



**MEMORIAL PARK MASTER PLAN
CONCEPT DESIGN
PUBLIC ENGAGEMENT EVENT
AUGUST 24, 2022**

Today's Agenda

- Introductions + Team
- Project Timeline + Master Plan Process
- What We've Learned to Date
- Engagement and Engagement Outcomes to Date
- Memorial Park Master Plan Concepts
- How you can help us today!



Introductions + Team

Client Team

City of El Paso



Project Team

Asakura Robinson

Planning + Landscape Architecture



ASAKURA
ROBINSON

Post Oak

Historical Resources



Vermeulens

Cost Estimating



Master Plan Process



Master Plans are planning documents that guide implementation over a period of years as funding for those improvements become available.

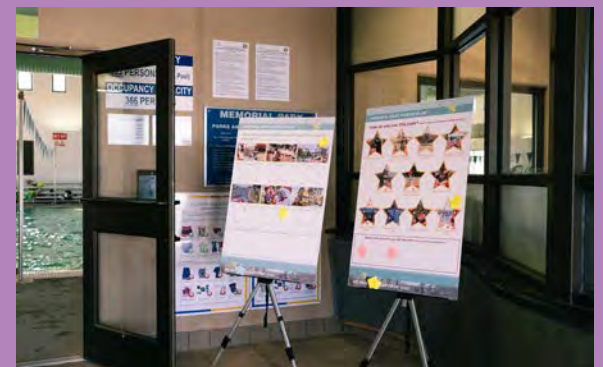
Master Plans typically look like multi-page documents that outline analysis of a site's current conditions, community engagement that informs the process, and concept designs in plan form and sometimes renderings that graphically depict the potential for park improvements as guided by the community.

Funding that has been approved to date for Memorial Park is for the purposes of conducting the Master Plan process only. No funding for the implementation (construction) of improvements has been identified or discussed.

Project Timeline



What We've Learned to Date



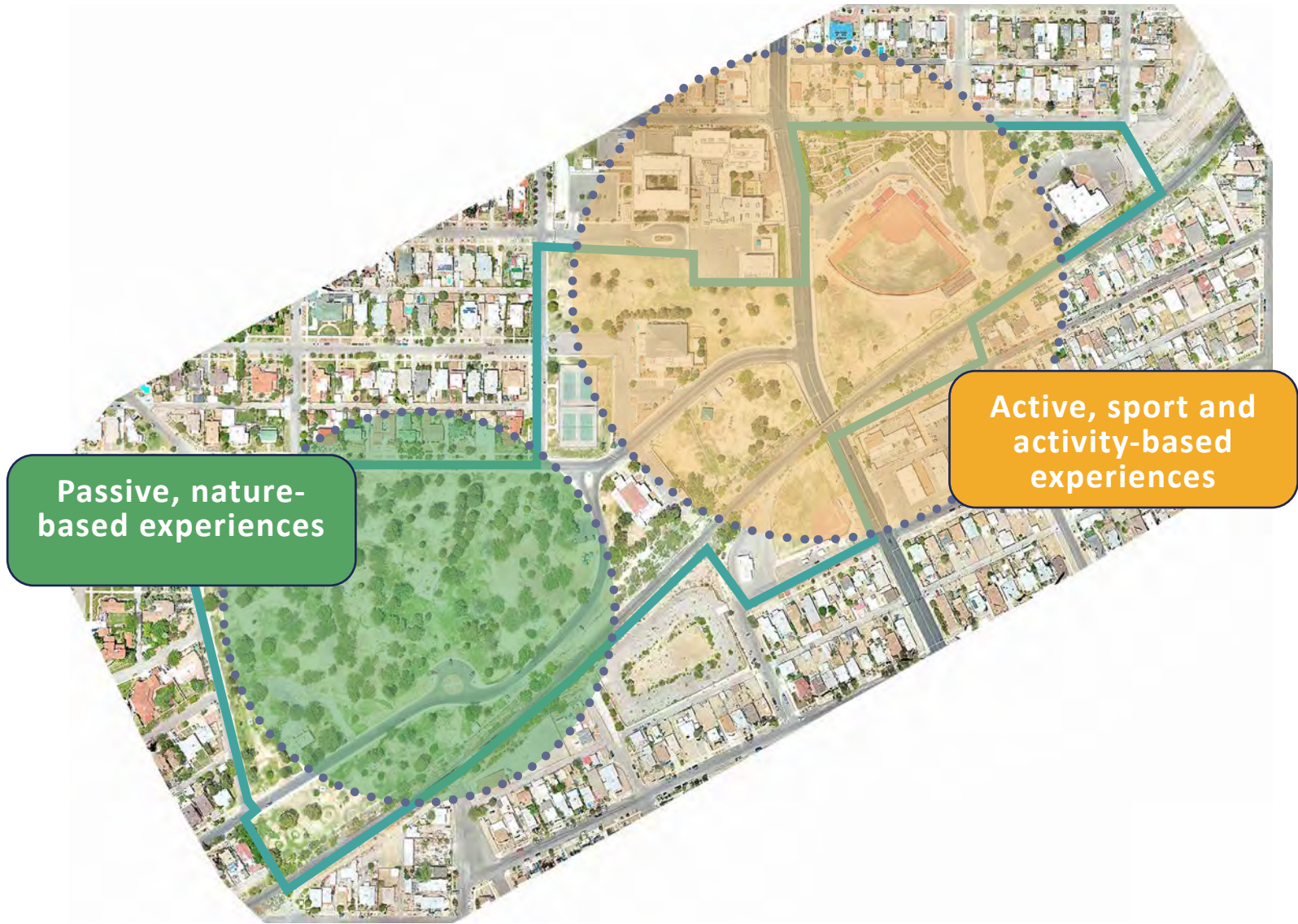
**FIELD WORK:
RESEARCH & ANALYSIS**

**PUBLIC ENGAGEMENT:
ONLINE & IN-PERSON**

**INTERCEPTS:
MEET USERS WHERE THEY ARE**

What We've Learned to Date

GENERAL PARK PROGRAMMING CHARACTER



Passive, nature-based experiences

Active, sport and activity-based experiences

What We've Learned to Date

THE PARK TODAY - 43 ACRES

RESERVABLE
SHELTER / GREEN

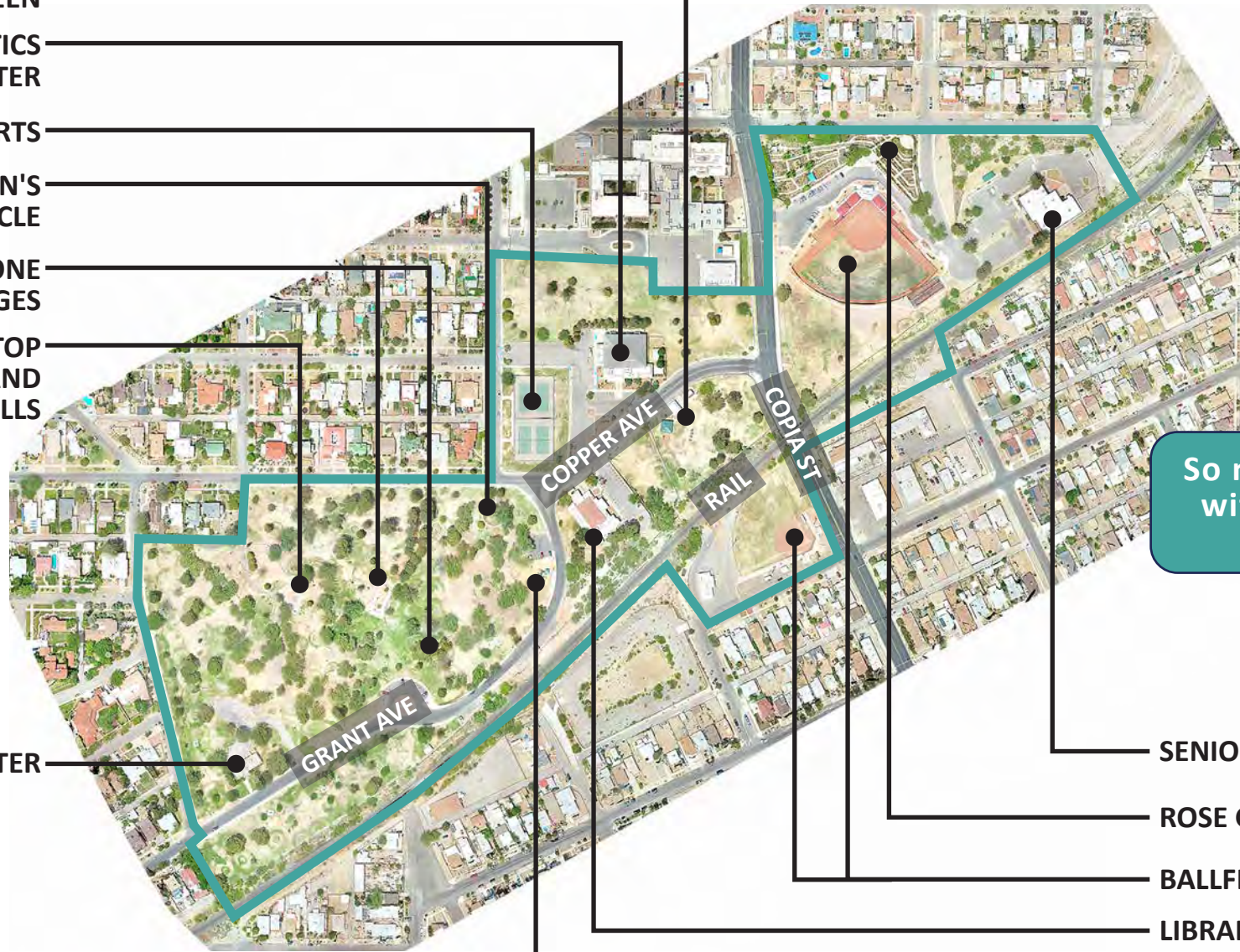
AQUATICS
CENTER

TENNIS COURTS

VETERAN'S
CIRCLE

WPA-ERA STONE
BRIDGES

FORMAL HILLTOP
GARDEN AND
WPA-ERA WALLS



GARDEN CENTER

So many amenities
within Memorial
Park!

