

DOWNTOWN AUSTIN PLAN

Staff-Recommended Amendments to Final Downtown Austin Plan

Note: Wherever a change is made in a heading that appears in either the Table of Contents or the "Summary of Goals and Recommendations" (pages 20 through 27), that same change will be made in both of those locations.

Proposed Amendments:

1. Page 33 ("Summary of District Goals"): Rainey Street district - Revise last bullet to read "Preserve existing tree canopy along Rainey Street to the maximum extent possible".
2. Page 33 (Summary of District Goals): Add Judges Hill and UT/Northwest Districts with note that the DAP proposes no changes to those two districts.
3. Page 37 (Core/Waterfront District): Insert a new final bullet item, stating: "Explore the creation of a '5th Street Mexican American Heritage Corridor' linking Republic Square to Saltillo Plaza."
4. Page 45 (Uptown/Capitol District): Modify the second bullet under "Urban Design Priorities" to "Consistent with both the 1956 and 1989 Capitol Area Plans, concentrate new State of Texas buildings along North Congress Avenue to create a civic mall, with minimum setbacks from North Congress Avenue of 40 feet."
5. Page 57 (Waller Creek District): Insert a new final bullet item, stating: "Explore the creation of a '5th Street Mexican American Heritage Corridor' linking Republic Square to Saltillo Plaza."
6. Page 61 (Rainey Street District): Substitute the following language for the 5th bullet in the "Urban Design Priorities" section: "In order to ensure compatibility with the existing low-rise pattern of houses, require mid- and high-rise new development buildings to have a streetwall and stepback that is compatible with the existing low-rise pattern."
7. Page 79 ("Proposed Downtown Zoning Changes" map) – Modify the map to reflect the latest proposed zoning changes for Capitol Complex, as shown on the map attached to these staff-recommended amendments.
8. Page 80 (AU-1.4):
 - Change heading to read: "Explore ways to mitigate the potential negative effects of an over-concentration of cocktail lounges, which can discourage establishing a more balanced set of uses, particularly daytime uses that add to the vitality of Downtown."
 - Change the text to read:

"An over-concentration of bars in a single location can cause ill effects. It can cause that location to have a "closed up" feel during non-evening hours; and it can prevent or discourage that location from having a dynamic and pedestrian friendly feel. Public order problems have sometimes arisen due to poor management of some cocktail

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lounge uses. The City should explore ways of addressing these issues.

"Because the Land Development Code treats 'cocktail lounge' as a permitted use in the CBD zoning district, there is no current regulatory tool to prevent over-concentrations of bars. Through additional analysis and community input, the City should seek to identify and implement tools that address this issue. If those tools were to include criteria associated with evaluating cocktail lounge uses, those criteria might include: hours of operation criteria – ensuring both a daytime and nighttime presence; compliance with all codes and regulations; and security and other staffing criteria.

"With regard to public order issues, the City and the community should explore whether current enforcement efforts and mechanisms are adequate, and if not, identify and implement improvements."

9. Page 104 ("Proposed Density Bonus Program" map): Revise this map to show the boundaries of the Waterfront Overlay District (WO) and to indicate that Density Bonus recommendations within the WO will be developed by the Waterfront Planning Advisory Board (WPAB).
10. Page 104 ("Proposed Density Bonus Program" map): Modify the map to reflect the latest proposed changes for Capitol Complex, as shown on the map attached to these staff-recommended amendments.
11. Page 105 (DD-1.2): In the last bullet item on page 105, change the opening sentence to read: "The existing CURE re-zoning process has proven to be a convenient alternative to the existing interim Density Bonus Program; so convenient in fact that it has rendered the interim Program ineffective. No developer has . . ."
12. Pages 105-106 (DD-1.2, Density Bonus): Green Roofs.
 - This item is not actually a proposed amendment to the DAP, but is included here in order to confirm City staff's response to Council Resolution No. 201011-04-023, which called for Green Roofs to be included within the Downtown Density Bonus Program.
 - DD-1.2 contains a recommendation to "Finalize and adopt a Downtown Density Bonus Program that allows developers and the community to equitably share the benefits of additional height and density above the existing regulations." The DAP does not contain details of the recommended program, but instead refers to the specifics as contained within the July 2009 "Downtown Density Bonus Program" report. Consequently no modifications need to be made to the DAP itself in order to incorporate Green Roofs. But, if City Council directs the City Manager develop code amendments that will effectuate a Downtown Density Bonus Program, Green Roofs will be added to the list of Public Benefits, joining Affordable Housing, Family-Friendly Housing, Child Care/Elder Care, Live Music/Cultural Uses, Historic Preservation, Sustainability, and Publicly Accessible Open Space. Green Roofs will be one of the now seven Public Benefits available to both residential and non-residential projects that participate in the Program.
13. Page 106 (DD-1.2): Add a second bullet (just before DD-1.3) stating: "The Waterfront Planning Advisory Board has been charged with developing recommended density bonus provisions for the portions of the Waterfront Overlay District within Downtown. Those provisions should be incorporated into the proposed Downtown Density Bonus Program

upon adoption.”

14. Page 109 (“Streetfront Setback Requirements Map”): Modify the map to reflect the latest proposed changes for Capitol Complex, as shown on the map attached to these staff-recommended amendments.
15. Page 110 (DD-2.3, second bullet): Modify this sentence to read: “In the Core/Waterfront District, off-street drop-offs and porte-cocheres should be allowed only for hotel developments on Downtown Mixed Use Streets (see map page 81) and only where curbside drop-off areas are not practical or feasible. In no event should a drop-off or porte-cochere interfere with the provision of a generous and continuous pedestrian path.”
16. Pages 133 and 134 (PR-3.4):
 - Change the heading for PR-3.4 to read: “The design and construction of Great Streets improvements should accompany and be closely coordinated with transit improvements, including urban rail.”
 - Combine the two bulleted paragraphs to read as follows:

“Streetscape and pedestrian design and facilities are critical to the success of public transit because: they provide the first or last element of any transit trip; they ensure that transit trips occur in a pleasant, accommodating, and human-scaled environment; and they ensure that transit facilities are carefully integrated into the fabric of Downtown. Therefore, it is critically important that streetscape improvements – consistent with the Great Streets Program and the DAP Transportation Framework Plan – be budgeted, designed, and constructed in coordination with transit improvements and investments. This will be especially true for the corridors where urban rail and Capital Metro’s rapid bus service are provided.”
17. Page 136 (PR-3.6):
 - Remove the illustration that shows one of the possible Congress Avenue configurations.
 - Change the language in the second bullet to read as follows: “the long-term physical improvements to the right-of-way that support the location of urban rail and the accommodation – to the greatest extent practical -- of all other means of mobility on the Avenue.”
18. Page 139: Create a new PR-3.8, worded as follows, and change the existing PR-3.8 to PR-3.9. The wording of the new PR-3.8 should be:

“PR-3.8: Explore the creation of a ‘5th Street Mexican American Heritage Corridor’ linking Republic Square to Saltillo Plaza.”

“The area around what is now called Republic Square was, in the early 20th century, a hub of the Mexican American community in Austin. Located within this area were the Walker Chili Company, Nuestra Senora de Guadalupe Catholic Church, and numerous other Mexican American businesses and residences. Nicknames for what is now called Republic Square included “Chili Park” and “Mexican Park.” The 1920s witnessed the migration

(instigated by the 1928 City Plan) of most of those businesses, residences, and institutions to East Austin, where Saltillo Plaza is located. The idea of creating a cultural/historical corridor along 5th Street – linking these two public squares -- has been suggested as far back as the 1999 "Republic Square Task Force Final Recommendations."

19. Page 142: Substitute an updated map showing the latest (as of date of DAP adoption) Urban Rail route information.
20. Page 142 ("Transportation Framework Plan" map): Consistent with the proposed revisions on page 136, revise this map to show Congress Avenue as having its own special status, not being prioritized for any particular modes of transportation.
21. Page 143 (TP-1.1): Add the following language at the end of the introductory paragraph: "The Council-adopted 2008 'Sidewalk Master Plan' provides a guide for identifying, prioritizing, and improving the Downtown sidewalk system." And provide a footnote for that sentence, the note for which will read:
[http://www.ci.austin.tx.us/publicworks/downloads/sidewalk mp resolution.pdf](http://www.ci.austin.tx.us/publicworks/downloads/sidewalk_mp_resolution.pdf)
22. Page 150 ("DAP Bicycle Framework Plan"): Modify the map to characterize the one-block long street (Wood Street) east of Henderson Street as a Bicycle Priority Street.
23. Page 167 (LI-1): In the first paragraph, change "five" to "seven," and add Public Works Department and Watershed Protection Department to the list.
24. Pages 169-170 (LI-1.1): Modify the "Public Infrastructure" paragraph to read as follows: "The Development Corporation should be tasked with developing -- and supporting the development of -- key public infrastructure improvements that stimulate desirable private sector investment in strategic locations or that provide strategic public benefits. This will entail prioritizing . . . and construction. Public infrastructure projects of this nature could include improvements . . . streetscape enhancements. Working in this fashion the Development Corporation would not supplant the role of the City's Public Works Department, but would have the ability to act in an opportunistic and strategic manner, especially in situations where the City would not be able to do so."

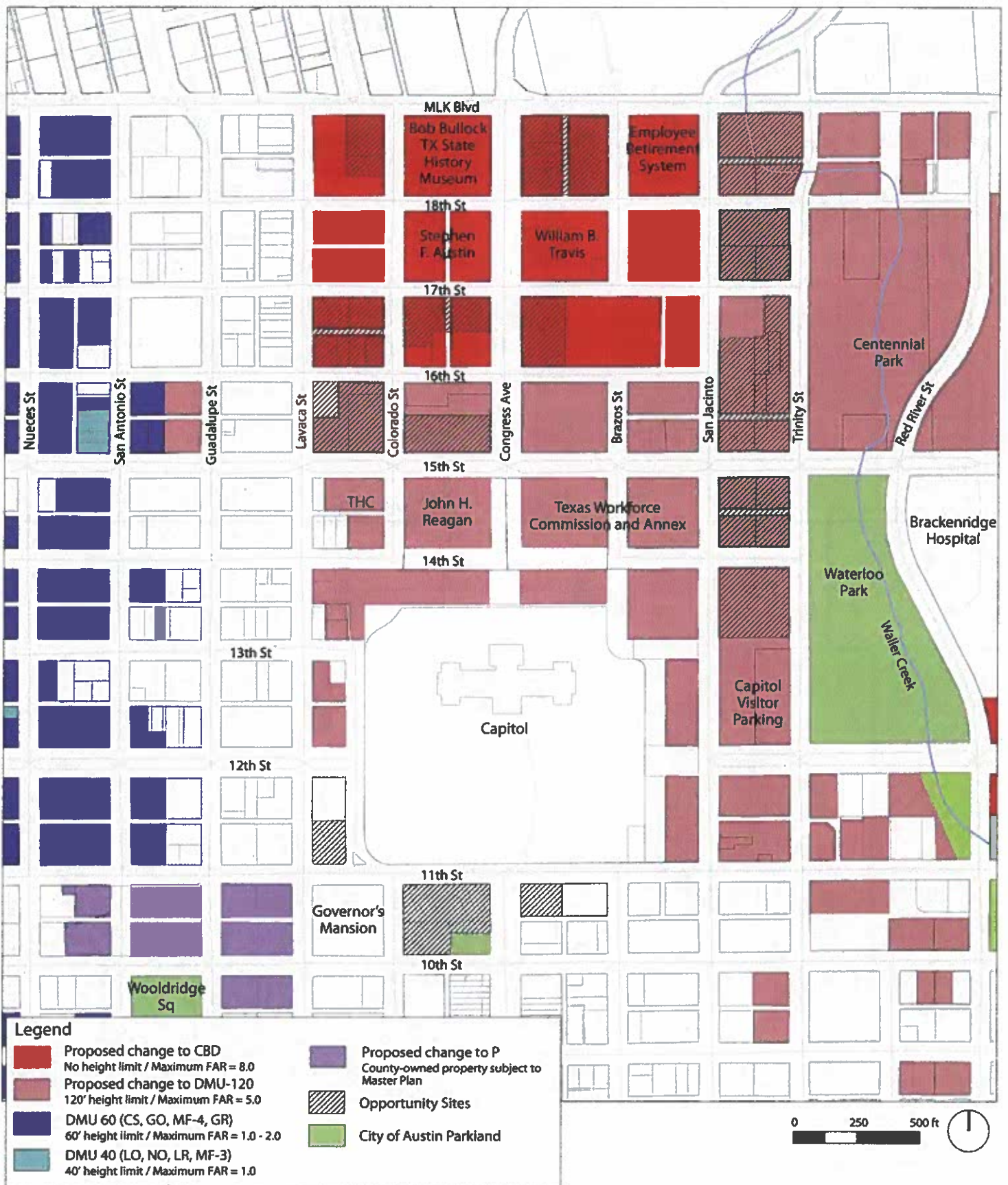
Typographical and Other Small Corrections:

1. Page 4: Change "Transformation" to "Transformative."
2. Page 13 ("There is still significant potential for growth."): Add the following language at the end of this paragraph: "This estimate of the potential for Downtown growth is purely a 'capacity' analysis (i.e., how many additional square feet of development could be accommodated) and is not an estimate of whether, when, or how much square footage the market will produce."
3. Page 14 (first paragraph): Change "Since there are few effective options for increasing" to "Since there are few reasonable and sustainable ways to increase."
4. Page 15: Change "More specific form-based regulations, with increased levels of transit and shared parking, will be needed to achieve the full potential of a high-density downtown that is livable" to "More specific form-based regulations, with increased levels of transit, bicycle, and pedestrian access and shared parking, will be needed to achieve the full

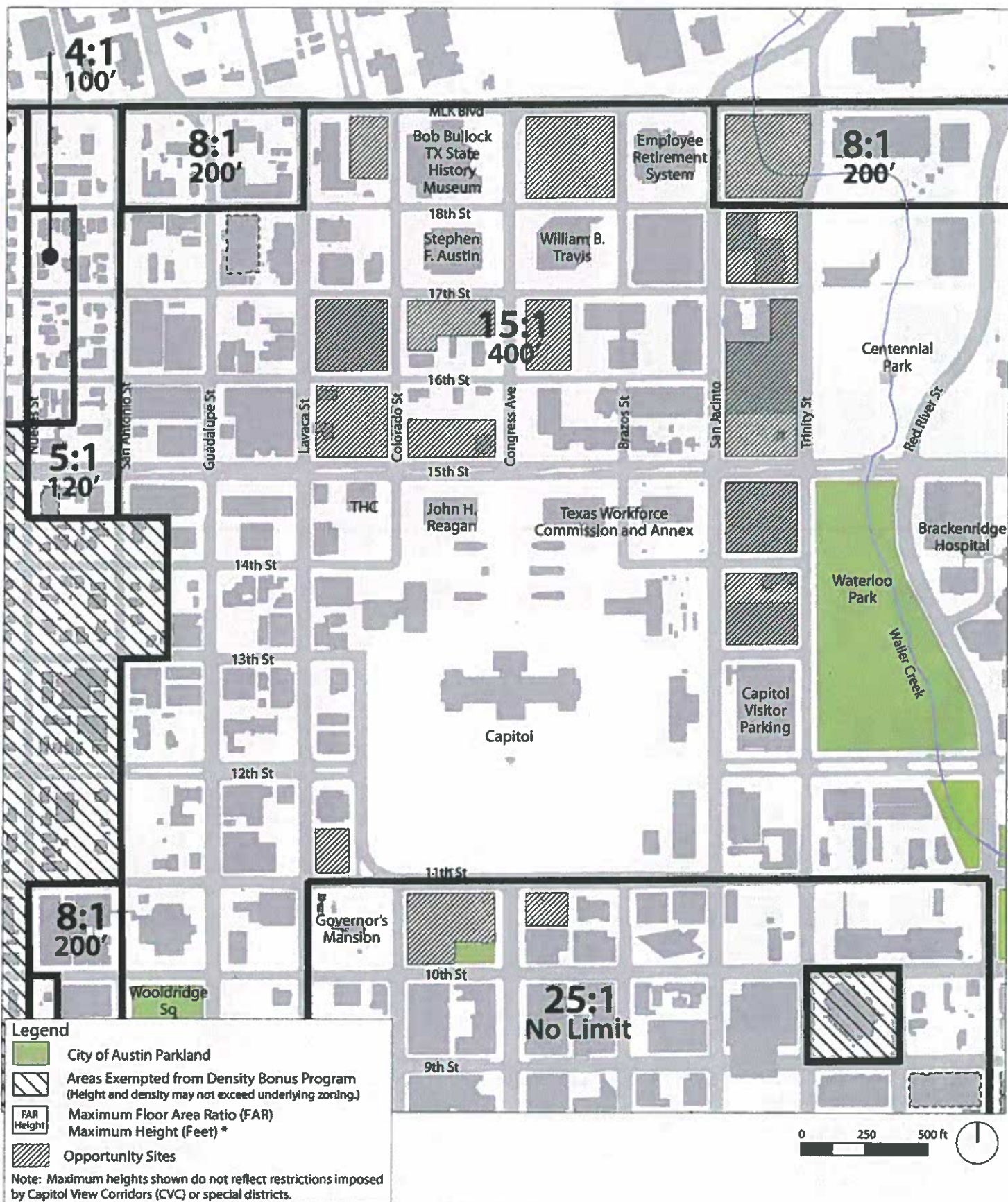
potential of a high-density downtown that is livable."

5. Page 25 (TP-2.1): Add "and regional" after "planned commuter."
6. Page 33 (Summary of District Goals): Lower Shoal Creek District – Correct typo at 2nd bullet ("flood").
7. Page 35: For the block south of Republic Square: remove the "AMOA" label; replace with "Travis County;" remove the color lines representing "Retail/Restaurant/Bar Frontage" and "Cultural Frontage." Also remove the "AMOA" label from the parcel at corner of 9th and Congress.
8. Page 48 (Development Opportunity Sites): 2nd bullet - change "creeks-level" to "creek-level."
9. Page 69 (HP-1.1): In the title text, eliminate the word "updated."
10. Page 78 (AU-1.2): add the following to the beginning of the first bullet, "The support documentation developed in the District Plans...."
11. Page 84: Change map to indicate County ownership of block south of Republic Square.
12. Page 95: The chart ("Total leased office area, sq ft") should be moved to page 96.
13. Page 106 (DD-1.3): Delete the second sentence, which reads: "These should be developed as part of detailed district plans."
14. Page 101 (second full paragraph): Prior to the sentence that begins "Additional density . . ." add the following: "This estimate of the potential for Downtown growth is purely a 'capacity' analysis (i.e., how many additional square feet of development could be accommodated) and is not an estimate of whether, when, or how much square footage the market will produce."
15. Page 117: In the first sentence of the fourth full paragraph, eliminate the words "Development Program," so that the sentence reads, "The City's Great Streets Program, established . . ."
16. Page 177 (Parks & Open Space): The second line should read: "Design and construction of Waller Creek Greenway, Palm Park, Waterloo Park, and Brush Square"
17. Page 134: Change "Capital Metro 'rapid transit' bus" to "Capital Metro rapid bus." Also, change "corridors" to "corridor."
18. Page 141 (TP-1): Change "vehicular circulation" to "vehicular mobility."
19. Page 143: Substitute updated sidewalk scoring map (from "Sidewalk Master Plan"). And provide citation to "Sidewalk Master Plan."
20. Page 147 (TP-2, first paragraph): Change "planned 'rapid transit' bus routes" to "planned rapid bus routes."

21. Page 147 (TP-2.1): Change the heading for TP-2.1 so that it reads: "Establish an urban rail system to connect Downtown with other Central Austin destinations and passenger rail systems." In the paragraph that follows the heading, change "Austin Bergstrom" to "Austin-Bergstrom."
22. Page 147 (Item TP-2.1, second bullet): Modify that paragraph to read: "The urban rail system should link to commuter and regional rail assets, including: MetroRail on East 4th Street, which is planned to be double-tracked and extended to Brazos Street; and the future Lone Star Rail ("LSTAR") intercity regional rail line, which is expected to stop near Seaholm on West 3rd Street."
23. Page 147 (TP-2.2): Change "Service Plan" to "ServicePlan." Also, change "Guadalupe/Lavaca" to "Lavaca/Guadalupe." In the second bullet, change "Guadalupe and Lavaca" to "Lavaca and Guadalupe."
24. Page 153 (TP-4.1, first bullet): Change the first sentence to read as follows: "The City, through its newly-created Parking Enterprise, is taking and should continue to take a more proactive role than it has in the past in coordinating the supply of Downtown parking . . ."
25. Page 177 ("Ten-Year Implementation Plan"): In the "Parks and Open Space" section, change the second item so that it reads as follows: "Design and construction of Waller Creek Greenway, Palm Park, Waterloo Park, and Brush Square."
26. Appendix K: Reprint pages K-28 through K-36, and K-47 so that entire sheet shows.



Map 1: Proposed Zoning Changes in the Capitol Complex





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Comparison of DAP Recommendations for "Panhandle" Area

| | <u>Existing Conditions/Code</u> | <u>DAP Recommendation</u> |
|---|---|---|
| 1 | Land use control is by underlying zoning district under GO, CS, MF, and LO zoning which limits the amount of land uses allowed and limits the density and height. | Amend the current zoning to allow mixed-use throughout the NW District. Change GO, CS, MF and LO zoning districts to a new designation, DMU-60, which provides for the same height and density, but with the same range of land uses as today's DMU zoning district. |
| 2 | Current density is capped at an FAR of 1.0 | Incentivize housing by doubling the allowable density for residential (e.g., former GO-zoned sites from 1.0 to 2.0 FAR) |
| 3 | Article 10 -- Compatibility Standards apply which are triggered by zoning classification and land use up to a distance of 540 feet from the triggering property. | Replace existing citywide Compatibility Standards with area-specific standards aimed at creating more certainty, and at preserving compatibility between the NW District and the Judges Hill District. In return for eliminating the overly generic Compatibility Standards, (including the provision that triggers Compatibility by any single-family-used property), five compatibility zones, each with their own specific height standards, were established. These policies were based on the team's professional expertise, the goals of the NW District, and a series of work sessions with Judges Hill and "Panhandle" stakeholders during the summer and fall of 2010 (see attached exhibits). (The Panhandle area is the area of the NW District north of 15th Street.) |
| 4 | Height and density are capped by underlying zoning districts limiting the height and not allowing buildings on west side of Nueces to develop higher than a 60 feet average -- based on predominant zoning districts. | The proposed Downtown Density Bonus recommendations for the Panhandle allow buildings along the west side of Nueces Street to develop to a height of 90 feet (3:1 FAR) and to 100 feet (4:1 FAR) on the east side |

DOWNTOWN PLAN: NORTHWEST DISTRICT
Summary of Policy Recommendations March 25, 2011

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Policies related to the Northwest District were developed in conjunction with stakeholders through a series of focus group sessions in the fall of 2009, a Town Hall meeting in October 2009 and a web survey conducted in January 2009. Additional stakeholder meetings with property owners and residents of the Northwest district occurred in the summer and fall of 2010 to device recommendations on modifications to compatibility standards in the district.

