



Pecan Street

AUSTIN, TX

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PECAN STREET

The Backstory



1839
Edwin Waller's plan for Austin creates Pecan Street, later known as 6th Street

1871
Houston and Texas Central Railway line arrives in Austin, terminating just north of Brush Square

1884
Pecan Street renamed 6th Street

1891
Streetcars electrified

1959
Interstate 35 is completed, creating a barrier between east and west Austin

1978
Pecan Street festival begins

1979
6th Street listed in National Registry of Historical Places

1860
Buass Gardens, occupying 6th and Trinity and most of the 400 block, features Austin's first live music venue from 8 octave piano

1872
Former Slave E. H. carrington opens Grocery at 518 E. 6th, the first of 17 African American business to thrive on the north 400 and 500 blocks of 6th from the late 1800s into the 1940s

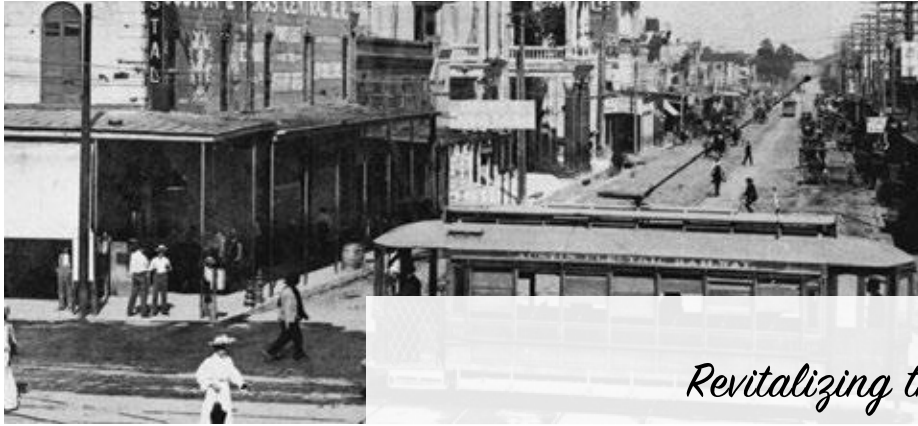
1886
Driskill Hotel completed

1897
Joe Lung opens first Chinese restaurant in Austin on 6th and San Jacinto

1923
El Original, Austin's first Tex-Mex restaurant, opens on the 700 block of 6th

1978
