

SITE DESIGN PROPOSAL: 3

What do we do about it?

To address the barrier on Guadalupe, a highly-programmed pedestrian overpass is proposed. It will set the precedent for a forward-thinking, walkable city, which invests as much in its people-moving-infrastructure (or more) as it does in the automobile-moving type.

To address the economic challenge of developing a site in downtown Austin it would be wise for the City to participate, and invest directly in the cultural capital that makes it so unique. The parcel is situated symbolically in front of the Auction Oaks, where the City sold all of downtown 100 years ago, and presents a unique opportunity to create a civic monument adjacent to Republic Square.

Revenues from a residential tower on the site can help subsidize this civic building, situated prominently in front of Republic Square, with a large, raised public plaza that presents a literal stage for the city. A public lobby will address the plaza, to provide flexible programming of both indoor & outdoor space. Offices and classrooms for cultural organizations and arts-education will be situated above.



SITE CONTEXT: SUMMARY

A number of important things are happening nearby, notably the development of Seaholm and the main branch of the public library, as well as increased pedestrian access along and across Shoal Creek. Republic Square has recently been renovated and re-programmed. Similarly, West 3rd has been planted with trees and lined with protected bike lanes.

Nonetheless, the hard barrier of Guadalupe has created an edge to which many buildings, notably the "W" and the Hobby Building, have turned their backs, creating a pedestrian dead-zone which is centered on the block in question. We believe the need to aggressively confront this barrier is warranted, in order to provide a crucial east-west pedestrian link from the commercial core on Congress Avenue to the new civic center at the Library-Seaholm nexus.

Finally, in downtown Austin land values have increased so dramatically that only class-A office and luxury condos can drive rents high enough to finance development. To avoid selling out, quite literally, the City needs to make bold moves to support, and foster, the culture that brings it to life.



AUSTIN MUSIC HALL

The City has wisely decided to invest in the cultural capital that makes it unique. In 2018 a **\$12 million bond** was approved to support "Creative Space." The City is currently seeking RFI's.

www.speakupaustin.org/bond-for-creative-space

This is a proposal for the Austin Music Hall. In partnership with the Austin Independent School District, it will create programming for kids who do not have **access to technical resources for audio art** on campus.

Such as: Recording Studios, Practice Rooms, Computer Labs, Production Equipment, etc.

THE EDUCATIONAL COMPONENT HAS A PUBLIC FACE AS WELL:

Revenue from residential tower on site will **subsidize commercial space** for non-profit organizations, e.g. Austin Film Festival.

Two ground-floor **"hole in the wall" venues** will provide intimate spaces on multiple scales for jazz, comedy, film screenings, etc.

The public plaza is a stage for the city. It can be transformed to host concerts during events like SXSW.