Based on this input, the boundaries of the District were established, based on the common characteristics of the area, such as scale and types of buildings and the existing mature tree canopy).

Seven key goals were established for the District, which were consistent with already established goals of OANA (Original Austin Neighborhood Association):

- Preserve the neighborhood's historic residential character.
- Bring residents back to the neighborhood.
- Preserve the existing tree canopy along the streets.
- Preserve and enhance existing open space.
- Improve the pedestrian environment.
- Improve conditions for bicycling.
- Improve Shoal Creek and improve the quality and accessibility of its creekside trail.

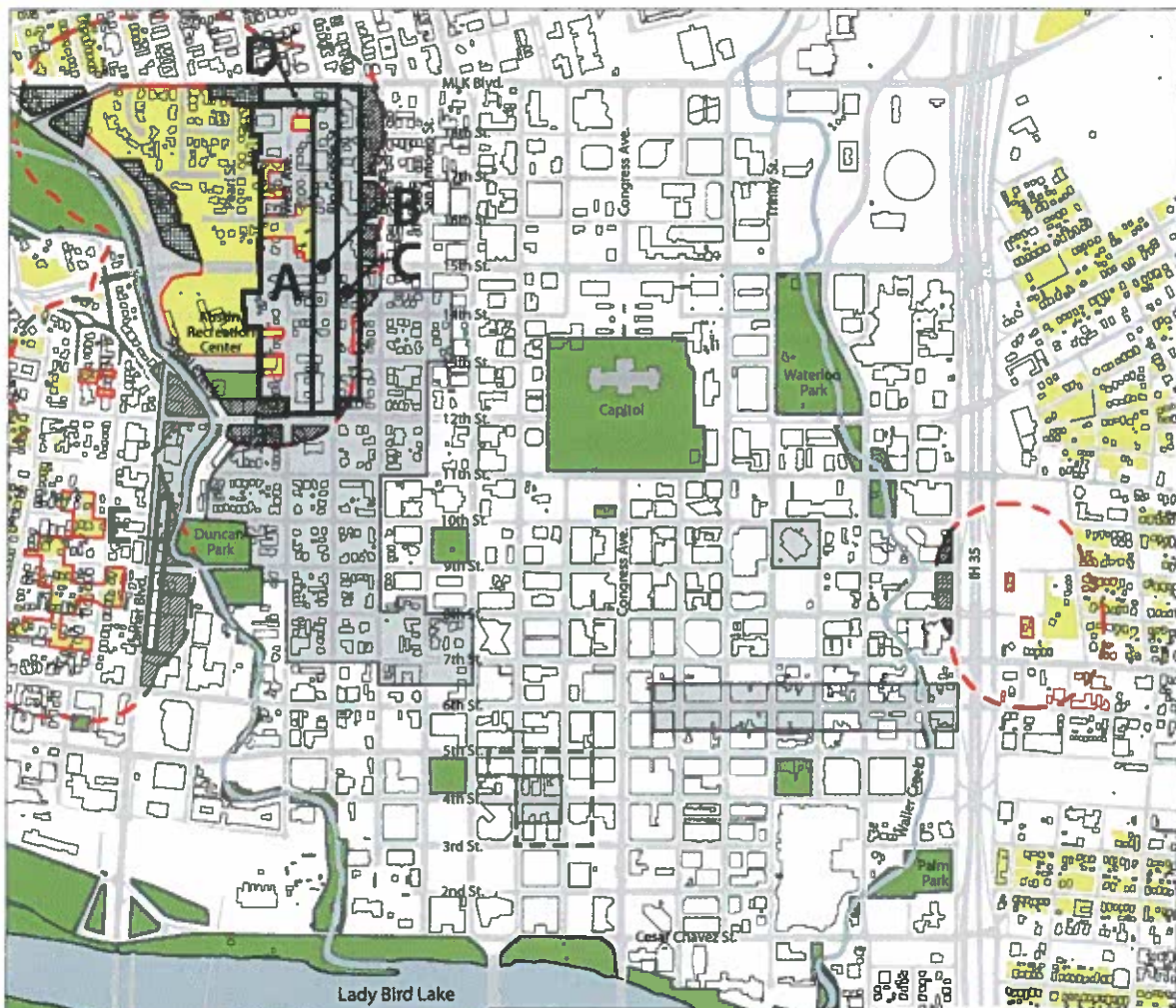
Some of the key policy recommendations of the Northwest District Plan, which have been incorporated into the DAP, are:

- Amend the current zoning to allow multi-family as an allowable (primary) use throughout the NW District. Change GO, CS, MF and LO zoning districts to a new designation, **DMU-60**, which provides for the same height and density, but with the same range of land uses as today's DMU zoning district.
- Incentivize housing by doubling the allowable density for residential (e.g., former GO-zoned sites from 1.0 to 2.0 FAR).
- Replace existing citywide Compatibility Standards with area-specific standards aimed at creating more certainty, and at preserving compatibility between the NW District and the Judges Hill District.
- In return for eliminating the overly generic Compatibility Standards, (including the provision that triggers Compatibility by any single-family-used property), five compatibility zones, each with their own specific height standards, were established. These policies were based on the team's professional expertise, the goals of the NW District, and a series of work sessions with Judges Hill and "Panhandle" stakeholders during the summer and fall of 2010 (see attached exhibits). (The Panhandle area is the area of the NW District north of 15th Street.)

- The proposed Downtown Density Bonus recommendations for the Panhandle allow buildings along the west side of Nueces Street to develop to a height of 90 feet (3:1 FAR) and to 100 feet (4:1 FAR) on the east side.

Existing zoning along Nueces and Rio Grande streets is predominantly GO. Recent re-zonings have up-zoned certain GO properties to DMU with 120 feet, but these are all east of Nueces Street and outside of the proposed Compatibility Zone C, which limits height to 70 feet. Re-zonings west of Nueces Street have limited height to 60 feet.

Note that the DAP does not propose to dissuade or preclude property owners from requesting zoning changes from DMU-60 to DMU-120 through the existing re-zoning process.



| Legend | |
|--------|--|
| | SF-5, SF-4, SF-3-zoned properties triggering existing Compatibility Standards within OAP area |
| | 540' Existing Compatibility Standards zone (from SF-5 or more restrictively-zoned properties) |
| | Public Parks/Open Space |
| | Downtown Properties within 540' of SF-zoned sites proposed to be removed from existing Compatibility Standards |
| | Downtown Properties within 540' of SF-zoned sites proposed for no change from existing Compatibility Standards |
| | Areas not eligible for Density Bonus program |

Note: It is proposed that all SF-used properties within the DAP planning area no longer trigger Compatibility Standards.

- A. WEST AVENUE** from one property depth north of 12th Street to half block south of MLK Blvd.
- MAX HEIGHT = 40' (3 floors) or base zoning, whichever is less; 30' (2 floors) within 50' of SF-zoned property
 - FRONT YARD SETBACK: See Streetfront Setback Requirements Plan
 - STREET SIDE YARD SETBACK = 15'
 - SIDE YARD / REAR YARD SETBACK = 5' (15' for properties < 20,000 sf abutting SF-zoned sites or 25' for properties ≥ 20,000 sf abutting SF-zoned sites)
- B. WEST SIDE OF RIO GRANDE STREET** from 12th Street to half block south of MLK Blvd.
- MAX HEIGHT = 60' (5 floors) or base zoning, whichever is less; except properties adjoining SF-zoned property which shall be subject to following compatibility standards
 - No construction within 15' of SF-zoned property
 - Maximum 40' within 50' of SF-zoned property
 - Maximum 50' within 100' of SF-zoned property
 - FRONT YARD SETBACK: See Streetfront Setback Requirements Plan
 - STREET SIDE YARD SETBACK = 15'
 - SIDE YARD / REAR YARD = 5'
- C. EAST SIDE OF RIO GRANDE STREET** from one property depth north of 12th Street to MLK Boulevard.
- MAX HEIGHT = 70' (6 floors) or base zoning, whichever is less
 - FRONT YARD SETBACK: See Streetfront Setback Requirements Plan
 - SIDE YARD / REAR YARD = 5'
- D. MLK BOULEVARD** from half block west of West Avenue easterly to half block between Rio Grande and Nueces streets.
- MAX HEIGHT = 60' (5 floors) for properties fronting West Avenue
 - FRONT YARD SETBACK: See Streetfront Setback Requirements Plan
 - SIDE YARD / REAR YARD = 5'
- E. LAMAR BOULEVARD** between old 7th Street ROW and half block north of 10th Street
- MAX HEIGHT = 50' (4 floors) within 85' of Lamar Blvd property line; remainder of property subject to base zoning
 - FRONT YARD SETBACK: See Streetfront Setback Requirements Plan
 - STREET SIDE YARD = 5'
 - REAR YARD SETBACK = 0'



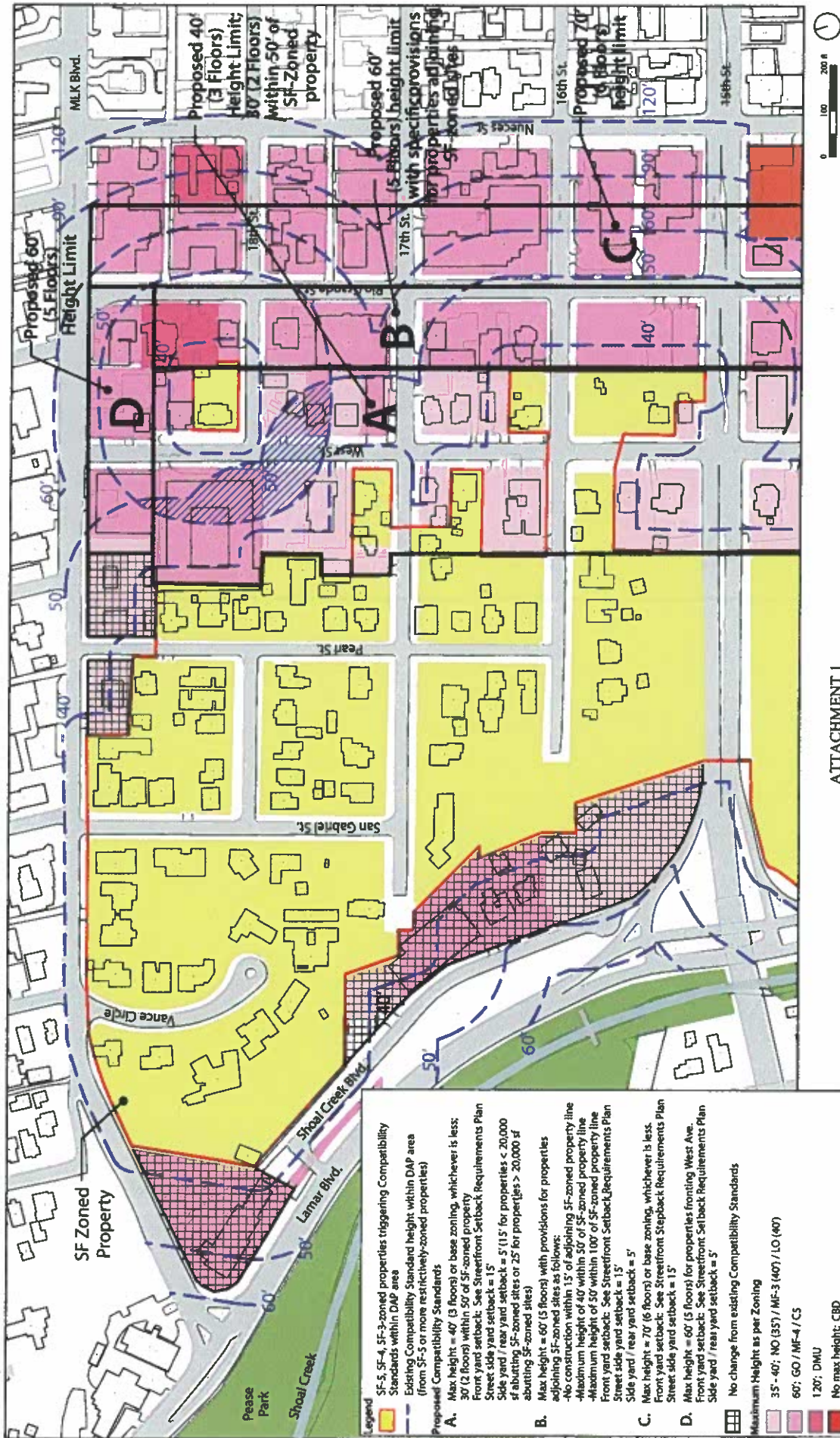
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PROPOSED DOWNTOWN COMPATIBILITY ZONES AND STANDARDS

