

New Partners for Smart Growth Conference

February 11, 2016

Portland, Oregon

Unlikely Allies for More Livable Communities

AARP

Southwest Airlines

National Association of REALTORS®



Speakers

- Georgia Meacham, Realtor®[®], Boise, ID
- Connie Salãdana, Senior and Disability Services Planner, Rogue Valley Council of Governments, CA
- Colleen Swain, Assistant Director of the Center City Development Office for the Development Division, San Antonio, TX



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National Association of Realtors®

Community Outreach

Resources, Funding & Trainings to
Make Communities a Better Place to Live

Housing Opportunity Program

Diversity Program

Smart Growth Program

Placemaking Micro-Grant

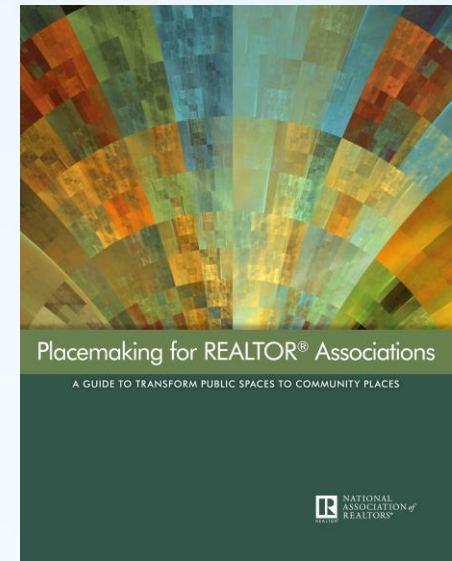


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NAR's Placemaking Micro-Grant

- One part of NAR's Placemaking Program
 - Placemaking Guide
 - Series of Webinars
 - Spaces to Place Blog
 - Placemaking Micro-Grant
- Encourages our Realtor® Associations to partner with others to transform unused spaces into vibrant community gathering places
- Up to \$3,000 grants for new parklets, trails, community gardens, pedestrian plazas, alley activations and other place-based spaces for the whole community



REALTORS® in Action

Kankakee-Iroquois-Ford AOR (IL) Art of Sitting

- First grant approved
- No seating at the local farmer's market limited community socializing and lingering at the market
- Partners included the City of Kankakee, Economic Alliance, Chamber, Visitors Bureau and Arts Council
- Local high school students built 10 benches
- Local artists, via a submission process, painted benches with historic themes
- Benches unveiled at the Strawberry Festival and also used for other community functions
- “I’m now able to bring my mother to the market who wasn’t able to attend before because she did not have a lot of stamina to stand.”
- Read more in *Spaces to Places*, NAR’s Placemaking blog



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The Art of Sitting



REALTORS® in Action

Traverse Area AOR (MI) Trailhead Pocket Park

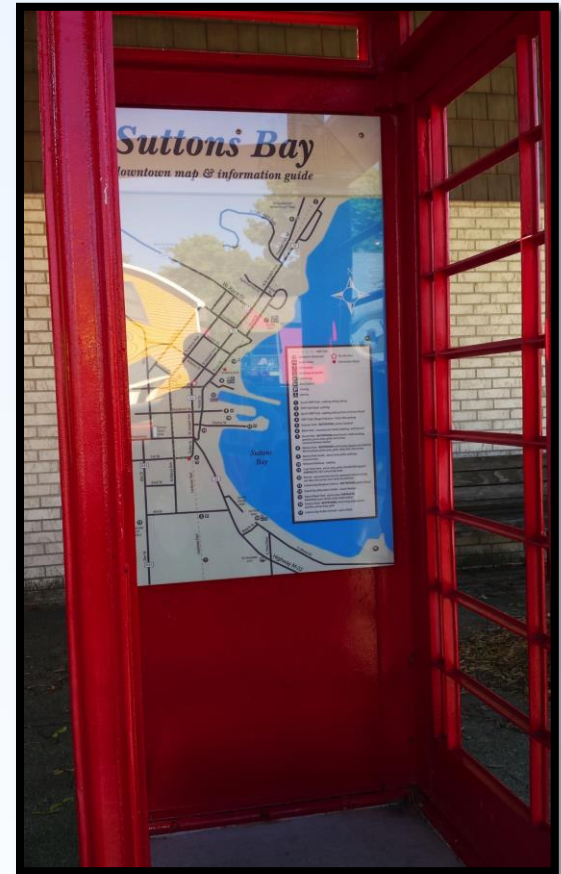
- Vacant parcel next to Leelanau trailhead in Suttons Bay, MI
- Trailhead visibility poor due to overgrowth
- Plan for wayfinding kiosk and meeting place
- Partners included Village of Suttons Bay, Village Supervisor, Chamber, local restaurant, Tart Trails
- Motto: Recycle, reuse, reclaim
 - Restoration of iconic phone booth to house kiosk
 - Reclaimed materials from local restaurant
- Now a kiosk, seating, bike racks, wifi, landscaping
- “I might have to put out more racks south of the kiosk area in the grass. It is a good thing.” Town Manager



