 to 24 years	3,160	4%	10,238	3%
25 to 29 years	4,882	6%	21,319	7%
30 to 34 years	3,278	4%	15,947	5%
35 to 39 years	1,800	2%	11,359	3%
40 to 44 years	1,677	2%	9,895	3%
45 to 49 years	1,559	2%	8,550	3%
50 to 54 years	1,125	1%	7,235	2%
55 to 59 years	1,393	2%	8,010	2%
60 and 61 years	383	1%	2,486	1%
62 to 64 years	820	1%	3,946	1%
65 and 66 years	487	1%	2,298	1%
67 to 69 years	394	1%	2,616	1%
70 to 74 years	568	1%	3,530	1%
75 to 79 years	358	0%	2,271	1%
80 to 84 years	170	0%	1,789	1%
85 years and over	275	0%	2,428	1%

Source: U.S. Census Bureau, 2017 American Community Survey, Tables B01001, B01003. The numbers in the above table may not total up due to rounding.

POPULATION PROJECTIONS

Texas



	Travis County
2016	1,129,582
2017	1,147,163
2018	1,164,741
2019	1,181,782
2020	1,198,485
2021	1,214,709
2022	1,230,444
2023	1,245,752
2024	1,260,516
2025	1,274,999
2026	1,289,077
2027	1,302,765
2028	1,316,431
2029	1,329,693
2030	1,342,829
2031	1,355,732
2032	1,368,693
2033	1,381,736
2034	1,394,655
2035	1,407,810
2036	1,420,961
2037	1,434,207
2038	1,447,650
2039	1,461,153
2040	1,474,822

Source: Texas State Data Center, Office of the State Demographer, Projections of the Population of Texas and Counties in Texas by Age, Sex and Race/Ethnicity for 2010-2050, 2014.

METHODOLOGY

First, a geographic information system (GIS) analysis calculates the project's radius(es). The GIS analysis then identifies the 2017 US Census Bureau Block Groups that intersect the project's radiuses. Then, the GIS analysis calculates the percent of each Block Group within each radius distance (overlap). Next, the overlap percent is multiplied by the demographics for each Block Group. Finally, the radius demographic estimate equals the sum of the overlap multiplied by the demographics for all Block Groups that intersect a radius.

The benefits of this methodology are that it allows for:

1. the use of the **most current data** for small area geographies from the US Census Bureau;
2. the estimation of demographics for radius distances using dissimilar shaped Census Block Groups; and
3. **data comparability** (because estimates for small radiuses and large radiuses use the same methodology, geographies and datasets).

This methodology assumes that the **population is equally distributed** throughout a Block Group. This assumption can result in unlikely estimates for small radiuses (i.e. 1 mile) in rural areas with low population densities and thus, large geographic area Block Groups.

If you have any questions, you can reach Cubit at 1.800.939.2130 or at www.cubitplanning.com.

CUBIT

Prepared by Cubit
6800 West Gate Blvd. Ste. 132-366
Austin, TX 78745-4648
www.cubitplanning.com
p. 1.800.939.2130

