

# Welcome to the John Chavis Memorial Park Cultural Interpretive Plan Virtual Public Meeting

## Participant Highlights

- All attendees are muted
- If you have questions/comments during the presentation, you may enter a question/comment in the Q & A box
- The chat feature has been disabled
- Visit the project web page to follow the process



Raleigh

# John Chavis Memorial Park

## Project Background

February 2020 Raleigh City Council requested:

- A. A Cultural Heritage Interpretive Plan be completed for the park campus.
- B. A first phase exhibit installation adjacent to the old Carousel House
- C. Budget of \$150,000.



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# Project Background

*“A Revised Master Plan was approved by City Council May 20, 2014. It is organized around 3 activity plazas.”*





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# Project Background

*“The Revised Master Plan included recommendations for Honoring the Past.”  
(pages 25-29)*

## John Chavis Memorial Park REVISED MASTER PLAN 2014

### Acknowledgments

#### I. EXECUTIVE SUMMARY

1

#### II. PLANNING PROCESS

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Introduction  
Structure the Process  
Shared Learning  
Recommendation  
Approval Process

#### III. PARK OVERVIEW

History  
Park Development  
Current Conditions  
Context

#### IV. MASTER PLAN

Introduction  
Vision  
Concept Plan Development  
Concept Plan  
Recommendations  
Honoring the Past  
Aquatic/Community Center  
Sports and Fitness  
Play  
Circulation  
Creek Stewardship  
Basic Amenities  
Event Facilities  
Operations

#### V. LOOKING AHEAD

55

Adoption Sequence & Phasing Considerations  
Community Engagement  
Budget Estimates for Master Plan Elements  
Phasing and Recommended Priorities

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#### APPENDIX (will be made available upon request)

Situation Assessment Report  
Public Leadership Group Charter  
Meeting Materials  
Conservation Easement and Neuse River Buffer Rules  
State Champions and Professional Athletes from John Chavis Memorial Park  
PRGAB and City Council Presentation  
Public Comment on Draft Master Plan

## Recommendations

Honoring the Past  
Aquatic/Community Center  
Sports and Fitness  
Play  
Circulation  
Creek Stewardship  
Basic Amenities  
Event Facilities  
Operations





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# John Chavis Memorial Park

## Honoring the Past - Recommendations

- A. Retain all early park features remaining in original location
- B. Honor important former features
- C. Memorialize significant events and people through public art & signage
- D. Incorporate findings from the historic designation process



