

# **DOWNTOWN AUSTIN PLAN**

Parks and Recreation Board

25 January 2011



## THE DOWNTOWN AUSTIN PLAN: WHY?

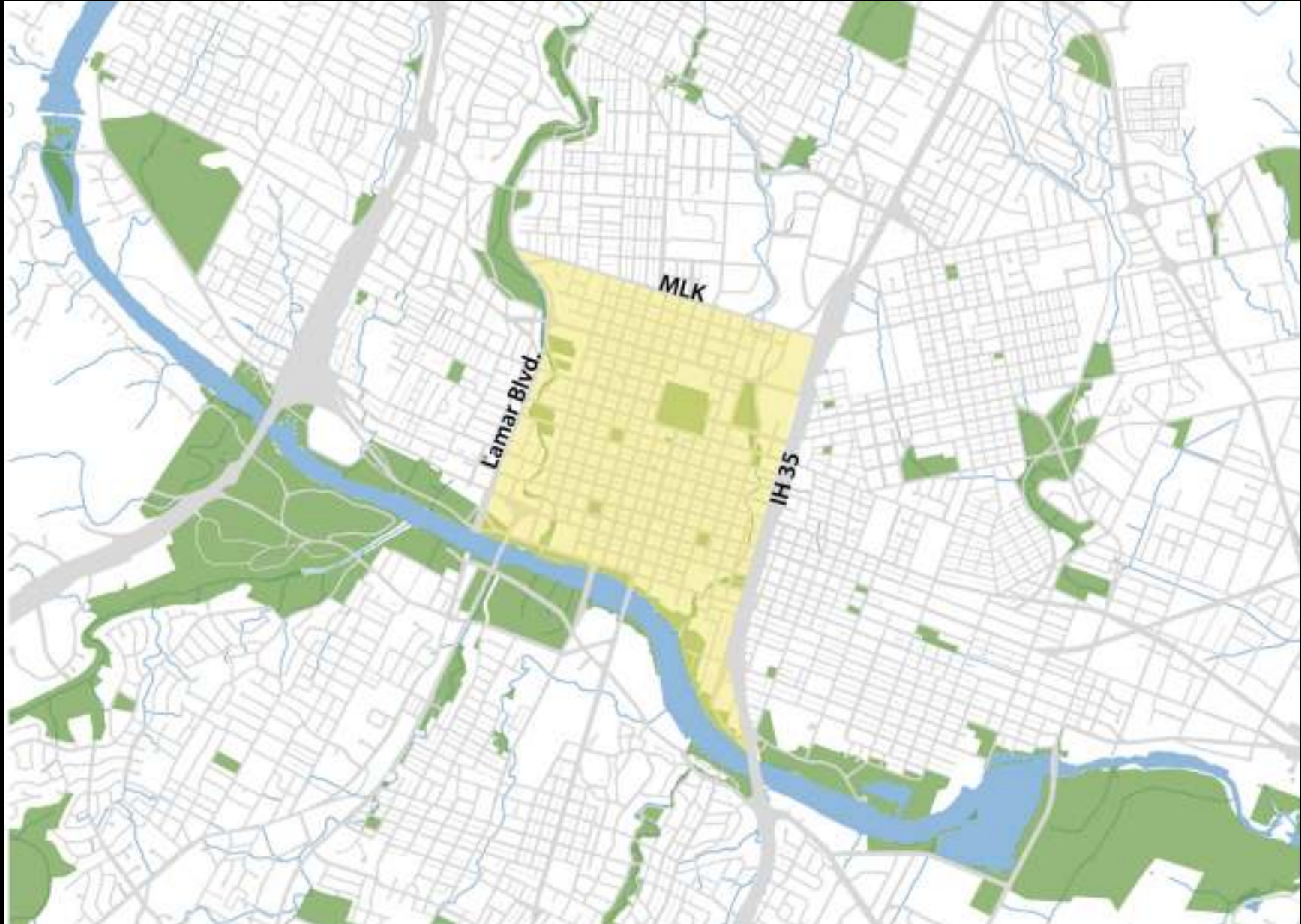
### COUNCIL RESOLUTION 20051215-056 (Dec. 15, 2005):

- Directed City Manager to initiate Downtown Austin Plan.
- Established Plan boundaries.
- Directed the Plan to address certain issues, including:
  - Ordinance modernizations, including FAR and height standards.
  - Recommendations for the possible sale and redevelopment of government-owned land.
  - Recommendations on rail alignments.
  - Recommendations on affordable work force housing.