Appendix B

GENERAL COMMUNITY STAKEHOLDER MEETING DOCUMENTATION

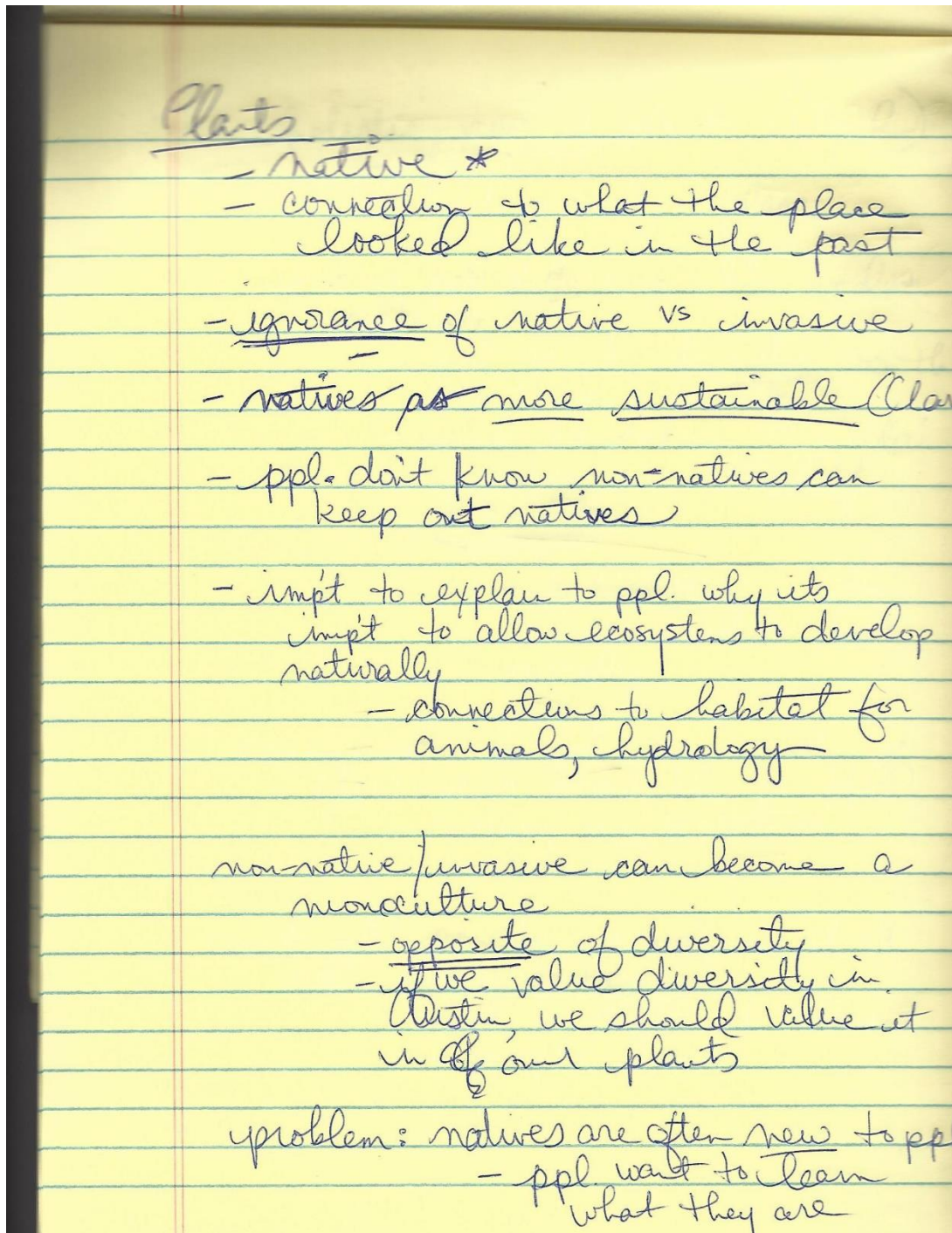
The planning team facilitated a meeting with community stakeholders to discuss what they valued most about the park and how they wished to see those aspects of the park's story conveyed to the public. This meeting took place at the Lamar Senior Activity Center on May 9, 2019. The meeting was advertised and open to the public. Pages 64 through 74 contain the meeting documentation.

COMMUNITY INPUT MEETING SIGN-IN SHEET			
Project:	Pease Park Interpretive Master Plan	Meeting Date:	May 9, 2019
Organizer	Pease Park Conservancy, Erin McClelland Museum Services	Location:	Lamar Senior Activity Center

Name	Organization	E-Mail (optional)
Kate Betz	EMMS	
Erin McClelland	EMMS	
Angela Davis	MuseWork	
Jesse Baker	EMMS	
Chuck Smith	Pease Park Conservancy	Chuck@peasepark.org
Kyle Reiley	Pease Park Conservancy	Kyle@peasepark.org
ALEX FREEMAN	EMMS	
Laura Chrada	EMMS	
Jill Jarboe		jilljarboe2005@yahoo.com
CHARLES PEVETO	PPC	cmP78706@yahoo.com
Jim Young Chan	PPC	Marchingglory@gmail.com
Justin Schneider	PPC	justin.schneider@aurthtexas.gov
Frank Weh	cities	FrankWeh1777@earthlink.com

