



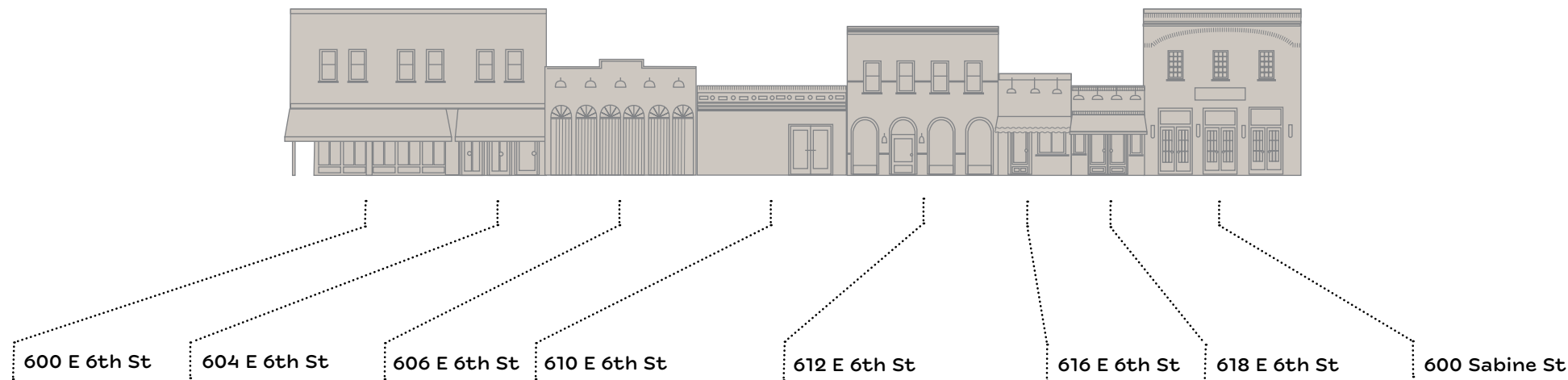
600 Block

PECAN STREET

Block Overview



Current Block Overview



The Inspiration



PECAN STREET

The Vision



The Vision

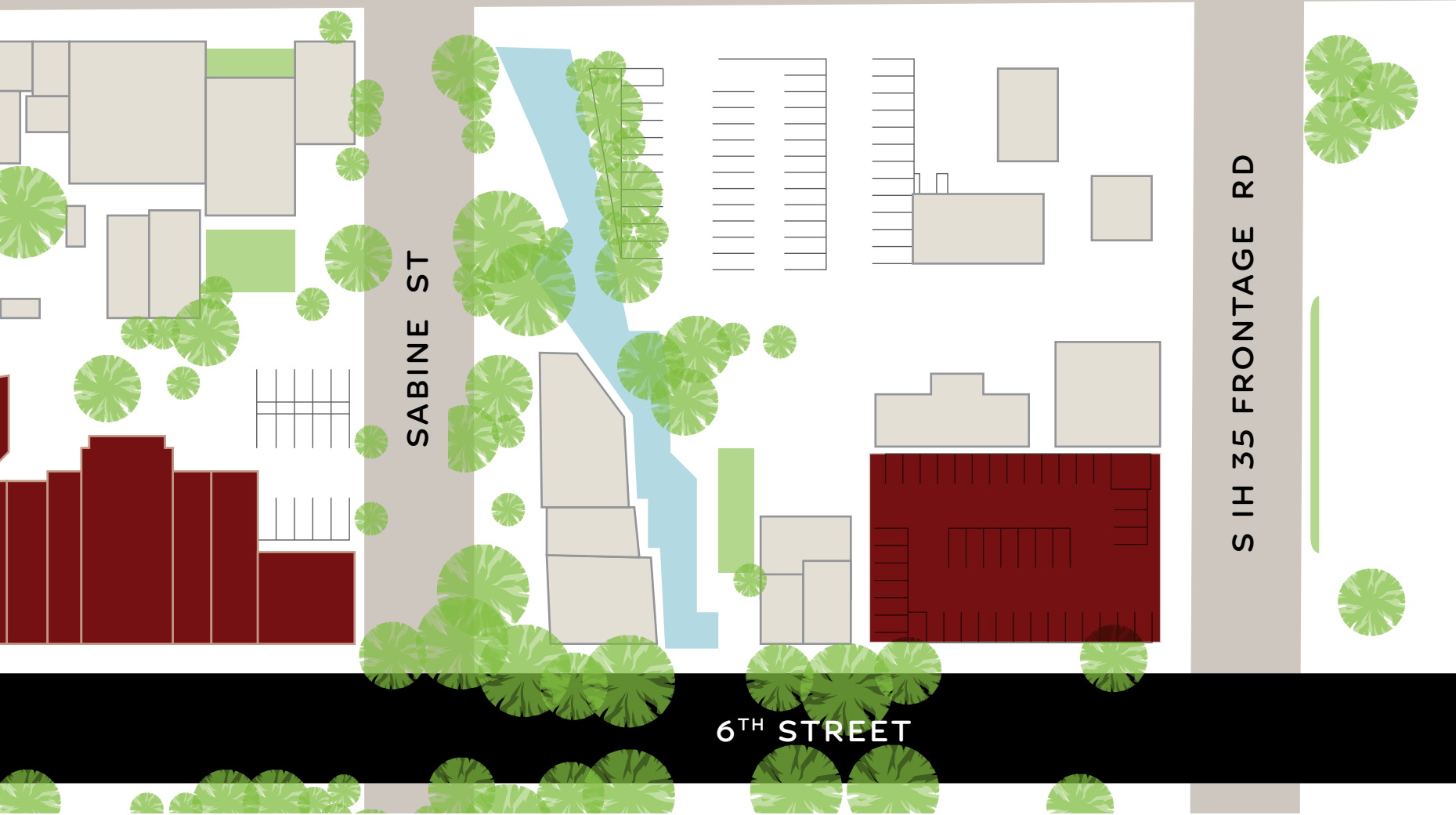




700 Block N

PECAN STREET

Block Overview



Current Block Overview



700 E 6th St

710 E 6th St

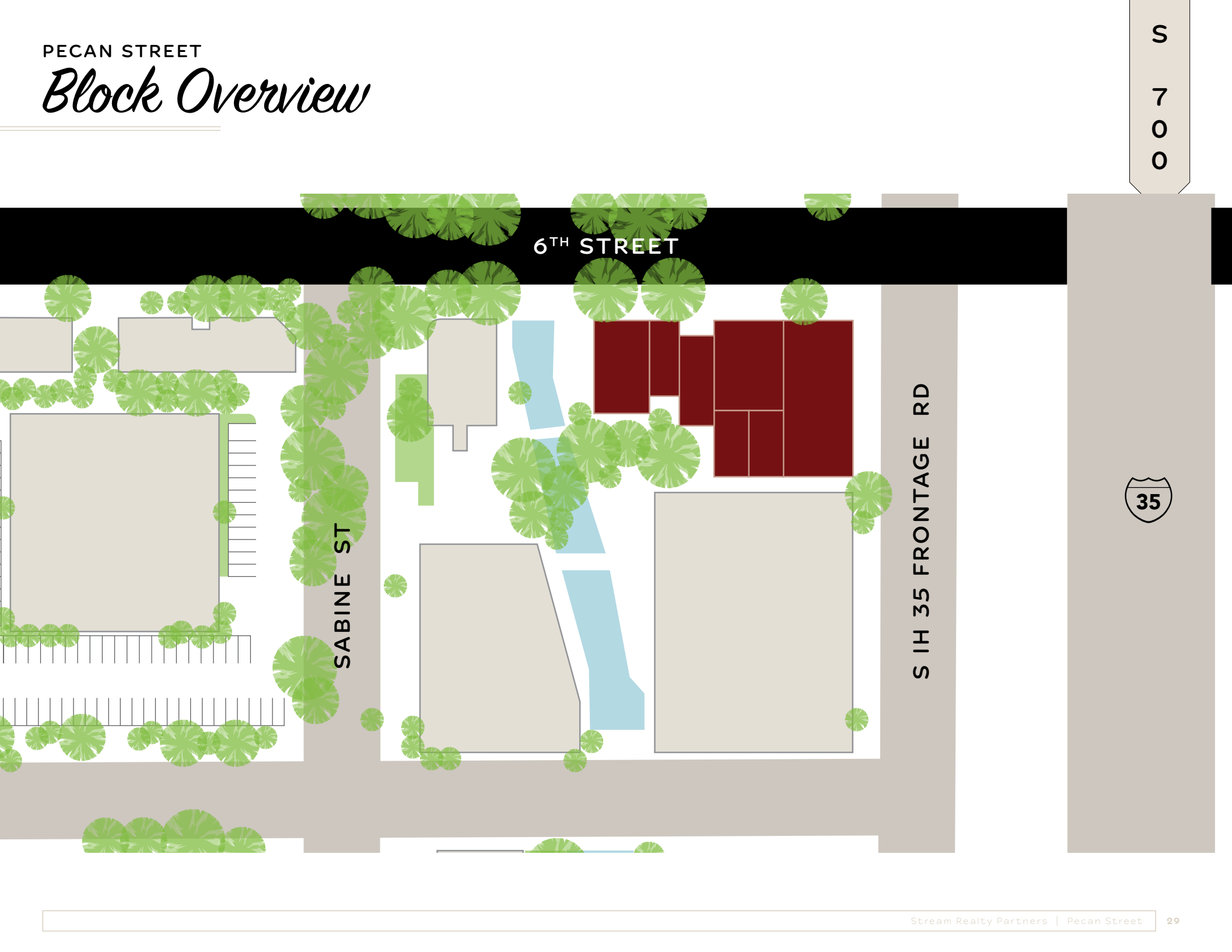




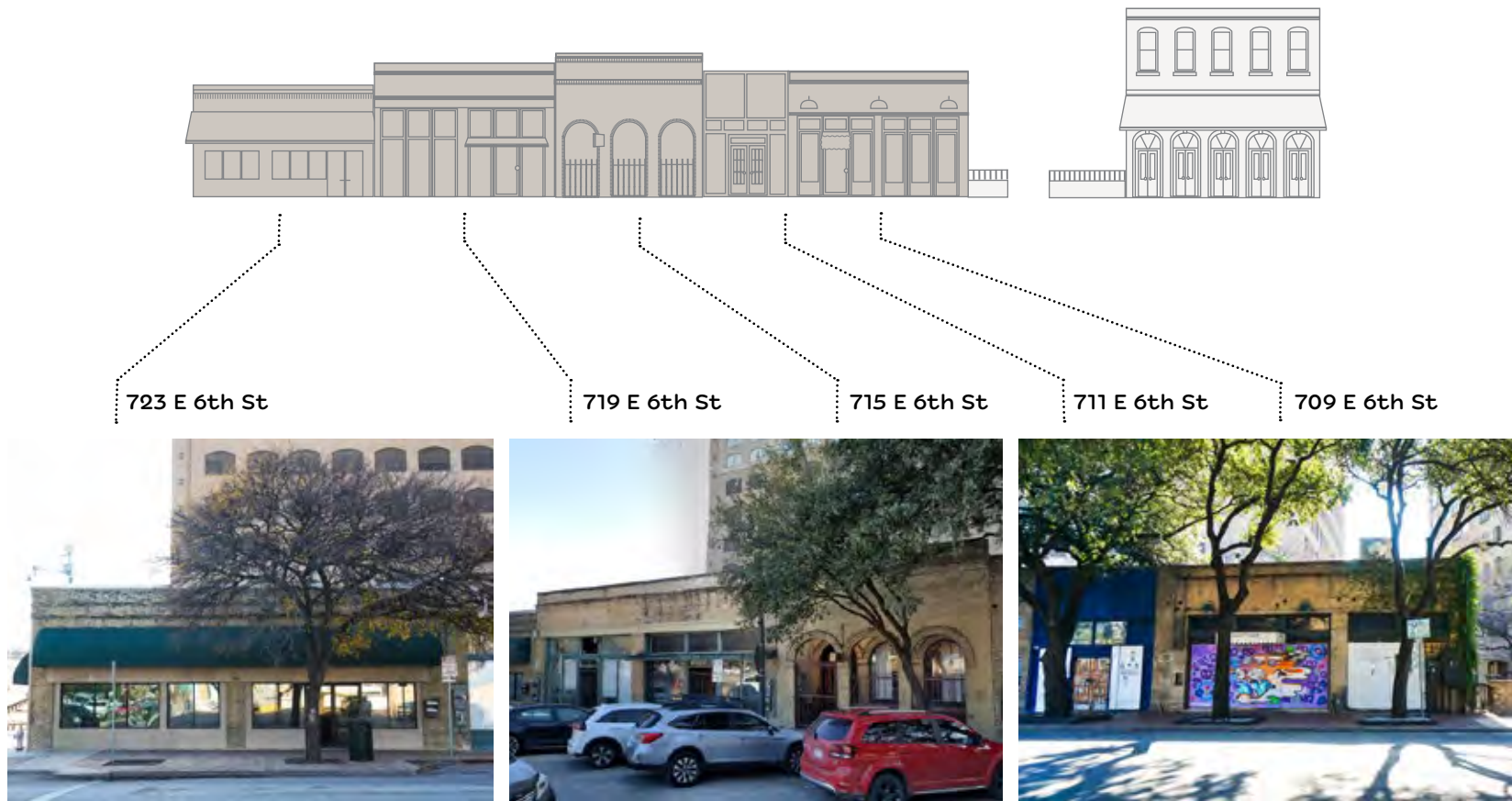
