









KEEP
MCKALLA
WEIRD

**A proposal for a culture rich
space that *everyone* can enjoy**






Mission Statement:

To establish a park space dedicated to celebrating and preserving the culture of our amazing city. To have an innovative, sustainably developed green space; and to protect our wetlands while making them accessible for the community to enjoy and appreciate. To maximize the community benefit a piece of city owned land in a prime location, can offer. To create a private/public partnership.

Vision:



-  To have a park that embodies the beautiful aspects of the culture of the City of Austin in Austin's "Second Downtown."
-  To add a MetroRail Station to the property at 10414 McKalla Place, and connect Red Line Trail to serve the area.
-  To protect the wetlands on the property and minimize the strain on The Little Walnut Creek Watershed.
-  To establish a food trailer court that helps incubate starting food truck businesses.
-  To incorporate necessary affordable housing.
-  To create a precious community asset through a private/public partnership.

Values:

-  Culture
-  Quality of Life
-  Green Space
-  Increasing Connectivity and Mobility
-  Affordable Housing

Introduction:

There are numerous benefits to parks in the city limits and countless studies to support the argument for those benefits including:

-  Economic
-  Safety
-  Community Engagement
-  Green Infrastructure
-  Education
-  Promote Public Health

Roadmap:

1. Culture
 - a. Zero Waste
 - b. Live Music
 - c. Food Trailers
 - d. Cultural Arts
2. Connectivity
 - a. MetroRail
 - b. Red Line Trail
3. Community
 - a. Dogs
 - b. Outdoor Play
 - c. Plaza
4. Wetland Preserves
 - a. Flood Mitigation
 - b. Education
5. Affordable Housing
6. Conclusion
7. Contact Information

Culture

“If we want to save what is special about the spirit and soul of this city, then we need to act”

--Austin Mayor Steve Adler

“The next term is going to be fighting to defend Austin and our culture and our values”

--Austin Mayor Steve Adler

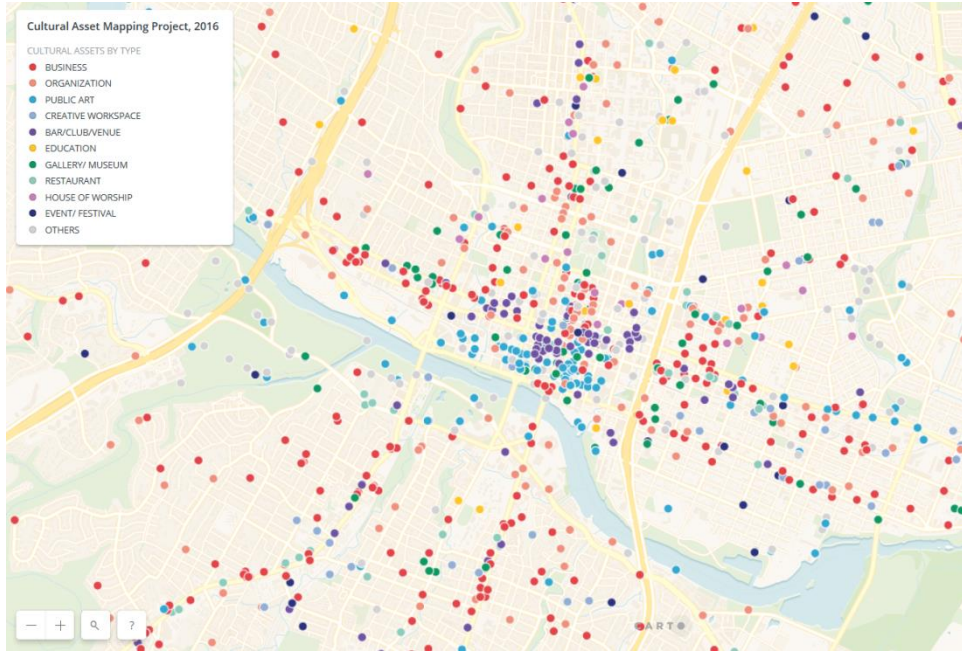
Let's not wait for the next term.