Downtown Austin Plan

Prepared by McCann Adams Studio for the City of Austin
Revised Proposal September 16, 2010

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ATTACHMENT 1
PROPOSED NORTHWEST DISTRICT COMPATIBILITY ZONES AND STANDARDS

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Downtown Austin Plan

Prepared by McCann Adams Studio for the City of Austin
Revised Proposal September 16, 2010

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DOWNTOWN AUSTIN PLAN

Planning Commission Presentation

26 April 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.

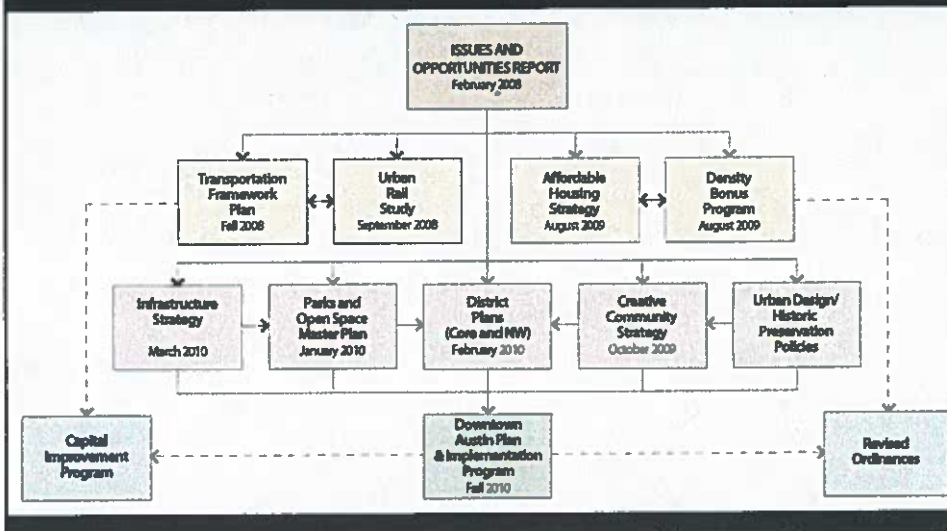
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THE DOWNTOWN AUSTIN PLAN: WHAT?



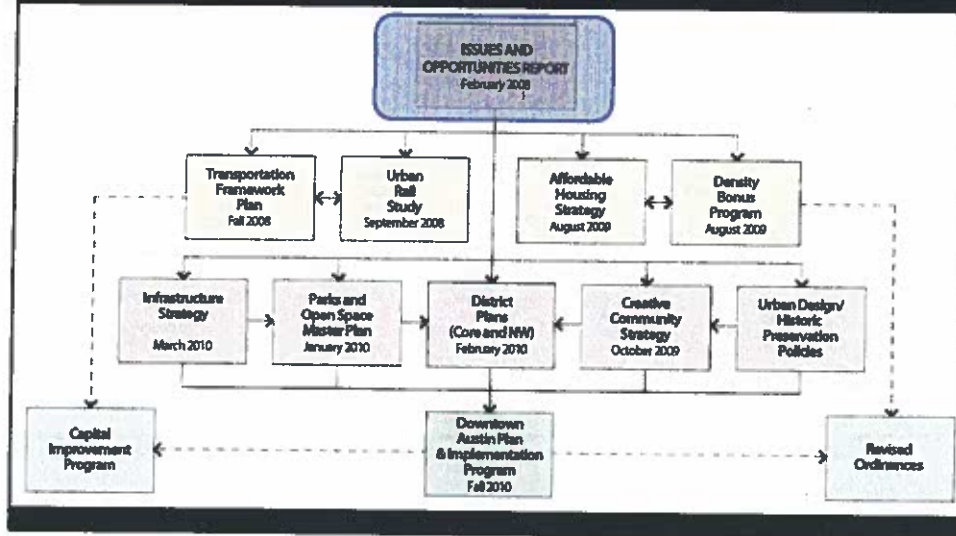
THE DOWNTOWN AUSTIN PLAN: WHAT?

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



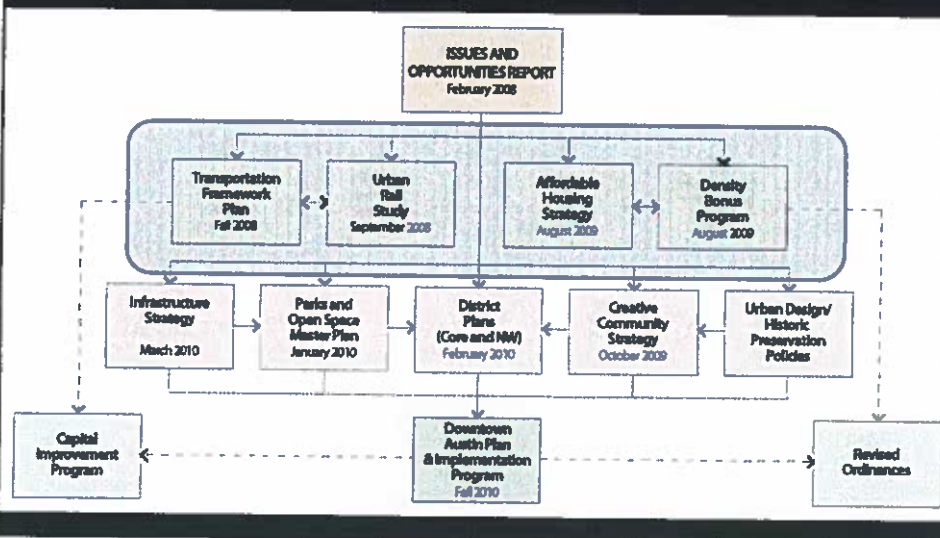
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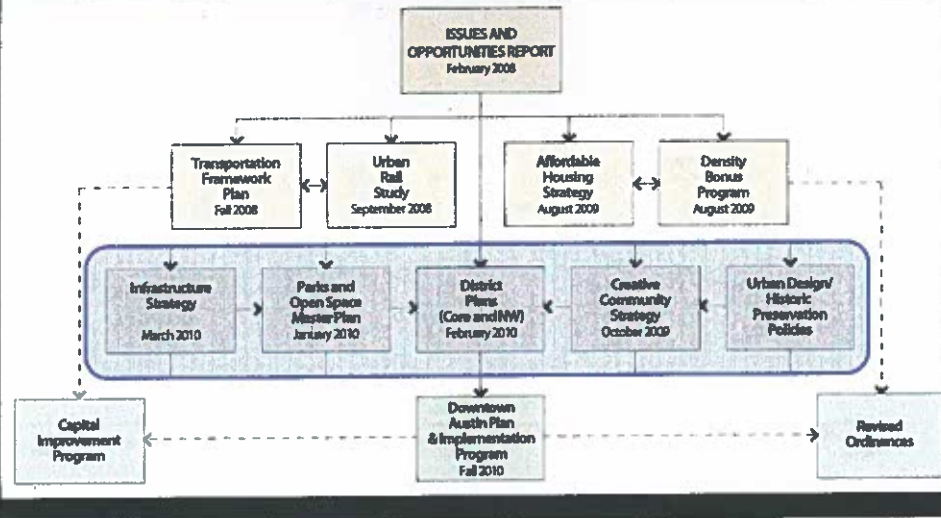
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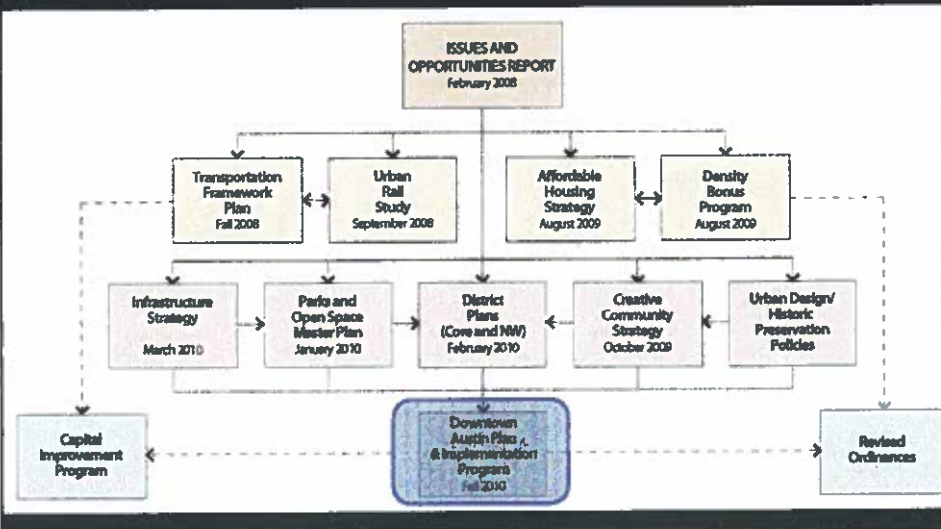
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THE DOWNTOWN AUSTIN PLAN: WHAT?

- "Issues and Opportunities Report" (2/08)
- "Downtown Urban Rail Connections" (8/08)
- "Transportation Framework Plan" (11/08)
- "Downtown Affordable Housing Strategy" (7/09)
- "Downtown Density Bonus Program" (7/09)
- "Strategies and Policies to Sustain and Enhance Austin's Creative Culture" (9/09)
- "Downtown Parks and Open Space Master Plan" (1/10)
- "Historic Preservation Policy Recommendations for Downtown Austin" (11/10)
- "Downtown Infrastructure Strategy" (11/10)
- "Downtown Austin Plan" (11/10)

THE DOWNTOWN AUSTIN PLAN: WHAT?

COMMUNITY ENGAGEMENT:

- Initial Community Survey with over 3,500 respondents
- Over 70 Public Meetings and Work Sessions
- COA webpage including all DAP reports, draft plans
- Neighborhood Planning Contact Tool with list of over 1,400 stakeholders
- Seven Town Hall Meetings:
 - *Issues/Opportunities (Jan 2008)*
 - *Urban Rail (April 2008)*
 - *Density Bonus and Affordable Housing (May 2009)*
 - *Parks and Open Space Master Plan (Nov 2009)*
 - *Development Standards/Preservation Policies/ Creative Community Strategies (Oct 2009)*
 - *Northwest and Core/Waterfront Districts (June 2010)*
 - *Final (December 2010)*

THE DOWNTOWN AUSTIN PLAN: WHERE ARE WE?