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Before and After



REALTORS® in Action

Merrymeeting BOR (ME) Community Garden & Reading Room

- Town of Richmond's Revitalization Plan included becoming a more walkable community
- Town had no community center or meeting space
- Idea for a Reading Garden and Community Space next to new library
- “A place for people of all ages to read and gather with friends and neighbors to enjoy library programs or informal socializing.”
- A community project: flowers donated by local gardeners and labor donated by local landscaping company
- Community is delighted with garden
- Garden now used for children's story hour and outdoor activities
- “It is a lovely little respite in our walkable downtown!” Town Director of Community Development
- Read more in *Spaces to Places*, NAR's Placemaking blog



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During and After



Cape Cod and Islands Association of REALTORS®

Dog Park

- Director of Association asked REALTOR® members for ideas for community projects
- REALTOR® Young Professional Network Committee Vice Chair came across a project in her community
- Flyer on bulletin board announced new dog park project in need of funding
- REALTOR® became involved in Friends of the Yarmouth Dog Park
- Contacted town's Natural Resource Director and identified need for a message board for dog park
- Dog Park opened in August of this year to delight of residents
- “The YPN Committee was very passionate about our involvement. This project was in the news a lot and became an important issue not only for the community, but for many of our members as well.”

Placemaking Goes to the Pooches



REALTORS® in Action

Wilmington Regional AOR (NC) Community Garden

- Partnered with Wilmington Housing Authority and Wilmington Green to create a sustainable model for community gardens
- Surveyed several neighborhoods to determine need and interest for a garden
- Found an empty lot owned by Devon Park Methodist Church
- Hoped to provide a place for refugees from Burma to feel at home and create community cohesion
- Association matched NAR's grant and 80 Realtors® volunteered to build the garden in one day as part of REALTOR® Action Day
- Local restaurant provided food for volunteers and Lowes and a local landscaping company donated materials
- “The Wilmington REALTORS® helped our organization gain traction in the community while building a wonderful garden...we were excited to learn that they have also agreed to provide us with annual funding to maintain the gardens.” Executive Director for Wilmington Green.



