

# East Cesar Chavez

## Neighborhood Plan

**PLAN ADOPTED:** May 13, 1999

This Neighborhood Plan has been amended by City Council. These amendments may include text changes or Future Land Use Map (FLUM) changes. Please refer to the Ordinance Chart on the planning area webpage for more information on amendments. Planning and Development Review staff updates the Ordinance Chart on a regular basis; however, newly adopted amendments may not be reflected on the chart.

### STATION AREA PLAN OR MASTER PLAN

This Neighborhood Plan has been modified with the adoption of the Plaza Saltillo TOD Station Area Plan. This plan should be referenced for properties that are designated as a *Specific Regulating District* on the Future Land Use Map. For zoning, site development and design regulations, refer to the Regulating Plan. These plans can be found at: <http://austintexas.gov/page/austins-tod-process>.





# The East César Chávez Neighborhood Plan

May 1999



# **The East César Chávez Neighborhood Plan**

**An amendment to the  
City of Austin's Comprehensive Plan**

The Austin Tomorrow Comprehensive Plan

Chapter 5

Section 5-2

Exhibit A

**May 13, 1999**

## Acknowledgements

The following individuals served on the East César Chávez Neighborhood Planning Leadership Team:

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**George Villalva**

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The following City of Austin staff members from the Planning, Environmental & Conservation Services Department assisted in the completion of the East César Chávez Neighborhood Plan:

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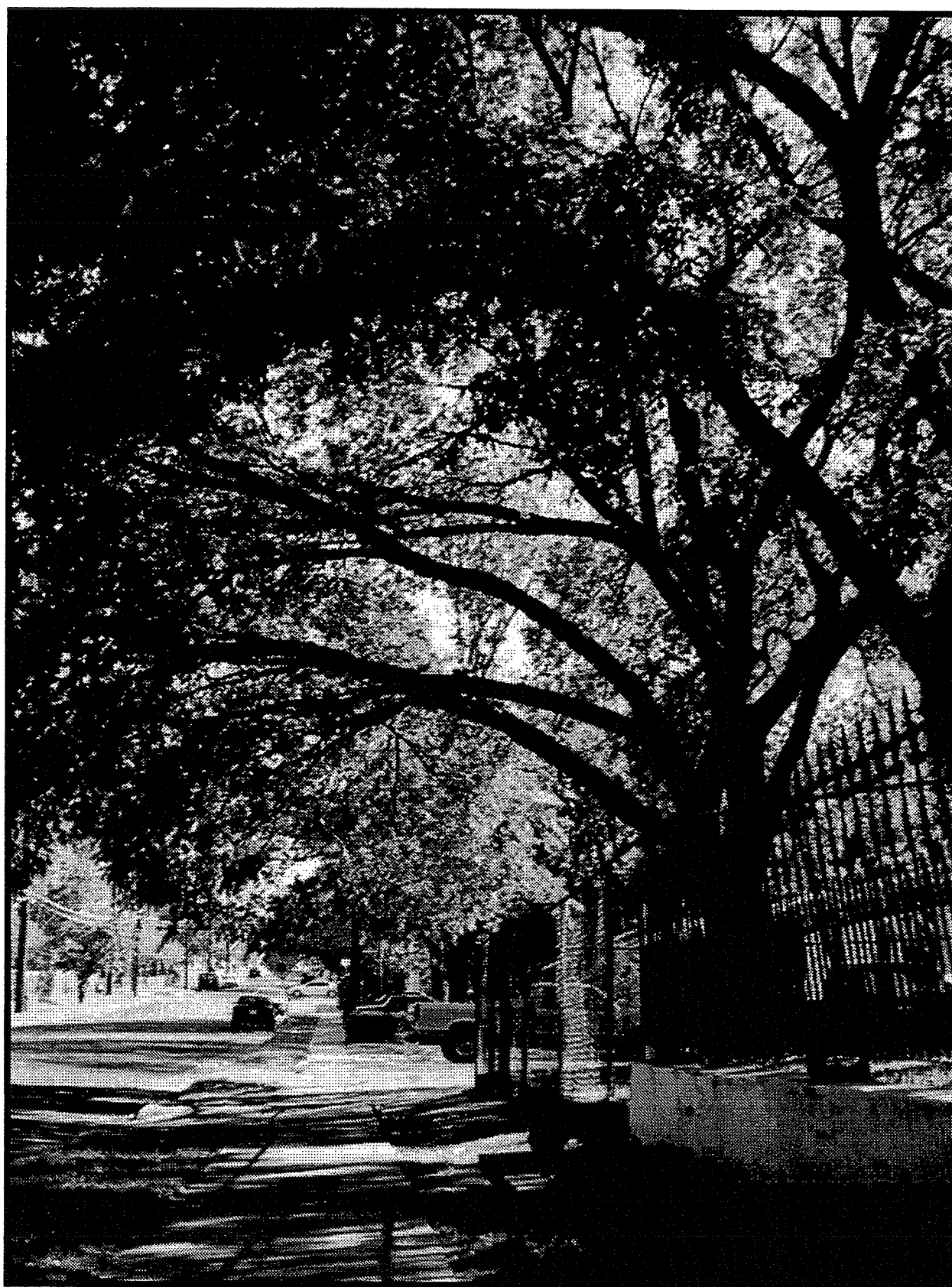
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**Figure 1: Urban Forest of the East César Chávez Neighborhood**

# **Chapter I. Executive Summary**

The East César Chávez Neighborhood Plan is the result of an extensive collaborative effort between neighborhood residents, businesses and property owners with support of city staff. The plan contains broad goals and objectives, as well as particular actions to achieve those goals. This executive summary briefly describes the East César Chávez Neighborhood, the neighborhood planning process and the goals of the East César Chávez Neighborhood Plan.

## **The East César Chávez Neighborhood**

The East César Chávez Neighborhood is located adjacent to downtown in central east Austin, Texas. The neighborhood is a stable, mixed-use area characterized by strong family values and a rich Hispanic and culturally diverse history. The neighborhood planning area boundaries include the alley between 6<sup>th</sup> and 7<sup>th</sup> Streets to the north, Chicón to the east, Town Lake to the south and Interstate 35 to the west (see Figure 3: Neighborhood Boundary Map). The dominant land use in the East César Chávez Neighborhood is residential, with approximately 60% of the total land use identified as single-family residential. The majority of the residential area is located south of César Chávez and includes the Willow-Spence Historic District, one of Austin's few historic districts listed in the National Historic Register. The neighborhood has two principal commercial corridors, César Chávez and 6<sup>th</sup> Street, as well as commercial uses located along the IH-35 access road (see Figure 2: Current Land Use with Zoning overlay Map).

The East César Chávez Neighborhood believes it is possible to build a strong, healthy, clean and safe neighborhood with a strong sense of its culture and history where its families can continue to grow and prosper. The Neighborhood wants to remain a place where people sit on their front porches and wave to their neighbors or lend a helping hand, and where working people, the elderly and young families can afford to live. It hopes to be a neighborhood that nourishes and supports all types of people, from artists to day laborers, from the elderly to newborns. The goal of the Neighborhood Plan is to guide future development, protect the existing neighborhood residents and businesses and to provide opportunities to improve the quality of life for everyone in the neighborhood.

## **Neighborhood Planning Process**

The East César Chávez Neighborhood Plan followed a process first outlined by the Ad Hoc Neighborhood Planning Committee in 1996. City Council endorsed this approach for neighborhood planning in a 1997 resolution. In June of 1997, the East César Chávez Neighborhood was one of 15 neighborhoods that submitted an application to take part in the City of Austin's Pilot Neighborhood Planning Project. On August 21, the Austin City Council selected the East César Chávez Neighborhood as one of three neighborhoods to participate in the Pilot Neighborhood Planning Project. The neighborhood signed a Memorandum of Understanding with the City of Austin on January 8, 1998 to begin the planning process.

The East César Chávez Neighborhood established a diverse Neighborhood Planning Leadership Team that included homeowners, renters, neighborhood associations, businesses and non-profit organizations. The Leadership Team held regular twice monthly meetings that were advertised and open to the entire neighborhood. They also instituted a comprehensive community outreach plan that attempted to involve everyone with an interest in the neighborhood.

During the planning process, the East César Chávez Neighborhood Planning Leadership Team, assisted by the City's Neighborhood Planning staff, gathered information and solicited input through a variety of means. Community outreach involved distributing a neighborhood newsletter, surveying the neighborhood residents, businesses and property owners, forming committees to assist in writing the plan, holding community meetings to solicit additional ideas and providing an opportunity for the neighborhood to vote on the plan.

Final plan recommendations were the result of the neighborhood's input through the survey, community meetings, committee meetings and voting. These recommendations were reviewed by the neighborhood, representatives of the Austin Real Estate Council, City Departments, Planning Commission and the City Council. The final plan recommendations were approved by the residents, businesses, employees and property owners in a neighborhood referendum.

## **Neighborhood Plan Goals**

The East César Chávez Neighborhood Plan includes the following goals:

- 1. Provide zoning for a mix of business and residential land uses in commercial areas.**
- 2. Ensure that new structures, renovations and businesses are compatible with the neighborhood.**
- 3. Create and preserve physical features and activities to reinforce our neighborhood's cultural identity and history.**
- 4. Improve vehicle, bicycle and pedestrian traffic safety on neighborhood streets.**
- 5. Make better use of Fourth-Fifth Street rail corridor.**
- 6. Improve and promote mass transit service in the neighborhood.**
- 7. Establish a housing education and outreach program to preserve and rehabilitate existing housing.**
- 8. Preserve and increase the number of homeowners in the neighborhood.**
- 9. Preserve and enhance neighborhood trees, green spaces, trails, gardens, existing parks and recreational facilities.**
- 10. Reduce trash in our neighborhood.**
- 11. Educate neighbors about environmental issues.**
- 12. Attract or develop businesses that serve essential neighborhood needs.**
- 13. Reduce crime, arson and violence in our neighborhood by increasing programs.**
- 14. Coordinate and promote health and human services programs in the neighborhood.**
- 15. Provide quality, equitable and attainable educational opportunities for youth and adults in the neighborhood.**
- 16. Provide opportunities for cultural arts, recreation and leisure activities.**

The neighborhood plan details the objectives that support these general goals and specific action items to implement these goals and objectives. The successful adoption and implementation of this plan will help ensure that the East César Chávez Neighborhood is a strong neighborhood that provides a variety of housing and employment opportunities where its families can grow and prosper and where its rich culture and history can be celebrated.



Figure 2: Current Land Use with Zoning Overlay Map

## Chapter II. Introduction

### The East César Chávez Neighborhood

The East César Chávez Neighborhood is located adjacent to downtown in central east Austin, Texas. The neighborhood is a stable, mixed-use area characterized by strong family values and a culturally diverse and rich Hispanic history. The neighborhood planning area boundaries include the alley between 6<sup>th</sup> and 7<sup>th</sup> Streets to the north, Chicón to the east, Town Lake to the south and Interstate 35 to the west.

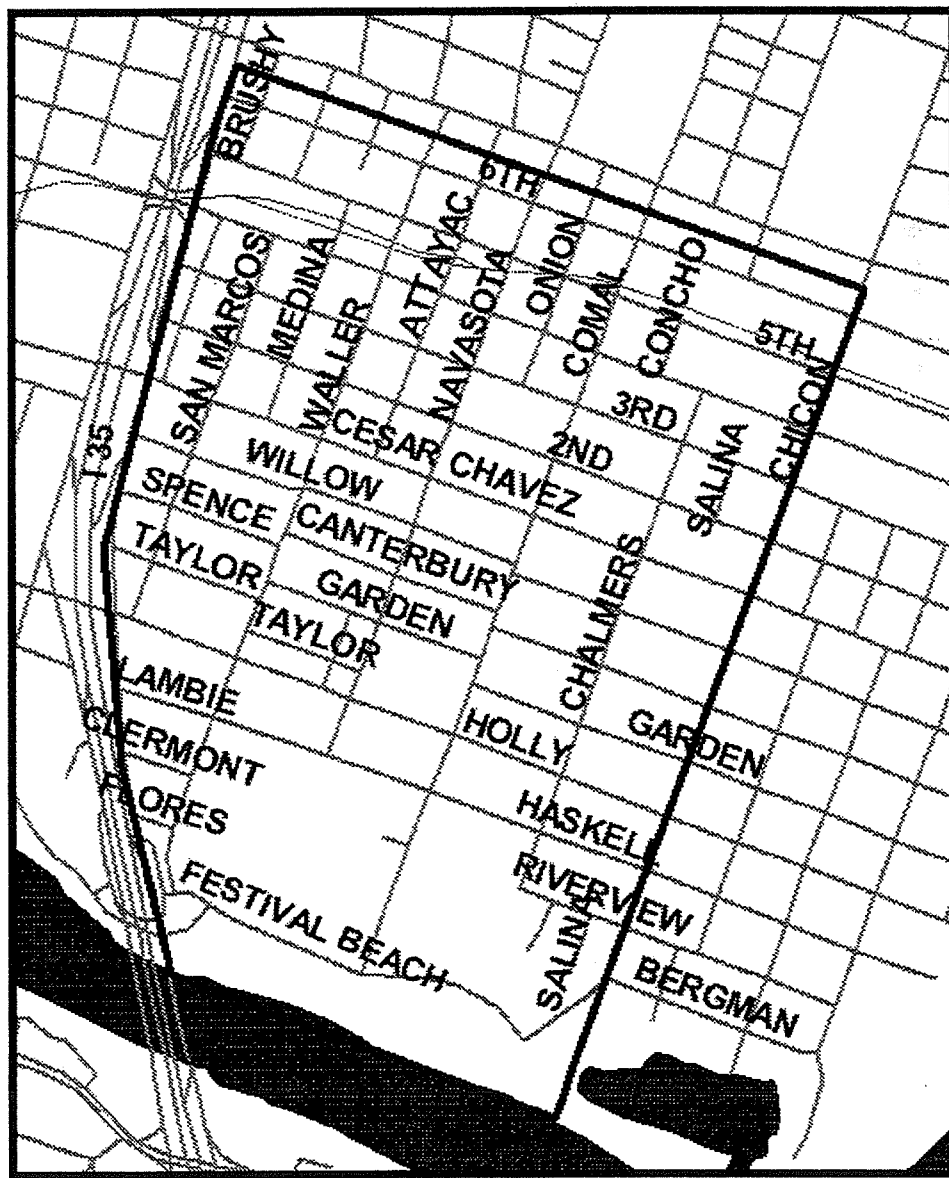


Figure 3: Neighborhood Boundary Map

The population of the neighborhood is approximately 3,879, which translates into about 1,303 households with 2.98 persons per household. The ethnicity of the East César Chávez Neighborhood is predominately Hispanic, consisting of 83% of the total population. Eighty-nine percent of the total available housing is occupied and 34% of the total housing is owner occupied.<sup>1</sup>

East César Chávez Neighborhood Demographics <sup>2</sup>				
	Neighborhood		Austin	
ETHNICITY				
Hispanic	3,225	83%	23%	
Anglo	444	11%	62%	
African-American	179	5%	12%	
Other	31	1%	3%	
TOTAL PERSONS	3,879		465,622	
HOUSING OCCUPANCY STATUS				
Occupied	1,303	89%	192,148	89%
Vacant	156	11%	24,906	11%
TENURE				
Owner Occupied	443	34%	77,974	41%
Renter Occupied	860	66%	94,174	59%
TOTAL HOUSING UNITS	1,459		217,054	
TOTAL HOUSEHOLDS	1,303		192,148	
PERSONS PER HOUSEHOLD	2.98		2.33	

Table 1: Neighborhood Demographics (1990 U.S. Census)

The dominant land use in the East César Chávez Neighborhood is residential, with approximately 60% of the total land use identified as single-family residential. The majority of the residential area is located south of César Chávez and includes the Willow-Spence Historic District, one of Austin's few historic districts listed in the National Historic Register. The neighborhood has two principal commercial corridors, César Chávez and 6<sup>th</sup> Street, as well as commercial uses located along the IH-35 access road (see Figure 2: Current Land Use and Zoning Overlay Map). Important landmarks of the neighborhood are Sánchez Elementary and Martín Junior High Schools; the Terrazas Branch Public Library; the East Austin Health & Human Services Neighborhood Clinic that also houses the Police Neighborhood Center; and the Fire Department Headquarters.

<sup>1</sup> 1990 United States Census Data

<sup>2</sup> See Appendix A: Neighborhood Demographics



## Critical Development Issues

In 1997, the East César Chávez Neighborhood Planning Leadership Team was established for the purpose of developing a neighborhood plan. The Leadership Team included homeowners, tenants, neighborhood associations, businesses and non-profit organizations. In August of 1997, the East César Chávez Neighborhood was selected to be one of the first neighborhoods to participate in the City of Austin's Neighborhood Planning Pilot Project. In their application for participation in the Neighborhood Planning Project, the neighborhood identified five critical development issues that threatened the neighborhood and made them a good candidate for a neighborhood plan.

1. **The residential and historic character of the neighborhood is threatened.** The opening of the Austin Convention Center, increasing downtown development and rapidly rising property values city-wide have made the neighborhood a target of speculators and commercial and industrial interests that threaten historic homes and the residential character of the neighborhood.
2. **The need for more affordable housing and increased ownership by residents.** There is a very real need to create, renovate and maintain affordable housing for people with limited resources and increase the number of residents who own their own homes (including the children and grandchildren of long-time residents).
3. **Major development is proposed or underway that represents the potential for major change.** A number of projects, including the proposal for light rail along the 4<sup>th</sup>-5<sup>th</sup> Street corridor, the increase in downtown development and the opening of the new Austin-Bergstrom Airport, threaten to change the character of the neighborhood. Increases in traffic and in property taxes are of major concern to the neighborhood.
4. **Zoning and land use issues.** Zoning in the area often does not reflect the actual use of the property. In some locations, property zoned commercial or light industrial are actually occupied by single-family residences. Lack of zoning protection encourages the razing of these houses. In other cases, zoning restrictions have prevented current residents from expanding or rebuilding their homes because they were located on commercial or industrial zoned property. The neighborhood would like to see a shift from industrial and commercial uses that are incompatible with residential uses to less intense more compatible uses.
5. **Crime and safety concerns.** The neighborhood recognizes efforts by the City and the police department to address crime and safety concerns. The residents want to continue to address the problems of gangs, drugs and other crime.



## Guiding Principles

As they worked to identify common goals and neighborhood priorities, the Leadership Team and community members identified key elements shared across all sections of the plan. The following elements were identified as principals that express the values and goals of the East César Chávez Neighborhood and guide its plans for the future:

Access	Housing
Accessibility	Infrastructure
Affordability	Interdependence
Awareness	Justice
Beautification	Mixed Uses
Collaboration & Partnership	Opportunity
Compatibility	Outreach
Conservation	Ownership
Cultural Integrity	Participation
Diversity of Land Use	Preserve & Protect Neighborhood
Economic Vitality	Quality of Life
Education	Recycling & Reuse
Environmental Sustainability	Rehabilitation
Friendly to Bicycles	Safety
Friendly to Pedestrians	Self-determination & Respect
Gardens & Greenspace	Sense of History
Gradient of Density	Unique Character
Health	Vibrant Activity

## **Top Ten Neighborhood Planning Priorities**

Although the neighborhood would like to see all parts of the plan carried out, certain issues are of critical and immediate importance. In order to ensure that the neighborhood's true priorities were represented in the plan, the Leadership Team identified the issues with the highest priority according to feedback obtained at community workshops and from ballots returned by stakeholders in the community. The following elements of the plan are priorities that the neighborhood would like to begin working on immediately:

- 1. Construct a right turn lane and make other improvements on César Chávez including but not limited to historic light posts, landscaping and trees, and sidewalks.**
- 2. Help residents fix older homes and build new ones. Provide opportunities for more residents to own their own home.**
- 3. Prepare study on the neighborhood impacts of light rail on the neighborhood.**
- 4. Rezone commercial and industrial zoned properties to mixed-use: especially along the commercial corridors and the RBJ site.**
- 5. Construct Gateways into the neighborhood at 6<sup>th</sup>, 4<sup>th</sup>-5<sup>th</sup>, César Chávez and Holly Streets at the intersections with IH-35.**
- 6. Plant trees and develop pocket parks.**
- 7. Upgrade the electric, water and wastewater utility infrastructure.**
- 8. Identify and help residents access existing social service and educational programs.**
- 9. Reduce the neighborhood school drop-out rate and increase the quality of educational programs in schools and day-care centers, as well as after-school programs.**
- 10. Resurface alleys and increase lighting on dark alleys and streets to deter crime.**

## Vision for the Neighborhood

The neighborhood believes it is possible to build a strong, healthy, clean and safe neighborhood with a strong sense of its history, its cultural heritage, and the physical beauty of its homes, gardens and trees, where its families can continue to grow and prosper. It wants to remain a place where people sit on their front porches and wave to their neighbors or lend a helping hand, and where working people, the elderly and young families can afford to live. It hopes to be a neighborhood that nourishes and supports all types of people, from artists to day laborers, from the elderly to newborns.

The neighborhood would like to see more housing available for its families, especially its elderly and young families. It is willing to absorb some increase in density to accommodate these needs, so long as the neighborhood keeps its character. It would like to see infill in vacant lots to increase housing. It wants to remain a traditional neighborhood, with small stores that serve the neighborhood within walking distance. It would like to increase safety and security, especially in alleys and other dark areas of the neighborhood.



Figure 4: Typical Neighborhood Wood Frame Home

The Rebekah Baines Johnson Building (RBJ), located on the shores of Town Lake, was built in partnership with the City of Austin when a federal fish hatchery closed at that



**Figure 5: Rebekah Baines Johnson Building**

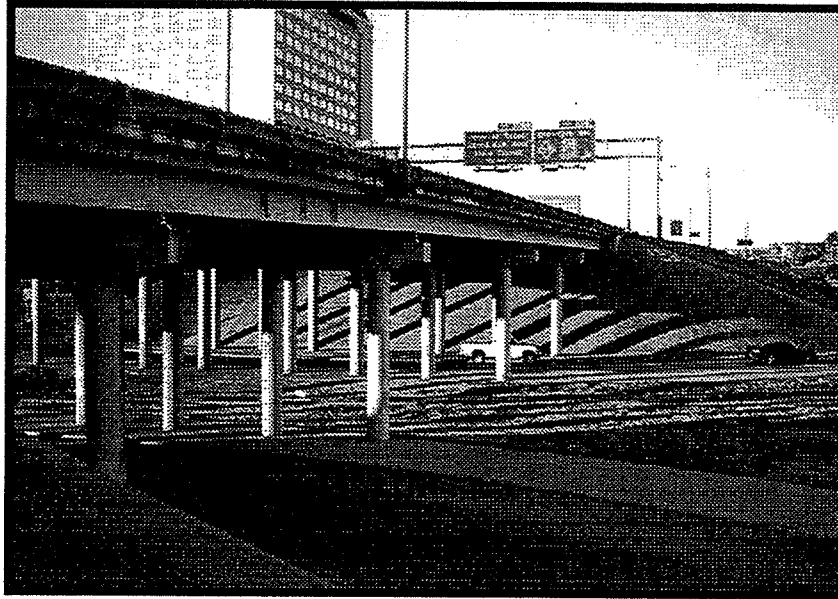
location. The facilities at RBJ were constructed with the assistance of the Federal Housing Administration in the early 1970s. The RBJ Center is composed of two separate facilities, a 168-bed nursing home and a 250-unit apartment tower. The RBJ tower includes efficiency and one-bedroom apartments and provides much needed senior citizen housing. The annex, next to the residential tower, provides an array of health care services. The neighborhood would like to ensure the continued use of the RBJ complex for senior housing and is willing to negotiate with the owners of the property to include some new retail services on the RBJ property that would also serve the neighborhood.

The neighborhood envisions commercial corridors that are safe and pedestrian-friendly. They hope these corridors will include mixed-use residential, commercial and civic elements that are compatible with the neighborhood, are economically and environmentally sustainable and are conducive to a blend of vibrant economic activity and quality of life.



**Figure 6: Pedestrian Friendly Commercial**

They envision open spaces, plazas and market places that contribute to friendly street activity. Ideally, they would like to see a chain of plazas stretching from East to West across downtown. They hope to see the rail corridor developed in ways that do not pollute the environment or threaten public health or safety.



**Figure 7: Interstate 35 Separating the Neighborhood from Downtown**

Residents would like to see the barrier effect of IH-35 reduced, and stronger connections made between the East César Chávez Neighborhood and downtown. Buffering could minimize noise impact, and better landscaping could improve the aesthetic appeal of the IH-35 corridor.



**Figure 8: The Park at Town Lake**

The neighborhood wants to preserve its unique waterfront treasure, Festival Beach Park. It is one of the most sparkling jewels on Town Lake's "green necklace," originally envisioned by Ladybird Johnson. This lovely park's beauty, openness, serenity and natural character should be preserved while enlivening the area with more pedestrian activity, more amenities, and better facilities to serve neighborhood residents.



**Figure 9: Family Picnic in a Neighborhood Park**

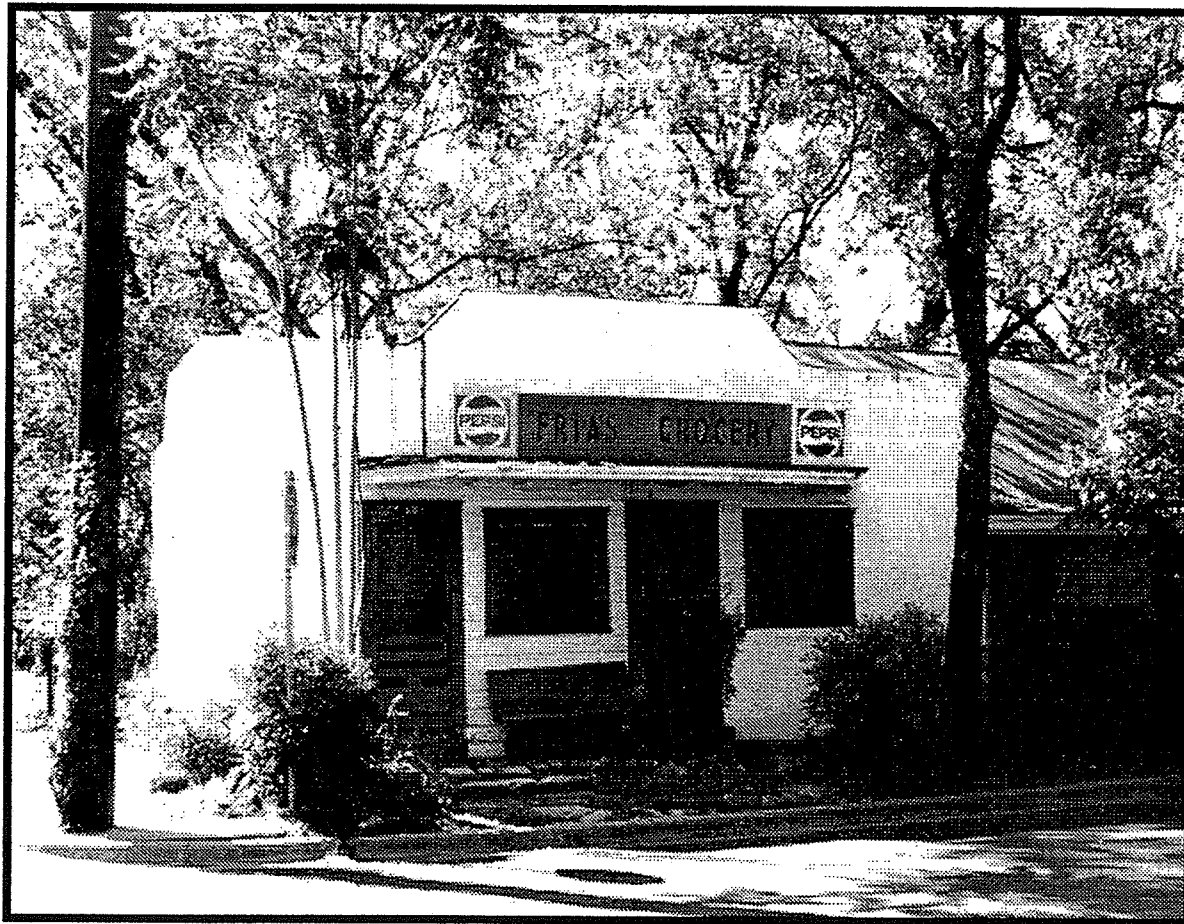
The neighborhood values the health and well being of its residents, young or old. It hopes to improve residents' access to health and human services, many of which are already available, but are unknown to residents who qualify for them. The neighborhood would like to work toward reducing the incidence of diseases that reduce our quality of life, such as diabetes, cancer and heart disease, which are epidemic. Neighbors would like to see more preventive programs that offer opportunities for individual growth, family development and healthy living. Such programs could help redirect youth and others who might be drawn toward alcohol, drugs or gangs.

East César Chávez neighbors would like to have opportunities to increase their quality and enjoyment of life through learning, recreation and cultural arts. They would like to see diverse programs that provide opportunities for adults, youth and children to build

skills, learn about culture, develop creativity, gather with neighbors, enjoy nature, relax and play. The natural resources of the East César Chávez Neighborhood should be protected and preserved in ways that assure public health and safety and reaffirm our connection to the Earth.

The neighborhood hopes to provide safe transportation options for pedestrians, cyclists, motorists and mass transit users. While encouraging mobility in the neighborhood, it would like to discourage the use of neighborhood streets as "cut through" short cuts and thoroughfares. It would like to exclude trucks from its residential streets and see that this prohibition is enforced.

