

# 3 THE TOWN CENTER

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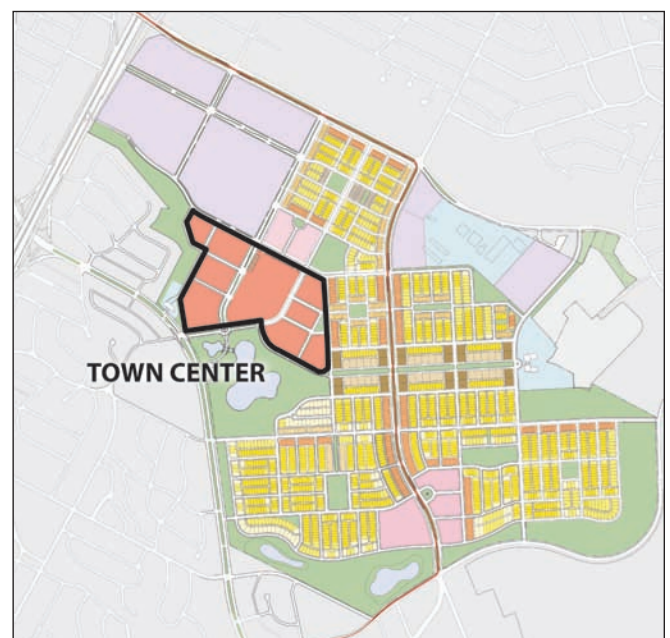
## Introduction

The Mueller Town Center is envisioned as a vibrant mixed-use district at the heart of the new community... a place where residents, workers and visitors are naturally drawn ... a place to shop for everyday needs, to meet friends for lunch or dinner, to enjoy a concert or movie in Lake Park, or just to take a leisurely stroll down Aldrich Street with its unique shops and restaurants. It is envisioned that the combination of local businesses and the friendly pedestrian orientation of the district will make it an attractive destination, not only for the Mueller community, but also for surrounding neighborhoods throughout the City. The configuration and design of the Town Center is predicated on several key criteria:

**Identity:** The Town Center is located at the gateway to Mueller along Airport Boulevard, and overlooking Lake Park, the principal open space of the new community. Aldrich Street, Mueller's Main Street, has a direct connection to Airport Boulevard, giving it regional and citywide identity and visibility that will be critical to its ongoing success and viability.

**Connectivity:** The Town Center is an integral part of the Mueller community and a seamless extension of the surrounding neighborhoods. The pattern of blocks and streets and the perimeter greenway provide direct pedestrian, and bike connections, making it a five-to ten-minute destination from planned transit facilities and most homes within the community.

**Walkability:** The Town Center is a place for pedestrians of all ages. Aldrich Street is designed with shady tree-lined sidewalks with arcades and awnings for prom- enading and outdoor dining. The network of streets leading to it is enlivened by shops, galleries, lofts, small businesses and row houses.





*The Mueller Town Center is envisioned as a convenient and friendly mixed-use district at the heart of the new community – a place where residents, workers and visitors are drawn to shop as well as live, work and play.*



**Convenience:** The Town Center is programmed and configured to be convenient for residents and employees alike. A major grocery store will anchor the district; the grid of streets is designed to promote easy access and mobility for motorists as well as pedestrians; and a centralized supply of shared “orchard” parking is provided within close walking distance of all businesses.

**Diversity:** The Town Center is more than a place to shop. With its mix of apartments, lofts, live-work lofts, shop houses and offices, it is also a great place to live and do business.

**Authenticity:** The Town Center represents the best of Austin. Local retailers, restaurateurs, and other homegrown businesses are encouraged within the district, giving it a distinctive Austin character.

The vision for the Town Center has evolved through the extensive community planning process, and through the more detailed development planning that has taken place with the Master Developer. The development strategy calls for the creation of a diverse mixed-use district with the following key components:

- A grocery store anchor and local-serving retail uses strengthen the role of the Town Center as a daily destination within the community. The grocery anchor is situated at the northern edge of the Town Center linked to Aldrich Street, the main pedestrian spine of the district, by smaller local-serving retail uses.
- Food, entertainment and specialty retail uses anchor the southern terminus of Aldrich Street. Overlooking Lake Park, this part of the Town Center will evolve as a place for social interchange and recreation, featuring special events and celebrations that bring the surrounding community together.
- In between these anchors, and surrounding the Town Center, vertical mixed-use development including residential and office above ground level commercial and retail uses will promote vitality and diversity of activity within the area.
- Parking for ground level retail uses will be centralized within the Town Center to promote the creation of a cohesive and convenient district, and to allow the district to develop incrementally with a finer-grained pattern of uses. An orchard parking lot as well as a public garage are positioned on either side of Aldrich Street.

