Austin Music Heritage Center

Proposal for Development

Brett M. Wilbur
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Visual Communication and GIS
Professor Ming-Chun Lee
May 2, 2012
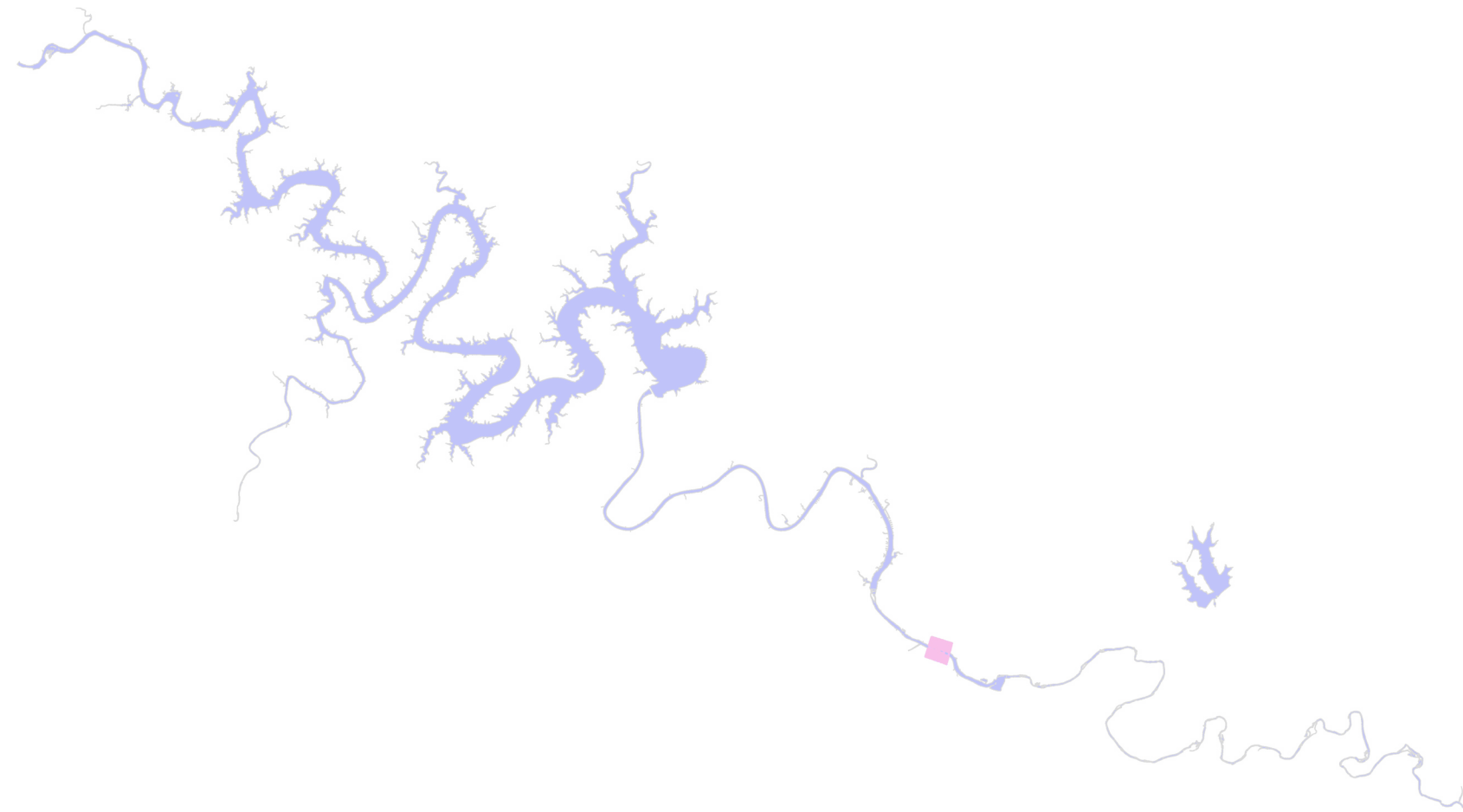
Austin Music Heritage Center
Auditorium shores
Austin, Texas

Table of Contents

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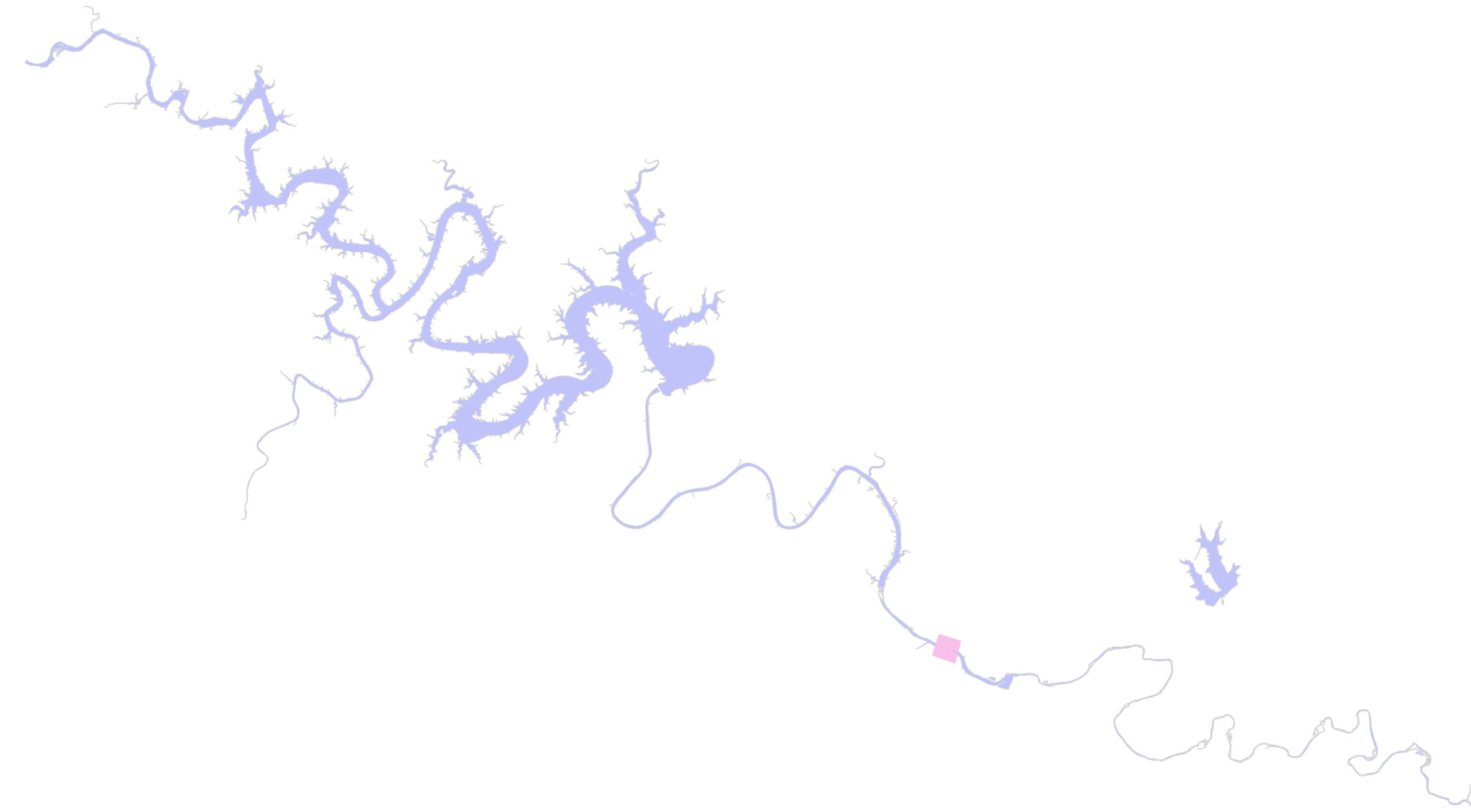
Introduction

Austin is the "Live Music Capital of the World" with over 1900 musicians living in or around the city. From blues to indie rock, country to jazz, rock en español and more, Austin's nearly 200 live music venues draw locals and tourists alike. From Sixth Street to the Red River and Warehouse Districts, the East Side to South Lamar, some are quintessential live music venues. The problem is that the numerous museums and memorials do not clinch the entire Austin music scene. Only the Texas Music Museum comes close, and it is an indoor walk-as –you-may museum. The need is for an intimate venue for music, arts, and community gatherings. Combined with a museum-like atmosphere with dining and listening stations, the proposed Austin Music Heritage Center affords an upclose opportunity for assembly and fun.


The proposed Austin Music Heritage Center will have the mission of highlighting the contributions of Austin musicians to the musical heritage of Texas, the nation and the world. It is an undeniably rich and prestigious undertaking. A large portion of Austin's early musical heritage began in the German Beer Gardens and Halls in the late 1800's, places such as Scholz's Garden and Hall (the hall later to become Saengurrunde Hall) and further up the road at Dessau Hall. Dessau Hall peaked in the 1940's and 1950's with acts as diverse as Glenn Miller, Hank Williams, and Elvis Presley. Other major venues for country music included Big Gil's on South Congress and The Skyline on North Lamar. Local singer/yodeler Kenneth Threadgill opened Threadgill's in 1933 on North Lamar, a venue that later hosted Folk/Country jams where Janis Joplin participated in her early days. On the African American East Side of town other music venues such as the Victory Grill, Charlie's Playhouse, Big Mary's, Ernie's Chicken Shack, and Doris Miller Auditorium featured local and touring acts. These destinations, which were part of the "chitlin circuit" featuring big bands, jazz and blues, became famous for later hosting musical legends including Duke Ellington, Ray Charles, Bobby Bland, B.B. King, Ike Turner and Tina Turner.