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A True Community Garden

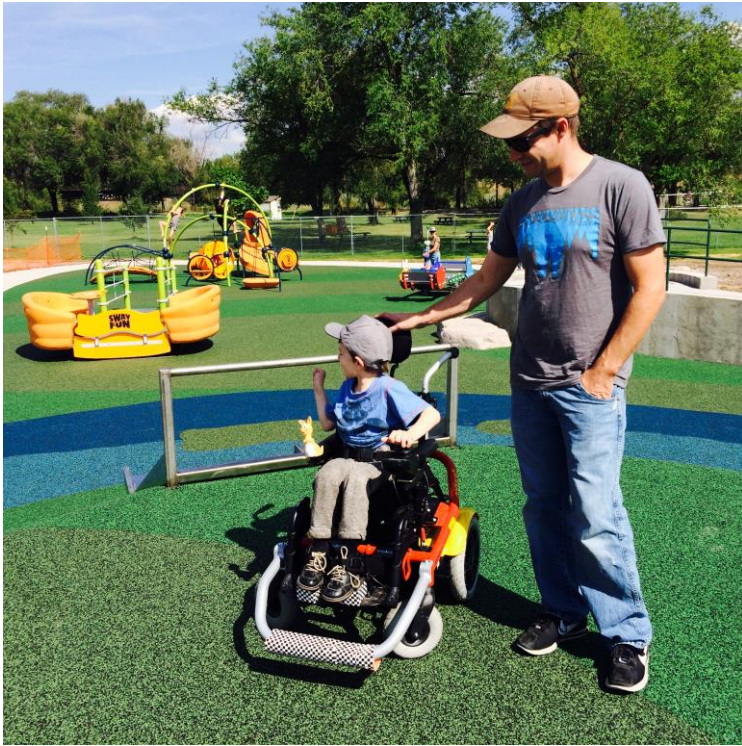


REALTORS® in Action

Missoula Organization of REALTORS®

- All abilities/inclusive playground with rubberized surfaces, sensory play area and wheelchair-accessible equipment.
- Landscape architect created a concept based on the priorities that emerged from community focus groups.
- Kids with vision impairment helped choose the color scheme.
- Association's President (who has an autistic son) led the Association's involvement
- He and a dozen REALTORS® volunteered to install equipment, dig holes and pour concrete
- Association also donated \$3,000 in addition to NAR grant
- "There's been a lot of excitement about the playground, which is in the very heart of the community. Among our members, there's a lot of pride that our association helped to make it a reality." MOR CEO

A Playground for Everyone



REALTORS® in Action

Bronx Manhattan North AOR (NY) Mural

- Incoming Association's President emphasis was on community building and outreach
- At the same time, a new Chairman of Bronx Community Board 9 was elected
- Association Director had previously met him and knew he had his first stakeholder for a new project
- Within 2 weeks of a call, a plan was put into place to create a mural adjacent to, and part of, the new Morrison Avenue Pedestrian Plaza
- Others jumped on board: Bronx Borough President, Youth Ministries, NYC DOT, other local/state elected officials
- Mural is part of "Faces on the Block" graffiti project
- Build it and they will come: special guest Supreme Court Justice Sonia Sotomayor
- Read more in *Spaces to Places*, NAR's Placemaking blog



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Before and After



COMMUNITY BOARD 9
BRONX RIVER • CASTLE HILL • CLASON POINT • HARDING PARK • PARKCHESTER
PARK STRATION • SOUNDVIEW/BRUCKNER & UNIONPORT

CB9
OF THE BRONX

JOIN OUR
GRAFFITI INITIATIVE
VANDALISM CLEAN UP & MURAL ART
COMMUNITY AND YOUTH CLEANING AND BEAUTIFYING OUR NEIGHBORHOODS

