

# A New Commercial District

Created by the people for the people of Rollingwood



# Purpose

---

Laney Marx, resident of Rollingwood

After reading through raw material from the 2020 survey, I felt compelled to put together a vision for the the commercial district of RW. This is a starting point and looking forward to gathering feedback.



# What RW residents had to say

---

**58%** fully support aesthetically pleasing development (3% don't)

*"The Bee Caves corridor is so generic and unappealing. Rollingwood needs a good spot for accessible coffee shops, bookstores, independent businesses, etc with ample parking and safe pedestrian paths."*

**34%** support 1-2 story development

*"Better commercial buildings along Bee Caves - building 2 story retail and commercial space that is beautiful and increases the business tax contribution to the city."*

**50%+** suggested more restaurant and retail options

*"Some new restaurants with outdoor seating where RW residents can eat; replace the aging 7 commercial buildings with new, larger retail shops and condos."*





---

Come together as a Rollingwood Community to enjoy the best that our City has to offer.  
Just around the corner, you'll have the best coffee shops, bakeries, restaurants, and services.  
Visit a place where everybody knows your name. It's where small town vibes meet luxury living.  
**Rollingwood - The best place to live in Austin.**

---

# [extended] Rollingwood Re-Imagined

---



# 2020 RW Survey

- 47% between 35-49
- 60% have children under 18 in their HH
- 97% imagine living in RW next 10+ years
- 53% have 4-5 people living in household
- 57% have lived/worked in Rw 10+ years



Under construction

relaxing

beautiful

Community

changing

Neighborly

Small town

best place to live in Austin

evolving

picturesque

Family oriented

Local control

Gem

Premier

Special

green

# What do you like best about living in Rollingwood?

**Character, Size and Community** ranked just behind location, schools and safety





# What is 1 major development you would like to see over 10+ years?

Some new **restaurants** with outdoor seating where RW residents can eat; replace the aging 7 commercial buildings with new, larger retail **shops** and condos

Better commercial buildings along Bee Caves - building **2 story retail and commercial space** that is beautiful and increases the business tax contribution to the city.

Restoration of a sense of **community** in the unique city of Rollingwood. We must re-establish the sense of inclusivity not exclusivity. We are a city of varied communities that come together and work together. We must continue the themes of fellowship and habitat that keep us a **1st class Rollingwood**

**Restaurants. Community. Commercial.**

Commercial development that improves the quality of living in Rollingwood such as quality **dining; shopping and services**.

Making it easier for a **family friendly bar/restaurant** to move into the area - liquor licensing, etc...

The Bee Caves corridor is so generic and unappealing. Rollingwood needs a **good spot for accessible coffee shops, bookstores, independent businesses**, etc with ample parking and safe pedestrian walkways.

**Modernization** of our commercial district.



# Some feel a 'lack of main street' is among most important issue facing Rollingwood today

*"lack of a "main street" walkable commercial area, lack of sidewalks.*

*Lack of walkable amenities; Poorly done speculative residential development; no commercial/retail amenities or zones that create neighborhood identity or character, no natural linkages that feel safe and accessible.*

*The population is turning over to a new generation of even more affluent residents. This is inevitable. But how can we maintain the... community spirit?... that has made Rollingwood a desirable place to live? How do we avoid becoming another impersonal suburb of McMansions?*

*Lack of enjoyable restaurants close by. More community activities. We very much support having a small coffee shop in Rollingwood that would be walkable.*



# What do you really think of the Commercial Corridor today?

*We need a thematic hang out... like a mexican/tapas restaurant with quick food with a dedicated bar, or a gathering place (post covid). We need a **good pizza spot too for post pool/sports gatherings.** (ChinaTown is a blessing! But the gas stations and other random stores you **use 1-2x in your life have to go.**)*

*Needs **re-imagining**/development*

***Very good source of tax revenue.** Good that the City is focused on optimizing this*

*It could use a **face lift and more restaurants***

*It needs help. Seemed waisted by old businesses or non money drivers. We need retail and restaurants. **Places that you see your neighbors, want to go hang out with them, and will bring revenue.***

*Wish I could **safely walk to it.***

*Needs updating and more **family friendly businesses***

*Terrible, dated, **no character, poorly conceived.***

*I don't use any of those businesses or services. We need restaurants.*

*Nothing to write home about. I wish we had a couple of additional **neighborhood family restaurants***