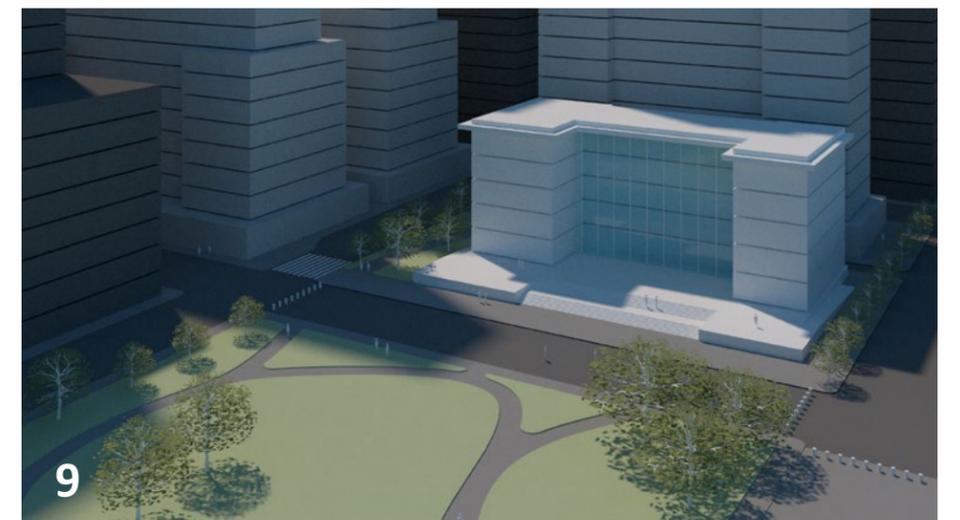
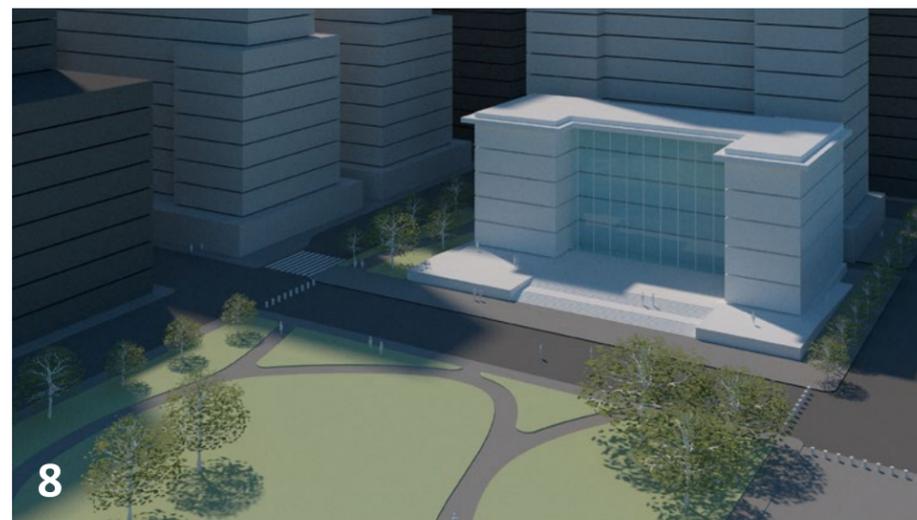
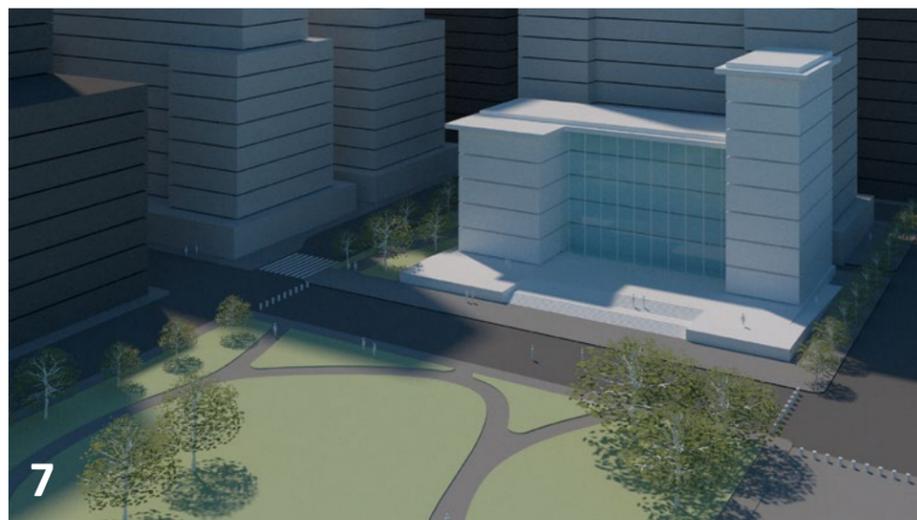
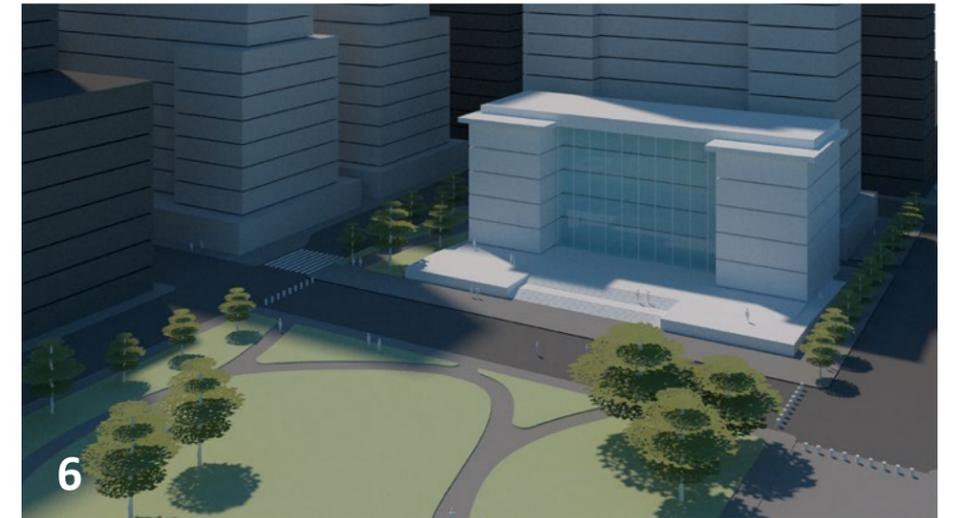
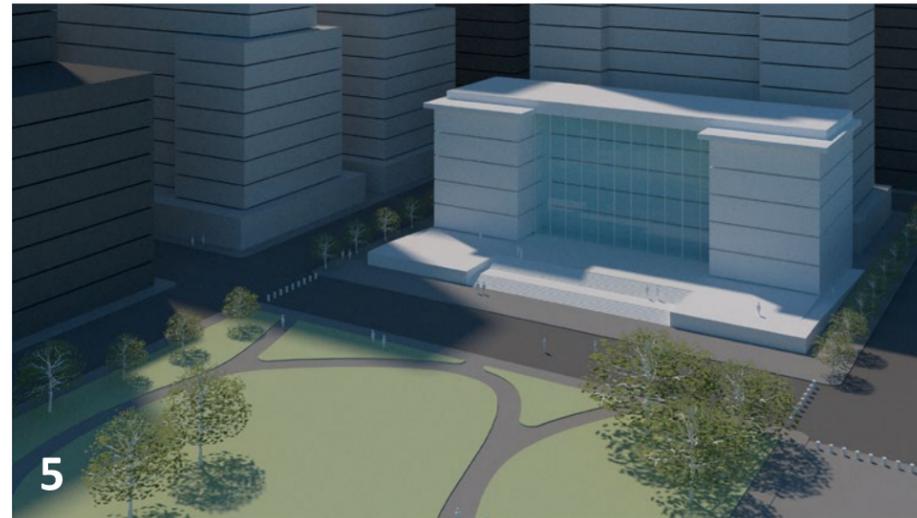
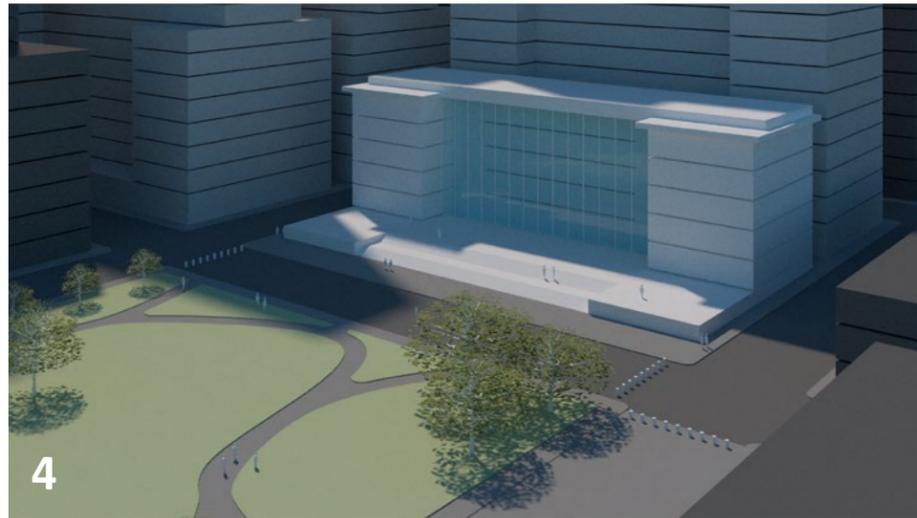
