



Urban Renewal Agency

Board Meeting

September 19, 2011 • 6:00 p.m. • Street-Jones Building
Darin Smith and Jim Musbach, Economic & Planning Systems
Shuronda Robinson, Adisa Communications

Development Strategy Team

- City of Austin
 - Sandra Harkins, NHCD Project Manager
 - Regina Copic, Manager Real Estate Development
 - Rebecca Giello, Assistant Director, NHCD
- Consultant Team
 - Economic & Planning Systems
 - Darin Smith and Jim Musbach, Real Estate Economists
 - Adisa Communications
 - Shuronda Robinson, Community Engagement Lead
 - McCann Adams Studio
 - Jana McCann and Jim Adams, Urban Designers
 - Urban Design Group
 - Laura Toups, Civil Engineer

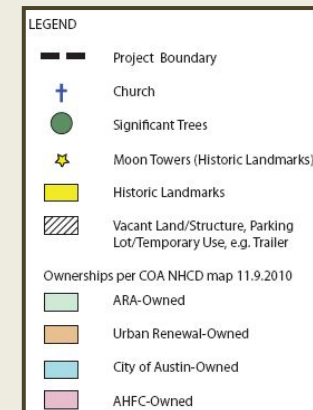


Purpose of Development Strategy

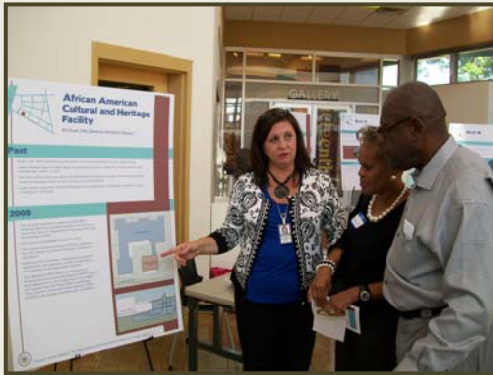
- Identify strategies to implement revitalization of East 11th & 12th Street
 - Market testing of development concepts
 - Case studies from similar communities
 - Identification/prioritization of public investments
 - Recommendations and solutions addressing barriers to development
- Work with City Staff and community to test concepts, identify priorities and resources



Image from McCann
Adams Studio, 2011
“Inventory of Properties
& Businesses”



Development Strategy Goals



- Help East 11th & 12th Streets better participate in region's economic strength and growth
- Foster community consensus around shared values and vision
- Reduce impediments to market-supported development by private enterprise
- Direct public resources toward most effective investments
- Establish clear guidelines to move projects forward



Community Engagement Outcomes

- Help identify redevelopment issues important to community
- Create clear communication about the Development Strategy and intended outcomes



Community Engagement Tactics

- Stakeholder Database
- Interviews with property owners, brokers, & community development organizations.
- Community Meetings (4)
- Survey
- Information Tools
 - Fact Sheet
 - Website
 - Email notices
- Reporting on Interviews & Input from Community Meetings



Stakeholders

- Brokers
- Business Owners (current and prospective)
- City of Austin
- Community Development Organizations
- Developers
- General Public



- Homeowner Groups
- Media
- Neighborhood Organizations
- Patrons of Businesses
- Property Owners
- Realtors
- Residents



Project Schedule

- *September*
 - Consultant Team Kickoff and Community Meeting #1
- *October*
 - Market Analysis and Surveys
- *November*
 - Community Meeting #2
 - Infrastructure Inventory
 - Revitalization Case Studies
- *December*
 - Community Meeting #3
 - Development Strategy Draft
- *January 2012*
 - Community Meeting #4
 - Final Development Strategy Prepared



Project Schedule

Community Engagement Kickoff

| September 19 | September 20 | September 21 | September 22 |
|--|--|---|---------------------|
| Consultant Team/City Staff Kickoff Meeting and Site Tour | Interviews with Developers, Property Owners with developable parcels, Neighborhood and Business Groups within the Corridor | Continue Interviews | Continue Interviews |
| Presentation to Urban Renewal Agency | | Community Open House and Presentation at Doubletree Hotel | |



CONTACT US

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WEB: http://www.ci.austin.tx.us/ahfc/comm_revital.htm

Please register for NHCD's E-Newsletter at <http://www.ci.austin.tx.us/news/notes/index.cfm> to receive notices via email regarding upcoming meetings as well as other news and events regarding the East 11th and 12th Street Development Strategy.

THANK YOU.