

EAST
CÉSAR
CHÁVEZ
F I E L D
G U I D E

VOLUME

01

Welcome,

It is with great pride that the East César Chávez Merchants Association invites you to explore the cultural, historical, and persevering legacy of the East César Chávez Business District. The East César Chávez Field Guide will serve as a guide to help familiarize yourself with the area, while featuring stories, poems, and narratives of the variety of interactions locals and visitors alike will experience in this bustling business district.

Located along East César Chávez Street between Interstate 35 and Pleasant Valley, there is truly something for everyone in our district. From local musicians playing your favorite tunes, mouthwatering restaurants serving up some of the finest and diverse culinary options in the City, shops filled with bountiful home goods, and a variety of professional services. Our business district has a little bit of everything.

We would also be remiss to not mention the amazing partnerships our association has built to make this field guide a realization. Thanks to the City of Austin Souly Austin Program, Public City, The Library Foundation, Bodega Visual, and the other various participants who made this dream a reality.

So, flip through the pages, experience the East César Chávez Business District through the stories and poems we have collected, and get a feel for the pulse of the "Heart of the East Side".

Sincerely,

East César Chávez Merchants Association

Bienvenidos,

Es con gran orgullo para la Asociación de Comerciantes del Distrito César Chávez invitarle a explorar el legado cultural e histórico del distrito. “La Guía del Distrito de East César Chávez” servirá para ayudarlo a familiarizarse con el distrito y al mismo tiempo le presenta historias, poemas, y narraciones sobre las diferentes interacciones que experimentan personas locales y visitantes en el distrito.

En la calle César Chávez entre la carretera Interestatal 35 y Pleasant Valley, realmente hay algo para todos los que visitan. Nuestro distrito tiene un poco de todo. Desde músicos locales que tocan sus canciones favoritas, deliciosos restaurantes que ofrecen de las mejores y diversas experiencias culinarias de la ciudad, tiendas llenas de abundantes artículos para el hogar, y una variedad de servicios.

También cabe mencionar la increíble colaboración que nuestra asociación ha creado para hacer de esta guía una realidad. Gracias al programa Souly Austin de la Ciudad de Austin, Public City, The Library Foundation, Bodega Visual, y los demás participantes que hicieron este sueño realidad.

Entonces, hojee las páginas, experimente El Distrito East César Chávez a través de las historias y poemas que hemos recopilado, y sienta el palpitar de “El Corazón del Este”.

Sinceramente,

La Asociación de Comerciantes del Distrito César Chávez

ABOUT THE LIBRARY FOUNDATION

Mission:

The Library Foundation supports the Austin Public Library by increasing awareness about the library and its importance to the community, and enhancing library collections, programs, and facilities.

History:

The Library Foundation traces its origins to two support organizations for the Austin Public Library. Beginning in 1962, the Friends of the Austin Public Library provided grassroots support for Austin's libraries by coordinating advocacy activities. Additionally, FAPL managed the Monster Book Sale, a used book sale that raised funds for the Austin Public Library. The Austin Public Library Foundation was established in 1996 to increase private support for the Austin Public Library's collections, programs, and facilities. In 2009, both the Austin Public Library Foundation and Friends of the Austin Public Library boards voted unanimously to merge, creating a single library support organization: The Library Foundation.

The Library Foundation's Badgerdog Creative Writing Program:

Badgerdog is a creative writing program based in Austin, Texas that brings professional writers into schools and community spaces to lead writing workshops with people of all ages and skill levels. Inviting them to examine the techniques of literary artists and experiment with language to communicate experience and meaning. With all of our programs, we strive to publish the work of participating writers online and in print. We also celebrate the writers in our programs with reading events on school campuses, in libraries, and venues throughout Austin.

INTRODUCTION

“Real education should consist of drawing the goodness and the best out of our own students. What better books can there be than the book of humanity?”

–César Chávez

Over a four-week period in the spring of 2019, community members gathered. They gathered in restaurants, coffee shops, bars, sidewalks, and parking lots each weekend to draw out—through writing—the goodness and best out of themselves. Through this series of community workshops, rooted in exploring the East César Chávez District, a new chapter in the book of humanity was written. You now hold it in your hands.

Before turning the next page, take a moment to breathe and recognize that this field guide is an invitation to you, the reader. We invite you to travel alongside these pages, to walk down the sidewalk, to stop and take in the murals, to listen to the heartbeat of the street, and to understand it’s all speaking to you. This is a living conversation, a dialogue that began through these workshops that now extends itself outward, inviting you to participate in your own exploration of this district. As you navigate and create your own narrative, you add your own goodness to the story of this street. What better way to live than to use to book of humanity as your guide?

Katelin Kelly

Programs Coordinator
The Library Foundation

ARTERY OF CREATIVITY

by lumi Richard-Crow

East of the endless freeway,
connector of Mexico and Canada,
bordered by generous waters,
guarded by venerable Cypress,
embroidered by Tejano-legend trails,
winding through green expanse of parks,
resting on lowland soil,
raised up by majestic pecan and oak trees.

Robert Martinez, Canterbury, Medina, Garden, Willow, Navasota, Comal,
Salina,
Pedernales.