Name	Organization	E-Mail (optional)
Kelsey Kemper	lookthinkmake	
CYNTHIA JEFFRIES	PAR D	
ROBERT ATKIN	SELF	
Julie Kies		juliekies2000@yahoo.com
Richard Hest		
Bob Coffee		bob@bobcoffee.com
Robin Camp		camp1@robin.camp
Brianna Graves	Page/Dyal	brgraves@pagethink.com
Molly Morton	Page/Dyal	mmorton@pagethink.com
Erin West	Page/Dyal	ewest@gmail.com
Pat McInerney	Dragon Concept	pat@dragonconcept.xyz
Greys Wolf		gwdesigns666@gmail.com
Emily Holub		emilyholub@gmail.com
Colleen Zientek		dczientek@earthlink.net
Alicia Jarry	Shed Great N.A.	
BRIAN PADE		

Name	Organization	E-Mail (optional)
Greg Thompson		
Edward Tasch		



holistic view of plants (Chad)

- habitat
- holding soil in place

teaching ppl. difference b/w weeds + natives

- ppl think it's ugly, so they don't want to visit
- need education to explain why these are actually desirable

- but also, there are invasives that look weedy

communicate to ppl. the variety of experiences available to ppl.

- nature appreciation
- recreation

most ppl. come for recreation, don't care about ecology

- need to make it relevant to people's lives

water quality

- creek is unhealthy
 - vet tells woman not to let her dog in the water
- connection to the whole of Shoal Creek
 - sewer line in creek impacts quality
- role of creeks, rivers, lakes in water supply/water quality
 - ppl. fundamentally don't understand impact, importance, etc
- formerly fed by springs
 - now capped (20 - Charles)
 - restore them to improve water quality
- how to connect to ppl's lives?
 - boilwater order
- effect of fertilizer, dog poop
 - interpret e coli counts? (Chuck)

do ppl. even understand what
a watershed is? how it
functions?

- impact of impervious
cover (on flooding, quality)
- interpret the sewer line?

water all gathers @ Shoal Creek

- do a diagnosis @ creek
- when system is healthy,
functions as a filtration
machine

USGS gauging station @ 12th St.

- measures water levels
- interpretive opportunity

slavery + freedmen's communities

- POC "allowed" to live along creek
(flooded regularly) (Charles)
- connection to 1928 master plan,
gentrification
- allegoric story of Austin

idea that a lot of ppl. are
unaware of history of slavery
- telling that story would
rebuild trust
- way to reconnect to PG
connects to present conditions

(Greg) idea: ask ppl. to imagine what
the place would look like
if 1928 Maister Plan hadn't happened

prehistoric/native ppl.

Charles: Comanche/foraker hunting
grounds (didn't live here)

not much archeology b/c of flooding

what did landscape look like in
prehistoric human history

connection b/w moderns experience of
walking trail to Comanche trail

project forward: what will experience
be to walk here in 100 years

"creek time" ("deep time")

fossils

- Cretaceous Era limestone
~~over~~

fossils are prominent (highly visible)

connection to kids (they like them)

- they enjoy the discoveries
- spark imagination

natural curiosity:- why are sea
creature fossils here if we're so
far away from the sea now?

replica plesiosaur? (Greg)

Eeyore sculpture (Bob Coffee)

- brought proposal to put statue
of Eeyore in Pease Park

- willing to give repro rights
to sculpture

Pease Park as a hidden treasure

call to action to preserve the park

- right now (trash, poop)
- next week?
- at home?

thinking of park as place of transportation connectivity

should we tell ppl what PPC is + what it does?

- group says yes (question was posed by Angela)
- aspire to be a model for urban park stewardship

Anonymous index card comments:

No to Eeyore
State!
It is not relevant
to Pean

Gay Cruising

Appendix C

AFRICAN AMERICAN COMMUNITY STAKEHOLDER MEETING DOCUMENTATION

PPC recognized that Pease Park’s history as a site of enslavement makes it especially relevant to Austin’s African American community. The planning team engaged Stephanie Lang, a historian and community outreach professional, to interview members of the African American community to learn more about their knowledge and use of the park, and what could be done to encourage them to use the park more. These individual interviews culminated in a focus group, held at Sweet Home Missionary Baptist Church in the Clarksville neighborhood on May 18, 2019. This meeting was facilitated by Ms. Lang and focused on what participants believed was most important to communicate about Pease Park’s history, the most appropriate ways to communicate that information, and how PPC can better engage the African American community. Pages 76 through 82 contain the meeting documentation.