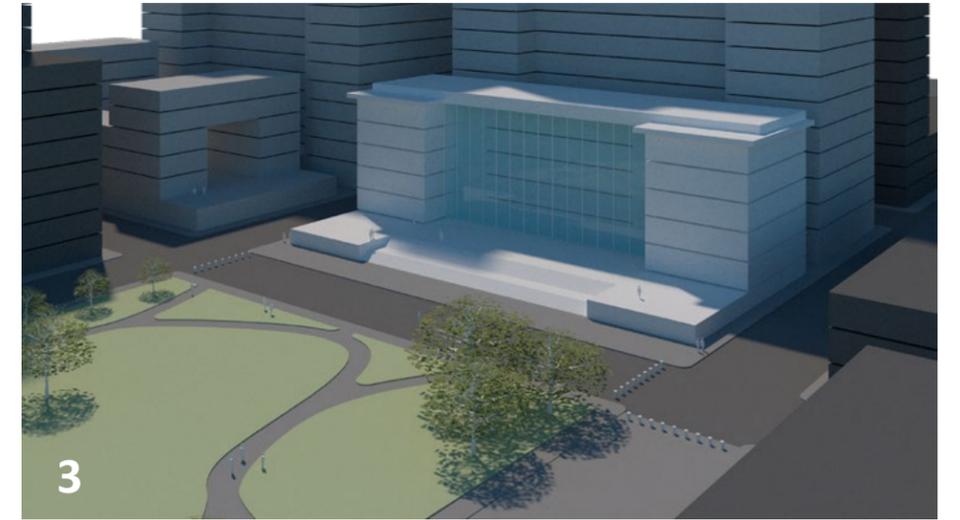
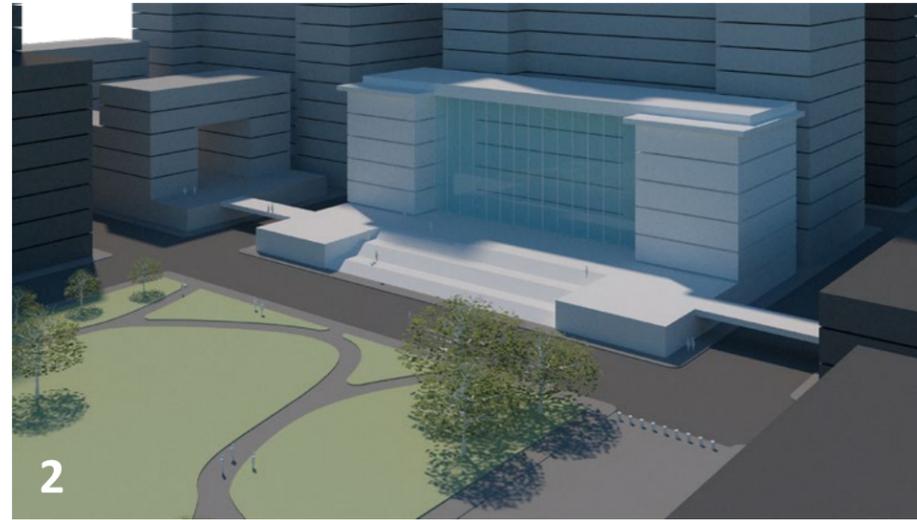
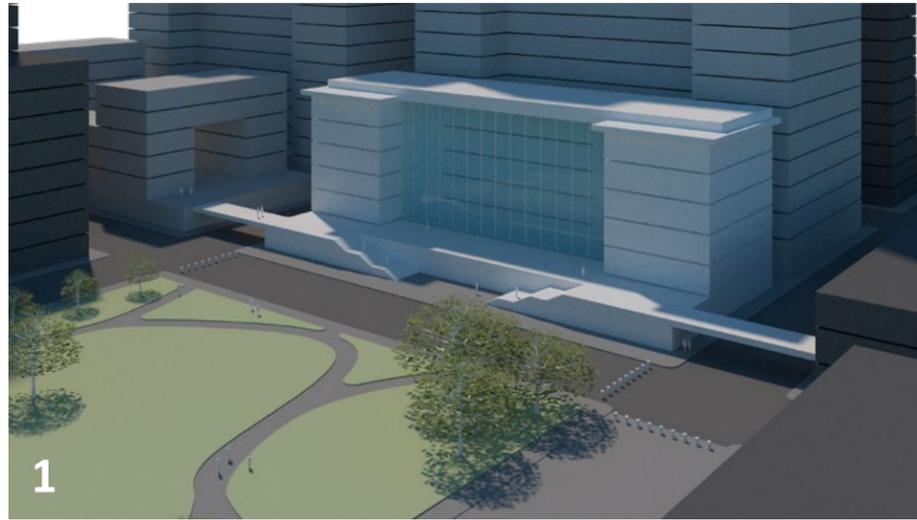
Free screenings of **outdoor movies** will occur during summer months, providing a more permanent venue for Austin's "Movies in the Park" series.