### COUNCIL RESOLUTION 20080605-046 (June 5, 2008):

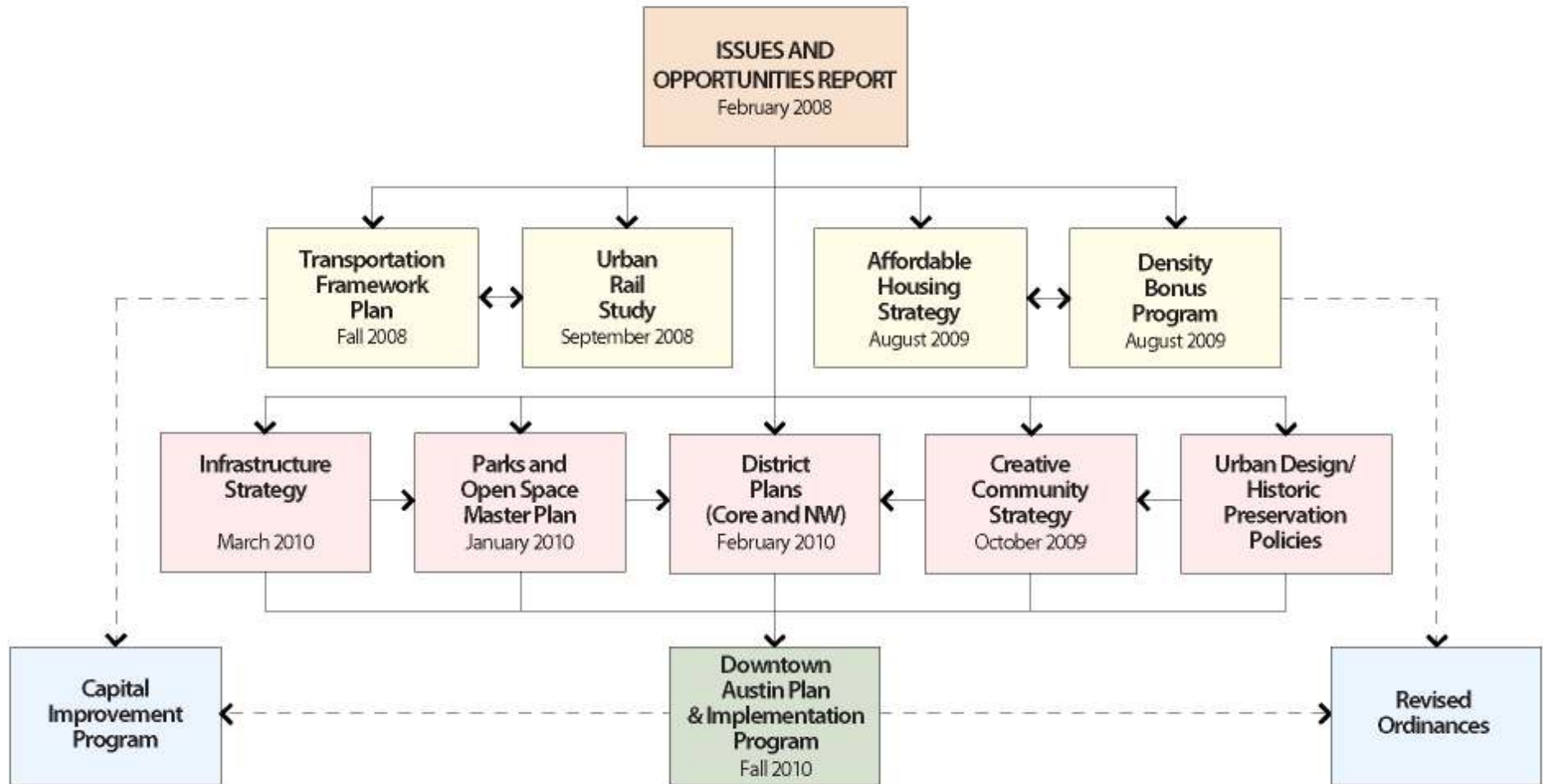
- Directed that the Downtown Austin Plan should include a Downtown Parks and Open Space Master Plan

# THE DOWNTOWN AUSTIN PLAN: WHAT?



# THE DOWNTOWN AUSTIN PLAN: WHAT?

A vision for the development of Downtown for the next 20 years,  
and an implementation strategy to achieve that vision.





## THE DOWNTOWN AUSTIN PLAN: WHERE ARE WE?

- City Council Work Session: Nov 2010
- Board and Commission Review: Jan – Mar 2011
- Planning Commission Public Hearing and Action: ~ Apr 2011
- City Council Public Hearing and Action: ~ May 2011

# PLAN OVERVIEW

1. Why a Downtown Plan?
2. What is the community's vision?
3. Seven transformative steps toward the vision.
4. The organization of the Plan.
5. Plan recommendations.



## WHY A DOWNTOWN PLAN?

The Plan addresses key opportunities and risks in a holistic and proactive way.

### KEY RISKS:

- Accessibility and Mobility
- Loss of Authenticity and Soul
- Continued Role as Live Music Capital
- Affordability and Inclusivity
- Scale and Character
- Quality of the Public Realm
- Economic Position in the Region

# OUR COMMUNITY'S VISION FOR DOWNTOWN



## DENSE AND LIVABLE:

A pattern of development that supports vibrant daytime and nighttime activities.



# OUR COMMUNITY'S VISION FOR DOWNTOWN



## INTERCONNECTED AND ENGAGING:

Streets, parks and public spaces that instill a unique sense of place and community.

# OUR COMMUNITY'S VISION FOR DOWNTOWN



## MULTI-MODAL:

A transportation system that's convenient, sustainable, affordable, and a viable alternative to the automobile.



# OUR COMMUNITY'S VISION FOR DOWNTOWN



## **HISTORIC:**

A beloved fabric of places, buildings, and landscapes that celebrate Austin's unique journey over the past 170 years.