The ultimate design and implementation of the Town Center will involve the further participation of developers, users and tenants, architects and designers. Prior to the review and approval of individual building projects, an overall architectural master

plan for the Town Center must be submitted to the NCC to provide the basis for subsequent building projects. The architectural master plan must comply with the design guidelines included in this chapter.

There are five basic building types that make up the Town Center, including: retail/mixed-use buildings along Aldrich Street; commercial and residential mixed-use buildings located on the blocks east of Aldrich Street and west of Mueller Boulevard; the grocery store anchor; the public parking garage building; and row houses and shop houses against the back and side of the grocery store.

In addition to these basic building types, civic, religious and other types of institutional buildings may also be located in the Town Center, provided that the location and design of these buildings are described in the Town Center architectural master plan, and are determined by the NCC to be in keeping with the intended identity and character of the Town Center, consistent and complementary with the vision of a mixed-use and pedestrian-oriented district. Civic or institutional buildings may not be located along the Aldrich Street frontage. Parking for civic and institutional buildings will be provided in the shared public facilities, and/or on-site in architecturally integrated and encapsulated garages or parking courts that are not visible from public streets.

#### **TOWN CENTER SITE PLANNING STANDARDS**

A Preliminary Plan (Case # C8-04-0043) has been filed by the Master Developer with the City of Austin, describing the layout of the neighborhoods and the Town Center. Any revisions to the layout of the Town Center as shown in the Preliminary Plan must adhere to the above-stated principles, and to the following site planning standards:

- a. The Town Center will include a principal street that is designed to be a major gathering space of the Mueller community, and to which retail uses will be oriented. The street will connect to the surrounding Mueller neighborhoods, Lake Park, and Airport Boulevard.
- b. The Town Center will include a pattern of blocks that provide street-front activity and connections to adjacent neighborhoods and districts.
- c. Surface parking lots, parking structures and service areas will not be located along the principal gathering street.
- d. The design and treatment of streets within the Town Center will be consistent with the Mueller street cross sections set forth in Appendix B of this Design Book.

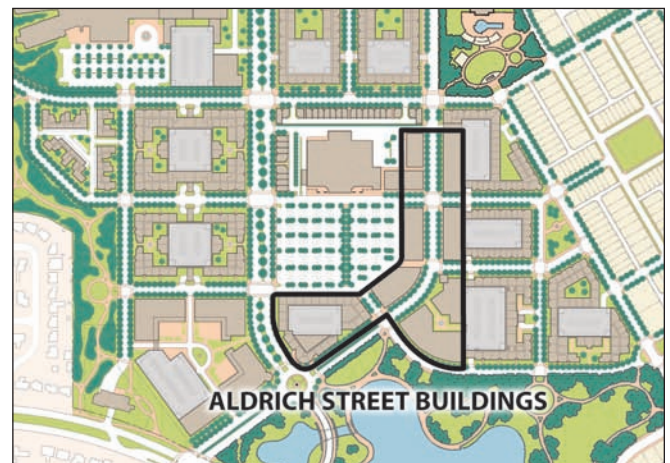
## 3.1 ALDRICH STREET BUILDINGS

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Aldrich Street is the principal commercial and retailing street within Mueller and an important pedestrian promenade linking Lake Park on the south with the neighborhoods to the north. The 80-foot-wide right-of-way with its 20-foot-wide tree-lined sidewalks, convenient curbside parking and continuous line of shop fronts is seen as one of Mueller's key gathering places, and as a place that will provide a strong image and identity for the community. As such, the design of buildings along its edges will be key to the success of the Town Center as an attractive destination. In the spirit of Main Streets throughout Central Texas, buildings along the street will have the following characteristics:

- A continuous frontage of high bay retail, restaurant or pedestrian-oriented uses built to or near the property line of the street.
- Projecting canopies, pergolas and awnings and/or arcades and colonnades that, in addition to the street trees, provide cover and shade along the length of the street.
- A pedestrian-friendly scale with the predominant building height along the street of two-to three-stories, with any additional height stepping back from the street front.
- Multiple building parcels with a change in architectural expression at intervals of approximately 50 feet to promote diversity, interest and a fine-grained character.
- Upper level uses, including residences and offices, that overlook the street and provide additional intensity of activity.
- Parking that is either architecturally encapsulated within the building and/or is located in one of the Town Center's shared facilities.

All buildings along Aldrich Street must comply with the following design guidelines:





*With its tree-lined sidewalks and neighborhood shops, Aldrich Street will be one of Mueller's principal gathering places.*

**Building Height and Massing:** Buildings along Aldrich Street will be no more than three floors or 45 feet in height to maintain a cohesive town scale along the frontage; any additional height up to five floors or 65 feet will be stepped back by at least 10 feet from the face of the building. Any portion of the building above 65 feet and up to 100 feet must be stepped back from Aldrich Street by at least 30 feet, and oriented to one of the side streets within the Town Center.

