

MOTION SHEET

Background:

In May 2011, the Travis County Commissioners Court unanimously approved a resolution to collaborate with Mexic-Arte Museum and the City of Austin in creating the Fifth Street Mexican American Heritage Corridor to recognize past contributions of the Mexican American community, to enhance the present, and to build a better future. Several months later, the Austin City Council passed Resolution No. 20110825-067 stated the intention for the Fifth Street Mexican American Cultural Heritage Corridor to connect and enhance Downtown's network of public parks and streets and to celebrate the distinct history, culture, and identity of the place as well as to stimulate the local economy.

In June 2013, the Hispanic/Latino Quality of Life Initiative recommended the City designate a segment of Fifth Street as the Mexican American Heritage Corridor and recommended funding a comprehensive plan to amplify the history of the Mexican American community in Downtown Austin.

In January 2014, Resolution No. 20140130-047 affirmed that Mexic-Arte Museum would be a "central anchor of the Fifth Street Mexican American Heritage Corridor where some of the first members of the Mexican and Mexican American community settled in Austin."

The Mexican American Heritage Corridor was referenced as a "planned corridor" in the Republic Square Master Plan (2013), and the Downtown Austin Wayfinding Master Plan (2013) identified wayfinding for the Corridor as a priority.

In 2019, Council approved Resolution No. 20190523-029, directing the City Manager to convene stakeholders in a comprehensive, focused planning effort to bring forward the Fifth Street Mexican American Heritage Corridor. As part of the Palm District Master Plan Resolution (No. 20190523-029), Council directed the City Manager to "return to Council by August 1, 2019, with an action to initiate the process for a cultural district designation of the Corridor, the timeline for completing the designation and identifying other actions that will amplify the stories and contributions of the Mexican American community within that corridor and its immediate surroundings."

The City Manager had previously been directed to analyze whether Hotel Occupancy Taxes could be used to promote and install appropriate wayfinding and signage along the Fifth Street Mexican American Heritage Corridor; Resolution No. 20190523-029 reiterated this direction and required the City Manager to report back by June 15, 2019, on the results of this analysis and, contingent on this analysis, to include Corridor wayfinding in the Fiscal Year 2020 historic preservation spending. This investment was included in the Fiscal Year 2020 proposed budget.

Direction:

The City Manager is directed to fully implement the direction provided in Resolution No. 20190523-029. The City Manager is directed to deploy the funds identified and allocated in the FY 19-20 budget to install wayfinding and signage for the 5th Street Mexican American Heritage

Council Member Tovo
October 14, 2021 Council Meeting
Item #31 Amendment

Corridor at the locations identified by Mexic-Arte and the Hispanic / Latino Quality of Life Commission, along with any other additional community suggestions. The signage shall be designed and installed no later than 4 months from this date. If additional sites are identified through a longer stakeholder process, wayfinding for those sites can be added after this period.