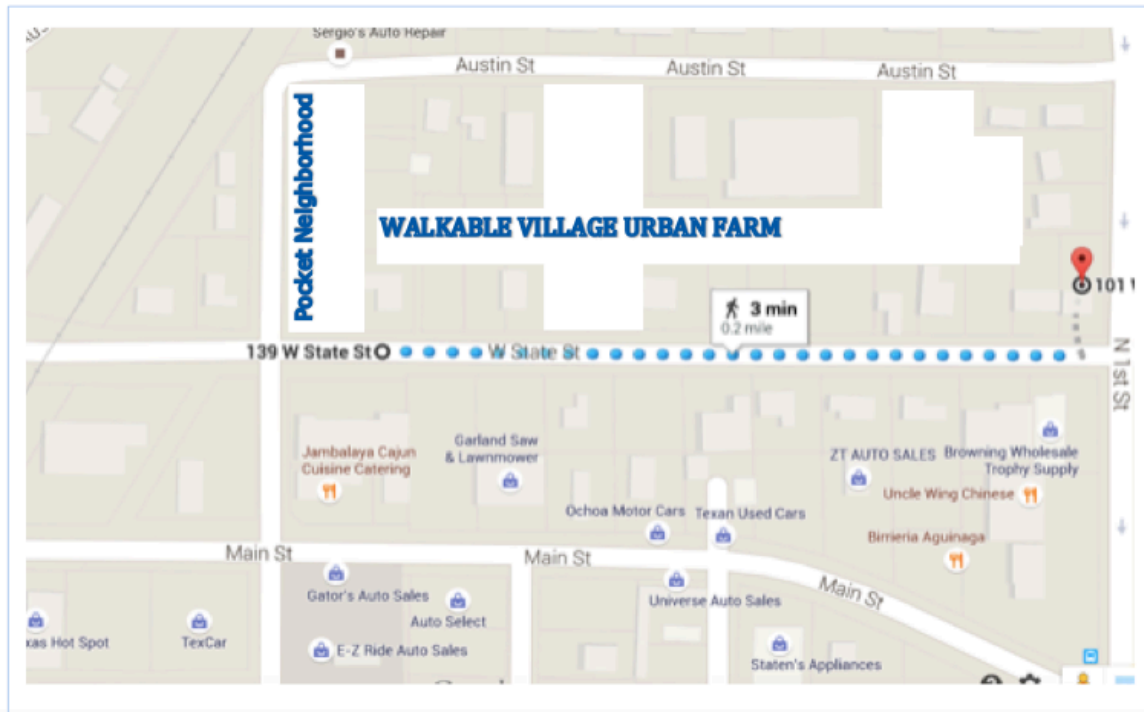# A New Austin Street for Garland:
The Walkable Main Street Village Austin Street

*"You don't have to go to Austin for crazy. We have our own version right here in Garland on Austin Street—crazy for **you** that is. Come on down and say howdy." [Every Street in the Walkable Main Street Village will have its own little tag line. State Street, for example might say: "The state of Texas is great, but you ain't seen nothing yet till you see our State Street."—All the tags are Texas styled brags.] In the development of Walkable Main Street Village, we want to do all kinds of things to give folks reason to love and brag about their place, even silly things, in fact perhaps especially silly kooky things. The better we love something, the better care we take of it—Just ask Peter Kageyama, author of "For Love of Cities."*

Note: there is still a little more land that could be used for the Urban Farm, as there are two lots near the corner of third and State as well as about three lots near the middle of State Street. Also there is a little space jutting out next to the Pocket Neighborhood space that could be used as part of the Pocket Neighborhood unit development.

On the South side of Austin Street

Two major developments proposed for the south side of Austin Street and along N. Third are 1) A Pocket Neighborhood with 10 to 12 cottages, 1000 square feet each and 2) an Urban farm. Imagine an actual working farm, albeit it small truck farm only a few blocks from the downtown square. This farm could in part be modeled after Will Allen's urban farm in Milwaukee; or it could be a strictly for-profit farm, perhaps funded through the establishment of a cooperative and run by an experienced farmer. The model might be similar to the Farmer-to-Consumer farms that are now in place all over the country, or perhaps we might come up with an

urban agricultural model that combines elements of several models for the new urban directed farm.

The pocket neighborhood would be built according to the proven design principles of Ross Chapin.

On the North side of Austin Street

This is a several blocks-long stretch of concrete and warehouse sized properties. It has a surreal look to it. I've never seen a street quite like this before. Many of them appear to be devoted to providing services for automotive repair. The three main ones are Sergio's, McSwains, and Ricks. They are all old, established businesses. The only changes I would suggest to any of these existing businesses is to add three or four barrels of orchard-sized blackberries to their front exteriors. This will connect them to culture of the Walkable Main Street Village and eventually our claim to fame not only as Walkable Main Street Village but as Garland too: "The largest blackberry patch in urban USA." The story here is that you take what you have naturally and run with it. And believe me: the blackberry is the "thing" for Garland.

223 Austin a large warehouse sized space that stretches back the entire length of the property. This might become a graphics shop where T-shirts and other artworks associated with Walkable Main are created. It is also in this space there would be a Makerspace.

209 and 129 Austin are also for rent. These two are large long buildings similar to 223. They hold all kinds of possibilities—a cotton factory perhaps that makes fabric from organic cotton grown in the Lubbock area. The key thing to remember for sustainable anchored local businesses is that their goods and services should be designed to be used/consumed primarily by the local market.

A lot of folks have lost their shirts over the past 20 years overextending to a global market and falling short of the mark. It's a lot safer to stay local and it's a lot cheaper to sell directly to your market when you can.

For that global market, let them come to **your** neighborhood as visitors to purchase your goods and services. As for investors and investments, put your money in the place where you live and thus grow the quality of your own life and that of the people who are your neighbors.