DATES, LOCATION & TIMES

SATURDAY OCTOBER 18
MORRIS PARK AVE/E 180 STREET
2 5 TRAIN LINE, EAST 180 STREET TRAIN STATION - 12:00PM

SUNDAY OCTOBER 19
HIGH GRANT CIRCLE
6 TRAIN LINE, PARKCHESTER TRAIN STATION - 12:00PM

SATURDAY OCTOBER 25
CASTLE HILL AVE / WESTCHESTER
6 TRAIN LINE, CASTLE HILL TRAIN STATION - 12:00PM

SUNDAY OCTOBER 26
WESTCHESTER/MORRISON
6 TRAIN LINE, SOUNDVIEW-MORRISON TRAIN STATION - 12:00PM

FOR MORE INFO CONTACT: (718) 823-3034

National Association of REALTORS®

Community Outreach Programs

realtoractioncenter.com/communityoutreach/
facebook.com/NARCommunityOutreach/

AARP Presentation



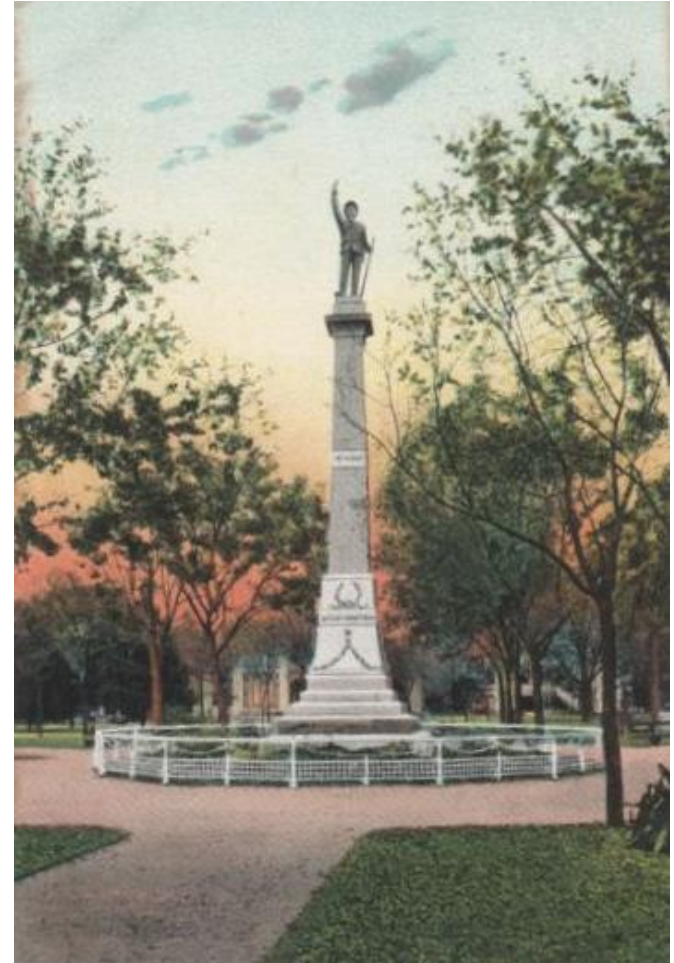
Historic Travis Park



Colleen Swain
Assistant Director
Center City Development & Operations Department
City of San Antonio

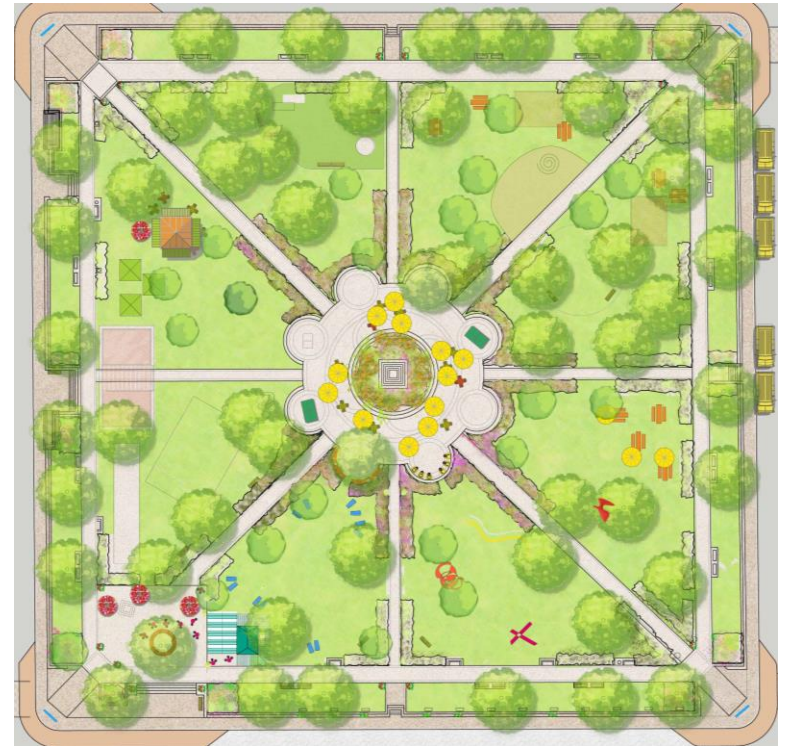


History



Travis Park, San Antonio, Tex.