In 1964, the Broken Spoke, opened featuring country acts such as Bob Wills, Ernest Tubb, and the young Willie Nelson. The late-1960s and 1970s saw the country music popularized by Willie Nelson and others being joined by a host of other music brought by the more liberal inhabitants, who migrated to Austin during these two decades. Specifically, Roky Erickson and his 13th Floor Elevators helped bring in the psychedelic era in Texas. Its far reaching implications on contempory times is unyet charted..

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5

Problem Statement

As previously stated, and to emphasis the point, the majority of music venues and museums are located near downtown and to the south and east. A music venue located on the north side of town would be beneficial for economic and cultural reasons. However, a heritage center and museum for downtown would enliven the already rich cultural flare of downtown. Unfortunately, the farther north one proceeds, the fewer "neighborhood" venues can be found. It was the specific purpose of this exercise to find select and analyze potential sites. Very little GIS data is available for the north end of town and adjacent cities. the following depicts the processes and procedures from which I gathered my data, and began to articulate this process.
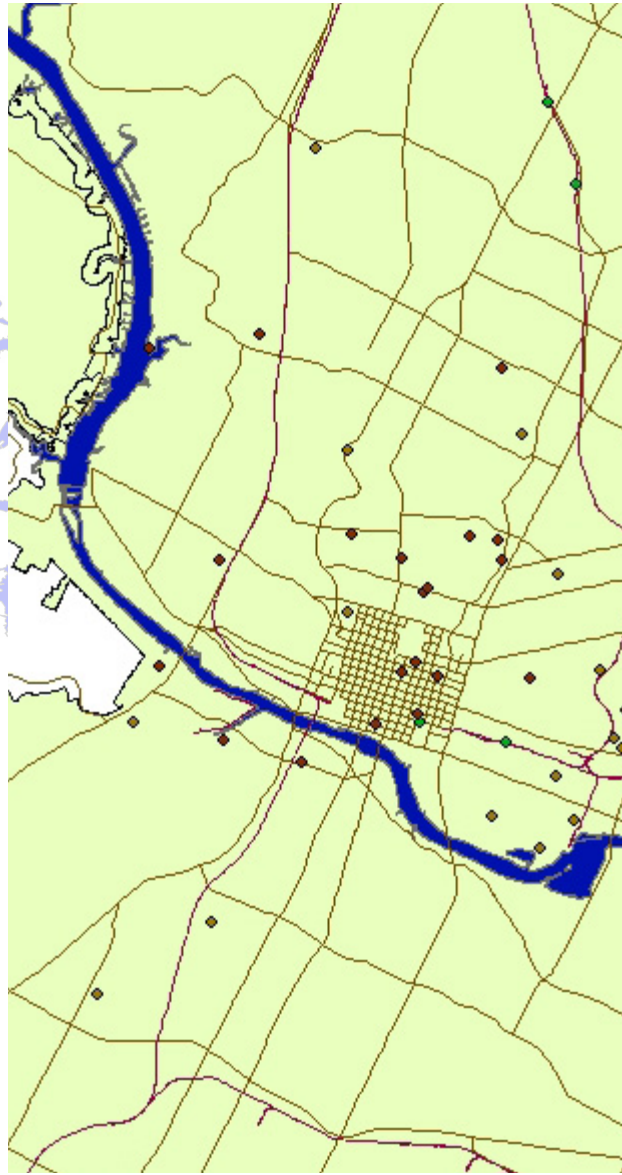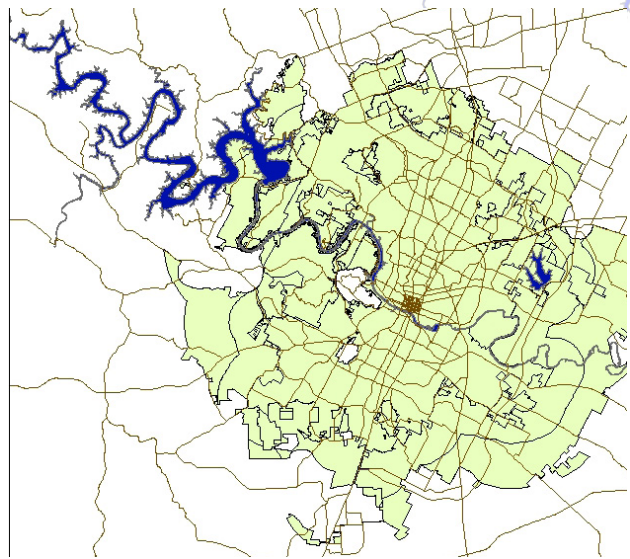
The original idea was to develop the heritage center in the neighborhood located south of Cesar Chavez and east of I-35. This area is culturally, architecturally and historically rich; however, the parks along the north side of Lady Bird Lake, just south of the neighborhood, are fully developed and appear to stand well for neighborhood recreation along the lake front. Though the location is intriguing and offers a world of possibilities for cultural centers, an existing neighborhood recreation center exists in this location. No sites that fit the criteria were selected once the data was analyzed. I therefore did a wider search which included the entire city.

The streetscape is bounded by a diverse and eclectic set of patchwork houses, retail, and neighborhood amenities including parks, banks, a library and a YMCA. The style is turn of the century Austin Victorian; bungalows and two-story plantation type homes and converted homes into retail and service shops. It is brightly colored, as it has taken on the cultural flavor of a Hispanic township, an entertainment-type thoroughfare. Its proximity to downtown, as shown in the image to the left, alludes to the rich diversity and auspicious possibilities that this neighborhood invokes.

The Program

It is required that the site accommodate a facility with the following spaces and amenities:

Community Center
Gift Shop and Cafe
Museum
Interactive Tours and Listening Stations
Meeting Rooms
Outdoor 300 seat amphitheater.
Parking and Plaza

Requirements for new Heritage Center:

Within City of Austin
Undeveloped Parkland
Lot Over 10 Acres
Near Transportation and Accessibility
Metrorail
Bike / Walking Paths
Major Arterials
Interstate
Near other Amenities
    Museums
    Developed Community Centers
    arks
    Concert venues

The analysis was performed in two parts. First, all COA undeveloped parks over 10 acres were isolated, and reviewed according to their proximity to the other selected features. I began with an overall schematic review of the available data, and hence the data needed to extract the required criteria. Several Selections by Attributes were performed to isolate the museums, recreation centers, concert venues, and available COA parkland. These sites were important to locate in order to buffer their influence on other GIS data, and important to locate their proximity to local transportation, bike routes, and main arterials. Access to/from the site was critical.