SENIOR CENTER

ROSE GARDEN

BALLFIELDS

LIBRARY

PLAYGROUND

What We've Learned to Date

THE PARK TODAY - 43 ACRES DIVIDED

RESERVABLE
SHELTER / GREEN

AQUATICS
CENTER

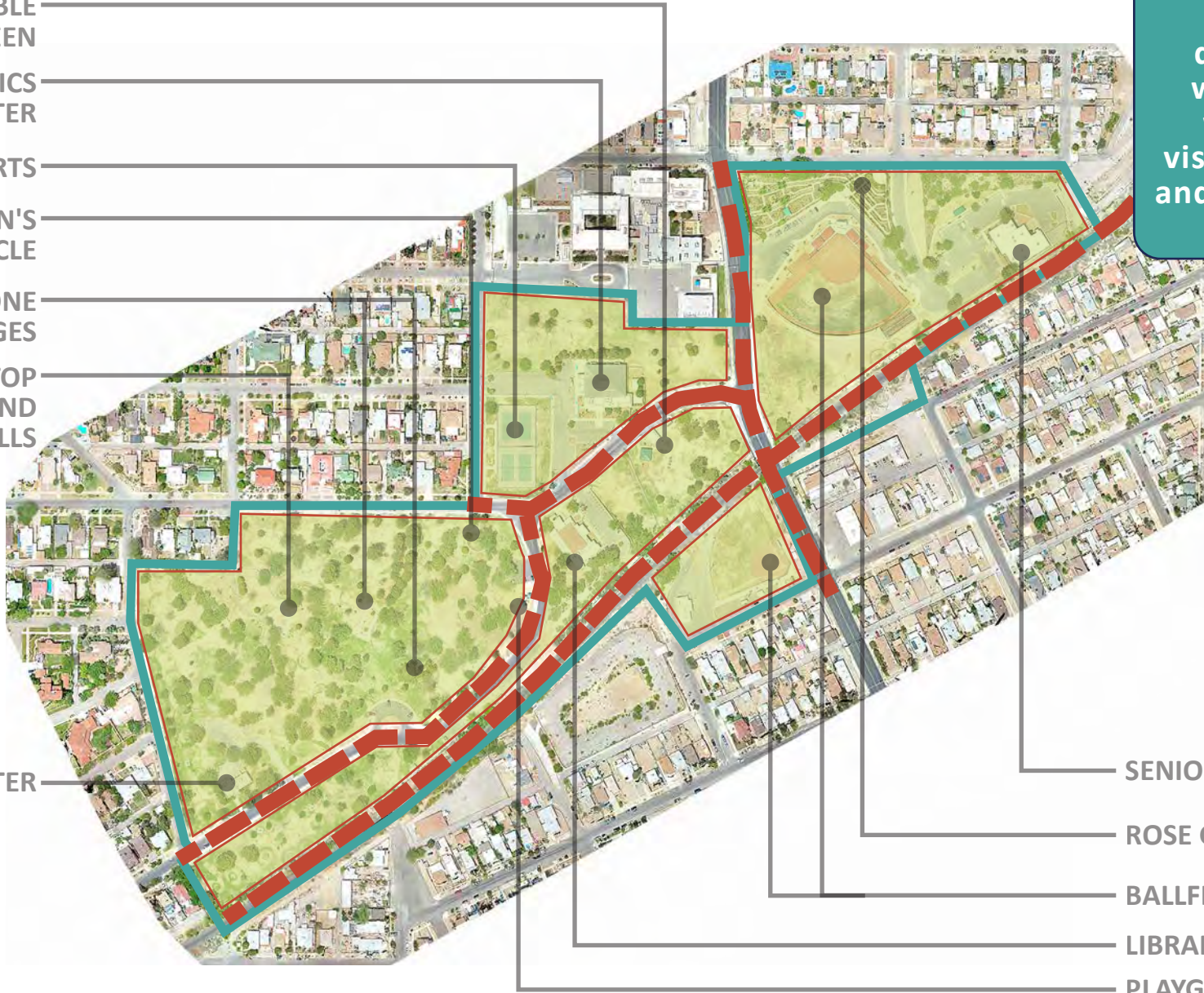
TENNIS COURTS

VETERAN'S
CIRCLE

WPA-ERA STONE
BRIDGES

FORMAL HILLTOP
GARDEN AND
WPA-ERA WALLS

GARDEN CENTER



The park feels divided and disconnected - wide roadways with a lack of visual connections and safe pedestrian crossings

SENIOR CENTER

ROSE GARDEN

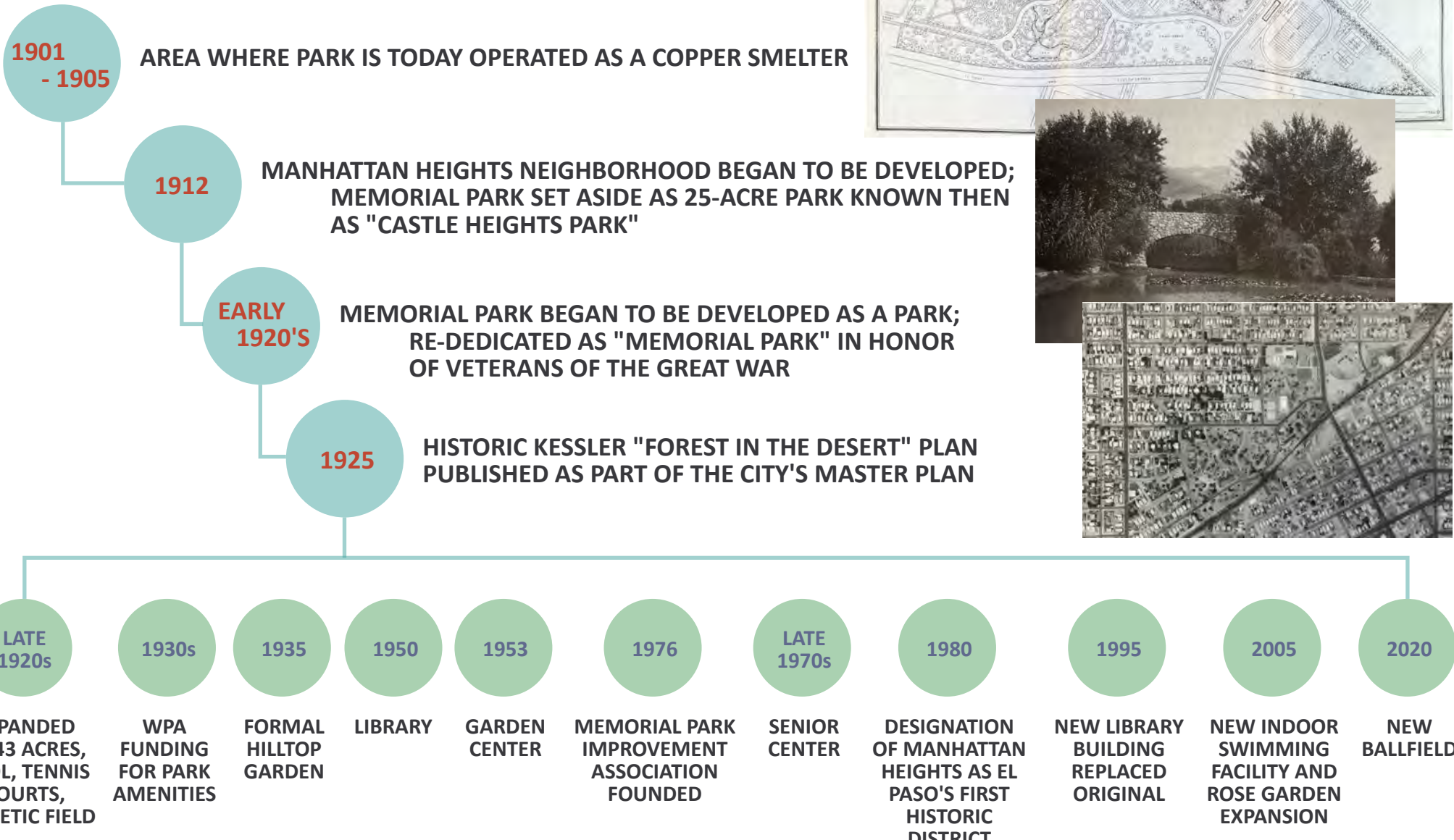
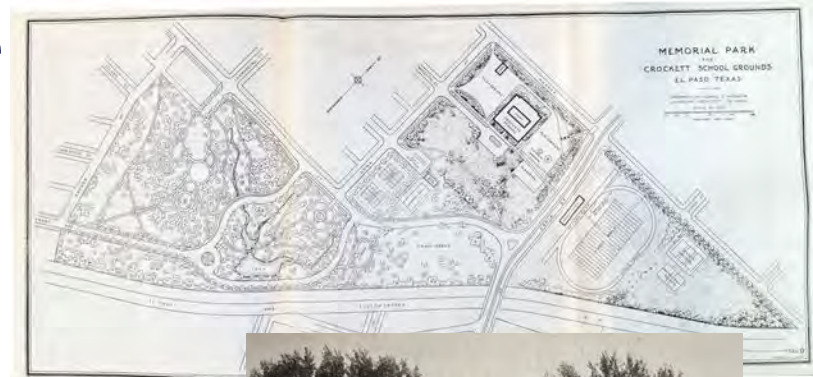
BALLFIELDS

LIBRARY

PLAYGROUND











What We've Learned to Date

IMPORTANCE OF THE PARK IN THE COMMUNITY, EL PASO'S HISTORY, AND THE HISTORICAL RESOURCES WITHIN THE PARK



What We've Learned to Date

IMPORTANCE OF THE PARK IN THE COMMUNITY, EL PASO'S HISTORY,
AND THE HISTORICAL RESOURCES WITHIN THE PARK

CHARACTER-DEFINING FEATURES			
PRE-WPA FEATURES	WPA FEATURES		MID-CENTURY FEATURES
 <p>Accessory Building (HR18)</p> <p><i>(The small, utilitarian outbuilding located south of Grant Avenue may be associated with the early industrial history of the property and appears to pre-date the establishment of Memorial Park. Therefore, it may not be considered historic within the historic context of Memorial Park. Additional research would be necessary to determine if the building has historic significance as a pre-industrial or smelter-related building.)</i></p>	 <p>Ca. 1935: Estrella Street Masonry vehicular bridge (HR2)</p>	 <p>Ca. 1935: Hilltop Garden masonry walls (HR3)</p>	 <p>1953: Garden Center (HR15)</p>
 <p>1922: Masonry Arch Footbridge (HR1)</p>	 <p>Ca. 1935: Masonry walls, staircases, entrance gates, and benches (HR4-14)</p>	 <p>Ca. 1935: Masonry drainage feature and culverts (HR12-14)</p>	 <p>1959: Rose Garden (HR19)</p>
	 <p>Ca. 1935: Concession Building (HR17)</p>	 <p>Ca. 1935: Concrete picnic tables/benches (HR21)</p>	

Character-defining features are the tangible visual and physical features that express Memorial Park's historical significance

What We've Learned to Date

NON-CONTRIBUTING AND LOST / DIMINISHED FEATURES

Park features that lack historic integrity or are outside of the period of significance:

- Swimming Pool
- Senior Center and adjacent masonry walls
- Library
- Masonry walls adjacent to Library
- Parking Lots
- Tennis Courts
- Playground and turtle sculptures
- Non historic Benches and Picnic Covers
- Baseball Field and Associated Buildings
- Metal Fencing
- Signage (other than historic markers)
- Lamp Posts
- Estrella Street Bridge landscaping
- Hilltop garden cactus garden/landscaping
- Trash cans

National Register Historic integrity of Memorial Park has been diminished by:

- Demolition of the Kessler-plan Cactus Garden (ca. 1940s/1950s)
- Removal of some lover's benches, Hilltop Garden (ca. 1950s)
- Removal of Estrella Street interior drive (ca. 1985)
- Construction of Senior Center (between 1974 and 1984)
- Removal of masonry overlook (ca. 1970s/1980s)
- Replacement tennis courts and swimming pool (2005)
- Rose Garden addition (2005)
- New library (2005)
- Northern ball field totally leveled and re-built (2020)
- Concession area now blocked off by fencing, bifurcating that area of the park
- Incompatible Portland cement mortar used on masonry features throughout
- Some graffiti throughout the park, or painted masonry to conceal graffiti
- Cracked or missing stones in masonry, cracked mortar, cracked concrete caps on staircases and entrance gates
- Original light fixtures removed, replaced, or altered

What We've Learned to Date

EXTANT CHARACTER DEFINING FEATURES

Character-defining features are imperative to protect in order to preserve the historic integrity of the park



Ca. 1935: Estrella Street
Masonry vehicular bridge
(HR2)



Ca. 1935: Hilltop Garden
masonry walls (HR3)



1953: Garden Center (HR15)



Accessory Building (HR18)



1922: Masonry Arch Footbridge (HR1)



Ca. 1935: Concession
Building (HR17)



1959: Rose Garden (HR19)



Ca. 1935: Masonry drainage
feature and culverts (HR12-14)

THROUGHOUT PARK

Ca. 1935: Concrete picnic tables/benches (HR21)

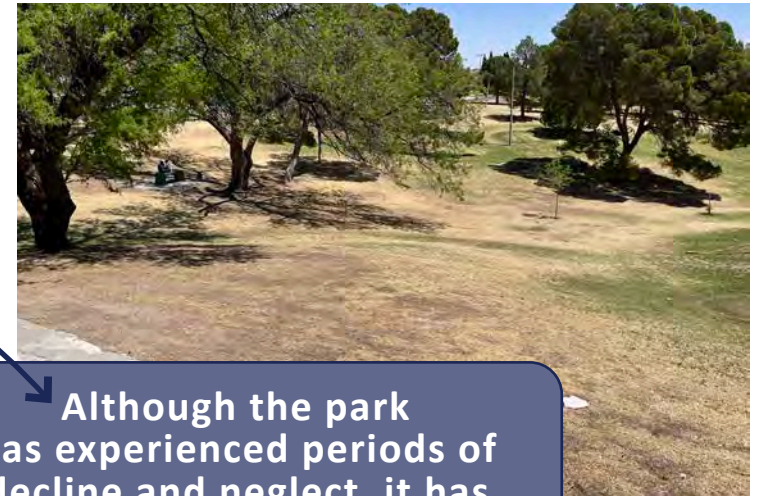
Ca. 1935: Masonry walls, staircases, entrance gates, and benches (HR4-14)

Where We Are At Today

IMPORTANCE OF THE PARK IN THE COMMUNITY, EL PASO'S HISTORY,
AND THE HISTORICAL RESOURCES WITHIN THE PARK



The last major updates to Memorial Park general uses were over 20 years ago.



Although the park has experienced periods of decline and neglect, it has continuously served the surrounding community as a place for events, gatherings, recreational activities, celebrations, and respite from city life.



This Master Plan effort serves to envision the future of Memorial Park, preserve its history, protect its special features, and improve amenity offerings for users of today and the future.



Engagement to Date

1. Stakeholder Meeting #1

Neighborhood Group Leaders (June 7, 2022)

2. Stakeholder Meeting #2

Community Representatives (June 28, 2022)

3. Online survey & mapping activity (June and July 2022)

4. Public Engagement #1

Intercept interviews and tabling in Memorial Park
(July 8, 2022)

5. Public Engagement #2

Presentation Open House in Memorial Park
(August 24, 2022)

6. Stakeholder Meeting #3

Community Representatives (Late-August)

7. Online concept input activity (August and September 2022)



What We've Heard to Date:

General Overview

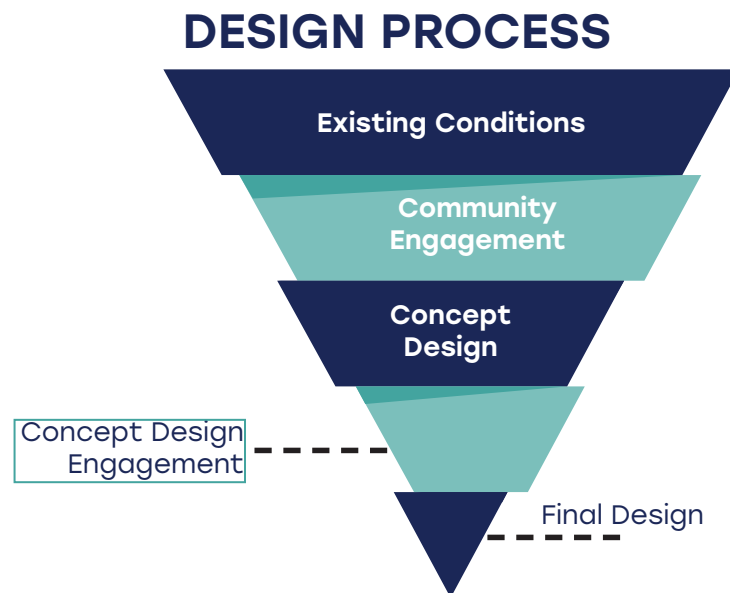
- Over 1,000 points of feedback gathered from in-person and online engagement initiatives
- Feedback helped understand HOW people use the park, in two categories:
 - Leisurely uses (nature, relaxation, gathering)
 - Active uses (exercise, activities)
- Feedback also revealed how people feel about Memorial Park as it is now, and about its future

1,000+
POINTS OF FEEDBACK

700+
VOTES ACROSS
ENGAGEMENT PROMPTS

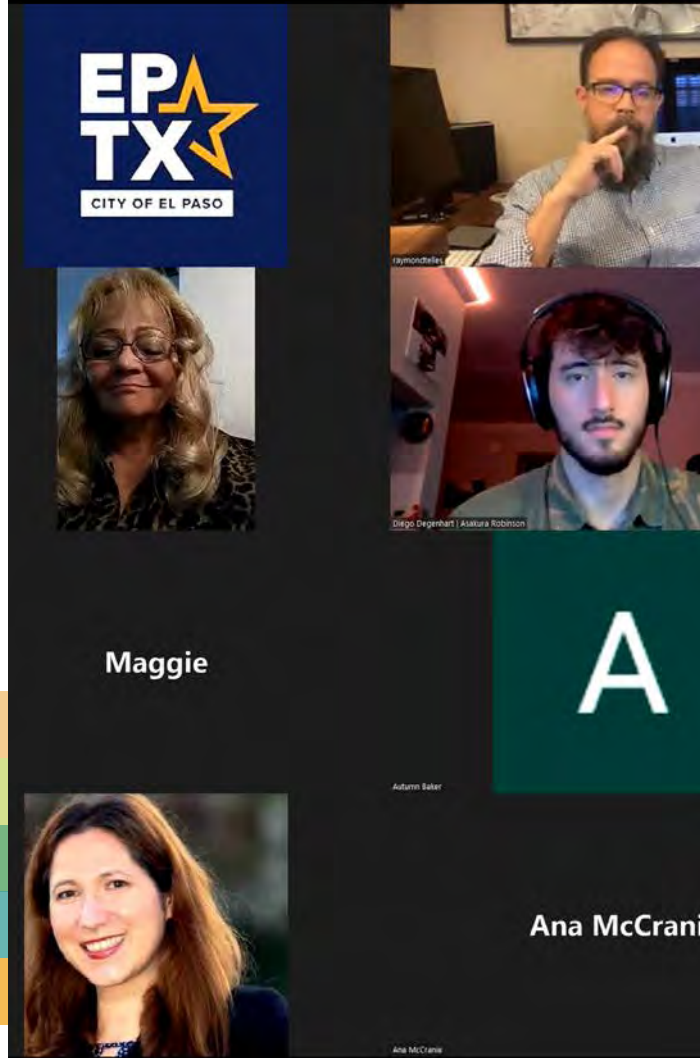
100+
ONLINE MAP
COMMENTS

70+
IN-PERSON MAP
COMMENTS



What We've Heard to Date: Stakeholder Committees

- Neighborhood leadership committee
 - Neighborhood group leaders and historical leaders
- 18-person committee comprised of members of the surrounding communities
 - Each member represents different characteristics of El Paso's population
 - Selected through publically advertized application process
- Committee serving as pilot group, providing input and sentiments on Memorial Park and its future
- Assisted in informing the following plan goals:
 - Reveal
 - Activate
 - Knit
 - Rejuvenate
 - Unify



What We've Heard to Date:

Stakeholder Committees

"What Recreation Opportunities do you see happening in this park?"

- Dog park (most popular)
- Soft Surface Trails
- Flexible Exercise Lawn; Dedicated Cycling Routes; Nature Viewing



"What Community or Cultural opportunities do you see happening in this park?"