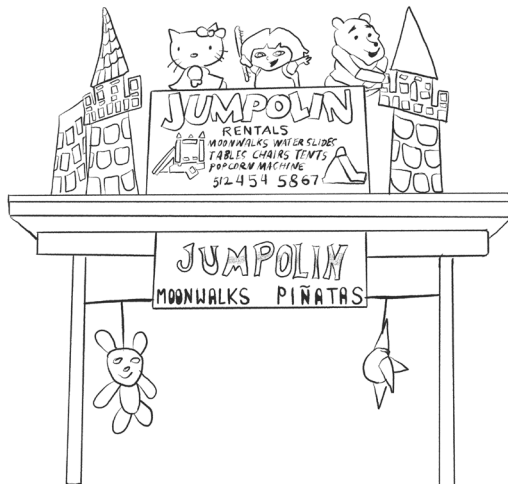
East.

César Chávez, héroe de La Raza.
Colorful Piñata Community,
Abiding old and new,
Heartbeat of Diversity,
Artery of Creativity,
drumming low-rider mufflers,
thrumming mariachi guitars,
jamming juice bar reggaetón,
Neighborhood of life and cosmos,
medley of language, collage of variety,
Wheelchairs and strollers and bicycles.
Agave blooming,

Pineapple pyramids,
murales maravillosos...

La Lotería,
La Cantante,
Si, Se Puede.
East.

Swirling flight of trapeze and silk.
Whirling music of chimes and wind.
Yearning friction of sensuous tango.
Neighborhood of contrasts and collectives,
patchwork of laughter,
potpourri of fragrance.
Windhorse and Sky Candy,
Mr. Natural and Counter Culture,
Juan in a Million and Coco Coquette,
Jumpolin and Rural Rooster,
El Mundo and Resistencia...
East.



Where else can you find chochoyote and chive dumplings,
wooden eagles and ceramic buffaloes,
tacos and bentos,
queso and cashew cheez,
comics and coworking,
horchata and craft brews,
kickboxing and meditation,
toy museums and piñata workshops,
love potions and oil changes?
East.

Beloved Community of Día de Los Muertos.
Teaching us to rise, and to never forget.
To honor our roots, and to cherish our beginnings.
To hold what is dear, protect what is weak, nurture what is dawning.
East.

OUR FAVORITE THING:

A Conversation with Cycleast's Russell Pickavance

by Carl Miron

As Austin continues winning accolades, such as “Best Places to Live” by US News & World Report, and rankings as a top tourist destination, one thing we as residents have to contend with is the growth of population and changing infrastructure. Bike shops are a necessity for a community so that locals and tourists can use bicycles for commuting, in addition to leisure activities.

Carl: How does your tagline “We make bike dreams come true” define your goal for opening up the business?

Russell: My goal was always to build a bike shop that was friendly to every person who walked in the door. When bike shops are rude or mean to people it makes me sad, and I wanted to make a place that never did that. We always try to find value-driven brands that make high quality products but don't charge you an arm and a leg.

We believe that if you get a bike that's right for you, you will actually ride it. Then you will love it, and then you will ride it more. You will need tubes, tires, tune-ups, and you'll need work. Our job is to help you. The concept is simple: What are you looking for, what's your dream, and how do we find out what that is?

Carl: As the community grows in size, so does the need for space. What made you decide to share this location with Flat Track Coffee?

Russell: I don't mind that Austin is growing. I think growth is always hard, and I think that the people in this world are not always nice to each other. We try to be a decent and good spot in the middle of that and try to help people with this one very specific thing.

Cycleast originally moved into a little tiny space on 5th Street and Pedernales,

and Flat Track was in a tiny space in Farewell books. I would go get coffee there and became friends with the owner. We moved into this space, about four and a half years ago and then about a year and a half later, Flat Track moved in with us. They were getting out of their space, and we started talking about solutions. I always wanted to have a coffee shop in here but I knew I didn't have the time to do it myself, so it worked out.

Carl: What makes Cycleast successful and connected with the East César Chávez community?

Russell: I'm an urban cyclist. I like to ride in the city, I like to commute. I like supporting people who commute by bike, so I wanted to be close to downtown as possible.

Finding a space is hard. It's not like you can say "I want to be right here!" You have to see what's available and pick the best location. We got really lucky with this building—the owners are great. Our rent is going up steadily over time, but that's just the nature of the beast. It's just what happens.

Bikes can be daunting and kind of complicated. We are very good at helping people discover what their next bike will be. We take into account your experiences on a bike, we take a look at what bikes you already have, and what you want to do next, and try to find the perfect bike for your future. We love to do that—it's our favorite thing.

EAST CÉSAR CHÁVEZ STREET

by Luis Salgado

If I could bring my abuelita here

I would show her how close we are to those skyscrapers
that I used to dream working out of when I was young.

If I could bring my abuelita here

We would drive through East César Chávez street while we listened
to sad Spanish songs and shared a cigarette.

I would ask her what would have happened
if she had married him instead.

I'd take her to see the mural that celebrates the people who share our color.
Look at the Aztec warrior who shares our blood.