**Minimum Height:** While the predominant height of buildings along Aldrich Street will be two to three floors, one-level buildings will be permitted if they are deemed by the NCC to add to the interest and vitality of the street; if they have a minimum height to the top of the parapet of 25 feet; and if they represent less than 50 percent of a block frontage.

**Building Setbacks and Build-to Lines:** Aldrich Street buildings will be built to within five feet of the property line of the street, to create a continuous street wall along the length of the street.

**Encroachments:** Projecting awnings, canopies, arcades, pergolas and upper level porches are permitted to encroach into the public right-of-way of Aldrich Street by five feet. In the tradition of Central Texas commercial buildings, canopies, arcades and projecting colonnades should be designed as delicate additions to the buildings in an accenting material (e.g., wood or metal) to maximize the visibility of individual storefronts.

**Exterior Open Space:** Aldrich Street buildings are encouraged to provide paseos and courtyards that provide pedestrian linkages to public parking facilities, and/or to other Town Center activities. Such spaces should be designed to provide shade and cover for pedestrians, as well as opportunities for outdoor dining, informal seating, street vending and performances, as well as small gatherings.

**Ground Level Activities:** The ground level of Aldrich Street will include active pedestrian-oriented uses. First priority will be given to retail and restaurant uses that create the most intensive level of pedestrian activity. Uses that cater to the public and that promote walk-in business (e.g., galleries, personal and financial services, real estate offices, etc.) are also permitted, provided that such space is designed to allow for future occupation by retail or restaurant use. Ground level residential is not permitted along Aldrich Street, or along the shared orchard parking lot, unless it is designed as live-work loft space that could be converted to retail in the future.

**Ground Level Treatment:** The street frontage along Aldrich Street will be designed with high bay storefronts, with a building floor-to-floor height no less than 16 feet, and with a window to wall transparency ratio on the ground floor storefront of at least 60 percent. The primary entry to all ground level uses must be oriented to Aldrich Street at intervals no less than 50 feet. Secondary entries and storefronts should also be provided to the extent practicable along the orchard parking lot frontage. High quality accent materials should be employed along the ground level storefronts of both Aldrich Street and the orchard parking. Such materials could include stone, wood, and metals; other decorative features should be utilized to create interest and scale along all public frontages of the building. Reflective glass is prohibited.

**Façade Treatment:** A key objective for Aldrich Street is to create a diverse and fine-grained pattern of buildings, reflecting the personality of individual businesses, and providing a varied and interesting townscape. Larger buildings should employ changes in volume and plane to create diversity rather than applied or contrived façade expression. Changes in floor-to-floor dimension are also an effective way in modulating streetfront expression. In general, Aldrich Street buildings should be designed with window openings that “puncture” the building wall in a vertical rather than horizontal proportion; curtain walls and horizontal strip windows are discouraged. Balconies, loggias, bay windows, roof eaves, and other architectural devices that promote scale and interest are encouraged.

**Roof Treatment:** Buildings along Aldrich Street can employ flat or sloping roofs. Decorative building parapets that provide a distinctive silhouette should be considered for flat-roofed buildings; while projecting eaves, exposed beams and decorative brackets should be integrated into sloping roof designs. Sloping roofs should utilize concrete or clay tile in warm colors or standing seam metal roofs in a natural galvanized finish, compliant with energy performance guidelines. Composition shingles are prohibited in the Town Center, except as permitted by the NCC for row houses and shop houses.



*Aldrich Street buildings are encouraged to provide paseos and courtyards, like this example in Palm Beach, to provide pedestrian linkages to public parking facilities, and/or to other Town Center activities.*

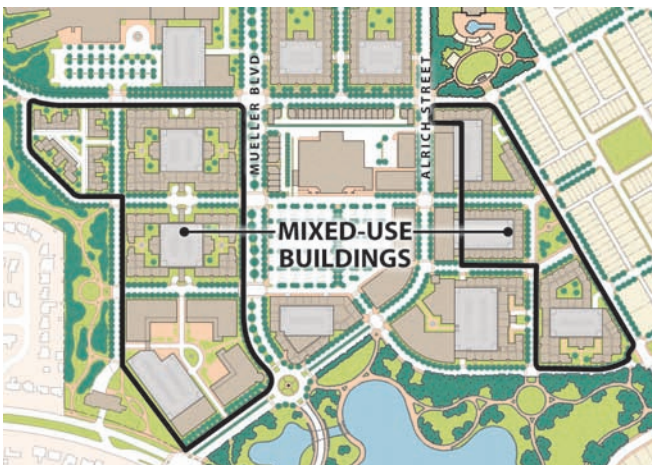


## 3.2 MIXED-USE BUILDINGS

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Mixed-use residential and commercial buildings on the blocks east of Aldrich Street and west of Mueller Boulevard will further intensify the level of pedestrian activity in the Town Center. Office buildings and apartment houses, in conjunction with shop houses and row houses (see below) will establish the Town Center as a pedestrian-intensive district with a rich diversity of activity. Mixed-use buildings within the Town Center will share the following characteristics:

- Buildings will be built to or near the front property line to provide strong spatial definition to the streets.
- Ground level uses will include retail shops, offices, live-work studios, and residential row houses to reinforce the pedestrian character of the street.
- At least one floor of upper-level residential or office use will be provided to create a critical mass of people living and working in the Town Center, and to contribute to the vibrancy of its day and nighttime environment.
- West of Mueller Boulevard, a mix of uses is desired such that no more than 75% of the total building floor area within this area will be in either multi-family residential or commercial office space.
- Parking will be architecturally integrated and encapsulated within the building complex.



- Outdoor space, including courtyards, paseos, balconies, terraces and gardens will be provided to extend the pattern of pedestrian-friendly streets and to provide additional gathering places for employees and residents.

While the architectural master plan will provide additional detail and delineation of specific architectural approaches within the Town Center, mixed-use buildings must comply with the following guidelines:



**Building Height and Massing:** Mixed-use commercial and residential buildings within the Town Center must comply with the following height and massing guidelines:

- West of Mueller Boulevard, buildings will not exceed 65 feet or five floors, and must step down to comply with the Mueller PUD zoning and City of Austin compatibility standards in relation to the Delwood II neighborhood.
- East of Mueller Boulevard, buildings will be permitted to a height of 100 feet or eight floors, provided that:
  - The buildings comply with the height and stepback provisions described for Aldrich Street buildings above.
  - Any portion of the building above 65 feet or five floors is sited and configured in a manner to: create landmark elements that contribute to the creation of a legible and attractive townscape in the Town Center, and to avoid excessive winter time shading of public spaces, streetscapes and parkland (e.g., between 11:00 am and 2:00 pm). Higher buildings should also be configured to minimize winter shading of adjacent private structures.
  - Appropriate transitions are made to the adjacent residential neighborhoods, such that there is no more than three stories or 36 feet of height difference between mixed-use buildings and neighborhood residential buildings (i.e., yard houses, row houses, Mueller Houses, apartment houses) within 300 feet of such buildings, or two stories or 24 feet of height difference within 200 feet; or one story or 12 feet of height difference within 100 feet.



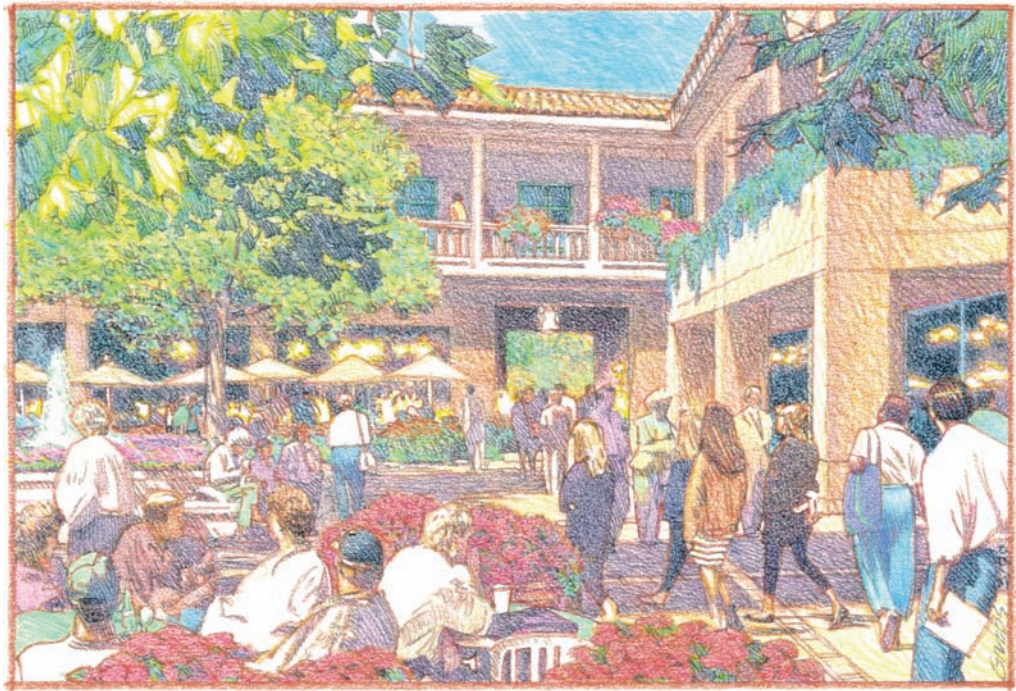
*Mixed-use buildings in the Town Center will have active ground level retail and commercial uses.*

**Minimum Height:** The minimum height of all mixed-use buildings is two floors or 30 feet.

**Building Setbacks and Build-to Lines:** Mixed-use buildings will be set back from the property line by at least five feet, but no more than 10 feet, and maintain a continuous street wall for at least 75 percent of the street frontage.