# OUR COMMUNITY'S VISION FOR DOWNTOWN

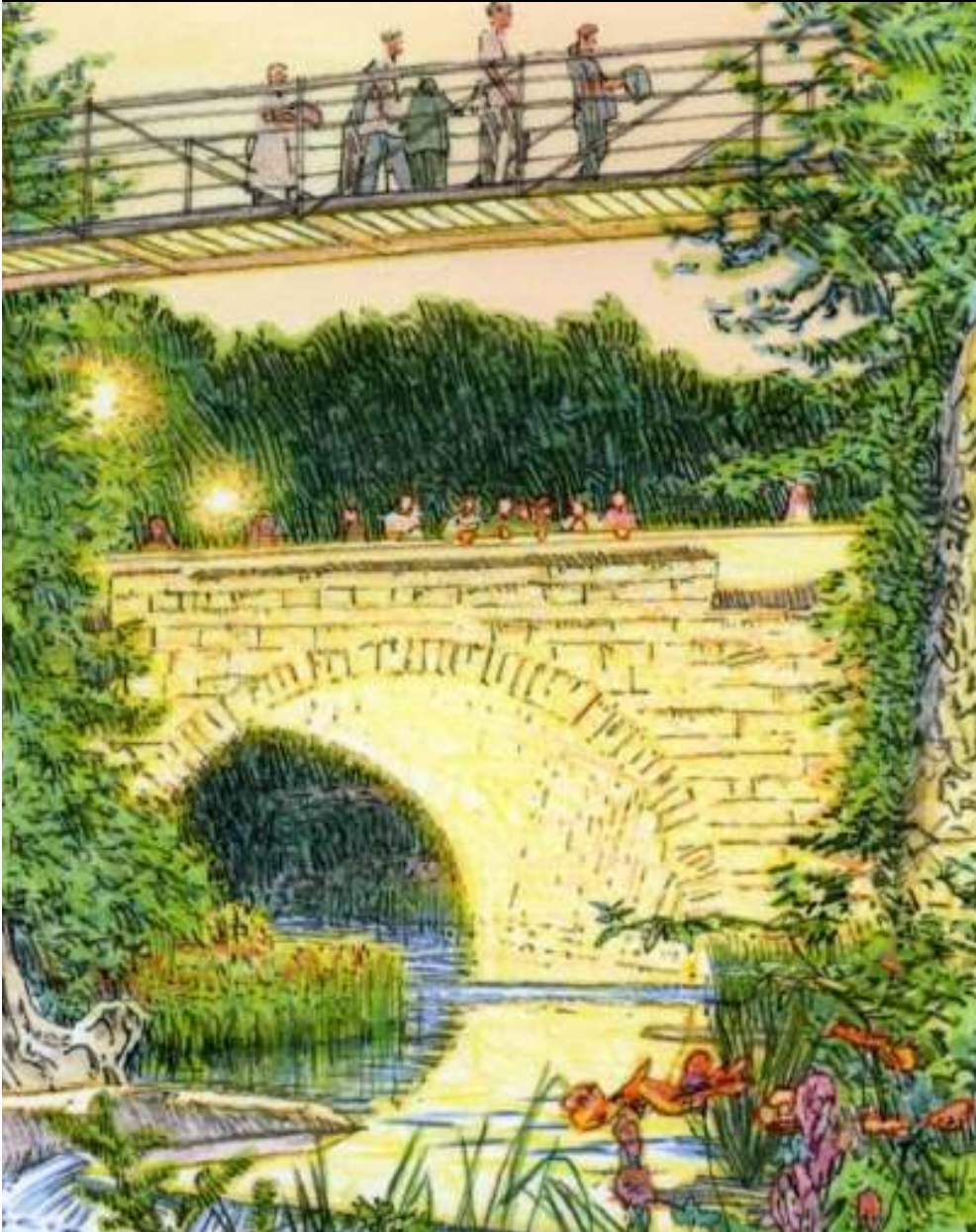


## CREATIVE:

A variety of districts and destinations that support creative expression through art, music, theater and dance.



# OUR COMMUNITY'S VISION FOR DOWNTOWN



## CONNECTED TO NATURE:

A green “necklace” extending from Lady Bird Lake along Waller and Shoal Creeks into surrounding neighborhoods.

# OUR COMMUNITY'S VISION FOR DOWNTOWN



## DIVERSE AND INCLUSIVE:

Welcoming – with a wide range of choices – for individuals and families with diverse social and economic backgrounds.



# OUR COMMUNITY'S VISION FOR DOWNTOWN



## **ECONOMICALLY VIBRANT:**

An array of innovative businesses attracted to Downtown by its rich human capital and unique sense of place.