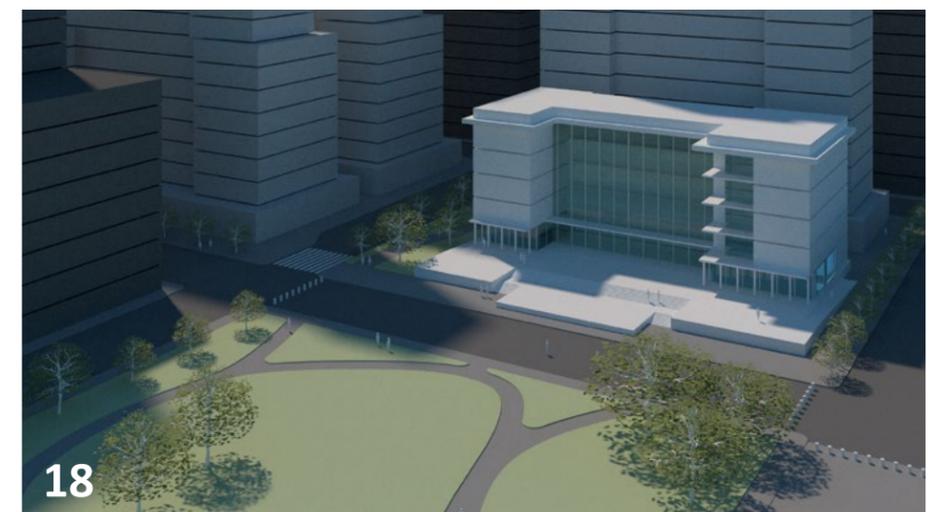
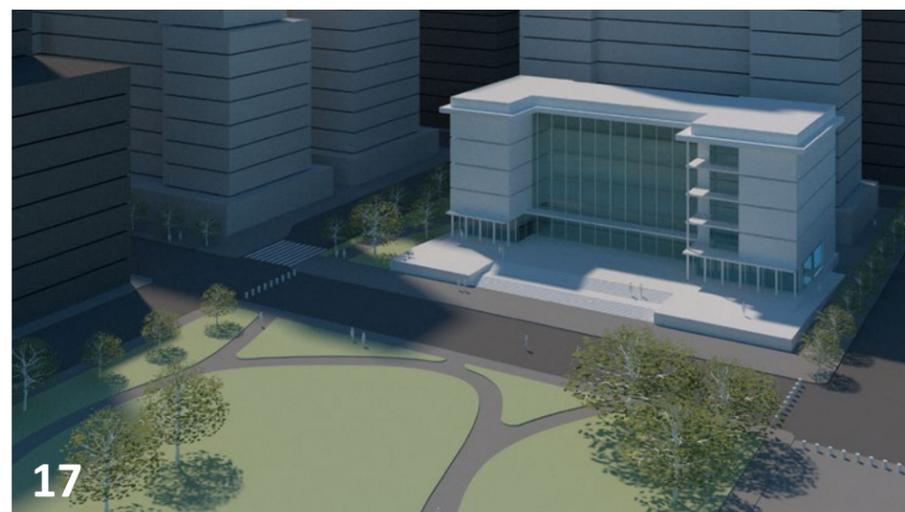
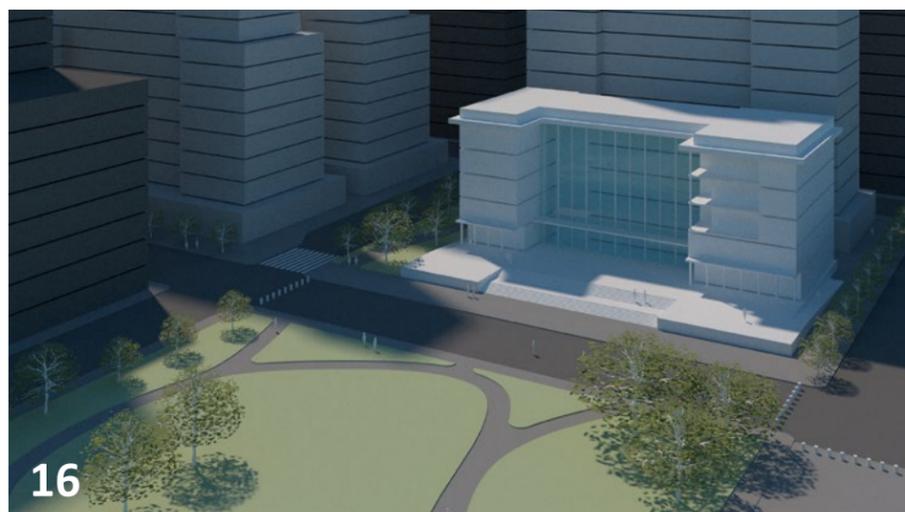
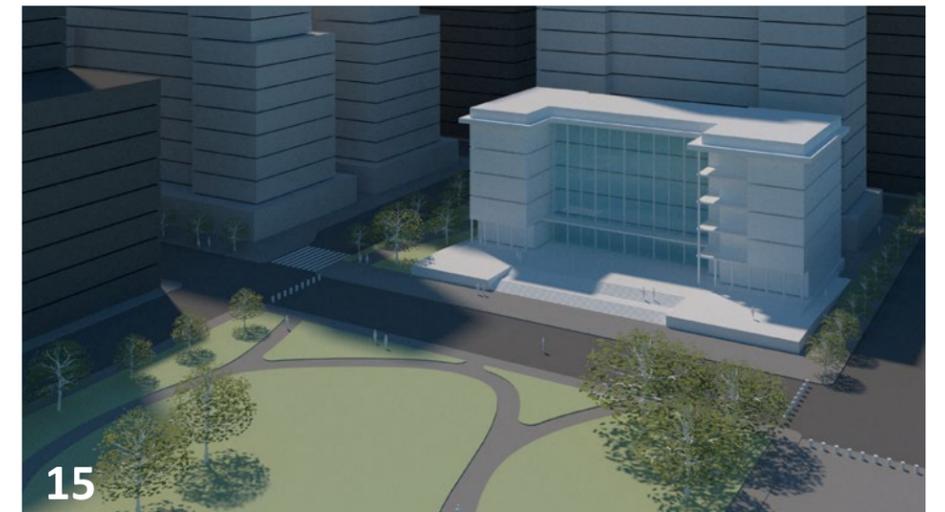
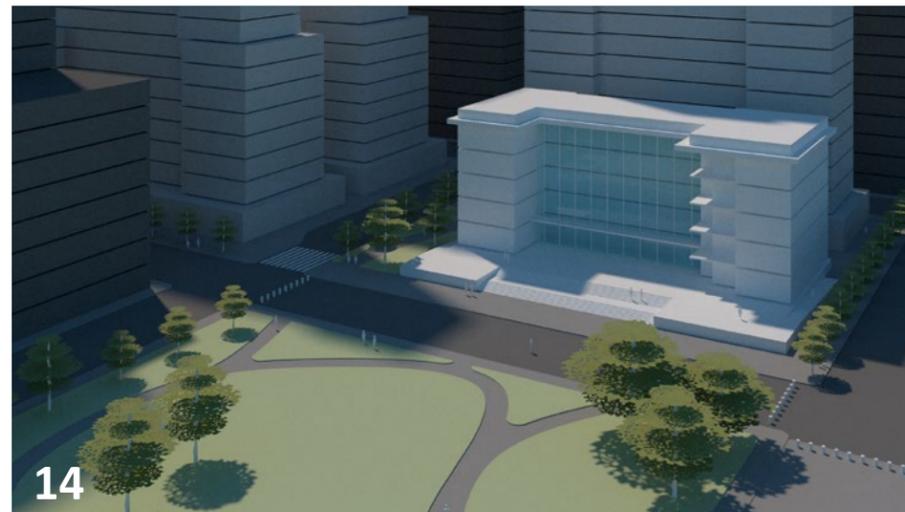
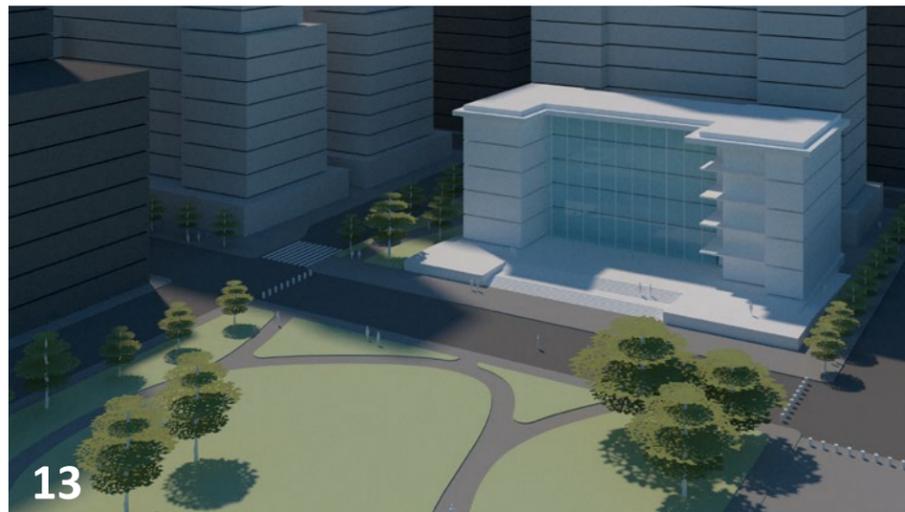
