



# East 12th St

## Neighborhood Vision + Development Framework



# Project Goals

The team used a series of goals to ensure that the Framework supports a clear vision. Analysis, scenario development and recommendations embody the following goals.

## Goal 1

**Project excellence will support East Austin's long-standing role as an influencer of and inspiration for others.**

East Austin projects a big personality because of its culture, history and the people that make it special. It is essential to the music, food and creative scene that makes Austin a beloved place for locals and visitors. It is the closest fully functional neighborhood to the Central Business District with businesses offering local goods and services, recreational spaces offering passive and active recreational opportunities, and a strong fabric of multi-modal transportation infrastructure. This framework will build on strategies already in place in the neighborhood as well as best practices from around the world. Implementation will lead to a place that people can and will want to remain, return to, visit, or stay setting an aspirational precedent for Austin and beyond.

## Goal 2

**The framework is effective at two scales – the corridor level as well as the site-specific scale.**

The character of East Austin has evolved over time, but always in a manner that reinforces the essence of the neighborhood. The framework is made up of components that can and will evolve over time as well ensuring that new development feels inherently part of the existing fabric of the community. Key intersections function as centers anchored by active centers of commerce, magnetic open spaces, social interaction spaces or simply enhanced building forms. Key corridors provide enhanced multi-modal connectivity. Existing character will inform approaches to building form and site design in a district-by-district approach. This approach will ensure that the essence of East Austin shines through at the corridor level as well as the site-specific scale.

## Goal 3

**The team listens intently to all and partners with stakeholders to bring the vision to life.**

The framework sets up a series of recommendations. These recommendations may include proposed projects, programs, policies, more plans, or research. Once these recommendations are prioritized, stakeholders will be identified and engaged in the process. We will develop and leverage existing partnerships within the community to forge new relationships. We will not simply react to stakeholder's fears, concerns and defensive actions. Instead, we will encourage stakeholders to define their hopes and aspirations for East Austin. Phasing will consider community investments that build trust.

## Goal 4

**Economic sustainability will allow the vision to lift people up – the client, the neighborhood, the city.**

Short-term thinking affects both the landowner and the community. Therefore, the framework will set a realistic and financially practical plan for the client that remains ambitious, but achievable. Existing city incentives such as the affordable housing bond funds will be considered. Sustained economic opportunities for existing and new residents and business owners are essential to the long-term health of the neighborhood.

## Goal 5

**The vision informs the city's policies in a way that lets the community be part of the creative process saying, "yes, and..."**

Battles between landowners, city government, developers, neighborhoods, and other activists distract all from achieving shared hopes and aspirations for the future. Using knowledge of East Austin people, built and natural characteristics and existing policy framework will be used to create the foundation of a dialogue with all stakeholders. Together we can advocate that future city policies preserve a path to achieving the shared vision.

# Project Vision Statement

This Vision sums up the potential of the project and provides a touchstone for decisions through the planning, design, and implementation phases.

**The East Austin Framework Plan will draw from the past and present spirit, culture, form and feel of East Austin's neighborhoods and people to ensure that the neighborhood's influence continues to radiate from the heart of this community out into the city and beyond.**

# East 12th St Vision + Strategy





# A Vision for the 12<sup>th</sup> Street Area

## Project Vision

The East Austin Framework Plan will draw from the past and present spirit, culture, form and feel of East Austin's neighborhoods and people to ensure that the neighborhood's influence continues to radiate from the heart of this community out into the city and beyond.