I'd take her to see the mural of the Virgin Mary
and she'd hold my hand, kiss my forehead, and pray for me.

If I could bring my abuelita here

we would stare at street signs with his name carved on them
and I would ask her if she believed if I could have
a street named after me too—one day.



THE WALK SIGN IS ON

by Sean Petrie

The walk sign is on
To cross César Chávez

Step into Juan in a Million
And step back into
Time
Where these booths
And cheesy enchiladas
Have not changed since you
And your parents
First came

Cross over
To the fenced-in building
Windows dark and waiting
Did it used to be
 Happy on the outside
 Like a Jumpolin porch
 Piñata?

Stop at the corner
Hear the rumble of a souped-up car
Linger
Where a full musical life
Still echoes

In the shadows

And look ahead

To the places thriving

With the pull of the future

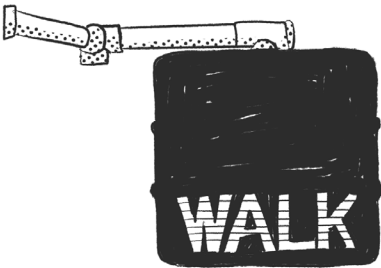
The push of the past

And the beckoning step

Of now.

The walk sign is on

To cross César Chávez.



WELCOME TO THE EAST SIDE

by Sean Petrie



Avocado Virgin Mary

Bunny piñata

Twirling in the breeze.

YOU BEAUTIFUL

Discover

Choice quality.

When in doubt

Fail.

YOU BEAUTIFUL

Custom tattoos

Persist!

Here

A tiny golden stag

A face pushing to be seen.

YOU BEAUTIFUL

Lost dog

Waiting for love.

Sunday brunch

Never been better!

Hold an important

Creature.

¡Ya llegaste!

YOU BEAUTIFUL

EL MUNDO LIFE CYCLE

by Leta Ruth Moser

Consists of
spitfire,
perspective,
gears, and
if you're blessed,
abundance kits
smattered with
light bombs,
 surprise balls, and
 gem bundles.

The result?

An oasis of
 wanderlust
liberally applied
to the canvas of life.

Then
sleep until the sun goes down.

El mundo is what you see.

 What you make,
 what you create.

<wink>



WELCOME TO THE EAST SIDE

by Leta Ruth Moser

Alas, an abnormal self—portrait of Austin.

Preserving

social glides &

natural chirps &

industrial injections.

Featuring delicious

(incognito)

oddities &

satisfying

timeless

mystical

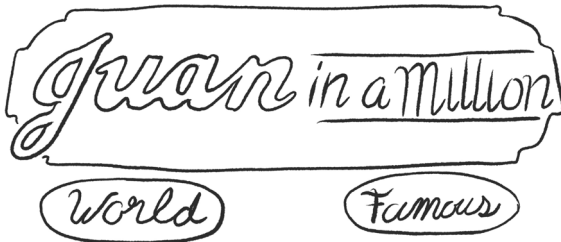
pleasures.

Standing in the footsteps of giants,

voyage

into inter-loaned

space.



FROM THE DAYWOODS TO HEYWOOD:

A Hotel's Origin & Mission

by Eileen Barber

I was in for such a treat when I stepped through the door at the Heywood Hotel and discovered this little gem on East César Chávez. It is a very tastefully decorated luxury, boutique hotel that offers an oasis from the hustle and bustle of East Austin. Kathy Setzer, the owner, was very gracious with her time and I loved learning about how this beautiful property came to be. Sit back and enjoy learning about East Austin's first boutique hotel east of IH-35.

Eileen: What motivated you to do this and how did you get started?

Kathy: The idea started around 2003 or 2004. My husband George Reynolds and I were working nonstop, sometimes eighty-hour weeks, as software designers. We had a vision of doing something for ourselves. At my job, I was known as the "Austin Ambassador"—when new employees moved to Austin, my colleagues would tell them to ask me for the best things to do in Austin and all the places to eat. Of course, some of those places are gone now. I had the idea to open a small hotel or bed and breakfast, something that felt like Austin and celebrated what makes Austin special.

Eileen: Why did you choose this neighborhood?

Kathy: We live on the Eastside, just south of here, in a home we bought almost twenty years ago. We knew and loved this neighborhood and had a connection to it.

I worked on East 5th Street and played softball at Krieg Fields on Pleasant Valley for years. I was once the women's record holder for the Don Juan Taco Competition down the street at Juan in a Million.

I was part of the volunteer team that started the Festival Beach Community Garden, and I ultimately became part of the East César Chávez Planning Team, where I served for more than four years.

I knew the neighborhood was really special and something to be celebrated. We found and fell in love with the house with its front porch, old long-leaf pine floors and wavy glass windows.

As we began to consider the idea of opening our business on East César Chávez, we worked hand-in-hand with the neighborhood planning team to make sure we were doing something in line with their vision. We worked hard to stick with the neighborhood guidelines. We walked the streets and met with neighbors to explain what we were trying to do—to preserve an original Austin home and give it a new purpose on what has become a busy commercial street. We wanted to build a business that showcased the East César Chávez neighborhood and helped people fall in love with East Austin.

Eileen: What year was this house built?