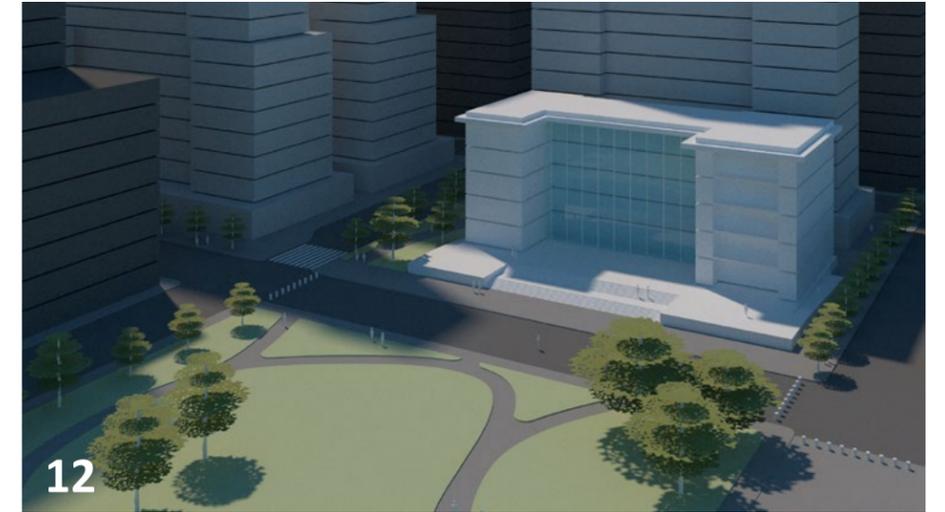
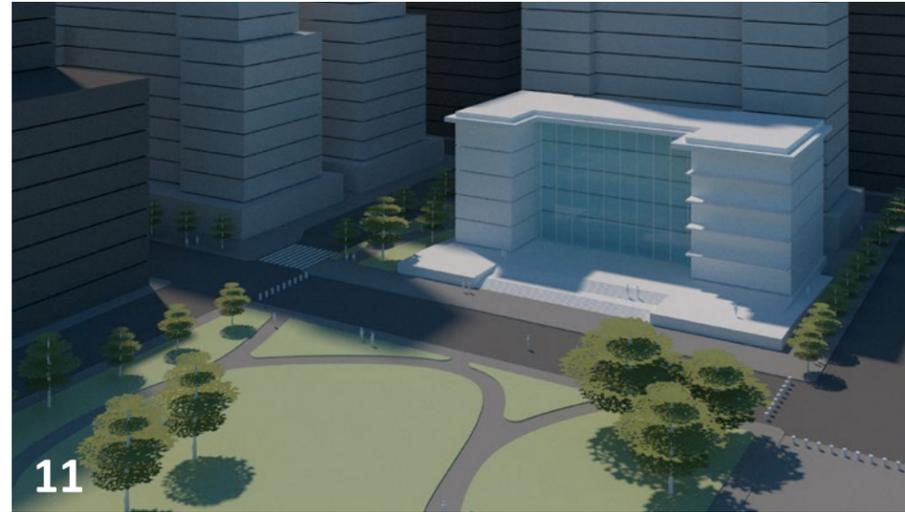
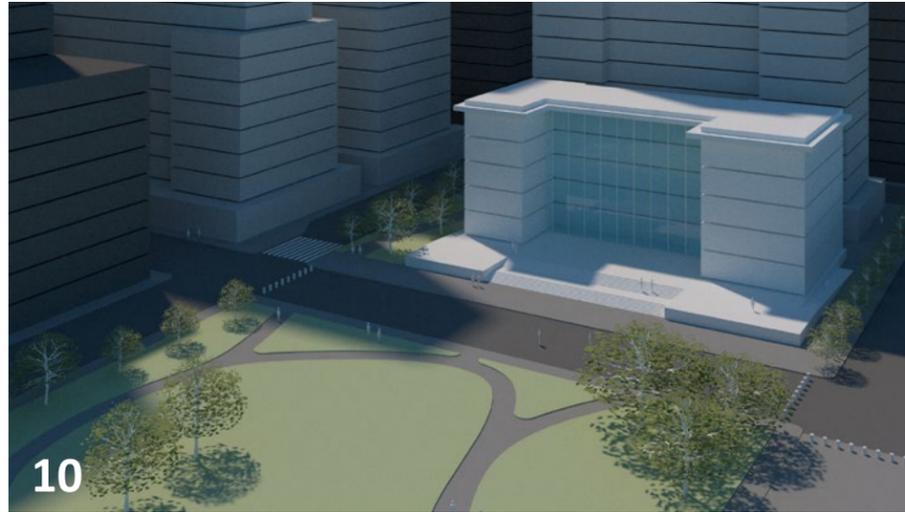
The plaza will be continue to host the Republic Square **Farmers** Market with over twice the available square footage.