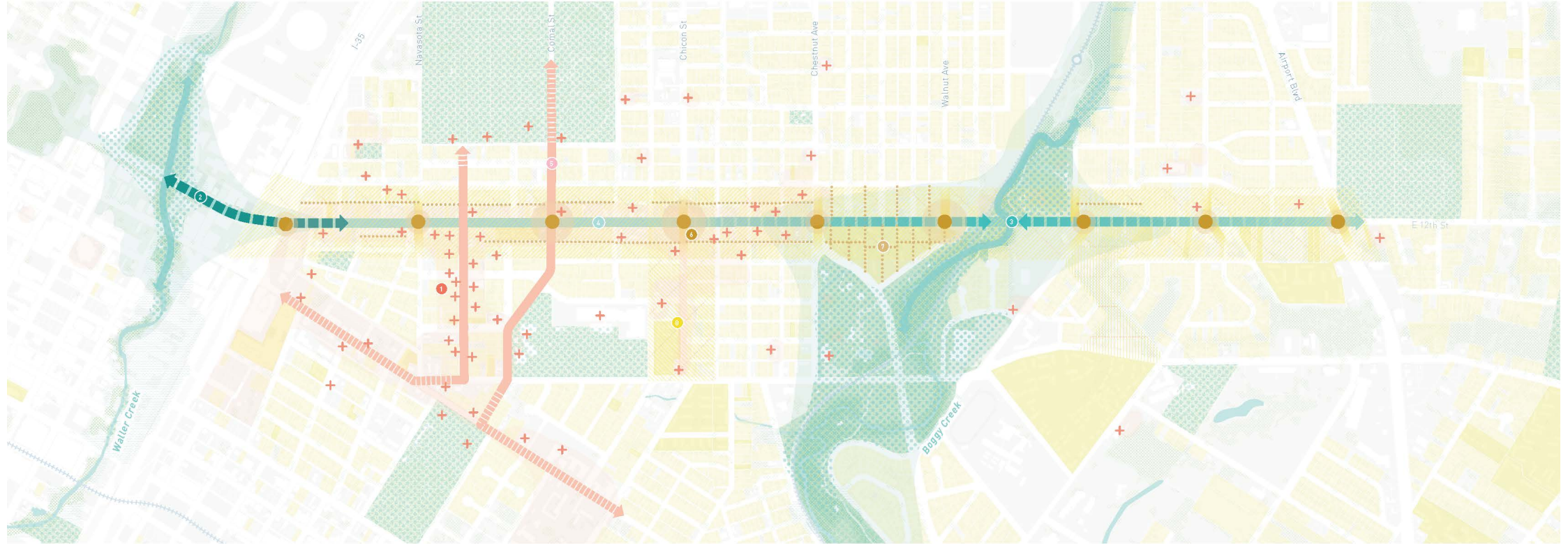
## Neighborhood Vision

**A Complete Neighborhood  
rooted in heritage.  
A place with exceptional  
public amenities and a  
vibrant cultural life, beloved  
by residents and visitors alike.**