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# John Chavis Memorial Park

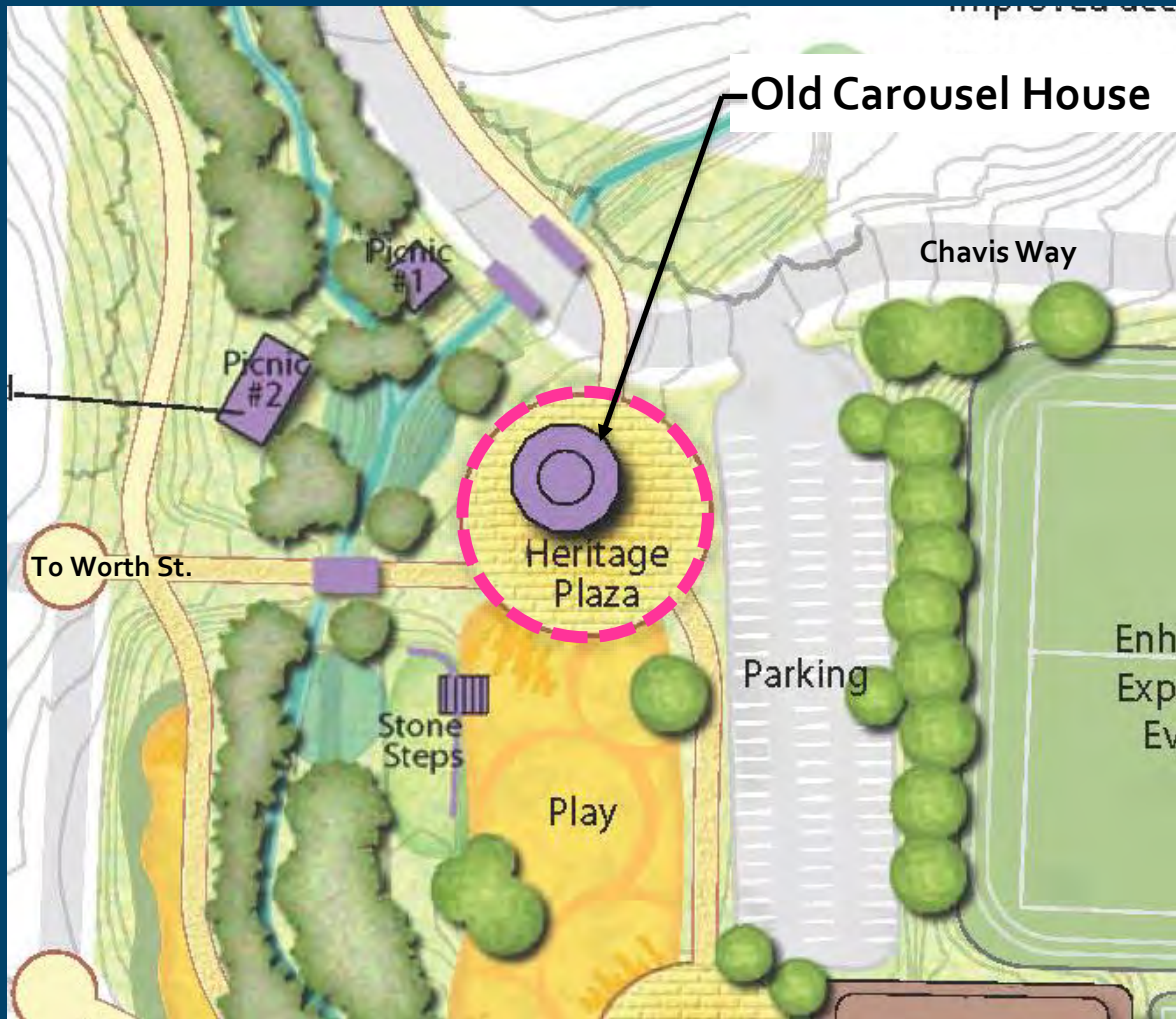
## Honoring the Past – Recommendation ‘C’ (page 28)

- A. Develop a cohesive Interpretive Plan
- B. Incorporate interpretation recommendations from proposed South Park Heritage Walk
- C. Honor John Chavis through public art
- D. Consider exhibits that are “high tech / high touch”



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*“The Historic Core, a cluster of historic structures near original park entrances of Worth St. & Chavis Way.”*





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# John Chavis Memorial Park

## Project Scope

Develop a cohesive Interpretive Plan for the park

A. Research

B. Community engagement

C. Develop a Final Interpretive Plan



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# John Chavis Memorial Park

## Project Scope

“Final plan will include recommendations and strategies for program delivery including organized narratives and content, site locations, exhibit types, design guidelines, and phasing.”



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# John Chavis Memorial Park

## Project Scope

Design, Fabricate & Install Phase 1 Exhibit

A. Must follow Interpretive Plan guidelines

B. Located outside of old carousel house

\*Heritage Plaza to be designed and built when future funding allows.