Clifford Antone opens first R&B venue, reawakening 6th Street

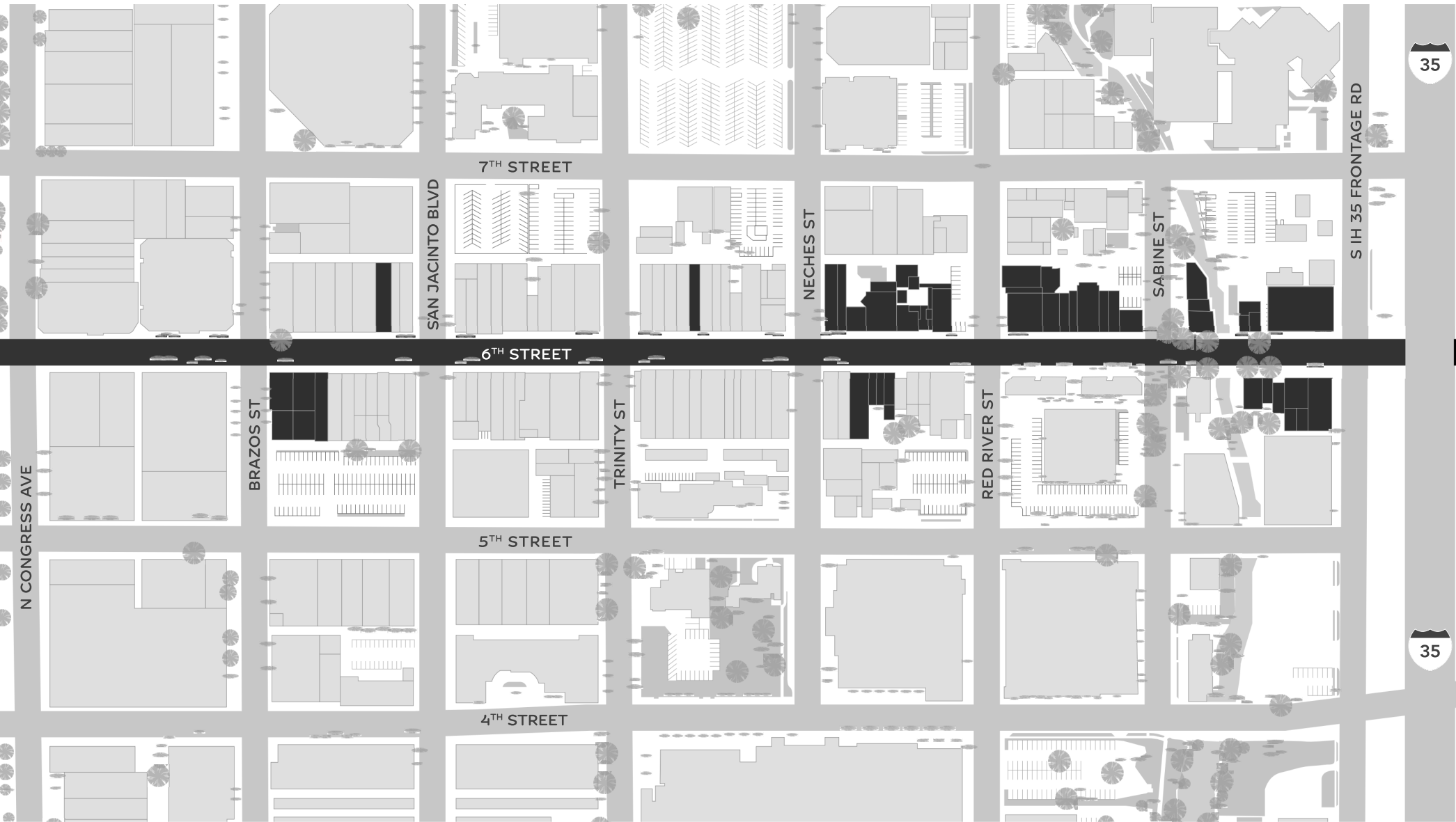
The Goal



*Revitalizing the heart of Austin, while
preserving its historic roots*

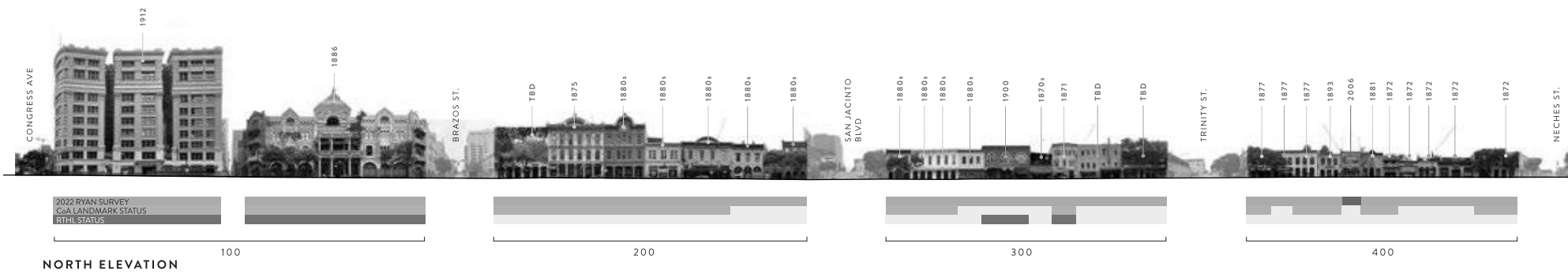


Block Overview



PECAN STREET

Block Elevation



KEY

2022 RYAN SURVEY

CoA LANDMARK STATUS

RTHL STATUS

CONTRIBUTING STRUCTURE

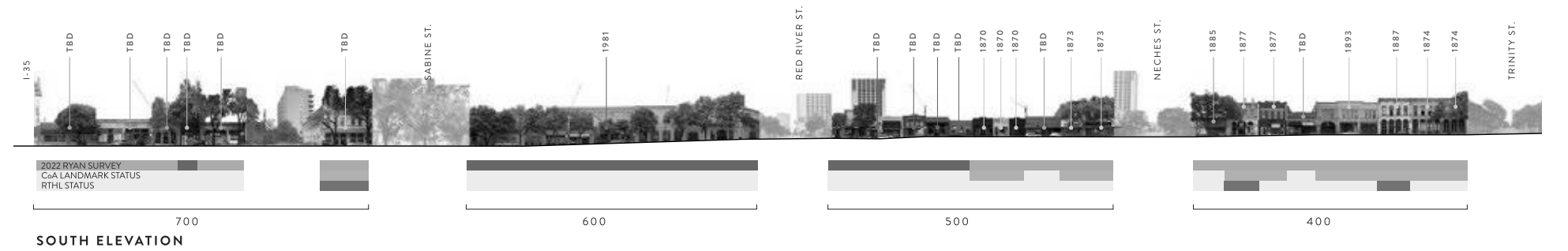
CoA HISTORIC LANDMARK

RTHL

NON-CONTRIBUTING STRUCTURE

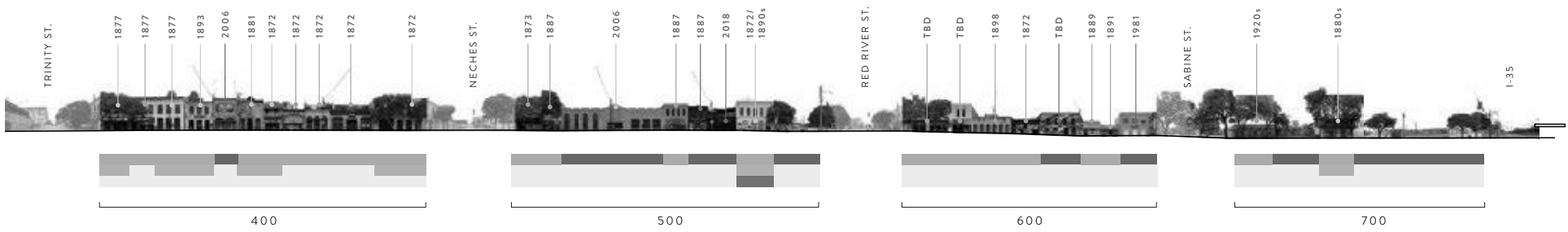
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NO RTHL STATUS