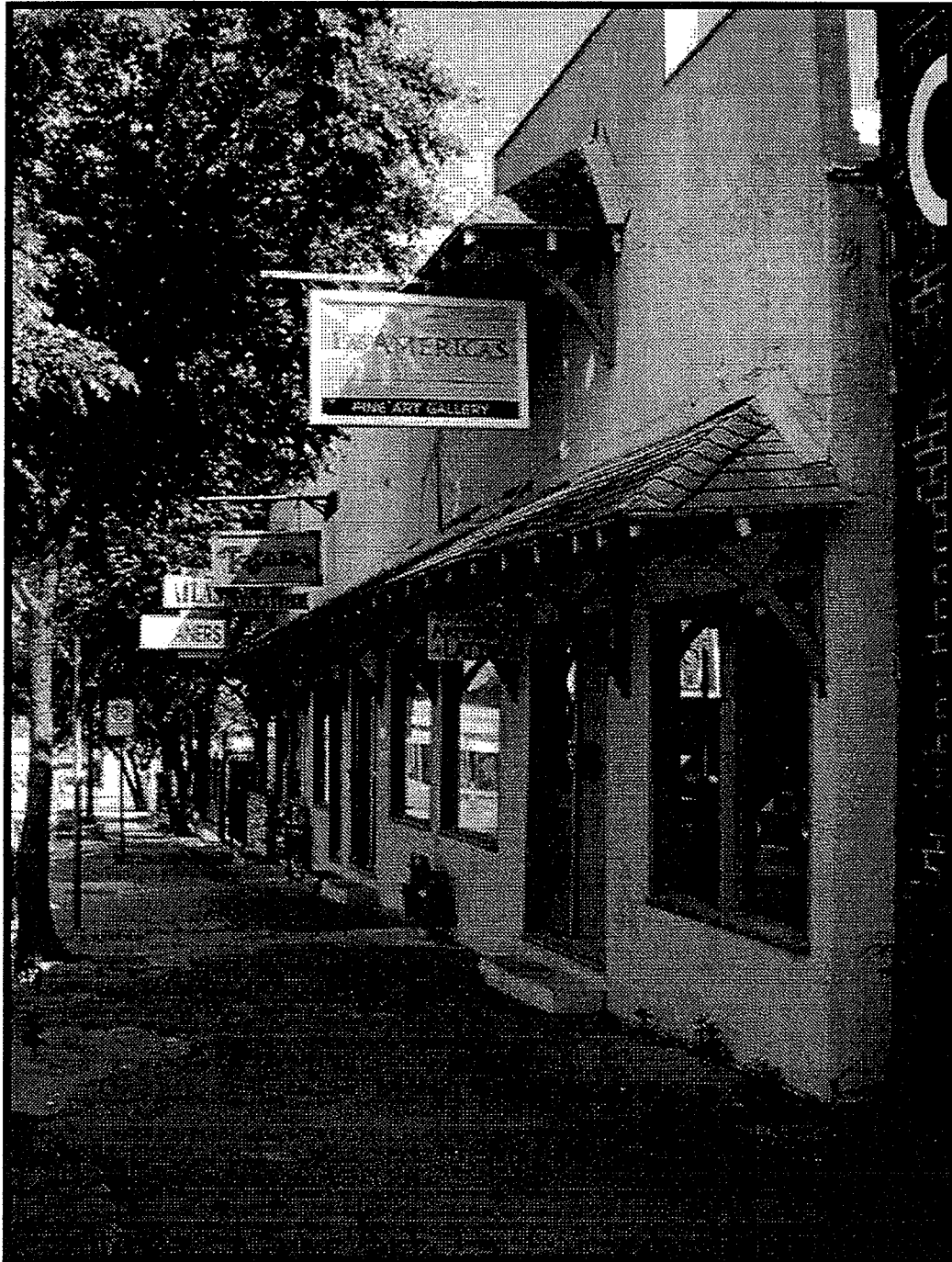
The neighborhood envisions becoming more economically self-sufficient, which can happen if businesses and residents work together to create jobs and make services available, keeping assets working within the community, to mutual benefit. Its goal is to create a community where people can gain work that supports them and makes the best use of their individual skills and talents. The neighborhood envisions economic development that will include and benefit neighborhood residents, such as projects that offer space and support for locally owned small businesses.



**Figure 10: Frias Grocery**



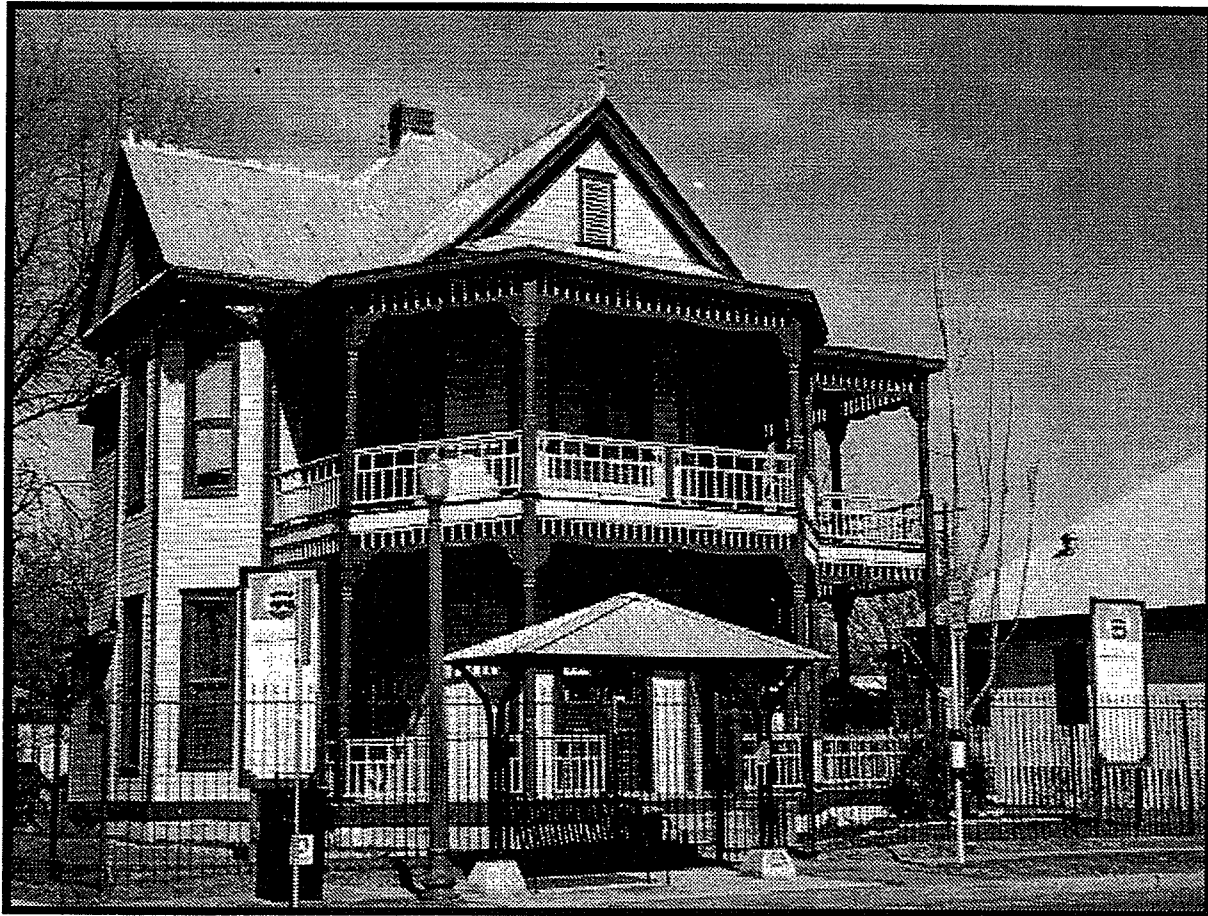
In many ways, the neighborhood's vision is similar to ideas and principles embodied in Austin's Traditional Neighborhood District ordinance and in its recent SmartGrowth initiative. Remarkably, these ideas and principles have been part of this neighborhood ever since it was built: compatibility of residences, commercial and public buildings; mixed residential and retail uses, such as stores with residences above; a vital and friendly street life; businesses which serve neighborhood residents and residents that support local businesses.



**Figure 11: East 6th Street Streetscape and Small Businesses**



In fact, when the entire area was surveyed and the Willow-Spence Streets Historic District was nominated for inclusion in the National Register of Historic Places, it was specifically described as "an unusually intact neighborhood of residences and compatible commercial and public buildings.... In a city where specific functions and services have been segregated from one another, [it] is a rare example of a neighborhood in which homes, businesses, and churches are fully integrated and architecturally compatible." The neighborhood hopes, perhaps, in the twenty-first century to fulfill this original vision while embracing the cultural identity and unique character it has evolved in the past hundred years.

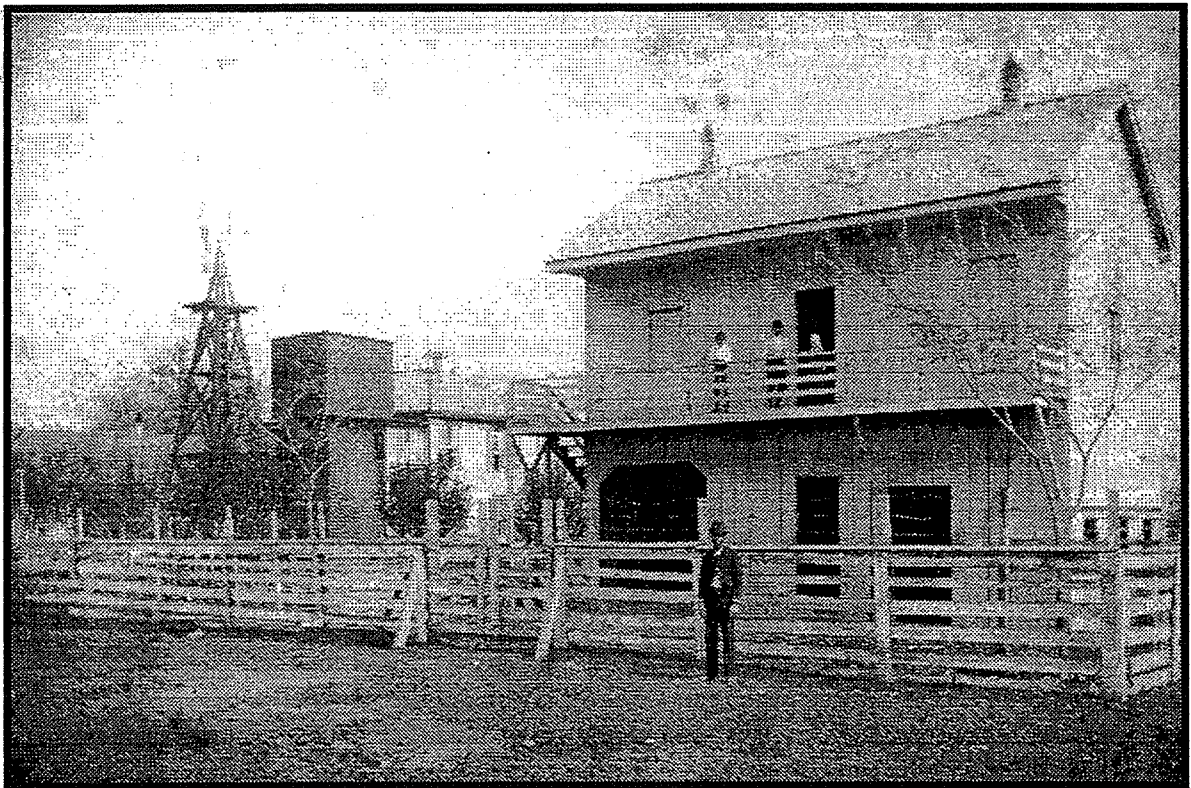


**Figure 12: Historic Residential Structure now Offices of LOC Consultants**

## Chapter III. Neighborhood History and Culture

### Neighborhood History

It is highly fitting for the East César Chávez Neighborhood to be one of the first neighborhoods in Austin to participate in the Neighborhood Planning Program, because it was one of Austin's first neighborhoods. Many of its homes were built in the early years of the twentieth century; among its first residents were bookkeepers, waiters, clerks, candy salesmen, drivers of ice trucks, dressmakers, Kodak finishers, machinists, salesladies, carpenters, carriage painters, linemen on the "electric railway," bartenders, and horseshoers, as well as conductors, switchmen, engineers, and brakemen for the nearby railroad. Many took the streetcar to work on Sixth Street or Congress Avenue. (Original streetcar tracks still remain in a few places.) These hard-working middle-class citizens had German, English, Scottish, Italian, and other European names. Their turn-of-the-century homes were more modest ("vernacular") versions of the ornate Victorian houses seen elsewhere in the city, but still lovely in their handsome lines and craftsmanship and their welcoming front porches. They were built largely of longleaf red pine from virgin forest in Calcasieu Parish, Louisiana, a much harder wood than today's pine, now virtually extinct and irreplaceable.



**Figure 13: Early 1900 Residence at 1610 East 1st Street**

Photo courtesy of the Austin History Center, Austin Public Library, #PICH 08196.

The area experienced its last serious flood in 1935. The chain of dams constructed during the New Deal years finally ended the floods, leaving behind rich floodplain soil. Some of the pecan and oak trees, roses and other ornamental plantings are as old as the neighborhood.

The area north of 3<sup>rd</sup> and south of 6<sup>th</sup> Streets, from Waller to Chicón, was originally settled by freed slaves, not only from Texas but also from Tennessee, Mississippi, and Georgia. It was called Masonville, or Masontown, after brothers Sam and Raiford Mason, who bought the property in 1867. Like Wheatville and Clarksville, the Masonville area bears few traces today of its original population. Interestingly, it is precisely in the Masonville area of the East César Chávez Neighborhood that much industry, metal scrap yards and large, barren tracts are concentrated. This was not only because of their proximity to the railroad tracks, but also because the zoning in what was then considered a "Negro District" was far less restrictive. The Chalmers housing project also lies within the former Masonville area.



**Figure 14: Moreno Service Station at East 6th and San Marcos (1936)**

Mr. Moreno is standing fifth from the right. The vehicles in front are Roy's Taxis, a taxi company still in existence today. Photo courtesy of the Austin History Center, Austin Public Library, #PICA 26317.

In the 1920s and 1930s, Hispanics—few of whom owned the property on which they lived or worked—began to feel pressured to move east, displaced by a growing downtown and powerful interests. In 1928, Guadalupe Church moved from its original site at West 5<sup>th</sup> and Guadalupe Streets to its present location just north of the East César Chávez neighborhood. Some current residents can remember being among the first Hispanic families to move into their blocks in the 1930s and 1940s. Eventually, over several decades, most Anglos moved out. According to the 1984 application to the National Register for designation of the Willow-Spence Historic District, the area lost Anglo residents not only because of racism and “white flight” but also because the city failed to upgrade the utility and transportation infrastructure.

Although Austin replaced its ward system with city commissioners in 1909, for many years the neighborhood retained its old name as Austin’s Tenth Ward, an area stretching from Congress Avenue to Comal, and from the Colorado River to 5<sup>th</sup> Street. This association partially explains the neighborhood’s strong ties to the Rainey Street neighborhood. For many decades, children from the East César Chávez Neighborhood attended the Palm School and played in Palm Park. But the area was divided in the 1950s when the tree-lined East Avenue was destroyed and replaced by Interstate 35, which became not only a physical but also a cultural and psychological barrier. Similarly, East 6<sup>th</sup> Street has charming storefronts and sidewalks similar to those on the West side of IH-35, but the highway has served as a kind of “Berlin Wall,” severing the logical connection between the two 6<sup>th</sup> Streets. (Even the names of the streets proclaim the neighborhood’s original connection to downtown Austin; the north-south streets continue the convention of being named for Texas rivers and streams).

After World War II, when returning Hispanic GIs sought equal opportunity to enjoy the wealth of the country they had fought for, Hispanics across Texas began to demand their civil rights. These efforts escalated in the 1960s and 1970s, and East Austin community activists worked hard to combat discrimination in education, employment, medical care and housing. Meanwhile, community activist groups continue to affirm the cultural identity of Mexican-Americans.

The “Barrio” was galvanized in the 1970s by efforts to end the noise, parking problems and intrusion of motorboat races held during Aqua Festival at Festival Beach. Neighborhood residents succeeded in not only ending the races but also obtaining improvements in landscaping, trees, trails and other amenities. The annual Fiesta del Barrio celebrates this victory. Residents have continued to advocate fiercely for the closure of the City owned Holly Street Power Plant, protection against industrial hazards, equality of education and many other issues that affect their health, safety and quality of life.

## Culture of the Neighborhood

The East César Chávez Neighborhood has a culture all its own, one that its residents fight fiercely to preserve. Mornings on some blocks are greeted by the crows of roosters. Ice-cream vendors walk the neighborhood, pushing handcarts with delightful Mexican ice cream from San Antonio. In the summer, farmers from the Rio Grande Valley drive through the neighborhood honking to announce the sale of fresh watermelons and other produce from the backs of their pickups. Neighbors sit on their front porches (a necessity for those without air conditioning) and wave to each other. Sunday afternoons are marked by the sound of conjunto music and the smell of fajitas drifting from back yards. In the fall, on the weekend of el Día de los Muertos (All Souls' Day), a parade of dancing skeletons and low-riders proceeds from East 6<sup>th</sup> Street all the way to Congress Avenue. On the actual night of November 2, a more solemn procession walks silently by candlelight from Cristo Rey Church to Our Lady's Family Center on 6<sup>th</sup>, where altars are built honoring loved ones lost to AIDS. But here, too, the living celebrate as well as mourn the dead by sharing food, music and dancing. During the Christmas season, merchants participate in La Posada, a traditional Mexican procession in which people go door-to-door reenacting Mary and Joseph's search for shelter in Bethlehem. And on New Year's Eve, residents know the best party is at home on their own streets, where the entire neighborhood celebrates with an explosion of firecrackers.

Some of the residents are descendents of families who lived in Texas long before the Anglos came; others are first-, second- or third-generation Mexican-Americans. Many of the families have owned their houses for a half-century or more, and have cousins,

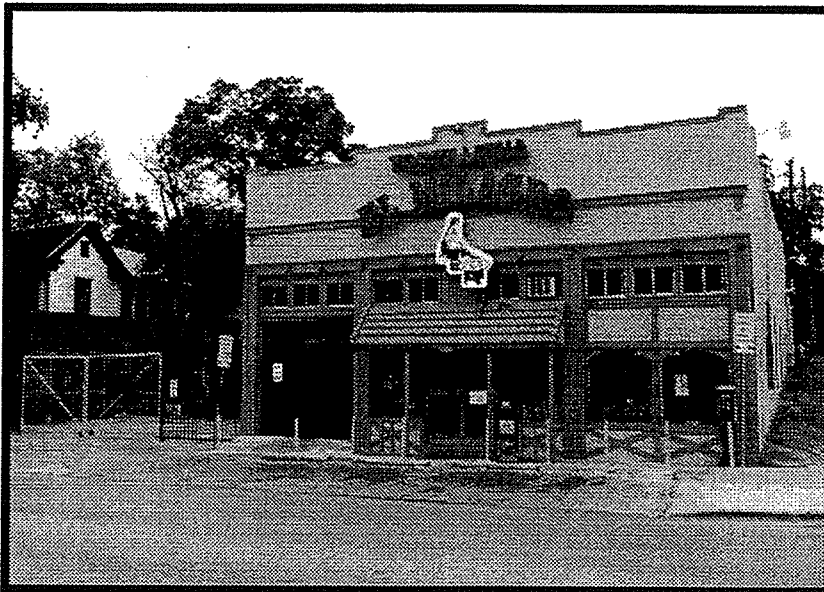


Figure 15: Historic Structure: El Milagro Tortilleria

aunts and grandparents either living with them or only a few blocks away. Many have added elements to their houses to remind them of their Mexican and Mexican-American heritage, such as handmade stonework, decorative wrought iron and bright colors. The neighborhood is also home to some of Austin's oldest tortilla factories.



Current residents of the East César Chávez Neighborhood, like its earliest residents, are hard working citizens. The neighborhood provides some of the labor force that has built Austin—both its buildings and its thriving economy. Many work for the state or the university. Some take on two or three jobs just to pay for a new roof or help raise a new grandchild. Many homes are swelling to bursting with children and grandchildren who cannot find affordable places to live. Residents may not have much time for neighborhood meetings, but they care deeply about their neighborhood.



Figure 16: Grandmother and Granddaughters

The neighborhood has a “live and let live” attitude; petty regulations, which do not endanger anyone’s health or safety, are seldom reported or enforced, and many different lifestyles are tolerated. Some residents have backyard workshops or small businesses, and a sprinkling of artists have moved into the neighborhood. Most residents enjoy the murals, folk art, and unusual constructions such as the house on Waller with the front made of a patchwork of scrap building materials.

In past years, citizens in the neighborhood have been brought together by long and sometimes bitter struggles: the protests against the Aquafest drag boat races on Town Lake; efforts to close the Holly Street Power Plant; and attempts to cope with the complex problems associated with the soup kitchen. As a result, some residents are

skeptical or cynical about change. Most residents would like to see improvements but are concerned that more powerful interests and market forces will once again force them out of their homes and neighborhood. They worry that any change will destroy the culture and character of this unique Austin neighborhood.

The struggles of the past and of the present make it clear that the residents of the East César Chávez neighborhood will stand to passionately protect, defend and preserve that which is dear to them. ***"Aquí estamos y no nos vamos."*** ***"We are here and we will not leave."***

## **Chapter IV. The Neighborhood Plan**

The East César Chávez Neighborhood Plan was written by the neighborhood for the neighborhood. The Plan is the result of an extensive collaborative effort between neighborhood residents, businesses and property owners with the support of City Neighborhood Planning staff. Everyone that lived, worked, or owned property or a business in the neighborhood was invited to participate. Hundreds of neighborhood residents, businesses and property owners participated in the process by filling out surveys, serving on committees, attending community meetings or voting on the plan in the Neighborhood Referendum.

The purpose of the Neighborhood Plan is to provide direction for future development and for City programs and projects that affect the neighborhood. The Plan provides a clear vision of the neighborhood's priorities and needs as well as agreement on things that need to be done. The Plan also advises businesses of what services are needed and what development will be encouraged. This Chapter contains the following eight sections:

- 1. Land Use, Zoning and Neighborhood Character**
- 2. Transportation and Traffic**
- 3. Housing**
- 4. Environment and Parks**
- 5. Economic Development**
- 6. Crime and Safety**
- 7. Health and Human Services**
- 8. Education, Arts and Leisure**

The Neighborhood vision for each topic is expressed in general goals. These goals are broken down into particular objectives, which in turn, are supported by discreet, specific, measurable and achievable action items.

Possible resources to assist in the implementation of the plan are identified under each goal as "primary resources." "Primary resources" may include City departments, the East César Chávez Neighborhood Leadership Team or other outside organizations and agencies. "Primary implementers" are listed after each action item. "Primary implementers" indicate the group that is responsible for managing the implementation of that particular action item. City departments are listed by common abbreviation (see Appendix B: Directory of Abbreviations). The abbreviation "NPT" means the East César Chávez Neighborhood Planning Leadership Team. In addition, actions that will be implemented by the Leadership Team may contain the phrase "The Neighborhood." "The Neighborhood" also means the East César Chávez Neighborhood Planning Leadership Team.



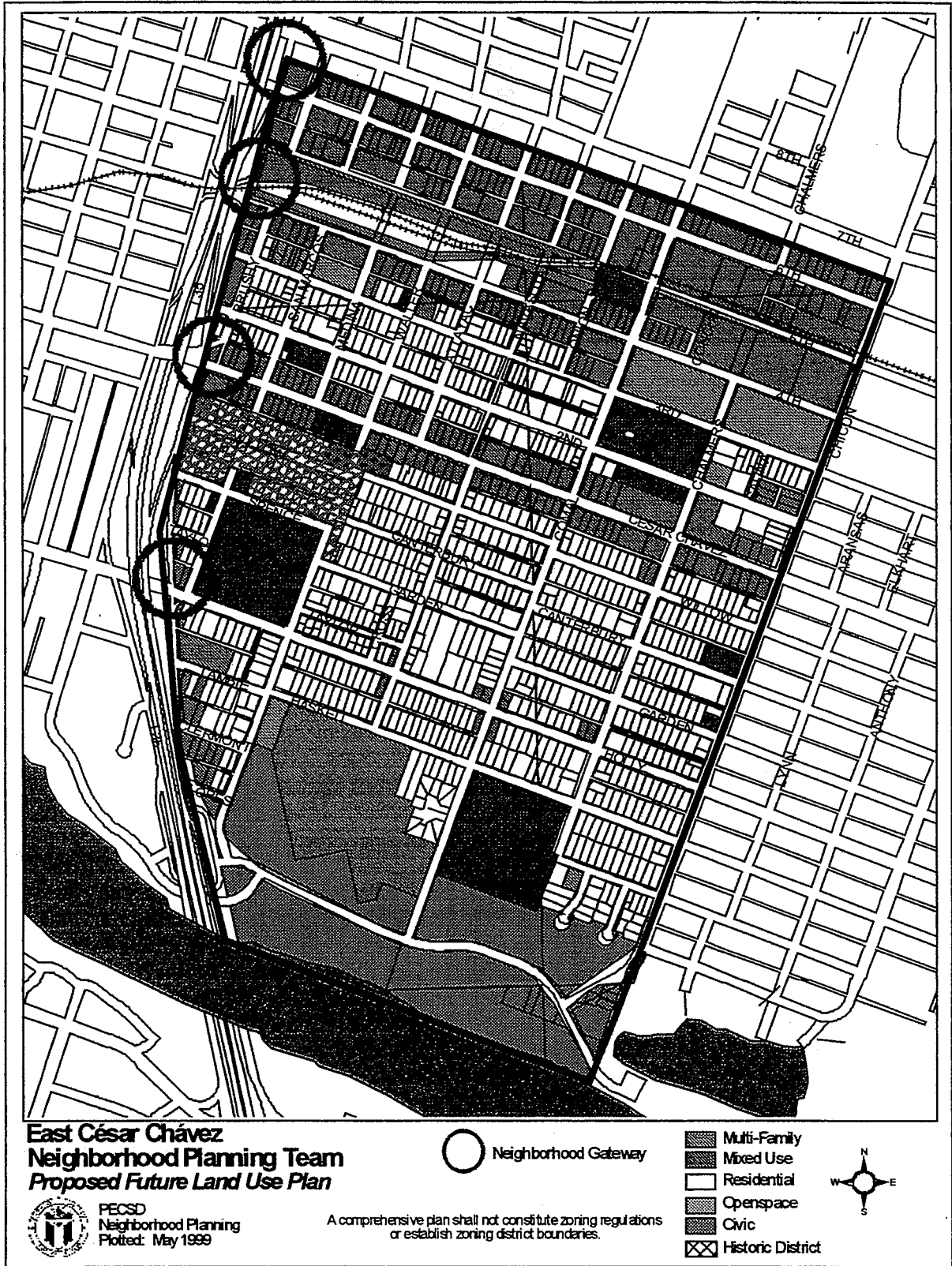


Figure 17: Proposed Future Land Use Plan

# **1. Land Use, Zoning and Neighborhood Character**

**Neighborhood Vision:** The neighborhood envisions commercial corridors that are safe and pedestrian-friendly. These corridors should be mixed use residential, commercial and include civic elements. Mixed residential and retail uses, such as stores with residences above are encouraged. Development should be compatible with the existing neighborhood, economically and environmentally sustainable and conducive to a blend of vibrant economic activity and quality of life. The neighborhood envisions open spaces, plazas and market places that contribute to friendly street activity. Compatible development is desired to preserve the beauty of the neighborhood and should accommodate existing families. They would like the barrier effect of IH-35 reduced and stronger connections between the East César Chávez Neighborhood and downtown should be developed. The neighborhood will work to retain the history, culture and diversity of the neighborhood and provide visual landmarks to highlight the history and cultural heritage.

**Goal 1: Provide zoning for a mix of business and residential land uses in the commercial corridors and selected other commercial areas.**

***Primary resources: City of Austin and Travis County Tax Appraisal District.***

**Objective 1:** Change zoning on property currently zoned commercial or industrial to the "Smart Growth" zoning class called "Mixed Use," which would encourage a mixture of uses (retail, office, restaurants, civic, clean light industry and residential) in all commercial corridors (César Chávez, 4<sup>th</sup>-5<sup>th</sup> rail corridor, 6<sup>th</sup> Street).