Austin - Rec Center Distances

Austin - Available Park Locations
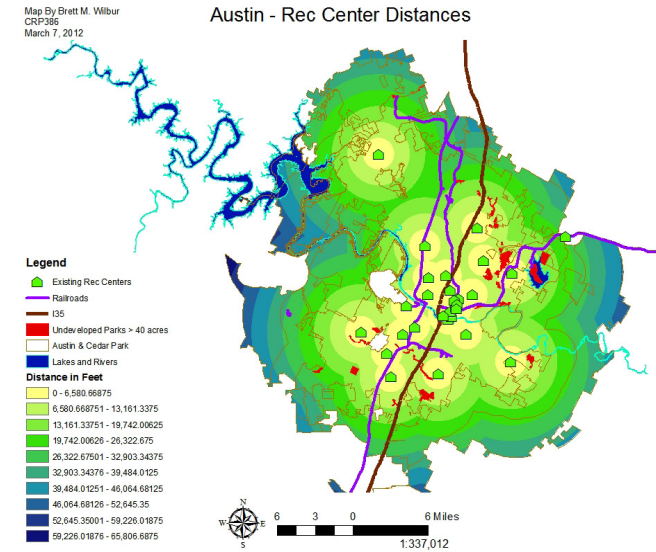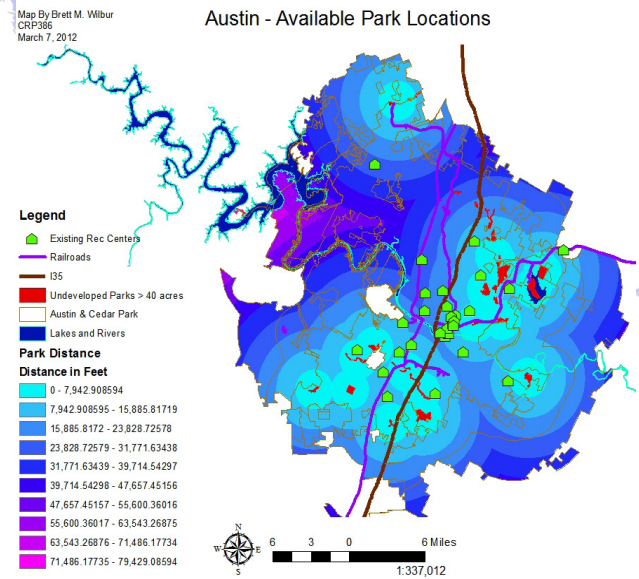
Upon further analysis, two sites, a north and south site, would need to be analyzed further in order to completely understand the complexities of the multi-dimensionally relevant data. According to the selection criteria and the selection operations performed the two sites were selected for additional analysis. One north of the city in Brushy Creek Park. a city park over 50 acres on the edge of the city limits near Cedar Park, but far from other cultural centers, transportation, and not currently listed for sale. It's access was also questionable. The other site is south of downtown, about 11 acres, near transportation, the business district, other museums, cultural centers, and parks.
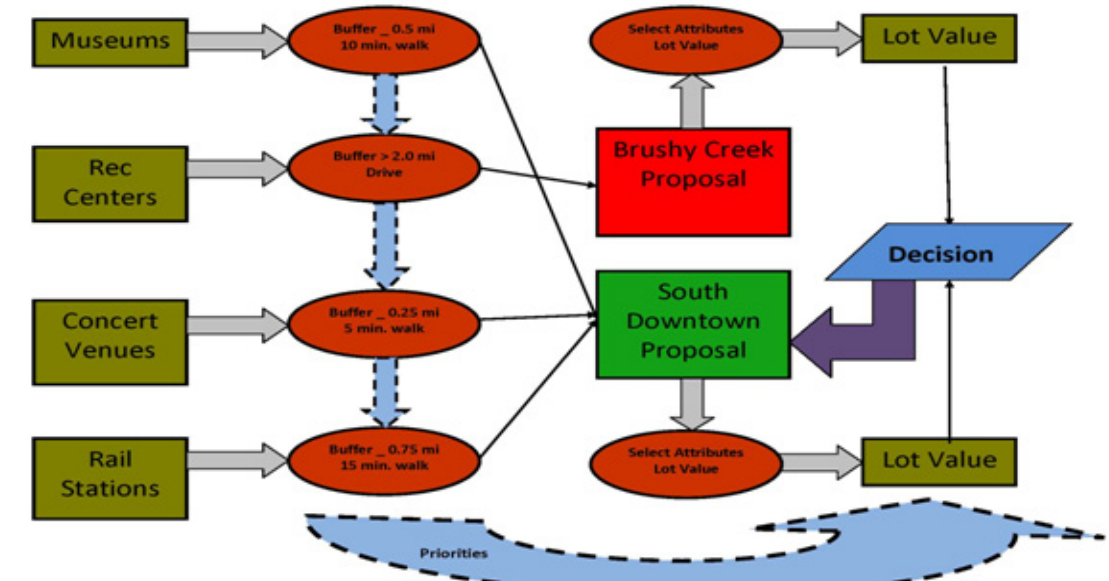
Methodology
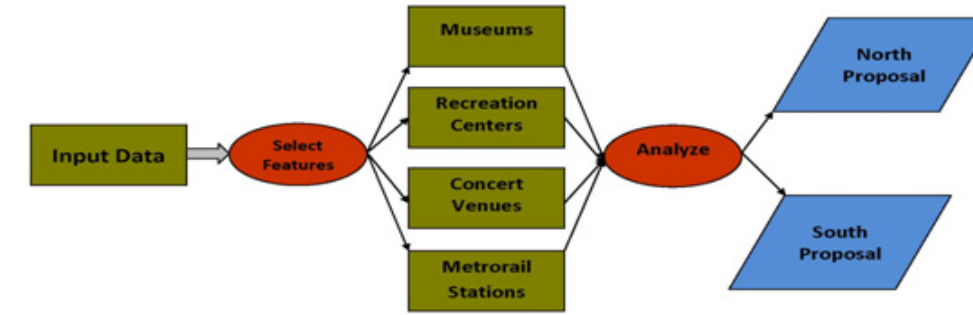
The methodology began with the programmatic and site limitation analysis. The above flow chart indicates the general process for determining which two sites to review. The following features were considered important: Location relative to museums, recreation centers, concert venues, and metrorail stations. These features were extracted from the base files and and clipped as separate analyzable data files. By sampling the desired features, a new map was determined and the sites rated according to their applicablity within the data matrix.
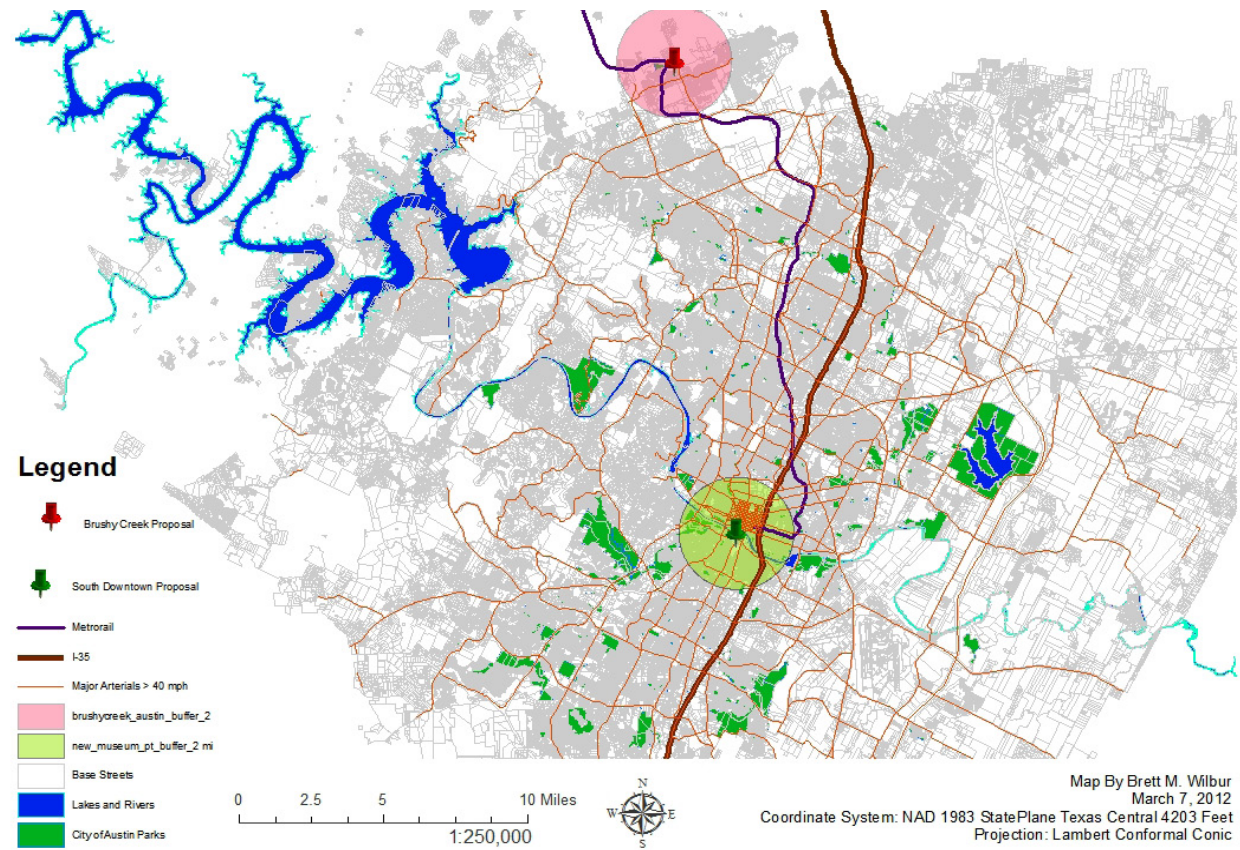
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Proposal Analysis
Brushy Creek vs. South Downtown

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Austin Buffer Analysis
Potential Sites

