

PEASE DISTRICT PARK: KINGSBURY COMMONS

AUSTIN, TEXAS

ANNUAL PROGRAMMING PLAN

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1.0 INTRODUCTION

1.1 BACKGROUND

Kingsbury Commons (“the Park”) is an approximately 7-acre parcel in the southern end of Pease District Park, an 84-acre public park owned by the City of Austin (“the City”). Pease District Park is bounded roughly by Lamar Boulevard, Kingsbury Street, Windsor Road, Parkway Street and West 24th Street.



community programming that highlights and fosters equity, health and the environment, safety, livability, mobility/connectivity, sustainability and education/lifelong learning.

1.3 COMMUNITY ENGAGEMENT

The programming outlined in this document stems from extensive community engagement conducted by Pease Park Conservancy during the design and construction stages of the revitalization project at Kingsbury Commons, including design charrettes, public meetings, and meetings with specific stakeholder groups and neighborhood associations. The programming listed also stems from extensive community engagement conducted during the development of the Pease Park Interpretive Plan, including a public meeting at the Lamar Senior Center and an African American stakeholder meeting at the Sweet Home Missionary Baptist Church. Respondents heavily favored the presence of food trucks and/or some type of concession; farmers markets; exercise and outdoor yoga classes; recreational/educational youth activities; nature walks specifically geared toward children and families; adult exercise options; music and cultural performances; LGBTQIA+ Pride events; MLK and Juneteenth celebrations; dog training classes; art that reflects the themes in the Pease Park Interpretive Plan; and more. Additionally, our community engagement revealed enthusiasm for using the park as a place where the Conservancy could conduct fundraising events.

After our pilot year of programming, ongoing community engagement will be conducted via on-line and in-park surveys; social media outreach; an annual Pease Park Conservancy presence at no fewer than two community events focused on communities of color and other underserved communities; public meetings; and meetings with specific stakeholder groups including (but not limited to) the Black, LGBTQIA+, and differently-abled communities. Results of this community engagement will be used to refine the portfolio of programming options.

1.4 PUBLIC BENEFIT

Creating a space that provides maximum public benefit has been the guiding principle of design and implementation at Kingsbury Commons. This principle will continue to guide us as we further implement the Pease Park Vision Plan. Every decision the Conservancy makes is through the lens of creating a more safe, welcoming and accessible space for all people. The Conservancy has demonstrated its ability to conduct meaningful community engagement that reveals opportunities for growth and evolution in how our public green spaces meet the public need in Austin. We embrace the importance of developing strong partnerships with proven organizations that are already providing great public benefit in new and innovative ways. We are committed to exploring those partnerships in ways that will provide greater access to our public green spaces for all people in Austin and inspire new generations to discover nature.

In late 2021, the Conservancy is launching the first major phase of Interpretive Plan implementation, which includes community engagement for interpretation of enslavement, and exploring the potential design and construction of a contemplative space acknowledging the park's relationship to enslavement. The community engagement project will be facilitated by a team from Civic Arts, Creative Culture Works, and Forklift Danceworks. The goal for the project is to ensure that the history of enslavement, segregation, and exclusion of Black Austinites is acknowledged and shared within the park in ways that ensure that Black people are seen, honored, and welcomed. To support this goal, the team has proposed a four-month public engagement sequence that will bring people together for conversations about the history of Pease Park in ways that can help shed light on future actions that the Conservancy can take.

The Conservancy is also reviewing potential options for the next phase of Vision Plan implementation, including an eastern gateway to the park at MLK and Lamar. In the coming years, Pease Park Conservancy plans to fully implement the Vision Plan to encompass Pease Park's full 84-acre span. It is the Conservancy's desire and intent to expand the organization's operations partnership with the City of Austin and PARD into each ensuing section of implementation.

PPC's Justice, Equity, Diversity & Inclusion (JEDI) Initiative is working to ensure that all facets of organizational activity are viewed through an equity lens in order to ensure operations and programming create a park experience that is truly welcoming and accessible to all.

2.0 OPERATIONS & PROGRAMMING

2.1 KINGSBURY COMMONS TEAM

The **Chief Operating Officer** shall be responsible for oversight and supervision of the Park operations team.

The **Chief Revenue Officer** shall be responsible for oversight and supervision of community & special event coordination staff.

