



Neighborhood Action Initiative-Austin Neighborhood

The Soul City Corridor—Chicago Avenue in the Austin Neighborhood—focuses on guiding development of underutilized land with the goal of promoting Black culture, arts, and entertainment, and seeking economic development, job creation, and new development that serves neighborhood residents. Under the City's Invest South/West Initiative, the plan is a framework to help guide both public and private investment; a roadmap for neighborhood stakeholders, residents, City officials, and developers to follow. It identifies sites of interest that are susceptible to change/redevelopment, and it applies both real estate market research and neighborhood input to form highest- and-best use recommendations for three key sites amongst others along the corridor. The plan casts a big picture vision for reinvestment and economic development on the corridor to serve neighborhood needs and ambitions. Quality of life is at the forefront of this plan as it includes everyday neighborhood serving retail, provision of community services, affordable and market-rate housing, and addressing 'eyes-on-the-street' crime prevention through an infill development strategy that prioritizes the design excellence of Austin neighbors and business entrepreneurs.

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