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# John Chavis Memorial Park

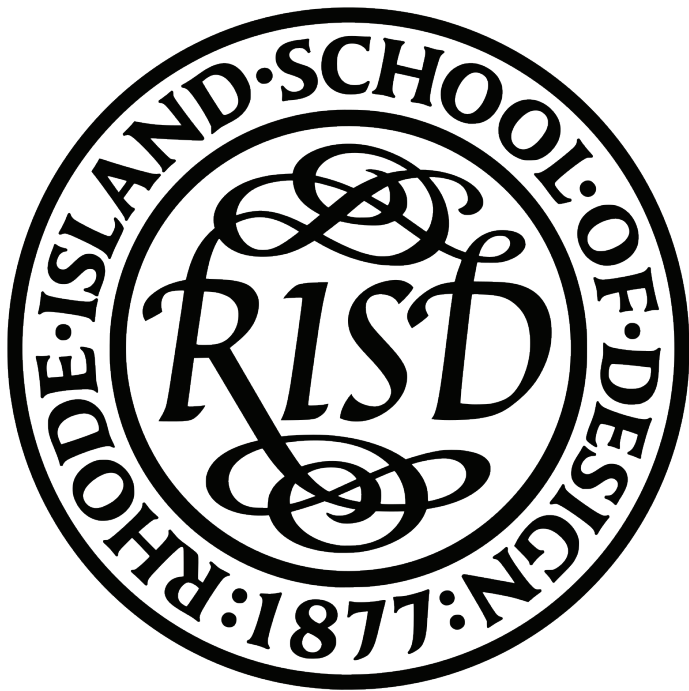
## Project Schedule

### Timeline

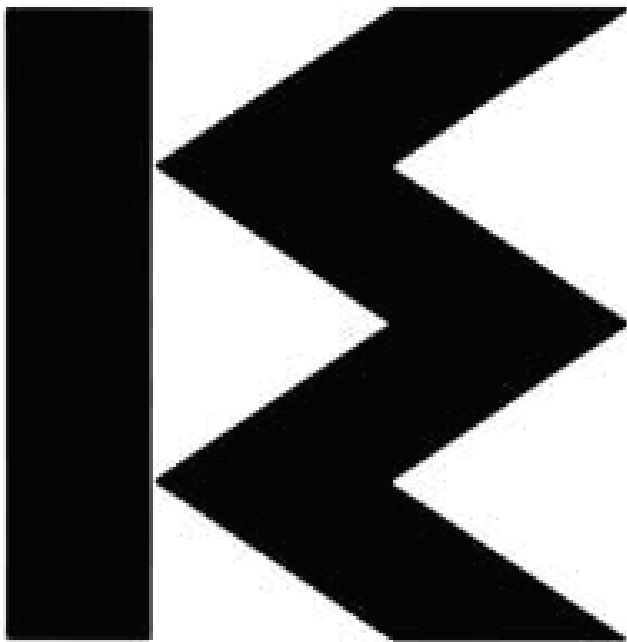
- A. Preliminary Work: Spring 2020 – September 2020
- B. Planning/Design: October 2020 – February 2021
- C. Fabrication: March 2021 – June 2021
- D. Installation: Completion June 2021

# Therese Schneider Huffman: Career Trajectory

Owner, Signature Design Collaborative, LLC  
Project Manager and Team Leader



Rhode Island School of Design  
BFA Graphic Design  
Thesis: Exhibits & Signage



Kilkenny Design Workshops  
Ireland National Design Agency  
EU Grant Awarded



Hellmuth, Obata, & Kassabaum  
World's Largest Architectural Firm  
Studio E (Exhibits)



Signature Design  
St. Louis & Atlanta &  
  
Interpretive Exhibit & Signage  
Design Collaborative



# Relevant Project Experience: Otis Redding Tribute

*Downtown Gray, GA*



The unmistakable rhythm and blues of the late Otis Redding can now be heard in his hometown of Gray, Georgia, as part of a memorial marker playing his music in the downtown street.



# Relevant Project Experience: Auburn Avenue Underpass Enhancement

Atlanta, GA



Auburn Avenue was once known as the “richest Negro street in the world”, however after years of neglect it fell into decay. Signature Design created a beautiful mural, improved lighting, and a series of light boxes that transforms this dark, dank underpass into a vibrant pedestrian route and streetcar stop, intended to attract the attention of tourists on their way to the Martin Luther King Historic District.



