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.

Capital Express Central **Project Limits** DELL CHILDREN'S MEDICAL CENTER

Purpose of Aesthetic Design Program for I-35 Capital Express Central Project

- To identify community-facing aesthetic concepts and solutions through treatments to structural roadside components along the I-35 corridor.
- To provide TxDOT with cohesive, consistent corridor-wide guidance that promotes opportunities to proactively design schematics using an organized and well managed process, while defining the opportunities for adjoining communities to promote their identity.

Goals

Learn about the cultural and

- historical elements of each district or neighborhood area. Get feedback on preferred
- aesthetic treatment of design elements/features.

locations for design elements

Obtain understanding of preferred

 Gain a clear understanding and common language regarding aesthetic treatments to the corridor.

1-35 Live35 was TxDOT began the Austin With input from the public, launched to focus other agencies and organiza-Austin ions, TxDOT prepared the Mobility35 Aesthetic Guidelimitations and other hurdles, focused aesthetics guidelines along I-35 from George-Timeline town to Kyle. Austin's 1928 Maste Downtown Austin Aliance TxDOT and the City of Austin Plan segregated African Americans engaged the Urban Land launched the ongoing Mobility35 Program to Institute (ULI) to prepare strategize short, mid, and an expert evaluation and and Mexican long term needs and Americans to live on recommendations of ompleted. The last alternatives for corridor. the east side of East Austin's I-35 cap and ajor construction Avenue (now I-35). ns bility 35 stitch opportunity. project on the corridor.

How does Live35 relate to other documents and projects?

focus on the I-35

PARKER LANE

This is a tree-lined residential community. A

centerpiece of Parker Lane is Mabel Davis District

Park, a 50-acre park containing a covered picnic

area, a playground, an Olympic-sized swimming

pool, basketball courts and a well-designed skate

CULTURAL AREAS & DISTRICTS | BACKGROUND & INFLUENCES

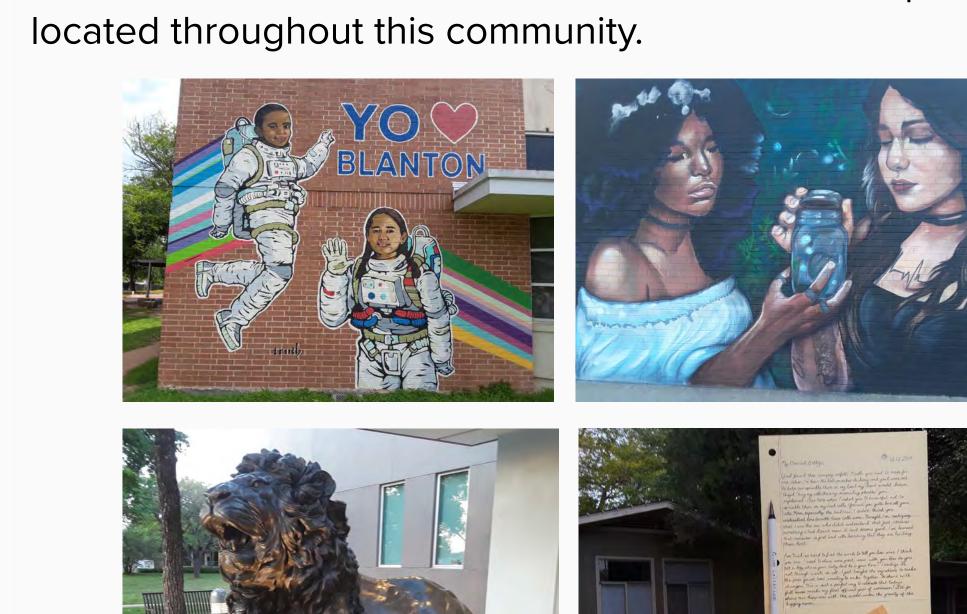
enriched Austin's civic and cultural life, including its recent development as a mecca for music fans. Cultural districts help drive economic growth, strengthen the influence of distinctive local character and improve the quality of life across Austin. The influences from the history, heritage and cultures that define these districts play a significant role in the design of the community-facing aesthetic treatment of structural and streetscape elements along the I-35 corridor.