COMMUNITY INPUT MEETING SIGN-IN SHEET

Project:	Pease Park Interpretive Master Plan	Meeting Date:	May 18, 2019
Organizer	Pease Park Conservancy, Erin McClelland Museum Services	Location:	Sweethome Missionary Baptist Church

Name	Organization	E-Mail (optional)
Erin McClelland	EMMS	_____
Angela Davis	MuseWork	_____
Stephanie Lang	Reclaimed	_____
Quynh Smith	Pease Park Conservancy	_____
Veronica Lopez	City of Auburn Park & Rec	veronica.lopez@auburntexas.gov
Pastor Steve & Sis Janiece Manning	Sweet Home Baptist Church	_____
Emeka Enyigbo	Chantry Global Outreach	emekaenyigbo@yahoo.com
Jan Sanders	SHMC - Clarksville Resident	_____
JOHNIE DORSEY	HOLY CROSS CATH CHURCH	JOHNIE.D@ATT.NET
JEAN DORSEY	HOLY CROSS CHURCH	_____
Rachel Winston	UT	_____
Tfani Blakes	Hello God, Inc.	dr.tbakes@gmail.com
Paulette "Pumpkin" Brown	SHMC - Clarksville Resident	_____

Meeting Notes:

Question Posed to Group	Response(s)
<p>(After explaining history of enslavement and relationship to Clarksville to the group)</p> <p>What do you think most people <i>should</i> understand about this history?</p>	<p>“Don’t romanticize it.” Do not want a romanticized version of enslaved people’s experience at the Pease property.</p> <p>Need to communicate to the African American community why they should visit Pease Park. Does this involve some version of “rebranding?”</p> <p>Tell the enslaved population’s story through the themes of achievement, overcoming.</p> <p>Need to humanize the enslaved population in the interpretation. Possible ways to do this:</p> <p>Symbolic (e.g., footprints)</p> <p>Documenting/listing their names somewhere (side conversation: is not including their names dehumanizing? Can we locate their names? No names listed in 1860 Slave Schedule)</p> <p>Textually (i.e., include didactic interpretation about the enslaved people’s lives)</p> <p>Connect with their descendants</p> <p>Identify artifacts/archeology (explained that there’s no known artifacts/archeology from the enslaved experience at Woodlawn)</p> <p>Offer walking tours of the park – possibly incorporate into larger city tours, or existing thematic tours.</p> <p>Collaborate with African American community organizations (Huston Tillotson, Austin History Center African American curator, UT’s Warfield Center, Carver, and possibly CVB to get the word out)</p>
<p>What are the best ways to communicate with</p>	<p>Churches</p>

.....

<p>the African American community?</p>	<p>Schools</p> <p>Libraries</p> <p>Aside: Big concern is people access the park. The East Entrance at MLK won't be done until Phase 2 (hopefully 2019-2024). One group expressed interesting in holding a Juneteenth event at the park, but where would they park? Could PPC/PARD help groups access private parking for events?</p>
<p>What kinds of exhibits, educational opportunities, programs, events, or other experiences do you think would be the best way communicate the history of slavery at Woodlawn?</p>	<p>Waysides</p> <p>“Virtual signage” (interpretation on phones, an app, geocaching)</p> <p>Virtual tours</p> <p>Audio tours</p> <p>Google map w/ points of interest</p> <p>Audio/video booth (to record community stories)</p> <p>Short film about the history of Pease Park with a screening in the park</p> <p>Programming led by people of color in the park (should have a consistent, regular schedule; can hire private instructors through the rec centers?)</p> <p>Children’s programming</p> <p>Sports tournaments</p>
<p>(After explaining connection to Clarksville freedom colony)</p> <p>Do you think there are any community stories from Clarksville and Wheatsville descendants that might</p>	<p>Connection to 1928 Master Plan and denial of services</p> <p>History of activism in the Clarksville community (development of MOPAC, crosstown expressway)</p> <p>History of displacement</p> <p>Closure of Clarksville school in connection with integration of other schools.</p> <p>Stories of the founding families of Clarksville</p>