**Yates and Milton Drugstore, c. 1920s**

Prior to 1922, Yates and Milton Drugstore was located in the Odd Fellows Building and was owned and operated by Dr. Moses Amos under the name Gate City Drugstore. In 1922, Amos sold the drug store to Clayton Yates and Lorimer Milton, who grew the business into the first chain of stores owned and operated by African American men.

Source: Sweet Auburn: Street of Pride; Atlanta Daily World  
Photo courtesy of: Apex Museum



# Relevant Project Experience: Gateway and City Walk Interpretive Program

*Hickory, NC*



The Gateway into Hickory, North Carolina is an expression of the transformation of the City of Hickory to a “Life Well Crafted”. Seasonal leaves made of glass and metals greet visitors into the City and the new City Walk trail.



# Relevant Project Experience: Union Square Interactive Plaza

*Hickory, NC*

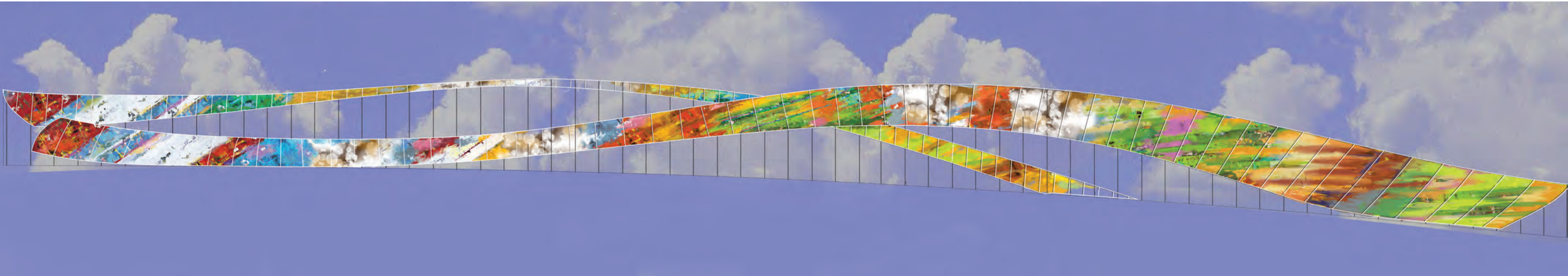


Signature Design worked to express Hickory's new marketing theme, "Life. Well Crafted," by using designs and content that convey Hickory's history as a furniture and textile center, as well as its transformation into a trendy center for crafts and technology.



# Relevant Project Experience: Mayor Ivan Allen, Jr. Legacy Bridge

*"Celebration of Atlanta", Atlanta, GA*





# Relevant Project Experience: Johnson's Shut-Ins State Park

## *"Nature's Mosaic Plaza", Reynold's County, MO*

Signature Design's task was to interpret the 8,500-acre Missouri State Park's rich geological history and natural habitats, as well as its unique shut-in formations, made where streams have carved through the mountains to create a series of pools amidst huge boulders.