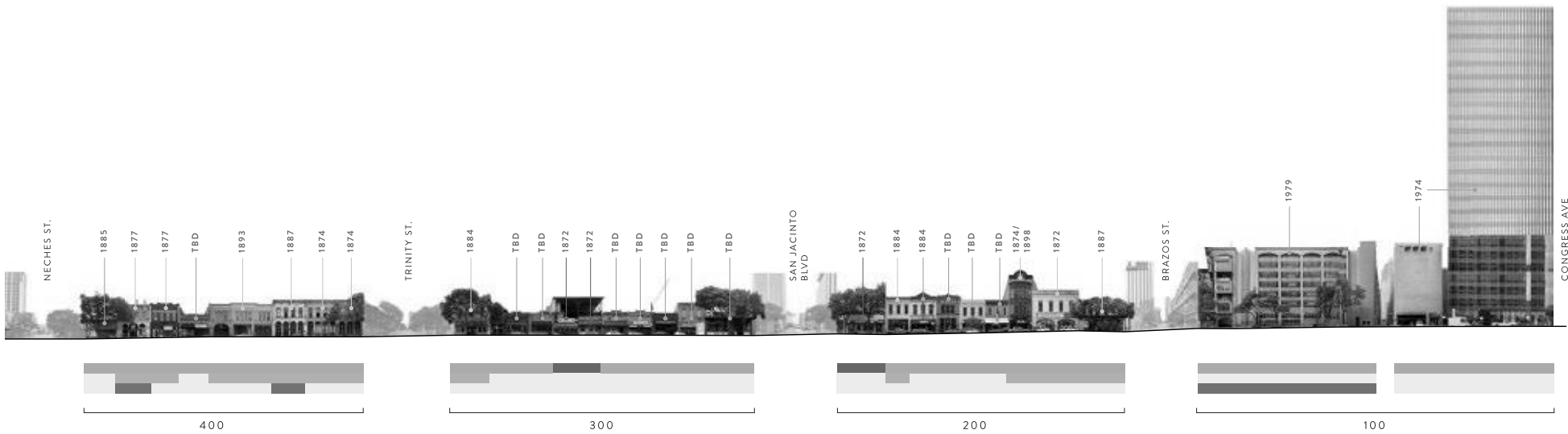


PECAN STREET

Block Elevation



NORTH ELEVATION





200 Block

PECAN STREET

Block Overview



Current Block Overview



208 E 6th St



201 E 6th St



201 E 6th St





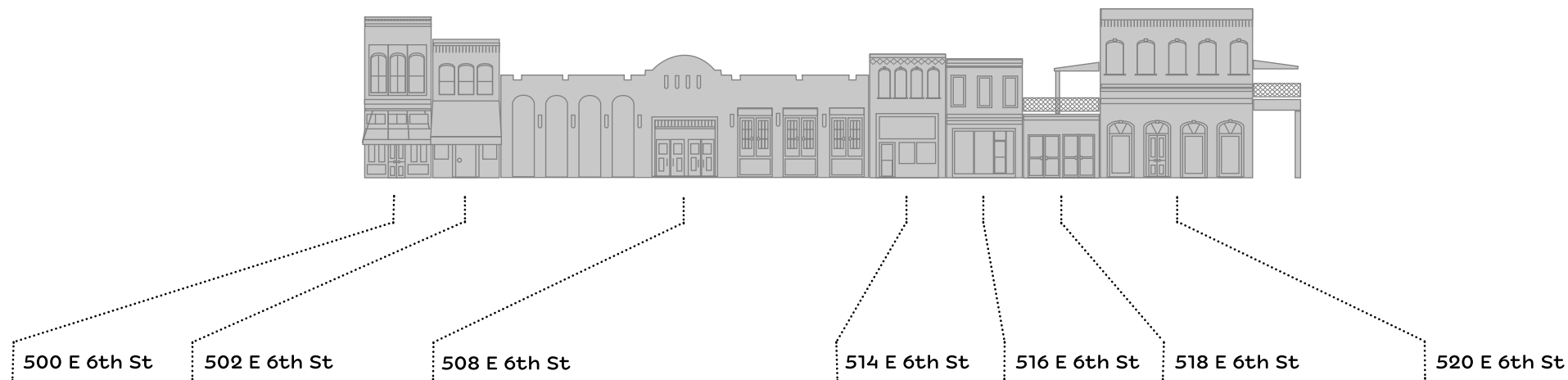