<p>shed light on how those communities related to the park between 1870s - 1920s?</p>	<p>Aside: look at documentary about Clarksville created c. 1970.</p>
<p>(unrelated to question)</p>	<p>Concern about how to commemorate enslaved people in a way that isn't traumatic/retraumatizing for people. Ideas for less traumatic methods:</p> <p>Quiet place for contemplation (a garden, special walking path, water feature)</p> <p>Commemorative gesture directly to the descendants</p> <p>Needs to recognize the pain and emotion behind descriptions of slavery</p>
<p>Discussion of outreach methods to reach African American community</p>	<p>Communicate through churches, schools</p> <p>Reach out to African Americans in suburban communities (many with ancestral connections to Clarksville were displaced multiple times and now live further out)</p> <p>Connect to elementary school programming and curriculum</p> <p>Conduct oral histories. Ideas:</p> <p>Clarksville residents, former residents, and descendants</p> <p>Side conversation: Mr. Higgins grew up in Clarksville, recalled that he and his friends didn't usually go to Pease Park. Instead, they went to Enfield and West Austin Parks. Never felt animosity from white children/adults in that area, since many of the African American children's mothers worked for Tarrytown families.</p> <p>Reach out to black fraternities & sororities – connect them to the park through community service opportunities</p> <p>United Way – connect to the park through community service (Citywide Day of Service)</p>

	<p>Connect with African American organizations to hold a Juneteenth event</p> <p>PPC have a presence at Huston-Tillotson for the MLK Day event</p> <p>Book club meetings (walk and talk in the park)</p> <p>Feature a black artist in the park</p> <p>PPC needs to specifically host events for the African American community; this will be seen as a welcoming gesture.</p> <p>Musical events</p> <p>past Clarksville Jazz Festivals were held at the park; bring that back?</p> <p>Hold events in the park in conjunction with Black Music Month in June</p> <p>Connect programming to Clarksville blues musicians (blues musicians were common in freedom colonies, connect with Texas Blues Society?)</p> <p>Contact Ira Littlefield, drummer w/ Bells of Joy (gospel group, grew out of Clarksville, had members from Clarksville and East Austin)</p> <p>Concerns about outreach</p> <p>White community that currently uses/lives around Pease Park not accepting of people of color using the park</p> <p>Not accepting of them in “their” park.</p> <p>Don’t want them parking on “their” streets (especially big concern since on-site parking is so limited)</p> <p>Mrs. Dorsey: have had problems with reservations in the past (other park users didn’t understand tables were reserved)</p> <p>Chuck: currently no enforcement of reservations; PPC may help with that in future</p>
--	--

Anonymous index card comments:

May 10, 2010
Interpretive
Suggestion - Water Memorial of Pecos Park History




FINAL

JUNE 3, 2020

Appendix D

INVENTORY OF EXISTING OUTDOOR INTERPRETIVE SIGNAGE IN PEASE PARK

Pease Park currently has approximately 14 exterior interpretive signs installed in and around the park. Below is a list of these signs, their locations, and descriptions of their condition and content.

No.	Name/Location	Description	Photo
1	Pease Park Texas Historical Commission Historical Marker/Kingsbury Commons	Currently a bit hidden by the large palm and sage bush, this official THC marker is in excellent condition and has a great deal of life left in it. It identifies Pease Park's namesake and gives a brief review of the donation of the park, mentions Custer's camp, and refers to early park use. It supports the interpretive framework, although the writing is geared more to an official marker than an interpretive sign.	
2	City of Austin 2008 Tree of the Year Plaque/Kingsbury Commons	This large and visually imposing marker celebrates the Texas Persimmon. The surrounding stonework is in good condition and the bronze plaque is in excellent condition.	
3	Meadow at Work/Lamar Blvd. sidewalk at Polecat Hollow	This clear and engaging interpretive sign explains the importance of this rain meadow in the local urban watershed in protecting Shoal Creek. There is another sign in this watershed series further up	

Lamar on the right. Both support the interpretive framework and are in good condition.