# Relevant Project Experience: “Women Who Changed The World” Mural

*Spelman College, Social Justice Fellows Program, Atlanta, GA*

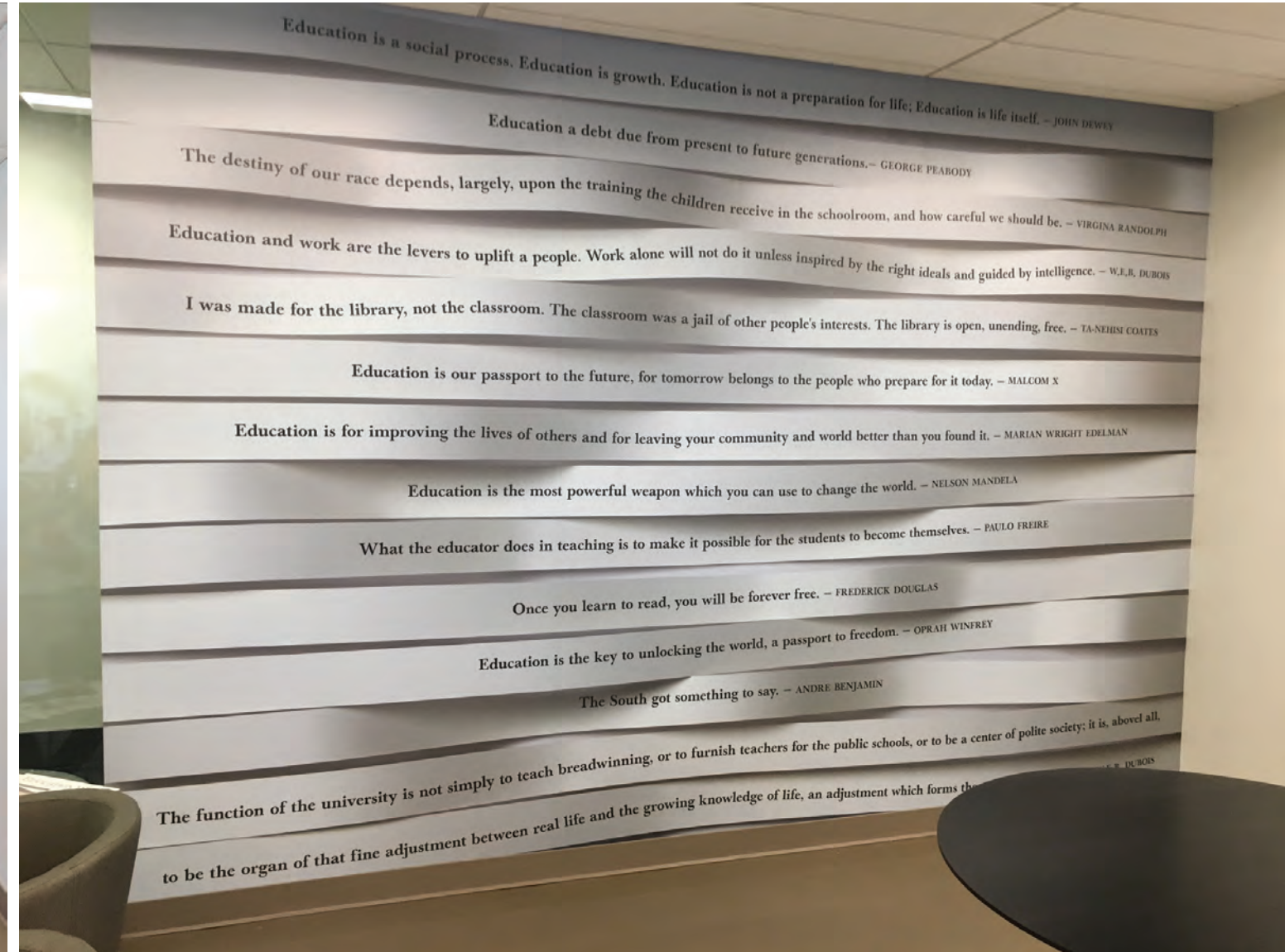


Designed to inspire students in Spelman College’s Social Justice Fellows Program. Murals, portraits, and animated quotes tell the story of women change-makers, advocates, activists, and scholars - women who rose to change the world across time.



# Relevant Project Experience: Education is Power

## *Southern Education Foundation, Atlanta, GA*



Southern Education Foundation has worked for over 150-yr to ensure equity and excellence in education for low-income students and students of color in the southern United States.

Signature Design used glass walls and windows to tell the Foundation's story in a visually immersive way to inspire all who visit and work there.