500 Block N

PECAN STREET

Block Overview



Current Block Overview



PECAN STREET

The Inspiration

N

500



PECAN STREET

The Vision



PECAN STREET

The Vision

N
5
0
0

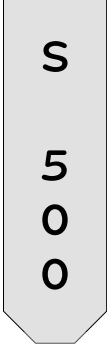




500 Block S

PECAN STREET

Block Overview



Current Block Overview



513 E 6th St



511 E 6th St



509 E 6th St

505 E 6th St





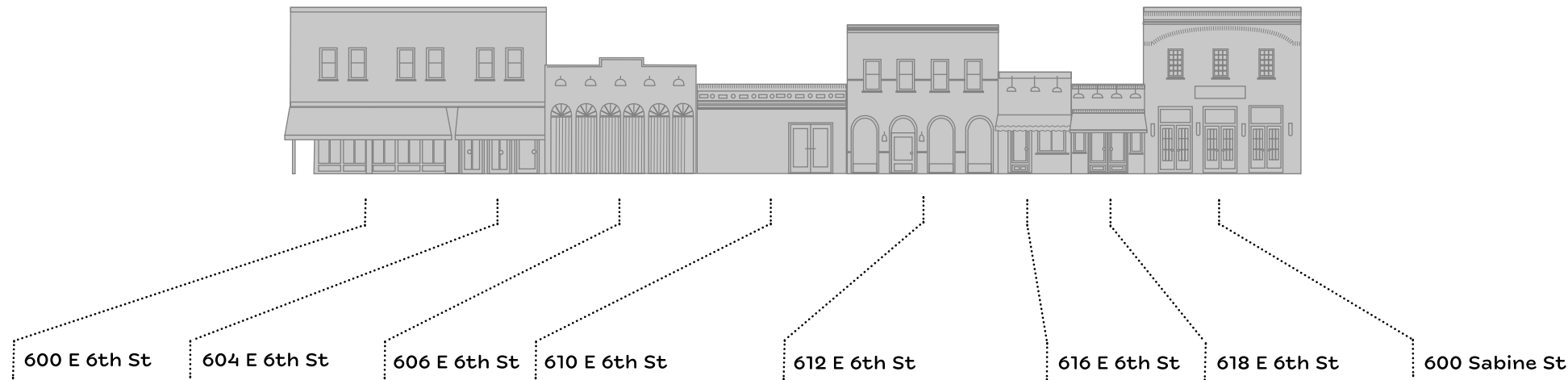
600 Block

PECAN STREET

Block Overview



Current Block Overview



PECAN STREET