**Action 1.** Rezone all property within the planning area boundaries that is currently zoned commercial and industrial to the "Smart Growth" zoning class called "Mixed Use." **Primary implementers: PECSD, DRID**

**Action 2.** Allow new or existing businesses to create housing above the business or on the same level. **Primary implementers: DRID**

**Action 3.** The Neighborhood will develop a list of uses to be encouraged and provide this information to DRID and Neighborhood Planning (PECSD). This information will be included as an addendum to the adopted Neighborhood Plan. **Primary implementers: NPT**

**Action 4.** The Neighborhood will work with the City to provide economic incentives for conversion of heavy industrial uses that currently fall under the East Austin Overlay to mixed use. Incentives could include waiving development review costs or utility permit fees as well as grants or public-private partnerships (similar to initiatives on Lamar/CSC). **Primary implementers: DRID**

**Action 5.** Investigate the feasibility of developing a program that would protect existing low-income residents and businesses located in the neighborhood from displacement, which may occur as a result of Mixed Use Zoning designations or Historic District designations. **Primary implementers: NHCD, PECSD**

**Action 6.** Provide economic opportunities for existing neighborhood business owners and residents so they may also benefit from increased development that may be promoted as a result of Mixed Use Zoning designations. **Primary implementers: NHCD, PECSD**

**Action 7.** Promote pedestrian activity by installing benches, trash receptacles and historic lighting fixtures on both sides of César Chávez and 6th Street. The Neighborhood will pursue incentives and public-private partnerships to preserve and extend historic-style lampposts on César Chávez and 6th Street. **Primary implementers: Austin Energy, Keep Austin Beautiful, NPT**

**Objective 2:** **Encourage more retail and commercial services within walking distance of residents.**

**Action 8.** Change existing commercial "spot zoning" (nodes currently zoned LO, LR, CS and GR) in residential areas to mixed use. **Primary implementers: DRID**

**Goal 2: Ensure that new structures and renovations are compatible with the existing neighborhood and protect homes from incompatible business or industry.**

***Primary resources: City of Austin and public and private sector.***

**Objective 1: Ensure that all new or redevelopment projects are compatible with the existing character of the area in scale, density, design, and parking.**

**Action 9.** To ensure that all proposed development is compatible with the neighborhood DRID will provide development applicants with a copy of the adopted Neighborhood Plan. All development should be consistent with the Neighborhood Plan and compatible with the existing neighborhood. **Primary implementers: DRID**

**Action 10.** Protect all structures of historic significance from demolitions. Change the ordinance to include notification of affected registered neighborhood associations of the proposed demolitions. **Primary implementers: DRID**

**Action 11.** The Neighborhood will work with the City to develop design guidelines for commercial and residential areas to ensure compatibility. Hold a neighborhood design workshop. Solicit participation from a diverse group representing all sectors of the neighborhood, including businesses. Using TND guidelines, develop specific neighborhood guidelines for scale, density, design, parking, signage, screening, fencing and billboards. **Primary implementers: PECSD, NPT**

- Emphasize historically and culturally appropriate design.
- Provide incentives to include common neighborhood features (such as front porches).
- Ensure that new and renovated buildings are similar in size to neighboring buildings.
- Ensure gradations of density and height in commercial corridors, so that density and height are greatest close to IH-35.
- Adopt parking guidelines to ensure parking is compatible with neighborhood.

**Action 12.** Provide incentives to projects that meet neighborhood compatibility guidelines, such as offering a streamlined review process. **Primary implementers: DRID**

**Objective 2:     Protect residential neighborhood from incompatible business or industry and from destruction of existing housing.**

- Action 13.**     The Neighborhood will review, adopt and endorse the "Smart Growth Criteria Matrix" and TND residential infill proposal to determine mixed use categories that are compatible when next to traditional single family residences, and to determine any necessary setbacks or buffers. **Primary implementers: NPT**
- Action 14.**     Neighborhood will work with the Landmark Commission and DRID to survey and identify neighborhood structures of historic and/or cultural value. Investigate the feasibility of creating a historic overlay in some areas of the neighborhood which would offer tax abatements to help existing residents keep their homes and make it affordable to fix up older homes. Amend city ordinance as needed. **Primary implementers: NPT, LC, DRID**
- Action 15.**     Protect the residential neighborhood along IH-35 from encroachment by incompatible commercial uses by establishing a green buffer between the neighborhood and IH-35. Encourage the City to create a land bank and purchase land bordering IH-35 south of 4th Street to Town Lake, as it becomes available, for the long-term purpose of establishing the green buffer. No residential structures will be condemned for the purpose of establishing the buffer. Single family residential uses should continue along the proposed green buffer. Housing in the historic district should continue to be protected from demolition. **Primary implementers: PW, NPT**
- Action 16.**     Ensure neighborhood notification of any health risks or adverse impacts that would harm the health, safety and welfare of the neighborhood associated with new and existing industrial and commercial development. **Primary implementers: DRID**
- Action 17.**     Do not locate additional utility service facilities in our area and minimize the impact of existing facilities. **Primary implementers: Austin Energy**

**Goal 3: Create and preserve physical features and activities to reinforce our neighborhood's cultural identity and history.**

***Primary resources: City of Austin, Capital Metro, Austin Transportation Study, public agencies and public/private ventures.***

**Objective 1: Create public spaces such as plazas and a mercado that celebrate Hispanic culture.**

**Action 18.** Support Plaza Saltillo and create more plazas in the neighborhood as suggested by the Olé Mexico plan. **Primary implementers: Capital Metro**

**Action 19.** Provide incentives to developers to include plazas and zocalos. Consider adopting an amended version of TND guidelines requiring a reasonable percentage of open space. **Primary implementers: DRID**

**Objective 2: Promote murals and other public art to reinforce our neighborhood identity.**

**Action 20.** The Neighborhood will work with other organizations to create gateways into the neighborhood by constructing cultural landmarks/art works at key entry locations located at IH-35 and 6<sup>th</sup>, 4<sup>th</sup>-5<sup>th</sup>, César Chávez and Holly Streets. Consult with Art in Public Places and similar groups for funding sources. Solicit neighborhood participation by sponsoring a design competition. **Primary implementers: NPT**

**Action 21.** The Neighborhood will create a neighborhood task force to preserve murals while discouraging offensive or gang-related graffiti. Work with APD to reduce graffiti. Solicit local business participation. **Primary implementers: NPT**

**Objective 3: Encourage and promote cultural and artistic events in the neighborhood.**

**Action 22.** The Neighborhood will request that the Pecan Street Festival be extended to East 6th Street. **Primary implementers: NPT**

**Action 23.** The Neighborhood will create a neighborhood festival including all groups in the neighborhood. Invite all groups and associations to participate in planning the festival. **Primary implementers: NPT**

**Action 24.** The Neighborhood will promote artists, art studios, workshops and galleries in our area, especially those related to the Hispanic culture. **Primary implementers: NPT**

**Objective 4:** Create tours of interesting cultural, historic and artistic sites in the neighborhood.

**Action 25.** The Neighborhood will enlist neighborhood volunteers to research, identify sites, write descriptions and explore various designs and modes of implementation (e.g., tapes, plaques, self-guided brochure and banners). **Primary implementers: NPT**

**Action 26.** The Neighborhood will develop a history walk on 6<sup>th</sup> Street, narrating the migration of Hispanics from West to East Austin. Coordinate with downtown groups to extend the entire length of 6<sup>th</sup> Street. **Primary implementers: NPT**

**Objective 5:** Collect and preserve the history of the neighborhood and identify local heroes.

**Action 27.** The Neighborhood will continue work on an oral history project, engaging our youth in interviewing our elders. Coordinate with existing programs at Martin Junior High and with the Mexican-American Cultural Center. Solicit assistance from local access television to videotape and/or participation from local high-tech companies in scanning and compiling photos and histories. **Primary implementers: NPT**

## **2. Transportation and Traffic**

**Neighborhood Vision:** The neighborhood should be accessible and safe for pedestrians, cyclists, motorists and mass transit users. Increasing mobility in the neighborhood is encouraged while discouraging the use of neighborhood streets as "cut through" short cuts and thoroughfares. The rail corridor should be developed in ways that do not pollute the environment or threaten the health, safety and welfare of existing residents and businesses.

### **Goal 1: Improve traffic safety on neighborhood streets.**

**Primary resources:** *City of Austin, Capital Metro, Neighborhood Planning Leadership Team, local businesses, Austin Police Department, Austin Transportation Study, Texas Department of Transportation, ADAPT and local taxi companies.*

#### **Objective 1: Prohibit large trucks.**

**Action 28.** Prevent large trucks from operating within the residential area of the neighborhood, including César Chávez by installing appropriate signage and improving enforcement of traffic regulations. Signs should be placed at the following locations: Along the IH-35 access road at Taylor, Spence, Willow, César Chávez and 2<sup>nd</sup> Street; and on San Marcos at César Chávez.  
**Primary implementers: PW**

#### **Objective 2: Install stop signs and other signs where needed.**

**Action 29.** Install stop signs at Willow and San Marcos (4 way stop), Willow and Navasota (4-way stop), Chalmers and 4th (3-way stop), Chalmers and Canterbury (4-way stop), and Holly and Robert Martinez (4-way stop). **Primary implementers: PW**

#### **Objective 3: Install appropriate signage where visibility is a problem.**

**Action 30.** Install "no parking" signs at the entrance into Robert Weaver Avenue. **Primary implementers: PW**



**Action 31.** Install "no parking from here to corner" signs at Willow and San Marcos, and Willow and Waller (all sides). The Neighborhood will work with the City to identify additional intersections.  
**Primary implementers: PW**

**Objective 4: Make better use of existing parking facilities.**

**Action 32.** Encourage institutions and businesses to use their existing parking instead of parking on the street. **Primary implementers: PW**

**Objective 5: Repair and upgrade streets and curbs.**

**Action 33.** The Neighborhood will periodically identify repair needs.  
**Primary implementers: PW**

**Objective 6: Repair and upgrade alleys to accommodate increased use and promote safety.**

**Action 34.** Improve alleys; consider the use of permeable materials.  
**Primary implementers: PW**

**Action 35.** Provide more streetlights (possibly shaded from homes) in all alleys. **Primary implementers: Austin Energy**

**Objective 7: Increase mobility and safety along César Chávez and at cross streets intersecting César Chávez.**

**Action 36.** Construct a right-turn lane to northbound IH-35 at César Chávez. **Primary implementers: PW**

**Action 37.** Consider creating a roundabout or traffic circle at IH-35 and César Chávez (incorporating the existing veterans' monument). **Primary implementers: PW**

**Action 38.** Adjust timing of traffic signals to prevent accidents at the following locations: IH-35 and César Chávez allow more travel time for pedestrians; improve signal timing for North-South traffic crossing César Chávez at Waller, Comal and Chicón.  
**Primary implementers: PW**

**Action 39.** Adjust traffic signals after midnight to ensure that traffic does not speed down the entire length of César Chávez. (Keep some lights blinking red, not yellow). **Primary implementers: PW**

**Action 40.** Install traffic signal at Chalmers and César Chávez. **Primary implementers: PW**

**Action 41.** Install unobstructed wheelchair ramps and sidewalks that satisfy the Americans with Disabilities Act on both the north and south sides of César Chávez at the IH-35 underpass/overpass. **Primary implementers: PW**

**Action 42.** Make existing pedestrian-lighted signals and crosswalks on César Chávez safer by encouraging pedestrian traffic to use the south side in the short term. In the long term, improve the north side with pedestrian lights and a pedestrian island. **Primary implementers: PW**

**Objective 8:** Discourage the use of César Chávez as a thoroughfare to 183 and the Austin Bergstrom International Airport.

**Action 43.** Post signs to encourage the use of Riverside and 7<sup>th</sup> Street as Austin/Bergstrom International Airport (ABIA) thoroughfares. **Primary implementers: PW**

**Action 44.** The Neighborhood will educate taxi drivers as to the appropriate route to ABIA. **Primary implementers: NPT**

**Action 45.** Add buffers such as planting areas between sidewalk and streets to slow traffic. **Primary implementers: PW**

**Goal 2: Improve bicycle and pedestrian traffic safety on neighborhood streets.**

**Primary resources: City of Austin, Neighborhood Planning Leadership Team and Yellow Bike Project.**

**Objective 1: Improve bicycle routes while accommodating neighbors' concerns about parking.**

**Action 46.** Implement the City of Austin's Bicycle Plan that provides bike-lanes along Chicón, Holly, the IH-35 frontage road and 7th Street. **Primary implementers: PW**

**Action 47.** Provide bicycle lanes along Waller, Chalmers and the 4th Street rail corridor. **Primary implementers: PW**

**Objective 2: Create convenient and accessible pathways through the neighborhood.**

**Action 48.** Install unobstructed wheelchair ramps and sidewalks that satisfy the Americans with Disabilities Act. **Primary implementers: PW**

**Action 49.** Ensure that every street in neighborhood has a sidewalk on one side of the street and that major collector streets have sidewalks on both sides of the street. These sidewalks must be continuous and usable. Construct the following sidewalk improvements: **Primary implementers: PW**

**Comal:**

- Widen sidewalk where necessary (such as around poles) on the west side from 6<sup>th</sup> to Lakeshore Dr.
- Build sidewalks on the west side from 5<sup>th</sup> to 4<sup>th</sup> and from 2<sup>nd</sup> to César Chávez.
- Build sidewalks on the east side from 6<sup>th</sup> to 7<sup>th</sup>.
- Build wheelchair ramps on the west side where alleys intersect from 6<sup>th</sup> to Haskell Street.

### **Chicón:**

- Widen sidewalk where necessary on the east side from 6<sup>th</sup> to Festival Beach.
- Build sidewalk on the east side from 5<sup>th</sup> to 4<sup>th</sup>.
- Build wheelchair ramps on the southwest corner of César Chávez and Chicón.
- Build wheelchair ramps where alleys intersect between César Chávez and Canterbury.

### **Waller:**

- Widen sidewalk where necessary on the west side from 6<sup>th</sup> to Festival Beach.
- Widen sidewalk on both sides of the street at the train signal light to make them more pedestrian friendly.
- Build sidewalk on the east side from César Chávez to 4<sup>th</sup>.
- Build sidewalk on the west side from 5<sup>th</sup> to 4<sup>th</sup>.
- Build wheelchair ramps at the intersection of Waller and 5<sup>th</sup>.

### **Holly:**

- Repair sidewalk along the south side between Lynn and Chicón.
- Repair sidewalk along the south side between San Marcos and Comal.
- Repair sidewalk along the north side near Comal.
- Build wheelchair ramps on the north side of the intersection with San Marcos.
- Build wheelchair ramps along the north side of the intersection with Navasota.

### **Town Lake:**

- Add signage and sidewalk from Flores Street to the ramp at IH-35 at Town Lake.
- Construct walkways along the North side of Festival Beach Rd.

### **Brushy Street:**

- Build sidewalk on east side from the alley between César Chávez and 2<sup>nd</sup> north to 2<sup>nd</sup>.
- Build sidewalk on west side from 3<sup>rd</sup> north to where sidewalk begins.
- Build sidewalk on both sides of the street from the alley between 5<sup>th</sup> and 6<sup>th</sup> to 6<sup>th</sup>.
- Build sidewalk on west side from 6<sup>th</sup> north to the alley between 6<sup>th</sup> and 7<sup>th</sup>.
- Build a bike/pedestrian path on Brushy Street easement between 4<sup>th</sup> and 5<sup>th</sup> streets made of decomposed granite or other suitable permeable material.

### **San Marcos:**

- Build sidewalk on east side from the alley between César Chávez and 2<sup>nd</sup> north to 2<sup>nd</sup>.
- Build sidewalk on east side between 2<sup>nd</sup> and 3<sup>rd</sup>.
- Assess the need for sidewalks on west side from César Chávez north to 2<sup>nd</sup>.

### **Medina:**

- Build sidewalk on east side from 6<sup>th</sup> north to the alley between 6<sup>th</sup> and 7<sup>th</sup>

**Attayac:**

- Build sidewalk on west side between 6<sup>th</sup> and 7<sup>th</sup>.
- Build sidewalk on east side from 6<sup>th</sup> to the alley between 6<sup>th</sup> and 7<sup>th</sup>.

**Navasota:**

- Build sidewalk on east side between 6<sup>th</sup> and 7<sup>th</sup>.

**Chalmers:**

- Build sidewalk on east side from 6<sup>th</sup> north to the alley between 6<sup>th</sup> and 7<sup>th</sup>.

**Objective 3:     Ensure proper maintenance of existing sidewalks.**

- Action 50.**     City should develop a regular maintenance program for sidewalks. **Primary implementers: PW**

**Objective 4:     Increase pedestrian safety at busy intersections and busy pedestrian areas.**

- Action 51.**     Add pedestrian crosswalks with signals at San Marcos and César Chávez and at Navasota and César Chávez. **Primary implementers: PW**

- Action 52.**     Use pavers to delineate crosswalks at major intersections along César Chávez and Sixth Street. **Primary implementers: PW**

- Action 53.**     The Neighborhood will work with the school district to increase the number of crossing guards for school children to include the intersection of César Chávez and San Marcos; and San Marcos and Spence. Other locations will be determined by the neighborhood. **Primary implementers: NPT, AISD**

- Action 54.**     Install crosswalks and traffic calming devices at busy pedestrian areas such as schools and day care centers. Install crosswalks with signs at Holly and Waller, Holly and Chalmers, Waller and Spence (crosswalk across Waller); Waller and Willow (crosswalk across both). **Primary implementers: PW**

**Objective 5:     Install streetlights along poorly lit streets.**

- Action 55.**     Install lighting along Comal from Robert Weaver Avenue to Festival Beach Road. **Primary implementers: Austin Energy**

**Action 56.** Install historical street light posts along Festival Beach Road and all other park roads. **Primary implementers: Austin Energy**

**Action 57.** Install streetlights where recommended as identified on the University of Texas Transportation Study Lighting Map (see Appendix K). **Primary implementers: Austin Energy**

**Objective 6:** Conduct bicycle safety programs including child helmet giveaways.

**Action 58.** The Neighborhood will work with the *Yellow Bike Program* to organize *Yellow Bikes for Kids Program*. **Primary implementers: NPT, Yellow Bike Program**

**Goal 3: Make better use of Fourth–Fifth Street rail corridor.**

**Primary resources:** *Capital Metro, City of Austin, Austin Energy, Downtown Austin Alliance, Neighborhood Planning Leadership Team and private landowners.*

**Objective 1:** Provide a pedestrian and bicycle pathway in a green corridor along 4<sup>th</sup>- 5<sup>th</sup> Street.

**Action 59.** Designate at least a 30-foot green corridor along the 4<sup>th</sup>-5<sup>th</sup> Street rail corridor for planting vegetation which would serve as a bicycle and walking trail system connecting the neighborhood with downtown (except where there are existing houses or businesses). Construct the pathway eastward from Waller Creek to at least Chicón Street. **Primary implementers: PARD, PW**

**Action 60.** Provide landscaping and lighting along the pathway to ensure a safe and pleasant travel route. **Primary implementers: PW, Austin Energy**

**Action 61.** Retain the right-of-way for pedestrian and bike use on Medina, San Marcos, Onion, Attayac and Brushy Streets across the 4<sup>th</sup>-5<sup>th</sup> Street rail corridor for pedestrian and bicycle use. **Primary implementers: PW**

- Action 62.** Improve access and increase safety at the IH-35 underpass at 4th-5th Streets. Add curb cuts, lighting, and crosswalks to allow safe pedestrian and bicycle use. Add yield signs for traffic along the frontage road and signs at crosswalks. **Primary implementers: PW**

**Objective 2:** If light rail is developed along 4<sup>th</sup>-5<sup>th</sup> Street, provide economic and environmental safeguards and create at least two stations in the neighborhood.

- Action 63.** Prepare a study on the neighborhood impacts of light rail (such as environmental hazards, noise, safety, physical displacement of homes/businesses and street closings) and how those impacts will be addressed. **Primary implementers: PECSD**
- Action 64.** Investigate the feasibility of developing a program to protect existing low-income residents who live near the rail corridor from displacement, which may result from light-rail development. **Primary implementers: NHCD, PECSD**
- Action 65.** If neighborhood economic and environmental concerns can be addressed, promote the use of the 4<sup>th</sup>-5<sup>th</sup> Street corridor for light rail. **Primary implementers: Capital Metro**
- Action 66.** Provide economic opportunities for existing neighborhood business owners and residents so that they may also benefit from increased development that may be promoted as a result of light-rail system development. Create a small business development program that will target neighborhood businesses and residents. **Primary implementers: NHCD**
- Action 67.** Buffer residences from rail lines by planting vegetation and making appropriate changes to land use designations along this corridor. **Primary implementers: Capital Metro**
- Action 68.** Establish at least two stations within the corridor, and incorporate the neighborhood into the planning of these stations. **Primary implementers: Capital Metro**



**Action 69.** Develop a pricing mechanism that will make use of the rail system affordable to low-income persons. **Primary implementers: Capital Metro**

**Action 70.** Do not locate the light rail storage and maintenance facilities within this neighborhood. **Primary implementers: Capital Metro**

**Action 71.** Ensure safe and accessible pedestrian crossings so that the rail does not divide the neighborhood. **Primary implementers: Capital Metro**

**Goal 4: Improve and promote mass transit service in the neighborhood as alternative to cars.**

***Primary resources: Capital Metro, Austin Transportation Study, City of Austin, Travis County, Neighborhood Planning Leadership Team and local taxis/charter bus companies.***

**Objective 1: Examine effectiveness of bus routes and identify stops in need of shelters and other improvements.**

**Action 72.** Assess bus system effectiveness in the neighborhood. **Primary implementers: Capital Metro**

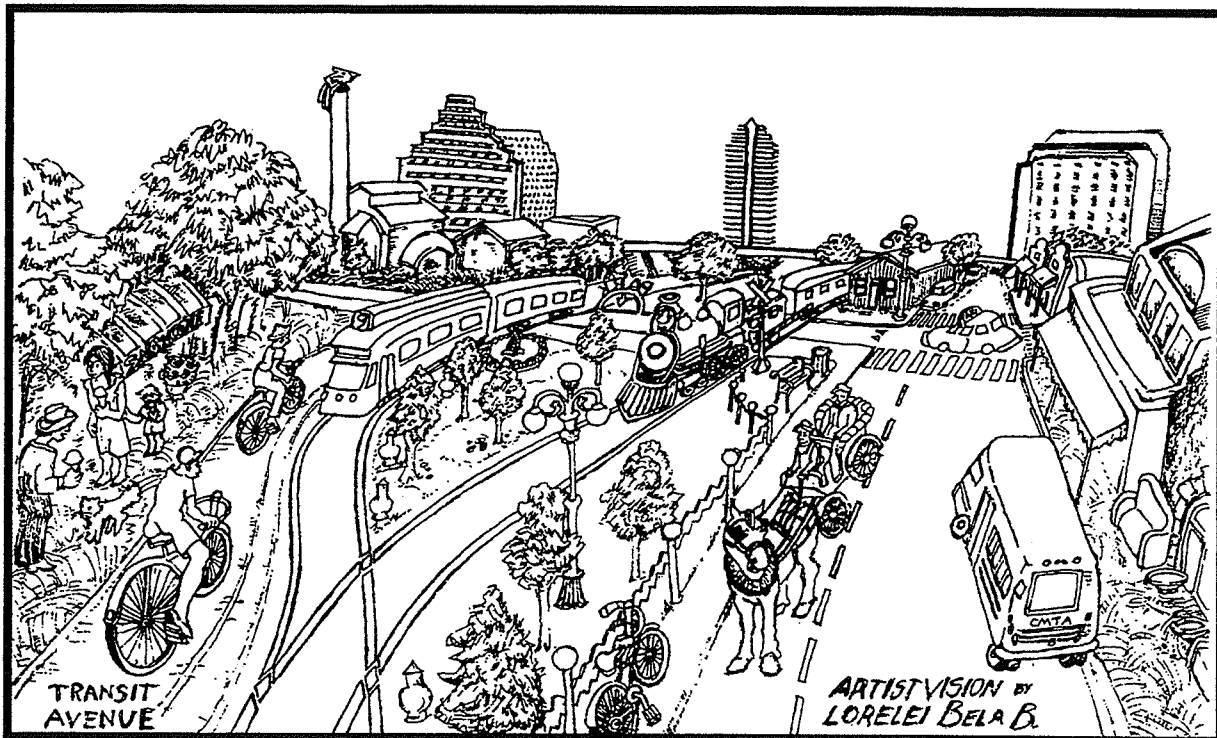
**Action 73.** Review bus ridership data in order to identify bus stops in need of bus shelters and other improvements. **Primary implementers: Capital Metro**

**Action 74.** Increase the number of bus shelters. **Primary implementers: Capital Metro**

**Action 75.** Provide trash receptacles at all bus stops. **Primary implementers: Capital Metro**

**Objective 2: Make better use of Town Lake to provide alternative forms of transportation.**

**Action 76.** The Neighborhood will investigate the feasibility of creating water taxis to travel from Town Lake at Pleasant Valley west to Austin High School. **Primary implementers: NPT**



**Figure 18: Neighborhood Artist Vision of the 4th-5th Street Rail Corridor**  
Drawing created by neighborhood resident Lorelei Bela Brown.

### **3. Housing**

**Neighborhood Vision:** The neighborhood needs more housing for its families, especially its elderly and young families. The neighborhood is willing to absorb some increase in density to accommodate these needs, as long as the neighborhood character is maintained. An array of housing options that are safe, accessible and affordable should be available. Providing more opportunities for existing residents to own their homes is a priority.

**Goal 1:** Establish a housing education outreach program with public and private organizations to preserve and rehabilitate existing housing.

*Primary resources:* City of Austin, Neighborhood Planning Leadership Team, Austin Metropolitan Ministries, Habitat for Humanity, Austin Area Homeless Coalition, Urban League, Austin Tenants Council and Guadalupe Neighborhood Development Corporation, private sector mortgage, finance and realty experts.

**Objective 1:** Identify providers and map locations of housing information and referral programs.

**Action 77.** The Neighborhood will recruit volunteers from Austin Family Eldercare and Austin Metropolitan Ministries to form a community outreach team to assist with implementation of this housing plan and to reach hard-to-serve residents in the neighborhood who need housing assistance. **Primary implementers:** NPT

**Action 78.** The Neighborhood will work with other organizations to conduct bi-annual housing fairs and workshops to bring together people in need of housing assistance and groups who provide housing assistance. **Primary implementers:** NPT, **All resources**

**Action 79.** Publish and distribute door-to-door a housing resource guide that includes information on how to fix older homes, buy homes and apply for loans and grants as well as information on building codes and permit process. **Primary implementers:** NHCD, NPT

**Objective 2: Establish a housing resource center that is open some evenings and weekends.**

**Action 80.** The Neighborhood will locate space donated by a neighborhood-based entity such as Habitat for Humanity Re-Store, Austin Housing Authority or the City of Austin Multi-purpose Center. **Primary implementers: NPT**

**Objective 3: Identify need for housing units for special populations (elderly, teen parents, homeless) and provide such housing as needed.**

**Action 81.** The Neighborhood will canvass the neighborhood and map locations of existing housing options for special populations. **Primary implementers: NPT**

**Action 82.** The Neighborhood will request priority status at these facilities for neighborhood residents. **Primary implementers: NPT**

**Action 83.** The Neighborhood will work with the City to review and modify congregate care and group home zoning laws to allow small group homes in the neighborhood. **Primary implementers: DRID**

**Action 84.** The Neighborhood will recruit participation from individuals and organizations to create options for residents with special needs. **Primary implementers: NPT**

**Objective 4: Work with City and community groups to assist residents in need of basic home maintenance and repairs.**

**Action 85.** The Neighborhood will work to coordinate resources between residents and organizations that offer assistance. **Primary implementers: NPT**

**Action 86.** The Neighborhood will work with the City to review and modify building codes to make repairs easier and more affordable and to preserve affordable housing in the neighborhood. Allow some repairs without requiring that all parts of a building meet all building codes. **Primary implementers: DRID**

**Objective 5: Establish a housing services barter system in the neighborhood.**

**Action 87.** The Neighborhood will collect information on trading available services (such as housekeeping or childcare) for housing. Advertise this information in the newsletter and create a database to be available at Terrazas Library and at the housing resource center. **Primary implementers: NPT**

**Objective 6: Work with public and private sector to make it easier to finance housing and rehabilitation of housing and offer incentives to owners to rehabilitate rental housing.**

**Action 88.** The Neighborhood will identify problems residents have related to financing rehabilitation projects and find alternative solutions. **Primary implementers: NPT**

**Action 89.** The Neighborhood will educate the boards of government and community-based organizations about the barriers homeowners encounter in trying to finance rehabilitation projects. **Primary implementers: NPT**

**Action 90.** The Neighborhood will advocate for neighborhood notification, enforcement and penalties for housing discrimination, illegal building practices and illegal demolitions. **Primary implementers: NPT**

**Goal 2: Preserve and increase the number of homeowners in the neighborhood.**

***Primary resources: City of Austin, Neighborhood Housing and Community Development Department, Austin Housing Authority, Neighborhood Planning Leadership Team, Texas Department of Housing and Community Affairs, private sector finance, mortgage and realty experts.***

**Objective 1: Establish a housing education program for first-time homebuyers.**

**Action 91.** Conduct first-time homebuyers' workshops in the neighborhood. **Primary implementers: NHCD**

**Action 92.** The Neighborhood will find an expert to locate an office in the housing resource center to assist people in making applications for loans and grants to buy a house in the neighborhood. **Primary implementers: NPT**

**Objective 2: Work with community organizations to prevent foreclosures through education and programs.**

**Action 93.** The Neighborhood will investigate the feasibility of creating a loan program with a lien mechanism through existing organizations to assist owners with back taxes or liens against their property. **Primary implementers: NPT**

**Action 94.** The Neighborhood will assist elders in executing trusts or other legal mechanisms to ensure that property is transferred as they intend upon their death. **Primary implementers: NPT**

**Action 95.** The Neighborhood will educate residents about potential dangers of using home equity loans for purposes not related to their homes (such as to pay off credit card or other debts). **Primary implementers: NPT**

**Objective 3: Provide additional opportunities to increase housing opportunities in the neighborhood.**

**Action 96.** Create an ordinance to allow single family housing to be constructed on existing substandard single family lots with a minimum area of 2,500 square feet, which existed prior to the date of this adopted neighborhood plan. The City would also recognize as "legal lots" those lots that were previously subdivided, but sold not in accordance with the subdivision (e.g. "the east 75' of lot 2 and the west 25' of lot 3"). The development standards would be based upon the City's Traditional Neighborhood District Ordinance and the proposed "Smart Growth" infill/redevelopment proposal with additional requirements to maintain compatibility with the existing neighborhood. **Primary implementers: PECSD, DRID**

**Action 97.** Create an ordinance that permits in all residential zoning districts within the planning area, a single accessory apartment created above the ground floor of detached garage space. **Primary implementers: PECSD, DRID**

**Action 98.** Create an ordinance that permits in all residential zoning districts within the planning area, a single accessory "granny flat" unit constructed on the same lot as the primary residential unit attached to the garage or to the existing residence for ground floor access. **Primary implementers: PECSD, DRID**

**Action 99.** The Neighborhood will work with the neighborhood community development corporation, housing agencies and public/private partnerships to encourage additional housing in this area and additional opportunities for homeownership. **Primary implementers: NPT, NHCD**

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## **4. Environment and Parks**

**Neighborhood Vision:** The natural resources of the East César Chávez Neighborhood must be protected and preserved in ways that assure the protection of the public health and safety and reaffirm our connection to the Earth. Raise awareness about environmental issues of importance to the neighborhood.