*The small ones are good - **hoping not to see more very large ones like the one with Trader Joe's** (though I love that store)*



# From today to tomorrow...

---



Imagine a place that



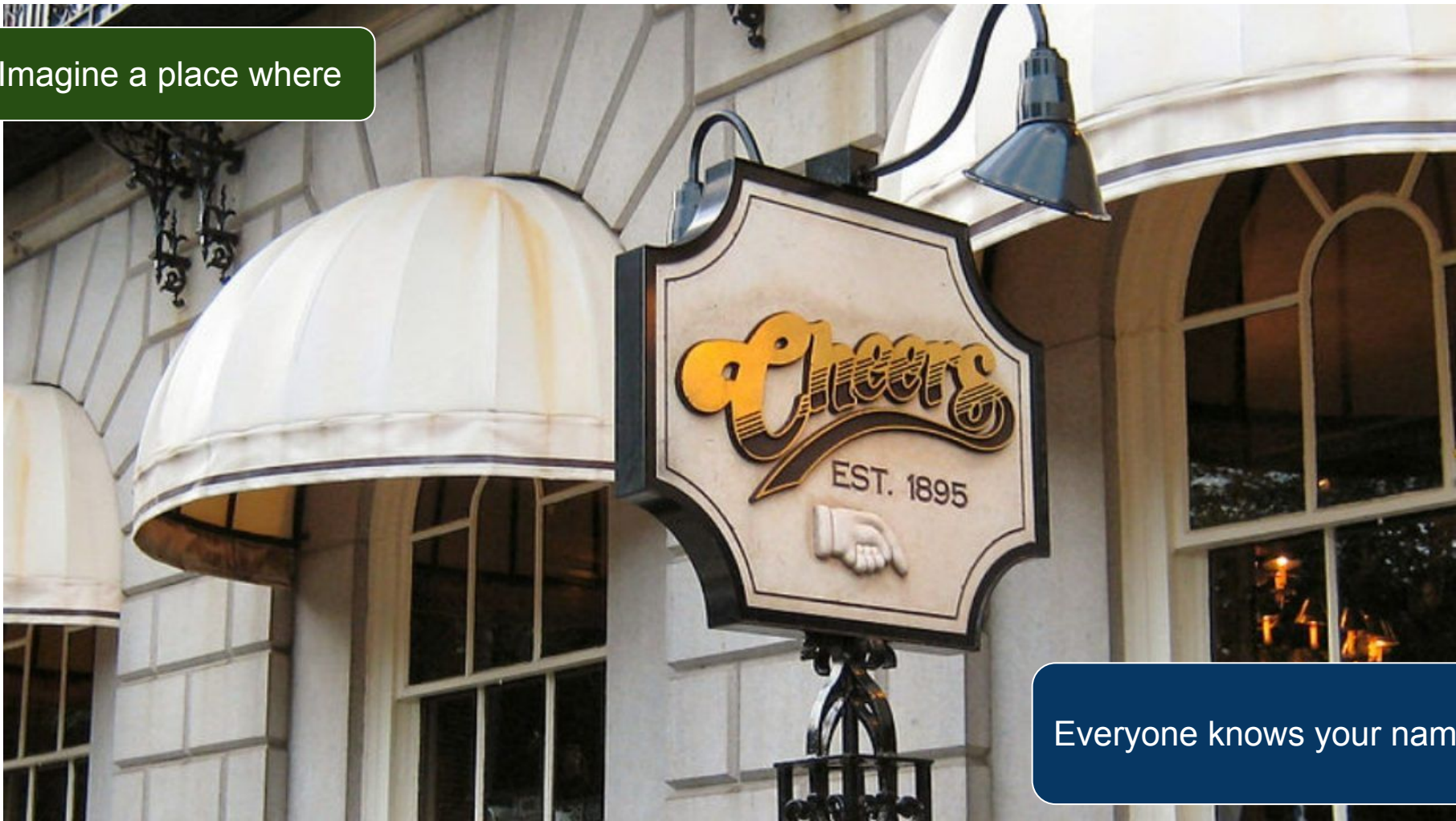
Captures Austin's character with the conveniences of everyday living.

Imagine a place where



We could come together as a Community

Imagine a place where



Everyone knows your name.

Imagine a place that has



Small town vibes and modern amenities.