An overlay of all COA undeveloped parks was conducted and reviewed for size, location and proximity to other features. The two selected sites were overlaid to indicate their proximity to larger cultural and recreational centers. This is demonstrated in the buffer analysis in the slide to the right.
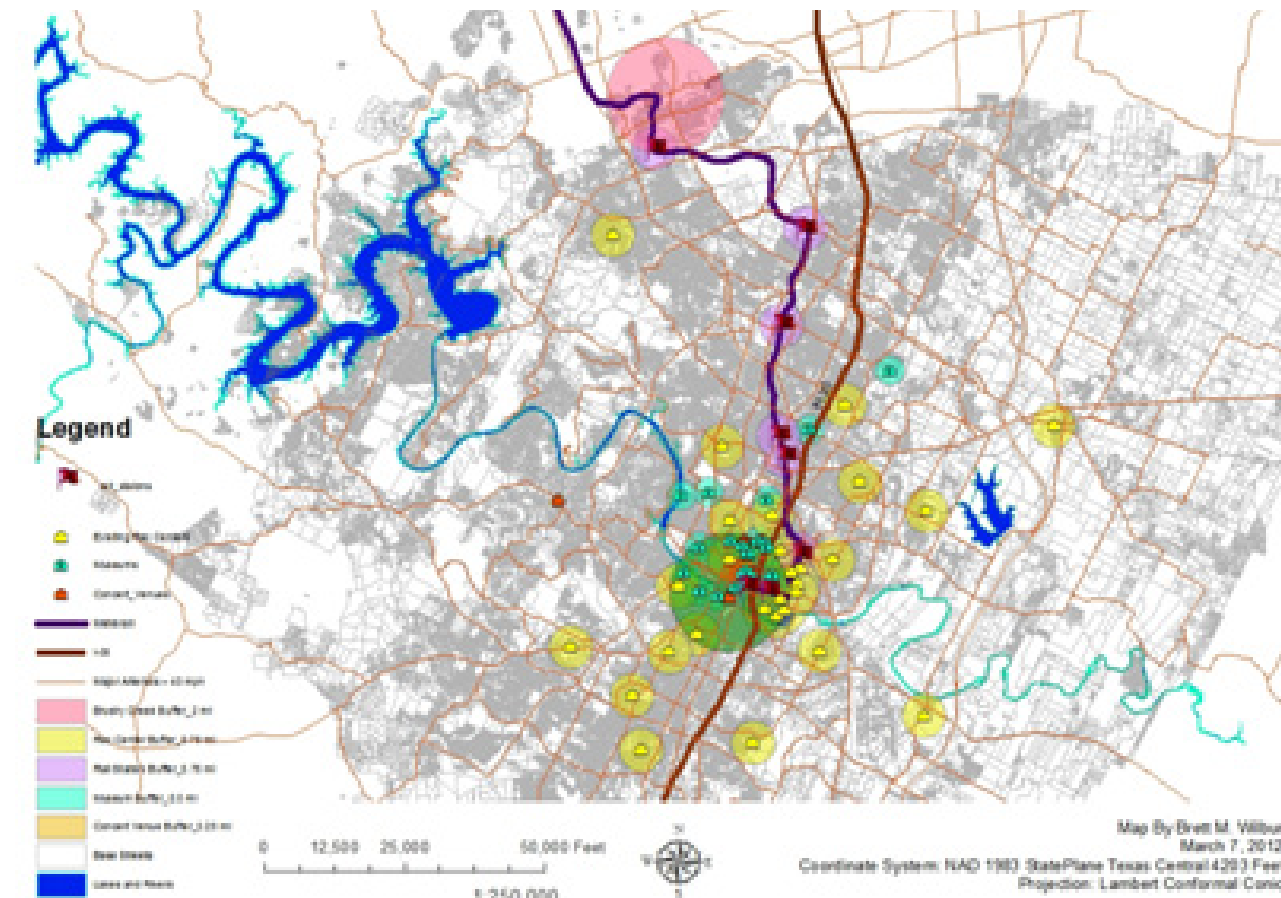
The two sites selected were based on their proximity to the programmed features but were also selected based on the intuitive aspects of analysis. The north site was specifically selected because it is the farthest undeveloped park that is not reserve, land, and had to be within the city limits.

Legend

Brushy Creek Proposal

South Downtown Proposal

Metrorail

I-35

Major Arterials > 40 mph

brushycreek_austin_buffer_2

new_museum_pt_buffer_2 mi

Base Streets

Lakes and Rivers

City of Austin Parks

Map By Brett M. Wilbur
March 7, 2012
Coordinate System: NAD 1983 StatePlane Texas Central 4203 Feet
Projection: Lambert Conformal Conic

1:250,000

An overlay of buffers, at 2 miles, was conducted and reviewed for an analytical and visual account of each site in terms of proximity to other features. The evidence which selected these two sites is indicated in the slide above

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Map: Brett M. Wilbur
March 7, 2012
UT Austin
CRP386

Austin Buffer Analysis
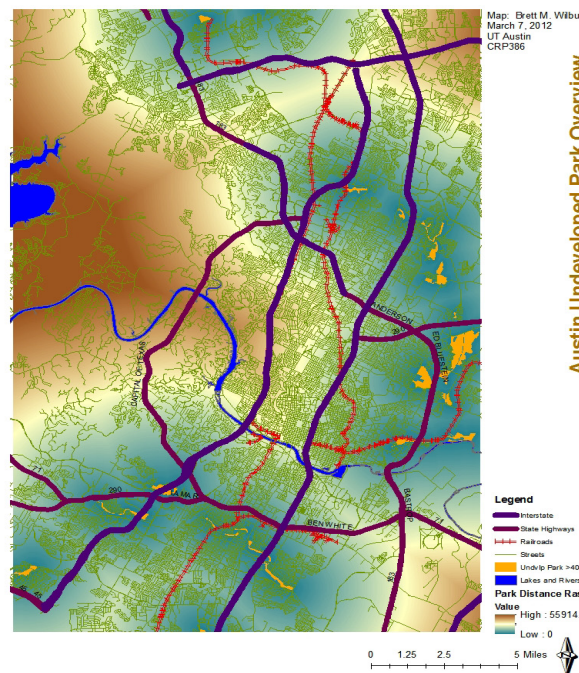### Potential Site Overlay

An overlay of buffers, at 2 miles, was conducted and reviewed for an analytical and visual account of each site in terms of proximity to other features. The evidence which selected these two sites is indicated in the slide below.

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Map: Brett M. Wilbur
March 7, 2012
UT Austin
CRP386

Austin Undeveloped Park Overview

Legend

Map By Brett M. Wilbur
March 7, 2012
Coordinate System: NAD 1983 StatePlane Texas Central 4203 Feet
Projection: Lambert Conformal Conic

1:250,000

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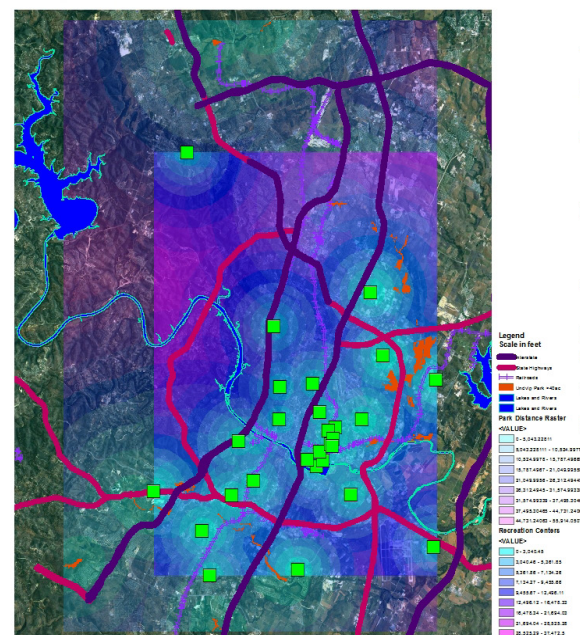
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South Downtown Proposal

Acreage: 11.7 acres
Value: $2,345, 270
Zoning: Undeveloped Parkland
Owner: City of Austin
Jurisdiction: City of Austin
Distance to MetroRail: 3/4 mi

Brushy Creek Proposal

Acreage: 56.8 total acres
Value: Unknown, not listed.
Zoning: Undeveloped Parkland
Owner: City of Austin
Jurisdiction: City of Austin
Distance to MetroRail: 2 mi

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Map Analysis

South Proposal
South Downtown

Flow Chart – South Downtown Proposal

Legend
- Input
- Selection
- Output
- Operation
- Analysis

Blank Map ← Add Data

City of Austin Creeks Lakes and Rivers

Facilities → Select by Attributes → Rec Center Features / Concert Venue Features / Museum Features

COA Parks COA Parcels → Select by Attributes → Undeveloped Parks → Select by Attributes → Undvlp Parks > 10 Acres → Convert Polygons to Points

CENART (Central Arterials) Streets → Select by Attributes → Highways → Select by Attributes → I 35

Streets > 40 mph

CMTA Metrorail Rail Stations

Select by Attributes → Lot Value <$2.5M

Potential Parks → South Downtown Proposal → Buffer

Museums_0.5 mi
Rec Centers_0.75 mi
Concert Venues_0.25 mi
Rail Stations_0.75 mi

Austin - South Downtown Proposal
Satellite Imagery

Legend
- rail_stations
- Museums
- Bus Routes
- Metrorail
- I-35
- Concert_Venues
- I 35
- South Downtown Proposal
- Base Streets
- Lakes and Rivers