The **Park Operations Manager** shall be responsible for supervising, reviewing, scheduling, and monitoring operations & maintenance within Kingsbury Commons. This will also include coordinating with PARD and third-party vendors for maintenance needs. The Park Operations Manager shall directly supervise Maintenance Staff and Park Operations Techs.

Maintenance Staff may include third-party contractors, consultants, and any other party hired to conduct operations & maintenance in Kingsbury Commons.

The **Park Operations Techs** shall perform the bulk of the routine O&M scheduled tasks not otherwise contracted out to third-party providers. They are supervised by the Park Operations Manager, and will report any issues, concerns, or questions that arise during the performance of maintenance schedules to the Park Operations Manager. As of November 2021, there is one full-time and two part-time Park Operations Techs.

The **Chief Revenue Officer** and the **Development Manager** will coordinate with individuals and groups for using amenities within Kingsbury Commons. The process will include an online reservation system, as well as the potential to provide coordination services related to city permitting.

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2.2 KINGSBURY COMMONS AMENITIES & EVENTS

2.2.1 RESPONSIBLE PARTY FOR MAINTENANCE

The standard reservation agreement shall provide that the organizing party/user shall be responsible for setup and cleanup of a space. This includes tasks such as wiping down tables, sweeping floors, picking up trash and debris from the ground, and removal of all trash and recycling generated from the event. For an additional Coordination Fee, a prospective user can engage the Conservancy to provide a turnkey service, including event coordination, permitting, setup and cleanup.

2.2.2 CONSERVANCY PROGRAMS AND COMMUNITY EVENTS

Event Types:

Fee-Based Community Event (Ticketed event, open to the public)

Free Community Event (Free, open to the public)

Special Event (1,000+ person event)

The list of Conservancy Programs and Community Events presented herein complies with the allowance approved by the Austin City Council on May 20, 2021 specifying that Kingsbury Commons shall have no more than five “Minimally Open” days per year.

It will always be Pease Park Conservancy's aim to leverage the wide array of world-class amenities in the space, as well as the flexibility of the design itself, to provide a variety of programming and community events. The vast majority of these will be Free Community Events that are open to the public. Through program design, highly targeted promotions, and strategic partnerships with organizations also focused on underserved and untapped communities, our goal is to bring new audiences to the park, particularly those from traditionally underrepresented communities.

Pease Park Conservancy recognizes that farmers markets, fitness exercise classes, movies and concerts in the park, as well as adult programs and nature programs were all among the activities identified as “high priorities” by the Priority Investment Rating (PIR) in PARD’s 2019 Long Range Plan. The Conservancy also shares the values and strategic outcomes outlined in the City of Austin SD23 planning document, with particular focus on Safety, Mobility, Health & Environment, Culture & Lifelong Learning, Equity, and Sustainability/Resiliency. Our own community engagement has revealed similar priorities across the board.

The following Earned Revenue and Community Events are planned for 2021-2022, subject to relaxation of COVID-19 restrictions:

VIRTUAL CEREMONIAL RIBBON-CUTTING & REOPENING

Video shoot for municipal officials, project partners, press, and donors. The ribbon cutting was filmed and disseminated virtually after construction fences were removed. (Spring 2021)

COMMUNITY “SQUIRREL FEST” & MOVIE NIGHT

In partnership with H-E-B and Alamo Drafthouse, a free, family-friendly lawn event, including a movie with a purpose, pizza, and popcorn. Free community event open to the general public. (Initially scheduled for September 2021, deferred to April 2022 with plans to be a recurring Spring family event)

EDUCATIONAL PROGRAMMING

The Conservancy currently partners with EcoRise, Families in Nature, Long View Micro School, Austin Waldorf School, Griffin School, and others to create opportunities to leverage the entire 84-acres (and the “Outdoor Classroom” at Kingsbury Commons in particular) as a “living lab” opportunity for outdoor education. Our goal is to introduce as many young people as possible to the idea of pursuing “green” jobs for underserved communities. We are using these programs as an opportunity to build a pilot that we soon hope to launch with AISD. We also partner with and engage the Texas Conservation Corps, which is a youth development program of American Youthworks, enhancing the park’s ecology to inspire the pursuit of “green” employment opportunities. (Ongoing)

STORY TIME

In partnership with BookPeople, the Conservancy is featuring local children’s book authors for a series of outdoor story time readings. Targeted for pre-school and elementary school age audiences, the series provides an opportunity for outdoor, socially-distanced learning at the Kingsbury Outdoor Plaza (Spring & Summer)

THE MAGIC HOUR

A ticketed fee-based community fundraising event to benefit the Conservancy featuring a brunch on the Great Lawn. (Spring 2021). The Conservancy does not plan to repeat this event in the future.

