Central Health Brackenridge Campus

Central Health Brackenridge is a 14.3-acre medical campus contiguous to a medical school, teaching hospital, the Waller Creek Park system and the Central East area of downtown Austin, a residential, ethnically-mixed neighborhood. Central East Austin is experiencing rapid growth and is in a period of economic growth, but many residents are not benefitting. Many are priced out from gentrification as the northeast downtown area is pursuing high-density development projects and planning for an innovation zone.

In 2014, Central Health initiated a master planning process for the Brackenridge campus to address the significant changes occurring in the delivery of health care. The master plan is intended to provide a long-term redevelopment program for the land and buildings on the campus that sustains Central Health’s mission to provide access to health care for those who need it most. The area has completed an assessment phase and is undergoing a community and stakeholder input process. Equity and resilience are already essential components for the successful redevelopment of this community asset.

Why this Neighborhood?

As plans progress to improve Austin’s transportation infrastructure and bolster the city’s urban transit system, the redevelopment of the Brackenridge Campus presents the opportunity to create a vibrant and sustainable hub supporting health, innovation, conservation and community. Austin is in a period of economic growth, but many residents are not benefitting. Many are priced out of Central Austin and losing access to housing, jobs and services. The Campus development has the potential to provide affordable housing and enhance mobility options with a new street grid and access points to services. It will support the medical school and new teaching hospital and the planned innovation zone with new facilities such as wet labs and incubator space.  Mixed-access points to services. It will support the medical school and new teaching hospital and the planned innovation zone with new facilities such as wet labs and incubator space.

**Neighborhood CHALLENGES:**

1. Advancing Central Health’s efforts to provide access to health care to those who need it most and promote Travis County as a model healthy community.
2. Promoting uses and programs at the Central Health Brackenridge Campus that support the short- and long-term fiscal stability of Central Health and deliver returns for the citizens and taxpayers of Travis County.
3. Strengthening and expanding relationships with health and wellness providers, collaborate with other public-sector entities, and help advance the goals of the larger community.

**Neighborhood PRIORITIES:**

1. Replace the current revenue stream from the rental of facilities on the Campus with other, revenue-producing activities that are consistent with Central Health’s Guiding Principles of mission, stewardship and partnership.
2. Integrating and balancing the interests of adjacent stakeholders, including UT, City of Austin, Downtown and Central East Austin neighborhoods; the Waller Creek Conservancy - within the final Central Health Brackenridge Campus Master Plan.
3. Establishing performance-based sustainability metrics that contribute to the “measure of success” for the broader project.