

# TOWN GREEN PARK DESIGN COMMUNICATION AND ENGAGEMENT PROCESS



**Avondale Estates Town Green  
Park Planning Process**

# Starting Point:

Build on Concept 9 and to-date public feedback to design a legacy park



## *Directives*

- Collect & incorporate input on design
- Engage broad segment of community – especially younger residents/families and businesses.
- Establish realistic project expectations
- Share community desires to decision makers
- Collaborate with city leaders
- Update community throughout process
- Celebrate progress

# *Important Design Considerations*

- Size Constraints
- Identity and Character
- Growth and Maintenance
- Future Demands/Needs
- Potential Environmental Features
  - storm water treatment and retention
  - geo-thermal heat exchange
  - native species/pollinator gardens
  - food production
- Utilities
- Hardscape versus Softscape
- Edges & Circulation

# *Communication Methods*

- Online Introductory Video
- Promo Poster (Print & Digital)
- E-News Announcements
- Bi-Monthly News From City Hall - Print
- Live Stream Public Meetings
- Video and Article Report Outs
- Online FAQs

# *Engagement Process Milestones*

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- Goals and Program Priorities
- Alternative Scenarios
- Draft Plan
- Final Plan for Adoption



## DESIGN YOUR PARK

When to Show Up,  
Sign In, and Pipe Up

DATE	ENGAGEMENT EVENT
2/12	BOMC Work Session – Goal Setting
2/14 – 2/25	Online Introductory Video + Survey
2/29 (Saturday)	Public Meeting #1: Workshop
3/4 – 3-10	Road Show Plans
3/4 – 3-10	Online Road Show
3/11 (Wednesday)	Public Meeting #2: Workshop
3/12 – 3/20	Online Report Out
3/21 (Saturday)	Public Meeting #3: Sneak Preview Presentation
3/21 - 3/25	Sneak Preview Online Gallery
3/25	BOMC Work Session – Plan Review
3/30	BOMC Board Meeting – Plan Adoption

# BOMC Work Session

- February 12
- Location and Time: City Hall, 5:30pm
- Board Goal Setting Discussion

*kick off promo  
video and  
survey*



Feb 14 – Feb 25



Location and Time: online



Promote Park Planning Schedule



Feedback on Community Vision

# Community Workshop #1

February 29

Location: TBD

## GOALS

- Establish the desired character and identity
- Solicit input on desired programmatic activities
- Rank activation/programming versus available space.
- Present Space and Opportunity Analysis
- Discuss Flexible Programming and Activation Options.

# Gallery Road Shows

*self guided  
traveling road  
show*



March 4 - March 10



Location and Time: TBD



Boards, Handouts, and Video



Comments and Feedback

# Gallery Road Shows

*staff guided  
traveling road  
show*



March 5



Location and Time:

City Hall; 9-11AM & 5-7PM



Boards, Handouts, and Video



Comments and Feedback

# Gallery Road Shows

*online  
traveling road  
show*



March 4 - March 10



Location: online



Boards, Handouts, and Video



Comments and Feedback

# Community Workshop #2

March 11

Location: TBD

## GOALS

- Report Out on Previous Workshop and Findings
- Review of scenarios related to
  - Storm water
  - Utilities
  - Hardscape versus Softscape
  - Edges & Circulation

*online report  
out*



March 10- March 20



Location and Time: online



Post Presentation Scenarios

# COMMUNITY SNEAK PREVIEW

March 21

Location: TBD

## GOALS

- Presentation of park design and vignettes and renderings

# ONLINE SNEAK PREVIEW OUTREACH



March 22- March 25



Location and Time: online



Post presentation of park design  
and vignettes and renderings

# BOMC Work Session

- March 25
- Location and Time: City Hall, 5:30pm
- Presentation of park design and vignettes and renderings

# BOMC Board meeting

- March 30
- Location and Time: City Hall: 6:30pm
- Presentation of park design and vignettes and renderings for Adoption

# Engagement and Communication Responsibilities

Task	AE Staff	Site Solutions
Introductory Video	Creation & Distribution	Review Content
Online Survey	Creation, Distribution, Results	Review Content
Email Meeting Announcements, Posters, Articles, Website, FAQs	Draft, Send & Maintain	
Meeting Preparation and Execution (3 Public Meetings)	Attend, Support, Set up logistics	Design Meeting, Deliver
Live Stream Public Meetings	Set up, Record, Post.	
Post Meeting Video, Written Report, Posting of boards	Create videos Edit video Write summary Post to communication vehicles	Provide digital version of all boards/presentations to be posted. Review for accuracy
Road Show Galleries	Identify locations for boards Arrange logistics for set up and take down Convert 2-3 min. explanations into video Set up online video access with connection to boards Post online and manage Collect comments and share with consultant Provide office hours during at least 1 road show.	Develop content for display boards Print display boards for 3 locations. Provide digital boards for posting Provide 1-page written explanation for each board. Provide Draft text for 2-3 min video for each board. Present 2-3 min. summaries in front of camera
BOMC Reports		Present to the BOMC

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