YOGA IN THE PARK

In partnership with Onnit Fitness and Black Swan Yoga, a free community yoga event on the Great Lawn. Could potentially include a health & wellness fair. Free and open to the general public. (Initially planned for Summer 2021; deferred to 2022).

PEASE KEEPERS YOGA

Smaller, socially distanced, free community yoga classes are being conducted monthly at Live Oak Meadow and Kingsbury Commons. (Ongoing monthly)

OTHER FITNESS, SPORTS AND WORKOUT EVENTS/CLASSES

Pease Park Conservancy will follow existing City of Austin Guidelines for the permitting of third-party paid yoga and exercise classes within a defined portion of the Great Lawn. The Conservancy plans to explore local partnerships to provide similar classes that would be free and open to the public, including “community-wide” events featuring different types of exercise, as well as health and wellness education.

NATURE PROGRAMS

The Conservancy regularly conducts nature and plant/tree ID walks aimed at educating park users about the natural environment and sound practices that encourage responsible land stewardship and ecological sustainability. These programs are free community events that are family friendly and open to the public. (Woodland Walk with horticulturalist Jill Nokes in October 2021; Of the Earth: Medicinal Plants of Pease Park with Indigenous healer Marika Alvarado in November 2021)

PPC FALL FUNDRAISER

“Luminarium”, a ticketed fee-based community event to benefit the Conservancy with dinner on the trail. (October 2021 and October 2022)

MUSIC IN THE TREEHOUSE

Free community events featuring musical performances from the Treehouse. (UT Butler School of Music Student Composer Concert, November 5, 2021; Less than 10 Concert, November 20, 2121)

FARMERS MARKETS

The Conservancy will research the feasibility of launching a monthly farmers market on the Great Lawn of Kingsbury Commons or Live Oak Meadow. These events would be free community events open to the public.

LABORATORIO

A free community event featuring music with Carrie Rodriguez and collaborators at the Tudor Cottage and Terrace. At its heart, Laboratorio is a musical exploration and celebration of Latinx culture and its contribution to the American experiment. For each unique live performance, Carrie and her all-star Laboratorio band collaborate with a different guest artist, ensuring that no two shows are ever the same. Not only does each unique “laboratory” produce joy and wonder (on stage and in the audience), it also reflects our American experiment: men and women, young and old, black, white, brown, and everything in between, collectively creating an uplifting sense of surprise in each performance. (January 2022)

THE BLUE TREES BY KONSTANTIN DIMOPOULOS

In partnership with Art in Public Places, and approved by the Arts Commission, the Blue Trees is an environmental call to action using trees as the canvas to create an installation highlighting global deforestation. (Installation and community programming in Kingsbury Commons will occur March 28 to April 2, 2022. Associated environmental educational programming will continue throughout Spring, 2022.)

EYORE'S BIRTHDAY PARTY

The Conservancy is working with the Austin Center for Events and Friends of the Forest to return Eeyore's Birthday Party to Pease Park following a two-year COVID-related suspension. The design of the Kingsbury Commons renovation specifically included items to better facilitate Special Events like Eeyore's, including the addition of wider, load-bearing paths to accommodate vendor load-in and load-out, the addition of the Terrace as a staging area for music or other performance, dispersed electrical convenience outlets, and relocation of the basketball court to better serve as a staging area. (April 2022)

FOOD TRUCKS OR CARTS

Pease Park Conservancy will conduct a market analysis for the leasing of short-term concession space along Parkway to food truck vendors. Part of the construction at Kingsbury Commons added landscaped curb "bulbs" along the north side of Kingsbury Street (the park road that ascends the hill along Kingsbury's south side) next to the Tudor Cottage. These bulbs delineate space for parallel parking and also serve as traffic calming for the park road. On days when food trucks are present (mostly weekends and during some of the events outlined above), they would occupy two to three of these spaces. The Conservancy will also investigate the feasibility of other public benefit short-term concessions, including push carts or pop-ups for food and beverage services like coffee, breakfast foods, and ice cream.