Developing A Plan



PECAN STREET / ST. MARKS
EPISCOPAL CHURCH SIDE



SEATING PLATFORMS



DOG RUN



KIDS PLAY AREA

JEFFERSON STREET SIDE

FOOD TRUCKS



TABLE AND SEATING



PICNIC AREA

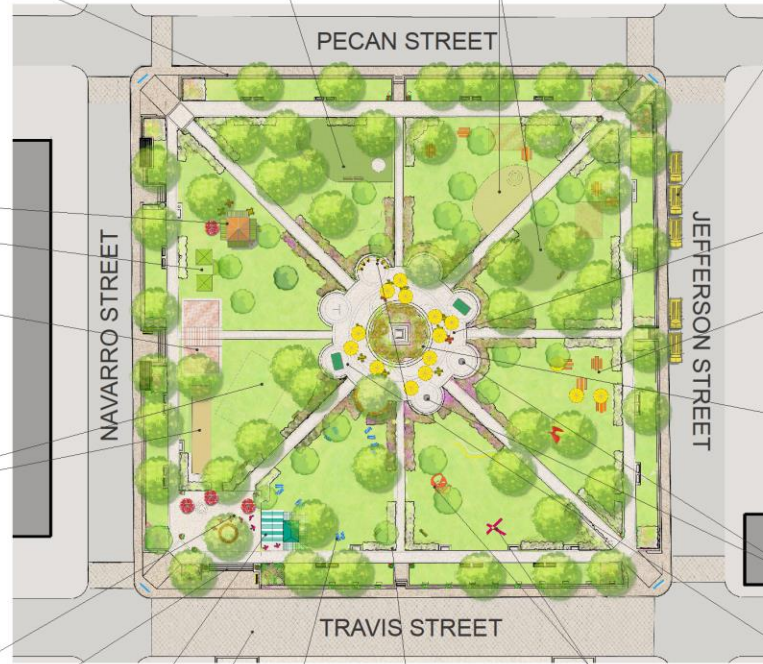


HORTICULTURAL DISPLAY
AROUND MONUMENT

POTENTIAL LOCATIONS
FOR CANNONS

MONUMENT AREA

GAME TABLES
(CHESS, DOMINOES)



NAVARRO STREET/TRAVIS
PARK PLAZA SIDE



MULTIFUNCTION KIOSK
OUTDOOR READING AREA



MOVEABLE STAGE IN
SECTIONS (SHOWN IN
ALTERNATE LOCATIONS)



GAMES
(PUTTING GREEN, CROQUET, BOCCIE)

WIDEN
EXISTING STEPS

SPEED TABLE

ART



CORNER ENTRY MINI PLAZA
WITH PERMEABLE SURFACE



KIOSK WITH CANOPY AND
ADJACENT REST ROOM



LOUNGE CHAIRS

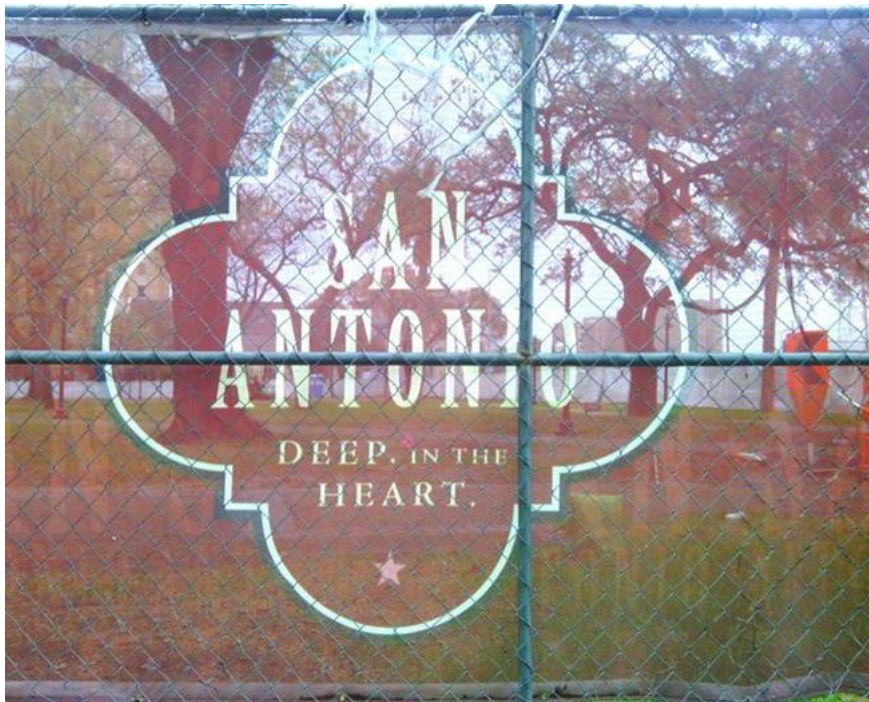


LOW FLOWER BEDS

TRAVIS STREET/
ST. ANTHONY HOTEL SIDE



Implementing The Plan



Placemaking
in Travis Park

Travis Park will be temporarily closed
January - March 2014.
In order for us to improve your park experience.