The images below represent a snapshot of the character of these districts and will be used as a guide to gain a general understanding of the architecture, history and culture of the neighborhoods within the Capital Express Central project limits. The character of the neighborhoods can inspire the designs, materials, colors, textures, size and location of the elements.

Diverse cultural groups have been attracted to Austin throughout its history, including immigrants from Europe, Africa, Mexico and most recently, Asia. All of these groups have

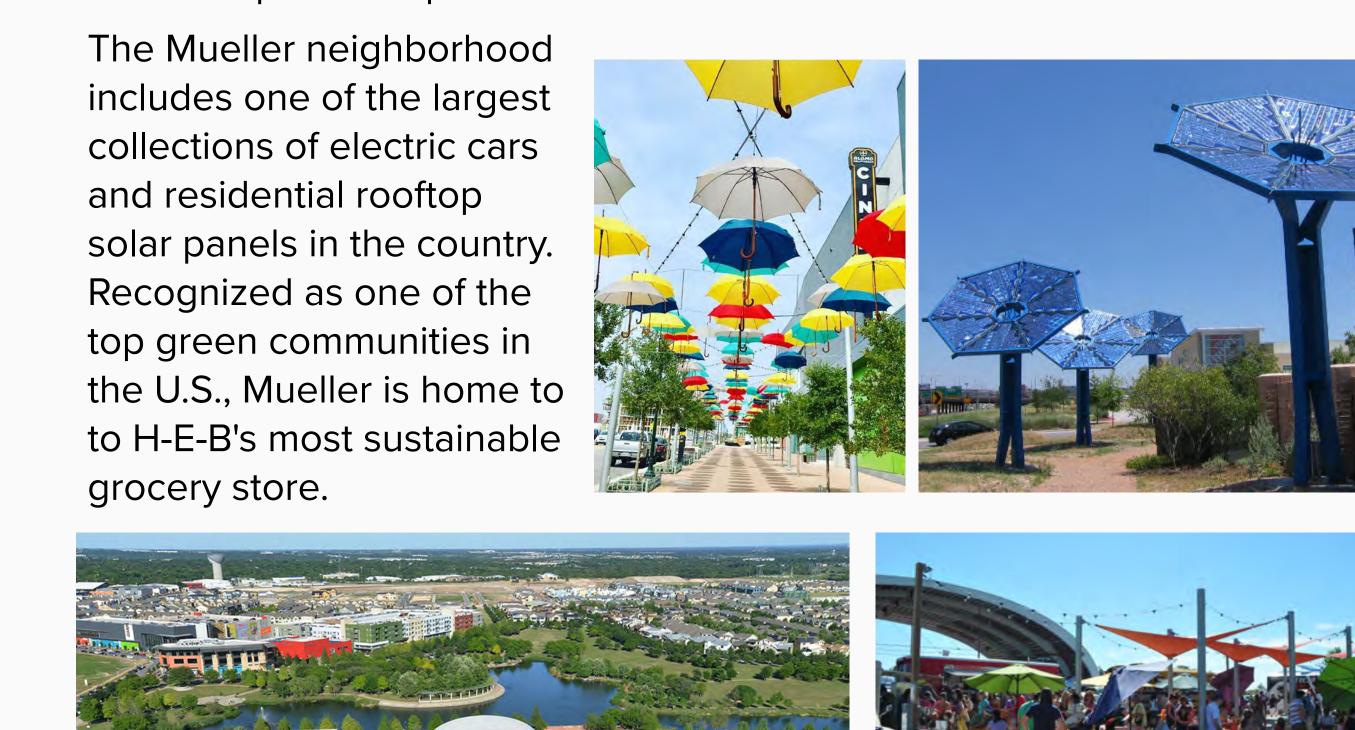
WINDSOR PARK The Windsor Park neighborhood is one of the more diverse neighborhoods in the city, including lifelong Austinites, young