**Encroachments:** Projecting canvas awnings, pergolas, canopies, arcades and upper-level porches are permitted to encroach into the setback area. In the tradition of

*Courtyards and paseos that enrich the pedestrian experience are encouraged within Town Center mixed-use buildings.*



Central Texas commercial and mixed-use buildings, such encroachments should be designed as delicate additions to the buildings in an accented material (e.g., wood or metal).

**Exterior Open Space:** Mixed-use buildings are encouraged to provide courtyards and other exterior open space for the use of residents, employees and visitors. Each mixed-use residential building will have exterior common open space, with an area that is no less than 40 square feet for each residential unit within the complex. Common open space is defined as any exterior open space that is available for the use and enjoyment of all residents and their visitors including pool decks, terraces, gardens, courtyards, etc. Provision for shade and relief from the harsh summer climate should be a key factor in the design of common open spaces.

**Ground Level Activities:** Mixed-use buildings will introduce ground level uses as follows:

- Ground level commercial or loft space that can be converted to retail in the future will be provided along the frontage of the orchard parking lot and along east-west streets within 100 feet of the Aldrich Street frontage.
- For all remaining Town Center street frontages, east and west of Aldrich Street and Mueller Boulevard, the ground level street front will be designed with either commercial space as described above, or with ground level residential uses.

**Ground Level Commercial Treatment:** Ground level commercial space will be designed with high-bay storefronts, with a floor-to-floor height no less than 16 feet, and with a window to wall transparency ratio of at least 50 percent. The primary entry to all ground level uses will be oriented to the adjacent street at intervals no less than 75 feet. High quality accent materials should be employed along ground level commercial space, including stone, wood, and metals; other decorative features should be utilized to create interest and scale along the street. Reflective glass is not permitted. Front yard landscaping and hardscape with planting and seating areas is encouraged within the setback zone.

**Ground Level Residential Treatment:** Ground level residential space will be elevated at least 18 inches but no more than 60 inches from the elevation of the sidewalk to provide privacy and separation. Residential building lobbies and unit entries, porches and stoops should be located along the street front. Private open space (e.g., enclosed patios, terraces, etc.) is not permitted along street fronts.

**Façade Treatment:** Mixed-use buildings will be designed to create a pedestrian-scaled and varied streetscape, with the following characteristics:

- Window openings composed and varied, with windows generally in a vertical proportion. Strip windows and curtain walls are not permitted.
- Variation in building volume and plane to reduce the perceived scale of the building, and to create visual interest along the street.
- Architectural elements including projecting bay windows, balconies (in a non-repetitive pattern), loggia, canopies, pediments, moldings, etc., that further break up the mass of the building.
- Four-sided and volumetric architecture, with materials that wrap around to the sides of the structure and that contribute to the three-dimensionality of the building.
- Architectural delineation between the building's base, its upper levels and the roof silhouette.



### 3.3 SHOP HOUSES AND ROW HOUSES

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Shop houses and row houses, as described in Chapter Two, are also permitted in the Town Center to increase the diversity of street front activity and building form within the area. Town Center shop houses will comply with the guidelines set forth in Chapter Two, and their siting within the Town Center will be guided by the following criteria:

- Residential row houses should not be located along or within 100 feet of Aldrich Street or portions of Mueller Boulevard within the Town Center.
- Live-work shop houses may be located throughout the Town Center, provided that ground level space can be converted to retail space in the future. They should be sited to extend the pattern of ground level commercial uses on the streets east and west from Aldrich Street, and, if possible, to provide a screen to the service areas of the grocery anchor along Mueller Boulevard and Philomena Street.

*Shop houses are encouraged throughout the Town Center to promote small businesses and a 24-hour live-work environment.*



### 3.4 THE GROCERY ANCHOR

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A major grocery store anchor is an important element of the Town Center to ensure its role as a convenient neighborhood retail destination for Mueller and area residents. A facility of up to 90,000 gross square feet is permitted within the Town Center, provided that it meets the following conditions:

- The design of the anchor and its exterior building materials is described in the architectural master plan, and is determined by the NCC to be in keeping with the intended identity and character of the Town Center.
- The design and siting of the grocery store does not devalue or denigrate adjacent properties or Aldrich Street.
- Truck docks, service areas and the blank side and rear walls of the grocery store are visually and acoustically screened with “liner uses” (e.g. retail, shop house lofts), architectural noise walls of up to 12 feet in height, and/or landscaping.
- The siting and orientation of the grocery store contributes to the activation of Aldrich Street, with entries on the street and/or convenient pedestrian linkages from the front of the store to the street.
- The parking supply for the grocery store is provided in the shared orchard parking lot, or in acceptably designed structured parking beneath or adjacent to the store. The design of the orchard parking must comply with the landscaping guidelines set forth in Chapter Six.