For the latest news, please go to:
www.sanantonio.gov/ccdo/NewsAndEvents/Updates

*Please join us Spring 2014
to celebrate the re-opening!*





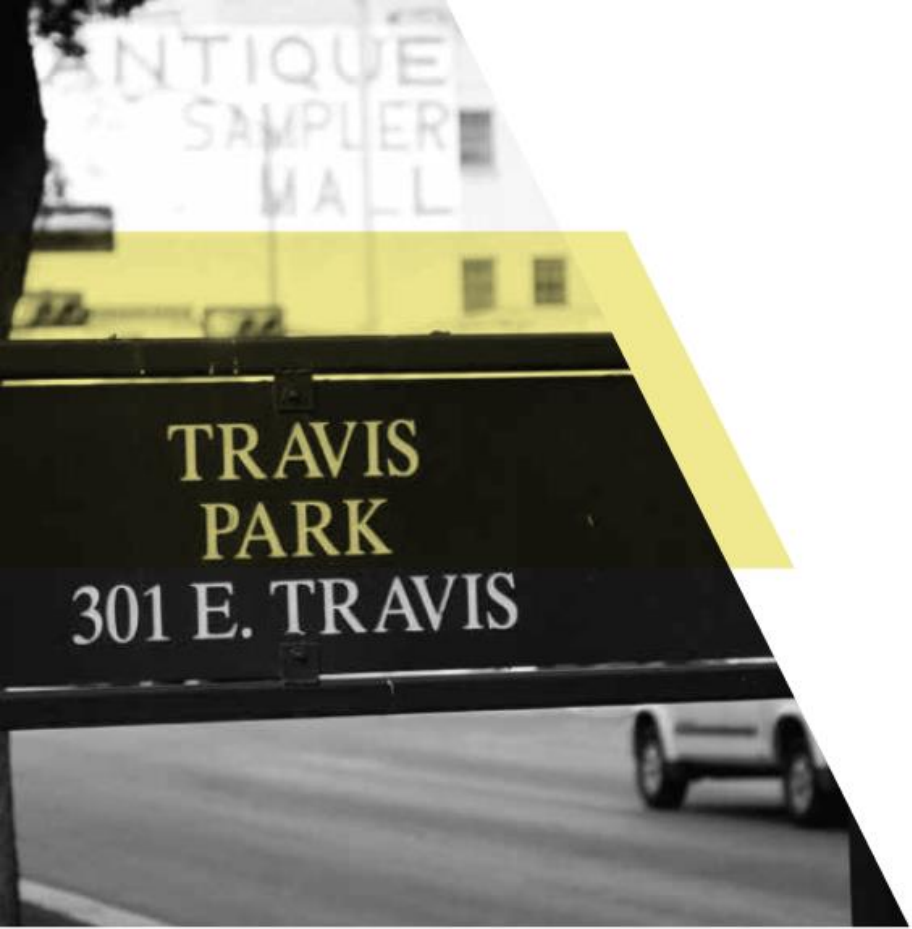


Opening Day



Programming





TRAVIS PARK

GRAND REOPENING

March 31, 2014



REOPENING WEEK ACTIVITIES

March 31 - April 5, 2014

The new **Travis Park** invites visitors to play games, relax, and picnic with family and friends. The **Reopening** of Travis Park was made possible in part by a grant from Southwest Airlines to support the City of San Antonio's placemaking efforts and engage the local community. The **year-long programming** for Travis Park in 2014 includes fitness events, food trucks, music and more. As one of the oldest municipal parks in the country, the new Travis Park will attract people of all ages to enjoy the **history of the park**. With the calendar of regular programming and the special events planned throughout the year, Travis Park will be a park for the **entire community**.