**Primary resources:** *City of Austin, Tree Folks, Sustainable Food Center, Nature Conservancy, Sierra Club, Austin Community Garden, Green Corn Project, Travis County tax appraisal district, AISD, Capital Metro, Austin Energy, Neighborhood Planning Leadership Team and property owners.*

**Goal 1:** Preserve and enhance neighborhood trees, green spaces, trails and gardens.

**Objective 1:** Plant new trees and maintain existing trees, plants and green spaces.

**Action 100.** The Neighborhood will work with City departments to care for and protect trees, plants and green spaces. **Primary implementers:** NPT

**Action 101.** Solicit changes in city ordinance so that all trees greater than 8" in diameter are protected and/or suitably replaced on all types of properties being developed. **Primary implementers:** DRID

**Action 102.** The Neighborhood will monitor the maintenance of Town Lake and other green spaces. **Primary implementers:** NPT

**Action 103.** Ensure that the utility department's tree trimming and cutting practices are sensitive to and consistent with the neighborhood goal of tree preservation. **Primary implementers:** Austin Energy

**Action 104.** The Neighborhood will work with City departments, nonprofit organizations and neighborhood groups/residents to coordinate the planting of trees in parks, public spaces and right-of-ways. **Primary implementers:** NPT

**Action 105.** The Neighborhood will work with other organizations to plant trees along César Chávez. **Primary implementers: NPT**

**Objective 2: Create neighborhood "pocket parks," green spaces, and green corridors.**

**Action 106.** Develop pocket parks, green spaces and green corridors (see Figure 4: Proposed Land Use Map). Work with the public and private sectors to identify other potential locations. **Primary implementers: PARD**

**Action 107.** Create incentives for new businesses to develop pocket parks, green spaces and green corridors within the neighborhood. Incentives could include waiving development review costs or utility permit fees as well as grants or public-private partnerships (similar to initiatives on Lamar/CSC) or trading designated parking for green space. **Primary implementers: DRID**

**Action 108.** The Neighborhood will encourage community involvement in the landscaping of pocket parks, green spaces and green corridors. **Primary implementers: NPT**

**Objective 3: Support and establish more community gardens like El Jardín Alegre.**

**Action 109.** The Neighborhood will identify potential sites for community gardens. **Primary implementers: NPT**

**Action 110.** Create incentives (such as tax credits) for new businesses and landowners to provide spaces for community gardens. **Primary implementers: DRID**

**Action 111.** The Neighborhood will work with groups such as the Green Corn Project, Austin Community Gardens and the Sustainable Food Center to plant gardens within the neighborhood. **Primary implementers: NPT**

**Action 112.** The Neighborhood will work with the City to alter city ordinances to allow residents with backyard gardens to sell their homegrown produce. **Primary implementers: DRID, NPT**

**Objective 4:** Promote simple design and landscaping measures that will help keep our neighborhood cool in summer.

**Action 113.** Encourage the use of vegetation, canopies, pergolas and/or arcades to shade pedestrian pathways, streets and buildings. **Primary implementers: DRID**

**Action 114.** Encourage developers to orient outdoor spaces to capture summer breezes and provide protection from storm winds. **Primary implementers: DRID**

**Goal 2: Preserve and enhance existing parks and recreational facilities.**

*Primary resources: Neighborhood Planning Leadership Team, Capital Metro, City of Austin, Travis County, TreeFolks and property owners.*

**Objective 1: Maintain, improve and extend existing parks and recreational facilities.**

**Action 115.** Move immediately to complete the projects planned for East Austin parks, including the complete renovation at Comal Park. Address the problem of negative behaviors in the park; give nearby residents necessary information to report incidents. **Primary implementers: PARD, APD**

**Action 116.** Encourage burial of existing and new overhead high voltage transmission lines along Festival Beach. **Primary implementers: Austin Energy**

**Action 117.** The Neighborhood will work with Martin Junior High School to maintain tennis courts for community use. **Primary implementers: NPT, AISD**

**Action 118.** Provide tennis courts, improved track and better lighting at Sanchez Park. **Primary implementers: AISD, PARD**

**Action 119.** Extend swimming pool hours at Martin and nearby pools to include morning hours. **Primary implementers: PARD**

**Action 120.** Increase community access to Fiesta Gardens by reducing rates for residents and non-profits. **Primary implementers: PARD**

**Action 121.** Provide landscaping or other screening between park and residential or other uses, such as residences east of Martin Junior High School and the emergency vehicle parking lot. Work with residents to decide height. **Primary implementers: PARD**

**Action 122.** Enhance the park signs to the Mexican-American Cultural Center and to the trail to view the bats at the Congress Avenue Bridge. Sponsor a design competition for new symbol markers to these areas. **Primary implementers: PARD, NPT**

**Objective 2:** Increase the number of recreational facilities in the neighborhood.

**Action 123.** The Neighborhood will identify needs and create viable solutions for the lack of activities and amenities in existing facilities. **Primary implementers: NPT**

**Action 124.** Install more park benches, picnic tables and checkerboard tables throughout the Festival Beach area. Construct a picnic table area that is handicapped-accessible from the handicap ramp on Festival Beach Road near the RBJ Residential Tower. Solicit participation from public and private sector in eventual construction of a gazebo and garden at this location. **Primary implementers: PARD**

**Action 125.** The Neighborhood will explore use of I-35 underpass at Town Lake as a space for vendors, art and canoe/boat rentals. **Primary implementers: NPT**

### **Goal 3: Reduce trash in our neighborhood.**

***Primary resources: Neighborhood Planning Leadership Team, East Austin Environmental Initiative, Keep Austin Beautiful, Solid Waste Services, Ecology Action, Capital Area 4-H Club, Master Gardeners, Travis County Extension Agent, Austin Community Gardens, Texas Natural Resource Conservation Commission, Austin Police Department, Capital Metro and private landowners, residents and businesses.***

**Objective 1:     Reduce the production of household waste and ensure proper disposal of household hazardous waste.**

**Action 126.**    The Neighborhood will encourage recycling and composting. **Primary implementers: NPT, Ecology Action, Austin Community Gardens**

**Action 127.**    Educate neighborhood residents about strategies to reduce the amount of household waste and about the disposal of household hazardous waste. **Primary implementers: SW, NPT, EAEI, Ecology Action**

**Action 128.**    The Neighborhood will organize household hazardous waste pickups. **Primary implementers: NPT**

**Objective 2:     Reduce trash along major streets and in public areas.**

**Action 129.**    Install more trash containers along César Chávez and 6<sup>th</sup> Street and at public gathering areas such as schools (Sanchez and Martin), parks, at Waller and César Chávez and at Comal and Holly. **Primary implementers: PARD, NPT, Keep Austin Beautiful**

**Action 130.**    The Neighborhood will organize and conduct more community clean-ups of public areas. **Primary implementers: NPT, Keep Austin Beautiful**

**Objective 3:     Coordinate street cleaning and garbage pickup with City.**

**Action 131.**    The Neighborhood will organize a Clean Neighborhood Campaign. **Primary implementers: NPT, Keep Austin Beautiful, EAEI**

- Action 132.** Set up a regular schedule for street cleaning so that residents who park on the street can move their cars. **Primary implementers: SW**
- Action 133.** Conduct monthly large item pickup days to help control trash and dumping. **Primary implementers: SW**
- Action 134.** The Neighborhood will create youth employment projects to assist in cleanups. **Primary implementers: NPT**
- Action 135.** The Neighborhood will work with APD to remove broken-down cars and tires from private property that lead to safety and health hazards. **Primary implementers: APD, NPT**

**Goal 4: Educate neighbors about environmental issues such as recycling, composting and water conservation.**

*Primary resources: Neighborhood Planning Leadership Team, PODER, Ecology Action, Austin Community Gardens, Capital Area 4-H Club, Lower Colorado River Authority [LCRA], Native Plant Society and Sustainable Food Center.*

**Objective 1: Identify and work with local environmental education resources.**

- Action 136.** The Neighborhood will work with resource organizations to raise awareness about environmental issues by providing information to the community at recreation centers, libraries, schools and community garden centers. **Primary implementers: EAEI, NPT**
- Action 137.** The Neighborhood will identify funding sources for establishing environmental education programs and demonstration projects (for example, the Native Plant Society of Texas). **Primary implementers: NPT**

**Objective 2: The Neighborhood will work with community groups to establish a garden center and farmer's market.**

**Action 138.** The Neighborhood will work with other organizations to establish a community garden center which will have a farmer's market, a tool lending library, a demonstration garden, organic gardening supplies, seeds and plants, seed bank/seed exchange program, reference library and a meeting space where workshops may be held. **Primary implementers: NPT**

**Action 139.** The Neighborhood will identify resources and create alliances with the community to offer creative landscaping education, which will create opportunities for youth and adults in the landscaping business. **Primary implementers: NPT**

**Action 140.** The Neighborhood will work with other organizations to provide opportunities for residents to learn healthy alternatives to food production and consumption through food production educational workshops and hands-on gardening classes. **Primary implementers: NPT, Sustainable Food Center**

**Action 141.** The Neighborhood will encourage schools to offer land for intergenerational gardening programs. **Primary implementers: NPT, AISD**

**Objective 3: Provide education about reducing household hazardous the use of toxic and hazardous substances, such as pesticides and toxic cleaning products.**

**Action 142.** The Neighborhood will work with community groups to educate neighbors about growing and using organic foods and use of non-toxic cleaning products. **Primary implementers: NPT**

**Objective 4: Provide education about water conservation, waterwise landscaping and simple measures to keep the neighborhood cool in summer.**

**Action 143.** Educate neighborhood residents about the use of water holding landscaping principles such as (1) infiltrating water into soil, (2) growing plants, and (3) mulching. **Primary implementers: PECSO**

**Action 144.** The Neighborhood will work with City departments and community resources to educate neighborhood residents and businesses about water conservation. **Primary implementers: PECSD**

**Action 145.** Recruit increased participation by local businesses in the Green Builder, Clean Builder and other environmental programs. **Primary implementers: Austin Energy, EAEI**



## **5. Economic Development**

**Neighborhood Vision:** The neighborhood should be a thriving, self-sufficient community where services are available and people are able to gain work that supports them and makes the best use of their individual skills and talents. The neighborhood envisions economic development that will include and benefit neighborhood residents, such as projects that offer space and support for locally owned small businesses.

**Goal 1: Attract or develop businesses that serve essential neighborhood needs.**

***Primary resources:** Neighborhood Planning Leadership Team, Capital Metro, City of Austin, University of Texas at Austin, Hispanic Chamber of Commerce, Sustainable Food Center, East César Chávez Food Buying Club, public/private ventures, public agencies and private investors.*

**Objective 1: Identify businesses needed or desired by residents.**

**Action 146.** The Neighborhood will work with other community organizations to conduct an in-depth survey to identify businesses needed by the neighborhood. **Primary implementers: NPT**

**Objective 2: The Neighborhood will work with private sector to create a small grocery store or a grocery shuttle.**

**Action 147.** The Neighborhood will contact grocery chains that might be willing to provide a small satellite or pantry store. **Primary implementers: NPT**

**Action 148.** The Neighborhood will work with other community organizations to survey residents about their most common purchases. **Primary implementers: NPT**

**Action 149.** The Neighborhood will consider alternative solutions such as a food co-op or farmers market. **Primary implementers: NPT**

**Action 150.** Create incentives for neighborhood grocery/pantry store (such as tax credits) to locate within the neighborhood. **Primary implementers: DRID**

**Objective 3: The Neighborhood will work with the City to provide incentives to develop family-oriented businesses.**

**Action 151.** Encourage neighborhood commercial development such as coffee houses, juice bars, ice cream parlors, bakeries and bookstores. Offer City incentives (such as tax abatements) and neighborhood support (promotion via the newsletter). **Primary implementers: DRID**

**Objective 4: Provide electric, phone, water and wastewater utility infrastructure needed to attract and develop neighborhood businesses.**

**Action 152.** Ask the City to update the electrical power system. Make changes needed to allow new development. Replace outdated transformers and other equipment that cause frequent power outages to both residential and commercial service. **Primary implementers: Austin Energy**

**Action 153.** The Neighborhood will work with the private sector to provide adequate, up-to-date phone service. **Primary implementers: NPT**

**Action 154.** Update water and wastewater lines to accommodate additional commercial and residential service. **Primary implementers: WW**

**Action 155.** Update the storm sewer system to accommodate additional capacity. Provide regional detention ponds and other treatment to avoid discharging runoff into Town Lake without any form of treatment. **Primary implementers: WP**

**Objective 5: Assure that new development offers jobs, goods and services that are accessible and affordable for existing residents.**

**Action 156.** Conduct a study to show the kinds of commercial and residential development along the rail corridor that can meet the needs of both business and resident interests while safeguarding the environment. **Primary implementers: PECSD, NHCD**

- Action 157.** Offer incentives to encourage large developers to include a percentage of local businesses and labor. Review, modify and recommend incentives similar to those in the CURE proposal (such as tax abatements). **Primary implementers: DRID**
- Action 158.** The Neighborhood will work with the City and private sector to create a mercado that will include small, local vendors. **Primary implementers: NPT, NHCD**
- Action 159.** The Neighborhood will build partnerships between neighborhood, private sector and civic institutions to provide jobs and support local businesses as development occurs. **Primary implementers: NPT**
- Create a neighborhood employment center.
  - Encourage mentoring and apprenticeship relationships with private sector.
  - Increase number of neighborhood youth in internship and employment programs.
  - Create a neighborhood newsletter featuring articles on local businesses and nonprofits and explaining benefits of supporting local businesses.
  - Create youth-owned coops to train youth in running their own businesses.
- Action 160.** The Neighborhood will work with existing organizations to create a small business incubator, and work with developers to include these small local businesses in larger developments. Solicit help from existing organizations (e.g., SCORE). The Neighborhood will work with banks and community development groups to obtain small business loans. **Primary implementers: NPT**
- Action 161.** The Neighborhood will promote the East Austin Credit Union as a way of keeping resources working within the community. **Primary implementers: NPT**
- Action 162.** The Neighborhood will create and publicize a vision for a local economy. Distribute a promotional piece about our economic vision and the neighborhood plan. Distribute to potential developers and encourage dialogue with the neighborhood. **Primary implementers: NPT**

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## **6. Crime and Safety**

**Neighborhood Vision:** The neighborhood should be a safe and clean place to live, work or visit.

**Goal 1:** Work with the Police Department to reduce crime, arson and violence in our neighborhood by increasing programs and activities.

**Primary resources:** *Austin Police Department, Neighborhood Planning Leadership Team, Citizens on Patrol East (COPE), 3-4-1 Advisory Council, Police Explorer Post 88, Health and Human Services.*

**Objective 1:** Convene monthly meetings at the 211 Comal Police Center to improve police/community communications.

**Action 163.** Re-establish a Police Neighborhood Center's Advisory Council (formerly EAPAC). Ensure that all neighborhood associations, civic groups and school organizations are involved. Hold monthly meetings in the evenings or on weekends at the 211 Comal Police Center. Involve both youth and adults. **Primary implementers:** APD, NPT, POST 88

**Objective 2:** Increase crime prevention programs and activities in our neighborhood.

**Action 164.** Increase the number of police officers who patrol the neighborhood on foot, bicycles and horses. APD will work with the neighborhood to identify areas of concern. **Primary implementers:** APD, NPT

**Action 165.** Create/expand community policing training programs for residents and businesses. Include policies and procedures for reporting crime, business and home security programs, Citizens Police Academy, Citizens on Patrol training, first-aid training and self-defense techniques for all ages. **Primary implementers:** APD, NPT, 3-4-1 Advisory Council, COPE

- Action 166.** The Neighborhood will ask for translation and expansion of Crimestoppers to the Spanish-speaking community on television and radio stations, and in the newspaper. **Primary implementers: NPT, KVUE 24**
- Action 167.** Expand the number of residents involved with Neighborhood Crime Watch, McGruff House Program and Safe Zones to Schools in the neighborhood. Create activities like Walk Texas! Request assistance from the City or private sponsors for neighborhood blocks that need help creating a database or paying for signs. **Primary implementers: APD, NPT, 3-4-1**
- Action 168.** The Neighborhood will work with the Police Department to conduct bi-annual community workshops on crime prevention programs and an annual Family Safety Fair. **Primary implementers: APD, NPT**
- Action 169.** The Neighborhood and the Police Department will support neighborhood youth programs on crime prevention. **Primary implementers: APD, NPT**

## **7. Health and Human Services**

**Neighborhood Vision:** The neighborhood values the health and well being of its residents, young and old. It hopes to improve residents' access to health and human services, many of which are already available, but are unknown to residents who qualify for them. The neighborhood would like to work toward reducing the incidence of diseases that reduce our quality of life, such as diabetes, cancer and heart disease, which are epidemic. Neighbors would like to see more preventive programs that offer opportunities for individual growth, family development and healthy living. Such programs could help redirect youth and others who might be drawn toward alcohol, drugs or gangs.

**Goal 1: Coordinate and promote health and human services programs in the neighborhood.**

***Primary resources: Neighborhood Planning Leadership Team, Austin/Travis County Health Department, Austin Area Human Service Providers Association and public and private service providers such as Metro-Ministries Hand-on-Housing Aftercare Team.***

**Objective 1: Form partnerships between the neighborhood and health and human services agencies.**

**Action 170.** The Neighborhood will work with the City to facilitate the formation of a coalition of health and human service providers and residents to coordinate services. This coalition will take the lead in identifying problems and advocating solutions.  
**Primary implementers: NPT, HHS**

**Objective 2: Identify and publicize all existing services offered to East César Chávez residents.**

**Action 171.** Do asset mapping and inventory services offered in the neighborhood. **Primary implementers: HHS, NPT, AAHSA**

**Action 172.** Publish a bilingual directory of existing services in the neighborhood, including animal care and pest prevention services. Distribute this directory door-to-door. **Primary implementers: HHS, NPT**

**Action 173.** Investigate other forms of providing access to information, such as a web page, kiosks and bulletin boards. **Primary implementers: HHS, NPT**

**Objective 3: Identify barriers to residents' access to or use of existing services and seek solutions.**

**Action 174.** Inform residents of services through a Health and Human Services campaign. **Primary implementers: HHS**

**Action 175.** The Neighborhood will work with Health and Human Services and Capital Metro to improve transportation services to health and human service facilities, such as a neighborhood shuttle from locations in the neighborhood to the facilities at 2<sup>nd</sup> and Comal on specific days. **Primary implementers: HHS, NPT**

**Action 176.** The Neighborhood will ask all service providers to open some evenings and weekends so youth will not miss school and workers will not lose pay. **Primary implementers: NPT**

**Action 177.** Consider employing neighborhood residents (such as senior citizens or homemakers) as liaisons between service providers and residents, to conduct home visits, or to help provide transportation. **Primary implementers: HHS**

**Objective 4: Create new Health and Human Services programs as necessary to meet the needs of residents in the neighborhood.**

**Action 178.** Identify gaps in services, including preventive and educational programs. **Primary implementers: HHS, NPT**

**Action 179.** The Neighborhood will seek support from public and private Health and Human Services providers to create new services and programs as needed. **Primary implementers: NPT**



## **8. Education, Arts and Leisure**

**Neighborhood Vision:** The neighborhood would like to have educational, recreational and cultural arts opportunities to increase its quality and enjoyment of life. Provide diverse programs for adults, youth and children to build skills, learn about culture, develop creativity, gather with neighbors, enjoy nature, relax and play.

**Goal 1:** Work with schools and private sector to provide quality, equitable and attainable educational opportunities for all youth and adults in the neighborhood.

*Primary resources: Neighborhood Planning Leadership Team, AISD, American Institute for Learning, Hispanic Chamber of Commerce, colleges and universities, Child Inc., El Buen Pastor Early Childhood Development Center, Texas Workforce Development Commission, Terrazas Library, Texas Education Agency, Neighborhood Longhorns and FreeNet.*

**Objective 1:** Improve educational opportunities by providing a wide range of quality programs.

**Action 180.** The Neighborhood will work with other organizations to continue providing quality and professional after-school programs. Expand after-school programs at neighborhood schools and recreation centers. **Primary implementers: NPT, AISD**

**Action 181.** The Neighborhood will work with other organizations to identify and capture funding for additional instructors in all areas and in particular for the arts and sciences and multi-disciplinary programs. **Primary implementers: NPT, AISD**

**Action 182.** The Neighborhood will work with other organizations to create more arts program and year-round activities for elementary students who attend year-round schools in the area, especially Sanchez Elementary. **Primary implementers: NPT, AISD**

**Action 183.** The Neighborhood will form alliances with colleges, universities, educational institutions and others to come into the community with classes, workshops, information and assistance to prepare our teenagers for college education. **Primary implementers: NPT**

**Action 184.** Expand Terrazas Library per the City Bond proposal including the addition of at least two new computer stations. **Primary implementers: Library**

**Objective 2: Build strong, viable coalitions between neighborhood schools and the community.**

**Action 185.** The Neighborhood will recruit businesses, residents, visitors, parents, teachers, students and volunteers to join Campus Advisory Councils of schools and Terrazas Library. **Primary implementers: NPT**

**Objective 3: Reduce the neighborhood school dropout rate.**

**Action 186.** The Neighborhood will work with other organizations to address the high dropout rate and create specific actions to reduce it. **Primary implementers: NPT, AISD**

**Action 187.** The Neighborhood will identify city, state, federal and private/non-profit organizations to create liaisons for training and career development for teens. **Primary implementers: NPT**

**Action 188.** The Neighborhood will work with the Texas Education Agency and the Austin Independent School District to evaluate the outcome of dropout reduction programs by keeping up with records and dropout rates. **Primary implementers: NPT**

**Action 189.** The Neighborhood will utilize community resources (libraries, colleges and universities) to obtain mentors for these priority or at-risk youth. **Primary implementers: NPT**

**Objective 4: Inform, network, and provide education for young adults, adults and elderly.**

- Action 190.** The Neighborhood will work with other organizations to encourage the use of existing resource centers and libraries with computer classes, references, job training and language training. **Primary implementers: NPT**
- Action 191.** The Neighborhood will work with other organizations to provide opportunities for family learning, parent/child classes, life skills and parenting. **Primary implementers: NPT, Child Inc.**
- Action 192.** The Neighborhood will work with other organizations to provide educational opportunities through elderly/youth exchanges (see Economic Development). **Primary implementers: NPT**
- Action 193.** The Neighborhood will work with other organizations to provide English as a Second Language for those immigrants who do not speak English. Form a coalition with the Immigration and Naturalization Service and Austin Community College (as in the past). **Primary implementers: NPT, ACC**
- Action 194.** The Neighborhood will work with other organizations to provide neighborhood-based Spanish conversation and culture classes for English-only residents. **Primary implementers: NPT, ACC**

**Objective 5: Increase the quality of education in our day care centers.**

- Action 195.** The Neighborhood will work together with neighborhood groups to find additional programs for early childhood. Interest groups may include Sanchez Elementary School, Children's Advocacy Coalition, Austin Community College and other community resources and day care centers. **Primary implementers: NPT**

**Goal 2: Provide opportunities for cultural arts, recreation and leisure activities.**

***Primary resources: Neighborhood Planning Leadership Team, Austin Community Education, Austin Parks and Recreation Department, local non-profits such as Center for Mexican-American Culture, Sustainable Food Center, Greater East Austin Youth League, Boys and Girls Clubs, Scouting organizations, People Organized in Defense of Earth and her Resources [PODER] and Austin Independent School District.***

**Objective 1: Provide opportunities for families as alternatives to gangs, graffiti and violence.**

**Action 196.** The Neighborhood will work with other organizations to provide additional assistance for after-school programs such as the Willow Street Neighborhood Cultural Music Project, Greater East Austin Youth League and Martin Jr. High after-school programs. **Primary implementers: NPT**

**Action 197.** The Neighborhood will work with other organizations to provide opportunities for parks, leisure, recreation and community service. Ensure the growth of programs such as Boy Scouts, Girl Scouts, 4-H, Ballet Folklórico, other arts and cultural activities and sports. **Primary implementers: NPT**

**Action 198.** The Neighborhood will encourage leisure activities such as fine arts, ecology, animals, aquariums or other activities emphasizing the culture and character of this neighborhood. **Primary implementers: NPT, MACC**

**Action 199.** The Neighborhood will work with other organizations to increase after-hours and weekend use of school buildings and grounds to conduct education, recreation, arts and leisure activities for residents of all ages. Allow non-AISD groups and volunteers to use the facilities to conduct classes and activities. **Primary implementers: NPT, AISD**

**Action 200.** The Neighborhood will work with other organizations to encourage family-oriented activities such as a skating rink, bowling alley, and miniature golf. Seek public/private partnerships to provide these activities. **Primary implementers: NPT**

**Action 201.** The Neighborhood will work with other organizations to create family clubs or social clubs to network, barter and have workshops and information centers. **Primary implementers: NPT**

**Action 202.** The Neighborhood will work with other organizations to plan outdoor entertainment at parks, schools or other public gathering places. **Primary implementers: NPT**

**Objective 2: Support the Mexican American Cultural Center (MACC).**

**Action 203.** The Neighborhood will work with other organizations to ensure that the center be constructed, supported, maintained and fully funded. **Primary implementers: NPT**

**Action 204.** The Neighborhood will work with other organizations to create a slot for representation by an ECC member on the MACC board to ensure neighborhood compatibility, especially regarding traffic, noise and parking issues. **Primary implementers: NPT, MACC**

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## **Chapter V. Neighborhood Planning Process**

The East César Chávez Neighborhood Plan followed a process first outlined by the Ad Hoc Neighborhood Planning Committee in 1996. City Council endorsed this approach for neighborhood planning in a 1997 resolution. This process mandated representation of all of the stakeholders in the neighborhood and required active public outreach. During the planning process, the East César Chávez Neighborhood Planning Leadership Team, assisted by the City's Neighborhood Planning staff, gathered information and solicited input through a variety of means including distributing a neighborhood newsletter, surveying the neighborhood residents, businesses and property owners, forming committees to assist in writing the plan, holding community meetings to solicit additional ideas and providing an opportunity for the neighborhood to vote on the plan. The planning process had several major components detailed below, including:

- Neighborhood Selection
- Neighborhood Planning Leadership Team
- Community Outreach
- Neighborhood Review and Approval of the Plan
- City Review
- City Council Adoption

### **Neighborhood Selection**

In June of 1997, the East César Chávez Neighborhood was one of 15 neighborhoods that submitted an application to take part in the City of Austin's Pilot Neighborhood Planning Project. On August 21, 1997, the Austin City Council selected the East César Chávez Neighborhood as one of three neighborhoods to participate in the Pilot Neighborhood Planning Project.<sup>3</sup> The Neighborhood signed a Memorandum of Understanding with the City of Austin on January 8, 1998. The Memorandum of Understanding outlined the respective responsibilities of the neighborhood representatives and City staff, and officially began the East César Chávez Neighborhood planning process.<sup>4</sup>

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<sup>3</sup> See Appendix C: City Council Resolution 970821-35.

<sup>4</sup> See Appendix D: Memorandum of Understanding

## Neighborhood Planning Leadership Team

The East César Chávez Neighborhood established a diverse Neighborhood Planning Leadership Team that included homeowners, renters, neighborhood associations, businesses and non-profit organizations. The Leadership Team held regular twice monthly meetings that were advertised and open to the entire neighborhood. They also instituted a comprehensive community outreach plan that attempted to involve everyone with an interest in the neighborhood.

## Community Outreach

The Neighborhood Planning Leadership Team's first order of business was to establish a community outreach plan. The goal was to provide opportunities for everyone with an interest in the neighborhood to be involved in the Neighborhood Planning Process. The Neighborhood Outreach Plan included:

1. Newsletters: Bi-monthly newsletters were hand delivered to everyone in the neighborhood. The newsletters encouraged community involvement in the process and kept the neighborhood informed on the status of the plan and upcoming events.
2. Survey: A brief survey was distributed to everyone in the neighborhood and mailed to all non-resident property owners. The purpose of the survey was to identify an initial set of neighborhood issues and to recruit volunteers to help in the neighborhood planning process.<sup>5</sup>
3. Committees: Neighborhood residents and business people volunteered to serve on eight different committees to assist the Leadership Team in drafting the neighborhood plan. The committees identified and addressed issues important to the neighborhood: land use and neighborhood character; transportation; housing; environment; economic development; crime and safety; health; and education, arts and leisure.
4. Community Meetings: The Leadership Team held six community wide meetings to encourage participation and obtain neighborhood input. The meetings held were as follows:
  - (a) April 29, 1998: First community work session held to form committees and begin drafting a preliminary set of goals and objectives.