- Board & Commission Review: Jan - Mar 2011
- PC Neighborhood Planning Committee: March 30, 2011
- PC Neighborhood Planning Committee: April 20, 2011
- **Planning Commission Hearing & Possible Action: April 26, 2011**
- City Council Briefing, Public Hearing & Possible Action: May - Jun 2011

PRESENTATION OVERVIEW

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



WHY IS DOWNTOWN IMPORTANT?

An economically healthy Downtown benefits all Austin citizens.

A compact and dense downtown is key to achieving the region's environmental sustainability goals.



Downtown is the center of live music and culture, forging Austin's identity as one of the nation's leading creative class cities.

Downtown is everyone's neighborhood -- the most vivid and authentic expression of our history, culture, and values.

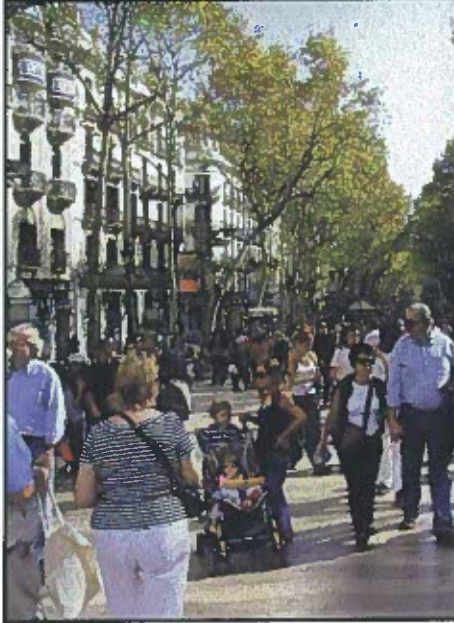
WHY A DOWNTOWN PLAN?

The Plan can address 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

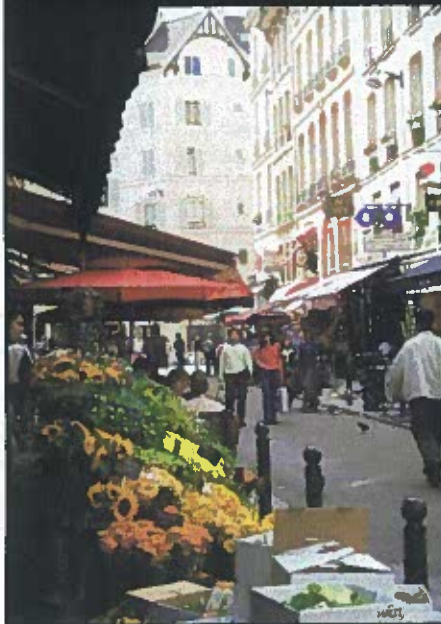
OUR COMMUNITY'S VISION FOR DOWNTOWN



DENSE AND LIVABLE:

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

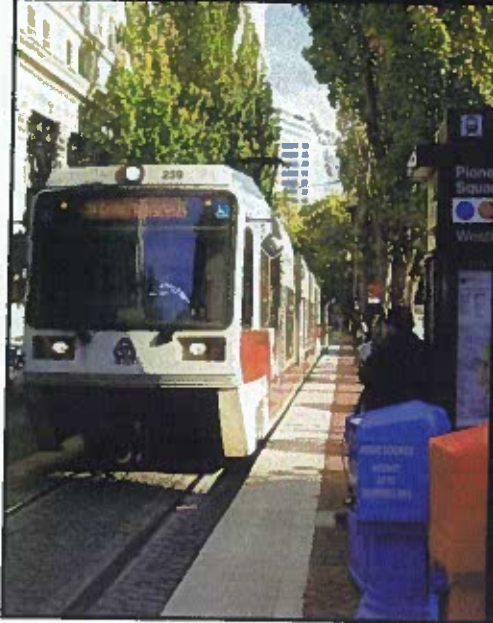
OUR COMMUNITY'S VISION FOR DOWNTOWN



INTERCONNECTED AND ENGAGING:

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

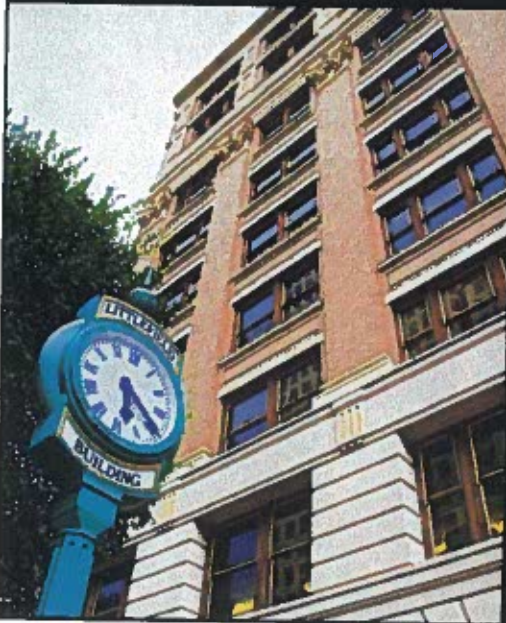
OUR COMMUNITY'S VISION FOR DOWNTOWN



MULTI-MODAL:

A well-rounded transportation system (automobile, bus, rail, bicycling, walking, etc.) that is convenient, sustainable, and affordable.

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.

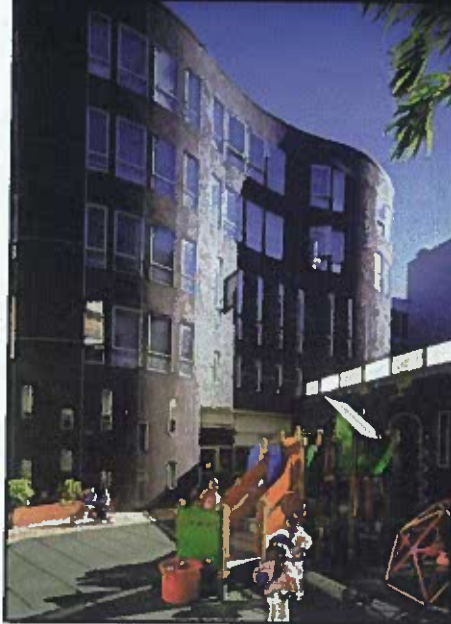
OUR COMMUNITY'S VISION FOR DOWNTOWN



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**



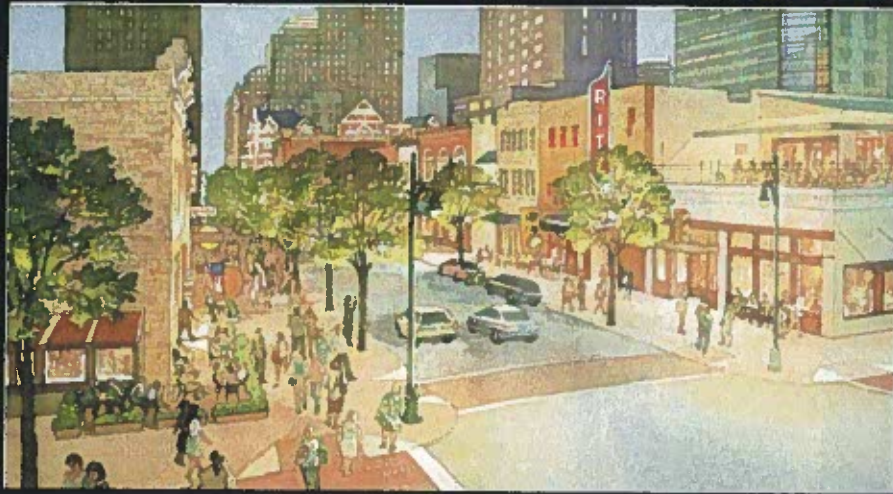
1. Initiate a new generation of Downtown signature parks.

**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 5th, Santa Monica, CA - Brooks + Scarpis 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**



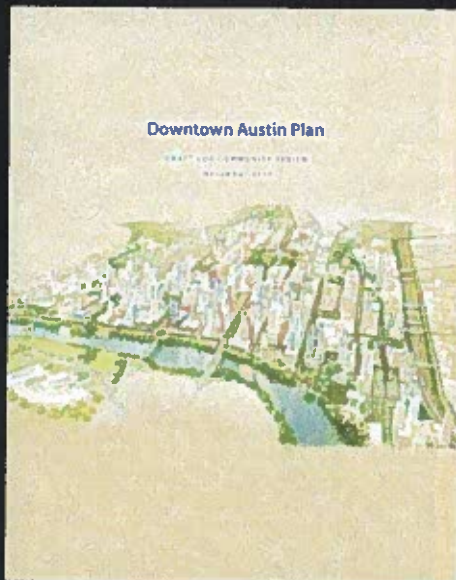
6. Amend the Land Development Code.

SEVEN TRANSFORMATIVE STEPS IN THE NEXT TEN YEARS



7. Establish an Economic Development Corporation.

PLAN ORGANIZATION

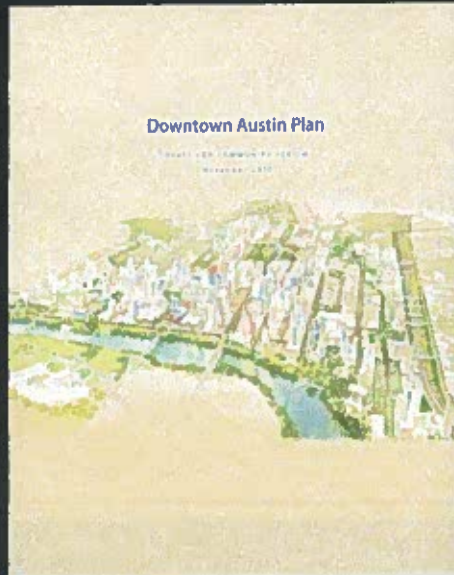


Part One:
Executive Summary

Part Two:
Downtown Districts

Part Three:
The Plan Elements

PLAN ORGANIZATION

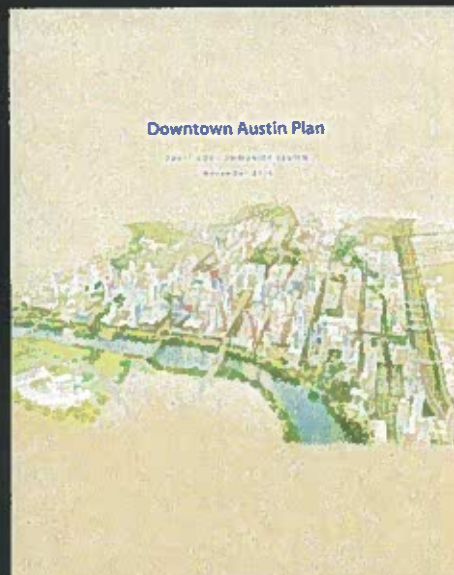


Part One:
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PLAN ORGANIZATION



Part One:
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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.