Mon, March 31	Tues, April 1	Wed, April 2	Thurs, April 3	Fri, April 4	Sat, April 5
Travis Park Grand Reopening (see reopening day schedule at right)	11:00am to 2:00pm Food Trucks Music by DJ Gibb 11:30am to 12:00pm Gold's Gym Boot Camp 5:30pm to 6:30pm PIC Fitness Circuit Training	11:00am to 2:00pm Food Trucks Music by DJ Gibb 11:00am to 12:30pm PIC Fitness Circuit Training 5:30pm to 6:30pm FIP: Boot Camp 6:30pm to 7:30pm FIP: Zumba + Circuit Training	11:00am to 2:00pm Food Trucks Music by DJ Gibb 11:00am to 11:30am FIP: Lunch Crunch I 11:30am to 12:00pm FIP: Lunch Crunch II 12:10pm to 12:40pm FIP: Lunch Crunch Intense	11:00am to 2:00pm Food Trucks Music by DJ Gibb Doc Watkins Hammond Organ Trio 5:00pm to 7:00pm Cocktails by St. Anthony Hotel Food Trucks 7:00pm to 8:00pm Free Ballet in the Park performance	9:00am to 10:00am Yoga with Mobile OM 10:00am to 5:00pm Games Kiosk 5:00pm to 7:00pm Cocktails by St. Anthony Hotel Food Trucks 7:00pm to 8:00pm Free Ballet in the Park performance

All fitness activities are free and open to the public.



REOPENING DAY ACTIVITIES

March 31, 2014



6:30am to
7:30am

Zumba

Start off the day with free Zumba, a health and fitness activity for all park visitors.

8:00am to
9:00am

YMCA Yoga in the Park

The YMCA of San Antonio will offer a free yoga class as the sun rises.

9:00am to
10:30am

Fitness in the Park

Get moving with San Antonio Parks and Recreation's free power-walking demo and Sit and Be Fit.

8:30am to
5:00pm

Dog Activities by Lucy's Doggy Daycare and Spa and Animal Care Services

Join local business Lucy's Doggy Daycare and Spa and Animal Care Services to celebrate the opening of the mini dog park.

9:00am to
11:30am

San Antonio Public Library Play and Learn

Listen to a storytime, participate in an art project, and enjoy the outdoors with the Little Read Wagon.

9:00am to
12:00pm

Musical Petting Zoo by Alamo Music

Enjoy an array of instruments to tap on, play on, and explore with downtown's local music headquarters.

9:20am to
11:00am

Press Conference and Reception

Refreshments by IAMA Coffee House and Saveurs209.

11:00am to
2:00pm

Food Trucks & Live Jazz

Explore San Antonio's culinary offerings with lunch by local food trucks, then sit back and listen to live Jazz by Sauce Gonzalez and the Westside Horns.

9:00am to
5:00pm

History Tours

Participate in a step back in time as the Sons of the Confederate Veterans provide free tours in period dress.

3:00pm to
5:00pm

Coffee Break

Take a break with free refreshments, music, and wifi with IAMA Coffee House, Saveurs209 and guitar music by San Antonio's own Adam Zuriga.

6:00pm to
8:00pm

Twilight on the Plaza

Give back to Travis Park all while enjoying a farm-to-table dinner by Chef Mata of The St. Anthony Hotel. All proceeds go to Travis Park.

Twilight in the Park



Placemaking











TRAVIS PARK

EST. 1870







Heart of the Community



Marketing


Fall Festival
 Saturday October 25
 3pm - 10pm

pumpkin activities, pumpkin patch, art market, glow-walk, scarecrow contest, food trucks, and ending with a movie (*Ghostbusters*).

Contact info:
facebook.com/travisparksa • (210) 207-3677 • sanantonio.gov










Kidcation
 In Travis Park
 August 8th, 9th & 10th
 From 11am - 3pm

FUN INTERACTIVE BOOTHS, MUSIC, CHILDREN'S ACTIVITIES, PET ADOPTIONS & BENEFUL.

For information contact - info@travisparksa.com



TEE it up for TRAVIS PARK
 Historic Brackenridge Park Golf Course
 Monday, Sept 22, 2014

Registration 11am
 Lunch 11:30am
 Shotgun Start 1pm
 Dinner & Awards 5:30pm

Prizes awarded for
 Closest to the Pin on all Par-3 holes
 Longest Drive (men and women)
 Straightest Drive

Sponsorships from \$500-\$5,000
 Foursomes \$1,250
 Individual Players \$350

For sponsorship information, please contact Toni Piazza at 210.225.3862




Eulinaria
 In Travis Park
TUE.
AUG. 19
 Food Trucks
11AM-2PM

Cheesy Jane's
 Crazy Carl's
 Say She Ate
 Tail Gate Bistro
 DUK Truck
 SaWeet Cupcakes
 The Fridge
 Teka Molino
 SpiceSea Gourmet
 South Texas Grilling