- Community Space in Garden Center (most popular)
- Nature Learning
- Gathering Spaces

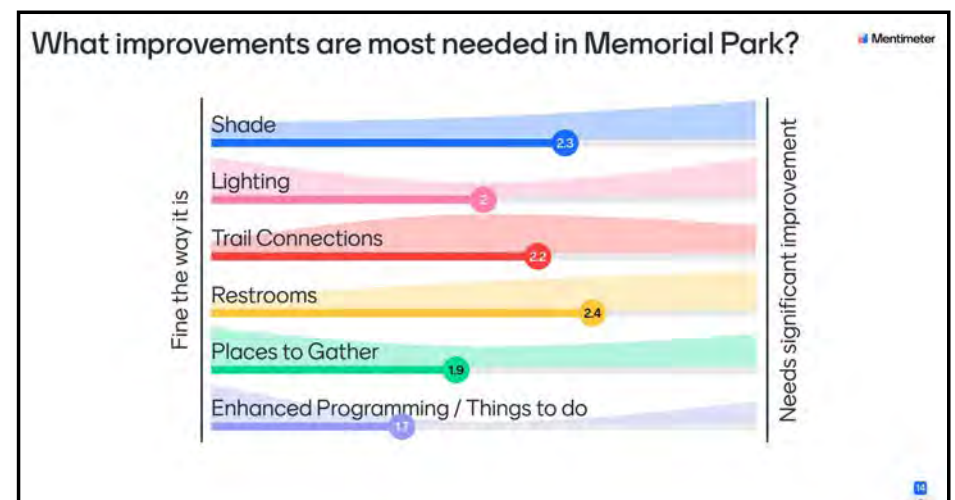
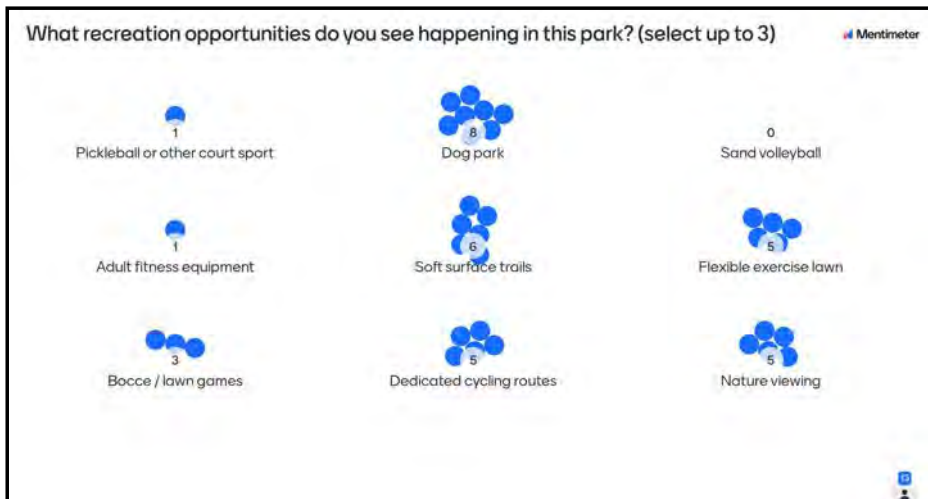


"What Play Opportunities would you like to see?"

- Nature Play (most popular)
- Hillside Play



What We've Heard to Date: Stakeholder Committees



What We've Heard to Date: Online Engagement

- Open for feedback from July 06 to July 24th, 2022, accessible through elev8ep.com
- Multi-question survey on Memorial Park usage and improvement desires
- Open mapped comments regarding specific parts of the park
- Quick statistics: 1,076 visits, 96 survey responses, 103 comments
- Common themes:
 - Park underutilized
 - Park feels disconnected
 - Park is an important greenspace

Memorial Park Master Plan Public Engagement Site

Welcome to the public engagement website for the Master Plan project for Memorial Park! Take a look below at opportunities to provide input on this project!



Tell us what you think!

Below, you can find various ways to be involved in the Master Plan project process. Check out and explore the various ways to be involved below:



Mapping Survey

Now through July 23, visit the online Memorial Park map to input your thoughts and ideas!

START 6 Jul 2022 END 24 Jul 2022

Visit the map!



Input Survey

Take this 8-10 minute survey to provide guidance on improvements and amenities within the park!

START 6 Jul 2022 END 24 Jul 2022

Take the survey!

FAQ

Here is a list of frequently asked questions:

What is the project timeline? ▾

Who can I contact with specific project questions? ▾

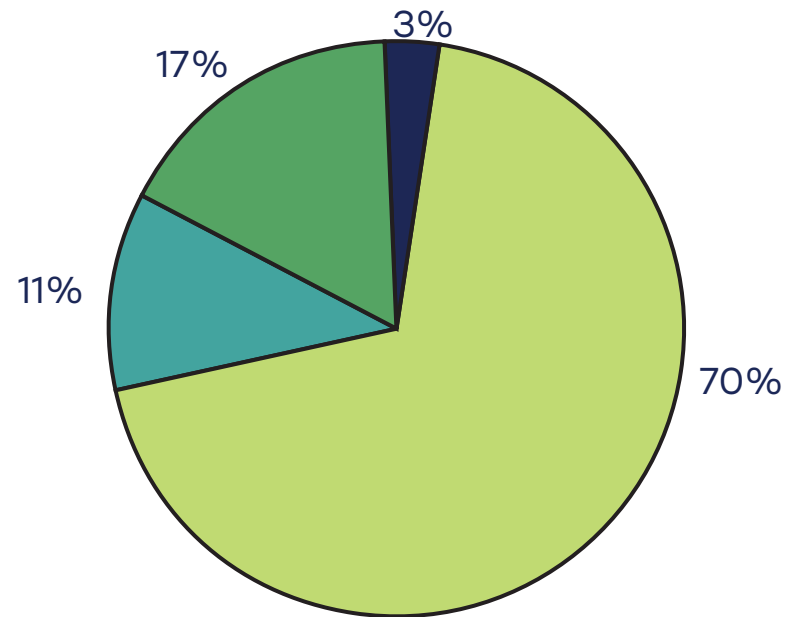
What is a master plan? ▾

What is the project budget? ▾

What We've Heard to Date: Online Engagement

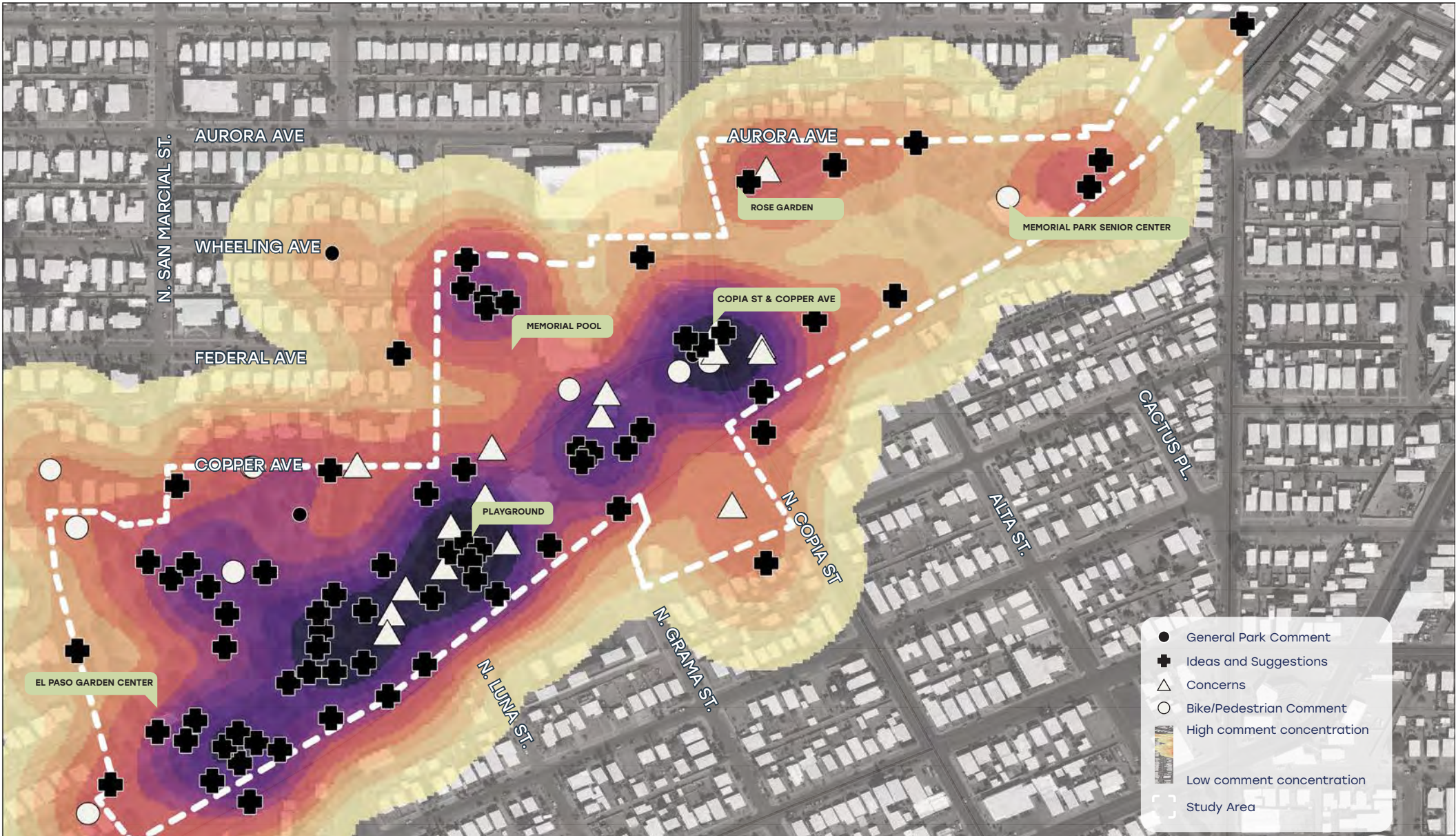
MAP COMMENT CATEGORIES

70% of all comments offered up ideas and suggestions for park improvements



Legend

- Ideas and Suggestions
- Concern
- Bike/Pedestrian Comment
- General Park Comment
- Something I Like