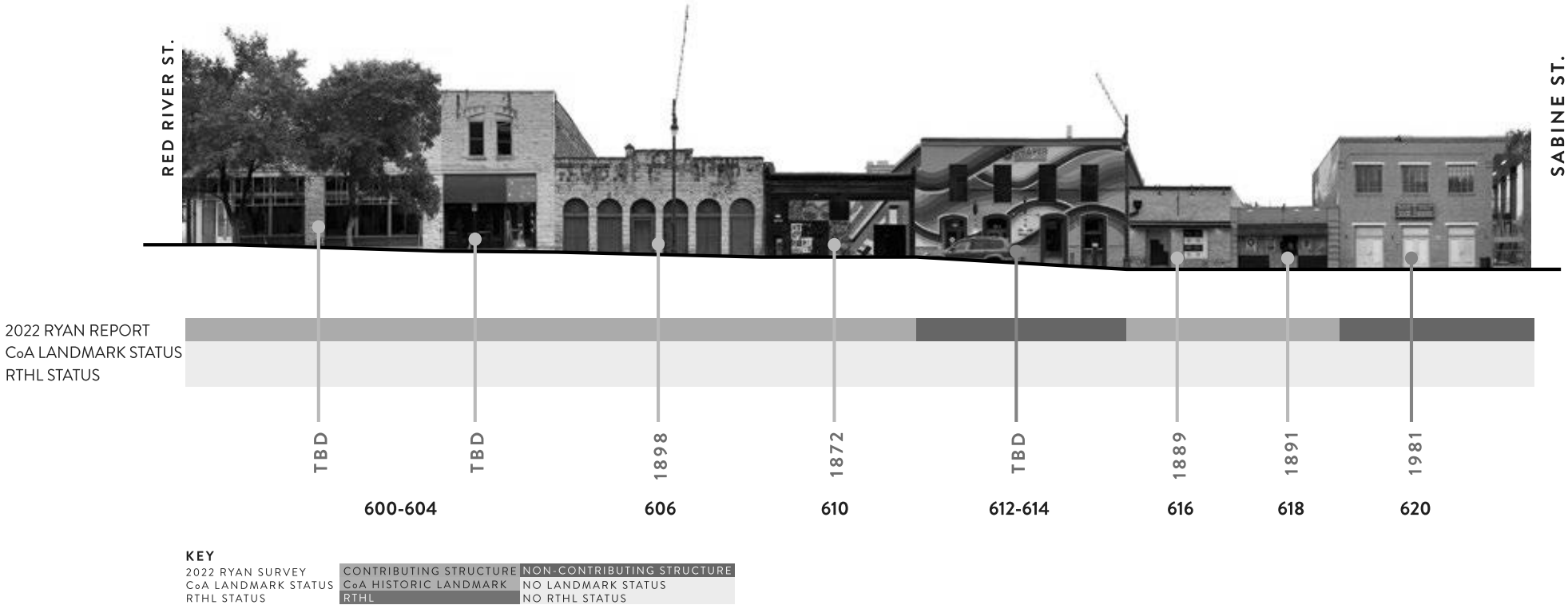
The Inspiration

6
0
0



PECAN STREET

The Vision



The Vision





700 Block N

PECAN STREET

Block Overview



Current Block Overview



700 E 6th St

710 E 6th St

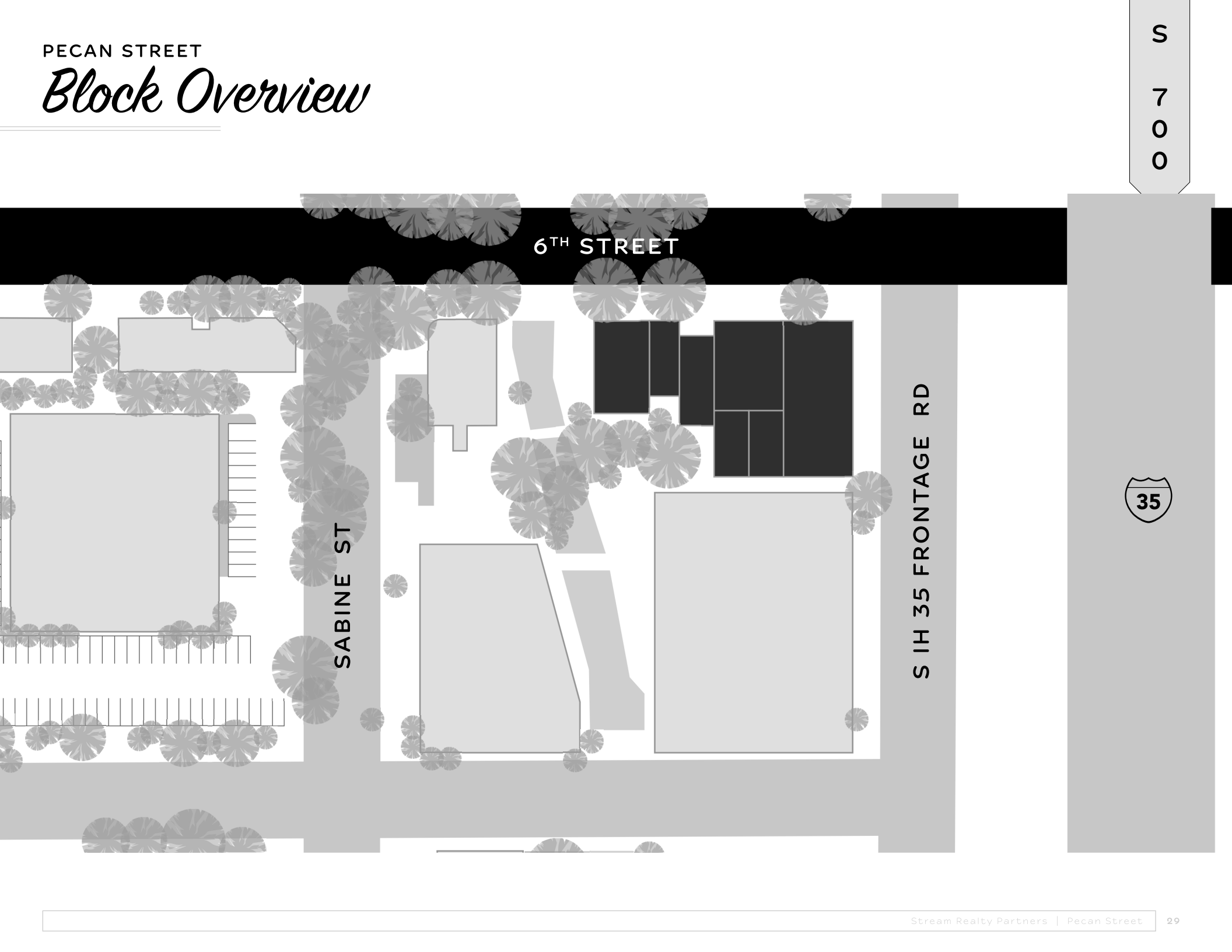