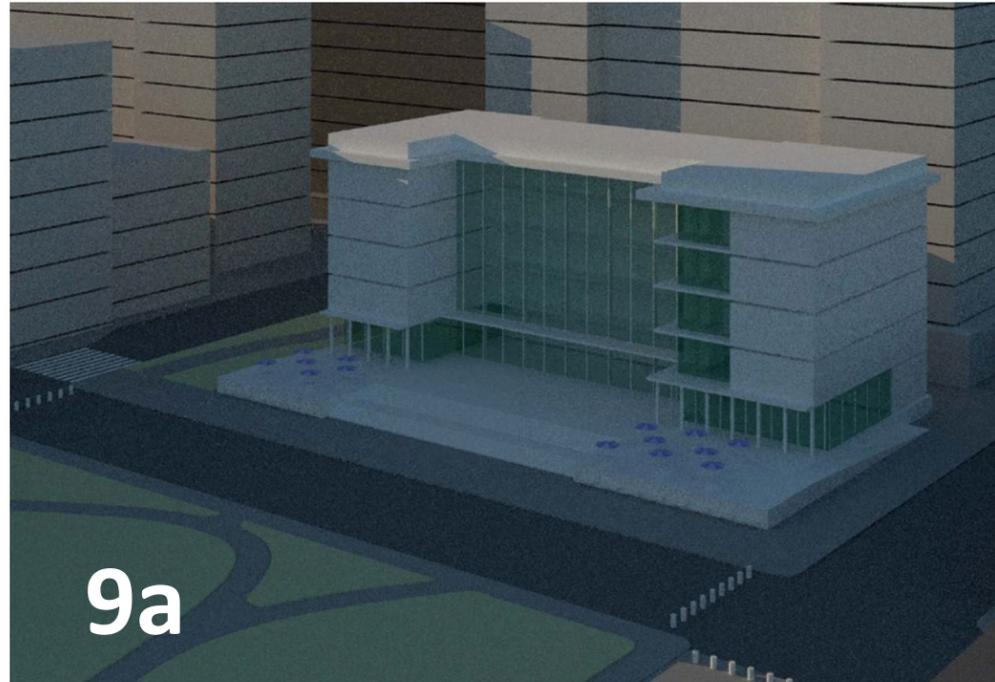
Cultural Arts
CITY OF AUSTIN
ECONOMIC
DEVELOPMENT