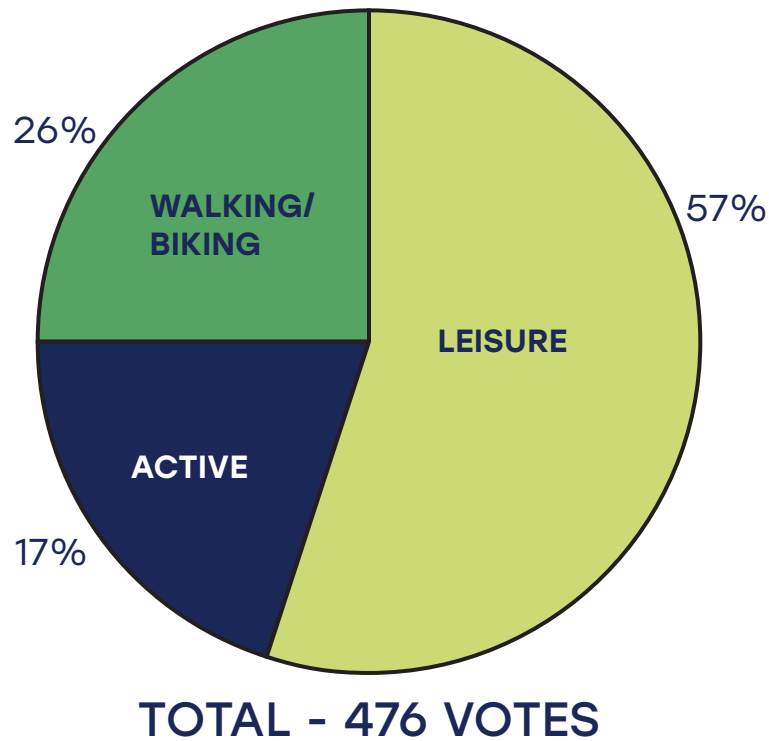
Online Community Feedback Heatmap

Sources: Social Pinpoint, exported July 25, 2022

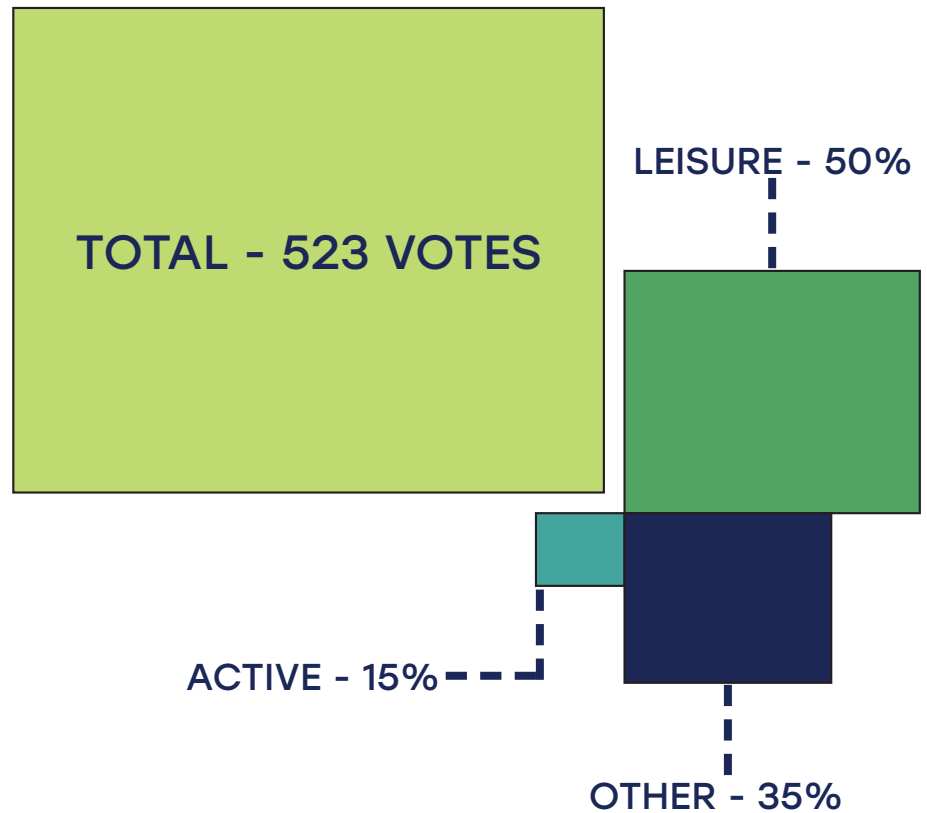


What We've Heard to Date: Online Engagement

What activities do you do at Memorial Park?



What programs or features would encourage you to visit Memorial Park more often?



What We've Heard to Date:

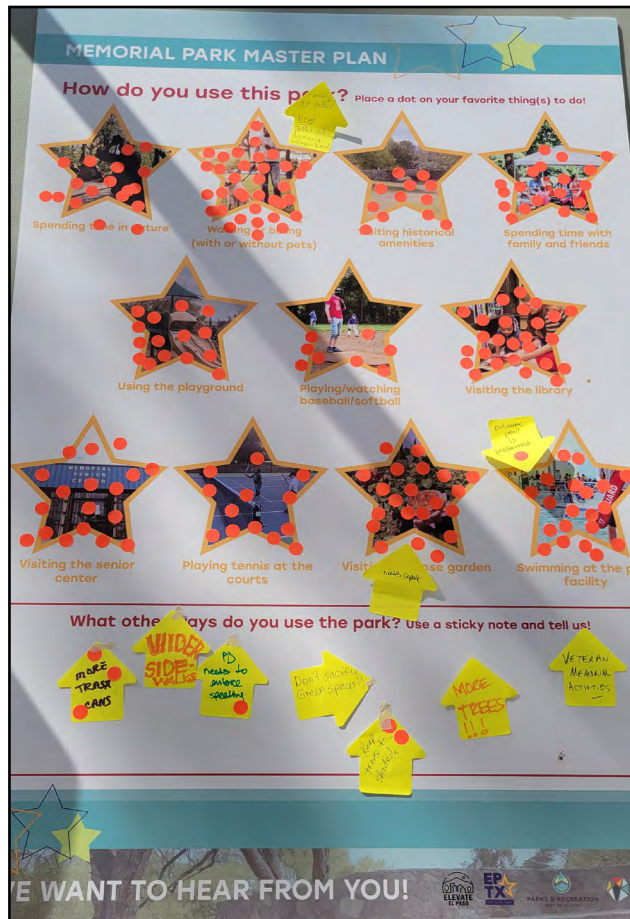
In-Person Event #1

- In-person engagement event at Memorial Park advertized to surrounding community through social media, mailers sent to households, and yard signs throughout the area
- Activities done at the event used to gather input from the community:
 - Vote-Based Activities
 - Surveys
 - Build-A-Park activity for children
 - Mapping Activity on large-scale park map
- Led to a solid understanding of park usage and ideas from the community for park improvements that were then used to inform the concept designs



What We've Heard to Date: In-Person Event #1

"How do you use this park?"



"What Recreation Opportunities do you see happening?"



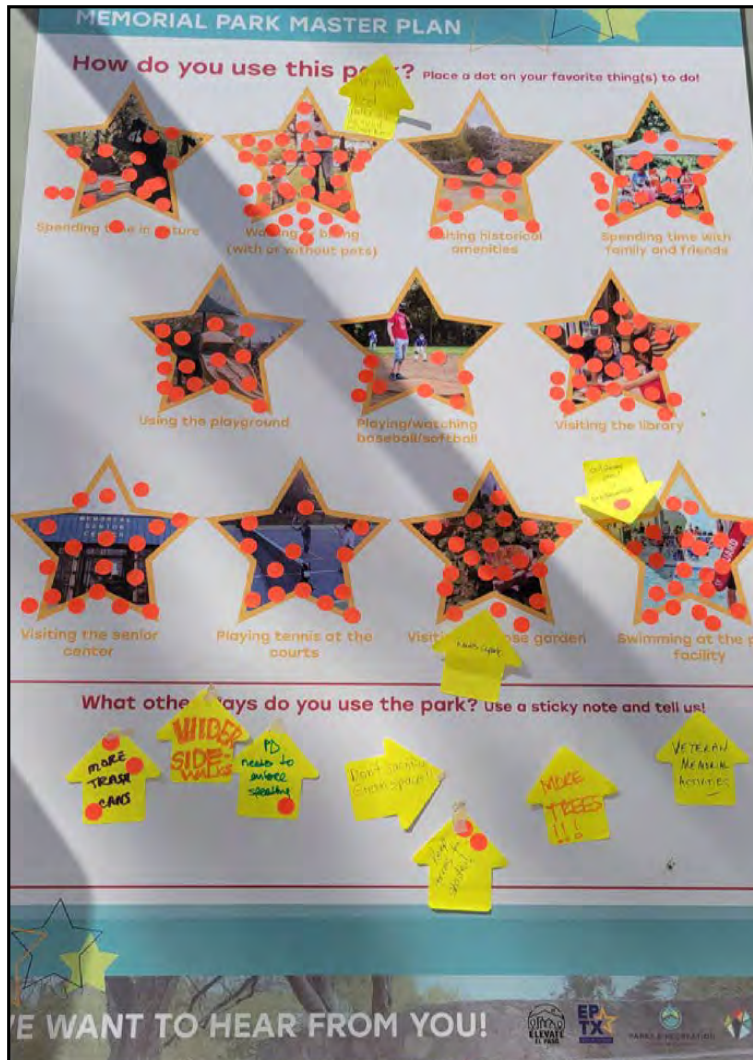
"What Community or Cultural Opportunities do you see happening?"



What We've Heard to Date:

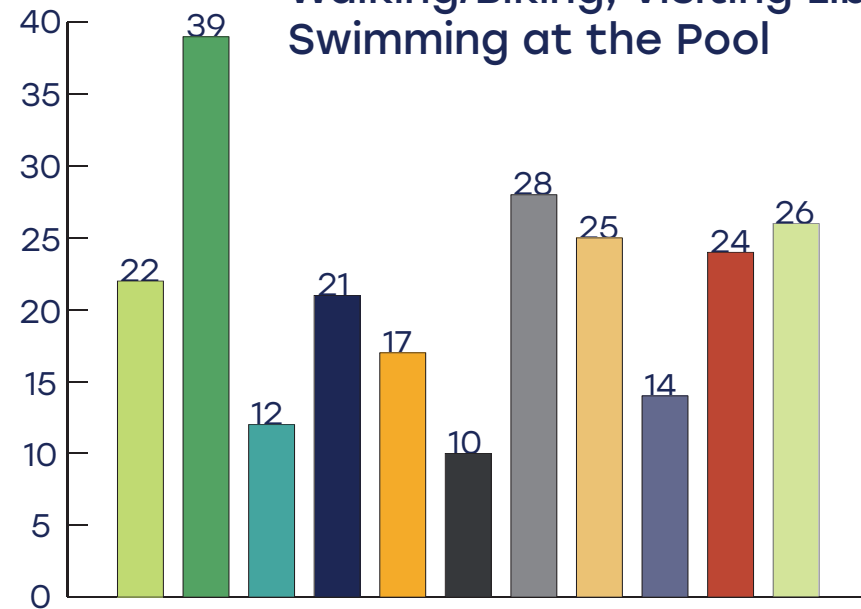
In-Person Event #1

"How do you most often use this park?"