Kathy: It was built in 1925, and the two houses on either side were built around the same time, one in 1923 and the other in 1927. Through my research, I learned that our block was originally part of a larger homestead owned by the Pinget family.

Frank Pinget was from France and owned a confectionery shop on Congress Avenue in the late 1800s. He tragically died in the Great Flood of 1900, and his wife Margaret went on to raise their six children alone.

Our house was first owned by Harry and Mae Johnson. Mr. Johnson was from Sweden and worked for Southern Pacific Railroad as a switchman. Later on, the Daywood and Madrid families were long-time residents in this home,

raising multiple generations here. We have been honored to host some members of the Madrid family in our hotel.

Eileen: What has been the coolest part of the experience of owning your own hotel?

Kathy: The best part is meeting our guests. They are seeking out a more authentic experience of Austin, and we have fun providing that for them. We created a printed neighborhood map with 99 places to walk or bike to from the Heywood. The map was designed by Molly O'Halloran who lives over on East 2nd Street—I love having so many interesting and creative people as my neighbors. Our guests get that this is a real and vibrant community, and they are excited to really experience it for a weekend or longer.

Eileen: Tell me more about the hotel's design.

Kathy: The hotel is a seven-room boutique hotel. There are two rooms in the original bungalow and five rooms in an upstairs addition. The five upstairs rooms circle a central outdoor courtyard, which is really an important design feature. The hotel was designed by Chris Krager and his firm KRDB, another East Austin business. It has won architectural awards.

It was important to us to keep the appearance of the original house from the street, and to keep the feel of the original bungalow with its historic pine floors and trim. But we wanted people to have this feeling of discovery when they walked in the front door. The lobby ceiling lofts up to twenty-eight feet—the height of the original roofline, and opens up to the courtyard upstairs. It's unexpected and our guests love it—they feel inspired by the design.

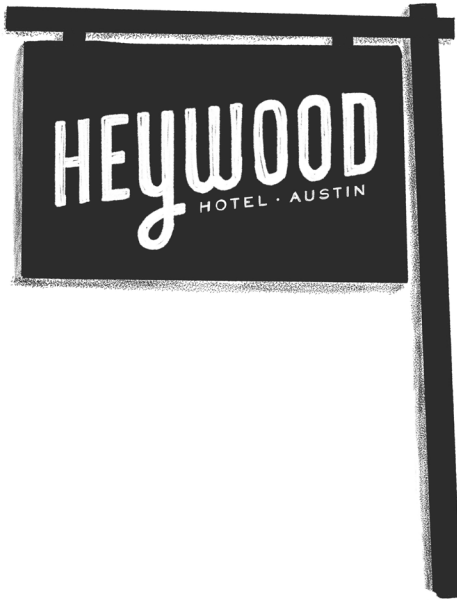
Eileen: What influenced you to open the hotel?

Kathy: In 2007, my husband and I lost seven people close to us and that was the

impetus to do something that really mattered to us. We wanted to be part of this community and be good neighbors. We wanted something that was our own, and so much of ourselves have gone into the hotel.

George handmade the walnut beds that are in each room, and our parents helped us so much when we were opening up. My mom even sewed the curtains! Our friends and family really rallied around us to help make it possible.

Eileen: How did you name the hotel?



Kathy: In the past, I worked in branding and marketing and helped name products, so this was really important to me. I came up with a thousand names and finally whittled it down to “Heyday” or “Heywood.” With feedback from my social media community, we decided that Heywood Hotel was the winner. After our first week of business, we had a family stop in to see the hotel. They said their family had lived at this address for many years, and they were curious about the name. It turns out that they were the Daywoods! I think we may have had some help from up above when we chose our name.

Eileen: Are you able to reduce your eighty-hour weeks?

Kathy: Being a business owner is a different kind of work, for sure. It’s tempting to make every minute center around the business. I have such a great staff who allows me to detach and I trust that things will be handled beautifully. We are a woman-owned and operated business. My entire staff is made up of women, most of whom have worked here for years. Our senior housekeeper has worked here for seven years, since the day we opened. Every member of our team is as devoted as I am to our mission to deliver “the perfect twenty-four hours in Austin.” We are trying to guide them to the best experiences possible for their visit here. We take our jobs as hosts very seriously and know that we are representing the city and the Eastside.

Eileen: What are you proud of in your life?

Kathy: I am extremely proud to be an Austinite. I think what makes Austin special is that so many people have chosen to live here, and they are truly vested in what makes Austin special. It is such a joy to get to promote this town on a daily basis. In my personal life, I’m proud to have a husband who supports our crazy life. We have two great dogs and just recently remodeled our ranch home (which George designed) and I love how it turned out.

Eileen: What would you recommend for me to do for the perfect twenty-four hours in Austin?

Kathy: Grab one of the Heywood's free bikes and get ready to explore! Start with a coffee at Flat Track—I love that it's located in the same shop as Cycleast, which gives it an industrious feel. You must get the migas on corn at Veracruz All Natural, it's my favorite taco in town. Ride down to the Town Lake (excuse me, I mean "Lady Bird Lake") Trail and check out the new boardwalk, maybe take a kayak lesson from the Expedition School. We've got some great shops in our neighborhood – EA/ST Co., Fail Collective, and Corocoro are on our street, and we love Stay Gold and Take Heart just north of here. For lunch, you've got to try the brisket and ribs at La Barbecue, unless you are vegetarian, then it's Mr. Natural or Counter Culture—all East César Chávez businesses! For dinner, Bufalina has the best pizza in town, and they're just next door to the Heywood.