Let's do this now.

Culture

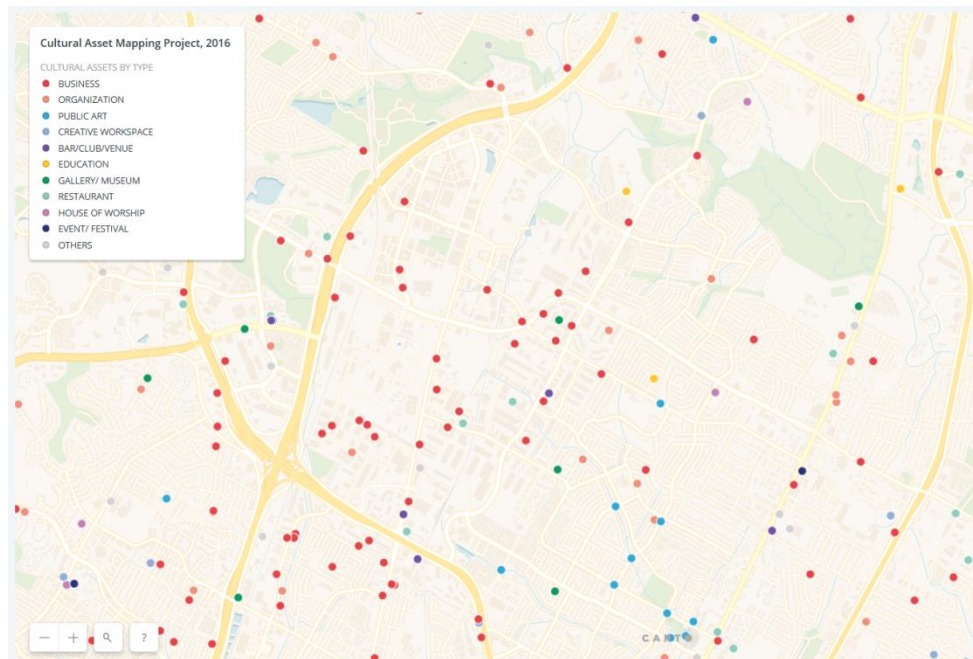
As the city's "Second Downtown," North Austin is lacking in art and cultural assets. Most downtown areas in bigger cities feature lots of public art and attractions. The city's own 2016 Cultural Asset Mapping Project shows a huge disparity between downtown and North Austin.

Culture



Downtown

**North
Austin**



2016 Cultural Asset Mapping Project

Culture – Zero Waste

Previously, any person, resident or tourist who visited a grocery store in Austin quickly became aware of our city's ban on single use plastic bags. As we lose that element of our identity, we ought to compensate in other ways. What better way to do that than to create a public space dedicated to the 3 R's: **Recycle, Reduce, Reuse.**



Culture – Zero Waste

Repurposed & Recycled Materials

Foster the Zero Waste mentality in older and younger generations alike, with repurposed and recycled materials used to develop the park.



Milk Crate Pavilion – New York, NY

Culture – Zero Waste **Repurposed & Recycled Materials**

Commission local artists and/or ecologically focused engineers to design some of the park elements.



Recycled Tire Art – Chakaia Booker

Culture – Zero Waste

Repurposed & Recycled Materials



Lions Park Playscape from steel drums –
Greensboro, Alabama

Culture – Zero Waste

Repurposed & Recycled Materials



Wine Bottle Building

Culture – Zero Waste

Repurposed & Recycled Materials



Culture – Zero Waste

Using proudly up-cycled and re-cycled materials to build art sculptures, bathroom structures, pavilions, and other elements would:

- ♻️ Inspire park visitors
- ♻️ Divert materials from the city's waste stream
- ♻️ Strengthen our **Zero Waste** identity
- ♻️ Create a space for artists and creatives
- ♻️ Help **Keep Austin Weird**
- ♻️ Make McKalla an interesting and unique space to visit

Culture – Live Music

As we lose a lot of our downtown music venues due to development and rising rents, a space for local artists to play would help us maintain our identity as the **Live Music Capital of the World.**



Culture – Live Music

Outdoor Stages & Pavilions

Proposed are multiple outdoor stages available on a **first come first serve basis, but also available for reservation.** The performance spaces could work in coordination with the city’s Artist Access Program



Culture – Live Music

Outdoor Stages & Pavilions

In keeping with the theme of our **zero waste culture**, the stages and/or amphitheatres could be made with **reclaimed/recycled materials**.