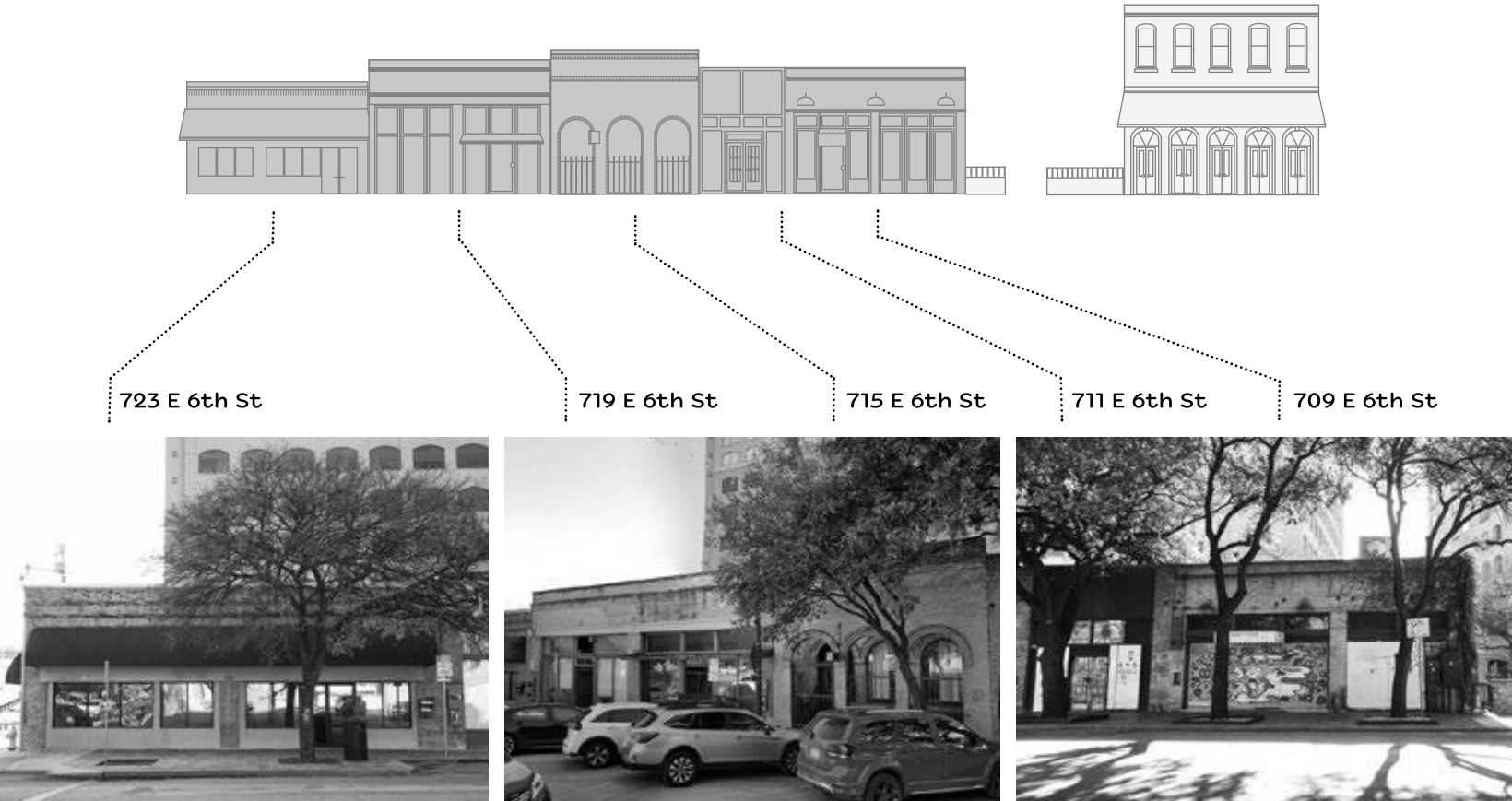
700 Block S

PECAN STREET

Block Overview



Current Block Overview



The Vision



The Vision

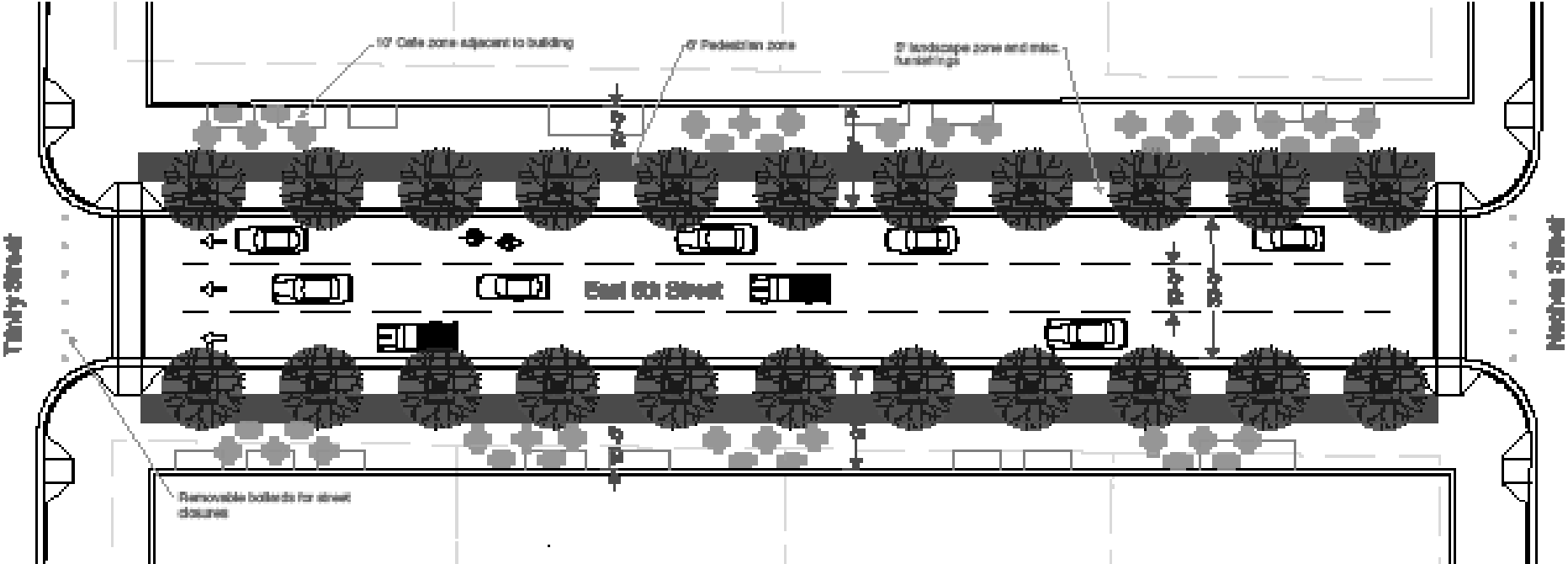




The Neighborhood

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