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<sup>5</sup> See Appendix E: Neighborhood Survey and Survey Results



- (b) June 4, 1998: Second community work session held to encourage more community involvement and continue to work on the draft goals and objectives.
- (c) July 11, 1998: Community meeting was held to present draft goals and objectives to the neighborhood. Those in attendance had an opportunity to provide the Leadership Team with their own ideas for the plan.
- (d) November 14, 1998: Community meeting was held to present the draft plan. The community provided comments and voted for the goals that were of highest priority to them. The information from this meeting was used to prioritize the plan goals that would go forward for adoption by City Council.
- (e) December 17, 1998: "Youth Can Rock the Vote" Party was held to allow Martin Junior High and Sanchez Elementary an opportunity to vote on the proposed plan. Martin Junior High Students prepared pictorial posters highlighting some of the items in the plan. The youth voted on those items that were of highest priority to them.
- (f) January 16, 1999: Community Voting Day Party was held to celebrate the work accomplished to formulate the neighborhood plan. The party was also the neighborhood's last opportunity to vote on the plan. The Election Day Party served as another opportunity for the community to obtain information and provide input on the neighborhood plan.

## **Neighborhood Plan Review and Approval Process**

### **Neighborhood Community Meeting**

In May of 1998, neighborhood residents and businesses began forming committees to develop a draft set of neighborhood goals. Neighborhood input was received through a neighborhood survey, two previous community work sessions and numerous committee meetings. The neighborhood identified eight areas of concern and developed a plan to address these concerns. These areas were: crime and safety; education, recreation and youth; economic development; environment; health and human services; housing; land use, zoning and neighborhood character; and transportation. This work is preserved in a document now named "*The East César Chávez Community Vision*."<sup>6</sup>

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<sup>6</sup> See Appendix F: East César Chávez Community Vision Document.

The first step in obtaining neighborhood approval of the draft neighborhood plan was to present the plan to the community. On November 14, 1998, the Neighborhood Planning Leadership Team held a successful Community Meeting. The goal of the Community Meeting was to give everyone in the neighborhood another opportunity to find out more about the plan, make comments and suggestions, ask questions and assist the Neighborhood Planning Team in prioritizing the neighborhood's goals. Those attending the meeting were able to vote on the parts of the plan that were most important to them.

At the Community Meeting, presentation tables were set up for each issue area. Each presentation table included the major goals of the East César Chávez Neighborhood Plan, project ideas and handouts. Participants were encouraged to visit each presentation table, ask questions and write down comments and ideas. Upon signing in to the meeting, participants were provided with a packet of information that included round stickers to be used to vote for the goals most important to them. Participants were instructed to identify the goals they felt were of highest priority by placing a sticker next to those goals. If they felt a goal was very important they could put more than one sticker beside it.

Individuals who lived outside the area were also allowed to participate. Guests from outside the East César Chávez Neighborhood were given voting dots that were a different color. This was a way for the neighborhood to receive input from other neighborhoods. All the votes were counted and considered.

Following the meeting the votes were tallied. The Neighborhood Planning Leadership Team used this information to prioritize the neighborhood goals and revise the plan. The goals receiving 20 or more votes were selected to be included in the draft plan that would go forward for adoption by City Council.<sup>7</sup>

## **Neighborhood Referendum**

The Leadership Team revised the plan to reflect community input received at the Community Meeting. A summary of the plan was drafted and presented to the community for a formal vote the week of January 11, 1999. The Leadership Team and volunteers hand delivered the ballot and plan to everyone located within the neighborhood. City staff mailed the ballot and plan to all non-resident property owners on January 13, 1999. Residents, businesses and property owners could return their ballot by mail in a postage-paid return address envelope provided by the City or could vote at the "Voting Party" held on January 16.<sup>8</sup>

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<sup>7</sup> See Appendix G: Final Community Meeting Report

<sup>8</sup> See Appendix H: Neighborhood Referendum Ballot

Ballots were received and tallied by City staff. Ten percent of the residents and 8% of businesses and non-resident property owners returned a ballot. Of those responding to the ballot, 97% supported or overall supported the neighborhood plan.<sup>9</sup>

East César Chávez Neighborhood Plan Neighborhood Ballot Results										
	Resident Support		Business/ Prop Owner Support		*Employee Support		*Youth Support		Total Support	
Responses	#	%	#	%	#	%	#	%	#	%
Support	101	73%	19	54%	28	82%	11	85%	159	72%
Overall Support	32	23%	15	43%	6	18%	2	15%	55	25%
Don't Support	2	1%	1	3%	0	0%	0	0%	3	1%
No response	3	2%	0	0%	0	0%	0	0%	3	1%
Totals	138		35		34		13		220	
*Response Rate	10%		8%							

Table 2: East César Chávez Neighborhood Plan Ballot Results

\* Response rate is based upon those ballots that were made available to every person in that interest group. Employees and Youth ballots were available upon request and not distributed to everyone in that interest group.

## City Review and Adoption

Planning Commission Review: The draft East César Chávez Neighborhood Plan was presented to the Planning Commission's Comprehensive Plan Subcommittee and to the Housing and Community Redevelopment Subcommittee. A Planning Commission Public Hearing was held on February 23, 1999 and ultimately the Plan was recommended by the Commission for approval.

City Council Review, Approval and Adoption: The draft East César Chávez Neighborhood Plan was presented by neighborhood representatives to City Council at the Council Work Session on February 10, 1999. A City Council Public Hearing was held and the Neighborhood Plan was adopted by ordinance as an amendment to the Austin Tomorrow Comprehensive Plan on May 13, 1999.<sup>10</sup>

<sup>9</sup> See Appendix I: Ballot Results

<sup>10</sup> See Appendix J: East César Chávez Neighborhood Plan Adoption Ordinance

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## **Chapter VI. Implementation**

By adopting the plan, the City Council will demonstrate the City's commitment to the implementation of the plan. However, every action item listed in this plan will require separate and specific implementation. Adoption of the plan does not begin the implementation of any item. Approval of the plan does not legally obligate the City to implement any particular action item. The implementation will require specific actions by the neighborhood, the City and by other agencies. The Neighborhood Plan will be supported and implemented by:

- City Boards, Commissions and Staff
- City Departmental Budgets
- Capital Improvement Projects
- Other Agencies and Organizations
- Direct Neighborhood Action

### **City Boards, Commissions and Staff**

The numerous boards and commissions of the City will look to the East César Chávez Neighborhood Plan when they need guidance about the neighborhood. The Parks and Recreation Board will have a guide available stating the neighborhood's priorities for parks and open space. The Planning Commission will already know if a proposed zoning change in East César Chávez would be appropriate and supported by the residents and businesses of the neighborhood. Additionally, City staff will use the plan as a guidance document for review of projects and programs.

### **Department Budgets**

Each year every City department puts together a budget that states the department's priorities for the coming year. By bringing the strengths and desires of the neighborhood to the attention of City departments, the East César Chávez Neighborhood Plan will help them prioritize those projects that help safeguard the neighborhood's assets while addressing its needs.

### **Capital Improvement Projects**

There may be issues in the neighborhood that require a major capital expenditure. In these instances the guidance provided by the plan will be critical to guarantee the project will proceed in a fashion that keeps in mind the overall long term interests of the neighborhood.

## **Other Agencies and Organizations**

Other agencies and organizations outside City government will play a key role in the implementation of the East César Chávez Neighborhood Plan. As these agencies look for public input, the East César Chávez Neighborhood Plan will be available as a clearly articulated vision of the direction the neighborhood desires to go.

## **Direct Neighborhood Action**

Some of the elements of the East César Chávez Neighborhood Plan will be implemented by direct neighborhood action, possibly with some City support. Neighborhood clean-ups, graffiti abatement and a citizens' crime watch are a few examples of projects that might best be accomplished by the neighborhood.

## **Implementation Schedule and Tracking**

The implementation of the East César Chávez Neighborhood Plan will be monitored. Some items are expected to be completed quickly. For others, especially those items that need additional funding, it may be harder to schedule a firm completion date. Nevertheless, the status of every item proposed in the East César Chávez Neighborhood Plan, the status will be tracked. The East César Chávez Neighborhood Plan Implementation Tracking Chart provides an easy way to check the status of the implementation of the plan. For each action proposed in the plan, the chart lists the contact, the estimated cost, the current status and comments that include the next needed action. A check date, if not a completion date, will be set for each item. This tracking chart will be updated regularly as more information becomes available and as the status of projects change. An update report is scheduled for the January of 2000 to summarize the overall implementation status of the plan's recommendations. The Tracking Chart will be available upon request from the City of Austin, Neighborhood Planning staff.

## **Updating the East César Chávez Neighborhood Plan**

Neighborhoods are dynamic. To be effective, a neighborhood plan must be periodically updated to reflect changes in the neighborhood. The East César Chávez Neighborhood Plan will undergo regular review every 6 months. The Neighborhood Planning Leadership Team will conduct this review, updating the status of the action items and considering additions or amendments. The Neighborhood Planning Leadership Team may also designate subcommittees to assist in this review however,

just as the full Leadership Team represents the diverse interests of the neighborhood, the updating subcommittee should include representatives of homeowner, renters, businesses and non-resident property owners.

Over time, a neighborhood plan may need more changes to stay current than would be appropriate for a small subcommittee to make. How often this will be necessary depends on how much the conditions have changed in the neighborhood. Overall, it seems that a neighborhood plan, with any needed changes, should be re-approved and re-adopted every 5-7 years.

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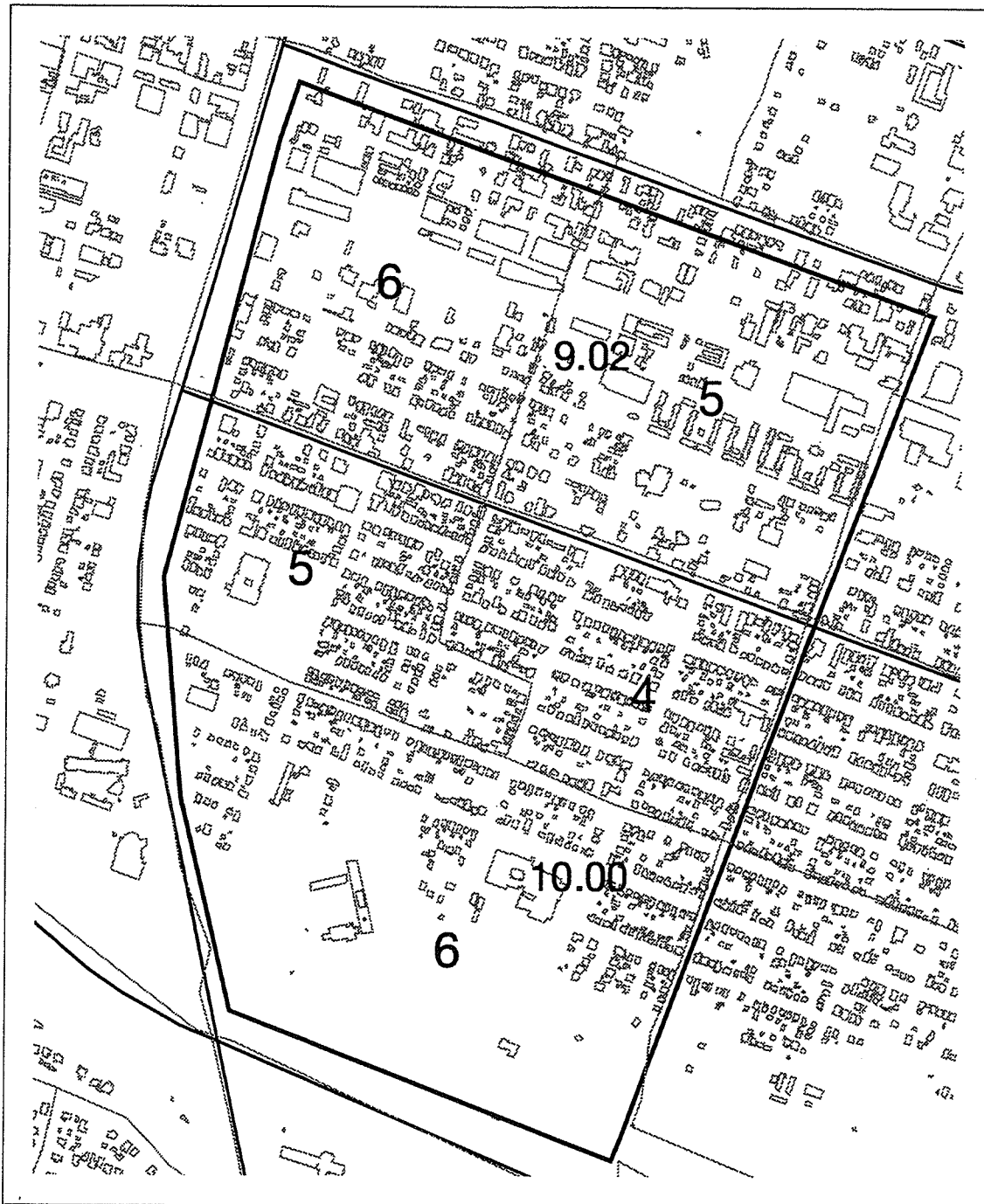
# Appendices

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## Appendix A: Neighborhood Demographics

DESCRIPTOR	TRACT 9.02		TRACT 10.00		GRAND TOTAL	
	BG = 5	BG = 6	BG = 4	BG = 5		BG = 6
TOTAL PERSONS	771	563	808	722	1015	3,879
FAMILIES	161	117	185	160	189	812
HOUSEHOLDS	248	158	237	211	479	1,333
ETHNICITY/RACE						
African-American	104	3	7	2	63	179
Anglo	22	28	54	59	281	444
Hispanic	642	526	737	655	665	3,225
Other	3	6	10	6	6	31
PERSONS PER FAMILY	4.02	4.1	3.69	3.88	3.59	3.86
EDUCATIONAL ATTAINMENT						
Less than 9th grade	216	109	247	179	234	985
9-12th grade, no diploma	122	38	56	67	214	497
High school graduate	12	66	87	97	118	380
Some college, no degree	14	23	81	33	89	240
Associate's degree	0	4	0	0	0	4
Bachelor's degree	0	23	16	42	23	104
Graduate/Professional degree	12	6	11	10	27	66
MEDIAN HH INCOME	5,599	13,654	22,831	20,313	9,249	14,329
MEDIAN FAMILY INCOME	8,484	18,750	24,948	20,662	20,774	18,724
HOUSING AND OCCUPANCY						
HOUSING UNITS	263	213	217	264	502	1,459
OCCUPANCY STATUS						
Occupied	234	157	198	241	473	1,303
Vacant	29	56	19	23	29	156
TENURE						
Owner occupied	32	63	125	110	113	443
Renter occupied	202	94	73	131	360	860
TENURE BY RACE						
Owner occupied						
African-American	8	0	0	0	0	8
Anglo	0	9	33	21	6	69
Hispanic	24	54	81	89	107	355
Other	0	0	11	0	0	11
Renter occupied						
African-American	8	0	0	0	23	31
Anglo	0	7	10	10	229	256
Hispanic	167	87	63	121	108	546
Other	0	0	0	0	0	0
1990 U.S. Census Database: C90STF1A and C90STF3A						
Summary Level: State—County—County Subdivision—Place/Remainder—Census Tract—Block Group						

## Appendix A: Neighborhood Demographics



East César Chávez Neighborhood Planning Area  
Census Tracts, May 1999

## **Appendix B: Directory of Abbreviations**

### **City Departments or Programs**

<b>APD:</b>	Austin Police Department
<b>DRID:</b>	Development, Review and Inspection Department
<b>EAEI:</b>	East Austin Environmental Initiative
<b>HHS:</b>	Health and Human Services Department
<b>NHCD:</b>	Neighborhood Housing and Community Development
<b>NPT:</b>	East César Chávez Neighborhood Planning Leadership Team
<b>PARD:</b>	Park and Recreation Department
<b>PECSD:</b>	Planning, Environmental & Conservation Services Department
<b>PW:</b>	Department of Public Works and Transportation
<b>SW:</b>	Solid Waste Services Department
<b>WW:</b>	Water and Wastewater Utility
<b>WP:</b>	Watershed Protection Department

### **Other Abbreviations**

<b>AAHSA:</b>	Austin Area Human Service Providers Association
<b>ACC:</b>	Austin Community College
<b>AISD:</b>	Austin Independent School District
<b>COPE:</b>	Citizens on Patrol East
<b>LC:</b>	Landmark Commission
<b>MACC:</b>	Mexican American Cultural Center
<b>TND:</b>	Traditional Neighborhood District

## Appendix C: City Council Resolution 970821-35

### **RESOLUTION** 970821-35

#### **BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:**

That the City Council selects the following pilot planning areas:

- (1) Dawson; and
- (2) East Cesar Chavez Pueblito (with boundaries as shown on attached Exhibit "A"); and
- (3) Chestnut shall be a pilot planning area for Health and Human Services only for the initial six months of the program, and then shall be included in the land use planning process of the neighborhood planning program

to participate in the Citizens Planning Implementation Committee's Pilot Neighborhood Planning Project; and authorizes the City Manager or his designee to negotiate and execute a Memorandum of Understanding with each selected planning area. The Memorandums of Understanding will clarify roles and responsibilities of the City and the applicants, and shall include such terms and conditions as may be favorable, necessary, or required.

The identification of alternates is remanded to the Planning Commission for reconsideration.

ADOPTED: August 21, 1997

ATTEST: James E. Aldridge  
James E. Aldridge  
City Clerk

## Appendix D: Memorandum of Understanding

### East César Chávez and the City of Austin Neighborhood Planning

#### MEMORANDUM OF UNDERSTANDING

##### I. PURPOSE AND INTENT

As part of the Neighborhood Planning process, a Memorandum of Understanding must be entered into between the City of Austin's Planning, Environmental and Conservation Services Department (PECSD) and the authorized representative of East César Chávez neighborhood planning area. Plans will be presented to the City Council for adoption. When adopted, neighborhood plans will help provide direction for all City programs and projects that affect the neighborhood such as the budget and the Capital Improvements program. Neighborhood plans also help guide the decisions of City Boards and Commissions. All neighborhood plans should address the issues listed in Attachment 1.

Neighborhood plans are prepared to address the local needs and concerns of neighborhoods. Effective neighborhood plans represent all of the groups that make a community including, but not limited to, residents, businesses, service providers, and property owners. Neighborhood plans express the community's position on the issues they face. Neighborhood plans should include implementation strategies. Adoption of the plans by City Resolution shows the City Council's commitment and support for the projects and programs included in the strategy.

The intent of this Memorandum of Understanding is to ensure the East César Chávez neighborhood plan is citizen-based and that citizen volunteers establish realistic expectations. Its purpose is to form a working partnership with the neighborhood and PECSD.

This Memorandum of Understanding sets out the responsibilities of all parties. It clarifies work to be done by the East César Chávez neighborhood planning team members and by PECSD. Specifically, it identifies planning tasks, schedules, and finished products in a Workplan (see Attachment 2).

##### II. ROLES AND RESPONSIBILITIES

A list of general roles and responsibilities follows.

#### Neighborhood Planning Team Responsibilities

1. Organize a neighborhood planning team. Include representatives from various neighborhood interests such as residents, business owners, employers, property owners, property owners other than homeowners, tenants, community institutions, and other key groups. Also, recruit representatives of local institutions, schools, places of worship, public facilities and non-profit community organizations. All of the interest groups affected by the plan should have the chance to help write the plan.
2. Arrange and organize, in coordination with PECSD staff, regular meetings of the planning team. Make arrangements for the time, place and date of meetings. The planning team will also decide upon the frequency and a schedule of meetings.
3. Conduct all meetings so that the process is open and fair.
  - A. *Communication.* All of the key parties should be present at the table. A neighborhood is composed of diverse interests and all should be represented. There should be a free flow of accurate information. All

sides must listen with an open mind. There should be respect for different points of view. Everyone should feel welcome at the table.

- B. *Shared Responsibility.* All sides must be prepared to act responsibly and live up to their commitments. For example, the neighborhood association should be organized so that it is a representative group and its leaders can speak with authority. Likewise, the business interests, land owners, and developers should be willing to treat neighborhood residents and their associations as an important part of the process.
  - C. *Community Interest.* All of the different interests should approach the plan with a shared concern for the entire community. It is important to understand how a neighborhood goal or project may affect the overall community. Business interests, land owners, and developers need to work to minimize the negative impact a project may have on neighborhoods.
  - D. *Costs.* Everyone should be concerned about reducing costs. Neighborhood interests should recognize the importance of increasing the city's tax base with new development. Business interests, landowners, and developers should recognize that short-run savings for their project can translate into long-term costs for the community.
- 4. Identify community resources that will assist in the development and implementation of a neighborhood plan. These may include recruiting volunteers, securing meeting spaces and contacting local businesses, organizations and institutions to encourage the involvement of these groups.
  - 5. Assist PECSD in developing and maintaining a mailing list by identifying names and addresses. Also assist with the distribution of materials or notices within the neighborhood.
  - 6. Identify neighborhood problems, needs, issues, assets and opportunities. This could include identifying areas of particular interest such as historic resources or areas in particular need of city services.
  - 7. Review the work plan (Attachment 2). Neighborhood planning teams should develop their plans within 6 months with a targeted completion date of early February 1998.
  - 8. List community assets and concerns. Develop goals to address identified problems and protect community resources.
  - 9. Co-sponsor with PECSD, meetings or workshops designed to disseminate information and to review and discuss major elements of the Proposed Neighborhood Plan.
  - 10. Seek the approval and support of the Proposed Neighborhood Plan from the neighborhood interests of the area. All of the neighborhoods that voluntarily come together to work on a plan will vote on all of the recommendations included in the plan.
  - 11. Submit the Proposed Neighborhood Plan to the Planning Commission and City Council for their review. (This evaluation stage is expected to begin in February 1998 and targeted to end with City Council adoption by March 1998.) Advocate for the adoption of the Proposed Neighborhood Plan before the Planning Commission and City Council.
  - 12. Assist PECSD in responding to requested changes to the Proposed Neighborhood Plan during review by the Planning Commission and City Council.
  - 13. Develop, as part of the neighborhood planning process, a method for updating the adopted plan.
  - 14. After adoption, monitor the adopted plan and its implementation actions.
  - 15. After adoption, ensure that new neighborhood and local business association members are aware of the plan and use it as a guide to development in the neighborhood.



## **PECSD Planning Staff Responsibilities**

1. Assign a staff person(s) from PECSD to provide technical assistance in the development of a neighborhood plan. Planning staff will be available to the neighborhood association from September 1997 to the time of adoption of the East César Chávez plan.
2. Staff will be available to attend meetings twice a month, coordinate neighborhood plans with the East César Chávez and the City of Austin, and provide outreach advice.
3. Staff will provide research information including census data, land use inventory data, and data analysis by October 1997. Information will be in mapped and/or tabular form.
4. Staff will provide technical advice and assistance by:
  - researching issues to develop neighborhood policies and implementing actions, and
  - identify the neighborhood's land use and zoning issues and desires when developing the proposed East César Chávez map, which applies zoning.
5. Staff will propose for neighborhood consideration implementation strategies which can help achieve the neighborhood goals.
6. Staff will provide on-going review, refinement, and editorial assistance in formatting and developing a neighborhood plan. Additionally, PECSD staff will assist in preparing and printing the adopted plan.
7. Staff will coordinate and facilitate discussions with adjacent neighborhood associations, and other government agencies, city departments, and Boards and Commissions.
8. The PECSD will co-sponsor a neighborhood planning workshop by:
  - helping locate meeting space,
  - helping with the structure and format of the workshop,
  - providing technical assistance during the workshop,
  - supplying easel, chart pack, markers, slide projector, and
  - providing available staff (if needed) to facilitate workshop discussion groups.
9. Staff will coordinate document production to:
  - Meet city format guidelines as expressed in the City's "New Directions for Neighborhood Planning Report," and
  - Maintain a consistent format for all neighborhood plans.
10. Staff will enter data for a mailing list and print labels.

As partners in developing a neighborhood plan for East César Chávez Neighborhood Planning Area, the City of Austin's Planning, Environmental and Conservation Services Department, and the East César Chávez accept the provisions of this Memorandum of Understanding.

## **Attachments**

1. Issues to be addressed in the Neighborhood Plan
2. Summary Work Plan and Schedule
3. Meeting minutes identifying the vote by the leadership team to accept the Memorandum of Understanding and designating the team leader to sign the application.

**Appendix E: Neighborhood Survey and Survey Results**

**EAST CÉSAR CHÁVEZ NEIGHBORHOOD PLAN**

Community Building Inventory Results

On

Assets, Issues, & Improvements

## East César Chávez Neighborhood Plan

1. *Chlorophyll a* (Chl *a*)  
 2. *Chlorophyll b* (Chl *b*)  
 3. *Chlorophyll c* (Chl *c*)  
 4. *Chlorophyll d* (Chl *d*)  
 5. *Chlorophyll e* (Chl *e*)  
 6. *Chlorophyll f* (Chl *f*)  
 7. *Chlorophyll g* (Chl *g*)  
 8. *Chlorophyll h* (Chl *h*)  
 9. *Chlorophyll i* (Chl *i*)  
 10. *Chlorophyll j* (Chl *j*)  
 11. *Chlorophyll k* (Chl *k*)  
 12. *Chlorophyll l* (Chl *l*)  
 13. *Chlorophyll m* (Chl *m*)  
 14. *Chlorophyll n* (Chl *n*)  
 15. *Chlorophyll o* (Chl *o*)  
 16. *Chlorophyll p* (Chl *p*)  
 17. *Chlorophyll q* (Chl *q*)  
 18. *Chlorophyll r* (Chl *r*)  
 19. *Chlorophyll s* (Chl *s*)  
 20. *Chlorophyll t* (Chl *t*)  
 21. *Chlorophyll u* (Chl *u*)  
 22. *Chlorophyll v* (Chl *v*)  
 23. *Chlorophyll w* (Chl *w*)  
 24. *Chlorophyll x* (Chl *x*)  
 25. *Chlorophyll y* (Chl *y*)  
 26. *Chlorophyll z* (Chl *z*)  
 27. *Chlorophyll aa* (Chl *aa*)  
 28. *Chlorophyll ab* (Chl *ab*)  
 29. *Chlorophyll ac* (Chl *ac*)  
 30. *Chlorophyll ad* (Chl *ad*)  
 31. *Chlorophyll ae* (Chl *ae*)  
 32. *Chlorophyll af* (Chl *af*)  
 33. *Chlorophyll ag* (Chl *ag*)  
 34. *Chlorophyll ah* (Chl *ah*)  
 35. *Chlorophyll ai* (Chl *ai*)  
 36. *Chlorophyll aj* (Chl *aj*)  
 37. *Chlorophyll ak* (Chl *ak*)  
 38. *Chlorophyll al* (Chl *al*)  
 39. *Chlorophyll am* (Chl *am*)  
 40. *Chlorophyll an* (Chl *an*)  
 41. *Chlorophyll ao* (Chl *ao*)  
 42. *Chlorophyll ap* (Chl *ap*)  
 43. *Chlorophyll aq* (Chl *aq*)  
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$\frac{1}{2} \log \left( \frac{1 + \sqrt{1 - 4x}}{1 - \sqrt{1 - 4x}} \right) = \sum_{n=0}^{\infty} x^n$

**Part D: Issues.** What problems or issues do you think are most central to our neighborhood? In the next column, please check off the five issues that you think are most important. Here, in the second column, check off the issue of greatest concern to you. You may check more than one issue, but the three issues of greatest concern should be checked.

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**DECLARATION OF WORKING STATUS**

I hereby declare that I am a full-time employee of the University of California, Los Angeles, and that I have no other source of income.

Signed: \_\_\_\_\_  
Date: \_\_\_\_\_

Part V: Community Skilled Help. Now we are going to ask you to identify yourself, or yours' (energy), and define what you may be doing to share with the community. If you have experience of doing work of the following categories, please put a check, or two, in the space provided. If you are working to help in the future, then put a check under 'will be in the future'.

443	Cyprus, 16, 17	18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100
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THANK YOU VERY MUCH FOR YOUR TIME, YOUR HELP, AND YOUR HELP.