0   250   500   1,000 Feet

1:5,000
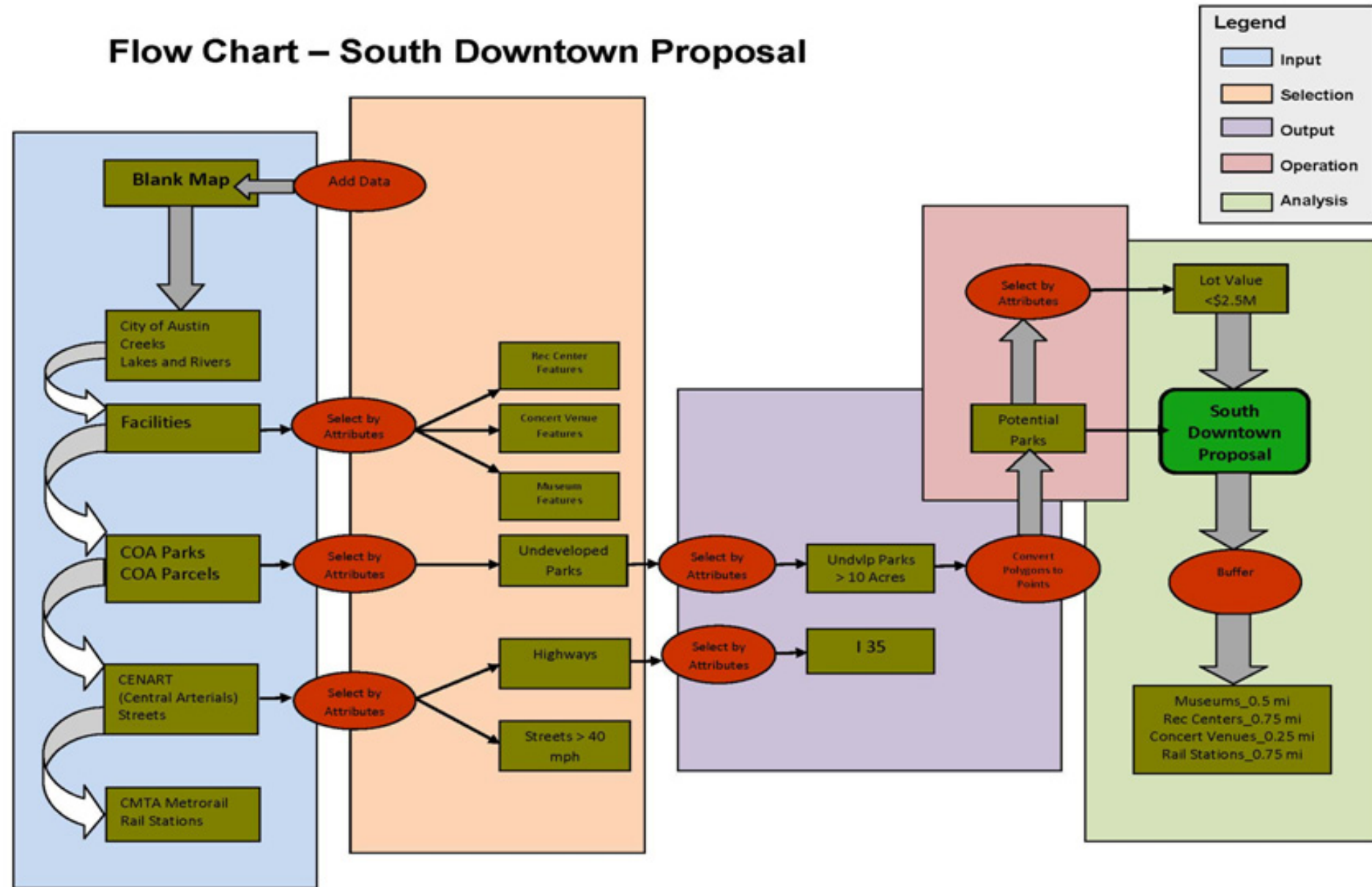
Map By Brett M. Wilbur
March 7, 2012
Coordinate System: NAD 1983 StatePlane Texas Central 4203 Feet
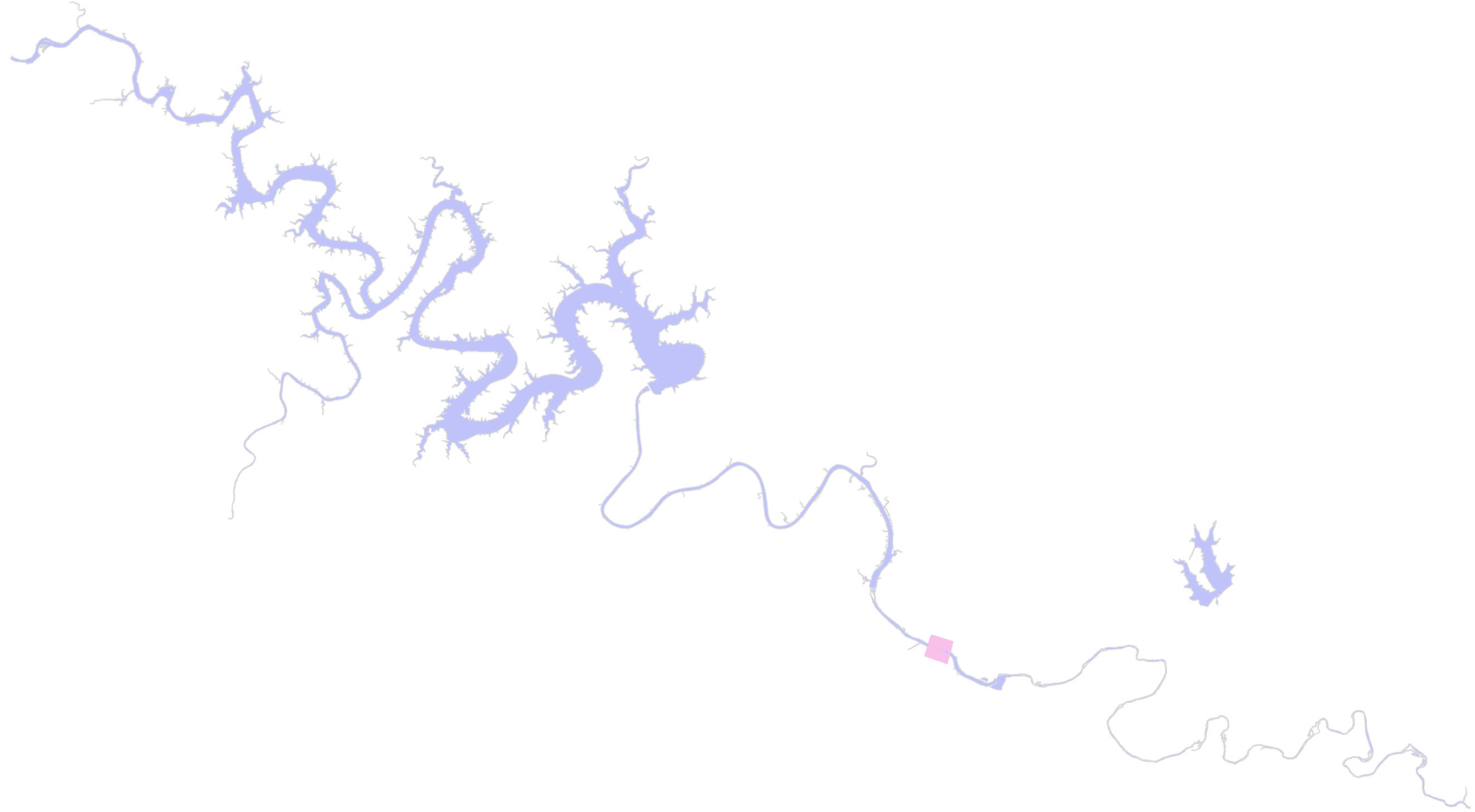Projection: Lambert Conformal Conic

LIVE MUSIC CAPITAL OF THE WORLD
AUSTIN, TEXAS

Auditorium Shores at Town

In 2009, the city began conversations with the neighborhoods and stakeholders concerning redevelopment of this noteworthy property, several disappointing porposals were introduced. To further this exploration, this report identifies a simple and elegant solution. It is the prime parcel of park land still available. The proposal both allows for continued use of the park for gathering and frollicking. The personable Music heritage Center would take less than one-quarter of the parcel, including the outdoor amphitheater for 300 music appreciaters. TheCenter would also be an awesome backdrop to any other outdoor festivals conducted there. It would also offer much needed concessions and restrooms for the venue.

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Map Analysis

North Proposal
Brushy Creek Park

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19

Flow Chart - Brushy Creek Proposal

Legend
- Input
- Selection
- Output
- Operation
- Analysis

Austin - Brushy Creek Proposal
Satellite Imagery

Legend

Map By Brett M. Wilbur
March 7, 2012
Coordinate System: NAD 1983 StatePlane Texas Central 4203 Feet
Projection: Lambert Conformal Conic

1:5,000

THHe sun going up again and the sun going down. Shine through my window. Shine through my window. Shine through my window. Shine through my window. Shine through my window. Shine through my window. Shine through my window. Shine through my window. Shine through my window. Shine through my window. Shine through my window. Shine through my window. Shine through my window. Shine through your window. Shine through my window.

