

## MASTER PLAN FOR THE REPUBLIC SQUARE DISTRICT, AUSTIN, TX

*Architects: Venturi, Scott Brown and Associates, Inc.*

*Location: Austin, Texas*

*Client: The Watson-Casey Companies*

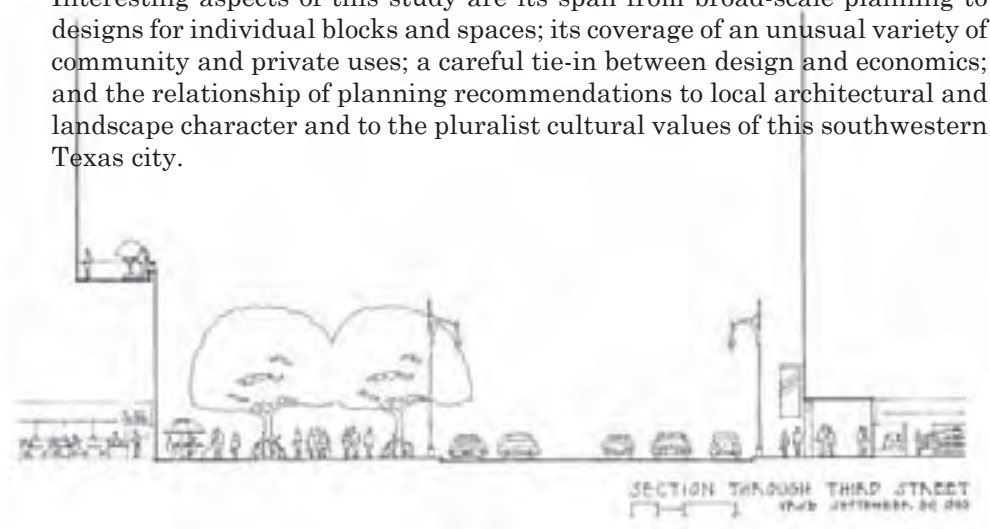
*Completion: 1984*

The Republic Square District is a former warehouse area located in the southwest quadrant of Austin's central business district adjacent to Town Lake. It lies directly in the path of downtown's growth and, at the time of our work there, included the site for Austin's proposed new City Hall complex.

This project was unusual in that the private sector funded a study for the private and the public sectors. Employed by a major local land holding and development company, VSBA produced a master plan for approximately 25 blocks. We conferred with the client, city agencies and political representatives, discussing areas of interest to both sectors and suggesting possibilities for public-private cooperation in Austin in the future. The area was envisioned for many activities. Zones of residential, governmental, office, hotel and community uses interfaced at important mixed-use "swing" blocks and were seamed together at street level through civic spaces, designed with the unique Austin climate, landscape and ethos in mind; The Rambla, a tree-lined sequence of community, cultural, and retail uses, was proposed as a means of identifying the District, enlivening the pedestrian experience, and attracting regional as well as local users.

As part of the study, VSBA was requested to locate and define the basic plan for the 86,000 gross sq. ft. museum, Laguna Gloria Art Museum, which was to serve as an important anchor in the Republic Square District and as a focus and center of outreach for artistic Austin.

Interesting aspects of this study are its span from broad-scale planning to designs for individual blocks and spaces; its coverage of an unusual variety of community and private uses; a careful tie-in between design and economics; and the relationship of planning recommendations to local architectural and landscape character and to the pluralist cultural values of this southwestern Texas city.





REPUBLIC SQUARE DISTRICT AUSTIN, TEXAS

INDICATIVE SITE PLAN VSBA MAY 1964