Eileen: Is there anything else you want to share?

Kathy: We are proud to be a local, independent business, and proud of our East César Chávez community. It's my life's joy to celebrate and show off our neighborhood, and I am grateful every day to be here.

THE CORE OF THE HUMAN BEING:

An Interview with Maria “Luisa” Mendoza of Mr. Natural

by Leta Ruth Moser

What is a mother to do when a child has ongoing chronic pain? Shuttling her young five-year old daughter Luisa Mendoza from one doctor to the next, Luisa’s mother looked to Western medicine for diagnostics, solutions, anything to help her daughter from the debilitating leg pain she was experiencing. Despite multiple visits to countless facilities (complete with the sterile smells and hospital antiseptics), nothing worked. Until they went to a different kind of doctor, a naturopathic doctor.

“I was cured of all my problems,” Luisa Mendoza, founder of Mr. Natural, shares. Her life was changed, and she now wanted to share the pathway to health with others, because, as she notes, “People need to know how and why.” So, at nineteen years old, she made it her mission to help others by educating people on holistic health, and dedicated herself to promoting a wellness community and the empowering benefits of following a nutritious (and still delicious) lifestyle. While food may be the conduit for her crusade, her message is larger: nourishment is fuel for a healthy mind, body, and spirit. We must tend to all aspects.

Mr. Natural seeks to integrate Mexican and American cultures into a common mission promoting health and wholeness. “Mr.” is borrowed from English, implying a degree of formality, something to take seriously. While “Natural” comes from Luisa’s native Spanish tongue, and introduces the idea and practice of letting food “be thy medicine.” Fusing the two ideas, Mr. Natural empowers consumers to take their health—all aspects of it—seriously and seeks to inform and educate all cultures about the importance of holistic wellness. “I wanted to set the mark for Hispanic and American health to be as rich as our cultures, to go to the core of the human being,” she states.

The original site of Mr. Natural along East César Chávez replaced a Honda dealership in 1988. “It was kind of dangerous,” Luisa notes of the neighborhood then, but her work was noticed, and neighbors soon started making comments

about the bridges she was building: “You have changed East Austin. I’ve never seen white people walk on this side [of IH-35].” Gaining momentum and desegregating Austin by offering healthy, tasty food, Luisa just kept working hard to “do what needed to be done: helping people with good food, nurturing the community, and encouraging the mind/body/spirit to heal.” Luisa further observes, “The neighborhood has changed 100 percent since we began in 1988,” and worlds apart from the East Austin her father experienced (when César Chávez Street was just gravel, and buggies would come through with watermelon from Luling, Texas).

She hears intergenerational stories now, from children who have grown up with her food and teachings, now bringing back their families to continue seeding the fusion of health and intercultural wellness. One customer reminisces, “I like Mr. Natural because it reminds me of my mom, childhood, and eating healthy.” This holy trinity of wellness seems to be Luisa’s fulfillment and joy spot—to create a family of customers. It is quite intentional that her family works together—her husband and three children are all involved in the family business.

Even with the familial support, there’s a constant ebb of struggles and joys for small businesses in Austin. “There’s always hiring, and taxes. But the business must march on. We have many protections and blessings,” she shares. Her mindset seems to imply that the hard work is all worth it, and the public has agreed. In 2008, Mr. Natural won a Small Business Award (SBA) that allowed her to attend a ceremony at the White House. Then-president George W. Bush, a Texan himself, was eager to find his people. “Where’s Texas?” he asked, noticing Luisa in her short heals enthusiastically waving and smiling. There are also the on-site visits from big names—Hollywood stars frequent Mr. Natural (Ethan Hawk, Alec Baldwin, Jack Black, Matthew McConaughey, just to name a few). “I sometimes don’t know who they are, only after customers point them out do I know,” Luisa comments.

Rather than being star-struck, she continues to find ways to draw in the full community—a recent mural at Mr. Natural highlights “the best of the best”

vegetarians, and serves as a backdrop of history and inspiration. Her hope is that this visual will cultivate icons for new vegetarians, “to make the transition less intimidating by eating different. Look at what these great people did, and what they fed their bodies and minds. You can do that, too. They’re all vegetarians—César Chávez!” The mural, painted on the side of the future Mr. Natural building portrays different people with a common value. “Healthy food doesn’t have a race or culture; barriers are artificial. What do all these people have in common? They are a community of vegetarians.”

As for the community of vegetarians and vegans Mr. Natural has influenced? They will continue to build bridges to create a common health community. After all, “a strong society is to have healthy people, healthy minds, and show your goodness. We are united, we are all here. Thank God,” Luisa smiles.



ODDITIES

by Luis Salgado

Rural Roosters like César Chávez

would love this rose mural of the Virgin Mary.