professionals and recent Austin transplants. The population includes 46.9% Hispanic residents, providing a rich cultural influence within the community. The neighborhood is very proud of their community garden, library and Bartholomew Park/pool. This neighborhood is six miles from downtown Austin and includes wide streets, large trees, well-tended yards, classic ranch-style homes and a historic pecan grove along 51st Street near US 183. In addition there are about 30 pieces of public art



Located three miles from downtown Austin and two miles from The University of Austin, the Mueller neighborhood is a new development area on the site of the old Robert Mueller Municipal Airport. All of Mueller's new streets are named after a person who is famous for doing something special in Central Texas. The sunflower sculptures, located near this neighborhood along I-35, are compromised of energy-producing solar panels and are also one of Austin's largest public art projects. There are about 30 pieces of public art located all over Mueller.

MUELLER



The Cherrywood area was once cotton fields, pastures and woods. Post war development in the 1940s and 1950s brought the construction of houses and businesses on this former ranch and agricultural land. It was named for the Cherrywood Road that runs through the middle of the neighborhood. Today the area is a desirable area to live in east Austin, ideally located near I-35 and Airport Boulevard. There are several micro neighborhoods located here with an eclectic mix of pier and beam bungalows, ranch style houses with

beautiful trees lining the streets, there is an abundance of coffee shops and eateries on

the main thoroughfares skirting the neighborhood.

UPPER BOGGY CREEK



Chestnut is a smaller, residential neighborhood with a mix of homes and affordable housing. This largely Hispanic and Black neighborhood is close enough to downtown and the University of Texas that residents can bike to either location. Most of the commercial activity is along 12th Street and Martin Luther King Boulevard, where a few longtime casual restaurants are located and some new businesses have recently moved in. It has ready access to public buses and the commuter train.

CHESTNUT



The Six Square District is formerly known as Austin's African-American Cultural Heritage District, and was the first Black cultural district in the state of Texas. As a part of its 1928 plan, the City of Austin forced Black residents to live within a six-square-mile boundary to maintain segregationist policies. This "Negro District" became the home of Black residents, businesses, schools and churches. What would later become known as the Six Square District, the area birthed the rich heritage and cultural contributions of Austin's Black community. Honoring this legacy, Six Square engages residents, cultural institutions and businesses to preserve the past and shape the future of the district. Six Square has taken the lead on creative placemaking through coordination with partners in city

SIX SQUARE

economic landscape.

planning, urban revitalization and public arts. Community members continue work to anchor the

district as a Black arts and cultural center strengthening community connections and improving the

Named after the labor and civil rights activist, this district is located on the east side of Austin, between I-35 and Pleasant Valley Road. This is one of the oldest areas in Austin and is filled with a blend of cultural influences which make it a favorite place for Austinites to land. Vibrant murals featuring icons like Cesar Chavez and Selena Quintanilla can be seen painted on the sides of businesses. Visitors can embark on the Tejano Walking Trail, a 4.9-mile walking trail that features 24 historic sites of the neighborhood, including Neighborhood Business District is currently working to preserve a small-scale, friendly

EAST CESAR CHAVEZ

atmosphere and deepen the cultural heritage of the area through beautification projects

Riverside is a larger neighborhood in southeast Austin just south of Lady Bird Lake and east I-35. The neighborhood is close to downtown and south Austin, and a hike and bike trail provides direct access to downtown. Strip malls, small businesses and loyal natives boasting a no frills attitude fill the spaces in between the greenery and residential areas. Residents enjoy a scenic view of Lady Bird Lake and the city while taking a walk along the newly constructed boardwalk. The neighborho

RIVERSIDE

which recently relocated to the

park. The skate park was one of the first in the city and attracts skate enthusiasts from all over