Retain these signs for the life of the material.

-
- 4 Shoal Creek in the 19th Century/Live Oak Meadow This sign is in good condition and shows a very small amount of delamination across the top edge. The sign's content is appropriate and visually engaging.

Retain this sign for the life of the material, then remove and rework content into proposed Live Oak Meadow Outdoor Exhibit.



-
- 5 Visitor Orientation Kiosk/Live Oak Meadow This aged posting area is still in use as a posting site for legally-required workforce information, potentially left over from past projects on site. The kiosk is in poor physical condition.



-
- 6 Live Oak Meadow Biofiltration/Live Oak Meadow This clear and engaging interpretive sign details the function of the rain meadows and swales in Live Oak Meadow. The sign supports the interpretive framework and is in good condition.



-
- 7 Shoal Creek Shallow Waters/South side of 24th Street Bridge The sign's poor condition makes the content difficult to read. Originally, this sign provided an overview of Shoal Creek's natural history and discussed Janet Fish and the creation of the hike and bike trail.



8 Pet Waste Poollutes sign/North side of 24th Street Bridge This interpretive sign accompanies regulatory signage about pet waste and leash rules. It has a hole drilled through the eyeball of a large graphic puppy, but luckily this odd placement makes it difficult to see the hole. This location is technically the beginning of the leash free zone—a fact that most park users ignore.



The Native Americans/Gaston Green

This sign provides an overview of the area's first native peoples and later Comanche and Waco Indian conflicts with settlers. Though based on long-standing area history, the story of Sarah Hibbons' abduction is sensational and plays to American History's tendency to view westward expansion through the lens of the settler.



10 Visitor Orientation Kiosk/Gaston Green This aged kiosk is in poor physical condition and is currently unusable due to sun-damaged acrylic.



11 Janet Fish
Plaque/Janet Fish
Pedestrian Bridge

The Janet Fish bronze plaque from the City of Austin is in excellent condition. Furthermore its placement in a large limestone boulder reflects the naturalized signage aesthetic proposed by the Interpretive Master Plan.



12 Shoal Creek
Landmarks/Lamar
Terrace

Although the sign is in poor condition, the illustrative map is helpful in communicating the location of past swimming holes - which are today stagnant and uninviting.



13 Gold Rush Fever/Bluffs This sign provides an anecdote from Austin's past in which locals misinterpreted an O'Henry story as literal and dug for gold along the banks of Shoal Creek. While this story is based in the historical record it is not significant enough to warrant the devotion of an entire sign. This sign is in very poor condition.



14 Shoal Creek
signage/Outside Pease
Park

While not within the purview of the 2014 Pease Park Master Plan nor this IMP, it is important to note the presence of one additional upright sign in the same family as "Gold Rush Fever" and "Shoal Creek Landmarks." This sign discusses 19th-century bathhouses that operated along Shoal Creek and is in poor condition. The content for this sign should be integrated in the proposed Split Rock Overlook Outdoor Exhibit, which covers hydrology and our historic interactions with the

creek. If Pease Park Conservancy chooses to remove the other signs in this family, it makes sense to coordinate removal of the final sign with the City, Shoal Creek Conservancy or other appropriate organization. An additional Texas Historical Marker near Seider Springs tells the story of the 19th-century violent conflict between settlers and Comanche peoples at that spot. An Austin Landmark marker near the mouth of Shoal Creek mentions the creek as a crossing point for Native Americans, settlers, and cattle drivers.

Appendix E

AUSTIN PARKS & RECREATION DEPARTMENT INTERPRETIVE SIGNAGE GUIDELINES FOR PARTNERS

See pages 89 to 92 for Austin Parks & Recreation Department's (PAR) Interpretive Signage Guidelines.

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PARD welcomes outside groups or organizations to interpret history, historical figures, or events on parkland. It extends a more robust experience for a park user offering education about the space they in which they recreate. The most common form of interpretation in Austin parks is signage. These guidelines will assist you in complying with PARD's graphic standards and allow us to verify the content of your information.