Culture – Live Music

Outdoor Stages & Pavilions

There are many different styles and designs for amphitheaters and performance space. Since there is **no imminent deadline** for a park, there would be ample time to make decisions and gather **public input**.



Culture – Food Trailers

Food Trucks and Outdoor Eateries

Food trucks are a big part of the culinary culture of Austin, but the stringent permit process makes it hard for startups.

LET'S TACO



BOUT IT

Proposed is a space with water and electric hook ups for new food trailers to operate on city property with more lenient regulations. This would serve as an incubator space for emerging food trucks to test their concepts and also serve as walkable dining options for nearby residents, park visitors, and MetroRail patrons.



Culture – Cultural Arts

Arts dedicated to different cultures

Because of the diverse culture of the city, to encourage **inclusivity** of the park, proposed is the solicitation of artwork from the community representing multiple cultures.



Culture – Cultural Arts

Arts dedicated to different cultures

In addition to ethnic cultures, also art dedicated to some of Austin's vocational cultures would appeal and honor to some of the local industries and their employees.



Recycled Circuit board
Art
– Palo Alto, CA

Pots & Pans Skull



Connectivity – MetroRail

McKalla Station

A decent **park and ride** is needed in this area. IBM's Broadmoor station is being built to suit their needs, but the regular users of public transit and the residents of the proposed and soon to be built housing developments in the area would be well served by a MetroRail station at McKalla.



Connectivity – Red Line Trail

McKalla Station

The proposed Red Line Trail would be an excellent feature to increase connectivity and accessibility.



Community - Dogs

Off Leash Dog Run

Near the Red Line Trail, a fenced in area for an off leash dog space could be provided. This would serve residents as well as dog walking trail users well.

As dogs outnumber children now in some of our neighborhoods, this would be an amenity for dog owners. Separating dogs would also help make the park a safer place.



Community - Dogs

Off Leash Dog Run

In line with the vision of using repurposed materials throughout the park, the fence surrounding the dog run could also be made of reclaimed materials.



Culture – Outdoor Play

Great Lawn/Open Space

Benefits of having managed lawns include

Noise Abatement, Temperature Modification,
Water Purification and Conservation, Water
Protectors, and more.



Valkenberg Park - Breda, Netherlands

Culture – Outdoor Play

Great Lawn/Open Space

Open space is really a blank canvas for park goers to do the activity of their choosing and would be a great amenity.



Culture – Outdoor Play

Great Lawn/Open Space

Exercise and physical activity are important. Having a space for the children living in the nearby housing to fly kites, simply run around in, or partake in pick-up games would offer exercise and a sense of community.



Culture – Outdoor Play

Great Lawn/Open Space

Open space would also open up an opportunity to host small festivals and cultural celebrations.



Community – Plaza

For Farmers' Markets and Artisan/Craft Fairs

As an added feature of the park, proposed is a plaza space with minimal impervious cover to host artisan/craft fairs and farmers' markets.



Wetland Preserve – Mitigate Flooding

“We can't keep letting our city's floodwaters go inadequately managed, washing away lives and homes and costing our city hundreds of millions of dollars and untold misery for primarily lower-income residents.”

--Austin Mayor Steve Adler

**Solid points, Mayor!
Let's protect our watershed!**

Wetland Preserve – Mitigate Flooding

One main objective of this proposal is to preserve our wetlands and reduce the strain on our watershed. As the head of the Little Walnut Creek Watershed, minimizing the impervious cover at McKalla is critical. A park would provide a great deal of permeable cover and allow water to stay on property vs. flowing downstream and straining the watershed.