# The Signature Design Team



**Inga D. Kennedy**  
*Public Engagement Leader*

**EDUCATION**  
MA, City Planning, Georgia Tech  
BA, Urban Studies, Spelman College

Inga has more than 30 years of national experience in urban planning with an emphasis on environmental, land use, transportation, and citizen participation and awareness. She has been involved in parks and recreation plans, trails projects, heritage recreational parks, and bike and pedestrian facilities.



**Juliet Cutler, CIP**  
*Interpretive Planner and Content Developer*

**EDUCATION**  
MA, English & Communications Development, Colorado State University  
BS, Education, University of North Dakota

Juliet has worked on more than 50 planning and design projects for parks, historic sites, and cultural destinations around the world, including in the US, Canada, the UK, the EU, Africa, and the Middle East. She is known for her professionalism, her ability to listen, her sensitivity to diverse perspectives, and her ability to facilitate a common vision.



**David Brown, PLA, LEED AP**  
*Landscape Architecture, Zoning, & Permitting Team*

**EDUCATION**  
BS, Landscape Architecture, Auburn University

David’s experience in landscape architecture and related fields includes project management, permit management, zoning/land-use, master planning, site design, construction documentation, and project entitlement. Other areas of interest include historic preservation, sustainable design, planting plans for low-impact design, and advocacy for affordable housing.



**Southern Custom Exhibits**  
*Cost Estimates, Fabrication & Installation*

**Laurence Thomas**  
*Fabrication Lead*

**EDUCATION**  
Bessemer State Technical College

Laurence is a sculptor and scenic artist at Southern Custom Exhibits, where he has worked since 1994. He frequently leads teams in the installation process and has worked on hundreds of indoor and outdoor exhibits across the United States.

# Community Engagement – Activities

- Community Engagement Plan
  - Highlights all activities
  - Web page
  - Three public events/meetings
  - All meetings at 6 pm
  - 2 Virtual in Zoom – 1 In Person Open House
- \*In-person meetings will follow City of Raleigh COVID-19 safety policies.
- Public Input.com to submit additional feedback



# Community Engagement – Schedule

## Thursday, November 5, 2020 - Today

*Learn more about the Interpretive Plan process, schedule, and opportunities to be involved.*

## Tuesday, December 1, 2020 - In Person Open House

Format: John P. “Top” Greene Community Center

*This will be an opportunity to review designs and talk with City staff and consultant team members. You may attend at any time between 6 pm and 8 pm.*

## Thursday, January 14, 2021 - Virtual & Zoom Format

*A presentation will be made sharing the design that will advance for the installation in June 2021.*



# JOHN CHAVIS MEMORIAL PARK

## Interpretive Plan

Public Meeting  
November 5, 2020



# WHAT IS INTERPRETATION?

“... an **educational activity** which aims to reveal meanings and relationships through the use of **original objects**, by **firsthand experience**, and by **illustrative media**, rather than simply to communicate factual information.”

– Freeman Tilden, *Interpreting Our Heritage*



# INTERPRETATION

is storytelling  
in many and varied forms

# UNDERSTANDING PARK VISITORS



“John Chavis  
has long served  
both the adjacent  
neighborhoods and  
the larger region.”

– *John Chavis Memorial  
Park Master Plan 2014*

# WHO VISITS THE PARK?

Wide Age Range	Small to Large Groups	Local to Regional
Children	Individuals	Adjacent Neighborhood
Youth	Families	South Park Heritage Walk Connection
College Students	School/ College/ University Groups (athletics)	Greenway Trail Connection
Adults	Small Groups	Walkable to Shaw University
Seniors	Large Groups	Transit Connections
	Events	Walkable to Downtown
		Raleigh-Durham Residents
		North Carolina Residents & Beyond