Top Answers:

Walking/Biking, Visiting Library, Swimming at the Pool



Legend

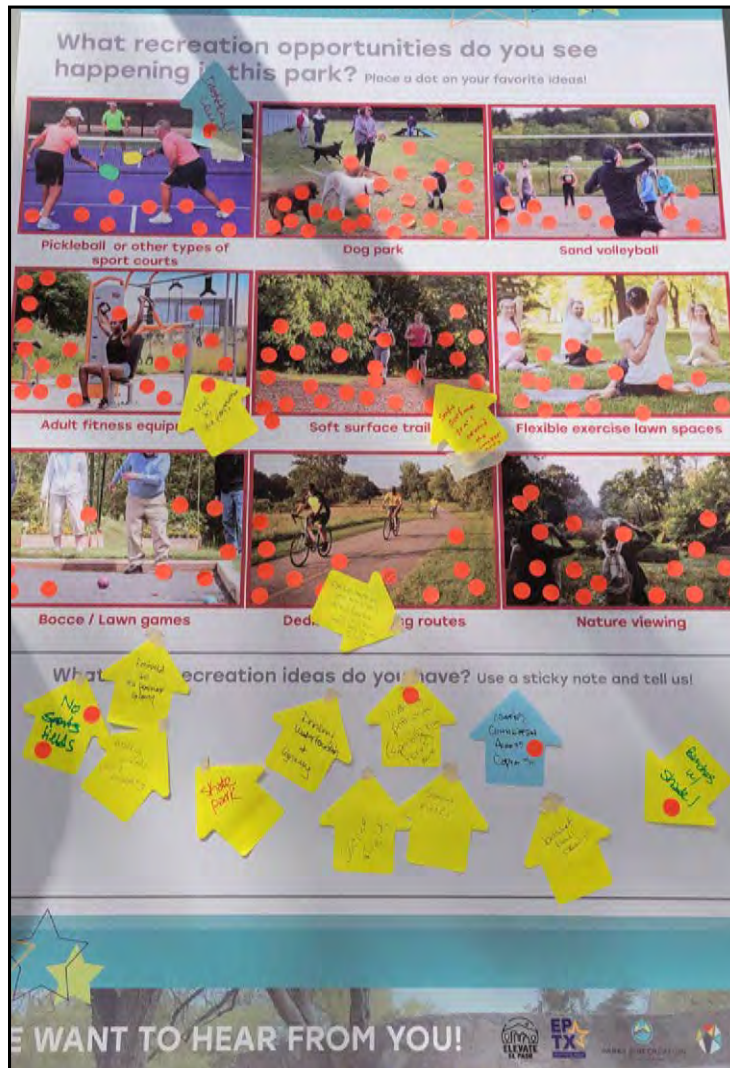
- Spending Time in Nature
- Walking or Biking
- Visiting Historical Amenities
- Spending Time with Family and Friends
- Using the Playground
- Playing/Watching Baseball/Softball
- Visiting the Library
- Visiting the Senior Center
- Playing Tennis at the Courts
- Visiting the Rose Garden
- Swimming at the Pool Facility

WE WANT TO HEAR FROM YOU!

What We've Heard to Date:

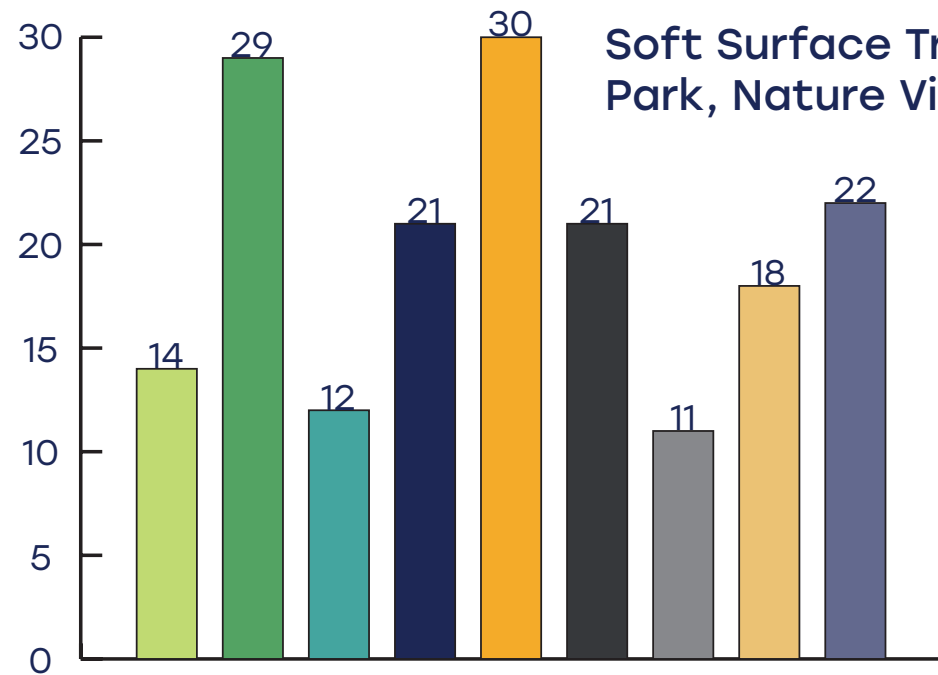
In-Person Event #1

"What Recreation Opportunities do you see happening?"

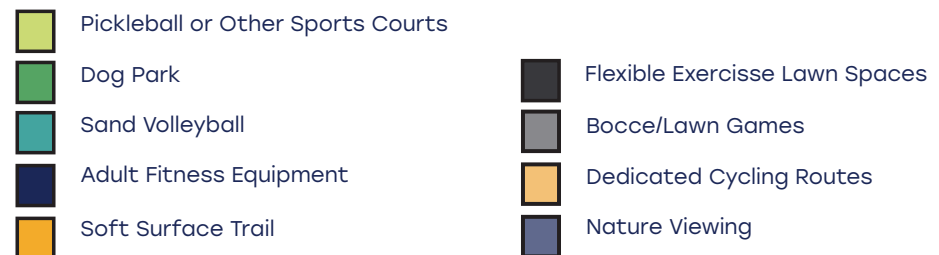


Top Answers:

Soft Surface Trail, Dog Park, Nature Viewing



Legend



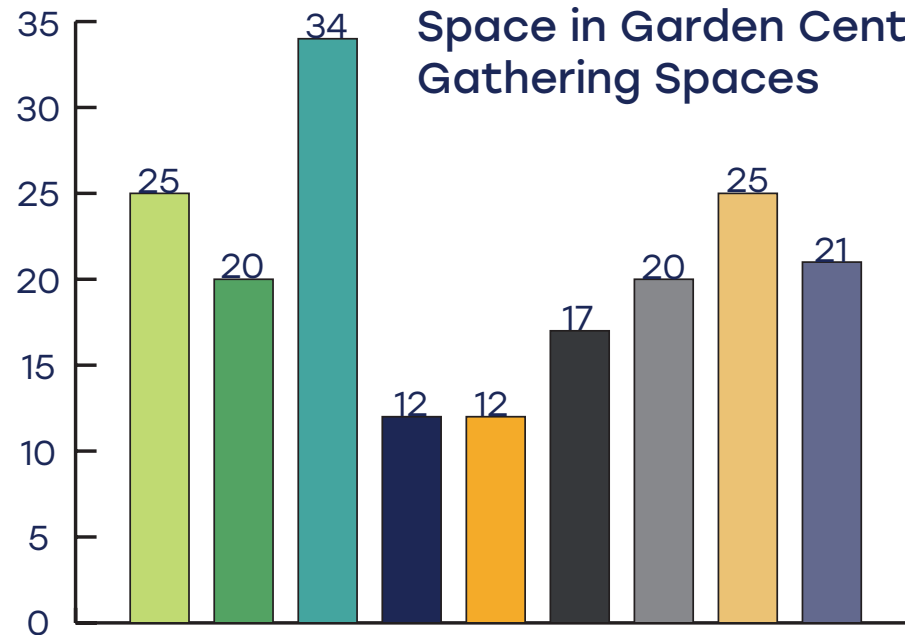
What We've Heard to Date:

In-Person Event #1

"What Community/Cultural Opportunities do you see happening?"

Top Answers:

Performance Area, Community Space in Garden Center, Gathering Spaces



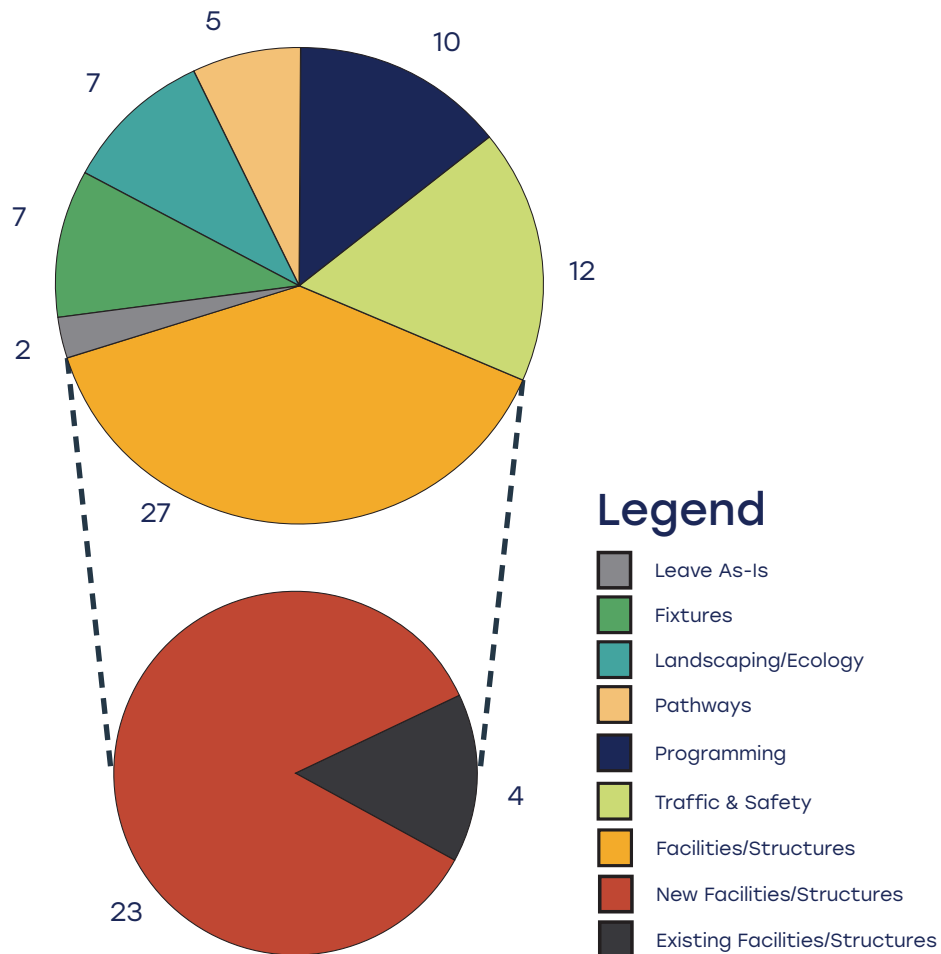
Legend

- Community Space in Garden Center
- Maker's/Famer's Market
- Performance Area
- Art/Sculpture
- Scenic View Interpretation
- Honor Historical Park Plan & Features
- Food Vending
- Gathering Spaces
- Nature Learning

What We've Heard to Date:

In-Person Event #1

In-Person Map Activity
Comments Per Category



What We've Heard to Date: Conclusions

- Memorial Park as it currently stands is:

An important piece of El Paso history

Disconnected

Underutilized

An important green respite for
relaxation and recreation

- Engagement helped us reinforce the project goals:

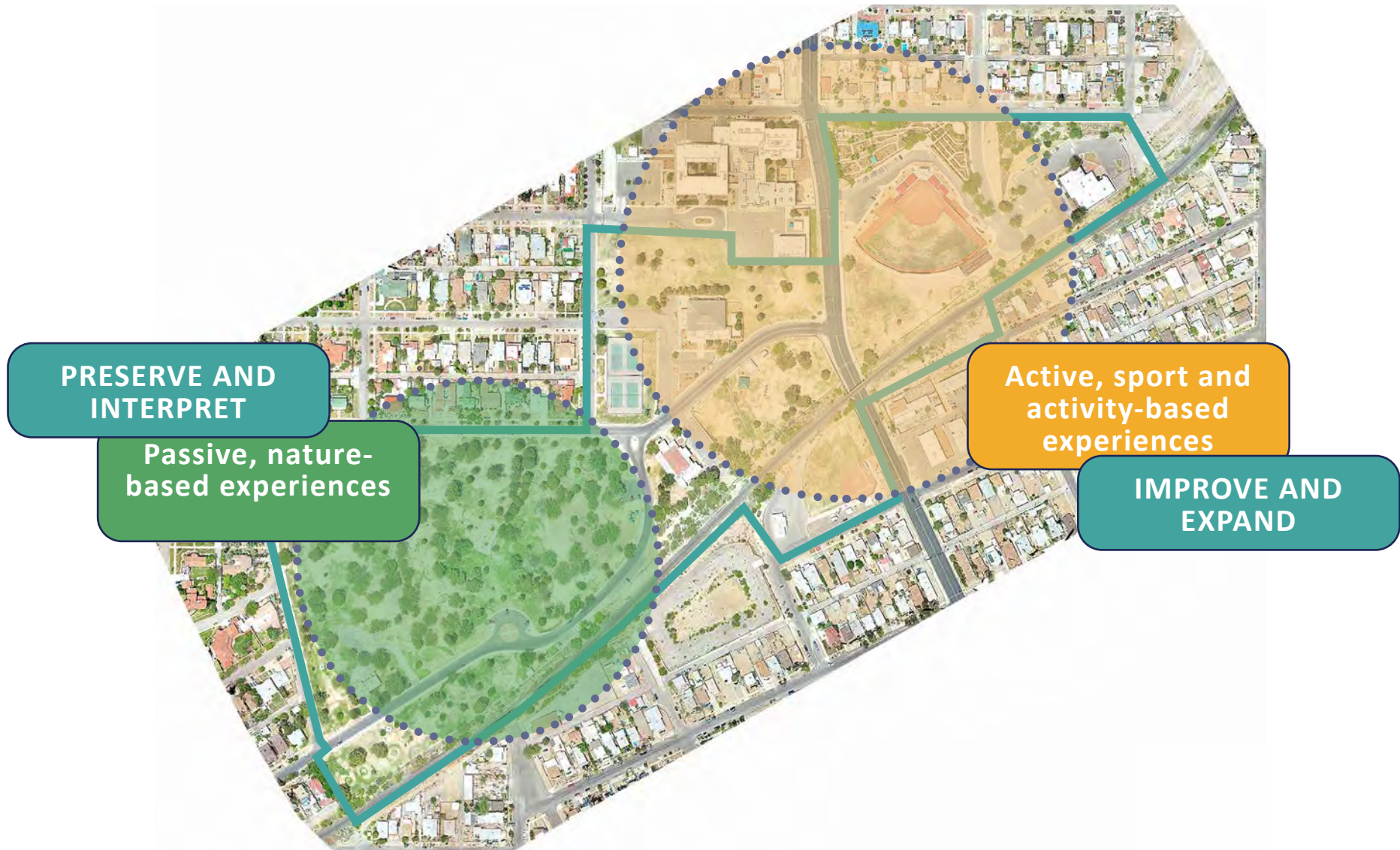
- Reveal
- Activate
- Knit
- Rejuvenate
- Unify

This Master Plan will **Reveal** and **Rejuvenate** existing and historical sections to **Activate** their possibilities and **Knit** the park as a whole, **Unifying** Memorial Park's diverse users.



What We've Learned to Date

GENERAL PARK PROGRAMMING CHARACTER



Memorial Park Master Plan Concept 1

CONCEPTUAL MASTER PLAN OPTION 1



Memorial Park Master Plan Concept 1

CONCEPTUAL MASTER PLAN OPTION 1

- OPEN PICNIC LAWN
- GATEWAY ENTRY MONUMENT
- HERITAGE GARDEN
- OPEN PICNIC LAWN
- PERFORMANCE / AMPHITHEATER
- ART INSPIRED PARK EDGE
- RENTABLE GARDEN SPACE
- GATEWAY ENTRY MONUMENT
- RENOVATED GARDEN CENTER (RESTROOMS, GATHERING SPACE)
- FLEXIBLE PARKING EXPANSION



- ENHANCED VETERAN MEMORIAL SPACE
- RAISED PEDESTRIAN CROSSING
- FLEX PARKING / MARKET PLAZA
- OUTDOOR LIBRARY LEARNING ROOM
- EXPANDED PLAYGROUND AND SPLASH PARK