2021/2022 will be treated as a pilot year for the above series of programs in Kingsbury Commons. Following this pilot year, the Conservancy will conduct a series of community engagement activities aimed at collecting community feedback. These activities will include surveys, both in the park and online, social media outreach, and no fewer than two outreach events outside the park. The results of the community engagement will be used to refine the portfolio of programming options.

2.2.3 CLOSURES & RESERVATIONS OVERVIEW

Closure Types (As defined by Austin Center for Events Planning Guide):

Closed (No access to public – ticketed event, maintenance, recovery etc.)

In Use (No fences, no barriers – significant portion of the park is reserved or impacted by event)

Minimally Open (More than 50% of park closed to the public – only available to ticketed patrons)

Partially Open (More than 50% of park accessible without a ticket – unfenced)

Open (Full access to public – no events)

The list of Conservancy Programs and Community Events presented herein complies with the allowance approved by the Austin City Council on May 20, 2021 specifying that Kingsbury Commons shall have no more than five "Minimally Open" days per year.

Under no scenario does Pease Park Conservancy ever envision a full closure at Kingsbury Commons. Our community engagement efforts suggested limited support for such closures. Further, Pease Park Conservancy does not currently envision any type of event or programming that would require an "In Use," or "Minimally Open" designation, other than the annual Eeyore's Birthday Party (Special Event/"In Use") and the Conservancy's annual fall fundraising event (Fee-Based Community Event/"Minimally Open"). Additionally, trail access through Kingsbury Commons will never be closed in accordance with the terms of the Park Operations and Maintenance Agreement (POMA).

The vast majority of the time, Kingsbury Commons will be "Open," with occasional "Partially Open" designations.

For any potential Special Event that would warrant an "In Use" designation, Pease Park Conservancy would conduct extensive community engagement (including in-park and online surveys, outreach to local neighborhood associations, and outreach events outside the park) to ensure that any public benefit would outweigh perceived impact to the community.

As the Conservancy learns and grows in developing its earned revenue model, PPC highlights these premises by which is has created this structure:

1. Prior to redevelopment, the Tudor Cottage had no public use, and was used solely for maintenance storage. As restored, the Tudor Cottage provides a venue suitable for weddings, reunions, educational workshops, community gatherings, and City of Austin departmental meetings. The Tudor Cottage and Terrace are isolated enough from the rest of Kingsbury Commons that any rentals in this area do not impede the general public's use of the remainder of Kingsbury Commons. Pease Park Conservancy seeks to utilize this area as much as possible for Community Events, while also offering free reservations of the space to local nonprofits and City of Austin Departments. The plan is to use this space for fee-based reserved rentals or free community event reservations more often than any other feature or amenity in Kingsbury Commons.
2. The Conservancy is in the process of learning the neighborhood's appetite for concessions within Kingsbury Commons. Areas have been identified within Kingsbury Commons to develop relationships with local food trucks and PPC seeks to learn as much as possible about sustainable revenue models to work with two food trucks at a time. The Conservancy hopes to open its first food trucks by June 2022 when school lets out for summer.
3. Available Rental Times on any given day are 8:00 AM to 10:00 PM.
4. Determinants of any free reservations throughout the rentable/reservable features in Kingsbury Commons are weighted to include but are not limited to a.) nonprofit status; b.) mission alignment with Pease Park Conservancy; c.) clear commitment to Justice, Equity, Diversity, and Inclusion (JEDI); and d.) organizations with budgets of less than \$1M.