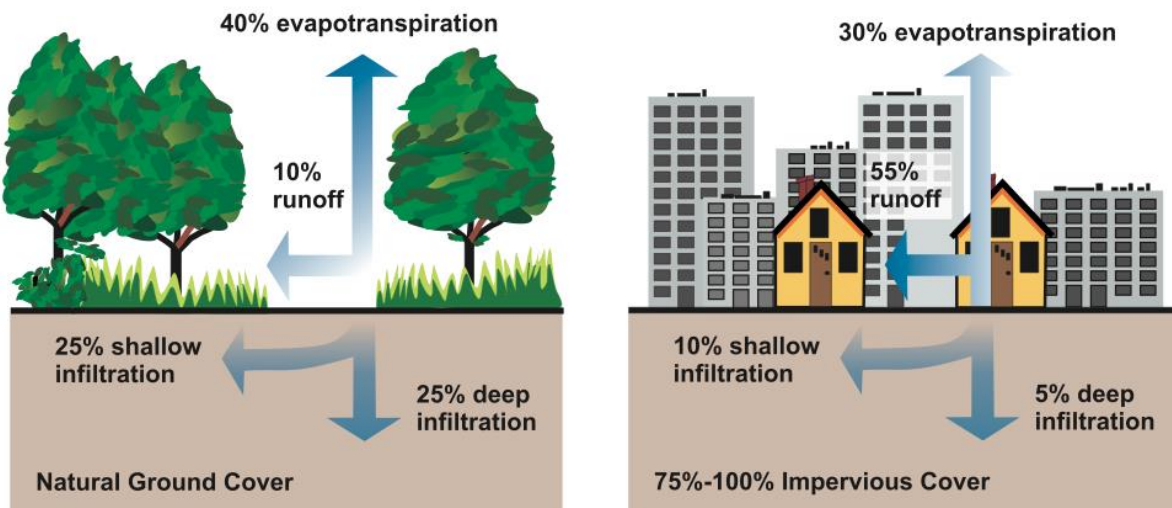
We do NOT want a North Austin Onion Creek.



Onion Creek – 2013

Wetland Preserve – Mitigate Flooding

Converting wetlands through development forces adjoining or downstream water channels into narrower corridors. This accelerates watershed hydrologic response to storm events and this increases the need in some cases for alternative means of flood control. Loss of wetland floodplains results in more severe and damaging flooding.



Relationship between impervious cover and surface runoff. Impervious cover in a watershed results in increased surface runoff. As little as 10 percent impervious cover in a watershed can result in stream degradation.

Wetland Preserve – Mitigate Flooding

Wetlands play a number of roles:

- water purification
- water storage
- processing of carbon and other nutrients
- support of plants and animals

Wetlands are considered the most biologically diverse of all ecosystems.

Wetlands perform two important functions in relation to climate change. They have mitigation effects through their ability to sink carbon, converting a greenhouse gas to solid plant material through photosynthesis.

Wetland Preserve – Education

As an element of the park, trails around the wetlands could be incorporated to make them more accessible for the public to appreciate the unique flora and fauna found in the wetlands such as the Scissortail Flycatcher (bird), and the sycamore trees, cattails, willows, and cottonwoods.

Because so many plant and animal species are unique to wetlands, this would be an excellent **educational resource** for our community and a beautiful location for field trips for nearby schools. This would be an a fantastic asset for the **COA’s Connecting Children to Nature plan.**



Affordable Housing

It is no secret that as a city, we find ourselves in the midst of an affordability crisis.

