

MASTER PLAN SITE SCENARIO MINUTES

Meeting Information:	
Title or Purpose:	Master Plan Site Scenario Workshop
Date and Time:	03/15/2022 @ 10:00am to 3:00pm
Location:	Moncrief Garden Center, Redbud Conference Hall
Invitees/Attendees	<p>Ennis Anderson, John Avila, Edward P. Bass, Steve Brauer, William Brentlinger, Dana Burghdoff, Bob Byers, Ralph Emerson, Leticia Esparza, Tracy Friday, Peter Fritsch, Craig Hamilton, Judy Koslow, Lauren-Ashton Moncrief, Debbie Morrison, Patrick Newman, Elaine Petrus, Debbie Reynolds, Terry Seigel, Dennis Shingleton, Dan Villegas, Harvey Yamagata, Jing Yang, Sandra Youngblood, Richard Zavala</p> <p><u>DEI Consultants (DEI): Estrus Tucker (ET)</u> <u>Studio Outside (SO): Tary Arterburn (TA), Allyson Caruso, Gwendolyn Cohen (GC), Andrew Duggan (AD), Maan</u> <u>Bennett Partners (BP): Michael Bennett (MB)</u> <u>EDM Consultants (EDM): Rick Daley (RD)</u> <u>Horticulture: Patrick Cullina (PC)</u> <u>Terra Designs (TD): Cindy Tyler (CT), Rob Thompson (RT)</u></p> <p><i>No members of the public were in attendance.</i></p>
Notes Taken By:	Hannah Rodriguez
Meeting Agenda:	Name:
1. Workshop Welcome & Summary Goals	GC, ET, AD
2. Site Scenario Presentation	AD, TA
Lunch Break	
3. Small Group Drawing Exercise	PC, AD, TA
Meeting Notes:	
<ul style="list-style-type: none"> - Discovery Workshop Outcome Summary (GC) <ul style="list-style-type: none"> o The feedback collected from staff and committee members followed key topics of research, audience engagement, horticulture, education, and infrastructure improvements. - Community Feedback Forum Outcome Summary (ET, AD) <ul style="list-style-type: none"> o The execution of these community forums included six evening sessions strategically hosted at locations throughout the city. Though the volume of attendees was small, the atmosphere was focused on garden stories and experiences. The public was invited to both share their memories and make new memories in the garden. As partnerships are a big initiative of the Strategic Plan, expanding the audience by engaging the public where they are was a cornerstone of this outreach strategy. o Of the 80 members of the public that were engaged (online and in person), SO reviews the primary and secondary themes assessed from the 4 station topics of Access, Events & Education, Family Garden, and a day in the Garden. These themes can be reviewed on the summary document made available to the committee and the public. o To finalize the feedback solicitation, a pop-up engagement activity on site is being planned for April 9th to gather data specifically from garden guests. - Based on the summaries above, SO has developed two preliminary concepts for committee review. While these plans may vary slightly, both share the following consistent elements: 	

MASTER PLAN SITE SCENARIO MINUTES

- Perimeter garden to offer an outward-facing preview of the botanical story within the garden. This serves to advertise and entice the community into the garden.
 - Special attention to landscaping and architectural features at the entrance to provide a welcoming and intuitive arrival experience.
 - Attempts to integrate the garden experience and ecological priorities into the parking features to **avoid** hard, flat concrete visuals in the entry experience while still expanding parking by 600-650 spaces to properly accommodate 500K guests.
 - Modifications to the Moncrief Building and BRIT Building expansion with living roof accessibility.
 - Upgraded visitor amenities to include visual wayfinding cues via signage and landscape variation, more intuitively designed circulation paths, and combining traditional restaurant space and mobile food kiosk concepts to provide additional food & beverage options.
 - Replacement of the large conservatory with a series of collection-specific conservatories to display collections, engage in research, and host events.
 - Elements to, 1) promote hands-on activities and opportunities for learning, 2) increase rental capacity to boost revenue and mission-centered events, and 3) expand event capacity with a permanent stage structure.
 - New garden destinations to include a Family Garden, Culinary Garden, and dramatic horticulture along the Great Lawn
 - Garden renovations to maintain current feature gardens, creation of opportunity zones with the strategic removal of public park icons, and operational improvements to increase facility efficiency such as:
 - Repair of existing infrastructure in the Japanese Garden
 - Infrastructure refresh and reinforcement of the native (rather than invasive) plant concept
 - Wider paths and improved wedding venue logistics in the Fuller Garden
 - **Site Scenario Concept 1: Distributed Site Plan**
 - This plan seeks to evenly distribute amenities throughout the garden campus, encouraging guests to explore the whole site with a circular pedestrian and tram route.
 - To accommodate the strategic goal of welcoming 500K guests, the parking lot needs 600-650 spaces which could be accomplished with a parking garage, surface parking, or a combination of both. Surface parking in this scenario expounds on the bioswale concept to preserve a natural experience while increasing capacity. Considering safety of guests, a 1-way entry and exit to Trail Drive is proposed.
 - Conservatories are clustered near the education facilities with a VIP/rental space to showcase collections during events.
 - **Site Scenario Concept 2: Centralized Site Plan**
 - This plan seeks to cluster amenities toward the entrance for a more upfront experience and simpler guest route.
 - Conservatories are clustered at the entrance to promote collections and highlight pond views.
 - As an alternative parking solution, a tighter layout with reduced green space grants an additional 150 spaces. A third parking option with a more meandering entry is also presented.
- BREAK**
- **Small Group Drawing Exercise**
 - Based on the information presented in the morning session, Studio Outside solicits feedback from the committee in the form of drawing mark-ups. Attendees are split into smaller groups by table and asked to select a preferred scenario and mark up any changes they'd like to see. Groups take time to discuss and reconvene as a group to discuss the following Committee impressions:
 - There is general favor of the meandering entrance to enhance the natural feel as guest drive into the garden. Would like to minimize directional decisions in the lot to keep traffic flowing. The 1-way flow and reroute of exiting traffic to Trail drive is a favorable option, though may not be feasible during the added Stock Show traffic. Maintaining and extending the bioswale story throughout the parking lot is highly favored. An enlarged drop-off area is favorable to keep event traffic flowing.
 - There are varying opinions on the parking garage, though none object. Some members are highly in favor, encouraged by the opportunity to explore innovative and ecological garage designs while right-sizing the parking capacity for the future, rather than merely considering the current need. A phased solution is promoted.
 - The tram route along the perimeter is favorable, though some thought it might be too long and would bog down the timetables of the route.
 - Additional service access would be needed for larger vehicles during event set up and tear down.
 - The need for various dining venues was recognized. A tiered strategy with an informal family restaurant, food and beverage kiosks, and a higher-end formal restaurant was preferred. Committee members liked the restaurant with

MASTER PLAN SITE SCENARIO MINUTES

views of the pond, but thought that the culinary garden and outdoor kitchen needed to be adjacent to the restaurant. Utilizing the formal dining venue as an indoor-outdoor event venue was also discussed.

- There was a preference for keeping the conservatories together, but the up-front visibility from the entrance was favorable over placing them near the education facility.
- The committee thought that a garden attraction is needed in the Southeast quadrant—perhaps some sort of water viewing deck with a glass floor.

Action Items:	Name:	Due Date or Status: (e.g. Completed, WIP, Ongoing)
1. Feedback will be consolidated and integrated into the plans. A refined draft will be presented to the Committee.	SO	May 4th
2. An outreach event will be held at the garden in the first or second week of April.	FWBG BRIT + SO	April 9 th
Next Meeting: May 4th, 2022		