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1. *Introduction*

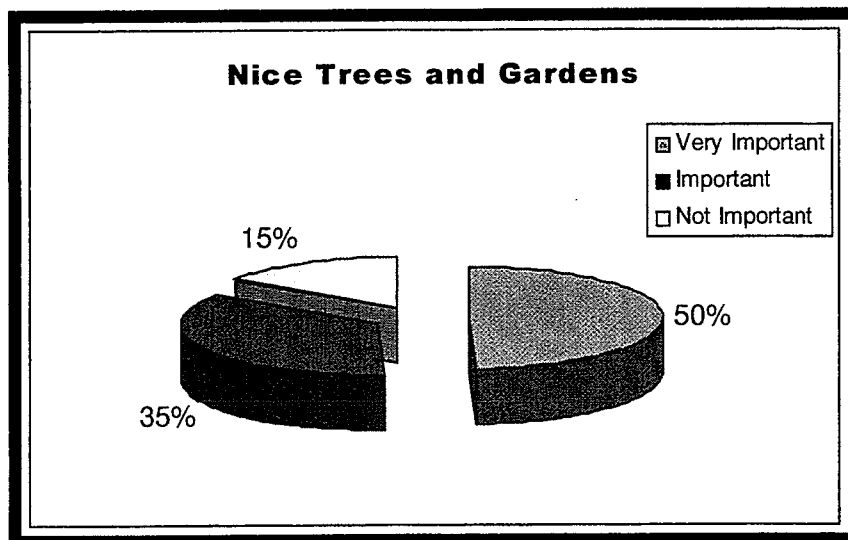
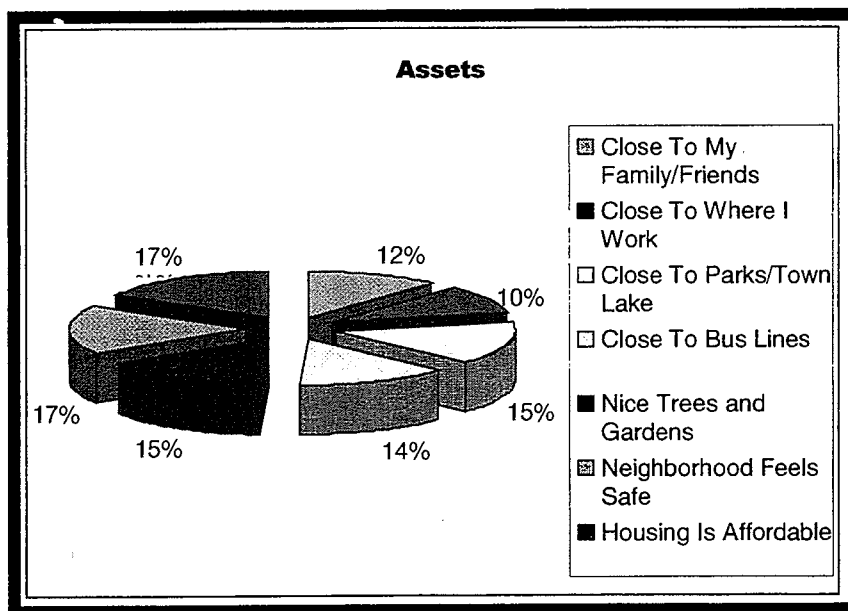
1000

## Assets

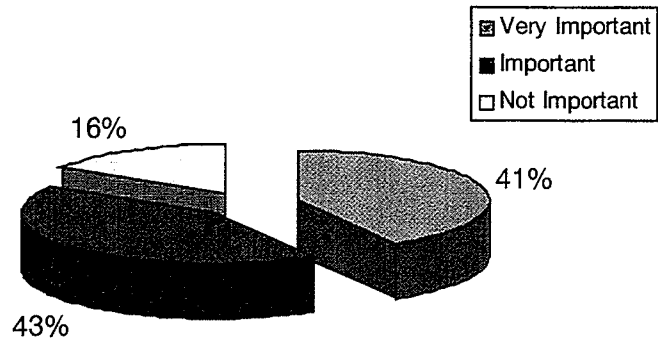
### Overall Neighborhood Survey Responses to Date

The Community Building Inventory questionnaire asked residents to rate the assets of the neighborhood found below by indicating whether they were "Very Important," "Important," or "Not Important" to them. Combining those selected as "Very Important" and "Important" provides the following ranking. The number to the right indicates the number of times respondents selected the Asset.

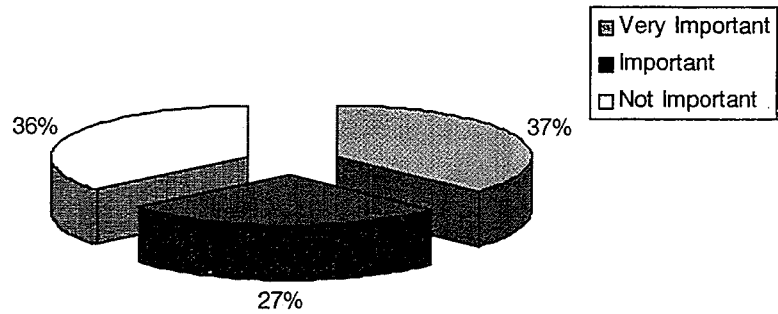
1. Neighborhood Feels Safe.....	78
2. Housing Is Affordable.....	76
3. Nice Trees and Gardens.....	72
4. Close to Parks/Town Lake.....	71
5. Close to My Family/Friends.....	67
6. Close to Bus Lines.....	60
7. Close to Where I Work.....	48



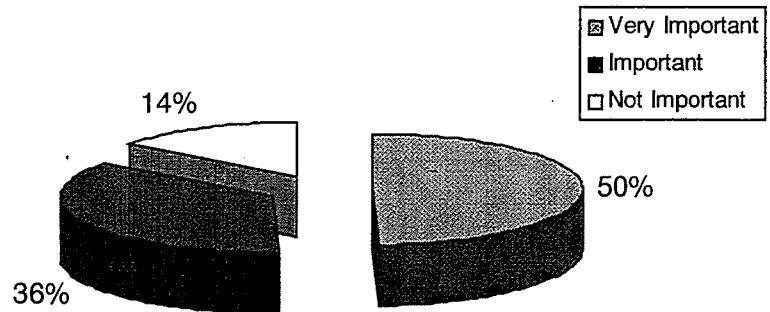
### Close To My Family/Friends



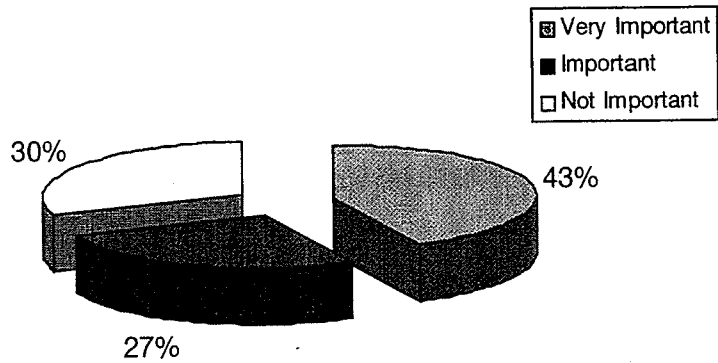
### Close To Where I Work



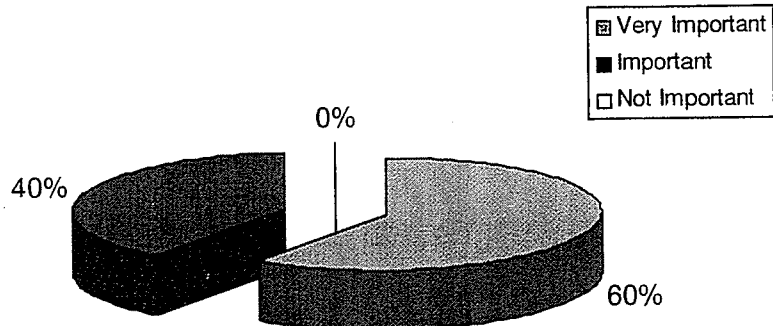
### Close To Parks/Town Lake



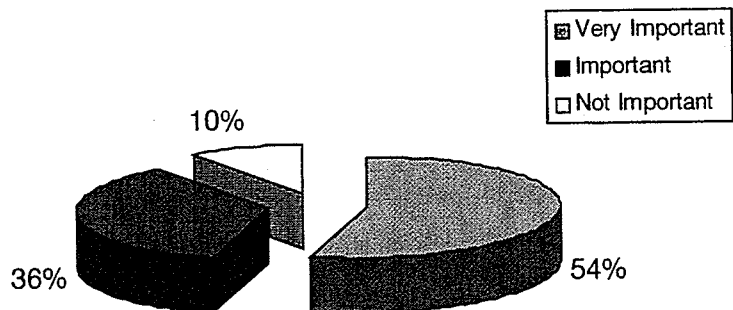
### Close To Bus Lines



### Neighborhood Feels Safe



### Housing Is Affordable



## ISSUES

### Overall Neighborhood Survey Responses to Date

1. Crime & Safety.....	15%
2. Land Use & Zoning.....	8%
3. Neighborhood Character.....	8%
4. Rising Property Taxes.....	8%
5. Education.....	7%
6. New Airport Impact.....	7%
7. Environment.....	7%
8. Health.....	6%
9. Economic Development.....	6%
10. Light Rail Impact.....	6%
11. Affordable Housing.....	5%
12. Transportation.....	5%
13. Parks & Recreation.....	4%
14. Social Services.....	4%
15. Other.....	4%

### Neighborhood Survey Responses to Date

1. Crime & Safety.....	14%
2. Neighborhood Character.....	9%
3. New Airport Impact.....	8%
4. Land Use & Zoning.....	8%
5. Economic Development.....	7%
6. Environment.....	7%
7. Rising Property Taxes.....	7%
8. Affordable Housing.....	6%
9. Transportation.....	6%
10. Education.....	6%
11. Health.....	6%
12. Light Rail Impact.....	6%
13. Parks & Recreation.....	4%
14. Social Services.....	4%
15. Other.....	4%

### Nonresident Property Owners Survey Responses to Date

1. Crime & Safety.....	17%
2. Rising Property Taxes.....	11%
3. Education.....	8%
4. Environment.....	7%
5. Land Use & Zoning.....	7%
6. Health.....	6%
7. New Airport Impact.....	6%
8. Light Rail Impact.....	6%
9. Parks & Recreation.....	6%
10. Neighborhood Character.....	6%
11. Other.....	5%
12. Affordable Housing.....	4%
13. Transportation.....	4%
14. Economic Development.....	4%
15. Social Services.....	4%

## IMPROVEMENTS

### Overall Neighborhood Survey Responses to Date

1.	Fix Up Older Homes .....	15%
2.	Clean Up & Pave Alleys.....	12%
3.	Neighborhood Beautification.....	10%
4.	Improve Infrastructure.....	10%
5.	More Police Presence.....	8%
6.	Grocery Store.....	6%
7.	Senior Citizen Housing .....	5%
8.	Improve Commercial Properties .....	5%
9.	More Recreation/Entertainment Facilities.....	5%
10.	More Single-Family Homes.....	4%
11.	More Small Businesses .....	4%
12.	Job Training .....	4%
13.	Drug Store.....	3%
14.	Other.....	3%
15.	Multi-Family Residences.....	2%
16.	Better Public Transportation .....	2%
17.	Help To Start My Own Small Business.....	1%

### Neighborhood Survey Responses to Date

1.	Fix Up Older Homes .....	16%
2.	Clean Up & Pave Alleys.....	12%
3.	Neighborhood Beautification.....	10%
4.	Improve Infrastructure.....	10%
5.	More Police Presence.....	9%
6.	Senior Citizen Housing .....	5%
7.	Improve Commercial Properties .....	5%
8.	Grocery Store.....	5%
9.	More Recreation/Entertainment Facilities.....	5%
10.	More Single-Family Homes.....	4%
11.	More Small Businesses .....	4%
12.	Job Training .....	4%
13.	Multi-Family Residences .....	3%
14.	Other.....	3%
15.	Drug Store.....	2%
16.	Help To Start My Own Small Business.....	2%
17.	Better Public Transportation .....	2%

### Nonresident Property Owners Survey Responses to Date

1.	Clean Up & Pave Alleys .....	14%
2.	Fix Up Older Homes .....	13%
3.	Improve Infrastructure.....	12%
4.	Neighborhood Beautification.....	10%
5.	Grocery Store.....	9%
6.	Improve Commercial Properties .....	6%
7.	More Recreation/Entertainment Facilities.....	6%
8.	More Single-Family Homes.....	5%
9.	More Police Presence .....	5%
10.	Senior Citizen Housing .....	4%
11.	Drug Store.....	4%
12.	Job Training .....	4%
13.	Other.....	4%
14.	More Small Businesses .....	3%
15.	Multi-Family Residences.....	1%
16.	Help To Start My Own Small Business.....	1%
17.	Better Public Transportation .....	1%



## **Appendix F: Community Vision Document**

### **East César Chávez Neighborhood Community Vision Document**

The following document includes all the ideas from the issue committee participants that were not included in the final neighborhood plan. Some of the omitted items may have been partially included in the final plan, but they were not included in full as they appear here. This is a brainstorming document that will be used as a guide by the ongoing Neighborhood Planning Leadership Team.

#### **Crime and Safety**

**Goal:** Work with property owners and developers to incorporate building designs that deter crime and improve safety.

#### **Health and Human Services**

**Goal:** Promote wellness and healthy living.

- Objective:** Work with public and private groups to create and support programs and activities which emphasize health and prevention of illness such as diabetes, heart disease, and cancer.
- Action:** Support and expand Community Garden opportunities for residents of all ages.
- Action:** Create farmers' markets, farm-city links, community-supported agriculture, or other programs to provide access to fresh, affordable, healthy food.
- Action:** Support and expand nutrition programs, such as Cocina Alegre, Expanded Nutrition Program, and WIC.
- Action:** Conduct a campaign to promote awareness of healthy lifestyles.
- Action:** Support the East Austin Neighborhood Center in their annual Family Fitness Day, and their coordination of family-centered activities throughout the year. Support the center's organized walking and other fitness activities in the neighborhood.
- Action:** Expand awareness of alcohol, drugs, and tobacco and their effects on individuals and families.
- Objective:** Reduce exposure of residents to pollution, toxins and hazardous substances.
- Objective:** Work with public and private groups to create an animal and pest control campaign that specifically address neighborhood needs.
- Action:** Inform residents about city services such as rodent control and pet sterilization. Provide transportation or other means of access (mobile vans?).
- Action:** Conduct biannual pet immunizations in the neighborhood.
- Action:** Recruit schools to conduct pet care education workshops.

#### **Education, Recreation, Cultural Arts, Youth**

**GOAL:** Provide a safe, educational, creative, and prosperous environment for our youth to flourish, grow and become productive citizens of our community.

- Objective:** Increase creative opportunities for youth at Sanchez Elementary and Martin Jr. High.
- Action:** Provide programs in the fine arts and drama, and low-cost or free classes and workshops in the cultural arts.
- Action:** Support after-school programs at Sanchez, Martin and recreation centers. Find resources for new games, toys and supplies. Use school facilities for programs in the evenings, weekends, holidays and summer.
- Objective:** Provide, create and implement programs aimed at decent job opportunities for all youth.
- Action:** Recruit local businesses and nonprofits to create summer jobs for neighborhood teens.
- Action:** Expand the city/county summer youth employment program to include at least twice as many students. Transportation and childcare should be provided for teens that need this support.
- Objective:** Create and enhance community liaisons to support youth programs.
- Action:** Identify community groups serving our youths, including social services, and registered and licensed day care centers in East Austin, and city-wide resources such as Austin Community College's Child Development Division, such as church programs and libraries.
- Action:** Identify community resources to write proposals and grants such as the Hogg Foundation.
- Action:** Explore possibility of a high school for the area.

## Housing

**GOAL:** Advocate for change in government and financial sector housing policies.

- Objective:** Ensure neighborhood notification and attendance at any Boards, Commissions, or funding meetings that involve housing issues.
- Objective:** Ensure resident participation in all city housing committees and commissions.
  - Action:** Ask the Mayor to create a slot for a neighborhood resident on the Smart Growth Task Force and on the Building and Standards Commission.
- Objective:** Review and recommend modification and adoption of some SmartGrowth zoning classifications.
  - Action:** Review and explore modification and possible adoption of codes being developed in various task forces (such as Smart Growth infill/redevelopment proposals).
  - Action:** Apply new Smart Growth zoning classifications to existing housing and structures to allow apartments above businesses in neighborhood commercial corridors.
  - Action:** Allow two single-family dwellings (unattached) on residentially zoned lots more than 5000 sq. ft. in area (that is, lots that are currently large enough for a duplex).
  - Action:** Allow zero lot lines on rear setbacks on alleys.
  - Action:** Do not change impervious cover requirements. Allow ribbon driveways.
  - Action:** Reduce required off-street parking for additions to and redevelopment of existing housing to 50% of existing requirements and to 75% of current requirements for new development.
- Objective:** Request that government, financial institutions, and community-based organizations make it easier to finance housing including rehabilitation of existing housing, especially rental housing.
  - Action:** Explore problems people have relating to financing rehabilitation projects and find alternative solutions.
  - Action:** Send letters and present needs and testimonials to policy makers.
  - Action:** Educate the boards of government and community-based organizations about the barriers owners encounter in trying to finance rehabilitation projects.
  - Action:** Educate owners of homes in need of rehabilitation about existing services.
  - Action:** Advocate for neighborhood notification, enforcement, and penalties for housing discrimination, illegal building practices, and illegal demolitions.
  - Action:** Explore the possibility of Right of First Refusal for organizations willing to buy tax lien properties before they go to public auction.

## Transportation and Traffic

**GOAL:** Make better use of alleys in the neighborhood to keep streets clean and make the alleys safer.

- Objective:** Request that the City transfer trash and recycling pick-up to alleys.
- Objective:** Make improvements to alleys in order to accommodate increased use. Request that the City use environmentally sensitive alternative materials to pave alleys.

## Environment and Parks

**GOAL:** Work with the City and non-profit groups to improve water quality in our neighborhood watersheds.

- Objective:** Ask City to offer incentives to promote alternatives to impervious cover.
  - Action:** Use alternative pervious materials (such as granite, gravel, pavers, brick, mixed materials, caliche, etc.) and designs (such as ribbon driveways) in appropriate areas such as sidewalks, driveways, parking lots, and alleys.
  - Action:** Encourage the City of Austin to develop incentive programs for use of pervious materials in residential, commercial, industrial, and civic sites as mentioned above.
  - Action:** Enforce impervious cover standards for residential, commercial, and industrial developments and limit variances to these requirements.
- Objective:** Take steps to prevent runoff and erosion in our neighborhood.
  - Action:** Require preparation of a plan to control runoff and erosion for new developments (as well as existing structures) located in close proximity to parks and environmentally sensitive areas such as Town Lake.
- Objective:** Take steps to ensure that debris and contaminants are filtered from neighborhood runoff before it reaches Town Lake.
  - Action:** Work with groups such as the Martin Jr. High Environmental Science Class and the Capital 4H that are doing water quality testing and assist in expanding these programs if necessary.
  - Action:** Preserve vegetation at edge of Town Lake to preserve the ecosystem and provide filtration of contaminants and ensure that the

City's maintenance practices in these areas are appropriate.

Action: Install grates on storm sewers along streets that are major storm water collectors.

Action: Undertake additional measures for filtering debris and contaminants from Town Lake.

Action: Encourage businesses to participate in Clean Water Partners Program.

Action: Request that the City conduct periodic testing of water being discharged into storm sewers by businesses participating in Storm Sewer Discharge Permit Program.

**Objective: Encourage neighbors to use non-toxic substances in gardening, landscaping and pest control.**

Action: Create incentives for neighborhood residents to make use of gardening, landscaping and pest control services that use methods that are non-toxic or least-toxic (for example, service providers could charge a special rate to neighborhood residents).

Action: Make non-toxic gardening, landscaping, and pest control supplies more accessible to neighborhood residents (such as at a community garden center—see Goal 8).

Action: Encourage the City to use non-toxic substances for its gardening, landscaping and pest control activities within the neighborhood.

**GOAL: Work with City and private sector to promote water conservation in the neighborhood.**

**Objective: Work with City and community groups to promote water conservation in neighborhood homes and businesses.**

Action: Educate neighborhood residents and businesses about water recycling through rain water collection, catchment ponds and the creation of wetlands.

Action: Create incentives for businesses to use water conservation techniques.

Action: Work with City departments and community resources to develop an educational program about water conservation.

**GOAL: Explore measures to address the impacts of proposed industrial facilities.**

**Objective: Ensure public notification of any new industrial developments in our neighborhood.**

Action: Provide to residents of areas adjacent to businesses identified as creating an evacuation risk in the neighborhood the information developed in the Austin Fire Department report, Aboveground Storage and Use of Hazardous Materials at Fixed Locations. Additionally, require businesses that request building permits or land development approvals for new construction to notify adjacent residential areas of any evacuation risk.

Action: Empower neighborhood residents by providing them access to information about industrial and commercial developments in the neighborhood and about the role of regulatory agencies.

Action: Notify all neighborhood associations when a commercial development is proposed in the neighborhood.

Action: Continue the work of the Fire Department in risk assessment and education.

**Objective: Ensure adequate distances between new industrial developments and residential areas.**

Action: Adopt a setback and buffer ordinance, which will protect the neighborhood from out-of-scale or otherwise incompatible development. The ordinance should specify setback standards for facilities using hazardous chemicals.

Action: Investigate the possibility of revising the hazardous material uses that are presently allowed near residential properties.

Action: Provide incentives to new development for creating uses other than industrial near residential areas.

Action: Preserve existing green spaces and use transitional zoning to provide a buffer between residential areas and chemical-intensive industries.

Action: Require a neighborhood impact analysis for new industrial developments within the neighborhood. The analysis should assess the cumulative impacts of emissions, potential spills, accidental releases, noise, traffic, compatibility and factors that affect the public health and safety of the neighborhood.

**Objective: Review, modify and recommend measures to reduce potential risks to the neighborhood posed by existing industrial facilities.**

**Objective: Provide incentives for companies within the neighborhood to switch to less toxic chemicals and to become more responsive to complaints about trash and odor.**

Action: Monitor compliance with adjacent property notification requirements of the federal Clean Air Act regarding the sudden accidental release of chemicals.

Action: Consider adopting the Occupational Safety and Health Administration (OSHA) process safety management regulations as a requirement for facilities within the neighborhood using and storing hazardous materials in quantities that would place them in the high or medium potential risk category.

Action: Require site-specific risk assessments prior to the issuance of a permit for future hazardous materials use and storage within the neighborhood.

Action: Consider new land use restrictions with regard to retail businesses within the neighborhood that are really warehouses handling large quantities of hazardous materials and various compressed gas sites identified in the Austin Fire Department study.

Action: Use the potential evacuation of adjacent properties as a factor in defining situations that are considered a "distinct hazard to life and property" within the neighborhood and impose more stringent safety requirements in these areas.

- Action: Use the risk assessment method developed in the Austin Fire Department study as a screening tool for identifying new facilities that utilize hazardous materials and may pose unacceptable risk of evacuation within the neighborhood. Possibly incorporate the risk assessment into the Hazardous Materials Ordinance permitting system.
- Action: Invest in a risk survey to determine what toxic chemicals are transported through the neighborhood.
- Action: Support efforts to conduct transportation-risk studies analyzing pipeline, rail, and highway movement of hazardous materials through or in close proximity to the neighborhood.
- Action: Commission a study to evaluate the distribution of continuous emission/discharge permits located within the neighborhood and throughout the City.
- Objective: Propose Adoption of a Nuisance Ordinance that addresses problems in the neighborhood associated with litter, light and noise.**
- Action: Identify other industrial hazards within the neighborhood.
- Action: Request that the City and State conduct inspections of all industrial facilities within the neighborhood in order to identify contamination or other environmental problems.
- Action: Request that the City create an inventory of hazardous chemicals being used in private and public facilities.
- Action: Create incentives for private and public sector to inventory their own stores of hazardous materials.
- Objective: Achieve closure of the Holly Street Power Plant.**
- Action: Support closure schedule adopted by the Austin City Council.
- Action: Request that City Council designate the property as park land prior to closure.

### **Economic Development**

**GOAL: Ensure that all residents have opportunities for quality employment.**

- Objective: Work with public and private sector to create a neighborhood center for employment, training and starting businesses.**
- Action: Identify groups willing to provide space and resources.
- Action: Recruit businesses and nonprofits to provide job listings and training opportunities.
- Action: Conduct outreach to residents about services available.
- Action: Create and build on existing school-to-work and welfare-to-work programs with the private sector.
- Action: Create a summer and after-school youth task force in which our youth get summer jobs and training.
- Objective: Increase number of neighborhood youth in internship, apprenticeship and employment programs.**
- Action: In manufacturing or light industrial operations, provide incentives to emphasize relatively simple technology which can include local residents at all levels of the production process.

**GOAL: Promote neighborhood self-sufficiency by pooling our skills, abilities and tools.**

- Objective: Create a database listing people who want skills and people who know and are willing to teach skills.**
- Objective: Set up a bartering system and bulletin board so people can trade skills and services.**
- Action: Contact Freenet for assistance in creating a database. Contact Terrazas Library for assistance in making the database available to residents. Encourage public and private sector locations to make the database available to their clients.
- Action: Create a childcare coop.
- Objective: Create a tool library.**
- Action: Coordinate with Austin Tenants Council and other organizations.

### **Neighborhood Character**

**GOAL: Beautify the neighborhood.**

- Objective: Initiate a landscaping plan to buffer the single-family neighborhood along IH-35.**
- Objective: Prohibit new billboards and remove existing billboards.**
- Action: Investigate federal funding available through the Texas Department of Transportation to pay owners to have billboards removed.
- Objective: Encourage alternatives to chain-link fencing on 6th Street and César Chávez; encourage use of alternatives such as rod-iron, wood, stone fences, hedges or other alternatives.**

**GOAL: Protect and preserve our historic and cultural landmarks without displacing people.**

- Objective: Establish an ongoing group to preserve our neighborhood historic sites and cultural heritage.**
- Objective: Organize training and workshops on inexpensive, energy-efficient ways to renovate homes while maintaining their character.**
- Objective: Create a program to rehabilitate housing while teaching our youth skills and local history.**

- Action: Initiate discussions with Habitat for Humanity, YouthBuild, Casa Verde, and the Hispanic Builders' Association. Research similar existing project in San Antonio.
- Action: Explore alternatives to allow rehabilitation instead of demolition of buildings with historic or cultural character, such as encouraging owners to allow a prospective tenant to rehabilitate a home in return for a long-term lease at lowered rates. Pursue additions to City practice to attempt all other alternatives (such as negotiations with the neighborhood team) before considering demolition. Establish incentives for owners to rehabilitate substandard housing rather than either demolishing it or boarding it up.

**GOAL:** Ensure that new designs, infill, and renovations are compatible with the design and character of existing buildings in the neighborhood.

**Objective:** Ensure that any new development and infill comply with the City of Austin Traditional Neighborhood District criteria, as adapted and applied to our existing neighborhood.

- Action: Recommend that buildings incorporate architectural styles and scale of surrounding buildings (within reason and where cost is not too prohibitive).
- Action: Recommend that buildings in residential areas use pitched or gabled rooflines, or rooflines similar to those of existing houses in the neighborhood.
- Action: Provide incentives to include front porches in new buildings (such as allowing setbacks of 10-15 ft. for porches that are open on 3 sides). Porches are a vital part of the street life of much of our neighborhood.
- Action: Allow 5-15 ft. front setbacks to match houses on either side or setbacks on the majority of the houses on the street.
- Action: Maintain 5-15 ft. setbacks on sideyard lots.
- Action: Encourage those building a second residential structure on an SF-3 lot (one that is large enough to allow a duplex) to build on the alley and incorporate parking into the structure (as in a garage apartment). Change city housing code to allow this second building to be unattached.
- Action: Restrict creation of new driveways onto the street in residential areas. Recommend driveways from alleys instead (where is an alley). Suggest common or joint driveways where new driveways must be added on the street.
- Action: Adopt a modified version of TND sign restrictions (wall signs, awning signs, or cantilevered signs).
- Action: Adopt a modified version of TND lighting, noise, dumpster, and screening requirements.

## **LAND USE**

*[Note: Because such major changes were made in the Land Use plan, the entire earlier version is shown here.]*

### **VISION:**

#### **César Chávez, 6th Street, and 4th-5th St. Rail Corridors**

These corridors will be safe and pedestrian-friendly. They will include mixed-use residential, commercial, and civic elements, which are compatible with the neighborhood, are economically and environmentally sustainable and are conducive to a blend of vibrant economic activity and quality of life. Open spaces, plazas and market places will contribute to friendly street activity. The rail corridor will be developed in ways that do not pollute the environment or threaten public health and safety.

#### **IH-35 Corridor**

By reducing the barrier effect of IH-35, stronger connections can be made between the East César Chávez neighborhood and downtown. Buffering will minimize noise impact, and better landscaping will improve the aesthetic appeal of this well-traveled corridor.

#### **Town Lake Corridor**

The Town Lake Corridor contains the neighborhood's beautiful and unique waterfront treasure, Festival Beach Park. It is one of the most scenic portions of Town Lake's "green necklace." This lovely park's beauty, openness, serenity and natural character will be preserved while enlivening the area with more pedestrian activity, more amenities, and better facilities to serve neighborhood residents.

#### **Residential Areas**

The existing character of residential areas will be preserved and enhanced, while providing opportunities for additional housing.

### ***César Chávez Corridor Land Use***

**GOAL:** Ensure that new structures and renovations are compatible with existing neighborhood.

- Objective:** Emphasize historical and cultural design.
- Objective:** New and renovated structures should be similar in size to adjacent structures.
- Action:** Limit height of new buildings to two stories.
- Action:** At the intersections of IH-35, Waller, Comal and Chicón, overall height restrictions may be waived only for steeples, clock towers or other decorative elements.

- Objective:** Parking should be compatible with the neighborhood with no parking lots or off site parking and decreased parking requirements for small businesses (2000 sq. ft. and less).
- Action:** On small lots, limit parking to rear with alley access where possible.
- Action:** On larger lots, limit parking to side and rear with landscaped buffers to the neighborhood and side streets.
- Action:** Businesses must provide parking on the same legal lot. Do not allow off-site parking on legal lots.
- Action:** Adopt new Smart Growth/Traditional Neighborhood District (TND) parking standards for businesses less than 2000 sq. ft. (one space for ea. 500 sq. ft.).
- Action:** Visually screen dumpsters behind fencing, walls or shrubs.