- RESTRICTED ROAD WITH ON-STREET PARKING
- ENHANCED CARRIAGE WALK
- VALLEY GARDEN

Memorial Park Master Plan Concept 1

CONCEPTUAL MASTER PLAN OPTION 1

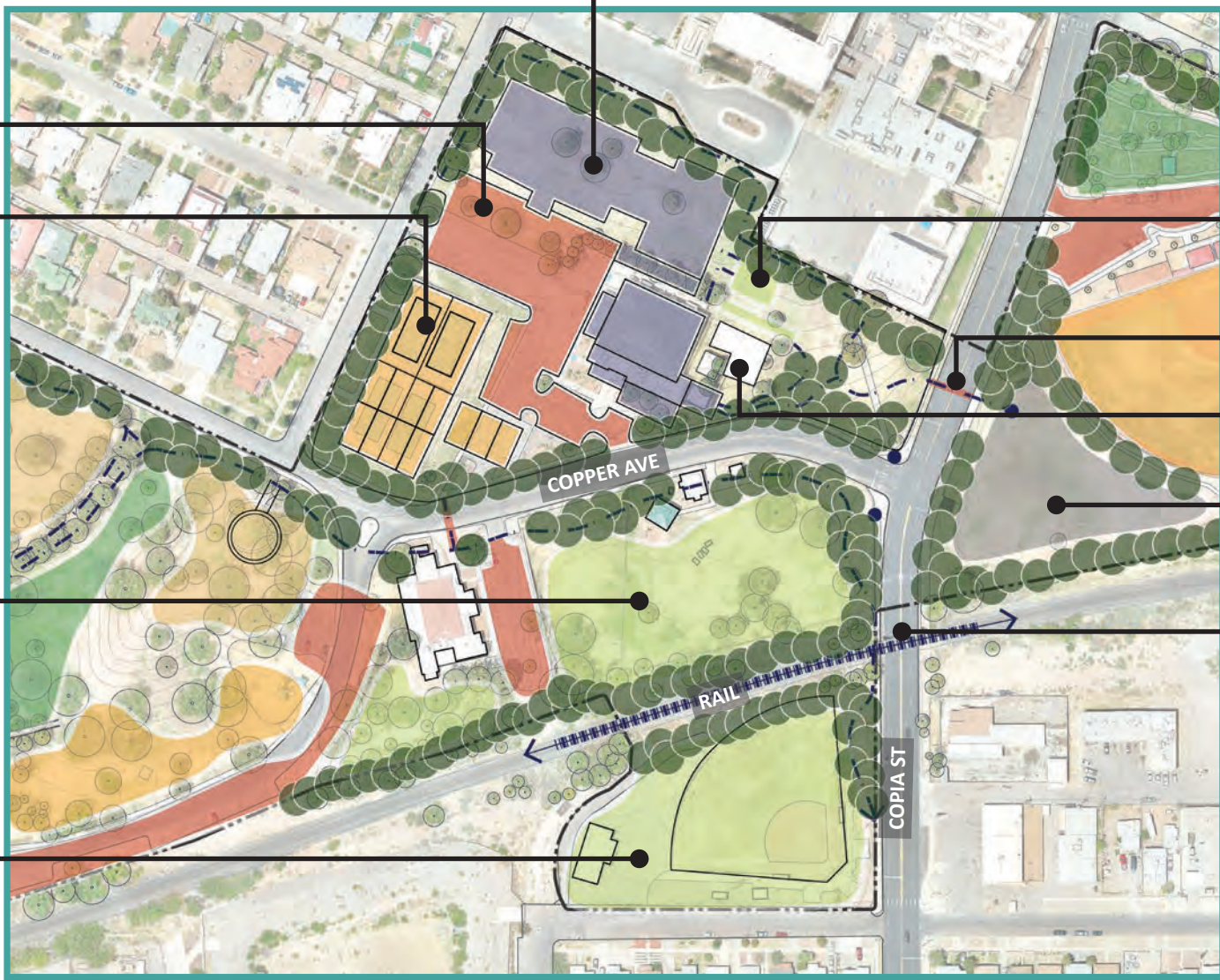
NEW MULTI-PURPOSE SENIOR AND COMMUNITY CENTER

EXPANDED PARKING

DEDICATED SPORT COURTS

OPEN LAWN WITH EXPANDED RENTABLE SHELTERS

YOUTH ACTIVITIES IMPROVEMENTS: BMX / BIKE / SKATE / BASEBALL



OUTDOOR GARDEN SPACE

PEDESTRIAN BRIDGE

EXPANDED OUTDOOR POOL

DOG PARK AREA 1

PEDESTRIAN SPACE ENHANCEMENTS

Memorial Park Master Plan Concept 1

CONCEPTUAL MASTER PLAN OPTION 1



EVENT SPACE AT TOP OF ROSE GARDEN

OPEN ACCESS TO RESTROOMS AT BALLFIELD

OUTDOOR GARDEN SPACE

DOG PARK AREA 2

SOUTHERN PARK EXPANSION

Memorial Park Master Plan Concept 1

CONCEPTUAL MASTER PLAN OPTION 1



CONNECTION

DESTINATION



PEDESTRIAN PARK PATHWAYS



BICYCLE IMPROVEMENTS

Concept 1 Precedent Imagery



Memorial Park Master Plan Concept 2

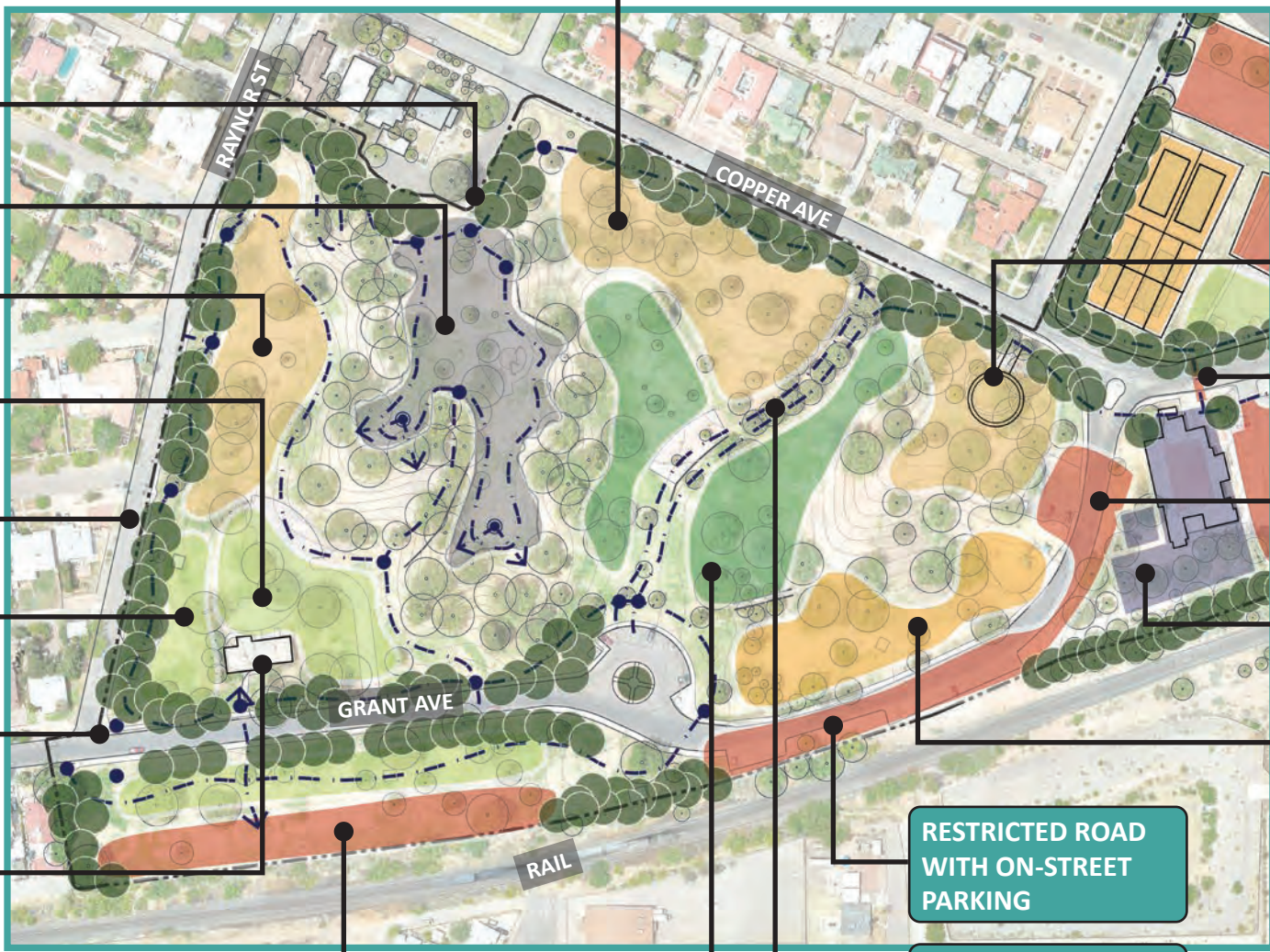
CONCEPTUAL MASTER PLAN OPTION 2



Memorial Park Master Plan Concept 2

CONCEPTUAL MASTER PLAN OPTION 2

- OPEN PICNIC LAWN
- GATEWAY ENTRY MONUMENT
- HERITAGE GARDEN
- OPEN PICNIC LAWN
- PERFORMANCE / AMPHITHEATER
- ART INSPIRED PARK EDGE
- RENTABLE GARDEN SPACE
- GATEWAY ENTRY MONUMENT
- RENOVATED GARDEN CENTER (RESTROOMS, GATHERING SPACE)
- FLEXIBLE PARKING EXPANSION



- ENHANCED VETERAN MEMORIAL SPACE
- RAISED PEDESTRIAN CROSSING
- FLEX PARKING / MARKET PLAZA
- EXPANDED LIBRARY FACILITY
- EXPANDED PLAYGROUND AND SPLASH PARK

- RESTRICTED ROAD WITH ON-STREET PARKING
- ENHANCED CARRIAGE WALK
- VALLEY GARDEN

Memorial Park Master Plan Concept 2

CONCEPTUAL MASTER PLAN OPTION 2

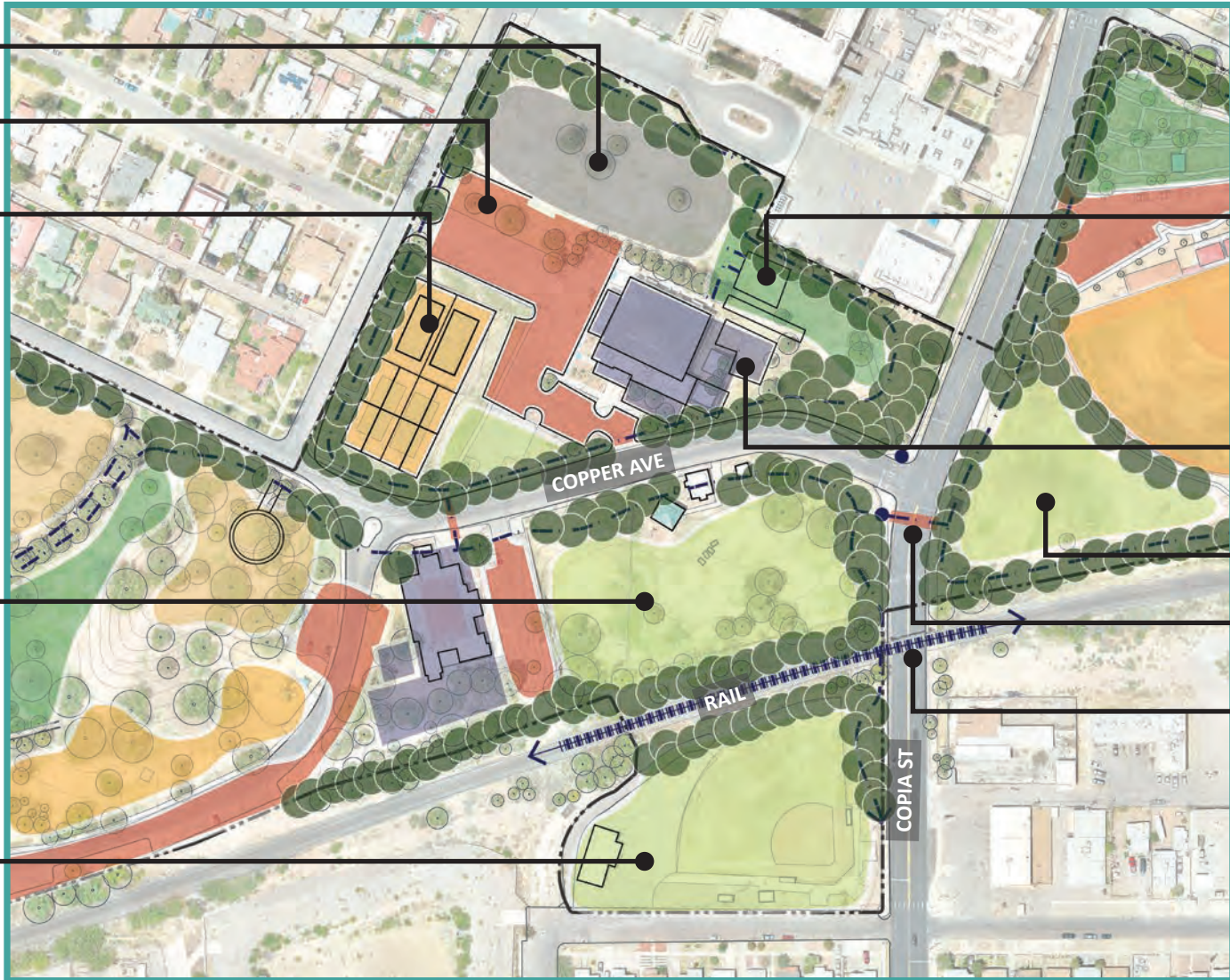
DOG PARK

EXPANDED PARKING

MULTI-PURPOSE
SPORT COURTS

OPEN LAWN
WITH EXPANDED
RENTABLE SHELTERS

YOUTH ACTIVITIES
IMPROVEMENTS:
BMX / BIKE / SKATE
/ BASEBALL



OUTDOOR GARDEN
SPACE

EXPANDED
AQUATICS FACILITY
(INTERIOR
AMENITIES)

OPEN FLEX LAWN

PEDESTRIAN BRIDGE

PEDESTRIAN SPACE
ENHANCEMENTS

Memorial Park Master Plan Concept 2

CONCEPTUAL MASTER PLAN OPTION 2



EVENT SPACE AT TOP OF ROSE GARDEN

OPEN ACCESS TO RESTROOMS AT BALLFIELD

ENHANCED SENIOR CENTER GARDEN

EXPANDED SENIOR CENTER

SOUTHERN PARK EXPANSION

Memorial Park Master Plan Concept 2

CONCEPTUAL MASTER PLAN OPTION 2



CONNECTION

DESTINATION



PEDESTRIAN PARK PATHWAYS

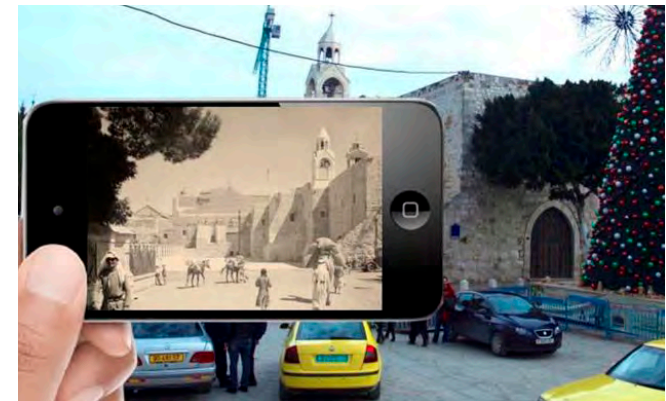


BICYCLE IMPROVEMENTS

Concept 2 Precedent Imagery



ART, SIGNAGE, WAYFINDING



What We're Asking For Today

- Visit the boards around the room
- Provide input in various ways

Input Forms

Sticky Notes

Conversations

Voting Dots

- Visit the online map tool to provide more input
- Share the online tool with neighbors, friends, and family to encourage as much feedback from the community as possible!