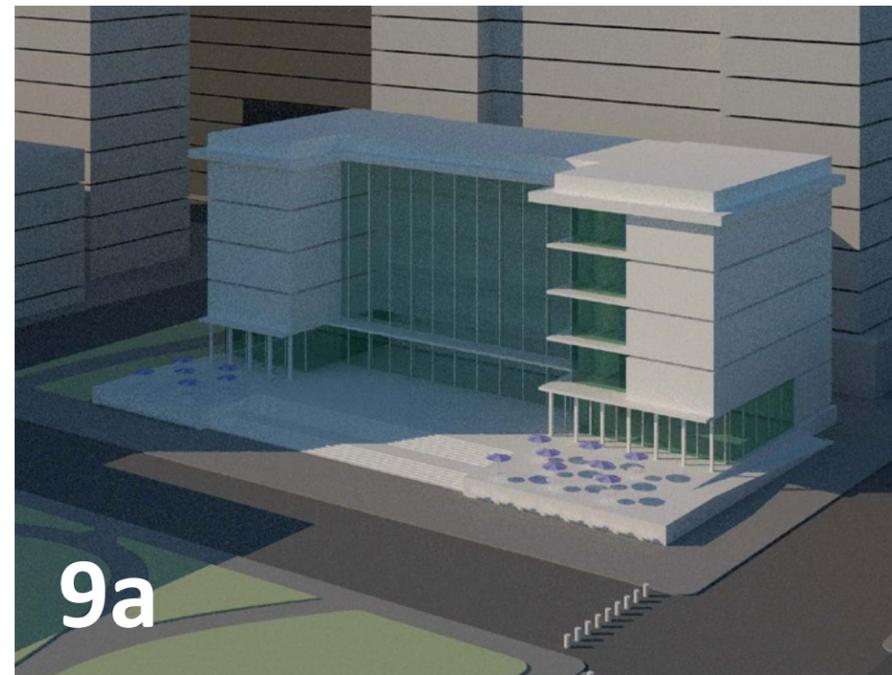




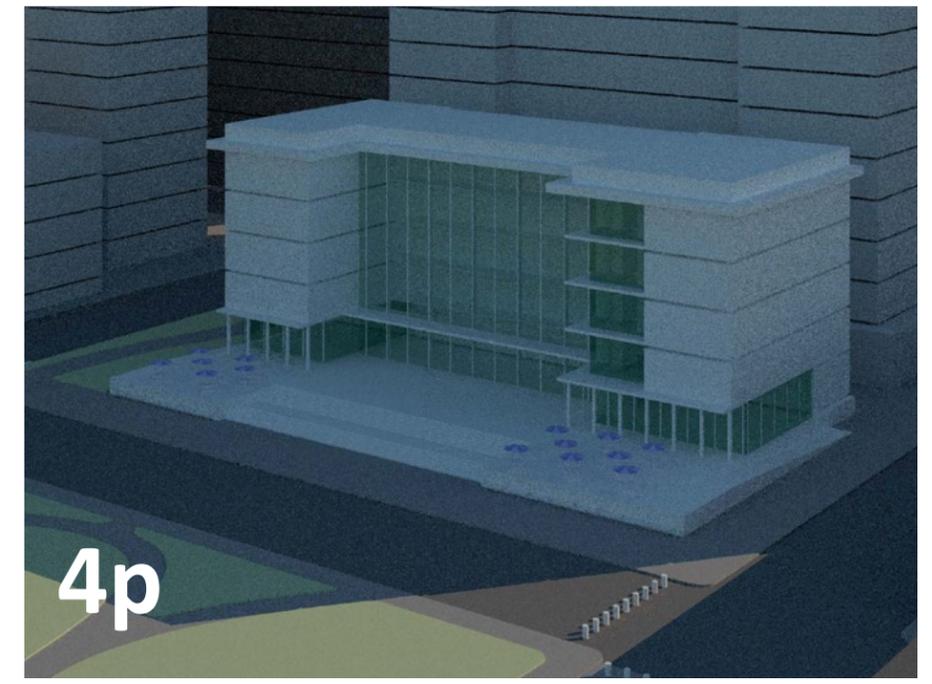
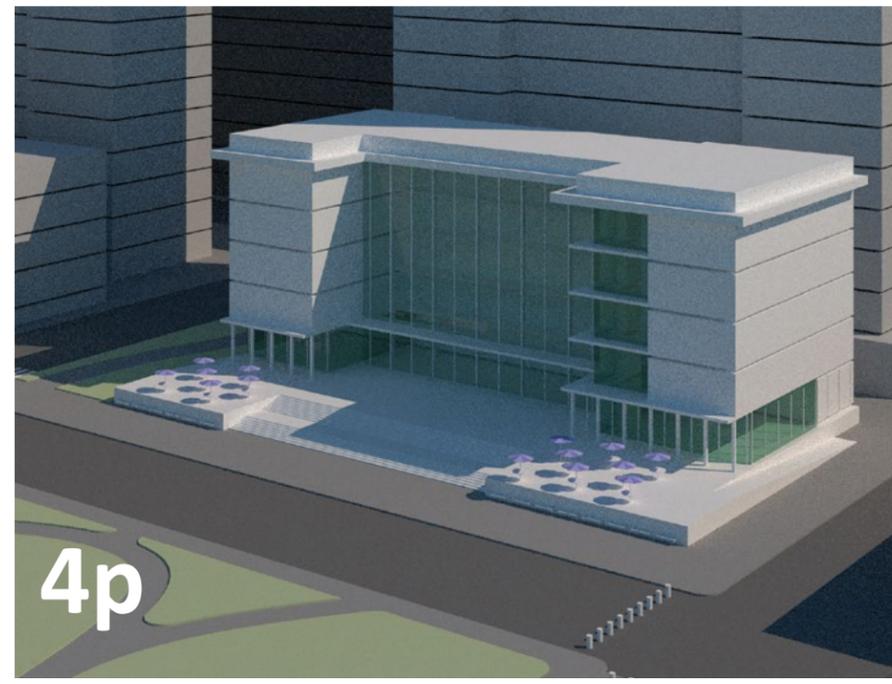
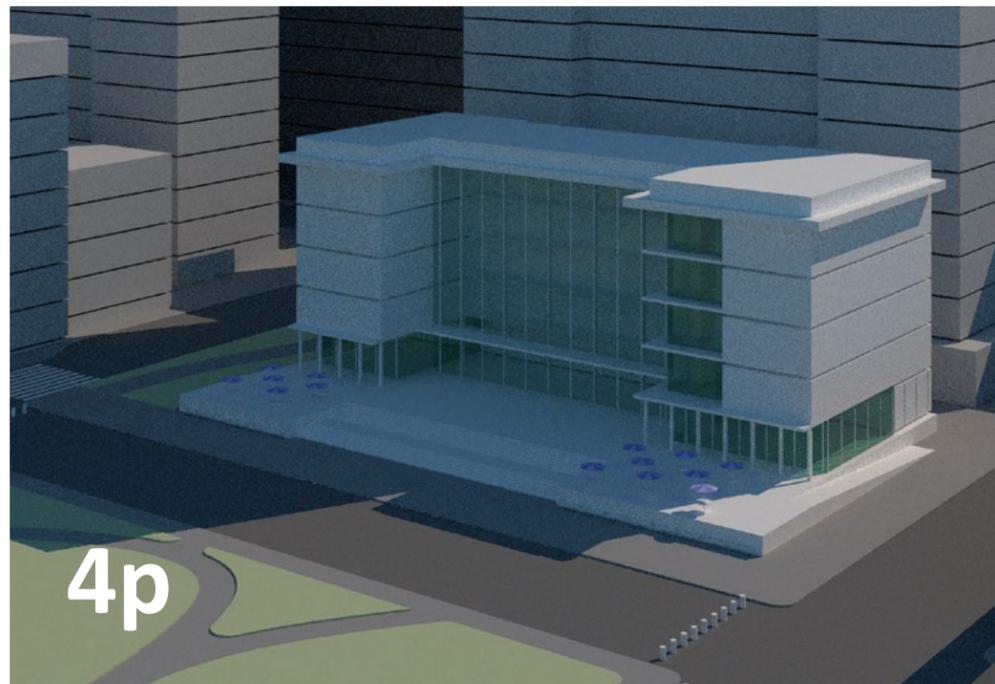
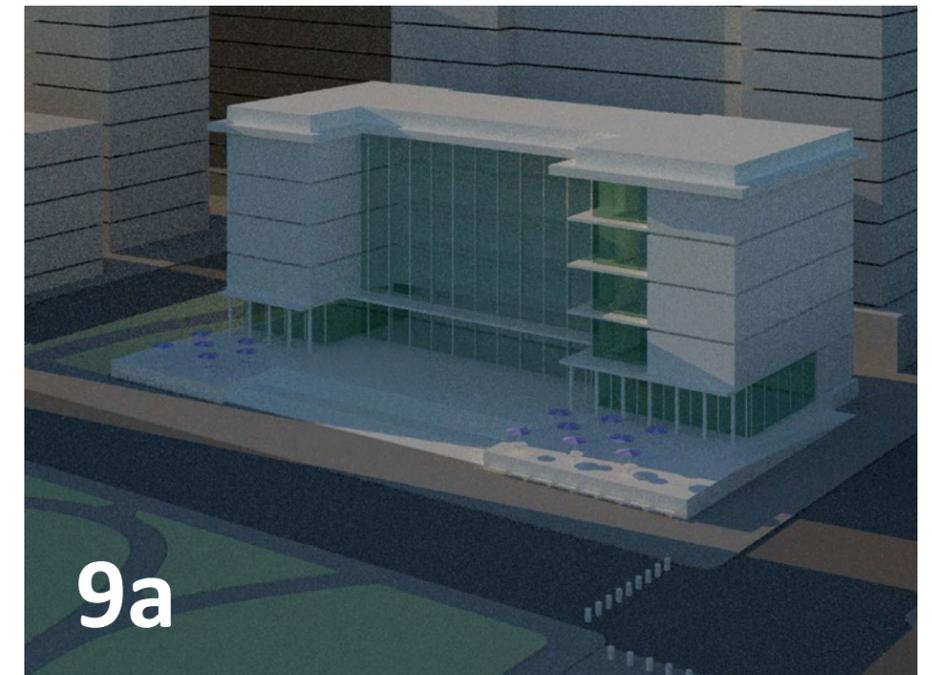
March