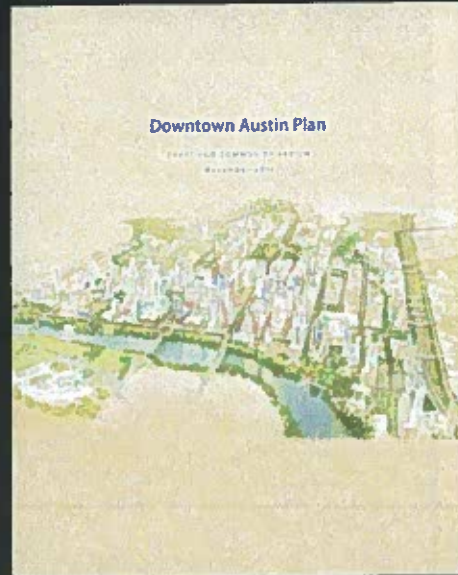
DOWNTOWN DISTRICTS



Nine Districts

- Three detailed District Plans completed:
 - Core & Waterfront
 - Northwest
 - Waller Creek

PLAN ORGANIZATION

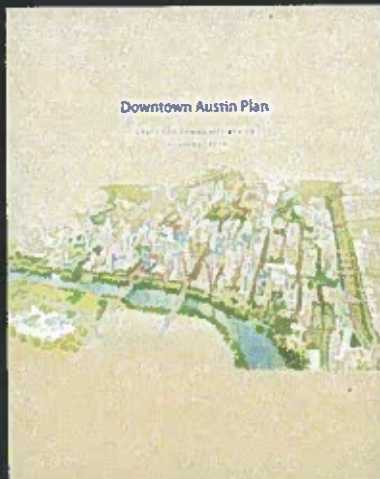


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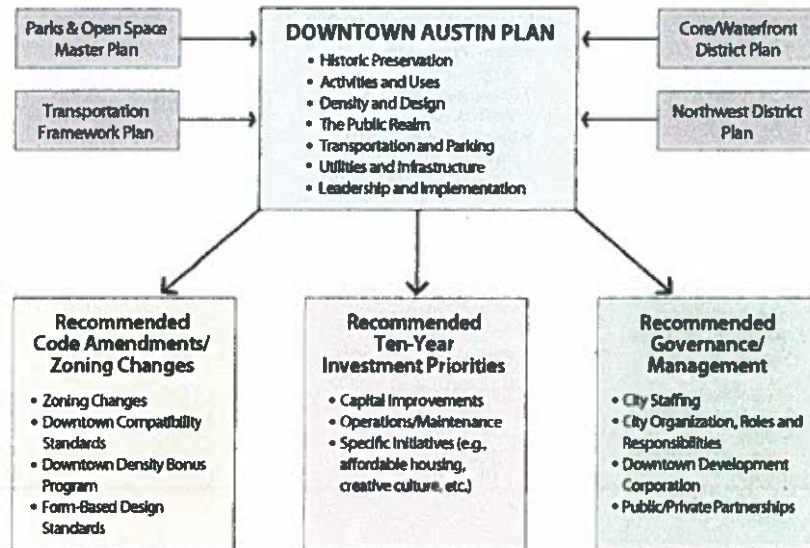
PLAN ORGANIZATION



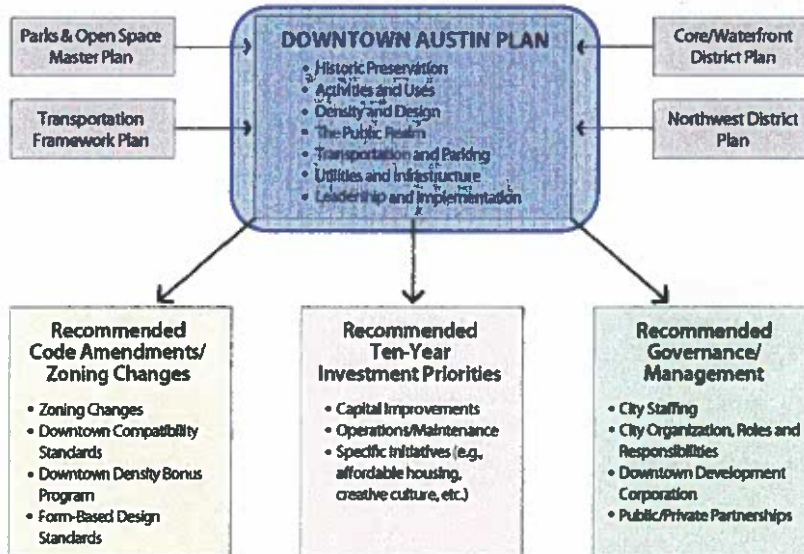
The "Plan Elements" contain over 100 implementation-oriented recommendations about:

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

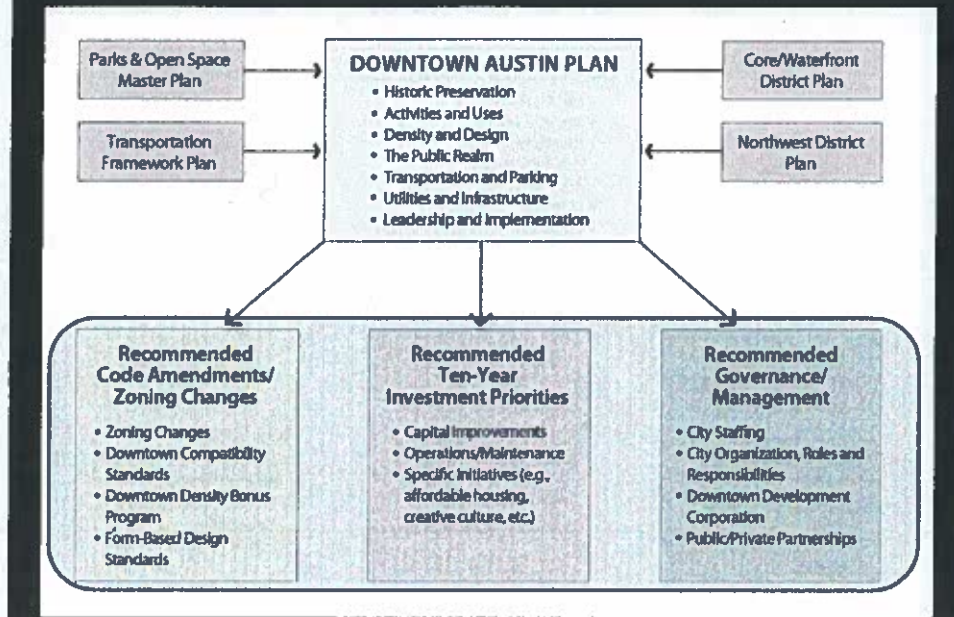
PLAN RECOMMENDATIONS



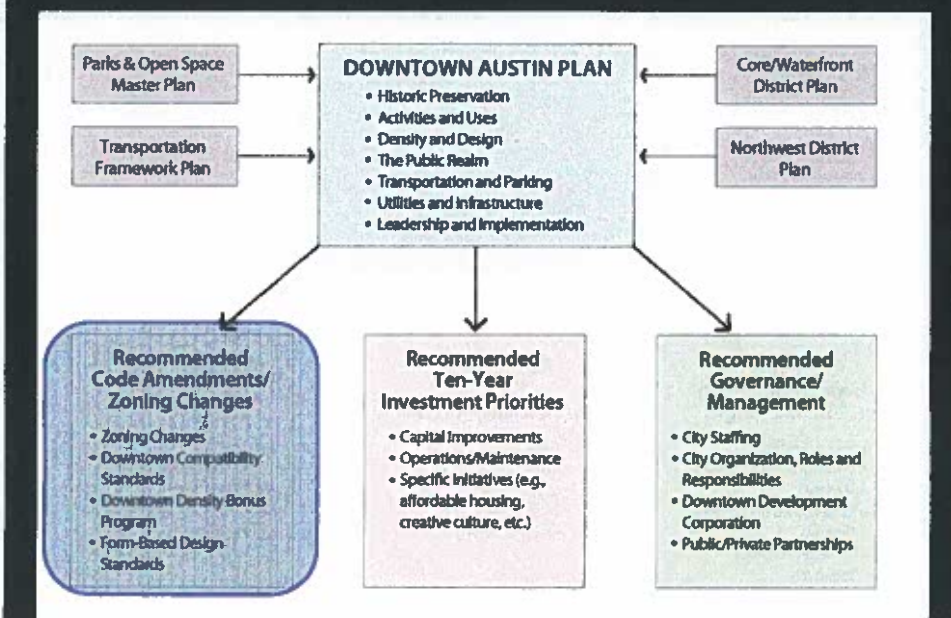
PLAN RECOMMENDATIONS



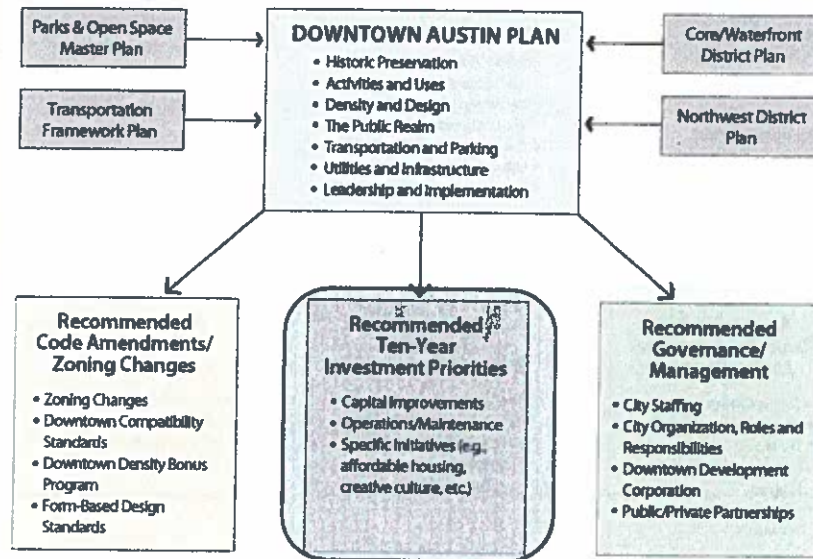
PLAN RECOMMENDATIONS



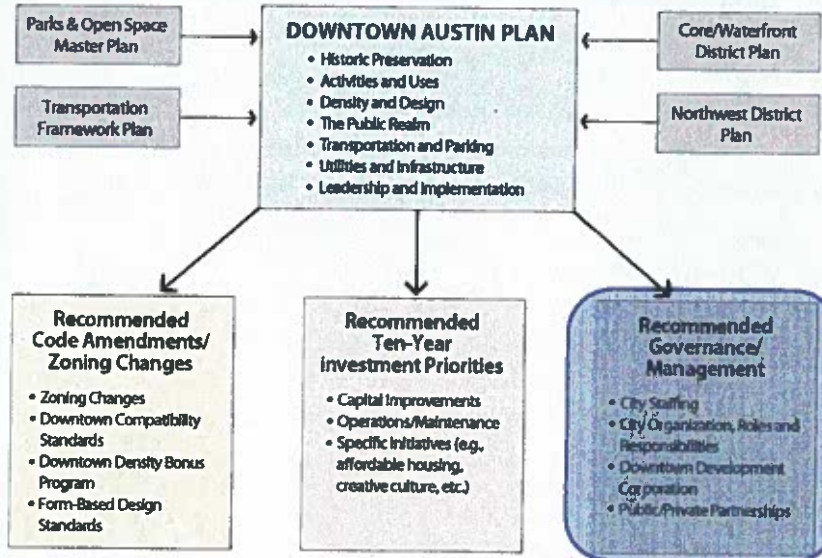
PLAN RECOMMENDATIONS



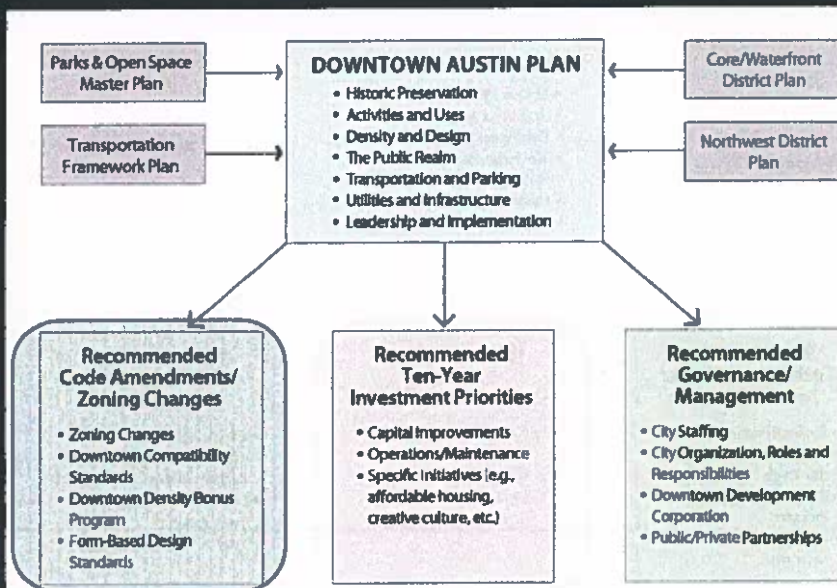
PLAN RECOMMENDATIONS



PLAN RECOMMENDATIONS



PLAN RECOMMENDATIONS



PLAN RECOMMENDATIONS CODE AMENDMENTS AND ZONING CHANGES

1. **Zoning-related changes** that support the community's vision.
2. **Downtown Compatibility Standards** that promote density while supporting District character and protecting adjacent neighborhoods.
3. **A Downtown Density Bonus Program** that is transparent, predictable, and equitable.
4. **Form-based development standards** that create high quality urban districts.