2.2.4 RESERVATION FEES BY VENUE/AMENITY

COTTAGE/TERRACE

Cost to Reserve/Rent:

- Weekday Full Day (up to eight hours Mon-Thurs): \$1,600
- Weekend Full Day (up to eight hours Fri-Sun): \$2,400
- Weekday Half Day (up to four hours (Mon-Thurs): \$800
- Weekend Half Day (up to four hours (Fri-Sun): \$1,200
- Cottage Only for less than four hours: \$150/hour
- Terrace Only for less than four hours: \$150/hour
- Cottage/Terrace together for less than four hours: \$300/hour
- Deposit: one half of rental rate

Rental/Reservation Availability:

- Available for rent to the public: 50 days per year
- Maximum number of reservations per day: 2 distinct renters
- Available to reserve at no charge to nonprofits: 90 days per year

Maximum Capacity:

- Cottage/Terrace seated: 120 people
- Cottage/Terrace standing: 200 people
- Cottage only seated: 24 people
- Cottage only standing: 55 people
- Terrace only seated: 100 people
- Terrace only standing: 200 people

Justifications:

- The restoration of the Tudor Cottage has transformed it from a non-public storage facility to an award-winning, historically-preserved community gathering space.
- PPC considers the Cottage/Terrace the most readily reservable feature at Kingsbury Commons and aims to leverage this rental space for the maximum number of rentable days
- The majority of PPC's rental revenue would come from the rental of the Cottage/Terrace with a goal of generating close to \$75,000 in revenue in 2022
- Event types include small parties up to 200 people standing, weddings, smaller gatherings and engagements.

BASKETBALL COURT

The basketball court is available to rent for basketball tournaments or basketball play only.

Costs to Reserve/Rent:

- Weekday Full Day (up to eight hours Mon-Thurs): \$500/day
- Weekend Full Day (up to eight hours Fri-Sun): \$750/day
- Corporate Full Day (up to eight hours Mon-Thurs): \$1,000/day
- Corporate Full Day (up to eight hours Fri-Sun): \$1,500/day
- Deposit: one half of rental rate

Rental/Reservation Availability:

- Available for rent to the public: 15 days per year
- Maximum number of consecutive days one renter can rent during one tournament rental is three days
- Maximum number of reservations per day: 1 distinct renter may rent the court on one day
- Available to reserve at no charge to nonprofits: 15 days per year

Maximum Capacity:

- 200 people

Justifications:

- PPC will rent the basketball court to entities who wish to host basketball tournaments or basketball playing events only
- Tables and chairs are not permitted on the basketball court; the court rental is accompanied by a 40' x 40' space on the Great Lawn adjacent to the court for 10'x10' tent set up and tables and chairs for basketball tournament administration

TREEHOUSE

Costs to Reserve/Rent:

- \$1,000/Hour

Rental/Reservation Availability:

- Available for rent to the public: 8 days per year/192 hours per year
- Available to reserve at no charge: 2 days per year/48 hours per year
- Open to the public: 355 days per year

Maximum Capacity:

- 60 people (30 people upstairs and 30 people downstairs)

Justifications:

- The premium rate for the Treehouse rental reflects the desire to keep this rentable amenity open to the public as much as possible while also reflecting the desire to leverage the limited number of rental times.

GREAT LAWN

Costs to Reserve/Rent:

- \$5,000/day nonprofit rate
- \$10,000/day corporate rate
- Damage deposit half of rental rate

Rental/Reservation Availability:

- Available for rent to the public: 8 days per year
- Open to the public: 357 days per year

Maximum Capacity:

- 1,200 people seated
- 5,000 picnic style on blankets

Justifications:

- On days the Great Lawn is not rented for a large-scale event, it is completely open to the public
- The function of the corporate rate for the Great Lawn is reflective of large national corporations sponsoring SXSW and other larger scale events throughout the City of Austin
- The cost to replace the lawn grass for the entire Great Lawn is \$55,000 and as such, the Conservancy cannot offer use of the Great Lawn for a larger scale event of over 100 people for free as we are committed to the collection of a damage deposit to ensure the resources necessary to cover event-related wear and tear on the lawn.
- Most fitness groups are permitted for use on the Great Lawn using separate fitness permit fees outlined in the Event Planning Guide.

OUTDOOR PLAZA

Costs to Reserve/Rent:

- \$150/hour nonprofit rate
- \$250/hour corporate rate
- Damage deposit half of rental rate

Rental/Reservation Availability:

- Available for rent to the public: 24 days per year
- Available for no-cost reservation to the public: 48 days per year
- Open to the public: 293 days per year

Maximum Capacity:

- 200 people seated; adding theater style seating between the two buildings

Justifications:

- The Outdoor Plaza is intended to be an outdoor classroom for partnering schools to take advantage of outdoor learning opportunities.