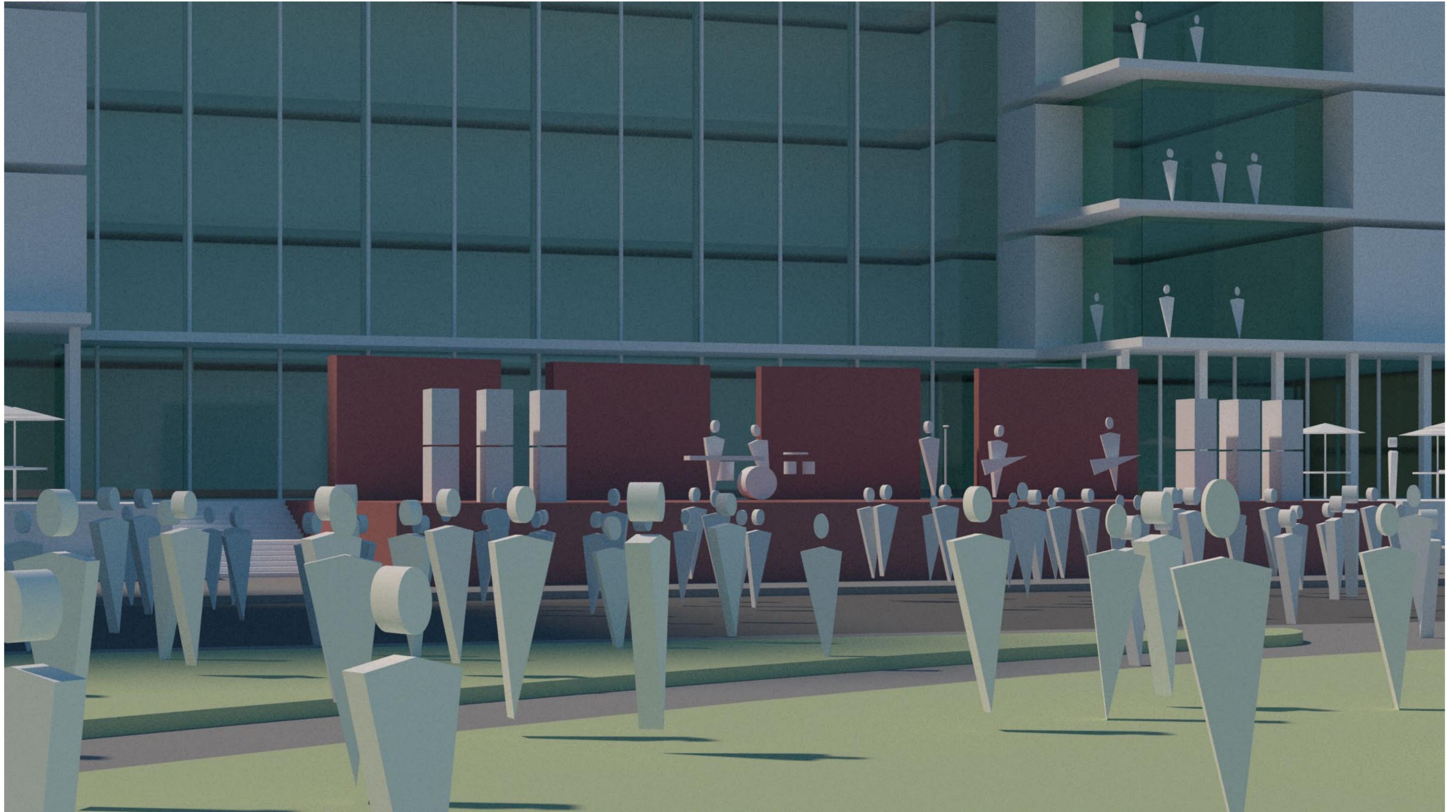


July

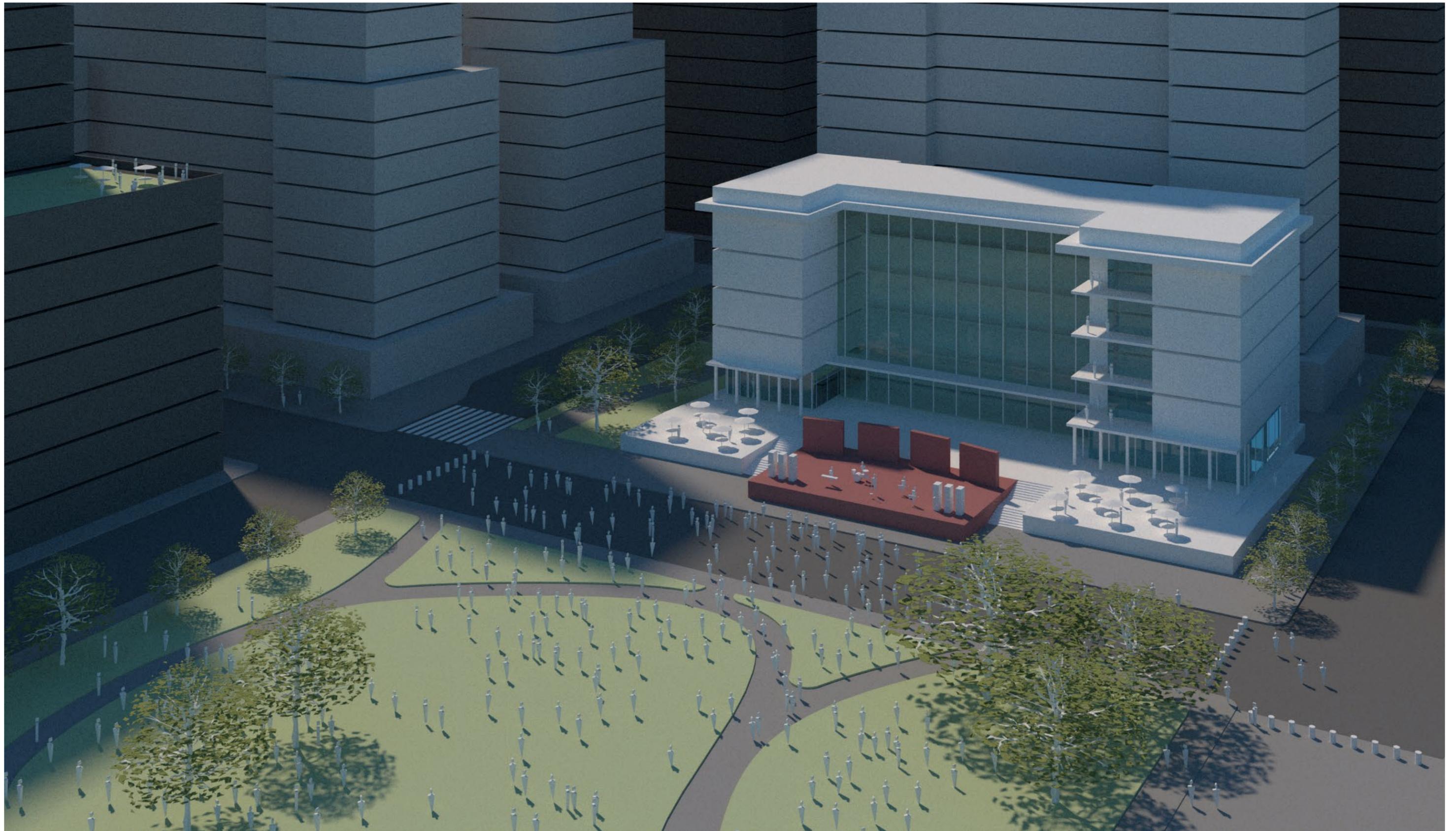


October





Outdoor venue makes possible socially distanced performance viewing.



“Active” Mode: 4 - 6 times per year, for special events.