# WHAT OTHER INTERPRETIVE EXPERIENCES ARE NEARBY?

- **South Park Heritage Walk**
- **Walnut Creek Wetland Center**
- **Capitol Area Greenway**
- **City of Raleigh Museum**
- **Moore Square**
- **Pope House Museum**

The range of diverse experiences available near John Chavis Memorial Park point to the need to focus on **the park's unique historical and cultural story, to offer innovative approaches to interpretive design, and to partner with organizations to offer interpretive programming and special events.**

# WHAT DO VISITORS SEEK RELATED TO INTERPRETATION?

KNOW	FEEL	DO
Life and Work of John Chavis	A Place for Everyone (all are welcome in this park)	Engage in Community
World War II Park History	Community Pride/ Sense of Community	Build Memories/ Share Memories
African American Community Significance (during and after segregation including the park's regional significance)	Profound Remembrance	Enjoy/ Have Fun
Jim Crow and the Park's Development (segregation to integration in 20th-century America)	Importance of African American Agency and Identity	Support Cultural Stewardship and Historic Preservation
Athletics and Athletes in the Park (sports programs and links to professional athletes)	Joy and Excitement	Care for Nature and the Broader Environment
Culture and Art in the Park (dancing and music, the carousel and amusements, and public art)		Learn More about the Park's Significance
Nature (what lives in the park, how to care for nature)		