700 Block S

PECAN STREET

Block Overview



Current Block Overview



The Vision



The Vision

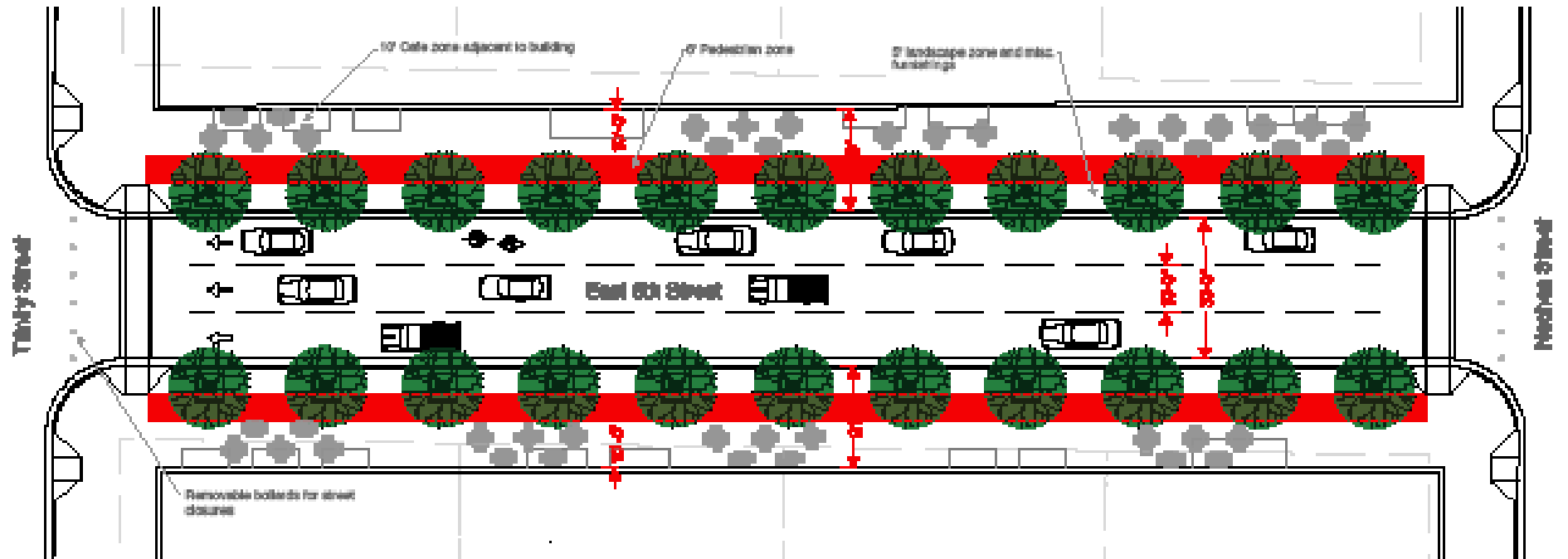




The Neighborhood

PECAN STREET

Future Streetscape



Branding Partnership

SIDECAR PR AGENCY

The redevelopment of Sixth Street presents one of the most unique opportunities to transform the experience of Downtown Austin. Taking an area