Brushy creek is a beautiful 50 plus acres of undeveloped parkland just across the creek from Cedar Park. Brushy creek is a beautiful 50 plus acres of undeveloped parkland just across the creek from Cedar Park.
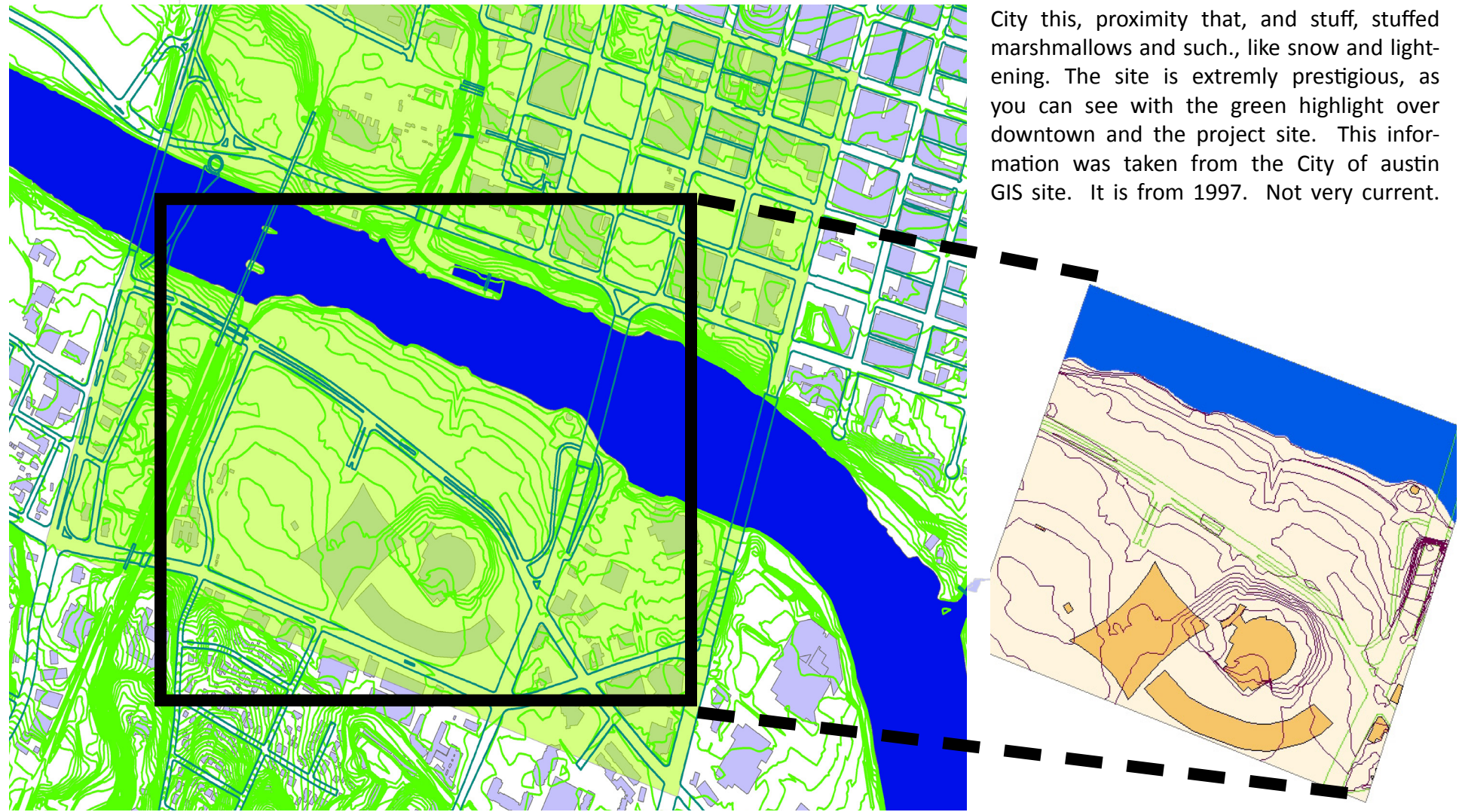
The Final Product

In the pages to follow a proposal for a new music heritage center at Auditorium Shores is presented. Mostly images, not much to think about. Visual images were selected from two existing buildings: Austin City Hall and Long Center for the Performaing Arts. This architectural context became the inspiration and background for the new center design. Mostly images, not much to think about. Mostly images, not much to think about. Mostly images, not much to think about. Mostly images, not much to think about. Mostly images, not much to think about. Mostly images, not much to think about. Mostly images, not much to think about.

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23

C o n t e x t

City this, proximity that, and stuff, stuffed marshmallows and such., like snow and lightening. The site is extremly prestigious, as you can see with the green highlight over downtown and the project site. This information was taken from the City of austin GIS site. It is from 1997. Not very current.
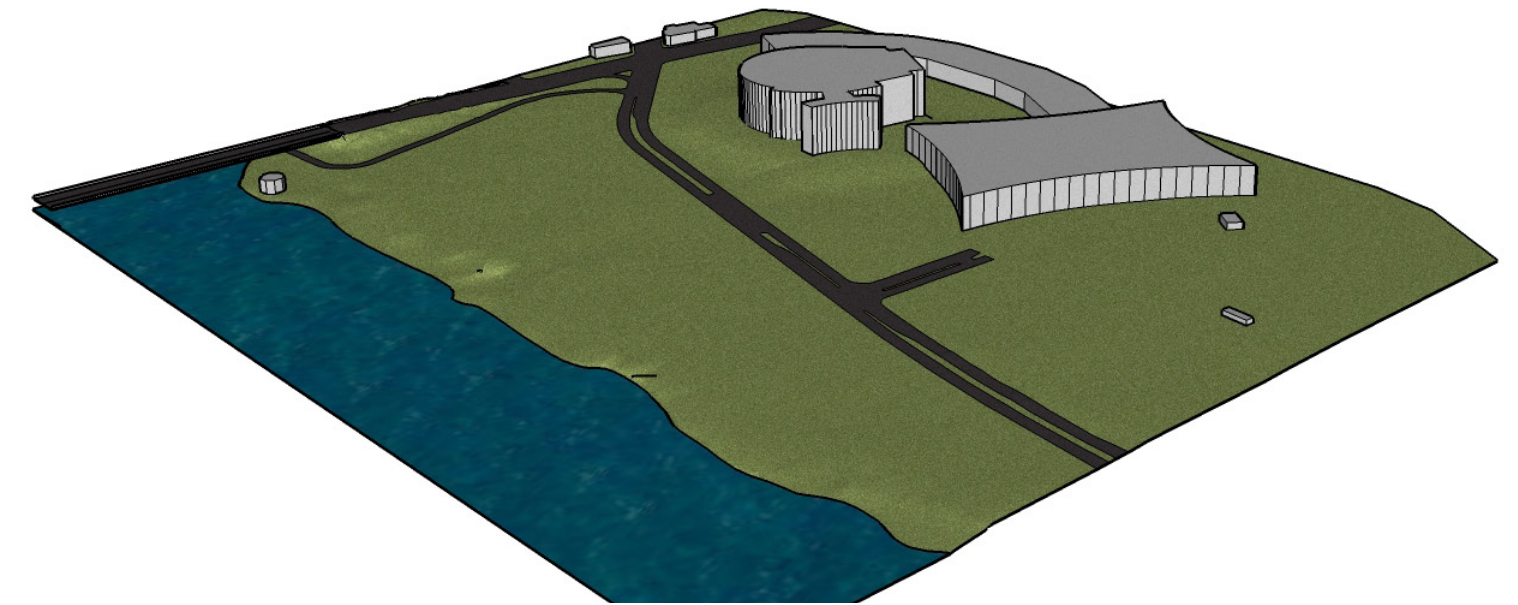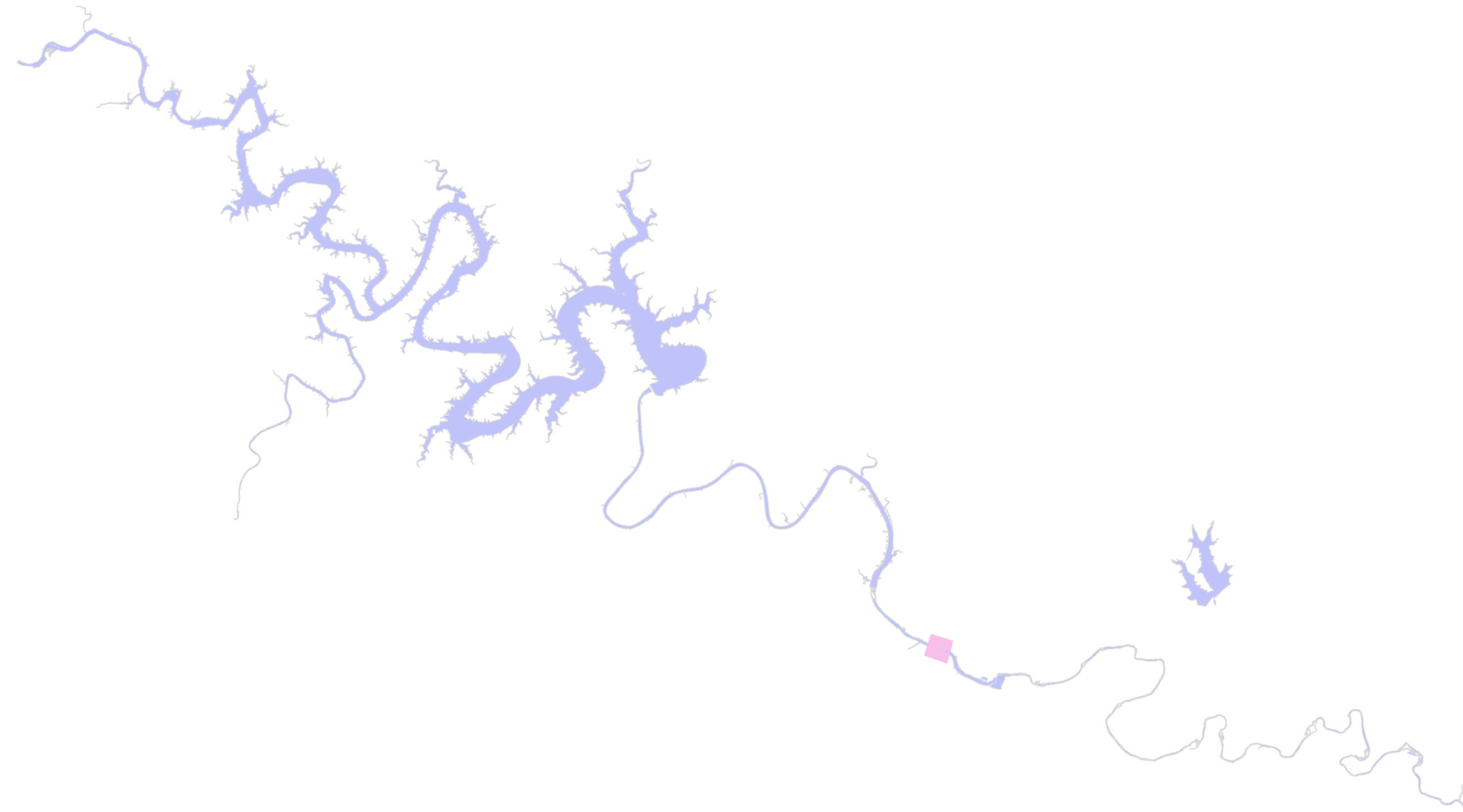
C o n c e p t