# SEVEN TRANSFORMATIVE STEPS IN THE NEXT TEN YEARS



1. Initiate a new generation of Downtown signature parks.



# SEVEN TRANSFORMATIVE STEPS IN THE NEXT TEN YEARS



2. Complete the first phase of urban rail.

# SEVEN TRANSFORMATIVE STEPS IN THE NEXT TEN YEARS



3. Re-imagine Sixth Street as a destination for everyone.



# SEVEN TRANSFORMATIVE STEPS IN THE NEXT TEN YEARS



Step Up on 5<sup>th</sup>, Santa Monica, CA, Brooks + Scarpa Architecture

4. Provide permanent supportive housing.

## SEVEN TRANSFORMATIVE STEPS IN THE NEXT TEN YEARS



5. Invest in Downtown infrastructure and water quality.



# SEVEN TRANSFORMATIVE STEPS IN THE NEXT TEN YEARS



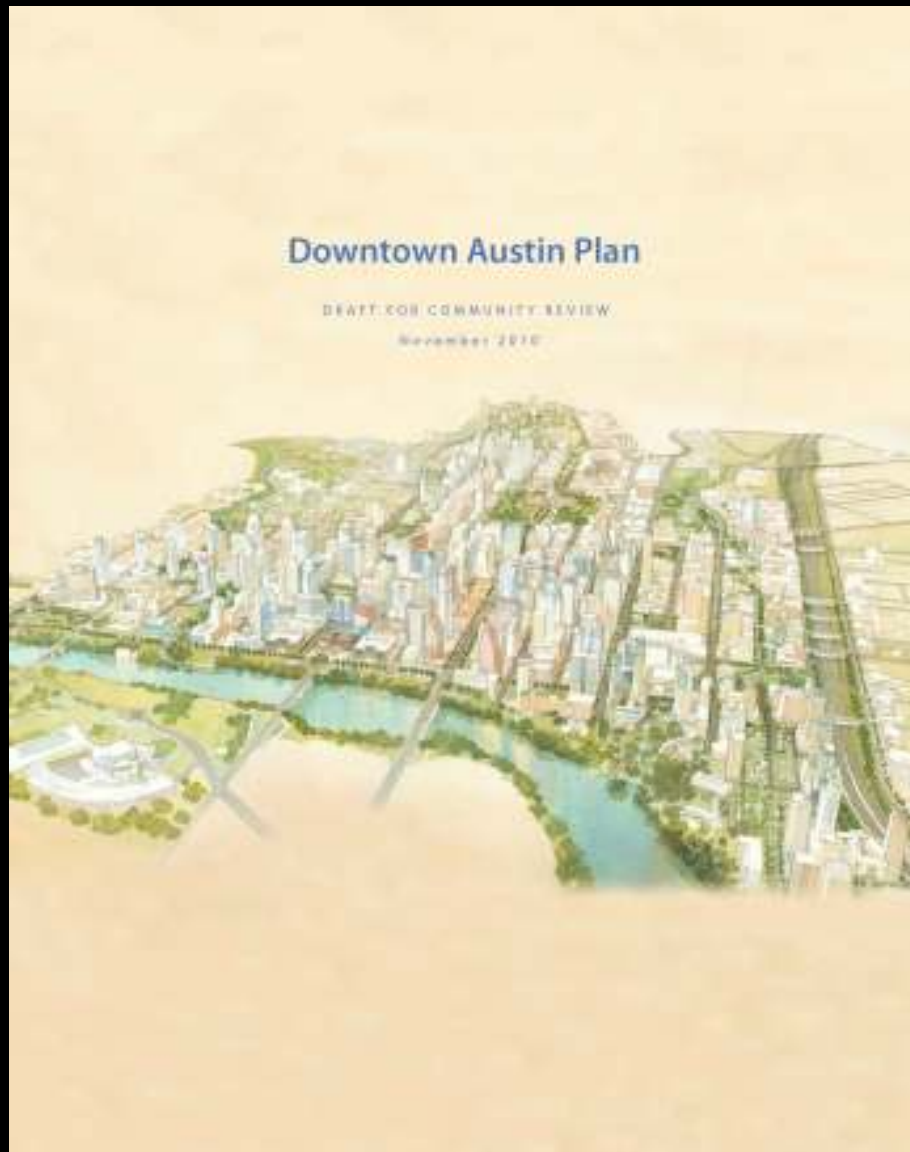
6. Amend the Land Development Code.