*A major grocery store will ensure the role of the Town Center as a convenient neighborhood retail destination.*



### 3.5 THE PUBLIC PARKING GARAGE

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A component of structured parking may be required within the Town Center for it to fully evolve as an intensive mixed-use and pedestrian-oriented district, and to offset the need for on-site parking within individual parcels. A public garage of approximately 500 spaces is planned east of Aldrich Street, just north of Lake Park. This garage is located to provide an additional supply of retail parking to the orchard parking area west of Aldrich Street and to the curbside parking throughout the Town Center. It will also offer shared parking for major events that are staged in Lake Park. While the precise design and configuration of the public parking garage will be described in the architectural master plan for the Town Center, it will comply with the following guidelines:

- The garage will be designed as a mixed-use facility, with “liner” uses along the frontage of Lake Park and all adjacent street frontages. Such liner uses could include retail, residential and/or office uses, consistent with the design guidelines for mixed-use Town Center buildings or shop houses and row houses described in this chapter.
- Any exposed portion of the parking garage will be designed to appear as an integral extension of the adjacent buildings, with the same building materials and the same level of architectural detailing.
- A direct pedestrian linkage will be provided between Aldrich Street and the parking facility, through a mid-block pedestrian passage and courtyard that is designed with landscaping and shading devices; this space will be well-lit and include active ground level uses that make the passage safe and interesting throughout the day and evening.

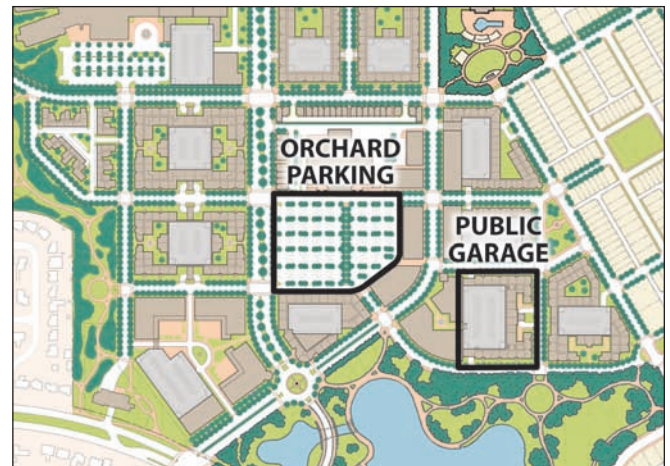
*Like this example, the public parking garage will be designed as a mixed-use facility with active ground level uses along the streetfront.*





- Pedestrian entries to the garage should also be provided on both the Lake Park frontage and along the northern perimeter of the garage to maximize public access and use of the facility.
- Vehicular access to the garage should be from the side streets perpendicular to Aldrich Street. The NCC may allow a vehicular entry from Aldrich Street, if such an entry is determined to be advantageous to the viability of the Town Center, and is designed in a manner to minimize pedestrian conflicts.
- Trellises, greenroofs, and/or other shading devices should be provided on the roof of the parking garage to reduce heat island effects.
- The public parking facility may include a component of private parking for the liner uses, and/or other Town Center uses, provided that the demand for Town Center retail parking is given the first priority.
- Parking for bicycles and “car share” programs, should be provided in the garage, as applicable. Consideration should also be given to recharging stations for electrical vehicles, as feasible.

*The Town Center will be served by an orchard parking lot and a public parking garage.*



## TOWN CENTER BUILDINGS: CHARACTER, MATERIALS AND TREATMENTS

**Character:** Town Center buildings should be designed with a high degree of care and craftsmanship. Standardized building solutions are strongly discouraged in favor of a diversity of architectural expressions within a cohesive urban framework. Buildings that employ regional design characteristics of Central Texas architecture in either traditional or modern forms are particularly encouraged. Some of these characteristics include: shade on wall surfaces through projecting eaves or other architectural elements to minimize direct summer solar gain; simple forms with flat, gabled, hipped and pyramidal roof shapes; use of loggias, arcades, pergolas, courtyards and paseos to mediate the seasonal climatic extremes and to provide outdoor space; and regionally extracted and manufactured materials.

**Orientation and Parking:** All buildings within the Town Center will be oriented to the streets on which they front.

**Parking:** On-site parking (beyond the shared orchard parking or the public parking garage) will be encapsulated and architecturally-integrated within the individual building parcels. Surface parking lots will not be permitted along street frontages within the Town Center.