**GOAL:** Provide for a mix of business and residential land use.

- Objective:** Allow both business and residential uses on César Chávez.
- Action:** Integrate mixed-use, low-scale development in this corridor.
- Action:** Review and recommend change from CS to new mixed-use zoning category.
- Action:** Allow 2-story, mixed-use development with commercial, retail, or office below and residential or office above.
- Action:** Support adoption of a Smart Growth Infill/Redevelopment mixed-use zoning category.
- Objective:** Allow single-story, mixed-use zoning with residential to encourage small home businesses.
- Action:** Request that a new zoning category be established by the Smart Growth Committee developing infill/redevelopment proposals.

**GOAL:** Ensure affordability.

- Objective:** Encourage housing and commercial services which are affordable to neighborhood residents.
- Action:** Offer incentives to ensure affordability and develop other strategies.
- Objective:** Monitor and attempt to reduce impact of development on taxes of adjacent residential properties.

**GOAL:** Promote friendly street activity.

- Objective:** Buildings and businesses should have open and inviting entries onto the street.
- Action:** Encourage a minimum of 50% show windows or open space and visible workshops at street level and balconies above.
- Action:** Promote outdoor displays or eating areas that may be allowed to occupy part of the public right-of-way.
- Objective:** Utilize covered walkways, awnings, colonnades and benches.
- Objective:** Encourage any drive-through to use the alley in order to keep the sidewalks pedestrian-friendly.

**GOAL:** Protect neighborhood structures and character.

- Objective:** Establish a procedure of neighborhood notification and review of all demolitions in the neighborhood. Place a moratorium on demolition of existing buildings until the review process is in place.

***East Sixth Street Corridor***

**GOAL:** Ensure neighborhood compatibility.

- Objective:** Encourage building design compatible with neighborhood and culture.
- Objective:** Limit building height to 70 feet in height. Provide flexibility to allow greater height when a developer provides a public park or plazas.
- Action:** Ensure that the mass of the building conforms to neighborhood street scale (see TND guidelines).
- Objective:** Provide for parking that is compatible with the neighborhood, with diagonal on street parking where possible, reduced parking requirements, access to parking on off alleys, no commercial parking lots or off street parking. Screen dumpsters and loading zones from the streets and sidewalks.
- Action:** Limit street parking and delivery wherever possible.
- Action:** Adopt CURE parking ratios.
- Action:** Allow diagonal parking wherever possible without disruption of sidewalk.
- Action:** Do not allow off-site parking or stand-alone parking.
- Objective:** Visually screen dumpsters behind fencing, walls or shrubs.

**GOAL:** Promote mixed land use.

- Objective:** Encourage mixed residential and commercial uses by increasing allowable square footage, tax benefits, shared parking and reduced set back requirements.
- Action:** Allow zero lot lines for mixed use.
- Action:** Allow shared parking.
- Action:** Allow greater square footage than in other corridors.

- Action: Offer tax benefits for including residential in retail and office projects.
- Objective: Encourage retail, office, restaurants, clean light industry and residential mix through Smart Growth zoning and city-built infrastructure.
- Action: Support adoption by the City Council of SmartGrowth infill development proposals.
- Objective: Encourage the City of Austin to build civic structures in the neighborhood, such as a new municipal building at 6th and IH-35.

**GOAL: Promote people friendly sidewalks.**

- Objective: Ensure that buildings are designed with entries and windows opening onto the street, maximum building setbacks, covered walkways, balconies, landscaping and street furniture.
- Action: Adopt maximum setback guidelines of 0-10 feet.
- Action: In the 10-foot setbacks, encourage arcades, sidewalk sales, landscaping and outdoor workshops.
- Action: Encourage a minimum of 50% show windows or open space and visible workshops at street level and balconies above (see TND guidelines).
- Objective: Promote pedestrian activity by installing benches, trash receptacles and historic lighting fixtures on both sides of the street.
- Action: Encourage covered walkways, arcades and colonnades in the sidewalk row.
- Action: Provide human scale lighting and furniture.
- Action: Install historic street lighting on both sides of 6<sup>th</sup> Street, along with benches and trash receptacles.
- Objective: Encourage pocket parks and pedestrian pathways, refurbish sidewalks with brick, discourage fences around businesses.
- Action: Explore possibility of land buyback for pocket parks.
- Action: Refurbish sidewalks with brick.

**GOAL: Provide for larger buildings close to IH35 to buffer neighborhood.**

- Objective: Buffer freeway by allowing mixed-use zoning on 6th Street between IH-35 and San Marcos Street.
- Action: Request changes in zoning to allow mixed use.
- Objective: Create focal points at prominent intersections along the corridor (IH-35, Waller, Comal and Chicón).
- Action: Allow buildings at these intersections to exceed height limits with decorative finials, towers and/or cornices.

**GOAL: Ensure affordability.**

- Objective: Encourage businesses that employ local residents.
- Objective: Encourage local factories and existing warehouses to sell goods on-site.

***Fourth-Fifth St. Rail Corridor***

**GOAL: Ensure compatibility with the neighborhood.**

- Objective: Limit scale and height of buildings to be compatible with neighborhood yet encourage diversity.
- Objective: Respect the integrity of the neighborhood street grid.
- Objective: Integrate mixed-use, low-scale residential and commercial uses into the area.
- Objective: Encourage street-level commercial uses with residential (single and multi-family) above.

**GOAL: Allow mixed density appropriate for economic viability.**

- Objective: Promote more friendly street activity by incorporating minimum setbacks, alley access to parking.
- Action: Incorporate minimum setbacks and zero lot lines.
- Action: Keep all parking in the rear with alley access.
- Action: Review and advocate necessary changes in zoning categories.
- Objective: Provide a gradual reduction of density from North to South in this corridor, with a 3-story height limit on north side of 5<sup>th</sup> Street, a 2 ½ story limit on south side of 5<sup>th</sup> street, 2-story limit on 4<sup>th</sup> Street.
- Action: Place 3-story height limit on north side of 5th St., a 2 1/2 story limit on south side of 5th St., and a 2-story limit on both sides of 4th St.
- Action: Review and advocate necessary changes in zoning categories.
- Objective: On 5th St. combine office/commercial, residential, civic and clean industrial uses.
- Objective: On 4th St. combine very small home business retail with residential at street level.

**GOAL: Ensure affordability.**

- Objective: Encourage housing and commercial services which are affordable to neighborhood residents.

Action: The housing subcommittee and the economic subcommittee will work with developers and community centered business associations to provide consultation and support.

Objective: Monitor and attempt to reduce impact of development on taxes of adjacent residential and commercial properties.

**GOAL:** Encourage friendly street activity which promotes safety.

Objective: Design buildings with entries and windows open to the street.

Objective: Provide diversity of activities such as parks, mercados, zócalos and civic uses.

Action: Encourage vibrant mixed economic activity with adjacent parks, mercado, zócalo and civic.

Action: Promote outdoor displays.

**GOAL:** Plant trees and other means to provide shelter, shade and comfort.

Objective: Promote covered walkways, awnings, colonnades.

Objective: Incorporate pocket parks or other green space.

Action: Identify potential sites for pocket parks. One possible site is vacant land at San Marcos and 5th Street.

Action: Explore incentives for developers to develop people plazas in their projects (similar to incentives being offered west of Congress Ave.).

Objective: Incorporate Spanish Steps between 6th and 5th Streets into the Medina Pedestrian Way linking 6th Street to 4th Street.

Action: Sponsor a design competition.

### ***Interstate 35 Corridor***

**GOAL:** Reduce barrier effect imposed by IH-35 freeway.

Objective: Submerge the roadway when this portion of the roadway is rebuilt.

Action: Create a tree-lined plaza to provide a human meeting place between East and West.

Objective: Explore possibility of creating a continuous green buffer on the East side of the Northbound frontage road from Town Lake to 6th Street. (while preserving integrity of residential areas).

Action: Over the long term, explore some land buy back options.

**GOAL:** Renovate the entries to the neighborhood at 6th Street, 5th Street, 4th Street, César Chávez and Holly.

Objective: Create distinctive focal points at these gates.

Action: Hold a competition for designing new landmarks and respecting old ones at these intersections.

**GOAL:** Preserve the integrity of residential areas.

Objective: Monitor commercial development along northbound frontage road for neighborhood compatibility.

Action: Review any requests for zoning changes.

Action: Support commercial zoning on certain lots after review.

### ***Town Lake Corridor***

**GOAL:** Promote the underpass area as a destination point along the lake and trail.

Objective: In the short term, invite food wagon vendors, bait suppliers and local residents to sell or barter goods.

Action: Coordinate space ask for a mounted horse presence.

Objective: Possibly establish a few permanent stands along the North wall of the underpass.

Action: Explore the possibility of this with City of Austin departments and TXDOT.

Objective: Explore the possibility of canoe/boat rentals.

Action: Talk to existing operators of establishing a remote site for their businesses.

Objective: Encourage area to be used by the arts community.

Action: Enlist neighborhood artists, sculptors to coordinate festivals with individuals and groups city wide.

**GOAL:** Develop better pedestrian movement within the corridor.

Objective: Construct walkways along dedicated streets. Add park furniture.

Action: Place crushed granite walkways along the North side of Festival Beach Rd.

Objective: Install historical street light posts along all dedicated streets for better safety.

Action: Identify and request lighting on park roads currently without lamps.

Objective: Encourage the establishment of horse carriage routes through the area.

Action: Contact and work with current carriage owners.



**GOAL:** Promote recreational activities and uses and preserve natural environment.

- Objective:** Locate any new shelters north of Festival Beach Road.
- Action:** Ask the City of Austin to commit to banning any type of structure south of this road.
- Objective:** Construct Frisbee golf course north of Festival Beach Road.
- Objective:** Construct a Chili Pepper Gazebo and raised Gardens for RBJ residents.
- Action:** Construct a gazebo at the neighborhood gateway at Festival Beach Rd and Waller.
- Action:** Construct raised (24-30") beds for chili peppers, herbs, waterwise plantings and roses.
- Action:** Create crushed granite walkways through the gardens from RBJ to the gazebo.
- Objective:** Establish a buffer for residents east of Martin Jr. High. Work with residents to decide height.
- Objective:** Enhance the park signs to the MACC and bat bridge.
- Action:** Propose new symbol markers to these areas through a design competition.

**GOAL:** Make existing structures and parking lots park-friendly.

- Objective:** Make the Fire Dept. Headquarters more park-friendly.
- Action:** Make the building's lake facade more friendly, perhaps with a fire-dept.-themed playscape or antique fire truck for children to board.
- Objective:** Make EMS parking lot more park-friendly with screening and landscaping.
- Action:** Screen parking lot with solid fencing and landscaping or a wall and landscaping.
- Action:** Remove EMS parking lot and create a patio space for residents, employees and visitors.

### ***Residential Areas***

**GOAL:** Protect neighborhood structures and character

- Objective:** Establish a procedure of neighborhood notification and review of demolitions and new construction in the neighborhood.
- Place a moratorium on demolition of existing buildings until the review process is in place.**
- Action:** Notify civic groups and neighbors within 500 feet of any buildings proposed from demolition.

**GOAL:** Provide additional housing.

- Objective:** Permit garage apartments and "granny flats." Maintain current standards for setback and impervious cover.
- Action:** Support Smart Growth Infill Development allowing these structures
- Action:** Permit parking ribbons instead of full driveways
- Action:** Maintain setbacks and impervious cover limits for SF-3 zoning
- Objective:** Allow housing on lots now considered substandard by lowering minimum lot size to 3500 sq. ft.
- Action:** Support Smart Growth Infill Development guidelines lowering minimum lot size to 3500 sq. ft. on SF-3 parcels.
- Action:** Maintain setbacks and impervious cover limits.
- Objective:** Provide multi-family housing on current LI property on 3<sup>rd</sup> Street between IH-35 and Waller Street.
- Action:** Allow mixed-use multi-family and commercial uses on current LI property on 3<sup>rd</sup> St. between IH-35 and Waller St.

**GOAL:** Encourage more retail and commercial services within walking distance of neighbors.

- Objective:** Allow mixed use (commercial below and residential above) at neighborhood nodes.
- Action:** Permit mixed use in existing nodes that are currently zoned LO, LR, CS and GR.

## **Appendix G: Final Community Meeting Report**

### **East César Chávez Neighborhood Planning Area** **Community Meeting Report** **November 14, 1998**

The following includes the after meeting report from the East César Chávez Community Meeting held on November 14, 1998. This version of the report does not include a copy of the meeting packet, information to non-resident property owners, flyers or newsletters. The information does include the meeting summary, draft goals presented to the community, community comments, voting summary and responses to Request for Comments.

#### **Meeting Summary**

The East César Chávez Neighborhood Planning Team held a successful Community Meeting on Saturday, November 14, 1998, at Martin Junior High School, 1601 Haskell Street. Seventy-four people attended, including Planning Commissioner Susana Almanza. The goal of the Community Meeting was to give everyone in the neighborhood another opportunity to find out more about the plan, make comments and suggestions, ask questions and assist the Neighborhood Planning Team in prioritizing the neighborhood's goals. Those attending the meeting were able to vote on the parts of the plan that were most important to them.

In May of 1998, neighborhood residents and businesses began forming committees to develop a draft set of neighborhood goals. Neighborhood input was received through a neighborhood survey, two previous community work sessions and numerous committee meetings. The neighborhood identified nine areas of concern. These areas were: crime and safety; education, recreation and youth; economic development; environment; health and human services; housing; land use and zoning; neighborhood character; and transportation. At the Community Meeting, presentation tables were set up for each issue area. Each presentation table included the major goals of the East César Chávez Neighborhood Plan, project ideas and handouts. Participants were encouraged to visit each presentation table, ask questions and write down comments and ideas. Upon signing in to the meeting, participants were provided with a packet of information that included little round stickers to be used to vote for the goals most important to them. Participants were instructed to identify the goals they felt were of highest priority by placing a sticker next to those goals. If they felt a goal was very important they could put more than one sticker beside it.

Individuals who lived outside the area were also allowed to participate. Guests from outside the East César Chávez Neighborhood were given voting dots that were a different color. This was a way for the neighborhood to receive input from other neighborhoods. All the votes were counted and considered.

Following the meeting the votes were tallied. The Neighborhood Planning Team will use this information to prioritize the neighborhood goals and revise the plan. The revised plan will then be presented to the neighborhood for approval in January of 1999.

## **Neighborhood Plan Goals**

### **Health and Human Services**

**VISION:** The East César Chávez neighborhood values the health and well being of its residents. Residents will have easy access to a wide array of health and human services, including programs to improve the health of residents of all ages and reduce the incidence of commonly occurring diseases. Preventive programs will offer opportunities for individual growth, family development and healthy living.

**GOAL 1:** Promote coordination of all health and human services programs within the East César Chávez neighborhood.

**GOAL 2:** Support and promote health and human services programs in the neighborhood.

**GOAL 3:** Promote wellness and healthy living.

### **Education, Recreation, Cultural Arts, Youth**

**VISION:** East César Chávez neighbors will have many opportunities to increase their quality and enjoyment of life through learning, recreation and cultural arts. Diverse programs will provide opportunities for adults, youth and children to build skills, learn about culture, develop creativity, gather with neighbors, enjoy nature, relax and play.

**GOAL 1:** Work with schools and private sector to provide quality, equitable and attainable educational opportunities for youth and adults in the neighborhood.

**GOAL 2:** Provide a safe, educational, creative, and prosperous environment for our youth to flourish, grow, and become productive citizens of our community.

**GOAL 3:** Provide opportunities for cultural arts, recreation and leisure activities.

### **Crime and Safety**

**VISION:** The East César Chávez neighborhood will be a safe and clean place for people to live, work or visit.

**GOAL 1:** Work with the Police Department to reduce crime, arson and violence in our neighborhood.

**GOAL 2:** Work with the Police Department to increase programs and activities in the neighborhood.

**GOAL 3:** Work with property owners and developers to incorporate building designs that deter crime and improve safety.

### **Housing**

**VISION:** All residents will be able to access an array of housing options that are safe, accessible and affordable.

**GOAL 1:** Establish a housing education outreach program with public and private organizations to preserve and rehabilitate existing housing.

**GOAL 2:** Increase the number of homeowners in the neighborhood.

**GOAL 3:** Advocate for change in government and financial sector housing policies.

### **Economic Development**

**VISION:** Our neighborhood will be self-sufficient. Businesses and residents will work together to create jobs and make services available, keeping our assets working within the community. Residents will be able to gain work that supports them and makes the best use of their individual skills and talents.

**GOAL 1:** Ensure that all residents have the opportunity for quality employment.

**GOAL 2:** Build partnerships between neighborhood, private sector and civic institutions.

**GOAL 3:** Help residents develop and create their own small businesses.

**GOAL 4:** Keep our financial assets working for our neighborhood.

**GOAL 5:** Promote neighborhood self-sufficiency by pooling our skills, abilities and tools.

**GOAL 6:** Attract or develop businesses that serve essential neighborhood needs.

**GOAL 7:** Provide infrastructure needed for economic development.

## **Neighborhood Character**

**VISION:** Visual landmarks will offer a strong sense of our neighborhood's history and its cultural heritage. The physical beauty of its homes, gardens and trees will be protected while incorporating growth to accommodate our families. Ours will be a neighborhood where people sit on their front porches and wave to their neighbors or lend a helping hand. It will continue to be a diverse neighborhood that is proud to include working people, the elderly, and young families; and all types of people, from artists to day laborers, from the elderly to newborns.

**GOAL 1:** Protect residential areas from incompatible commercial or industrial uses.

**GOAL 2:** Beautify the neighborhood.

**GOAL 3:** Create physical features and activities to reinforce our neighborhood's cultural identity and its history.

**GOAL 4:** Protect and preserve our historic and cultural landmarks without displacing people.

**GOAL 5:** Ensure that new designs, infill and renovations are compatible with the design and character of existing buildings in the neighborhood.

## **Environment**

**VISION:** The natural resources of the East César Chávez Neighborhood will be protected and preserved in ways that assure the protection of the public health and safety, reaffirm our connection to the Earth, and raise awareness about environmental issues of importance to the neighborhood.

**GOAL 1:** Preserve our trees, green spaces and gardens.

**GOAL 2:** Work with City and nonprofit groups to improve water quality in our neighborhood's watersheds.

**GOAL 3:** Work with City and private sector to promote water conservation in the neighborhood.

**GOAL 4:** Develop strategies for reducing trash in our homes and in the neighborhood

**GOAL 5:** Explore measures to address the impact of proposed industrial facilities.

**GOAL 6:** Work with City and community groups to educate neighborhood residents and businesses about environmental issues.

## **Transportation and Traffic**

**VISION:** Our neighborhood will be accessible, providing safe transportation options for pedestrians, cyclists, motorists and mass transit users. While encouraging mobility in the neighborhood, we will discourage the use of our neighborhood streets as "cut through" short cuts and thoroughfares.

**GOAL 1:** Improve traffic safety on neighborhood streets.

**GOAL 2:** Improve traffic safety and circulation on César Chávez Street.

**GOAL 3:** Improve bicycle and pedestrian traffic safety on neighborhood streets.

**GOAL 4:** Make better use of alleys in the neighborhood to keep streets clean and make the alleys safer.

**GOAL 5:** Make better use of Fourth-Fifth Street rail corridor.

**GOAL 6:** Promote the use of other modes of transportation as alternatives to the automobile.

## **Land Use**

**VISION:** *Create a Permanent East César Chávez neighborhood land use committee to work with City of Austin to develop design guidelines and review new development in our neighborhood.*

**César Chávez, 6<sup>th</sup> Street and 4<sup>th</sup>-5<sup>th</sup> St. Rail Commercial Corridors:** Create parks, plazas and market places mixed with neighborhood oriented commercial and residential development to create people friendly streets.

**IH-35:** Reduce the barrier effect of IH-35 and strengthen connections between the East César Chávez neighborhood and downtown. Buffer and landscape the freeway to minimize noise and ugliness.

**Town Lake:** Preserve park character while providing more facilities to serve neighborhood residents.

**Residential Areas:** Preserve existing character of residential areas while providing opportunities for additional housing.

### ***Land use goals for the East César Chávez Corridor:***

**GOAL 1:** Ensure that new structures and renovations are compatible with existing neighborhood.

**GOAL 2:** Provide for a mix of business and residential uses.

**GOAL 3:** Assure affordability.

**GOAL 4:** Promote friendly street activity.

**GOAL 5:** Protect neighborhood structures and character.

***Land use goals for the East Sixth Street Corridor:***

GOAL 1: Assure neighborhood compatibility.

GOAL 2: Promote mixed land use.

GOAL 3: Promote people friendly sidewalks.

GOAL 4: Provide for larger buildings close to IH35 to buffer neighborhood.

GOAL 5: Assure affordability.

***Land use goals for the Fourth-Fifth Street Rail Corridor:***

GOAL 1: Assure compatibility with the neighborhood.

GOAL 2: Allow mixed density appropriate for economic viability.

GOAL 3: Assure affordability.

GOAL 4: Encourage friendly street activity, which promotes safety.

GOAL 5: Plant trees and other means to provide shelter, shade and comfort.

***Land use goals for the Interstate 35 Corridor:***

GOAL 1: Reduce barrier effect imposed by IH-35 freeway.

GOAL 2: Renovate the entries to the neighborhood at 6th St., 5th St., 4th St., César Chávez and Holly.

GOAL 3: Preserve the integrity of residential areas.

***Land use goals for the Town Lake Corridor:***

GOAL 1: Promote the underpass area as a destination point along the lake and trail.

GOAL 2: Develop better pedestrian movement within the corridor.

GOAL 3: Promote recreational activities and uses and preserve natural environment.

GOAL 4: Make existing structures and parking lots park-friendly.

***Land use goals for Residential Areas:***

GOAL 1: Protect neighborhood structures and character.

GOAL 2: Provide additional housing.

GOAL 3: Encourage more retail and commercial services within walking distance of neighbors.

***Community Input was also requested on the following:***

**Please give us your thoughts on the following:**

- ◆ Should we construct more soccer fields, volleyball courts and Frisbee golf course north of Festival Beach Road?
- ◆ Should we encourage mixed use multi-family and commercial uses on all property currently zoned nonresidential between 3rd and 6th Streets and between IH-35 and Chicón Street?
- ◆ Should we discourage any new drive-through services to keep streets friendly to people walking?
- ◆ Should there be a 120-ft. height limit at the east end of 6th Street?
- ◆ Should we study the possibility of using the IH-35/4th Street underpass for local auto traffic?

# Community Comments on Goals & Objectives

## Health & Human Services

- Health and Human Services Handbook.
- Inform residents through HHS campaign.
- Maybe build a health/fitness club or expand YMCA site at 6<sup>th</sup> and Chicon.
- Expand awareness of use of alcohol, drugs and tobacco.
- Organize neighborhood clean-ups.
- Pet immunizations and pet care education.
- Teen health programs/club/projects.
- Fun activities like cooking classes/gardens.
- Support and expand existing youth sports leagues.
- Cold weather shelter (day & night) for homeless and day laborers.

## Education

- Increase access to Fiesta Gardens: reduce rates for residents and waive for non-profits in this community.
- Plan outdoor entertainment - Bring back Palm.
- Extend pool hours.
- After school programs.

## Crime and Safety

- Stop crime and gang activity on corner of Holly and Comal.
- Make after school computer program for kids staffed by UT student volunteers - have computers.
- Work together with Police to pass ordinance to remove all broken down cars from private property that create trash, rodents, etc.

## Housing

- Conduct housing fair.
- Publish information in newsletter and booklet.
- Create options for residents with special needs.
- Coordinate resources.
- Adopt alternative codes to make repairs easier and more affordable for owner-occupants and owners of affordable housing.
- Conduct first-time homebuyers workshops.
- Allow apartments above businesses in commercial corridors.
- Educate residents on dangers of using home equity loans for purposes not related to their homes.
- Consider adopting new planning concept which allows "blocks or ½ blocks" along one or both sides of a street to: 1) with unanimous agreement of residents to establish, 2) a "Row House Use District" allowing zero lot lines on all sides to redevelop or expand the mixed use and compact city themes. (i.e. allow for urban infill and multi-level infill between setbacks in defined use areas.
- Appropriate funds for rehabbing of housing (roofing, electrical, etc.)
- Keep impervious coverage as is!
- I support 65% impervious coverage!
- Protect SF-zoning in already existing neighborhoods.
- Tax property freeze for existing SF housing during neighborhood plan implementation (10 yrs should be appropriate).
- Ask city to cut large limbs over houses to avoid roof damage.
- Shelter for homeless - especially when cold. SRO's/weekly & daily hotels for \$0 income single people (\$10-15 a night)
- Initiate tax referendum to rollback property tax.

## Economic Development

- Do small business/financial training in the neighborhood so residents can learn skills they need to operate successful businesses and qualify for loans.
- Get good CDC to do micro-enterprise loans.
- Need places for very low-income single adults to drink with friends - we get arrested in parks. Need places like Back Door \$.25 draft.
- Check and replace old electrical lines to avoid power outages during rain, etc.
- Cut and remove all limbs, etc., around power lines without hassle of whose line it is - cable, City, telephone
- Create youth owned coops: lawn care, babysitting, delivery and message service. The old 7-11 on E1st used to let teens pump gas/squeegee windows for tips - like full-service. It's possible convenience stores, laundry, cleaners, restaurants would hire kids who worked for tips. Bike delivery for food and messages, and products is a needed service for homebound residents and small businesses who can't leave the office unattended for simple errands.
- Neighborhood employment and training center.
- Youth task-force.

- Assistance for basic home maintenance, repairs and landscaping.
- Neighborhood Business Association.
- Market place for small vendors.
- Work with banks and East Austin Credit Union to provide small business and mortgage loans.
- Childcare co-op.
- Tool library.
- Small satellite grocery or pantry store.

### Neighborhood Character

- Remove billboards.
- Reduce graffiti.
- Get kids to paint murals instead of graffiti.
- Neighborhood center.
- Promote murals and other public art.
- Hmmm - "People know what they like, it may not be art, but they know what they like". Quote by famous person. (Sounds like a stage for a good argument to me)
- Oral history project.
- All groups to plan neighborhood festival.
- Recommend rooflines similar to existing houses.
- Provide incentives for front porches in new buildings.
- Lobby the highway dept. to tear up some of the concrete under I-35 at 6<sup>th</sup> St and landscape.
- Let's encourage the creativity already budding in the neighborhood.
- Metal junk yards on 4<sup>th</sup> - are they polluting the soil? Are they within the law?
- Allow decoration of sidewalks - tiles, etc.
- Artisans' Market - Mercado - under freeway at 6<sup>th</sup>?
- City Council Chambers at 6<sup>th</sup> and IH-35.
- Gateway to East Austin at 7<sup>th</sup>.
- Art in Public Places money for infrastructure in East Austin - art in the streets.
- Complete 5<sup>th</sup> Street under freeway and to Chicon to relieve traffic on 6<sup>th</sup> Street.
- Festival like Pecan Street Festival on East 6<sup>th</sup> St. (extend Pecan St. Festival or have our own). Let's not promote self segregation and expand Pecan St Festival.
- ***What would you like to see at the entries to our neighborhood (I-35 at César Chávez, Holly, 6<sup>th</sup>)?***
  - Statue of César Chávez
  - Large public art sculpture reflecting Latino culture that would provide shade and photo op at corner of Festival Beach Rd and Waller - BIG visible from I-35 and Town Lake
  - Subdivision-type wall at E 6<sup>th</sup> & I-35 - Bienvenidos message.
  - Subdivision type walls at entrances to residential areas from commercial, I-35, streets; better pedestrian, wheelchair, bike access, conspicuously designed to enhance & protect them.

### Environment

- Quit providing variances for industrial.
- Pocket parks, green spaces and green corridors.
- Community gardens.
- Farmer's Market.
- Install grates on storm sewer inlets.
- Collect roof runoff.
- Encourage recycling and composting.
- Install more trash containers along César Chávez and Sixth and areas in between.
- Work with Parks & Rec to create interactive nature displays in existing parks, similar to the Edwards Aquifer display at Zilker Park.
- Encourage Rainwater Harvesting. Especially on lots that are heavily built upon. Use this water to water garden.
- Add parks, recreation areas (i.e. volleyball, basketball, etc.) near existing/new plazas.
- City needs to allow residents who do their own recycling business to get cans from city's recycling containers (against law now).
- Goal #4 Trash?

### Transportation

- Upgrade roadways and curbs.
- Use Riverside and 7<sup>th</sup> as route to airport.
- Get State to spend money on their R.O.W.
- No diagonal parking - very dangerous.
- Diagonal parking too dangerous.
- Why bike lanes on busy streets? Go to less traveled streets.

- Begin by placing sidewalks in locations of obvious need—i.e. where well established pathways are visible in R.O.W.'s.
- Traffic calming especially C.C. & San Marcos, CC & Waller (for Sanchez kids)
- Traffic calming at Spence Street.
- School crossing signs.
- Two rail stations.
- Trash receptacles at all bus stops.
- Boat, canoe rentals
- Consider major bicycle & pedestrian improvements on César Chávez (IH-35 to Pleasant Valley) similar to Guadalupe Street "the Drag" plan - separate barrier from vehicles.
- Create path/trail for getting south. Bus type lockers for homeless/ day laborers to store bags/carts overnight.
- Bicycle way under 4<sup>th</sup> Street.
- Sidewalk too narrow between Garden/Taylor on Waller.
- Pedestrian bridge across First at Trinity. Wants overhead walk to access convention center because traffic is bad and lights aren't very good.
- Appropriate street lighting "shielding" near housing.
- 4 way stop at C.C. and San Marcos.
- 4 way stop at Willow and San Marcos with blinking light. Trim trees around stop signs.
- Enforcement of no parking in bike lane.
- Trash pickup in alley will cause alleys to get trashy, people won't keep alleys clean.
- Keep streets open for emergency vehicles.
- More street lights on unlit streets.
- Improve dips on Spence Street.
- Have sidewalks on both sides of street.
- I would like to propose a plan to: 1) Create an "Interregional Plaza" between Palm School and EZ Pawn which spans between the entire width of IH35 overpass to be used as a "Bridge b/t downtown and East Austin" similar to Old Mexico Plazas - cultural gathering; 2) Integrate above with Hwy Dept/COA to commit to planning an underground tunnel from Red River to Pleasant Valley Road under East César Chávez for through traffic and also to place electrical utilities underground along E. César Chávez. Traffic to bypass neighborhood. Neighborhood access limited by above ground street through plaza above; 3) Create a structure to define the "gateway" to the neighborhood @ E. César Chávez @ East frontage rd.
- Get Cap. Metro to pay for improvements in this area.