# Urban Design Strategies Overview



1

**Honor  
Heritage**

2

**Connect  
to Waller  
Gateway**

3

**Create the  
Boggy Creek  
Open Space  
System**

4

**Make 12th  
Street a Green  
Corridor**

5

**Nurture  
Cultural  
Connections**

6

**Define Key  
Intersections**

7

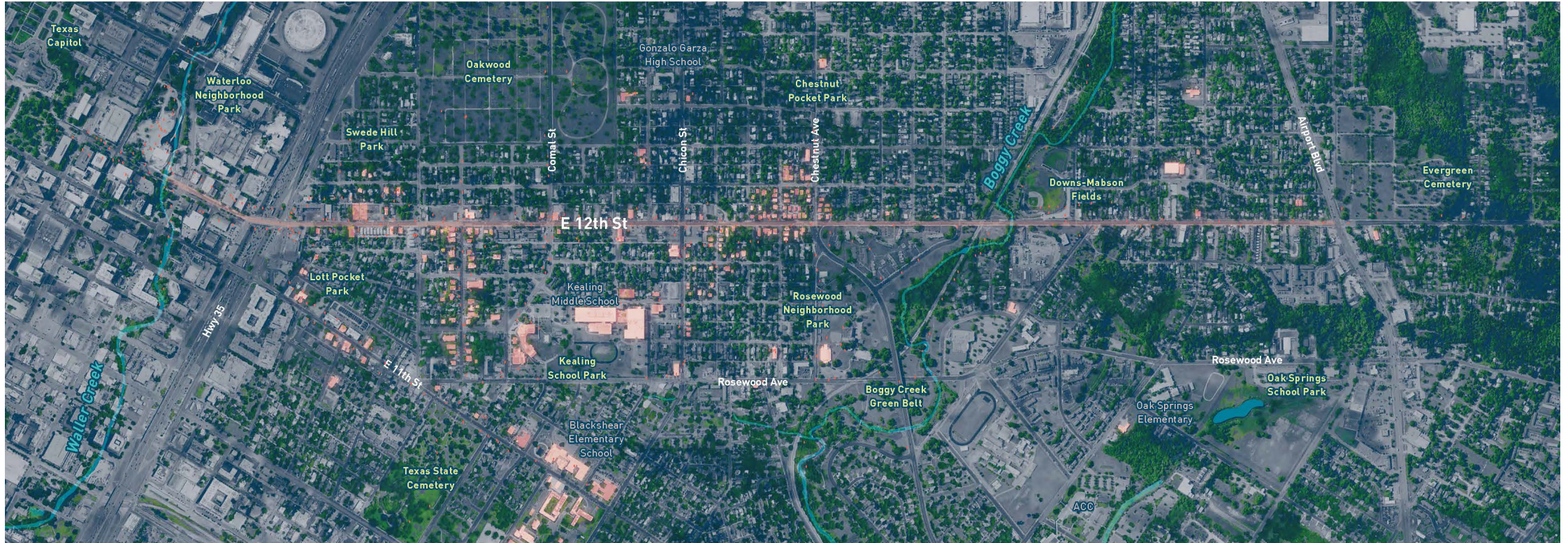
**Heal the  
Urban Fabric**

8

**Foster  
Residential  
Diversity**



# 1 Honor Heritage

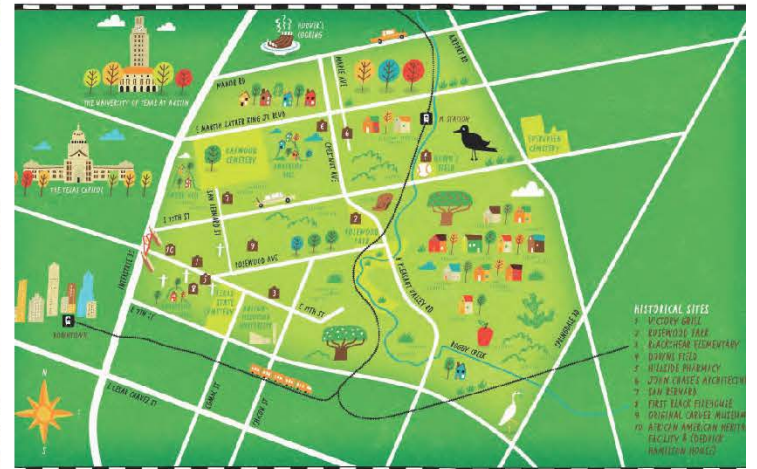
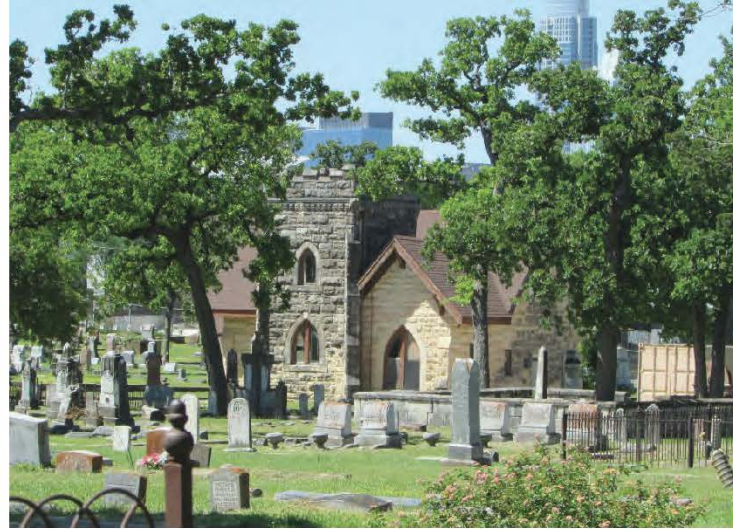


Preserve architectural & cultural heritage, build around historic landmarks, enhancing their presence and values.

Buildings of cultural and community relevance. See following page for more detail.