- Other types of hosted events include book readings, volunteer projects, ceremonies, weddings, and other theater-style seated events.

PICNIC TABLES

Costs to Reserve/Rent:

- \$40 for a four-hour period per (one) long row of tables that can seat 50 people
- \$250 for a four-hour period for all four long rows of tables that can seat 200 people
- \$800 corporate rate for a four-hour period for all four rows (200 people)
- \$1,600 corporate rate for an eight-hour period for all four rows (200 people)
- There is no damage waiver on the picnic tables

Rental/Reservation Availability:

- Three of the four picnics tables are available for \$40 reservation twice per day while the park is open to the public, except in instances when all four tables are reserved for one group.
- One of the four picnic tables is not reservable and will be made available on a first-come-first-served basis (without a reservation) while the park is open to the public, except in instances when all four tables are reserved for one group.
- The maximum number of days the picnic tables would be closed for reserved events is eight days per year
- Open to the public: 357 days per year

Maximum Capacity:

- 50 people per picnic table row
- 200 people for the entire picnic table area

Justifications:

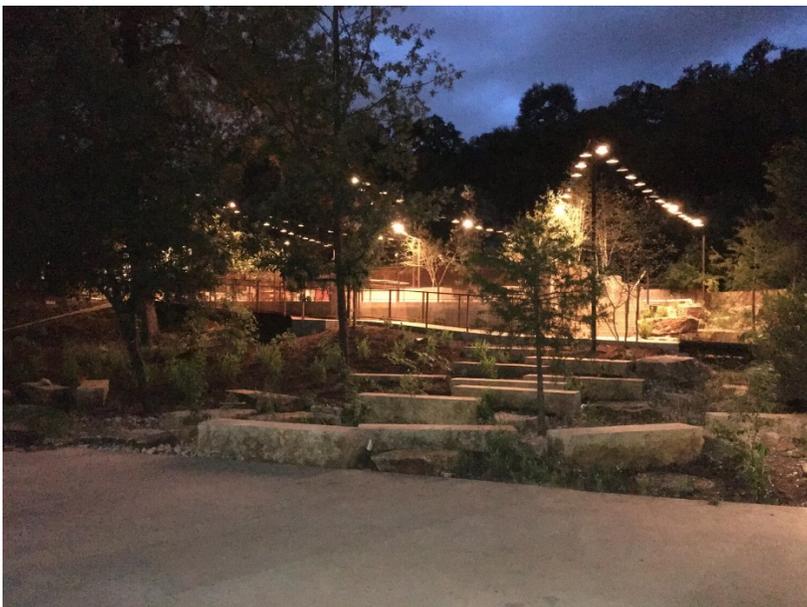
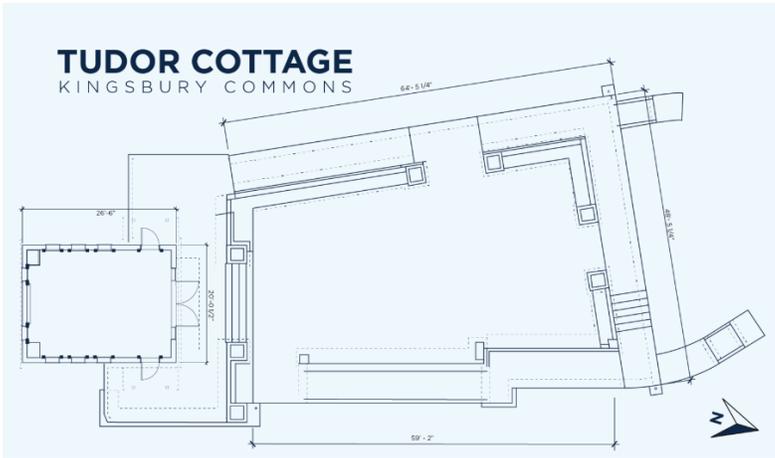
- The picnic tables are the most widely used amenity space by the public.
- Picnic table reservations were offered at \$65 per reservation prior to the revitalization of Kingsbury Commons. The Conservancy has reduced that rate to ensure that more members of the general public have access to renting them.
- While the picnic tables are open to the public and the park is fully open, one row of picnic tables will be available for free on a first come-first served basis.
- No deposit required for a picnic table reservation.