A Mr. Natural of sorts taming Black Birds, Blue Owls, & Sweet Phoenixes.

He'd be Juan in a Million or an East Side Vato

with Oni Tattoos and gluten-free piercings.

He'd eat spicy noodles and drink spicy ginger beer,

Un Diablo Rojo que quere Paz.



¡SÍ SE PUEDE!

by Douglas Barber

This is God's farm in Happy Valley.

The sun warms—but never burns—the sky is there for your love.

It accepts your smiling acknowledgment with grace and humor.

Oh, to eat from fields like these,

Soft, rich earth—

we are what we eat eats.

Into that beatific mix are thrown our own realities—

misquoted, misunderstood.

a lovely rallying cry for a lovely challenge throughout the eons.

Who profits? Who pays in creaking joints and hours innumerable?

Dust, thirst, swimming heads full of heat?

Have you ever used a short hoe?

Trace forward the parade of people looking for better:

better work, better life, better possibilities.

And gas-guzzling reality subsidizes all.

Kiss those further up and kick those further down.

Culture for culture's love and warmth and embrace,

and culture to support someone else's idea of who you are.

Why you had to let everyone know:

Yes We Could.

Yes We Can.

Yes We Will!

WHAT IS NEXT

by Eileen Barber

The weeds squeeze through the cracks,
they want to exist and thrive and flourish
on East César Chávez.

Don't cherry pick who stays,
we all stay.

The fence protects the abandoned building.

What is your story? We are your ears.

Painted brick, talk to us,
we want to understand you.



BUSINESS

1102 East
 AgavePrint
 Amco Insurance
 Arts and Recreation
 Aston International Academy
 Atmosphere
 Auto Title Service
 Autopsy Tattoo Studio
 Bento Picnic
 Big Red Sun
 Blackbird Fitness
 Blue Owl Brewing
 Bread Basket
 Buckets Sports Bar
 Bud's Recording Services
 Bufalina Pizza
 Capital City Bakery
 Carol Hickey Acting Studio
 Cash Depot LLC
 Cathy's Cleaners and Alteration
 Cenote
 Christopher Taylor Timberlake Jewelry
 CIC Finance
 CITGO
 Clean Critters
 Coco Coquette
 Corocoro
 Counter Culture
 Craftsman
 Derrington Building Studio/Eastside Collective
 DoveTail Tattoo East
 Drinks Lounge
 East 1st Grocery
 East Side Food Park
 East Side Tavern
 El Buen Pastor Early Childhood Development
 Eye Like Design
 EZ Frame Fixer
 Fail Collective
 fd2s
 First Street Studio
 Flat Track Coffee
 Fuze Box Austin
 Goodworks Public Relation
 GrayDuck Gallery
 Greenstein & Kolker Law Firm
 Heywood Hotel
 Hispatex Income Tax Services
 Intero Restaurant
 JM Structural Engineering
 Juan in a Million
 Juiceland
 Jumpolin
 Juniper Italian Restaurant
 Kampfe de Stijl
 Katie Klime
 Kerlin's BBQ
 Kurry Takos
 La Barbecue
 La Catedral Del Marisco
 Lake Flato Architects
 Landis Guitars

TYPE

Hotels & Event Space
 Graphic Design, Printing, Marketing
 Legal, Insurance, & Finance
 Graphic Design, Printing, Marketing
 Education & Child Care
 Coworking/Shared Art Space
 Legal, Insurance, & Finance
 Hair, Beauty, & Tattoos
 Restaurants, Bakeries, & Cafés
 Architecture, Engineering, Landscape Design
 Fitness
 Cocktail Lounges & Beverage Sales
 Convenience Stores
 Cocktail Lounges & Beverage Sales
 Studios, Recording, & Instruments
 Restaurants, Bakeries, & Cafés
 Restaurants, Bakeries, & Cafés
 Studios, Recording, & Instruments
 Legal, Insurance, & Finance
 Household Repair, Cleaning, & Floral
 Restaurants, Bakeries, & Cafés
 Jewelry & Costume
 Legal, Insurance, & Finance
 Convenience Stores
 Pets & Veterinarians
 Jewelry & Costume
 Galleries & Gifts
 Restaurants, Bakeries, & Cafés
 Cocktail Lounges & Beverage Sales
 Architecture, Engineering, Landscape Design
 Hair, Beauty, & Tattoos
 Cocktail Lounges & Beverage Sales
 Convenience Stores
 Food Truck
 Restaurants, Bakeries, & Cafés
 Education & Child Care
 Graphic Design, Printing, Marketing
 Household Repair, Cleaning, & Floral
 Jewelry & Costume
 Graphic Design, Printing, Marketing
 Studios, Recording, & Instruments
 Restaurants, Bakeries, & Cafés
 Offices
 Graphic Design, Printing, Marketing
 Galleries & Gifts
 Legal, Insurance, & Finance
 Hotels & Event Space
 Legal, Insurance, & Finance
 Restaurants, Bakeries, & Cafés
 Architecture, Engineering, Landscape Design
 Restaurants, Bakeries, & Cafés
 Restaurants, Bakeries, & Cafés
 Party Supplies
 Restaurants, Bakeries, & Cafés
 Architecture, Engineering, Landscape Design
 Offices
 Food Truck
 Food Truck
 Restaurants, Bakeries, & Cafés
 Restaurants, Bakeries, & Cafés
 Architecture, Engineering, Landscape Design
 Studios, Recording, & Instruments