Interpretive Signage Approval Process

- 1) Submit Community Activated Park Project (CAPP) form for initial feedback or approval. CAPP forms are reviewed on a quarterly basis (January 1, April 1, July 1, October 1) for projects over \$2,000.

PARD will conduct a site visit for location specifics to ensure ADA compliance and viewshed compatibility.

- 2) After project is approved and funding is secured, submit the initial signage content (both text and graphics) for review. You may submit text and graphics at separate times to gain text approval prior to designing the sign.

PARD requires 10 business days to review content and provide comments. Please see content guidelines for more information. PARD may choose to circulate content through peer review process.

If necessary, PARD will be the point of contact with the City of Austin Historic Preservation Office and/or Texas Historical Commission about the approval process for the sign locations and appropriate permit if site has historical designations.

Please submit a schedule for the review and fabrication of the proposed signage indicating when PARD is expected to receive draft content and graphics so that we can sequence the review into our schedule. Additionally, it is helpful to know the expected fabrication time and delivery. Example timeline attached.

Signage Guidelines

TEXT

- For signage located in downtown and locations with high tourism traffic, Spanish language interpretation is required. PARD will review and verify all Spanish translations.
- For all signage interpreting public history, historical figures, or events, footnoted citations and sources for the proposed text must be included. The citations will not be included on the sign, but provide for a more streamlined review process. Any style of citations may be used; [find a guide here](#). References are not only a benchmark of a professional historian standards of practice, but they are also guides for future researchers.

DESIGN

- PARD recommends working with a professional graphic designer to get your sign approved quickly. A professional designer will be familiar with the use of images, grids, color, and typography to create visual impact while still making the content compelling and readable.



Relevant portions of the Austin Parks & Recreation Department's sign guidelines are in the sign manual. Please contact Cynthia Jefferies for a copy of the sign manual at Cynthia.jefferies@austintexas.gov. You should review the guidelines with your designer.

- If photos or images are used, proposer must provide PARD with evidence that permission has been obtained or evidence that permission is not needed. For more information on copyright laws, visit <https://www.copyright.gov/>.
 - Signs must have:
 - High pressure laminate with graffiti resistant coating
 - Black posts with a 45° low-profile angle
 - White bar at bottom with logos: PARD in the first position at the left margin with the City of Austin logo next. Both logos should be in full color. Have your designer contact us for the official eps files.
 - Proxima Nova for all text
 - Maximum size of 42 x 24, minimum size of 6 x 12 (single post for this size)
 - It is the proposer's responsibility to deliver high quality graphic files to the sign maker and take delivery of the final product including all hardware required to mount and display the sign.
- 3) After the initial review, PARD will send comments to applicant. Once a revisions are made, PARD requests a second draft to be submitted and will approve or provide additional comments within 10 business days.
 - 4) Once final content and design are reviewed and approved by PARD and other entities (possibly the COA Historic Preservation Office and the Texas Historical Commission depending on historic resource designations), PARD will provide a Notice to Proceed with fabrication, and proposer may initiate fabrication.
 - 5) Once the signage has been fabricated and delivered, PARD will install within 10 business days (pending weather).
 - 6) If ceremony or dedication of signage occurs, proposer must coordinate with the PARD Special Events Office at least eight weeks prior to event. This can be facilitated by calling 512.974.6797. Visit the [Special Events webpage](#) for more information. We caution that scheduling an event too close to the delivery of signage is ill advised. If a ceremony is planned, please indicate that on the schedule.



Examples of common panel sizes include:

1. 42 x 24 – This size is appropriate for high-quality panoramic images, stories with side-bar or secondary graphics and captions or longer quotes, and for bilingual waysides.



2. 36 x 24 – This is the most common size. It has room for a large graphic, small inset graphics, and short captions or labels.



3. 24 x 24 - This size works well when there is a single simple graphic with short text and one or two short captions or labels.





Before Submitting Your Sign Proposal

- Include schedule timeline
- Include photo use permissions or proof of license
- Include citations for text
- Include Spanish translation (if applicable)
- Consult with a professional graphic designer about the timeline for and cost of the design
- Get a quote from a major sign maker capable of creating high pressure laminate and graffiti proof coatings



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