# SEVEN TRANSFORMATIVE STEPS IN THE NEXT TEN YEARS



7. Establish an Economic Development Corporation.

# PLAN ORGANIZATION



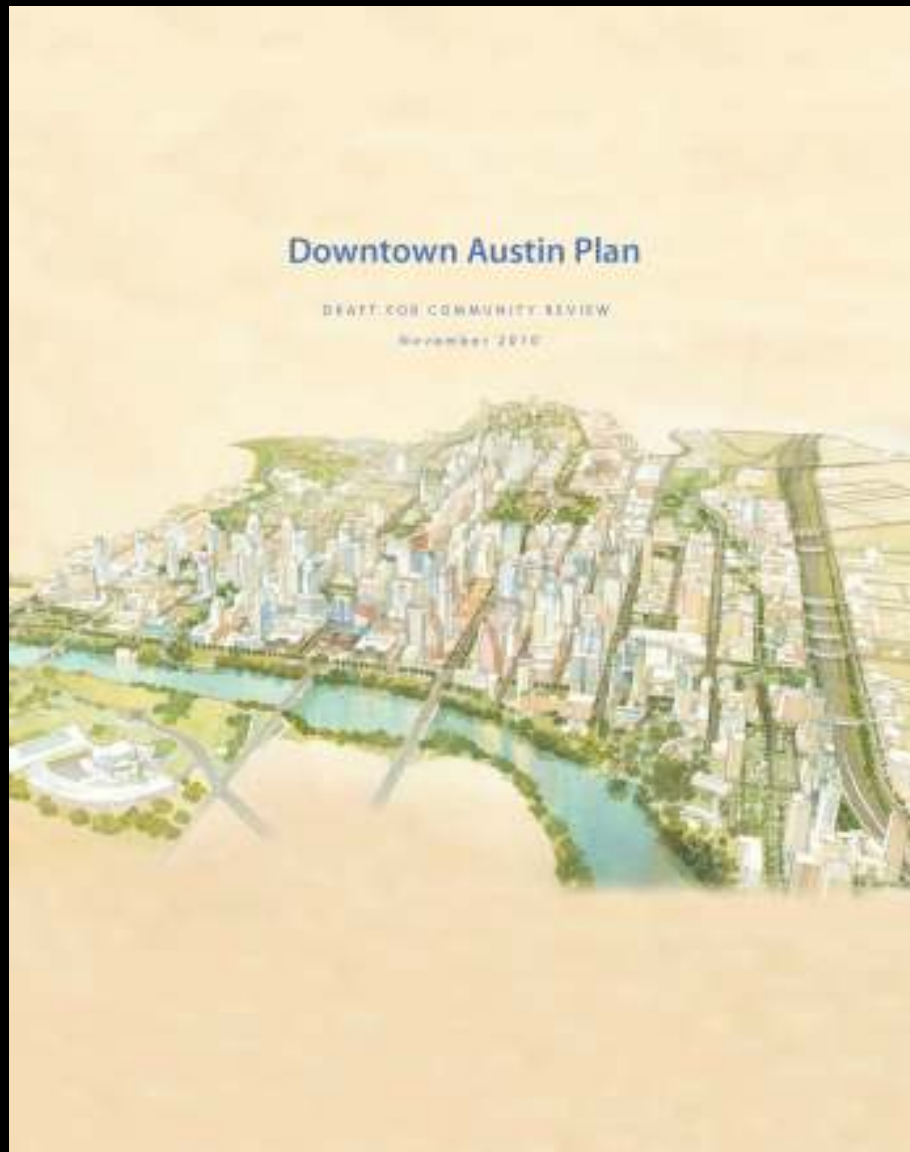
Part One:  
Executive Summary

Part Two:  
Downtown Districts

Part Three:  
The Plan Elements



# PLAN ORGANIZATION



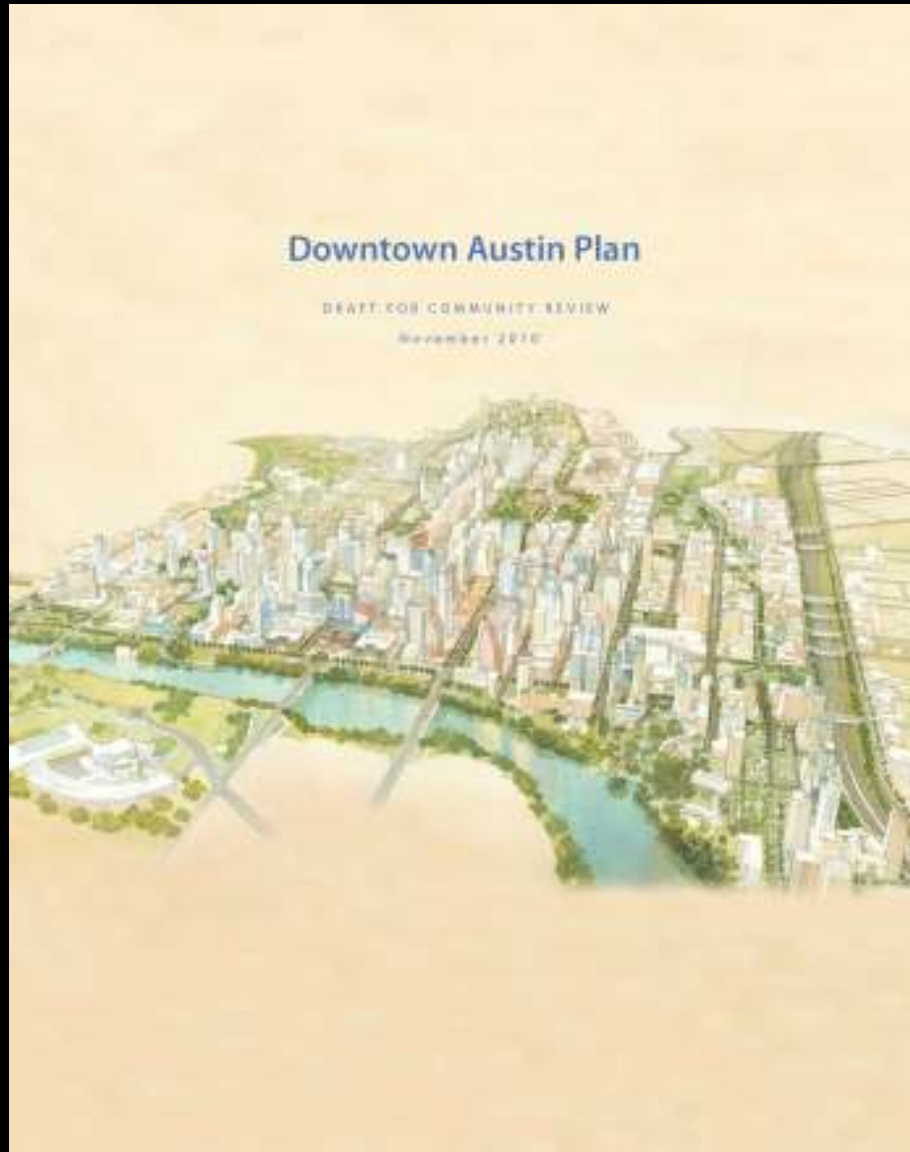
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# DOWNTOWN DISTRICTS