See Rate Sheet online at <https://peasepark.org/event-planning-guide>

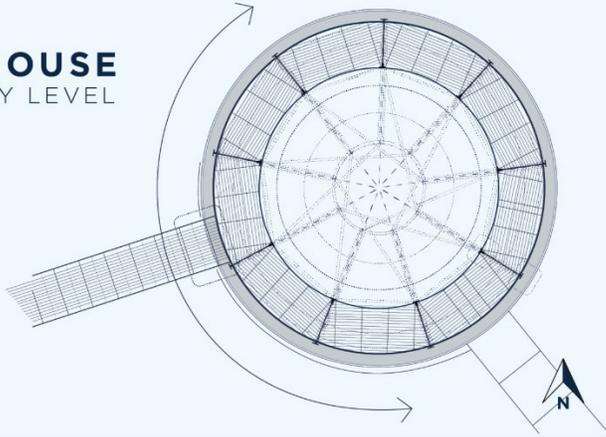
2.2.5 EVENT PLANNING GUIDE

See Event Planning Guide attached and online at <https://peasepark.org/event-planning-guide>

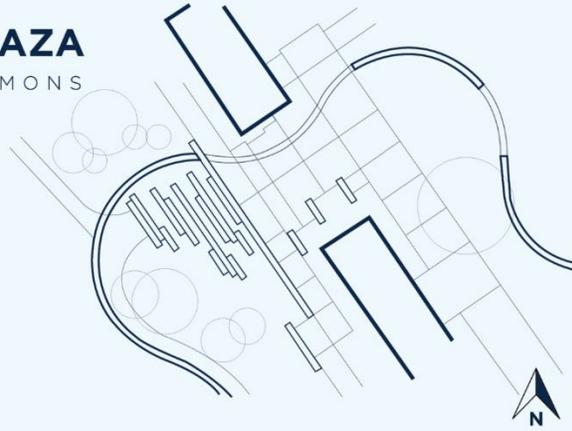
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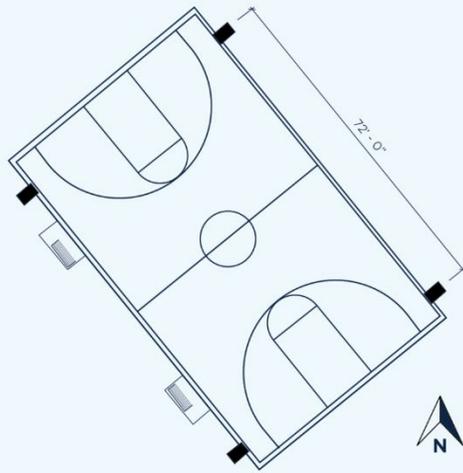
TREEHOUSE
WALKWAY LEVEL



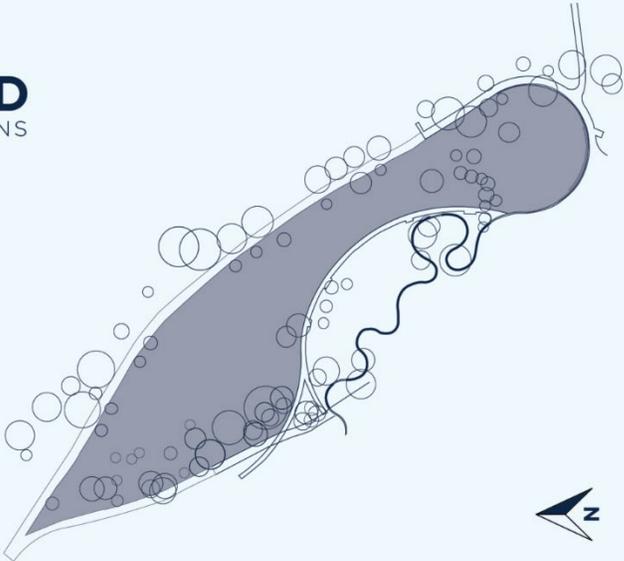
OUTDOOR PLAZA
KINGSBURY COMMONS



**BASKETBALL
COURT**
KINGSBURY COMMONS



BIG FIELD
KINGSBURY COMMONS



PICNIC TABLES

KINGSBURY COMMONS