**Corner and Terminus Elements:** Buildings that occupy corner lots, or that terminate key views along streets should introduce special architectural elements (e.g., towers, cupolas, gables, dormers, balconies, etc.) to reinforce the legibility of the Town Center, and to promote a varied and interesting streetscape.

**Sustainability:** Preference should be given to materials and products with high levels of energy performance, and with recycled content that is renewable, non-toxic, low-emitting and regionally sourced and manufactured.

**Roof Treatment:** Buildings within the Town Center can employ flat or sloping roofs. Decorative building parapets that provide a distinctive silhouette should be considered for flat-roofed buildings, while projecting eaves, exposed beams and decorative brackets should be integrated into sloping roof designs. Sloping roofs should utilize standing seam metal roofs in a natural galvanized finish, or concrete or clay tile in warm colors; composition shingles are not permitted in the Town Center, except as approved by the NCC for shop houses and row houses consistent with the project goals of energy efficiency and heat island mitigation, preference should be given to products that comply with the US EPA energy star requirements. Rooftop equipment including photovoltaic and solar water heating systems should not be visible from public streets.

**Primary Building Materials:** A range of primary building materials may be used for Town Center buildings including: Texas limestone or sandstone in light or warm tones, smooth finish brick in common, English or Flemish bond patterns, painted brick, smooth finished stucco (provided that Texas lime-

stone or other stone is used as an accent material), light colored pre-cast concrete, or other similar or innovative materials deemed by the NCC to be compatible and complementary.

**Accent Materials:** A range of accent materials including stone, tile, terra cotta, metals, and wood should be introduced along storefronts and ground level frontages along pedestrian-intensive streets.

**Façade Treatments:** All portions of the building, visible from public streets or the orchard parking area must be treated in a similar manner. Materials should wrap around corners and define volumes rather than planes. Within the Town Center, fiber-cement siding will be permitted only for the exterior cladding of portions of the building not visible from public streets, and not accessible by the public (e.g., rear or side façades, soffits, etc.).

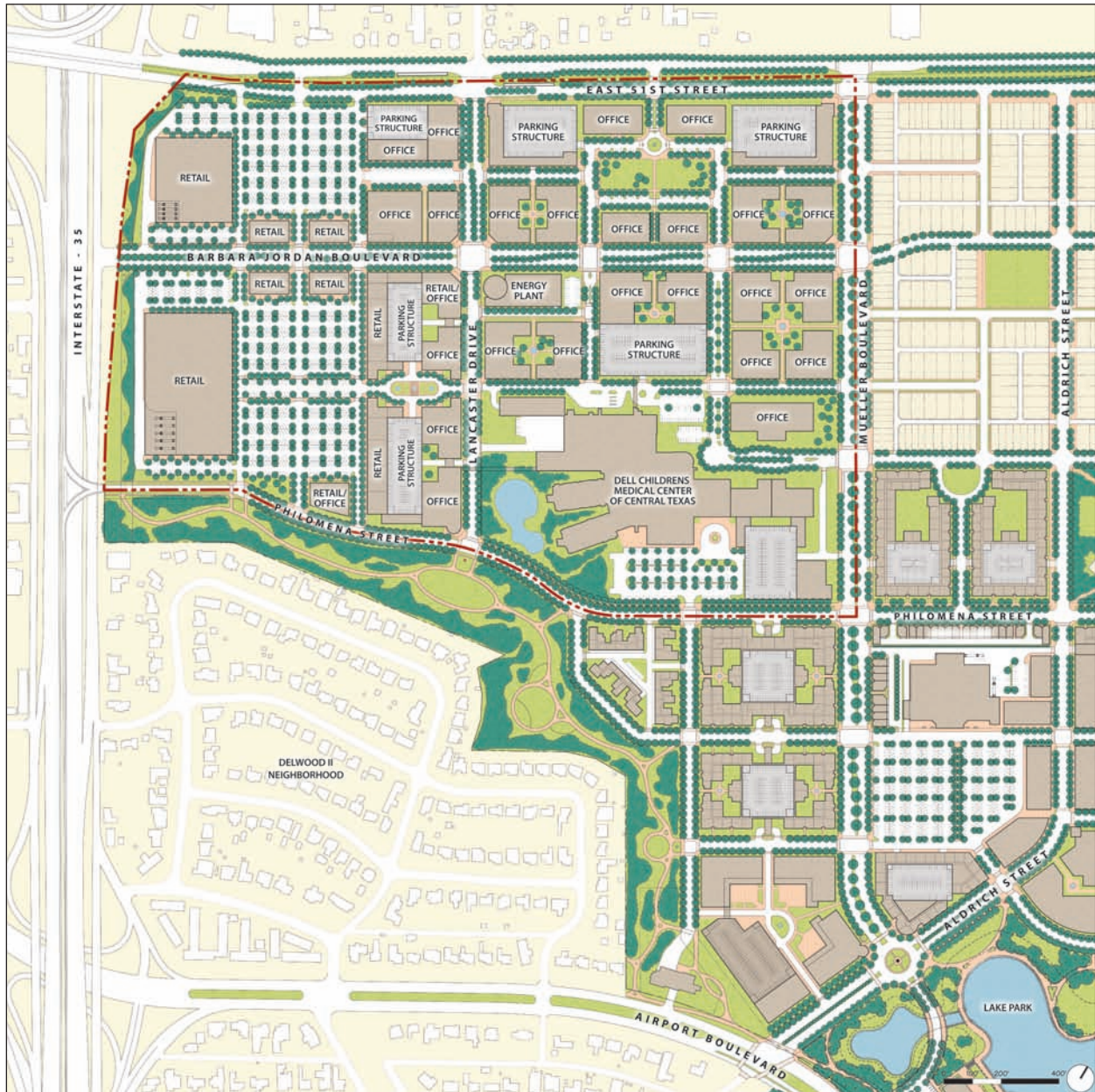
**Service Areas:** All service areas (e.g., garbage and recycling rooms, mechanical areas, storage, utility and meter rooms, etc.) must be architecturally integrated within the body of the building, or architecturally screened from all public areas, and located to the maximum extent practicable on frontages other than Aldrich Street.