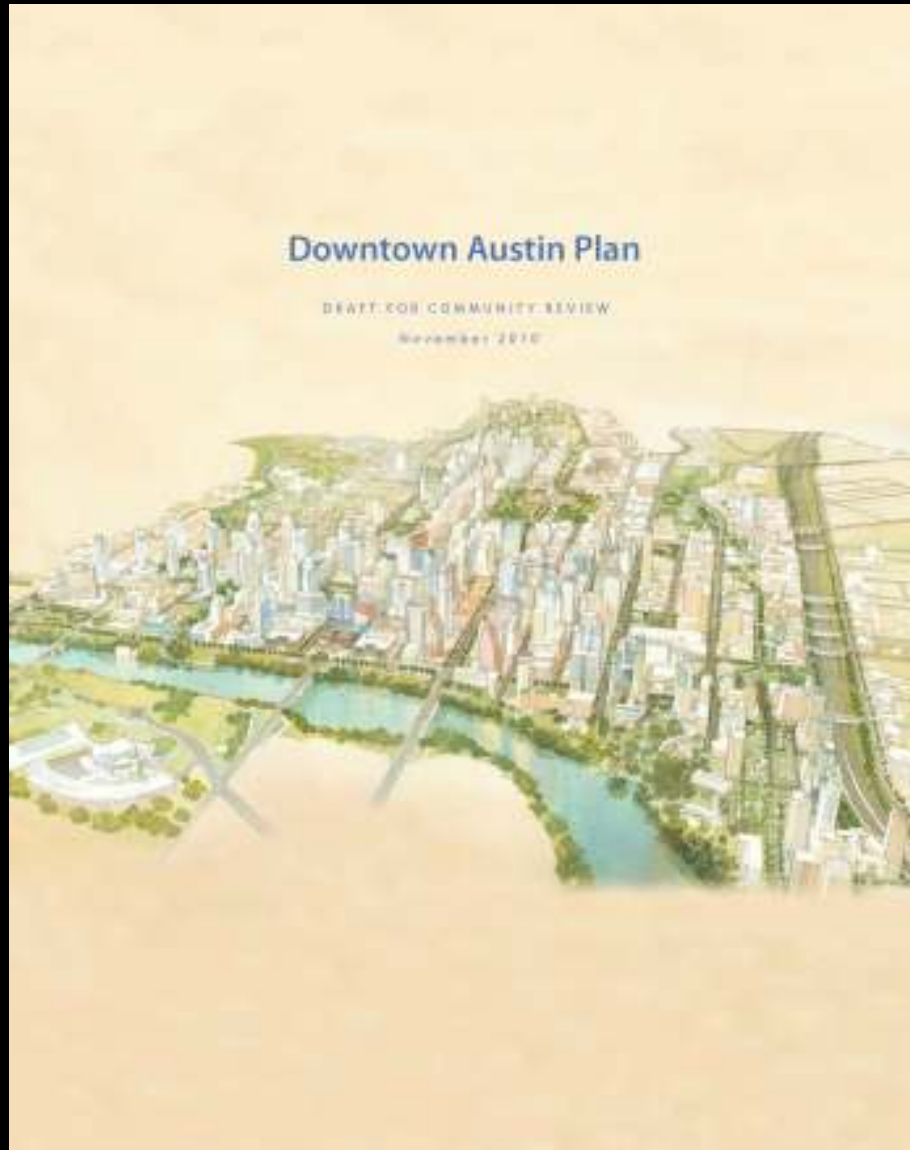


## Nine Districts

- Issues, objectives and priorities established with stakeholders from each District.
- Recommendations from each District incorporated into DAP Report.
- Three detailed District Plans completed:
  - Core & Waterfront
  - Northwest
  - Waller Creek