known more for its raucous bar scene and transforming it into a dynamic district with daytime activation that appeals to a larger demographic requires an integrated, thoughtful approach to the entire experience.

Collaborating with the ownership group, key project partners and community stakeholders, SideCar PR will develop and execute a comprehensive multi-year branding and communications plan that supports the project's overarching vision and goals to become a must-experience landmark for locals and visitors alike.

Collaborative Projects



Dairy Block



Union Hall



Rev360

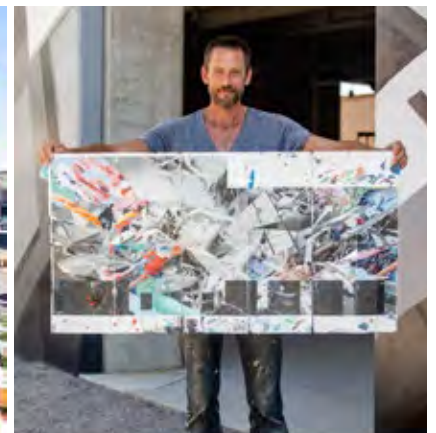


Platte Street Plaza



Shantell Martin





Waller Creek Renovation



OPEN SPACE AND PEDESTRIAN ACTIVITY CONCEPT



ILLUSTRATIVE PLAN THIRD TO SEVENTH STREETS