Diagonnlay across the lake is the Antoine Predock COA City Hall. Its de-orthangonized plan inspired the pre-concept for the new heritage center, Its color and texture were culturaly at the heart of austin. The heritage center would nod but not yeild to this temptiming artifact. To the south but up the hill from the lake, sits the Long Center for the permong Arts and nest to it the the Palmer Auditorium

The first concept was crude by norml standards, the extrustions out the buildings coming out of ArcMap were unrefined. however, they helped with scale and placement of the model to come. The proposal borrows form, material and context from city hall, but yet is significantly tied to the Long Center across the drive.

The new model is significantly more refined and sofficticated. The modeling of the exiting buildings and garage, become the context and embedded environment for th new building and its inhabitants.

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Renderings

Austin Music Heritage Center at Auditorium Shores

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27

The Austin Music Heritage Center at Auditorium Shores

The subsequent attempts at percision led to the realization and acceptance that the south proposal would and could be benefcial to the city. However, the data obtained from the city GIS website did not show the existing layout.
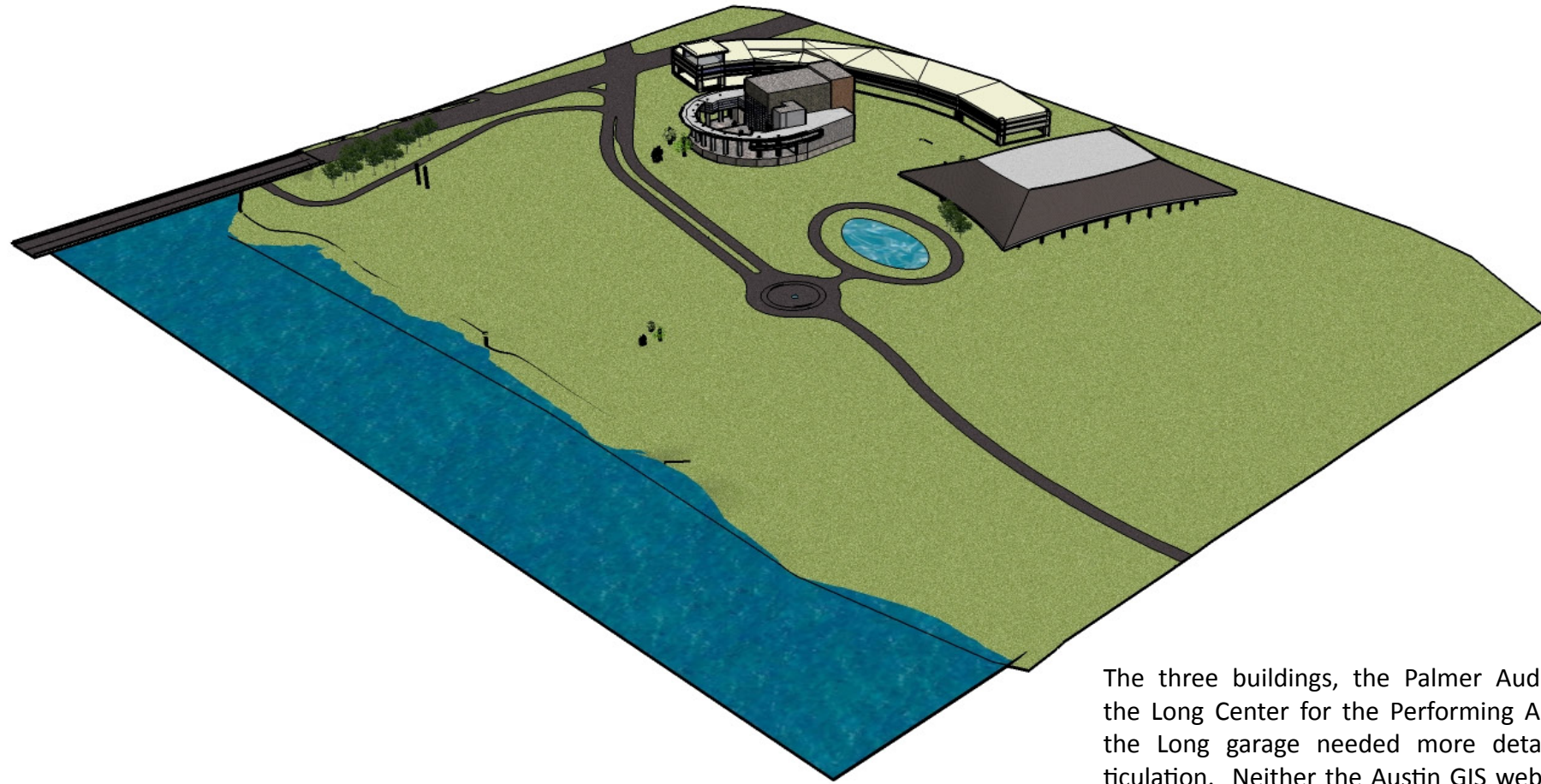
The three buildings, the Palmer Auditorium, the Long Center for the Performing Arts, and the Long garage needed more detailed articulation. Neither the Austin GIS website nor Google Earth represented current conditions.

TEXT SHOULD FLOW ACROSSS THE PAGE AND SHOULD REPRESENT ANOTHER SET OF IMAGES THAT MUST BE DESIGNED

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29

Long Center for the Performaing Arts

Images should be **BOLD**

Long Center for the Performaing Arts

Images should be **EPIC**

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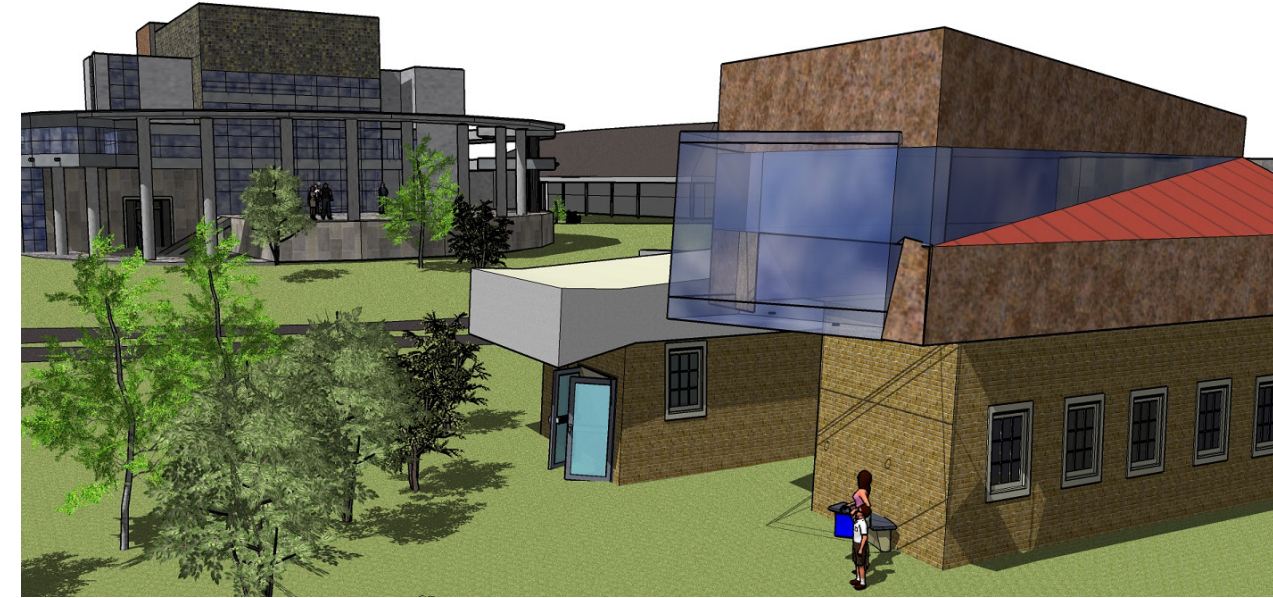University of Texas at Austin