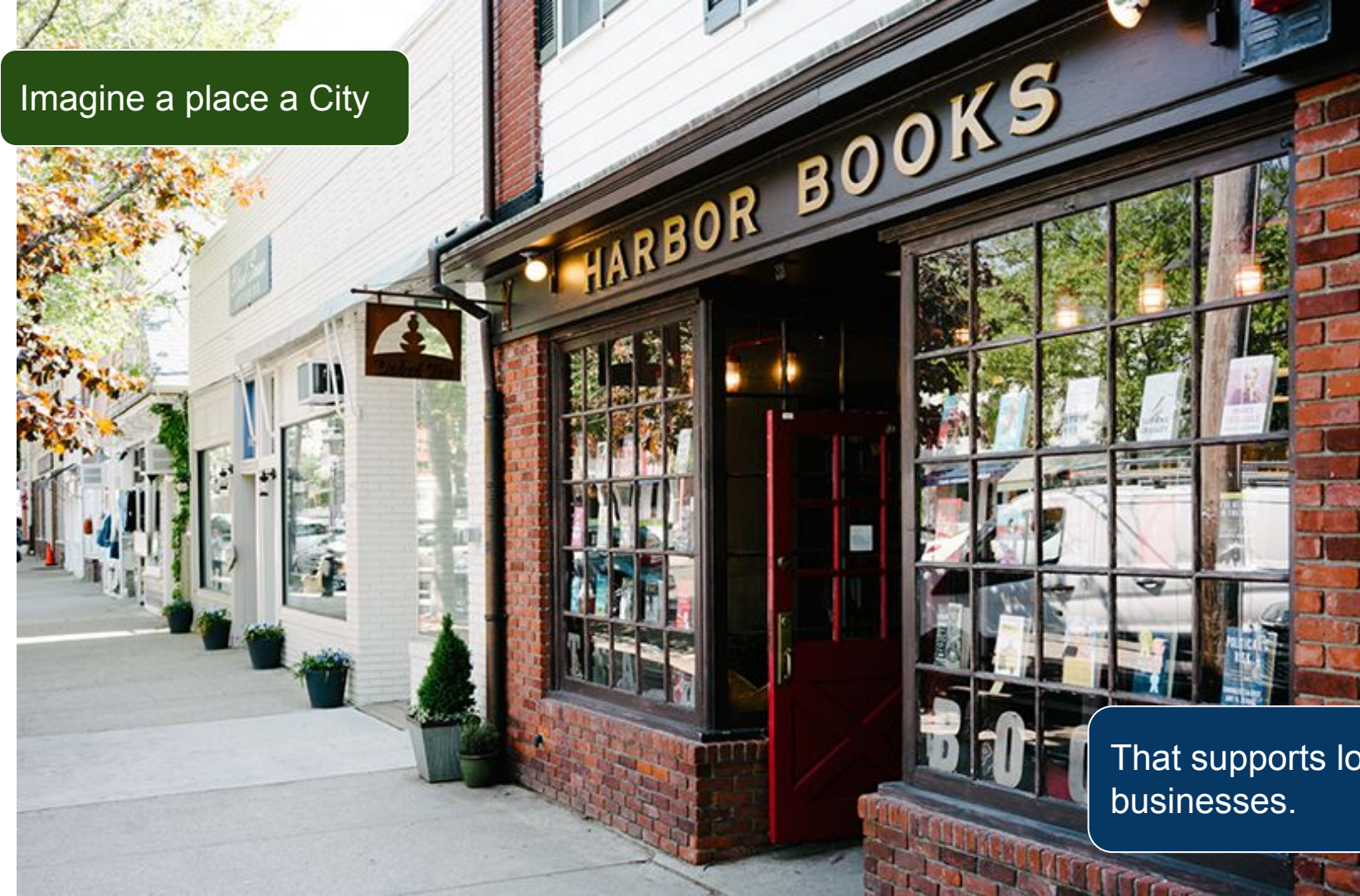


Imagine a place that is



Bikeable, walkable,  
shoppable, and enjoyable.

Imagine a place a City



That supports local businesses.

Imagine a place a Clty



That can be known as the best place on Earth.

Small town vibes meets Austin's  
casual, luxury community.  
The best place to live.