# PLAN ORGANIZATION

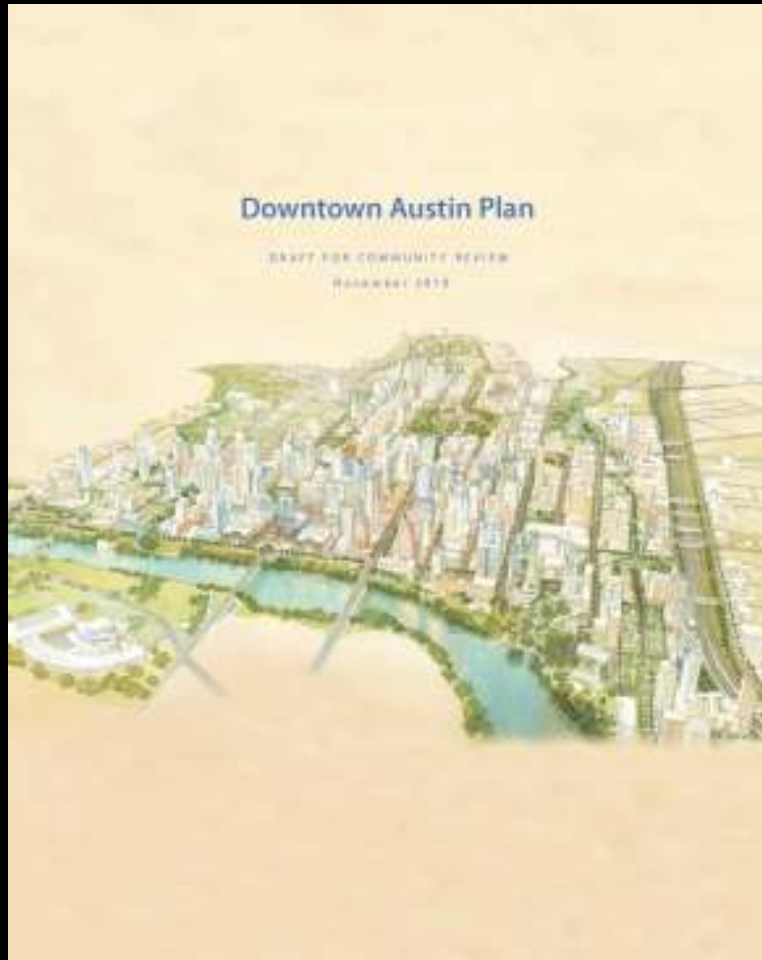


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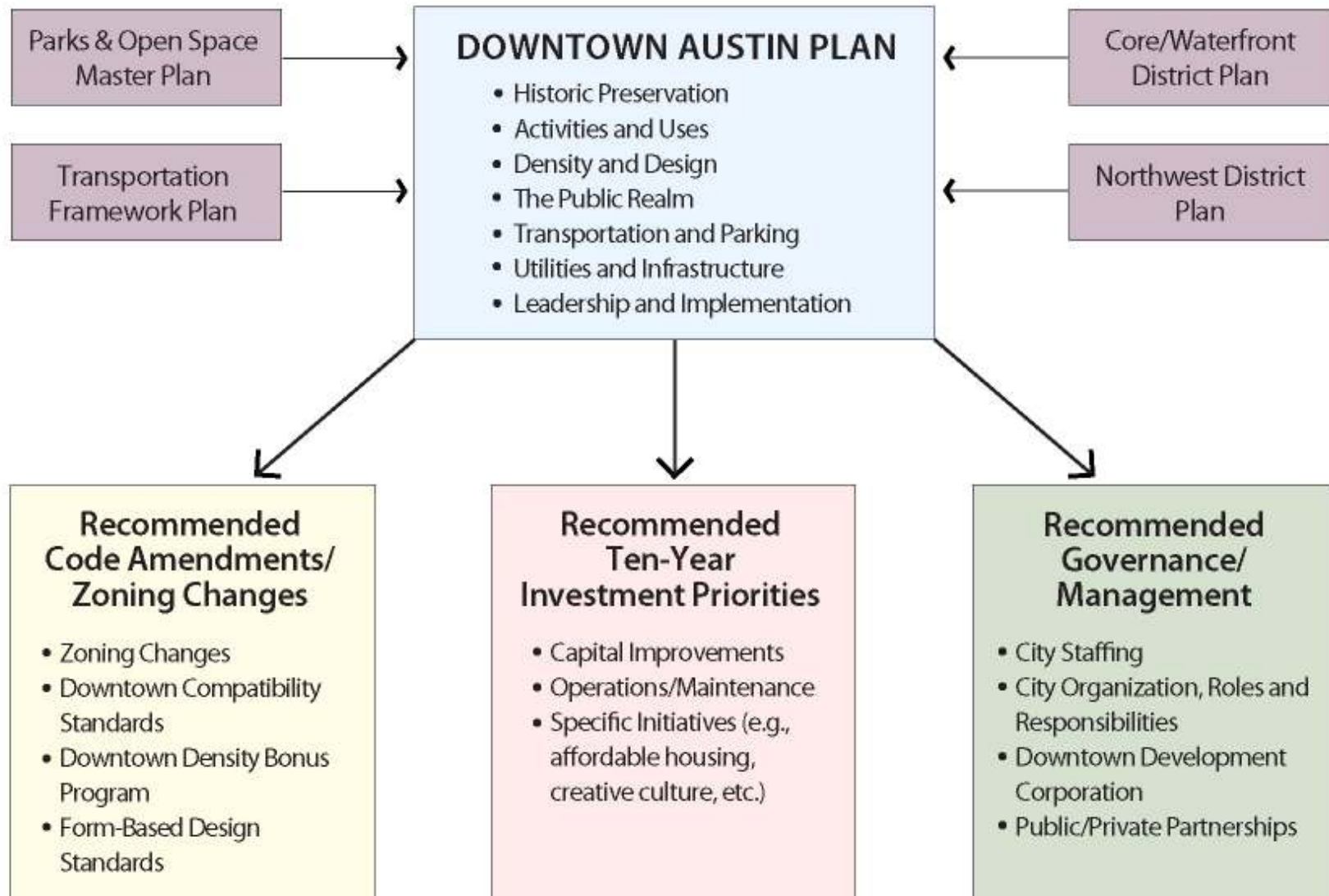


The “Plan Elements” contain over 100 implementation-oriented recommendations about:

1. Historic Preservation
2. Activities and Uses
3. Density and Design
4. The Public Realm
5. Transportation and Parking
6. Infrastructure and Utilities
7. Leadership and Implementation



# PLAN RECOMMENDATIONS



## PROPOSED NEXT STEPS

- Board and Commission Review: Jan – Mar 2011
- Planning Commission Public Hearing and Action: ~ Apr 2011
- City Council Public Hearing and Action: ~ May 2011

See [www.cityofaustin.org/downtown](http://www.cityofaustin.org/downtown) to review the Downtown Austin Plan and its supporting documents.

For more information, contact Jim Robertson at [jim.robertson@ci.austin.tx.us](mailto:jim.robertson@ci.austin.tx.us) or (512) 974-3564.



## **DOWNTOWN AUSTIN PLAN**

# **PARKS AND OPEN SPACE MASTER PLAN**



**Parks and Recreation Board  
25 May 2010**



Parks and Recreation Board  
Regular Meeting  
May 25, 2010

A motion to recommend approval of the Downtown Plan – Parks and Open Space Master Plan with the caveat that the Parks Department come up with specific strategies to fund the improvements/recommendations suggested in the Master Plan was made by Board Member Hill, seconded by Board Member Francell. Motion carried 6-0.

Vote count: Members voting aye: Board Chair Guerrero, Rivera, Lee, Perales, Hill and Francell.