**Signage:** A coordinated signage program must be prepared and submitted to the NCC for their review and approval. Signage should be pedestrian-scaled and mounted on buildings within 20 feet of the ground plane. Roof top signs are strongly discouraged. Blade signs, awning signs, under-canopy signs, heraldic signs, and letter-mounted signs are encouraged. Up to two Town Center monument signs will be permitted along the Mueller Boulevard frontage, and one on Airport Boulevard, subject to the review and approval of the NCC.

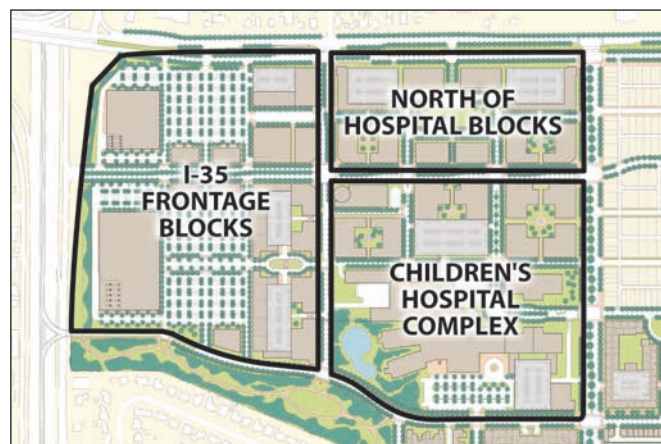
*Town Center buildings should be designed with a high degree of care and craftsmanship. Standardized building solutions are strongly discouraged in favor of a diversity of architectural expressions with a strong pedestrian orientation.*







**Northwest Quadrant  
Illustrative Plan**



# 4 THE EMPLOYMENT CENTERS

## Introduction

Two employment centers are established within Mueller to encourage economic development and job creation. These include the Northwest Quadrant at I-35 and East 51<sup>st</sup> Street, and the Northeast Quadrant to the east of the Transit Boulevard along East 51<sup>st</sup> Street. The Northwest Quadrant, west of Mueller Boulevard and north of Philomena Street, is planned as a mixed-use commercial and employment district that includes the 32-acre campus of the Dell Children's Medical Center of Central Texas (the Children's Hospital) and approximately 50 acres of additional properties adjacent to I-35 and East 51<sup>st</sup> Street. The Northeast Quadrant includes the 20-acre Austin Film Studio production complex and approximately 22 acres of adjacent properties to the east and west of the Film Studios, that are envisioned for a range of commercial and employment uses.

Because of its strategic location, the Northwest Quadrant has long been targeted for regionally-oriented uses that can benefit from freeway proximity and access, and create a diversity of employment opportunities within the community. In addition to the Children's Hospital, which establishes a strong employment anchor in the district, the Northwest Quadrant may include a mix of retail, office and residential uses, configured to create a cohesive district with strong pedestrian and bicycle linkages to the surrounding neighborhoods. Within the Northwest Quadrant, three distinct subareas have emerged: the I-35 Frontage Blocks, the Children's Hospital complex, and the North of Hospital Campus along East 51<sup>st</sup> Street.

The Northeast Quadrant has evolved into an important film production campus that has recycled several general aviation hangars into sound stages and production facilities. The facility has helped to establish Austin as a competitive film production venue, contributing to both the economic base and the unique identity of the