ADDRESS

1102 E. César Chávez St.
 1312 E. César Chávez St.
 2731 E. César Chávez St.
 2604 E. Cesar Chavez St
 2125 E. César Chávez St.
 2400 E. César Chávez St. #208
 2321 E. César Chávez St.
 2306 E. César Chávez St.
 2600 E. César Chávez St.
 1131 E. César Chávez St.
 2400 E. César Chávez St.
 2400 E. César Chávez St.
 2228 E. Cesar Chavez St
 2020 E. César Chávez St.
 2608 E. César Chávez St.
 1509 E. César Chávez St.
 2211 E. César Chávez St.
 130 Pedernales St #318b
 901 E. César Chávez St.
 1601 E. César Chávez St.
 1010 E. César Chávez St.
 2308 E. César Chávez St.
 909 E. César Chávez St.
 1621 E. César Chávez St.
 2112 E. César Chávez St.
 2109 E. César Chávez St.
 2302 E. César Chávez St.
 2337 E. César Chávez St.
 2000 E. César Chávez St.
 2400 E. César Chávez St. #302
 1703 E. César Chávez St.
 2001 E. César Chávez St.
 1811 E. César Chávez St.
 2207 E. César Chávez St.
 1510 E. Cesar Chavez St.
 1208 Willow St
 2012 E. César Chávez St.
 2300 E. César Chávez St.
 2612 E. César Chávez St.
 1634 E. Cesar Chavez St
 2400 E. Cesar Chavez
 1619 E. César Chávez St.
 2023 E. César Chávez St.
 1711 E. César Chávez St. No. A
 2213 E. Cesar Chavez St
 1006 E. César Chávez St.
 1609 E. César Chávez St.
 2122 E. César Chávez St.
 2610 E. César Chávez St.
 2400 E. César Chávez St.
 2300 E. César Chávez St.
 2601 E. César Chávez St.
 2605 E. Cesar Chavez St
 2400 E. César Chávez St.
 2006 E. César Chávez St.
 1405 E. César Chávez St.
 1700 E. César Chávez St.
 2730 E. César Chávez St.
 1906 E. César Chávez St.
 2711 E. Cesar Chavez St
 1711-C E. César Chávez St.
 2400 E. César Chávez St. #206

BUSINESS

Las Cazuelas
 Las Trancas
 Laura's Fajas/Permanent Beauty Institute
 Leverage Marketing
 Lewis Carnegie
 Long Motor Supply
 Lou's Bodega
 Love+Roots
 Lulu Belle Salon
 Lupita's Hair Salon
 Marfiel's Tailor
 Maris Maldone Calderone Makeup Artistry
 Mission Dogs
 Mission Funeral Home
 Momark Development: Humanist Housing
 Mongers
 Mr. Natural Center
 Nepantla, USA
 Outdoor Voices
 Outdoorsy.com
 Paz Veterinary
 Peacock Salon
 Pearl Hair + Makeup Studio
 PHLUR, Inc.
 Pinata Party Palace
 Pitchfork Pretty
 PrintPress
 Prizer Gallery
 Quickie Pickie
 Raw Goods
 Rosehip Flora
 Rural Rooster Print & Design
 Ruth's Party Land/Pinata Party Palace
 Salvage Thrift
 Sandra Lee Moreno Attorney at Law
 Sara Jordan Photography
 Scotty's BBQ
 Shaman Modifications
 Shed Barber and Supply
 Shell
 Sock Club
 Soma Vida
 Southside Flying Pizza
 Spitfire Girl
 Stay Gold
 Studio A Group
 Sweet Chive
 Switched On
 Swoon
 Taqueria Chapala
 Taquerias San Luis Jr.
 Thai-licious
 The Back Pack
 The Cast Station, Inc.
 The Sign Shop
 The Studio
 The Vegan Nom
 Viany's Beauty Salon
 Weather Up
 Zeke's Liquor
 Zyme