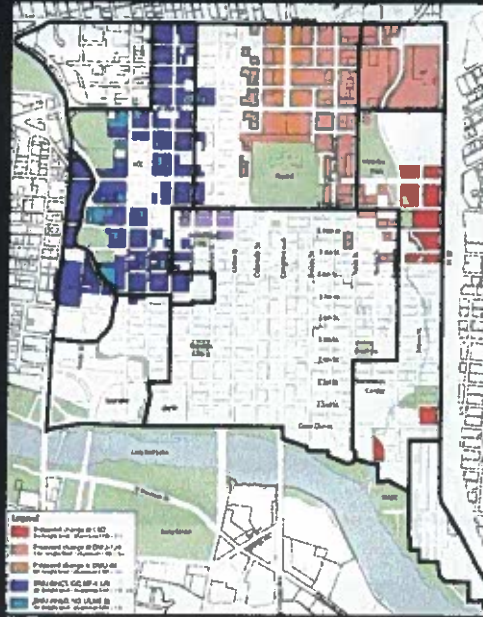
Note: No code amendments proposed at this time; only recommendations for code amendments. Preparation of code amendments subject to Council direction and additional community input.

PLAN RECOMMENDATIONS CODE AMENDMENTS AND ZONING CHANGES

Establish new Downtown Mixed Use (DMU) districts to replace "single-use" zoning. (GO, LO, CS, MF, NO, LR, GR, etc.)

Legend

- Proposed change to CBD
No height limit / Maximum FAR = 8.0
- Proposed change to DMU-120
120' height limit / Maximum FAR = 5.0
- Proposed change to DMU-80
80' height limit / Maximum FAR = 3.0
- DMU 60 (CS, GO, MF-4, GR)
60' height limit / Maximum FAR = 1.0 - 2.0
- DMU 40 (LO, NO, LR, MF-3)
40' height limit / Maximum FAR = 1.0
- Proposed change to P
County-owned property subject to Master Plan



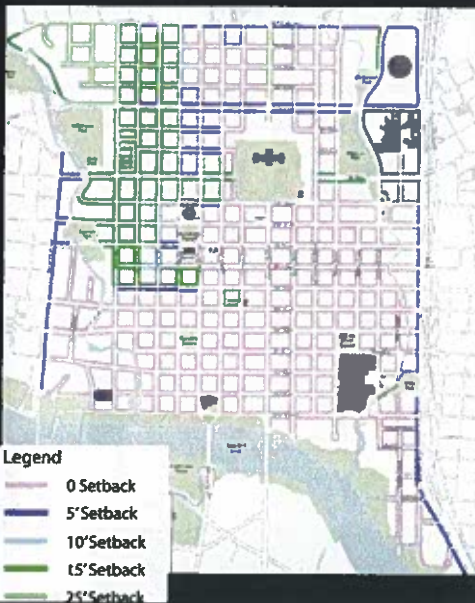
Establish streetfront setback standards according to street, rather than by zoning district.



10' - 25' setbacks in NW District



0' - 5' setbacks elsewhere



Legend

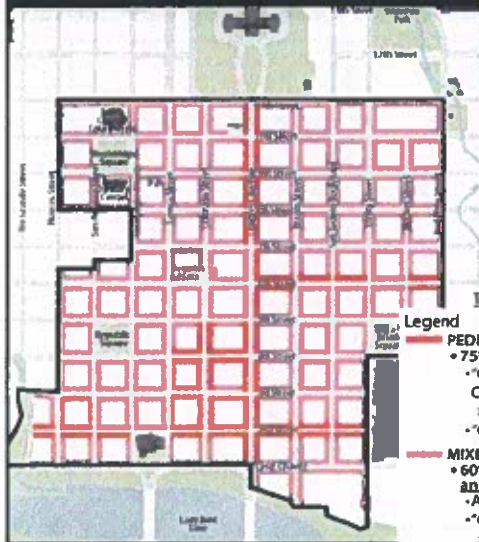
- 0 Setback
- 5' Setback
- 10' Setback
- 15' Setback
- 25' Setback

PLAN RECOMMENDATIONS CODE AMENDMENTS AND ZONING CHANGES



"Texas Capitol Preservation and Extension" (1989)

PLAN RECOMMENDATIONS CODE AMENDMENTS AND ZONING CHANGES



Legend

PEDESTRIAN ACTIVITY STREET

- 75% of parcel frontage in active commercial or civic use including:
 - "Commercial Uses": Art Gallery, Art Workshop, Cocktail Lounge, Consumer Convenience Services, Food Sales, General Retail Sales, Hotel-Motel, Liquor Sales, Personal Services, Restaurant, Theater
 - "Civic Uses": Cultural Services

MIXED USE STREET

- 60% of parcel frontage in the above active commercial or civic use and the following:
 - All zoning "Residential Uses"
 - "Commercial Uses" includes: Financial Services, Food Preparation, Indoor Entertainment, Indoor Sports and Recreation, Laundry Services, Personal Improvement Services, Pet Services
 - "Civic Uses" includes: Clubs or Lodge, College or University Facilities, Day Care services, Public and Private Education Facilities, Religious Assembly

Establish ground-level use requirements for "Mixed Use" and "Pedestrian Activity" Streets.

PLAN RECOMMENDATIONS CODE AMENDMENTS AND ZONING CHANGES

Make "Cocktail Lounge" a Conditional Use in CBD zoning district, with businesses subject to key criteria:

- Hours of operation
- Compliance with civil, criminal, fire and building codes
- Compliance with IABC regulations
- Security staffing
- Use of "electronic point of sale"

STAFF AMENDMENT PROPOSED



PLAN RECOMMENDATIONS CODE AMENDMENTS AND ZONING CHANGES

Establish Downtown-specific compatibility standards.

- Remove triggers for any SF-used property.
- Establish specific height zones adjacent to single-family neighborhoods.
- Establish specific height transition for properties abutting single-family sites.



Finalize a Downtown Density Bonus Program.

- [illegible]

Finalize a Downtown Density Bonus Program.

- [illegible]

PLAN RECOMMENDATIONS CODE AMENDMENTS AND ZONING CHANGES

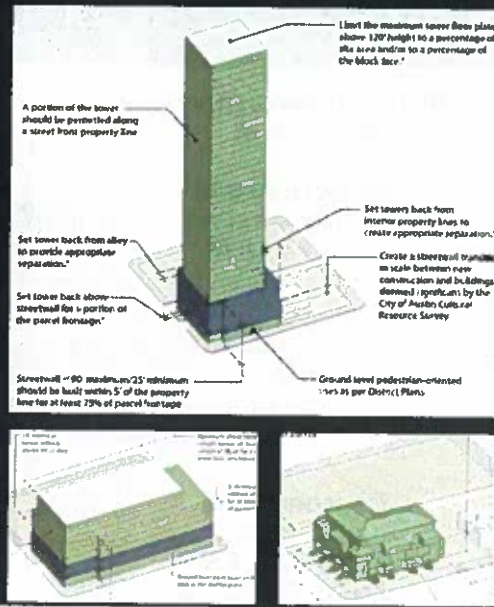
Finalize a Downtown Density Bonus Program.

- May 25, 2010: Planning Commission conveys memorandum to City Council offering suggestions to improve the proposed Downtown Density Bonus Program.
- City staff responses.

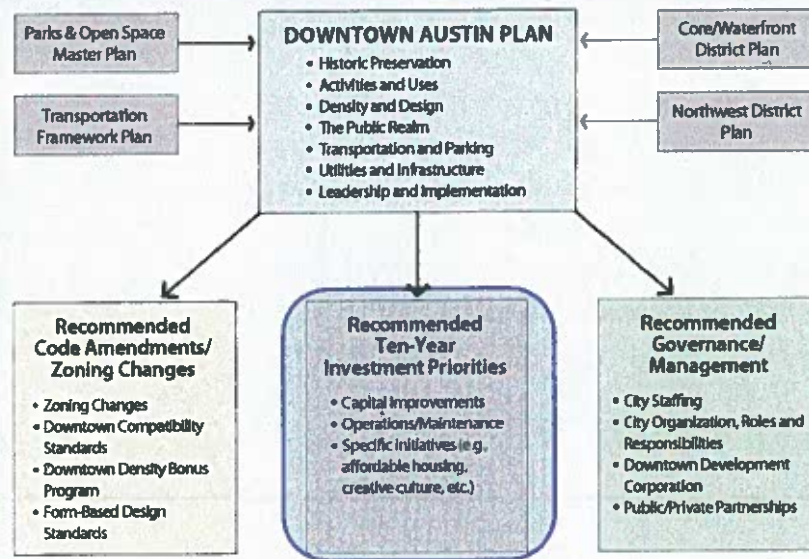
PLAN RECOMMENDATIONS CODE AMENDMENTS AND ZONING CHANGES

Develop and Finalize Form-Based Development Standards:

- Replace design standards of Sub-Chapter E.
- Promote density, livability and positive pedestrian environment.
- Compatible relationship with historic structures.
- Establish alternative compliance procedure.
- Vet further as part of ordinance preparation process.
- Use as guidelines until new ordinance adopted.