## Land Use

- Trees at I-35 & 6<sup>th</sup> St with benches underneath.
- Make Fiesta Garden assessable to community. Rent for minimum rate to neighborhood residents and non-profits.
- Connect 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup> Streets across freeway to west side for traffic and emergency vehicles.
- Control mixed-use zoning.
- Things and people to look at.
- AustinPower installs historical lighting.
- A stop for light rail that consists of a place to shop or a stop that allows for food & or small business opportunities.
- Why not allow off-site parking?
- Diagonal parking is dangerous.
- Repair sidewalks (brick...).
- Widen 6<sup>th</sup> Street.
- Widen 6<sup>th</sup> St. from IH-35 to Chicon for better accessibility of transportation.
- Zero lot lines - Fire safety?
- No new used car lots! (CC)
- Roll back zoning on existing car lots. (CC)
- Character of neighborhood reflected in new commercial.
- Limit rehab/treatment facilities.
- Allow/expand residence/office same building.
- Limit housing & treatment centers for rehab.
- Limit/reduce prop.tax for elderly/long time residents.
- Serious effort not to displace current residents.
- Do not need new homes but rather encourage renovation of existing homes.
- Especially renovat 4<sup>th</sup> St underpass by lighting, curb-cut and crushed granite to the width of horse carriage, make it better for crossing under with bicycle & pedestrian, make it more attractive with planting.
- Residential - Is it affordable? Price range? Type of structure.
- Mixed land use E 6<sup>th</sup>: residential, restaurants, light industry (limited), office, retail, etc.
- Cheap (\$15) room to rent, weekly motels, SRO's for single, disabled homeless.
- Mix use on major corridors - protect SF structures.
- Businesses open onto sidewalks, shops, awnings, canopies, street furniture.
- Larger buildings close to IH35 will endanger residential homes.
- Civic center/new council chambers at IH35 & 6<sup>th</sup> & 7<sup>th</sup> gateway to East Austin.



- Omit Goal 4 (E.6<sup>th</sup>) instead explore placing barrier wall, eg. Wooden fence, as placed along Mopac in West Austin.

### Comments on questions:

- Should we construct more soccer fields, volleyball courts and Frisbee golf course north of Festival Beach Road?
  - *Yes, especially soccer fields.*
  - *If constructed, limit fertilizers due to run-off contamination of Townlake*
  - *I would like to see more park use or park spaces developed in strategic areas within walking distance over the entire area. Example: improve and expand Comal Park.*
- Should we encourage mixed use multi-family and commercial uses on all property currently zoned nonresidential between 3rd and 6th Streets and between IH-35 and Chicón Street?
  - *Mixed use should only be encouraged on major corridors. Example: César Chávez, 6<sup>th</sup>*
  - *I would be more inclined to want to encourage mixed use development, but remain a bit hesitant without more understanding of this idea.*
  - *My concern is what neighbors would be moving in to low rent housing, can they be zoned res. instead?*
- Should we discourage any new drive-through services to keep streets friendly to people walking?
  - *Yes. Limit drive-through to what already exists.*
  - *I think tighter restrictions to improve the safety & appearance of these establishments would benefit all. I do think however, that the old "Ice Houses" add to our neighborhood character and contribute to the local flavor and uniqueness from other Austin neighborhoods.*
  - *Yes.*
- Should there be a 120-ft. height limit at the east end of 6th Street?
  - *Not necessarily - project defined on individual basis.*
  - *Yes! Save our skyview.*
  - *No*
- Should we study the possibility of using the IH-35/4th Street underpass for local auto traffic?
  - *Study for cars maybe, but not now use is attractively for carriage, bike and ped.*
  - *Expand 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> & 5<sup>th</sup> to cross IH-35.*
  - *Bad idea to expand 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> & 5<sup>th</sup> to cross IH-35.*
  - *I would not like to see this encouraged beyond its present use. I personally enjoy the use of the underpass "U" turns and would like them to remain with the rail tracks eventually serving the expanded convention center and downtown.*

## Voting Summary

The following voting summary indicates the number of votes received for each goal. Green dots were those of the neighborhood and blue dots were those of guests in attendance. This information will be used by the Neighborhood Planning Team to prioritize the neighborhood goals and revise the plan prior to the referendum.

Goal		Votes	
		Green	Blue
<b>Health &amp; Human Services</b>			
GOAL 1:	Promote coordination of all health and human services programs within the East Cesar Chavez Neighborhood.	23	2
GOAL 2:	Support and promote health and human services programs in the neighborhood.	20	0
GOAL 3:	Promote wellness and healthy living.	20	1
<b>Economic Development</b>			
GOAL 1:	Ensure that all residents have the opportunity for quality employment.	13	1
GOAL 2:	Build partnerships between neighborhood, private sector and civic institutions.	11	0
GOAL 3:	Help residents develop and create their own small businesses.	16	3
GOAL 4:	Keep our financial assets working for our neighborhood.	7	0
GOAL 5:	Promote neighborhood self-sufficiency by pooling our skills, abilities and tools.	3	0
GOAL 6:	Attract or develop businesses that serve essential neighborhood needs.	25	2
GOAL 7:	Provide infrastructure needed for economic development.	12	2
<b>Crime &amp; Safety</b>			
GOAL 1:	Work with the Police Department to reduce crime, arson and violence in our neighborhood.	19	1
GOAL 2:	Work with the Police Department to increase programs and activities in our neighborhood.	23	2
GOAL 3:	Work with property owners and developers to incorporate building designs that deter crime and improve safety.	18	2
<b>Education, Recreation, Cultural Arts, Youth</b>			
GOAL 1:	Work with schools and private sector to provide quality, equitable and attainable educational opportunities for all youth and adults in the East César Chávez neighborhood.	25	2
GOAL 2:	Provide a safe, educational, creative, and prosperous environment for our youth to flourish, grow, and become productive citizens of our community.	17	1
GOAL 3:	Provide opportunities for cultural arts, recreation, and leisure activities.	25	3
<b>Environment</b>			
GOAL 1:	Preserve our trees, green spaces and gardens.	28	4
GOAL 2:	Work with City and nonprofit groups to improve water quality in our neighborhood's watersheds.	15	1
GOAL 3:	Work with City and private sector to promote water conservation in the neighborhood.	8	0
GOAL 4:	Develop strategies for reducing trash in our homes and in the neighborhood	22	3
GOAL 5:	Explore measures to address the impact of proposed industrial facilities.	17	2
GOAL 6:	Work with City and community groups to educate neighborhood residents and businesses about environmental issues.	15	3
<b>Housing</b>			
GOAL 1:	Establish a housing education outreach program with public and private organizations to preserve and rehabilitate existing housing.	35	2
GOAL 2:	Increase the number of homeowners in the neighborhood.	26	2
GOAL 3:	Advocate for change in government and financial sector housing policies.	18	3
<b>Transportation and Traffic</b>		Green	Blue
GOAL 1:	Improve traffic safety on neighborhood streets.	16	0
GOAL 2:	Improve traffic safety and circulation on César Chávez St.	24	1

Goal		Votes	
GOAL 3:	Improve bicycle and pedestrian traffic safety on neighborhood streets.	29	1
GOAL 4:	Make better use of alleys in the neighborhood to keep streets clean and make the alleys safer.	16	0
GOAL 5:	Make better use of Fourth–Fifth Street rail corridor.	18	0
GOAL 6:	Promote the use of other modes of transportation as alternatives to the automobile.	28	0
<b>Neighborhood Character</b>			
GOAL 1:	Protect residential areas from incompatible commercial or industrial uses.	27	3
GOAL 2:	Beautify the neighborhood.	15	3
GOAL 3:	Create physical features and activities to reinforce our neighborhood's cultural identity and its history.	18	1
GOAL 4:	Protect and preserve our historic and cultural landmarks without displacing people.	18	2
GOAL 5:	Ensure that new designs, infill, and renovations are compatible with the design and character of existing buildings in the neighborhood.	14	2
<b>Land Use</b>			
<i><b>Land use goals for the East César Chávez Corridor:</b></i>			
GOAL 1:	Ensure that new structures and renovations are compatible with existing neighborhood.	24	2
GOAL 2:	Provide for a mix of business and residential uses.	34	1
GOAL 3:	Ensure affordability.	14	0
GOAL 4:	Promote friendly street activity.	9	0
GOAL 5:	Protect neighborhood structures and character.	15	2
<i><b>Land use goals for the East Sixth Street Corridor:</b></i>			
GOAL 1:	Ensure neighborhood compatibility.	5	1
GOAL 2:	Promote mixed land use.	16	1
GOAL 3:	Promote people friendly sidewalks.	9	0
GOAL 4:	Provide for larger buildings close to IH35 to buffer neighborhood.	6	0
GOAL 5:	Ensure affordability.		
<i><b>Land use goals for the Fourth-Fifth Street Rail Corridor:</b></i>			
GOAL 1:	Ensure compatibility with the neighborhood.	7	1
GOAL 2:	Allow mixed density appropriate for economic viability.	7	0
GOAL 3:	Ensure affordability.	1	0
GOAL 4:	Encourage friendly street activity, which promotes safety.	6	0
GOAL 5:	Plant trees and other means to provide shelter, shade and comfort.	3	1
<i><b>Land use goals for the Interstate 35 Corridor:</b></i>			
GOAL 1:	Reduce barrier effect imposed by IH-35 freeway.	3	0
GOAL 2:	Renovate the entries to the neighborhood at 6th St., 5th St., 4th St., César Chávez and Holly.	15	1
GOAL 3:	Preserve the integrity of residential areas.	8	0
<i><b>Land use goals for the Town Lake Corridor:</b></i>			
GOAL 1:	Promote the underpass area as a destination point along the lake and trail.	3	1
GOAL 2:	Develop better pedestrian movement within the corridor.	1	0
GOAL 3:	Promote recreational activities and uses and preserve natural environment.	5	1
GOAL 4:	Make existing structures and parking lots park-friendly.	2	0
<i><b>Land use goals for Residential Areas:</b></i>			
GOAL 1:	Protect neighborhood structures and character.	5	0
GOAL 2:	Provide additional housing.	2	0
GOAL 3:	Encourage more retail and commercial services within walking distance of neighbors.	7	1

## Responses to Request for Comments

At sign in, each participant received a packet of information including a green sheet called "Request for Comments." The following information summarizes the responses received.

Request-for-Comments Tabulation East César Chávez Neighborhood Community Meeting					
Question	# of Responses				
I attended Planning Team or Committee Meetings	8				
I saw a flyer	6				
A flyer was delivered to my home	8				
I was contacted by my neighborhood assn	4				
I received an invitation	4				
Other	Generally: friend or family member, phone call, grapevine				
	Agree	Generally Agree	No Opinion	Not Sure	Generally Disagree
I was able to find out what is being planned for my neighborhood	17	8	0	1	0
I was able to ask questions and get answers	18	6	1	0	1
I was able to express my opinion	17	5	3	0	1
I support what is being planned for my neighborhood	14	9	0	3	0
	Yes	Not Sure	No	No response	
The meeting space and arrangements were adequate	25			1	
The information presented was helpful	24	1		1	
The hand-outs were clear and helpful	20	5		1	
The large maps were clear and helpful	23	2		1	
The opportunity to vote using dots was helpful	19	5	1	1	
The involvement of other city departments and interested groups was helpful	17	7		2	
<b>The one point I wanted to make and didn't get a chance to say is:</b>					
♦ Try to incorporate ideas that are questionable as much as possible into other areas					
♦ The ongoing governance structure is unresolved and and controversial.					
♦ Robert Weaver parking area needs additional lighting. City street cleaners don't clean this area well.					
♦ Not sure at this time.					
♦ More full packets available					
♦ It seems that the people didn't help the clients enough. It was hard to tell who was helping here and who were the homeowners.					
♦ I'm glad someone is doing this					
♦ I live on Spence Street and we need better lighting					
♦ Emphasize more the need and ease of refurbishing the 4th underpass for bike/pedestrian/equestrian (carriage) use, curb cut (narrow, not car) fill around tracks to allow carriage, lighting and better landscape, path for bike and pedestrian					
♦ All of youth programs that need to connect and resources are rich in this area					

## Responses to Request for Comments, cont.,

The one improvement I would make next time is:				
◆	Using the database to call everyone. Holding focus groups with businesses prior to workshop.			
◆	Thank you very much for opening your work and ideas to the public			
◆	Spread the word more. More advertising.			
◆	Need to get more familiar			
◆	More maps, more specific things to vote on			
◆	Keep working on more ideas for more community involvement/participation			
◆	I found out at the last minute so I couldn't schedule the time really needed			
◆	Get more involved			
◆	Better publicity			
◆	Ask for more city assisted services to help neighborhood remove dead trees and [limbs?] [---] houses.			
Other comments				
◆	There can be too many cooks in the kitchen			
◆	Please try to keep the integrity of the neighborhood			
◆	Plans and action need to be implemented.			
◆	People on streets; homeless, littering; problems at night *Defecating and urinating in daylight			
◆	I would like each committee chair to give a brief talk and ask for input from individuals in a forum or general discussion.			
◆	Have a way to keep slashed issues to go back on if AND WHEN they may become timely.			
◆	Door to door announcements of events are not effective			
◆	Our street (Willow St. Assoc.) has been helpful with Police Dept in crime and drugs.			
I am interested in				
◆	Youth programs connecting			
◆	Weekend work / or Thur-Sun starting Jan 1			
◆	Transportation			
◆	To stop crime			
◆	The quality of life in this area			
◆	Protection for the neighborhood, lifestyle within it			
◆	Promoting restricting through traffic (auto) and making bicycling safer through a comprehensive bike route system			
◆	Microenterprise			
◆	Land use			
◆	Land planning			
◆	Housing and Representative Governance that is democratically elected			
◆	Environmental issues			
	# of Responses			
I would volunteer	11			

## Appendix H: Neighborhood Referendum Ballot

East César Chávez Neighborhood Plan Request for Support Ballot	Plan del Vecindario de César Chávez Al Este Petición por apoyo
<p>Please review the attached East César Chávez Neighborhood Plan and mark your vote below. Please check one of the following boxes below and return this page in the fee postage paid envelope by January 18, 1999. You may also bring your ballot to the voting party at Martin Junior High on Saturday, January 16, 1999 between 1 and 3 P.M. You may add additional comments in the space provided. Anyone that lives, works or owns property in the East César Chávez Neighborhood is eligible to vote. These items represent the first phase of a more comprehensive plan.</p> <p><i>Si usted necesita información en español, favor de llamar a 499-6386</i></p> <p><input type="checkbox"/> I support the Goals, Objectives and Action Items contained in the attached East César Chávez Neighborhood Plan.</p> <p><input type="checkbox"/> Overall, I support the Goals, Objectives and Action Items contained in the attached East César Chávez Neighborhood Plan with the following comments:</p> <p><input type="checkbox"/> I do not support the Goals, Objectives and Action Items contained in the East César Chávez Neighborhood Plan.</p> <p>The address for which you are voting must be inserted here: _____</p> <p>Your Vote is Important! Please give us any comments that you may have!</p> <p>Comments:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>If you have any additional questions about this process or the East César Chávez Neighborhood Plan, please call Gina Capla at 499-6386 or Meghan Weller at 499-6386. Please remember to return this ballot in the postage-paid envelope provided by January 18, 1999 or call if an extension is needed.</p>	<p>Favor de revisar el Plan del Vecindario de César Chávez al Este incluido y marcar su voto abajo. Favor de marcar una de las casillas siguientes abajo y le responda a esta página en el sobre estampillado por el 16 de enero de 1999. También le puede traer su papelito de votación a la hora de la votación a la escuela preparatoria Martin Junior, el sábado 16 de enero de 1999 entre 1 y 3 P.M. Indique su comentario adicional en el espacio dado. Alguien que vive, trabaja o posee propiedad en el Vecindario de César Chávez al Este es elegible a votar. Estos artículos representan la primera fase de un plan más comprensivo.</p> <p><input type="checkbox"/> Apoyo las metas, objetivos y artículos de acción en el Plan del Vecindario de César Chávez al Este.</p> <p><input type="checkbox"/> En general, apoyo las metas, objetivos y artículos de acción del Plan del Vecindario de César Chávez al Este con los comentarios abajo.</p> <p><input type="checkbox"/> No apoyo las metas, objetivos y artículos de la acción en el Plan del Vecindario de César Chávez al Este.</p> <p>La dirección del lugar para su papelito de voto debe ser puesto aquí: _____</p> <p>¡Su Voto es importante! Favor de darnos cualquier comentario que ten el</p> <p>Comentarios:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Si tiene preguntas adicionales sobre este proceso o el Plan del Vecindario de César Chávez al Este, favor de llamar Gina Capla a 499-6386 (inglés) o Meghan Weller a 499-6386 (español). Favor de recordar volver a este papelito de voto en el sobre estampillado por el 16 de enero de 1999 o llame a 499-6386 si necesita una extensión.</p>

### Ballot in English and Spanish

The following information was submitted with the ballot:

#### East César Chávez Neighborhood Plan

Please review the following East César Chávez Neighborhood Plan and mark your vote for or against on the attached Request for Support Ballot.

##### 1. Crime and Safety

**Goal 1: Work with the Austin Police Department to reduce crime, arson, and violence in our neighborhood. (Primary resources: Austin Police Department, Citizens on Patrol East and 3-4-1 Advisory Council)**

###### Action items:

- ☐ Increase the number of police officers who patrol the neighborhood on foot, bicycles and horses.
- ☐ Convene monthly meetings at the 211 Comal Police Center to improve police/community communications and create more activities in the neighborhood like a Walk Texas!
- ☐ Chapter Group to patrol safe zones to schools to prevent crime.

##### 2. Health and Human Services

**Goal 1: Promote coordination of all health and human service programs operating in the East César Chávez Neighborhood. (Primary resources: Austin/Travis County Health Department, Austin Area Association of Human Service Providers, and Metro-Ministries Hands-on-Housing Aftercare Volunteers)**

###### Action Items:

- ☐ Publish a bilingual directory of existing services, including animal care and pest prevention services, in the neighborhood. Distribute this directory door-to-door.
- ☐ Ask all service providers to open some evenings and weekends so youth don't miss school and workers don't lose pay.

### **3. Education, Recreation, Arts, and Leisure**

**Goal 1:** Work with schools and private sector to provide quality, equitable, and attainable educational opportunities for all youth and adults in the East César Chávez Neighborhood.

**Goal 2:** Increase cultural arts, recreation, and leisure activities. (Primary resources: Austin Community Education, Austin Parks and Recreation Department, local non-profits such as Center for Mexican-American Culture, Sustainable Food Center, GEAYL, Boys and Girls Clubs, Scouting organizations, People Organized for Defense of Earth and her Resources (PODER) and Austin Independent School District)

**Action Items:**

- ☐ Increase the after-hours and weekend use of school buildings to conduct education, recreation, arts and leisure activities for residents of all ages by allowing non-AISD groups and volunteers to use the facilities to conduct classes and activities.

### **4. Housing**

**Goal 1:** Establish a housing education outreach program with public and private organizations to preserve and rehabilitate existing housing.

**Goal 2:** Increase the number of homeowners in the neighborhood. (Primary resources: City of Austin, Metro Ministries, Habitat for Humanity, Tenants' Council, Austin and Travis County Housing Authorities, realtors, local banks and mortgage companies)

**Action Items:**

- ☐ Publish and distribute door-to-door a housing resource guide that helps people fix older homes, buy homes, how to apply for loans and grants and describes building codes and permit processes.
- ☐ Establish a 1st time homebuyer education program.

### **5. Land Use, Zoning, and Neighborhood Character**

**Goal 1:** Provide zoning for a mix of business and residential land uses in the commercial corridors.

**Goal 2:** Ensure that renovations and new structures are compatible with the existing neighborhood and protect homes from incompatible business or industry.

**Goal 3:** Create physical features and activities to reinforce our neighborhood's cultural identity and its history. (Primary resources: City of Austin, Capital Metro, Austin Transportation Study, Texas Commission on the Arts, public/private ventures and public agencies)

**Action Items:**

- ☐ Change zoning on property currently zoned commercial or industrial to the new 'Smart Growth' zoning class called 'Mixed Use' which would encourage a mixture of uses (retail, office, workshops, restaurants, housing) primarily on César Chávez, 4th-5th Rail Corridor and 6th Street. This would allow people who live next to business to improve their homes and allow businesses next to houses to improve their properties. Mixed use zoning would also allow new or existing business to create housing above the existing business or on the same level.
- ☐ All new or re-development projects should be compatible with the existing character of the area in scale, density, design and parking.
- ☐ Create public spaces such as plazas and mercados that celebrate the Hispanic culture.
- ☐ Provide incentives to new or expanding businesses that maintain compatibility or create public spaces.

### **6. Economic Development**

**Goal 1:** Attract or develop businesses that serve essential neighborhood needs. (Primary resources: City of Austin, Capital Metro, Austin Transportation Study, public/private ventures and public agencies)

**Action Items:**

- ☐ Assure that new development offers jobs, goods and services that are accessible and affordable for existing residents.
- ☐ Conduct a study to show the kinds of commercial and residential development along the rail corridor that can meet the needs of both the business and resident interests.

## **7. Transportation and Traffic**

**Goal 1: Improve traffic safety on neighborhood streets.**

**Goal 2: Improve bicycle and pedestrian traffic safety on neighborhood streets.**

**Goal 3: Promote the use of other modes of transportation as alternatives to the automobile. (Primary resources: Capital Metro, Austin Transportation Study, City of Austin, Travis County, local taxis/charter bus companies)**

### **Action Items:**

- ☐ Improve pedestrian and bicycle safety on neighborhood streets, especially near schools, by adding stop signs and crosswalks at busy intersections.
- ☐ Increase the number of school crossing guards. Repair existing sidewalks and build new ones.
- ☐ Improve access and increase safety at the underpass of I-35 at 4th-5th Streets with yield signs for traffic along frontage road and at crosswalks.
- ☐ Improve traffic circulation on César Chávez by creating a right turn lane at the northeast intersection of César Chávez and I-35.
- ☐ Encourage E. 7th Street as the main street to Bergstrom Airport.
- ☐ Increase the number of bus shelters.

## **8. Environment and Parks**

**Goal 1: Preserve our trees, trails and gardens.**

**Goal 2: Reduce trash in our neighborhood.**

**Goal 3: Protect and enhance existing parks and recreation facilities. (Primary resources: Capital Metro, City of Austin, Travis County, Tree Folks, and property owners)**

### **Action Items:**

- ☐ Preserve and protect our existing trees, trails and gardens. Create a minimum 30 foot wide green corridor from I-35 to Chicon along the 4th-5th Street rail corridor for walking and biking.
- ☐ Identify sites for pocket parks.
- ☐ Plant trees along César Chávez.
- ☐ Increase efforts to control trash by installing more trash cans at public gathering areas like schools and bus stops.
- ☐ Conduct more community cleanups of public areas, and organize household hazardous waste pickups.
- ☐ Educate neighbors about environmental issues such as recycling and composting.
- ☐ Improve facilities at all existing parks.



# Appendix I: Ballot Results

	Resident Support		Business/Prop Owner Support		*Employee Support		*Youth Support		Total Support	
	#	%	#	%	#	%	#	%	#	%
<b>Support</b>	101	73%	19	54%	28	82%	11	85%	159	72%
<b>Overall Support</b>	32	23%	15	43%	6	18%	2	15%	55	25%
<b>Don't Support</b>	2	1%	1	3%	0	0%	0	0%	3	1%
<b>No response</b>	3	2%	0	0%	0	0%	0	0%	3	1%
<b>Totals</b>	138		35		34		13		220	
<b>*Response Rate</b>	10%		8%							
<b>97% of the ballots received support or overall support the neighborhood plan.</b>										
*Response rate is based upon those ballots that were made available to every person in that interest group.										
Employees and Youth were available upon request and not distributed to everyone in that interest group.										
Approximate Number of Ballots Mailed or Delivered by Interest Group:										
<b>Residents</b>	1330									
<b>Business</b>	100									
<b>Non-resident property owners</b>	323									

**Appendix J: Neighborhood Plan Adoption Ordinance 990513-70**

**ORDINANCE NO. 990513-70**

**AN ORDINANCE AMENDING THE COMPREHENSIVE PLAN TO INCLUDE THE EAST CÉSAR CHÁVEZ NEIGHBORHOOD PLAN.**

**BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:**

**PART 1. Findings.**

- (A) In 1979, the City Council adopted the "Austin Tomorrow Comprehensive Plan."
- (B) The Austin Tomorrow Comprehensive Plan contemplated the adoption of neighborhood plans. Article X, Section 5 of the City Charter authorizes the City Council to adopt by ordinance additional elements of a comprehensive plan that are necessary or desirable to establish and implement policies for growth, development, and beautification, including neighborhood, community, or area wide plans.
- (C) In June, 1997, the East César Chávez neighborhood was one of 15 neighborhoods that submitted an application to take part in the City of Austin's Pilot Neighborhood Planning Program. In August 1997, the Planning Commission recommended that the East César Chávez area be one of the three pilot planning areas, and the City Council formally selected the East César Chávez neighborhood to begin neighborhood planning. The representative of the neighborhood signed a Memorandum of Understanding with the City of Austin on August 16, 1997.
- (D) The East César Chávez Neighborhood Plan followed a process first outlined by the Citizens' Planning Committee in 1995, and refined by the Ad Hoc Neighborhood Planning Committee in 1996. City Council endorsed this approach for neighborhood planning in a 1997 resolution. This process mandated representation of all of the stakeholders in the neighborhood and required active public outreach. During the planning process, the East César Chávez Neighborhood Planning Team gathered information, and solicited public input through the following means:

- (1) Neighborhood Planning Team Meetings.
- (2) Collection of Existing Data.
- (3) Neighborhood Inventory.
- (4) Neighborhood Survey.
- (5) Neighborhood Newsletter.
- (6) Community-wide Meetings.
- (7) Neighborhood Ballot.

(E) The East César Chávez Plan recommends actions by the neighborhood association, the City, and by other agencies to preserve and improve the East César Chávez neighborhood. The East César Chávez Neighborhood Plan has eight major goals:

- (1) To preserve the character of the East César Chávez Neighborhood.
- (2) To improve safety and reduce crime.
- (3) To improve the environment for neighborhood youth.
- (4) To encourage appropriate business development.
- (5) To increase awareness of the neighborhood's resources.
- (6) To improve transportation efficiency and safety, the pedestrian and biking environment and rail opportunities.
- (7) To improve parks, recreation areas, and green space.
- (8) To preserve and enhance the natural environment.

(F) For each of these general goals, the East César Chávez Neighborhood Plan includes more focussed objectives. In turn, each of these objectives is supported by specific action items. These action items are the key recommendations of the East César Chávez Neighborhood Plan. The Goals, Objectives, and Action Items are listed in an attachment to the plan.

(G) A subcommittee of the Neighborhood Planning Team will review the East César Chávez Neighborhood Plan every six months to update the status of the action items and consider additions or amendments. The subcommittee will include representatives of homeowners, renters, businesses, and non-resident property owners. At the end of five years, the subcommittee will recommend a formal process for a community-wide review, update, and re-adoption of the neighborhood plan.

- (H) The East César Chávez Neighborhood Plan is appropriate for adoption as an element of the Comprehensive Plan. The Plan furthers the City Council's goal of achieving appropriate, compatible development within the area. The Plan is necessary and desirable to establish and implement policies for growth, development, and beautification in the area.

**PART 2. Adoption and Direction.**

- (A) The Austin Tomorrow Comprehensive Plan Chapter 5, "Neighborhood Plans," is amended to add the East César Chávez Neighborhood Plan, as set forth in the attached Exhibit "A," as Section 5-2 of Chapter 5 of the Comprehensive Plan.
- (B) The City Manager shall initiate action to clearly specify the relationship between this neighborhood plan and development regulations including, but not limited to:
  - (1) development of design compatibility standards for new commercial and new residential infill;
  - (2) preparation of a zoning overlay; and
  - (3) strengthening of enforcement of existing zoning code provisions.
- (C) The City Manager shall provide yearly updates on the status of the implementation of the East César Chávez Neighborhood Plan to follow the annual adoption of the City Budget and the City Capital Improvements Program.
- (D) The East César Chávez Neighborhood Plan takes precedence over any conflicting provision in the general Comprehensive Plan.

**PART 3.** The Council waives the requirements of Sections 2-2-3 and 2-2-7 of the City Code for this ordinance.

**PASSED AND APPROVED**

www

Yours Truly

Kirk Watson  
Mayor

APPROVED:

Sally Henry for

Andrew Martin  
City Attorney

ATTEST:

Ashley A Brown

Shirley A. Brown  
City Clerk

## Appendix K: University of Texas Transportation Study Lighting Map