TYPE

Restaurants, Bakeries, & Cafés
 Food Truck
 Hair, Beauty, & Tattoos
 Graphic Design, Printing, Marketing
 Graphic Design, Printing, Marketing
 Automotive
 Restaurants, Bakeries, & Cafés
 Hair, Beauty, & Tattoos
 Hair, Beauty, & Tattoos
 Hair, Beauty, & Tattoos
 Household Repair, Cleaning, & Floral
 Hair, Beauty, & Tattoos
 Restaurants, Bakeries, & Cafés
 Funeral Services
 Architecture, Engineering, Landscape Design
 Restaurants, Bakeries, & Cafés
 Restaurants, Bakeries, & Cafés
 Art Space
 Offices
 Offices
 Pets & Veterinarians
 Hair, Beauty, & Tattoos
 Hair, Beauty, & Tattoos
 Offices
 Party Supplies
 Restaurants, Bakeries, and Cafés
 Coworking/Shared Art Space
 Galleries & Gifts
 Convenience Stores
 Food Truck
 Household Repair, Cleaning, & Floral
 Graphic Design, Printing, Marketing
 Party Supplies
 Galleries & Gifts
 Legal, Insurance, & Finance
 Galleries & Gifts
 Food Truck
 Hair, Beauty, and Tattoos
 Hair, Beauty, and Tattoos
 Convenience Stores
 Offices
 Coworking/Shared Art Space
 Restaurants, Bakeries, & Cafés
 Galleries & Gifts
 Cocktail Lounges and Beverage Sales
 Architecture, Engineering, Landscape Design
 Restaurants, Bakeries, & Cafés
 Studios, Recording, and Instruments
 Hair, Beauty, & Tattoos
 Restaurant/Café/Cocktail Lounge
 Food Truck
 Food Truck
 Offices
 Studios, Recording, and Instruments
 Graphic Design, Printing, Marketing
 Hotels and Event Space
 Food Truck
 Hair, Beauty, and Tattoos
 Cocktail Lounges and Beverage Sales
 Cocktail Lounges and Beverage Sales
 Offices

ADDRESS

1701 E. César Chávez St.
 1210 E. César Chávez St.
 2412 E. César Chávez St.
 2400 E. César Chávez St.
 1312 E. César Chávez St.
 1200 E. César Chávez St.
 1900 E. César Chávez St.
 1607 E. César Chávez St.
 2109 E. César Chávez St.
 1210 E. César Chávez St.
 2703 E. Cesar Chavez St
 1601 E. César Chávez St.
 1701 E. César Chávez St.
 1615 E. César Chávez St.
 1711 E. César Chávez St. Suite B
 2401 E. César Chávez St.
 1901 E. César Chávez St.
 1209ii E. César Chávez St.
 1642 E. César Chávez St.
 1114 E. César Chávez St.
 2400 E. César Chávez St. #100
 1519 E. César Chávez St.
 1601 E. César Chávez St.
 2400 E. César Chávez St. #320
 1704 E. César Chávez St.
 2708 E. César Chávez St.
 1209 E. César Chávez St.
 2023 E. César Chávez St.
 2027 E. César Chávez St.
 1906 E. César Chávez St.
 1711 E. César Chávez St.
 2602 E. Cesar Chavez St
 2017 E. César Chávez St.
 2308 E. Cesar Chavez
 2117 E. César Chávez St.
 1601 E. César Chávez St. Unit 104
 2370 E. César Chávez St.
 1601 E. César Chávez St.
 2400 E. César Chávez St.
 1700 E. César Chávez St.
 2400 E. César Chávez St. Unit 102
 2324 E. César Chávez St.
 2702 E. César Chávez St.
 2514 E. César Chávez St.
 1910 E. César Chávez St.
 94 Navasota
 515 E. César Chávez St.
 2400 E. César Chávez St.
 911 E. Cesar Chavez St.
 2101 E. César Chávez St.
 2730 E. César Chávez St.
 2730 E. César Chávez St.
 2400 E. César Chávez St. #206
 130 Pedernales St #318
 1208 E. César Chávez St.
 2400 E. César Chávez St. #212
 2324 E. César Chávez St.
 2711 E. César Chávez St.
 1808 E. Cesar Chavez St
 1711 E. César Chávez St. Ste D
 1646 E. César Chávez St.

Disclaimer: The Business list is representative of businesses as of June 2019.

E 2ND ST

Murals of East César Chávez



2 1200 E César Chávez St.
Si Se Puede (Long Motors)



8 2461 E César Chávez St.
Armadillo by Esao Andrews (Pedernales complex)

ADDITIONAL MURALS & ART

- a Girl with Mug: 1201 E César Chávez St
- b Octopus Bike Rack by 20 Digit Design: E César Chávez (Cenote)
- c East Side at Pedernales: 2421 E César Chávez (Foundry International)
- d Welcome to the East Side (bison): 2514 E César Chávez St (Spitfire Girl)
- e Statue at Bud's: 2612 E César Chávez (Bud's Recording Services)

CIVIC SITES

Pan American Neighborhood Park, 2100 E 3rd St

Tejano Music Legends & Healthy Walking Trail along E César Chávez & Holly Neighborhoods

Disclaimer: The public art and murals listed are based on the Cultural Asset Mapping Project completed in 2016 and may not reflect new pieces, changes or ones interpretation of art

WALLER ST

COMAL ST

EAST CÉSAR CHÁVEZ

INTERSTATE 35

PLEASANT VALLEY



1 1105 E César Chávez St.
Terrazas Branch, Austin Public Library



4 1811 E César Chávez St.
Gandhi Mirrors and Our Lady
by Stephanie Distefano (East 1st Grocery)

CHICON ST

ROBERT T MARTINEZ ST

PEDERNALES ST



3 1619 E César Chávez St.
Loteria & Selena by Arte Texas (Cycleast)



5 1901 E César Chávez St.
Vegetarians of the World by Luis Angulo (ULOANG) (Mr. Natural)



6 2101 E César Chávez St.
Selena by Federico Taqueria Chapala)



7 2131 E César Chávez St.
ICUART by ICU Art

WILLOW ST