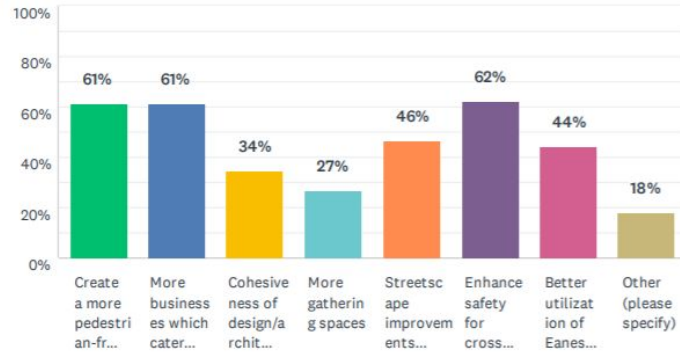
# Survey Results / Charts

---



## Q19 Which of the following aspects of Rollingwood's commercial corridor (along Bee Cave Rd) would you like to see improved? (select all that apply)

Answered: 256 Skipped: 14

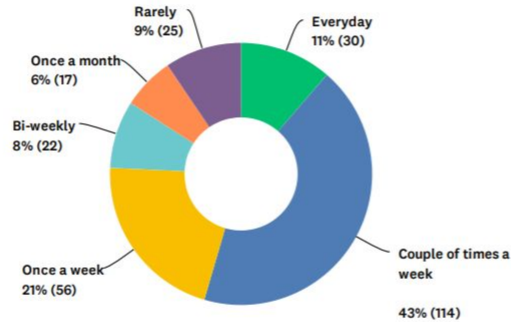


ANSWER CHOICES	RESPONSES	
Create a more pedestrian-friendly atmosphere	61%	156
More businesses which cater to local residents	61%	156
Cohesiveness of design/architecture	34%	88
More gathering spaces	27%	68
Streetscape improvements (sidewalks, lighting, etc.)	46%	119
Enhance safety for crossing Bee Caves Rd	62%	159
Better utilization of Eanes Creek	44%	113
Other (please specify)	18%	46
Total Respondents: 256		

# What would you like to see improved?

ANSWER CHOICES	RESPONSES	
Create a more pedestrian-friendly atmosphere	61%	156
More businesses which cater to local residents	61%	156
Cohesiveness of design/architecture	34%	88
More gathering spaces	27%	68
Streetscape improvements (sidewalks, lighting, etc.)	46%	119
Enhance safety for crossing Bee Caves Rd	62%	159
Better utilization of Eanes Creek	44%	113
Other (please specify)	18%	46
Total Respondents: 256		

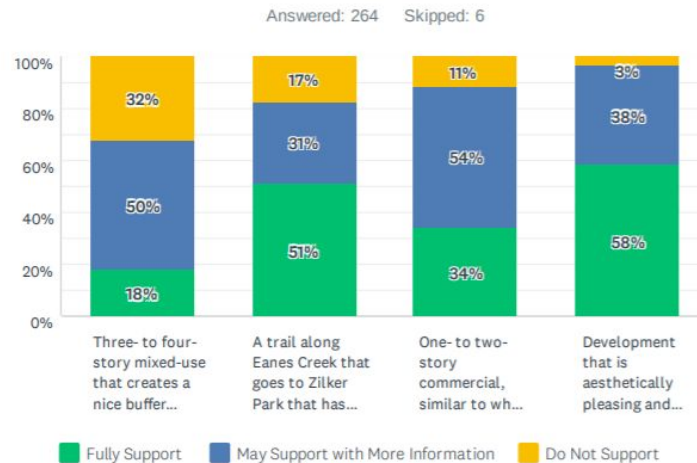
# How often do you visit RW business



ANSWER CHOICES	RESPONSES	
Everyday	11%	30
Couple of times a week	43%	114
Once a week	21%	56
Bi-weekly	8%	22
Once a month	6%	17
Rarely	9%	25
TOTAL		264



## Q20 When you think about future of the Bee Cave Commercial Road Corridor, what are the aspects of future development that you would like to see?



	FULLY SUPPORT	MAY SUPPORT WITH MORE INFORMATION	DO NOT SUPPORT	TOTAL
Three- to four- story mixed-use that creates a nice buffer between residents and Bee Cave Road	18% 46	50% 126	32% 81	253
A trail along Eanes Creek that goes to Zilker Park that has outdoor dining options I could walk or bike to	51% 133	31% 81	17% 45	259
One- to two- story commercial, similar to what exists now	34% 84	54% 132	11% 28	244
Development that is aesthetically pleasing and supports Rollingwood's tax base	58% 149	38% 98	3% 8	255