**PROJECT BACKGROUND**

**Live35**
To celebrate Austin’s cultural and community diversity, TxDOT launched Live35, an aesthetic design program for the I-35 Capital Express Central project.

Live35 is connecting communities and cultures through Locally Influenced Visual Enhancements.

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**Capital Express Central Project Limits**

**Project Background**

- To identify community-facing aesthetic concepts and solutions through a participatory process that engages the community.
- To provide TxDOT with cohesive, consistent visual guidelines that promote opportunities to proactively design aesthetic elements along the I-35 corridor.

**Goals**

- Learn about the cultural and historical elements of each district and neighborhood.
- Get feedback on preferred aesthetic treatments of design elements/features.
- Obtain understanding of preferred locations for design elements.
- Gain a clear understanding of community language regarding aesthetic treatments to the corridor.

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**CULTURAL AREAS & DISTRICTS | BACKGROUND & INFLUENCES**

Sharon cultural groups have been attracted to Austin throughout its history, including immigrants from Europe, Africa, Latinx, and near in recent years. All of these groups have created places of residence and community centers for social development and tourism. Today, these diverse and vibrant communities continue to thrive and contribute to Austin’s cultural identity.

The images below represent a snapshot of the cultural diversity within each district and will be used as a guide to gain a greater understanding of the culture, history, and community of the area. This information is intended to support the Capital Express Central project's efforts to enhance the aesthetic, cultural, and historical experience along the I-35 corridor.

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**HYDE PARK**

The Hyde Park neighborhood is known for its diverse community and cultural heritage. The neighborhood is bordered by freeways and strip-mall heavy thoroughfares.

- **Project Background:**
  - Neighborhood is bordered by freeways and strip-mall heavy thoroughfares.
  - Community is proud of their community garden, which has enriched Austin’s civic and cultural life, including its recent development as a mecca for music fans.

- **Cultural Influences:**
  - Cultural districts help drive economic growth, strengthen the influence of the elements.
  - The neighborhood is a vibrant mix of colorful vintage boutiques and record stores. There are also vintage Austin neighborhood filled with many modest single-family homes.

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**RIVERSIDE**

The Riverside area is home to H-E-B’s most sustainable grocery store. The neighborhood is bordered by freeways and strip-mall heavy thoroughfares.

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