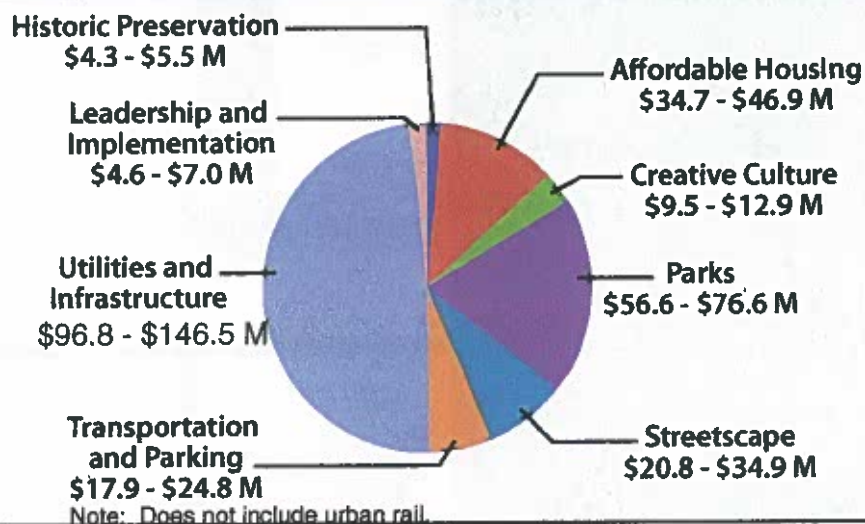


PLAN RECOMMENDATIONS



PLAN RECOMMENDATIONS

TEN YEAR (2012-2021) PRIORITY INVESTMENTS =
\$250M to \$350M



PLAN RECOMMENDATIONS

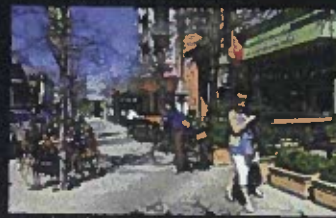
TEN YEAR (2012-2021) PRIORITY INVESTMENTS =
\$250M to \$350M

The last ten years (2001–2010): Estimated public investment:
approx. \$600 million:

- City Hall
- Second Street
- Waller Creek Tunnel
- Cesar Chavez Promenade
- Downtown Wastewater Tunnel
- Convention Center
- Hilton Hotel
- Seaholm
- Green Water Treatment Plant
- Pillager Bridge/Saud Beach
- ARCH
- Palmer/Long Center
- Zach Scott Theater
- Central Library
- IH 35 Makeover



Second Street District in 2000...



...and today.

PLAN RECOMMENDATIONS

TEN YEAR (2012-2021) PRIORITY INVESTMENTS =
\$250M to \$350M

The last ten years (2001 – 2010): Estimated private
investment between \$1.6 and 2.0 billion:



PLAN RECOMMENDATIONS
TEN YEAR (2012-2021) PRIORITY INVESTMENTS
HISTORIC PRESERVATION: \$4 to \$5 million

1. Update Citywide Cultural Resources Survey and Preservation Plan. (\$1.2 million budget for entire city)
2. Improve capacity of City Historic Preservation Office. (\$125K – \$175K per year for 2 staff architects)
3. Create funding source, incentives to support public and private preservation. (\$200K per year)



PLAN RECOMMENDATIONS
TEN YEAR (2012-2021) PRIORITY INVESTMENTS
AFFORDABLE HOUSING: \$35 to \$47 million

1. Partner with non-profit(s) to develop permanent supportive housing units. (\$28m to \$36m)
2. Create and staff Downtown Workforce Housing Corporation. (\$300K to \$400K per year)



Affordable Family Housing, Oakland



Permanent Supportive Housing, San Francisco

PLAN RECOMMENDATIONS
TEN YEAR (2012-2021) PRIORITY INVESTMENTS

CREATIVE CULTURE: \$10 to \$13 million

1. Create "Central City Creative Officer" role.
2. Contribute to construction of non-profit artist housing in/near Downtown. (\$8.5m to \$11.5m)
3. Introduce incentives to preserve Red River Street as the City's premiere live music destination.
4. Conduct feasibility, programming, and financing strategy for 6th Street "Austin Experience" Visitors Center. (\$75k to \$100k)

PLAN RECOMMENDATIONS
TEN YEAR (2012-2021) PRIORITY INVESTMENTS

PARKS: \$57 to \$77 million

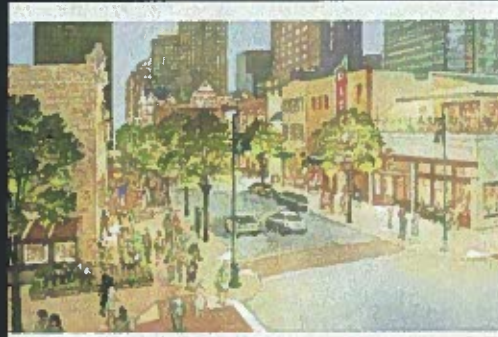
1. Increase PARD's annual O&M budget; Develop Furnishing/Signage Master Plan; Create Downtown Parks project manager role. (\$900k to \$1.2m per year)
2. Plan, Design and Implement Signature Parks:
 - Waller Creek (\$31m to \$42m)
 - Palm Park (\$6m to \$8m)
 - Waterloo Park (\$7 to \$10m)
 - Brush Square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



PLAN RECOMMENDATIONS TEN YEAR (2012-2021) PRIORITY INVESTMENTS

STREETSCAPES: \$21 to 35 million

1. Improve East 6th Street.
(\$9m to \$11m)
2. Improve Congress Avenue.
(\$12m to \$23m)
3. Implement First Phase
Downtown Wayfinding.
(\$200k to \$300k)
4. Develop and Implement First
Phase Restroom Master Plan.
(\$300k to \$500k)



EAST SIXTH STREET WITH GREAT STREETS

PLAN RECOMMENDATIONS TEN YEAR (2012-2021) PRIORITY INVESTMENTS

TRANSPORTATION AND PARKING: \$18 to \$25 million

1. Construct "absent sidewalks."
(\$5m to \$7m)
2. Complete top priority bike
improvements. (\$3m to \$5m)
3. Complete two-way
conversion of some streets.
(\$2 to \$3m)
4. Improve Guadalupe/Lavaca
Transit Corridor. (\$8m to
\$11m)



Proposed 2-way Conversions

PLAN RECOMMENDATIONS
TEN YEAR (2012-2021) PRIORITY INVESTMENTS

UTILITIES AND INFRASTRUCTURE
\$97 to \$146 million

1. Improve drainage, water quality and flood control infrastructure:
 - Downtown Drainage Master Plan (\$2m to \$4m)
 - Downtown Water Quality Program, O&M (\$9m to \$12m)
 - Little Shoal Creek Tunnel (\$21m to \$35m)
 - Lower Shoal Creek Restoration Project (\$5m to \$7m)
2. Develop annual flexible funding and reimbursement stream for AWU and WPD service extensions, street reconstructions. (\$5m to \$7m per year)
3. Acquire site for future electric substation. (\$4m to \$6m)

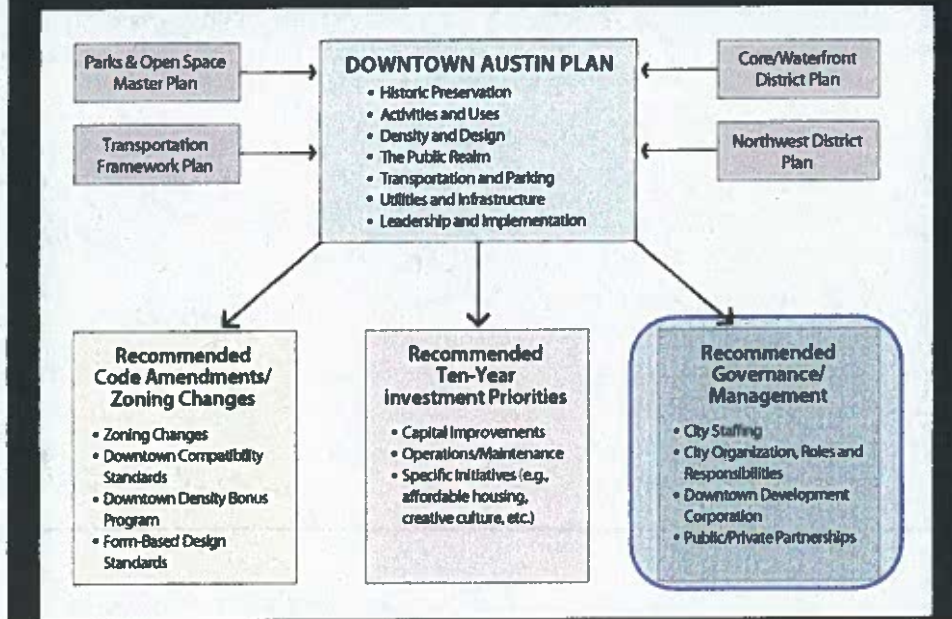
PLAN RECOMMENDATIONS
TEN YEAR (2012-2021) PRIORITY INVESTMENTS

GOVERNANCE AND MANAGEMENT: \$5 to \$7 million

Organize City to implement DAP.

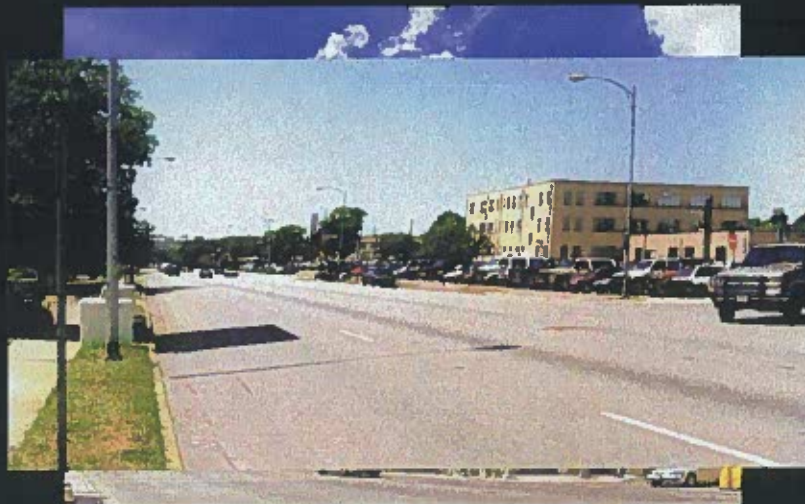
Establish Central City Development Corporation.

PLAN RECOMMENDATIONS



PLAN RECOMMENDATIONS DEVELOPMENT CORPORATION

Why Do We Need One?



**PLAN RECOMMENDATIONS
DEVELOPMENT CORPORATION**

Why Do We Need One?



**PLAN RECOMMENDATIONS
DEVELOPMENT CORPORATION**

Why Do We Need One?

What do they all have in common?

- Publicly-owned land.

PLAN RECOMMENDATIONS DEVELOPMENT CORPORATION

Why Do We Need One?

Transition from:

- Encouraging the development of public land through disposition . . .

To:

- Taking a more active role in closing feasibility gaps for projects on private land that generate significant public benefits.

PLAN RECOMMENDATIONS DEVELOPMENT CORPORATION

What do development corporations do?

Examples:

- Provide access to and assemble a variety of public and private financing for development and infrastructure projects.
- Receive revenue from and manage Tax Increment Reinvestment Zones.
- Issue bond financing against future tax increments or other revenue sources.
- Support private projects.
- Manage public infrastructure projects.

PLAN RECOMMENDATIONS DEVELOPMENT CORPORATION

What should be the priorities?

DAP recommends three priority areas:

1. **Strategic infrastructure projects**, (e.g., parks and open spaces, road and transit improvements, streetscapes) that stimulate desirable private development that will provide public benefits
2. **Workforce housing**, by channeling a variety of public and private financing sources
3. **Priority public-private development projects**, by assisting with financing, approvals, permitting and tenanting

WHAT ARE WE ASKING FROM YOU?

- Your endorsement of the Downtown Austin Plan.
- Your recommendation to City Council that the Downtown Austin Plan be adopted as an amendment to the Austin Tomorrow Plan.
- Your recommendation to City Council that City staff be directed to implement the Downtown Austin Plan consistent with the recommendations in the Plan.

NEXT STEPS

- Planning Commission: April 26, 2011
- City Council Briefing: May 26, 2011
- City Council Public Hearing & Possible Action: June 9, 2011

See www.cityofaustin.org/downtown to review the Downtown Austin Plan and its supporting documents.