Visit facebook.com/travisparksa and facebook.com/SAFoodTrucks

For more information please contact (210) 207-3677





MUSIC & FOOD TRUCKS



Travis Park

3RD

friday's

PACHANGA
IN THE PARK

AUGUST 15
6PM-9PM

OCTAHEDRON
BILLY KIESEL
KATY MCKENZIE
ADAM SANDERS
SIERRA BROWN

CONTACT INFO:
(210)207-3677

FACEBOOK.COM/TRAVISPARKSA
SANANTONIO.GOV



PAINTING IN THE PARK

TRAVIS PARK 1870

SELF GUIDED PAINTING
\$10.00 (CASH ONLY)
FIRST COME FIRST SERVE
6PM-8:30PM
OCT. 10TH, 24TH & 31ST

VISIT FACEBOOK.COM/TRAVISPARKSA
FOR MORE INFORMATION
PLEASE CONTACT (210) 207-3677

Travis Park

3RD
friday's

FRIDAY
OCTOBER 17
6PM-10PM

SUPER SOUL SHAKEDOWN
4TH QUARTER BAND, DJ DONNIE DEE & SPECIAL GUEST

Travis Park August 23, 2014 5pm-9pm

AMOR Y ARTE

TRAVIS PARK 1870

Activities
Glow Roll by The KickStand SA: 6pm-9pm
Dance Art SA: 6pm-8:30pm (every half hour)
Dance Fit for All: 8:30pm
Bailando in the Park: (come watch & participate)

Artisans
Emmanuel SA, Crafts from Mars, Rosary Treasures, Blings n Things, Fab Coasters, Dog Tired, She's Crafty, Beautiful Designs, Handmade Bows by V&A & many more!

For more info, contact Clara @
210 331-3200 or samadebyhand@gmail.com



Ready. Set. Get Fit!

Fitness in the park

Fitness in the Park brings fun & challenging fitness classes to a park near you. Best of all, it's 100% free and open to the public. No registration is required. Just come exercise with us!

TO VIEW THE CURRENT SCHEDULE VISIT www.sanantonio.gov/parksandrec OR CALL (210)207-3000

Fitness in the Park is coming to your neighborhood!

Travis Park
301 E. Travis
San Antonio, TX 78205

Lunch Crunch at Travis Park
Every Tuesday at 11:30 am
Meet in the park

Circuit Training at Travis Park
Every Tuesday at 12:00 pm
Meet in the park

- All classes are FREE and open to the public
- All fitness levels are welcomed
- No registration is required

SA Parks
twitter
Follow us @SAParkFitness

Social Media

Travis Park
December 15, 2015 · 🌐

Who's up for popcorn?



Like Comment Share

You, Lindsay Miller, Isabel Howard and 45 others like this. Top Comments ▾

1 share

Travis Park added 10 new photos to the album: Winter Wonderland 2015 — at Travis Park.
December 7, 2015 · 🌐



Like Comment Share

You, Lindsay Miller and 60 others like this. Top Comments ▾

Travis Park
December 12, 2015 · 🌐

Light up your night.



Like Comment Share

Becentro Bedowntown, Lindsay Miller, Isabel Howard and 149 others like this. Top Comments ▾

3 shares

Write a comment...

Irma Gonzales Aww.I miss S.A.
Like · Reply · 👍 1 · December 12, 2015 at 8:08pm

Travis Park And we're missing you!
Like · Reply · 👍 1 · December 14, 2015 at 11:35am



Travis Park

December 5, 2015 · 🌐

Drop by the park for Downtown Tuesday for a bit of food trucks and live music (and love that free parking). Learn more at travisparksa.com



👍 Like

💬 Comment

➦ Share



You, Elsa Fernandez, Lindsay Miller and 239 others like this.

Top Comments ▾

48 shares



Travis Park

October 28, 2015 · 🌐

Still looking for Halloween plans? Take this kids on down to see Ghostbusters this Saturday at 7:30. We'll have costume contests, giveaways, food trucks and more.



👍 Like

💬 Comment

➦ Share



Lindsay Miller and 124 others like this.

Top Comments ▾

43 shares

Travis Park