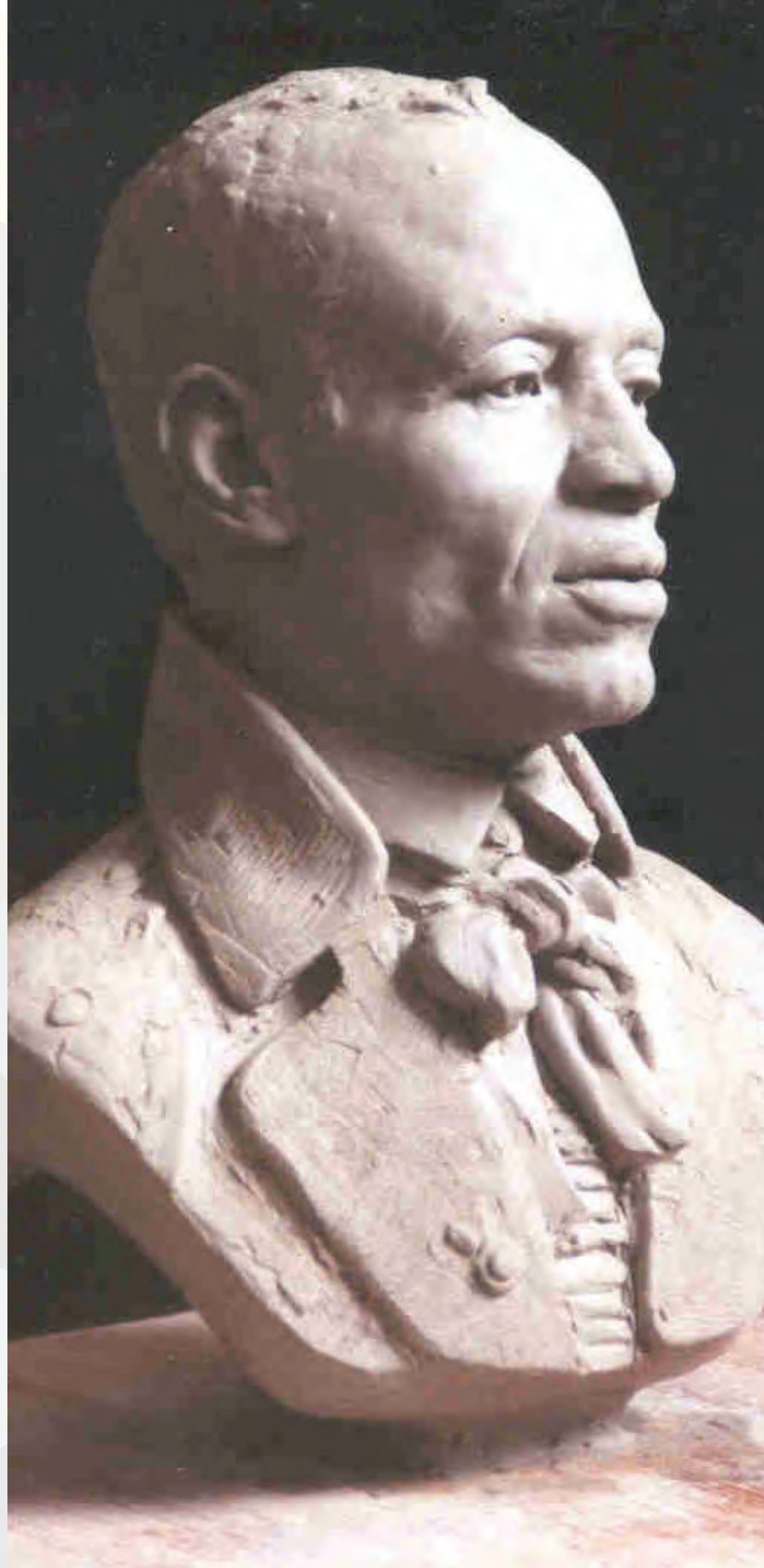


*Photo courtesy of Millie Dunn Veasey Papers, State Archives of North Carolina*

# INTERPRETIVE MESSAGES

Powerful interpretive messages should **clarify, limit, and focus** the nature and scope of an exhibit.





# JOHN CHAVIS

**African American Teacher, Preacher,  
& Revolutionary War Veteran**

“I am Black. I am a free-born American and a Revolutionary soldier.”

— John Chavis

# SEGREGATION TO INTEGRATION

## at John Chavis Memorial Park

“... that’s how I grew up, during segregation ... when the park came, it was like freedom. That you could come and enjoy, and know that you were safe, that you had a place where you didn’t have somebody to tell you, you couldn’t come over here ...”

– Rosia Butler, Community Member



*Baseball game at John Chavis Memorial Park, 1945*

*Photo courtesy of North Carolina Division of Archives and History*



# A PLACE TO GATHER & CELEBRATE



*John Chavis Memorial Park train, 1959 | Photo courtesy of SPERNA*

“Everybody is just attached in some kind of way. People met their spouses there [at Chavis Park]. It was a date place for a lot of people, you know. Well, what are you going to do when nobody had any money? ‘Let’s go to the park.’... It was a safe place to be.”

– Yvonne Holley, North Carolina Representative





# A LEGACY OF SERVICE

“May 4, 1945: In memory of  
our sons and daughter of Wake  
County, who served in the U.S.  
Armed Forces in World War II.”

– War Mothers Memorial

*Tuskegee Airman Robert W. Diez, 1943 | Create by Betsy Graves Reyneau  
Source National Museum of African American History & Culture*



# ATHLETICS & ATHLETES IN THE PARK



*St. Augustine's Baseball Team, 1949 | Source City of Raleigh Parks, Recreation and Cultural Resources, Digital Files*

“Some of the best athletes that ever lived grew up in Chavis Heights and became champions and hall of famers. I was inducted to South East Raleigh’s Hall of Fame for tennis two years ago. And, you know, all of this says where you got your beginning from.”

– Alicia Adcock, Community Member





*Source City of Raleigh Parks, Recreation and Cultural Resources, Walnut Creek Wetland Center*

# NATURE IN MY NEIGHBORHOOD

“We have a creek that comes through . . . and that’s where we used to play, going down in that water, and catch little tadpoles and stuff. . . That waterway that runs through the park was something that, as children, we really enjoyed playing in and jumping over, and trying to see who could jump the farthest. Those are things we enjoyed as children.”

– Frances Lonette Williams, Community Member



**Do these “big ideas” capture the  
park’s significance and story?**