Members voting nay: None

Members off dias: Board Vice-Chair Marler

## PLAN RECOMMENDATIONS

# TEN-YEAR INVESTMENT PRIORITIES



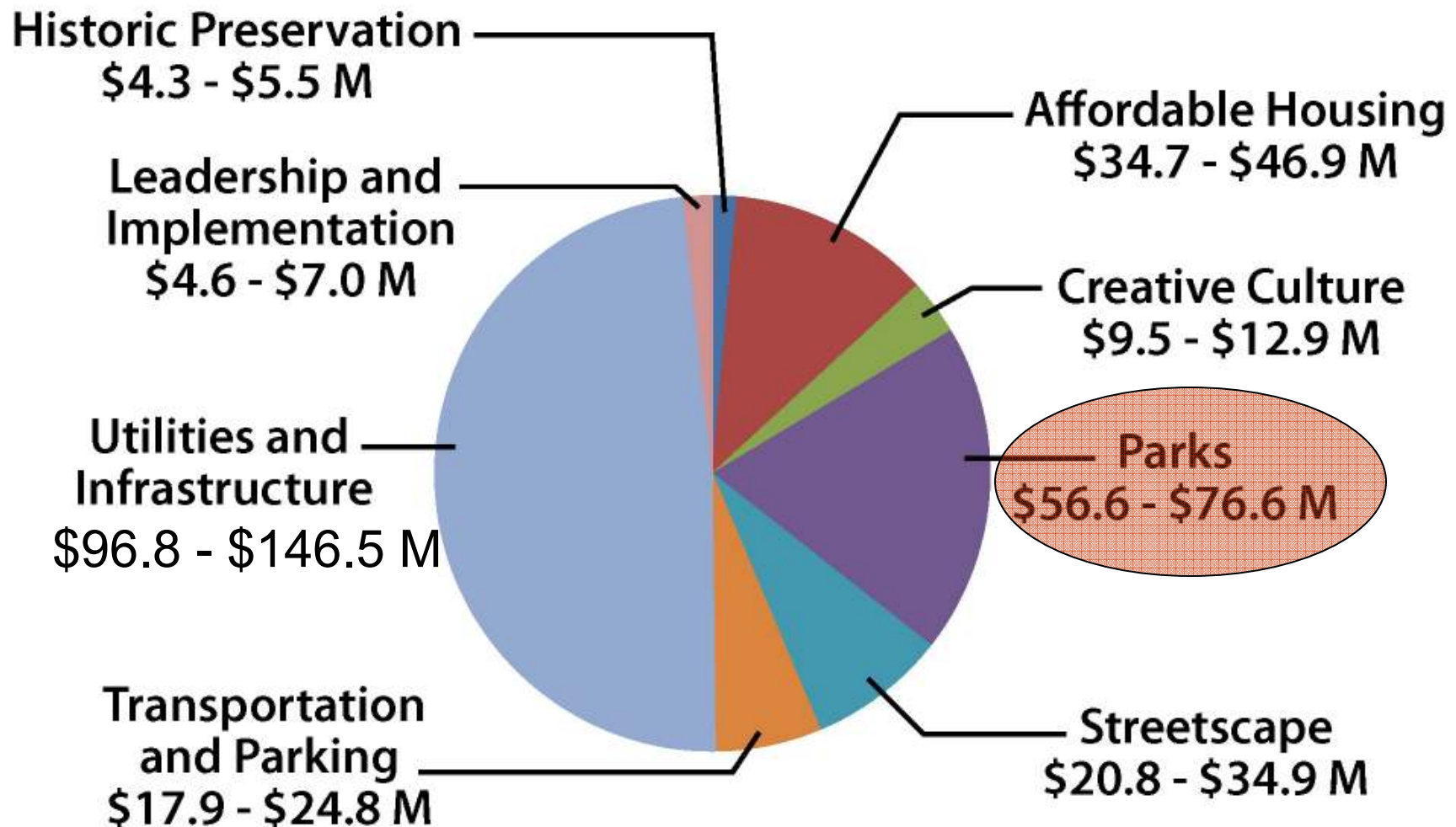
# TEN-YEAR PRIORITY PROGRAM (2012 – 2021)

PRIORITY INVESTMENTS = \$250M to \$350M

- HISTORIC PRESERVATION \$4.3 to \$5.5 million
- AFFORDABLE HOUSING \$34.7 to \$46.9 million
- CREATIVE CULTURE \$8.6 to \$11.6 million
- **PARKS** **\$55.7 to \$75.3 million**
- STREETSCAPES \$20.8 to \$34.9 million
- TRANSPORTATION \$17.9 to \$24.8 million (not incl. urban rail)
- UTILITY/INFRASTRUCTURE \$100.6 to \$144.0 million
- LEADERSHIP/IMPLEMENTATION \$3.8 to \$6.0 million

# TEN-YEAR PRIORITY PROGRAM (2012 – 2021)

PRIORITY INVESTMENTS = \$250M to \$350M



# TEN-YEAR PRIORITY PROGRAM (2012 – 2021)

## PARKS: \$57 to \$77 million

1. Increase PARD's annual O&M budget; Develop Furnishing/Signage Master Plan; Create Downtown Parks project manager role. (\$900k to \$1.2m per year)
2. Plan, Design and Implement Signature Parks:
  - Waller Creek (\$31m to \$42m)
  - Palm Park (\$6m to \$8m)
  - Waterloo Park (\$7 to \$10m)
  - Brush Square (\$3 to \$4m)
3. Prepare long-term plan/design for:
  - Wooldridge Square (\$500k to \$700k)
  - Old Bakery (\$100k to \$200k)