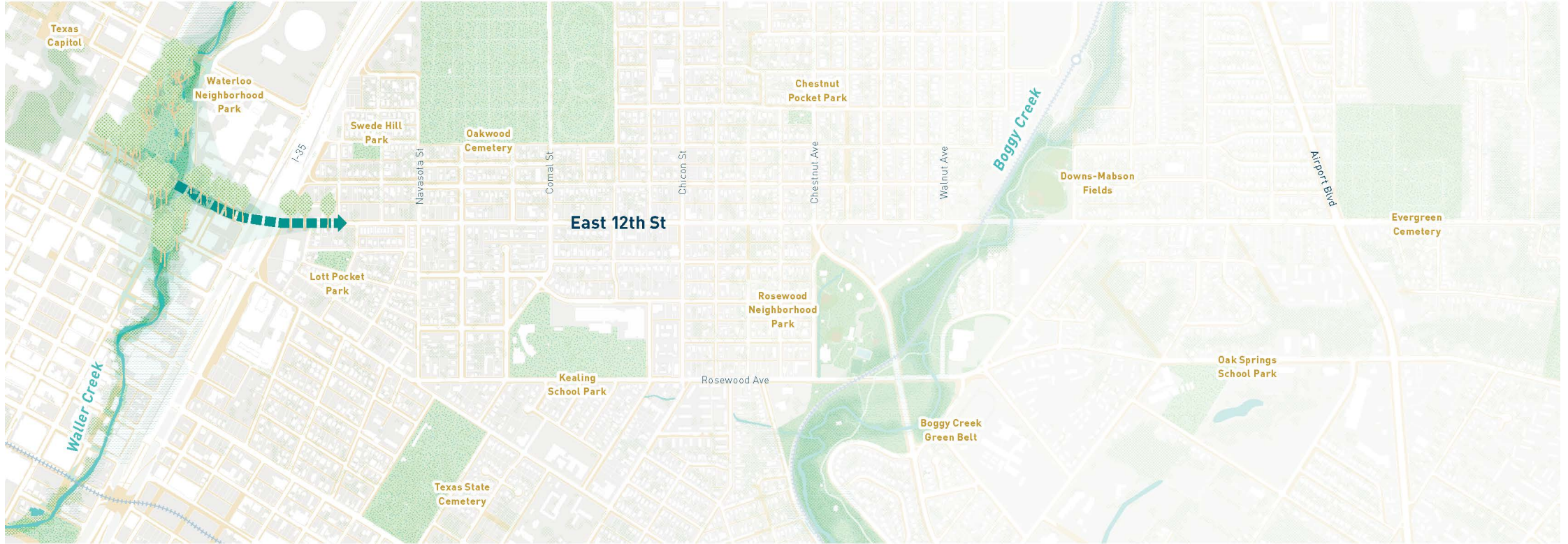








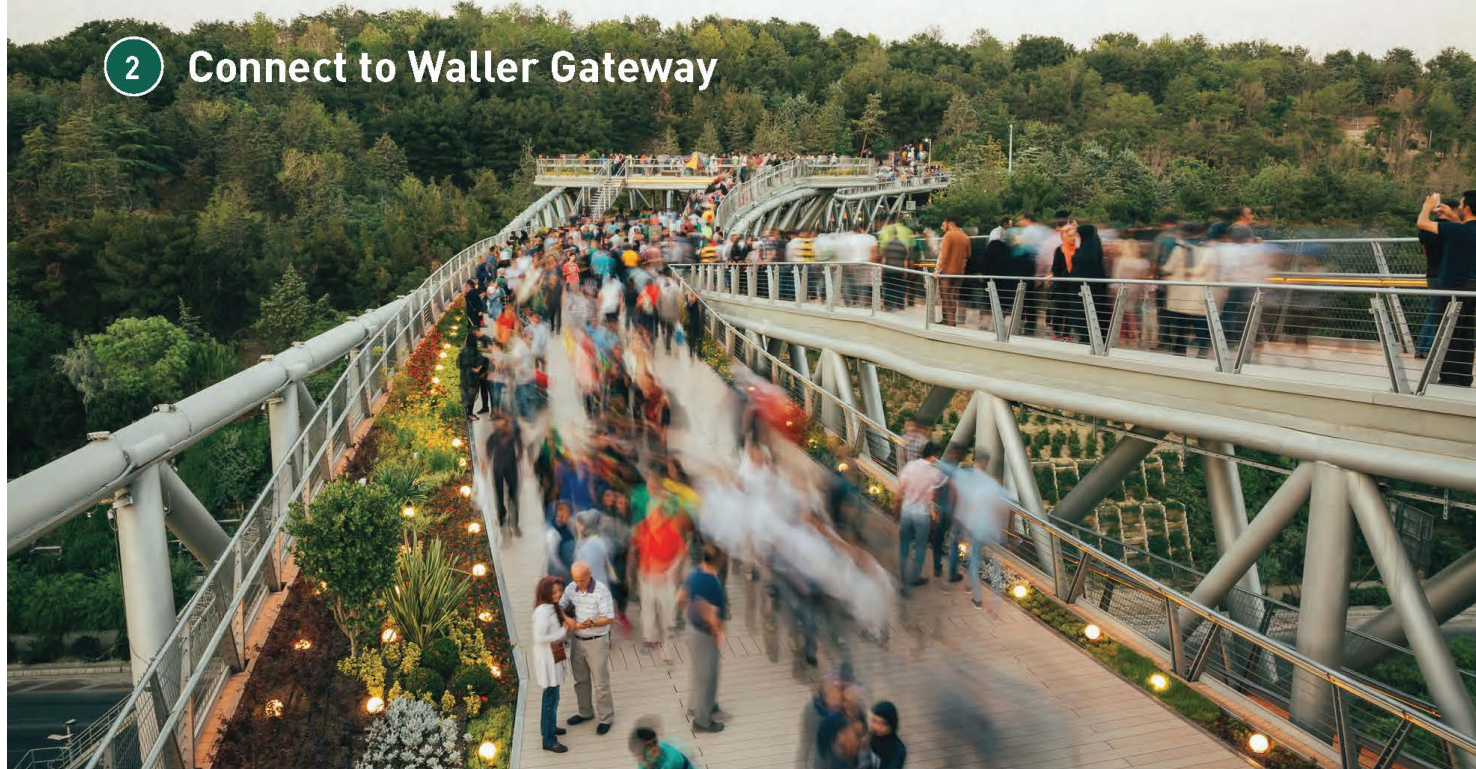
## 2 Connect to Waller Gateway



A new boundary for the East Side: East Austin begins at Waller Creek, the freeway crossing should be part of this green, porous, walkable and bike-friendly experience.

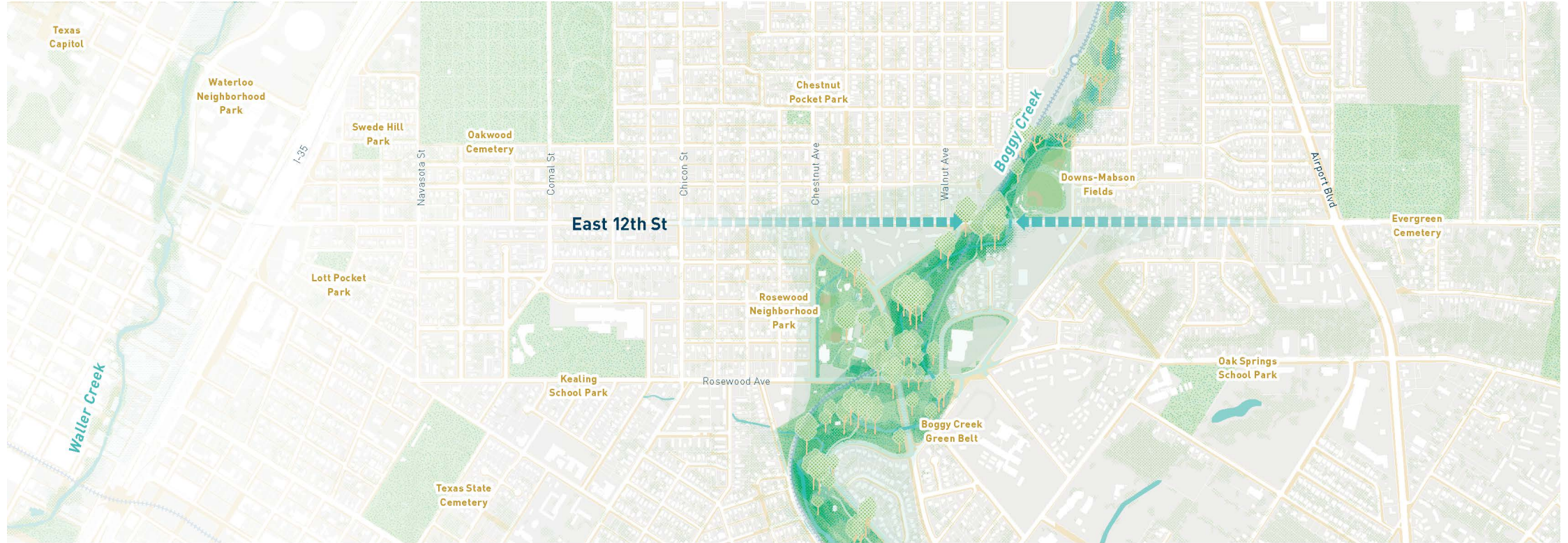


## 2 Connect to Waller Gateway





### 3 Create the Boggy Creek Open Space System



Unlock the potential of this Natural Systemcenter of gravity – part of a network of neighborhood green, sports and leisure assets, and a city destination in itself.



### 3 Create the Boggy Creek Open Space System