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Long Parking Garage

Austin Music Heritage Center

Sometimes, two images per page shows more **empahsis** on certain

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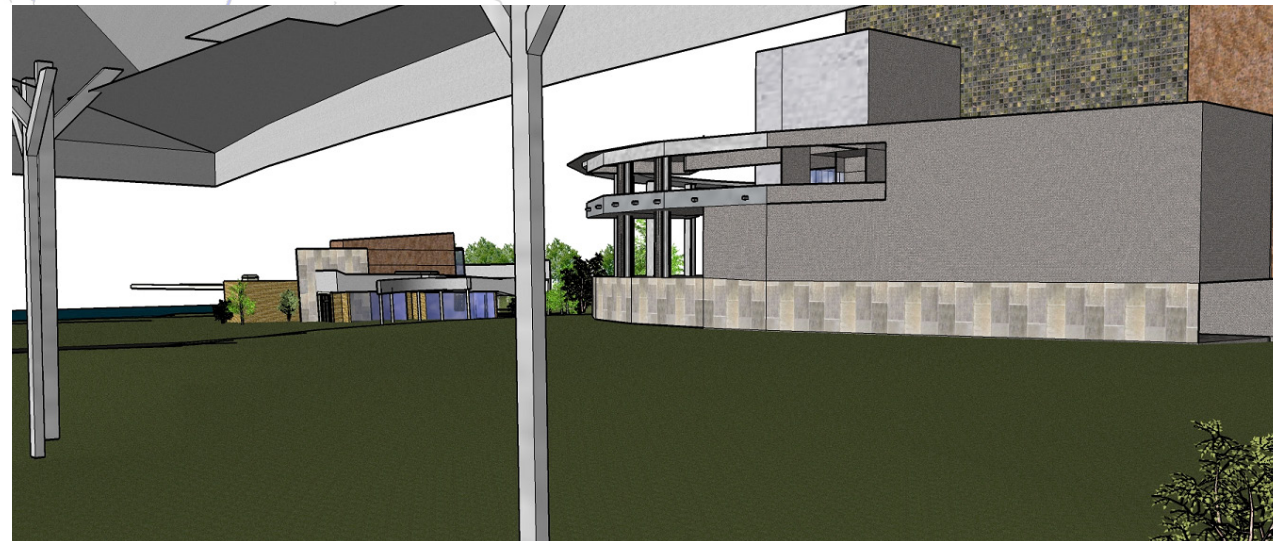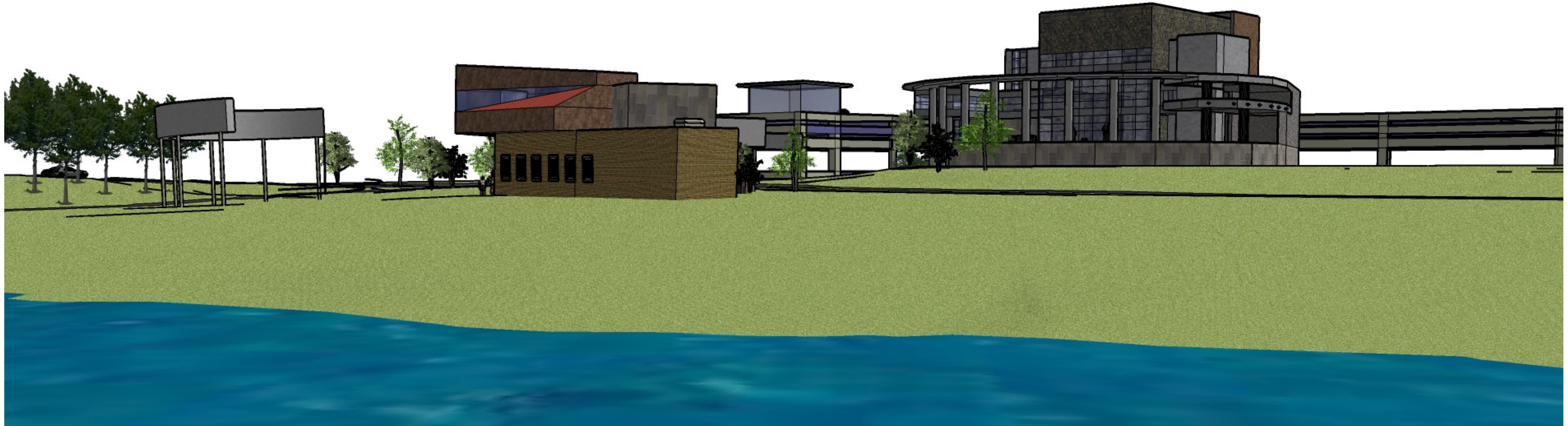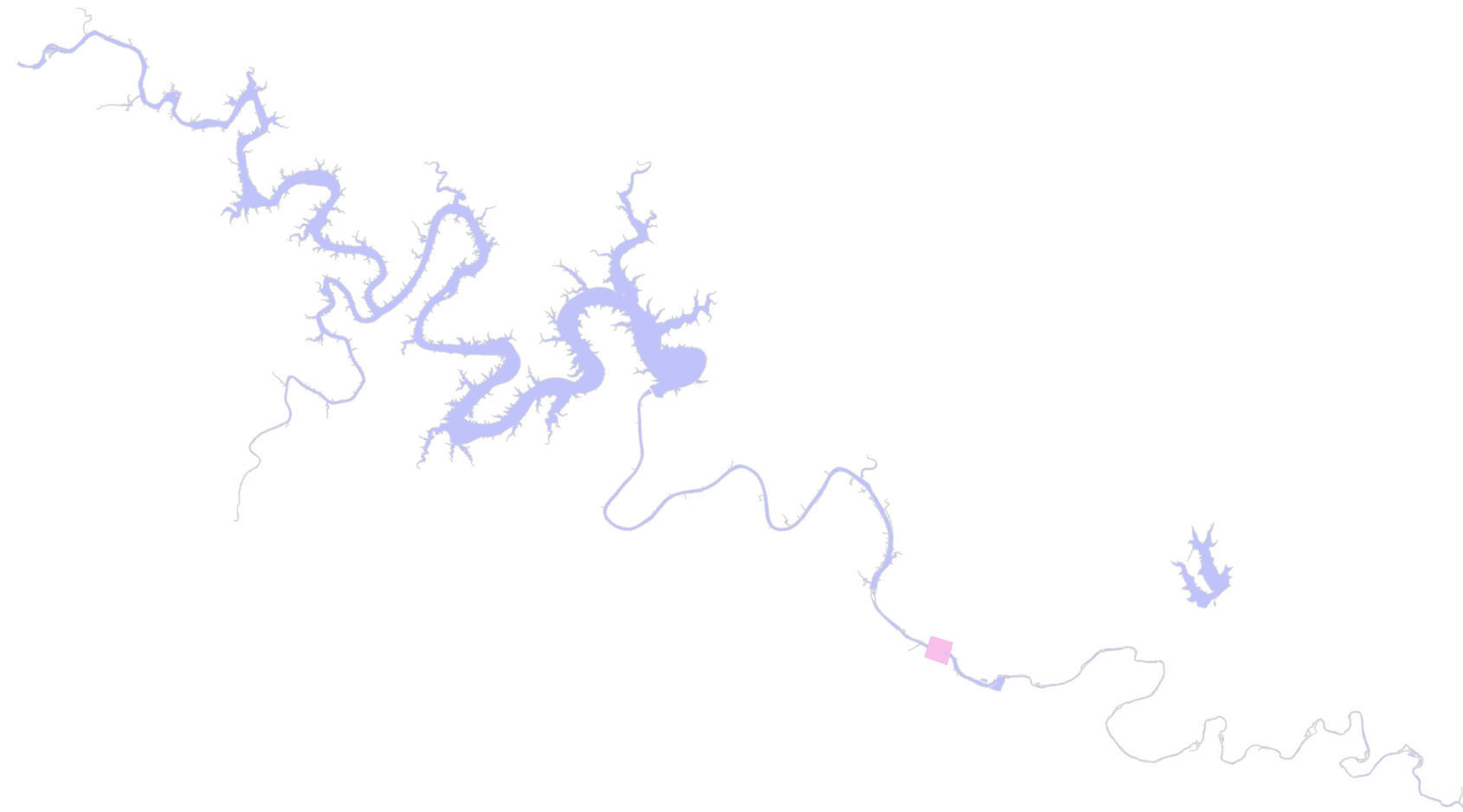

View from Palmer Auditorium

Sometimes, two images per page shows more empahsis on certain **features.**

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The   New   Austin   Music   Heritage   Center

The   New   Austin   Music   Heritage   Center

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Metadata

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