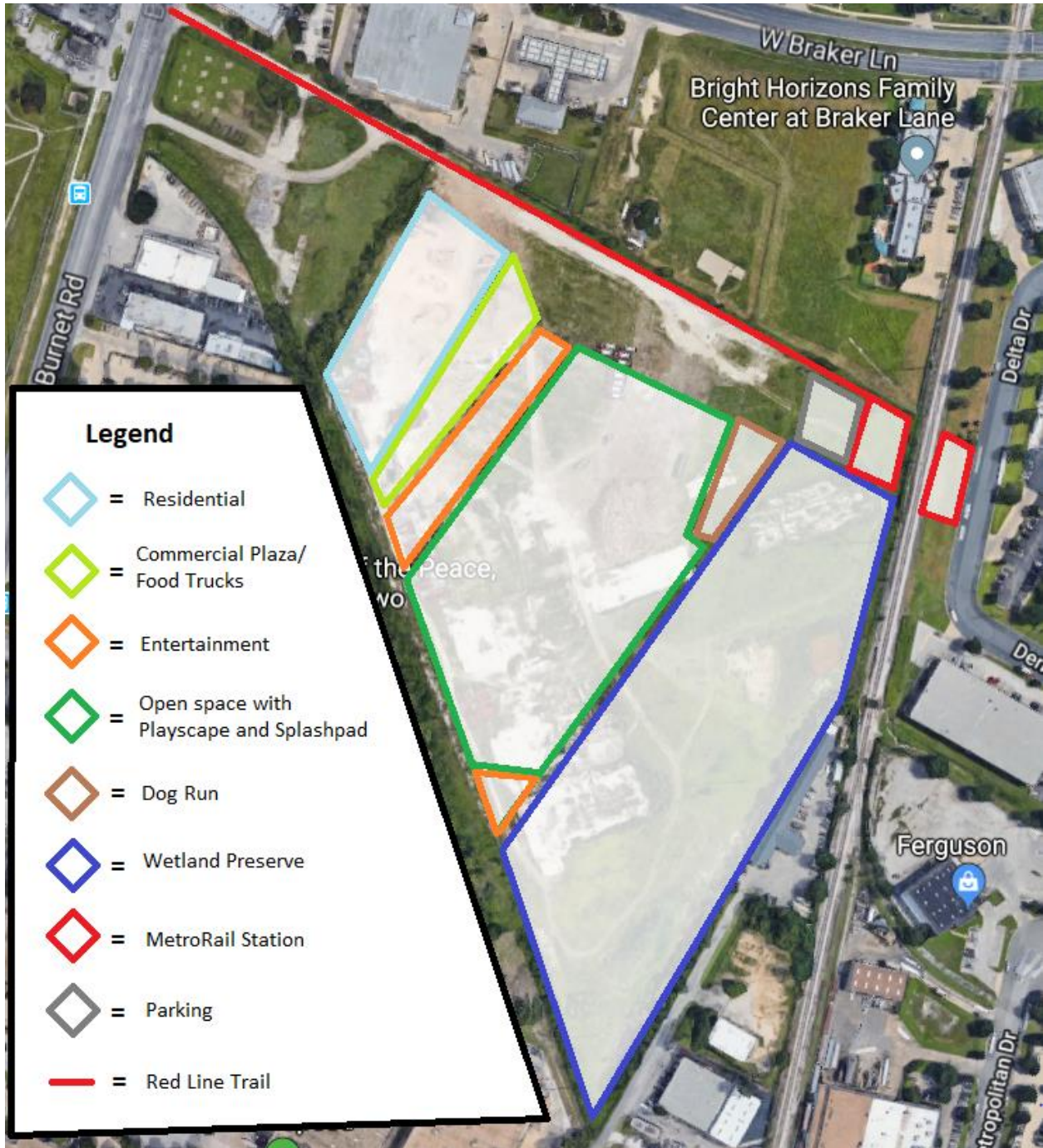
Housing is a right and working class citizens and families deserve to be near employers and amenities. Having affordable housing in the proximity to the North Burnet Gateway employers and near mass transit is critical to our community.



Affordable Housing

Proposed is the allotment of 3 acres for an experienced developer to build a small footprint structure or structures to easily accommodate a mix of housing from affordable housing at different income levels, to senior housing, to live/work housing. 3 Acres is ample room to include *over* 130 units of affordable housing.

Conceptual



Conclusion:

Parks provide countless benefits to the community and the economy alike. As a city, we ought to protect our green space and our culture and think about what would truly benefit the community. I urge you to please consider this community proposal.



Contact Information:

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Special thanks to the voices of our community!